

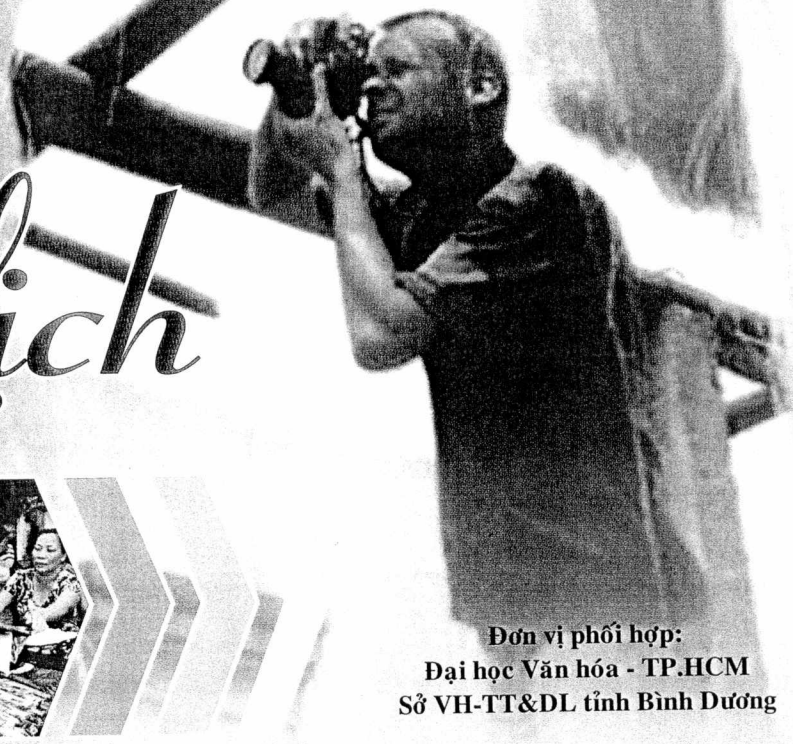
ĐẠI HỌC QUỐC GIA TP. HCM  
TRƯỜNG ĐẠI HỌC KHXH & NV

TRƯỜNG ĐẠI HỌC SILPARKON  
THÁI LAN

PGS.TS. VÕ VĂN SEN - TS. NGÔ THANH LOAN  
PGS.TS. HUỲNH QUỐC THẮNG  
(Đồng chủ biên)



# Làng nghề phát triển Du lịch



Đơn vị phối hợp:  
Đại học Văn hóa - TP.HCM  
Sở VH-TT&DL tỉnh Bình Dương



NHÀ XUẤT BẢN  
ĐẠI HỌC QUỐC GIA THÀNH PHỐ HỒ CHÍ MINH

# LÀNG NGHỀ VÀ PHÁT TRIỂN DU LỊCH

## BAN BIÊN TẬP

PGS.TS. Võ Văn Sen  
PGS.TS. Huỳnh Quốc Thắng  
TS. Nguyễn Ngọc Thơ  
TS. Ngô Thanh Loan  
ThS. Trần Thị Kim Anh  
ThS. Nguyễn Trung Tự  
ThS. Bùi Việt Thành

Kỷ yếu này được xuất bản dưới sự tài trợ của đề tài "*Phát triển du lịch sinh thái và làng nghề tại tỉnh Bình Dương*" do PGS.TS. Huỳnh Quốc Thắng làm chủ nhiệm đề tài.

# MARKETING STUDY: TO ANALYZE THE MARKETING OPPORTUNITIES OF COCONUT DIPPED CHOCOLATE PRODUCED BY THE JANMAPRAO GROUP

---

*Pawarisa Nakchot<sup>\*</sup>*

*Jutamat Chatpuk<sup>\*\*</sup>*

*Rungnapha Chewarussamee<sup>\*\*\*</sup>*

## Introduction

Coconut is one of the economic plants of Thailand. Thai people have always use coconut for cooking desserts and food in their daily life. The National Statistical Office of Thailand found that Thai people eat 8,273.2 grams or 18 coconuts per person per year. Nowadays, Thailand has 69 million people, so Thai people might eat 990 million coconuts or 65% of the total production. The remaining 35% coconuts, or 489 million coconuts, were used in the industry or exported to other countries.

Tabsakae district in Prajuabkirikhan is a well-known place for coconut growing in Thailand. The coconuts in this place are of a high quality appropriate for the manufacturing industry. It has numerous uses, such as coconut dipped honey, charcoal from coconut shells, and so on.

In 2012, the Janmaprao group faced a problem regarding the price of coconut which was very low which resulted in a supply flood in the market. They could not sell their product. To solve this economic problem, the Janmaprao Group developed a new idea and innovation that was different from other businesses. Janmaprao Group knew chocolate was very popular, so they got the idea to use chocolate to be an ingredient mixed with the coconut. They then created a new product that was called "Coconut Dipped Chocolate".

The researchers were interested in analyzing the marketing plans by asking the customers of Coconut Dipped Chocolate of Janmaprao Group. This study hopes to have benefit for similar business opportunities wishing to, satisfy the consumer's wants

- 
- <sup>\*</sup> Students of Business Management and English, Faculty of Management Science, Silpakorn University. Email: [adamant\\_gjp@hotmail.com](mailto:adamant_gjp@hotmail.com), E-mail: [j.c.noon@hotmail.com](mailto:j.c.noon@hotmail.com)
  - <sup>\*\*</sup> Students of Business Management and English, Faculty of Management Science, Silpakorn University. Email: [adamant\\_gjp@hotmail.com](mailto:adamant_gjp@hotmail.com), E-mail: [j.c.noon@hotmail.com](mailto:j.c.noon@hotmail.com)
  - <sup>\*\*\*</sup> Lecturer of Faculty of Management Science, Silpakorn University  
E-mail: [rungnapha@ms.su.ac.th](mailto:rungnapha@ms.su.ac.th)

## **Objectives**

1. To analyze the marketing opportunity of Coconut Dipped Chocolate produced by the Janmaprao Group
2. To identify the marketing problems and threats faced by Coconut Dipped Chocolate from the Janmaprao Group

## **Questions**

1. What is the marketing strategy of the Janmaorao Group for their Coconut Dipped Chocolate product?
2. What were the difficulties facing the Janmaprao Group with this strategy?
3. How could the Janmaprao Group maximize the opportunities that the marketing strategies brought?

## **Dimensions**

1. Dimension of Information

The researchers were determined to study about marketing strategies that affected the decision making of the consumers when choosing to buy Coconut Dipped Chocolate. The marketing mix include: Product, Price, Place, and Promotion.

2. Dimension of key informants

The consumers of Coconut Dipped Chocolate from Janmaprao Group

3. Dimension of place

The researchers took place at Janmaprao Factory Outlet, 4 Moo.9 Tabsakae, Tabsakae, Prajuabkirikhan 77130, Thailand

4. Dimension of time

The period of time to study and collect the information was from 25<sup>th</sup> June 2013 to 28<sup>th</sup> September 2013.

## **Benefit**

To increase knowledge regarding the marketing opportunities and problems to Coconut Dipped Chocolate from Janmaprao Group.

## **Theory**

The research concentrated on adopting Kotler's theory of the marketing mix and applied it to the Coconut Dipped Chocolate from the Janmaprao Group. The major significant factors of the marketing mix include Product, Price, Place and Promotion regarding as 4Ps (Kotler, 1999).



The marketing mix (Marketing Mix) is a marketing tool which includes factors some of which are controllable and other which are not. The Company incorporated these tools to respond to their needs and create satisfaction for 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 to the customer to compare the value of the service price. 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 with the customer. The purpose is to inform or persuade customer attitudes and behavior by using the key market relationships.

### **Methodology**

This research uses a qualitative research approach. It applies the methodology of Structured Interview that includes:

#### 1. Key Informant

For this research, the researchers chose the purposive sampling informant who is the consumer of Janmaprao Group to be the key informant.

#### 2. Gathering Information

The information was collected by interviewing the consumer of Janmaprao Group and noting down the key information about The Marketing Strategy of

Coconut Dipped Chocolate of Janmaprao Group. It was operated by the interviewer and also helped by an assistant to note the key points from the interview.

### **The equipment used in the research**

The equipment that the researchers used in the qualitative research was a tape recorder, a note book, a camera, and guided interview questions.

### **Checking reliability of information**

The researchers used triangulation theory to check a reliability of information. To collect the information in a consistent way by performing completeness checks of the information and divided the information into groups of the marketing mix; 4Ps. Then they interpreted the information and presented it in descriptive forms.

### **Information Analysis**

In the process of information analysis, the researchers transcribed the interview recording and divided it into groups of marketing mix 4Ps which has 4 main points: Product, Price, Place, and Promotion. Then the research information was presented in descriptive form.

### **The Research Result**

This research was the study about analyzing the marketing opportunity of Coconut Dipped Chocolate of Janmaprao Group. The researchers collected the information from 35 consumers of Janmaprao Group by using specific techniques. The study result concentrates on the 4P Marketing Mix and the detail are as follows:

#### **Product**

The results of the interview from 35 consumers of Janmaprao Group indicated that 25 consumers liked the taste of Coconut Dipped Chocolate as they are delicious and tasty. However, a few of consumers thought some ingredients should be adjusted. For example, someone commented it was too sweet and someone said it was too salty. These comments depended on the individual satisfaction of consumer to this product. Most of the consumers commented that Janmaprao Group should have a larger variety of products such as coconut dipped white chocolate, strawberry or vanilla. The remaining 10 consumers thought the taste was OK.

All of the consumers thought that Coconut Dipped Chocolate was a new product both creative and interesting and this product was made locally and developed for modern tastes. Coconut Dipped Chocolate is the best combination. Its size is easy to eat and its taste includes sweetness, bitterness, and crispness.

Furthermore, based on the interview, all of the consumers thought that the packaging should be developed and be more modern to attract younger consumers and increase the sales. Most of the consumers commented that the packaging is an

important part in attracting and helping consumers to determine whether to consumers buy the product. So, they recommended that Janmaprao Group should develop their logo, design a new package to be more attractive and interesting. They also said that the package should have a standard detail on the package and have a compliance mark specifically the OTOP logo. This word will create credibility for the product.

### **Price**

The results of the interview from 35 consumers of Janmaprao Group found that 22 consumers commented that the price of Coconut Dipped Chocolate is reasonable with the quality. Chocolate is imported and therefore an expensive material. This makes Coconut Dipped Chocolate a luxury to buy. However, 13 consumers thought that the price of Coconut Dipped Chocolate was too expensive and they should reduce the price. One consumer said that "It's too expensive and it will be good if the price goes down a bit" Or "It's ok if you buy for a souvenir but it looks expensive if you buy it for yourself."

### **Place**

The results of the interview from 35 consumers of Janmaprao Group found that all of consumers regarded the Janmaprao Shop at Tabsakae sub district, Tabsakae district, Prajuabkirikhan was convenient for consumers to visit. This is because Janmaprao shop is on Phet-Kasem Road; it is the main route to the south of Thailand. Some consumers offered that Janmaprao Group should expand the distribution channel and spread their product to sell around the country. This can help their product become famous. But nowadays the consumers can find this product only in the souvenir shop at Prajuabkirikhan, Phetchburi, Phuket and The OTOP Exhibition. This result in the product not receiving enough attention from possible customers.

### **Promotion**

The results of the interview from 35 consumers of Janmaprao Group found that all of the consumers thought Coconut Dipped Chocolate of Janmaprao Group was not promoted enough to the public. The product is not famous. Janmaprao Group should promotions when there are holiday festivals such as Valentine (Day), New Year (Day) and so on. Likewise, some of the consumers of Janmaprao Group liked discount promotions. For example, some consumers said "It should have buy 2 pcs get a 10% discount or buy the 2<sup>nd</sup> piece and get 5% discount". Some consumers of Janmaprao Group liked promotions that give free products.

All of the consumers of Janmaprao commented that the shops had good service. The staff could answer and suggest to the consumers about the product well.

## The SWOT Analysis Schedule of Janmaprao Group

|   |   |
|---|---|
| <p><b>Strengths</b></p> <ol style="list-style-type: none"> <li>1. Janmaprao Group uses local materials which are fresh and good quality, so they have a low production cost.</li> <li>2. The product is unique; there are no other competitive products.</li> </ol> | <p><b>Weaknesses</b></p> <ol style="list-style-type: none"> <li>1. The package isn't modern or attractive to the consumers. Besides this, it lacks nutrition information.</li> <li>2. The market channels and promotions are limited. Therefore the product was not well-known enough.</li> </ol> |
| <p><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>1. The product has no other competition.</li> <li>2. Chocolate is a sweet that is very popular. Janmaprao group mixes coconut with chocolate so it might attract more consumers.</li> </ol>      | <p><b>Threats</b></p> <ol style="list-style-type: none"> <li>1. There is limited market share in the dessert market.</li> <li>2. There are a lot of similar products available from competitors.</li> </ol>   |

### Recommendations

1. Janmaprao Group has to develop the packaging to be interesting, modern and attract to the consumer.
2. Janmaprao Group should increase the choice for the consumers that has lower purchasing power, such as decreasing the size and price of the product.
3. Janmaprao Group should expand their distribution channel. For example, having a website that the consumers can search the information of the product and address of the shop. In addition, they should distribute around the country.
4. Janmaprao Group should have promotions during holidays and give some discount such as Buy 2 pcs, 2<sup>nd</sup> piece get 10% discount or buy more than 1 dozen get wholesale price.
5. *Janmaprao Group should promote the product through social networking, internet, or the OTOP magazine to get their product well-known.*

### Constraint and suggestion for future study

1. This research had constraints about time and budget that meant we could not study comprehensive every factor. So, for any future study, should increase other variables that it might affect decision making on buying.
2. *The study should expand the dimension of the informant samplings i.e. to include employer and management investigate possible market expansion.*



## REFERENCES

1. Kanjana Supanuson. (2013). Leader of Janmaprao Group. Interview, 17<sup>th</sup> July 2013
2. Kotler, Philip. 1997. *Marketing Management: Analysis, Planning, Implementation, and Control*. 9th Edition. New Jersey: Prentice Hall, Inc. Oxford University. 2007. Shorter Oxford English Dictionary (Sixth Edition): Oxford University Press (Academic).
3. Office of Agricultural Economics, "Coconut" [Online], searched on July 22<sup>nd</sup>, 2013. <http://www.oae.go.th/fruits/index.php/coconut-data>
4. Thomas, R. & Sydenham. 2013. S. Coconut Farming in Thailand [Online], [www.kidcyber.com.au](http://www.kidcyber.com.au)
5. Veridian E-Journal, SU Vol.4 No. 2 September - December accessed from: <http://www.ejournal.su.ac.th>.
6. ศูนย์ข้อมูลผลไม้, "มะพร้าว" [online], สืบค้นเมื่อวันที่ 22 กรกฎาคม 2556. <http://www.oae.go.th/fruits/index.php/coconut-data>
7. ศิวฤทธิ์ พงศกรรังศิลป์. หลักการตลาด. กรุงเทพมหานคร : บริษัท สำนักพิมพ์ท็อป จำกัด, 2547.