RESEARCH ARTICLE

MARKETING STRATEGIES TOWARDS ACHIEVEMENT IN BAKERY BUSINESS IN PHETCHABURI AND PRACHUAP KIRIKHAN PROVINCES

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Manuscript Info

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Abstract

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The purposes of this study were 1) to investigate marketing strategies towards achievement in bakery business in Phetchaburi and Prachuap kirikhan Provinces and 2) to study additional suggestions The research samples were 140- bakery business in Phetchaburi and Prachuap kirikhan Provinces derived through Simple Random Sampling technique. The instruments used for collecting the data were the rating-scale and open-ended questionnaire. Frequency, Mean scores, Standard Deviation and content analysis were used for data analysis. The findings were 1) marketing strategies were used at the highest level and additional suggestions 2) Product, Price, quality and staff and cleanliness were highly concern in order to increase in customers' loyalty.

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Introduction:-

A marketing strategy is the process allowing an organization to focus its limited resources on the best possible opportunities in order to increase its sales and to achieve a sustainable competitive advantage. It should be centred on the key concept that customer satisfaction is the main goal, thus allowing the achievement of the firm's final objective, which is profit. The marketing strategy involves three basic actions that should be undertaken in order to succeed: segmentation of the market, targeting the right market, and positioning the enterprise in the best place accessible by the targeted market. (Khalid, 2004). Furthermore, marketing knowledge and skills, as well as knowledge of marketing strategies must be put into place. This is based on innovation in products, processes or practices. There exists difference between strategic orientations of entrepreneurial and small ventures. All small ventures do not work on innovations or dominance motive (Mintzberg & Quinn, 2002).

Based on Zeithaml (1988), the objective quality measurement in the bakery sector can be conducted by food technologist or engineer. However, as this research is designed for business achievement, it is, therefore, high concern on quality dimension of user-based approach. According to Parasuraman et al. (1988), five dimensions of marketing strategies: tangibles, assurance, reliability, empathy, and responsiveness are placed in the business plan. This includes analysing product and service quality to understand priorities for improvement that the business should pay attention.

However, the evaluation of customer satisfaction using marketing strategies in a bakery business in Phetchaburi and Prachuap kirikhan Provinces are still rarely discussed in scientific journals.

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1013

Research Purposes
The purposes of this study were:
1) to investigate marketing strategies towards achievement in bakery business in Phetchaburi and Prachuap kirikhan Provinces; and
2) to study influence in marketing strategies towards achievement in bakery business in Phetchaburi and Prachuap kirikhan Provinces

Research Methodology:-
This study focused on marketing strategies towards achievement in bakery business in Phetchaburi and Prachuap kirikhan Provinces which consists of the research samplings of 140- bakery business in Phetchaburi and Prachuap kirikhan Provinces derived through Simple Random Sampling technique.

Instrumentation
The instruments used for gathering the data were the rating-scale and open-ended questionnaire based on marketing strategies towards achievement in bakery business in Phetchaburi and Prachuap kirikhan Provinces.

The first part (Part 1) of the questionnaire asked for the demographic information of the respondents: Gender, Age and Educational background. The second part (Part 2) concerned marketing strategies towards achievement in bakery business in Phetchaburi and Prachuap kirikhan Provinces. This part consisted of 4 items of Product, 4 items of Price, 4 items of Place, 4 items of Promotion, 4 of Personnel, 4 items of Business decoration, and 4 items of Service. The five levels of marketing strategies towards achievement in bakery business in Phetchaburi and Prachuap kirikhan Provinces used in the questionnaire were ranked as "The highest level", "High level", "Moderate level", "Low level", and "The lowest level". Responses from the questionnaires were subsequently coded. The data of the respondents' coded responses were statistically calculated and analysed.

Data Analysis
Data analysis from questionnaire both single item and whole questionnaire which presented by a form of rating scale. These rating scales were calculated to find out mean and standard deviation and then translated based on criteria developed by Best (1981) as follows:
5   refers to The highest level
4   refers to High level
3   refers to Moderate level
2   refers to Low level
1   refers to The lowest level

This, then, is calculated into mean scores as a following formulation.
$1.00 \leq \bar{X} < 1.50$ refers to the lowest level.
$1.51 \leq \bar{X} < 2.50$ refers to low level.
$2.51 \leq \bar{X} < 3.50$ refers to moderate level.
$3.51 \leq \bar{X} < 4.50$ refers to high level.
$4.51 \leq \bar{X} < 5.00$ refers to the highest level.

The collected data was analyzed using a computer program. The statistics used for analyzing the data were Frequency, Mean scores, Standard Deviation, and content analysis.

Results:-
Part 1:- Results of the demographic data of the respondents

Table 1:- Results of the Demographic Data of the Respondents.

Demographic data of the respondents	n	Percentage
1. Gender		
1.1) Male	41	29.30
1.2) Female	99	70.70
Total	**140**	**100**
2. Age		
2.1) Less than 20 years old	0	0
2.2) 20-30years old	19	13.60
2.3) 31-40 years old	84	60.00
2.6) More than 40 years old	37	26.40
Total	**140**	**100**
3. Educational background		
4.1) Less than Bachelor degree	21	15.00
4.2) Bachelor degree	93	66.40
4.3) Master degree and above	26	18.60
Total	**140**	**100**

Table 1 showed that percentages of respondents in genders ranged from 29.30% as male respondents and 70.70% as female respondents. For age, the percentages ranged from 13.60% for 20-30years old, followed by 60.00% for 31-40 years old, and 26.40% for more than 40 years old. For educational background, the percentages ranged from 15.00% for Less than Bachelor degree, followed by 66.40% for Bachelor degree, and 18.60% for Master degree and above.

Table 2:- Results of the Place and Investment of the Respondents.

Investment	Place			
	Owner		Rental	
	n	%	n	%
Less than 500,000 Baht	10	25.00	21	21.00
500,001-1,000,000 Baht	17	42.50	54	54.00
1,000,001-1,500,000 Baht	5	12.50	14	14.00
More than 1,500,000 Baht	8	20.00	11	11.00
Total	**40**	**100**	**100**	**100**

The table showed that 54 percent of the respondents rented the place with the investment budget at 500,001-1,000,000 Baht.

Table 3:- Results of Entrepreneurs divided by business capital, entrepreneur experiences and numbers of staff.

Variables	n	Percentage
1. Business capital		
1.1) Less than 50,000 Baht	43	30.70
1.2) 50,001-100,000 Baht	79	56.40
1.3) More than 100,001 Baht	18	12.90
Total	**140**	**100**
2. Entrepreneur experience		
2.1) 1-3 years	44	31.30
2.2) 4-6 years	45	32.20
2.3) 7-10 years	30	21.40
2.6) More than 10 years	21	15.00
Total	**140**	**100**
3. Number of staff		
4.1) 1-5	88	60.70
4.2) 6-10	23	16.30

4.3) 11-15	20	14.30
4.4) More than 15	12	8.70
Total	**140**	**100**

The table showed that there was 56.40% of respondents invested 50,001-100,000 Baht for business capital. For entrepreneur experience, there was 32.20% of respondents had 4-6 years of entrepreneur experience. For number of staff, there was 60.70% of respondents had 1-5 staff.

Part 2:- Results of marketing strategies towards achievement in bakery business in Phetchaburi and Prachuap kirikhan Provinces

Table 4:- Mean ($\overline{X}$) and Standard Deviation (S.D.) of marketing strategies towards achievement in bakery business in Phetchaburi and Prachuap kirikhan Provinces in Overall.

No.	Aspects	$\overline{X}$	S.D.	Level
1.	Product	4.66	0.51	Highest
2.	Price	4.07	0.84	High
3.	Place	4.31	0.76	High
4.	Promotion	4.55	0.51	Highest
5.	Personnel	4.50	0.61	High
7.	Physical Decoration	4.42	0.56	High
8.	Service	4.10	0.68	High
Total		**4.36**	**0.54**	**High**

The above table indicated that marketing strategies towards achievement in bakery business in Phetchaburi and Prachuap kirikhan Provinces in overall was at a high level ($\overline{X}$ = 4.36). The highest rank at the highest level was Product ($\overline{X}$ = 4.66), followed by Promotion ($\overline{X}$ = 4.55) whereas the lowest rank at a high level was Price ($\overline{X}$ = 4.07).

Part 3:- Opinions and Suggestions from the Respondents.
The opinions and suggestions from the respondents were listed as follows:
1. Ingredients should be fresh and high quality.
2. Price, quality and taste were important for buying decision.
3. Staff was an important factor for customers' loyalty.
4. Cleanliness and fast-serving were significant.

Conclusion and Discussions:-
According to the findings, it was indicated that marketing strategies towards achievement in bakery business in Phetchaburi and Prachuap kirikhan Provinces in overall was at a high level. The highest aspect at the highest level was Product followed by Promotion, Personnel, Physical Decoration, Place, Service and Price. The additional suggestions were listed as follows: Ingredients should be fresh and high quality; Price, quality and taste were important for buying decision; Staff was an important factor for customers' loyalty; and Cleanliness and fast-serving were significant.

This is supported by Krivobokova, (2009) whose study focuses on notion of customer satisfaction. In his study, it is shown that customer satisfaction is an important aspect and becomes a key to run a successful business. If customers are satisfied with the product, they will repeat purchasing, showing loyalty, and telling good things to other people. Otherwise, they will move to another brand or may complain and express their dislikes to the company and others. It can have longterm impact on company's image (Nair, 2013).

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