

## Factors in the success of Western entrepreneurs in the vegetable trade

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### Abstract

The purposes of this research are to 1. Compare the success of Western entrepreneurs in the vegetable trade when classified by personal factors; and. 2. Study the factors that influence the success of the vegetable trade of entrepreneurs in the western region from labor, investment, goods, and marketing support. The researcher collected data from 100 vegetable traders in the western region, namely Nakhon Pathom, Kanchanaburi, Phetchaburi, and Ratchaburi provinces, 100 each by quota randomization. The statistics used in 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. The success of entrepreneurs in the vegetable trade in the West varies according to age, status, education level, income, length of business, and region. 2. The factors that influence the success of the vegetable trade of entrepreneurs in the western region are due to labor, investment, goods, and marketing support. Statistically significant. The multiple regression analysis equations is;

The success of the vegetable trade of entrepreneurs in the western region ( $Y$ ) =  $0.77 + 0.13 \text{ labor } (X_1) ** + 0.17 \text{ investment } (X_2) ** + 0.18 \text{ goods } (X_3) ** + 0.35 \text{ marketing support } (X_4) **$   
With the prediction accuracy of the said equation at 60 percent.

**Keywords:** *Western entrepreneurs, vegetable trade, Factors in the success.*

### 1. Introduction

Current business operations, especially in the manufacturing sector forex trading, and the provision of services are important. Operators need to manage to meet the needs and satisfaction of the consumers as much as possible. What the business operators have to face risks. Whether it is a non-quality product. Consumers are not satisfied with the product. Or

the service to consumers is not satisfactory causing entrepreneurs to do business not as successful as they have set their goals in contrast to entrepreneurs who can solve problems and can meet customer needs. It will make the business successful and generate satisfactory results.

Entrepreneurs are important people who play a role in the free trade market society.

Being a seeker able to bring in their existing financial and social knowledge and experience to invest in building a business including the use of capital available to conduct business activities is the driving force for creativity leading to changes that bring innovations that are valuable to society. In order to achieve business goals such business growth customers increase profit in business operation. The entrepreneurs have an important role in planning marketing strategies for the business to develop towards the success of the set business goals. To formulate policy, vision, and development of marketing strategies to suit the current economic and social situation (Chanin Chunhaphanthrak et al, 2013: 1)

For the western part of Thailand. It is an area with a landscape that is very suitable for agriculture. Especially crops related to fruits and vegetables. Central fruit and vegetable market in the western region. The regions are organized by the National Economic and Social Development Board, consisting of 8 provinces: Kanchanaburi, Nakhon Pathom, Prachuap Khiri Khan, Phetchaburi, Ratchaburi, Samut Songkhram, Samut Sakhon, and Suphanburi. (National Economic and Social Development Board, 2017: 1) Such a quantity of produce is not used for consumption within the family and can be sold to the general public to generate income for the family. Growing vegetables in the western region, in addition to being used for consumption in the provinces also sent to distributed to neighboring provinces such as Bangkok, where the most cultivated plants include Baby corn, Okra Big paprika, Asparagus, Kale, Cucumber, Long bean, Chinese cabbage, Celery, Coriander, Morning glory, Water mimosa, Ginger ale, spring onion, etc., with a cultivated area of 63,577 rai, total vegetable yield 136,379 kg, average yield per rai of 2,145 kg (Information and Information Division communicate Nakhon Pathom Provincial Office, 2016)

A study of factors in the success of

entrepreneurs in the vegetable trade in the western region. It is intended to create solutions to the problems of entrepreneurs, some of which have not been able to be successfully implemented. Causing the vegetable sales business to shut down. Caused by fluctuating prices. Crops of no consistent quality use the information obtained as a guide for entrepreneurs to improve their products and develop marketing strategies to suit the needs of consumers. As a result, entrepreneurs can operate their businesses in the fruit and vegetable market for sustainability.

### **1.1 Research Objectives**

1. To compare the success of western entrepreneurs in vegetable trading when classified by personal factors.
2. Study the success factors of the vegetable trading business of entrepreneurs in the western region

### **1.2 Literature Review**

Researcher studies research related to marketing strategies and operations of wholesalers. That affect Success in Managing Fruit and Vegetable Market in Western Thailand (Malaikaew 2018), Drucker's Fundamentals of Business. (2001), Kotler (2013), and Kaewchanong et al (2010), and Somboonpol's business success (2019) can be developed into a conceptual framework as follows.

### **2. Material and Methods**

Sampling used in this study is: The researcher collects data from 400 vegetable traders in the western region. Initially, 4 out of 8 provinces were drawn from the list of provinces in Nakhon Pathom, Kanchanaburi, Phetchaburi, and Ratchaburi provinces. 400 quota data were collected for each province. Used for analysis: percentage, mean, standard deviation. One-way analysis of variance. And multiple regression analysis data were collected with questionnaires that were tested for content validity. Data collection during the months of November-December 2020.

### 3. Results

#### 3.1 Personal information of respondents

The research results were found that most of the respondents were female (68.75%), aged 31-40 years (44.00%), marital status (66.00%), education level. High school or lower (43.00%) earn 10,001- 30,000 baht / month (50.25%), duration of occupation 11-20 years (38.50%), and the type of work is working every day (92.00%)

The research results showed that the level of fundamental factors in business overall, is at a high level and when considering each investment goods and marketing support was high level and the labor level was at a moderate level.

The research results showed that the level of success factor of entrepreneurs overall, it was found that the importance affecting the success of business operations was at a high level. When considered individually, all of the above were evaluated at a high level.

The success of the vegetable trade of entrepreneurs in the western region

$$Y = 0.77 + 0.13 \text{ labor } (X_1) ^{**} + 0.17 \text{ investment } (X_2) ^{**} + 0.18 \text{ goods } (X_3) ^{**} + 0.35 \text{ marketing support } (X_4) ^{**}$$

### 4. Discussion

1. The success of western entrepreneurs in the vegetable trading business. There were individual differences in terms of age, education, income, duration, status, and job status. The differences arose from the personal conditions that were formed in the context of the area. This is in line with Saengsri (2016) research suggesting that in order to produce local products, it should focus on local contexts, have to think, have to understand, and act locally. Should take into account the identity, character, and personal factors. Each local culture is different. Marketers need to consider and understand the context of these things in order to help a business achieve its goals. Product development strategy success in being an international product.

#### 3.2 The results of a comparison of the success of western entrepreneurs in the vegetable trade when classified by personal factors.

The results showed that the success of western entrepreneurs in the vegetable trade was significantly different according to age, education, income, duration, and job description at level.01 and when classified according to status found a statistically significant difference at the .05 level.

#### 3.3 The results of a study of factors in the success of entrepreneurs in the vegetable trade in the western region

Factors for the success of Western entrepreneurs in vegetable trading consist of marketing support, goods investment, and labor, respectively. The equation has 60% predictive power and the equation can be written as follows:

2. Factors in the success of western entrepreneurs in the vegetable trade are marketing support, goods, investment, and labor, respectively. All of these factors are important to shape success in business operations. As Somboonpol (2019) offers a measure of the success of business operations, entrepreneurs should provide quality products with reasonable prices and provide consumer confidence. There is a location near the place of residence. And community sources. In addition, the business should be expanded and increased distribution channels to bring information systems to help increase channels. In the meantime, Lerttanasukhon is planning to develop products in value-added products and home delivery services. (2019) proposed that efficiency in business leads to effectiveness in the business operators must focus on safety first.

Followed by trust performance of the incident response and the reliability of the service provided by the security company as for the marketing mix that affects the success of the service, it was found that. The respondents gave the service management process a priority. The second is the image that appears in the eyes of the service recipient. Product or service, service rates, distribution channels, marketing communication, and the reliability of personnel.

## 5. Conclusion

### 5.1 Policy Suggestions

1. Differences in personal factors influence the success of entrepreneurs in the western vegetable trade. Significantly but these factors cannot be changed because they are fundamentals that are formed by casting in each context. Where entrepreneurs exist, such differences create diversity in business strategies. Operators should operate their business in accordance with their own style of expertise. Instead, they should learn to adjust the management to be quality by studying changing circumstances and studying competitors and customers thoroughly.

2. Success of western vegetable traders, whether it is more profitable building customer satisfaction. Characteristics of products and services that are accepted and to build confidence in the purchase of goods and services of entrepreneurs must be from the casting. Management of labor, capital, investment, product quality, and market components to suit the situation. The findings of the research reflect that all factors are important. But the first important factor is the marketing mix. And the product to fit together due to the vegetable market is a perishable product. Moreover, the competition has become more intense from overseas markets, so entrepreneurs have to balance the quality of marketing support together with the products. And at the same time focus on funding and labor to be balanced as well.

### 5.2 Suggestions for Conducting Future Research

1. The focus of the research is on quantitative research. If qualitative research is conducted or research integrating methods would have made a clearer finding

2. With time constraints the researcher used randomization regardless of statistical opportunity. And a lottery to select 4 provinces out of 8 provinces in the western region. Therefore, such research may not be complete in terms of the information received. Interested investigators may develop further development in the 4 unstated provinces: Prachuap Khiri Khan, Samut Songkhram, Samut Sakhon and Suphanburi

3. The study was collected only on the part of the entrepreneur. Interested parties may learn more from relevant stakeholders, whether as part of customers or government agencies responsible.

## 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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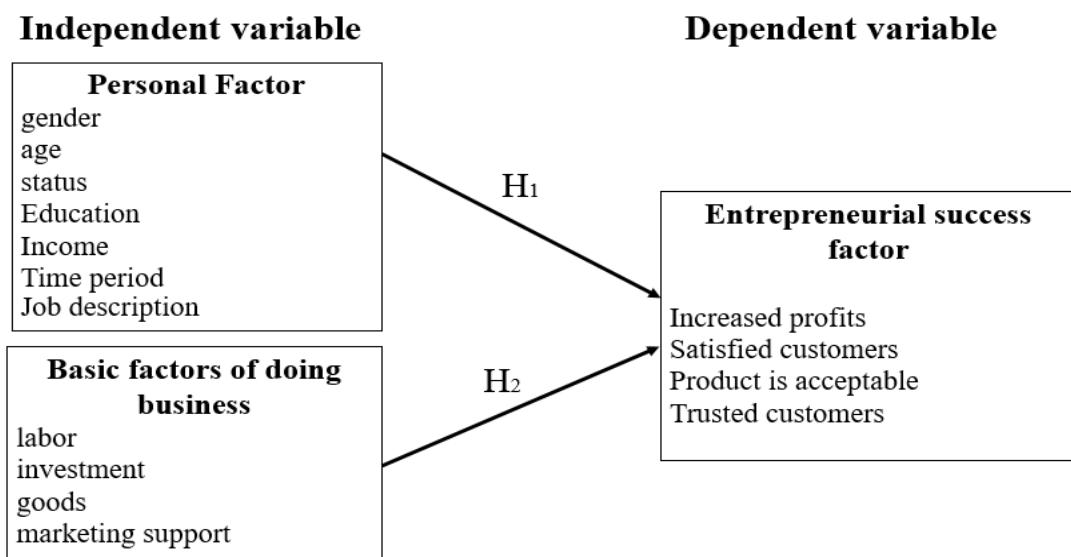
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Picture 1: Conceptual framework of research

Table 1. Level of Fundamental Factors in Business Operations Overall.

Basic factors of doing business	Mean	S.D	rate
labor	3.13	0.88	Moderate level
investment	3.58	0.77	High level
goods	3.79	0.83	High level
marketing support	3.68	0.73	High level
<b>Overall</b>	<b>3.54</b>	<b>0.63</b>	High level

Table 2. Success factors for entrepreneurs in the western region.

Entrepreneurial success factor	Mean	S.D	rate
Increased profits	3.72	0.77	High level
The customers are satisfied with your business.	3.77	0.88	High level
Your products and services are acceptable.	3.83	0.83	High level

Customers have confidence in purchasing your products and services.	3.87	0.80	High level
Overall	<b>3.80</b>	<b>0.69</b>	High level

**Table 3.** The success of the vegetable trade of entrepreneurs in the western region is classified by personal factors.

Entrepreneurial success factor	gender	age	status	Education	Income	Time period	Job description
Increased profits	-0.19	4.38*	3.77*	11.82	9.12**	23.14**	26.40
Satisfied customers	-0.31	5.91*	2.57	6.68*	15.15**	6.48**	3.97*
Product is acceptable	1.20	4.31*	2.16	3.33*	23.17**	7.38**	4.37*
Trusted customers	-0.10	2.63*	3.49*	7.32*	15.13**	6.11**	3.76*
Overall	<b>0.18</b>	<b>4.32*</b>	<b>4.09*</b>	<b>9.04*</b>	<b>21.78**</b>	<b>12.85**</b>	<b>8.23*</b>

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

**Table 4.** Factors in the success of entrepreneurs in the vegetable trade in the western region

	B	SE	Beta	t	sig
(Constant)	0.77	0.13		6.00**	0.00
labor (X <sub>1</sub> )	0.13	0.03	0.17	5.02**	0.00
investment (X <sub>2</sub> )	0.17	0.05	0.19	3.76**	0.00
goods (X <sub>3</sub> )	0.18	0.04	0.22	4.31**	0.00
marketing support (X <sub>4</sub> )	0.35	0.05	0.37	7.28**	0.00

(R<sup>2</sup> = 0.60)