

# “Talad Yonyook”, Neoclassic Ancient-Style Market, A New Marketing Trend in Thailand

Sora Yasri<sup>1</sup>, Viroj Wiwanitkit<sup>2</sup>

*<sup>1</sup>Private Academic Consultant, Bangkok, Thailand.*

*<sup>2</sup>Honorary professor, Dr DY Patil University, Pune, India;*

*Adjunct Professor, Joseph Ayobabalola University, Ikeji-Arakeji, Nigeria.*

## Abstract

Market is a place for buying and selling. It plays important role in marketing system. The design of new market style is a way for promoting of sale. Here, the authors present and discuss on “Talad Yonyook”, neoclassic ancient-style market that is a new marketing trend in Thailand. This new market style makes use of local people preference on ancient style culture as promoting point of the market.

**Keywords:** Neoclassic, Ancient, Style, Market, Marketing.

## Introduction

Market is a place for buying and selling. It plays important role in marketing system. If there is no good specific market place, the good sale might not possible. Sustainable, economical and ecological friendly market is the benchmark [1]. Therefore, it is necessary to have a good strategic planning on the market place. At present, the design of new market style is a way for promoting of sale. Here, the authors present and discuss on “Talad Yonyook”, neoclassic ancient-style market that is a new marketing trend in Thailand. This new market style makes use of local people preference on ancient style culture as promoting point of the market.

## Cases in Thailand

The neoclassic ancient-style market is a new trend at present in Thailand. This style of market copies the idea of renovation of hundred-year market for promoting of sale [2]. The neoclassic ancient-style market is a new market but it is built, decorated and pretended as the old one. The merchants in the market also pretend to be old merchants by dressing in old style and using old language in communication.

This style of market is already set in many provinces of Thailand. The examples of famous ones are hereby presented.

## Talad Yonyook Khai Bangrajan

Talad Yonyook Khai Bangrajan is a newly set of market at the area of ancient heritage in Singburi province, Thailand. This area has many ancient ruined pagoda due to the war in the previous centuries. This market is newly set and used as place for marketing of the local people. The merchants in this market sell local products to the tourists. The local merchants strongly attaches to the neoclassic ancient-style practice during selling. All dress in ancient style and uses ancient words for selling communication with the consumers. This market is very famous and becomes the pioneer model of Talad Yonyook for other similar markets in Thailand.

The success of this market is mainly due to the fame of the ancient place. Also, this is one of the first place in this style, therefore, it has a successful marketing promotion.



**A. Talad Yonyook Khai Bangrajan**



**B. Talad Yonyook Nakorn Chum**

**Figure 1. Pictures of some neoclassic ancient-style markets in Thailand**

## Talad Yonyook Nakorn Chum

Talad Yonyook Nakorn Chum is a newly set of market at the area of old part of the town of Kampanget province, Thailand. This market is newly set and used as the local place for marketing of the local people. The merchants in this market also sell local products to the tourists. This market is less famous than the first case. The points to be noted are the lack of ancient heritage site at this market and it is needed to increase the local merchants to attach to the neoclassic ancient-style practice during selling.

## Discussion

“Talad Yonyook” or neoclassic ancient-style market is a new interesting emerging concept. The market place is the key point for marketing success. For component analysis, place, person and product, the neoclassic style can answer to the demand of consumers who love ancient culture. It is an interesting way for local people to promote selling of local products to the consumers, tourists.

In fact, the “Talad Yonyook” has new strange things which is the key points to attract consumer. The interesting question for “Talad Yonyook” is how to have a sustainability of marketing activities. Focusing on the first case study, the place is a famous tourist attraction, a historical place. Hence, this is an actual strength of the market. This is different from the second case study, the place is less famous than the first place. The setting of the “Talad Yonyook” at the second case is at the old part of the town. Although this can give the old ancient atmosphere to the consumer but the place is less old and not actually ancient historical place as in the first case study.

## References

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