



Knowing Our Neighbors

Public Opinion Research in Asia in a Time of Media Revolution and Aging Societies

Program Guidebook of
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& KASR Fall Meeting**

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Satisfaction is measured by asking sampled populations of seven Asian societies carried out in 2013 with the same set of questions. A comparative analysis is carried out in this paper in terms of satisfaction with seven life aspects: food, family, human relations, housing, health, job, income. More detailed and deep analyses by country are carried out by country representatives at the annual meeting at Seoul on November 21-23 2013.

Marketing Mix Study: A Case Study of Lukjeab Thai Dessert Business in Petchaburi, Thailand

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Thai dessert business has been major income for local people who live in Petchburi Province in Thailand. The aim of this research is to study the case of the Marketing Mix of "Lukjeab" Thai Dessert business in Petchaburi, Thailand. This research is a qualitative research applied in depth interview as a purposive sampling with the business owner to gain insightful information. The data collection used a recorder and observation notes to gather significant information from the field, and the interviewee. The result of the study found that the Lukjeab Thai dessert business adopted the Kotler's Marketing Mix method (1999) which included four substantial factors: product, price, place and promotion to serve the needs of the consumers harmoniously and trade the maximum qualities of the products. Accordingly, Lukjeab Thai dessert is considered to be the distinctive dessert business in Petchburi.

Keywords: Marketing Mix 4Ps, Qualitative Research

Ways of Life under the Philosophy of Sufficiency Economy in Chang Hua Man Royal Initiative Project: A Case Study of Ban Nong Khok Kai Farmers, Tha Yang District, Petchburi, Thailand

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Marketing Mix Study: A Case Study of Lukjeab Thai Dessert Business in Petchaburi, Thailand

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Abstract

Thai dessert business has been major incomes for local people who live in Petchburi Province in Thailand. The aim of this research is to study the case of the Marketing Mix of "Lukjeab" Thai Dessert business in Petchaburi, Thailand. This research is a qualitative research applied in depth interview as a Purposive Sampling with the business owner to gain insightful information. The data collection used a recorder and observation notes to gather significant information from the field, and the interviewee. The result of the study found that the Lukjeab Thai dessert business adopted the Kotler's Marketing Mix method (1999) which included four substantial factors; product, price place and promotion to serve the needs of the consumers harmoniously and trade the maximum qualities of the products. Accordingly, Lukjeab Thai dessert is considered to be the distinctive dessert business in Petchburi.

Keywords: Marketing Mix 4Ps, Qualitative Research

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Introduction

On account of an agricultural country, the major foods and desserts in Thailand have been used agricultural products and natural ingredients for Thai cuisine. Likewise, a wide variety of desserts and sweets have been unitized the Thai local and natural products. Thai desserts or *Kanom (in Thai)* have been popular for Thais for many eras. Most of Thai desserts are sweetened based desserts which are comprised of flesh coconut, coconut cream and rice flour as core ingredients (Thongtago 2012 : 3)

Typically, homemade Thai desserts are usually made and served in a Thai household. The Cultural identity of Thai dessert is exquisitely presented in the unique processes and procedures of selecting natural ingredients, representing colorful and impressive appearances and tender tastes. Particularly in Petchaburi province, the Thai desserts marketing and distributions are major incomes of the local people. One of the most interesting dessert businesses in Petchaburi are the "Lukjeab Thai Dessert" where the unique and traditional desserts are produced.

Lukjeab Thai Dessert business is located at 29 /1, Boripat Street ThaMuang in Phetchaburi province in Thailand. The business has been started since 1985 and the coconut products became the primary products of the business. The business carried on prosperously; therefore Lukjeab had an extension of business by opening the official shop in 1987. Lukjeab Thai Dessert business developed the packages and increasing of the own products such as Mung Bean Thai Custard Dessert Recipe (Khanom Maw Kaeng), black coconut sweet pudding, bean-paste, golden threads, Thai jelly with coconut cream and etc. in order to suit the needs of their customers (Tongsuwan,1997).

Theory

The research emphasized on the adopting Kotler's theory of the marketing mix into Lukjeab Thai Dessert business. The major significant factors of the marketing mix include Product, Price, Place and Promotion regarding as 4Ps (Kotler, 1999). The research was conducted in Petchaburi Province, Thailand and the data were collected from June 2013 to 30 September 2013.

The marketing mix (Marketing Mix) is a marketing tool that can be controllable and uncontrollable. The Company incorporated these tools to respond their needs and create satisfaction to target customers. Marketing mix consists of everything the company has used to influence the demand for the Company's products. Marketing mix is divided into four: "4 Ps" which include;

Product

The product, which is necessary and respond the needs of human beings. The seller must deliver to their customers and clients receive the benefits and value of the product. Generally, products are divided into two types of products that may be tangible and intangible products.

Price

(Price) refers to the monetary value of products in the customer to compare the value of the service price (Price) of the service. If the value is higher than the price the customer is make decision to purchase, so the pricing of services should be appropriate to the level of service clearly. It is easy to identify the different service levels.

Place- The distribution channel

Place is an environment-related activities in the proposed service to the customers which affect the customer's perception of the value and benefits of the services proposed that must be considered in the location and channels in the proposed service.

Promotion

The Promotion is one of the most important tools of communication through the customer. The purpose is to inform or persuade customer attitudes and behavior by using the key market relationships.

Methodology

This research is a qualitative research applied in depth interview as a Purposive Sampling with the business owner to gain insightful information. This research, the researchers have selected contributors -specific (Purposive Sampling) is the in-depth interviews directly between the researcher and business owners. Interviewee recorded information about the marketing mix use equipment while interviewing tape recorder notebook and camera for keep detailed of information.

The result

After studying the marketing mix, problems, strength and the weakness of Lukjeab Thai Dessert business in 121 Matawongroad, Tharab sub district, Muang district, Petchaburi, Thailand

The result from research found that today, Lukjeab Thai Dessert shop satisfied the target customer needs by many different varieties of dessert and combination of marketing mix. The result separated by using the marketing mix method:

Products of Lukjeab Thai Dessert shop offer many different varieties and taste. The materials are always fresh because it is from Petchaburi. The main ingredients are Palmyra palm sugar which has good smell and taste than normal sugar, eggs which are collected every day, and fresh coconut especially, Khanom Mo Kang- It is a Thai famous dessert. There are also other Thai desserts such as Khanom Chan, Khanom Babin, Tong Yip, Tong Yot, Jackfruit bean, Foi Thong and etc. under the Lukjeab Thai Dessert brand. Lukjeab Thai Dessert has been also certified by Food and Drug Administration.

The prices are not expensive because the materials are from local Petchaburi province so, there is no price for transportation subtract with the production process and the safety stock plus the labor cost and the profit will be the selling price of each product. The target customers of Lukjeab Thai Dessert shop are between medium to high. This shop produces Thai dessert to satisfy the target customer in special event and occasion. The price is started from 150 baht to 1500 baht. If any customer is uncomfortable to come to buy at the shop, the shop offers the delivery but the price will be charged according to the distance, which the customers have to pay an extra. The place has been expanded the products supplied to many malls such as 7-eleven, Robinson and Siam Jusko in Bangkok. Promotion, most of promotions is used in malls. The Lukjeab Thai Dessert shop at the Petchaburi invites customers who want to study about Thai dessert or the production process and tourists to visit the shop, which are the best way to make direct market.

The problem

The problem is that the shop is not at the main road so it is difficult to go there. So, they solve this problem by built customer relationship; focus on the service and qualities. They also satisfy the target customer by using technology and social media such as Facebook, website board and etc.

Conclusion

The marketing mix of Lukjeab Thai Dessert shop was according to the theory of Phillip Kotler who states 4 factors of Marketing Mix, which can satisfy the customer, needs.

First factor is product, Lukjeab Thai Dessert shop has been found that dessert of Lukjeab Thai Dessert shop is different from other shops because the materials which have been used, have good quality. The ingredient are Palmyra palm sugar which has a good smell and taste more than normal sugar, eggs are collected every day, and fresh coconut. It also has been guarantee form Food and Drug Administration. Second, prices are not very expensive and satisfied the target customer needs. Place, the shop is at the Petchaburi but it is not at the main road so, it is difficult for customer to reach. We have solved this problem by delivering products and distribute product into different malls. The last factor is promotion, we have advertised and publicize through social media. Mostly, promotions are used at the malls.

Discussion

The research answered all the questions and gain profit in some level. Today we make mass production of Thai dessert. We gain profit from tourist, citizen, retailer, and the new customer from online media. Success key of Lukjeab Thai Dessert shop are the good working system, investment on marketing mix to know about the amount of production, goal of the production, and the increasing customer in each year. This business plan is assured by the online customer and Small Medium Enterprise. The possible way to improve the difficulties of the place is that Lukjeab Thai Dessert shop could provide advertising board or social networks. Lukjeab Thai Dessert shop concerns about the customer satisfaction, so the shop could give more opportunities for the customer by focusing on promotions in malls and their own shop.

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