

## Factors affecting the success of the ornamental fish business A case study of fighting fish, Nakhon Pathom Province

Wisit RITTIBOONCHAI<sup>1</sup>, Oulavieng SOMSACKXAYSOMPHENG<sup>2</sup>  
Pichaya U- THAIRATANA<sup>3</sup>, Chalermsak PRUAKORN and Tossapon PHOTONG<sup>4</sup>

Faculty of Management Sciences, Nakhon Pathom Rajabhat University, Thailand<sup>1</sup>

Faculty of Economic and Tourism, Souphanouvong University, Lao PDR<sup>2</sup>

Graduate School, Western University, Thailand, 12150<sup>3</sup>

Faculty of Management Science, (General Management) Nakhon Pathom Rajabhat University, Thailand  
73000<sup>4-5</sup>

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### <sup>1</sup>Correspondence:

Dr. Wisit RITTIBOONCHAI,  
Faculty of Management  
Sciences, Nakhon Pathom  
Rajabhat University, Thailand,  
Tel. +66815567123,  
E-mail: mbakru1@gmail.com

### Abstract

The purposes of this research are to 1. Compare the success of the ornamental fish business. Case studies of fighting fish when classified according to the personal factors of the operator; 2. Study the influence of the marketing mix on the success of the ornamental fish business. Case studies of fighting fish In Nakhon Pathom Province, researchers collected samples from 400 operators selling fighting fish in Nakhon Pathom province using a quota sampling method in a portion of the neighborhood of 7 districts in Nakhon Pathom. The statistics used in the data analysis consisted of percentage, mean, standard deviation, t-test, one-way analysis of variance, and multiple regression analysis.

The research results showed that: 1. Success in operating an ornamental fish business Case studies of fighting fish were different when classified by gender and personal income. 2. The influence of the marketing mix affects the success of the ornamental fish business. Case studies of fighting fish In Nakhon Pathom Province, consists of the promotion of marketing, price, and product quality respectively. The multiple regression analysis equations is;

The success of the ornamental fish business (Y) = 0.83 + 0.23. Product quality (X<sub>1</sub>) \*\* + 0.31 price (X<sub>2</sub>) \*\* + 0. 10 place (X<sub>3</sub>) + 0. 47 promotion of marketing (X<sub>4</sub>) \*\*

With the prediction accuracy of the said equation at 43 percent.

**Keywords:** marketing mix, fighting fish, ornamental fish business

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### 1. Introduction

Fish farming is widely popular all over the world. More and more patterns are being developed to develop the species of fish and aquatic life, because it is a fun hobby and relieve stress as well. Those who raise ornamental fish can choose types of ornamental

fish that are suitable for their economic status. And the tastes of the babysitter. The popularity of ornamental fish has been around for a long time. China was the first country to raise goldfish in a basin as an ornamental fish and began to spread into Europe. Around the 7<sup>th</sup> century, including Japan, wherein the early

stages, fish were still raised in a basin only. Glass fish tanks first emerged in England in the 1850s and continued to grow in popularity. Until the forms of the aquarium and various materials have been developed. That made many kinds of aquariums in the early stages of farming beautiful fish is also.

Simple farming without complicated equipment, at the beginning of the 20<sup>th</sup> century, modern ornamental fish farming was developed. Based on technology this has made fish farming more beautiful, comfortable, and highly successful. This making fish farming popular so beautiful is rising rapidly all over the world (Chattrairat 2004)

For Thai fighting, fish have been cultured together for hundreds of years and have been brought up in Europe since the Year 1874 have been cultured widely in countries around the world. Able to develop fighting fish with many different styles, patterns, colors by the initial stage. There will be a development of long-finned fighting fish, or in the market known as fighting fish, China developed until the appearance of colorful fighting fish and there are a variety of tail patterns. Later, the Siamese fighting fish was developed. Until getting a beautiful colorful short-finned fighting fish, available in one color, mixed colors and various color patterns and develop a perfect figure and a variety of tail styles the same is true for long-finned fighting fish. Until it has been popular all over the world because in the social age online trading and the logistics system developed to make the fish sales business more beautiful Especially Thai fighting fish has expanded greatly reasonable why foreigners buy beautiful Thai fighting fish. It is believed that the fighting fish will help to enhance its prestige, fortune, or feng shui, as the price depends on the species or pattern of the fish. It May be up to 3,000-10,000 baht per piece (khaosod online 2019), the result of such This is consistent with the research of Nukwan and Rodloi (2011) that found that Thai ornamental fish farmers. Have knowledge and expertise in

the development of fighting fish species that are accepted by fishers around the world are traded both on the website and trading through a large number of exporters from export value It was found that the betta was an ornamental fish with export value. It is the number 1. A number of ornamental fish exported in Thailand with the highest value continued for many years until now.

For Nakhon Pathom is a province that has famous fighting fish breeding grounds. Even in the current situation, the COVID-2019 issue will lead to sluggish sales of fighting fish overseas. But the popularity of buying fighting fish in the country has not been affected much. A study of factors affecting the success of the ornamental fish business. A case study of fighting fish in Nakhon Pathom Province should be a good guideline for those interested in doing such businesses. And it is likely to be of benefit to marketers who want to apply the research results.

## 1.1 Research Objectives

1. To compare success in operating ornamental fish business case studies of fighting fish in Nakhon Pathom Province classified by personal factors
2. Study the influence of factors in the marketing mix. That affects the success of the ornamental fish business case studies of fighting fish in Nakhon Pathom Province

## 1.2 Literature Review

The researcher studies research related to the development of English language and technology capabilities for ornamental fish farmers in Nakhon Pathom Province to prepare to enter the ASEAN Economic Community (Sukcharoenpong., Chanasuk, Dithasathorncharoen and Wonginyu 2018) Success in fighting the fish business of Meejui, (Sukmanomon and Na-Nakon 2005) Optimization of packaging for transportation of Thai fighting fish by Sathaporncharoen and Sukcharoenpong (2015) and factors for entrepreneurial success of Kwangsawat and Chaipattanamethee (2013) based on the

marketing mix factor study guideline (Kotler and Keller 2012) by developing a conceptual framework as follows

## 2. Material and Methods

The researcher collected data from entrepreneurs who operate an ornamental fish business in the type of fighting fish in Nakhon Pathom Province. An unknown sample was obtained according to the Cochran formula (1953). 385 populations were used as a quota sampling to distribute proportionately to the 7 districts of Nakhon Pathom Province. The statistics used for analysis consist of descriptive statistics were percentage, mean, standard deviation. The reference summary statistics consist of the analysis one-way analysis of variance and multiple regression analysis data were collected with questionnaires that were tested for content validity.

## 3. Results

### 3.1 Personal information of respondents

The research results were found that most of the ornamental fish entrepreneurs are male (64.00%), aged between 41-50 years (38.60%), a primary education level (28.90%), and average monthly income is 25,001 - 30,000 baht (33.50%)

The results of analyzing the factors of marketing mix of ornamental fish business were at a high level. The aspect that was most evaluated was the product (Mean = 3.84)

The results showed that the overall success of the ornamental fish business was at a high level with the top three assessed areas.

$$(Y) = 0.83 + 0.23 (X1) ** + 0.31 (X2) ** + 0.10 (X3) + 0.47 (X4). **$$

## 4. Discussion

1. Success in the business of fighting fish is due to the success of the product being consistent with the market demand. There is a suitable business formation. Always find your target audience and meet your target audience. The results of the research reflect that business operations need to focus on providing products that meet their needs. Create a correspondence

Including success in Productivity is consistent with market demand (Mean = 4.15), appropriate business establishment model (Mean = 3.86), always finds and satisfies target groups (Mean = 3.83).

### 3.2 Comparison results success in operating ornamental fish business case studies of fighting fish in Nakhon Pathom Province classified by personal factors

The success in the ornamental fish business is classified by personal factors. The differences were found when classified by gender. And income was statistically significant at the .05 level, when considering the success on a particular aspect, it was found that productivity success was consistent with market demand. And finding the target audience and always responding to the target audience will differ by gender. As for having a clear marketing policy will vary according to income level.

### 3.3 Study the influence of factors of the marketing mix. That affects the success of the ornamental fish business Case studies of fighting fish in Nakhon Pathom Province

Influence of marketing mix factors that affect the success of the ornamental fish business the case study of fighting fish in Nakhon Pathom Province was from the promotion of marketing, prices, and products, respectively. The equation has 43 percent predictive power and the equation can be written as follows:

between supply and demand. Adapt the business model to change And find customers to meet. The above research results are consistent with the research of Tongwassanasong (2018), The Creative Economy Strategy Affecting the Success of Business Enterprises: A Case Study of Industrial Entrepreneurs in Nakhon Pathom Province. The research results were found that success includes income, profit, and security. In

terms of customer satisfaction with products and the number of customers in the current year. Caused by adjusting the business model to be in line with the changes and product quality.

2. Success in the ornamental fish business when classified by personal factors. The differences were found when classified by gender. And income was statistically significant at the .05 level. The findings indicated that differences in the two factors contributed to a different strategic focus on success. This is in line with the research of Achyaporn Kwangsawat and Patcharaporn Chaipattanamethee (2013) that proposes that the success factor of entrepreneurs will differ according to personal factors.

3. Distribution channel factor is the only factor that does not influence the success of the ornamental fish business. Case studies of fighting fish in Nakhon Pathom Province this is due to the domestic trade of fighting fish. There is a clear marketing channel. In foreign countries, there is a clear online market. The results of this research will be consistent with Arthit Waiwaitrakarn and Santithon Phuriphakdee (2019), which studies the influence of marketing mix factors and online marketing communication tools on consumer perceptions of decision-making. Buy products through online store The research results were found that Deciding to shop online between social commerce and e-commerce have different effects.

## 5. Conclusion

### 5.1 Policy Suggestions

1. Gender Operators And different income strategies have different strategies for focusing on success in an era of intense competition, and focusing on customer needs is essential to sustained success.

2. Marketing mix Influence on the success of the ornamental fish business. Case studies of fighting fish in Nakhon Pathom Province, especially in marketing promotion. Therefore, if entrepreneurs know to develop marketing promotion strategies by customer

needs, it will give rise to a competitive advantage. In the current situation with the issue of COVID 2019, the export market of fighting fish is becoming increasingly difficult. The focus on the domestic market will create a serious competition problem. Operators may need to consider more distribution channel factors. Both in the domestic market will look like marketing online shopping decisions on social commerce. Therefore, combining marketing promotion match the factors of distribution channels through doing online to build awareness with buyers will be able to create success in intense racing in such situations.

### 5.2 Suggestions for Conducting Future Research

1. This research studies only entrepreneurs in Nakhon Pathom Province, interested people may develop further by studying other provinces in Thailand.

2. The aforementioned research results have not yet been an in-depth analysis for international and domestic ornamental fish traders, because some operators do business both domestically and internationally. Therefore, those who are interested may build on it by conducting an in-depth study, separating local and foreign businesses, will likely find some interesting findings.

3. The focus of such research is to conduct quantitative research, interested parties may build on in-depth interviews and focus on qualitative research. Or do more research merging methods

## 6. Conflict of Interest

We certify that there is no conflict of interest with any financial organization regarding the material discussed in the manuscript.

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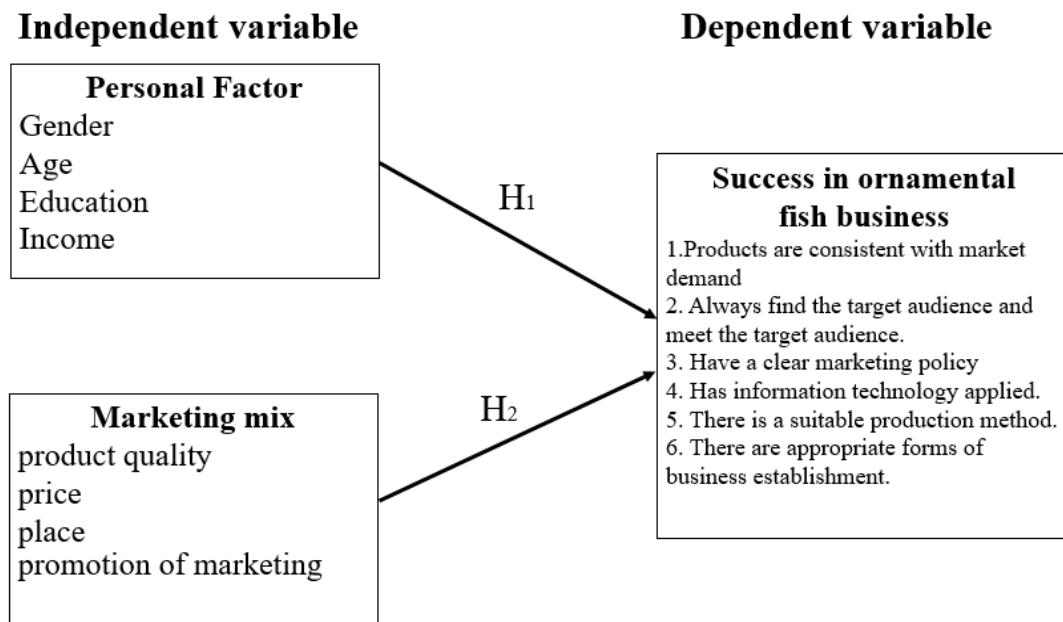
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**Picture 1. Conceptual framework of research**

**Table 1.** The results of the analysis of the factors of marketing mix the ornamental fish business

Marketing mix	Mean	SD.
product quality	3.84	0.60
price	3.74	0.67
place	3.53	0.76
promotion of marketing	3.47	0.73
<b>Overall</b>	<b>3.64</b>	<b>0.56</b>

**Table 2** Mean and standard deviation of success in the ornamental fish business

Success in the ornamental fish business	Mean	S.D.
1. Products are consistent with market demand	4.15	1.00
2. Always find the target audience and meet the target audience.	3.83	0.97
3. Have a clear marketing policy	3.71	0.97
4. Has information technology been applied.	3.60	1.05
5. There is a suitable production method.	3.68	1.09
6. There are appropriate forms of business establishment.	3.86	1.14
<b>Overall</b>	<b>3.81</b>	<b>0.72</b>

**Table 3** Success in operating ornamental fish business classified by personal factors

success in operating ornamental fish	Gender	Age	Education	Income
1. Products are consistent with market demand	2.42*	1.42	0.17	1.46
2. Always find the target audience and meet the target audience.	2.29*	0.81	0.33	1.07
3. Have a clear marketing policy	1.45	1.28	0.55	2.67*
4. Has information technology been applied.	1.01	2.12	0.49	0.64
5. There is a suitable production method.	0.90	1.75	0.80	0.88
6. There are appropriate forms of business establishment.	1.41	0.13	0.91	1.47
<b>Overall</b>	<b>2.30*</b>	<b>0.56</b>	<b>0.17</b>	<b>2.44*</b>

\* sig < 0.05 and \*\* sig < 0.01

**Table 4** Influence of marketing mix factors That affect the success of the ornamental fish business  
Case study of fighting fish, Nakhon Pathom Province

	B	SE	Beta	t	sig
(Constant)	0.83	0.37		2.64	0.01
product quality (X <sub>1</sub> )	0.23	0.10	0.20	2.21**	0.01
price (X <sub>2</sub> )	0.31	0.11	0.28	2.88**	0.01
Place (X <sub>3</sub> )	0.10	0.09	0.12	0.80	0.44
promotion of marketing (X <sub>4</sub> )	0.47	0.10	0.47	4.63**	0.00

(R<sup>2</sup> = 0.43)