FACTORS INFLUENCING THE MARKETING BUSINESS COMPETITION OF DANG AND VT NAMNUENG RESTAURANT IN UDON THANI AND NONG KHAIPROVINCES, THAILAND

Kanokon Boonmee1, Boonpeng Sittivongs1, Sanya Kenaphoom2
1Northeastern University, Thailand.
2Rajabhat Mahasarakham University, Thailand.
1kanok-on.boo@neu.ac.th, 1boonpeng.sit@neu.ac.th, 2umsa_17@hotmail.com

ABSTRACT

Business or marketing in that country will stabilize the well-being of the people. the consumers are very important to consider the management of both government and business people, or even restaurant operators in many provinces, which must satisfy consumers for satisfaction in the assembly. the business sector in that country. However, entrepreneurs must use efficiency in management with honesty and sincerity to achieve the goals that have been set for quality. Therefore, this research aims to; (1) Study the marketing business competition of Dang and VT Namnueng restaurant. (2) Analysis of factors influencing business competition in marketing Dang and VT Namnueng restaurant. And (3) Presenting guidelines for developing business competition in marketing Dang and VT Namnueng restaurant in Udon Thani and Nong Khai provinces. This research uses a mixed research method with a sample of 400 people and interviews of 10 people. the quantitative data using descriptive statistics and multiple regression analysis. The data from in-depth interviews using content analysis methods. The results showed that:

The overall competition in the marketing business of Dang and VT Namnueng restaurant was found to be at a moderate level (X̄=3.06,S.D=.37(as follow; the cost structure)X̄=3.11,S.D=.37, customer relationship)X̄=3.08,S.D=.17, and management resources)X̄=3.01,S.D=.68( respectively.

Factors influencing the overall competitiveness of Dang and VT Namnueng restaurant marketing business are marketing promotion, distribution channels, products whose predictive coefficients in raw scores (b) are 0.420, 0.275, and 0.040 respectively.

Guidelines for developing business competition in marketing Dang and VT Namnueng restaurant marketing business are (1) Customer Relationship: It is necessary to develop a validation check of the information of the use of the service that can give advice and advice about the food in the restaurant correctly and completely. Able to monitor service usage in Real-time by always using up-to-date information systems such as; there is a customer satisfaction survey, sending cards and gift vouchers to customers on their birthdays, sending salespeople to visit customers on special festivals, surveys on service satisfaction from the shop, and surveys. Constant feedback from customers.

(2) Management Resources: It is necessary to develop a resource of quality both nutritionally to determine the quantity and duration of service. Job analysis is made to know by using public relations through various media to recruit employees appropriately. There is a benchmark for the selection of qualified personnel. There are methods for exams or interviews to suit the needs of the open position. Shortlisted applicants are well suited for the position clearly stated.

(3) Cost Structure: It is necessary to improve advertising costs, transportation costs, direct sales staff wages, display costs, trade discounts, packaging costs, raw material preparation costs, maintenance costs, and lower advertising costs. Choose to sell products to buyers who offer good prices. Jointly establish an association of entrepreneurs to prevent price competition. Make mixed food production by cooking more than one food. Make
a clear account of the store's income and expenses. And manage quality to reduce waste according to the break-even principle.

**Keywords:** Competition, Business, Marketing

**I. INTRODUCTION**

At present, most Thai people have developed a modern lifestyle to match the Thailand 4.0 era, especially adolescents to middle-aged people who have changed their food consumption habits by eating out more. Due to the change in social conditions, both convenience and hustle and bustle of life, the social burden is tight, so the time for preparing home-cooked meals is lost because most of the time is spent on travel and work and road traffic. This has led most people to turn to a la carte and ready-to-eat meals to eat at home or at the restaurant. Thai people are therefore satisfied and give importance to eating food that indicates different things. Even some consumers care about the health and others care about the taste and taste of food.

From such a situation, it is a good and interesting opportunity for both new restaurant operators who are coming to compete in the market and existing ones that are already doing business as a way to expand their business or think of a strategy to meet the changing needs of consumers. All these are the sources of the study of factors influencing business competition in the market of Dang and VT Namnueng restaurant in Udon Thani and Nong Khai provinces, Thailand.

Eating healthy and good quality food is a matter of the trend and values of dining out, throughout the pursuit of delicious restaurants with acceptable values, good atmosphere and located in a suitable location with tourist attractions. These make a restaurant business of many types, many styles with many styles of restaurants. It has been found that there are Thai restaurants, Japanese restaurants, Vietnamese restaurants, and western restaurants which are famous for both taste, price and have been popular for a long time. Therefore, currently doing business in marketing will have a lot of competition that arises in new ways. According to the Kasikorn Research Center report, the number 1 popular and accepted international food for Thai people is Japanese, 2nd Chinese food, 3rd American food, 4th Vietnamese food, 5th Italian food. However, the international restaurant business that follows is expected to have a market share of approximately 10 percent of the 100-billion-baht restaurant business market value. As Vietnamese food continues to grow steadily and has a large number of customers, it stands out as a healthy menu to the point that the brand-new Vietnamese restaurant is the answer to a healthy lifestyle.

As Vietnamese food continues to grow steadily and has a large number of customers, it stands out as a healthy menu to the point that the brand-new Vietnamese restaurant is the answer to a healthy lifestyle. As a result, most Thai people have turned to care for their health and the environment more than before. By emphasizing good health and nutrition following the trend of seeking value systems and quality living schemes, health care has become increasingly important to be appropriate for the current situation of Thai health. Due to the current situation of the disease and the epidemic of COVID-19, the shop business has problems with the economic balance and weakens the marketing mechanism. Therefore, it stimulates the business sector to adjust its strategies to meet the needs of customers in receiving consumption. Hence, many Vietnamese restaurants, especially in Udon Thani and Nong Khai provinces, are becoming more competitive in the market every day. From the above situation, it is a good opportunity and very attractive for investment in the Vietnamese restaurant business, where the restaurant business is very competitive. Namnueng Vietnamese restaurant is one restaurant business in the same situation. Development behavior in the context of promoting marketing expansion in the Namnueng restaurant business sector is a very interesting issue that needs to be studied.

For these reasons, Vietnamese food is a new choice for consumers who want to stay healthy and care about their food. The stronger the health trend, the more Vietnamese restaurant Namnueng grows. Although the Vietnamese food market in Thailand is still large, it is small, that is, there are not many stores, and the consumer demand is still small compared to food from other nations such as Japan, Korea, Italy, etc. However, on the contrary, it is considered to be a food with increasing consumer demand as well, as can be seen from the increasing number of Namnueng Vietnamese restaurants. Therefore, there is a market competition-driven, which has expanded the store to meet the needs of customers, including expanding branches to various locations, especially in the area of Udon Thani and Nong Khai provinces or nearby provinces.

From such a situation, it is a good and interesting opportunity for both new restaurant operators who are coming to compete in the market and existing ones that are already doing business as a way to expand their business or think of a strategy to meet the changing needs of consumers. All these are the sources of the study of factors influencing business competition in the market of Dang and VT Namnueng restaurant in Udon Thani and Nong Khai provinces, Thailand.
OBJECTIVES

1. To study the level of business competition in marketing Dang and VT Namnueng restaurant in Udon Thani and Nong Khai provinces.

2. To analyze factors influencing business competition in marketing Dang and VT Namnueng restaurant in Udon Thani and Nong Khai provinces.

3. To present guidelines for developing business competition in marketing Dang and VT Namnueng restaurant in Udon Thani and Nong Khai provinces

II. METHODOLOGY

In this research, the researcher uses an integrated research model using quantitative research which is survey research, and a qualitative research method using in-depth interviews with key informants, data collection from documents, and related research. To summarize the factors influencing business competition in the market Dang and VT Namnueng restaurant with a confidence level of not less than 95%. All of these samples were obtained from a multistage random sampling from 1,621,176 consumers of Daeng Namnueng restaurants in Udon Thani and Nong Khai provinces.

The sample group, consumers of Daeng Namnueng restaurants in Udon Thani and Nong Khai provinces, was obtained by stratified random sampling and the number of samples was calculated according to the Taro Yamane formula (Yamane, 1973: 142). A total of 400 people were sampled. 

The group of key informants by in-depth interviews were 10 people by purposive sampling according to the following qualifications: (1) Being involved in the development of business competition in marketing Dang and VT Namnueng restaurant. (2) Being an executive at the department head level and above or those involved in the development of marketing business competition Dang and VT Namnueng restaurant. (3) Experts in the development of marketing business competition guidelines.

Data collection using questionnaires is as follows: (1) Take the questionnaire developed and improved until it is of acceptable quality to collect data by yourself together with the research assistant, which the researcher asks for cooperation from people in Udon Thani and Nong Khai provinces. Before the data collection, the researcher clarified the details of the research objectives, the tools used to collect the data, the data collection procedures, and methods to provide the research assistants with complete and accurate information. (2) To request permission to collect data, the researcher created a questionnaire and made a data collection authorization letter with the sample. (3) The researcher has sent a letter requesting permission to collect data to those involved in requesting permission to collect data. (4) Distribute and store questionnaires from samples. (5) Get the questionnaire back, check the accuracy, completeness and then go to analyze the data further.

Interview data collection, the researcher proceeded to collect the interview data by following steps: (1) Study the information from academic documents by reviewing the concepts and theories related to the development of business competition in marketing. (2) Data collection using an interview form, coordinating researcher for permission of the telephone informant group. Then travel according to the appointed date and time. Before the interview, the researcher introduces himself, establishes acquaintance between the researcher and the interviewee, informs the purpose of the interview, and interviews with 10 people.

Data analysis; (1) Quantitative data using mean statistics standard deviation Multiple regression analysis. (2) Qualitative data analysis to present guidelines for the development of business competition in marketing by using systematic content analysis.
RESULTS

1. Marketing business competition Dang and VT Namnueng restaurant in Udon Thani and Nong Khai provinces, as follows:

Table 1: Marketing business competition Dang and VT Namnueng restaurant in Udon Thani and Nong Khai provinces

<table>
<thead>
<tr>
<th>Marketing business competition Dang and VT Namnueng restaurant</th>
<th>( \bar{x} )</th>
<th>S.D.</th>
<th>mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer relationship</td>
<td>3.08</td>
<td>.17</td>
<td>moderate</td>
</tr>
<tr>
<td>Management resources</td>
<td>3.01</td>
<td>.68</td>
<td>moderate</td>
</tr>
<tr>
<td>Cost structure</td>
<td>3.11</td>
<td>.37</td>
<td>moderate</td>
</tr>
<tr>
<td>Total</td>
<td>3.06</td>
<td>.37</td>
<td>moderate</td>
</tr>
</tbody>
</table>

From Table 1 The business competition in marketing Dang and VT Namnueng restaurant is at a moderate level \( \bar{x} = 3.06, S.D = .37 \), considered in descending order as follows: cost structure \( \bar{x} = 3.11, S.D = .37 \), Customer relationship \( \bar{x} = 3.08, S.D = .17 \), and Management resources \( \bar{x} = 3.01, S.D = .68 \) respectively.

2. Factors influencing business competition in marketing Dang and VT Namnueng restaurant in Udon Thani and Nong Khai provinces as follows:

Table 2: Factors influencing business competition in marketing Dang and VT Namnueng restaurant in Udon Thani and Nong Khai provinces by Multiple Regression analysis

<table>
<thead>
<tr>
<th>Selected Variable Sequence</th>
<th>B</th>
<th>S.E.</th>
<th>Beta</th>
<th>t</th>
<th>P-value</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>.887</td>
<td>.050</td>
<td></td>
<td>17.716</td>
<td>.000*</td>
<td>.788</td>
</tr>
<tr>
<td>Price</td>
<td>.005</td>
<td>.016</td>
<td>.003</td>
<td>.308</td>
<td>.000*</td>
<td>.027</td>
</tr>
<tr>
<td>Distribution channel</td>
<td>.275</td>
<td>.008</td>
<td>.537</td>
<td>32.585</td>
<td>.000*</td>
<td>.259</td>
</tr>
<tr>
<td>Marketing promotion</td>
<td>.420</td>
<td>.012</td>
<td>.508</td>
<td>34.512</td>
<td>.000*</td>
<td>.396</td>
</tr>
<tr>
<td>Service personnel</td>
<td>-.004</td>
<td>.003</td>
<td>-.007</td>
<td>-1.271</td>
<td>.204</td>
<td>.010</td>
</tr>
<tr>
<td>Physical appearance</td>
<td>.764</td>
<td>.014</td>
<td>.924</td>
<td>56.101</td>
<td>.105</td>
<td>.738</td>
</tr>
<tr>
<td>Process</td>
<td>.037</td>
<td>.008</td>
<td>.071</td>
<td>4.323</td>
<td>.217</td>
<td>.020</td>
</tr>
</tbody>
</table>

SEest = ±0.03946
R = .995; R² = .989; Adj. R² = .989; F = 7237.189; p-value = .001

* Statistically significant at the .05 level.

From Table 2, it was found that factors influencing business competition in marketing Dang and VT Namnueng restaurant in Udon Thani and Nong Khai provinces were marketing promotion, distribution, products, the predictive coefficients in raw scores (b) were 0.420, 0.275 and 0.040, respectively. However, factor variables influencing business competition in marketing Dang and VT Namnueng restaurant with no statistical significance at 0.05 level were price, service personnel, physical characteristics, process. In addition, all variables together with Phayakon, factors influencing business competition in the market for Dang and VT Namnueng restaurant were 72.3%, the forecast was ±0.03946 (F = 7237.189; p-value = 0.01).

III. GUIDELINES FOR DEVELOPING BUSINESS COMPETITION IN MARKETING DANG AND VT NAMNUENG RESTAURANT IN UDON THANI AND NONG KHAII PROVINCES FOUND THAT;

3.1 Relationship With Customers: It is necessary to develop to check the accuracy of service usage information that can give advice and advice about food in the restaurant correctly, completely, and can check the service usage in real-time. Which must use the information system always up to date, such as having customer satisfaction surveys, sending cards and vouchers to customers on their birthdays, sending salespeople to visit customers on special festivals, having a satisfaction survey, in-service from the shop and constantly surveying opinions from customers.

3.2 Management Resources: It is necessary to develop resources to ensure the quality of nutrition to determine the quantity and duration of service. Job analysis is made to know by using public relations through various media to recruit employees appropriately. There is a benchmark for the selection of qualified personnel.
There is a method of examination or interviewing candidates tailored to the requirements of the open position, the selected candidates are well suited for the position clearly stated.

3.3 Cost Structure: It is necessary to develop advertising costs, transportation costs, direct sales staff wages, display costs. Trade discounts, packaging costs, raw material preparation costs, maintenance costs. Reduce advertising costs by choosing to sell products to buyers with good bids, forming associations for entrepreneurs to prevent price competition, producing mixed food with more than one cooking. In addition, the store has a clear accounting system of income and expenses and quality management to reduce waste according to the break-even principle.

IV. DISCUSSIONS

The business competition in marketing Dang and VT Namnueng restaurant is at a moderate level \( \bar{x} = 3.06, S.D. = .37(\), considered in descending order as follows: cost structure \( \bar{x} = 3.11, S.D. = .37(\), Customer relationship \( \bar{x} = 3.08, S.D. = .17(\), and Management resources \( \bar{x} = 3.01, S.D. = .68(\) respectively. This is consistent with research by Baekhunthod, N., Tattawasart, A. and Jarernsiripornkul, S. (2019: 1) researching the business model of Vietnamese restaurant meet up Dan Khun Thot Subdistrict Municipality, Nakhon Ratchasima Province found that the reason why the sample chooses to eat Vietnamese food because it is a different food from a normal meal and it tastes delicious. The most influencing marketing mix factors in purchasing Vietnamese food are the freshness and hygiene, cleanliness of the restaurant area, and the atmosphere of the restaurant. Then, using the data obtained to design a Vietnamese restaurant business, it was found that the food used raw materials that were fresh, clean, hygienic, had important recipes that made the food taste delicious to the taste of consumers, restaurants on the main road, travel Come to be convenient, have enough parking spaces and have facilities for customers, by the business model is a sole proprietorship, the organizational structure has 4 employees.

The factors influencing business competition in marketing Dang and VT Namnueng restaurant in Udon Thani and Nong Khai provinces were marketing promotion, distribution, products, the predictive coefficients in raw scores (b) were 0.420, 0.275 and 0.040, respectively. This is inconsistent with the research of Wonghirandecha, T. (2014: 1) A study on behavior and factors influencing Vietnamese food choices among working-age groups in Bangkok found that: There were different levels of marketing mix factor in the service business and reference factor of Vietnamese food choice among the sample groups. Product factors have the greatest impact, distribution factors and physical environment factors have a high impact on decision making. And other factors such as price, process, marketing communication, and people have a low impact on decision making. In terms of reference group factors, it was found that the primary reference group had more influence than the secondary reference group.

Relationship with customers: It is necessary to develop to check the accuracy of service usage information that can give advice and advice about food in the restaurant correctly, completely, and can check the service usage in real-time. Which must use the information system always up to date, such as having customer satisfaction surveys, sending cards and vouchers to customers on their birthdays, sending salespeople to visit customers on special festivals, having a satisfaction survey, in-service from the shop and constantly surveying opinions from customers, which is inconsistent with the research of Khamphoem, W. (2010: 1) Study on “Factors Influencing Service Use Vietnamese restaurant of the people of Mueang District, Chiang Mai Province found that the behavior of the majority of the samples consumed Vietnamese food no more than once per month. The reason for choosing it is because of the good taste, favorite and the most popular dish is Namnueng, where friends and acquaintances are the best sources of information. In terms of the marketing mix factor, it was found that the sample group focused on the price factor, service factor, and product factor at a high level. And giving importance to factors in terms of distribution locations and marketing communications at a moderate level.

Management resources: It is necessary to develop resources to ensure the quality of nutrition to determine the quantity and duration of service. Job analysis is made to know by using public relations through various media to recruit employees appropriately. There is a benchmark for the selection of qualified personnel. There is a method of examination or interviewing candidates tailored to the requirements of the open position, the selected candidates are well suited for the position clearly stated. This is consistent with the research of Lumphakdee, K., and Sutamuang, K (2007:1) do a study on “Factors influencing the decision to use buffet restaurant service among working-age consumers in Bangkok” The results showed that different demographic characteristics such as gender, age, occupation, average monthly income, educational level, and circumstances had different influences on the choice of buffet restaurant service. Including the marketing mix (Marketing mix: 4P's) factors in all 4 aspects are
related to the decision to use the buffet restaurant service. But other factors, such as the loyalty factor, were not correlated.

Cost structure: It is necessary to develop advertising costs, transportation costs, direct sales staff wages, display costs. Trade discounts, packaging costs, raw material preparation costs, maintenance costs. Reduce advertising costs by choosing to sell products to buyers with good bids, forming associations for entrepreneurs to prevent price competition, producing mixed food with more than one cooking. In addition, the store has a clear accounting system of income and expenses and quality management to reduce waste according to the break-even principle, which is inconsistent with research by Kalumpabut, W. (2010: 1). A study on “Attitudes and references of Generation Y consumers in Bangkok that affect their intention to buy products for the environment”. It was found that the respondents were family first, followed by friends with influential people such as celebrities, singers, respectively. However, reference conformity does not affect their intention to buy products for the environment as this Generation Y consumer mainly receives news from social media.

V. RECOMMENDATIONS

Policy Recommendations

1. Study in depth by interviewing the methodology, and adopt a clear structured pattern together with factors influencing business competition in the Dang and VT Namnueng restaurant market effectively.

2. Analyze the factors influencing the business competition in the Dang and VT Namnueng restaurant market to have both efficiency and effectiveness that are beneficial to consumers who receive services.

3. Presenting guidelines for applying factors influencing business competition in marketing Dang and VT Namnueng restaurant regarding factors influencing business competition in marketing Dang and VT Namnueng restaurant with the participation of both consumers and providers. Service The structure and substance can effectively reach the taste and quality of food.

Suggestions For Practice

1. Product aspect: there should be a better-quality production process to build trust in that brand, including the service of the distribution location, which will make consumers decide to buy more products and be Convenient to provide services to customers. Build a lot of dealers/easy to buy. Promote marketing by focusing on public relations through media, radio, television increases.

2. Pricing: There should be developments and improvements on pricing strategies, promotional discounts, special festival pricing, warranties, and reasonable customer service.

3. Distribution channels: should be improved in terms of delivery of goods, payment of goods, receipt of goods. Or even after-sales service as customers want customers to be satisfied and confident in choosing products effectively.

4. Marketing promotion: should enhance the strategy and coordinate with the marketing plan and formulate a marketing promotion plan by using marketing promotion strategies for effective benefits.

5. Service personnel: create service standards from employees in service by modifying the personality of employees, organizing training for employees in the knowledge of effective customer service

6. Physical appearance: should pay attention to the standard of the restaurant such as safe modern seating style, separate zones between tables to prevent the convenience of sitting down to do personal errands, as well as being convenient to walk to serve food. productive employees

7. Process: should analyze consumer market trends to promote a hygienic production process according to good methodology and respond to the plaintiff's needs effectively.

Suggestions For Further Research

1. A research study on factors influencing business competition in the market for Dang and VT Namnueng restaurant should be conducted by modifying the research area to be wider and larger.
2. Should conduct qualitative research on factors influencing business competition in the market of Dang and VT Namnueng restaurant, and should use other strategies in the distribution process to meet consumer demand.

3. Should study the results of the factors influencing business competition in marketing Dang and VT Namnueng restaurant to be consistent with the marketing business competition in an appropriate systematic way.

REFERENCES


