



A STUDY OF NEW PRODUCT FEATURE DEVELOPMENT
FOR KUNG-SAWEI

BY

MISS PITCHAPA ASAWATHITIRAT

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE
DESIGN, BUSINESS AND TECHNOLOGY MANAGEMENT
FACULTY OF ARCHITECTURE AND PLANNING
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2020
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THESIS

BY

MISS PITCHAPA ASAWATHITIRAT

ENTITLED

THE STUDY OF NEW PRODUCT FEATURE DEVELOPMENT
FOR KUNG-SAWEI

was approved as partial fulfillment of the requirements for
the degree of Master of Science (Design, Business and Technology, Management)

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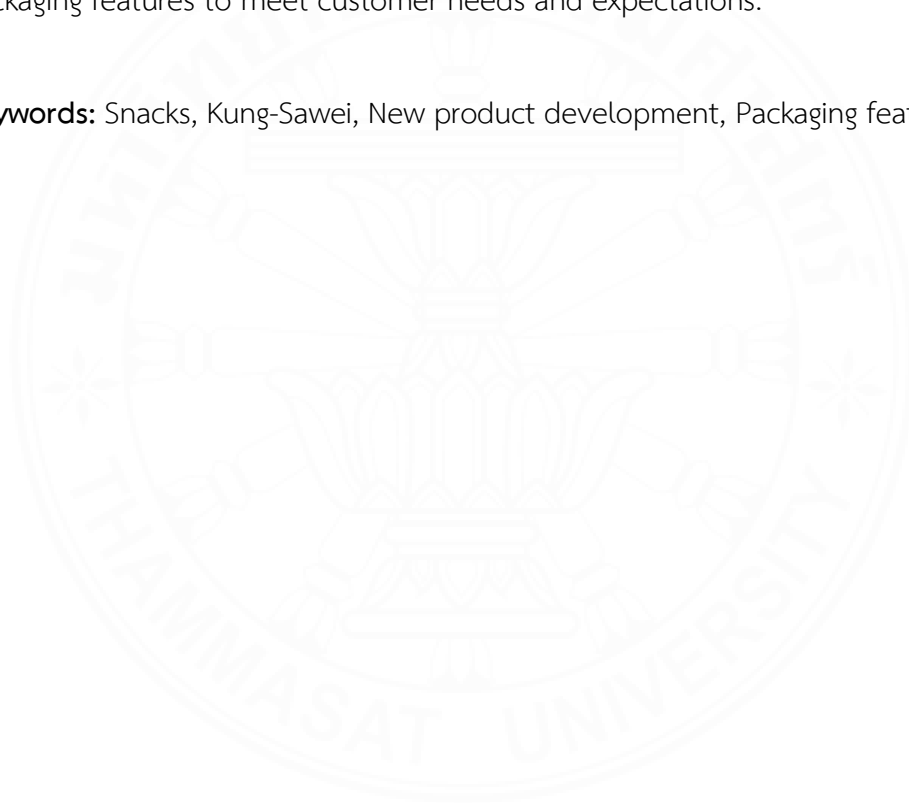
ABSTRACT

Nowadays, snack food packaging is a crucial part that persuades consumer purchasing decisions at sales. There are numerous snack products available in the market, making customers have various choices to decide which particular product to purchase. The products with good packaging help convey the product message about product attributes. Additionally, it also can improve the brand image of how consumers think toward the brands. In a business aspect, a brand with good product packaging can helps market and promote the product to the consumer. Here, due to the limitation of the current product and a competitive market impact upon Kung-Sawei existing products can no longer be saturated in the same market. The researcher aims to study and develop Kung-Sawei products, especially a part of packaging for the new market sector. In addition, this research investigates the factors that influence consumer purchasing decisions.

Based on the research methodology, there are various related literatures on developing a product through primary and secondary research. An insight detail of consumer behavior is conducted through an in-depth interview of 10 participants and received opinions and ideas to improve the new product. While quantitative data is conduct through online questionnaires of 512 respondents of different respondent demographic information.

The result of this study shows consumer perception toward new product development features of packaging elements such as the importance of colors, font, graphics, and product description. The researcher analyzed the existing product's strengths, weaknesses, opportunities, and threats through the SWOT analysis model. Also, the researcher used this model to develop the new product development features. Moreover, the data analysis reveal the participant's different ages, genders, educational levels, and occupations had different opinions on product development. Hence, the outcome is a design prototype of Kung-Sawei's new packaging features to meet customer needs and expectations.

Keywords: Snacks, Kung-Sawei, New product development, Packaging features



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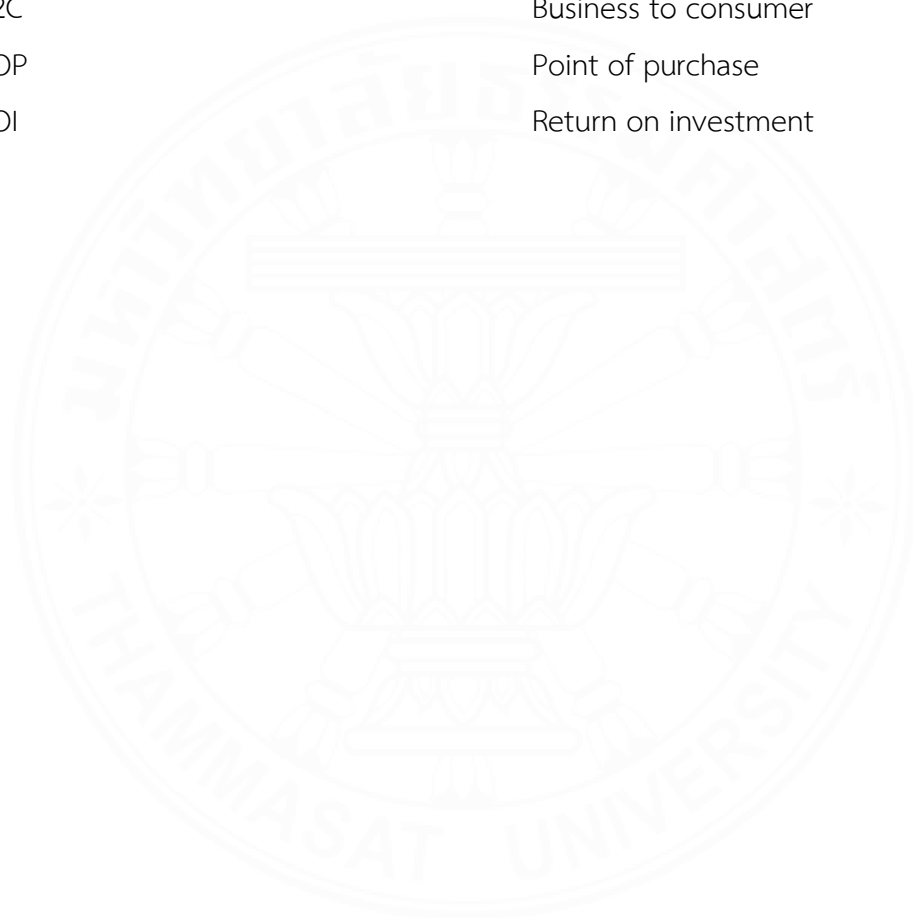
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LIST OF ABBREVIATIONS

Symbols/Abbreviations	Terms
NPD	New product development
B2B	Business to business
B2C	Business to consumer
POP	Point of purchase
ROI	Return on investment



CHAPTER 1

INTRODUCTION

1.1 General introduction

Today, food is a major part of life and it is a large industry that grows constantly high because people gave importance and demand for it. There are many kinds of foods established this includes snack products. The word snack is often heard traditionally by people as a type of food eaten between main meals (Avis, 2020). However, there is no specific time for consuming a snack in today's world due to a change in human consumption behavior. And the definition of snack varies from country at each has its own explanation. According to Julie M Hess (2016), the term snack is hard to define as there is no actual definition and remained unclear. Although it cannot be defined still people around the world enjoy consuming snacks on different occasions. The reason behind this trend is people seem to be obsessed with snacks and tend to have a habit called snacking behavior (2017). This is due to the favorable taste of snacks as well as it is easy, fast, and convenient to purchase and consume. Also, people often prefer to have a small bite-size meal instead of having a traditional meal. The study from Mondelez International stated that 6 in 10 adults agree to have snacks throughout the day, as well as 7 in 10 millennials agree on the same ideas and the less that is fond of snacks is the young and teenagers generation. The number of snacking increased from 41% in 2014 to 53% in 2016. According to the global snack market, this irregular habit of snackification occurs because of the change in people's lifestyles and change in consumption behavior (2020). As people living in a world of rapid change and have to compete with time. Snacks help people minimize their time of preparing and eating big traditional meals which saves their time doing other activities and saves the cost of paying on a meal as snacks provide enough energy. It is also an indispensable item (Mondelez International report, 2019). Moreover, snacks become a nourishment product than just being a skipping meal edible item. It improves the quality of life in such a way that when a consumer takes in a snack, the

flavor hits their appetite which makes them feel delightful and enjoy eating. It makes a memorable moment when people spend time eating a snack with family and friends during free time, party or vacation. It reminds people of their childhood snacks with ease the feeling of nostalgia and also connects people together. A global consumer snacking trend 2019 shows a statistic of consumers agreeable to snack helps improve mental health by 71% and emotional of physical well-being at 70%. This can explain that snacking acts as a motivation tool for rewarding yourselves, boost mood, create a positive feeling of comfort and relaxation. In this era, the big opportunity found in the snack business was during the Covid-19 pandemic. Before the pandemic, the number of snacking was already high but recently those numbers cannot be estimated because according to the IRI research, it showed that snacking occasion has increases as well as the snack sales. The reason behind this is people have to stay home, quarantine, and work from home which makes them prefer to eat a snack instead of the main meal as they can control the snack portion easily and its lifespan is longer than ordinary foods. People mentioned that buying snacks online is convenient and also safe from contact with others. The state of snacking 2020 shows the statistic of the pandemic speed up the snacking behavior by 88% which 46% snack more and 42% snack the same way.

As mentioned, the snack business is a large market sector as it can be categorized into 11 segmentations or more which commonly consist of chips, crackers and crisps, cookies and baked goods, dehydrated fruit, etc. Recently, according to the market research report stated that the snack industry grow constantly every year and can continue to expand the market in the future on the global scale because, in 2019, it earned a profit of around \$210.4 billion and expected to reach \$215.9 billion in 2020 at a compound annual growth rate (CARG) of 2.7% (Global Snack Food Markets, 2020). This amount of growth is expected to increase include the expansion of the market from 2021 to 2025. This shows that the snack industry can still be growing and worth to invest. Moreover, the report showed the statistic of the largest region participating in the Global snack market was Asia-Pacific with ranged at 56%, followed by North-America with 25% and least by Africa region with 19%. In Thailand, the snack industry is one of the largest market sectors Thai people consumed. According to Mr. Ittipat,

the owner of Taokanoi said that by 2019, the snack market is expected to grow by 7% (Jitpleechee, 2019). The Thai snack market share comprised of potato chips, extruded snacks, nuts, seaweeds, fish snacks, squid snacks, prawn crackers, crispy rice snacks, and corn snacks.

This thesis will focus on Kung-Sawei brand, a prawn cracker snack for product development to expand the market and generate new customer groups. For the customer segmentation and distribution channels. It can be divided into business-to-business (B2B) and business-to-consumer (B2C). In B2B, the products are distributed to the wholesale stores almost to every province, especially in the Northern and Southern parts of Thailand and neighboring countries such as Laos. In B2C, the targeted consumers are local people of every age who purchase goods from retail and grocery stores. The reason the product can sell to every age of customer because prawn cracker is a type of snack that is well known by all Thai as it originated in the old-time by Thai local people. Recently, the existing products available in five flavors of an original prawn flavor, chili paste flavor, larb flavor, mixed flavor, and rich shrimp flavor (Asawathitirat. 2021). According to the prawn cracker low-end market, Kung-Sawei competes with three main competitors such as Kung-Teng, local products, and O-top products which the brand leads in the second rank in the market. However, the product potentially can grow further but the problem is the existing product can no longer expand or be saturated in the same market and the brand did not get recognized which effect on the product cannot grow and the sale cannot be increased. Possibly to explore the new market for Kung-Sawei and identify a new group of customers, it is vital to study the term product development together provided knowledge about branding. The factors and tools also help alter the product, influence the customers, and brand positioning which is advantageous to Kung-Sawei to develop new product features.

1.2 Problem statement

- 1) Kung-Sawei Product can no longer expand or be saturated in the same market
- 2) The brand did not get recognized by consumers
- 3) The existing product does not meet the demand of the other market

1.3 Objective of research

- 1) To study product development for Kung-Sawei for new markets and new customers
- 2) To study customer's insight on product packaging for Kung-Sawei
- 3) To develop packaging strategy for Kung-Sawei

1.4 Question of the research

- 1) How can a successful product development strategy be developed and implemented in order to attract new customers?
- 2) How product development helps expand the market?
- 3) Which factor of product development influence customer purchasing decision?

1.5 Methodology outline

1.5.1 Sampling method

- 1) A quantitative data collection proceed by an online questionnaires of 400 sample, the interviewees selected from the targeted consumer of age range between 18 to 35 years old. The survey based on general questions such as demographic information, perception and needs, and marketing-mix model questions.

2) For qualitative data collection done by an in-depth interview of the targeted customer group. The question focuses on perceptions, attitudes, and opinions towards a product concept, packaging, and design. This data collected through open-ended questions. This method is beneficial interviewees to response freely and the researcher able to earn insight information for product development.

1.6 Time period

The data is expected to be collected from 15th December 2020 until 1st March 2021.

1.7 Research tools

The descriptive data and statistical analysis will be apply to the study to understand customers purchasing decision toward Kung-Sawei new product development. For SWOT analysis and marketing-mix model canvas will be apply to support the statistic result. SWOT analysis applies to point out the strength, weaknesses, opportunities, and threats of the existing product of Kung-Sawei, also to get a better understanding of the brand in the current market. It also helps to seek the product opportunity that significantly can help improve the new product features.

1.8 Expected benefits

- 1) To apply the term new product development (NPD) and develop an effective strategy for Kung-Sawei new product.
- 2) To understand the factor affect the customer purchasing decision.
- 3) To develop new product features for Kung-Sawei new market.
- 4) To possibly create a prototype of a new product from customer feedback.

1.9 Limitation

Due to the limitations of time and resources, this research will focus only on providing the guideline for Kung-Sawei new product development features.

1.10. Conceptual framework

Figure 1.1 elaborates overview ideas throughout the thesis which mainly focused on customer characteristics, marketing-mix, and new product features for Kung-Sawei to create a successful guideline and prototype for Kung-Sawei new product development.

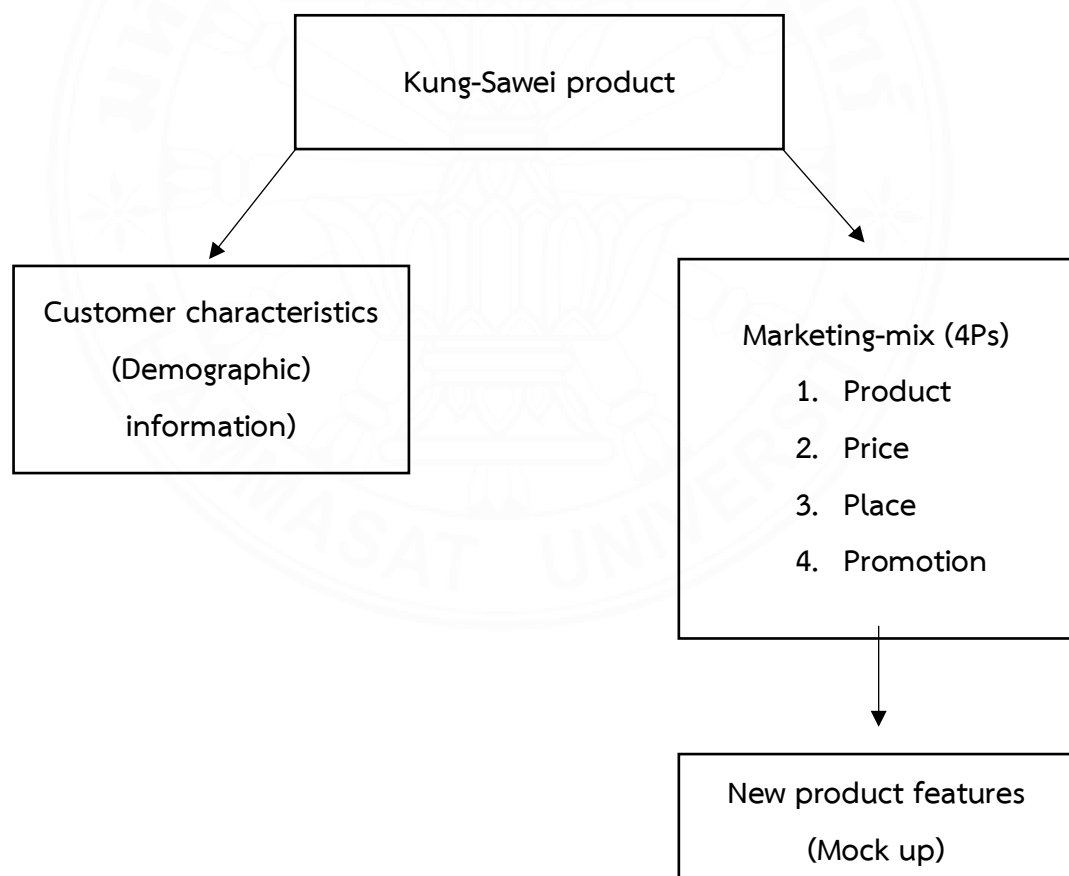


Figure 1.1 Conceptual framework

CHAPTER 2

REVIEW OF LITERATURE

2.1 What is branding?

In today's world, many new brands pop up every day and the old one needs to change, adapt and the worst is to shut down the firm. Also, the business industry is a vast market and very competitive because due to a variety of goods and products available in the market as well as it depends on how well customers can perceive the brand and how the firm understands the need of the customers. Thus, to avoid such damage and risks, the study of branding is an important lesson. Presently, the term branding often understands as a marketing practice but originally derived from the word "Brandr" which means to burn (deBara, 2019). It is used by the farmers to stamp a hot iron on the cattle to represent the sign of ownership which today people called a logo. However, branding defines a name, symbol, and design given to the products or services (Fulmer, 2020). To elaborate more understanding, it is an element that able a consumer and brand owner to identify and distinguish the products or services from other competitors. Some say it is about emotion and perception matters on how customers think and feel about the business. While others argue that it is an intangible asset that drives the company which complied with other factors like price and customer service. Therefore, branding is an important and essential strategy every firm need to implement because having a strong brand increase the business value which provides confidence to the investor, it creates loyalty among clients and creditability among the industry, it also creates brand recognition in customer mind (Cass, 2018) and generates new consumers to try goods or services and be a permanent client in the future (Smithson, 2015). Furthermore, branding is a part of the process of creating creativity and design thinking because due to the recent trend and rapid change of human behaviors, people are always interested in buying new ideas and search for new products or services that are innovative and can fulfill their needs. Thus, the company can develop the brand by

focusing on the area consumers are interest to experience as well as other important factors such as product design, price and etc.

2.2 Brand strategy

Presently, we live in a world full of competition. It is very competitive that we cannot imagine what will happen to our business in the future. Of course, none of the big organizations could survive without effective brand strategies. Several researches and studies have been done related to these topics to get a better understanding and clear point which will benefit to implemented into the business. A brand strategy is more like a long-term guideline and plan for the company to achieve the goals. A practical brand strategy can communicate the right message to consumers and make them feel connected with the brand. When clients have knowledge about the brand and receive the message the brand wants to communicate that considered an achievement. A process of executing an effective brand strategy:

- 1) Understand the company goal: this includes company vision, mission, and purpose. This identification is an advantage for both firms and consumers to distinguish the brand from other goods and services and understand the company's plans.

- 2) Create the right message: Brand storytelling and tagline are very important because proper languages help target the right group of customers and trigger consumer interest to learn more about the brand. Sometimes by seeing the message consumer can right away remember and recognize the brand. This makes message content vital as it represents the brand identity.

- 3) Brand visual: This part includes brand elements such as name, design, colors, and logo. It represents the brand and expresses how the customer feels and thinks about the brand. It is a crucial part that will make a first impression and ideas people have on a brand.

- 4) Measure: To observe and get feedback on whether the brand objective meets the customer expectation or vice versa or what can be correct further; the brand perceives consumer attention.

These strategic plans help the brand to stand out among the crowd as it has a brand identity that differentiates it from others. It makes a competitive awareness, a SWOT analysis define our products or services position in the market as well as create customer awareness on how they perceive the brand. Also, all these factors lead to brand equity, brand image, brand management, and sustainable business. Starbucks is a good example of having an effective brand strategy. It was first founded in 1971, USA, the company's concept is to make the area a mixed environment between home and workplace, whereas people still feel relaxed, comfortable and enjoy the experience of sipping a cup of coffee. This change the coffee trends and has now become a global brand that expands the market worldwide. Starbucks not only focused on the brand elements but also a message that conveys to a customer which is same all around the world creating a standardized customer-centric. It also ensures customer experience in and off stores by creating customer engagement platforms like Starbucks cards that offer several privileges and promotions. Though the price is higher than other coffee brands but customers are willing to pay because the brand was able to satisfy the customer which makes them feel important and special and this results in brand loyalty. All these components Starbucks invested in making the company unique and standstill today (MartinRoll, 2020).

2.3 Brand Equity

Brand equity is a process of adding brand value and create a positive brand image perceived by the customers. It is an overview perspective of having a strong brand and long-term sustainable business. Back in 1990, the term brand equity focused on financial value to earn more profit. While the revolution of brand equity changed, Keller (1993) defined brand equity as a measurement level of customer confidence toward the brand which means the higher the appreciation the stronger is the brand. Similarly to Feldwick (1996) has defined brand equity as a measurement level of brand strengths, how strong the customer feels attached to the brand. In fact, there were many definitions of brand equity now and then. However, today, it

represents both financial perspective and brand recognition based on customer perception and needs. It believes that high brand equity is considered to be a competitive advantage in such a way of:

1) Having a strong brand position ensures the consistency of the brand in the competitive markets.

2) A premium price means a product or service price depends on a customer. If the demand of customers is high, it able the brand to charge a higher price and create brand value.

3) Reason-to-Buy: strong brand equity triggers customer feelings of wanting to buy and try the brand products or services which also generate new customers.

4) Brand extension: It is simple to expand the brand goods and services when the brand equity is already high. The brand extension provides new products or new categories of services.



2.4 5 components of brand equity model

According to the Aaker model showed in **figure 2.1**, there are five main elements of brand equity and it complied with brand loyalty, brand awareness, perceived quality, brand association, and other proprietary brand assets.

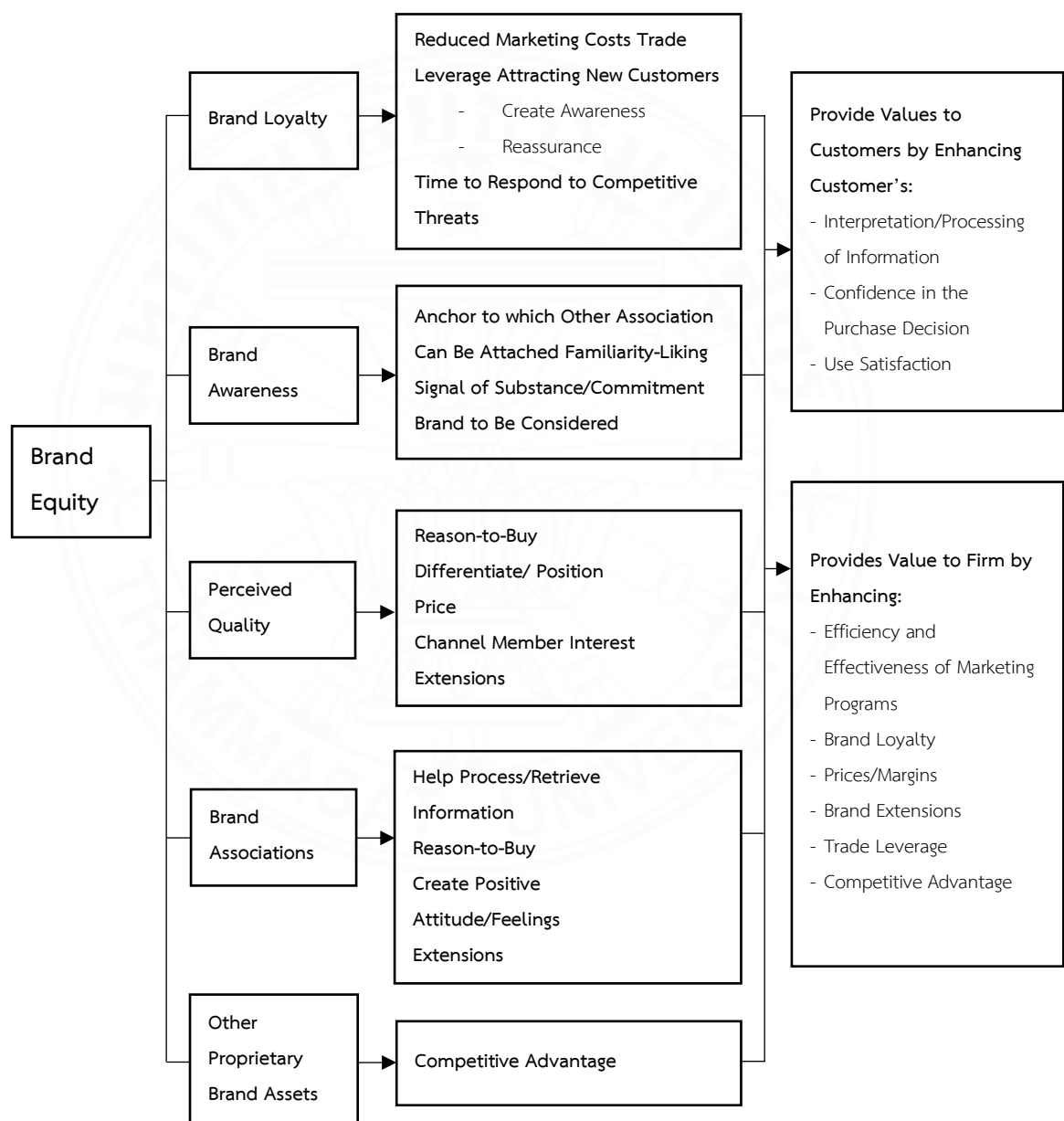


Figure 2.1 Aaker model of brand equity

2.4.1 Brand Loyalty

Brand loyalty is something that not every firm can create and it isn't easy to earn such trust from customers. Loyalty exists when a customer repeatedly purchases the brand products or service over time and is scared to buy other brands because of a lack of trust and confidence to make the buying decision. The factors that affect brand loyalty are when the products or services meet customer needs resulting in customer experience as the client feels satisfied and desires to stick to the brand. Therefore, according to the Management Study Guide article, there is a method that can measure brand loyalty which is through word of mouth, customer satisfaction, brand trust, and repetitive buying.

2.4.2 Brand Awareness

Brand awareness is a core to success that capable the brand to compete and differentiate from other goods and services. Hoyer and Brown, identified brand awareness as customer recognition and making a buying decision within a short period of time without putting any effort and compare the brand with other brands. There are two elements of brand awareness consist of the recognition is a process of customer who has knowledge about the brand and able to distinguish. Followed by another process called recall, it is the ability of a customer to remember the brand in a quick time and has no doubt in purchasing (Keller, 1993). However, brand awareness is a key important that reflect on brand equity because it influence clients to have a positive image toward the brand performance and it is a part that can create a strong brand.

2.4.3 Perceived Quality

Here, it is associate with a customer appreciate the quality of the brand. This is more like a customer's opinion especially on the products or services expectation and if it meets the need of the consumer (Carmenavertaplin93, 2017). Factors indicating the quality of the products are as the following:

- 1) Products performance
- 2) Feature of a product
- 3) Brand reliability
- 4) Durability
- 5) Overall characteristics

2.4.4 Brand Association

Brand association is any aspects that include product attribute, customer benefits, habits or anything that connect the brand (Dickson, 1994). While Kotler and Keller (2006) stated as anything related to feeling, thought, perceptions, beliefs, experience or all things that associated with the brand. Basically, brand association refers to a feeling, attitude, perception, and all necessities that link to a brand. Together with the brand attributes that might or might not create a good feeling to the customers depend on how they experience the products or services. A method to form a brand association is to make use of brand attributes in setting product position. Then, determine the most benefit to a client, aware of product relative price with competitors, and focus on product geographic area which is the right place for the goods. Therefore, this study focuses on creating a brand association to benefit the customer in all dimension which includes: 1) Differentiation (easy to distinguish), 2) Point of purchase (POP), 3) Positive attitude, 4) The basis for extensions.

2.5 Brand Management

The duty of brand management is similar to a person who works in an audit position. Its job is to look after the overview of the business matters which comprised all of the above components (Brand equity, brand awareness, brand loyalty and others). Allie Decker said, it is a process of managing brand reputation and maintain customers. However, it is crucial to clearly understand this term because it helps examine the tangible and intangible components of a brand. Here, tangible means products, price, services, and etc. While intangible deals with customer emotion and experience (Management Study Guide (MSG), n.d). The advantage of having effective

brand management is rewarding in higher sales, customer loyalty, increased in price is possible, and etc.

According to David Fothering (2019), there is a model called 360 brand management which will lead the business to successful brand management. This model is very detail and precise, it enables the manager to go through every step of managing the brand. The focal point is it acts as a guideline to support the business right from the external to the internal processes. The 360 brand management model consists of 4 main phases and 10 steps. In each phase, there are 2 steps of brand management provided with a set of information available. This model shown below in **figure 2.2**.

2.5.1 Discovery phase

This part focuses on the brand purpose, identification of customer target group and competitors as well as forming a business plan for future goals. The two steps under the discovery phase are brand knowledge and insight.

Step 1: Brand Knowledge

An understanding of brand vision, aim and objective that related to where the company wanted to be and the goal it wants to achieve. Then, able to identify a niche market for the brand, analyze customer touchpoints both before, during, and after the purchasing process. Also, include analysis of the brand product, service and cultural beliefs.

Step 2: Insight

This step focuses on a big term like a business plan, business strategy, sales and marketing which we are already familiar. Another interesting concept for brand insight is GTM strategy. It is a go-to-market-strategy that aims to reach the right market and profit which special interest in the product life-cycle.

2.5.2 Brand positioning

Brand positioning is a stage of placing a brand into the market as well as being recognized by a consumer. It is an important phase to determine what is good for the brand and to communicate those brand elements to attract consumers which affects on good brand image.

Step 3: Analyze

The analysis of the brand main focus is to conduct online metric to measure the KPIs of an overall brand performance related to customer perception. It covers a part of brand awareness, consumer familiarity toward the brand, and point of purchasing; what makes them value the brand.

Step 4: Define

This step is to define the brand strength in order to compete with other competitors in the market. The differentiate is that customers are able to identify the products or services and make a buying decision. These help the company to maintain and manage a strong brand.

2.5.3 Brand creation

It is a phase of preparing and creating a brand characteristic to be unique and outstanding. It is a step that includes design thinking to develop and accomplish brand identity, the right content for brand communication and brand essence.

Step 5: Prepare

A pre-step of designing brand characteristics is significant as it composes brand attributes, brand essence, brand personality and brand content. This awareness defines meaningful products or services consumers will experience.

Step 6: Create

After a step of preparation, now it is easy to create a brand name, brand message, tone of voice and trademarks.

2.5.4 Application

The application phase should connect the brand and consumer together through brand image. The brand visual capture customer perception and ability to convey a message of the products or services. This represents brand achievement and brand consistency.

Step 7: Design

Designing an effective logo and tagline is the most significant part of this step as well as an overview graphic style that will attract and persuade a

customer to interest in products or services. While the color palette created the mood and tone of the brand. This combination affects customer perception, ideas, and knowledge that he or she might have about the brand.

Step 8: Produce

It is a marketing practice, a strategy composed of campaigns and slogans, promotion, media, and platform. Thus, it is a tool to market the brand through different market channels.

2.5.5 Result

A phase of measuring and tracking the result of brand performance which includes the step of rollout and monitor. It is necessary to determine a metric, KPIs and customer target group before rollout any marketing practice (promotion and campaigns). A company can roll out the brand through a different online channel such as e-commerce, email, social media and advertising. Then, track the satisfaction of the consumer for successful brand management.



Figure 2.2 360 brand management process (Fathering, 2019)

Source: Brandall agency.

2.6 Packaging

Today, the term packaging is being more than a food covering that use to protect and preserve the food inside from any damages. It also helps market the product by representing and able the consumer to identify and differentiate the product from other brands. Moreover, it can capture the attention of consumers on how they perceive the product and helps them to make a buying decision. Packaging is a part of brand and marketing as it shows the character of the product and communicates the message to the customer. According to the research from Wells, Farley and Armstron (2007) stated that packaging helps consumers make a purchasing decision by 73 percent. Prendergast and Pitt (1996), mentioned that packaging is an important factor for buying decisions at the purchasing point. Packaging design is one of the important elements for any product as it shows the visual of the product and brand equity. The package design elements complied of fonts, pictures, colors, and graphics which is a crucial part in designing and filling the detail onto the package. In 4 Ps of marketing-mix, packaging and packaging design can be included in the part of a promotion as it acts as a communication channel between the brand and consumer. It helps advertise the product and place a product position in the market. This is useful to my research project in packaging product development for Kung-Sawei.

2.6.1 Function and elements of packaging

As the above context briefly described the definition of packaging, hence, Prendergast and Pitt (1996) stated that the function of packaging can define in both logistics and marketing parts. For logistics, it means that the package uses to cover and protect the material inside while transporting to avoid any derogation. In the marketing part, the function of packaging means to attract the customer at the point of purchase. It should be able to communicate the message to the consumer and perceive their attention. In order to convey the message and receive the emotional response from a consumer. A component of packaging features are important in designing a product package which consists of:

1. Visual elements

1.1 Colors

In selecting a right choice of product packages is significant as proper color can attract and get consumer recognition and tend to remember about the brand. Garber & Hyatt & Starr (2000) and Koch & Koch (2003) stated color helps influence product expectations and perceptions.

1.2 Graphics

Packaging graphics comprises of image layout, color combination, typography and product photography. Graphics represent brand image and identity as it communicate the message and detail through images. The graphics on the packaging helps the product to stand out when displayed on a shelf in the supermarket. According to Rundh (2009, pp 99-1000), a combination of graphic and hologram can enhance consumer to touch and try a product.

1.3 Colors and Graphic

Grossman and Wisenblit (1999) stated that people get involved with graphics and colors more than evaluation of attributes. Hence, this confirm that graphics and colors can impact on customer perception and emotional feelings. Moreover, it is an interconnection between the product and customer to make a purchasing decision and a product preference.

1.4 Size and shape

A packaging size and shape are also crucial in creating any product as it can be a measurement tool for the consumer to decide in buying a product. The reason that the size and shape can influence consumer preference because it is easy to get involve and making a judgement while the quality of product is hard to determine. Furthermore, consumers make a volume judgement by observing it from the size of a package which is generic that the elongated package tends to be larger and perceive more attention as it attracts consumer's eyes. Hence, an elongated package and proper size can influence consumer to think that the product volume and price is appropriate and satisfy (Silayoi et al., 2007, p. 1499).

2. Informational elements

2.1 Product information

Food labels or information instructed on the package is one of the process in creating a product. The information provided on the package tell the function and detail of a product. However, the information written on the package can create confusion as the information can be inaccurate and misunderstood by the consumer. This happened because of the unstandardized format of the package label which is small in text and words packed. In order to solve this problem, Mitchell and Papavassiliou (1999) stated that narrow down the information is one way to reduce the confusion of extensive information on a package. This strategy can work effectively when apply in creating packaging.

2.2 Packaging technology

According to the market trends, packaging technology developed to fulfill and satisfy customer expectations said Adebajo (2000). Moreover, packaging technology can be developed by observing through consumer behavior and attitude. Innovation of package technology enhances product value, extend product life-span and better product quality. It can convey that packaging technology is not only improve the exterior of the product but also develop new product materials and processes.

2.7 The important of packaging

- 1) To provide physical protection from temperature, compression, and vibration
- 2) Able to convey message at the point of purchase
- 3) Packaging enable marketing
- 4) Convenience (transportation, distribution, handling)
- 5) Enable consumer to identify a product
- 6) Enhance profit
- 7) Enhance brand image
- 8) Act as an containment

9) Enable portion control

2.8 The important of marketing-mix

After understanding the process of branding, it is necessary to explore the importance of the marketing mix because this is a fundamental model to market any products or services. Basically, these two terms of branding and marketing are popular and widely used by marketers because they considered supporting each other to make a successful business. This concept of study consists of 4Ps which include product, price, place, and promotion. For product, offer a good product that meets consumer expectations is always the right choice because it helps influence consumer purchasing decisions. Also, it is an easy way to market products or services. While price is a crucial p because it is difficult to set the right price for products or services that can satisfy every group of customers. Moreover, the quality of products or services depends on price and it should be competitive and relative when compared with competitors' products or services because price can determine the position of the brand in the market and customer decision making. Then, place is where the product is being displayed, expose and recognize by the consumer. The location of laying the product is important because that is the first step of the customer buying process. There is a psychological factor implicate in this part of consumers selecting goods from what they first encounter. Moreover, today, there are numerous ways and channels to display a product apart from supermarkets or convenience stores. For example, an online platform such as Facebook, Instagram, eBay, and etc. Promotion, actually a price and promotion have to go together but the special characteristic of promotion is a consumer can really get attracted by a promotion campaign, especially a sale promotion that captures the interest of the consumer. Sometimes, the product is unnecessary but consumer purchases any way because it stimuli a feeling of obtaining and worth buying it. Hence, the marketing mix concept is crucial because to conduct brand strategy or marketing plans. This 4Ps model is very beneficial to provide a comprehensive understanding of the brand. Also, each p allows to analyze the SWOT

of products and services as well as market competitiveness. This process does not only help to market the brand but also sets a standard of the brand (brand positioning, brand equity and brand awareness).

2.9 Customer behaviors depend on how consumers make a buying decision

There are a thousand definitions of customer behavior and it is a wide field to study this term. According to Tanja Lautiainen (2015), customer behavior is defined as how consumers behave in making a buying decision from a previous purchase. While others are stated as individuals or groups obtaining, buying, using, and disposing of products or services (Engel, Blackwell and Miniard, 1995). This similarity to the definition from Solomon (1995) is when individuals or groups select, purchase, use, and dispose of the products, services, ideas, or experiences to satisfy needs and desires. However, the study of customer behavior is a process of observing, examining and understanding human behavior to satisfy customer needs and meet the expectations consumer required before and after making a buying decision of products or services.

2.9.1 5 factors affecting customers' buying decision

Nowadays, there are many products, innovations, technologies and other sources of entertainment that trigger a feeling of obtaining and fulfilling the desires. For example, she or he decides to buy a pizza because of seeing a friend on social media eating. These stimuli a feeling of hunger and to satisfy the need, she or he decides to buy a pizza. To conclude, this kind of needs motivate by internal and external environments. And causes 5 factors affecting customer purchasing decision as follows:

1) Personal factor

The stage of influencing the buying decision of a product or service differs from person to person due to the demographic information of individuals. A difference in age, income, occupation, and lifestyle reflects the different needs of a person. A customer with higher income has a high purchasing power which influences

buying decisions and buying behavior (Tanja Lautiainen, 2015). An individual spends money depends on the lifestyle, associated society and quality of life one prefers to receive.

2) Social factor

The buying behavior that influences the buying decision of each person depends on the people living around them. This refers to a group of family, friends, social roles and status. The consumer who purchases goods or services certainly wishes to belong in the particular group and this term is called aspirational group.

3) Cultural factor

This refers to the group of people forming a community that shares common interests, ideas, and needs. In cultural factors, it is very effective to influence buying behavior and making a purchasing decision because consumers have the same goal. Also, the social class of people's background, education and status can affect their behavior.

4) Psychological factor

This factor is a significant part that influences consumer buying behavior. The factor that affects human need is motivation, perception, learning, beliefs and attitudes. According to a model of Maslow's Hierarchy of Needs have explained the basic human needs into five stages. **Figure 2.3**, shows that the most need is placing at the bottom and the least need is at the top of the pyramid. Maslow's needs are.

1) Physical needs: Basic needs such as food, sleep, shelter, sex and etc.

2) Safety needs: A need for being safe, protected and secured

3) Love and belonging needs: Need to be loved by someone, commit a relationship being accepted and belong to a group of friends and family

4) Self-esteem: The need for being recognized, respect from friends and family, and reputation gain from achievement

5) Self-actualization needs: A need for self-fulfillment one can be

To conclude, this model shows people's basic needs and a different person can have different needs. It does not matter which stage of needs placing at the top or bottom of the pyramid; human just get motivated to fulfill those needs and it never end. However, this study can imply to customer buying behavior and purchasing decisions of consumers to see which need is their top and least priority.



Figure 2.3 Maslow's Hierarchy of Needs

5) Economic factor

This is an external factor that depends on a person saving, assets, credits and etc. Hence, a strong economy encourages a consumer on high purchasing power and confidence in making expenses on products and services.

2.10 New product development (NPD)

According to Cowell (1980), the term new product development means as many good ideas as possible and then to reduce the number of ideas by careful screening and analysis to ensure that only those with the best chances of success reach the marketplace. While Kotler (1976) stated that the selection of a number of suitable concepts for new products and subsequent screening to retain those with favorable prospects. Basically, product development is a process of creating, designing

and understanding to deliver a new product or improving an existing product to launch in the new market. The objective of new product development is to maintain or market the new product to increase the company's market share based on satisfying customer needs and target the customer group. There are six different categories of new products as follow (Claessens, 2016):

1) New-to-the-firm-product: The products are new to the firm but not new to the world. Basically, it is a new product line mimics an existing product to increase the company's market share.

2) Additions to existing product lines: A new product extension that is added to the same product line and enters the current market.

3) Improvements and revisions to existing products: New products created from developing and improving existing products in terms of product value and characteristics. It is part of product modification.

4) Re-positioning: A new product that alive from the existing products which purpose to launch to the new market by retargeting the group of consumers and reposition the products.

5) Cost reductions: New products substitute the existing product as it provides similar performance which the cost is lower.

2.10.1 The benefit of new product development

A new product development provides a framework and creates a strong strategy to support the firm by creating new products to meet consumer needs in the new market, improving product performance, and increase the company revenue stream. Some of the NPD advantages are new product seize opportunities for the company to enter the new market and create new preference product for a customer. As the company improves the performance of the existing product, this helps the firm to create revenue as the company can charge a higher price for a premium product. Also, it can improve market competitiveness as the firm can reduce the cost of production by creating new products with a similar performance to an existing product. As the product being developed and modified, it increases to create room for the company to generate new ideas and a strong position of the product in

the new market. This results in higher product value as well as the company's reputation (Linton, 2019).

2.10.2 New product development framework

The concept of a new product development framework is a process to create and launch a new product to the market as Gruner and Homburg (2000) cited that NPD is a process of developing a new product or service for the market. It is either a process of new product invention or a modification of an existing product in order to target a new customer and market. Over the decade, there are several new product development models have been developed and the best-known model is the Booz, Allen and Hamilton (1982) model. This model was originated in 1968, shown in **figure 2.4**, the framework comprised of 7 main steps that explain below:

New product strategy: this stage connect the company objective to the NPD process which focused on the important of idea generation and concept guidelines for establishing screening criteria.

1) Idea generation: It is the process of generating as many ideas as possible. The idea to create new products obtained from customer needs, market trends, market research, and competitors. This phase provides a market opportunity for the company.

2) Screening and evaluation: This stage involves screening and eliminating ideas. The selected idea should be feasible, practical, and acceptable to develop the product.

3) Business analysis: The main purpose of this step is to evaluate the product in the long run. The worth investing product can be achieve through the business analysis of product profit, sales volume, return-on-investment (ROI), growth rate, and market size.

4) Design and development: In this stage, the idea generated in the first step transform into a prototype that should be practical and ready to test in the market.

5) Test marketing: it is a part of testing a product in a specific geographic area. The experiment to measure the success of the product can be done through a survey and interview of a focus group to get the feedback that will help the firm develop the product further and target the market.

6) Commercialization: after the successful test marketing stage means that the product is ready to be launch. This stage is crucial as it is a period to introduce the product to the market which is delicate and needs the understanding to launch the product to the right market.

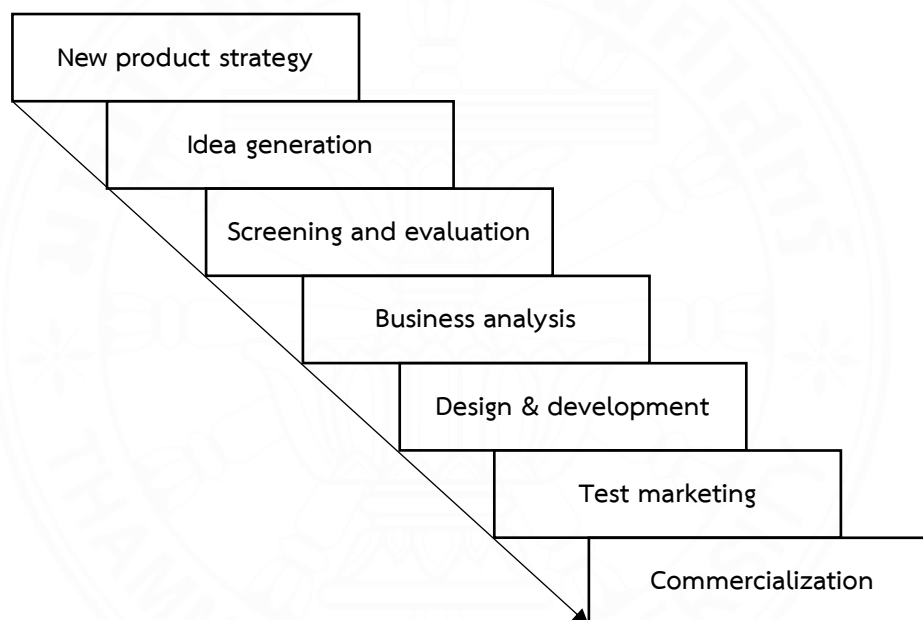


Figure 2.4 Process of New Product Development

Source: Booz, Allen 7 Hamilton (1982)

2.11 Design thinking model as a part of product development

The design thinking model might be popular among designers, however, it can integrate into the product development process. This model is an iterative process of solving a complex problem and creating new ideas by understanding the customer needs basing on customer-centric and user experience. New product development can follow the design thinking concept of 5 phases which consist of

empathize to identifies and understand the problem from a different perspective in order to get an insight needs of the customer. The define phase is a process to analyze the collected data, synthesize, and scope the main problem. Next is the ideate phase of identifying the solution through brainstorming. Follow by prototype step of creating a mock-up model to investigate and represent the idea of whether it is feasible or not. The final phase is testing which is a process of creating a final solution and collect feedback from the user. This model of design thinking is flexible for the NPD process because it helps generate new ideas and creating a new product that concerns on customer-centric and leads to explore the new market. The below **figure 2.5** showed the design thinking model process.



Figure 2.5 Design thinking model

2.12 Case study of brand repositioning

Brand positioning is vital in developing a product as it helps to analyze and define the position of a product in the market. There is a company that we can look up to as they have an outstanding product position that unable other brands to compete with. It is important to determine the position of the product in order to identify the product to know which part it can develop further. Manora and Calbee companies are a good example for positioning the product in the market as it has a very strong brand positioning as well as has a similar product. Manora is a Thai company established by Mr. Apiwat Wangwiwat in 1962. At first, the company started a business with an original product of prawn crackers but then extended the product to a different kind such as ready to eat and uncooked products that provided a raw material with different ingredients like crab and fish. There are also other flavors in the product lines such as fries pumpkin chips and fried taro chips. The products are packed in both packages and cans. Now, Manora is a Thailand leading company in selling chips and exporting the product internationally. The succession of Manora brand is the customer able to recognized the brand and stuck with it, always approach the international

market by usher foreign roadshows that collaborate with the Ministry of Commerce, and the vital part is the product quality that keeps the brand run and sustains. The following company is Calbee, a Japanese firm established in 1949 at Hiroshima and famous across Asia. Calbee main product is crunchy shrimp-flavored crackers which also have other local products available such as Jaxx, Jaxx mix, Bun Bun and etc. The concept of Calbee snack is a fresh, crisp and rich flavor snack that texture can resemble french fries. This makes the company product stand out as it has a unique point that enable the customer to differentiate the company product from other brands. These both brands are very outstanding in positioning their brand in both domestic and international markets as they perceive the need of the customer and have a clear understanding of what their product can serve.



CHAPTER 3

RESEARCH METHODOLOGY

The main focus of this study is to develop an understanding of product development for Kung-Sawei based on customer perception toward developing product features that followed the criteria of the new product development framework (NPD). The research methodology strategy obtains in this study is qualitative and quantitative methods. Also, different tools are used to support methodologies. This chapter is following the contents:

- 1) Quantitative research
- 2) Population, sample, and sampling strategy
- 3) Qualitative research
- 4) Customer segmentation
- 5) Pilot test
- 6) Type of data
- 7) Identification of key research variables
- 8) Research instrument
- 9) Research tools
- 10) Time period

3.1 Quantitative research

For the quantitative research method. The data collection is adopted a purposive sampling method. The data collected through an online questionnaire which deliver via social media such as Line and Facebook to the target respondent who usually buy a snack in a commercial market (i.e. 7-11, Tops, Tesco Lotus). The questionnaire has a question to execute respondents who are out of scope. The questionnaire has divided into three sections:

- 1) Demographic information
- 2) Questions inquire on consumer behavior and brand recognition of Kung-Sawei existing products
- 3) Marketing-mix on factors affecting the new product development for Kung-Sawei

3.2 Population, sample, and sampling strategy

The population in this study is a participant's age range between 18 to 35 years old in the Bangkok area who experienced purchasing and enjoying snacks. As the total population is unknown because consumers have a different aspect in selecting and purchasing a different type of snack which shown in **equation 3.1**.

Sample

The sample size was created using Cochran's formula and taking 95% confidence level with $\pm 5\%$ precision and assumed the maximum variability, which is equal to 50% ($p = 0.5$).

$$n = \frac{z^2 pq}{e^2} \quad (\text{Equation 3.1})$$

Where,

n is the sample size.

z is the selected critical value of desired confidence level.

p is the estimated proportion of an attribute that is present in the population.

e is the acceptable sampling error

q is 1 minus the estimated proportion of an attribute that is present in the population

Thus, representative sample size required for this study is calculated with $p = 0.5$ and $q = 1 - 0.5 = 0.5$; $e = 0.05$; $z = 1.96$.

$$n_0 = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} = 384.16 = 385$$

According to this method, the sample size is 385 samples in order to avoid inconsistent information receive from the respondents. To complete the actual population sample size of 400 samples, 15 more samples will be increased to research.

3.3 Qualitative research

The study of qualitative research is conducted to interview people age between 18 to 35 years old who consume and purchase snacks from convenience stores to get an insight information which mainly focused on their perception and feedback toward Kung-Sawei new product development. The method used in this research is an in-depth interview.

3.3.1 In-depth interview

This interview conducted to get an insight information from 10 targeted participants. The method intends to identify the perspective of customer toward snack products and new product development of Kung-Sawei brand. The interview was determined to interview people through a phone call or video call to get a clear understand and flexible conversation. The targeted participate is a person who consumes snack age range between 18 to 35 years old. This in-depth interview has divided into 2 rounds:

Round 1: The questions inquire demographic information, consumer snacks consumption behavior, Kung-Sawei brand recognition, and marketing-mix factors that affect the new product development for Kung-Sawei.

Round 2: The researcher requests the same group of interviewees to range their level of agreement on the design prototype of Kung-Sawei new product development. The purpose of this section aims to enable the interviewees to share the suggestion and opinion as a recommendation for new product features.

3.3.2 Sampling plan

Table 3.1 Detail for each data collection method

	Target (Unit)	Methodology	Sampling	Duration
In-depth	10	Phone	Purposive	10-20 mins
Questionnaire (Pilot)	110	Online survey	Purposive	5-10 mins
Questionnaire	512	Online survey	Purposive	5-10 mins

Table 3.1 briefly show the methodology, sampling method, process duration, and targeted respondents in unit that took place in each method of data collection.

3.4 Customer segmentation

As an existing product sold in a low-end market and a customer group is the local people who consume goods from grocery and retail stores. For the new product development, the researcher expects to explore the middle and upper market scale markets and generate new customer groups of age range between 18 to 35 years old. A group of customers that potentially able to effort the product of the upper market. According to Creswell & Creswell (2018) cited that there is no specific answer for identifying the number of the respondents. On the other hand, it emphasizes the qualitative research approach. The reason for conducting qualitative research is because the information gathered from this method is effective, reliable, and flexible.

3.4 Pilot study

Previously before developing qualitative and quantitative data information, a pilot study was conducted to get a brief understanding of customer perspective toward snack products, Kung-Sawei existing products, and ideas for improving new product development. A pilot study had divided into two main parts that complied with basic questions such as demographic information and general question about consuming snacks. The second part is about brand knowledge toward Kung-sawei products. This study helps to understand the factor affecting customer buying decisions and create new ideas to design for a new product.

A pilot study had conducted in a small-scale research with 110 participants have participated. The survey proceeded through an online google form and the participants are age between 21 to 30 years old. The survey questions had based on general information such as gender and age. The purpose of this survey aims to see the behavior of people who consume snacks and their perception and suggestion toward Kung-Sawei products. The objective of this pilot study is to gain an in-depth understanding of factors that influence people to consume and purchase snacks. And to bring those feedbacks to get an idea to create an appropriate survey for Kung-Sawei new product development.

Table 3.2 Pilot study

Section 1	Attributes	Frequency	Percentage (%)
Gender	Male	53	48.2
	Female	54	49.1
Age	<20	-	-
	21-30	82	74.5
	31-40	24	21.8
	41-50	2	1.8
	>50	2	1.8
Amount of eating (per time)	Everyday	10	9.1
	1-3 time / day	9	8.2
	4-6 time / day	8	7.3
	Once a week	50	45.5
	More than 1 month	33	30
Reason of consuming snacks	Due to snack flavors	93	84.5
	Easy to buy	43	39.1
	Convenience	36	32.7
	Brand popularity	28	25.5
	Product promotion	17	15.5
	Cheap price	12	10.9

Table 3.2 Pilot study (cont.)

Section 1	Attributes	Frequency	Percentage (%)
	Product packaging	8	7.3
	Product volume	8	7.3
	Other	7	6.3
Time of eating snacks	Free time	69	62.7
	Party	53	48.2
	Travel	45	40.9
	Friends	38	34.5
	Work	37	33.6
	Family	18	16.4
	Other	7	6.3

Table 3.2 Pilot study (cont.)

Section 2	Attributes	Frequency	Percentage (%)
Recognition of Kung-Sawei brand	Recognized	89	80.9
	Not recognized	21	19.1
Product attraction	Interested	35	31.8
	Not interested	75	68.2
Reason of interest	Product variety flavors	53	48.2
	Product packaging	41	37.3
	Not interested	4	3.6
	Other	18	16.2

3.6 Type of data

3.6.1 Primary data

This data obtained to collect the information from surveys, in-depth interviews and online questionnaires conducted through social media.

3.6.2 Secondary data

The secondary data mainly obtained the research and collected the information from trusted and reliable sources such as online websites, reports, publications, journals, and government statistics.

3.7 Identification of key research variables

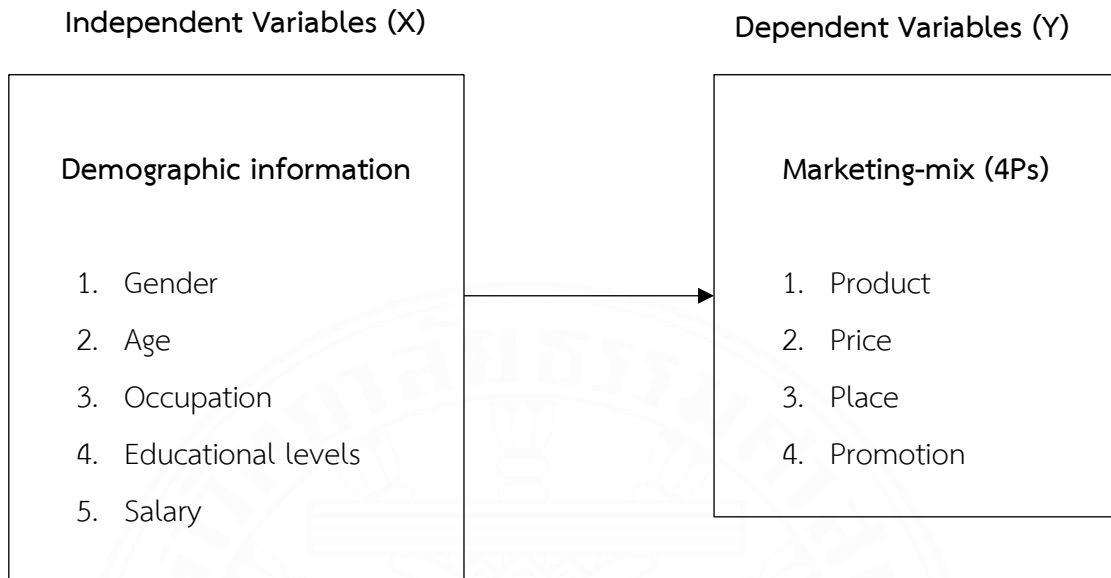


Figure 3.1 Identification of key research variables

Figure 3.1 shows the identification of key research variables for independent and dependent variable which vitally focused on respondent demographic information and marketing-mix of product, price, place, and promotion to see which factors primary affect the purchasing decision.

3.8 Research instrument

The researcher has created two tools for research instrument

3.8.1 Online questionnaire

The question consists of close-ended questions and rating scale. This divided into 3 sections.

- 1) Demographic information and consumer behavior
- 2) Questions inquire on cracker product and product development

3) Marketing communication mix factors affecting product development for Kung-Sawei to measure the level of importance. This section included rating scale questions, with the following five levels option.

5 = Extremely agree

4 = Very agree

3 = Moderately

2 = Slightly agree

1 = Disagree

Hence, this rating scale of 5 levels option was calculated by using the following formula which explain and shown in **equation 3.2**.

$$\begin{aligned} \text{Interval} &= \frac{\text{the highest score} - \text{the lowest score}}{\text{the number of interval}} && \text{(Equation 3.2)} \\ &= \frac{5 - 1}{5} \\ &= 0.8 \end{aligned}$$

Therefore, the detailed range of five levels option are as below:

4.21 – 5.00 means the consumer extremely agree

3.41 – 4.20 means the consumer very agree

2.61 – 3.40 means the consumer neither agree nor disagree

1.81 – 2.60 means the consumer slightly agree

1.00 – 1.80 means the consumer disagree

3.8.2 In-depth interview

This method use open-ended question to the participants in which the question divided into three parts:

- 1) Personal background
- 2) Consumption behavior on consuming and purchasing snacks
- 3) Marketing-mix factors

3.9 Research tools

The tools used to support research and methodology descriptive statistics using frequencies and percentages. The statistic result is further used to apply SWOT analysis and marketing-mix model canvas to specify the suite marketing strategy for Kung-Sawei products.

3.9.1 SWOT analysis

Figure 3.2 shows how the model helps identify the product strength, weakness, opportunity and threats. Also, assess Kung-Sawei product's current position in the market.

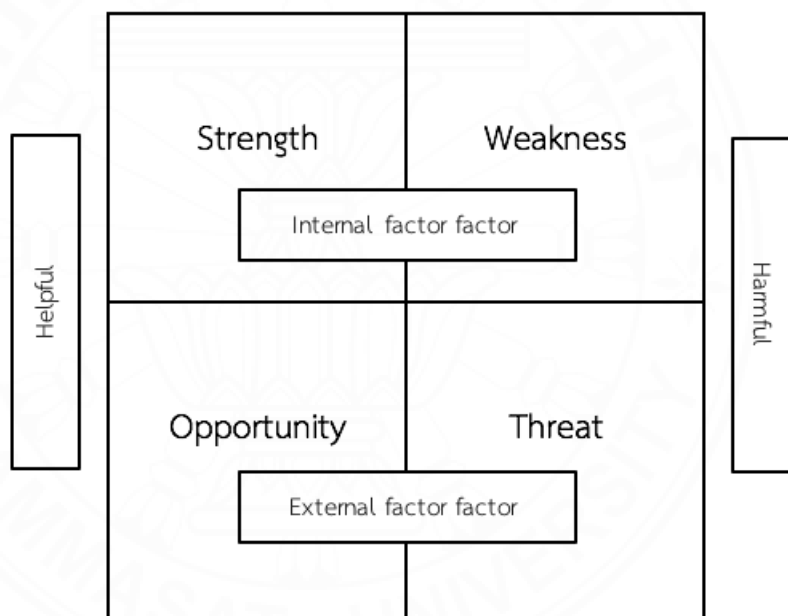


Figure 3.2 SWOT Analysis

3.9.2 Marketing-mix model or 4Ps marketing model

The marketing-mix model is a crucial part to state the product's current position and a post position after product development. It helps to market Kung-Sawei's new product, including the offer provided to meet the need of the customer and able to market the product successfully. This model consists of 4 ps of price, place, product and promotion which covered most of the vital market strategies that can imply in product development.

Hence, the time period for the data collection of qualitative and quantitative data is expected to be collected from March until May 2021.



CHAPTER 4

RESULTS AND DISCUSSION

This research chapter examines and analyzes the factors affecting the new product development for Kung-Sawei from participants who consume and purchase snack products. The research questions developed by using a mixed research method of qualitative and quantitative data collection. The result was calculated and measured by descriptive statistics, with included percentages and frequencies.

The purpose of this research study is to investigate consumer behavior on snack consumption, their needs and expectation for Kung-Sawei new product development features. The result intended to develop Kung-Sawei products for new markets and customers and create a prototype to see that the outcome is practical or vice versa.

This chapter contained results and discussion on data analysis which comprised of online survey results, round 1 in-depth interview, marketing-mix analysis, prototype, and round 2 in-depth interview.

4.1 Quantitative data collection results

The number of respondents participated in this survey was 512 with corresponding to male and female genders. According to the result, 500 respondents were found to consumed snacks daily and around 12 respondents were found not consumed snacks at all. Thus, all the respondents participated in the factors that affect new product development for Kung-Sawei. The researcher has analyzed the data into 3 parts as following.

4.1.1 Respondents demographic information

This part included the respondent's personal information of gender, age, educational level, occupation and income which details are shown below.

Table 4.1 Respondents demographic information

Respondent information		Amount	Percentage (%)
Gender	Male	36	7
	Female	476	93
Age	Below 18	142	50.6
	18 – 25	259	27.7
	25 – 30	72	14.1
	30 – 35	20	3.9
	Above 35	19	3.7
Educational level	Lower than Bachelor's degree	172	33.6
	Bachelor's degree	279	54.5
	Master's degree	34	6.6
	Doctorate degree	3	0.6
	Other	24	4.7
Occupation	Student	160	31.3
	Collegian	193	37.7
	Office worker	100	19.5
	Business owner	23	4.5
	Other	36	7

Table 4.1 Respondents demographic information (cont.)

Respondent information		Amount	Percentage (%)
Income	Below 5,000 THB	210	41
	5,000-10,000 THB	106	20.7
	10,000-15,000 THB	55	10.7
	15,000-20,000 THB	48	9.4
	20,000-25,000 THB	24	4.7
	25,000-30,000 THB	17	3.3
	Above 30,000THB	52	10.2

Table 4.1 shows that most respondents are age between 18 – 25 years old, which calculates at 27.7 percent. The average respondents are having a bachelor's degree, which accounts for 54.5 percent. The majority of them are colleagues, which obtains 37.7 percent, and they earned an income below 5,000 Baht that equals to 41 percent. This can be implied that most respondents are a group of teenagers and adulthoods who usually consume and purchase snack products.

4.1.2 Respondents snack consumption behavior

Table 4.2 Consumer consumption behavior on snack products and brand recognition of Kung-Sawei existing product

Behavior	Attributes	Amount	Percentage (%)
How often do you eat snack?	Not at all	12	2.3
	1-2 time / week	227	44.3
	3-4 time / week	166	32.4
	5-6 time / week	45	8.8
	More than 6 time / week	62	12.1
Why do you choose to buy snack?	Buy for yourself	362	70.7
	Buy to eat with friends	53	10.4
	Buy to eat with family	89	17.4
	Other	8	1.5
Where do you prefer to buy snack?	Department stores such as Makro	190	37.1
	Convenience stores such as 7-11	448	87.5
	Super market such as Tops	266	52
	Online shop	99	19.3
	Other	32	6.4

Table 4.2 Consumer consumption behavior on snack products and brand recognition of Kung-Sawei existing product (cont.)

Behavior	Attributes	Amount	Percentage (%)
How much do you think a snack should cost?	5 Baht	9	1.8
	5-10 Baht	80	15.6
	10-15 Baht	118	23
	15-20 Baht	169	33
	20-25 Baht	103	20.1
	Above 25 Baht	33	6.4
How much do you spend to buy snacks per time?	5-50 Baht	109	21.3
	50-100 Baht	211	41.2
	100-150 Baht	93	18.2
	150-200 Baht	43	8.4
	200-250 Baht	26	5.1
	250-300 Baht	10	2
	Above 300 Baht	20	3.9
When do you choose to eat snack?	Working	200	39.1
	Watching TV / Movies	440	85.9
	Free time	370	72.3
	Reading	147	28.7
	Party	251	49
	Traveling	246	48
	In the car	220	43
	Play game	102	19.9
	Other	11	2.2

Table 4.2 Consumer consumption behavior on snack products and brand recognition of Kung-Sawei existing product (cont.)

Behavior	Attributes	Amount	Percentage (%)
Which type of snacks would you prefer to buy?	Fish line such as Taro	238	46.5
	Potato chips	442	86.3
	Seaweed	254	49.6
	Shape or extruded snack (i.e. Pu-Thai)	178	34.8
	Crackers (Kao-Kiap)	87	17
	Dry vegetables and fruits	119	23.2
	Corn product	123	24
	Other	40	8
Which packaging color of snack attracts you the most?	Orange	182	35.5
	Green	63	12.3
	Blue	25	4.9
	Red	134	26.2
	Yellow	67	13.1
	Purple	22	4.3
	Pink	19	3.7
When you buy snacks, which characteristic packaging attracts you the most?	Colorful package with a product description	182	35.5
	Colorful package with graphic and text	144	28.1
	Transparent package with product description	14	2.7
	Plain package with celebrity and graphic	13	2.5
	Not much color but have graphic and text	35	6.8

Table 4.2 Consumer consumption behavior on snack products and brand recognition of Kung-Sawei existing product (cont.)

Behavior	Attributes	Amount	Percentage (%)
	Minimal style package pattern / not much color and text	124	24.2
When you're going to purchase snack at the store, which is the main reason for you to buy snack according to the following choice?	The product is easy and convenience to buy	227	44.3
	Products on the shelf are organized in clear categories	156	30.5
	Products are place in the clear position that is easy to see	116	22.7
	Other	13	2.5
Is the size of packaging affect the purchasing decision?	Yes	453	88.5
	No	59	11.5
Which factor is the main reason for you to buy snack?	Price	390	76.2
	Promotion	171	33.4
	Taste	479	93.6
	Packaging appearance	113	22.1
	Brand popularity	74	14.5
	Volume	193	37.7
	Nutritional value	92	18.0
	Easy to buy	134	26.2

Table 4.2 shows the consumer consumption behavior on snacks product which can be implied that 44.3 percent consume snacks 1-2 times per week and the reason they choose to purchase snacks is that they bought it for themselves, which accounted for 70.3 percent. The majority of the respondents of 87.5 percent noticed purchasing a snack from convenience stores such as 7-11. For, the price of snack per package can cost between 15-20 Baht and the total spend of purchasing snacks can range between 50-100 Baht, equivalent to 33 percent and 41.2 percent. Highly, it accounts for 85.9 percent of respondents were eating snacks while watching television and movies. The snack that they often consume is potato chips which accounts for 86.3 percent. Topic on product preference, 35.5 percent of the respondents prefers orange packaging over other colors. The product has to be colorful and provide a product description. Simultaneously, 88.5% of respondents agree that the size of packaging can affect their purchasing decision and 44.3 percent purchase the product due to the product is easy and convenient to find. Finally, the main factors influencing consumer purchasing decisions are product taste, price, and volume, which are equivalent to 93.6 percent, 76.2 percent, and 37.7 percent.

4.2 Kung-Sawei existing product and new product development

The result collects from the questionnaires that inquired on consumer behavior and brand recognition of Kung-Sawei's existing products. The majority of respondents account for 69.7 percent did not recognize Kung-sawei brand and the minority of 30.3 percent recognized the Kung-Sawei brand. The respondents who recognized the brand are about 45.5 percent that had purchased the product and 54.5 percent had never purchased the product. Furthermore, the respondents who did not recognize the brand that accounts for 50.8 percent infer that the product is not attractive enough, and the less 49.2 percent think it is attractive. According to the survey, 62.1 percent of respondents did not attract the product because of the packaging appearance, and 64.6 percent suggest changing the packaging visual for better communication and image that will deliver to the consumers.

4.2.1 Marketing mix factors affecting the new product development for Kung-Sawei

This part follows the marketing-mix model of 4 Ps, which divided the questionnaires into four parts of product, price, place, and promotion. Possibly, this helps to cover all the crucial points for developing a new product feature for Kung-Sawei. The researcher collected the data and analyzed it into 4 separated tables at the following.

Table 4.3 Marketing-mix of product

Marketing Mix	Attributes	Opinion level					Average	Meaning
		5	4	3	2	1		
		Extremely agree	Very agree	Moderately	Slightly agree	Disagree		
Product	Salty flavor	89	173	184	46	20	2.44	Slightly agree
	Spicy flavor	109	164	139	66	34	3.48	Very agree
	Sweet flavor	48	119	180	125	40	3.02	Moderate
	Prawn flavor	78	166	173	69	26	3.39	Very agree
	Chili paste flavor	57	134	154	106	61	3.04	Moderate
	Larb flavor	54	140	167	110	41	3.11	Moderate
	Mixed flavor	85	149	156	87	35	3.32	Moderate
	Rich shrimp flavor	165	208	101	30	8	3.96	Very agree

Table 4.3 Marketing-mix of product (cont.)

Marketing Mix	Attributes	Opinion level					Average	Meaning
		5	4	3	2	1		
		Extremely agree	Very agree	Moderately	Slightly agree	Disagree		
Snack texture	Crunchy texture	296	180	33	2	0	4.49	Extremely agree
	Hard texture	13	32	177	172	118	2.32	Slightly agree
	Brittle texture	198	197	85	23	9	4.07	Very agree
Snack shape	Small-rounded shape	158	176	128	37	13	3.84	Very agree
	Large-rounded shape	79	151	183	71	28	3.35	Moderate
	Extruded shape (Mold)	90	171	155	68	28	3.44	Very agree
Color of a cracker texture	Yellow color	152	176	131	38	15	3.80	Very agree
	Orange color	120	171	159	36	26	3.63	Very agree
	White color	73	121	166	93	59	3.11	Moderate
Types of packaging	Envelop	135	186	135	47	9	3.76	Very agree
	Zip-lock	257	160	73	16	6	4.26	Extremely agree
	Can	77	134	142	99	60	3.13	Moderate

Table 4.3 Marketing-mix of product (cont.)




Marketing Mix	Attributes	Opinion level					Average	Meaning
		5	4	3	2	1		
		Extremely agree	Very agree	Moderately	Slightly agree	Disagree		
From the picture which package would you prefer to buy?	A solid package with graphic prawn 	265	186	47	10	4	4.36	Extremely agree
	A transparent package with a graphic prawn logo 	32	96	218	111	55	2.88	Moderate
	A solid package with a real prawn graphic logo 	90	157	169	75	21	3.43	Very agree
Packaging color pattern	One color	196	170	110	32	4	4.02	Very agree
	Two colors	151	233	107	16	5	3.99	Very agree
	More than two colors	112	132	179	72	17	3.49	Very agree
Packaging size preference	Small	48	153	226	65	20	3.28	Moderate
	Medium	248	222	36	4	2	4.39	Extremely agree
	Large	100	178	184	41	9	3.62	Very agree

Table 4.3 mainly focuses on improving product preferences such as product flavors, packaging features, and size. It shows that the snack tastes the respondents prefer and very agree with is a strong flavor (mean=3.96), followed by spicy flavor (mean=3.48) and prawn flavor (mean=3.39), respectively. The average respondents are extremely agree to a crunchy texture (mean=4.49). Also, very agree with the small-rounded shape snack (mean=3.84) and very agree with the yellow color snack texture (mean=3.80). For packaging features, they extremely agree to a zip-lock type of packaging (mean=4.26). Simultaneously, they extremely agree with a solid package with graphic prawn (mean=4.36) and medium-size packaging (mean=4.39). Hence, they very agree to one color packaging (mean=4.02), followed by two colors (mean=3.99) and more than two colors patterns (mean=3.49). And slightly agree to have a celebrity picture on the package.

Table 4.4 Marketing-mix of price

Marketing Mix	Attributes	Opinion level					Average	Meaning
		5	4	3	2	1		
		Extremely agree	Very agree	Moderately	Slightly agree	Disagree		
Price								
	The price is reasonable with ingredients need	301	178	28	4	0	4.51	Extremely agree
	The price is reasonable with the quality of the product	322	173	17	0	0	4.59	Extremely agree
	The price is reasonable with the product	276	193	41	0	0	4.44	Extremely agree
	The packaging has a clear price tag	305	141	55	10	0	4.44	Extremely agree
	The price is reasonable when compared to other brands	259	193	49	7	4	4.36	Extremely agree

Table 4.4 shown the result obtains from respondents extremely agree with all the factors but slightly differ in mean values. The price is reasonable with the quality of the product (mean=4.59), the price is reasonable with ingredient needs (mean=4.51), the price is reasonable when compared to other brands (mean=4.36). Lastly, the packaging has a clear price tag and the price is reasonable with the product having an equal value of mean (mean=4.44). This infers that most of the respondents are giving importance to the value of the product that is worth the price they have to pay.

Table 4.5 Marketing-mix of place

Marketing Mix	Attributes	Opinion level					Average	Meaning
		5	4	3	2	1		
		Extremely agree	Very agree	Moderately	Slightly agree	Disagree		
Place								
	Do you normally buy snack at the counter cashier?	58	77	159	148	70	2.81	Moderate
	Does the placement of a product in the store affect the decision of purchasing?	196	217	70	14	15	4.10	Very agree
	Does the amount of snack product place on the shelf affect the decision of buying?	166	182	97	35	32	3.81	Very agree

Table 4.5 Marketing-mix of place (cont.)

Marketing Mix	Attributes	Opinion level					Average	Meaning
		5	4	3	2	1		
		Extremely agree	Very agree	Moderately	Slightly agree	Disagree		
How do you choose a snack product when it is on the shelf?	Top shelf	121	193	165	22	11	3.76	Very agree
	Middle shelf	207	200	89	8	8	4.15	Very agree
	Down shelf	31	99	234	109	39	2.95	Moderate

Table 4.5 represents the marketing-mix model of place which is one of the critical marketing-mix models for Kung-Sawei products. Any kind of products with a good positioning in the market can help attract customers to purchase and the product can promote itself to market without many advertising channels. The table above shows that respondents very agree that the placement of a product in the store can affect the decision of purchasing (mean=4.10), followed by the amount of snack product place on the shelf (mean=3.81) and they moderately purchase the product at the counter cashier (mean=2.81). Furthermore, the product's position on the shelf can affect consumer purchasing decision which majority of the respondents agree to purchase a snack product from a middle shelf (mean=4.15). Then, very agree to buy a product from a top-shelf (mean=3.76) and moderately purchase snack products from the down-shelf (mean=2.95).

Table 4.6 Marketing-mix of promotion

Marketing Mix	Attributes	Opinion level					Average	Meaning
		5	4	3	2	1		
		Extremely agree	Very agree	Moderately	Slightly agree	Disagree		
Promotion								
	Promote the product through social media applications (Facebook, Instagram, Twitter or Line)	203	214	78	15	2	4.17	Very agree
	Promote the product through micro-influencers can persuade the buying decision	152	181	136	33	10	3.84	Very agree
	Celebrity on the product package can influence your buying decision	95	137	149	78	53	3.21	Moderate
	Give away product to try	135	184	128	49	16	3.73	Very agree
	Buy 1 get 1 free	272	159	60	18	3	4.33	Extremely agree

Table 4.6 shows the result from the table of marketing-mix of promotion shows that there are various ways to promote a product in which the above table shows that respondents extremely agree to the buy 1 get 1 free factor (mean=4.33). They agree to a product that promotes through social media applications

such as Facebook, Instagram, Twitter or Line (mean=4.17), and the product promote through micro-influencers can persuade the buying decision (mean=3.84). And they very agree to a giveaway product (mean=3.73). Thus, the respondents are moderately influenced by a celebrity presence on the product.

4.2.2 Quantitative data analysis

Overall result analysis of respondents demographic information, the average of respondents age range is highly meet the expectation of the research objective of generating new customer group. Most of them were collegian and finished the Bachelor's degree. The monthly income of the respondents earned a profit above 5,000 Baht accounts for 59 percent, which meets the expectation the less 41 percent earned a profit below 5,000 Baht. Surprisingly, their purchasing behavior meets the research objective as they purchase goods from convenience stores (7-11) and supermarkets. They also agree that the price of snack products per package can cost between 15 to 20 Baht and the average total spend on snack products one time can range between 50 to 100 Baht. A perspective toward the marketing-mix questions is incredible, it clearly provides useful and beneficial information on developing new product features. On product, their preference for Kung-Sawei's new product is higher which they considered more on the brand image and perception toward the product. At the same time, other factors of price, place, and promotion support the product in marketing the brand. However, the result is a part of the study which confirms that the research study is effectively practical.

4.3 Round 1 In-depth interview

Table 4.7 Respondents personal information

No.	Gender	Age	Occupation	Place of living
1	Female	18	Student	Bangkok
2	Female	18	Student	Bangkok
3	Female	19	Collegian	Bangkok
4	Male	23	Collegian	Bangkok
5	Female	23	Employee	Bangkok
6	Male	23	Collegian	Bangkok
7	Female	24	Employee	Bangkok
8	Male	29	Employee	Bangkok
9	Female	30	Employee	Bangkok
10	Female	31	Employee	Bangkok

Table 4.7 shows the information collected for an in-depth interview, there are 10 respondents participant in this section. Most of the participants are female of 7 respondents and the other 3 respondents are male. In general, all the participants are a person who lives in Bangkok, similarly, has a behavior of purchasing and consuming snack products at their daily lives. The contrast is the interviewees are different in age and occupations which lead to different responses and ideas.

4.3.1 Consumer snack consumption behavior information

The majority of the respondents tend to consume snacks every day, but the amount of snacks consumed differs for each person. Some interviewees consume snacks 1 to 2 times a week, while others consume snacks 3 to 4 times a week. The common things in the participants are they consume snacks every day. Similarly, they enjoy the taste of snack flavors and the variety of snack products that can affect their buying decision. The only difference is that students and collegians often consume snack during their free time, party, and watching movies. And employee consumes snack instead of a meal or after a meal, free time and when working. For place, they mostly choose to buy a snack from convenience stores, mainly from 7-11 and supermarkets because it is fast, easy, and convenient to purchase. Moreover, convenience stores have a variety of products available to choose. According to the respondents, an online shop is a good channel for them to buy a snack product, but they cannot get a product immediately as they don't have to wait for a delivery. For the price of a snack product, most interviewees assume it can cost between 15 to 20 Baht per package and the minority implies that it can cost 20 to 25 Baht per package. Totally, the money they spend on snacks one time is between 150 to 200 Baht. On packaging preference, they prefer orange, yellow, and red colors, respectively, and colorful packaging with product descriptions. Additionally, the product arrangement on the shelf can affect their purchasing decision because when the product is clearly placed on the shelf with the right location, it helps attract their attention. However, the main factors that help the respondents make a product purchasing decision is depending on snack taste, price, promotion and packaging.

To analyzes this topic, it is derived from the result of consumer snack consumption behavior. The result shows the difference respondents choose to consume and purchase snack products at the convenience stores in Bangkok.

4.3.2 Marketing-mix factors inquire opinion for Kung-Sawei new product development

Table 4.8 Product

Interviewees	Questions				
	Product flavors	Product texture and colors	Product size and shape	Packaging preference	Packaging colors and size pattern
1	Original prawn and strong flavors	Crunchy and yellow color texture	Small rounded shape	Envelope and a solid package with graphic prawn	Medium size two colors pattern package
2	Strong and mixed flavors	Crunchy and orange color texture	Small rounded shape	Zip-lock and a solid package with graphic prawn	Large size two colors pattern package
3	Original prawn and spicy flavors	Crunchy and orange color texture	Small rounded shape	Zip-lock and a solid package with graphic prawn	Medium size one color pattern package
4	Original prawn and chili paste flavors	Crunchy and yellow color texture	Extruded shape	Zip-lock and a solid package with graphic prawn	Medium size one color pattern package
5	Strong and Larb flavors	Crunchy and yellow color texture	Small rounded shape	Zip-lock and a solid package with graphic prawn	Large size two colors pattern package
6	Original and spicy flavors	Crunchy and orange color texture	Small rounded shape	Envelope and a solid package with graphic prawn	Medium size one color pattern package

Table 4.8 Product (cont.)

Interviewees	Questions				
	Product flavors	Product texture and colors	Product size and shape	Packaging preference	Packaging colors and size pattern
7	Strong and mixed flavors	Crunchy and orange color texture	Large rounded shape	Zip-lock and a solid package with graphic prawn	Medium size three colors package
8	Original prawn and chili flavors	Crunchy and yellow color texture	Small rounded shape	Zip-lock and a solid package with graphic prawn	Large size two colors package
9	Spicy and original flavors	Crunchy and yellow texture	Small rounded shape	Zip-lock and a solid package with real prawn	Medium size one colors package
10	Strong and chili paste flavors	Crunchy and yellow color texture	Small rounded shape	Zip-lock and a solid package with graphic prawn	Medium size one colors package

Here **table 4.8** shows P of product of the marketing-mix factors table separately because the researcher mainly focuses on improving Kung-Sawei's new product features. The average results from the interviewees demonstrate that respondents prefer original and strong prawn flavors with crunchy yellow color textures. Also, they prefer a small rounded shape prawn cracker because it is the right bite-size and shape. For packaging preference, the interviewees required a medium size solid zip-lock packaging with a prawn graphic design and one or two colors packaging because this type of packaging is easy for them to handle the product, convenient, and able to preserve the snack after they cannot finish the product.

Table 4.9 Price, place, and promotion

Respondents	Questions			
	Price	Place	Promotion	Other opinion
1	The packaging has a clear price tag	The placement of product on the shelf affect the buying decision	Promote the product through micro-influencers	None
2	The price is reasonable with the quality of the product	The amount of product on the shelf affect the buying decision	Promote the product through micro-influencers	None
3	The price is reasonable with the quality of the product	The placement of product on the shelf affect the buying decision	Promote the product through social media applications	Need premium look packaging
4	The price is reasonable with the quality of the product	The placement of product on the shelf affect the buying decision	Promote the product through social media applications	Unique design when compare to other prawn cracker brands
5	The price is reasonable with ingredients need	The amount of product on the shelf affect the buying decision	Promote the product through social media applications	More friendly look and taste good

Table 4.8 Product (cont.)

Respondents	Questions			
	Price	Place	Promotion	Other opinion
6	The price is reasonable when compared to other brands	The placement of product on the shelf affect the buying decision	Promote the product through social media applications	Colorful packaging but not over exaggerated
7	The price is reasonable with the quality of the product	The amount of product on the shelf affect the buying decision	Promote the product through social media applications	None
8	The price is reasonable when compared to other brands	The amount of product on the shelf affect the buying decision	Buy 1 get 1 free	Taste good
9	The price is reasonable with the quality of the product	The placement of product on the shelf affect the buying decision	Promote the product through social media applications	Clear product description
10	The price is reasonable with the quality of the product	The placement of product on the shelf affect the buying decision	Buy 1 get 1 free	None

Table 4.9 summarizes the marketing mix factors of price, place, and promotion as factors that support the product elements to effectively obtain the new product development features. As counts, the interviewees give importance to the price of the product that is reasonable with the quality of the product because good

quality product infers the standard of the brand and obtain their interest. The opinion on the place is that placing the product on the shelf can affect their purchasing decision as the product is arranged in the right place and position can attract their eyes and reach out to them before they can aim other products. For the promotion, they recommend promoting the product through social media applications such as Facebook, Instagram, Twitter or Line because it is easy to access and can market the product effectively. Lastly, the interviewee's opinion on product development for Kung-Sawei suggested changing the visual of the product package to look more friendly and modern. The product can enhance colorful packaging with a graphic prawn, but it should not exaggerate. However, the overall suggestions are the product with good taste and appearance can persuade their purchasing decision and repurchase the product over time.

4.3.3 Qualitative data analysis

In summary, the chosen group of interviewees are different in age, occupations, and monthly income. Similarly, they all lived in Bangkok city which they consume snacks daily and often purchase the product from convenience stores and supermarkets. This section of the interview shows that the interviewees have a high purchasing power as most interviewees assume that a snack product can cost between 15 to 20 Baht per package, and some implied that it could cost 20 to 25 Baht per package. Totally, the money they spend on snacks one time is between 150 to 200 Baht. The analysis results on snack consumption; some consume snacks 1 to 2 times per week, while others consume 3 to 4 times per week. The answer on the marketing-mix of 4 PS is quite impressive as they mostly agree to the similar ideas on developing new product features for Kung-Sawei. Overall, the result is meet the objective of the study and the researcher's expectations.

4.4 The analyze factors of marketing-mix

Table 4.10 Summarize factors of marketing-mix

Product	Price	Place	Promotion
<ul style="list-style-type: none"> - Original prawn flavor - Crunchy texture - Yellow color texture - Small rounded shape - Zip-lock packaging - Colorful packaging with graphic prawn design - One or two colors pattern packaging 	The price is reasonable with the quality of the product	The placement of product on the shelf affect the buying decision	Promote the product through social media applications (Facebook, Instagram, Twitter or Line)

4.5 Prototype

After analyzing the data collection, the prototype is design and create for kung-Sawei product. Studying the existing brand and the knowledge earned from data collecting help the researcher generates a guideline for Kung-Sawei to develop the product in the future. Possibly, this part shows the prototype of Kung-Sawei's new features that usually visualize the outcome. The prototype composes the front and back detail packages of original prawn and chili paste flavors. The elements provided on the packaging consist of the following:

- 1) Product name
- 2) Company name
- 3) Company logo
- 4) Flavors

- 5) Nutrition facts
- 6) Net weight
- 7) Halal symbol
- 8) Food and drug administration (FDA)



Figure 4.1 NPD prototype of Kung-Sawei's original prawn flavor

The design of Kung-Sawei's prawn flavor in terms of packaging design preference, the design uses a solid zip-lock package with a graphic prawn. The package complied two colors of a cream color and a different shade of orange color. The product colors are colorful and not exaggerated and design to look simple.



Figure 4.2 NPD prototype of Kung-Sawei's chili paste flavor

The design of Kung-Sawei's chili paste flavor in terms of packaging design preference. The design uses a solid zip-lock package with a graphic prawn; a chili paste can also symbolize the flavor. The package complied three colors of cream, orange, and dark green, highlighting a prawn graphic and able consumers to identify the flavors.

4.6 The comparison between existing product and new product



Kung-Sawei existing product



Kung-Sawei new product

Figure 4.3 Comparison between Kung-Sawei existing product and new product

The existing product of Kung-Sawei obtained a transparent envelope with a graphic prawn and a description of the product. The package can provide only primary color as the cost for a low-end market is fixed. These make a difference in a new product as the new product procures different colors and shading to capture new customer groups and expand the markets. The packaging type adapts to the zip-lock package to enable consumers to preserve a product and be more convenient when handling it. Also, the font of the product is changed to look more simpler for a consumer to access.

Furthermore, the researcher not only considers the packaging feature but product ingredients. The information analyzed from data collection and knowledge gathered from the study of the Kung-Sawei brand impact the researcher's decision to develop original prawn flavor and chili paste flavor to be Kung-Sawei's new product guideline feature.

4.7 Round 2. In-depth interview

This interview conduct for a second time after showing the prototype. The same group of interviewees is participated in this session to discuss the prototype design. They are requested to rate their opinion of satisfaction and provide an idea for the new product. The interview was able to obtain 6 interviewees, the information of interviewees provide in the below table.

Table 4.11 Interviewees personal information

Interviewees	Gender	Age	Occupation	Place of living
A	Female	18	Student	Bangkok
B	Female	19	Collegian	Bangkok
C	Male	24	Collegian	Bangkok
D	Female	24	Employee	Bangkok
E	Male	29	Employee	Bangkok
F	Female	31	Employee	Bangkok

The average of the interviewees is female and the less is male. As mention, the interviewees are the group that the researcher has interviewed in the previous process. They are familiar with questions and able to provide an opinion and discuss the new product. The interview was conducted through phone and face call video. The pictures showing the product are sent to the Line application to allow the interviewees to see a vivid picture of a prototype and get a precise information from their opinions and ideas.

Table 4.12 Level of satisfaction for original prawn flavor

Interviewees	Level of satisfaction for original prawn flavor					
	Package Overview (front and back)	Graphic design	Color used and shading pattern	Font pattern and design	Package size and shape	Product attractiveness
A	✓	✗	✓	✓	✓	✓
B	✓	✓	✓	○	✓	✓
C	✓	○	✓	✓	✓	○
D	○	○	✓	✓	✓	○
E	✓	✓	✓	✓	✓	✓
F	✓	○	✓	✓	✓	○

Table 4.12 shows the feedback of interviewees and their opinion toward the prototype of an original prawn flavor package. The interviewees are required to rate their level of satisfaction by using a sign to mark on the table. A sign composed of ✓ for satisfaction; ○ for moderate; and ✗ for dissatisfaction. A majority of the interviewees are satisfied with the new product. They were able to see the difference between an existing product and the new product. Most deem that the new product improves the brand image, which corresponds to a process of executing an effective brand strategy. On the other hand, Interviewee A is dissatisfied with the graphic design of the packaging because it looks too simple and suggests adding more detail to the package. Interviewee B shares the idea that to expand the font size of the front package and the color use of the back package to be able to see clearly. Similarly, Interviewees C and F had a similar opinion on package graphic design as they

expect the prawn detail and elements composed on the package. This results in the moderate attractiveness of the new product, but an overview of the product is satisfied. Interviewee D cited that the product is moderately attractive as the product looks pleased but does not fully capture the attention. Lastly, Interviewee E is satisfied by all the factors as indulging by the improvement of a product transformation as the product is upgrade when compared to the existing product. Therefore, the opinion undertakes to the researcher consideration for further development of Kung-Sawei brand.

Table 4.13 Level of satisfaction for chili paste flavor

Interviewees	Level of satisfaction for Chili paste flavor					
	Front and back Package Overview	Graphic design	Color used and shading pattern	Font pattern and design	Package size and shape	Product attractiveness
A	✓	✓	✓	✓	✓	✓
B	✓	✓	○	○	✓	✓
C	✓	○	✓	✓	✓	○
D	✓	○	✓	✓	✓	○
E	✓	✓	✓	✓	✓	✓
F	✓	○	✓	✓	✓	○

Table 4.13 shows the feedbacks and opinions of the interviewees toward the prototype of the chili paste flavor package. The overview of the new product is satisfied by the interviewees. However, there are some points either agree

or disagree by the interviewees which Interviewee B mentioned that the color used at the tip of the package could fully be dark green color instead of orange color. Interviewees C, D, and F had similar opinions on the graphic design of chili paste that it did not match a package, though it is easy to identify the product flavor. While interviewees A and E are satisfied with all the factors, they agree with a combination of the color that clearly shows the product description.



CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

The purpose of this research is to study the product development for Kung-Sawei's new product development features. The researcher studies the literature, articles, theory, and case study relevant to snack products that benefit Kung-Sawei product development features. Primarily, focuses on consumer snack consumption behavior and factors that affect consumers purchasing decisions. The researcher aims to study product development and create a prototype mock-up design for Kung-Sawei to be a guideline for the brand to apply to the business in the future. Moreover, this research is design to use a mixed research method of quantitative and qualitative data collection.

The quantitative data method uses an online survey by dividing the questionnaires into three parts that undertake a marketing-mix model to helps investigate the opinion levels for developing Kung-Sawei new product. The result obtained 512 respondents, the survey comprised of a close-up question and a rating scale. The result calculates by formula of W.G. Cochran's and the rating scale calculated by Likert Scale which consists of 3 sections: (1) Demographic information, (2) Consumer snack consumption behavior brand recognition of Kung-Sawei existing products, and (3) Marketing-mix on factors affecting the new product development for Kung-Sawei. Simultaneously, the qualitative data held by an in-depth interview of 10 interviewees with differences in age and occupation to discuss and provide different opinions on snack products. The questionnaires are similar to quantitative data but more flexible as the conversation flows and interviewees freely share their views.

In analyzing the research results in terms of consumers, the study used percentages, average, and frequency to describe through the principle of marketing-mix; product, price, place, and promotion and the factors of consumer purchasing decisions for snacks business. In addition, the information from the in-depth interviews was undertaken as content analysis and reported descriptively. It interpreted the

sentence details from the interviewee and improved the idiomatic expression for uncomplicated analysis.

The conclusion divided as the following sections.

5.1 Key finding

This study investigates the new product development for Kung-Sawei's new product features to prepare a guideline and create a prototype to explore the markets and engage new customer groups possibly. The key finding is to understand the consumer snacks consumption behavior and undertake the marketing mix of 4Ps of product, price, place, and promotion into the analysis.

5.2 SWOT analysis of an existing product

Strength Have a strong position in the existing market: <ul style="list-style-type: none"> • Colourful packaging with our own designing prawn logo • Variety of Flavours (original, chilli paste, larb, rich shrimp, and mixed flavours) • Crackers have a smooth texture without a bubble 	Weakness <ul style="list-style-type: none"> • The existing product does not meet the demand of other market • Cannot compete with other higher market • Entering to few marketing channels
Opportunity Can explore the new market Can provide new product-line <ul style="list-style-type: none"> • Souvenir product, Bunch crackers, higher the product and etc 	Threats <ul style="list-style-type: none"> • The existing product can no longer be expanded or saturated in the same market • The brand did not get recognition.

Figure 5.1 SWOT analysis of existing product

The SWOT analysis of an existing product of Kung-Sawei acts as a tool that helps point out the crucial part to identify the problem of the product. The product's strength can keep and the product's weakness can develop with an

opportunity that the research sees and study through this model. The weakness and threat are the primary topic matter that enhances this study of new product development to improve the features of Kung-Sawei products and create a guideline for the brand for further development.

5.3 Consumer consumption behavior on snack products

The analysis of quantitative and qualitative data shows that people averagely consume snack products 1-2 times a week and mainly bought the product for themselves. The locations where they usually buy snack products are convenience stores (ex: 7-11) and supermarkets (ex: Tops) because it was convenient, fast and a variety of products available to choose. The estimated price people agree for the cost of a snack product is a rate between 15-20 Baht. And the total price people spend on snack products per time is between 50-100 Baht. The time people chose to consume snacks is while they are watching TV and movies, free time, and parties. The type of snacks people prefer to consume is potato chips, seaweed and fish line. The result analyzes and gathers from the data collection of consumer behavior corresponded to the research from Tanja Lautiainen (2015) as the factors that affect consumer purchasing decisions depend on their personal, social, cultural and physical factors. The decision making differs from person to person due to the different demographic information of individuals. This assists the researcher in understanding consumer behavior and their perception toward snack products.

5.4 Factors affecting consumer decision

According to the result, the factors that involve the buying decision are taste, price, and volume of the product. It found that people mainly prioritized the taste of snacks, which can be considered as an internal factor because it obtains the decision from a personal opinion. However, the external factor is the product's packaging that usually attracts the consumer at the point of sale and the popularity of the brand that people recognize, apart from the supportive factors such as place

and promotion that can also affect the consumer purchasing decision. This infers that analyzing the factors affecting consumer decisions is as crucial as to understanding consumer behavior before developing the product.

5.5 Marketing-mix factors affecting new product development for Kung-Sawei

Product: On product found that people preferred a clear description of the product that provided a colorful packaging of one or two color patterns with a prawn graphic. They value the medium size product package as it is perfectly fit to hold when consume. For packaging options, a solid zip-lock package is a good choice for developing Kung-Sawei new product because a solid package can help preserve the texture of crackers as well as it enable the consumer to preserve the product. This type of packaging also higher the product level when compared to the existing product. The product texture is also vital for a consumer to purchase and repurchase the product, the NPD of Kung-Sawei crackers have to be crunchy and yellow in color with a small rounded shape.

Price: In the study of NDP for Kung-Sawei, the researcher might not mention the estimated price of the new product but focuses on factors that affecting price. To people, a price that reasonable with the quality of the product persuades their purchasing decision because the quality implied the standard of the product is worth buying. Also, it can reflect on brand equity according to the Aaker model of five main elements of brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary brand assets.

Place: From the aspect of the research, people consider purchasing the product from convenience stores and supermarkets. Most people desire to buy snack products from the middle shelf because it is easy to pick up and the product in this position captures customer's eyes. Also, the arrangement and position of the product placement on the shelf can affect the consumer purchasing decision.

Promotion: Buy 1 get 1 free is one way to promote and advertise a product that people satisfy and indulged. According to the data collection, another effective way to market the product is to promote it through social media platforms such as (Line, Facebook, Instagram, and Twitter) because people can easily access it. Besides, promoting the product through micro-influencer also can help persuade consumer purchasing decisions.

5.6 Prototype



Figure 5.2 Kung-Sawei new design prototype

Here is the new design product for Kung-Sawei showing the front and back of the packaging. From the existing product of five flavors, the researcher took the data collection into analysis along with the study of brand and decided to develop original prawn flavor and chili-paste flavor because these two flavors are the popular flavors sold in the existing market. It respectively obtained the average of 3.39 percent and 3.04 percent from the respondent which very agree and moderate according to the level of agreement from the marketing-mix model factors affecting new product development for Kung-Sawei. The information provided on the prototype package base on the information of the existing product. The elements provided on the prototype are as the following:

- 1) Product name: Kung-Sawei
- 2) Company name: Maxiplan Corporation Company Limited
- 3) Company logo:



- 4) Product flavor: Original prawn flavor and Chili paste flavor



- 5) Product description: the description of the product provided at the back of the package explain about the product.



6) Nutrition facts

ข้อมูลโภชนาการ ต่อหนึ่งหน่วยบริโภค 22 กรัม จำนวนหนึ่งหน่วยบริโภคต่อถุง 1	ข้อมูลโภชนาการ ต่อหนึ่งหน่วยบริโภค 22 กรัม จำนวนหนึ่งหน่วยบริโภคต่อถุง 1
คุณค่าทางโภชนาการต่อหนึ่งหน่วยบริโภค ปริมาณต่อหนึ่งหน่วยบริโภค 110 กิโลแคลอรี	คุณค่าทางโภชนาการต่อหนึ่งหน่วยบริโภค ปริมาณต่อหนึ่งหน่วยบริโภค 110 กิโลแคลอรี
ร้อยละของปริมาณที่แนะนำให้รับประทาน*	ร้อยละของปริมาณที่แนะนำให้รับประทาน*
โซเดียม 0 กรัม 0%	โซเดียม 0 กรัม 0%
โปรตีน 1 กรัม 1%	โปรตีน 1 กรัม 1%
คาร์โบไฮเดรต 25 กรัม 8%	คาร์โบไฮเดรต 25 กรัม 8%
ไขมัน 1 กรัม	ไขมัน 1 กรัม
โทนิค 350 มก.	โทนิค 350 มก.
*ใช้ข้อมูลโภชนาการ สำหรับคนไทยอายุตั้งแต่ 6 ปีขึ้นไป (Thai KDI) โดยคิด จากความต้องการพลังงานวันละ 2000 กิโลแคลอรี	*ใช้ข้อมูลโภชนาการ สำหรับคนไทยอายุตั้งแต่ 6 ปีขึ้นไป (Thai KDI) โดยคิด จากความต้องการพลังงานวันละ 2000 กิโลแคลอรี
**ใช้ข้อมูลโภชนาการ สำหรับคนไทยอายุตั้งแต่ 6 ปีขึ้นไป (Thai KDI) โดยคิด จากความต้องการพลังงานวันละ 2000 กิโลแคลอรี	**ใช้ข้อมูลโภชนาการ สำหรับคนไทยอายุตั้งแต่ 6 ปีขึ้นไป (Thai KDI) โดยคิด จากความต้องการพลังงานวันละ 2000 กิโลแคลอรี

7) Net weight: 100 grams

8) Halal symbol



9) Food and Drug Administration (FDA)



5.7 Recommendations and future research needs

The work undertakes in this thesis is to indicate the development of Kung-Sawei's new product that has the potential to grow in the markets and a new group of customers. From the second in-depth interview shows that the new product prototype has changed the image of the existing product which the interviewees are averagely satisfied. The comparison between the existing product and the new product was able the interviewees to see the change of the design and distinguish the differences.

Still, there are some details of the product that can develop such as the prawn graphic design of the new product prototype can add more detail and pattern, different font types and sizes can apply to make the product look more attractive and capture consumer's eyes.

In addition to the future research needs, the marketing-mix model of price, place, and promotion can be studied further in order to support the new product design to explore the new market. Also, research more on the market where the new product is place and position. Analyze the product design strength and weaknesses in the competitive market. At last, the researcher can apply this knowledge at the guideline for Kung-Sawei brand which is beneficial for further business development.



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APPENDICES

APPENDIX A

RESEARCH QUESTIONNAIRES

Section 1: Demographic Types of Questions

Instruction: Please put ✓ in the ☐ based on your fact and personal attitudes

(Note: The questions are derived from the example of “SurveyCan”, section 1-2)

1. **Gender**

☐ Male

☐ Female

2. **Age**

☐ Below 18

☐ 18-25

☐ 25-30

☐ 30-35

☐ Above 35

3. **Educational level**

☐ Lower than Bachelor's degree

☐ Bachelor's degree

☐ Master's degree

☐ Doctorate degree

☐ Other

4. Occupation

- ☐ Student
- ☐ Collegian
- ☐ Office worker
- ☐ Business owner
- ☐ Other

5. Salary

- ☐ Below 5,000 THB
- ☐ 5,000-10,000 THB
- ☐ 10,000-15,000 THB
- ☐ 15,000-20,000 THB
- ☐ 20,000-25,000 THB
- ☐ 25,000-30,000 THB
- ☐ Above 30,000THB

6. How often do you eat snack?

- ☐ Not at all
- ☐ 1-2 time / week
- ☐ 3-4 time / week
- ☐ 5-6 time / week
- ☐ More than 6 time / week

7. Why do you choose to buy snack?

- ☐ Buy for yourself
- ☐ Buy to eat with friends
- ☐ Buy to eat with family

☐ Other

8. Where do you prefer to buy snack (can choose more than 1 answer)

- ☐ Department stores such as Makro
- ☐ Convenience stores such as 7-11
- ☐ Supermarket such as Tops
- ☐ Online shop
- ☐ Other

9. How much do you think a snack should cost?

- ☐ 5 Baht
- ☐ 5-10 Baht
- ☐ 10-15 Baht
- ☐ 15-20 Baht
- ☐ 20-25 Baht
- ☐ Above 25 Baht

10. How much do you spend to buy snacks per time?

- ☐ 5-50 Baht
- ☐ 50-100 Baht
- ☐ 100-150 Baht
- ☐ 150-200 Baht
- ☐ 200-250 Baht
- ☐ 250-300 Baht
- ☐ Above 300 Baht

Section 2: Consumer behavior and Kung-Sawei brand recognition







11. When do you choose to eat snack? (Can choose more than 1 answer)

- ☐ Working
- ☐ Watching TV
- ☐ During your free time
- ☐ Reading
- ☐ Party
- ☐ Traveling
- ☐ On the car
- ☐ Play game
- ☐ Other

12. Which type of snacks would you prefer to buy? (Please choose top 3 rank)

- ☐ Fish line such as Taro
- ☐ Potato chips
- ☐ Seaweed
- ☐ Shape or extruded snack (ขนมขึ้นรูป) such as Pu-Thai
- ☐ Crackers (Kao-Kiap)
- ☐ Dry vegetables and fruits
- ☐ Corn product
- ☐ Other

13. Which packaging color of snack attracts you the most?

- ☐ Orange 
- ☐ Green 
- ☐ Blue 
- ☐ Red 
- ☐ Yellow 
- ☐ Purple 
- ☐ Pink 

14. When you buy snacks, which characteristic packaging attracts you the most?

- ☐ Colorful package with a product description
- ☐ Colorful package with graphic and text
- ☐ Transparent package with product description
- ☐ Plain package with celebrity and graphic
- ☐ Not much color but have graphic and text
- ☐ Minimal style package pattern / not much color and text

15. When you're going to purchase snack at the store, which is the main reason for you to buy snack according to the following choice?

- ☐ The product is easy and convenience to buy
- ☐ Products on the shelf are organized in clear categories
- ☐ Products are place in the clear position that is easy to see
- ☐ Other

16. Is the size of packaging affect the purchasing decision?

- ☐ Yes
- ☐ No

17. Which factor is the main reason for you to buy snack? (Please choose top 3 rank)

- ☐ Price
- ☐ Promotion
- ☐ Flavors
- ☐ Packaging appearance
- ☐ Brand popularity
- ☐ Volume
- ☐ Nutritional value
- ☐ Easy to buy

18. Do you know this product? (Available in 5 flavors: Shrimp flavor, Chili flavor, Larb flavor, mixed flavor, and strong flavor)



- ☐ Know (if you know, please answer the next question)
- ☐ Don't know about this product (if you don't know, please answer the next question)

19. If you know the product, have you ever bought it or not?

- ☐ Yes, I have bought it
- ☐ No, I've never bought it

20. If you don't know about the product, will you interested to buy?

- ☐ Yes, I am interested to buy
- ☐ No, I am not interested to buy

21. Do you think Kung-Sawei existing packaging is attractive to buy or not?

- ☐ Yes
- ☐ No

22. If there is improvement to be made, what will you suggest to change?

- ☐ Packaging color
- ☐ Name of the product
- ☐ Key visual of the package

Section 3: Marketing-mix on factors affecting the new product development for Kung-Sawei

23. Factors that affect new product development according to your satisfaction

Level of agreement:

5 = Extremely agree



4 = Very agree




3 = Moderately





2 = Slightly agree

1 = Disagree

Marketing-mix for Kung-Sawei new product development	Related factors	Level of agreement				
		5	4	3	2	1
Product						
What taste of snack do you like?	24.1. Salty flavor					
	24.2. Spicy flavor					
	24.3. Sweet flavor					
	24.4. Prawn flavor					
	24.5. Chili paste flavor					
	24.6. Larb flavor					
	24.7. Mixed flavor					
	24.8. Rich shrimp flavor					
What texture of snack do you like?	25.1. Crunchy texture					
	25.2. Hard texture					
	25.3. Brittle texture					

What shape of snack do you like?	26.1.Small-rounded shape					
	26.2.Large-rounded shape					
	26.3.Extruded shape (mold into shape)					
What color of a cracker texture do you like?	27.1.Orange color cracker texture					
	27.2.White color cracker texture					
	27.3.Yellow color cracker texture					
What kind of packaging do you like?	28.1.Envelop 					
	28.2.Zip-lock package 					

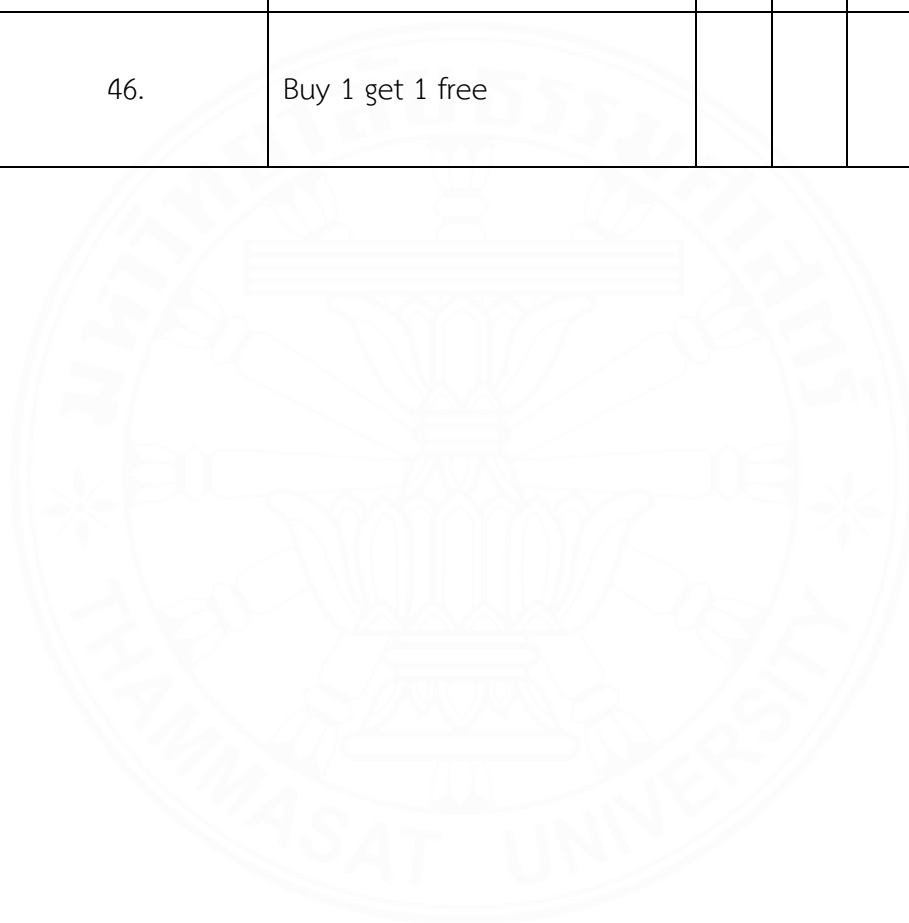
	 <p>28.3. Can</p>					
	<p>29. Will you interest in buying if there is a celebrity picture on the package? (จะซื้อไหมถ้ามีรูปดารานของขนม)</p>					
Package design preference	<p>From the picture which package would you prefer to buy?</p> <p>30.1. A solid package with graphic prawn</p> 					
	<p>30.2. A transparent package with a graphic prawn logo</p> 					

	<p>30.3.A solid package with a real prawn graphic logo</p> 					
Packaging color pattern	<p>From the picture which package would you prefer to buy?</p> <p>31.1.One color</p> 					
	<p>31.2. Two colors</p> 					
	<p>31.3. More than two colors</p> 					

32. Which package size will you prefer?	a. Small b. Medium c. Large					
Price						
33.	The price is reasonable with ingredients need					
34.	The price is reasonable with the quality of the product					
35.	The price is reasonable with the value of the snacks					
36.	The packaging has a clear price tag					
37.	The price is reasonable when compared to other brands					
Place						
38.	Do you normally buy snack at the counter cashier?					
39.	Does the placement of a product in the store affect the decision of purchasing? (การจัดวางสินค้าส่งผลต่อการเลือกซื้อหรือไม่)					

How do you choose a snack product when it is on the shelf? (คุณจะทำเลือกผลิตภัณฑ์ขนมขบเคี้ยวอย่างไรเมื่อวางอยู่บนชั้นวาง)	40.1.Top shelf					
	40.2.Middle shelf					
	40.3.Down shelf					
41.	Amount of snack product place on the shelf affect the buying decision					
Promotion						
42.	Promote the product through social media applications (Facebook, Instagram, Twitter or Line)					
43.	Promote the product through micro-influencers can persuade the buying decision					

44.	Celebrity on the product package can influence your buying decision					
45.	Give away product to try					
46.	Buy 1 get 1 free					



BIOGRAPHY

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Publications

Asawathitirat, P., Promsit, S., Boonyanan, A., & Mongkol, K. (2021). *The Study Of New Product Feature Development For Kung-Sawei*. 12th Built Environment Research Associates Conference, 28th June 2021, Thammasat University.

