DETERMINE A TREND OF HEALTHY SNACK FOR TARGETING A HEALTH CONSCIOUS URBAN WOMEN CUSTOMER IN THAILAND

BY

MISS RAPAT LERTWATTANANONTH

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
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(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
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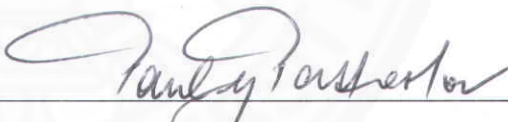
MISS RAPAT LERTWATTANANONTH

ENTITLED

DETERMINE A TREND OF HEALTHY SNACK FOR TARGETING A HEALTH
CONSCIOUS URBAN WOMEN CUSTOMERS IN THAILAND

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

on.................**6 JUN 2016**........................

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Member and Advisor   _____
(Professor K. Douglas Hoffman, Ph.D.)

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Independent study Title	DETERMINE A TREND OF HEALTHY SNACK FOR TARGETING A HEALTH CONSCIOUS URBAN WOMEN CUSTOMER IN THAILAND
Author	MISS RAPAT LERTWATTANANONTH
Degree	Master of Science Program in Marketing (International Program)
Faculty/University	Faculty of Commerce and Accountancy Thammasat University
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ABSTRACT

Determine a trend of healthy snack for targeting health conscious urban women customer in Thailand has been chosen to be part of contemporary topic in applied marketing self-study in the area of health and social. This research focused on investigating the key factors affecting Thai women consumer for purchasing healthy snack.

The research will be consisted of two parts, secondary and primary research. For secondary research, 9 articles which are related to healthy snack was selected to be literature review which has proved that health conscious is the trend in Thailand as well as healthy snack. For primary research, conducted In-depth interviews with 6 interviewees, women who live in Bangkok urban area who have purchased healthy snack at least once per month in the past year. The objective is to gather information to design and develop questionnaire. Initial result shows that there are 3 main segments of consumer which are Health concern, Beauty concern and healthy snack rejecter. After got that the survey method has been collected data and analyzed by using The Statistical Package for the Social Sciences (SPSS) software. A total of 166 respondents, who are female, aged between 20-40, living in Bangkok and it is metropolitan area and whom bought healthy snack at least once in the past 3 months participated in this survey. The result has proved that healthy snack is a trend in Thailand especially among urban women consumer, and also the result has supported

that there are 3 segments of consumer who focus on health, beauty, and the one who not believe in healthy snack.

ACKNOWLEDGEMENTS

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CHAPTER 1
INTRODUCTION

Currently healthy food is becoming a new trend for Thailand especially for women. There are two main reasons that make healthy food become trend in Thailand. The first one is people now care more on their health. They don't want to get sick so they consider to buy and to eat healthy food in order to maintain themselves to be healthy or prevent health disease. The second one is because now women in Thailand perceived that appearance can help boost their confident and lead to more career successful. Not only healthy food trend become popular trend in Thailand, but another interesting trend that also coming is "Healthy snack". Women cannot resist themselves from snack. So, they also look for snack that not make them fat and also not cause bad health condition. That's why healthy snack become more and more boom in Thailand. Some consumers choose to eat healthy snack instead of normal snack. While some people even eat healthy snack 5 times per day in order to skip their main meal. Some eat healthy snack between each meal to reduce the portion of the main meal.

This research is important to both business and social side. In term of business, this research will help identify current market trend. Also, purchasing criteria and trigger & barrier for consumer to buy healthy snack which will help marketing manager to see current trend and marketing strategy from each healthy snack brands. Furthermore, it benefits to marketing manager to know what is the purchase criteria and trigger & barrier for consumer to buy healthy snack. As a result of, marketing manager can craft marketing mix that trigger consumer to buy. In term social side, this research is very important to Thailand society because healthy snack can improve appearance of urban working women in Thailand which lead to increasing in self-confident and can help Thai women to have more positive attitude which will give them an advantage in both social and career life. And finally the action that they will take will impact Thailand society and economic.

1.1 Area of this study

   This study is a contemporary topic in applied marketing self-study in the area of health and social. The objective of this study is to understand a trend of healthy snack in Thailand as well as to understand the insight of consumer behind this trend. Also to understand how this trend impact consumer attitude and behavior. Since majority of consumer believe that healthy snack can help enhance their appearance as well as their health condition. Which will lead to higher level of confident and finally can shift their behavior and the action that they take. So, the ultimate objective of this study is to see the impact of healthy snack towards consumer and how it's impact Thailand in term of health and social.

1.2 The purpose of this study

   This study propose is to come up with the understanding of how healthy snack can impact Thai's consumer in a positive ways. Both health and social condition. To find out how healthy snack can make Thailand become a better country. Also to come up with the best marketing strategy for healthy snack brand to capture most attractive target consumer and ride along an opportunity to enjoy economic benefit of this trend.

   1.2.1 To study the existing healthy snack in market and their marketing activities towards health conscious customer. (To Study marketing mixes in term of 4ps strategy from selected healthy snack brand in Thailand)

   1.2.2 To identify key criteria for choosing and buying healthy snack product and also trigger and barrier for buying. (To study consumer decision making process, criteria on buying and choosing healthy snack together with trigger and barrier for them to start buying healthy snack)

   1.2.3 To study an impact of a good appearance from healthy to get the job or promotion in the organization. (To study an effect of healthy snack toward Thai women overall health condition and appearance. Also see the effect of better appearance that helping to improve Thai women successful rate in their career)

   The study will be consisted of two parts, secondary and primary research. For secondary research, to provide an overview of Healthy snack industry information, 9 articles which are related to healthy snack was selected to be literature review. For

primary research conducted in-depth interviews for gathering information to design and develop questionnaire. Next, distributed this questionnaire to respondent and after collecting data, the Statistical Package for the Social Sciences (SPSS) has been used for analysis. The result presented later in the report will aid marketing managers in developing the right strategies in order to targeting urban women.

CHAPTER 2
REVIEW OF THE LITERATURES

The research was conducted by using both exploratory and descriptive research methods for gathering data to answer objectives in this independent study as follows;

2.1 Exploratory Research

Secondary research

Literature review:

1. Consumer and Innovation Trends in Healthy Snacks

Calorie-conscious consumers demand for healthy snacks to eat in between meal which they think this snack aid to lose weight. Most consumers attempt to control sugar consumption so they think eating healthy snack is one of alternative of dietary indulgences (Consumer And Innovation Trends In Healthy Snacks, 2014)

2. 5 Personality Traits That Will Get You Promoted

Urban women are more health concern for social acceptance, for example, good looking women can post on social media and grab attention from friend and others. And also the healthy women can lead to good personality which is the one of key factors to hire a better job or get a promotion to top management level in the organization. (Fallon, 2014)

3. Health and wellness in Thailand

From the consumer awareness in the important of a healthy life and health consciousness that make the Health and wellness market grows rapidly in 2014. Consumers look for natural food and beverages which are consisted of high quality ingredients and offered multiple benefits such as richness nutrition, low fat, and low calorie. Moreover, hypermarkets and convenience stores are the main distribution channel for these natural products. (Health and Wellness in Thailand, 2014)

4. World Food Market Report in Thai food trend 2015

Snack market (food and beverage) will grow higher than formal mealtime and eating snack will be instead of one main meal (breakfast, noon or dinner). Result

from consumers concern too much in gaining weight so they decide to eat snack instead of big meal. Consumers select snack by choosing Good Fats, Good Carbs. For the company action, they catch up this trend by New Products Launches (NPLs) which consider a new source of protein substitute, such as soy bean, whey protein and pulse protein. (Insights, 2015)

5. The nutrition and health transition in Thailand

Changing in food intake and lifestyle patterns in Thailand ; from Thai staple and side dishes to diets containing a higher fats and mostly meat. Both rural and urban area, consumer trend to eat ready-to-eat food and eat at the food purchased more than preparing food at home as before. Another reflection of changing food consumption is the problem of overweight and obesity in new generation - children and teenager-which cause to cardiovascular disease. Cardiovascular disease is the first reason that caused Thai people died in 2014. (Kosulwat, 2014)

6. Trends and Developments in the Savory Snacks Sector in Thailand

For snacks market in Thailand grew at a CAGR of 3.6% during 2008-2013 and is forecasted to grow at a CAGR of 4.0% during 2013-2018 driven by innovation in flavors, and new products with functional attributes. The largest category is Processed Snacks. From dynamic snacks market which is allowed new entrants come and offer things from customer insight. (Market Focus, 2014)

7. Consumers Like Their Snacks With a "Healthy" Twist

There are three snack categories based based on NPD Group's ongoing food consumption research as below;

1. Better-for-you which is fresh fruit, breakfast/sports bars, and yogurt. This market grows up 14% since 2006.

2. Savory which is salty snacks and dips increased purchase by 4% since 2006.

3. Sweet snacks which is offering health benefits. The consumption in this market is stable over a few years.

Moreover, for the attitude about snack is desired to eat in more healthfully especially in Baby Boomer generation who has health conditions in consume sodium and sugar and more convenience to buy healthy snack for Generation Z. (McLynn, 2015)

8. "Clean Food" the new healthy trend of this era

"Clean Food or Clean Diet" means a dish of food with less processed cooking – just streaming or heating and natural taste without or added sugar and salt. Mostly are vegetables, fruits and whole grains which are consisted of healthy proteins and crucial fats. Nowadays, in Diet program to lose weight also lists a clean food menu in the program for providing nutrition with low calorie. (Sator4U_team, 2014)

9. Snacking Could Be The Future Of Eating

People trend to stop eating three meals per day and gone to have five small instead. This shift impacts not only the food and beverage industry but also foodservice or retail have to concern about this wave. People seek to try healthier snacks for making people don't feel guilty. However, alternative snacks- zero calorie or instead maximize their health-are limited. For example, yogurt, protein bars, whole grains biscuits in snack catalogues and pumped up juices with proteins and vitamins in beverage catalogues. Moreover, consumers are demanding big, bold flavors in the foods they consume. These are key things when developing healthy snacks. Also for the nutrition is forced to reduce sodium, fat and sugar, which often results in a product that is lacking in flavor. (Toops, 2012)

CHAPTER 3

RESEARCH DESIGN

3.1 Research Methodology

The research will be consisted of two parts, secondary and primary research. For secondary research, 9 articles which are related to healthy snack was selected to be literature review which has proved that health conscious is the trend in Thailand as well as healthy snack.

For primary research conducted In-depth interviews with 6 interviewees, women who live in Bangkok urban area who have purchased healthy snack at least once per month in the past year. The objective is to gather information to design and develop questionnaire. The respondents of this survey are female, aged between 20-40 years old, living in Bangkok and it is metropolitan area and who bought healthy snack at least once in the past 3 month. After collecting data, the Statistical Package for the Social Sciences (SPSS) has been used for analysis.

3.2 Exploratory Research

In-depth interview

Interview: In-depth interviews conducted on October 24 -25, 2015. Total of 6 interviewees who live in Bangkok urban area have purchased healthy snack at least once per month in past year. Four females (age 28, 28, 30, 30) work in sales department in big international FMCG company. Two female (age 34, 36) work in SME company as accounting officer. The objective is to identify key criteria for choosing and buying healthy snack product and also trigger and barrier for buying healthy snack which might be related with private healthy concern.

3.3 Descriptive Research

Questionnaire: A quantitative approach will be adopted. Using a sample of 169 respondents via online practice.

Identification of key research variable

Independent variables : Age, Education, Monthly Income

Dependent variables: Criteria to choose or Barrier to not choose healthy snack, current healthy snack brand marketing activities, Attitude toward appearance impact to social & work life.

Target population: A quantitative approach will be adopted. Using a sample of 166 respondents who are as following;

- Working in Bangkok or urban area
- Age between 20-40 years old,
- For heave-user : buying healthy snack at least once in within 3 months and 3-6 months
- For light-user : buying healthy snack at least once in more than 6 months
- Income per month level B up (at least 8,500 THB / Month)

Data Collection Plan:

Questionnaires surveys are distributed online for 166 respondents, equally proportionate among users, past purchasers, and non-users. Respondents are screening through short interview at BTS Siam/ Mochit / Bearing located in the center of the target group. Question links via Survey Monkey are only given to qualified respondents.

Data analysis plan:

The research uses quantitative analysis. Quantitative information will be obtained from questionnaire surveys analyzed by using Statistical Package for the Social Science (SPSS) and other statistical methods such as mean, mode, ANOVA, t-test, z-test, chi-square.

3.4 Questionnaire

The questionnaire used in this study will be consist of two parts which are screening questions and core question. Core question consist of 3 parts which are 1) Attitude Appearance to career path. 2) Trigger and Barrier to buy healthy snack and 3) Consumer perception towards each healthy snack brand's marketing strategies (Using 4P's model)

Below is the questionnaire that used in this study.

Introduction: This study is conducted as part of a class at Thammasat University. The study will gather data only from Thai people age 25 over. All responses to this questionnaire will be kept confidential. If you have any questions about this questionnaire, please call K. Pat at +6686-367-8045.

Part 1: Screening Questions

1. What is your sex?

   ❏ Male   ❏ Female

2. Age

   ❏ 20- 25 Years old

   ❏ 26-30 Years old

   ❏ 31-35 Years old

   ❏ 36-40 Years old

   ❏ Above 40 Years old

3. What is the highest degree or level of school you have completed?

   ❏ Below High school graduate

   ❏ High school graduate

   ❏ Associate degree

   ❏ Bachelor's degree

   ❏ Master's degree and above

4. Please describe your work.

   ❏ Government employee (city, county, etc.)

   ❏ Employee of a for-profit company or business or of an individual, for wages, salary, or commissions

   ❏ Merchant

   ❏ Self-employed in own not-incorporated business, professional practice, or farm

   ❏ Student

   ❏ Other_____

5. What is your total personal income per month?
   - ❏ 8,500-20,000 Baht
   - ❏ 20,001-50,000 Baht
   - ❏ 50,001-80,000 Baht
   - ❏ more than 80,001 Baht

Part 2: Questions are followed by three objectives

Part 2-1 : Attitude Appearance to career path

6. Refer to your perception, please rate the following statements on a scale of 1-6 (1= strongly disagree and 6=strongly agree)

6.1 People tend to be preferred to like good looking people.

6.2 Good appearance people imply good self take care which is effect to take care of work.

6.3 People promote good looking people because they can recognize or like them.

6.4 Good appearance people make people easy to remember.

6.5 Good appearance people make people want to know him more.

6.6 People tend to talk more about good looking person.

6.7 Good looking people can charm other people and get work done easier.

6.8 Good looking people tend to get support more from people around them.

6.9 Good looking people get easier forgiveness.

6.10 Good looking people have a better chance that people will talk about in positive way.

Part 2-2: Trigger and Barrier to buy healthy snack

7. Trigger to buy healthy snack , please rate the following statements on a scale of 1-6(1= strongly disagree and 6=strongly agree)

7.1 I believe healthy snack can help to control weight

7.2 I believe healthy snack can improve digestion

7.3 I believe healthy snack can brighten skin

7.4 I believe healthy snack can prevent sick/ disease

8. Refer to your perception on healthy snack, please rate the following statements on a scale of 1-6 (1= strongly disagree and 6=strongly agree)

8.1 If I can lose weight, it will make me look confident.

8.2 If I eat healthy snack, I can wear more beautiful costume.

8.3 If I eat healthy snack, I will not get sick.

8.4 I think a better digestion is a reason to lose weight

8.5 If I eat healthy snack, it improve my skin to fairer

9. Refer to your perception on normal snack, please rate the following statements on a scale of 1-6(1= strongly disagree and 6=strongly agree)

9.1 I believe normal snack can make me gain weight

9.2 I believe normal snack can make me Fat

9.3 I believe normal snack make hard digestion

9.4 I believe normal snack is one reason to tend bad skin condition

10. What can influent you to buy healthy snack product at first purchase

- Aware product benefit of (Reduce weight)
- Aware product benefit of (Control weight)
- Aware product benefit of (Help better digest)
- Aware product benefit of (Help make fairer skin)
- Good Taste
- Recommended by celebrity
- Recommended by friend
- My trainer recommends
- Discount
- Recommended by cheer girl in store
- Promotion
- Free sampling

Part 2-3: Perception towards each healthy snack brand's marketing strategies

11. Have you ever tried healthy snack?

- Yes
- No

12. Which of the healthy snack brand below that you aware

- Diamond Grain
- Skinni Bear
- Lizis

- Grains
- Sisters Bake

13. What is the packaging that you consider as a good packaging for healthy snack brand

A

B

C

D

E

14. Please mark x in the box that make you know each brand?

	Diamond Grain	Skinni Bear	Lizis	Grains	Sisters Bake
Instore					
TV scoop					
Food Fair/ Exhibition					
Friends on Instragram					
Celebrity on Instragram					
Advertising on Instragram					
Friends on Facebook					
Advertising on Facebook					

15. Please rate to attribute below for each brand as following from a scale 1-5 (1= least score, 5=maximum score)

Attributes	Diamond Grain	Skinni Bear	Lizis	Grains	Sisters Bake
Tasty					
Beautiful packaging					
Low calorie					
Low fat					
Reduce weight					
Better digest					
Skin improvement					
Healthy condition					
Easy to buy					
Reasonable price					
Attractive promotion					
Advertising					
Endorser / influencer					

16. Please rank healthy snack brand that you prefer from 1-5 (1= least prefer, 5=most prefer)

- Diamond Grain
- Skinni Bear
- Lizis
- Grains
- Sisters Bake

17. Where the product should be available so you will consider it as easy to buy. Please rank number 1-4 (1= unimportant, 4=important)

- Supermarket
- Convenience store 7-11, Family mart
- Healthy shop
- Online

18. At what price would you think the healthy snack was too expensive, i.e. you would not even consider buying?

19. At what price would you think the healthy snack was too cheap, i.e. you would be doubtful about the quality of the product?

20. At what price would you think the healthy snack was too expensive, i.e. there is a possibility you might buy it, but only after careful consideration?

21. At what price would you consider the healthy snack cheap, i.e. if you bought it you would be getting a great deal, a real bargain?

22. Please rank the promotion that will make you consider to purchase from 1-5 (1= unimportant, 5= important)

- Discount
- Buy one get one
- Free premium
- Raffle
- Member card
- Free sampling
- Free shipping

CHAPTER 4
RESEARCH RESULTS AND ANALYSIS

4.1 Hypothesis

Four key hypothesis for this study are

1. Key criteria for buying healthy snack are taste, health benefit and appearance benefit.

2. Consumer believe that healthy snack can help enhance their health condition and their appearance

3. Consumer believe that better appearance will lead to better work and social life

4. There're few brand out there in the market that dominate healthy snack category in Thailand

Key findings from Exploratory Research

In this research, both exploratory research and descriptive research were conducted.

4.2 Qualitative Results (In-depth interview)

After interview 6 respondents in healthy snack marketing activities, criteria and trigger for buying healthy snack and also the opinion in appearance toward career.

Healthy Snack Marketing Activities from interview

- Pum: The first time to aware of healthy snack is from organic food exhibition at Queen Sirikit Convention Center. She intended to visit the exhibition to find out alternative snack which is not getting fat.

- Plern: The first time to aware of healthy snack by found Granola (crispy rolled oats, nuts, honey and sometimes puffed rice) brand "Diamond Grain" in friends' Instagram picture with #DiamondGrain. She wondered what is it and seek the information on internet which finally found their website and their instargram which have all information on how to eat variety way (i.e. eat with fruit, greek yogurt, soup etc) and what the benefit of granola is.

- Pat : The first time to aware of healthy snack by Prizesnack found from Food fair at KVillage, community mall at Sukhumvit26. She just goes to KVillage usual in the weekend and see the temporary market and Prizesnack booth offered free trial and gave information on how good the product is and also offered special promotion which leaded to first purchase.
- Beau: The first time to aware of healthy snack is from shopping in Gourmet Market at Paragon and walk through dressing salad zone and see "Delalita chip" on shelf with very attractive packaging in a brown craft paper which is signal organic healthy snack. After read on packaging about product benefit so she decided to buy.
- Praew: The first time to aware of healthy snack is from shopping to Lemon farm; specialty shop in organic food and health products and see the grain snack which she already forget name of brand on shelf with PC (Product Consultant) to introduce the product and provide information also free trial and inform promotion. And also gain the extra point in member card from buying this item.
- Ploy: The first time to aware of healthy snack is from winning lucky draw prize healthy snack by reposting a promoted product picture and become a healthy product seeker.

Criteria to Buy / Trigger & Barrier for first trial from interview

Criteria to buy healthy snack

- Low calorie and Low fat
- Low cholesterol
- Improve digestion and excretory system,
- Make Full, so can eat less main meal / or skip whole meal
- Delicious snack
- Less guilty when you eat
- Feel trendy (show friend in social network : Instagram)
- Promotion
- Reasonable Price (not too high and too low)

- No Carbohydrate

- No Sugar

- Clean food (Cooking : not fried, not oven)

Trigger to buy healthy snack

- In Trend (Friend / Celeb)

- Want to make yourself healthy

- Want to lose weight

- Want to have better digestion

- Product trial delicious

- Recommend from friend

- Recommend from influencer (i.e. fitness trainer, celeb)

- Product consultant (PC) convince in store

- Packaging product on shelf (With product info)

The result from the interview, we can clearly separate consumer in to 2 groups in term of segmentation;

The first group (4 Peoples), we can categorize them as **"Appearance improver"** They are very clear that the criteria of choosing healthy snack is base on what can improve their appearance such as low fat, improving digestion and excretory system, no cholesterol, feel full with low calorie, so they can eat less main meal / or skip whole meal with feel less/ or no guilty. Moreover, the trigger that created their first purchase healthy snack is basically from searching information of healthy snack such as from healthy blogger online page, official healthy snack brand instagram, sales representative at booth in healthy event. Also influencers (i.e. online blogger / fitness trainer / Net idol / Friend with good body shape) play important role to convince them to get first purchase. For promotion and free trial encourage them to buy healthy snack.

The second group (2 peoples), we can categorize them as **"Health improver".** They are very clear that the criteria of choosing healthy snack is base on what can improve their health such as, improving digestion and excretory system, eat clean food with no Carb, no Sugar added, not Fried. Moreover, the trigger that create their

first purchase healthy snack is basically from searching information of healthy snack such as from official healthy snack brand instagram and also PC (Product Consultant) who introducing the product and providing information at product shelf in specialty shop as healthy organic shop. Promotion and free trial is important to make them decide to buy healthy snack.

For the opinion in appearance toward career, all of interviewees believe that healthy snack can help to lose weight and make their body to be a better shape. The better appearance leads to increase their confident working and get the better work result. One of interviewee said some careers such as doctor, actor and sales person in cosmetic need to take care of body shape to representative their products and services. If those people do not take care themselves, it implies that they cannot take care the business. Two of interviewees mention that unhealthy food leads to health problem for example certain cancers, type 2 diabetes, and coronary heart diseases and will effect to lower work performance

4.3 Quantitative Results (Questionnaire Survey)

This chapter will present the key findings with significant testing to highlight the differences between demographic subgroups, relationship of variable in this study. There are different statistical approaches that are employed to test the hypotheses including t-test, Analysis of Variance (ANOVA), chi-square and multiple regressions. The standard 95% confidence level is set for all significance testing

Frequency Distribution Analysis

4.3.1 Demographic Characteristics (n = 166)

Table 4.1: Summary of Respondent's demographic profile

Respondent's Profile		N	%
Gender	Female	166	100%
Age	20-25 years old	15	9.0%
	25-30 years old	109	65.7%
	31-35 years old	15	9.0%
	36-40 years old	13	7.8%
	Higher 40 years old	14	8.4%
Education	Associate degree	7	4.2%
	Bachelor's degree	78	47.0%
	Master's degree and above	87	48.8%
Monthly Income	8,500-20,000 Baht	29	17.5%
	20,001-50,000 Baht	93	56.0%
	50,001-80,000 Baht	26	15.7%
	Higher 80,001 Baht	18	10.8%
Occupation	Government employee	16	9.6%
	Employee	88	53.0%
	Self-employed	41	24.7%
	Student	20	12.0%
	Other	1	0.6%

The gender of target respondents is female who have bought healthy snack at least one time in past 6 months. The majority of respondent age is 25-30 years old which constituted 65.7% of the sample. The highest education level of 87 respondents is Master degree or higher which account for 48.8% and followed by 47% the total population graduated in bachelor degree. The monthly income range from 20,000 to 50,000 baht constitutes the majority of total population, with a total of 93 or 56% of the population while monthly income ranging lower 20,000 baht and between 50,001-80,000 Baht account for 17.5% and 15.7% respectively. More than 60% of total

respondents worked as an employee in a private firm, followed by self-employed at 24.7%. Only 9.6% of the respondents are government employee.

4.3.2 Respondent's frequency on buying healthy snack

Table 4.2: Summary of Respondents' frequency on buying healthy snack

	N	%
Within 3 Month	44	27
3-6 Month	54	33
More than 6 Month	68	41

There are 68 people or 41% from total respondents who bought healthy snack more than 6 month, which is defined as light user. While 27% and 33% of total sample sizes are the respondents who bought healthy snack within 3 month and 3- 6 month respectively which are defined as heave user.

4.3.3 Respondent's attitudes toward appearance impact to social and work life (Objective 3 : To study an impact of a good appearance from healthy to social and working life)

Table 4.3: Frequency Distribution of attitudes toward appearance impact to social and work life

Attitude toward Good looking people	Mean	Std. Deviation
Q1.1 Preference	5.2	0.8
Q1.5 Know more	5.0	1.4
Q1.6 Talk more	4.4	1.3
Q1.4 Easy to remember.	4.3	1.4
Q1.8 Get support more from other people	3.7	1.1
Q1.10 Better chance that people will talk about in positive way.	3.7	1.2
Q1.7 Charm other people and get work done easier.	3.2	1.5

Q1.3 Better chance in promotion	2.9	1.4
Q1.9 Easy forgiveness.	2.9	1.4
Q1.2 Good self take care = good care of work.	2.9	1.4

From table 4.3, the respondents have a high level of agreement which the averages mean is more than 3 to good looking people can take advantage in perception which is people tend to prefer, know, talk, get supporting more to good appearance person. However, this advantage has a lower level of agreement in working life which the averages mean is lower than 3.

Table 4.4: Relationship between education and attitude appearances affects toward work and socialize by using One-Way ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Q1.1 People tend to be preferred to like good looking people	Between Groups	.114	2	.057	.080	.924
	Within Groups	117.163	163	.719		
	Total	117.277	165			
Q1.2 Good appearance people imply good self take care which is effect to take care of work.	Between Groups	3.857	2	1.929	.942	.392
	Within Groups	333.733	163	2.047		
	Total	337.590	165			
Q1.3 People promote good looking people because they can recognize or like them.	Between Groups	10.780	2	5.390	3.371	.037
	Within Groups	260.618	163	1.599		
	Total	271.398	165			
Q1.4 Good appearance people make people easy to remember.	Between Groups	1.518	2	.759	.406	.667
	Within Groups	304.344	163	1.867		
	Total	305.861	165			
Q1.5 Good appearance people make people want to know him more.	Between Groups	13.182	2	6.591	6.159	.003
	Within Groups	174.432	163	1.070		
	Total	187.614	165			

Q1.6 People tend to talk more about good looking person.	Between Groups	16.625	2	8.313	5.736	.004
	Within Groups	236.218	163	1.449		
	Total	252.843	165			
Q1.7 Good looking people can charm other people and get work done easier.	Between Groups	4.887	2	2.443	1.103	.334
	Within Groups	361.041	163	2.215		
	Total	365.928	165			
Q1.8 Good looking people tend to get support more from people around them.	Between Groups	9.014	2	4.507	2.322	.101
	Within Groups	316.359	163	1.941		
	Total	325.373	165			

Robust Tests of Equality of Means

		Statistic[a]	df1	df2	Sig.
Q1.9 Good looking people get easier forgiveness.	Welch	.016	2	15.780	.984
	Brown-Forsythe	.012	2	10.519	.989
Q1.10 Good looking people have a better chance that people will talk about in positive way.	Welch	.053	2	15.881	.948
	Brown-Forsythe	.047	2	12.511	.954

From table 4.4 in Q1.3 , Q1.5 and Q1.6 There is a significant relationship (p value < 0.05) between education level and attitude appearances affects toward work and socialize then using **LSD Multiple Comparison** for comparing mean among age range.

LSD Multiple Comparisons

Question	Education	Mean	Associate	Bachelor's	Master's & Above
Q 1.3	Associate	4.14	-	1.22*	1.29*
	Bachelor's	2.92	-	-	0.07
	Master's & Above	2.85	-	-	-
Q 1.5	Associate	5.43	-	0.22	0.76
	Bachelor's	5.21	-	-	0.54*
	Master's & Above	4.67	-	-	-

Q 1.6	Associate	4.71	-	0.03	0.66
	Bachelor's	4.68	-	-	0.63*
	Master's & Above	4.05	-	-	-

Remark: significance level.05

From this table, the respondent who graduated in Master degree and above give the less important in appearances affects toward work and socialize than other education level.

Table 4.5: Relationship between age and attitude appearances affects toward work and socialize by using One-Way ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Q1.1 People tend to be preferred to like good looking people	Between Groups	2.127	4	.532	.744	.564
	Within Groups	115.150	161	.715		
	Total	117.277	165			
Q1.2 Good appearance people imply good self take care which is effect to take care of work.	Between Groups	4.958	4	1.239	.600	.663
	Within Groups	332.633	161	2.066		
	Total	337.590	165			
Q1.3 People promote good looking people because they can recognize or like them.	Between Groups	4.094	4	1.023	.616	.651
	Within Groups	267.304	161	1.660		
	Total	271.398	165			
Q1.4 Good appearance people make people easy to remember.	Between Groups	7.548	4	1.887	1.018	.400
	Within Groups	298.313	161	1.853		
	Total	305.861	165			
Q1.5 Good appearance people make people want to know him more.	Between Groups	18.915	4	4.729	4.513	.002
	Within Groups	168.700	161	1.048		
	Total	187.614	165			
Q1.6 People tend to talk more about good looking person.	Between Groups	23.892	4	5.973	4.200	.003
	Within Groups	228.952	161	1.422		
	Total	252.843	165			
Q1.7 Good looking people can charm other people and get work done easier.	Between Groups	4.698	4	1.175	.524	.719
	Within Groups	361.229	161	2.244		
	Total	365.928	165			

Q1.8 Good looking people tend to get support more from people around them.	Between Groups	8.752	4	2.188	1.113	.353
	Within Groups	316.622	161	1.967		
	Total	325.373	165			
Q1.9 Good looking people get easier forgiveness.	Between Groups	20.484	4	5.121	2.613	.037
	Within Groups	315.498	161	1.960		
	Total	335.982	165			

Table 4.6: LSD Multiple Comparison among age range

There is a significant relationship (p value < 0.05) between age and attitude appearances affects toward work and socialize then using **LSD Multiple Comparison** for comparing mean among age range.

LSD Multiple Comparison

Question	Age	Mean	20-25	30-26	35-31	40-36	> 41
1.5 Good appearance people make people want to know him more.	20-25	5.40	-	0.34	*1.40	0.55	0.69
	30-26	5.06	-	-	*1.06	0.22	0.35
	35-31	4.00	-	-	-	*0.85-	0.71-
	40-36	4.85	-	-	-	-	0.13
	> 41	4.71	-	-	-	-	-
1.6 People tend to talk more about good looking person.	20-25	4.53	-	-0.04	0.47	1.23*	0.60
	30-26	4.58	-	-	0.51	1.27*	0.65
	35-31	4.07	-	-	-	0.76	0.14
	40-36	3.31	-	-	-	-	-0.62
	> 41	3.93	-	-	-	-	-
1.9 Good looking people get easier forgiveness.	20-25	3.33	-	0.27	0.53	*1.33	0.98
	30-26	3.06	-	-	0.26	*1.06	0.71
	35-31	2.80	-	-	-	0.80	0.44
	40-36	2.00	-	-	-	-	0.36-
	> 41	2.36	-	-	-	-	-
1.10 Good looking people have a better chance that people will talk about in positive way.	20-25	3.40	-	-0.54	-0.33	0.09	0.69
	30-26	3.94	-	-	0.20	0.63	1.22*
	35-31	3.73	-	-	-	0.43	1.02*
	40-36	3.31	-	-	-	-	0.59
	> 41	2.71	-	-	-	-	-

Remark : significance level.05

In question 1.5 the statement "good appearance people makes people want to know him more" The respondent who have age 20 to 25 years old and 26 to 30 years old is the two groups that mostly agree with this statement (Mean 5.40, 5.06) which significantly different from the respondent age 36-40 years old who have lower level of agreement on this statement (Mean 4.85) and respondent with age 31 to 35 years old show to have least agreement on this statement (Mean 4.00).

In question 1.6 the statement "people tend to talk more about good looking person" The respondent who have age 20 to 25 years old and 26 to 30 years old is the two groups that mostly agree with this statement (Mean 4.53, 4.58) which significantly different from the respondent age 36-40 years old (Mean 3.31)

In question 1.9 the statement "Good looking people get easier forgiveness." The respondent who have age 20 to 25 years old and 26 to 30 years old is the two groups that mostly agree with this statement (Mean 3.33, 3.06) which significantly different from the respondent age 36-40 years old (Mean 2.00)

In question 1.10 the statement "Good looking people have a better chance that people will talk about in positive way" The respondent who have age 26 to 30 years old and 31 to 35 years old is the two groups that mostly agree with this statement (Mean 3.94, 3.73) which significantly different from the respondent age higher than 41 years old (Mean 2.71)

From LSD Multiple Comparison analysis, the respondents are classified in to three groups.

Group 1 who has age 20- 25 and 26-30 years old, strongly believe in a good appearance affects toward work and socialize.

Group 2 who has age 31-35 and 36-40 years tend to believe that good appearances affects toward work and socialize but lower than first group.

Group 3 who has age more than 40 years tend to not believe that good appearances has small affects toward work and socialize.

4.3.4. Respondent's attitudes toward healthy snack

(Objective 2 : To identify key criteria for choosing and buying healthy snack product and also trigger and barrier for buying.)

Table 4.7: Frequency Distribution of attitudes statement towards healthy snack

I believe healthy snack can help…	Strongly disagree		Disagree		Slightly disagree		Slightly agree		Agree		Strongly agree	
	N	%	N	%	N	%	N	%	N	%	N	%
To control weight	17	10.2	28	16.9	17	10.2	44	26.5	49	29.5	11	6.6
To improve digestion	21	12.7	24	14.5	36	21.7	57	34.3	17	10.2	11	6.6
To be a brighten skin	26	15.7	26	15.7	38	22.9	59	35.5	11	6.6	6	3.6
To prevent sick/disease	39	23.5	43	25.9	51	30.7	26	15.7	6	3.6	1	0.6

This section of the results shows the attitudes of healthy snack to female who lived in Bangkok towards buying healthy snack. 166 respondents are asked to fill in this part of this questionnaire as required questions. The answers were analyzed based on Likert scale

It shows that the most attribution that respondent perceive is **Healthy snack can help to control weight** with 29.5% in agree with this statement. Following by attribute of healthy snack in brighten skin and improving digestion with slightly agree at 35.5% and 34.3% respectively. The lowest agreement at 30.7% of respondent are slightly disagree on healthy snack can prevent sick/ disease.

Table 4.8: Relationship between monthly income and attribute of healthy snack by using One-Way ANOVA

Robust Tests of Equality of Means

Q2

	Statistic[a]	df1	df2	Sig.
Welch	5.968	3	53.058	.001
Brown-Forsythe	4.204	3	81.597	.008

a. Asymptotically F distributed.

Monthly Income of the respondent perceive attribute of healthy snack significantly different (p value < 0.05) then using Dunnett T3 test for comparing difference among group.

Dunnett T3 Multiple Comparison

	Monthly Income (Baht)	Mean	8,500-20,000	20,001-50,000	50,001-80,000	> 80,000
Attribution	8,500-20,000	3.03	-	0.25	0.48-	0.09-
of Healthy	20,001-50,000	2.79	-	-	*0.72-	0.34-
Snack	50,001-80,000	3.51	-	-	-	0.38
	> 80,000	3.13	-	-	-	-

Remark significance level at .05

For the Dunnett T3 Multiple Comparison, the respondent who has monthly income between 20,001-50,000 baht perceives the attribute of healthy snack lower than 50,001-80,000 baht significantly.

4.3.5 Respondent's attitudes toward benefit healthy snack in appearance perception

(Objective 2 : To identify key criteria for choosing and buying healthy snack product and also trigger and barrier for buying.)

Table 4.9: Frequency Distribution of attitudes toward benefit of eating healthy snack

Attitude toward benefit of eating healthy snack	Mean	Std. Deviation
Q3.2 I can wear more beautiful costume.	5.2	1.0
Q3.1 lost weight makes more confident.	4.9	1.2
Q3.4 I think a better digestion is a reason to lose weight	3.8	1.4
Q3.5 It improves my skin to fairer	2.7	1.3
Q3.3 I will not get sick.	2.3	1.3

From table 4.9, the respondents have the highest level of agreement at the average mean 5.2 with statement "If I eat healthy snack, I can wear more beautiful costume". While the lowest level of agreement with statement "If I eat healthy snack, it improve my skin to fairer" at the average mean 2.3

Table 4.10: Relationship between monthly income and benefit of healthy snack by using One-Way ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Q3.1 If I can lose weight, it will make me look confident.	Between Groups	1.300	3	.433	.320	.811
	Within Groups	219.158	162	1.353		
	Total	220.458	165			
Q3.2 If I eat healthy snack, I can wear more beautiful costume.	Between Groups	1.739	3	.580	.584	.626
	Within Groups	160.839	162	.993		
	Total	162.578	165			
Q3.3 If I eat healthy snack, I will not get sick.	Between Groups	3.240	3	1.080	.674	.569
	Within Groups	259.537	162	1.602		
	Total	262.777	165			
Q3.5 If I eat healthy snack, it improve my skin to fairer	Between Groups	24.012	3	8.004	5.519	.001
	Within Groups	234.927	162	1.450		
	Total	258.940	165			

From F-test in One-Way ANOVA table can stated that the respondent in each monthly income is significantly different perceive benefit of healthy snack which is "If I eat healthy snack, it improve my skin to fairer" (p value < 0.05). Then for further analysis by using **LSD Multiple Comparison**

Table 4.11: LSD Multiple Comparison among monthly income range

LSD Multiple Comparison

	Monthly Income (Baht)	Mean	8,500-20,000	20,001-50,000	50,001-80,000	> 80,000
Benefit	**8,500- 20,000**	2.17	-	-0.42	-1.02*	-1.22*
of	**20,001-50,000**	2.59	-	-	-0.60*	-0.80*
Healthy	**50,001-80,000**	3.19	-	-	-	-0.20
Snack	**> 80,000**	3.39	-	-	-	-

Remark : significance level.05

Based on the result, the respondent who have income more than 50,000 baht per month perceive benefit of healthy snack more than who have income lower than 50,000 baht per month

4.3.6   Respondent's attitudes toward normal snack comparing to healthy snack (Objective 2 : To identify key criteria for choosing and buying healthy snack product and also trigger and barrier for buying.)

Table 4.12: Frequency Distribution of attitudes toward normal snack Attitude toward normal snack

I believe normal snack	Mean	Std. Deviation
Q4.1 Normal snack can make me gain weight	5.0	1.0
Q4.2 Normal snack can make me Fat	5.0	1.0
Q4.3 Normal snack make hard digestion		
Q4.4 Normal snack is one reason to tend bad skin condition	3.4	1.2
	2.8	1.4

From table 4.12, the respondent have the highest level of agreement at the average mean 5.0 with statement "Normal snack can make me gain weight and make me fat". While the lowest level of agreement about skin condition with statement "Normal snack is one reason to tend bad skin condition" at the average mean 2.8

Table 4.13: Relationship between monthly income and bad effect of normal snack by using One-Way ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Q4.1 I believe normal snack can make me gain weight	Between Groups	2.207	3	.736	.671	.571
	Within Groups	177.576	162	1.096		
	Total	179.783	165			

		Sum of Squares	df	Mean Square	F	Sig.
Q4.2 I believe normal snack can make me Fat	Between Groups	.893	3	.298	.291	.832
	Within Groups	165.926	162	1.024		
	Total	166.819	165			
Q4.3 I believe normal snack make hard digestion	Between Groups	3.511	3	1.170	.818	.486
	Within Groups	231.814	162	1.431		
	Total	235.325	165			

There is no difference between group of monthly income and bad effect of normal snack (p value > 0.05)

Table 4.14: Relationship between age and bad effect of normal snack by using One-Way ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Q4.1 I believe normal snack can make me gain weight	Between Groups	4.952	4	1.238	1.140	.340
	Within Groups	174.831	161	1.086		
	Total	179.783	165			
Q4.2 I believe normal snack can make me Fat	Between Groups	2.651	4	.663	.650	.628
	Within Groups	164.168	161	1.020		
	Total	166.819	165			
Q4.3 I believe normal snack make hard digestion	Between Groups	.155	4	.039	.026	.999
	Within Groups	235.171	161	1.461		
	Total	235.325	165			
Q4.4 I believe normal snack is one reason to tend bad skin condition	Between Groups	7.604	4	1.901	1.032	.393
	Within Groups	296.589	161	1.842		
	Total	304.193	165			

There is no difference between group of age and bad effect of normal snack (p value >0.05)

4.3.7 Marketing Mixed 4Ps of current healthy snack in market

(Objective 1 : To study the existing healthy snack in market and their marketing activities towards health conscious customer)

4.3.7.1 Product

Table 4.15: Summary of the factor to first buying healthy snack

Factors	N	%
Reduce weight	29	17.5
Control weight	58	34.9
Help better digest	13	7.8
Help make fairer skin	4	2.4
Good Taste	80	48.2
Recommended by friend	36	21.7
Promotion	27	16.3
Free sampling	65	39.2

From the result, 80 of respondents or 48.2% consider "Good taste" is the first factor to be the first buying healthy snack, followed by free sampling at 39.2% and control weight at 34.9% respectively.

Table 4.16: Frequency Distribution of brand awareness of healthy snack in current market

Brand name	N	%
Diamond Grain	62	37.3%
Skinni Bear	11	6.6%
Lizis	15	9.0%
Grains	32	19.3%
Sisters Bake	6	3.6%
Don't know all above	40	24.1%

Only Diamond Grain brand get awareness from the respondent at 37.3% which is standing out from other brands. However, there is some room for new brand

that can be acquire 24.1% of total respondent who don't have any brand in respondent mind.

4.3.7.2 Price

Table 4.17: Frequency Distribution of the money that the respondent are willing to pay for healthy snack per one bag (70grams)? (Binned)

Price Range (Baht)	N	%
25-55	69	41.6%
56-85	53	31.9%
86-115	22	13.3%
116-145	11	6.6%
146-175	7	4.2%
176-205	3	1.8%
206-235	1	0.6%

Based on above table, the most of respondents at 41.6% are willing to pay 25 to 55 baht for one package about 70 grams while 31.9% of respondents are willing to pay 56-85 baht.

4.3.7.3 Place

Table 4.18: Frequency Distribution of the distribution channel that respondent buy healthy snack

Frequency on the first distribution channel to buy healthy snack

1st Distribution Channel	N	%
Supermarket	118	71.1%
Convenience store	39	23.5%
Healthy shop	8	4.8%
Online	1	0.6%

Frequency on the second distribution channel to buy healthy snack

2nd Distribution Channel	N	%
Supermarket	12	7.2%
Convenience store	93	56.0%
Healthy shop	44	26.5%
Online	17	10.2%

From table 4.18, the most of respondent buy healthy snack at supermarket following to buy at convenience store such as 7-11, Family Mart.

4.3.7.4 Promotion

Table 4.19: Frequency Distribution of media channel that respondent recognize healthy snack

Frequency on the first media channel to know about healthy snack

1st Media Channel	N	%
Instore	72	43.4%
TV scoop	26	15.7%
Food Fair/ Exhibition	17	10.2%
Friend on Facebook and Instagram	36	21.7%
Celebrity on Facebook and Instagram	10	6.0%
Advertising on Facebook and Instagram	5	3.0%

Frequency on the second media channel to know about healthy snack

2nd Media Channel	N	%
Instore	4	2.4%
TV scoop	11	6.6%
Food Fair/ Exhibition	30	18.1%
Friend on Facebook and Instagram	62	37.3%
Celebrity on Facebook and Instagram	20	12.0%
Advertising on Facebook and Instagram	39	23.5%

Instore is the first media channel that makes the respondent know healthy snack at 72 of total respondent or 43.4% while Friend's Facebook and Instagram is the second media channel with 62 of respondent or 37.3%.

Table 4.20: Cross-tabulation & Chi-square Analysis between last purchase healthy snack and the first interesting promotion

Crosstab

			Q6.9 Which is the 1st promotion that you interested?					Total
			Discount	Buy one get one	Free premium	Member card	Free sampling	
Q6.2 When was the last time you bought healthy snack?	Within 3 Month	Count	22	15	0	7	0	44
		% within Q6.2	50.0%	34.1%	.0%	15.9%	.0%	100.0%
	3-6 Month	Count	28	19	3	0	4	54
		% within Q6.2	51.9%	35.2%	5.6%	.0%	7.4%	100.0%
	More than 6 Month	Count	35	26	4	2	1	68
		% within Q6.2	51.5%	38.2%	5.9%	2.9%	1.5%	100.0%
Total		Count	85	60	7	9	5	166
		% within Q6.2	51.2%	36.1%	4.2%	5.4%	3.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.788[a]	8	.161
Likelihood Ratio	8.166	8	.417
Linear-by-Linear Association	.793	1	.373
N of Valid Cases	118		

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .10.

Table 4.20 presents the relationship between frequency of purchasing healthy snack and promotion that respondent interesting. The table shows frequency and

column percentage and also the total column on the right hand column and last row. The researcher named this table "Cross-tabulation" and it uses a Chi-square distribution to test whether or not there is a significant relationship between the two observed variable. Female respondents who purchased healthy snack within 3 month and 3-6 month and Female respondents who purchased healthy snack more than 6 month are not significantly difference (p value > 0.05). They are the most interesting in **"Discount"** promotion.

Table 4.21: Cross-tabulation & Chi-square Analysis between last purchase healthy snack and the second interesting promotion

Crosstab

			Q6.9 Which is the 2nd promotion that you interested?						Total
			Discount	Buy one get one	Free premium	Raffle	Member card	Free sampling	
Q6.2 When was the last time you bought healthy snack?	Within 3 Month	Count	0	1	0	1	1	3	6
		% within Q6.2	.0%	16.7%	.0%	16.7%	16.7%	50.0%	100.0%
	3-6 Month	Count	0	18	4	0	1	31	54
		% within Q6.2	.0%	33.3%	7.4%	.0%	1.9%	57.4%	100.0%
	More than 6 Month	Count	2	18	2	2	1	33	58
		% within Q6.2	3.4%	31.0%	3.4%	3.4%	1.7%	56.9%	100.0%
Total		Count	2	37	6	3	3	67	118
		% within Q6.2	1.7%	31.4%	5.1%	2.5%	2.5%	56.8%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.017[a]	10	.131
Likelihood Ratio	12.248	10	.269
Linear-by-Linear Association	.135	1	.713
N of Valid Cases	118		

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.017[a]	10	.131
Likelihood Ratio	12.248	10	.269
Linear-by-Linear Association	.135	1	.713
N of Valid Cases	118		

a. 14 cells (77.8%) have expected count less than 5. The minimum expected count is .10.

Table 4.21 presents the relationship between frequency of purchasing healthy snack and promotion that respondent interesting. Female respondents who purchased healthy snack within 3 month and 3-6 month and Female respondents who purchased healthy snack more than 6 month are not significantly difference (p value > 0.05). They are the most interesting in **"Free Sampling"** promotion.

4.4 Research result answer all research objectives

4.4.1Objective 1: To study the existing healthy snack in market and their marketing activities towards health conscious customer. Research result show that

4.4.1.1 Brand awareness

Brand Diamond Grain is the brand that has highest level of awareness among consumer. However, the awareness level is less than 40% and the 2nd and 3rd brand have very low awareness (19% & 9%) the implication of this information is that currently no brand yet own this category, Big opportunity for current brand to build higher awareness as well as opportunity for new brands to enter this category.

4.4.1.2 Product

Good taste is a basic requirement among all segments of consumer. And each segment has their own specific preference (i.e. Health Concern looking for healthy benefits while Beauty Seeker is looking for appearance enhancement benefit). The interesting point is that currently there is no brands dominate in any product attribute. Meaning that there is a room for brand to improve in order to own the product attributes that consumer looking for.

4.4.1.3 Price

There is no big different between each segment. All consumers agree that price 25-55 Baht is the most suitable price for Healthy snack weight 70g. Currently each brand perceived to have similar pricing. This is opportunity for brand to do some special pricing tactics to differentiate from other.

4.4.1.4 Place

Each segment has similar place to buy the product. The most prefer channel is Supermarket which is dominated with 71% preference. Follow by Convenience store at 56%. Other channels have very low preference and would not consider as important channel. Currently almost every brand is still lack in distribution channel. The different between each brand now is more on online channel which have very low priority among consumer in all segments. This meaning that building product availability is one of the key success factors for healthy snack brands.

4.4.1.5 Promotion

All segments have similar preference in term of promotion. Discount is the most popular promotion follow by Sampling. Other promotions have very low preference and not recommend for execute. Every brand consider to have similar promotion and no brand yet have any outstanding promotion that consumer can remember. Opportunity for healthy snack brands to come up with special promotion that created excitement among consumers.

4.4.2   Objective 2: To identify key criteria for choosing and buying healthy snack product and also trigger and barrier for buying. Research result show that each segment has their own trigger and criteria in buying healthy snack. The key factor is product attribute (For price, place and promotion are consider as low priority) which are

4.4.2.1 Health Concern

This segment gives important to their health condition. So, they look for the product with health benefit such as weight control, improve digestion.

4.4.2.2 Beauty Seeker

This segment give very high important to appearance. So, they look for the product that can help enhance their appearance such as control weight, make skin brighter, better shape so they can wear beautiful apparel.

4.4.2.3 Rejecter

This segment is not believed in healthy snack. So, for current healthy snack they only look for taste product (Since they didn't see different between healthy and normal snack. So, taste is the only criteria they use to consider the brands)

4.4.3 Objective 3) To study an impact of a good appearance from healthy snack to get the job or promotion in the organization. Research result show that each segment has their own perception towards the impact that healthy snack can make to health and appearance, the impact on appearance towards work and social life which are

4.4.3.1 Health Concern

This segment feels that health condition is the most important thing. They also feel that healthy snack can improve their health. They tend to agree that healthy snack can help improve their health which will lead to improve their appearance and will make they have better work and social life.

4.4.3.2 Beauty Seeker

This segment strongly believe that appearance can help make their have better work and social life. And they also strongly believe that healthy snack can really help enhance their appearance which will make they feel more confident and finally make they want to go out and get more out of their life.

4.4.3.3 Rejecter

They not believe that healthy snack can help enhance their look. Also they feel that appearance don't have much effect towards their work and social life.

CHAPTER 5
CONCLUSIONS AND MANAGERIAL IMPLICATIONS

5.1 Segmentation in healthy snack industry

In conclusion, research result show that there are 3 key segments among Thai urban women which are "Rejecter", "Beauty Seeker" and "Health Concern". Which is segment mainly by their attitude toward healthy snack and attitude on appearance impact toward work and social life.

Rejecter is the segment that tended to not believe in healthy snack efficacy. Majority of them are aging people. They do not believe that eating healthy snack is different from normal snack so, it cannot make their appearance better and also cannot give them better health condition. Also they significantly give less important to appearance and health condition compare to other 2 segments.

Beauty Seeker is the biggest segment in term of size and also the youngest segment in term of age compare to other segments. This segment shows to give significantly higher important to appearance. They strongly believe that appearance can significantly impact their work and social life. They also believe that healthy snack is really different from normal snack and believe that healthy snack can really enhance their appearance. So, they actively find healthy snack that can offer appearance benefit to them especially control weight since it will make them able to wear beautiful cloth.

Health concern is the segment that gives important to healthy benefit. They significantly give more important to healthy benefit compare to other segments. They also believe that healthy snack is different from normal snack in term of healthy benefit offering. This segment continues to search for healthy snack that can better enhance their health condition.

5.2 Recommendation: Marketing strategy to capture each segment

Beauty Seeker is the most attractive segment for marketer. Not only biggest in term of size but also their attitude towards appearance and healthy snack. This segment strongly believes that healthy snack can really enhance their appearance

which helps them have better work and social life. Appearance is also their most important criteria when choosing product which is perfectly fit with healthy snack. So, for a marketer to capture this segment. Below is the recommended marketing strategy.

Proposition: Healthy snack that can best enhance look

Product: Delicious healthy snack with functional benefits of weight control and give good body shape.

Price: Since this segment is still young and don't have much money, Product should be price at affordable level which is 25-55 Baht. per 70 grams bag.

Place: Their favorite place is convenience store. Therefore, need to ensure that product is available in this channel.

Promotion: In term of media, Digital is the key influent for them especially utilizes celebrity Instagram. Since they tend to believe and copy what celebrity talk and do. In term of promotion, they prefer free product sample since they need to ensure that the product is delicious as well as give beauty benefit.

Heath concern is the segment that shows to have outstanding interest in healthy benefit. So, need to ensure that the product quality is high as well as communication message that needs to focus on healthy benefit.

Proposition: Healthy snack that provide healthy benefit

Product: Delicious health snack with healthy benefit such as low calories, low fat.

Price: This segment can afford higher price compare to other segment since they feel that price also signal the quality of the product. The price should be at 56-85 Baht per 70 grams bag.

Place: They most prefer place is at Supermarket where they go for their family routine shopping. So, need to ensure product availability in this channel as well as outstanding instore visibility to ensure awareness of the brand.

Promotion: In term of media, Instore media is the most important since this segment do browsing for new item when they go shopping. So, need to ensure that instore point of sale material must be very outstanding to grab awareness as well as also need to educate product benefit of healthy. In term of promotion, this segment prefers a discount promotion since they feel buying product at special price which

make them happy. So, need to ensure that brand has discount promotion with rate that can compete with direct competitor.

Rejecter is the segment that currently does not believe that healthy snack can granted health and appearance benefit. And feel that healthy snack is not different from normal snack. So, critical point to capture this segment is to change their perception in healthy snack can really provide health and appearance benefit.

Proposition: Healthy snack that provide healthy & appearance benefit

Product: Delicious health snack with healthy & appearance benefit such as low calories, low fat, weight control and give good body shape.

Price: 56-85 Baht per 70 grams bag is an appropriated price of this segment

Place: They most prefer place is at Supermarket where they go for their family routine shopping. So, need to ensure product availability in this channel. Product education instore with cheer girl are also critical to help change their attitude and perception towards healthy snack.

Promotion: In term of media, Instore media is the most important since instore is the place that has highest chance to make them start their first purchase. In term of promotion. Free sampling with Discount promotion will be the best promotion to capture this segment because they need sampling to try the product and discount will help lessen their first purchase barrier.

5.3 Limitation of the study

The research findings and results cannot be represented to the entire population due to the following limitations:

5.3.1 The study is using non-probability sampling method (convenience sampling).

5.3.2 Since most of the questionnaires are distributed online, there are missing data in some area.

5.3.3 The sample size is small and limited to only certain areas who are working in Bangkok.

5.3.4 There are time and budget as main constraints.

In addition, further studies on Healthy snack should be conducted in order to explore more information on which type of healthy snack to match with each kind of customer, the purchasing criteria decision making process to develop the right marketing mix to influence target customer to purchase.

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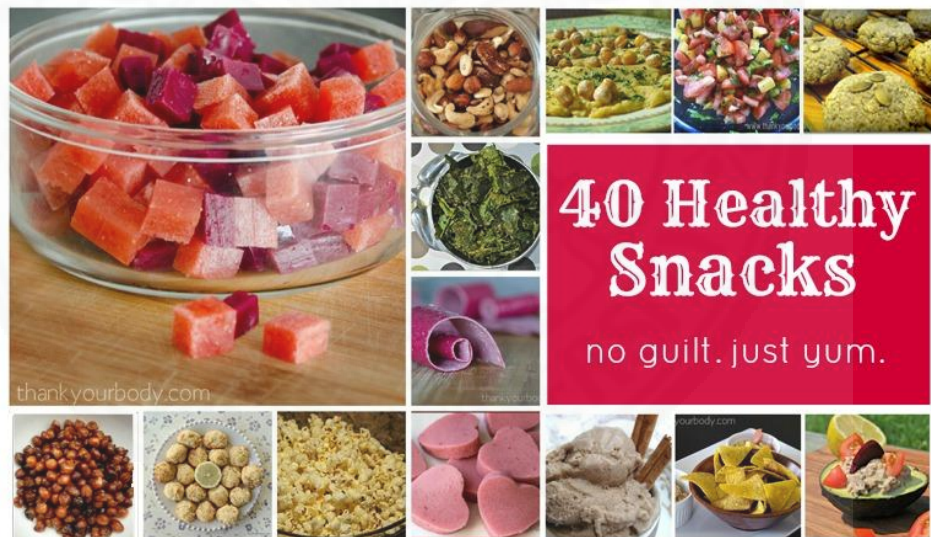
APPENDICES

APPENDICES A

8 groups of Healthy Snacks

"40 Healthy Snacks: Eat up, guilt-free". This menu can classify into 8 groups which are

1. Cold and Sweet Treats
2. Gelatin Snacks
3. Salty Snacks
4. Healthy Cookies No guilt, just pleasure
5. Coconut Oil Goodness
6. Something Savory Something Sweet
7. Chips and Dips
8. Dehydrator Magic Snacks

Retrieved from : http://www.thankyourbody.com/healthy-snacks-for-kids/

APPENDICES B

Relationship between age and attitude appearances affects toward work and socialize by using One-Way ANOVA (Table 4.5)

From Q1.10 variance of sampling data is difference (p value < 0.05) using the **Brown–Forsythe** Test which is a statistical test for the equality of group variances based on performing an ANOVA on a transformation of the response variable.

Robust Tests of Equality of Means

		Statistic[a]	df1	df2	Sig.
1.10 Good looking people have a better chance that people will talk about in positive way.	Welch	2.997	4	32.590	.033
	Brown-Forsythe	3.210	4	49.344	.020

a. Asymptotically F distributed.

BIOGRAPHY

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