

## **Online Marketing through Shopee of Pook Pak Kin Eng**

### **Part 1**

#### **Introduction**

Shopee is an online market for buying and selling in the form of e-marketplace. Its focus on mobile devices thus accommodates almost all consumers to conveniently access the platform to browse and sell/buy products. Shopee is the platform designed with the combination of features from an online marketplace, a payment system and logistic supports. As a result, the online buying/selling of products become convenient, safe, and uncomplicated. Shopee is therefore a highly popular e-marketplace platform.

In Thailand, Shopee is growing very fast. Its operation started in December 2015. At present, there are more than 30 million user accounts. What distinguishes Shopee from other competitors are speed, safety, and the less expensive priced products. For example, in terms of speed, buyers can directly contact sellers through messaging in chat to ask for product details. Regarding the safety, the transaction through a reliable application where Shopee acts as an intermediary can be helpful when problems arise. That is, buyers can directly inquire Shopee or ask Shopee to be a dispute mediator. As for the better price, Shopee provides discount codes and sellers can also offer discount coders. Based on these reasons, Shopee has become a very popular platform for online shopping and draws both buyers and sellers to use this application.

Pook Pak Kin Eng store considers digital marketing to be important in the present day. People's lifestyle has been changed as they use cell phones, tablets, and computer most of the time. The store notices the changes of consumer's media usage. Several print media have been discontinued. Traditional televisions and radios have fewer audience. As a result, the use of traditional marketing may not fully cater to the store's need. For this reason, the store considers the use of digital marketing for its marketing operation of its online presence.

From a preliminary study, Pook Pak Kin Eng Store has found that, in addition to generating sales, digital marketing has several uses for marketing purposes including the creation of corporate image, being a channel for communication or public relation, being a tool for viral marketing, and the dissemination of advertising message as well as information exchange between the store and consumers or among consumers themselves. Digital marketing may also facilitate the community building for brand

## Case Study: Online Marketing through Shopee of Pook Pak Kin Eng

users, as well as the spread of word-of-mouth and the building of customer database. In comparison with traditional marketing, digital marketing may require relatively less budget.

There are several tools available for digital marketing including, for example, website, social media (eg., Facebook, Instagram, Twitter), e-marketplace (eg., Shopee, Lazada), super app (eg., Grab, Line), email marketing, and artificial intelligence.

Pook Pak Kin Eng has opened a shop in Shopee for about a year. Originally, the shop started online selling of vegetable seeds by opening a Facebook page entitled “Pook Pak Kin Eng”. However, as selling through Facebook has some operational inconveniences, the shop moved the main selling platform to Shopee (as illustrated in Figure 1) because Shopee is an e-marketplace platform that can better accommodate online business in particular and save labor costs. Due to its automatic buying-selling system, buyers can choose products in the Shopee system with no need for direct talk with sellers unless they have special questions. As data are recorded in the system, there is also no need for sellers to be on screen all the time. The sellers may simply come to Shopee periodically, for example, 2-3 times a day in case customers may have questions or troubles so that these can be acknowledged and handled in time. In addition, Shopee is a platform that enables the real-time data update.



Figure 1: Pook Pak Kin Eng Shop in Shopee

Products sold in Pook Pak Kin Eng Shop focus on quality plant seeds with premium grades. The shop selects the best seeds from both domestic and international sources. Mainly plant seeds sold in this shop include seeds of kitchen vegetables, microgreen salad sprouts, flowers, herbs, spices, and pet food plants. The shop also sells biochemicals to support plant and vegetable growing. The shop provides daily delivery and uses Kerry as the only courier. In terms of marketing promotions, there is Shopee's discount codes for customers, for example, the discount of 117 baht with the minimum purchase of 450 baht.

Nevertheless, the competition in Shopee is very high because there are many sellers in the same product category. Moreover, the Shopee system makes it convenient for customers to compare products from each seller. As a consequence, Pook Pak Kin Eng Shop is uncertain regarding the approaches it should follow in order to make its marketing more successful. The shop considers more new marketing practices in order to build awareness and persuade customers to buy more products from its Shopee shop.

Regarding the product selling in Shopee, this platform categorizes shops into 3 types: (1) general shops usually for general new vendors, both small and big, (2) Power SME for manufacturers and wholesaler who want to open stores for an online market with ready-to-deliver stock, and (3) Shopee Mall for vendors registering in the form of a company and being brand owners or official sale representatives. Pook Pak Kin Eng Shop is in the first category.

When Pook Pak Kin Eng Shop first started its operation in Shopee, Shopee offered several kinds of assistance to newly-opened shops including 0% fee, free advertising up to 500 Baht budget, staff helping shop building, an expert to supervise the shop, support for stock and order management, resources concerning knowledge bank and selling techniques, as well as discount coupons to stimulate sales.

To keep updated with Shopee's information, Pook Pak Kin Eng Shop uses several channels provided by Shopee including (1) Facebook "Ajarn Shopee" which provides the most recent information related to the Shopee community, (2) Youtube "Shopee University Thailand" which provides easy selling techniques in videos, (3) Line "@SHOPEEUNITH" for shops to ask questions and inquiry regarding information changes, (4) Shopee Website in the section of Seller's Learning Center which assembles not-to-be-missed marketing intelligence, and (5) Shopee Website in the section of Shopee Live to keep updated with new knowledge through Shopee University's Live with many kinds of activities and rewards.

## Case Study: Online Marketing through Shopee of Pook Pak Kin Eng

Figure 2 displays an example of buying Pook Pak Kin Eng Shop's product. This buying order indicates the buyer's name, phone number and delivery address. The bought product is slowly-melting fertilizer under the brand "Fertilife" with 14-13-13 formular. The price is 55 baht per packet. The total order includes 15 packets. There is no discount provided by the shop itself. The delivery fee is 64 baht. The delivery format is Standard Delivery where Shopee is the one who assigns which courier to be used. However, in the case of Pook Pak Kin Eng Shop, as Kerry is the only courier used by this shop, the product will thus be delivered by Kerry. The total price of this order would be  $(55 * 15) + 64 = 889$  baht. However, as the customer have a Shopee discount code of 200 baht. The net amount paid by the customer is just 689 baht.



Figure 2: Example of a Buying Order

## Part 2

### Current Marketing and Marketing Communication Practices

#### 1. Product

The products sold in Pook Pak Kin Eng Shop are agriculture-related and can be classified into 2 major categories: (1) plant seeds which are the main products sold in this shop and (2) other products. Details are as follows:

*1.1 Plant seeds* with premium quality grades. The shop selects the best seeds from both domestic and international sources. Most seeds are imported from USA, New Zealand, South Korea, and Taiwan. Types of seeds sold include:

1. **Corn:** e.g., waxy corn (JJ-stream honey), waxy corn (JJ-Tri Rong)
2. **Microgreen (sprout):** e.g., broccoli sprout, sunflower sprout
3. **Flower:** e.g., sunflower, French marigold
4. **Herb/spice:** e.g., rosemary, thyme
5. **Pet plant:** wheatgrass, catnip
6. **Morning glory:** e.g., Chinese Convolvulus-JJ noodle, Chinese Convolvulus-JJ bonus
7. **Fruit:** e.g., melon, strawberry
8. **Backyard garden:** e.g., celery, basil
9. **Cabbage:** e.g., cabbage, cauliflower
10. **Spinach:** e.g., amaranth, Italian spinach
11. **Kale/Chinese Kale:** e.g., curly green kale, red kale
12. **Salad vegetable/ lettuce:** e.g., baby cos, green oak leaf
13. **Seeds in big size package:** e.g., Chinese Convolvulus-JJ bonus, red holy basil

*1.2 Other products:* e.g., biochemicals such as bioextract, Humus Kali

Only premium brand products with high quality and high popularity are selected to be sold in this shop. These brands include, for example, Juijia, Lookloak, Kai, and AAA as displayed in Figure 2, Figure 3, Figure 4, and Figure 5.



Figure 3: Waxy corn (JJ-stream honey)-Juijia Brand



Figure 4: Waxy corn (purple taro)-Lookloak Brand



Figure 5 : Chinese Convolvulus (JJ bonus)-Kai Brand



Figure 6 : Chinese Convolvulus (JJ noodle)-AAA Brand

### **2. Price**

The prices of the products in this shop are set according to the product quality and cost. In comparison with other top rank stores in Shopee, the prices per packet of Pook Pak Kin Eng products seem to be more experience but in terms of prices per seed, those of Pook Pak Kin Eng are cheaper.

### **3. Place**

In terms of online marketing channel, the main channel is the Shopee application which is an online e-marketplace. The shop also has a Facebook page entitled “Pook Pak Kin Eng” as a supplementary channel but this page is not intended to be a main selling channel. Pook Pak Kin Eng does not use other kinds of social media like Line or IG.

Regarding the delivery, there is only one kind of delivery method: Kerry. In the past, the shop used to use other couriers but there were many problems so it decides to use Kerry as the only courier.

The delivery prices starts from 45 baht. There are two rates: one for buyers in Bangkok and its vicinity and the other for buyers in other provinces. These delivery rates are centrally set by Shopee.

Pook Pak Kin Eng provides daily delivery service even during weekends and during major holidays such as Songkran Festival.

### **4. Promotion**

#### *1. Advertising*

Pook Pak Kin Eng places ads in Shopee and Facebook to building awareness and stimulate consumer’s wants. The shop focuses on the creation of store image and product image so that consumers will perceive the store as offering high quality seeds which are easy to grow and convenient for storage and thus reinforcing the shop’s selling point of “Grow easily and store conveniently”.

#### *2. Sale promotion*

##### A. discount coupon

- discount coupon for a monthly campaign. For example, in August 2021, the use of 68NM7P code provides 100 baht discount with 400 baht minimum purchase.



- Flash sale. For example, for the campaign 8.8 Shopee SHOPATHON, the discount code of YETWLZ provides 80 baht discount with 200 baht minimum purchase. This offer is valid only for 24 hours of 8 August 2021 as illustrated in Figure 6.

- Shopee's discount code shown on the shop's first page. The discount code of JUBR7U provides 117 baht discount with 450 baht minimum purchase.

- Free delivery code with a minimum purchase of 99 baht.

- Follow prize. A discount code of 10 baht for a minimum purchase of 200 baht for those follow the shop in Shopee.

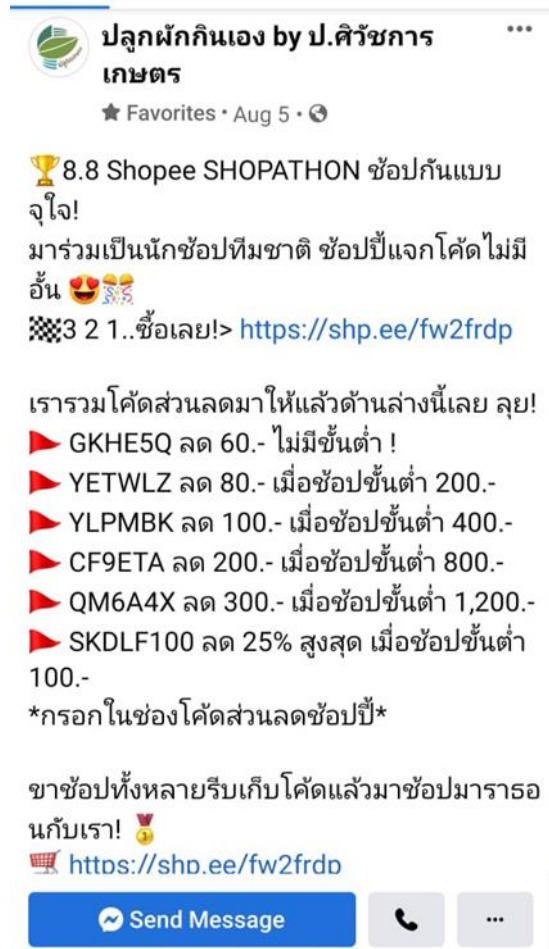


Figure 7: Discount coupon in the campaign 8.8

B. Discount

- Discount for the August monthly campaign of “8.15 Mid Month Sale”. The discounts for products participating in this campaign start from 4-36%.

- Special discount for new customers. The prices of products for new customers start only from 1-99 baht including, for example, a product of 1 baht.

3. Direct marketing

The shop has quick, detailed, and thorough communication with customers. Both the shop followers and those who put the shop’s products in the wish list are considered customers that the shop have data available for the use of Broadcast and Direct messages tools to send message to the target group. Messages sent through these tools will make customers feel that they are important and thus fell impressed with the shop. These tools can promote sales as illustrated in Figure 7.



Figure 8: Example of the use of direct marketing

*4. Public relation*

The shop implements its public relation activities through Shopee application and Facebook page. The emphasis is on customer's perception of the store image and product image by demonstrating that the store products are of high quality, possess high rate of germination, and are easily accessible for various groups of customers including farmers, office workers, and people beginning an interest in vegetable growing or agriculture.

*5. Personal selling*

The shop conducts personal selling through Shopee's chat in order to provide service, communication, and product suggestion. The shop provides information to a specific customer who approaches the store to help ease customer's purchase decision.

### Part 3

#### Business and Competition Environment

##### Analysis of Business Environment

Regarding **the economic environment**, the outbreak of COVID-19 has resulted in an overall unfavorable economic condition and urged consumers to spend more carefully by focusing on buying only the necessities in their life. Moreover, they tend to dine out less. Though this kind of situation may unfavorably impact the country's economy as a whole, it does not have that much negative impact on Pook Pak Kin Eng Shop on the Shopee platform because vegetable is one of the main foods people daily consume. Moreover, customers who are farmers buy vegetable seeds from this shop to grow and sell the produce in the form of the fresh vegetable. These farmers still continue working on this job without reducing their farming capacity.

In terms of **social environment**, the pandemic of COVID-19 has discouraged people from going out. Therefore, they tend to spend less time shopping in physical shops. This could be, however, considered an opportunity for online selling. In addition, the trend in global consumers' awareness in health protection encourages consumers to look for safer or more useful food; therefore, they increasingly consume more vegetables.

The **technological environment** should be paid special attention. As consumer behaviors are changing due to the use of online media, the business operation of this shop can be benefited from this trend as the shop uses Shopee as the main channel in online communication and distribution. However, if the popularity of each platform changes, the shop can be negatively affected, as well.

In terms of **buyer's bargaining power**, because there are many shops selling vegetable seeds both in the online and offline channels, consumers can find many choices easily for their purchase. In this sense, the level of buyer's bargaining power is high.

Regarding **the supplier's bargaining power**, as Pook Pak Kin Eng Shop has a good relationship with suppliers of vegetable seeds, it can always order products of high quality and standards. However, the suppliers may also sell these products of quality to the competitors' shops as well. Based on this reason, the level of buyer's bargaining power is medium.

Finally, the level of **threat from substitute goods** is rather low because vegetable seeds cannot be directly substituted by other products easily.


### **Analysis of Competitive Environment**


Competitors in the same business as that of Pook Pak Kin Eng Shop can be classified into 2 main categories.

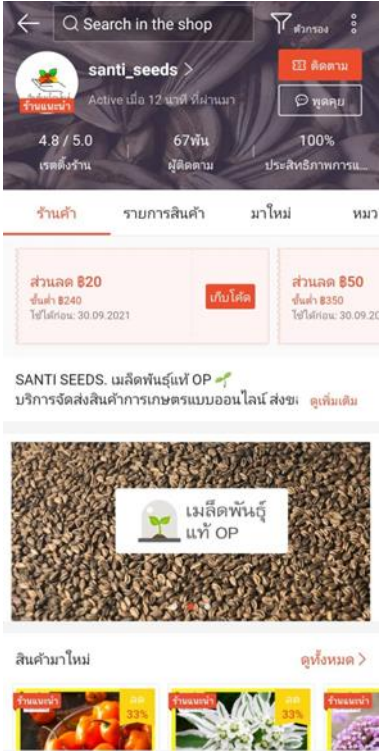
1. Direct competitors include the preferred shops on the Shopee platform which sell vegetable seeds online. There are many of this kind of competitors.

2. Indirect competitors which can be further subdivide into 3 types: (1) those who sell vegetable seeds online on the Shopee platform but are not preferred stores, (2) those who sell vegetable seeds online on other platforms, and (3) those who sell vegetable seeds offline with real physical stores.


**Basic information of Pook Pak Kin Eng Shop and direct competitors**


<p style="text-align: center;"><b>Pook Pak Kin Eng Shop</b></p> 	<p><b>Basic information</b></p> <table border="0"> <tr> <td>No. of products</td> <td>167</td> </tr> <tr> <td>Followers</td> <td>2,700</td> </tr> <tr> <td>Chat performance</td> <td>95</td> </tr> <tr> <td>Shop rating</td> <td>4.9</td> </tr> </table> <p><b>Description on the first page</b></p> <p>Pook Pak Kin Eng</p> <ul style="list-style-type: none"> <li>- Quality seeds, premium grade, best selected from both domestic and oversea sources</li> <li>- Seeds imported from USA, New Zealand, South Korea, Taiwan</li> <li>- Daily delivery including during holidays</li> <li>- Delivery through Kerry only</li> <li>- Fill out the slot “Shopee discount code” with “JUBR7U” to earn 117 baht discount with a 450 baht minimum purchase.</li> </ul>	No. of products	167	Followers	2,700	Chat performance	95	Shop rating	4.9
No. of products	167								
Followers	2,700								
Chat performance	95								
Shop rating	4.9								


	<p><b>Basic information</b></p> <p>No. of products 94</p> <p>Followers 5,100</p> <p>Chat performance 99</p> <p>Shop rating 4.9</p>
	<p><b>Description on the first page</b></p> <p>Pun Insee</p> <ul style="list-style-type: none"> <li>- “Leave the selection of good seeds to be our duty”</li> <li>- Sold by farmer👨 from Thamrong Farm in Nakorn Naiyok Province, with 6 year experience in organic agriculture</li> <li>- We are pleased to provide advice for the whole growing process.</li> <li>- Organic seeds (USA) are regularly imported. They have a high rate of germination. Information on how to grow is provided for all product items.</li> <li>- The seeds are certified according to organic seed standards by MOFGA with the certification code of 9726. Seeds are selected for being grown in Thailand. Seed are not coated with chemicals and they are non GMOs.</li> <li>- Every other day delivery</li> </ul>


<p><b>Santi Seeds Shop</b></p>	<p><b>Basic information</b></p> <p>No. of products            346</p> <p>Followers                    67,000</p> <p>Chat performance         100</p> <p>Shop rating                 4.8</p>
	<p><b>Description on the first page</b></p> <p><b>santi_seeds</b></p> <ul style="list-style-type: none"> <li>-- SANTI SEEDS: authentic seeds</li> <li>- Online delivery of agricultural products to the customers' hands.</li> <li>- A variety of seeds including rare seeds and imported seeds</li> <li>- for more information, please contact through Chat 24 hours.</li> <li>** Delivery conditions**</li> <li>- After receiving orders, the shop will delivery them as soon as possible.</li> <li>- The orders should reach customers within 2-3 working days or depending on each courier's delivery.</li> <li>- Thank you customers for your patronage.</li> </ul>




<p><b>Rai Loong Top Shop</b></p>	<p><b>Basic information</b></p> <p>No. of products                      69</p> <p>Followers                                5,300</p> <p>Chat performance                      59</p> <p>Shop rating                               4.8</p>
	<p><b>Description on the first page</b></p> <ul style="list-style-type: none"> <li>- Rai Loong Top: high quality seeds</li> <li>- Quality seeds are gathered from both domestic and oversea sources.</li> <li>- Producer and distributor of sunflower seeds branded “Super Top”.</li> <li>- Sell seeds for sunflower sprout and all kinds of vegetable sprouts. High quality products with 99% germination rate. Germination guarantee up to 90 days</li> <li>- Fanpage : Lai Roon Top, Organic Sunflower Sprout</li> <li>- <a href="http://www.railungtop.com">www.railungtop.com</a></li> <li>- Line : @railungtop</li> <li>- Tel 036-689388</li> </ul>

<p style="text-align: center;"><b>KHP Agro Group Shop</b></p> 	<p><b>Basic information</b></p> <p>No. of products                    291</p> <p>Followers                            20,000</p> <p>Chat performance                71</p> <p>Shop rating                         4.9</p> <p><b>Description on the first page</b></p> <p style="text-align: center;">-</p>
--	---

<p style="text-align: center;"><b>HORTPLANT Shop</b></p> 	<p><b>Basic information</b></p> <table border="0"> <tr> <td>No. of products</td> <td>144</td> </tr> <tr> <td>Followers</td> <td>10,800</td> </tr> <tr> <td>Chat performance</td> <td>87</td> </tr> <tr> <td>Shop rating</td> <td>4.8</td> </tr> </table> <p><b>Description on the first page</b></p> <ul style="list-style-type: none"> <li>- HORTPLANT, Hello.</li> <li>- We ship the order from Monday to Saturday, but not on Sunday. Orders will be shipped within 48 hours after payment.</li> <li>- Seed packaged in clear zipped bag.</li> <li>- All are new lots, unexpired seeds which can be kept for approximately 8 months. No products remain in stock for a long time. (If you don't grow the whole pack, please keep them in a cool place without sunlight.)</li> <li>- Buy 10 Get 1 free.</li> <li>- Customers can order as many as you wish. The giveaways will be added by the shop according to the amount of purchase. Buy 10 Get 1 Free. Buy 20 get 2 Free.</li> <li>- Thank you all customers for supporting us.</li> <li>- If you have problems with the product or incomplete items, please contact us through Chat. The shop can help solve the problem.</li> </ul>	No. of products	144	Followers	10,800	Chat performance	87	Shop rating	4.8
No. of products	144								
Followers	10,800								
Chat performance	87								
Shop rating	4.8								

<p style="text-align: center;"><b>ร้าน Local Seeds</b> <b>Local Seeds Shop</b></p>	<p><b>Basic information</b></p> <p>No. of products                      92</p> <p>Followers                                31,400</p> <p>Chat performance                      74</p> <p>Shop rating                                4.8</p>
	<p><b>Description on the first page</b></p> <p>Local seeds</p> <ul style="list-style-type: none"> <li>- Local seeds welcomes all customers.</li> <li>- We sell salad vegetable seeds and other varieties of vegetable seeds. We manually select all seeds with special care. We also see farming and agricultural equipment.</li> <li>- We ship with the following couriers: Standard Delivery, Kerry express, and EMS-Thailand Post.</li> <li>- Follow our shop in order not to miss new products and discount promotions.</li> <li>- Please do not deduct our score. If you are not happy, please contact us before doing that.</li> <li>- Please review our shop and rate us 5 stars. All scores are very important to our shop.</li> <li>- Thank you.</li> </ul>

<p><b>Thai Kaset Farm</b></p>	<p><b>Basic information</b></p> <p>No. of products            585</p> <p>Followers                    7,000</p> <p>Chat performance           91</p> <p>Shop rating                   4.8</p>
	<p><b>Description on the first page</b></p> <ul style="list-style-type: none"> <li>- Thai Kaset Farm</li> <li>- Real friends for vegetable farmers</li> </ul>

Based on the detail analysis of direct competitors, it can be found that the shops of certain competitors such as Santi Seeds, KHP Agro Group, and Thai Kaset have a greater product variety than that of Pook Pak Kin Eng shop. While the chat performance of Pook Pak Kin Eng is very high, there are some competitors (Pun Insee and Santi Seeds) with a higher level of chat performance although theirs are not much higher. In terms of overall shop rating, all preferred shops have a similar very high level of score. Therefore, as a whole, the level of competition in the same business is considered medium to high.

Regarding Pook Pak Kin Eng's indirect competitors, there are many of them especially those who sell vegetable seeds online on platforms other than Shopee and those who sell vegetable seeds offline. These two groups of indirect competitors can cater to the needs of customers who wish not to use the Shopee platform. Therefore, the level of competition with indirect competitors is considered high.

### **Analysis of Strengths, Weaknesses, Opportunities and Threats (SWOT)**

#### **Strengths**

1. The business owner has knowledge and experiences in the products. In addition, the owner is able to provide consumers with detailed information and instruction regarding product usage.

2. The store sells quality products which come from sources selected by the business owner.

3. The store and its distribution channel are located online, therefore convenient for target consumers' searching and ordering.

4. Proper amount is allocated for sales and matches consumers who want small and big amount. Moreover, the price is neither too high nor too low from those of the competitors.

5. It has a decent wide range of product selection so consumers can choose based on their interests.

#### **Weaknesses**

1. Product varieties for some items are less extensive than those of certain competitors.

2. There is not enough marketing communication, resulting in relatively fewer shops followers than expected.

3. There are no cultivation manuals for customers.

4. As the shop is located upcountry, the delivery rate is more expensive than those located in Bangkok and its vicinity. This pricing policy is set by Shopee and the shop must adhere to it.

#### **Opportunities**

1. Consumer behaviors are changing. The online channels are gaining more popularity. This trend have a positive impact on the shop because the shop mainly use the online channel for communication and selling.

2. The trends in health concern, health protection and food & weight control increase people's interest in consuming more vegetables.

**Threats**

1. There are numerous direct and indirect competitors. There are many shops that competitively sell similar products. As several shops have been established before Pook Pak Kin Eng Shop, those shops have their existing consumer base, thus making it harder for Pook Pak Kin Eng to penetrate the market and build its own consumer base.

2. As the economy is not quite good, consumers' purchase power may decrease.

3. If other online platforms become more popular than Shopee, the shop may lose some opportunities.

## Part 4

### Analysis of Consumer Behavior

#### Analysis of Consumer Behavior with the 6Ws1H Conceptual Framework

##### 1. Who is in the target market? (Who)

###### 1.1 Farmers

The primary target group is farmers who grow vegetables as their main occupation. These farmers consider growing vegetables for sale to be better than other economic crops. This is because growing vegetables can make money more quickly as the harvest cycle is shorter than those of other crops such as rice, corn, manioc, or rubber plant. For farmers who grow vegetables for a commercial purpose, what these farmers consider are (1) what kind of vegetables to grow and (2) how to grow and sell it with good prices and minimal loss risk. These considerations are some of the most important starting points in the decision to grow vegetables in addition to what kind of growing method to choose to get the produce with market-accepted standards.

As a consequence, in order to commercially grow vegetables that can be sold with good prices, nowadays modern farmers tend to use marketing-led production. Before starting to grow vegetables, farmers often conduct a market survey to examine what kind of vegetables will have high sale potential based on the market need. They will also consider during which month or season which vegetables will get good prices. To consider these issues, farmers may start with a simple approach, for example, by walking to a market to ask fresh vegetables merchants regarding the kinds of vegetable that have good sales and that are expensive during a particular period of a year. Moreover, an online survey can be also conducted to study the prices of each vegetable from internet media to determine during which month which vegetables are high priced. These data will then be used for growing planning.



However, vegetable farmers may not rely only on data from the markets. Before buying vegetable seeds, they often consult with the seed manufacturing companies or vendors to find out which vegetables will have high potential during their intended growing period. If some vegetable seeds are sold extremely well, some farmers may, nevertheless, avoid those vegetables and do not follow other farmers as they are afraid of the oversupply which may result in unfavorable sales and prices. Moreover, a number of farmers may decide not to grow only one kind of vegetable but will grow at least 3 kinds to guarantee the avoidance of loss both from the fluctuation of vegetable prices and from the natural disasters, pandemic, and pests.

After gaining sufficient information for decision-making in terms of what kind of vegetable to grow and what kind of species to grow to cater to the market demand and contacting buyers, farmers will prepare factors of production such as vegetable seeds, fertilizer, pesticide, and farm land. They will also plan the production, harvest period, and product quantity which should match the agreement with buyers. Farmers may produce 5-10% more than what specified in the agreement in case of produce damage.

### *1.2 Consumers who grow vegetables for their own consumption*

The secondary target market is working adults who are interested in consuming healthy food and want to grow their own vegetables for household consumption. These people are those who like quality products and live in an urban area. Though the urbanites may spend food expense for more than half of their total income, this portion of expense, however, does not reflect for sure that they will get clean and safe food. As a result, urbanites tend to reexamine how to rely on themselves in terms of food in order to reduce expense, maintain good health, prepare themselves for emergencies, and handle changes which may occur by growing vegetables for their own consumption.

Currently, growing vegetables in a residence is not limited to a house or a townhome. For urbanites living in a condominium, though they have limited space, they still can grow vegetables by themselves. Nowadays, there are many kinds of agricultural equipment in a market that support gardening in a building. Urbanites can easily take care of their vegetables through applications which control light and water, therefore, reducing time needed for gardening. This is especially suitable for consumers who have hectic life and less free time but still want to grow their own vegetables. These people may start by growing just a little by selecting only their favorite vegetables that they like to eat

frequently. They may use 3-4 planting pots and find decent vegetable seeds that can grow fast. By just doing these, the urbanites can have home-grown fresh and safe vegetables.

Growing vegetables for one own consumption provides not only toxic-free but also fresh and healthy vegetables. In addition, family members, as well as their neighbors, will have an activity to enjoy and spend more time together, Finally, their expense will decrease while they can have quality vegetables at inexpensive cost.

### **2. What do consumers buy? (What)**

The target consumers want new, unexpired, and inexpensive seeds with high quality and high germination rate, and speedy delivery. A number of them also want a cash on delivery option (COD).

### **3. Why do consumers buy? (Why)**

For farmers who grow vegetables as their main occupation, they buy vegetable seeds to grow as commercial agriculture and sell the produce in markets to earn income for their own and their family's life.

For Consumers who grow vegetables for their own consumption, as the trends of health protection and organic vegetable consumption are increasingly popular, more people switch to consuming clean food. However, as clean food is rather expensive and difficult to find, growing one's own vegetables can thus solve this consumer's pain point which is very important for those who wish to consume clean food or organic vegetables. These consumers can thus be confident that their home-grown vegetables are chemical-free. Besides, the expenses for rather expensive clean food can be reduced.

### **4. Who takes part in the purchase decision-making ? (Whom)**

People with influential roles for vegetable farmers in buying vegetable seeds include family members who involve with the decision to farm and work on this occupation. In addition, vegetable merchants in the markets and seed stores are also those provide data for decision-making.

In terms of persons influencing the desire to grow vegetables for one's own consumption, most of the influences come from the consumers themselves as they want to protect their health in order to be strong and free from diseases or weaknesses. Another motivation comes from the desire to decrease food expenses.

Overall, direct reference groups who participate in the goods selection include the family members who influence the consumers' lifestyle and way of thinking. Indirect reference groups include store owners and selling staff who provide advice which may influence decision-making regarding types and quality of the products as well as instructions on how to use the product.

### **5. When do consumers buy? (When)**

The buy when the right time and the right season approach for a particular kind of vegetable. They can order the products from the Shopee application through 24 hours a day. Sometimes, the purchase is influenced by sale promotions such as during the special occasion arranged by Shopee to be a special day, for example, as in the case of Day 8 Month 8 or Day 9 Month 9.

### **6. Where do consumers buy? (Where)**

They can order the products online through the Shopee application which is an e-marketplace platform where Pook Pak Kin Eng Shop is located.

### **7. How do consumers buy? (How)**

The target consumers choose to buy products from Pook Pak Kin Eng Shop because it offers a great variety of products. In addition, the price per seed is less expensive than those of competitors. The delivery fee is also cheaper than those of competitors. There are periodically sale promotions such as discount coupon and free delivery.

Consumers search for information from online sources especially from those stores located on the Shopee application. Subsequently, they evaluate their choices by assessing the qualifications of the store and/or the products. For example, they may rank the importance of several criteria including, for example, price, quality, product variety, domestic or imported item, germination rate, delivery, and number of seeds. Then they compare Pook Pak Kin Eng Shop with other stores. The resulting behavior could be just a trial purchase or even a repeated purchase. The post-purchase evaluation deals with how satisfied the consumers are with the product and/or the store.

## **Segmentation, Targeting, and Positioning**

Consumer behaviors are further analyzed with the Segmentation, Targeting, and Positioning or STP framework.

### **Segmentation**

The segmentation of Pook Pak Kin Eng Shop can be based on the following criteria:

1. Demographics. Three criteria are used. First, age groups include lower than 30 years old vs. 30 years old and higher. Next, gender groups include men vs. women. Finally, occupation groups include farmers vs. other occupations.

2. Geographics: This criterion includes Thailand vs. other countries.

3. Psychographics: The AIO or Activities, Interests, and Opinions criteria will be used. These aspects include health, food, agriculture, gardening, and online lifestyle.

4. Behaviors: The purchase objectives and behaviors in media exposure are used. The objectives of growing vegetables include growing and then selling as fresh vegetables vs. own-consumption. The media behaviors are classified into online vs offline media exposure.

### **Targeting**

This shop aims to cater to its primary target group who are both men and women in Thailand with the age of 30 years old and higher and work as vegetable farmers. They are interested in growing vegetables and enjoy online media.

The secondary target group is those who buy vegetable seeds to grow their vegetables for their own consumption in the family. They are health-conscious and careful in food. They are interested in plants and organic products. These people include those works in various occupations other than farmers.

The target is those who like to use internet to search for information and do business transactions so that the shop can communicate its message to this group through online media and elicit electronic word-of-mouth. This is very important because Pook Pak Kin Eng Shop uses only online distribution and communication channels for their marketing purpose.

The segmentation and targeting lead to the ad placement in Facebook as displayed in Figure 8.



Figure 9: Targeting for ad placement in Facebook

### Positioning

What consumers can perceive regarding the differences between Pook Pak Kin Eng Shop and direct competitors in Shopee includes (1) the number of products which reflects a product variety and (2) chat performance which reflects the quality of communication, service, care in conversation and solving problem for customers. Shop overall rating, however, is not used in the product positioning analysis because all the selected direct competitors have similar high scores. Figure 9 displays the market position of each shop.

- A: Pook Pak Kin Eng Shop has high chat performance and a moderate number of products.
- B: Pun Insee Shop has high chat performance and a low number of products.
- C: Santi Seeds Shop has the highest chat performance and a high number of products.
- D: Rai Loong Top Shop has the lowest chat performance and the lowest number of products.
- E: KHP Agro Group Shop has rather high chat performance and a high number of products.
- F: HORTPLANT Shop has high chat performance and a moderate number of products.
- G: Local Seeds Shop has low chat performance and a low number of products.
- H: Thai Kaset Farm has high chat performance and the highest number of products.

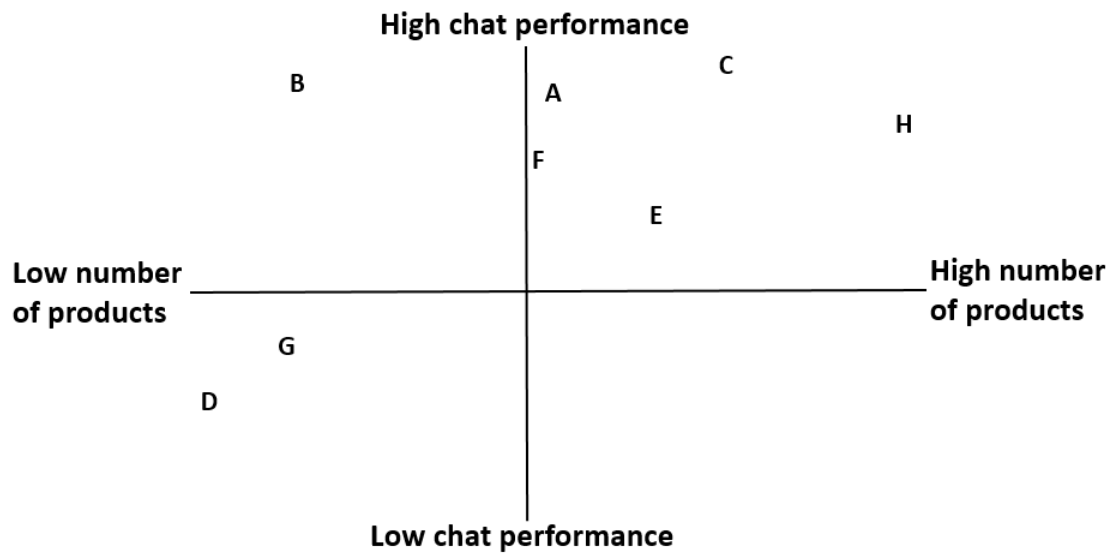


Figure 10: Positioning map of Pook Pak Kin Eng Shop

The market positioning of Pook Pak Kin Eng Shop reveals that it has high chat performance and a moderate number of products. While the shop with the highest number of products is Thai Kaset Farm, the shop with the lowest number of products is Rai Loong Top Shop which also has the lowest chat performance. The shop with the highest chat performance is Santi Seeds which gets the full performance score of 100. The shop with the most similar positioning with Pook Pak Kin Eng Shop is HORTPLANT Shop which also has both high chat performance and a moderate number of products.

## Chapter 5

### Marketing Approaches in the Future

Several businesses consider marketing to be very important because it is a critical tool for business success. Businesses attempt to analyze the marketing approaches to build and communicate their business image through various marketing tools. They expect the target consumer to be aware of their products and consider them in the decision-making. Effective marketing practices can lead to business profit.

The analysis of marketing practices of Pook Pak Kin Eng Shop reveals that it uses a limited number of marketing tools. In terms of products, what the shop sells are mostly plant seeds with a moderate level of product varieties. Regarding pricing, in comparison with other top rank stores, the price per packet of Pook Pak Kin Eng Shop appears to be more expensive while the price per seed is, in fact, cheaper. The delivery is conducted through Kerry only. In terms of marketing promotion or marketing communication, Pook Pak Kin Eng Shop uses sales promotion tools available in Shopee by focusing on discount and discount coupon. In addition, the shop also places ads in Facebook.

Therefore, in order to build awareness in the target market and increase brand equity and sales, Pook Pak Kin Eng Shop may consider additional factors or issues to gain an in-depth understanding for a more effective design of marketing practices. It may also modify or add other marketing mix at the same time. Initially, Pook Pak Kin Eng Shop considers the following approaches.

#### 1.Product

In terms of products, Pook Pak Kin Eng Shop considers 2 approaches including the increase of product varieties and the increase of product size choices

The first approach focuses on increasing product variety in order to boost the number of products sold in the shops. In the past, the shop concentrated on selling plant seeds for serious commercial farming or growing for serious household consumption of vegetables. The shop considers the addition of plant seed-related products but with some value-added benefits so that a higher price can be charged and a target market can be enlarged. At the beginning, the shop consider the selling of vegetable growing kit as illustrated in Figure 10 and Figure 11.



Figure 11: Vegetable growing kit (1)



Figure 12: Vegetable growing kit (2)



This vegetable growing kit is suitable for children and families. This is a growing kit for vegetable sprouts. There are 3 choices of vegetables: wheatgrass, morning glory, and sunflower. In the kit, there are all items necessary for growing vegetable sprouts. These items include a detailed growing manual, information cards, high quality sprout seeds with high germination rate, an incubation bag, a foggy spray bottle, high quality peat moss imported from Germany, a biodegradable planting pot made from bagasse. Thus it is considered truly convenient because customers do not need to buy any other materials.

The target group for this growing kit is a family with small children because parents and children can learn together, practice various skills in vegetable growing, and spend family time together. Moreover, the output from this growing kit can be consumed as real food. These microgreen sprouts can be conveniently grown. As they grow very quickly, they are suitable for children to give it a try in growing vegetables because these sprouts can be harvested within just 7 days. Moreover these small microgreen sprouts possess plenty of nutrients including vitamins, minerals, and antioxidants to a higher degree than fully grown vegetables. These nutrition benefits are produced during the germination process with enzymes.

In addition, this growing kit is also suitable for general people who loves trees but are not convenient to find growing space. These may include those living in urban condominiums. This growing kit occupies just a little space. The growing is easy and the sprouts can grow very quickly. Furthermore, there is research in tree growing which shows that the daily 3-minute look at trees can reduce stress and improve emotion. With the better feeling, the learning or working atmosphere will be better. Therefore, this growing kit can be used to increase the greenery at home, in an office, or even on a study table.

Regarding the second approach , the shop may introduce more various sizes of its product for consumers to choose. For example, it may launch a small size where each packet contains only 100-200 seeds in order to better suit the retail selling setting and the concept of growing one's own vegetables for one's own consumption. In addition, the small size will encourage the consumers to repurchase more often. This will help stimulate the cash inflow to its business and increase more business liquidity. The small size of packet is also a response to a single person or a small family of two. The smaller size of packet may also function as a trial product for consumers who do not want to use much effort in decision-making as the quantity is less and the price is lower than the regular size.

Furthermore, the shop may consider introducing a medium-sized packet with 300-400 seeds to reach consumers in a medium-sized family of 3-4 members. and a big-sized packet with 600-800 seeds to target consumers with a big family.

### **2. Price**

Regarding the prices of its products, Pook Pak Kin Eng Shop may consider a pricing tactic that matches the new product sizes. The small size may be priced at 20 baht per packet so that the target group can make a quick decision to buy this product and this will result in product trial. The decision-making process is unlikely to be complicated as the product price is relatively inexpensive and easy to buy. Regarding the medium and big sized packets, the prices could be 40 baht and 60 baht, respectively. The price should systematically increase with the size so that consumers can easily remember the price of the products.

### **3. Place**

In terms of distribution channel, As Pook Pak Kin Eng Shop focuses on online selling, it should therefore keep using Shopee as its distribution channel as before. However, new online channels such as Line Official should also be included for consumer's easier access. It should be Line official rather than a private Line account as Line official is a platform that is gaining more popularity in businesses selling various kinds of products. Besides, Line official of a store will look more credible than the private line account in doing business transactions.

Moreover, Pook Pak Kin Eng Shop should add a new distribution channel in Instagram to increase its consumer base especially for the secondary target group of urbanites who grow vegetables for their own consumption. This is because many urban people use only Instagram for their social media activities. Pook Pak Kin Eng Shop may open a business Instagram account because it can help the shop to access many kinds of information including, for example, number of visits, consumer interests. Furthermore, effective picture management will facilitate the store management. In addition, short clips could be posted in the story or in Instagram to communicate sale promotion. Pook Pak Kin Eng Shop can also place ads in Instagram by setting the desired profiles of consumers that it wants to see its ads.

### **4. Promotion**

Regarding the marketing promotion, Pook Pak Kin Eng Shop may consider the following 5 marketing communication tools.

#### *1. Advertising*

Pook Pak Kin Eng Shop may produce a short clip with an interesting story concerning its products. Further, it should post the product pictures or pictures of vegetables grown from its seeds. These clips and pictures may be posted not only in Shopee but also in Facebook page and in regular Instagram and Instagram story. Pook Pak Kin Eng Shop should post these messages regularly so that these platforms of the store are always active. The content of the post should be interesting and not mundane. Pictures of the products or of the vegetables grown from the shop's seeds can also be constantly posted. After that, these pictures or VDO clips can be used for marketing promotion by placing ads in Facebook and Instagram in order to increase the number of consumers who will access the store.

#### *2. Public Relation*

The shop may consider distributing agricultural information especially regarding vegetable growing to general people through online channels. This may include the creation of a website and or a Facebook group to discuss and exchange information and opinions in vegetable growing techniques (as illustrated in Figure 12). This may also include the dissemination of vegetable growing experience in Thailand, the identification of how to make money from growing vegetables, and nutrition benefits from consuming different vegetables as displayed in Figure 13 and Figure 14. In doing these, the shop must try to include the content regarding the use of its seeds so that audience will perceive Pook Pak Kin Eng as the trustworthy shop which sells plant seeds and related agricultural merchandises.

This information dissemination to the target groups interested in growing vegetables (both farmers and those growing for their own consumption) can be accompanied with the use of "Live chat" for better communication. These public relation activities may also lead to the creation of an online community for vegetable growers.

วิธีปลูกแบบพื้นฐานจ้า

สามารถนำไปประยุกต์ใช้ได้จ้า

ใครมีวิธีดีๆก็มาแชร์กันได้จ้า 🥰



Figure 13: The sharing of techniques in vegetable growing

สรรพคุณของผักโขม 39 ข้อ 🌱

ประโยชน์เยอะขนาดนี้มาซื้อผักโขมไปปลูกกันเถอะ 🥰

1. ช่วยบำรุงกำลังทำให้มีสุขภาพแข็งแรง
2. ผักโขมมีสารต่อต้านอนุมูลอิสระหลายชนิด จึงมีส่วนช่วยในการชะลอวัยและความเสื่อมของเซลล์ต่างๆ ในร่างกาย
3. ช่วยส่งเสริมการสร้างคอลลาเจน เพิ่มความยืดหยุ่นให้กับผิวหนัง จึงช่วยชะลอการเกิดริ้วรอยได้
4. ช่วยบำรุงและรักษาสุขภาพสายตา ป้องกันความเสื่อมของดวงตา
5. มีส่วนช่วยบำรุงกระดูกและฟันให้แข็งแรง ลดความเสี่ยงของการเกิดโรคกระดูกพรุน

Figure 14: Benefits from eating various vegetables (1)

8. ช่วยลดความเสี่ยงของการเกิดโรคหัวใจ
9. ช่วยรักษาจังหวะการเต้นของหัวใจให้คงที่
10. ช่วยให้เจริญอาหาร แก้อาการเบื่ออาหาร

อ่านต่อได้ที่นี้ครับ 📄:

<https://medthai.com/%E0%B8%9C%E0%B8%B1%E0%B8%81%E0%B9%82%E0%B8%82%E0%B8%A1/>



Figure 15: Benefits from eating various vegetables (2)

### 3. Personal selling

Personal selling in the context of Shopee involves the talk with customers through “Chat”. Therefore, the shop should maintain its current chat performance which is already high (95%) to be this high or make it reach 100% if possible. When the customers inquire through chat regarding product information, the shop should respond as soon as possible and provide other relevant useful information for customers.

The shop can use the chat instruments provided by Shopee as follows;

Automatic chat response. When customers initiate a chat, the shop may use this automatic chat response to send a message right away. In addition, this kind of setting can be used for sending welcome message, notifying sale promotions, or informing various pieces of news from the shop. This function also covers automatic message for customers who make a contact outside the shop’s working hours in case the shop may set their working hours with this function.

Message shortcut. When the shop needs to type the same message over and over again when chatting with different customers, Pook Pak Kin Eng Shop may create a message shortcut so that it can retrieve the same message to be used right away without the need to type that same message again and again. This setting is therefore quite useful for information involving, for example, delivery details or out-of-stock products.

In addition, another tool available on the Shopee platform that Pook Pak Kin Eng Shop may consider using is the use of “Shopee Live” which can help increase sales. This is because this Live will increase the number of customers who can see the shop. In addition, the shop can respond to customers in real time, thus resulting in closer relationship. However, in Live, the shop needs to be careful about the content; otherwise, the Live privilege could be revoked if the Live content or message is inappropriate. With this privilege withdrawn, the Live button in the Shopee application will disappear and the shop would not be able to do the “Live” any more.

#### *4. Sale promotion*

Shopee provides seven kinds of sale promotion tools: 1. discount coupon, 2. discount, 3. flash sale, 4. bundle deal, 5. follow prize, 6. add-on deal, and 7. seller coins. Pook Pak Kin Eng Shop have used almost every tool except the sellers coins. The shop may keep on using the first 6 tools. However, the shop must keep track of the effectiveness of each tool and analyze those data to make a future decision whether to increase or decrease a specific type of promotion tools. Regarding seller coins, Shopee will allow vendors to use this tool only during Live but so far Pook Pak Kin Eng Shop has never engaged in the Live yet. Therefore, in the future, when the shop considers doing Live, it may also use the seller coin tool.

#### *5. Direct marketing*

Pook Pak Kin Eng Shop may increase the use of sending message through Broadcast because this tool facilitates the precise identification of target group. The shop may send various kinds of message such as promotions, discount coupons, and products on sale through messages in the Shopee application. The target audience may include the following groups: (1) consumers who put the shop’s products into the basket but haven’t submit the order yet, (2) old customers who used to buy the shop’s products, and (3) customers with high monthly buying volume. This approach will increase customers’ awareness of the ongoing promotion and resulting in easier purchase decision.

Furthermore, Pook Pak Kin Eng Shop may provide details on the first page in Shopee regarding contact and ordering methods. Mobile phone numbers and other communication channels should be clearly displayed. In case of Facebook, the link to Shopee application should be clearly posted to direct the sale orders to Shopee.

### Evaluation of Marketing Operation

In the online marketing operation through Shopee, in addition to measuring the success from sales, other kinds of marketing effectiveness should also be considered. Those who start selling products through Shopee may begin with two basic sets of indices: (1) sales and store visits and (2) chat which reflects the effectiveness in communication and service provision as displayed in Figure 16 and Figure 17.

1. Evaluation based on sales and store visits. The indices in this set include sales, number of total orders, number of canceled orders, buying rate, number of visitors, and number of product visits.

2. Evaluation based on chat. The indices in this set include total number of chats, number of visitors who chat, number of chats replied, number of chats not replied, and response time.

The consideration of both set of indices will help the store to simultaneously keep an eye on both sales and the quality of service and communication, thus facilitating the store’s long-term growth.

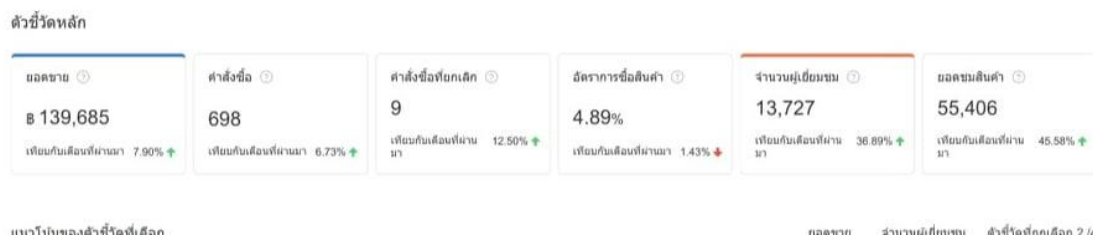


Figure 16: Evaluation based on sales and store visits

ภาพรวมการแชท

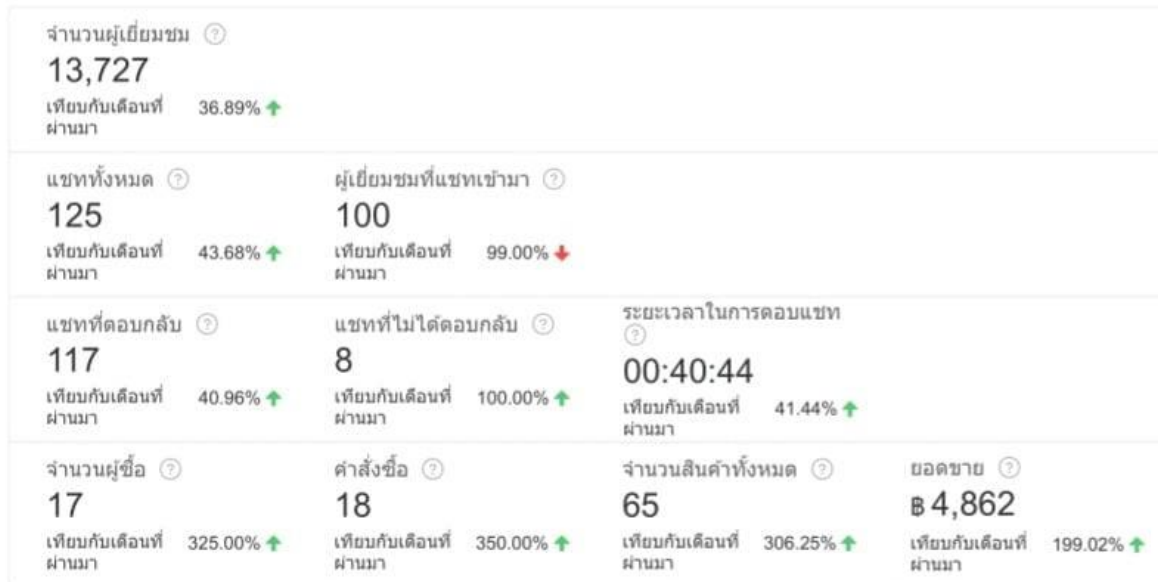


Figure 17: Evaluation based on chat



### **Conclusion**

P.Siwat Store is an entrepreneur of a physical store which has long sold agricultural supplies. Recently, the store has gone online by starting a Facebook page to sell vegetable seeds. As product awareness and sales are still lower than expected, he is reviewing his current marketing communication practices. He wonders what he could do based on the present business environment and consumer behaviors.

**Assignment**

Pook Pak Kin Eng Shop is an entrepreneur of a store which sells a variety of plant seeds especially those of vegetables. Recently, the store has gone online in an e-marketplace on the Shopee application. As product awareness and sales are still at present lower than expected, the store is reviewing its current marketing practices. Pook Pak Kin Eng Shop wonders what could do done based on the present business environment and consumer behaviors to improve its marketing in order to reach consumers more efficiently and increase brand awareness and sales.

### **Teaching Notes**

#### **Case Summary**

Pook Pak Kin Eng Shop is an entrepreneur of a store which sells a variety of plant seeds especially those of vegetables. Recently, the store has gone online in an e-marketplace on the Shopee application. As product awareness and sales are still at present lower than expected, the store is reviewing its current marketing practices. Pook Pak Kin Eng Shop wonders what could do done based on the present business environment and consumer behaviors to improve its marketing in order to reach consumers more efficiently and increase brand awareness and sales. Furthermore, the store would like to acquire the new customer base by considering the building of online channel distribution, store awareness, product quality awareness and the market position of the store in the consumer's perception through the use of marketing mix.

#### **Key Challenge**

Typical marketing communication textbooks often illustrate their communication models or marketing concepts using examples from general consumer products such as toothpastes, detergents or soft drinks. There exist, however, relatively few examples using agricultural products. When the examples come from agriculture, they are often from big players or well-known with extensive funding. The use of small small, local retailers with an online channel as an example is very scant. Therefore, one challenge of this case study is the application of the marketing theories in the context of small, local retailers in an agricultural business in an online channel environment. Although the concepts or theories are identical, students may need to familiarize themselves with the study context. In fact, this could reflect work in the real world when students want to start their own small retail business and use an online channel or an e-marketplace platform as a communication and distribution tool.

In addition, students are urged to think from the perspective of a small entrepreneur with limited resources. Therefore, a grand marketing plan typically found in a marketing plan competition may not be quite efficient and effective for SMEs. In this regard, students need to be more creative to use only available resources to come up with marketing solutions.

Further, a special attention should be given to the environmental factors and consumer behavior before the marketing plan is formulated. In other words, there is no ready-to-use marketing plan. In contrast, students need to consider the relevant factors before coming with the proper solutions. In other words, the consistency between environmental factors and a marketing plan should be considered.

### **Learning Objectives**

1. Identify environmental factors relevant to marketing decisions.
2. Analyze consumer behaviors and provide implications for the marketing decisions.
3. Propose a new marketing plan for the organization in the case study. This plan should cover the target market, marketing objective setting, product and price design, channel selection, and marketing communication tool decisions.

### **Suggested Readings**

1. Case Study: Online Marketing Communication of P. Siwat Karn Kaset
2. Text Book: Integrated Marketing Communication

### **Teaching Overview**

This case study best suits an integrated marketing communication class at the undergraduate level. When the case is used by the same course for the MBA level, instructors may ask students for more critical thinking and more extensive supplementary reading. The case study can be also used for a principle of marketing course, marketing management course, advertising & sales promotion, online marketing, and wholesaling & retailing courses.

**Teaching Plan for Using the Case Study**

**Course information**

**Course Name:** Integrated Marketing Communication (IMC)

**Course Code:** BS 933113 (undergraduate level) **Semester/Year:** 1/2021

**Lecturer:** Asst. Prof. Kawpong Polyorat, Ph.D.

**Learning Objectives to be developed through the case study**

1. Identify environmental factors relevant to marketing decisions.
2. Analyze consumer behaviors and provide implications for the marketing decisions.
3. Propose a new marketing plan for the organization in the case study. This plan should cover the target market, marketing objective setting, product and price design, channel selection, and marketing communication tool decisions.

**Teaching and Learning Resources**

1. Case Study: Online Marketing through Shopee of Pook Pak Kin Eng
2. Text Book: Integrated Marketing Communication

Week 1: Date: \_\_\_\_\_

Teaching focus	Teaching activity	Student learning activity	Preparation/resources
Engagement	Explain how this case study is beneficial to students' future career	<ul style="list-style-type: none"> <li>-Identify someone they know who works in a similar area as that in the case study.</li> <li>-Indicate the extent to which students want/are likely to work in a similar field.</li> </ul>	Find alumnus or senior students who have worked in a similar area as that in the case study
	Provide background to the case study on a lecture	<ul style="list-style-type: none"> <li>-Show them the store picture in the case study.</li> <li>-Indicate if any student has some experience with the store or know someone who visits the store.</li> </ul>	<ul style="list-style-type: none"> <li>-Find/Secure the store pictures</li> <li>-Prepare lecture</li> </ul>

Week 2: Date: \_\_\_\_\_

Teaching focus	Teaching activity	Student learning activity	Preparation/resources
Informing	Assign a case study for reading	-Read the case study  -Summarize the case study in writing or presenting orally	-Prepare a case study  -Design a summary table or prepare an example of summary
	Provide a list of relevant theories/tools	Briefly describe those concepts/tools	Prepare a set of concepts/tools

Week 3: Date: \_\_\_\_\_

<b>Teaching focus</b>	<b>Teaching activity</b>	<b>Student learning activity</b>	<b>Preparation/resources</b>
Practice	Identify the relevant environmental factors	Work in a small group	Prepare a list of environmental factors
	Analyze consumer behaviors and provide marketing implications	Work in a small group	Prepare an analysis framework



Week 4: Date: \_\_\_\_\_

Teaching focus	Teaching activity	Student learning activity	Preparation/resources
Practice Evaluation	Propose a new marketing plan which covers: - target market - marketing objective setting - product & price design - distribution channel selection - marketing communication tool decision.	Write a report Make an oral presentation	Prepare a marketing plan template

**Assessment Plan**

**Task 1: Identification of relevant environmental factors**

**Date:** \_\_\_\_\_

**Learning Objectives (by number):** 1

**Task description:**

Identify environmental factors relevant to marketing communication decisions.

**Preparation required:**

List of business environmental factors relevant to marketing communication decisions and relative importance of each factor.

**Assessment criteria:**

Rationale

Communication and Presentation

**Task 2: Consumer Analysis and Implications**

**Date:** \_\_\_\_\_

**Learning Objectives (by number):** 2

**Task description:**

Analyze consumer behaviors and provide implications for the marketing communication decisions.

**Preparation required:**

List of consumer behaviors relevant for marketing communication implications

**Assessment criteria:**

Rationale

Communication and Presentation

**Task 3: Marketing Plan**

**Date:** \_\_\_\_\_

**Learning Objectives (by number):** 3

**Task description:**

Propose a new marketing plan for the organization in the case study. This plan should cover target market, marketing objective setting, product and price design, distribution channel selection, and marketing communication tool decision.

**Preparation required:**

Template of marketing plan.

**Assessment criteria:**

Rationale

Communication and Presentation



**Revision plans for future use**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

### Bibliography

- Apikulworasit, T. **Selling Secrets in Lazada+Shopee**. Bangkok: Wittygroup, 2020.
- Armstrong, G., and Kotler, P. **Marketing: An Introduction**. Harlow : Pearson Education, 2018.
- Belch, G.E. and Belch, M.A. **Advertising and Promotion an Integrated Marketing Communications Perspective**. New York : The McGraw-Hill, Inc., 2021.
- Chaiwat, K. **Advertising and Marketing Promotions**. Bangkok: McGraw - Hill International Enterprise LLC, 2015.
- Charinsarn, A.R. **Integrated Marketing Communication: Connect and Get Close to Consumers in the Seamless World**. Bangkok: ExportNet Co.Ltd. 2018.
- Chumlertwat, W. **Re : Digital Modern Marketing Penetrates Customers' Mind**. Bangkok: Provision Co., Ltd. 2016.
- Kasemsongkarm, N. **Novice in Online Selling: Good Income and Profit in Shopee**. Nonthaburi: IDC, 2021.
- Moriarty, S., Mitchell, N., Wood, C., and Wells, W. **Advertising & IMC: Principles and Practice**. Harlow : Pearson Education, 2019.
- Patamasil, S., Tuntapanichkul, I., Phuvijit, P., and Deenoo, P. **Sell and Be Rich with Shopee**. Bangkok: Provision Co.,Ltd. 2020.
- Polyorat, K. **Integrated Marketing Communication**. Khon Kaen: Khon Kaen University, 2021.
- Thisakorn, K. **Social Media Advertising**. Nonthaburi: IDC Premier. 2016.
- Thirasorn, S. **Marketing Communication**. Bangkok: Chulalongkorn University, 2016.
- Wuntamail, N. **Marketing Communication**. Bangkok: Kasetsart University. 2014.
- Yaiphairoj, N. **Digital Branding : Strategies for Small Brands' Sustainable Growth**. Nonthaburi: Infopress Publishing. 2018.
- Yaiphairoj, N. **Digital Marketing 6th Edition Concept & Case Study**. Nonthaburi: Infopress Publishing. 2019.