THE PERCEPTION OF DIFFERENT AGE GROUPS TOWARD OTOP PRODUCTS

BY

MISS ROCHAYATHIP SONGWATANANON

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
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THAMMASAT UNIVERSITY
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ENTITLED

THE PERCEPTION OF DIFFERENT AGE GROUPS TOWARD OTOP PRODUCTS

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

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ABSTRACT

This study is the Contemporary Topic in Applied Marketing in the area of marketing knowledge of society. The purpose of this study is to examine the historical and current market growth of the OTOP, measure perception of consumers and non-consumers between the ages of 18-40 and 41 years old and above towards OTOP products, and recommend strategies to attract those groups.

The data for this study were gathered from secondary and primary research. Secondary research and literature reviews were used to provide an overview of industry growth and problems related to OTOP products. Primary research consisted of qualitative research and quantitative research. Qualitative research was used to find the differences and similarities of perception between consumers and non-consumers toward OTOP products. The quantitative survey was distributed through online and offline channels to 300 respondents. 150 respondents were 18-40 years old consumers and non-consumer and another 150 was 41+ years old consumers and non-consumers.

As the result, majority of consumers purchased OTOP product because they want to support local businesses. They perceived that OTOP had various kinds of product, natural-made, high quality, and standardize. Packaging, quality, and unstandardized were not the factors that prevented non-consumers from purchasing OTOP products. They felt that OTOP products was hard to find. Both consumers and non-consumers agreed that travel to OTOP product was inconvenience and it was the major obstacle that prevent non-consumers to join the event. Moreover, both

consumers and non-consumers had low awareness about using OTOP products in their daily life.

Therefore, OTOP entrepreneurs should focus more on distribution coverage where it is more convenient for the end-users such as supermarkets, convenience stores or department stores. Tag lines and phrases should be embedded on the labels indicating the local products uniqueness. The products can be promoted via both offline (local TV or radio) and online (Facebook or Instagram) to focus on promoting the product as everyday used. Online communication should be focus on communicating the OTOP product uniqueness more than promoting OTOP news and events.

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MISS ROCHAYATHIP SONGWATANANON

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CHAPTER 1
INTRODUCTION

1.1 Background

In 2001, OTOP or "One Tambon One Product" project was established by Thai Government. The main objective of this project is to reduce the poverty by uplifting the lower class or in Thai known as the "Grassroots" who possess the local knowledge in their hands. The program encourages local entrepreneurs and village communities to improve their product quality and sell their products in both domestic and international markets. OTOP is classified by category; food and beverage, textile and clothing, home decoration and souvenir and non-edible herb. The product for each village is selected based on the exportable ability and brand equity, production consistency, standard, quality and brand story.

1.2 OTOP exhibition

There are two type of OTOP exhibition. First, the main OTOP exhibition which exhibits twice a year. The venue is at the Impact Arena Meung Thong Thani, Nonthaburi (outskirt of Bangkok). The exhibition is held for one week period with more than 2,500 exhibitors joining the event. The second type of OTOP event is smaller in scale than the main event, and is exhibited throughout the year. These small events are organized by department store, community mall, and shopping mall with approximately 20-50 shops.

1.3 Research Objectives

1) To study the historical and current market growth of the OTOP.

2) To compare perception of OTOP consumers and non-consumers towards OTOP product.

3) To examine if perceptions of OTOP differ between 18-40 and over 40 years segments.

1.4 Project Scope

This study used both secondary and primary data gathering from in-depth interviews and self-administered questionnaire. The sample was separated into two groups of consumers and non-consumers with an age of at least 18 years old residing in Bangkok area. The main purpose of this study is to understand the perception of consumers and non-consumers toward OTOP products. Both the qualitative and quantitative examine perceptions of OTOP products by focusing on marketing mix.

Key research variables:

1) Respondents' age, gender, income, residential area, occupation and education.

2) Independent variables are product attribute, perception of quality, standard, design, package, distribution channel, promotion, OTOP star guarantee and award winning product.

3) Dependent variables are consumers and non-consumers classified by purchasing OTOP product within 12 months.

CHAPTER 2
REVIEW OF LITERATURE

2.1 The Problems and the adaptation of OTOP to AEC

The growth rate of OTOP had declined from 100% in 2003 to -15% in 2009 and started to grow back to 10% in 2012. In 2015, the integration of AEC (ASEAN Economic Community) directly affected OTOP entrepreneurs who still lack of strength to compete with large enterprises. The OTOP entrepreneurs needed to adapt and survive in the intense competition environment in Thailand. The integration of AEC allowed lower price product to flush into Thailand and increased substitute products available to the consumers. With the increasing of competition and intense market environment, local entrepreneurs should develop their products and brand values to differentiate themselves from the competitors by focusing on the core values of OTOP. Culture, local lifestyle, and knowledge are OTOP values that would increase the brand values for the product.

The main problem of OTOP was design duplication and lacked of product uniqueness. Moreover, the instability of the quality of raw materials and production process, lack of manufacturing tools, low standard, and marketing problems are the issues that need more support from the government. The government should provide a department to assist OTOP entrepreneurs in providing consultation about management, product and package design, and introduce them the new production technology. The government should reduce the complicated process in supporting the entrepreneurs. The purpose of the consultation was to allow OTOP entrepreneurs to grow sustainably without being dependent on the government support. (Chiarakul, 2014)

2.2 OKMD advices OTOP entrepreneurs to search for "Unmet Demand" while point out the way to develop product.

Office of Knowledge Management and Development or OKMD stated that OTOP products were oversupplied both in the domestic and international markets. This was the outcome from entrepreneurs focusing only on selling popular products which were the same products, and forcing them to compete based on pricing. Thus there was an impact on long-term profitability. OKMD believed that entrepreneurs should creatively develop the products by studying the domestic and international market trends. The product development should be based on customers' behavior to differentiate itself from competitors and to build the brand values. Moreover, the organization should encourage entrepreneurs to have short-term, middle-term, and long-term business strategies in order to grow sustainably. Most importantly, they should set the appropriate price that matches with product values.

Entrepreneurs have to analyze and select the products that have the potential to serve the market. New product innovation was to capture new markets or unmet demand by studying market trends and designing product in responding to their needs. In the future, if the OTOP business could capture the new unmet demand, the market value could improve by 30-40%. (Biz Focus Magazine, 2016)**.**

2.3 Influential marketing mix factors which effect purchasing behavior of OTOP products produced by Koh Kred community enterprise, Nontaburi province.

The research was conducted to study which marketing mix affected consumers' purchasing behavior of OTOP Koh Kred products. The significant factors from the marketing mix were compared with the key variables including age, gender, education level, occupation and income. (Hongma, 2012)

The data stated that 40% of the consumers view OTOP product as a souvenir or gift. The product factors which affected the purchasing decision were product quality, package design and newly launched products. The convenient location was the most important factor for purchasing OTOP product. Consumers from the age of 20-50 year old mostly purchased food and souvenirs.

From the result, gender had no effect on a purchasing decision because the products in Koh Kred were perceived as souvenirs. The age of consumers affected the decision towards the OTOP products at Koh Kred because some products were expensive, for example, silk. Older people had higher tendency to wear silk more than university students. The education level did not affect the purchasing behavior. Most consumers choose to purchase OTOP food and beverage because low product involvement made it easier to decide.

Koh Kred community should develop product standard, quality, and design as well as creating new products. They should consider adjusting the price to make it easier for consumers to make a purchasing decision or create an added value to the product if lower the price was not possible. The shops in Koh Kred should have shop employees to provide information about the quality and differences of each product. Moreover, employees should encourage consumers to try products which would help the consumers to make a decision (Hongma, 2012).

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research Methodology

Then data were collected through secondary and primary research by using qualitative and quantitative methods through in-depth interviews and online and offline surveys. The research framework was shown by the following:

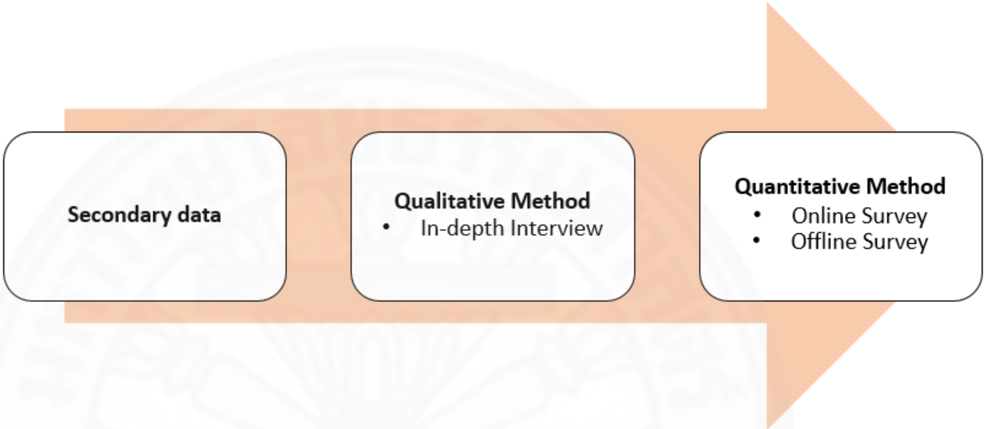

Figure 3. 1: Research Framework

3.2 Secondary data research

3.2.1 Objective

Secondary data research was conducted to gather the historical data of OTOP and basic information about how the Community Develop Department or CDD managed the organizational system. The management includes OTOP entrepreneur selection, guarantee system, marketing and OTOP support department. The information was gathered mainly from websites, articles and online reports. Moreover, the information was analyzed to identify the background problems of the OTOP's market situation. *(See figure 3.1)*

3.2.2 Data collection

The source of information was selected from credible online sources such as government, organizational or academic research websites. The sources have a variety of selection so that the information can be compared. *(See Table 3.1)*

Table 3. 1: Target source via online

Table 3.1: Target source via online	
Online	**Example**
Search engine domain:	Google
OTOP website:	Thai Tambon, Community Development Department
Organization website:	Kasikorn research, Universities
Online newspaper or magazine website:	Marketeer, Manager, Bizfocus

3.3 Primary Research

3.3.1 Qualitative Research

Qualitative research was conducted through in-depth interviews to explore the consumption behaviors and the differences based on age difference of consumers and non-consumers' and their perception towards OTOP products. The questions asked were based on package, quality, standard, price, and distribution channels while respondents were encouraged to share their own experience and insight.

3.3.2 Objective:

The objective of the in-depth interview was to find the perception of the OTOP consumers and non-consumers about OTOP products and exhibitions. The in-depth interview allowed the researcher to gain a better understanding of the underlying factors that shaped their perception toward OTOP product for both consumer and non-consumers. The questionnaire was designed based on the information from in-depth interviews.

3.3.3 Data Collection:

The interviews were conducted over two to three weeks. The groups were separated into two groups. The overall sample size was 12 respondents, six per group in order to compare the difference within and between different age range.

3.3.4 Survey acquisition and recruiting plan

The snowball method was applied to the in-depth interviews. The respondents were interviewed individually. Six people from each group were selected based on different characteristics i.e. respondents' personal background, occupation, purchasing behavior and perception towards OTOP to reduce the biased for the research. Each respondent was encouraged to share his or her personal experience and perception towards OTOP.

3.4 Questionnaire Survey

3.4.1 Quantitative Research

A questionnaire survey was designed based on the in-depth interview results and literature reviews in order to measure consumer at the age 18-40 and 41+ years old, and non-consumers at the age 18-40 and 41+ years old about the perception towards different variables such as package, quality, standard, price, and distribution channel.

3.4.2 Data Collection:

Questionnaire started with screening questions that screened out the unqualified respondents. The questionnaire was distributed both online and offline based on the ages and respondents residing in Bangkok. All respondents at the age of 18-40 years old completed the online questionnaire that was shared on Facebook posts and LINE application. On the contrary, most respondents at the age of 41+ years old completed the questionnaire offline because this group had a difficulty completing the online questionnaires. Online data was distributed through LINE application by using snowball method. The questionnaires were pilot-tested by three respondents to check the flow and simplicity of the questions.

Snowball method was used to distribute the questionnaires through offline and online channels. The questionnaire was separated into three parts. First was the screening question that restricted the respondents who live in Bangkok. Second part was to separate them into two groups: OTOP consumers and non-consumer with and age of 18-40 years old and 41+ years old. The questions are based on the four aspects of marketing mix including price, place, promotion, and product.

3.4.3 Sample size:

150 respondents at the age of 18-40 years old from both OTOP consumers and non-consumers and 150 respondents at the age of 41+ years old from both OTOP consumers and non-consumers who live in Bangkok. The non-consumers are people who never purchase OTOP products or people who have not consumed OTOP products within 12 months.

3.4.4 Theoretical Framework

1. Respondent's characteristics: Age, Gender, Income, Residential Area, Occupation and Education.
2. Independent variables are design, packaging, quality, standard, distribution channel, promotion, OTOP star guarantee and award winning product.
3. Dependent variable is the ages of consumers and non-consumers between 18-40 years old, and 41+ years old.

CHAPTER 4
RESULTS AND DISCUSSION

4.1 Data analysis

In-depth interviews and surveys were conducted to collect the qualitative and quantitative data. The key findings of the in-depth interviews were used to determine the key variables of the survey. Total sample size was 300 respondents. The data was collected only from people who live in Bangkok. The questionnaire distribution was done online and offline based on the respondents' convenience and demographic. The online channel for distributing questionnaire was a chat application such as Line App. Facebook was used to share the questionnaires through wall posts and via Facebook messenger. Offline questionnaires were distributed in the area that has the high density of the target group such as Lumpini Park area and in front of shopping malls both city center and outskirt malls. The results were screened, cleaned and coded with Microsoft Excel program before importing to SPSS. Frequency, Cross tabulation, One Sample T-test functions in SPSS were used to analyze data.

4.2 Result from exploratory research

4.2.1 Secondary Data Collection

4.2.1.1 The Problems and the Adaptation of OTOP to AEC Overview

Since 2003, OTOP market growth had declined due to the lack of support from the government sectors which caused only 5% of OTOP entrepreneurs to survive in the OTOP market. Local entrepreneurs have insufficient knowledge and copy best-seller product ideas. The OTOP market faced the loss of product variety and entrepreneurs lost profit margin. According to Chiarakul, design and lack of product uniqueness was the key problem towards OTOP. OKMD believed that product development and price adjustment would open the door for OTOP to capture the new "Untouched Market". Hongma's report reviewed the most important factors that influences customers to make a purchasing decision were product design and packaging. Most of the literature reviews focused on the product development in creating the uniqueness which has the tendency to agree with the hypothesis.

4.3 In-depth Interview results

In-depth interviews were conducted to find the insight of people at the age of 18-40 and 41+ years old, both consumers and non-consumers which used to develop into questionnaires for the quantitative research. Data were collected from 15 respondents by using convenience sampling methods. The researcher knew seven of them and eight of them were recommended.

All of the OTOP respondents were female, six respondents were at the age of 18-40 years old, three of them were OTOP consumers and three were not OTOP consumers. Six respondents were at the age of 41+ years old, three of them were OTOP consumers and three were not consumers.

OTOP consumers at the age of 18-40 years old consisted of (1) frequent consumers; who love to shop at OTOP exhibitions. She believed that supporting the local products was important. (2) Tag along; the respondent only went to OTOP exhibition with her family and visited OTOP events by chance. (3) Outskirt OTOP visitors; the respondents who specifically visited OTOP shops during her leisure trips outside Bangkok. On the contrary, OTOP consumers at the age of 41+ years old were different from the younger age respondents as all of them had visited OTOP exhibitions and insisted on going there every year.

OTOP non-consumers at the age of 18-40 years old consisted of (1) No interest; respondents neither visit OTOP exhibitions nor purchase any OTOP product before. (2) Used to be consumers; two respondents used to travel to OTOP exhibitions and purchased OTOP products. OTOP non-consumers at the age of 41+ years old consisted of (1) Used to be consumers; respondents used to visit OTOP exhibitions and purchased OTOP products. (2) Used to be consumers; respondent used to travel to OTOP exhibition and purchased OTOP products. (3) Not interest, respondents never visit OTOP exhibitions but only pass through OTOP events by chance when they went to Department stores.

The result of the in-depth interviews with all respondents; price was the least important factor in making a purchase decision. As long as they like the product or design, they would purchase OTOP product. All of the respondents between the age of 18-40 years old mentioned that OTOP product design looked out-of-date and suited for Mae-Mae (mother) or Par-Par (aunty).

The quality of the product was unstandardized but the consumers purchase OTOP products because it was unstandardized or local made. On the other hand, in non-consumers' point of view, they did not want to purchase the unstandardized products. One of the non-consumers perceived that OTOP products were considered a souvenir for tourists. However, since she concerned about the product hygienic as the product had unstable quality and unstandardized, she did not take a risk to purchase it as a souvenir. They said that OTOP products were not suitable for daily used. When they went to supermarkets or department stores, they think about other brands that they usually consume. They have never thought or looked for OTOP products. The OTOP was difficult to engage. The respondents could purchase OTOP products when they go to the OTOP grand exhibitions which take place in Bangkok twice a year. The non-consumers of this age group did not want to travel far to OTOP exhibitions. She clarified that OTOP product was lacking of variety. She felt bored during shopping.

The respondents from 41+ years old believe that OTOP product has high quality. Only one said that she did not think OTOP products look out-of-date. This age group also made purchases if they like the product without much concern about the price. They said that OTOP products were hard to find. One of the consumers explained that she would store the product so that she could use it throughout the year. Moreover, she insisted that she would not purchase OTOP products if it is sold at the supermarkets because she would not be able to have a conversation with the local seller.

In conclusion, nearly all respondents said that OTOP products are old-fashioned. However, the old-fashion style can be the factor that influences the purchasing decision for consumers. These two age groups have the contradictory opinions about the standard. The consumers and non-consumers at the aged 18-40 years old said that OTOP products are unstandardized while respondents aged 41+ years old believed that OTOP products have a high standard. The respondents at the age of 18-40 years old have the perception incline towards the product design while the perception of the respondents at the age of 41+ years old was inclined towards the distribution channel.

4.4 Result from descriptive research: survey

In analyzing the data gathered from questionnaire, Statistic Package for Social Science or SPSS was used.

4.4.1 Summary of respondents profile

The respondents profile were summarized in the table below. The total number of respondents was 300.

Table 4.1 Consumers and non-consumers by age.

			Have you ever purchase OTOP product within 2016?		Total
			Yes	No	
Age	18-40 years	N	82	68	150
		%	54.7%	45.3%	100.0%
	41+ years	N	125	25	150
		%	83.3%	16.7%	100.0%
Total		N	207	93	300
		%	69.0%	31.0%	100.0%

From table 4.1, the questionnaire separated main consumers into four groups based on the OTOP purchasing behavior. The respondents at the age 18-40 years old, 54.7% were OTOP consumers and 45.3% were non-consumers. At the age 41+ years old, 83.3% were OTOP consumers while 16.7% were non-consumers. The majority of the respondents was consumers with 69.0% and only 31.0% was non-consumers.

Table 4.2 Summary of respondents' demographic (n=300)

Respondents' Demographic		Age							
		Consumers				Non-consumers			
		18-40 years old		41+ years old		18-40 years old		41+ years old	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Gender	Female	67	81.7%	104	83.2%	38	55.9%	13	52.0%
	Male	15	18.3%	21	16.8%	30	44.1%	12	48.0%
Education	Below Secondary	0	0.0%	3	2.4%	0	0.0%	0	0.0%
	Secondary	1	1.2%	2	1.6%	0	0.0%	3	12.0%
	Diploma	0	0.0%	14	11.2%	2	2.9%	6	24.0%
	Bachelor Degree	44	53.7%	79	63.2%	38	55.9%	10	40.0%
	Master Degree	37	45.1%	27	21.6%	28	41.2%	6	24.0%
Income	Below 15,000 Baht	4	4.9%	12	9.6%	8	11.8%	3	12.0%
	15,001-20,000	8	9.8%	5	4.0%	5	7.4%	3	12.0%
	20,001-30,000	14	17.1%	8	6.4%	13	19.1%	0	0.0%
	30,001-50,000	35	42.7%	41	32.8%	23	33.8%	7	28.0%
	50,001 and above	21	25.6%	59	47.2%	19	27.9%	12	48.0%

From table 4.2, out of 300 respondents, the data were separated into two groups based on their purchase of OTOP product during the past 12 months.

The total number of OTOP consumers at the age of 18-40 years old was 82; 81.7% female and 18.3% male. 53.7% of the respondents graduated with Bachelor Degree and 45.1% with master degree. The highest income percentage of the total respondents was 42.7% who earned 30,001-50,000 baht while 25.6% earned more than 50,001 baht per month.

As for OTOP consumers at the age of 41+ years old, there were 125 respondents in this segment; 83.2% female and 16.8% male. Bachelor degree graduates with 63.2% was the highest education level and 21.6% with master degree graduates. Majority of consumers' age 47+ years old earned 50,001 baht and above with 47.2% followed by 30,001-50,000 baht with 32.8%.

OTOP non-consumers at the age of 18-40 years old had the total number of the respondents of 68 respondents in which 55.9% were female and 44.1% were male. The highest education level was bachelor degree of 55.9% followed by 41.2%

of master degree graduates. The income level of 33.8% earned 30,001-50,000 baht and 27.9% earned more than 50,001 baht per month.

With the OTOP non-consumers at the age of 41+ years old, there were 52% female and 48% male. The respondents had bachelor degree with 40.0% and 24% had a master degree. 48% of the respondents had income more than 50,000 baht and 28% had income of 30,001-50,000 baht.

4.5 Consumers

4.5.1 Perception

4.5.1.1 OTOP consumers frequency top-two box

The respondents were asked about their perception towards OTOP products which influenced them to purchase OTOP product. The perception aspects included product appearance, quality, usage, distribution channel, and travel convenience.

Table 4. 3 Frequency top two box of consumers' perception

Consumer			
	% SA/A	Mean	SD
High Quality	65.7%	3.82	.946
High Standard	60.8%	3.74	.829
Guarantee star	47.9%	3.26	1.206
Natural-made	**70.0%**	3.90	.983
Product Variety	**71.1%**	4.03	.992
Product design and packaging	34.8%	3.12	1.022
Old fashion	36.3%	2.88	1.258
Good value of money	65.3%	3.80	.805
Product trial only	42.5%	3.03	1.265
Support local	**93.7%**	4.50	.667
Souvenir	**82.6%**	4.16	.762
Suit for daily used	48.3%	3.44	1.031
You use OTOP product in daily life	**28.5%**	2.92	1.040
OTOP product is easy to find	**24.6%**	2.81	.996
Travel convenience	42.5%	3.24	1.181
Looking for OTOP product at supermarket	**23.7%**	2.62	1.188
Purchase OTOP product at supermarket	38.6%	3.01	1.262

According to the table 4.3, the most important factor that influence consumers to purchase OTOP product was the need to support local entrepreneurs. 93.7% of consumers agreed to strongly agreed that they purchased OTOP product because they wanted to support local businesses with the mean of 4.50 and SD of 0.667. Second important variable was 82.6% of consumers perceived that OTOP is a souvenir with the mean of 4.16 and SD of 0.762. 71.1% (mean = 4.03, SD = 0.992) agreed that OTOP products have variety and 70% (mean = 3.90, SD 0.982) believed that OTOP products are natural-made. Awareness toward OTOP product had the lowest percentage among all of the variable. The lowest perception variable was OTOP consumers were looking for OTOP product when they were shopping at the supermarket or department store with 23.7% (mean = 2.62, SD = 1.188) in which it was the lowest percentage of consumers perception. 24.6% (mean = 2.81, SD = 0.996) agreed to strongly agreed that OTOP product was easy to find and 28.5% (mean = 2.92, SD = 1.040) used OTOP products in daily life.

4.5.1.2 Compare consumer age groups and perception

The comparison between consumer age groups and OTOP perception included appearance, quality, usage, distribution channel, and travel convenience were shown in the table below.

Table 4. 4 Anova between age and consumers' perception toward OTOP

			Sum of Squares	df	Mean Square	F	Sig.
OTOP exhibition sells variety kind of products. *Age	Between Groups	(Combined)	13.415	1	13.415	14.523	**.000**
	Within Groups		189.349	205	.924		
	Total		202.763	206			
OTOP product has high quality. * Age	Between Groups	(Combined)	6.074	1	6.074	6.983	**.009**
	Within Groups		178.312	205	.870		
	Total		184.386	206			
OTOP product has high standard. * Age	Between Groups	(Combined)	10.688	1	10.688	16.758	**.000**
	Within Groups		130.742	205	.638		
	Total		141.430	206			

Table 4. 4 Anova between age and consumers' perception toward OTOP

You purchase OTOP product because it is natural-made and nontoxic. * Age	Between Groups	(Combined)	11.325	1	11.325	12.379	**.001**
	Within Groups		187.544	205	.915		
	Total		198.870	206			
You purchase OTOP product because product design and packaging. * Age	Between Groups	(Combined)	6.190	1	6.190	6.071	**.015**
	Within Groups		209.028	205	1.020		
	Total		215.217	206			
OTOP product is old-fashion. * Age	Between Groups	(Combined)	5.108	1	5.108	3.263	.072
	Within Groups		320.873	205	1.565		
	Total		325.981	206			
OTOP product is good value of money. * Age	Between Groups	(Combined)	4.766	1	4.766	7.591	**.006**
	Within Groups		128.712	205	.628		
	Total		133.478	206			
You purchase OTOP product that has guarantee star. *Age	Between Groups	(Combined)	56.718	1	56.718	47.905	**.000**
	Within Groups		242.712	205	1.184		
	Total		299.430	206			
You only purchase OTOP product when you try the product. * Age	Between Groups	(Combined)	1.417	1	1.417	.885	.348
	Within Groups		328.409	205	1.602		
	Total		329.826	206			
You purchase OTOP product because you want to support local entrepreneurs. * Age	Between Groups	(Combined)	3.518	1	3.518	8.173	**.005**
	Within Groups		88.231	205	.430		
	Total		91.749	206			
OTOP product is souvenir. * Age	Between Groups	(Combined)	.520	1	.520	.893	.346
	Within Groups		119.220	205	.582		
	Total		119.739	206			
OTOP product suits for daily used. * Age	Between Groups	(Combined)	5.870	1	5.870	5.646	**.018**
	Within Groups		213.126	205	1.040		
	Total		218.995	206			

Table 4. 4 Anova between age and consumers' perception toward OTOP

Travel to OTOP exhibition at Impact Arena is not troublesome. * Age	Between Groups	(Combined)	.591	1	.591	.423	.516
	Within Groups		286.810	205	1.399		
	Total		287.401	206			
You use OTOP product in daily life. * Age	Between Groups	(Combined)	2.747	1	2.747	2.559	.111
	Within Groups		220.017	205	1.073		
	Total		222.763	206			
OTOP product is easy to find. * Age	Between Groups	(Combined)	1.343	1	1.343	1.357	.245
	Within Groups		202.928	205	.990		
	Total		204.271	206			
You are looking for OTOP product when you go to supermarket. *Age	Between Groups	(Combined)	16.641	1	16.641	12.441	**.001**
	Within Groups		274.210	205	1.338		
	Total		290.850	206			
Except purchase OTOP at the exhibition, you purchase OTOP product at supermarket or Department Store. Age	Between Groups	(Combined)	6.695	1	6.695	4.272	**.040**
	Within Groups		321.286	205	1.567		

There is a significant difference in perceptions between non-consumer age groups of 18-40 and 41+ years old. Those perceptions were OTOP exhibition sold various kind of products (p = 0.000), consumers purchased OTOP product and package design (p = 0.15), OTOP product had high quality (p = 0.009), OTOP product had high standard (p = 0.000), OTOP product was natural-made (p = 0.001), consumers purchased OTOP product and package design (p = 0.15), consumers perceived OTOP product was a good value of money, consumers purchased OTOP product because of guarantee star (p = 0.000), OTOP product suited for daily used (p = 0.018), consumers purchased OTOP product because they wanted to support local (p = 0.005), consumers were looking for OTOP product when they went to supermarket or department store, and consumers were looking for OTOP product when they went to supermarket and department store (p = 0.40). *(See table 4.4)*

Table 4. 5 Compare mean between consumer age and product variety

OTOP exhibition sells variety kind of products.			
Consumers age	Mean	SD	N
18-40 years	3.72	82	.959
41+ years	4.24	125	.962
Total	4.03	207	.992

Comparing perception between age and product variety, there is a significant difference p = 0.000 *(See table 4.4)*. The mean level of consumers at the age 41+ years old (mean = 4.24) were higher than consumers at the age 18-40 years old (mean = 3.72). *(See table 4.5)*

Table 4. 6 Compare mean between consumer age and product quality

OTOP product has high quality.			
Consumers age	Mean	SD	N
18-40 years	3.61	82	.828
41+ years	3.96	125	.995
Total	3.82	207	.946

There is a significant difference between age and product quality (p = 0.009) *(See table 4.4)*. Consumers at the age 41+ years old (mean = 3.96) had the mean level higher than consumers at the age 18-40 years old (mean = 3.61). *(See table 4.6)*

Table 4. 7 Compare mean between consumer age and product standard

OTOP product has high standard.			
Consumers age	Mean	SD	N
18-40 years	3.46	82	.757
41+ years	3.93	125	.825
Total	3.74	207	.829

Comparing perception between age and OTOP product had high standard, there is a significant difference p = 0.000 *(See table 4.4)*. The mean level of consumers at the age 41+ years old (mean = 3.93) were higher than consumers at the age 18-40 years old (mean = 3.46). *(See table 4.7)*

Table 4. 8 Compare mean between consumer age and OTOP product is natural-made

OTOP product is natural-made and nontoxic.			
Consumers age	Mean	SD	N
18-40 years	3.61	82	1.119
41+ years	4.09	125	.883
Total	3.12	207	1.022

Comparing perception between age and OTOP products were natural-mad, there is a significant difference p = 0.001 *(See table 4.4)*. The mean level of consumers at the age 41+ years old (mean = 4.09) were higher than consumers at the age 18-40 years old (mean = 3.61). *(See table 4.8)*

Table 4. 9 Compare mean between consumer age and product package and design

consumer age and product package and design			
Consumers age	Mean	SD	N
18-40 years	2.90	82	1.014
41+ years	3.26	125	1.007
Total	3.12	207	1.022

There is a significant difference between age and product package design (p = 0.015) *(See table 4.4)*. Consumers at the age 41+ years old (mean = 3.26) had the mean level higher than consumers at the age 18-40 years old (mean = 2.90). *(See table 4.9)*

Table 4. 10 Compare mean between consumer age and OTOP product is old-fashion

OTOP product is old-fashion.			
Consumers age	Mean	SD	N
18-40 years	3.07	82	1.184
41+ years	2.75	125	1.293
Total	2.88	207	1.258

There is no significant difference between age and consumer perceived OTOP product was old-fashion (p = 0.072) *(See table 4.4)*. Consumers at the age 18-40 years old (mean = 3.26) had the mean level higher than consumers at the age 41+ years old (mean = 2.75). *(See table 4.10)*

Table 4. 11 Compare mean between consumer age and OTOP product is good value of money

OTOP product is good value of money.			
Consumers age	Mean	SD	N
18-40 years	3.61	82	.871
41+ years	3.92	125	.736
Total	3.80	207	.805

There is a significant difference between age and perception of OTOP products were good value of money (p = 0.006) *(See table 4.4)*. Consumers at the age 41+ years old (mean = 3.92) had the mean level higher than consumers at the age 18-40 years old (mean = 3.61). *(See table 4.11)*

Table 4. 12 Compare mean between consumer age and purchase OTOP that has guarantee star

Consumer purchase OTOP product that has guarantee star.			
Consumers age	Mean	SD	N
18-40 years	2.61	82	1.130
41+ years	3.68	125	1.060
Total	3.26	207	1.206

Comparing perception between age and consumers purchased OTOP product which had guarantee stars, there is a significant difference p = 0.000 *(See table 4.4)*. The mean level of consumers at the age 41+ years old (mean = 3.68) were higher than consumers at the age 18-40 years old (mean = 2.61). *(See table 4.12)*

Table 4. 13 Compare mean between consumer age and product trial

Only purchase OTOP product when you try the product.			
Consumers age	Mean	SD	N
18-40 years	2.93	82	1.152
41+ years	3.10	125	1.335
Total	3.03	207	1.265

There is no significant difference between age and product trial (p = 0.348) *(See table 4.4)*. The mean level of consumers at the age 41+ years old (mean = 3.10) were higher than consumers at the age 18-40 years old (mean = 2.93). *(See table 4.13)*

Table 4. 14 Compare mean between consumer age and support local entrepreneurs

Consumers purchased OTOP products to support local entrepreneurs.			
Consumers age	Mean	SD	N
18-40 years	4.34	82	.757
41+ years	4.61	125	.581
Total	4.50	207	.667

There is a significant difference between age and consumer purchased OTOP products to support local entrepreneurs (p = 0.005) *(See table 4.4)*. Consumers at the age 41+ years old (mean = 4.61) had the mean level higher than consumers at the age 18-40 years old (mean = 4.34). *(See table 4.14)*

Table 4. 15 Compare mean between consumer age and OTOP product as a souvenir

OTOP product is souvenir.			
Consumers age	Mean	SD	N
18-40 years	4.10	82	.764
41+ years	4.20	125	.762
Total	4.16	207	.762

There is no significant difference between age and consumers perceived OTOP products as a souvenir (p = 0.346) *(See table 4.4)*. The mean level of consumers at the age 41+ years old (mean = 3.10) were higher than consumers at the age 18-40 years old (mean = 2.93). *(See table 4.15)*

Table 4. 16 Compare mean between consumer age and travel difficulty

Travel to OTOP exhibition is difficult.			
Consumers age	Mean	SD	N
18-40 years	3.17	82	1.235
41+ years	3.28	125	1.147
Total	3.24	207	1.181

There is no significant difference between age and traveled to OTOP exhibition was difficult (p = 0.516) *(See table 4.4)*. The mean level of consumers at the age 41+ years old (mean = 3.28) were higher than consumers at the age 18-40 years old (mean = 3.17). *(See table 4.16)*

Table 4. 17 Compare mean between consumer age and OTOP product suits for daily usage

OTOP product suits for daily usage.			
Consumers age	Mean	SD	N
18-40 years	3.23	82	.893
41+ years	3.58	125	1.094
Total	3.44	207	1.031

There is a significant difference between age and OTOP products were suitable for daily usage ($p = 0.018$) *(See table 4.4)*. The mean level of consumers at the age 41+ years old (mean = 3.58) were higher than consumers at the age 18-40 years old (mean = 3.23). *(See table 4.17)*

Table 4. 18 Compare mean between consumer age and OTOP product is easy to find

OTOP product is easy to find.			
Consumers age	Mean	SD	N
18-40 years	2.71	82	.962
41+ years	2.87	125	1.016
Total	2.81	207	.996

There is no significant difference between age and OTOP products were easy to find ($p = 0.245$) *(See table 4.4)*. The mean level of consumers at the age 41+ years old (mean = 2.87) were higher than consumers at the age 18-40 years old (mean = 2.71). *(See table 4.18)*

Table 4. 19 Compare mean between consumer age and looks for OTOP product at supermarket

Looking for OTOP product at the supermarket.			
Consumers age	Mean	SD	N
18-40 years	2.27	82	.956
41+ years	2.85	125	1.270
Total	2.62	207	1.188

There is a significant difference between age and consumers were looking for OTOP product when they went to supermarket or department store ($p = 0.001$) *(See table 4.4)*. The mean level of consumers at the age 41+ years old (mean = 2.85) were higher than consumers at the age 18-40 years old (mean = 2.27). *(See table 4.19)*

Table 4. 20 Compare mean between consumer ages and purchase OTOP product at supermarket

Purchase OTOP product at supermarket or Department Store.			
Consumers age	Mean	SD	N
18-40 years	3.23	82	1.136
41+ years	2.86	125	1.322
Total	3.01	207	1.262

There is a significant difference between age and purchased OTOP products at supermarket or department store (p = 0.040) *(See table 4.4)*. The mean level of consumers at the age 41+ years old (mean = 3.28) were higher than consumers at the age 18-40 years old (mean = 3.17). *(See table 4.20)*

4.5.2 Behavior

Table 4. 21 consumers between 18-40 years old and 41 and above spending behavior

Age 18-40		
Spending	n	%
Below 1,000	49	59.8%
1,001-2,000	25	30.5%
2,001-3,000	6	7.3%
3,001-5,000	1	1.2%
5,001-10,000	1	1.2%
More than 10,001	0	0.0%

Age 41 and above		
Spending	n	%
Below 1,000	26	20.8%
1,001-2,000	31	24.8%
2,001-3,000	28	22.4%
3,001-5,000	20	16.0%
5,001-10,000	15	12.0%
More than 10,001	5	4.0%

4.5.1.3 Age and spending

Age has an impact on spending behavior at the significant level at the p = 0.000. *(See Appendix K)* The amount of spending of OTOP consumers at the age of 18-40; 59.8% spent below 1,000 baht. Compared to consumers at the age of 41 and above, the percentage of spending was more dispersed. The highest percentage was 24.8% with 1,001-2,000 baht, 22.4% with 2,001-3,000 baht, and 20.8% spent below 1,000 baht. Consumers at the age 41 and above had wider range of spending while the majority of 18-40 years old consumers spent below 1,000 baht. *(See table 4.21*

Table 4. 22 consumers between 18-40 years old and 41+ OTOP visitation behavior

Age 18-40		
Visit	**n**	**%**
1 time	56	68.3%
2 times	19	23.2%
3 times	2	2.4%
4 times or more	5	6.1%

Age 41 and above		
Visit	**n**	**%**
1 time	60	48.0%
2 times	29	23.2%
3 times	13	10.4%
4 times or more	23	18.4%

Age influences on the number of visitation at the significant level of p = 0.004. *(See Appendix L)* The highest percentage of OTOP consumers at the age 18-40; 68.3% visited OTOP one time a year. Similarly, the highest rate of OTOP consumers aged 41 and above; 48% visited OTOP exhibitions once in a year. However, the highlight was that 18.4% of consumers age 41 and above visited OTOP exhibitions four times or more a year while only 6.1% of young consumers visited OTOP four times or more a year. *(See table 4.22)*

Table 4. 23 Product category consumers interested the most?

What kind of product category do you interested the most?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Food and beverage	127	42.3%	61.4	61.4%
	Textile and cloth	34	11.3%	16.4	77.8%
	Jewelry and accessory	6	2%	2.9	80.7%
	Herbal	34	11.3%	16.4	97.1%
	Others	6	2%	2.9	100%
	Total	207	69%	100.0	
Missing	System	93	31%		
Total		300	100%		

The product categories that consumers were interested in the most was food and beverage with the percentage of 42.3%, followed by textile and cloth of 11.3%, and herbal of 11.3%. Respondents were less interested in jewelry and accessory and other products such as household goods with only 2% in each category. *(See table 4.23)*

Table 4. 24 Channel consumers received the information from?

How do you know about OTOP exhibition?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friend	26	8.7%	12.6	12.6
	Family	30	10%	14.5	27.1
	Social Media	84	28%	40.6	67.6
	TV advertisement	34	11.3%	16.4	84.1
	Newspaper	9	3%	4.3	88.4
	Others	24	8%	11.6	100.0
	Total	207	69%	100.0	
Missing	System	93	31%		
Total		300	100%		

According to the table 4.24, social media was the major channel consumer received the news about OTOP exhibition, 28%. TV advertisement was the second highest media that 11.3% consumers received the OTOP news. 10% of consumers knew about OTOP exhibition from family, 8.7% from friends, 3% from newspaper and 8% knew about OTOP exhibition from other ways such as they accidentally passed by the OTOP events.

4.6 Non-consumer

Table 4.25 Frequency top two box of non-consumers' perception

Non-Consumer			
	% SA/A	Mean	STD
OTOP product is unstandardized	31.2%	2.89	1.005
OTOP product is not reliable	**16.1%**	2.77	.979
OTOP product is old-fashion	29.0%	2.89	1.108
OTOP product is natural-made	**48.4%**	3.41	.992
Do not purchase OTOP product because of package and design.	21.6%	2.68	1.115
Travel to OTOP exhibition is difficult	**65.6%**	3.78	.998
OTOP product do not suit for daily used	26.9%	2.99	1.058
OTOP product is hard to find	**70.9%**	3.89	.878

According to the table 4.25 above, non-consumers were asked about perception which caused them not to purchase OTOP product. 70.9% (mean = 3.89, SD = 0.878) agreed to strongly agreed that OTOP products were hard to find, 65.6% (mean = 3.78. SD = 0.998) agreed that travel to OTOP was difficult, and 48.4%

(mean = 3.41, SD = 0.992) agreed that OTOP product was natural-made. OTOP product is not reliable had the lowest percentage among all variables with 16.1% (mean = 2.77, SD = 0.979).

4.6.1 Non-consumer Anova

The table 4.10 is the comparison between non-consumer age groups and OTOP perception included appearance, quality, usage, distribution channel, and travel convenience.

Table 4. 26 Anova between age and non-consumers' perception toward OTOP

			Sum of Squares	df	Mean Square	F	Sig.
You are interested in OTOP product. * Age	Between Groups	(Combined)	.176	1	.176	.201	.655
	Within Groups		79.781	91	.877		
	Total		79.957	92			
You purchase OTOP product because it is natural-made and nontoxic. * Age	Between Groups	(Combined)	14.384	1	14.384	17.202	.000
	Within Groups		76.089	91	.836		
	Total		90.473	92			
You do not purchase OTOP product because of product design and packaging. * Age	Between Groups	(Combined)	.205	1	.205	.163	.687
	Within Groups		114.118	91	1.254		
	Total		114.323	92			
OTOP product is unstandardized. *Age	Between Groups	(Combined)	13.464	1	13.464	15.419	.000
	Within Groups		79.461	91	.873		
	Total		92.925	92			
OTOP product is old-fashion * Age	Between Groups	(Combined)	1.017	1	1.017	.827	.366
	Within Groups		111.908	91	1.230		
	Total		112.925	92			
OTOP product do not suit for daily used. * Age	Between Groups	(Combined)	.585	1	.585	.519	.473
	Within Groups		102.405	91	1.125		
	Total		102.989	92			
OTOP product has low reliability. * Age	Between Groups	(Combined)	7.419	1	7.419	8.351	.005
	Within Groups		80.839	91	.888		
	Total		88.258	92			
Travel to OTOP exhibition is difficult. * Age	Between Groups	(Combined)	.309	1	.309	.308	.581
	Within Groups		91.390	91	1.004		
	Total		91.699	92			
OTOP product is hard to find. * Age	Between Groups	(Combined)	1.202	1	1.202	1.569	.214
	Within Groups		69.722	91	.766		
	Total		70.925	92			

There is a significant difference in perceptions between non-consumer age groups of 18-40 and 41+ years old. Those perceptions are OTOP product is natural-made (p = 0.000), OTOP product was unstandardized (p = 0.000), and OTOP product was unreliable (p = 0.005). *(See table 4.26)*

Table 4. 27 Compare mean between non-consumer age and OTOP product is natural-made

OTOP product is natural-made and nontoxic.			
Non-consumers age	Mean	SD	N
18-40 years	3.65	68	.894
41+ years	2.76	25	.970
Total	3.41	93	.992

There is a significant difference between non-consumer ages and OTOP products were natural-made (p = 0.000) *(See table 4.26)*. The mean level of non-consumers at the age 18-40 years old (mean = 3.65) were higher than non-consumers at the age 41+ years old (mean = 2.76). *(See table 4.27)*

Table 4. 28 Compare mean between non-consumer age and package design

You do not purchase OTOP product because of product design and packaging.			
Non-consumers age	Mean	SD	N
18-40 years	2.71	68	1.198
41+ years	2.60	25	.866
Total	2.68	93	1.115

There is no significant difference between non-consumer ages and OTOP product packaging and design (p = 0.687) *(See table 4.26)*. The mean level of non-consumers at the age 40+ years old (mean = 3.52) were higher than non-consumers at the age 18-40 years old (mean = 2.66). *(See table 4.28)*

Table 4. 29 Compare mean between non-consumer age and OTOP product is old-fashion

OTOP product is old-fashion			
Non-consumers age	Mean	SD	N
18-40 years	2.66	68	1.002
41+ years	3.52	25	.714
Total	2.89	93	1.005

There is no significant difference between non-consumer ages and OTOP products were old-fashion (p = 0.366) *(See table 4.26)*. The mean level of non-consumers at the age 41+ years old (mean = 3.52) were higher than non-consumers at the age 18-40 years old (mean = 2.66). *(See table 4.29)*

Table 4. 30 Compare mean between non-consumer age and OTOP product is unstandardized

OTOP products are unstandardized.			
Non-consumers age	Mean	SD	N
18-40 years	2.96	68	1.112
41+ years	2.72	25	1.100
Total	2.89	93	1.108

There is a significant difference between non-consumer ages and OTOP products were unstandardized (p = 0.000) *(See table 4.26)*. The mean level of non-consumers at the age 18-40 years old (mean = 2.96) were higher than non-consumers at the age 41+ years old (mean = 2.72). *(See table 4.30)*

Table 4. 31 Compare mean between non-consumer age and OTOP product for daily usage

OTOP products do not suit for daily usage.			
Non-consumers age	Mean	SD	N
18-40 years	2.94	68	1.183
41+ years	3.12	25	.600
Total	2.99	93	1.058

There is no significant difference between non-consumer ages and OTOP product did not suit for daily usage (p = 0.476) *(See table 4.26)*. The mean level of non-consumers at the age 41+ years old (mean = 3.12) were higher than non-consumers at the age 18-40 years old (mean = 2.94). *(See table 4.31)*

Table 4. 32 Compare mean between non-consumer age and product reliability

OTOP product has low reliability.			
Non-consumers age	Mean	SD	N
18-40 years	2.60	68	1.024
41+ years	3.24	25	.663
Total	2.77	93	.979

There is a significant difference between non-consumer ages and OTOP product had low reliability (p = 0.005) *(See table 4.26)*. The mean level of non-consumers at the age 41+ years old (mean = 3.24) were higher than non-consumers at the age 18-40 years old (mean = 2.60). *(See table 4.32)*

Table 4. 33 Compare mean between non-consumer age and travel difficulty

Travel to OTOP exhibition is difficult.			
Non-consumers age	Mean	SD	N
18-40 years	3.75	68	1.070
41+ years	3.88	25	.781
Total	3.78	93	.998

There is no significant difference between non-consumer ages and travel difficulty (p = 0.581) *(See table 4.26)*. The mean level of non-consumers at the age 41+ years old (mean = 3.88) were higher than non-consumers at the age 18-40 years old (mean = 3.75). *(See table 4.33)*

Table 4. 34 Compare mean between non-consumer age and OTOP product is hard to find

OTOP product is hard to find.			
Non-consumers age	Mean	SD	N
18-40 years	3.82	68	.897
41+ years	4.08	25	.812
Total	3.89	93	.878

There is no significant difference between non-consumer ages and OTOP products were hard to find ($p = 0.214$) *(See table 4.26)*. The mean level of non-consumers at the age 41+ years old (mean = 4.08) were higher than non-consumers at the age 18-40 years old (mean = 3.82). *(See table 4.34)*

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

5.1.1 Consumers

Supporting local was the most important factor which influenced consumers to purchase OTOP product with 93.7%. Consumer strongly agreed that they purchased OTOP product because they wanted to support local entrepreneur which corresponded with the in-depth interview that consumers purchased OTOP product because they wanted to support the local business. Therefore, even though the products looked old-fashioned or did not have modern packaging, supporting local products was important to them. In this supporting local category, there was a significant different between consumers at the age 18-40 and 41+ years old.

Consumers perceived OTOP product as a souvenir therefore they did not perceive that OTOP products were suitable to be used in daily life. Only 23.7% of consumers were looking for OTOP products when they went to supermarket or department store and 28.5% used OTOP product in daily life. Apart from creating OTOP awareness at the point-of-purchase, consumers' perception toward OTOP as a souvenir also need to be change. Awareness of looking for OTOP product in the supermarket or department store was significantly different between consumers age 18-40 and 41+ years old.

OTOP products were perceived as a natural-made with various kind of products which was the strength of OTOP brands. In this perception variable, there was a significant different between consumers age 18-40 and 41+ years old.

5.1.2 Non-consumers

The major factor prevented non-consumers from purchasing OTOP product was the distribution channel and traveling inconvenience. 70.9% of consumers strongly agreed that OTOP products was hard to find and they had a hard time travel to OTOP exhibition. There is no significant difference perception for non-consumers between 18-40 and 41+ years old.

The perception of OTOP products did not prevent non-consumers from purchasing OTOP products as most of them did not believe that OTOP products were unreliable only 16.1% did. Moreover, most of the non-consumers did not purchase OTOP product because of design, the unattractive design was the main reason for only 21.6% of non-consumer not to purchase OTOP product. Only 28.5% of non-consumers found that OTOP products were not suitable to use in daily life. These mean that most of the non-consumers feel positive about OTOP product. Even though from the qualitative analysis, most of the non-consumers perceived that OTOP product was old-fashion but according to the survey old-fashion was not the main factor that prevented them from purchasing. But it was the inconvenience and traveling difficulty that prevented them from purchase OTOP products. There was a significant different between non-consumers at the age 18-40 and 41+ years old in the reliability on OTOP products.

5.1.3 Comparing consumers and non-consumers

The major factors that kept consumers to purchase OTOP products were the products variety, natural-made products and supported local businesses. They believed that OTOP products had high quality and standardize. Non-consumers' perception also went in the same direction as the consumers. The reason for non-consumers did not purchased OTOP products or never visited an exhibition was not because they thought that OTOP products had low quality, unstandardized or old-fashion packaging, rather the inconvenience was the major factor that prevented them from going to OTOP exhibitions. Lastly, consumers perceived OTOP products as a souvenir and was not suitable to use in daily life.

5.2 Recommendation

According to the research objective in studying the perception of OTOP consumers and non-consumers between the age of 18-40 and 41 and above, effective recommendation was made as follows:

One of the most effective solutions that the government sectors can implement to increase the awareness is not only promote OTOP brands, but also change the consumers' perception to view OTOP product as daily essential products. According to the in-depth interviews, respondents were well aware of OTOP brands, however, when they were at the point of sale such as supermarkets or convenience stores, they had no brand recognition (excluding OTOP exhibitions). The reason is that OTOP products were never distributed in supermarkets or convenience stores. The first recommendation, for both consumers and non-consumer, is to increase the distribution coverage; sell OTOP products such as food or snacks in supermarkets and convenience stores such as 7-11 or family mart. The products such as clothes or textiles, accessories and jewelry can be sold in the department stores. This would be easier for consumers and non-consumer to recognized OTOP products and use them as household products. In order for the products to be places in supermarkets, convenience stores or department stores, the products should be developed in terms of branding, stable quality, standards, design and packaging.

Short phrases can be placed on the package to provide information about the OTOP products such as locally made products or support Thai local businesses in order to encourage people to choose OTOP products.

Moreover, OTOP brands can create awareness by promoting the products through online platform, TV advertising, and in the news. In order to attract both consumers and non-consumers at the age 18-40 years old, promoting via online can help increase the awareness. The concern is that promoting through Facebook ads or Instagram; the Fanpage should not only promote OTOP the brand itself, but also promote the products that look attractive with the OTOP logo around the corner. *(See figure 5.1)* On local TV channels, OTOP products can be promoted during the morning news (6.00 am) in which different target audience such as office employees, housewives or kids are watching the program. In addition, the local TV advertisement can be promoted simultaneously with local radio ensuring the integration of communication sending out the same brand message to the audience.

 

Figure 5. 1: OTOP product and marketing

5.3 Limitations of the Study: Time and financial constraint

The time and financial constraint gave the researcher a limitation on collecting both qualitative and quantitative data.

Three hundred quantitative respondents were a small number to represent Bangkok population which now is 5.7 million people in 2016. Therefore, more quantitative data should be collected to generalize and be able to represent the whole population.

The selection of the respondents may not be able to represent all characteristic of Bangkok population. Moreover, the questionnaire was designed to measure only the perception, and there were other aspects that were not covered in this research.

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APPENDICES

APPENDIX A

IN-DEPTH INTERVIEW QUESTIONS

Screening Question

Residential area

Geography

Gender

Age

Education

Income

User classification

In the year 2016, have you ever purchase OTOP product or went to OTOP exhibition?

Yes → Consumers

No → Non-consumer

Consumer question guide

General Product

1. What are the important factor that make you decide to try the new product?

OTOP Exhibition

1. How do you know OTOP?
2. In one year how often do you go to OTOP exhibition?
3. How much do you spend when you visited OTOP exhibition?
4. What kind of product do you purchase?

5. Except Impact Arena where else do you go to OTOP event?
6. Do you purchase OTOP product at the supermarket?
7. Do you used OTOP product in daily life?

OTOP Product?

1. When you heard the word ‘OTOP’ what is the first thing that comes to your mind?
2. Does the brand OTOP effect your purchasing decision?
3. What is the factor that make you decide to purchase OTOP product?
4. What do choose to purchase OTOP product or product that sell at the supermarket?
5. Does the OTOP brand give more credibility to OTOP product?
6. What do you think is the factor that prevent you from purchasing OTOP product as often as you should?
7. What do you think is the factor that people do not purchase OTOP product or not go to OTOP exhibition?

Non-consumer guide

General Product

1. What are the important factor that make you decide to try the new product?

OTOP exhibition

1. Have you ever go to OTOP exhibition?
   - **a.** Yes → Why did you stop going?
   - **b.** No → 2

2. Do traveling to OTOP exhibition is the problem for you?

OTOP product

1. What do you think of when you heard the word OTOP?
2. When you heard the word 'OTOP' what is the first thing that comes to your mind?
3. Have you ever try OTOP product?
4. Yes → What do think about it?
5. No → continue
6. What is the reason that you are not interest in OTOP product?
7. What kind of people will purchase OTOP product or go to OTOP exhibition?
8. What do you think is the reason that people do not purchase OTOP product or not go to OTOP exhibition?

APPENDIX B
SURVEY

This questionnaire is established by Bachelor Degree student, Master in Marketing Program of Thammasat University with the researching purpose. The data will be used for research to analyze the OTOP consumers and non-consumer perception toward OTOP product and exhibition. Your answer in the questionnaire will be kept confidential and used for education purposes only. This questionnaire will used 3-5 minutes to complete. Thank you for your time.

A. Demographic

A1. Gender

1) Female (Continue with A2)
2) Male (Continue with A2)

A2. Age

1) Under 18 years old (Terminate)
2) 18-25 years old (Continue with A3)
3) 26-40 years old (Continue with A3)
4) 41 years old and above (Continue with A3)

A3. Education

1) Under Secondary School (Continue with A4)
2) Secondary School (Continue with A4)
3) Diploma (Continue with A4)
4) Bachelor (Continue with A4)
5) Master (Continue with A4)
6) Ph. D(Continue with A4)

A4. Residential Area

1) Bangkok (Continue with A5)

2) Others (Terminate)

A5. Income

1) Under 15,000 baht (Continue with A6)

2) 15,001-20,000 baht (Continue with A6)

3) 20,001-30,000 baht (Continue with A6)

4) 30,001-50,000 baht (Continue with A6)

5) 50,001 baht or more (Continue with A6)

A6. Have you ever purchase OTOP product in 2016?

1) Yes (Continue with B1)

2) No (Continue with E1)

B. Consumer Behavior

B1. In one year, how often do you go to OTOP exhibition?

1) 1 time per year (Continue with B2)

2) 2 times per year (Continue with B2)

3) 3 times per year (Continue with B2)

4) 4 times per year or more (Continue with B2)

B2. What kind of product category do you interested the most?

1) Food and beverage (Continue with B3)

2) Textile and cloth (Continue with B3)

3) Jewelry and Accessory (Continue with B3)

4) Herbal (Continue with B3)

5) Other:__________________ (Continue with B3)

B3. How much do you spend each time you when you visit OTOP exhibition?

1) Under 1,000 baht (Continue with B4)

2) 1,001-2,000 baht (Continue with B4)

3) 2,001-3,000 baht (Continue with B4)

4) 3,001-5,000 baht (Continue with B4)

5) 5,001-10,000 baht (Continue with B4)

6) 10,001 baht or more (Continue with B4)

B4. How do you know about OTOP exhibition?

1) Friend (Continue with C1)

2) Family (Continue with C1)

3) Social media (Continue with C1)

4) TV advertisement (Continue with C1)

5) Magazine (Continue with C1)

6) Newspaper (Continue with C1)

7) Other:__________________ (Continue with C1)

C. Consumer Perception toward OTOP product.

C1) OTOP exhibition sells variety kind of products.	1	2	3	4	5
C2) OTOP product has high quality.	1	2	3	4	5
C3) OTOP product has high standard.	1	2	3	4	5
C4) You purchase OTOP product because it is natural-made and nontoxic.	1	2	3	4	5
C5) You purchase OTOP product because product design and packaging.	1	2	3	4	5
C6) OTOP product is old-fashion.	1	2	3	4	5
C7) OTOP product is good value of money.	1	2	3	4	5
C8) You purchase OTOP product that has guarantee star.	1	2	3	4	5
C9) You only purchase OTOP product when you try the product.	1	2	3	4	5
C10) You purchase OTOP product because you want to support local entrepreneurs.	1	2	3	4	5
C11) OTOP product is souvenir.	1	2	3	4	5
C12) OTOP product suits for daily used.	1	2	3	4	5

D. Consumer Perception toward OTOP product convenience to purchase

D1) Travel to OTOP exhibition at Impact Arena is not troublesome.	1	2	3	4	5
D2) You use OTOP product in daily life.	1	2	3	4	5
D3) OTOP product is easy to find.	1	2	3	4	5
D4) You are looking for OTOP product when you go to supermarket.	1	2	3	4	5
D5) Except purchase OTOP at the exhibition, you purchase OTOP product at supermarket or Department Store.	1	2	3	4	5

End of the Survey

E. Non-Consumer Perception toward OTOP product

E1) You are interested in OTOP product.	1	2	3	4	5
E2) You purchase OTOP product because it is natural-made and nontoxic.	1	2	3	4	5
E3) You do not purchase OTOP product because of product design and packaging.	1	2	3	4	5
E4) OTOP product is poor quality.	1	2	3	4	5

E5) OTOP product is unstandardized.	1	2	3	4	5
E6) OTOP product is old-fashion.	1	2	3	4	5
E7) OTOP product is souvenir.	1	2	3	4	5
E8) OTOP product do not suit for daily used.	1	2	3	4	5
E9) OTOP product has low reliability.	1	2	3	4	5
E10) Travel to OTOP exhibition is difficult.	1	2	3	4	5
E11) OTOP product is hard to find.	1	2	3	4	5

End of the Survey

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