

***The Study of Marketing Strategy from Traditional Industries:
The Case of Handmade Plain Misua Industry in Kinmen***

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Abstract

Plain misua evolved from traditional Chinese pasta. Since the ancestors' era, it has been one of the most important food ingredients used for ceremonies of long-life and birthday greetings, temple's worship, as well as the local street foods. The plain misua is one of the most local products of Kinmen county. Early inhabitants have ground their own flour to produce plain misua. Nowadays, there are still several handmade plain misua factories clustered together, which has become the characteristic of local industry. Moreover, there are several ancient plain misua factories in the Kinmen area, who have accepted the concept of marketing and transformed to tourism factories. Their experiential marketing schemes are widely praised by visitors. This study focus on marketing strategy for local plain misua industry , with a comparative analysis on marketing schemes adopted by local tourism factories. Techniques including visiting interview in depth, and questionnaire survey. By analyzing the results from the survey and to compare it with the impacts of marketing strategy adopted by local tourism factories, this report provides recommendations for traditional industries marketing strategy; furthermore, to predict how to maximize the marketing effects of traditional industries under the expectation of its competitive advantages and more importantly to create a new brand value.

Keywords: Traditional industries, marketing mix, plain misua industry

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Motivation

Misua evolved from traditional Chinese pasta. The misua is one of the most local products of Kinmen county. Marketing budget is insufficient due to the small scale of production for traditional practitioners. So, the tourist factory after transformation often impacts the small traditional market of handmade misua, so traditional practitioners is facing the market atrophy crisis and sales are affected. This study mainly discusses how traditional practitioners of Kinmen increase sales and market share through marketing strategies.

Introduction

Kinmen is one of islands in Taiwan, which is located beside Mainland China. The total area of Kinmen is 150 square kilometers.

First of all, I would like to introduce the sales profile of traditional practitioners of handmade misua, and local residents are main marketing objects. Due to less operating capital and small production scale, some practitioners fail to set a special sales store, but conduct production and sales in a domestic factory. And advertising and marketing are ignored, so the total sales and operating income are less.

In contrast, the tourist factory of handmade misua in Kinmen has a unique sightseeing theme. It not only can show the factory environment after landscaping, but also can provide product process visit, equipment display, experience facilities and other services, showing a wealth of industry knowledge and culture. So, consumers can directly see the manufacturing process of handmade misua, have a deep understanding of the industry, and cook and eat handmade misua in the field. Marketing objects are not limited to the local residents, but include tourists to Kinmen.

Research purposes

This study focuses on marketing strategies of the traditional misua industry, and how practitioners increase its competitive advantages and even create new brand value impacted by the sightseeing factory. Within the research scope of online word of mouth marketing strategies, the author explores ways to increase the marketing effect and puts forward some suggestions for reference by interview and questionnaire survey.

Literature Review

Tourist factory is combining establishment, producing department and experience of operate management as resources of tourism.

According to the Study on the Development of the Featured Products for a Tourism Factory 2012, it is regarding to a kind of extraordinary complex tourism for attracting tourist. Attracting them come for visiting, interviewing, investigating and learning through practice.

Based on literature review, traditional industries are mainly labor-intensive, manufacturing-oriented, mostly mass-produced and are gradually being replaced by new products in terms of industrial processes. Emerging industries generally appear after mature traditional industries, and some recession or transformation will occur with the development of new industries.

Buttle (1998) clearly states that word of mouth can also be spread by electronic bulletin boards in the network in addition to face-to-face spoken spread. And objects of word of mouth can be the brand, goods, entire organization, etc.

Hennig-Thurau et al. (2004) defines the online word of mouth (on-line WOM or eWOM) as a potential or actual customer's positive or negative opinion to a product or company via the Internet, based on the literature on the development of on-line WOM.

Word-of-mouth marketing refers to the oral, book or electronic communication of people who have received policy benefits or have practical experience to the reader, including the traditional word of mouth and the online word of mouth. (Kotler and Keller, 2009)

Research methods

The research methods in this case include case interviews and questionnaires, which are described as follows:

1. Case study

Interview with the person in charge of the traditional façade industry, to understand the operators in the management of the concept and marketing strategy application, to obtain the primary information, in addition to increase the credibility of the study, but also provide relevant business continued to operate the proposal.

2. Questionnaire survey

In this study, a questionnaire survey is conducted on consumers of Kinmen and foreign tourists. The interviewer makes clear the identity and purpose, and asks the respondents to self-fill. If the respondents have any questions, the interviewer should explain them, so as to understand the consumer's acceptance and make the results more objective.

Preliminary Results and suggestion

After study, it is concluded that practitioners can use on-line WOM to effectively enhance the brand and visibility for enhancing sales. For word of mouth marketing of the network and community, channels are diversified and low - cost, and contents are diversified and unique, so it is optional marketing strategy for traditional practitioners. In addition, by establishment of official websites or community groups, such as official blog or Facebook fan groups, practitioners can not only convey the industry history and brand information, but also maintain customer relations, so maximum publicity will be achieved. Practitioners can make the marketing strategy by referring

to study results, in order to play the greatest effect of industrial marketing and to create new brand value.

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