Marketing Problems in the Operations of Exhibition in Bangkok Metropolis

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__Abstract__ – This study assessed the marketing problems in the operation of exhibitions in Bangkok Metropolis. Data were collected via a survey conducted on consumers in Bangkok Metropolis with a total of 400 persons. T-test and ANOVA, Scheffe's multiple comparison test and Pearson Correlation Coefficient have been performed in order to correlation of between Marketing Problems in the operation of exhibitions in Bangkok Metropolis and supporting factors in terms of advertising, sale promotion, public relation, personal selling, direct marketing. The result of level of supporting factors in terms of advertising, sale promotion, public relation, personal selling, direct marketing, and the level of Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis in terms of product, price, place, and promotion were strongly agreed. The comparison on Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis had significant difference when grouped as to sex, marital status, and income per month while no significant difference when group as to age group. There is a correlated positive moderate association between Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis in terms of public relation and direct marketing and weak association between Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis in terms of sale promotion and personal selling.

__Keywords__ – Marketing Problems, Marketing Communication Mix, Marketing Mix 4P's.

INTRODUCTION

In Thailand, the tourism industry plays an important Exhibitions and trade show are important distribution channels and marketing communication tools and has been accepted from the past to the present, creating benefits for the country, trade show organizers and those involved in the exhibition and exhibition industry. The efficiency of the exhibitors and the exhibition must be expertise and experience. Personnel development in the business of organizing trade shows and exhibitions is therefore important. The development can be developed at many levels, including individual, group and organizational levels, to be able to adapt to future changes because the performance in that person will affect the performance of the organization and can also use the performance forecasting the performance of personnel [1].

Applying the competencies in human resource management that competency is a behavioral feature derived from knowledge, skills, and other features to predict performance or can be used to assess compensation.. The personnel must have a feature that is suitable for the performance needed in the business of organizing trade shows and exhibitions. Appropriate characteristics of personnel in the organization is very much needed because people are resources that create additional value [2].

Event marketing activities also employ exhibitions. Each product is thought to attract the target group and the company can generate sales so it is an alternative that is indispensable. For business operators or organizations in addition to promoting products or services, it capitalizes marketing in stimulating sales. Moreover, it is also a tool to communicate to the target group according to the desired objectives.

Moreover, marketing causes interaction between target groups or consumers and brands. This interaction will make the target group feel more involved which resulting in loyalty to the brand or organization. The trade show is one of the marketing activities which make the seller or business operators meet directly with the target group and more importantly, have access to personal interaction. At present, there are many different product exhibitions that vary according to the needs of the target group.

The study is beneficial to describe Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis for exhibition organizers, entrepreneurs, and marketing managers. This study shall be used to improve marketing strategies and to solve problems and use to important information for develop products that will allow manufacturers to create a competitive advantage and still leave to the people their decision to buy products in the exhibition.

OBJECTIVES OF THE STUDY

This study assessed the Marketing Problems in the Operation of Exhibitions in Bangkok Metropolis.

More specifically, to present the demographic profile of the consumers in terms of sex, age group, educational attainment, marital status and Income per month; to determine the level of the supporting factors in terms of advertising, sale promotion, public relation, personal selling and direct marketing; to determine the level of Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis in terms of product, price, place and promotion; to test the significant difference on Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis when grouped according to profile variables; to test the significant correlation between Marketing Problems in The operation of Exhibitions in Bangkok Metropolis and supporting factors in terms of advertising, sale promotion, public relation, personal selling and direct marketing, and to prepare strategies action plan for improve the operation of exhibitions in Bangkok Metropolis.

MATERIALS AND METHODS

Research Design

This study used quantitative research design method to determine Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis and supporting factors. It also utilized a descriptive research design with survey method is applied in the study. The researcher has used both the primary and the secondary data for the purpose of this study. Secondary data were collected from available books, publications, research studies and websites.

Participants

The target population of the study is composed of consumers in Bangkok Metropolis. The total population is 5,502,929 persons. The sample size is 400 using the Yamane formula [3] with a margin of error of 5%.

Table 1. *Frequency and Percentage of the Respondents' Profile (N=300)*

Profile Variables	Frequency	Percentage (%)
Sex		
Male	151	37.25
Female	249	62.25
Age group (years)		
Less than 25 years old	55	13.75
25-35 years old	157	39.25
36-45 years old	88	22.00
46-55 years old	62	15.50
56-60 years old	24	6.00
Rather than 60 years old	14	3.50
Educational attainment		
Undergraduate Studies	64	16.00
Bachelor's degree	289	72.25
Post-graduate Degree	47	11.75
Marital status		
Single	100	25.00
Married	286	71.50
Widow/Separated	14	3.50
Income per month		
Less than 20,000 baht	7	1.75
20,001-30,000 baht	74	18.50
30,001-40,000 baht	230	57.50
40,001-50,000 baht	42	10.50
50,001-60,000 baht	33	8.25
Rather than 60,000 baht	14	3.50

Respondents were identified using simple proportional allocation. Accidental sampling was used in consumers in Bangkok Metropolis to acquire a sample of 400 selected from consumers in Bangkok Metropolis.

Data were collected via a survey conducted on consumers in Bangkok Metropolis. A total of 400 questionnaires were distributed out, off which 400 questionnaires were returned and usable for analysis. The number of questionnaires returned represents about 100 percent of the total number of questionnaires distributed.

Table 1 presents distribution of respondents' profile in terms of sex, age group, the educational attainment, marital status, and income per month. Table show that most of the respondents are e male (37.25%) with belong to 25-35 years old (39.25). Distribution in educational attainment most of the respondents are holding (72.25). In terms of marital status, it shows that 286 or 71.50% of them are married status and with a monthly income of 30,001-40,000 baht. The results manifested that this groups of respondents were most interested in new technology and innovation product in exhibition.

Data Gathering Instrument

The researcher used accidental sampling distributing the questionnaire to 400 consumers in Bangkok Metropolis. Accidental sampling according is a technique whereby chance the samples are included in the study based on their availability at the time the sampling takes place, before its distribution the researcher requested also for the assistance for distribution and retrieval of the survey instrument to consumers in Bangkok Metropolis.

The researcher used self-made questionnaire which was constructed because of literature review and related studies analysis. The instrument has three (3) Parts, Part I dealt with demographic profile of consumers; Part II dealt with supporting factors using Marketing Communication Mix regards to advertising, sale promotion, public relation, personal selling, and direct marketing develop from Hemsuda Santi [4]. Marketing Communication Mix develop by McCarthy [5] determined the mix of marketing communications as a specific combination of elements: advertising, personal selling, sales promotion, public relations, and direct marketing that companies use to implement their targets for advertising and marketing. All communication activities must be well prepared and

conducted in good order through comprehensive management; Part III dealt with Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis develop from Busaba Wongsa [6] using Marketing Mix 4P's regards to product, price, place, and promotion which the researcher focused the items in a more customer oriented considering Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis. Marketing Mix developed by Niel Borden on 4P's of Marketing classification in 1960, which has since been used by marketers throughout the world. McCarthy [5] clustered these multiple items into four high level categories that we now know as the 4P's. A closed-ended interview-schedule was designed to collect data from consumer that decision making to purchase product in exhibition.

Procedure

The five-point Likert scale (Likert, 1967) was used to measure respondent's perceptions of Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis and supporting factors with the following assigned values: A 5-point scale has been used which is denoted by 1=Strongly Disagree (SD), 2=Disagree (D), 3=Moderately Agree (MD), 4=Agree (A), and 5=Strongly Agree (SA).

Quantitative data analysis was conducted using descriptive statistics: mean, median, standard deviation, frequency, percentage. To measure level of Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis and supporting factors. And Inferential Statistics: t-test and One Way ANOVA, and Pearson Correlation Coefficient at 0.05 level of significance.

RESULTS AND DISCUSSION

Table 2. *Summary of Supporting Factors*

Supporting factors	WM	VI	Rank
1. Advertising s	4.73	SA	4
2. Sale promotion	4.78	SA	2
3. Public relation	4.75	SA	3
4. Personal selling	4.79	SA	1
5. Direct marketing	4.69	SA	5
Composite Mean	**4.75**	Strongly Agree	

Legend: 4.50 – 5.00 = Strongly Agree (SA); 3.50 – 4.49 = Agree (A); 2.50 – 3.49 = Moderately Agree (MA), 1.50 – 2.49 = Disagree (D); 1.00– 1.49 = Strongly disagree (SD)

Table 2 presents summary of supporting factors. As seen as in table it has a composite mean of 4.75 with verbal interpretation of strongly agree.

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Table 4. *Difference of Marketing Problems in The Operation of Exhibitions when grouped according to Sex*

Variable		Marketing Mix			df	t	*Sig.*
		N	Mean	S.D.			
JoProduct	male	151	4.62	.471	266.336	-2.911	.004*
	Female	249	4.75	.379			
	Total	**400**	**4.70**	**.420**			
Price	male	151	4.68	.446	271.984	-1.751	.081
	Female	249	4.75	.369			
	Total	**400**	**4.72**	**.400**			
Place	male	151	4.66	.407	398	-1.307	.192
	Female	249	4.72	.412			
	Total	**400**	**4.70**	**.410**			
Promotion	male	151	4.66	.271	398	-.852	.395
	Female	249	4.69	.280			
	Total	**400**	**4.68**	**.277**			
Total	**male**	**151**	**4.65**	**.273**	**398**	**-2.594**	**.010***
	Female	**249**	**4.73**	**.265**			
	Total	**400**	**4.70**	**.270**			

p<0.05 Significant at the 0.05 level (2-tailed).

This result show that Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis include product different when group sex different, but Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis include product not different when group sex different. This result show that Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis include product different when group sex different, but Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis include product not different when group sex different.

Table 5 shows the result of difference in Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis when grouped according to age group. There is no significant difference between Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis and age group (F= 0.971, Sig.=0.435, p>0.000) was a determinant had no difference

Table 5 *Difference of Marketing Problems in The Operation of Exhibitions When grouped according to age*

Variables	Variance	Sum of Square	df	Mean Square	F	*Sig.*
Product	Between	1.506	2	.753	4.335	.014*
	Within	68.939	397	.174		
	Total	70.444	399			
Price	Between	2.622	2	1.311	8.482	.000*
	Within	61.354	397	.155		
	Total	63.975	399			
Place	Between	.760	2	.380	2.272	.104
	Within	66.435	397	.167		
	Total	67.196	399			
Promotion	Between	.667	2	.333	4.424	.013*
	Within	29.911	397	.075		
	Total	30.577	399			
Total	Between	**1.179**	**2**	**.589**	**8.393**	**.000***
	Within	**27.876**	**397**	**.070**		
	Total	**29.054**	**399**			

p<0.05 Significant at the 0.05 level (2-tailed).

It is found out that there is a significant between Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis in terms of place (F= 2.514, Sig.=.029, p<0.000) and promotion (F= 5.964, Sig.=.000, p<0.000) when age group difference and had no significant between Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis in terms of product, price when difference group of age group at significant of 0.05 level. Because distribution channels mean sending products and services from manufacturers to consumers with various channels Service provider location and accessibility are another important factor.

However, the difficulty of access is not only physical but includes communication. Therefore, the types of distribution channels and coverage are important. Each distribution channel will have the ability to generate sales and have different costs and promotion is to create consumer satisfaction towards the brand or service to convince the attitude and make a purchase [14]. According to the research done in Thailand, by He [15] found that promotion regards to free gifts, advertising affect decision to buy product.

Table 6 shows the result of a difference between Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis when grouped according to educational attainment. A significant between difference Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis in terms of product (Sig.=.014, p<0.05), price (Sig.=.000, p<0.05), promotion (Sig.=.013, p<0.05) at significant of 0.05 level.

Table 6. *Difference of Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis When grouped according to Educational Attainment*

Variables	Variance	Sum of Square	df	Mean Square	F	*Sig.*
Product	Between	1.506	2	.753	4.335	.014*
	Within	68.939	397	.174		
	Total	70.444	399			
Price	Between	2.622	2	1.311	8.482	.000*
	Within	61.354	397	.155		
	Total	63.975	399			
Place	Between	.760	2	.380	2.272	.104
	Within	66.435	397	.167		
	Total	67.196	399			
Promotion	Between	.667	2	.333	4.424	.013*
	Within	29.911	397	.075		
	Total	30.577	399			
Total	Between	**1.179**	**2**	**.589**	**8.393**	**.000***
	Within	**27.876**	**397**	**.070**		
	Total	**29.054**	**399**			

*p<0.05 Significant at the 0.05 level (2-tailed).

This is determinant on difference Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis and difference Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis in terms of product, price, promotion when educational attainment difference. But Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis does not difference in terms of place when education attainment difference. Because place is an important factor to make a problem in operation of exhibitions in Bangkok Metropolis. Most of consumers receive information about product, price, and promotion in each shop that sold their product in exhibition.

Making a purchase decision the sample group focuses on the variety of products. Appropriateness of the price and quality and followed by the appropriateness of the price and the amount of the decision to buy products. Consumers gave the highest importance on the appropriateness of the price and quality followed by the appropriateness of the price and the amount of the decision to buy products [16].

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Table 7. *Difference of Marketing Problems in The Operation of Exhibitions when grouped according to Marital Status*

Variables	Variance	Sum of Square	df	Mean Square	F	Sig.
Product	Between	3.890	2	1.945	11.603	.000*
	Within	66.554	397	.168		
	Total	70.444	399			
Price	Between	6.120	2	3.060	20.998	.000*
	Within	57.855	397	.146		
	Total	63.975	399			
Place	Between	1.514	2	.757	4.576	.011*
	Within	65.682	397	.165		
	Total	67.196	399			
Promotion	Between	1.960	2	.980	13.596	.000*
	Within	28.617	397	.072		
	Total	30.577	399			
Total	Between	**1.076**	**2**	**.538**	**7.631**	**.001***
	Within	**27.979**	**397**	**.070**		
	Total	**29.054**	**399**			

Table 7 shows a difference between Purchase Decisions for Dietary Supplements of Consumers in Thailand when grouped according to marital status. A significant difference between difference Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis when difference group of marital status and found that had significant between marital status and in terms of product (Sig.=.000, $p<0.05$), price (Sig.=.000, $p<0.05$), place (Sig.=.011, $p<0.05$) and promotion (Sig.=.000, $p<0.05$) when difference group of marital status at significant of 0.05 level.

This research shows that differences in Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis of consumer when difference group of marital status and difference Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis of consumer in terms of product, price place and promotion when difference group of marital status. According to the research done Thailand. According to Thitapa [17] found that consumers pay more attention to the benefits that are worth the money they pay. Reasonable price for quality, reasonable price with quantity and the product has many levels to purchase.

Table 8. *Difference of Marketing Problems in The Operation of Exhibitions when grouped according to Income per Month*

Variables	Variance	Sum of Square	df	Mean Square	F	Sig.
Product	Between	4.511	5	.902	5.391	.000*
	Within	65.934	394	.167		
	Total	70.444	399			
Price	Between	3.974	5	.795	5.219	.000*
	Within	60.001	394	.152		
	Total	63.975	399			
Place	Between	2.026	5	.405	2.450	.033*
	Within	65.169	394	.165		
	Total	67.196	399			
Promotion	Between	1.237	5	.247	3.323	.006*
	Within	29.340	394	.074		
	Total	30.577	399			
Total	Between	**1.347**	**5**	**.269**	**3.831**	**.002***
	Within	**27.707**	**394**	**.070**		

Table 8 shows the result of a difference between of the level of Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis when grouped according to income per month. A significant difference between income per month of consumer and Marketing Problems (Sig.=.002, p<0.05) and found had significant difference between income per month of consumer and Marketing Problems in The Operation of Exhibitions in terms of product (Sig.=.027 p<0.05), price (Sig.=.027 p<0.05), place (Sig.=.033, p<0.05) and promotion (Sig.=.000, p<0.05) when income per month difference at significant of 0.05 level. According to Ackaradejruangsri [18] the average monthly income is related to the decision to buy the product.

Table 9. *Correlation between Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis and Supporting Factors*

Variables	Correlation coefficients						
	(Y)	**(X)**	**(X1)**	**(X2)**	**(X3)**	**(X4)**	**(X5)**
Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis (Y)	-	.351** (.000)	-.069 (.171)	.267* (.000)	.386** (.000)	.223** (.000)	.304** (.000)
Supporting factors (X)		-	.564** (.000)	.680** (.000)	.666** (.000)	.819** (.006)	.601** (.000)
-Advertising (X1)			-	.023 (.649)	.168** (.001)	.450** (.000)	.331** (.006)
-Sale promotions (X2)				-	.346** (.000)	.753** (.000)	.152** (.002)
-Public relation (X3)					-	.385** (.000)	.232** (.000)
- Personal selling (X4)						-	.221** (.000)
- Direct Marketing (X5)							-

Table 9 presents the relationship between Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis and supporting factors regards to advertising, sale promotion and public relation. There was correlated positive moderated association between Marketing Problems and supporting factors (r=.351) at significant 0.01 level. There were correlated positive weak association between Marketing Problems and sale promotion and personal selling and had no correlation between Marketing Problems and advertising at significant 0.01 level.

The correlation between the individual factors of supporting factors was found correlation positive strong association between supporting factors with advertising (r=.564), sale promotions (r=.680), Public relation (r=.666) Personal selling (r=.819) and Direct Marketing (r=.601) at significant 0.01 level, and there were correlation positive weak association between advertising and public relation (r=.168), and public relation (r=.235) at significant 0.01.

There was correlation positive moderated association between advertising and Public relation (r=.450), and direct Marketing (r=.331), at significant 0.01 level and had no correlation between advertising and sale promotion at significant 0.01 level.

There are correlation positive moderate association between sale promotion and public relation (r=.346), and there are correlation positive weak association between sale promotion and direct marketing (r=.152) and there are correlation positive strong association between sale promotion and personal selling (r=.753), at significant 0.01 level.

There are correlation positive moderate association between public relation and personal selling (r=.385), and there are correlation positive weak association between public relation and direct marketing (r=.232), at significant 0.01 level. There are correlation positive

moderate association between public relation and personal selling (r=.385), and there are correlation positive weak association between personal selling and direct marketing (r=.221), at significant 0.01 level. This study determine that overall supporting factors was correlate positive moderate association and Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis.

Table 10. *Proposed Strategies Action Plan for Solve Marketing Problems in the operation of exhibitions in Bangkok Metropolis*

Key Result Areas	Strategies	Persons Involved
Product	1. Providing products that are up-to-date in exhibition 2. Providing quality products for sale at exhibition 3. Provide a shop with famous products and be accepted to display at the exhibition.	1. Entrepreneurs 2. Various Suppliers 3. Event Organizers
Price	1. Providing products that are suitable for quality 2. Providing entrepreneurs with diverse product prices 3. Providing manufacturers with similar product prices to other manufacturers that sell products at exhibition.	1. Manufacturers 2. Suppliers
Place/ Distribution	1. Provide a convenient place to visit exhibition. 2. Providing space for individual entrepreneurs to be convenient in offering products. 3. Provide a place to display products that have enough parking space for visitors to exhibition.	1. Event Organizers 2. Venue Supplier
promotion	1. Provide more publicity for the exhibition of products via public relations. 2. Provide entrepreneurs who bring products to sell at exhibition and more sales promotion. 3. Providing product presentations and introducing visitors by sellers with good knowledge of the product	1. Marketing Team (both traditional and social media marketing) 2.Advertising agency if needed 3. Product trainers from the companies 4. Trained Sales personel

CONCLUSION AND RECOMMENDATION

The respondents were entrepreneur in five industry groups consist of manufacturing, service, agriculture and food and construction and real estate businesses. By capital, entrepreneurs Distribution of the respondents by capital are good enough to start

Respondents were consumers in Bangkok Thailand composed of female, 62.25% they were relatively age range 25–35-year-old, 39.25%, with married status 71.50% and hold bachelor degree certificate 72.25%, and income per month range 30,001-40,000 baht, 57.50%, of the respondents. The result of level of supporting factors in terms of advertising, sale promotion, and influences and the level of Marketing Problems in the Operation of Exhibitions in Bangkok Metropolis in terms of product, price, place and promotion were Strongly Agreed. Results of comparison on Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis had significant with difference group of sex, marital status and income per month while had no significant with age group at significant level of 0.05. The result of Pearson correlation coefficient between Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis and supporting factors found correlated positive moderate association with supporting factors at significant 0.01 level and there are correlated positive moderate association between Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis in terms of public relation and direct marketing at significant 0.01. There are correlated positive weak association between Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis in terms of sale promotion and personal selling at significant 0.01.

For marketing Exhibitors, this research is useful for assessing Marketing Problems in The Operation of Exhibitions in Bangkok to solve marketing problems. Organizer may consider efficiency of Marketing Strategy in the Operation of Exhibition. They may improve strategies to encourage entrepreneurs to

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participate in product exhibitions. The proposed strategies for solving Marketing Problem in the Operation of Exhibitions in Bangkok Metropolis may be discussed during the Organizer of Exhibition and Entrepreneur that display products in Exhibition in Bangkok Metropolis and to confirm this research result and use it as a guideline for marketing development to success Marketing strategy in The Operation of Exhibitions in Bangkok Metropolis   The limitations of this study are important factors for Solving Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis. This study may be the basis for other research to study other variables for a comprehensive Marketing Problems in The Operation of Exhibitions in Bangkok Metropolis in other variables.

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