

# ONE HUNDRED YEAR OLD MARKET: STRATEGY FOR MARKETING, A NEW PHENOMENON IN THAILAND

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## ABSTRACT

Local market is the common place for marketing. To promote the market is the interesting issue in marketing. Here, the authors discuss on the new phenomenon in Thailand, the emerging of the one hundred year old market. One hundred year old market is the reborn of the old abandoned local market. With promotion, the one hundred year old market becomes the new famous market places and reflects interesting marketing strategies.

**KEYWORDS:** Local, Wisdom, Automobile, Agriculture.

## INTRODUCTION

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## CASE STUDIES ON ONE HUNDRED YEAR OLD MARKET IN THAILAND

At present, the concept of One hundred year old market becomes popular in Thailand. Several old abandoned local market are refashioned and presented as the new brands of one hundred year old markets. The strength of the one hundred year old market includes a) old architecture, b) location in old town and c) known by locals. The weakness of the one hundred year

old market includes a) old building that needs special care, b) the fake demonstration by the non-local people and the disguising on actual age of the market and c) some old markets presently locate in areas without present main communication routes.

## DISCUSSION

Reborn of the old abandoned market is an interesting marketing strategies. The success of one hundred year old market in Thailand context can reflect the desire of the present people. Present people try to find the ancient atmosphere. The vintage style becomes popular and this is the rooted explanation for the success of the local one hundred year old market. To promote the market, the location is important. To maintain, the preservation of the old classical atmosphere is very important. Disguising is not uncommon and it sometimes over-claim for the actual age of the market.

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Many one hundred year old market age less than 100 years and it is considered disguising. In addition, the control of environment and ecosystem of the old places is the big issue for

consideration [1]. Lessons learnt for the success and failure should be further systematically analyzed and it can be a good record in the filed of marketing.



(A)Samchuk market, Suphaburi province



(B)Banmai market, Chacheongsao province

Figure 1. Some famous one hundred year old markets in Thailand

**CONFLICT OF INTEREST:** None

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