

ทำไมปลากัดจึงเป็นสัตว์มงคลในตำนานจีน

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บทคัดย่อ

ปัจจุบันโลกไม่มีพรมแดนทางการค้า ส่งผลให้โลกของเราเจริญก้าวหน้าไปมากทั้งทางด้านเศรษฐกิจและวัฒนธรรม ประเทศที่ได้ชื่อว่ามหาอำนาจ: จีน การเรียนรู้เกี่ยวกับประวัติศาสตร์อันยาวนานของจีนรวมถึงการเรียนรู้เกี่ยวกับวัฒนธรรมต่างประเทศก็เหมือนกับการเรียนรู้เกี่ยวกับอาวุธที่ใช้ในการทำสงครามทางธุรกิจ จากการศึกษาเชิงลึกพบว่าประเทศจีนมีประวัติศาสตร์อันยาวนาน และจุดเด่นของจีนคือความเชื่ออันแรงกล้าที่มาจากตำนานจีน เช่นชาวจีนถือว่าปลาเป็นสัตว์มงคล เป็นสัญลักษณ์ของความเพียรพยายาม ดังนั้นชาวจีนจึงนิยมประดับลวดลายปลาเพราะเชื่อเรื่องโชคลาภ เชื่อกันว่าการมีสิ่งของที่เป็นสัญลักษณ์ของปลาจะช่วยให้การค้าขายเจริญรุ่งเรือง ดังนั้นพ่อค้าชาวจีนจึงมีรูปปลาประดับอยู่เสมอ

ในประเทศไทยเราได้ส่งออกสินค้าไปยังต่างประเทศมากมาย และหนึ่งในทูตวัฒนธรรมไทยที่สร้างชื่อเสียงให้กับประเทศไทยก็คือ "ปลากัดไทย" เป็นสัตว์น้ำส่งออกที่ได้รับความนิยมในตลาดต่างประเทศ ประเทศไทยส่งออกปลากัดมากกว่า 80 ชนิดไปยังกว่า 80 ประเทศ

งานวิจัยนี้เขียนขึ้นเพื่อศึกษาวัฒนธรรม ประวัติศาสตร์ และความเชื่อของชาวจีน แนวคิดเกี่ยวกับปลาเป็นแนวทางในการทำธุรกิจส่งออกปลากัดไทยไปจีน อีกทั้งยังเป็นการสร้างอาชีพให้คนไทยทำธุรกิจกับคนจีนได้อย่างราบรื่น

คำสำคัญ: มหาอำนาจ ปลากัดสยาม ปลากัด กำเนิดสัตว์มงคล



Why is the betta fish an auspicious animal in Chinese?

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Abstract

At present, the world has no borders for trade. As a result, our world has progressed greatly both economically and culturally. A country known as a superpower: China. There are many people who want to trade with them. Learning about China's long history as well as learning about foreign cultures is like learning about a weapon used in business warfare. After an in-depth study, it was found that China has a long history. And the highlight of China is a strong belief that originates from Chinese legends; for example, the Chinese regarding the fish as an auspicious animal. It is a symbol of perseverance. Therefore, the Chinese will love decorations with fish motifs because they believe in fortune. It is believed that having items that represent fish symbols will help make a prosperous trade. Therefore, Chinese merchants always have fish-shaped decorations.

In Thailand, we have exported many products to foreign countries. And one of the Thai cultural ambassadors that build a reputation for Thailand is the "Siamese fighting fish". It is an exported aquatic animal that is popular in foreign markets. Thailand exports more than 80 betta fish to more than 80 countries.

This research is written to study culture, history, and beliefs of the Chinese people. What is your view on fish? is as a guideline for doing business exporting Thai Betta fish to China. Also, this creates a career for Thai people to do business with Chinese people smoothly.

Keywords: superpower, Siamese fighting fish, Betta fish, auspicious animal originate

1. Introduction

In the history of China, ancient civilizations, there are many historical stories told about fish. Whether it is decorative patterns, beautiful sculptures, fish art, or even home decorations. Decorations of various cities in the form of fish doesn't come up without a reason for it. This is another strong Chinese belief: fish. Fish is considered as an auspicious animal and are a symbol of money, wealth, abundance, fortune, wealth, and strength. Chinese merchants tend to raise fish on their business premises. Fish is a symbol of profit or profit from doing business. So, Chinese people who do business in trading tend to like fish.

It is well known that "Siamese fighting fish" is famous all over the world. As for foreigners, of course, it is an important cultural heritage of the nation. The charm of Thai Betta fish lies in its agility, aggression in swimming, and color pattern. The beautiful color of Thai Betta fish makes it prominent, beautiful, and raised as ornamental fish generating billions of baht for the country.



Figure 1 "Chao Trairong" Siamese fighting fish [1]

2. Siamese Fighting Fish Market

2.1 Siamese Fighting Fish in Thailand

Of course, the more beautiful and exotic the patterns are, there will definitely be a higher price. Thailand's potential in breeding is an important factor pushing Thailand to become a major ornamental fish exporter in the world. The supply of ornamental fish in Thailand has people involved in the industry from the beginning to the final step. Approximately 350,000 people, including ornamental fish farmers, Nakhon Pathom Province is the main area in doing this business. In ornamental fish culture, there are 364 farms with an area of 318 rai, mostly Betta fish (Nakhon Pathom Provincial Fisheries Office, 2015). Collection tank and exporters of 60 people and about 500 ornamental fish stores across the country. 90 located in Bangkok and its surroundings. Online beauty fish dealers distribute in the country and abroad. A total of 103,271 people can see that the ornamental fish industry in Thailand generates income for Thais. The aforementioned group the study found that those who have got the highest benefit has the power to set the price.

The market is a group that is active in mid-water activities, namely the integrated tank and the exporter. Such a large group of people is a large buyer. The return is derived from the low difference in the purchase price, but selling at a high price in the international market. The group receiving the least benefits but taking the most risks is the farmer group (Kanokpat Korprasert, 2018).

In 2018, Thai fighting fish were approved by the cabinet as aquatic animals. National identity and the uniqueness of "Thai fighting fish" drive the Betta fish to be an export aquatic animal. That is very popular in foreign markets and becomes another cultural ambassador of Thailand. The Betta fish are exported to more than 80 countries around the world. Approximately 200 million baht per year, with the direction of the export market, it is growing at a rate of up to 50% per year (Department of Fisheries, 2019). From the above information, it can be seen that Betta fish are currently in demand in the international market and still continues growing.



Mr. Weerapong Malai, a director of the Office of Small and Medium Enterprises Promotion (OSMEP), revealed that the Betta fish export market tends to be good even if there was the COVID crisis. However, the demand for ornamental fish in the past has also increased. As can be seen from the past year 2020, the figure exported to 74 countries around the world was worth 213.66 million-baht, accounting for 37% of the value of ornamental fish exports. The mostly exported country is the United States, worth 108 million baht, or 50.68%. China was followed by Iran, South Korea, and Japan. It is expected that in the future Thai Betta fish will have a continuous increase in export value. In the first period, there will be an emphasis on agricultural entrepreneurs registering betta fish breeders. There is also a beautiful Betta fish contest to encourage entrepreneurs to develop breeds, colors of Betta fish, water management system, and water quality control in order to meet market demand.

In addition, emphasis is placed on strong integration and product standards. It creates awareness for both domestic and international consumers to know and see the potential strength of the Betta fish cluster. To make Thailand to be the center of trade and production of Betta fish in the world, the development of web applications to solve problems in communication and sharing of information among entrepreneurs needs.

2.2 Siamese Fighting Fish in China

Few years ago, Siamese Fighting Fish in China are very popular in Kunming market because of its beautiful patterns, strong strength, and swaying rhythm of swimming. Until making it widely popular at present, Thai Betta fish have sales in Kunming up to 6 million yuan per year.

Siamese Fighting Fish in Kunming market are mostly imported from Thailand. Some were brought from Shandong, Guangdong and Beijing. In the past two years, the price of Betta fish has skyrocketed. General Betta fish from 5 yuan each increases to 40 yuan. In the future, it will cost up to 500 yuan each.

Mr. Xu Yuan, a professor who specializes in aquaculture Faculty of Animal Science and Technology Yunnan Agricultural University, said female Betta fish are not brightly colored. Those sold in the market for the most part are males which are more beautiful and have a stronger sense of land.

Breeding in color is another thing that Betta fish lovers are very interested. The genes of Siamese fighting fish are uncertain. Mixing brood stock produces different colors in offspring. For example, a black brood stock can produce purple, dark green, dark blue broods or a mix of 2-3 colors. Although the price is high, breeding and getting new colorful Betta fish makes all Betta fish lovers happy and proud. Domestic Bettas cost 40-100 yuan each, while imported bettas cost 500-1,000 yuan each.

Huang Meng, who is in charge of marketing Yunjin Ornamental Fish Research and Development Company Kunming, said that Betta fish importers from Kunming often fly to Thailand. Moreover, establishing cooperation with Thai Betta fish entrepreneurs have a good reputation and are regulated. When you get Betta fish as you want, you will let representatives of import-export companies from Guangzhou taking care of importing matters. These companies are accustomed to importing betta fish by air transport. Just one day, Betta fish from Thailand arrived in Guangzhou and forwarded to the Kunming market.



Figure 2 Kunming, China [2]

3. Chinese belief about fish

3.1 Chinese history about fish

The pronunciation of fish in Chinese, "yú," is a homophone for "affluence" or "abundance." This phonetic similarity has led to fish becoming a symbol of abundance and prosperity in Chinese culture. For example, fish are a common symbol in Chinese art and literature, and they are particularly important in Chinese mythology.

Siamese Fighting Fish is beautiful, easy to grow, and able to generate income as well. Additionally, fish can be tolerance to all environments, difficult to die, and does not require oxygen. If anyone is thinking of raising fish without having much time, they often think of Betta fish. In fact, from talking to many Betta aquarists in the past, it is said that it is easy to feed this kind of fish, but it must also be in the right environment. If the environment is unfavorable, there is a chance that Betta fish will be difficult to raise and easily die too.



Figure 3 Chinese landscape painting koi fish feng shui [3]

3.2 The color of Betta fish and Chinese beliefs about color

3.2.1 Red

It is the auspicious color of the Chinese people. It is a symbol for the fire element. The predominant quality of red is its glow in the dark. It is the warmth in the winter. It is blazing fire, blazing glory, and power. The heat of the fire can burn. Evil or things that do not want to be burned out. Therefore, red represents the character of fire. When you want to be auspicious or want to increase your power, they often choose red to use in psychology. Red affects the mind and mood. Its stimulation the radiance has the power to keep you awake. Or maybe it means a warning. When comparing feng shui, you will find many



synonyms: a bright mood and an active mind. The Chinese have an optimistic affinity for the red color. From the beginning, therefore, red has represented auspiciousness and prosperity with alarms as well as color psychology, but focusing on preventing currents. Evil may come to destroy, those who believe that the power of red can protect them.



Figure 4 Red betta fish [4]

3.2.2 Gold

Gold is a symbol representing the earth element, which means solidarity both in terms of emotions and living conditions. It is the mark of the emperor, representing the sky. It is the power that governs the land that will be observed. The Chinese king will dress him up in yellow, and there is gold as a psychological component. Color indicates fullness, energetic, the power of hope, freshness, joy, and fun. When comparing to the meaning in terms of Feng Shui, it is enough to show that the freshness is festive. Hope is what everyone desires. When the people love their king, they therefore want good things to happen to the person they love as well. The difference is that yellow is good for Feng Shui. It is a noble thing, though forbidden in some cases because it must be reserved for the king only.



Figure 5 Gold betta fish [5]

2.3.3 White

White represents metal, symbolizing brightness, purity, fulfillment and elegance.



Figure 6 White betta fish [6]

2.3.4 Green

Green is a color that enhances money, fortune, business, especially those who trade. Green is considered very suitable for receiving money into your pocket without running out of hands. In the beliefs of the Chinese, Green is considered the origin of the word “Money pouring in”. The power of green has its meaning in fertility, peaceful, happy, prosperity, growth and prosperity. So, green is regarded as auspicious color for people who trade and conducting business.



Figure 7 Green betta fish [7]

2.3.5 Blue

The Chinese often see blue as the color of change and growth. Wearing blue during this time is like welcoming the new season. However, there are still some groups who dislike blue because they think that blue is the color of happiness. Psychology of sadness see blue as the color of freshness, free, clear, comfortable, and bright. Therefore, blue is the color of spring, but some see blue as the color of sadness. There is less color intensity, lack of prominence, and has no effect on inducing enthusiasm.



Figure 8 Blue betta fish [8]

3. Conclusion

Nowadays, the world is progressing in doing business with foreigners all over the world. We have developed the ability to learn from each other and share culture with each other. Not only do we share traditions, art, music, and dressing, but we also share ways of life and values. So, universal culture is important because people in the society need to study and adopt it as a way of life in order to develop their potential and to keep pace with the changes.

Cultural learning between Thailand and China is not even building a good relationship. It is like a marketing strategy that analyzes and plans in a business way to give us a business advantage.

In learning Chinese culture, one must not only learn the big Cs such as history, geography, literature, art, and music. We also learn about the small things such as belief, traditions, habits, dress, food, and leisure



time.

In this section, it is considered as a very essential part of doing business because there are people of different nationalities. Some of us may feel that it is normal, but some are serious. Learning from this section will make business conversations much smoother.

Chinese culture is very diverse because of its long history and culture. Fish is one of the beliefs of the Chinese people. It conveys ambition, patience, and not giving up on hardships. It is also one of the lucky charms of the Chinese people. In the past, people who raised fish or had fish decorations were mostly Chinese merchants who had a lot of money. Sometimes, it is used to ward off evil and to dispel the evil that will be bad in business as well.

As a result, Thailand has a way of doing business with Chinese people. Thai Betta fish are mostly exported to foreign countries and generate enormous income to Thailand. Our Betta fish have good quality and beautiful colors which are very unique. This is the reason why we pay attention to do this kind of business. On this great occasion, Thai people and many Thai businessmen have more channels to do Betta fish export business especially at Kunming.

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