

学位授与記録簿
Degree Registry (Ph.D)

アジア太平洋研究科
Graduate School of Asia Pacific Studies

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Last Institution Attended	March, 2014 Graduate School of Asia Pacific Studies Ritsumeikan Asia Pacific University Prospective Completion		
Degree Type	Doctor of Philosophy in Asia Pacific Studies	Date of Award	March 31, 2014
Requirement for Degree Conferral	Refer to the Ritsumeikan Asia Pacific University Degree Regulations Article 13 Section 1 [Degree Regulation Article 4 Section 1]		
Title of Dissertation (日英)	顧客特定型小売業への小売ミックス概念の影響 The Influence of Retailing Mix on the Consumer-Based Retailer Equity: The case of Konohana Garten		
Examiners	(Supervisor) YOKOYAMA Kenji	HAIDAR, Ali	
	AOI Michikazu (Meiji Univ.)		
Summary of Dissertation Contents	<p>Many cases of rural development in ASEAN countries frequently confronted with marketing issues among various impediments. This research intended to discover the linkage of external factors and enterprise's internal marketing strategies, whether external factors; such as socio- economy, government policies, customer behavior, and market competition, could be the foundation of an effective marketing plan. It also analyzed the elements of retail marketing strategies or the retailing mix, which can create a value to the firm. This firm's value is the firm's brand equity, in this case the retailer equity. The study investigated how each marketing strategy among assorted components influences the firm's brand equity.</p> <p>Rather than using the Japanese OVOP (One Village One Product) model, which has been widely accepted throughout Asian countries as well as many countries in Africa, this research used the case study of Konohana Garten in rural areas of Oyama town in Oita prefecture to explore the application of marketing concepts. It is in fact the origin of the OVOP concept in Oita prefecture and of the michi no eki (roadside station) notion all over Japan.</p> <p>This research illustrated the connection from external factors to the generated retailing mix of Konohana Garten as well as its relationship to retailer equity based on consumers' attitudes. The retailing mix was identified as six marketing elements of store location, store layout and design, communication mix, merchandise, pricing, and customer service and selling. The two main findings concern customers' demographic factors and the dominant retailing mix. Regarding customer's demographic characteristics, age was not the only important factor; area of residence, occupation, and shopping role were also predominant factors in buying at this community agri-food retailer. Likewise, the identified models of confirmatory factor analysis and structural equation modeling with moderately good model fits showed that Merchandise was the dominant retailing mix element, followed by the customer service and selling and communication mix. The models supported empirically illustrate the retail marketing management of Konohana Garten and also demonstrate that the retailing mix elements vary in terms of their relationships to retailer equity dimensions and retailer equity. The findings would be beneficial to other similar types of retailer in terms of marketing practices that achieve a maintainable community-based enterprise. They also propose the concept of the relationship between the retailing mix and retailer equity through retailer equity dimensions, which will be useful for further retailing studies in general.</p>		

Summary of Dissertation Screening Results	The purpose of the dissertation was to clarify correlations between retailing mix and consumer-based retailing equity from the viewpoint of marketing. She took KONOYAMA GARTEN as financially sound but there was no evidence, like its income statement and balance sheet. Two of the examiners pointed that out. Finally, all of the examiners accepted her explanation that the cooperation itself refused to show such statements but a few coop members testified to its soundness of finance.
Summary of Exam Result or Academic Skills	Her topic setting is challenging, her literature review is appropriate and her methodology based on econometric model is professional.