

This research aimed to compare snack package design between Thai versus Japanese and studied about the reason that student used as guideline for make decision to buy this product which came from package design. The samples were 40 snack brands and populations are 450 students in universities. The questionnaire was as means to collect overall information. After obtained information, Information was analyzed by percentage . The result showed that Thai and Japanese package design were almost similar on the color, graphic design and printing system but There were the difference on the net weight and product price. From the result of buying decision it was found that student, more than 50%, would buy the swelling snack that produce in Thailand and would often eat 1- 2 time per day. Most of student would buy snack due to their eagerness to try new product and flavor that present on the package. When the students had observed the shown product package between Thai and Japanese snack, most them would decision to buy the snack that produce in Thailand by choosing from graphic design on its package.