

Research Title	Market Testing and Business Functions Management for Launching the New Seasoning Thai Spices and Herbs: A Case Study of Finger root (Nakhon Pathom), Turmeric (Tak), Chilli (Suphan Buri) and Pepper (Chanthaburi)
Researcher	Asst. Prof. Nongluck Popichit Asst. Prof. Dr. Gritsanaporn Prasiwisate Miss Jarunee Wites
Organization	Bachelor of Management Program, Faculty of Management Science Bachelor of Communication Arts Program, Faculty of Management Science Bachelor of Arts Program in Home Economics, School of Culinary Art Suan Dusit University
Year	2018

The objectives of this research are to (1) study on packaging design and brand naming of seasonings made from Thai spices and herbs. (2) Market testing of seasonings made from Thai spices and herbs. (3) Find out how to manage marketing functions to launching the new seasonings made from Thai spices and herbs into the market. Based on the qualitative and quantitative data were collected from key informants and group of samples, consist of packaging design expert, marketing specialist, entrepreneurs/chefs of food businesses and consumers in Bangkok. The used tools for data collection were a semi-structured interview and questionnaires. The statistics used in the research were frequency, percentage, mean and standard deviation. The results are as follows.

1. The packaging design of the seasonings is divided into two parts: the packaging structure and graphic design.

1.1 Entrepreneurs/chefs commented that the overall packaging structure of the Yen Ta Fo Sauce: Spicy Fermented Red Bean Curd, Sam Kalen Powder, and Sam Kalen Sauce are very good. Phad Cha Spicy Wild Ginger with Herb Sauce, Khao Mok Thai-Muslim Yellow Rice Sauce, and Sam Kalen Cube are also good, respectively. Meanwhile, consumers evaluated that the overall packaging structure of all seasonings are good.

1.2 Entrepreneurs/chefs and consumers evaluated that the overall graphic designs of packaging of all seasonings are good.

2. Brand name and logo design of seasonings were found that, the entrepreneurs /chefs and consumers evaluated that the "Thai Made" brand name and the logo of seasonings are very appropriate.

3. The market testing of Thai seasonings made by spices and herbs to the entrepreneurs/chefs found that this sample group has a evaluation on the seasonings of Phad Cha Spicy Wild Ginger with Herb Sauce, Sam Kalen Powder, and Sam Kalen Sauce are very good. Meanwhile, Khao Mok Thai-Muslim Yellow Rice Sauce, Yen Ta Fo Sauce: Spicy Fermented Red Bean Curd, and Sam Kalen Cube are good.

4. The sample requirements for common seasonings were found that:

4.1 Regard to product, the most requirement for using the seasonings in the form of sauces, followed by seasoning powder, and requirement of various menus can be cooked by the seasoning.

4.2 Regard to price, the most requirement for the needs of an appropriate price that meets for the quantity, followed by the appropriate price to the features or styles of packaging.

4.3 Regard to distribution channel, consumers need to buy seasonings from convenience stores, followed by supermarkets. Meanwhile, the entrepreneurs/chefs required to buy from hypermarket (Tesco Lotus, Big C), followed by supermarkets.

4.4 Regard to marketing promotion, the seasonings have mostly found on television and online advertising, respectively. The required promotion is needed in form of discount and buy 1 get 1 free.

5. The guidelines of marketing functions management for launching new Thai seasonings made by spices and herbs into the marketplace are as follows:

5.1 Regard to product, presenting highlights of the seasonings in 5 aspects: quality of raw materials, ease of use, safe in consumption, nutritional value, and the difference of usability, respectively.

5.2 Regard to price, the prices of Phad Cha Spicy Wild Ginger with Herb Sauce, Khao Mok Thai-Muslim Yellow Rice Sauce, Sam Kalen Cube, Sam Kalen Powder, and Sam Kalen Sauce are acceptable. Especially for the Sam Kalen Cube, consumers have an opinion that it is the most cost effective. Meanwhile, Yen Ta Fo Sauce: Spicy Fermented Red Bean Curd is more expensive rather than the entrepreneurs/chefs can be accepted. Consumers also have commented that its price has the least worthiness when compared to other seasonings.

5.3 Regard to distribution channels, separated into (1) distributed in large retail stores in the first period in order to achieve brand awareness. Thus, expanding distribution channels through convenience stores and supermarkets for the general

consumer. (2) Selling in large retail stores and supermarkets for the group of restaurants. (3) Distributed by Suan Dusit University, due to it is famous for cooking.

5.4 Regard to marketing promotion, used the following methods: (1) The use of television advertising for being a sponsor of cooking show and produce a cooking demonstration video by using all seasonings. (2) The use of advertisement to create awareness for consumers who are interested in cooking, then anyone who can easily cook Thai food with Thai taste if using these all seasonings. (3) The use of price reduction in early period to attract attention. (4) Demonstration of using the seasonings. (5) The use of brochures to disseminate the seasoning products information.