

The Study of the Possibility of Using Japanese for Golden Mango Exporting

JintaratSangsiri

Service Business English Program, Humanities and Social Sciences Department,
PhetchabunRajabhat University, Thailand

— *Review of* —
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ABSTRACT

The objectives of this study were to study the current communication situation between Thai exporters of golden mangos and Japanese businesses. This is in order to investigate different problems and obstacles involved in golden mango exporting as well as investigate the possibility of using the Japanese language for negotiations with entrepreneurs exporting golden mangos. Samples were taken from 10 entrepreneurs in Dongmoomlek sub-district. The data was recorded from 6 interviews. It was then analyzed by percentage, mean and standard deviation. The research results revealed that most of the respondents were male, 51 – 60 years old, with a bachelor degree, a total of 6-10 years' experience in exporting and not well versed in the Japanese language. The golden mango entrepreneurs' perception toward learning to use the Japanese language was that it had significance in regards to contracting Japanese firms. They wanted to take part in basic Japanese language training performed by PhetchabunRajabhat University as soon as possible

Keywords : Japanese language, Golden mango, Entrepreneurs

Introduction

From the consumption habit, Japanese believe that fresh mango is nutritious and it is healthy. As a result, consumers are demanding more fresh mango. Consumer behavior is quite strict on the issue of health and safety of consumers. The Japanese government has taken measures to make non-tariff barriers in trade, including Plant Protection Law and Enforcement Regulation or otherwise known as Agreement on the Application of Sanitary and Phytosanitary Measures: SPS, to supervise imports of fresh produce and to detect and prevent diseases and pests that may come into contact with the product by setting the standard list of agricultural chemicals (Positive List) verified as safe for consumption. This measure will affect the export of vegetables and fruits of Thailand. Manufacturers and operators of Thailand need to improve in order to comply with the measures established. The Ministry of Agriculture and Cooperatives have established a quality management system under the Good Agricultural Practices (GAP) to produce a quality product and chemical residue in vegetables and fruits to enhance the quality of exports.

At present, foreign language learning is essential and unavoidable. Language is not only a tool to research and find the information they need for a career but also a tool of communication and negotiation for the political competition and cooperation effectively. Foreign language and culture learning create friendships. People will understand the cultures differences and able to behave correctly and

appropriately towards each other. Moreover they can convey the culture of their countries to the world community as well.

In the globalization, there is new information that occur all the time. Language using for human communication in only one language may not be enough to be used in the study of new information. Thus humans are social creatures who need to learn foreign languages in order to communicate and acquire knowledge in various disciplines. They study and understand the lifestyle, culture and traditions of people worldwide. At present, humans need to learn more than one language because every human society around the world has recognized the importance of such. Accordingly, Amara Prasitratthasin (1998) is said that Monolingual Society have fewer because the communication is easy, unlike the olden. People in society have an opportunity to connect with people outside the society and culture of others. It also corresponds to the speech of Wilga (1972, cited in Atitaya Jatuthong, 2006) that the purpose of foreign language learning is to improve understanding of the students at the international level and they will have access to a way of life, including thoughts of people who speak different languages.

Presently, Japanese as a foreign language is important, second only to English and The classes is popular as well as Chinese. Because of business and trade between Thailand and Japan increased. In each year, there are numbers of Japanese tourists travel in Thailand. These travelers which have high quality buying that is higher the tourists of other nationalities. Also, investment of Japanese investors to invest in Thailand is increasing. Japanese is more important and learning need is increase as well. In any organizations, such as hotel, bank, company and factory etc, are require personnel with proficiency in Japanese. More than 50 % of organizations need personnel who can speak Japanese to work in their departments that shown in the research "Japanese Usage Demanding in Private Sector for Management Level". The founding was that the policy of recruiting worker in the business sector, The company about 52% use Japanese as a one criteria in the selection of candidates. Most private companies have a policy of promoting and encouraging staff to develop their knowledge of Japanese. Private companies also need to employ a lot more personnel who has knowledge of the Japanese language in the skills of listening, speaking, reading, writing, and translation.

The reasons mentioned above. The researchers are interested in the Japanese application in negotiation for golden mango exporting from Thailand to sell in Japan. The researcher believes that the communication with Japanese trading company by using Japanese will contribute a smooth communication, understanding each other which is good for exporters of Thailand.

Objectives

1. To study the state of business communication between golden mango exporters of Thailand and Japanese business (the buyers).
2. To study the barriers of business communication of golden mango exporting between Thailand representative and Japan representative.
3. To study the possibility of bringing Japanese into the business communication of golden mango exporting between Thai representative and Japanese representative.

Literature Review

1. Introduction to golden mango exporting

Department of Agriculture Extension holds the "Mango" future year in 2014 that exports worth 3,000 million baht, to promote mango plantation to replace corn and livestock in Chiang Dao district, Chiang Mai Province. Mr. Olan Pitak, Director of Department of Agriculture Extension, discloses that mango exporting value of Thailand in 2014 was reached 3,000 million baht or more than 7 thousand tons that increase from 10 over last year that was worth only 100 million baht. The main markets are Japan, South Korea and China. The Department of Agriculture Extension has support the planting mango in business. The country has an area of over 2 million rai that planted mango, but not as a way to grow the business to 50%.

In 10 years from now that mango has a chance to grow. As before, we might look at a mango fruit home side but this becomes a growing in business. Mango is fruit that successful planting because it is linked to a network, nature clubs, several groups around the country, as well as the associations are made between the management groups. Mr. Oran said that Chiang Dao District, Chiang Mai Province has planted mango 10 varieties gene, such as golden mango, Makachanok and manbangkunsee. Besides that Mr. Olan has been mentioned in the overview of export fruit three aspects.

1. The post-harvest handling and logistics. The ability to manage the harvest of the farmers is not enough. The yield losses is about 20-30% so that the Department of Agriculture would like to resolve with the management group as an organization so that the logistics cost will go down. In the aspect of innovation of keeping, high technology still has the high price so we need the high demand to get lower price than now so that farmers can access it.

2. The production of concentrated fruit. Thailand has grown fruit in open system that can not control the weather. In some years, there may be a concentration of fruit and the prices are so low, although there are plans to manufacture and market it. Therefore, the need of modify the knowledge of growing fruit out of season and to communicate with each other during the production to the distribution are essential.

3. Processing. Because the yield fell as low-grade, small size product still occurs although the technology is more advanced. They must add value to the fruit like making juice and the privatization of the local people and the industry. Mr. Oran said fruits from Thailand will focus on Asia so on because the economy will grow in this area while Europe and America economy are decrease. As a fruit of Thailand, which is known already familiar to Asians but farmers need to be more productive quality because the focus goes into another cycle of pressing charges. (Nation Online May 12, 2558).

2. Japanese usage in the field business.

The research study for the problems in the Japanese workplace. The researchers concluded the study of Ternjai Keawsi (2001), which explored 57 graduate students in major and minor in Japanese at Silpakorn university by means of data collection questionnaire to study the state of the Japanese usage and the problems facing in the workplace. The results showed that graduate students in major and minor in Japanese, mainly working as an interpreter, translator and secretary. Most of the graduates said that the conversation skill is the most used skill. The problem is an obstacle in the Japanese workplace is the most fast-talking terminology and dialects. Speaking speed Problem of the Japanese people is that graduates can not get listening comprehension at

a speed that is natural. Listening comprehension problems can be divided into 3 groups: 1. Graduate student can not listen to the pronunciation, using intonation when the speaker is not the old one or can not get listening comprehension, when the Japanese speak pronunciation that is not clear or the unique identity of each Japanese. 2. Graduate student can not get listening comprehension with vocabulary unfamiliar such as special terminology. 3. Graduate students can not understand the local dialect.

This research explores the 18 Japanese companies (13 large enterprises, 5 medium and small) and the 54 Japanese learners in Thailand that study in Waseda, Japanese language school. These learners are groups of learned who come to study Japanese more after work or on holiday. Interview is the data collecting method for senior executives and human resources officers in any companies. For the Japanese learners, data collected using by questionnaires and follow interviews. This research aims to create a course syllabus of business Japanese that fit to company's needs and the needs of Japanese learners. Researcher asked about the frequency of Japanese usage and the situation that makes the using of Japanese. Including what is the learners wanted to do their own thing with the Japanese. The study found the learners more than half were said that they have the opportunities to use Japanese in daily life. The circumstances in which it is most often used in Japanese is the communication within the company. In addition, Japanese language skills of their graduates who want to develop most is conversation skills and business communication skills. Thanasan Seni and colleagues surveyed in a group of 5 companies, a group of universities And a group of graduate students. To understand the real relationship with business Japanese in Thailand and to analyze Japanese major graduate students can achieve Japanese level or not and to study Japanese competency. The data was collected information from who response or in charge of the department of plant industry in the 5 metropolitan areas. The number are one of Thai and four of Japanese. Moreover the researcher was collected data from 10 public and private universities that have Japanese major and collect data from 25 students who is in Japanese major and use Japanese for their working. For analyzing the business Japanese using in the real working place. The survey found that 4 in 5 of the survey companies are mainly Japanese usage or Japanese with Thailand. The position that is necessary to use Japanese as mainly are interpreter and secretary. But apart from that position, other departments also need capable personnel as Japanese workers in the production line. In addition, most companies expect that the good learners with specialized knowledge, such as reading books or technical manuals as well. This research presents the survey results of graduate working 10 university, the study found that 86 % of graduates work in Japanese companies. Japanese usage problems that occur are verbal communication, such as listening speaking, specific terminology, polite language, grammar, business language and the pressuring in working. Verbal communication problems that graduate facing are Graduates cannot not only Japanese listening comprehension but also quickly speaking. The terminology also is a barrier to communication. So that graduate expectation for teaching Japanese at a university are increasing opportunities for dialogue with the Japanese and practicing more Japanese. However the content of the textbooks used in Japanese universities lack of the opportunity to practice the skills of listening and speaking, so that it is the cause barriers to communication.

Process

Two using methods are questionnaires and interviews.

Questionnaires were collected from mango exporting entrepreneurs, number 10 by the sampling. Data were analyzed by using percentage, mean and standard deviation.

Interview was conducted by mango exporting entrepreneurs who is experienced in mango exporting company or company representative Japanese, number 6, in five issues: 1) the issue of communication with the company or representatives of Japan 2) the issue of the need to use Japanese for exporting 3) the issues of the need to have trained in the Japanese 4) the issue of the convenience of dealing with Japan company after learning Japanese, and 5) the issue of the requirement of training Japanese. The researchers used the record method and analyze the content.

Results

1. Data analysis results on the demand of Japanese usage of golden mango exporting Entrepreneurs in Dong Mun Lek sub-district, Muang district, Phetchabun Province.

Entrepreneurs respondents were male than female. (60.00 %) aged between 51-60 years (40.00 %) received his bachelor's degree (60.00 %) experienced in export 6-10 years (40.00 %) and never learned Japanese. before (90.00%)

Comments about the importance of the Japanese usage for business communication in golden mango exporting. The samples showed that Japanese are very important at the high level. (mean = 3.81).

The ability to learn the language of the samples showed the low levels. While the need to use language at a high level.

Demand of Japanese usage of golden mango exporting Entrepreneurs. The high rate in 3 levels, namely personal level was high (80 %), social level is the highest (70 %) and national level in most (70 %).

2. Data Analysis from interviews with golden mango exporting entrepreneurs in Dong Mun Lek sub-district, Muang district, Phetchabun Province. On 5 issues were found

1. The issue of communication with the company or representatives of Japan. Interviewees were six cases that is no problem because the Japanese company will send a representative to Thailand accompanied by a translator already.

2. The issue of the need to use Japanese for exporting. Interviewees were six cases showed that Japanese usage is imperative but not much. However the future will still very necessary.

3.) The issues of the need to have trained in the Japanese. Interviewees were six cases showed that they agreed that Japanese is necessary, especially for future generations who will have contact with Japan.

4. The issue of the convenience of dealing with Japan company after learning Japanese. Interviewees were six cases showed that Japanese is important because it helps the business negotiations, justice and equality from Japanese company.

5. The issue of the requirement of training Japanese. Interviewees were six cases. Everyone agreed that they needs to be trained to use language as simple as a preliminary conversation, listening, and speaking. However writing is not much need.

Conclusion

The results of this study found that golden mango exporting entrepreneurs in Dong Mun Lek sub-district, Muang district, Phetchabun Province. A demand for

Japanese as media for communication with a company or a business representative of the Japanese company and the importance of the Japanese language is at a high level. The results of that discussion.

1. Comments on the importance of the Japanese. Using entrepreneurs as samples it was found that many commented that learning Japanese is particularly important in the current high level business. Its role and importance in business dealings with the Japanese is the very same. This is consistent with the research of BawornseeManeepong(2013: abstracts) that students, teachers and parents to recognize and appreciate the importance of the Japanese language at a high level.

2. The ability of Japanese usage for exporting of enterprises is low level. Due to contact with company representatives of Japanese companies is often a sign language interpreter at the Thailand facility in particular. The enterprises showed that it is not necessary to learn Japanese now.

3. The demand for the Japanese usage of golden mango exporting entrepreneurs is requiring training courses in Japanese short course with an emphasis on speaking and listening but do not focus on reading or writing.

Suggestion

1. Extending the scope of population except from golden mango exporting entrepreneurs such as the owners of food store or souvenir shop, and tour companies in Phetchabun as well, to provide more information.

2. The results of this research have been made aware of the demand for Japanese communication with the Japanese. So Phetchabun Rajabhat University should provide training course for the initial Japanese entrepreneurs and for services to the community following the role of the local university.

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