



PROCEEDINGS OF  
**The IRES**  
INTERNATIONAL CONFERENCE



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PROCEEDINGS OF  
**THE IRES**  
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# ADAPTATION OF PRINTING BUSINESS ENTREPRENEURS AND ELECTRONICS MEDIA TECHNOLOGY FLOW AFFECTING SUCCESS

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**Abstract** - This research was aimed to 1) explore the adaptation of small/medium printing business entrepreneurs to electronic media technology flow that affects their success; 2) examine the effects of electronic media technology on small/medium printing business. The sample comprised 10 small/medium printing business entrepreneurs in Bangkok area. The researcher collected the data using a questionnaire as a tool. The data analysis involved percentage (%), mean( $\bar{X}$ ), and standard deviation (S.D.). The findings were as follows. The adaptation of small/medium printing business entrepreneurs in 4 aspects was at a moderate level in overall ( $\bar{X}$ = 3.29) For individual aspect, the product was reported with the product quality at a high level( $\bar{X}$ = 4.10) marketing, with marketing competitor analysis at a moderate level ( $\bar{X}$ = 2.80) technology with learning of new technologies at a high level ( $\bar{X}$ = 3.70) and price, with setting prices suitable for products at a high level ( $\bar{X}$ = 3.70) The effect on small/medium printing business was found at a moderate level in overall ( $\bar{X}$ = 3.14)

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**Keywords** - Adaptation of business entrepreneurs, Small and medium enterprises, Electronic media

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## I. INTRODUCTION

Printing business is now facing with many problems due to the constantly changing economic situation coupled with an increasing role of electronic media in consumers' life, hence affecting the printing business. The main flow of global change provides increased complexity and connectedness. The revision of economic order has led to the establishment of rules of trade and investment; human development to adapt quickly to and keep pace with the new economic system, and ensuring capacity building and competitive competency of the country (WeeraChotithammaporn (2006). Moreover, consumer behavior has changed; they need something different such as speedy services and convenience in receiving information, a variety of goods, novelty and creativity for value added. The popularity of electronic media and its increasing role brought about more advertisements through electronic media instead of print media. This is another factor reflecting that that from now on printing business entrepreneurs need to adapt to the flow of marketing change in order to make profits and survive in this business in the future.

With the features to satisfy the need for seeking information effectively without any limits of contents and time but with conveniences offered through electronic media, printing business was hence affected and less preferable. This has become a particular problem for those small/medium printing business entrepreneurs who failed to adapt or develop their printing system, management, and new technologies following the social and economic changes as well as people lifestyle in the society which will be most beneficial to the business. What

these entrepreneurs should do to prepare and adapt in order to compete with electronic media since printing business is a kind of service that depends on consumer's choice. Dusit district in central Bangkok is one among 50 administrative areas under Bangkok Metropolitan Administration. This area are crowded with numerous marketplaces, residences, military campuses, historical, art and cultural tourist spots. Situated in this area are also the parliament house, various government ministries, as well as many palaces. Dusit district is thus characterized similarly to the central administration of Thailand.

The researcher therefore seek to investigate the adaptation of small/medium printing business entrepreneurs to the flow of electronic media technology that affects their success and survival, and the extent to which they deal with electronic media technology with increasing role in printing business. The research result will be utilized and also beneficial for further research.

## II. RESEARCH OBJECTIVES

1. To explore the adaptation of small/medium printing business entrepreneurs to electronic media technology flow that affects their success;
2. To examine the effects of electronic media technology on small/medium printing business

## III. RESEARCH METHODOLOGY

This research on the adaptation of small/medium printing business entrepreneurs to electronic media technology flow affecting their success involved the following details.

1. Content The researcher focused this research on personal information, the adaptation of small/medium printing business entrepreneurs, and the effects of electronic media technology on printing business.

## 2. Population Population/Sample

The population included small/medium printing business entrepreneurs in Dusit district, Bangkok.

The sample included small/medium printing business entrepreneurs in Dusit district, Bangkok. Since the number of small/medium printing business entrepreneurs in this area is unknown, the researcher therefore determined the sample size of 10 by using a formula (KanlayaVanichbuncha (2006: 74) with reliability of 95 % and a significance level of 0.05. The sample size was calculated by means of an accidental sampling method conducted at business establishments in Dusit district to select the respondents.

The researcher carried out a field work to collect the data from small/medium printing business entrepreneurs in Dusit district, Bangkok by using the questionnaire and brought the data being collected to further analysis.

Prior to data analysis, the researcher brought the data contained in the questionnaires to review for completeness and accuracy. All the data was then analyzed and processed by computer with the SPSS for Windows to obtain the percentage, mean, and standard division.

## IV. RESEARCH RESULTS

Adaptation of printing business entrepreneurs	$\bar{X}$	SD	Level
<b>Product</b>			
1 Product quality	4.10	0.73	High
2.Beauty and durability	3.60	0.69	High
3.Appropriate design of form	3.60	1.17	High
<b>Marketing</b>			
1. Having PR through media	2.70	1.63	Moderate
2. Sales promotion	2.50	1.26	Moderate
3. Marketing competitor analysis	2.80	1.31	Moderate

Adaptation of printing business entrepreneurs	$\bar{X}$	SD	Level
<b>Technology</b>			
1. Learning about modern machine to use in production process	3.30	1.05	Moderate
2. Learning about new technologies	3.70	1.05	High
3. Learning to use various programs	3.00	1.15	Moderate
<b>Price</b>			
1. Setting prices suitable for products	3.70	0.67	High
2. Competition-oriented pricing	3.30	1.15	Moderate
3. Adjusting prices to economic conditions	3.20	1.13	Moderate
Overall	3.29	0.27	Moderate

Table 1 Mean, standard deviation, and the level of adaptation of printing business entrepreneurs, in 4 aspects

Effects of electronic media technology on printing business	$\bar{X}$	SD	Level
1. Less consumption of print media by consumers	3.00	1.15	Moderate
2. Less need for print materials	3.20	0.42	Moderate
3. Insufficient capital for employment	2.70	1.25	Moderate
4. Lack of income to run the business	3.10	0.87	Moderate
5. Need to invest the money to by modern machine to support customers	3.70	1.15	High
Overall	3.14	0.33	Moderate

Table 2 Mean, standard deviation, and the level of effect of electronic media technology on printing business

### 1. Personal information

Most of the printing business entrepreneurs were male (60 %), aged between 31 – 40 years (60%), completed lower secondary education or below (60

%), earned 10,000-20,000 baht/month (40 %), and had 10 employees (60 %).

## 2. Adaptation of printing business entrepreneurs

The findings revealed that the adaptation of printing business entrepreneurs in 4 aspects was at a moderate level in overall ( $\bar{X}=3.29$ ) The analysis of individual aspect in terms of product by each item ranked from high to low level of adaptation included product quality ( $\bar{X}=4.10$ ) followed by beauty and durability ( $\bar{X}=3.60$ ) and suitable design of form ( $\bar{X}=3.60$ ) respectively.

The analysis of individual aspect in terms of marketing by each item ranked from high to low level of adaptation included marketing competitor analysis ( $\bar{X}=2.80$ ) followed by PR through media ( $\bar{X}=2.70$ ) and sales promotion ( $\bar{X}=2.50$ ) respectively.

The analysis of individual aspect in terms of technology by each item ranked from high to low level of adaptation included learning new technologies ( $\bar{X}=3.70$ ) followed by learning about modern machine to use in production process ( $\bar{X}=3.30$ ) and learning about various programs ( $\bar{X}=3.00$ ) respectively.

The analysis of individual aspect in terms of price by each item ranked from high to low level of adaptation included setting prices suitable for products ( $\bar{X}=3.70$ ) followed by competition-oriented pricing ( $\bar{X}=3.30$ ) and adjusting prices to economic conditions ( $\bar{X}=3.20$ ) respectively.

## 3. Effects on printing business entrepreneurs

The effects of electronic media technology on printing business entrepreneurs were found at a moderate level in overall ( $\bar{X}=3.14$ ) Ranked from high to low level by individual aspects were the need to invest money to buy modern machine to support customers ( $\bar{X}=3.70$ ) followed by less needs of print materials ( $\bar{X}=3.20$ ) lack of income to run business ( $\bar{X}=3.10$ ) less consumption of print materials by consumers ( $\bar{X}=3.00$ ) and insufficient capital for employment ( $\bar{X}=2.70$ ) respectively.

## V. RECOMMENDATIONS

Based on the research findings on the adaptation of small/medium printing business entrepreneurs to electronic media technology flow affecting their success, the researcher discussed the results by its objectives as follows.

The adaptation of printing business entrepreneurs in 4 aspects was at a moderate level in overall. This was in accord with a research done by TapaniArunratanadilok, WaratKaruchit (2015:Abstract) on the marketing communication adaptation of book publishing industry in digital age. They found that both large and small book publishing

industry have adapted by the business adaptation model. The major cause of adaptation was attributable to changes of reader behaviors and economics. The book marketing communication strategy is now focusing most on marketing through online channel but remaining the marketing through book stores. Regarding the channel to establish rapport and provide services to customers, every book publisher developed an online channel to serve the current consumer behavior. However, the book publishing industry has adapted and prepared for the change of reader behavior, and also changed the form of book from print book to electronic book (E-book) following the adaptation theory. According to SutthinunNumpetch (1999), adaptation is an individual's reaction to changes of internal and external environments in order to stay balanced physically, mentally, and socially, as well as to live in their environment or society. Business entrepreneurs have adapted to economics and consumer need.

The effects of electronic media on printing business were found at a moderate level in overall. It was consistent with a study by WathitRuksakaew, ParidaKochek (2014: Abstract) on the impact of e-Book on printing media in medium scale printing business, case study: ID Printing Company Limited. The result reported that the ID Printing Company Limited is a medium printing house. The E-book affected most on the printing of annual reports. The effect was obvious on the graphic section of the organization that adapted to learn the technique to create e-book to fulfill the need of consumers today so as to attain the organizational competitiveness in the printing market.

## VI. RECOMMENDATIONS FOR FURTHER RESEARCH

1. Further research should investigate more on the adaptation of small/medium printing business entrepreneurs to learn how they adjusted for survival and growth.
2. Further research should also focus on the need of business entrepreneurs on how to adapt to the current economics.

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