READY-TO-COOK FROZEN SEAFOOD:
A QUALITATIVE STUDY OF "PRANTALAY" BRAND

By
TAWEE SNG ASSAWACHAIJAROEN

A Thesis submitted in partial fulfillment, of the requirement for the degree of
Master of Business Administration
Graduate School of Business
Assumption University
Bangkok, Thailand
August 2006
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ABSTRACT

This study investigate how the new generation make a decision to buy the ready-to-cook frozen seafood products under the brand “Prantalay” after the company had launched this new product. This product is launched to fit the fast pace of modern lifestyle which is needed to be comfortable, convenient, save time, reduce cooking process, and retain full qualities. The marketing plan is focus on comfort, easy to use, and saving time to cook throughout the terms of product mix.

It explores how the customers are satisfied about the specifications of frozen seafood product such as; variety, freshness, taste, color, quality, packing, image, feature, and comfort. Frozen seafood products are processed by cleaning, peeling, scaling off, and also taking the bones off. As these specifications are suitable for the lifestyle of consumers at the present time.

The target group is the new generation customers who also are living in the Bangkok metropolitan area and have consumed Prantalay’s product already. The participants recruited for the groups are as homogeneous as possible in terms of age and gender. After gathering the target groups data by using focus group interviews method. It conducted for an interactive and spontaneous discussion between the fresh seafood and the frozen seafood to specify on product qualities.

Then, this results as a guide to make the company to understand their product situation. Gain advantages for the new comers before coming into this market. They can apply this data as a guideline and bring out adapted or modified products for serving customers’ needs in the future plan.
ACKNOWLEDGEMENT

This thesis is applied from Focus Group Interview, such the first research of ABAC which uses Focus Group Interview Methodology. Actually, I accept that it would be quite complicated because of none prototype to be guideline. But I seriously intended to complete this thesis which were my challenge and curiosity of studying new product development by Focus Group Interviews that is very popular in Market research education.

I would utilize my closed experiences in Focus Group Interview for 6 research works. Also I aim at studying new product in new uncommon method and extraordinary to serve and fit to current life-style which is changing day by day. Totally, Focus Group Interviews work is the answer of investigation in deeper than quantity research from getting many reasons which are as actual vision on interview to target groups.

This thesis is able to achieve and would not be complete without the mention and assistance of Dr. Chittipa Ngamkroeckjoti, who is my nice advisor and the best guide for me. Dr. Theerachote Pongtaveewould help to extend the enlight idea for working on this thesis, additionally bring me the great encouragement to be pride of this work. They rendered me enormous support during the whole tenure of my research for Dr. Adash Batra and then Dr. Navin Mathur who leads the new topic to relate contents the most that is more interesting.

Special thanks to Khun Siripan Kijraksa, the Deputy Director of ABAC Poll who is a lot of experiences in Focus Groups methodology. She also instruct me about drawing a conceptual framework, how to be a good moderator and advise good books reference.
Ajarn Bharthi Limbuni and Ajarn Martin Deans, who are work hard to edit my paper work because it is full of qualitative explanation contents and fine of words description.

I appreciate to Dr.Isamail Ali Siad, Thesis chairperson who is always very kind and flexible submition for my critical time.

Lastly, I am grateful to Union Frozen Product Co., Ltd., branded “Prantalay” with new trendy product, due to be accepted in market widely and held a market in long and long time.

Without all these supports and encouragement, I would never have completed my present work
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CHAPTER 1
INTRODUCTION OF THE STUDY

Nowadays, a new product has been developed particularly in frozen seafood industry in order to fit consumers’ need in the current economic condition. This product is launched to fit the fast pace of modern lifestyle which is needed to be comfortable, convenient, save time, reduce cooking process, and retain full qualities (Sittipong, 2004).

The Union Frozen Products Company Limited (UFP), best known as the Thai major seafood exporter, is turning this target to the domestic market after facing tougher competition and market access challenges from abroad. The company set up a subsidiary company, Prantalay Marketing Company Limited to develop “Prantalay” brand ready-to-cook frozen seafood selling both domestically and internationally (Bangkok Post daily newspaper, February 17, 2004).

The Prantalay Marketing Company Limited expected to open a new market channel of frozen seafood ready to be cooked. Hence, they did their hard work and spent lots of times and cost in changing their image from commodity goods to be a brand name and doing their marketing plan since midyear 2003 (Somboon, 2004).

The parent company, UFP, has reinforced investment to the subsidiary namely the Prantalay Marketing Company Limited since the beginning. It has utilized the basis of UFPs’ foundation with the advantage of raw material sourcing and a full chain of production line. Then, it is bringing more product varieties with low cost of product, and high product quality. The research and development department is designed to
focus on product freshness and hygienic storage at all time. With the foundation strength of its parent company, which is the biggest frozen seafood exporter in Thailand, the “Prantalay” products create on new product development (NPD) process based on its facilities of the parent company. But this new product may be risky if the consumers do not accept it. Because the Thais have been familiar to consuming the old product of fresh seafood in the market for a long time, therefore to change consumer behavior the company should fully communicate to customers to understand the new product. It is also needed in order to create product awareness. Firstly, their market plan focus on comfort, easy to used, and saving time to cook, as these specifications are suitable for the life style of consumers now because frozen seafood are processed by cleaning, peeling, scaling off, and also taking the bones off (Sittipong, 2004).

Secondly, Thai consumers need to be educated about spot advertising on television, radio, magazines, and so many kinds of media. Actually, it is the most important factor to ensure that people have confidence in the quality of products, and that there would be acceptance since the beginning. If people are not confident in the quality of products then it would be very difficult to make people buy and people will not repurchase their products, that mean everything will be wasted and capital investment will be lost, no matter how good their advertisements are (Business Thai weekly newspaper on September, 2004).

One of the most common uses of focus groups, new product development covers a wide range of subject matters. The most frequent use of focus group in this area is to expose a new product concept or prototype to a group of consumers to obtain their reactions in order to identify the strengths and weaknesses of the concept. The product
development team modifies the concept or prototype based on the input received and then conducts additional qualitative or quantitative research to assess consumer reaction to the modified version (Greenbaum, 1998).

This study investigate how the new generation make a decision to buy the ready-to-cook frozen seafood products under the brand “Prantalay” after the company had launched this new product since December 2003. First, this study provides brief in details of customer satisfaction living in the Bangkok metropolitan area, then normally examines the product perception for new product development with qualitative method using the focus group technique, finally lastly a summary and some conclusions are presented.
1.1 Background of the study

The foundation strength of the Prantalay Marketing Company Limited is based on the growing affiliated companies from its parent company, the Union Frozen Product Company Limited. UFP is well known as the manufacturer, exporting frozen seafood for more than 24 years, especially in the major market, such as the United State and Europe. This company is most well known and trusted because the reputation of its export activities has the assurance of the standard quality of “Prantalay” with the international standards including GMP, HACCP, ISO/IEC 17025, ISO9001, ISO14001 and ISO18001 (Sittipong, 2004).

The Union Frozen Product Company Limited had begun its experiences from being the fisherman with its own fishing boat obtaining raw material into their factory and processing for exporting market and doing business in the domestic market. For this reason, “Prantalay” is no more a newcomer in this market; nevertheless, most people know “Prantalay” as a manufacturer who supplies frozen seafood to the chain of world retailers and together with famous Thai restaurants such as M.K. Restaurant Company Limited (MK-Suki), The Pizza Company Limited, and Thai Airway Catering Company Limited (Somboon, 2004).

Through the Union Frozen Product (UFP)’s executive vision, they have prospected the time for building their own brand because if UFP still remained behind the kitchen, there is a rare chance to directly communicate with consumers in the public. The plan in creating the brand had been intentionally begun and was fully practical since mid 2003. The tough marketing questions and facts that became the barrier in the first launch are given below-
1. Lack of knowledge or uneducated consumers. What is the frozen seafood? And how does it serve or respond to the lifestyle of the new generation?

2. Lack of confidence or consumer belief about the product regardless of freshness compared with the common seafood although it is able to receive more convenience.

3. Level of quality. Is there any mixing of chemicals, preservatives or color?


“Prantalay” has built a risk of product perception with consumers in the frozen seafood market. In the past, none of those manufacturers survived in the long run in this business because they were not educated enough to communicate with customers well (Sittipong, 2004).

Therefore, the purpose of this study is to explore customer awareness about the frozen seafood that can be substituted by the fresh seafood at the current time which is able to maintain shelf life, still keeping its freshness, taste, color, nutrition, and also product quality.

1.2 Statement of the Problem

This research studies the interview results of the target group, meaning the new generation about a decision making to buy the frozen seafood products under the brand “Prantalay”. It is to understand the ability of the product, and find answers to such questions as why did the customers change their lifestyle consuming from fresh seafood to the frozen seafood at a certain time? Is it possible to understand the level of
acceptance in repurchasing the product? Can the Prantalay advertising approach to consumer understanding?

Consequently, there is any satisfaction from their marketing strategies that can be viewed by marketing mix (4Ps) as product, price, place, and promotion concepts. For this study surveys their marketing strategies in terms of product concept. It explores how the customers are satisfied about the specifications of frozen seafood product such as; variety, freshness, taste, color, quality, packing, image, feature, and comfort.

1.3 Research Objective

The purposes of this research study are summarized as follows-

1.3.1 To provide the result data for examining the marketing problem. To show the confidence of consumer belief about the product regardless of freshness compared between the common fresh seafood and the frozen seafood which is given more convenience and usefulness.

1.3.2 To generate new ideas about products method. This particular objective of focus group interviews has been supported among decision makers and researchers. Here, data collected through these moderated discussions can provide valuable preliminary insights into new product development, and possible changes for improving products. For example, a customer can cook their product (shrimp product) for adding into desserts.

1.3.3 To reveal the consumers’ hidden information from focus group interview which is not able to enough providing by quantitative research such as; behaviors, attitudes, feelings, wants, perceptions, and motives regarding the products. These data
help the company understand how consumer brand loyalty is developed and what marketing factors are necessary to reinforce it.

1.3.4 To help explain the changing consumer preferences. This objective refers to collect data that can be useful in understanding how customers describe their experiences with different products.

1.4 Scope of the study

This research is to investigate the acceptance of Thai consumers, the new generation groups and how well they are satisfied about the ready-to-cook frozen seafood product under the brand “Prantalay” after they have consumed it.

First, the screening method is used to explore the target group or the new generation group who also are living in the Bangkok metropolitan area. After gathering the target group data, then focus group interviews are conducted for an interactive and spontaneous discussion between the fresh seafood and the frozen seafood to specify on product qualities such as; freshness, taste, color, and nutrition. Additionally, its products gain advantages as they are more convenient and comfortable to cook, and also have more variety.

This research also tries to find answers to the following questions. How is the customer still confident about the product quality and convenience of packaging that is able to serve their lifestyle well or not? How well is the brand image accepted by consumers and how deep will get into the consumers’ minds, how to change consumer attitude and increase the level of repurchasing trendy products, etc. Once it is known which item sells well, then they must increase its production line.
1.5 Limitation of the study

1.5.1 This research focuses on investigating satisfaction of the new generation customers who are living in the Bangkok area and their perception about the ready-to-cook frozen seafood products under the brand “Prantalay”. The participants of the study were formed of the customers who live in the Bangkok metropolitan area and bought “Prantalay” product at the modern traders. Because of the Prantalay Marketing Company Limited, they launched the “Prantalay” for the first stage at modern trade centers within the Bangkok area.

1.5.2 This research focuses on investigate a decision making of the new generation customers who are living in the Bangkok area in repurchasing the product. Because their marketing plan set up the target customers who are the new generation customers. They prefer more convenient, comfortable, and trendy products that also serve their modern life style and who are able to change their buying behavior for a better choice.

1.5.3 This research generated new ideas about product specifications by using the focus group interviews. Thus, interactive discussions for new product development on the brand “Prantalay” were done. Vice versa, this research results are not representative of the general population and are not projectable. Consequently, the focus group results should not be the sole basis for decision making, as the following illustrates.

1.5.4 This research was done on a small group who consumed “Prantalay” and lacked representativeness with regard to the target population in the focus groups. Therefore, the results cannot be generalized overall by the new generation target customers. In addition, people have to feel confident to volunteer and participate in a group.
1.6 Significance of the study

1.6.1 The Prantalay Marketing Company Limited can use this result as a guide to make them understand their product situation. To bring out adapted or modified products for serving customers’ needs in the future plan.

1.6.2 For the researchers, to study and forecast the trend of customer behavior, living in the Bangkok metropolitan area versus product perception.

1.6.3 This research has advantages for the new entrants. Before coming into this market, they can apply this data as a guideline.

1.7 Definition of Terms

Customer satisfaction: is an integral part of the total quality management. The customer drives total quality management by establishing expectations, standards, and performance requirements. Total quality management focuses on viewing products and services as solutions to customer problems (Dutka, 1994). In this study, it refers to the consumer who will repurchase the ready-to-cook frozen seafood brand “Prantalay”.

Focus group: An interview conducted by a trained moderator among a small group of respondents in an unstructured and natural manner. Focus groups are the most important qualitative research procedure. They are so popular that many marketing research practitioners consider this technique synonymous with qualitative research (Malhotra, 2004). In this study, the focus group uses interactive discussions for investigating the new generation or the product perception of customer satisfaction toward the ready-to-cook frozen seafood products “Prantalay” in the Bangkok metropolitan area (see chapter 3).
**Fresh seafood**: freshness is an aspect of quality not related to freezing. Unfrozen fish takes time, sometimes a lot of time, to reach the plate. It is also a long time in the storage life of a dead fish. Poor handling can reduce the shelf life to a matter of hours instead of days (Dore, 1989). In this study, fresh seafood is unfrozen seafood to sell in the market and which is processed without peeling, scaling the bone heads and cutting off tails, and packed by IQF (Individual Quick Frozen), according to the specification data.

**Frozen seafood**: most frozen seafood is processed soon after catching. Once frozen, the product maintains its quality, including its freshness, for a long time, making it possible to handle and distribute it to any place that has a freezer chest (Dore, 1989). In this study, frozen seafood is the ready-to-cook frozen seafood product produced by UFP and sold domestically in Thailand.

**New generation**: is coming to terms with the rapid changes brought about by the revolutionary economic events of the past few years. Fields once again proves an entertaining guide, painting a provocative picture of lifestyle changes and cultural idiosyncracies that gives insight into a historical turning point (Fields, 1989). In this study, who are changes their lifestyle to consume the fresh seafood to be the frozen seafood in the current economic.

**New product development**: The development of original products, product improvement, product modification, and new brands through the firm’s own R&D efforts. Given the rapid changes in consumer tastes, technology, and competition, companies must develop a steady stream of new products and service (Kotler and Armstrong, 2004). Based on the experts’ strong research experience, specifically in NPD is continuous on-the-shelf placement for at least six months to two years (Ngamkroeckjoti et al., 2005). In this study, UFP set up the subsidiary company, the
Prantalay Marketing Company Limited to build up the brand “Prantalay” to be sold in the local market and modify commodity goods for the end user by brand building. The Prantalay’s product had launched nearly year 2004.

**Ready-to-cook**: are the foods prepared with the raw materials according to the defined menu which is contained in the foam and covered with the transparent plastic in order to always keep clean and fresh. Consumers have to warm the foods by themselves before eating the Ready-to-Cook food (Krierviriyapan, 1996). In this study, the ready-to-cook frozen seafood is from the UFP’s products. They are frozen seafood processed by cleaning, peeling, scaling off, and also taking the bones off. Then they are put in the packages by hygienic process.

**Value added product**: in terms of definition it is the role of marketing to constantly improve the perceived relative value for money of the company’s product (Hill, 1999). In this study, the company improved the product with vacuum pack, IQF (Individual Quick Frozen) using the zip lock, ice jelly, and according to the specification data.
1.8 Abbreviation

NPD  = New Product Development
UFP  = Union Frozen Product Company Limited
IQF  = Individual Quick Frozen
R&D  = Research and Development
LFRA = Leatherhead Food Royal Academy
4 Ps = Term of Marketing Mix’s four concept such as- Product, Price, Place, and Promotion
PDTO = Peeled Deveined Tail On
PTO  = Peeled Tail On
PUD  = Peeled Undeveined
P&D  = Peeled Deveined
ISO  = International Organization for Standardization
GMP  = Good Manufacturing Practice
HACCP = Hazard Analysis and Critical Control Point
UK   = United Kingdom
MAFF = Ministry of Agriculture, Fisheries and Food
CMS  = Constant Market Share
EU   = the European Union
EFQM = the European Foundation for Quality Management
USD  = United State Dollar
WTO  = World Trade Organization
FTA  = Free Trade Area
SKU  = Stock Keeping Unit
Table 1.9 Timetable of research activities period.

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<td>5. Proposal defense</td>
<td></td>
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<tr>
<td>6. Data collection and Analysis in the</td>
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<tr>
<td>7. Final defense</td>
<td></td>
<td></td>
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</tbody>
</table>
CHAPTER 2
LITERATURE REVIEWS

2.1 Introduction

In this chapter, have been described relevant theories and background of the seafood processing industry in Thailand. The last content is the related literatures which are also connected through customer satisfaction, the frozen seafood industry and the qualitative methodology by using focus groups. The researcher will focus on customer satisfaction towards the 4 P concepts of product mix.

2.2 Background of the Seafood Processing Industry in Thailand

Thailand is a country in the South East Asia region which has a population of about 62 million people (The Office of Agricultural Economics) the majority of the working people live in the agricultural sector. After several years of economic development in the country, Thailand has slowly shifted from agricultural to industrial sectors and later has become known as a newly industrial country (Kaewta, 2001).

The number one export product during the previous years includes computer and electronic goods. For agricultural products, the top three exporting products comprise of seafood, rice and rubber. Seafood processing products rank seventh among the exporting products and have brought in revenue of about 65,377 million baht during 2000 and during 1994 – 1999 when compared to the export growth rate of fishery products, i.e. fresh or chilled or frozen fish, fresh or chilled or frozen cuttlefish / squids / and octopus, fresh or chilled or frozen shrimps / prawns, and dried salted or in brine or smoked shrimps and prawns, and the growth rate has continued to rise (Kaewta, 2001).
Table 2.2 Total catch of marine fisheries by species groups, 1992-2002

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Fish</th>
<th>Shrimps</th>
<th>Crabs</th>
<th>Squid &amp; Cuttle fishes</th>
<th>Molluscs</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td>2,965.7</td>
<td>2,230.7</td>
<td>301.6</td>
<td>44.5</td>
<td>150.3</td>
<td>135.4</td>
<td>103.2</td>
</tr>
<tr>
<td>1993</td>
<td>3,048.1</td>
<td>2,353.6</td>
<td>344.4</td>
<td>47.1</td>
<td>153.3</td>
<td>134.1</td>
<td>15.6</td>
</tr>
<tr>
<td>1994</td>
<td>3,150.2</td>
<td>2,345.0</td>
<td>386.5</td>
<td>51.0</td>
<td>144.4</td>
<td>137.2</td>
<td>86.1</td>
</tr>
<tr>
<td>1995</td>
<td>3,184.9</td>
<td>2,406.5</td>
<td>391.5</td>
<td>52.4</td>
<td>156.4</td>
<td>144.4</td>
<td>33.7</td>
</tr>
<tr>
<td>1996</td>
<td>3,112.1</td>
<td>2,328.3</td>
<td>373.9</td>
<td>52.9</td>
<td>173.2</td>
<td>153.3</td>
<td>30.5</td>
</tr>
<tr>
<td>1997</td>
<td>2,979.2</td>
<td>2,237.5</td>
<td>353.9</td>
<td>51.1</td>
<td>173.6</td>
<td>120.7</td>
<td>42.4</td>
</tr>
<tr>
<td>1998</td>
<td>3,076.6</td>
<td>2,241.4</td>
<td>349.3</td>
<td>58.0</td>
<td>188.1</td>
<td>175.0</td>
<td>64.8</td>
</tr>
<tr>
<td>1999</td>
<td>3,166.4</td>
<td>2,250.8</td>
<td>362.3</td>
<td>55.4</td>
<td>174.4</td>
<td>238.9</td>
<td>84.6</td>
</tr>
<tr>
<td>2000</td>
<td>3,240.7</td>
<td>2,255.5</td>
<td>397.7</td>
<td>58.1</td>
<td>177.5</td>
<td>242.1</td>
<td>139.8</td>
</tr>
<tr>
<td>2001</td>
<td>3,166.2</td>
<td>2,231.6</td>
<td>368.9</td>
<td>50.3</td>
<td>165.4</td>
<td>300.8</td>
<td>49.2</td>
</tr>
<tr>
<td>2002</td>
<td>3,303.8</td>
<td>2,279.9</td>
<td>350.5</td>
<td>42.1</td>
<td>184.8</td>
<td>417.2</td>
<td>29.3</td>
</tr>
</tbody>
</table>

Source: Department of Fisheries, Thailand 2004

Table 2.2 shows the seafood industry is an important export product which brings in revenue of about 6% of the total export products. The important trade partners in the seafood industry include the USA, Japan, Singapore, China, Australia, Canada, Taiwan, Korea, France, UK, and other European countries.

This case is the base information for this research regarding seafood industries processing in Thailand, which we can summarize as the seafood product of Thailand industry that has potential for producing products which are of high quality, qualify
international standards and made revenue of about Baht 65,377 million or US. Dollars 1,599.24 million (Bangkok Public Bank Company Limited on June 2, 2005) during year 2000.

The product has been exported to international markets for decade. Actually, UFP realized that the trend of customer’s behavior is changing. They have been fully success in this business so many years. So the company has a high intention to launch the market for frozen seafood products in the local market based on international standards (Sittipong, 2004).

Suluxama and Lionel (1996), Thailand, is a major producer and exporter of shrimps. Frozen shrimps are the most profitable form for export, given the requirements of importing countries. Owing to its importance in generating foreign exchange and in creating domestic employment, the shrimp industry in Thailand is actively promoted by both the government and the private sector. Shrimps are the highest value seafood in Thailand and have become important both in terms of generating exchange earnings from exports and creating employment opportunities in the domestic economy. The European Union (EU) is the third largest export market for Thai frozen shrimps after Japan and the USA. However, Thailand is the second largest supplier of tropical shrimps to the EU after Ecuador.

The Bangkok Post (February 7, 2004) claimed that Union Frozen Product Co., best known as a seafood exporter, turned to the domestic market after facing tougher competition and market access challenges abroad. The company late last year set up a subsidiary, the Prantalay marketing Co., to develop its new Prantalay brand for the
ready-to-cook frozen seafood both domestically and internationally. Privately held Union Frozen Products Co., has exported frozen seafood for 23 years under the UFP brand. Mr. Anurat K., Prantalay’s director and general manager, said that “Due to higher competition and also increasingly difficult market access abroad, the parent union frozen food needed to establish another local brand to expand at home. All brands of seafood exported from Thailand right now have only about 2% share in the international seafood market. The reason is that international importers prefer to market frozen seafood under their own local brands.”

Thai seafood exporters these days have been having less easy access than usual to the seafood market in western countries. The European Union has cut tax privileges for Thai shrimp export, while the United States has accused Thai and other Asian shrimp exporters of dumping their products. The group export up to 55% of its products to the United States, 30% to Japan and 10% to the European Union (Thai Frozen Foods Association, 2003).

2.3 Company Profile based on www.ufp.co.th (accessed on April 29, 2005)

The Union Frozen Products Company Limited (UFP). It is one of the leading manufacturers and exporters of high-quality, affordable seafood products that are fresh, wholesome, and nutritious. With an emphasis on the provision of superior products, UFP has gained popularity among customers around the world.

In 1980, UFP was established by Mr. Thongchai Tavanapong who, at that time already had more than 15 years of experience in the fishery industry, both domestic and overseas.
At first, the company exported small size shrimps before finding a niche in the market for fish fillets. Their initial markets were in Asia, especially Japan and Hong Kong. The name Union Frozen Products soon became well-known to the rest of the world as they found success in the United States of America, Australia, the United Kingdom and other countries.

With the ambitious goal of producing quality seafood products and expanding production capacity, UFP now offers a wide variety of seafood to meet the demands of the world market and the specific requirements of customers. They export a large variety of processed seafood products, ranging from fish to squid, cuttlefish, shrimp, slipper, lobster, and shellfish.

With a daily production capacity of 60 to 100 metric tons, UFP employs more than 5,000 workers and recorded sales of more than USD 240 million in the year 2000. Equipped with modern facilities and a rigorous quality control system, along with their strong commitment to the environment and social responsibilities, UFP has become one of the top exporters of processed seafood products which meet the highest world standards. According to their philosophy, being one of Thailand's leading exporters of seafood products, UFP views staff welfare as important and ensures a good working environment for staff. They strictly follow the lab or laws and provide numerous and generous welfare benefits for their employees.

As part of the Thai community, they take pride in adopting a responsible and concerned attitude towards their society and the environment. UFP has adopted the ISO 14001 Environmental Management System and has held ISO 14001 certification from the TUV Rheinland of Germany since 1998.
UFP's continuous program concerned with occupational health and safety for their workers has earned awards for several years. Furthermore, they employ the TIS 18001 standard to maximize occupational health and workforce safety for all employees and community.

The excellence of their products comes from the dedication of their staff, and that has been achieved by paying attention to their well-being and good health, as well as by providing a favorable work environment. Because of this, UFP is able to produce a consistent flow of quality products that meet world standards.

2.3.1 Products based on www.ufp.co.th

They supply only the best fresh, select-choice seafood; shrimps, squid, cuttlefish, octopus, clams and mussels, as well as tropical fish from the Gulf of Thailand and Indonesian waters. High-quality farm-raised black tiger shrimps are prepared raw, cooked, whole, headless, or peeled with tails on or off. The seafood products they offer are of the highest possible quality and well known in the world's markets. Their squid, cuttlefish, and octopus meet the demands of Japanese raw fish devotees, with a range of whole or part products, tentacles only, tubes only squid rings, pineapple-cut, slit and sliced, and available in blocks, IQF and other styles.

With added value to satisfy customers around the world, their products include shrimp rolls, spring rolls, breaded shrimps, fish, squid rings, scallops, and Japanese items such as sushi ebi, ama ebi, nobashi ebi, ika slices, mongo ika slices and tako slices. Also available are Seafood Mix and Seafood Skewer and Seafood with Vegetables on Skewer to suit any style.

For customer satisfaction, they provide a broad range of packaging, including IQF, block tray pack, vacuum packaging, skin packaging and shrink wrap packaging, all
carefully turned out of their production line to ensure premium-quality seafood products in a form that is right for you.

### 2.3.2 Seafood products based on www.ufp.co.th

Shrimp, fish, cephalopods

UFP is proud to offer a range of shrimp, fish, and cephalopod products that are manufactured in a safe, hygienic environment that ensures the delivery of fresh, wholesome seafood to their clients.

#### Shrimp

<table>
<thead>
<tr>
<th>Description</th>
<th>Black Tiger, Freshwater shrimp, Pink</th>
</tr>
</thead>
<tbody>
<tr>
<td>Form</td>
<td>Frozen, Raw, Cooked</td>
</tr>
<tr>
<td>Specifications</td>
<td>Head on shell on, Headless shell on, Easy peeled headless, Peeled deveined tail on (PDTO, PTO), Peeled unveined (PUD), Peeled deveined (P&amp;D), Butterfly cut, Stretched cut</td>
</tr>
</tbody>
</table>

#### Shrimp ring

<table>
<thead>
<tr>
<th>Description</th>
<th>Shrimp ring (Black Tiger)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Form</td>
<td>Frozen, Cooked</td>
</tr>
<tr>
<td>Specifications</td>
<td>Peeled deveined tail on (PDTO)</td>
</tr>
</tbody>
</table>

#### Fish

<table>
<thead>
<tr>
<th>Description</th>
<th>Scarlet snapper, Grouper, Leather jacket, Red mullet, Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Form</td>
<td>Frozen, Raw</td>
</tr>
<tr>
<td>Specifications</td>
<td>Whole round/gilled/gutted/scaled, Fillet/natural cut/portion cut, Butterfly cut fillet, Steak cut</td>
</tr>
</tbody>
</table>

#### Cephalopod

<table>
<thead>
<tr>
<th>Description</th>
<th>Squid, Cuttlefish, Octopus</th>
</tr>
</thead>
</table>
Form: Frozen, Raw, Blanched, Cooked
Specifications: Whole cleaned, Whole uncleaned, Ink off/flower type, Fillet, Strips/slices

2.3.3 Seafood products add value based on www.ufp.co.th

Value-added and Japanese products

UFP is proud to offer a range of value-added and Japanese seafood products that are manufactured in a safe, hygienic environment that ensures the delivery of fresh, wholesome seafood to their clients.

Value added products
Description: Seafood mix, Seafood skewer, Breaded seafood
Form: Frozen, Raw, Blanched, Pre-fried
Components: Shrimp, Squid, Cuttlefish, Octopus, Clam, Mussel, Fish, Vegetable, Pineapple, Green pepper, Onion, etc.

Japanese products
Description: Sushi topping, Sashimi
Form: Frozen, Raw, Cooked
Components: Black Tiger shrimp

2.4 Marketing Mix Concept

Marketing mix is the term that is used to describe the combination of the four inputs that constitute the core of an organization’s marketing system. These four elements are the product offerings, the price structure, the promotional activities and the distribution system (Stanton et al., 1992).
Hawkins, Best and Coney (2001) mentioned that the marketing mix is made up of the product, price, communications, distribution, and services provided to the target market. It is combination of these elements that meets customer needs and provides customer value. It is believed that the four Ps offer an adequate framework into which the differences can be incorporated. Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market. The four Ps of marketing mix is shown in Figure 2.4

Figure 2.4 The four Ps of the marketing mix model

**Product mix**

Product is the first and the most important of the marketing mix. Product strategy calls for making coordinated decisions on product mixes, product lines, brands, packaging and labeling. All products can be classified according to their durability (nondurable goods, durable goods, and services). Consumer goods are usually classified according to customer shopping habits based on convenience, shopping, specialty, and unsought goods (Kotler, 1997).

The most basic marketing mix tool is the product. A product is a firm’s tangible offer to the market, which includes product variety, quality, design, brand name, features, service, warranties and packaging. Product is defined as anything that can be offered to a market to satisfy a want or need. Products that are marketed include physical goods, services, persons, places, organizations and ideas (Kotler, 2000).

Stanton (1992) mentioned that managing the product ingredient includes planning and developing the right products and/or services to be marketed by the company. Strategies are needed for changing existing products, adding new ones, and taking other actions that affect the assortment of the products carried. Strategic decision is also needed regarding branding, packaging and various other product features.

Cravens (2000) mentioned that the performance and reliability of the product have an important influence on customer satisfaction. Products play a vital role in business strategy. The importance of product quality in gaining and keeping competitive advantage is clearly established in the global business environment.

### 2.5 Demographic Factors

Demographics are used to describe a population in terms of its size, structure, and distribution (Hawkins *et al.*, 1983). There are some of the variance in food attitudes
and food buying behavior which are attributable to demographic differences among the respondents. People within the same demographic group can exhibit very different psychographics profiles (Kotler, 2000).

Samuel (1997) argued that the factors significantly explaining purchases of processed food and beverage products are the distance traveled to the shop (closely related to frequency of shopping), the gender of shoppers, and whether the shopping is the main shopping occasion for the week or not.

2.5.1 Gender

Kotler (1997) mentioned that gender influences a consumer’s thinking, value, attitudes, behavior, wants and purchase decisions. The differences between male and female have often been studied concurrently in relationship to food consumption. In the research of Rungrudee (1996), the researcher found that males accept more frozen food consumption than females since males are less selective than females, they require eating convenience that results in having more working time. The study by Wannee (2000), found that gender is related to the purchase of the numbers of packages of the ready-to-eat frozen food products.

Males and females not only eat differently but also have completely different relationships to the selection, preparation, and consumption of food in the present day society. Women are expected to select, prepare, and present food to the family in a structured manner, such as a cooked dinner (Gillon et al., 1993). However, at present female consumers have adopted a more active lifestyle, spend less time in the kitchen and consume more convenience food (Betts et al., 1997).
2.5.2 Age

Age influences the types of food since different ages of consumers result in different nourishment range from a baby to a child, to teenagers, to adults, and finally to the elderly. People of different ages have the same needs but often express them differently in their consumer behavior (Mcneal, 1982). Goldsmith, Frienden and Henderson (1997) researched that older married women like cooking. The presence of children is associated with higher consumption of junk food. Younger families were more likely to have eaten fast foods, but the relationship between time shortage and use of fast foods remained significant after controlling the effect of age (Darian and Chen, 1995). Consumers of different age groups obviously have very different needs and wants. They buy different goods and services over their lifetime (Kotler, 2000).

2.6 Customer satisfaction

Kotler (1994) defined customer satisfaction as a function of the product perceived performance and customer’s expectation. Hanna and Wozniak (2001) explained that the customer satisfaction is an attitude formed toward a purchase that is influenced by both the level of effort expended by consumers and their level of expectation.

As a result, customer satisfaction has developed extensively as a basic construct for monitoring and controlling activities in the relationship-marketing concept. This is exemplified through the development and publication for large number of companies, industry wide, and even national satisfaction indices (E. W. Anderson, Fornell, and Lehmann, 1994; Fornell, Johnson, Anderson, Cha and Bryant, (1996).
The Performance Model

In the performance model, Johnson (1998) mentioned that expectations are essentially similar to a customer’s image of a product or service, which captures the level of performance they can expect on the basis of past experience. This past experience includes a customer’s own purchase and consumption experiences as well as sources of information over which managers have more direct influence. Through communication and promotional strategies, managers inform, educate, persuade, and remind customers about pertinent performance information and potential product or service usage contexts. Sources of information over which managers wish they had more control, such as user group newsletters, internet websites, and word of mouth, also influence customer expectations.

Although expectations are important, the primary antecedent or driver of satisfaction is perceived performance. This follows directly from the notion of a value perceived disparity, which says that the greater the product’s or service’s capability to provide that which customers need, want, or desire relative to the price or cost incurred, the more satisfied the customer should be with his or her purchase and consumption experience.

![Figure 2.6 Performance model](Image)
Figure 2.6 shows that the performance has direct relative effect on customer satisfaction. The biggest difference from the disconfirmation model is the role of expectations. In the performance model, expectations capture prior information or the image a customer has before entering a consumption experience. These expectations are tied with the customer’s overall evaluation of expectation as they contain important information of how a product or service has performed in the past and is likely to perform in the future. The expectations and satisfaction are adjusted and updated over time in light of more recent performance information (Johnson, 1998).

In an almost predictable reaction to the appreciation of the impact of customer satisfaction, many organizations and management practitioners have attempted to identify the important factors that impact on customer satisfaction. The more prominent themes include:

1. **(Customer Satisfaction Measurement).** Many organizations have sought ways of measuring the satisfaction levels of customers. Methods used can be either direct (e.g. customer satisfaction surveys) or indirect (e.g. examination of customer re-purchase profile). Some of these measurement methods recognize that satisfaction is a relative and not an absolute issue. Customers are satisfied when their expectations are met; otherwise, they are dissatisfied (Hill, 1999).

2. **(Customer Service Experience Modeling).** Bateson (1995) suggested that customers not only purchase a service but also an experience created by the service organization. In adopting this approach, companies attempt to
understand, recreate and improve the service experience of the customer. Factors considered include customer-employee interactions, physical environment, responsiveness and processes (Tseng et al., 1999).

- **(Customer Care Programs)**. Training is the most commonly used method for promoting and communicating customer care (Industrial Society, 1995). Such training may be given to all employees or just to customer contact employees. It is not uncommon for companies to issue customer service guidelines for their employees. Some companies, such as Sears, have gone further and developed employee-customer-profit models (Devereux, 1999).

- **(Customer Relationship Management) (CRM)**. CRM is based on the theory that organizations that use information on customers most intelligently will serve the customers' needs best and, consequently, gain competitive advantage (Wilford, 2000). In practice, CRM will involve a range of issues, including customer profiling, applications software for back-office customer-account management, front-office customer record access and customization of customer marketing (Hoare, 2000).

- **(Customer Loyalty Programs)**. In a further effort to maintain customer loyalty in an increasingly competitive marketplace, many organizations are introducing customer loyalty programs. It is estimated that the European retail industry spent in excess of US$3.6 billion on investment in customer loyalty in 2001 (Pozzi, 1999). In the UK, customers registered with loyalty schemes represent over 29 per cent of the European total.

- **(Customer Complaints Handling)**. Customer complaints identify weaknesses in the customer service and thus clarify areas for improvement. Customers who
have their complaints resolved are more likely to remain loyal and inform others of their experience (Smith, 1997). An effective customer complaints-handling process can also provide information useful for service and process improvement.

### 2.7 Related literatures review concerns on new product development the frozen seafood product, customer satisfaction, and focus groups method.

This part can be support between related literatures and theoretical contents with matching to attend the variables of this study among theories such as new product development, frozen seafood industry information, customer satisfaction and the focus groups.

**Table 2.7 Related Literatures Review concerning New Product Development of the Frozen Seafood Product, Customer Satisfaction, and the Focus Group method.**

<table>
<thead>
<tr>
<th>Year, Author</th>
<th>Title</th>
<th>Concept, Focus</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996 Suluxama and Lionel</td>
<td>The export market for Thai frozen shrimps in the European Union.</td>
<td>To investigate Thailand’s recent performance in the EU market for frozen shrimps.</td>
<td>Constant market share (CMS) method used to identify three components of export performance.</td>
</tr>
<tr>
<td>Context: United Kingdom.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1997 Lokman</td>
<td>Hunza to further expand its seafood export market.</td>
<td>The value-added processes carried out by the group’s seafood division will help Hunza have a greater market share in the growing demand for skin-wrapped, battered and breaded and individual quick frozen seafood (IQF) products.</td>
<td>Survey data from the group's seafood division.</td>
</tr>
<tr>
<td>Context: Malaysia</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2001 Kaewta and Sakun</td>
<td>Quality standard implementation in the Thai seafood processing industry.</td>
<td>To describe the current situation in ISO 9000 implementation, the characteristics, the strengths, the weaknesses, and problems of implementing a quality standard.</td>
<td>A questionnaire survey.</td>
</tr>
<tr>
<td>Context: Thailand</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 2.7 Related Literatures Review concerning New Product Development of the Frozen Seafood Product, Customer Satisfaction, and the Focus Group method.

(continued 1)

<table>
<thead>
<tr>
<th>Year, Author</th>
<th>Title</th>
<th>Concept, Focus</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001 Dotun</td>
<td>Understanding customer satisfaction – a UK food industry case study.</td>
<td>Leather Food RA would like to acknowledge the contributions of members of the customer satisfaction workgroup and the financial assistance of MAFF.</td>
<td>A focus group - style workshop approaches.</td>
</tr>
<tr>
<td>2002 Siriphan</td>
<td>Business buying process on Frozen seafood for Japanese restaurants in the greater Bangkok metropolitan area.</td>
<td>This research focuses on the buying process, especially the decision to buy and characteristics of the product including product specification, supplier search and selection, requirements for product proposal submission, specifics of the buying process in particular organizations and the organizations’ evaluation of any chosen supplier.</td>
<td>Using the qualitative method by In-depth Interview.</td>
</tr>
<tr>
<td>2003 Darin</td>
<td>The relationship between the factors affecting customer satisfaction toward the Nike store in the Bangkok area.</td>
<td>To find out the relationship between factors of market stimuli (Product, Price, Place, Promotion, People, Physical evidence, Process) and customer satisfaction toward the Nike store in Bangkok area.</td>
<td>Using the survey method by self-administered questionnaire to collect the information.</td>
</tr>
<tr>
<td>2005 Danelle T., Suzanne G., Pauline M., Bradford W.</td>
<td>Use of Focus Group for the Environmental Health Researcher.</td>
<td>To describes the value of focus group for the environmental health researcher and to provide information and resources for their conduct.</td>
<td>Focus group methods.</td>
</tr>
</tbody>
</table>
2.7.1 Related Literatures with New Product Development of the Frozen Seafood

Lokman M N, Business Times (November 7, 1997) mention that the value added processes carried out by the group’s seafood division will help the company capture greater market shares in the growing demand for skin wrapped, battered and breaded and IQF seafood products. R&D of value added products involve products such as prawn shells generated by its seafood processing division.

TA security had reported in a research paper that Hunza should be fairly valued at RM5 or at PER of 12 times, citing Hunza’s ability to secure contracts in the higher end niche market in the packaging division as well dominating the seafood processing industry.

Kaewta R. and Sakun B.’s (2001) studies on the key findings on implementing the ISO 9000 standard in the seafood industry, which is recognized as the leading export industry in Thailand, have been presented. The purpose of this study was to describe the current situation in ISO 9000 implementation, the characteristics, the strengths, the weaknesses, and problems of implementation of quality standard.

The globalization of the marketplace and the rapid improvement in high quality products have brought about a high level of market pressure worldwide. To become efficient, the majority of companies are being forced not only to change their old operational and management styles but also to develop better ways to ensure that customers are satisfied with the products. It is necessary for the industry as a whole to develop or adopt the quality system standard, very often associated with the ISO 9000 series.

Report of the findings of a mail questionnaire survey conducted on 178 selected seafood companies show that analysis of the survey data suggested that about 94% of companies obtained at least one quality standard. With further analysis, they also found
that there are some different characteristics in terms of product type, production process, and purchasing policies among these selected companies. Results indicated that the Thai seafood companies still lack enthusiasm regarding ISO 9000, compared with other countries in Asia. Finally, they found major problems in implementing ISO 9000 such as lack of understanding of this quality standard and lack of support from the staff and management.

2.7.2 Related literatures with customer satisfaction

A study on the importance of customer satisfaction related to the commercial success of businesses is widely acknowledged. However, many companies, including those in the UK food sector, struggle to satisfy their customers. Responsibility lies partly with failure to fully understand the basic building-blocks of customer satisfaction, which may be applied to all types of organizations, including those outside the food industry (Dotun, 2001).

In terms of a company’s success, customer satisfaction is one of the most widely covered topics in the literature. This significant interest is justified by increasing appreciation of the importance of customers to any business. Research has shown that managers have long recognized a strong, direct link between financial performance and customer care programs (Industrial Society, 1995). However, only a third of the managers interviewed said that their organizations had launched a specific customer care initiative.

The achievement of customer satisfaction and the associated loyalty and the business success have for a long time been identified as vital to the future of organizations. Although a lot of attention and resources have been directed at the issue, the levels of satisfaction of customers, in general, does not have a comparable rise. This
is due, in part, to a changing society and, in part, to a lack of understanding of the customer satisfaction workgroup, led by LFRA (Leatherhead Food RA), which will present a unique and practical perspective of the challenges and opportunities facing the industry in general.

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**Figure 2.7 Self-assessment programme for the EFQM excellence model**

Source: Copyright 1999 EFQM the Model is a registered trademark of the EFQM.

The overall objective of the customer satisfaction workgroup was to identify and understand the best practice in customer satisfaction. In order to achieve this, the group met over a period of six months, under the direction of LFRA, to research and share views on the best practice regarding customer satisfaction. The meetings were conducted in focus group-style workshops supported by individual approaches to seeking and sharing information. These approaches were:

- Each company gave a presentation on its approach to customer satisfaction.
Members of the workgroup gave an account of their personal experiences of good and poor customer satisfaction.

Each member of the workgroup carried out a case study of a "best in class" organization. These organizations were selected from those that had won business excellence awards. Findings from the case studies were presented back to the group.

Information from all these activities formed the basis of the discussion and brainstorming that went on within the workgroups. After a period of six months, members of the workgroups felt that they had a better understanding of the factors involved in customer satisfaction and had already started applying some of the findings in their organizations.

2.7.3 Related Literatures with Focus Group Interviews

Although customer focus is increasingly seen as essential to business success (Charlesworth et al., 1999), many organizations continue to lose customers as a result of dissatisfaction. It is estimated that, on average, CEOs of US corporations lose half their customers every five years (Reichheld, 1996). Possible reasons for this include increased competition and more demanding customer requirements (Jonson, 1999). Furthermore, research has shown that less than a third of all companies have a well-developed and coherent customer satisfaction process that is linked to operating strategies and plans (Bluestein et al., 2000).

This paper presents the results of collaborative work, on customer satisfaction, carried out by leading organizations in the UK food sector. The key objective of the
project was to identify and understand the key drivers of customer satisfaction. The findings, which are discussed in this paper, provide a reminder for companies to re-focus their efforts on the satisfaction of their customers. The case study can be related with this research in the same survey method about finding from the workgroup’s discussions impact of customer satisfaction.

Brown and Van der Wiele (1995) proposed that the benefits obtained with the ISO 9000 certification are as follows: increase in company quality awareness, increase in product quality awareness, improvement in company management, improvement in customer relations, improvement of the products and services offered, improvement of the relationship within the organization, and increase in customer satisfaction.

The key has been in emphasizing interpretation (Ezzy, 2001) how researchers should utilize findings from qualitative methods to complement data from other, more quantitative techniques. The power of qualitative methods is that they help the researcher explore the “how” and the “why” of a phenomenon, while quantitative methods rely on “how much” or “how many” questions (Power, 2002).

A focus group, as the name implies, consists of volunteers gathered together to be interviewed as a group, with the discussion concentrating on a particular issue or topic (the “focus”). The investigator, who has a specific research agenda, uses the responses from the group interview as data. The social sciences, especially sociology, saw the advantage of the focus group methodology for exploring a wide range of issues beyond consumer markets (Morgan, 1996).

In this review, the authors discuss four possible uses of focus groups in environmental health research:

1. Planning and implementation phases of studies; the development, testing, or validation of questionnaires is one common use, and the number of examples are found in the
environmental health literature (Cooper et al., 2001; Flocks et al., 2001; Ing, Ashbury, Marrett, From, and Perry, 2002).

2. One framework that can be used to guide focus groups examining recruitment and retention is based on three major themes:

   - Awareness- making the right candidates aware of an opportunity,
   - Acceptance- creating a persuasive message that candidates will accept, and
   - Access- creating access by removing obstacles to participatory behavior (Brown, Long, Gould, Weitz & Milliken, 2000).

3. Identifying risk perceptions among targeted populations; Understanding popular perceptions of environmental risks can be crucial to the design and implementation of research projects, as well as the success of environmental and public health policies and programs (DiPofi, LaTour, & Henthorne, 2001).

4. Development of programs and policies, social campaigns, and strategies form limiting exposures. Before the implementation of programs, policies, or social campaigns, feedback on acceptability can be elicited from focus groups, allowing the policy makers to understand the potential obstacle. This approach has been used before implementation of exposure mitigation strategies as well Hanchett and co-authors (2002).

5. Focusing directions for further research (especially in situations in which there is not a concrete explanation for unusual quantitative results). Focus groups can be a convenient way to elucidate study results (Freeman and Saenz de Tejada, 2002; Power, 2002) and can help direct future research efforts.
3.1 Introduction

This chapter is to describe the qualitative research in the form of focus groups to discover what sensory feeling is important for customers. Such feelings cannot be uncovered by the quantitative research method. Its content includes research method, sample selection, data collection, instrument and questionnaire. Then, the part of analysis and reporting results is provided in Chapter 4 later.

![Figure 3.1 Focus group processing model](image)

**Figure 3.1 Focus group processing model**
3.2 Research protocol

The research protocol will show the relation between factors affecting customer satisfaction based on concepts, theories and related research as reviewed from the previous chapter. The model is used as the presentations of theoretical framework in term of product mix toward customer satisfaction for buying decision in detail of qualitative study.

Figure 3.2 Research protocol

Therefore, the research protocol in this study attempts to understand how the customer satisfies toward each variable of product characteristics such as: variety, quality of the product, quality of dip, packing, packaging, and image factors.
3.3 Characteristics

The most popular marketing research using a qualitative research discussed in this chapter is the focus group research. The focus group research involves a formalized process of inviting a small group of people for an interactive and spontaneous discussion of one particular topic or concept. The qualitative method of data collection is to examine the attitudes of the customer satisfaction toward the terms of product mix of the ready-to-cook frozen seafood product brand “Prantalay”.

Product mix also called product assortment is the set of all products and items that a particular seller offers for sale to buyers. A company’s product mix has a certain width, length, and consistency which are as follows;

- The width of product mix refers to how many different product lines the company carries.

- The length of product mix refers to the number of items in its product mix.

- The depth of product mix refers to how many variants are offered in each product line.

- The consistency of the product mix refers to how closely related the various product lines are in and using, production requirements, distribution channels, or some other ways.

These four dimensions of the product mix provide the handles for defining the company product strategy (Kotler, 1997). The most basic marketing mix tool is product. A product is a firm’s tangible offer to the market, which includes product quality, design, features, branding and packaging. Product is defined as anything that can be offered to the market to satisfy a want or need (Kotler, 2000).
The research is done to learn more willingly and specially the results of product mix such as variety, quality, quantity, packaging, brand image and design of the product “Prantalay”.

3.4 Selection and recruitment of the participants

The focus groups discuss customer’s satisfaction toward the ready-to-cook frozen seafood product under the brand “Prantalay”. Participants are recruited by phone calls and directly invited to the Modern trade centers (Big C, Tesco Lotus, Carrefour) as the three locations are also in Bangkok and they sell the product of “Prantalay”. The target qualifications of the participants should be those –

- who are living in the Bangkok metropolitan area.

- who are often shopping in the Modern trade centers. (Place of “Prantalay” distribution)

- who are buying food for cooking from the Modern trade centers.

- who have consumed “Prantalay” already.

Demographics of the Group Interviews

The participants recruited for the groups should be as homogeneous as possible in terms of age and sex. As discussed in detail in “The Practical Handbook and Guide to Focus group Research”, male and female should ideally be in separate groups, and the age discrepancy of participants in the same group and should not be more than 15 years
(Greenbaum, 1998). This recruitment will also be separated into 4 homogeneous groups such as:

**Table 3.4 Group participant description**

<table>
<thead>
<tr>
<th>Group Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group 1</td>
<td>Female 21-30 years</td>
</tr>
<tr>
<td>Group 2</td>
<td>Male 21-30 years</td>
</tr>
<tr>
<td>Group 3</td>
<td>Female 31-40 years</td>
</tr>
<tr>
<td>Group 4</td>
<td>Male 31-40 years</td>
</tr>
</tbody>
</table>

All of the participants must have the above qualifications firstly and then the participants are selected based on age and sex groups into the demographic groups.

**3.5 Size of the Focus Group**

Focus groups normally consist of 6–12 participants who are led by one or two professional facilitators, called moderators, through an unstructured discussion that typically lasts between one and a half to two hours. By getting the group members to speak at length in detail about a topic, the moderator draws out as many ideas, attitudes, feelings, and experiences as possible about specified issues (Hair et al., 2000).

This research recruited 6-8 participants based on the qualifications and separated into 4 group sessions. The first group was female 21-30 years, the second group was male 21-30 years, the third group was female 31-40 years, and the fourth group was male 31-40 years.
male 31-40 years. A key role in interactive discussion of a focus group is played by the moderator who is responsible for creating positive group dynamics and a comfort area with each group member as well as among the members themselves.

3.6 Moderator

A moderator is a special person who is well trained in interpersonal communication skills and professional manners. Moderator draws from the participants the best and most innovative ideas about the assigned topic or question. The objectives are to seek the best ideas from each group member and to stimulate spontaneous objectives and detailed discussion. Moderating the session requires objectivity, self-discipline, concentration, and careful listening on the part of the moderator (Hair et al., 2000).

In this study, a moderator is key player who control group discussion and motivate group sharing lot of ideas and opinion within a range time. Making relax meeting to ease open mind of participants, also showing product sample, label and other be able to help participants understand more. During group interviewing, a moderator to record data for short note by hand writing of each question. Then, bring out the short note analytical with tape recorder.

3.7 Data Collection

A moderator is responsible for detail outlines of the topic, questions, and sub question that will serve as the basis for generating the spontaneous interactive dialogue
among the group participants. Moderating the session requires objectivity, self
discipline, concentration, and careful listening by the moderator. A moderator must
 guard interjections of personal opinions about topics or a participant’s response and
must instead focus on seeking out the perceptions of group members (Hair et al., 2000).

Discuss on with the target participants follow after recruiting based on the
qualifications. There is focus on the perception between the customer satisfaction and
product awareness of frozen seafood ready-to-cook “Prantalay”. The atmosphere during
discussions must be relaxing and informal for pulling participant’s ideas or sharing
opinions. The period of time spent is between 90 minutes and two hours among the 3
sessions.

The first session is the beginning session where the participants are warmly
greeted by the moderator and made to feel comfortable. The second session will be the
main session in which a lot of time is spent merely asking selected questions and
receiving answers. The moderator is able to use probing techniques to gain many details
of the concept of product mix of “Prantalay”. The third session will be the closing
session after all pre-specified topics have been covered to the moderator’s satisfaction
and a brief summary of the group’s main point has been given. Finally, the participants
are thanked and given incentive gift or cash.

3.8 Instrument and Questionnaire

Demographic data is available from 24-32 participants base on qualification of
target group. During the interactive discussions, a moderator has to find the divisible
point of each question and how the participants perceive the product “Prantalay” brand.
An assistant can help support a moderator with recording (tape recorder), timing controller, showing sample products or charts and any other needful task.

This questionnaire is designed with open ended questions to show the group participants new ideas, opinions and hidden information which the researcher may have not expected before and to find out they think about the product in concept of product mix such as variety, quality, quantity, packing, packaging and product image. This chapter describes the data methodology. The next chapter describes the detail of analyzing and reporting the results. Brief statements about the meaning of the obtained results are included.
CHAPTER 4
DATA TREATED

4.1 Introduction

This chapter will conduct a content analysis on the raw data obtained from the participants during the interviewing session and write a formal report that communicates the findings. The researcher has conducted a debriefing analysis after the actual session is completed with the moderator involved to compare notes.

4.2 Analysis Techniques

(Debriefing analysis), the moderator should conduct a debriefing analysis and wrap up the activity immediately after the focus group members leave the session. This activity gives the researcher, the clients, and the moderator a chance to compare notes. A moderator, who has heard the discussion need to know how their impressions compare to those of the group participants. Insight and perception can be expressed concerning the major ideas, suggestions, thoughts, and feelings from the session.

In this study, the process of interviewing, the moderator needs to interview each individual interviewee with the exact question on the same topic, so that these answers would be directed toward the same outcome. For easier understand of interviewee on some questions, the moderator must use various examples on different products, so that these outcome answers would not follow the same or bias to the question. Finally, the answers happened to be unclear, the moderator should analyze these answers again and summarized them for interviewees, then ensure that the interviewees are fully satisfied with these conclusion before recording.
(Content analysis) is probably the most widely used formalized procedure by qualitative researchers in their efforts to create data structures from focus group discussions. This procedure requires the researcher to implement a system procedure of taking individual responses and categorizing them into larger theme categories or pattern. Depending on how the group discussion is recorded and translated (transcript, audio tape, video tape, session notes), this process requires the researcher to consider several analysis and interpretive factors (Hair et al., 2000).

In this study, after recorded all the answers down, each answer was carefully analyzed and studied by the moderator, because the moderator knew best what was going on during the interviewing. Thus, it was the right timing for the moderator to analyze, due to the fresh memories and direct experiences from the interviews. Tools such as tape recorder and paper notes were used and analyzed the contents by summarizing them and rate them according to the percentage form. Given information such as comment column, age, gender, group and miscellaneous information should be studied and cross linked on gender and aged of target groups, so that the result would be right and accurate achieving the efficiency.

4.3 Reporting Focus Group Results

The report will stress clarity, understanding and support of the finding. The active rather than the passive voice has been used and quotations, illustrations and examples where appropriate have been incorporated. The reports will communicate useful insight and information to the audience and give a clear, precise presentation tailored to the individual information needs of the specific users. It offers a logical sequence of finding, insights and recommendations (Hair et al., 2000).
4.4 Pilot Survey and Result

A pilot survey is to examine the preliminary result before the actual research on focus groups take place. For investigating, the content of the research’s problems of how interesting it is and does it is applicable after the completion of the research, is given. Therefore, the pilot survey on the qualitative subjects is similar to the case study that can search for the ideas of people concerned with this research. This topic related with the following interviewees:-

1. Executive officer of Prantalay Marketing Company Limited (Prantatay Brand’s Ownership).

2. (The same business was discussed with) the executive officer of Siam Food Supply Company Limited.

3. Frozen Food Association officer (who deeply understands the business).

4. Instructors group who were educating business management group on the interests of this research.

5. Statistician from the Department of Fisheries who collected the data about the ability of catching marine fisheries to convert to seafood production.

6. Research group co-ordination on the focus group technique with the marketing research company.

7. Focus groups to be interviewed about the practical guideline the ABAC poll’s at Assumption University.

In this study, the pilot survey gathered the qualitative data from people related with this study by interviewing, discussing and talking about the experiences of the focus group members at the Marketing research company. Then, the overall studies are
collected on the face to face interviews using the in-depth interview method with the following details.

**Table 4.4 Pilot survey description**

<table>
<thead>
<tr>
<th>No.</th>
<th>Interviewee</th>
<th>Date and time</th>
<th>Location</th>
<th>Interview topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Mr. Anurat Khokasai, Director and marketing manager, Prantalay Marketing Company Limited.</td>
<td>January 22, 2005 11.30-15.30</td>
<td>Union Frozen Product Company Limited. (Samutsakorn factory)</td>
<td>Discuss about launching frozen seafood product under the brand “Prantalay” to serve the changing trend of consumers who need to consume with convenience, comfort and quickness. Respond toward consumers with modern lifestyle for cooking.</td>
</tr>
<tr>
<td>2.</td>
<td>Mr. Jirayut Pitanon, General Manager, Siam Food Supply Company Limited.</td>
<td>February 2, 2005 11.00-12.00</td>
<td>Kasetsart University (Bangkhen)</td>
<td>Discuss the survival of frozen seafood in the present economy. Making new brands and new markets into the local market (R&amp;D topic).</td>
</tr>
<tr>
<td>4.</td>
<td>Teachers of Technology, Rajchamongkol University.</td>
<td>January 22, 2005 10.00-12.00</td>
<td>Bangkok Golf and Spa Resort Hotel (Pathumtani)</td>
<td>Seminar on Marketing plans and strategies to reinforce Thailand to be the world kitchen, under the project of developing human resource within the business administration department of Technology, Rajchamongkol University.</td>
</tr>
</tbody>
</table>

56
Table 4.4 Pilot survey description (continued 1)

<table>
<thead>
<tr>
<th>No.</th>
<th>Interviewee</th>
<th>Date and time</th>
<th>Location</th>
<th>Interview topic</th>
</tr>
</thead>
</table>
| 6.  | Technician of Acorn Marketing Company Limited. | April 2003- July 2005 | Screening by telephone, and involving interviews of focus group. | Involve in target group discussion among five interview focus groups.  
1. Study the customer satisfaction toward the Alcohol brand “Black Label”  
2. Investigate the customers of Citibank but who did not use personal loans.  
3. Study the customer’s new ideas with the just launched new product of Grade Alfa Sport (Car perfume)  
4. To find out about UBC’s customers, who often watch which channels. Prepare to launch the new package.  
5. Recheck the ideas of customer target of Honda Jazz that has a similarly target market. |
| 7.  | Ms. Siriphan, Technician of ABAC Poll | June 7, 2005 15:00-17:00 | Assumption University | Discuss about the technique of screening the target group, interview and audition atmosphere and analysis method. |
Results of Pilot Survey

Interview 1  Mr. Anurat Khokasai, Director of Marketing, Prantalay Marketing Company Limited has introduced the manufacturing process of Prantalay’s products. This factory has been accredited to many international standards including quality of production and environmental management. This study has been requested for authorization for the studies about the acceptance of Prantalay’s products based on the company’s target group, the new generation. According to the following segment, Prantalay is classified an innovative product without any competitor. Thus, the company is continuously and intentionally marketing in the domestic market. This research will explain about the company, the acceptance status (awareness) of the consumer towards the Prantalay’s product and how the product serves the needs of the consumers.

Interview 2  Those instructors of Rajchamongkol University of Technology who were participating in the lectures and workshop on the topic “Thai kitchen into the world”. Through the exchange of opinions about this research, those instructors were interested and foresee the possibility of this study based on the information evaluation by using the “Interview Focus Group” methods. According to their information, the majority agree the mentioned methodology was famous among most of the market research agencies.
Mr. Jirayut Pitanon, General Manager, Siam Food Supply Company Limited, was originally interested in Prantalay’s new marketing strategies. However, the beginning stage of the launch campaign was considerably difficult. This will need much effort of both time and capital, especially the product would require several basic strengths such as production, know-how and strong marketing team since the Siam Food Co., Ltd. is similar to the Union Food Products Co., Ltd. But, the Siam Food Company Limited was not ready for marketing in the domestic market where most of their customers were international customers. Thus, the Siam Food Company limited, did a trial to see if the domestic market would require a certain time to accept the innovative product. Finally, at the completion of the research, the company also anticipated the results of consumer behavior towards the frozen seafood product.

Ms. Kanjana Sriboonsom. The discussion was related to the impacts of U.S. announcement on the new import tax policy against antidumping of frozen seafood from foreign manufacturers. It has angered the frozen seafood manufacturers in U.S. and those enterprises are against complain to the U.S. government about foreign manufacturers dumping the frozen seafood into the U.S. market. In content, the government has not protected the local enterprise without keeping tariff from products overseas. Therefore, the effected government adjusted by increasing the import tax by adding high cost of import product in the same cost with the local cost. This trouble is the conflicting way after the WTO’s
agreement between U.S. and Thailand FTA. The important reason is because Thailand is no.1 in the export business for the frozen shrimps into the U.S. market.

Table 4.5 Statistics of imported frozen shrimps in U.S. by 2003

<table>
<thead>
<tr>
<th>Country</th>
<th>Quantity (Metric ton)</th>
<th>Value (U.S. dollar)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.) Thailand</td>
<td>127,733.60</td>
<td>956.84</td>
</tr>
<tr>
<td>2.) China</td>
<td>77,023.70</td>
<td>419.32</td>
</tr>
<tr>
<td>3.) Vietnam</td>
<td>56,592.30</td>
<td>587.72</td>
</tr>
<tr>
<td>4.) Ecuador</td>
<td>33,232.90</td>
<td>206.05</td>
</tr>
<tr>
<td>5.) India</td>
<td>45,082.06</td>
<td>398.10</td>
</tr>
<tr>
<td>6.) Brazil</td>
<td>21,828.71</td>
<td>96.76</td>
</tr>
</tbody>
</table>

Source: the manager newspaper, translated from Thai language (April 16, 2003)

Thailand producers are much more potential of importantly export. Vice versa, that current time is more difficult to export market into foriegn because a many countries build among import barriers for the countries that are not involve in the union’s member with other rules as follow- a quota limitation, import tariff increasing, measuring over standardization and support only environment care producers. Therefore, some of seafood manufacturers would like to expand a new market into local for subsituting among target group. For UFP, they had launched Prantalay’s product from commodity goods to building brand by value added.
Interview 5 Statistician, Marine Department has collected the numerical data of sea marines caught in Thailand since 1992-2002. This collection explained the tendency of increase in the catching rate for sea marines or production does not seem to be reduced at the same time. This explained that the frozen food manufacturing and consumption domestically and internationally has not been reduced proportionally. Therefore, this business is obviously interesting for further study.

Interview 6 Moderator & Technician of Acorn Marketing Co., Ltd. The discussion is done at the co-interview on the guideline to Focus Group procedure. Involved in the group discussion were 5 focus groups. Phone call screening to select the target participants depended on each specification. For example,

1. Study the customer satisfaction toward the Alcohol brand “Black Label”.

2. Investigate the customers of Citibank but who did not use personal loans.

3. Study the customer’s new ideas with the just launched new product of Grade Alfa Sport (Car perfume).

4. Find out about the UBC’ s customers who often watch which channels to prepare the launching of the new package.

5. Recheck the ideas about the customer target of Honda Jazz that has similar target market. Most of the studies are suitable for new products or new services launched.
Interview 7  With Miss Siriphan, ABAC Poll office, she is technician of research design in Assumption University. She has to do both quantitative and qualitative researches. Normally the Quantitative method is used for public poll in social science, but the Qualitative method is used for serving their customers or vendors to investigate the marketing question of their customer but this methodology could not overall generate the result of target customers because the result was set on a small number of target groups. She is expert in qualitative research of ABAC Poll and to advise to researcher about the trick of using focus group method. That is it has able to be a model of overall target to recheck customer needs toward the product. Therefore the marketing agencies admire the study by focus group because it is not necessary to gather a large no. of target population. Prefer for trendy products or new service is characteristic of the target customer, the new generation. Importantly, new ideas are generated during exchange commendation in group discussion. Moreover, the moderator must make a good decision to find the divisible point of each question to what they want.
CHAPTER 5

ANALYTICAL AND IMPLICATION

5.1 Introduction

The result of focus group interviews is separated have been collected and into 4 main groups. Group 1 is participants who are female and aged 21-30 years Group 2 is participants who are male and aged 21-30 years Group 3 is participants who are female and aged 31-40 years Group 4 is participants who are male and aged 31-40 years. All participants must be consumers of Prantalay’s product already. The result and the data will be interpreted and analyzed for further processing.

5.2 Interview result

During interviewing of every the group, the moderator must obtain an answer from members for every question. All answers depend on a large percent rating or reasonable answers for small percent rating. Key words from each question are drawn out from the answers evaluation and decision making, according to the following details.
### Table 5.2.1 Interview results

<table>
<thead>
<tr>
<th>Idea list</th>
<th>Group 1 (Female 21-30 years old)</th>
<th>Group 2 (Male 21-30 years old)</th>
<th>Group 3 (Female 31-40 years old)</th>
<th>Group 4 (Male 31-40 years old)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question 2</td>
<td>Frozen boiled shrimps</td>
<td>Frozen boiled shrimps</td>
<td>Frozen boiled shrimps</td>
<td>Fillet grouper fish</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Idea list</th>
<th>Group 1</th>
<th>Group 2</th>
<th>Group 3</th>
<th>Group 4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Agree</td>
<td>Disagree</td>
<td>Ordinary</td>
<td>Agree</td>
</tr>
<tr>
<td>Question 3</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Question 4</td>
<td>66.67%</td>
<td>33.33%</td>
<td>66.67%</td>
<td>83.33%</td>
</tr>
<tr>
<td>Question 5</td>
<td>33.33%</td>
<td>66.67%</td>
<td>100%</td>
<td>66.67%</td>
</tr>
<tr>
<td>Question 6.1</td>
<td>100%</td>
<td>100%</td>
<td>83.33%</td>
<td>16.67%</td>
</tr>
<tr>
<td>Question 6.2</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Question 6.3</td>
<td>100%</td>
<td>100%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Question 6.4</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>33.33%</td>
</tr>
<tr>
<td>Question 7</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Question 8</td>
<td>66.67%</td>
<td>33.33%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Question 9</td>
<td>100%</td>
<td>100%</td>
<td>83.33%</td>
<td>16.67%</td>
</tr>
<tr>
<td>Question 10</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Question 11</td>
<td>100%</td>
<td>100%</td>
<td>50%</td>
<td>50%</td>
</tr>
</tbody>
</table>
Interview results (continued 1)

<table>
<thead>
<tr>
<th>Idea list</th>
<th>Group 1</th>
<th>Group 2</th>
<th>Group 3</th>
<th>Group 4</th>
</tr>
</thead>
<tbody>
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<td>Question 14.3</td>
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<td>Question 15</td>
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<td>66.67%</td>
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</tbody>
</table>

All number of participants are 24 members and each group contains 6 members, compare by percentile as follow:

a. ~16.67 % = 1 participant  
b. ~33.33 % = 2 participants  
c. ~50% = 3 participants  
d. ~66.67% = 4 participants  
e. ~83.33% = 5 participants  
f. ~100% = 6 participants
Table 5.2 shows the interview results as a percentage of agreement, disagreement, and neutral. For example, based on –

Question 1. Asking product remember, Group1, Group2, Group3, and Group4 remind to Frozen boiled shrimps, Fillet Grouper fish, Fillet Snapper fish, Seafood meat ball and Butter fish.

Question 2. Group1, Group2, and Group3 first thinking is Frozen boiled shrimps but Group4 think of Fillet Grouper fish the first.

Question 3. All participants agree that ready-to-cook Prantalay products are suitable for the consumption behavior of participants.

Question 4. Shows resemblance opinion about the variety of the ready-to-cook Prantalay product fitted with their consumption behavior. Female aged between 21-30 years old, male 21-30 years old, and male 31-40 years old are totally just 66.67% agreed, while female 31-40 years agreed 83.33%.

Question 5. Shows a different result among focus group interviews regarding freshness. Group 1 (female aged between 21-30 years olds), Group 3 (female 31-40 years old), and Group 4 (Male 31-40 years old) agreed 67% while Group 2 (Male 21-30 years) old agreed 100%. This is because the manufactured date of the package on the shelf is clearly identified. In addition, generally, many frozen seafoods are packed differently. Some of them are not as fresh as they should be. But Prantalay’s are packed in a way that freshness is guaranteed. The TV advertising shows the fish leaping out of the sea and jumping onto the housewife’s hand.
Question 6. Show confidence in Prantalay’s product compared with natural sources.

Question 6.1. Results from interviews about color differentiation. Group 1 (Female 21-30 years old) 100%, Group 2 (Male 21-30 years old) 83.33% and Group 4 (Male 31-40 years old) 66.67% all disagreed on color similarity but agreed about cleanliness and comfortability. Except Group 3 (Female 31-40 years old) agreed 100% with natural color.

Question 6.2. Comparing natural taste. All groups disagreed on resemblance. Group 1 (Female 21-30 years old) about 83.33%, Group 2 (Male 21-30 years old) about 83.33%, Group 3 (Female 31-40 years old) about 100% and Group 4 (Male 31-40 years old) about 66.67%.

Question 6.3. Comparing natural texture. All groups disagreed with natural taste such Group 1 (Female 21-30 years old) is disagreed about 83.33%, Group 2 (Male 21-30 years old) about 100%, Group 3 (Female 31-40 years old) about 50% but be left 50% is agreed and Group 4 (Male 31-40 years old) is disagreed about 66.67%.

Question 6.4 Comparing with natural freshness. All groups disagreed about freshness. Group 1 (Female 21-30 years old) about 83.33%, Group 2 (Male 21-30 years old) almost 100%, Group 3 (Female 31-40 years old) about 66.67% and Group 4 (Male 31-40 years old) about 83.33%.

Question 7. Confidence with Prantalay’s production process. All groups are agreed 100%.
Question 8. Satisfaction on nutrition claim. Also here are satisfied. Group 1 (Female 21-30 years old) about 66.67%, Group 2 (Male 21-30 years old) about 50%, Group 3 (Female 31-40 years old) about 83.33% and Group 4 (Male 31-40 years old) about 66.67%.

Question 9. Cooking demonstration for making decision. An easier consumption Group 1 (Female 21-30 years old) about 100%, Group 2 (Male 21-30 years old) about 100%, Group 3 (Female 31-40 years old) about 83.33% and Group 4 (Male 31-40 years old) about 83.33%.

Question 10. Confidence with packing and packaging. All groups are 100% fully confident.

Question 11. Increasing value for taking product home. There is satisfaction but the percent rate is different in each group. Group 1 (Female 21-30 years old) is satisfied 100%, Group 2 (Male 21-30 years old) and Group 3 (Female 31-40 years old) are satisfied just 50%, Group 4 (Male 31-40 years old) is satisfied 66.67%.


Question 12.1. Color of the bag. Almost all are satisfied 100%, but Group 2 (Male 21-30 years old) is satisfied 83.33%.

Question 12.2. Dimension of the bag. Almost all are satisfied 100% but Group 1 (Female 21-30 years old) is satisfied just 50%.
Question 12.3. Durability of the bag. The majority of groups are satisfied 100% and Group 3 (Female 31-40 years old) is satisfied 83.33%.

Question 12.4. Comfortableness of the bag. All groups are 100% fully satisfied.

Question 12.5. Clarification of the bag. Group 1 (Female 21-30 years old) and Group 3 (Female 31-40 years old) also are satisfied fully 100%, Group 2 (Male 21-30 years old) and Group 4 (Male 31-40 years old) are satisfied 50%, 83.33%.

Question 12.6 Instructions on the bag. All groups are satisfied 100% but Group 1 (Female 21-30 years old) is satisfied only 50%.

Question 13. How do they feel about brand image?

Question 13.1. Indicated product. All groups are satisfied fully 100%.

Question 13.2. Remembrance. All groups are satisfied fully 100%.

Question 13.3. Brand awareness. All groups are satisfied fully 100%.

Question 13.4. Recognition. All groups are satisfied fully 100%.

Question 14. How do they feel about logo image?
Question 14.1 Remembrance. Almost all are not reminded at all. Group 3 (Female 31-40 years old) is reminded just 16.67% only.

Question 14.2 Feeling. Almost all do not felt it is beautiful. Group 3 (Female 31-40 years old) just 16.67% think that the logo and brand are reliable.

Question 14.3 Logo awareness. Almost all are not aware. Group 3 (Female 31-40 years old) is aware just 16.67% only.

Question 15. Brand equity shows the company should build a new brand for expansion into foreign markets. In addition, using the Prantalay brand within the local market, Group 1 (Female 21-30 years old) is agreed 100%, Group 2 (Male 21-30 years old) and Group 4 (Male 31-40 years old) are also agreed 66.67% but Group 3 (Female 31-40 years old) more contrast from other with agreement 50%.
5.3 Finding by cross link between age and gender.

5.3.1 Finding by cross link on age between group1-group2 (working beginners aged)

Table 5.3.1 Cross link on age into group1 - group2

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</table>

a. / = agree, satisfy, accept
b. × = disagree, dissatisfied
c. - = no comment, neutral
d. * = not fully completed or more than 33.33% gap.
Table 5.3.1 Cross link on age between Group 1 – Group 2 (age similar, gender different).

1. Purpose of Table 5.3.1. It indicates the results based on sectional analysis between female 21-30 years old and male 21-30 years old.

2. This cross sectional analysis is classified on product concepts as follow.-

2.1 Product introduction

2.1.1 Product remembrance
2.1.2 Product impression
2.1.3 Comfortable
2.1.4 Variety
2.1.5 Freshness

2.2 Product confidence

2.2.1 Natural comparative based on color
2.2.2 Natural comparative based on taste
2.2.3 Natural comparative based on texture
2.2.4 Natural comparative based on freshness
2.2.5 Production Process
2.2.6 Nutrition chart
2.2.7 Demonstration
2.3 Packing and Packaging

2.3.1 Packing Process
2.3.2 Value of packaging
2.3.3 Packaging image based on color
2.3.4 Packaging image based on dimension
2.3.5 Packaging image based on durable
2.3.6 Packaging image based on usefulness
2.3.7 Packaging image based on clarification
2.3.8 Packaging image based on instruction

2.4 Brand image

2.4.1 Characteristic
2.4.2 Remembrance
2.4.3 Awareness
2.4.4 Recognize

2.5 Logo image

2.5.1 Acquaint
2.5.2 Figure
2.5.3 Awareness

2.6 Brand equity
3. Comparision based on resemblance and different results. The resemblance result is both satisfaction and dissatisfaction. On the part of difference, the analysis from Group 1 (Female 21-30 years old) and Group 2 (Male 21-30 years old) show opposite results. There are also 3 main analyses as follows:

3.1 Resemblance shows part agreement satisfaction or acceptation include the following.—

- Product introduction shows confidence in Prantalay’s product for comfort, variety and fresh look. For all of them, the strongest impression of Prantalay’s product is Frozen boiled shrimps (Cocktail Shrimps). For next product impression is seafood meat ball and fillet snapper fish. Some participants of group1 would like to add more products’s variety such as seasonal materials like a snow fish, sea eel or shark fin.

- Product confidence. Almost all are satisfied with the production process, nutrition claim, demonstration, helped by improved branding, advertising, packaging according to international standard processes (GMP, ISO, HACCP).

- Packing and packaging. Satisfaction with almost all specifications except dimension. Another benefit of packaging is zip locks, IQF (individual quick frozen) and ice jelly.
3.2 Resemblance dissatisfaction or disagreement as follow.-

- Product confidence. Compared with natural characteristics, disagreement on color, taste and freshness. Different of Prantalay shrimps are shown very strong in terms of tasting, coloring, texture and like mirror appearance. Even though they disagree about natural look, they accept them all. Texture is different from natural shrimps because of too much crunch which is better than a natural source. However, they feel Prantalay’s products are not real fresh seafood and not giving the most of seafood qualities such as natural sweetness and prawn oil.

- Logo image of Prantalay. It is still showing weakness because none of them can be reminded by it.

3.3 Different terms. A converse result from Group 1 (Female 21-30 years old) and Group 2 (Male 21-30 years old) includes their reasons for supporting by reasonable answers.

- Product introduction. Conflicting answers because Group 1 (Female 21-30 years old) are not sure of Prantalay’s freshness. They are afraid that the shelf life of the product may be too long and that chemicals or more synthetic
ingredients may be added. Group 2 (Male 21-30 years old) is fully satisfied with brand awareness.

- Packing and Packaging. The value of packaging with value added by jelly ice, foil, IQF. Group1 (Female 21-30 years old) is fully satisfied, but Group 2 (male 21-30 years old) 50% are neutral because they are afraid that the price will be higher with the addition of the packaging. They usually take home immediately after they have bought “Prantalay”. Therefore the value of packaging added, dimension of bag. Group 1 (Female 21-30 years old) recommend that it should be wider or reduce the length of the fillet fish bag because they do not like to foul their hand when pulling out the product inside the bag. Group 2 (Male 21-30 years old) are accepting.

- Brand equity. Group 2 (Male 21-30 years old) 33.33% feel Prantalay’s brand should use one brand name, to be a global brand.
### 5.3.2 Finding by cross link on age between Group3-Group4 (Family aged)

#### Table 5.3.2 Cross link on age into Group 3 - Group 4

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<td>Question 1</td>
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<td>Question 2</td>
<td>Product impression</td>
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<td>Question 4</td>
<td>Variety</td>
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<td>Question 5</td>
<td>Freshness</td>
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**Product confidence**

| Question 6 | Natural comparative | |
| Question 6.1 | Color | / | |
| Question 6.2 | Taste | / | |
| Question 6.3 | Texture | / | |
| Question 6.4 | Freshness | × | |
| Question 7 | Production process | | |
| Question 8 | Nutrition chart | / | |
| Question 9 | Demonstration | / | |

**Packing and packaging**

| Question 10 | Packing process | / | |
| Question 11 | Value of packaging | / | |
| Question 12 | Packaging image | / | |
| Question 12.1 | Color | / | |
| Question 12.2 | Dimension | / | |
| Question 12.3 | Durable | / | |
| Question 12.4 | Usefulness | / | |
| Question 12.5 | Clarification | / | |
| Question 12.6 | Instruction | / | |

**Brand image**

| Question 13.1 | Characteristic | / | |
| Question 13.2 | Remembrance | / | |
| Question 13.3 | Awareness | / | |
| Question 13.4 | Recognize | / | |

**Logo image**

| Question 14.1 | Acquaint | × | |
| Question 14.2 | Figure | × | |
| Question 14.3 | Awareness | × | |

**Brand equity**

| Question 15 | / | |

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a. / = agree, satisfy, accept  
b. × = disagree, dissatisfied  
c. - = no comment, neutral  
d. * = not fully completed or upper 33.33% gap.
Table 5.3.2 Cross link on age between Group3 – Group4 (age similar, gender different)

1. Purpose of Table 5.3.2 – this table indicated the result based on sectional analysis between female 31-40 years old and male 31-40 years old.

2. These cross sectional is classified on product concept as follow:-

2.1 Product introduction

2.1.1 Product remind
2.1.2 Product impression
2.1.3 Comfortable
2.1.4 Variety
2.1.5 Freshness

2.2 Product confidence

2.2.1 Natural comparative based on color
2.2.2 Natural comparative based on taste
2.2.3 Natural comparative based on texture
2.2.4 Natural comparative based on freshness
2.2.5 Production Process
2.2.6 Nutrition chart
2.2.7 Demonstration
2.3 Packing and Packaging

2.3.1 Packing Process
2.3.2 Value of packaging
2.3.3 Packaging image based on color
2.3.4 Packaging image based on dimension
2.3.5 Packaging image based on durable
2.3.6 Packaging image based on usefulness
2.3.7 Packaging image based on clarification
2.3.8 Packaging image based on instruction

2.4 Brand image

2.4.1 Characteristic
2.4.2 Remembrance
2.4.3 Awareness
2.4.4 Recognize

2.5 Logo image

2.5.1 Acquaint
2.5.2 Figure
2.5.3 Awareness

2.6 Brand equity
3. Comparative results based on resemblance with both satisfaction and dissatisfaction. Different results belong to Group 3 and Group 4 with comparative analysis. There are 3 main analyze as follow:-

3.1 Resemblance of agreement. Satisfaction or acceptance and more reasons given for both groups-

- Product introduction. Every participant believe “Prantalay” is able to serve them comfort, variety and freshness. The 33.33% of participants think that Prantalay freshness is and naturalness are a little different because they believe frozen food is still not real fresh. Their meaning of freshness is that the fish must be caught from the sea at present time.

- Product confidence. Both group participants are satisfied with production process, nutrition claim and demonstration. But male participants 33.33% feel neutral about nutrition claim because some of them already know about seafood nutrition well.

- Packing and packaging. Confidence with the packing process, value and satisfaction with packaging image with color, dimension, durable, usefulness, clarification and instruction. Important: for adding of packaging value, both participants, Group 3 (female 31-40 years old) 50% and Group 4 (male 31-40 years old) 33.33% expected the product may be more expensive with these added costs (jelly ice, foil, IQF). It would be better to reduce the price.
- Brand image. Every participant group fully accepts on characteristic, remembrance, awareness and recognition of the Prantalay brand.

- Brand equity. Females and males have many reasons for building brand uniqueness (Female 50%, Male 33.33%) and (Female 50%, Male 66.67%). The result is to create a new brand name to export to oversea markets.

3.2 Resemblance based on dissatisfaction or disagreement as follow.–

- Product confidence. They also are dissatisfied with freshness because they believe that fresh must be alive. Prantalay believes it can serve its product cleaned and conveniently.

- Logo image. The participants 90% never knew Prantalay’s logo.

3.3 Different term, they have converse reasons as follows.-

- Product introduction. Group 3 (female 31-40 years old) think firstly of the product Frozen boiled shrimps and butter fish. But Group 4 (male 31-40 years old) thinks of Fillet Grouper fish and Frozen boiled shrimps.

- Product confidence. Prantalay cannot show absolute similarity with natural qualities based on color, taste, and texture. But most of them accept Prantalay’s qualities. Even if it cannot serve most fresh seafood, it can replace it with the best of convenient and cleanliness.
5.4 Finding by cross link on gender between Group 1-Group 3 and Group 2-Group 4.

5.4.1 Finding by cross link on gender between Group 1-Group 3 (Female)

Table 5.4.1 Cross link on gender into Group 1 - Group 3

<table>
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Table 5.4.1 Cross link on gender between Group 1 – Group 3 (gender similar and age different).

1. Purpose of Table 5.4.1 – this table indicated the result based on sectional analysis between female 21-30 years old and male 21-30 years old.

2. These cross sectional is classified on product concept as follow.-

2.1 Product introduction
   2.1.1 Product remind
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   2.2.1 Natural comparative based on color
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   2.2.5 Production Process
   2.2.6 Nutrition chart
   2.2.7 Demonstration
2.3. Packing and Packaging

2.3.1 Packing Process

2.3.2 Value of packaging

2.3.3 Packaging image based on color

2.3.4 Packaging image based on dimension

2.3.5 Packaging image based on durable

2.3.6 Packaging image based on usefulness

2.3.7 Packaging image based on clarification

2.3.8 Packaging image based on instruction

2.4 Brand image

2.4.1 Characteristic

2.4.2 Remembrance

2.4.3 Awareness

2.4.4 Recognize

2.5 Logo image

2.5.1 Acquaint

2.5.2 Figure

2.5.3 Awareness

2.6 Brand equity
3. Comparison based on resemblance and different results. Resemblance result shows both satisfaction and dissatisfaction. On the part of difference, analysis of the converse results from Group 1 (Female 21-30 years old) and Group 3 (Female 31-40 years old). There are 3 main analysis as follow.-

3.1 Resemblance in part of agreement, satisfaction or acceptance with adding many reasons for supporting their answers such as.-

- Product introduction. They prefer Frozen boiled shrimps first and second is Seafood meatball for Group 1 (female 21-30 years old). First impression is Butter fish for Group 3 (female 31-40 years old). Prantalay is able to serve sufficiently for their need on comfortable and variety.

- Product confidence. They are confident about the production process, branding, manufacture and advertising. Females of group 3 are concerned more about the nutrition claim and demonstration because they need healthy food and if they can see a real finished product while deciding (demonstration), it will be easy for them to buy more.

- Packing and packaging. They are also satisfied with the packing process. It is a good quality and the Zip lock makes it more convenient. All of them are satisfied with Prantalay’s packaging with color, dimension, durable, usefulness, clarification and instruction. Only with the dimension of the bag, Group 1 (Female 21-30 years old) prefers on comfort without fouling their hands while they try to take the product out. For Group 3 (Female 31-40 years old) interest in the cost is first. If they do not need to take jelly ice, foil, they should discount the price.
- Brand image. Every participant absolutely accepts characteristic, remembrance, awareness and recognize.

3.2 Resemblance in terms dissatisfaction or disagreement as follow.-

- Product confidence. Both groups disagreed on natural taste. Group 1 (Female 21-30 years old) recommend Prantalay’s shrimps are different from a natural source but they also accept the product. Group 1 (Female 21-30 years old) and Group 3 (Female 31-40 years old) 80% believe a frozen seafood is not really still fresh but also accepts because Prantalay is convenient and clean.

- Logo image. Nobody is reminded by Prantalay's logo. A few participants know the logo because they have known some of Prantalay’s information.

3.3 Different terms. Collection of the results from converse answers between Group 1 (Female 21-30 years old) and Group 3 (Female 31-40 years old) by cross sectional analysis as follow.-

- Product introduction, freshness. Group 1 (Female 21-30 years old) is not confident because chemical or more synthetic materials may be added. Group 3 (Female 31-40 years old) is satisfied with the product freshness because they think Prantalay has a good production process thought to the consumer. Both groups give more credit on fresh and not fresh, about 66.67%.
- Product confidence. Compared with the natural source, there is a different result about color and texture. Group 1 (Female 21-30 years old) feels Prantalay’s shrimps are different from natural qualities. It seemed like a mirror appearance. Texture is too much crunchy and like a spring. Group 3 (Female 31-40 years old) accepts color but texture is accepted just 50% because some of the product is too hard and does not feel naturally sweet. It is also without prawn oil when they need to cook fried rice or Tom Yum Kung.

- Brand equity. 80% of participants of both groups agreed with building another brand to expand the market aboard.
5.4.2 Finding by cross link on gender between Group 2-Group 4 (Male)

Table 5.4.2 Cross link on gender into Group 2 – Group 4

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2. These cross sectional is classified on product concept as follow:-

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   2.2.7 Demonstration
2.3. Packing and Packaging

2.3.1 Packing Process
2.3.2 Value of packaging
2.3.3 Packaging image based on color
2.3.4 Packaging image based on dimension
2.3.5 Packaging image based on durable
2.3.6 Packaging image based on usefulness
2.3.7 Packaging image based on clarification
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2.4 Brand image

2.4.1 Characteristic
2.4.2 Remembrance
2.4.3 Awareness
2.4.4 Recognize

2.5 Logo image

2.5.1 Acquaint
2.5.2 Figure
2.5.3 Awareness

2.6 Brand equity
3. Cross sectional analysis with comparative results based on resemblance and difference. Resemblance result is included in both satisfaction and dissatisfaction. The difference analyzed into converse results between both groups such as Group 2 (Male 21-30 years old) and Group 4 (Male 31-40 years old). There are also 3 main analyze as follows-

3.1 Resemblance on part of agreement, satisfaction, or acceptation to support the result from reasonable answers as follow.-

- Product introduction, such as comfortable, variety and freshness. Both groups accepted only product variety but some of the participants 33.37% think it is still not sufficient because they recommend more crab and some Prantalay’s booth do not have enough of product sku.

- Product confidence. The participants are satisfied with the production process, nutrition chart and demonstration. In the case of the nutrition chart, both participants (40%) have a neutral feeling. It is not attractive to them.

- Packing and packaging. Both participants feel fully accepting of packing process, value of packaging, packing image, color, dimension, durability, usefulness, clarification and instruction. But for clarification, both groups of participants (40%) are not accepting because the word bag seems dirty or too dark.

- Brand image. They are full accepting of Prantalay’s name and it can raise remembrance, awareness and recognize.
Brand equity. Group 2 (Male 21-30 years old) and Group 4 (Male 31-40 years old) give a similar percent rating = 66.67% are agreed with using another brand to go aboard and 33.33% disagreed to recommend brand uniqueness for every market like Kraft, Nike, Oreo etc.

3.2 Resemblance with unsatisfaction, disagreement, not acceptance as follow.

- Product confidence. Both groups of participants disagreed natural comparison due to color, texture and freshness. But they can accept instead convenience and comfortableness.

- Logo image. All of them cannot remember, understand or be aware of Prantalay's logo. They are not at all acquainted with it.

3.3 Differentiation. Collection from cross sectional analysis shows converse results between Group 2 (Male 21-30 years old) and Group 4 (Male 31-40 years old).

- Product introduction. Group 2 (Male 21-30 years old) think and are reminded firstly of Frozen boiled shrimps and Fillet snapper fish. Group 4 (Male 31-40 years old) thinks of Fillet Grouper fish and Frozen boiled shrimps.

- Product confidence. The contrasts on taste from Group 2 (Male 21-30 years old) 83.33% who do not agree on natural taste but Group 4 (Male 31-40 years old)
66.67% are agreed on natural taste. Some of them do not agree which is convenient and comfortable.

5.5 Implication

To collect all of group results and to pair of targets between gender and age for finding the target correspondence apart from all group description. It is able to show more visions and moderately pointing, so that implicate onto 4 main groups such as; implication no.1 is female bonding with Group 1 and Group 3, implication no. 2 is male bonding with Group 2 and Group 4, implication no.3 is working beginners aged 21-30 years old bonding with Group 1 and Group 2, and implication no. 4 is family aged 31-40 years old bonding with Group 3 and Group 4.

5.5.1 Age implication for working beginners aged between Group 1 (female 21-30 years old) and Group 2 (male 21-30 years old).

People in this group are concerned about comfort, convenience and they need more variety of products. Compared to real seafood in local markets, their opinion about product confidence such as color, taste, texture and freshness still does not reach the best quality compared to fresh seafood in local markets. But they accept instead comfort and convenience because they are confident in the production.

The outcome is concerned on first objective of the study. Showing product confidence of consumer belief about the product regardless of freshness compared between the common fresh seafood and the frozen seafood but the frozen is given more convenience and usefulness.

These groups prefer to consume products that explain its usefulness or demonstrate cooking. That increases their satisfaction. It can also help customers to
make their decision easier. They have confidence in the packaging such as packing process, image, color, durable, usefulness, clarification, instruction include value added by ice jelly, IQF, zip lock. Some lady participants recommended reducing the depth of packaging to protect theirs hand from fouling. They also said the name of Prantalay’s brand can indicate the look of the product, awareness and the meaning can explain itself. But Prantalay’s logo does not describe any acknowledgement at all.

5.5.2 Age implication for a family aged between Group 3 (female 31-40 years old) and Group 4 (male 31-40 years old).

They all prefer comfort and convenience including satisfaction of freshness and variety of the products. Thus, they are fully confident in the production line, nutrition chart and demonstration. Most group participants take a longer time for decision making. They are concerned about the cost of product, suitable or not. And also they will pay more attention for promotion and campaigns that is activated for them to buy more. In addition, they would not like to change their buying behavior if the products give the same impression and they will also still buy the old brand.

All of outcomes concerned on the objective no. 1, 2 and 3 about product confidence, getting new ideas and reveal hidden information from reasons of buying behavior the company have never known.

5.5.3 Gender implication for females between Group 1 (female 21-30 years old) and Group 3 (female 31-40 years old).

Most of lady participants are highly satisfied with the convenience for cooking. But they are still not much confident in Prantalay’s product for the most of seafood freshness and the quality is still not similar to fresh seafood. They give high attention to
the cooking demonstration of Prantalay’s products and also they are highly satisfied with the nutrition claim on the packaging. It is means that these groups have their mind on their health, preferring mainly healthy food. They are confident in the production line because of the brand and image of packaging that is attractive for them to buy and comfortable to use. Impression of brand, It makes buyers recognize, be aware and interested. But these buyers cannot remember its logo at all. About 80% of both groups would like the company to build another brand for oversea markets. Thus, Prantalay brand is expanding into local markets only because Thai consumers will easy understand the meaning of the brand.

Therefore, the fourth objective of the study describe to the changing consumer preferences on brand awareness, can be useful understanding more data for their experiences with different products.

5.5.4 Gender implication for male between Group 2 (male 21-30 years old) and Group 4 (male 31-40 years old).

All these participants are concern about comfort, convenience and variety of the product SKU. They are also highly confident for the production line, cooking demonstration and tasting is more attractive to select. The nutrition claim was acceptable for group4 (male 31-40 years old), higher than group2 (male 21-30 years old). Most participants still think the quality of Prantalay is not similar to the freshest seafood (live seafood), for color, taste, texture and freshness. But group participants said that “the average Prantalay’s quality was good but still did not reach top standard.

Packing and packaging can make customers have higher acceptance. Quality of packaging is fully trusted. The name of Prantalay indicates customer recognition,
awareness, to ease of remembrance. Vice versa, the logo cannot be accepted by customers at all. To build another brand, their opinions differ about kinds of suggestions. About 70% would like the company to build more than one brand for oversea markets.
CHAPTER 6
CONCLUSION AND RECOMMENDATION

6.1 Conclusion

According to the interviews the focus groups for new generation customers toward Prantalay products can be divided into four main categories which are Group1 (Female 21-30 years old), Group2 (Male 21-30 years old), Group3 (Female 31-40 years old) and Group4 (Male 31-40 years old). Overall the target customers prefer to accept Prantalay’s products that can give them comfortable and confidence in production, including the packaging. For impressive products, it is the name of the brand “Prantalay” they can count on for the strength of product which can make customers recognize, remember and feel is for suitable type of product. Introduction attractiveness and explanation itself may be enough to promote the products.

- For the packaging. Most consumers feel confident in the product, such as it looks clean, color harmonize and most importantly is durable and safe from leaking.

- The confidence in the product. Concerning the freshness, the target customers are confident in its quality but it still does not reach level of the freshest seafood (live seafood). In the case of color and texture, they accept Prantalay’s qualities except for frozen seafood shrimp. This has a different color and texture to the natural source but the different in the new taste and is accepted as better than the natural source. Many consumers are still prejudiced to frozen food that it is not fresh. Therefore they still give hidden reasons from their real sensation.
- To exhibit demonstration for cooking can help customers to make a decision for buying products easier, and also the sensation of products.

- Showing nutrition claims help add to a better choice for customer who are concern about healthy food and healthy life style. It can educate customers and expand target groups who no more concentrate on the advertising of the product.

- Adjustment is necessary if the company is willingly to plan further markets earnestly. They should adjust Prantalay’s logo again because the customers do not understand or recognize the symbol. They hardly understand the picture of the logo (fishing boat). They are also not impressed with the logo at all and most of participants understand that “Prantalay” is the company logo. This is because the company did not demonstrate this symbol enough.

- Building the new brand for oversea markets. Most participants have different kinds of suggestions: 70% of participants would like the company to create a new brand for oversea markets because the word “Prantalay” is only understood by local people but overseas people will not understand the meaning. 30% of target participants have opinion to being brand unique for easier understanding and recognize products like KRAFT, HEINEKEN, SINGHA, CHANG, etc.

- Overall launching Prantalay in the past 2 years compared to the acceptance from the target customers (modern life style) who require differences, serve directly their present needs. Prantalay serves consumers needs of convenience, comfort, quick cooking and
be able to answer an inquiry. Therefore, Prantalay is definitely suitable for every kind of need and expanding the satisfaction of their consumers daily and in the future.

**6.2 Recommendation and further study**

SWOT (strength, weakness, opportunities, threat) analysis of Prantalay indicates the following:

- **Strength** of Prantalay is brand, packaging, packing process, image. All of these make the target customer satisfied and highly confident. Therefore the company should keep their standards and develop the product to be higher for the future. Additional, product selling activities should be extended such as demonstration for cooking, sample taste and nutrition claims.

- **Weakness** of Prantalay is its logo because the target customers cannot recognize and remember it at all.

- **Opportunities**, the company would gain advantage from promotion by the Thai government, Thai Kitchen to the World. It can support the company to expand many kinds of products into all overseas and local markets. The government has afforded such an opportunity gain for Thai food producers with subsidy taxes, exhibition shows and providing technicians to the company.

The behavior of Thai consumers is starting to change to accept more convenient and comfortable products than in the past.
Brand name is an important thing for interest and attractiveness so the company may consider making a brand unique to be strong like Singha beer, Chang beer or Red bull.

This current time, the modern traders (Big C, Carrefour and Tesco Lotus) are fast growing in the main cities and upcountry. Therefore this opportunity can also expand Prantalay’s place following these modern traders.

A more common source of protein, chicken, may lose popularity as bird flu threatens to break out around the world. This may change consumers’ behavior to substitute protein needs from poultry to this seafood and it may increase the seafood producer is sale volume.

- Threat. Incredible evidence from last year in southern Thailand Phuket and Pang-nga provinces, shows destruction from the Tsunami disaster. People were alarmed sea animals ate Tsunami victims who disappeared in the sea. This rumor affected seafood sales and goods’ volume dropped suddenly.

Also, oil prices are going up continuously. This makes higher cost of products, directly and indirectly, such as transportation, electric power and packaging (petroleum plastic). Market pricing instability follows.

Competitors are also now coming to compete in this market share affected by the trend being set by “Prantalay”. Contemporary people have accepted frozen seafood
more and more. Additionally, if the company would like to progress they should target specific interest groups such as newly started workers. This group is specifically interested in quality and healthy foods, as well as variety. Product design is increasingly important as this customer group pays close attention to such product details (e.g., nutrition charts etc.).

The family aged customer would take a longer time to consider their decisions. They consider which is a reasonable price or not. Also, spending their budget for remaining usual products, they are not likely to change their consuming habits. Therefore the company must concentrate on customer satisfaction as much as they can this customer group will not change to other brands.

The marketer may have to using price and promotion strategies for this targeting. Especially taking discount trade or free sampling to be attractive for customer selection. In free sample giving, it should use new products of the same goods which have a similar price. It may show customers a better choice selection of more valuable goods and launch new product solutions by these strategies.
Further study

This study has shown the basic result of surveys targeting Prantalay’s customers in present day - a modern life style which focuses on product mix (product specification). Therefore, this study recommends, as a next step, a deeper future study of satisfaction by targeting other groups (children, retired seniors, food shop owner, etc.). This study should investigate the new product items before they are launched (focus group interviews are recommended). A new study should also investigate the reasons for the lack of success of Prantalay’s logo.
Introduction

1. When you think of Prantalay’s product, which product do you normally think of? (Specify more than one sample)

2. If you have tasted Prantalay’s product, which type of product impressed you the most? (Specify more than one sample)

3. Do you believe that Prantalay’s product is convenient for cooking and eating in daily life? (Comfortable)

4. Do you think “Prantalay” has sufficient varieties of products for customer selection? (Variety)

5. Would you feel confident on the shelf life of Prantalay’s product, its shelf life has been maintained longer than the fresh seafood on the market? (Freshness)

Product further questions

6. How do you feel about Prantalay’s product?
   6.1 Is it like natural color?
      6.1.1 Before cooking?
      6.1.2 After cooking?
   6.2 Is it like natural taste?
   6.3 Is it like natural texture?
   6.4 Is it like natural freshness?

7. Would you feel confident about production process of “Prantalay” to compare with the fresh seafood on the market?

8. If they notified you about the nutrition chart of each product, will you willingly to repurchase?
9. If there is any cooking demonstration in front of their shelf, will it be easier for you to make repurchasing decision? (Variety menus)

Packaging questions

10. Would you feel confident about the packaging, there be able to keep the product always fresh with packing process by frozen method; vacuum method, zip lock of the bag (individual quick frozen)?

11. During delivery time, the company serves you with ice jelly cover the product and put into the foil layer bag for helping keep its freshness as long as you alive home. Will you repurchase of Prantalay’s product again?

12. How would you like the packaging of Prantalay’s product?

12.1 Color of the bag, is it appropriate with fresh seafood of Prantalay’s product?

12.2 Dimension of the bag, how is the size? (Big or small)

12.3 Durable of the bag, is it strength?

12.4 Comfortable of the bag, is it easy to open and close by zip lock?

(Usefulness)

12.5 Word of the bag such as type of product, detail of product, contact address, and slogan. Is it clear and understand those meaning? (Clarification)

12.6 Instruction of the bag, is it understand for cooking?

Brand image questions

13. The Union Frozen Product company limited launched a new brand for new product development under the brand Prantalay. How would you think of this brand?

13.1 Is it indicate product characteristic?

13.2 Is it easy to remember?
13.3 Is it able to brand awareness?

13.4 Is it able to recognize?

14. Prantalay’s logo, how do you feel it?

14.1 Would you know that what is Prantalay’s logo? (Introduce)

14.2 Is it beautiful picture? (color, feature design and dimension)

14.3 Is it easy to be logo awareness?

15. Do you agree? Differentiate brand on place the Union Frozen Product Company Limited use Prantalay’s brand expand market in domestic only, for foreign market they use another brand such as UFP.
Appendix B
แบบสอบถามเกี่ยวกับผลิตภัณฑ์สินค้าอาหารทะเลแช่แข็งยี่ห้อ พรานทะเล

คำถามเกี่ยวกับการรู้จักสินค้า

1. เมื่อคุณนึกถึงผลิตภัณฑ์ พรานทะเล เมื่อคุณจะนึกถึงสินค้าชนิดใดบ้าง (สามารถระบุได้มากกว่า 1 ชนิด)

2. ก่อนที่คุณเคยรับประทานผลิตภัณฑ์ พรานทะเล สินค้าชนิดใดที่คุณประทับใจ (สามารถระบุได้มากกว่า 1 ชนิด)

3. คุณเชื่อมั่นว่า ผลิตภัณฑ์ พรานทะเล สามารถทำให้ชีวิตการประกอบอาหารของคุณ สะดวก สบาย และ ประหยัดเวลา ได้มากขึ้น

4. คุณคิดว่าผลิตภัณฑ์ พรานทะเล มีความหลากหลายให้คุณได้เลือกซื้ออย่างเพียงพอ

5. คุณเชื่อมั่นว่า ผลิตภัณฑ์ พรานทะเล สามารถที่จะช่วยให้การประกอบอาหารของคุณ สะดวก สบาย และ ประหยัดเวลา ได้มากขึ้น

คำถามเกี่ยวกับคุณสมบัติของสินค้า

6. คุณรู้สึกอย่างไรเกี่ยวกับผลิตภัณฑ์ พรานทะเล

6.1.1 สีของสินค้ามีสีธรรมชาติหรือไม่

6.1.2 ก่อนปรุงอาหาร

6.1.3 หลังจากปรุงอาหารเสร็จ

6.2 รสชาติของสินค้ามีความเหมือนธรรมชาติหรือไม่

6.3 เนื้อสัมผัสของสินค้ามีความเหมือนธรรมชาติหรือไม่

6.4 ความสดของสินค้ามีความเหมือนธรรมชาติหรือไม่

7. คุณรู้สึกอย่างไรถ้าคุณรู้ว่า ขนาดการบรรจุสินค้าของ ผลิตภัณฑ์ พรานทะเล น้อยกว่าที่เคยซื้อ อาหารทะเล ในตลาด

8. ถ้าผลิตภัณฑ์สินค้า พรานทะเล มีการแจ้งคุณค่าทางโภชนาการในแต่ละชนิดสินค้า คุณคิดว่าจะพอใจซื้อสินค้าขึ้นต่อไป ไม่
9. ถ้าการขายสินค้า ที่มีการแนะนำสินค้า และ สาธิตวิธีการปรุงอาหารผลิตภัณฑ์ พรานทะเล หน้าตู้แช่สินค้า สิ่งนี้จะทำให้คุณตัดสินใจซื้อผลิตภัณฑ์ พรานทะเลได้ง่ายขึ้น

คำถามเกี่ยวกับบรรจุภัณฑ์สินค้า

10. คุณมั่นใจในบรรจุภัณฑ์สินค้า ผลิตภัณฑ์ พรานทะเล สามารถช่วยให้การเก็บสินค้าได้สดอยู่เสมอ ด้วยวิธีการบรรจุแบบแช่แข็ง, ระบบสุญญากาศ, ซิป-ล็อค และ พลาสติกเหนียวอย่างดีใช้สำหรับบรรจุอาหารโดยเฉพาะ

11. หลังจากซื้อสินค้า ทางเจ้าหน้าที่ของ พรานทะเล จะทำการบรรจุ เจลลี่แช่แข็ง เข้าไปในสินค้า และ ใช้บรรจุแบบสิ่งนี้ที่เป็นนำมาเก็บความร้อน เพื่อความร้อนที่ถูกควบคุม ทำให้ผลิตภัณฑ์คงความสดเสมอ จนถึงบ้านคุณ คุณคิดว่าบริการนี้เพิ่มเติมที่นี้จะช่วยให้คุณซื้อสินค้าครั้งต่อไปหรือไม่

12. คุณรู้สึกอย่างไรเกี่ยวกับบรรจุภัณฑ์ของผลิตภัณฑ์ พรานทะเล

12.1 สีของบรรจุภัณฑ์ มีความกลมกลืนกับสินค้า อาหารทะเลสด ของผลิตภัณฑ์ พรานทะเล

12.2 มิติของบรรจุภัณฑ์ ขนาด รูปร่าง เป็นอย่างไรบ้าง

12.3 ความคงทนของบรรจุภัณฑ์ มีความแข็งแรง ทนทาน มากน้อยอย่างไร

12.4 ความเสี่ยงในการซ่อมของบรรจุภัณฑ์ มีความยาก ง่ายต่อการปิด ปิดบรรจุภัณฑ์อย่างไร

12.5 ตัวหนังสือที่ใช้บนบรรจุภัณฑ์ เช่น ชื่อ messagebox รายละเอียดสินค้า ข้อความข้อเตือน มีการที่อยู่ที่ตั้งของผู้ผลิต และ สโลแกน

12.6 วิธีแนะนำการปรุงอาหาร บนบรรจุภัณฑ์ อ่านแล้วเข้าใจหรือไม่

คำถามเกี่ยวกับภาพลักษณ์ของตราสัญลักษณ์

13. บริษัท ยูเนี่ยนโฟรเซนโปรดักส์ จำกัด ใช้กลยุทธ์ทางการตลาด ด้วยกลวิธีการพัฒนาผลิตภัณฑ์ใหม่ โดยการสร้างแบรนด์ พรานทะเล เปิดตัวสินค้าดังกล่าว และ จัดทำนายเส้นทางการตลาดในประเทศ คุณมีความคิดเห็นอย่างไรเกี่ยวกับแบรนด์

13.1 มีการตรวจสอบอย่างเหมาะสมของสินค้า หรือ คุณสมบัติมิได้คุณค่า atau ไม่
13.2 ชื่อแบรนด์สินค้า ง่ายต่อการจดจําหรือไม่

13.3 ชื่อแบรนด์สินค้า สามารถสร้างให้ติดต่อกับรุ้นได้ง่ายขึ้นหรือไม่

13.4 สามารถสร้างความตระหนักรู้ได้หรือไม่

14. คุณรู้สึกอย่างไรกับตราสัญญาลักษณ์พรานทะเล

14.1 คุณรู้หรือไม่ว่า ตราสัญญาลักษณ์ของพรานทะเล ดูแล้วคล้ายถ้า ธุรกิจอะไร

14.2 ลักษณะของตราสัญญาลักษณ์พรานทะเล อาทิเช่น สี, การออกแบบ และ ลายเส้นของภาพ เป็นต้น

14.3 เห็นแล้วรู้สึกว่าดีหรือไม่ ความหมายของภาพหรือไม่

16. คุณเห็นด้วยหรือไม่ ที่บริษัท ยูเนี่ยนโฟรเซนโปรดักส์ จัดทำ สร้างแบรนด์ พรานทะเล เพื่อทำการจำหน่ายสินค้าเฉพาะตลาดภายในประเทศ กรณีจำหน่ายตลาดต่างประเทศเป็นชื่อแบรนด์ ภายใต้ประเทศ หรือจังหวัดต่างประเทศเป็นชื่อแบรนด์
Appendix C
Transcription

Result of group no.1 (Female 21-30 years)

Question 1 When you think of Prantalay’s product, which product do you normally
think of? (Specify more than one sample)
Answer 1. Frozen boiled shrimps 2. Seafood meat ball 3. Fillet snapper fish

Question 2 If you have tasted Prantalay’s product, which type of product impressed
you the most?
Answer Frozen boiled shrimps.

Question 3 Do you believe that Prantalay’s product, is convenient for cooking and
eating in daily life? (Comfortable)
Answer Fully confident.

Question 4 Do you think “Prantalay” has sufficient varieties of products for
customer selection? (Variety)
Answer 66.68% sufficient.

Question 5 Would you feel confident of the shelf life of Prantalay’s product, its shelf
life has been maintained longer than the fresh seafood on the market? (Freshness)
Answer 66.68% not confident.

Question 6 How do you feel about Prantalay’s product?
6.1 Is it like natural color? (Before and after cooking)
6.2 Is it like natural taste?

Answer 83.35% different for only the cocktail shrimps but its taste is better than natural seafood.

6.3 Is it like natural texture?

Answer Fully different for only the cocktail shrimps but almost of all Prantalay product are satisfied with firmness and hardness of texture.

6.4 Is it like natural freshness?

Answer 83.35% different but is acceptable because they do not feel like the most of sweetness of fresh seafood.

Question 7 Would you feel confident about the production process of “Prantalay” to compare with the fresh seafood on the market?

Answer Fully confident.

Question 8 If they notified you about the nutrition chart of each product, will you be willingly to repurchase?

Answer 66.68% satisfied, 33.32% ordinary feel.

Question 9 If there is any cooking demonstration in front of their shelf, will it be easier for you to make repurchasing decision? (Variety menus)

Answer Yes, it will.
Question 10  Would you feel confident about the packaging, to be able to keep the product always fresh with packing process by frozen method; vacuum method, zip lock of the bag (individual quick frozen)?

Answer  Fully confident.

Question 11  During delivery time, the company serves you with ice jelly to cover the product and put into the foil layer bag for helping keep its freshness as long as you are home. Will you repurchase of Prantalay’s product?

Answer  All satisfied.

Question 12  How would you like the packaging of Prantalay’s product?

12.1 Color of the bag, is it appropriate with fresh seafood of Prantalay’s product?

Answer  All appropriate.

12.2 Dimension of the bag, how is the size? (Big or small)

Answer  50% accept but 50% need to increase wider and reduce length of fillet fish bag because they can take it into the bag without fouling their hand.

12.3 Durabality of the bag, is it strong?

Answer  Very strong.

12.4 Comfortness of the bag, is it easy to open and close by zip lock? (Usefulness)

Answer  Yes, it is.
12.5 Word on the bag such as type of product, detail of product, contact address, and slogan. Is meaning clear and understandable? (Clarification)
Answer Yes, it is.

12.6 Instruction of the bag, is it understandable for cooking?
Answer Yes, it is.

Question 13 The Union Frozen Product company limited launched a new brand for new product development under the brand Prantalay. What would you think of this brand?
13.1 Does it indicate product characteristic?
Answer Yes, it does.

13.2 Is it easy to remember?
Answer Yes, it is.

13.3 Does it have brand awareness?
Answer Yes, it does.

13.4 Is it able to be recognized?
Answer Yes, it is.

Question 14 Prantalay’s logo, how do you feel about it?
14.1 Would you know that it is Prantalay’s logo? (Introduce)
Answer No one recognizes it.
14.2 Is it a beautiful picture? (color, feature design and dimension)

Answer Most of them think that it is difficult to understand.

14.3 Is it easy logo awareness?

Answer No, it is not.

Question 15 Do you agree? Differentiate brand in place of the Union Frozen Product Company Limited and use Prantalay’s brand in domestic markets only. For foreign market they use another brand such as UFP.

Answer Fully agreed.

5.2.2 Result of group no.2 (Male 21-30 years)

Question 1 When you think of Prantalay’s product, which product do you normally think of? (Specify more than one sample)

Answer 1. Frozen boiled shrimps 2. Fillet snapper fish 3. Seafood meat ball

Question 2 If you have tasted Prantalay’s product, which type of product impressed you the most?

Answer Frozen boiled shrimps.

Question 3 Do you believe that Prantalay’s product, is convenient for cooking and eating in daily life? (Comfortable)

Answer Fully confident.
Question 4  Do you think “Prantalay” has sufficient variety of products for customer selection? (Variety)
Answer  66.68% sufficient.

Question 5  Would you feel confident of the shelf life of Prantalay’s product. Its shelf life has been maintained longer than the fresh seafood in the market? (Freshness)
Answer  Fully confident.

Question 6  How do you feel about Prantalay’s product?
6.1 Is it like natural color? (Before and after cooking)
Answer  83.35% different, 16.67% indifferent but they are also accepted.

6.2 Is it like natural taste?
Answer  83.35% different.

6.3 Is it like natural texture? with the following details.
Answer  Fully different.

6.4 Is it like natural freshness?
Answer  Fully different but they are also acceptable. The product is not similar to fresh seafood at cooking process only scald to eat. It is not sweetened.

Question 7  Would you feel confident about the production process of “Prantalay” to compare with the fresh seafood on the market?
Answer Fully confident.

Question 8 If they notified you about the nutrition chart of each product, will you be willingly to repurchase?
Answer 50% satisfied.

Question 9 If there is any cooking demonstration in front of their shelf, will it be easier for you to make repurchasing decision? (Variety menus)
Answer Yes, they are.

Question 10 Would you feel confident about the packaging, to be able to keep the product always fresh with packing process by frozen method; vacuum method, zip lock of the bag (individual quick frozen)?
Answer Fully confident.

Question 11 During delivery time, the company serves you with ice jelly to cover the product and put into the foil layer bag for helping keep its freshness as long as you are home. Will you repurchase Prantalay’s product?
Answer 50% satisfied but enough 50% unsatisfied because they afraid that it make higher cost of packaging.

Question 12 How would you like the packaging of Prantalay’s product?
12.1 Color of the bag, is it appropriate to fresh seafood of Prantalay’s product?
Answer 83.35% appropriated but just enough 16.65% need to provide more clear color space on the bag for gazing the product inside the bag.
12.2 Dimension of the bag, how is the size? (Big or small)
Answer All satisfied them.

12.3 Durability of the bag, is it strength?
Answer Yes, it is.

12.4 Comfortableness of the bag, is it easy to open and close by zip lock? (Usefulness)
Answer Yes, it is.

12.5 Word on the bag such as type of product, detail of product, contact address, and slogan. Is meaning clear and understandable? (Clarification)
Answer Yes, it is. But 50% participants think that it is look too tight of words.

12.6 Instruction of the bag, is it understandable for cooking?
Answer Yes, it is.

Question 13 The Union Frozen Product company limited launched a new brand for new product development under the brand Prantalay. What would you think of this brand?

13.1 Does it indicate product characteristic?
Answer Yes, it does.

13.2 Is it easy to remember?
Answer Yes, it is.
13.3 Does it have brand awareness?
Answer   Yes, it does.

13.4 Is it able to be recognized?
Answer   Yes, it is.

Question 14  Prantalay’s logo, how do you feel it?
14.1 Would you know that what is Prantalay’s logo? (Introduce)
Answer   No one recognize it.

14.2 Is it a beautiful picture? (color, feature design and dimension)
Answer   Most of them think that it is difficult to understand.

14.3 Is it easy logo awareness?
Answer   No, it is not.

Question 15  Do you agree? Differentiate brand in place of the Union Frozen Product Company Limited and use Prantalay’s brand in domestic markets only. For foreign markets they use another brand such as UFP.
Answer  66.68% agreed, 33.32% disagreed because they would like to give product is unique brand and only one worldwide standard such as NIKE, KRAFT, PEPSI and etc.

5.2.3 Result of group no.3 (Female 31-40 years)
Question 1  When you think of Prantalay’s product, which product do you normally think of? (Specify more than one sample)

Answer  1. Frozen boiled shrimps 2. Butter fish 3. Fillet grouper fish

Question 2  If you have tasted Prantalay’s product, which type of product impressed you the most?

Answer  Frozen boiled shrimps.

Question 3  Do you believe that Prantalay’s product is convenient for cooking and eating in daily life? (Comfortable)

Answer  Fully confident.

Question 4  Do you think “Prantalay” has sufficient varieties of products for customer selection? (Variety)

Answer  83.35% sufficient.

Question 5  Would you feel confident of the shelf life of Prantalay’s product, its shelf life has been maintained longer than the fresh seafood in the market? (Freshness)

Answer  66.68% confident, 33.32% not confident about quality of packaging after used, it may not well protect the product inside such as; leak of zip lock or sealing.

Question 6  How do you feel about Prantalay’s product?

6.1 Is it like natural color? (Before and after cooking)
Answer 100% agreed.

6.2 Is it like natural taste?

Answer 83.35% different. Some products (shrimps) are not able to give prawn’s oil when they would like to cook with fried rice, Tomyumkoong or grill. These menus are necessary to use prawn’s oil for improving seafood meal.

6.3 Is it like natural texture? with the following details.

Answer 50% different but the product can be more convenient when needed unexpectedly.

6.4 Is it like natural freshness?

Answer 33.34% not different, 66.68% different but they are also acceptable. Because the product can be substitute for fresh, clean and convenient food.

Question 7 Would you feel confident about production process of “Prantalay” to compare with the fresh seafood on the market?

Answer Fully confident.

Question 8 If they notified you about the nutrition chart of each product, will you be willingly to repurchase?

Answer 83.35% satisfied.

Question 9 If there is any cooking demonstration in front of their shelf, will it be easier for you to make repurchasing decision? (Variety menus)
Question 10 Would you feel confident about the packaging, to be able to keep the product always fresh with packing process by frozen method; vacuum method, zip lock of the bag (individual quick frozen)?
Answer Fully confident.

Question 11 During delivery time, the company serves you ice jelly to cover the product and put into the foil layer bag for helping to keep its freshness as long as you are home. Will you repurchase of Prantalay’s product?
Answer 50% satisfied but enough 50% unsatisfied because they are going to take it at home immediately after already bought the product and it should be discount the price if some customers do not need it.

Question 12 How would you like the packaging of Prantalay’s product?
12.1 Color of the bag, is it appropriate with fresh seafood of Prantalay’s product?
Answer Fully appropriate.

12.2 Dimension of the bag, how is the size? (Big or small)
Answer All satisfied them.

12.3 Durability of the bag, is it strong?
Answer Yes, it is.

12.4 Comfortableness of the bag, is it easy to open and close by zip lock? (Usefulness)
Answer Yes, it is.

12.5 Word on the bag such as type of product, detail of product, contact address, and slogan. Are meaning clear and understandable? (Clarification)
Answer Yes, they are.

12.6 Instruction of the bag, is it understandable for cooking?
Answer Yes, it is.

Question 13 The Union Frozen Product company limited launched a new brand for new product development under the brand Prantalay. How would you think of this brand?

13.1 Is it indicated product characteristic?
Answer Yes, it is.

13.2 Is it easy to remember?
Answer Yes, it is.

13.3 Does it have brand awareness?
Answer 83.35%, yes, it does.

13.4 Is it able to be recognized?
Answer Yes, it is.

Question 14 Prantalay’s logo, how do you feel about it?

14.1 Would you know that it is Prantalay’s logo? (Introduce)
Answer 83.35%, unknown.

14.2 Is it a beautiful picture? (color, feature design and dimension)
Answer Most of them think that it is difficult to understand.
14.3 Is it easy logo awareness?

Answer  No, it is not. Just only 16.67% understand.

Question 15 Do you agree? Differentiate the brand in place the Union Frozen Product Company Limited and use Prantalay’s brand in domestic markets only. For foreign markets, they use another brand such as UFP.

Answer  50% agreed because foreigners may not understand on the meaning of Prantalay, but 50% disagreed because they would like the brand to go international.

5.2.4 Result of group no.4 (Male 31-40 years)

Question 1 When you think of Prantalay’s product, which product do you normally think of? (Specify more than one sample)


Question 2 If you have tasted Prantalay’s product, which type of product impressed you the most?

Answer  Fillet grouper fish.

Question 3 Do you believe that Prantalay’s product, is convenient for cooking and eating in daily life? (Comfortable)

Answer  Fully confident.

Question 4 Do you think “Prantalay” has sufficient varieties of products for customer selection? (Variety)
Answer  66.68% sufficient, 33.32% insufficient because some of Prantalay’s booths are small size which is less or lack some product items on the shelf. Therefore, if they need to really buy, it has to be ordered in advance.

Question 5  Would you feel confident of the shelf life of Prantalay’s product, its shelf life has been maintained longer than the fresh seafood in the market? (Freshness)

Answer  66.68% confident, 33.32% no comment.

Question 6  How do you feel about Prantalay’s product?

6.1 Is it like natural color? (Before and after cooking)

Answer  66.68% different, 33.32% indifferent.

6.2 Is it like natural taste?

Answer  66.68% different, 33.32% indifferent.

6.3 Is it like natural texture?

Answer  66.68% different.

6.4 Is it like natural freshness?

Answer  83.35% different in their opinion (fresh is must be alive).

Question 7  Would you feel confident about production process of “Prantalay” to compare with the fresh seafood on the market?

Answer  Fully confident.
Question 8  If they notified you about the nutrition chart of each product, will you be willingly to repurchase?

Answer  66.68% satisfied, 33.34% ordinary.

Question 9  If there is any cooking demonstration in front of their shelf, will it be easier for you to make repurchasing decision? (Variety menus)

Answer  83.35% agreed because you can catch every sense from the products and Thai people are afraid to buy after seller has offered it.

Question 10  Would you feel confident about the packaging to be able to keep the product always fresh with packing process by frozen method; vacuum method, zip lock of the bag (individual quick frozen)?

Answer  Fully confident.

Question 11  During delivery time, the company serves you with ice jelly to cover the product and put into a foil layer bag for helping keep its freshness as long as you are home. Will you repurchase of Prantalay’s product?

Answer  66.68% satisfied, 33.32% neutral because their home is near the supermarket and afraid that it is too expensive.

Question 12  How do you like the packaging of Prantalay’s product?

12.1 Color of the bag, is it appropriate with fresh seafood of Prantalay’s product?

Answer  Fully appropriate.
12.2 Dimension of the bag, how is the size? (Big or small)
Answer  All satisfied them.

12.3 Durability of the bag, is it strong?
Answer  Yes, it is.

12.4 Comfortableness of the bag, is it easy to open and close by zip lock? (Usefulness)
Answer  Yes, it is.

12.5 Word on the bag such as type of product, detail of product, contact address, and slogan. Are meanings clear and understandable? (Clarification)
Answer  Yes, they are. But 16.67% participants think that it seems too dark.

12.6 Instruction of the bag, is it understandable for cooking?
Answer  Yes, it is.

Question 13 The Union Frozen Product company limited launched a new brand for new product development under the brand Prantalay. How would you think of this brand?
13.1 Does it indicate product characteristic?
Answer  Yes, it does.

13.2 Is it easy to remember?
Answer  Yes, it is.

13.3 Does it have brand awareness?
Answer  Yes, it does.
13.4 Is it able to be recognized?
Answer  Yes, it is.

Question 14  Prantalay’s logo, how do you feel about it?
14.1 Would you know that it is Prantalay’s logo? (Introduce)
Answer  Unknown.

14.2 Is it a beautiful picture? (color, feature design and dimension)
Answer  Difficult to understand and must take a longer look.

14.3 Does it have easy logo awareness?
Answer  No, it does not. It should be place on side view of ship.

Question 15  Do you agree? Differentiate brand in place the Union Frozen Product Company Limited and use Prantalay’s brand in domestic markets only. For foreign market they use another brand such as UFP.
Answer  66.68% agreed because foreign market will not understand its meaning and hard to speech, 33.32% disagreed because it should be brand equity and unique.
Textbook:


**Journals:**


Websites:
Company profile and the products of the Union Frozen Products Company Limited (2005) http://www.ufp.co.th