AN APPROACH TO ONLINE MARKETING FOR PROMOTING STRIPED SNAKE-HEAD FISH PRODUCTS

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ABSTRACT

The purposes of the research article were to develop online marketing channels and marketing communications for snakehead fish products. This research used a mixed-method by surveying consumer behavior through questionnaires and setting appropriate marketing policies. The study found that targeting consumers were female, born in 1981-1996 (or Generation Y), graduated with a bachelor's degree, worked in a private company, had an average income of 10,001-20,000 Baht per month, used to buy products through Shopee, Lazada, and Facebook 1-2 times a month, and costed 300 - 500 baht per time. When online marketing was promoted, we can increase the average revenue on processed products to 26,393.33 baht per month or 32 percent.

Keywords: Striped Snake-Head Fish, Online Marketing

I. INTRODUCTION

From an in-depth interview with Mr. KajonChuekham, owner of the Wiset Snakehead Fish Farm and chairman of the Anghong Fisheries and Processing Cooperative, Huai Khan Laen Sub-district, Wiset Chai Chan District, Ang Thong Province, it was acknowledged that there are 44 members of the snakehead fish feeding in the cooperative, own 94 fish ponds, and the annual production of snakehead fish is approximately 1,500,000 kilograms per year. (Information from an interview with Mr. KajonChuakham, owner of the Wiset Snakehead Fish Farm on June 27, 2017) From the current situation of snakehead fish feeding, it is found that the members are facing several problems in the feeding system that need urgently help. The problems are 1) have a high production cost, 2) have the continuous improvement to get Good Agricultural Practice (GAP) standard sustainably, 3) develop the processed products to increase the value of snakehead fish, 4) obtain Good Manufacturing Practice (GMP) on product processing to ensure that the products are qualified and safe for consumers, 5) invent the energy-saving machine to make sun-dried or dehydrated snakehead fish, 6) develop traceability system that can track and trace each step of snakehead fish production, and 7) make online marketing that is suitable for Anghong Fisheries and Processing Cooperative.

Currently, Anghong Fisheries and Processing Cooperative has a lot of problems in marketing because there are too many fishermen who already produce snakehead fish for sale in various places in the central region. Moreover, snakehead fish from Cambodia came into the Thai market, causing snakehead fish to be cheaper. Therefore, the cooperative and its members have to find new customers from new target customer group. Today, Online marketing plays an important role in the digital era because most people can access to online systems and the lifestyle of the new generation needs more convenient and comfortable. the online marketing meets their needs because they can order the merchandises and wait for them at the desired address without having to travel by themselves.

Therefore, the researcher will develop online marketing promotion guidelines for snakehead fish products that is suitable to increase customers and revenue for Anghong Fisheries and Processing Cooperative

II. RESEARCH OBJECTIVES

The objectives of this research article were to develop online marketing channels and marketing communications for snakehead fish products.
III. LITERATURE REVIEW

Online Marketing

Online marketing is a set of tools and methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet.

Online marketing can deliver benefits such as:

- Growth in potential
- Reduced expenses
- Elegant communications
- Better control
- Improved customer service
- Competitive advantage

Online marketing is also known as internet marketing or web marketing. It includes several branches as shown in Fig. 1.

![Fig. 1 Branches of online marketing](image)

Branches of online marketing [1]

The website - is either a personal website or a corporate website or even a personal blog hosted on an automated marketing platform or other type (such as WordPress or Tumblr) [2]. For a company, a website is useful both as a starting point and as a destination. It is understood that marketers of the company carry out, for example, a digital marketing campaign to promote a website (starting point) in order to get more visitors (destination).

Search Engine Marketing (SEM) - is the foundation of online marketing through two important functions:

a) "Search Engine Optimization (SEO)";

SEO involves appropriate optimization techniques to obtain higher rankings through search engines, according to options for products, services, offers, suppliers, distributors, customers, end-users, etc. It has two major components: "On Page SEO" and "Off Page SEO".

b) Paid Search Advertising (PSA).

PSA (paid search ad) is designed to attract visitors to place ads of interest in search engines. The most popular approach is "Pay Per Click" (PPC), and Google Adwords is the most popular tool that allows users to advertise on Google and the partner network.

Social Media Marketing (SMM) is another functional part of online marketing that has become quite important in recent years. From a functional point of view, social media represents "a group of Internet-based applications that are based on the ideological and technological foundations of web 2.0 and allow the creation and exchange of"
user-generated content" [3]. Social media marketing actions are opportunities that include text, images, video and networks for all business partners designed and developed according to online marketing methods [4].

Affiliate Marketing - many experts in the field claim that this type of affiliate marketing works in relational terms as follows: 1) the trader or sponsor who created the affiliate program; 2) the intermediary, the person who accepts the conditions of the affiliate program; and 3) the network owner (affiliates).

This entity generates revenue in this position by providing space to create affiliate programs for merchants [5]. The intermediary is formally hired to meet the affiliate marketing requirements set by a business (trader), and will receive a commission for each visitor of the company's site (which applies the method) [6].

Content Marketing - in the previous approach to SEO, it is basically highlighted the facility of creating links through the application of search optimization techniques. Starting with 2011, however, this trend has changed, with content marketing becoming the new SEO. This aspect reveals the importance of well-developed content as the basis of SEO, which results in an increased presence on the Internet and not through the ways to build cheap links.

Email marketing - is one of the most important tools of any digital marketing campaign. Despite the increased influence of social media, email is still the most effective way to convert visitors or readers into customers. However, considering e-mail marketing as a concept, it is the process of collecting email addresses from current and potential buyers (individuals and/or legal entities) interested in the products or services of a company in order to send them newsletters, offers etc.

Mobile Marketing - More and more mobile users visit websites to integrate into social networks or to identify products (services) to buy them immediately or later. In fact, it is estimated that 30% of the traffic flow on a website is made by visitors via mobile phones [7].

Mobile marketing involves dedicated business staff in creating visible and mobile content or ads. According to experts, websites should have mobile-compatible versions. For example, an ad received on a mobile device by a user could cause the nearest stores selling the product to be displayed. So the owner of the mobile phone could become potential buyer and in a short time the customer of a company for a product or service [8]. The major benefit of this method is reduced costs and wider coverage, but this method has its limitations because the online client can easily ignore the ad content received or the client can put these emails in a spam file [6].

Video Marketing - in online marketing, the video can be added to the site to increase the company's website traffic. Messages sent to this target audience must be relevant to meeting their needs, and therefore the video must be designed in a manner that is consistent with the perception and understanding ability of both customers and potential customers, otherwise the implementation of this initiative would be useless [9, 10].

Corporate Video - this method allows the development of joint business actions in an interactive online video mode and it is therefore useful in delivering the desired message to the target audience, having the facility of easy and cost-efficient sharing in terms of creation, such as the ability to access globally [6].

Power of Blogging - over the years, blogging has become very popular across the globe without any barrier due to the age of members of groups interested in applying this method. Blogging is therefore useful to the public because it gives it the opportunity to express its views, and this feature allows marketers to capitalize on business opportunities at minimal cost [6].

Online advertising - This is the most common technique used in e-marketing, where the marketer uses virtual space to convey and promote marketing content on web pages created exclusively to: attract the attention of Internet users; increase brand awareness and promote sales. This method involves promotional messages on your computer screen [6].

Banner Advertising - banners can be found in almost all web tools or web features, is websites, mobile sites, mobile applications, search engines, newsletters, Facebook, Twitter, YouTube etc. Digital traders are continually engaged in specific actions promoting their products or services, using various types of banners (static, text, animated, images, videos, intelligent banners) on different platforms [11].
Effective online marketing programs leverage consumer data and customer relationship management (CRM) systems. Online marketing connects organizations with qualified potential customers and takes business development to a much higher level than traditional marketing.

It also helps a company raise its brand awareness by establishing its online presence across the Internet.

Online marketing has several advantages, including:

Low costs

Large audiences are reachable at a fraction of traditional advertising budgets, allowing businesses to create appealing consumer ads. Many advertising platforms also allow for scalable ads with different levels of reach that are proportioned to the advertising budget. Rather than committing a large amount of money to advertising, smaller companies can spend a small amount and still increase their reach.

Flexibility and convenience

Consumers may research and purchase products and services at their leisure. Business blogs can be used to let consumers and prospects conduct their own research on the business's products as well as provide their feedback and reviews.

Analytics

Efficient statistical results are facilitated without extra costs. Many advertising tools include their own analytics platforms where all data can be neatly organized and observed. This facilitates business intelligence efforts and data-driven decision making.

Multiple options

Advertising tools include pay-per-click advertising, email marketing, interstitial ads and banners, social media advertising, and local search integration (like Google Maps). Digital marketing companies usually offer their services across various online advertising channels by tuning their offer to the individual client’s needs.

Demographic targeting

Consumers can be demographically targeted much more effectively in an online rather than an offline process. Coupled with the increased analytics potential explained above, organizations can improve their targeting over time, have a clearer understanding of their customer base, and create specific offers that are shown only to certain demographics.

The main limitation of online marketing is the lack of tangibility, which means that consumers are unable to try out, or try on items they might wish to purchase. Generous return policies are the main way to circumvent such buyer apprehension.

Online marketing has outsold traditional advertising in recent years and continues to be a high-growth industry.

IV. RESEARCH METHODS

A. Research Design

Survey research and Applied research were used and research tools were questionnaires and observation. The survey research was conducted to collect the quantitative data from 500 samples who purchased the snakehead fish products via online channels and was analyzed by using descriptive statistics. The researchers developed some branches of online marketing to promote the snakehead fish products and recorded the store history to evaluated the efficiency of online marketing.

B. Research Process

Research process of this research has developed into 5 steps consisted of 1) to survey consumer behavior, 2) to set marketing objective, communication strategy, media, and message, 3) to do the activities following the strategy, 4) to evaluate the marketing identity, and 5) to make a conclusion. All Steps were shown in Fig. 2
V. RESEARCH RESULTS

Results indicated that 52.0% of the consumers were female, 41.0% born during the year 1981-1996 (or Gen Y), 60.4% graduated with a bachelor's degree, 39.8% working as employees of private companies, 30.8% have an average income 10,001-20,000 baht per month, used to buy products through Shopee (83.6%), Lazada (70.6%) and Facebook (57.6%) with a frequency of 1-2 times per month (35.2%). The purchase value is 300 – 500 baht per time (24.2%). The main reason to buy is to eat by yourself (70.8%), and making a purchase decision by yourself (55.4%).

For marketing mix factors affecting the decision for purchasing the snakehead fish products, Product is the most important. Place, Promotion, and Price are less important, respectively.

About the guidelines for developing snakehead fish products, the consumers are highly interested in new products such as crispy baked snakehead fish, snakehead fish furikake (a dry Japanese style condiment to be sprinkled on top of cooked rice), and shredded snakehead fish which are ready-to-eat products and has a relatively long shelf life. And the consumers are interested in the main processed products of the cooperative that are sun-dried snakehead fish, NA-ROK fish chili paste, original roasted chili paste, and roasted chili paste with giant water bug mixture in the middle level.

The suggestions from the customer to develop the product are 1) the package should produce for one meal size or a trial size. It will make the product price easy to sell and/or try and be suitable for daily life. 2) It should be developed to be ready-to-eat products or just use only the microwave to cook or reheat which is suitable for small families or students. 3) It should offer new inventive products because there are already a lot of products in the market. Selling the similar product in the market will bring a lot of competitors.

Results from the survey make us set up the marketing policy by emphasizing on GAP standards and healthy products, communicating via Lazada, Shopee and Facebook for 3 months.

The results from online marketing implementation are 1) it can make total revenue from processed products 79,180 Baht per 3 month. Normally, the cooperative has an average sale of processed products is about 60,000 Baht per 3 month. It shows 32% increase in revenue. For the fresh fish, the cooperative has reservations more than 2 months in advance (based on the cooperative's existing capacity).

VI. DISCUSSIONS

From the results of the research can be discussed as follows:

1. According to the research results, distribution channels with the most buyers are Facebook, Shopee, and Lazada, respectively, which contradicts the Electronic Transactions Development Agency's 2019 survey. It is possible because the cooperatives are new merchants. There are a number of stores that are listed for sale on Shopee and Lazada and they already have a customer base. When searching on these platforms, it is found that...
these stores will be found on the first page, making the cooperative unable to compete in Shopee and Lazada. Unlike Facebook, which can buy ads that are more targeted to their customers. It can better determine the characteristics of the target customers who help the cooperative generate better sales.

2. Most of the consumers in this research were female, born in the years 1981-1996 (or Gen Y), graduated with a bachelor's degree, worked in private companies, have average income 10,001-20,000 Baht per month, which are consistent with the sample group of NattakanKongkaem[12]. The demographic data of this research were female, aged 21-25 years, worked as professional employee/company employee, the income were 20,000 Baht or more, as well as the sample in the research of NuntapornKeandoungchun, KwankamolDonkwa, and SareeyaWichitsathian[13]. So it can be concluded that the sample in this study can represent a good demographic of online shopping.

VII. RECOMMENDATIONS
The researcher summarizes the recommendations for improving the online marketing of cooperatives as follows:

1. The cooperative needs to improve the factory and production processes to meet FDA standards, which will increase the credibility of selling products.

2. It should have the various packing sizes of products, especially for one meal consumption, which is consistent with the lifestyle of consumers who live alone, inconvenient to cook.

3. It should develop innovative products that are different from general snakehead fish products and/or make value-added from fish scraps that are discarded from the production process such as fish heads, fishbones, etc.

4. Product capacity should be planned or the cooperative should find a reliable source that can provide raw materials because when the researcher needs to sell the products, it was found that the cooperative was sometimes unable to produce the products to meet the market demand. This will cause a loss of marketing opportunities because Gen Y people are the type who need speed, promptness, and not waiting for something because they can always find other vendors.

5. The cooperative should keep its standards that are its identity, for example, being a GAP standard snakehead fish, being a health-conscious product, low sodium, etc.

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