

**DRAMATIC RUMORS OF HAKATA SHOGUN RAMEN AT  
ESPLANADE RATCHADA: IMPLICATIONS AND LESSONS**



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Thematic paper  
entitled  
**DRAMATIC RUMORS OF HAKATA SHOGUN RAMEN AT  
ESPLANADE RATCHADA: IMPLICATIONS AND LESSONS**

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Ketnarin Likitsirikul

## **DRAMATIC RUMORS OF HAKATA SHOGUN RAMEN AT ESPLANADE RATCHADA: IMPLICATIONS AND LESSONS**

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### **ABSTRACT**

Due to the available of internet connections everywhere, there is a new trend of information flow which is social network. Word of mouth could be transferred overseas in overnight, regardless the accuracy of the information. Audiences are the one who choose the media to consume. This research paper will provide the case study about a dramatic rumor of a ramen shop, Hakata Shogun Ramen, which spread all over the internet in overnight and change the situation of ramen shop upside down. After the owner announced that it was only a misunderstanding, people still go to the restaurant, but after several months passed, the number of customer declined. Therefore, the research purpose is to analyze the situation with basic marketing tools, marketing mix and SWOT analysis, to find out the problems in the business which caused it to be unsuccessful, even there is high trial rate in product after the rumor.

**KEY WORDS:** Marketing Mix/ Food Business/ Ramen/ Internet/ Rumor

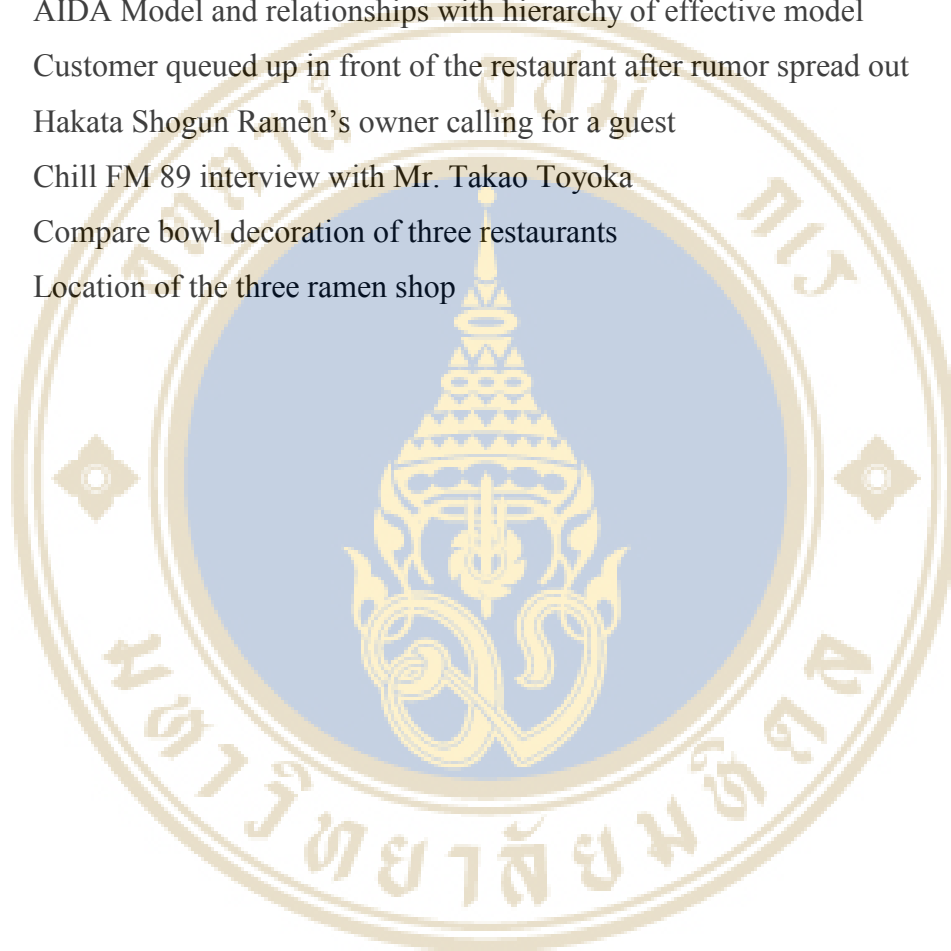
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## CHAPTER I

### INTRODUCTION

Nowadays, we are living in the media phenomenon which is the influence from the internet, the most influenced source in the world. Internet brings a huge change to every industry as well as to people's life. Everyone needs to change their behavior to welcome this pioneer. Everything involves more and more with digital. Book is not the only source of knowledge, but we can also find plenty of information on the internet. Communication is not limited only by face-to-face or simple telephone, but we also chatting and do video call via internet. Technology also develops faster and faster to support the change in demand. The numbers of people who connect to online world by internet-connected portable device are increasing continuously, as good as average time spending using mobile internet. This phenomenon brings great chance in communication among every party. Companies have many different channels to reach their potential customers anytime and anywhere. It was not limited only on television, radio and printing like the old day anymore, but also online media via many kind of device. They need to adapt themselves to survive in digital revolution. The good utilization in communication channel and provided contents could bring them superior advantages above other party in the pool of opportunities.

This is an era of great revolution in promotion. People were influenced by the digital media. In previous day, advertising content must be short and precise to avoid massive air time cost. Nowadays, internet expands the space of freedom in working. Content creator could make their message as long as they want, and free from the limit of time and budget in promoting. Meanwhile the audiences were controlling their own combination of media consumption. People consume more media in many different kinds, but they could ignore anything they do not want to see. The promotion was spread out to from offline media to digital world. The upcoming trend of media consumption is via social network like Facebook, Youtube, and etc. People absorb the message of promotion and advertising all the time while they



surfing through the internet. Advertising and promotion could come in various types, directly and indirectly. Those contents could come in a form of word of mouth in review on Wongnai.com, story-telling in web board that the audience read on Pantip.com, not only the pure advertising movie that they could watch on demand on YouTube, or recommendation appeared on Facebook. Those internet-based communities are like a new place that both business and customer can communicate. The benefit is trustworthiness for the audience when the promotion comes in a form of word of mouth and story-telling instead of one-way direct advertising.

Internet is an open source of knowledge. Anyone could write anything on the internet and make it public. That is why the internet is a large source of information while being untrustworthy source of information at the same time. Most stories that were shared and reposted again and again on the internet are cannot be trust. It is because most of them came from unidentifiable source and the story was distorted by failure in communication process. Then we have to think carefully before trust anything we read on the internet. Sometimes people read an impressive or dramatic story on the internet and spread it out by sharing it to their friends without notice about the impact. The change in people's behavior leads to the flow of information in new channel where every story could be transferred easier than in the previous day even though it is truth or untruth. One of the problem in the digital era is the audience should have their own firewall to protect themselves from information trap on the internet. They have to estimate trustworthiness of content before they believe to avoid the wrong information.

We know that the promotion is one of the essential elements in marketing mix. If we could reach the audience and make them interested in our product, it could affect the sales to increase, but it not the only one element. There is one case that I was interested. It is about the misunderstanding which turns to be an indirect promotion and leads to high trial in ramen shop, but after the truth was announced the sales was dropped to normal. As an observer who frequently commutes around the place, I am curious and want to dig deeper about it. I want to analyze this case to demonstrate the importance of basic element in marketing tools which lead to the steady success in running business, and reflect the learning points from good and bad of the case.

There is a rising trends of snapping food picture, post on social media and review the restaurant for recommendation. My lifestyle is also surfing the internet and online in social network as most people in the big city like Bangkok, and I am interested in food. I am one of people in the flow of this trend who sharing food picture while trying new food or restaurant. Ramen is one of my favorite dishes. Therefore, I pick up an interesting case study from something that I am passionate about and hope to transfer it to the quality of work. The case is the rumor of a ramen shop at Esplanade Ratchada, the place where I always visit. I am one of the observers of this phenomenon and one of the contents spreaders of this case. I hope that this research will be informative for the readers in the aspects that I presented as much as I enjoy this mouthwatering dish.



## CHAPTER II

### LITERATURE REVIEW

In this article, I use common marketing tools to analyze this case study because they are simple, and practical. These tools are well-known for every marketer because it is the foundation theory. Due to marketing is related with psychological issue, simple tool also bring clearer picture by its standard. This is the Relationship to management theory that I use to analyze the case.

From **Neil Borden's marketing mix**, which was a combination of four compositions, product, price, place, and promotion, every product should have it own objective and ingredients to maximize its effectiveness in the market. (see Figure 2.1) According to the theory, it is not enough for a product to stand out by using only promotion, but we should consider about product itself before other things. As **the former chairman of Procter and Gamble said** that product is the key to success in market, advertise the bad product only make it gone faster.



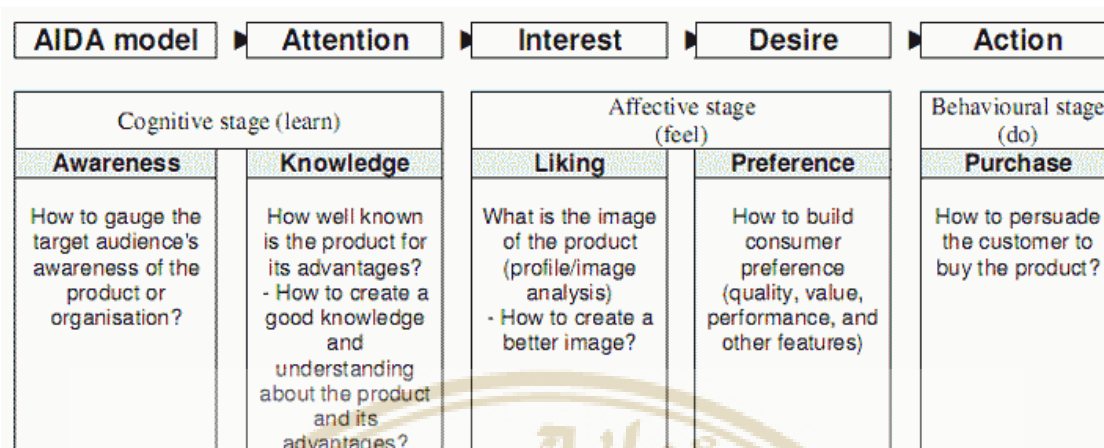
**Figure 2.1 Components of Marketing Mix. Adapted from The 4 P's of Marketing**

**Source: The Marketing Mix Strategies, by A. Kar**

**SWOT analysis** is one of the very common tools in marketing. It stands for strengths, weaknesses, opportunities, and threats which are the way to monitor the external and internal environments of business. The ultimate goal of using SWOT analysis is to identify the critical factors affecting the firm and then build vital strengths, and correct weakness. (Kerin et al., 2008, p.34) This research is focus only on strengths and weaknesses to analyze the internal factor of the restaurants in the area because.

From the **AIDA model of St. Elmo Lewis** which was the simple model that develop to explain the successful stages in selling process from customer ignorance to purchasing. AIDA stands for A-Attention, I-Interest, D-Desire, A-Action. (see Figure) It is the old formula form 1898 that still work well and wildy use by marketer for content creation, nowadays. Also the **important Storytelling** is the powerful technique which very popular nowadays in order to make the product more interesting and memorable. Many famous company also using this technique in their advertising. **Al Lautenslager** wrote about the art of storytelling on Entrepreneur.com that good story makes people listen to the message and then engage with it, and remember.

Due to the freedom in extending length of advertising, they could make their advertising more in-depth, and put more emotion in it. This is the benefit of using social networking to promote. Nowadays, advertising is more focusing on “attention” in order to make them “interest” in the product to solve the problem of avoiding advertising. It would be better if they could make their content share-worthy and got the benefit from word-of-mouth. But, if the audiences reach the second stage, will they reach “desire” and “action” stage, too? The last two stages are hard to reach, but the action stage is not the end of the road. Marketing is a road with no end. Once customer purchased the product, we still need the repurchasing.



**Figure 2.2 AIDA Model and relationships with hierarchy of effective model**  
**Reprinted from Marketing Communication System and the Promotion Mix in**  
**BBMMS - Business – Banking – Management – Marketing & Sales**

**Parawee Kitchathorn** concluded in her research about factors that influences the repurchase intention of air ticket that Satisfaction was found to have a strong influences on repurchase Intentions. Respondents who report high levels of satisfaction with the airlines were likely to have high repurchase intentions. **George E. Belch and Michael A. Belch's** book named "Introduction to Advertising & Promotion an Integrated Marketing Communications Perspective" mentioned that maintaining consumers' brand loyalty is not easy. Marketers must continually battle to maintain their loyal consumers, while at the same time replacing those who switch brands.

From Kotler & Keller's book, **Value and satisfaction** to customers are factors that make offer successful. Value reflects total tangible and intangible benefits and costs to customer. Satisfaction reflects personal comparative judgment of perceived performance in relation to expectations. Customer satisfaction with product or service is one of a key to company's success and long term competitiveness. (Law, Hui & Zhao, 2004) From journal of Jones, Mothersbaugh & Beatty stated that previous research also found that satisfaction has positive influence on repurchase intention.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Method and Case selection**

In order to answer the question of this article, I pick up the case of “Hakata Shogun Ramen”, which was the famous topic online by the misunderstanding which accidentally leads to dramatic story of the owner. After that the sales were significantly increase, but it was slowly dropping after the truth was revealed. It is the example of small case which became famous by misunderstanding promotion. I am one of the spectators of this case because I walked pass that area many times a week. I knew this ramen shop since it was under construction until became famous and saw many activities happened there. Therefore, I am interested to do an analysis on this case.

Due to this case are happened on the social network communities, the sources of information were mainly from the internet. I gather the information from many website and compare the different among them. The sources of information came from Pantip.com-Thailand’s famous web board, Wongnai.com-Thailand’s food review website, the owner interview by TV Burabha channel on Youtube.com, sharing post on Facebook.com, etc. I have found that it quiet harmony and the stories were not different from each other. Even though the comment about product and response toward the story are various, I also gather the feedback of other customer to help me find out the idea why the popularity was decline after the situations.

As ramen is a kind of food which is impossible to measure the quality without involve with sensory and individual experience. I will analyze strengths and weaknesses of Hakata Shogun Ramen’s product mainly base on my personal experience. I had tried many kind of ramen from many different shops. From my frequently, and various consumption of ramen, I am sure that I know this kind of food quiet well. Hence, I want to do the research from my point of view. The reason that I



put less focus on the opinions from the website is because those opinions also came from personal perspective, which is various in tastes and the comments are various, too. I am confident that I could avoid judging by personal bias while writing this article. If there any personal perspective added to the article, I would state it clearly to acknowledge.

Therefore, I pick up the case and analyze with tools in marketing, which are marketing mix and SWOT analysis, and compare with the direct competitors in the area to see the situation. These very common tools will help us understand the elements of the restaurant and learn about the case. Moreover, I supported it with some research and theory to find out the recommendation and conclusion in the final part.

### **3.2 Case study**

#### **Hakata Shogun Ramen**

Hakata Shogun Ramen is a ramen shop located on B floor (underground floor) of The Esplanade Ratchada, a community mall on Ratchadapisek road. The dramatic story about this ramen shop started to spread all over the social network in May 2014. In only a few days it became famous by tearful rumor about the shop owner's life.

From the interview on TV Burabha channel on Youtube.com, Mr. Takao Toyoka, or Takasan is a 63 years old Japanese man who married with one son. He opened a ramen and Japanese restaurant in Thailand, but his wife and son are now live in Japan. His restaurant located in the blind spot of the community mall, which customer hardly notice. First few months it was very un-popular and could not make profit. He decided to give out the leaflet and calling the customer but it still doesn't work. Then he decided to use Japanese technique in promoting the restaurant directly to customer by shouting and raising the billboard. He started standing at the down escalator opposite his restaurant and called the customer to try his foods for hours every day. He is very energetic, determined and stand out. At the time more visitors noticed and came to his shop by his endeavor, but it was not very popular.

In May 2014, there was a topic shared on social media about “the old man who works hard to save his last amount of money invested on ramen shop”. The dramatic story is about Takasan who yelling in Thai-Japanese phrase to invite people who walk pass to visit his shop. It happened when there was a post from Auschanas Tunprasert, Facebook ID of a woman who walked pass were curious about his action, and ask a staff at the mall. Then she got the answer about his last saving which was invested on the shop and his sick wife. The information that she got is this man put all the effort for him and his family to survive. That is the reason of shouting at the escalator for four to five hours every day even he cannot speak fluent Thai or English.

The woman was wholeheartedly sympathized with the tearful story of this fighter who tries his best in saving his family. Then she wrote the status and share on Facebook. After that it was spread all over the social media like Pantip.com- Thailand’s largest web board, Wongnai.com-food-review community, and even posted his action on Youtube.com. Many people like and share her status in every channel. The message was repost over and over in only few days. Only numbers of share of post on Pantip.com has over 28,000 shares on Facebook, 1,177 tweet and 171 discussion on web board. Regardless, shares on other fan pages and individual repost about this story which is numerous and untraceable. Then it became a talk of the town. Even public media also interests in this issue. People are queue up in front of his restaurant like never before. (see figure 3.1) Most people commented that they will go to this shop and support him by eating his ramen because he was so pitiful but stay strong and keep on work hard. (see figure 3.2) Even the price of food is not cheap and the quality is normal.



**Figure 3.1 Customer queued up in front of the restaurant after rumor spread out**  
**Source: Drama-addict.com, 2014**





**Figure 3.2 Hakata Shogun Ramen's owner calling for a guest**  
**Source: Painaidii.com, 2014**

This topic turned to be an argument on the social network because someone disagreed with this dramatic story. They said that you should not go to support him just because he was pitiful. Japanese people have their own dignity. They are proud of what they are, and what they do. Shouting is the common style in calling the customer and greeting them to the shop. If we really want to help him survive in the business, we should taste his food and comment for improvement rather than invite friends to eat in his restaurant. Unfortunately, this kind of comment was criticized on social network for being pessimistic and was suggest to try the product before criticize.

After a week of dramatic story which spread everywhere and make the restaurant became well-known overnight, the truth was came out. Most of the issues which were spreading on the internet now are only rumor. The reason of shouting at down escalator is because the ramen shop was in a bad location when compare with other restaurant in the mall. It is not related with the last investment or anything. He works hard because he loves his job and his shop. The story about Takasan's wife who has illness is the truth, but she got well many years ago and he had never mentioned this story to anyone. He is proud of his restaurant and wants to invite everyone to try his beloved ramen. He never means to communicate the dramatic personal story to anyone, but the entire topic may happen due to the miscommunication because of language barrier. The truth was distorted and made a big misunderstanding to the audience. (see figure 3.3)

After the truth was reveal, the story was reposted again to correct the information. Luckily, people on the internet are still on Takasan's side. They still keep persuade and cheer him for his effort.

ก่อนหน้านี้อคุณเลงเคยทำงานในโรงงานกระดาษ แต่ได้คิดนำ Hakata Shogun Ramen ซึ่งเป็นแฟรนไชส์จากประเทศญี่ปุ่นมาเปิดในประเทศไทย ซึ่งตอนเปิดใหม่ไม่ค่อยมีลูกค้าจึงไปตะโกนเรียกลูกค้าด้วยตัวเอง โดยพยายามจำภาษาไทย วันหนึ่งจะออกไปเรียกลูกค้าครึ่งละสองชั่วโมง วันละสองรอบ บางครั้งก็ไปแจกใบปลิวเองด้วย ซึ่งที่ประเทศญี่ปุ่นเรื่องแบบนี้ถือเป็นปกติ เพราะคนญี่ปุ่นมักปลุกฝั่งลูกหลานว่า "อย่าอายที่จะทำมาหากิน" ส่วนที่มีการแชร์ในเฟซบุ๊กนั้นมีข้อมูลที่ผิดพลาดอยู่บ้าง แต่อาจจะเกิดจากการเข้าใจผิดของคนที่มาคุยกับลุง

"...จากการพูดคุยไม่นานก็ทำให้เรารู้สึกว่าคุณเลงเป็นคนน่ารักมากยิ้มแย้มเป็นกันเองและสุขภาพสุดๆ ที่สำคัญคุณเลงทำให้เราได้แง่คิดว่าการทำมาหากินด้วยวิธีสุจริต ไม่ใช่เรื่องน่าอาย ถึงแม้ว่าคุณเลงจะสาบยายกจน หรือ ร่ำรวยแต่ไหน แต่คุณเลงก็ทำทุกอย่างอย่างเต็มที่และสุดความสามารถ เป็นตัวอย่างที่ดีตัวอย่างหนึ่งในการใช้ชีวิตเลย..." ทีมงาน Chill Fm 89

### Figure 3.3 Chill FM 89 interview with Mr. Takao Toyoka

Source: mthai.com

#### Translation from Figure 3.3

The old man had been working in paper factory before getting an idea of opening Hakata Shogun Ramen, which was a franchise restaurant from Japan, in Thailand. When the shop was newly opened, there were not many customers. Then he started to remember Thai words for shouting to call customer by himself. Twice a day, he spent two hours for calling customer and sometimes he also gave out the leaflets by himself. In Japan, this issue is very common because Japanese people always tell their children "not to be ashamed to make a living". Sharing posts on Facebook may have some mistake due to misunderstanding of people who talked to the old man.

"...From the conversation with him, we could feel that he is a very nice, cheerful, friendly person who is very polite. Especially, talking with him brings us an idea that legally earn a living is not an embarrassing thing. Even though the old man lives in poverty or wealthiness, he totally put all his effort in his working. It was such a great example of life..." Chill FM 89 staff team

## **CHAPTER IV**

### **RESULT & DISCUSSION**

#### **4.1 Discussion of finding**

This chapter intends to discuss about case study of dramatic rumor of Hakata Shogun ramen which is the result from miscommunication, but lead to increasing in sales. I would analyze this restaurant by using marketing mix to get to know the restaurant and combine with SWOT analysis to compare with typical ramen shop in that area. Then, use AIDA model to analyze the situation that make it become famous topic in social media. The direct competitors of Hakata Shogun Ramen that I use to compare in this article are Hachiban Ramen, the Esplanade Ratchada branch, and Osaka Tonkotsu Ramen Misawa.

#### **4.2 Hakata Shogun Ramen's components of marketing mix**

##### **1. Product**

Hakata Shogun Ramen is a small ramen shop which offers variety menu of ramen, a la carte, side dish, set menu, and beverage. I will mainly focus on “ramen” which is the core product of this restaurant, and not involve with service because there is no significant difference in this level of price.

Ramen dishes in Hakata Shogun Ramen included in the menu are “Hakata Tonkotsu Ramen, Shoyu Ramen, Miso Ramen, Tom Yum Tonkotsu Ramen, Chashu Tonkotsu Ramen, Chashu Shoyu Ramen, Chashu Miso Ramen, Chashu Tom Yum Tonkotsu Ramen”, which are common types of typical ramen restaurant. The types of soup could be classified into 4 types, Tonkotsu, Shoyu, Miso and Tom Yum. Noodle is quite thick. Basic topping are Chashu pork, wood ear mushroom, fermented bamboo shoot, soft boiled egg, scallion and seaweed, which were decorate roughly when

serving thick plain black bowl. Temperature of the ramen and soup are not very hot, which can be sip easily.

### **Product's strengths and weaknesses**

I choose “Tonkotsu ramen”, which I normally order in every restaurant and be a signature dish of Hakata Shogun Ramen, to compare. (see Table 4.1 and Figure 4.1) The benchmark that I chose is Hachiban ramen because of it was well-known in Thailand. However, it does not mean that it has the authentic flavor of Japanese ramen.



**Table 4.1 Product comparing between the three ramen shops**

	<b>Hakata Shogun Ramen</b>	<b>Hachiban Ramen</b>	<b>Osaka Tonkotsu Ramen Misawa</b>
<b>Soup (Tonkotsu)</b>	Average light soup, flavor with salt	Light soup, flavor with soy sauce	Very rich and fatty soup, flavor with salt
<b>Noodles</b>	Quite thick & hard	Average thickness	Average thickness
<b>Temperature</b>	Warm	Hot	Very hot
<b>Chashu pork</b>	Quite hard, thin, and salty with thin fat layer through slice	Less flavor, less fat layer on slice	Thick and soft with layer of fat on slice
<b>Bowl Decoration</b>	Bad decoration	Standard and neat	Standard and neat
<b>Toppings</b>	Soft boiled egg Scallion wood ear mushroom fermented bamboo- shoot seaweed no fish paste no sesame no pickle ginger	Hardboiled egg Scallion wood ear mushroom fermented bamboo- shoot no seaweed signature fish paste no sesame no pickle ginger	no egg scallion wood ear mushroom no fermented- bamboo shoot no seaweed no fish paste sesame pickle ginger
<b>Menu variety</b>	4 basic menus 4 extra Chashu	12 basic menu 5 non-soup menus 1 extra Chashu	5 basic menu 2 non-soup menus
<b>Quantity</b>	Smaller	Medium	Bigger



Hakata Shogun Ramen

Hachiban Ramen

Osaka Tonkotsu  
Ramen Misawa**Figure 4.1 Compare bowl decoration of three restaurants****2. Price**

Price and price promotion of these three brands were summarize in the table below. (see Table 4.2)

**Table 4.2 Price comparing between the three ramen shops**

	<b>Hakata Shogun Ramen</b>	<b>Hachiban Ramen</b>	<b>Osaka Tonkotsu Ramen Misawa</b>
<b>Ramen price (min.-max)</b>	120-220 Baht	63-105 Baht	99-235 Baht
<b>Tonkotsu ramen price</b>	Size S – 120 Baht Size M – 180 Baht	88 Baht	Size S – 135 Baht Size M – 175 Baht
<b>Price promotion</b>	No	Only member	Occasionally
<b>Extra</b>	VAT. 7%	No	No

**Price's strengths and weaknesses**

Hachiban Ramen sells the cheapest ramen among these three brands. It could make the competitive price because it is a giant ramen company in Thailand. Hakata Shogun Ramen and Osaka Tonkotsu Ramen Misawa are about the same, but Osaka Tonkotsu Ramen Misawa starts from below 100Baht, which is cheaper. Hakata shogun ramen include VAT. 7% which mean the price is started at 128 Baht. The



smallest size of Tonkotsu ramen of Hakata Shogun Ramen included VAT. is 128 Baht, while Osaka Tonkotsu Ramen Misawa is 135 Baht. When compare price with product, Hakata Shogun Ramen has less value than the other brands in term of price, and portion. Moreover, we also have Thai noodles which are very cheap in price. Some Thai customer may compare the price of Japanese noodles and Thai noodles together, which does not make sense to compare cross the type of food but it is happened. Therefore, Hachiban Ramen has a competitive advantage in low price which makes it could reach mass people. I will continue writing about value in value and satisfaction part.

### 3. Place

These three shops are located only 500 meters radius from each other. (see Figure 4.2) Hachiban Ramen is also located on the B floor of the Esplanade Ratchada as Hakata Shogun Ramen while Osaka Tonkotsu Ramen Misawa located far across the street. These three shops were adjacent to MRT, Thailand cultural center station. Parking is available.



**Figure 4.2 Location of the three ramen shop**

### Place's strengths and weaknesses

Location of both Hachiban Ramen and Hakata Shogun Ramen are the benefit because they are in the community mall which easy to reach. For Hakata Shogun Ramen, when compare to Hachiban Ramen which is in the same place, its

location is the weakness because it located at the blind spot of the mall. For Osaka Tonkotsu Ramen Misawa, location is its weakness because it located in the small alley near to the dance club, but the benefit is longer opening hour, and bigger size of restaurant. Base on the location of Hakata Shogun Ramen and Hachiban ramen, they are in the same location, which makes them be the direct competitor for each other. Then, I will analyze Hakata Shogun Ramen by mainly compare with Hachiban Ramen in every aspect.

#### 4. Promotion

**Hachiban Ramen** is a famous ramen restaurant from Japan which opened the first branch in Thailand since 1992. Now, it has branches all over Thailand. Only the strengths in availability and competitive price, Hachiban Ramen almost does not need to do any marketing promotion and survive easily in the market. They use member card for loyalty program and discount 15% on Thursday and Sunday in some branch. It also has Facebook fan page which is not active. There are many people talk about the restaurant on the internet.

**Osaka Tonkotsu Ramen Misawa** is the ramen restaurant from Japan which opened their branch in Thailand in 2013. They do a hard promotion which are promoting on M2F which is a free newspaper, giving out leaflet, giving free Gyoza to customer who bring leaflet to the shop, giving free ice cream when check in on social media, communicating with customer on social media, taking picture of customer and post on Facebook fanpage, offering salmon sashimi buffet deal for customer who buy ramen, etc.

**Hakata Shogun Ramen** is a ramen franchise from Japan which opened in 2013. In early 2013, the shop owner use leaflet to promote the restaurant but it does not work well. Then he decided to shouting at the down escalator to invite people to come to the shop while raising billboard. He calling the customer twice a day, average is four tom five hours per day. The shop has Facebook fan page which post a few picture since 2013 and have no any activities.



### **Promotion's strengths and weaknesses**

Clearly see that Osaka Tonkotsu Ramen Misawa works hard on both online and offline promotion, while Hachiban Ramen almost does nothing. Hakata Shogun Ramen focuses only on offline, manual promotion, so the shop owner work very hard by himself. This was considered to be the weakness of Hakata Shogun Ramen for nowadays. However, weak promotion was not considered as a major weak point because many customers aware of the existing of the restaurant by the dramatic rumor that spread out. I will analyze more about promotion in the next part about AIDA model.

### **4.3 Analyze Hakata Shogun Ramen's phenomenon by using AIDA Model**

Hakata Shogun Ramen's owner try to draw the attention from the audience by promote that his ramen is delicious, and has variety of choice. He communicates in both Thai and Japanese language give the feeling of sincerity and effort. It was impressed and sympathized by people at the same time because he shouts until his voice husky but only some people go to his restaurant. Analyze with AIDA model, the audiences are interested in his promotion which is on interest stage, but still walk by without desire and action.

Luckily, there was a miscommunication from third party to customer about dramatic life of Takasan, Hakata Shogun Ramen's owner. It said that the reason that he try very hard on inviting customer is his sick wife and family, and the investment on the shop is the last saving. Then, the rumor suddenly spread out on social network. It becomes very dramatic issue at that time.

Analyze with AIDA model, the audiences are interested by the rumor and was engaged with the sympathized wholeheartedly. Then, they reach desire and action stage without notice. People click like and share this issue and invite each other to go and help the old man. After the phenomenon happened, the restaurant was fulfilled with customers. There is a long queue in front of the restaurant. Someone have to wait

for 40 minutes before they get a seat. Here come the word-of mouth after consumption, many people wrote a review of the restaurant for giving good feedback.

Finally, the truth was revealed in next week that everything was only misunderstanding. After that rumor disappeared because Takasan announced that everything was not the truth via a video interview. Many people who was fooled by the trusting the rumor on the internet, still insist that they will keep going to Hakata Shogun Ramen because they are impressed by the food and the effort of the owner.

#### **4.4 Value and satisfaction**

Comparing to Thai standard ramen of Hachiban Ramen, which most of Thai people know the brand and had tasted it, new ramen shops have to compete with the perception of ramen from some customer. It may be compared with the Hachiban Ramen, regardless how authentic it is in term of more familiar taste, or value of price. We could see that Hachiban Ramen got positive feedback from customer by looking at number of customer in the restaurant and good feedback on social media. There are only few comments which negatively criticize the shop. Most of them wrote that Hachiban Ramen offers them good price, delicious, and convenient. As Khun Nichcha, one of the comment-writers said that it is easy, delicious, fulfilled the stomach, and worth the money spent. Hakata Shogun Ramen sells the ramen in the same mall with Hachiban Ramen in higher price and smaller amount. It means that Hachiban Ramen give more value of price when compare to Hakata Shogun Ramen. Value could be the problems which lead customers to choose another restaurant when they want to have a bowl of ramen.

## **CHAPTER V**

### **RECOMMENDATION & CONCLUSION**

Even the restaurant was well-known from the dramatic untrue story. It does not help stimulate their sales in the long term. Nowadays, many months passed and there is no queue in front of the shop anymore. It was clearly seen that something went wrong with the restaurant. From the discussion part which mainly focused on marketing mix analysis, we have seen the basic factor of this restaurant. I think there were enough resources to bring to the conclusion from my point of view.

#### **5.1 Lesson learned from the case**

The good thing in this case study is how to cope with rumor about your business. If the untrue or misunderstanding story about your shop spread out, you have to know how to deal with it. In this case, the rumor affects the restaurant in positive way, but Mr. Takao stopped the news and told the truth to everyone. It shows the responsibility in running business and his pride of the restaurant. When there was a rumor, even good or bad, we should clarify as soon as possible to avoid the effect. This is a simple thing that the owner could do to protect their own dignity and trust from the customer. This story is happy ending because he didn't lie to the customer and tried to take the rumor for granted. He tells the truth and still works hard on the restaurant like before.

Sympathy is one kind of emotion and it does not last long in mind. Despite how hard the shop owner tries to call the customer and make them impress, one day they will forget the effort. Customers may lay their hands by try the product after they got the emotional information that makes them sympathized. However, if the quality of product is not satisfied, there is very less chance of repurchasing. That could lead to the consequence of failure in business.

#### **5.2 Limitation**

There are some limitations in this research. Firstly, this research is focusing only on analyzing basic elements of marketing. As marketing is a sophisticated and complex science, this research may cover only on very little aspects which make the restaurant not very successful. There are many tools that could be use to analyze the topic. Secondly, ramen is a kind of food which has to be judged by individual sensory and experiences. In product analysis part, this research analyzes ramen mainly base on researcher's point of view and comments from the internet without doing marketing research. If there will be any future research, it may include qualitative research, in-depth interview of people who has experiences these three restaurant and other brands, to find out deeper answers from customer mind.

### **5.3 Recommendation**

The recommendation for Hakata Shogun Ramen case in my personal perspective is “as a business owner, you should manage your basic elements of marketing mix well”. If you want to put your afford in anything, think about product first because it is your reputation.

The ramen shop among these three brands in the area that I prefer is Tonkotsu Osaka Misawa Ramen. It is because the uniqueness of the soup and the quality provided. The neat decoration shows the attention paid in every bowl I order while price, quality and quantity of ramen is value for money. This paragraph could be my personal bias, but it reflects that I, as a ramen consumer, also consider these details while consume a simple dish like ramen. I believe that there are many customer like me who care about little thing like bowl decoration. As a ramen restaurant, at least Hakata Shogun Ramen should make their ramen look good when served to show their meticulous. I thought they could send the good message to customer. For the taste, I think that every restaurant has its own uniqueness, and is individual sensory. They could serve the dish that they proud of. They do not have to change the recipes, just make sure that it is still as hot as ramen should be.

I saw the shop owner work very hard to run the business. It is a good thing, but he should utilize things around him to increase the opportunities. If I were him, I

would utilize the effect of viral to get feedback from customer about the restaurant for improvement. I would also do simple customer relationship management to maintain number of customer as much as possible. As a well known proverb said “time and tide wait for no man”, the shop owner did not go with the tide and it is regrettable to miss the opportunities to gain the competitive advantages.

#### **5.4 Conclusion**

The case of ramen shop could reflect the backfire of getting attention and interest, but in an unsustainable way because it was not focused on other elements. Promotion is only a part of marketing mix. It could draw attention from the potential customers and lead to trial, but to make them repurchase your product, you have to make them satisfied. Price is another element that should go along with the quality to create value of the product. Price value of the product could make customer satisfied to buy yours, but it does not guarantee the impression after testing. Place is another factor of success. Though, if you have a good product and promotion, bad location is not a big obstacle. The last element of marketing mix is product which is the core of the business that brings competitive advantages. This is the thing that business offers to customer that could measure your success. However, it also has to be aligned with other elements in marketing mix as well. Apart from basic marketing mix, other marketing tools also play the important role in driving the business. They just need the right time to pick them up and utilize them as it should be.

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