The effective marketing strategies for yogurt business in Bangkok, Thailand

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Abstract

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Title: The effective marketing strategies for yogurt business in Bangkok, Thailand

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Problem: How to develop marketing mix for yogurt business to be successful in Bangkok, Thailand?

Purpose: To describe and analyze Thai consumer behavior; motivation, perception, and attitude towards functional food, focusing on yogurt products to segment the potential target groups and to suggest a marketing mix for operating new yogurt business.

Method: This research is mainly based on quantitative research using survey method. The main conceptual frameworks are “consumer behavior, marketing mix, integrated marketing communication, attitude, and communication process”. The data collection is categorized into two sources: primary data and secondary data.

Conclusion: It can be said that most of Thai consumers know what the functional food is. Besides, most of them perceive that yogurt provide benefits to their health. They also would like to try different menus of yogurt. In the meanwhile, the Internet is the most suitable medium to reach the target customers.

Key words: Functional food, consumer behavior, innovation, and new product development
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1 Introduction

The primary role of diet is to provide sufficient nutrients to meet the nutritional requirements of an individual. There is now increasing scientific evidence to support the hypothesis that some foods and food components have beneficial physiological and psychological effects over and above the provision of the basic nutrients. Today, nutrition science has moved on from the classical concepts of avoiding nutrient deficiencies and basic nutritional adequacy to the concept of "positive" or "optimal" nutrition (Functional foods, 2006). As nutrition science is moving from the concept of "adequate nutrition" to "optimal nutrition", new food products, which have the potential to improve mental and physical wellbeing and which may also reduce the risk of diseases, are being developed.

Moreover, as nowadays people tend to be more concern on health conscious, they are demanding more on functional food (Medina, 2010). Functional foods are foods that have a potentially positive effect on health. They provide nutrients or others substances to sustain growth or support vital processes. Moreover, the benefits that they offer may reduce the risk of disease or promote optimal health (Nelson, 2010). All functional foods have a common denominator: they affect beneficially one or more target functions in the body and the beneficial effect can be expected when they are consumed as part of a normal food pattern. Functional foods usually, look, smell and taste the same as their regular counterparts (Functional foods, 2006). Yogurt is a classical example of functional food as it contains Probiotic bacteria that exert beneficial effect to the consumer health (Toma & Pokrotnieks, 2006). It has optimal intestinal function and intestinal microbial balance (Functional foods, 2006). Yogurt is known and consumed in almost all parts of the world (“Yogurt,” 2011). Moreover, yogurt could be a substitute to ice cream as it has low sugar, low fat, cholesterol reducing and favourable impact on digestive health (Functional foods, 2006).In Thailand, the yogurt consumption among Thais are four kilograms per year (Jitpleecheep, 2010). Moreover, the fresh dairy product business is estimated to be worth 14 billion Baht currently. Of the total, about 24% is cup yogurt products. The demand for soft yogurt is expected to grow by 30% in 2010, higher than other dairy product segments (Jitpleecheep, 2010).
1.1 Problem Statement
As the trend of consuming functional foods has increased, many producers are trying to
develop their products to serve the needs of consumers, which result in fiercely competition
(Matching Challenge, 2010). Therefore, the well plan on starting up a yogurt business will
guide the entrepreneurs to run the business effectively. We have realized that the yogurt
business is particularly interesting and we should develop a marketing mix that targets the
potential gains from this venture.

1.2 Strategic Question
The main problem of this research is:

How to develop marketing mix for yogurt business to be successful in Bangkok, Thailand?

1.3 Research Question
In order to achieve the purpose, the following questions are postulated as follows:

- What is the perspective of Thai consumers toward yogurt products?
- What are their motivations in purchasing?
- How do Thai consumers behave in making their purchasing decision in the yogurt
  market in Thailand?
- Where is a potential location for the store?

1.4 The Purpose Statement
This study aims to describe and analyze Thai consumer behaviour; motivation, perception and
attitude towards functional food, focusing on yogurt products to segment the potential target
groups and to suggest marketing mix for operating new yogurt business. Furthermore, the
studying on this issue could be beneficial to those people who intent to start their own business
related to yogurt business.

1.5 Research Limitations
The authors conducted the research focusing on Thai consumers, whereas, the authors are at
Sweden, the questionnaires were spread online to the respondents. It had taken time to gather
all the data back from them. However, this method is cost efficient.

Moreover, when we used Google Spreadsheet Software, we had found some limitations of this
software. For example, we could not design the format of the questions as we intended, instead
we were just able to develop from the existing format. Also, the questionnaire can be answered several times from the same computer.
Methodology

Methodology is the study of methods and involves selection of best approach to conduct a research (Fisher, 2010, p. 49). In this part, we are going to describe the methods, which we aim to apply in conducting the thesis.

2.1 Selection of Topic

Choosing a topic for master thesis is a critical stage. There are a number of factors that are needed to take into account when selecting the topic such as interest, relevance, durability, breath of research question, topic adequacy, and accessibility (Fisher, 2007, p.31). After we had searched for the topics that are interesting and up to date. We found that people are more health conscious and seem to look for the products that benefit their health (Medina, 2010). Therefore, we realized that studying on yogurt which is considered as a functional food business would be motivated and appealing since yogurt provides probiotic bacteria that exert beneficial effect to the consumer health (Toma & Pokrotnieks, 2006). To scope down on the topic, we focus on how to effectively develop a marketing mix and run it successfully.

2.2 Quantitative Approach

To find out the answer from the respondents, the authors selected quantitative approach by using a questionnaire as a medium in order to find out the perspective of consumers towards yogurt in Thailand. After we collected and analyzed the data, we would know how to develop a marketing mix that can be useful for the yogurt business. The questionnaire includes both of pre-coded and open-ended questions. Pre-coded ones have lots of tick boxes for respondents to fill in, whereas, open questionnaires contain question with white spaces for respondents to respond (Fisher, 2007, p.161).

2.3 Data Collection

The topic of research focuses on both primary and secondary data. Moreover, the conceptual framework and literatures had been searched and collected to use as framework to analyze both primary and secondary data of its research.

In order to acquire and provide the reliable and effective data, the theory were derived from textbook, “Consumer Behaviour” by Evans, et al., (2010), “International Marketing” by Ghauri & Cateora, (2010), “Marketing: An Introduction (8th edition)” by Armstrong & Kotler,
As mentioned, the collected data is used to support our study. Each part is primary and secondary data. The primary data are acquired in both widely and deeply detail from all participants, however, we base on quantitative research through survey methods with Thai consumers. On the other hand, the secondary data, which provides the information that may have been collected for a different purpose depends on the author’s research topic, were gathered from various reliable sources.

2.3.1 Primary Data

The primary data was collected to explore the data that answer the strategic question. Therefore, the acquired data was used to analyze in the paper.

**Questionnaire**

Questionnaire is the inexpensive way to gather data from a potentially large number of respondents (Questionnaire Design, 2011). Consequently, we used a questionnaire as a main tool to gather the quantitative data from the target audience in Thailand mainly focus in Bangkok. We followed the six steps of designing a questionnaire regarding to Fisher (2007, p. 192) in order to maximize the response rate, as follows:

1. Keep the questionnaire as short as possible, approximately, two or four sides of A4 paper for a Master’s dissertation.
2. Design it to look attractive.
3. Give it a logical and sequential structure.
4. Divide the questionnaire into parts that correspond to the various issues you are asking questions about.
5. Ask the easy questions first and the hard ones last.

The questionnaire is divided into five main parts, which are Screening, Functional Food, Consumer Behaviour, Psychographics and Personal Profile. Screening part is to screen the respondents if they are the target audiences. Functional food part is to find out if they know what exactly the functional food is. For the consumer behaviour part, the objective is to know...
about their behaviour, attitude and motive towards the products and the business. Psychographics part is designed to learn about the target audiences’ personality and lifestyle. While personal profile is to find out about their gender, educational background, occupation and income that could somehow affect when planning the marketing mix.

**Sampling Strategy**

For target audiences, we aim to target teenagers and young adults aged between 15-35 who live in Bangkok, Thailand. Because this aged group seems to enjoy dining out with friends and look for unique and different product (Delinia et al., 2010). Moreover, this group is considered as Generation Y people in this category have found to be materialists, brand orientated, risk taker, keen on business and hedonism (Evans et al., 2010, p.158-159).

In order to find the right sample size that represents the whole target group, the authors selected the calculating theory from Taro Yamane to figure out the appropriate number. The formula is generated as follows:

\[ n = \frac{N}{1 + Ne^2} \]

Where:
- \( n \) = Sample size
- \( N \) = Population size
- \( e \) = The error of sampling

* 95 % of confidence level and 0.05% of level of significant are chose for this report.

According to National Statistical Office (2010), there are about 1,760,263 people aged between 15-35 who live in Bangkok. Hence, we used the above formula to calculate the sample size by allowing the error of sampling only 0.05; the sample size show as follows:

\[ n = \frac{1760263}{1 + [1760263 * (0.05)^2]} \]

\[ n = \frac{1760263}{1 + (1760263 * 0.0025)} \]

\[ n = \frac{1760263}{4401.6575} \]
Therefore, it can be concluded that the number of sample size is approximately 400, which we intend to gain their response. However, to do so we contribute the questionnaire to approximately 480 people as to make sure that we would get the amount that we expected.

**Methods of Spreading the Questionnaire**

The target audience we aim to reach are in Generation Y young adults. According to Morton (2010), Generation Y are not reachable with traditional advertising. Generation Y tastes are so varied that it’s nearly impossible to reach them through the mass media without spending a fortune advertising on all radio and television channels. They do not read newspapers. They use the Internet. Therefore, we perceived that the online questionnaire would create the accurate, fast response, and cost effective. We employed Google Spreadsheets Software for the online questionnaire because it is free of charge and easy to use for the respondents. After developing the questionnaire, we sent the link to the respondents by e-mail and other social networking website such as Facebook and Twitter. At the same time, we asked them to forward the questionnaire to their friends. When the respondents had done the questionnaire, the results were directly sent to our e-mail.

### 2.3.2 Secondary Data

Scientific articles, books, journals, and previous research that were mostly gathered from the Internet and also relevant to the topic and purpose of the paper, were collected and critiqued to use as a secondary data to encourage the primary data to accomplish in analysis process. This data would help to provide a general data in the particular context. Furthermore, in order to emphasize the reliability of its data, the sources we used are deliberately considered. Hence, the usage of the secondary data together with its primary data will lead to many benefits to the thesis in terms of reliability of the research consequences.

According to Fisher (2007), the advantage of searching for journal articles and papers by using electronic library resources is that it takes much less time. We searched the literatures through different reliable sources, mainly from Mälardalen University databases (Emerald) as well as Google scholar website, which provide many journals relevant to our research’s topic.

### 2.4 Method Reflection

In order to reflect the reliability and validity of the thesis, the authors adopted the literature review as the supportive data as well as the theoretical framework so that the audience can
easily follow. Moreover, the authors gathered the data from Thai people who live in Bangkok, Thailand, approximately 400 people, which can be considered as large enough to be applied to the whole population according to sampling strategy we mention above. This can refer to validity of the data collection. The raw data had been generated through Google Spreadsheets Software and also Microsoft Excel Software to summarize the overall result to perform the number and percentage.

2.5 Data Analysis

In order to respond to the research question, both primary and secondary data will be collected and analyzed to find out on what could be valuable for the research. The theories from conceptual framework, which include consumer behavior, marketing mix, integrated marketing communication, attitude and communication process will be used as a tool to interpret the data. The authors linked and compared these theories to make the result more logical and understandable.
3  Critical Literature Review

3.1  Methods for the Critical Literature Review

In order to ensure the reliability of the content in the thesis, the authors had searched and collected the data and concepts through many valid sources such as published journals, dissertation, textbooks, university library database, and electronic data. The literatures were deliberately searched and collected to use as framework to analyze both primary and secondary data of the research. The main databases used for literature search are as follows:

- ABI/INFORM Global
- Emerald
- ELIN@Malardalen
- Google scholar

Moreover, the keywords were used during the search for useful literature are as the following:

- Functional Food
- Consumer Behavior
- Innovation
- New Product Development

3.2  Mapping and Describing the Literature

Fisher (2007, p. 86) states that describing and mapping the literature relevant to the research project is a step by-step process that moves from the general to the specific, therefore, we first illustrate a map that shows the related literature to our topic. Below the illustration represents a map that shows the literature useful for comprehending our research topic.
The Figure 1 presents different areas of topic that shape the scope of this research. We chose “Functional Food”, “Innovation”, “New Product Development”, and “Consumer Behavior” in order to analyze the entire interrelationship between them. Consequently, all the analyzed data would bring us the result that could answer the strategic question.

### 3.3 Shortlist of Concepts and Arguments

In Table 1, you will find the found useful articles by using the mentioned keywords and databases.

<table>
<thead>
<tr>
<th>Researchers</th>
<th>Paper Type</th>
<th>Purpose</th>
<th>Keywords</th>
<th>Main Finding</th>
</tr>
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<tr>
<td>Kai Sparke and Klaus Menrad</td>
<td>Research Paper</td>
<td>To segment individuals on the basis of their actual consumption habits.</td>
<td>Innovation, Food Consumption and Segmentation</td>
<td>The marketers should include consumer behaviour in the early stage of food product development in order to reduce the cost and risk of product failure.</td>
</tr>
<tr>
<td>Authors</td>
<td>Type of Study</td>
<td>Research Question</td>
<td>Findings</td>
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<tr>
<td>David P. Chitakunye and Pauline Maclaran</td>
<td>Research Paper</td>
<td>To understand the meanings of young people give to their food consumption practices in the mealtime interdependencies at home or at school.</td>
<td>The everyday meanings have an effect on young people’s food consumption practices and interpersonal considerations among them, their teachers, and parents.</td>
<td></td>
</tr>
<tr>
<td>Prisana Suwannaporn and Mark W. Speece</td>
<td>Research Paper</td>
<td>To measure new product development (NPD) success factors in the Thai food industry.</td>
<td>For Thai food processing industry, the use of marketing research during the NPD process seems to be the most important factor leading to higher success rates, internal information flow and communication in the second, supplier linkages the third, and new product strategy and planning the least important.</td>
<td></td>
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<tr>
<td>Atittaya Tandhandskul and Wunwisa Krasaekoopt</td>
<td>Research Paper</td>
<td>To investigate consumer demographic and buying behavior towards a potential market for yogurts containing probiotic beads in Thailand.</td>
<td>The existence of a potential market for yogurts containing probiotic beads in Thailand is still being analyzed. However, the addition of probiotic beads affected the texture by increasing viscosity and swallow ability, yogurt consumers were willing to try and buy the products up to 92.5% and 89.8%.</td>
<td></td>
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Daniel G., Gabriel F., Filomena N, and Adriano G. Cruz.  
Research Paper  
To study on the trend of functional foods and the development of non-dairy probiotic Food.  
Functional food, Yogurt and Trend  
Probiotic yogurt is part of the functional food category where strong growth is occurring. Innovation is today’s business mantra, and in this context, the development of new non-dairy probiotic goods turns out to be challenging, as it has to fulfil the consumer’s expectancy for good taste and good health.

Gaviglio A., Licitra Pedol M. and Pirani, A.  
Research Paper  
To study on the relationship between organic foods firms and innovation with particularly attention to organic dairying productions and consumer behavior.  
Yogurt, Consumer Behavior, Innovation  
Yogurt producers that are oriented to high quality and environment sustainability can effectively create innovation over its competitors.

<table>
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<th>Table 1: Shortlist of Concepts and Arguments (Source: Own Illustration)</th>
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<td>3.4 Critical Account on the Chosen Concepts and Arguments</td>
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In this part, the articles were briefly summarized. Also, the most important arguments were given for the reason to choose for the articles.  

3.4.1 Food consumption style determines food product innovations’ acceptance  
The article shows how to utilise and adapt the models to focus on the direct attitude of consumers towards certain food products. The aim is to segment individuals on the basis of their actual consumption habits.  
Sparke & Menrad (2011) addressed that differences in preferences and acceptance can be observed for diverse food consumption style clusters and are the basis for target group specific food product design.  
However, the term of product evaluation, means the align and assess information about a really experienced or visually offered product (Kroeber-Riel & Weinberg, 2003). Therefore, Kotler et al. (2003) suggested that when dealing with food products that are still in the development
process and not yet launched in the market, we cannot measure the consumers’ reaction by using consecutive purchase behaviour. Instead, preferences are considered as an important factor for the decision-making process of consumers for food products not available in the marketplace. The preference in this case means to favour one alternative amongst others.

According to the study, Sparke & Menrad (2011) recommended the marketers to include consumer behavior in the early stage of food product development in order to reduce the cost and risk of product failure. The strategy for integrating consumers in product development using the food consumption style approach and the evaluation methodology could be structured as follows: first, the potential target groups are selected out of all food consumption style clusters considering their previous purchase frequency and their general attitude related to the product group of interest. Second, the target groups’ preferences towards and acceptance of specific product features of the innovative product concept are analysed and significant results or clear tendencies can be taken as evidences for final product design. This may enable companies to enhance their market understanding in a smart way and may trigger their new products’ success in the retail environment.

3.4.2 The everyday practices surrounding young people’s food consumption

The paper studied about the understanding the meanings of young people give to their food consumption practices in the mealtime interdependencies at home or at school.

Chitakunye & Maclaran (2008) conducted a research for a relationship among parent-child and teacher-child social interactions, and a rebellion by young people against social control exerted by parents and teachers.

Marshall (2005), points out that meal rituals and routines are likely to remain an important part of eating despite claims about the individualisation of this consumption practice. Hirschman et al. (2004) also perceive food as containing deep multi-layered meanings that help to shape identity whether on the level of the family, community, ethnicity, class, or religion among other factors.

In these ways, food is perceived as a medium through which a system of social relationships within the family is expressed, and gives us a better understanding of the interaction and interdependencies among people in the domestic context of consumption. This is partially the reason why the mealtime contexts at home and at school have been chosen to contextualise the parent-child, and teacher child relationships, and how the media mediate these relationships.
The very fact that young people, parents and teachers are interdependent with each other implies that they exert forces over each other, forces which shape not just their overt behaviour but their tastes and the way they think about themselves and their activities (Mennell, 1985, p. 16).

Figure 2 represents the framework of everyday food consumption practices that has emerged from the analysis. It illustrates the relationships between the formal and informal environments of food consumption, which can be mediated by the media. Also, how these practices have both negative and positive consequences.

![Figure 2: Mealtime Relationship (Source: Chitakunye & Maclaran, 2008)](image)

The findings showed that the everyday meanings have an effect on young people’s food consumption practices and interpersonal considerations among them, their teachers, and parents. By engaging in non-traditional consumption practices such as speed eating; eating at anytime and anywhere; and eating in front of the television, informants are actually negotiating their social relationships within the social organisations of the family and education. Moreover, they illustrate the ongoing negotiation of social relationships around mealtimes, both at home and at school. They also highlight the shifting power relationship between children, teachers and parents (Chitakunye & Maclaran, 2008, p.224).

The emergent practices that were found can be interpreted as new types of consumption rituals (Wallendorf & Arnould, 1991), which add to the understanding of how contemporary food consumption comes to embody meaning within the context of human relationships.
3.4.3 Assessing new product development success factors in the Thai food industry

The article used Thailand’s food market as a specific case study with the main purpose to measure new product development (NPD) success factors in the Thai food industry.

The food industry is competitive, characterized by rapidly changing consumer tastes and continuously advancing technology. Under such dynamic market conditions, food-processing companies need a continuous stream of new products and improved versions of old products. However, Gresham et al. (2006), and Winger & Wall (2006) observed that much NPD investment is wasted, as new food products frequently fail with the rates of 70 to 80 percent. Thailand is the only net food exporter in Asia and has a strong and internationally competitive (TDRI, 2007, p. 366).

Suwannaporn & Speece (2010) created a quantitative analysis on hundreds of questionnaires sent to medium and food companies, which inquire them on different aspects that can bring a success to NPD. They categorized the influencing factors into four success factors as follows, 1) new product strategy and planning; 2) internal knowledge sharing and communication; 3) external linkages and collaboration; and 4) use of marketing research for customer information.

From examining actual reported practices, Suwannaporn & Speece (2010) concluded that in the Thai food processing industry, the use of marketing research during the NPD process seems to be the most important factor leading to higher success rates, internal information flow and communication in the second, supplier linkages the third, and new product strategy and planning the least important.

3.4.4 Consumer acceptance of yogurt containing probiotics encapsulated in alginate beads coated with chitosan

This article is to investigate consumer demographic and buying behaviour towards a potential market for yogurts containing probiotic beads in Thailand. Probiotics are living microbial supplements, which beneficially affect the host by improving its intestinal microbial balance. They help controlling intestinal infection, controlling serum cholesterol levels, beneficially influencing the immune system, improving lactose utilization in people who are classified as lactose maldigestors, and having anticarcinogenic activity (Tandhanskul & Krasaekoopt, 2006).

The existence of a potential market for yogurts containing probiotic beads in Thailand is still being analyzed. Consumer assessment has shown that age and gender had no influence on acceptance and purchase intention of yogurts. The flavour of yogurt is an important factor
influencing the buying behaviour of consumers. Plain and strawberry yogurts were the first preference for the consumers. Brand of product is one factor influencing buying behaviour of consumers. Many people were stuck on the brands due to its reputation. The most important factor affecting buying behaviour of consumer is the quality, which included appearance, taste, texture, odour, brand, nutrition, convenience, price and innovation. Although the addition of probiotic beads affected the texture by increasing viscosity and swallow ability, yogurt consumers were willing to try and buy the products up to 92.5% and 89.8% (Tandhanskul & Krasaekoopt, 2006).

Even though many scientists have reported that the viability of probiotic bacteria in yogourt over long periods at refrigerated temperature is unsatisfactory to provide the health benefits (Shah et al., 1995; Dave and Shah, 1997b; Vinderola et al., 2000) Protection of probiotics by microencapsulation in alginate beads is one method of improving their viability in food products. Therefore, these probiotics will remain in yogurt at the level above therapeutic minimum level.

Although the protection of probiotics using microencapsulate has been studied, the consumer acceptance of yogurt containing microencapsulated probiotics has not been reported anywhere else.

3.4.5 Functional foods and Non-dairy Probiotic Food Development: Trends, Concept, and Products

Though the primary role of diet is to meet metabolic requirements through nutrition, the article postulates that, beyond this function, diet may modulate various physiological functions and may play beneficial or detrimental roles in some diseases. This in turn affects the food industry, where manufacturers are seeking ways to increase and create value. Encapsulating a large number of product types such as convenience, organic, and “better for you” foods, claiming health properties differentiates products and allows for the raising of prices and profit levels (Koletzko et al., 1998).

Probiotic yogurt, a dynamic area in and of itself, is part of the functional food category where strong growth is occurring. For functional food to be successful, the health benefit has to appeal to the general public, address general well-being issues, and be communicated efficiently and clearly whether through understandable health claims or active ingredients which are generally understood by the populace (Granato et al., 2010).
Among probiotic products such as kefir and cultured drinks, yogurt products accounted for the largest share of sales at 36.6%, over 1/3 of total sales. According to a survey conducted with 2000 North American consumers (Mintel Intl. Group 2009), 19% of adults in 2008 purchased pre/probiotic yogurt in the previous 3 months as compared to 11% in 2006. A total of 78% of current probiotic sales in the world today are delivered through yogurt.

As the high prevalence of lactose intolerance and the popular trend of vegetarianism continue, the concept of non-dairy probiotic products has a big worldwide importance. There is ongoing research into the possibility of altering structural characteristics of fruits and vegetables, and it has already been proven that probiotic bacteria are not able to supply lactase in enough amounts, and indeed the cultures in these products may actually alleviate lactose intolerance. Innovation is today’s business mantra, and in this context, the development of new non-dairy probiotic goods turns out to be challenging, as it has to fulfil the consumer’s expectancy for good taste and good health (Granato et al., 2010).

### 3.4.6 Interrelationships between organic food industry, innovation and consumer behaviour

The aim of this article is to study on the relationship between organic foods firms and innovation with particularly attention to organic dairying productions and consumer behavior. The authors also employ Porter’s competitive analysis to investigate which role innovation plays in a business strategy based on an upgraded concept of differentiation.

Innovation is a key factor to successfully face global challenge. The growing competition in food market seems to indicate that firms can follow two strategic actions. The first one is that the firm should be more and more specialized with industrial production oriented. The second one is that the firm should emphasizes on high quality, value added and niche productions (Gaviglio et al., 2008).

By analyzing yogurt product with the Porter’s model (Porter, 2008), yogurt for a modern retail company is one of the most important fresh products because of its turnover and its gross margin. Though it is a crowded sector, large-scale retail trade has more and more discretionary power towards competitors. However, consumers have access to a variety of yogurt alternatives such as milk, ice cream, fresh fruits and juices. In terms of operations, yogurt market suppliers are dairy farms, packaging firms and fruits producers. For the barriers to new enterprise entry, it is not so elevated (Gaviglio et al., 2008).
Even if yogurt is a mature product, it is able to evolve or innovate itself in an unexpected way. Innovation is a long-term source of competitive advantage. Yogurt producers that are oriented to high quality and environment sustainability can effectively create innovation over its competitors (Gaviglio et al., 2008).
4 Conceptual Framework

The conceptual framework of this paper is developed as an analysis element in order to find out the outcome for the research question. We firstly focus on Consumer Behavior and Attitude towards yogurt in Thailand. After we got these collected data, we would be able to determine the effective Marketing mix (4Ps) through Communication Process and practical Integrated Marketing Communication (IMC). Consequently, we can create successful marketing strategies.

![Conceptual Framework](https://example.com/conceptual-framework.png)

*Figure 3: Conceptual Framework (Source: Own Illustration)*

4.1 Consumer Behavior

Consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feelings and actions such as other consumers, advertisements, price information, packaging and product appearance (Peter & Olson, 2005, p. 5).

Furthermore, there is a process of decision making that consumers go through when they make a purchase. The below figure shows a model of consumer behavior as a logical flow of activities, working through from problem recognition to purchase to post purchase evaluation. However, there are several of influences that could have an effect on decision-making process including of individual influences, group influences, situational influences and marketing mix.
Besides, each influence that consists of different elements in their own term could also impact other influence as well. (Brassington & Pettitt, 2005, p. 66-67).

Figure 3: The Consumer Buying Decision-making Process and Its Influencing Factors (Source: Own Illustration adapted from "Consumer Behavior & Marketing Strategy

4.2 Marketing Mix

Marketing mix is the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product. The many possibilities can be collected into four groups of variables known as the “four Ps”: product, price, place, and promotion (Armstrong & Kotler, 2006, p. 52-53).

- **Product** means the goods-and-services combination the company offers to the target market.

- **Price** is the amount of money customers have to pay to obtain the product.

- **Place** includes company activities that make the product available to target consumers.

- **Promotion** means activities that communicate the merits of the product and persuade target customers to buy it. (Armstrong & Kotler, 2006, p. 52-53).
4.3 Integrated Marketing Communication

Integrated Marketing Communication (IMC) is the concept under which a company carefully integrates its many communications channels to deliver a clear, consistent, and compelling message about the organization and its products. It calls for recognizing all contact points where the customer may encounter the company and its brands. IMC leads to a total marketing communications strategy aimed at building strong customer relationships by showing how the company and its products can help customers solve their problems. Under this concept, as illustrated in Figure 6. IMC ties together all of the company’s messages and images. The company’s advertising, personal selling communications, public relations materials, sales promotion, and direct marketing have the same message, look, and feel (Armstrong & Kotler, 2006, p. 366).
4.4 Attitude

Marketers concern with developing favorable attitudes toward the marketing offering or message. An attitude is a complex mental state involving what we know, our feelings, our values and dispositions to act in certain ways. Attitude consists of three components; cognitive (beliefs), affective (emotions) and conative (intentions) (Evans et al., 2010, p. 106-107).

- **Cognitive**: This consists of beliefs or knowledge.

- **Affective**: It composes of feelings and emotions. These feelings can be positive or negative which are based on the beliefs about the object that the individual holds.

- **Conative**: It consists of how the individual is likely to respond to the object based on what they know and how they feel about it (Evans et al., 2010, p. 106-107).

4.5 Communication Process

Developing successful promotion strategies is a part of communication process. The process begins when the source of the promotion communication determines what information is to be communicated and encodes the message in the form of appropriate symbols. Then the message is transmitted to a receiver over some communication tools such as a television, radio, internet or direct mail. Once the receiver or consumer exposes to the promotion, they must decode or interpret its meaning (Peter & Olsen, 2010, p.413)
Figure 6: Communication Process (Source: Peter & Olsen, 2010)
5 Empirical Findings

5.1 Research Result

To find out the consumer behavior and attitude towards yogurt business in order to implement an effective marketing strategy, the authors conducted the survey by distributing the questionnaires to 411 Thai respondents. The survey result will be illustrated in this part, which was divided into five sections; Screening, Functional Food, Consumer Behavior, Psychographics and Personal Profile.

5.1.1 Screening

The first section is to pre-screen the respondents to see if they are the target audience. The respondents were asked about their residence and age range. From the Figure 8, 91% of the respondents are living in Bangkok, while 10% of respondents are living in others.

![Residence Chart](image)

Figure 7: Residence (Source: Own Illustration)

Moreover, their age ranges were categorized into 3 groups. Most of the respondents are in the age range between 15-35 years old, which is 97% of respondents. The second is the age range over 35 years old (2%). And the smallest group is the respondents who are under 15 years old, which is 1% as shown in Figure 9 below.
5.1.2 Functional Food

The second section is to study about the perception of the respondents toward functional food. The respondents were asked if they know what the functional food is. There are 71% of respondents who know functional food. And there are only 29% of respondents, who do not know the functional food.

Furthermore, as shown in Figure 11, the percentage of the respondents who consume milk and yogurt are quite similar, 47% of the respondents consume milk the most, and 41% of the respondents consume yogurt the most. While there are 9% of the respondents consume soy and only 3% consume oats respectively.
Moreover, when asking about the benefit of yogurt, the majority (98%) thinks that yogurt provides benefit to their health as shown in Figure 12.

5.1.3 Consumer Behavior
The third section is to study about the respondent behavior regarding on yogurt consumption, their free time, motivations that can attract them to visit the store and communication tools that they are exposed to.

Since the focal product of this research is yogurt, the respondents were asked what kind of yogurt they normally consume. The result shows that 82% of respondents consume yogurt cup. While 23% of respondents consume yogurt ice-cream and 18% consume drinking type of yogurt.
Figure 14 shows the flavors of yogurt that respondent prefer the most. For this question, the respondents were asked to select three flavours from the list. Most of respondents prefer strawberry and plain flavour which accounts of 68% and 61% respectively. It shows that the numbers of percentages are not much different, whereas, the next favourite flavour is blueberry, which constitutes of 34%.

Moreover, figure 15 presents the person whom the respondents usually spend their free time with. 53% of respondents spend their time with friends. While 37% of respondents spend time with family and 32% spend time with their boyfriend or girlfriend. Only 15% of respondents spend their time alone.
In addition, figure 16 shows how often the respondents usually going out in a week. The result illustrates that 42% hang out 2-5 days per week. Followed by 39% of respondents hang out only once a week with their friends.

For figure 17, the respondents were asked about the place they hang out which they can answer more than one place. The result shows that the respondents usually hang out in restaurant/café and shopping mall, which constitutes of 61% and 55% respectively. And 16% of respondents hang out at shopping mall.
Besides, we would like to know how much money the respondents spend each time they hang out so that we could determine the consumer purchasing power. Figure 18 reveals that 47% of respondents pay 501-1000 baht each time they go out. The second rank that the respondent pay is less than 500 baht.

As we would like to find out how to implement an effective marketing mix for a yogurt business, we need to find out if the respondent have ever been visited any yogurt store. Figure 20 points out that 74% of respondents have been to yogurt store while 26% of respondents never been to any store.
Figure 20 illustrates how many times respondents visit the yogurt store per month. 74% of respondents visit the store only once a month and 21% of respondents go to the store 2-4 times a month. However, there are only 4% of respondents who visit the yogurt store more than 4 times a month.

Anyhow, to set a right price for the product, we would like the respondents to select the price range that appropriate for a cup of yogurt. Figure 21 shows how much money the respondents are willing to pay for a cup of homemade yogurt. Most people prefer to pay 40-45 Baht, which accounts of 37%. While, the second price range that the respondents are willing to spend is 46-50 Baht, which constitutes of 23%. There are only 4% of respondents that are willing to pay more than 60 Baht per cup.
Motivation that attract the respondents to yogurt store

There are several factors that can motivate consumers to visit yogurt store such as nice atmosphere and decoration, taste, location, variety of menu, price, cleanliness of shop, promotions and friendly staffs. Table 2 below shows the score of agreement on how respondents agree on such factors when visiting the store. It reveals that taste has the highest score with 4.57. Cleanliness of the shop has the second rank with 4.21%, while location is listed on the third rank with 3.98.

<table>
<thead>
<tr>
<th>Motivations to Visit Yogurt Store</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nice atmosphere &amp; decoration</td>
<td>3.96</td>
</tr>
<tr>
<td>Taste</td>
<td>4.57</td>
</tr>
<tr>
<td>Location</td>
<td>3.98</td>
</tr>
<tr>
<td>Variety of menu</td>
<td>3.78</td>
</tr>
<tr>
<td>Price</td>
<td>3.86</td>
</tr>
<tr>
<td>Cleanliness of shop</td>
<td>4.21</td>
</tr>
<tr>
<td>Promotions</td>
<td>3.69</td>
</tr>
<tr>
<td>Friendly staffs</td>
<td>3.77</td>
</tr>
</tbody>
</table>

Table 2: Score of Agreement on the Motivations to visit Yogurt Store (Source: Own Illustration)

Promotion can be one of the marketing tools that can motivate the customers to buy the product. Figure 22 shows different kinds of promotional that can attract the consumer.
However, the results are quite similar. The respondents think that extra toppings can attract them the most and followed by free sample, membership card for a special discount, and collective coupon for a free cup of yogurt, which accounts of 40%, 49%, 37%, and 36% respectively.

![Promotions Chart](image)

*Figure 21: Promotions (Source: Own Illustration)*

To find out the most marketable place for running a yogurt business, figure 23 shows that most of the respondents (68%) want the yogurt store to be located at Siam Square. Follow by Silom and Thonglor, which constitutes of 26% and 24% correspondingly.

![Location Chart](image)

*Figure 22: Location (Source: Own Illustration)*

In order to find out if there is any other menus of yogurt that the consumer would like to try, figure 24 points out that 65% of respondents want to try different menus of yogurt while 35% of respondents do not want to try at all.
According to the data above, it shows that there are more than half of the respondents that are willing to try different menu of yogurt. Different menu are provided such as pudding yogurt, cheesecake yogurt, kiwi yogurt, peach yogurt, rum raisin yogurt, passion fruit and etc. All the answers from the respondents could give any people who want to start their own business the idea to create a new menu to satisfy customer’s need.

However, it is important to consider which communication tools to be used in order to successfully promote the product. Figure 25 shows media that respondents are exposed to the most. Internet is listed on the first rank as it accounts of 66% and follow by TV, which constitutes of 44%.

Figure 26 illustrates which social networking that respondents use. It is clearly show that 97% of the respondent use Facebook and 47% of respondent use YouTube. The result from this
question can be very useful as we can use a particular social networking as a medium to promote the product with cost effectiveness.

![Social networking](image)

**Figure 26: Social Networking (Source: Own Illustration)**

### 5.1.4 Psychographics

In the fourth part, the psychographics of the respondents were asked in order to understand consumer behavior and further develop marketing strategies and marketing activities. The personalities were categorized into two groups. Most of them (62%) are “social, party-lover, action before thinking, get inspiration or thoughts from people/things/environment group”, while 38% of respondents are “solitary, thinking, self-inspiration or self-center group”.

![Personality](image)

**Figure 27: Personality (Source: Own Illustration)**

In addition, Figure 28 shows 62% of respondents look into the detail when they have to make a decision, while the rest (38%) tend to look at broad picture for their decision-making.
Also, 65% of the respondents are in adaptive group (adaptable, flexible, willing to listen to thoughts from other people) comparing to target-oriented group (do planning for daily life, set target timing date, like to make decision to end problems) with 35% as shown in Figure 29.

5.1.5 Personal Profile

In the last section, the personal profile about occupation, education background, marital status, income, and gender were asked. The respondents’ occupation was firstly asked. Regarding to the Figure 30, most of the respondents (49%) work as the employee. The second rank is university student with the percentage of 32. High school students are considered as the smallest group with only 2%.
When it comes to education background, the majority of the respondents (53%) are graduated in Bachelor Degree. Follow with the similar number in the second rank with 41% in Master degree.

The questionnaire also asked about their marital status. It can be clearly seen that most of them are single (90%), while the number of the respondents between who married with children and without children are almost the same with the percentage of 5 and 4 correspondingly. However, there are only 1% of the respondents who were divorced.
The income rate of the respondents was also collected. The result reveals that there is only 1 percent different between the respondents who earn their income more than 30,000 Baht per month, which constitutes of 32% and the respondents who earn 20,001-30,000 Baht, which accounts of 31%. This can imply that more than half of the respondents earn more than 20,000 Baht per month.

Finally, the gender of the respondents was put in the last question. The majority of the respondents are female with 69%, while the rest are male with 31%.
Figure 31: Gender (Source: Own Illustration)
6 Data Analysis

6.1 Research Analysis

In order to understand Thai consumers and their perspectives toward homemade yogurt, the survey result of overall was brought to analyze in order to find out the information about the prospective customers.

6.1.1 Screening

The pre-screening of the respondents was put in the first part in order to verify whether the respondents are the prospective target audience, people aged 15-35 living in Bangkok as we already mentioned. However, the further analysis of age factor will be mentioned in Consumer Behavior part below.

6.1.2 Functional Food

• Perception

To understand how and what the target customers perceive about functional food mainly focusing on yogurt is very important for the marketers. Consequently, this can affect their purchasing behavior.

Regarding to the research result, most of the respondents know what the functional food is. Also, the number of yogurt consumption is in the second rank. Moreover, most of the respondents perceive that yogurt provides benefit to their health. This factor can be used in the advertising message. With these can indicate that the yogurt market in Thailand is still has the opportunity to grow and can be interested for the entrepreneurs to invest.

6.1.3 Consumer Behavior

In order to respond to both strategic and research question, we have analyzed the finding from the questionnaire to study on the consumer behavior towards consumption of yogurt. With the analyzed result, the marketers will be able to implement the effective marketing mix for yogurt business in Thailand.

The result reveals that most of the respondents consume a kind of cup yogurt with strawberry, plain and blueberry flavour. Therefore, these three flavours should be taken into the consideration when opening up the store.
Moreover, since starting up the yogurt store as a place for people to hang out either with their friends or family, it is important to see whom the consumers usually hang out with, where to hang out, how often and how much they spend. The result shows that more than 50% of the respondents normally spend their free time with their friends. Since our respondent age is in 15-35 so they still enjoy having their friend around. To confirm the mentioned statement, the result also illustrate that they hang out with their friend more than 2 to 5 days per week. For the place to meet up, restaurant or café is considered as a place that they usually hang out most. Therefore, these can be interpreted that yogurt store can be a place where friends get together to catch up with one another’s life. Besides, the amount of money that they spend each time is approximately about 501-1,000 Baht. This could mean that they will be able to afford for a cup of yogurt.

Since yogurt could be a place for gathering, it is vital to know if the respondents have ever been visiting any yogurt store and how often they go there per month. The findings above have presented that 74% of the respondents have been there at once a month. Hence, they are used to this kind of places. It can also mean that the yogurt places are not new for Thai people.

As there are several yogurt stores locating in Thailand and many people have been visiting such places however, there are some other factors that the new entrepreneurs who are interested in this kind of business need to take into consideration and the most important things are the taste and cleanliness of the shop. If the taste is good and different from their competitors, it can be one of the motivations that can attract the customer to your store. Another important thing is cleanliness, no one can deny that they would love to buy the product under uncontaminated process and go to the place that looks nice and clean. So the owners have to make sure that they only provide the best things to their customers.

Apart from the store itself, we now need to look at the suitable price for the product and its promotion. Most respondents are willing to pay 40-45 Baht, which is a regular price for a cup of yogurt in Thailand. It is the price that Thai people can afford for the yogurt while they can also hang out at the store as long as they want by only paying such amount of money. For the promotions, membership, extra toppings, free sample and collective coupon can be used to attract the customers and gain more sales. The owner can employ or implement each promotion at different point of time.

Another important thing that can generate more sales to the store is the location. For this research, we will focus only on Bangkok, which is the capital city of Thailand. The result
points out that Siam Square should be the place to set up yogurt as it is the most popular place where teenagers or family like to shop and hang out. Even though, the price for renting the place is very high, there are a huge number of crowds coming to this place.

In addition, the product itself can be the one that also attract the customers. There are 65% of respondents that would love to try different menu of yogurt and the menu can be varied such as pudding yogurt, cheesecake yogurt, kiwi yogurt, peach yogurt and etc. This can imply that different offering can satisfy different needs of the customers.

After considering different factors that can persuade the customers, there is another significant factor that can help the owner to promote the store. If they do not introduce the store through any kinds of communication tools, the consumers may not know if there is a new store open up. From the finding, it presents that Internet is one of the tools that people are exposed to the most. It is cost effectiveness with the real time communication. Therefore, using Internet can be the most effective in spreading out the advertising. Additionally, there is a trend of social networking nowadays, Facebook and YouTube can be used to promote the store.

6.1.4 Psychographics

As in this part, the authors survey about the psychographies and lifestyle habits of the target group in the way to understand and assess to the potential target customers.

From the survey result, the Thai respondents seem to be “social, party-lover, start doing things before thinking, get inspiration or thoughts from people/things/environment”, and “look into the detail when they have to make a decision”, also being “adaptable, flexible, willing to listen to thoughts from other people”.

Therefore, we will able to apply this knowledge into the area of purchasing behaviour and marketing activities such as tailoring the marketing messaging in order to make the product to be accepted, sales, and increase customer satisfaction.

6.1.5 Personal Profile

This part is to study about the respondents’ personal profile in order that the marketers will be able to learn about target customers to develop and adjust the products and services to serve their needs.

In this section, we gathered the information about the occupation, education background,
marital status, income, and gender of the respondents. It can be summarized that most of them are single, female, work as the employees, graduated in Bachelor Degree, and earn more than 20,000 Baht per month (1 SEK = 5 Baht).

However, regarding to gender, occupation, educational background and income, they may react differently in terms of purchasing or consuming behaviour towards the product as different people may have different perspective. Therefore, if the marketers know exactly about their target consumer’s profile, they will be able to implement or adjust their effective strategies to attract their customers.

6.2 Literature Review Analysis

The trend of functional or organic food is increasing as it beneficially provides good health to the consumer. Yogurt is considered as one of the functional food that helps control intestinal infection and cholesterol levels, influence the immune system as well as improve lactose utilization. Moreover, people tend to concern more on their health. Therefore, the trend of having good health and consuming healthy products can attract the customers to come to the store. The health benefit should be promoted to the target consumers as well. Even though, sometimes customers may come to the yogurt store to meet up with their friends, they will at the same time get to consume healthy foods.

Apart from being healthy, the articles have shown different aspects towards yogurt business. One article also points out that the flavor of yogurt is an important factor influencing the buying behavior of consumers. Plain and strawberry are the most preferable one. This can imply that having these two flavors in the store, there would definitely be the customers who purchase it. Besides, quality of the products and the store can also affect the buying behavior of consumer. Hence, it is important to the owner to take these factors into consideration if they want to be successful in running the business.

Regarding to the articles, consumer behavior is recommended to include in the early stage of food product development in order to reduce the cost and risk of product failure. Also, the use of marketing research during the product development is the most important factor. Therefore, to be able to compete with the competitors, the owner should think of innovation in order to be differentiating from others. Innovation can be in form of taste, packaging or decoration. If the owner can come up with their own innovation, this can be a competitive advantage to their own business.
7 Conclusion and Recommendations

7.1 Conclusion

In this part, the conclusion of the empirical findings and analysis from the research questions will be developed.

In term of demographic, we would like to conclude that most of the respondents are Thai female age between 15-35 years old, majority in single and live in Bangkok. The average income of the most respondents is more than 20,000 Bath per month (1 SEK = 4.91 Baht). They graduated in Bachelor Degree and work as the employee.

Furthermore, in term of psychographics, most of the respondents are fit into “social, party-lover, do things before thinking, get inspiration or thoughts from people/things/environment” group. Most of them also look into detail when they have to make a decision. Also, most of them think they are in the adaptive group (adaptable, flexible, willing to listen to thoughts from other people).

Besides, for the perspective towards the product, it can be said that most of the respondents know what the functional food is. In addition, they consume yogurt as the second rank after milk with 6% different. Most of them also perceive that yogurt provides benefit to their health.

When it comes to Consumer Behavior, most of the respondents normally consume yogurt cup. And the most top three flavors that the respondents prefer are strawberry, plain, and blueberry respectively. Moreover, the majority of the respondents usually spend their free time with friends. They also usually go out 2-5 days per week. The place that they usually go when they hang out is restaurant/café. The research result also indicates that they pay around 501-1,000 Baht each time when they go out (1 SEK = 4.91 Baht). They were also asked if they ever visited the yogurt store and most of them replied that they have been to yogurt store. 74% of them visit the store once a month. Most people prefer to pay 40-45 Baht for a cup of homemade yogurt.

The best promotion that attracts the respondents to yogurt store is the extra toppings. The most marketable place to operate the yogurt business is at Siam Square. Moreover, most of them are willing to try the different menus of yogurt such as pudding yogurt, cheesecake yogurt, kiwi

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1 The exchange rate was derived from The Bank of Thailand as of June 12, 2011. The average selling rate was 4.9185 THB per 1 SEK (the web address: http://www.bot.or.th/English/Statistics/FinancialMarkets/ExchangeRate/_layouts/application/exchangerate/exchangerate.aspx).
yogurt, and etc.

However, the media that the respondents are exposed to the most is the Internet. Therefore, when list down into the social networking that they use Facebook was ranked as number one.

7.2 Recommendations

To run a yogurt business successfully, one way to do so is to effectively design a marketing mix that can best serve and satisfy the target consumer. After the authors analyzed on the survey result regarding the consumer behavior towards yogurt business, the following is the recommendation on the marketing mix, which includes product, price, place and promotion.

**Product:** As almost 100% of the respondents think that yogurt provide benefits to their health. Therefore, it is important to portray the attributes of yogurt to the customer in order to motivate them to buy the product. Moreover, the entrepreneur should ensure that they provide the most preference flavors such as plain, strawberry and blueberry according to the survey result. However, the customer would love to try different one so they should come up with new flavor and new menu all the time so that the customer will not get bored with it and want to come back to visit the store again. Creating new flavors or differentiating the products from their competitors can create competitive advantages for their business. Hence, the menu can be varied such as pudding yogurt and cheesecake yogurt with different flavors such as kiwi, peach, rum raisin and passion fruit.

**Price:** The price is also an important factor when making a purchase. As a result, the price should be set at the affordable price, which is approximately around 40-45 bath for a cup of yogurt at the store. Nevertheless, the entrepreneur can increase or decrease the price depending on the menu or ingredients they use.

**Place:** Place is another vital factor for the entrepreneur to decide where to locate the store. If they choose the right place where there is high traffic of people visiting the particular area. There will be a high chance for the customers to get into the yogurt store. Therefore, as our business target both male and female aged 15-35 years old, Siam Square would be the most marketable place as this is a most popular and crowded place where the target customers would hang out with their friend or family. Moreover, it is convenient to go as there is BTS (Bangkok Mass Transit System Public company Limited) or what so called sky train in Thailand, which go right to Siam Square.
**Promotion:** When starting up a business, the entrepreneur has to take a promotion into consideration as it is the first step to promote the product or the store. As it is shown in the survey result that respondents are exposed to the Internet the most so it is a channel for the entrepreneur to communicate its message of the products to the target customer, Facebook and YouTube can be a medium in disseminating as well. They are cost effective and also the entrepreneur can check out on how many people have seen the advertising.

For further research, as this research aims to study on the marketing mix for yogurt business. However, there are still some aspects that other researchers can perform a further study on the similar area of interest such as the depth detail on how to create an effective communication message. They can do the research on what kinds of message that can attract the audiences most. Or they can do the qualitative approach to find out more on the customer’s perspective towards different yogurt stores. This way the researchers can help the marketers develop marketing strategies that suits their target and become successful in running their business.
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Appendix

Appendix 1: Questionnaire Form
This research is a part of master thesis of International Marketing program at the Mälardalen University. This questionnaire is aimed to use for study about the yogurt business in Thailand. Please be confident that all of your answers will be treated in the strict confidence and used for academic purpose only.

* Required

SECTION 1: Screening

1. Where do you live? *
   - ☐ Bangkok
   - ☐ Others: ___________________________

2. How old are you? *
   - ☐ Under 15
   - ☐ 15-35
   - ☐ Over 35

SECTION 2: Functional Food

Q1. Do you know what is functional food? *
   - ☐ Yes
   - ☐ No

Q2. What kinds of functional food you consume most? *
   - ☐ Milk
   - ☐ Yogurt
   - ☐ Oats
   - ☐ Soy

Q3. Do you think yogurt provide benefit to your health? *
   - ☐ Yes
   - ☐ No
SECTION 3: Consumer Behavior

Q4. What kinds of yogurt do you consume? * (You can choose more than one)
   □ Cup
   □ Yogurt ice-cream
   □ Drinking yogurt
   □ Others: ___________________________________________________________________

Q5. What kind of flavor in yogurt do you prefer? * (Please select 3 flavors that you prefer the most from the list below).
   □ Plain
   □ Chocolate
   □ Vanilla
   □ Green tea
   □ Orange
   □ Strawberry
   □ Blueberry
   □ Banana
   □ Apple
   □ Lychee

Q6. Who do you usually spend your free time with? *
   □ Family
   □ Friend(s)
   □ Girlfriend/boyfriend
   □ Alone

Q7. How often you usually go out? *
   □ Everyday
   □ More than 5 days a week
   □ 2-5 days a week
   □ Once a week
   □ Others: ___________________________________________________________________

Q8. Where do you usually hang out? * (You can choose more than one)
   □ Shopping mall
☐ Community mall
☐ Restaurant/café
☐ Others: ____________________________________

Q9. How much do you pay for each time you hang out with your friends or family? * (Thai Baht)
____________________________________

Q10. Have you ever go to yogurt store? * (Red Mango, Happy Yogurt, Buddhi Belly, 1-2-3 MY YOPPI, and etc.)
☐ Yes
☐ No (Please skip to Q12)

Q11. If yes, how many times per month?
☐ Less than once a month
☐ Once a month
☐ 2-4 times a month
☐ More than 4 times a month

Q12. How much are you willing to pay for a cup of homemade yogurt? *
☐ 40-45 Baht
☐ 46-50 Baht
☐ 51-55 Baht
☐ 56-60 Baht
☐ More than 60 Baht
☐ Others: ____________________________________

Q13. What is the factor that motivates you to go into yogurt store? * (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree)

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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</thead>
<tbody>
<tr>
<td>Nice atmosphere and decoration</td>
<td></td>
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<td></td>
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<tr>
<td>Taste</td>
<td></td>
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<tr>
<td>Location</td>
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</tr>
<tr>
<td>Variety of menu</td>
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<tr>
<td>Price</td>
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<tr>
<td>Cleanliness of the shop</td>
<td></td>
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</tr>
</tbody>
</table>
Q14. Which promotions that can attract you the most? * (You can choose more than one)

☐ Collective coupon for a free cup of yogurt
☐ Free sample
☐ Extra toppings
☐ Membership card for a special discount
☐ Others: ______________________________________

Q15. Where do you want the yogurt store to be located? *

☐ Siam Square
☐ Silom
☐ Thonglor
☐ Ramindra
☐ Luang-suan
☐ Kaset-Nawamin
☐ Others: ______________________________________

Q16. Would you like to try different menu of yogurt? *

☐ Yes
☐ No (Please skip to Q18)

Q17. If yes, could you please name the menu that you want to try?

____________________________________

Q18. Which media do you expose to the most? *

☐ TV
☐ Radio
☐ Newspaper
☐ Magazine
☐ Internet
Q19. Which social networking do you use? * (You can choose more than one)

☐ Facebook
☐ Twitter
☐ MySpace
☐ YouTube
☐ hi5
☐ Others: ________________________________

SECTION 4: Psychographics (Please choose the one that you think it suits you most)

A1. What is your personality? *
   ☐ Solitary, thinking, self-inspiration or self-center
   ☐ Social, party-lover, action before thinking, get inspiration or thoughts from people/things/environment

A2. How do you analyze information when you have to make a decision? *
   ☐ Look into the detail, look at the current problem, use the principal or fact to consider
   ☐ Look at broad picture of the current problem, use the principal or fact to consider

A3. How do you live your life? *
   ☐ Do planning for daily life, set target-timing date, like to make decision to end problems
   ☐ Adaptable, flexible, willing to listen to thoughts from other people

SECTION 5: Personal Profile

A4. Occupation *
   ☐ Management level
   ☐ Employee
   ☐ Business owner
   ☐ University student
   ☐ High school student

A5. Education Background *
   ☐ High-school
   ☐ Diploma
   ☐ Bachelor Degree
   ☐ Master Degree
   ☐ Doctoral

A6. Marital status *
   ☐ Single
☐ Divorced
☐ Married with children
☐ Married without children

A7. Income*
☐ Less than 5,000 Baht
☐ 5,000 - 10,000 Baht
☐ 10,000 - 20,000 Baht
☐ 20,001 - 30,000 Baht
☐ More than 30,000 Baht

A8. Gender *
☐ Male
☐ Female