



Market in Graveyard

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Abstract

The sale promotion of selling is necessary and it is a basic requirement in marketing. Some new market use new strategies on strange and unique place for attracting customer. Here, the authors present and discuss on the market in graveyard from Indochina. It is a very unique and strange market style but it successful draw attention from local people.

Keywords: bead doll, sale, promotion.

Introduction

The sale promotion of selling is necessary and it is a basic requirement in marketing. Some new market use new strategies on strange and unique place for attracting customer. Here, the authors present and discuss on the market in graveyard from Indochina. It is a very unique and strange market style but it successful draw attention from local people.

Case scenario

The market locates in a rural province of Thailand namely Petchabun. The market is in the complex of a Buddhist monastery namely Wat Saothingthong. It is located in an area of graveyard where left bone from incineration and burial death bodies exist. The local shops have ghost-style decoration and name their menu as a ghost style words. The place become a very famous tourist attraction for local people.



Figure 1. Market in graveyard

Discussion

Using unique things and place to promote sale is interesting concept for up-sale purpose. Uniqueness and good service is needed [1]. The use of lovely things such as doll might be presently used. However, the present case use opposite concept, using awful thing and atmosphere. Uniqueness comes from ideas and strange idea is a successful selling point.

Strange is a trigger and can successfully help promote the market. The market uses common public place of local community and it can be used for free. Market in graveyard can also help decrease ghost fearfulness of local people. Additionally, it can be used as a symbolization from Buddhist monastery to teach concept on truth of death.

Conflict of interest: None

References

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