

MARKETING GUIDELINES TOWARDS SALTED EGGS CASE STUDY OF “MAE SOM SRI” SALTED EGGS GROUP UNDER THE KHON KAEN MUNICIPALITY FUND

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Abstract

This study has objective to study the factors which effect business, to study about what the owner and employees think about the factors of the marketing, to study demography and behavior of consumer that effect the factors of marketing in order to made the decision in buying salted eggs and find the marketing solution for the salted eggs product. The case study of Mea Som Sri salted eggs under the Khon Kean municipality fund, in order to study the demography and behavior of consumer from overall population of Khon Kean municipality by gave out questionnaire to 400 people. The conclusions from the questionnaire most of the consumers who answer the questionnaire are with bachelor degree, 20-30 years old, work in the organization of government, state enterprises and private company, average revenue about 25,000 baht. The results of study of behavior of consumers affect to select to buy the salted egg are indicated that the person who decides to buy and to have the control of buying are themselves. The frequency and period of time are in the selecting for salted eggs are uncertain. The customers eat salted eggs about 1-2 times per week. The customers select the salted eggs by themselves at market. The price of salted egg does not exceed about 7 baht per baht and buys the salted egg about 4 eggs per time. The customers egg the salted egg because it is benefit. The customers select the salted egg without brand but concern about the price and ever eat. The brand of salted egg which the customers know well is the salted egg with iodine because it is delicious. Before the decision of buying, the customers survey the shop about 1-2 places and do not buy the salted egg with no expiration. The popular menu is salted egg mixing. The customers concentrate the price and product. The package is very important so the producer should the day of production and expiration clearly. The price is very important to be the suitable price with quality. The place for selling is very important in the cleanliness in the shop.

Keywords: Marketing guideline, Salted Eggs, Khon Kaen Municipality Fund



Introduction

Khon Kaen is another province that always take an interest in Small and Medium Enterprise (SME) and Support this this Small and Medium Enterprise (SME) project by establish Khon Kaen Municipality Fund. The purpose of this Small and Medium Enterprise (SME) project is for increase the employment and improve has a Strategies for a community to help our self and give a chance to get a job and help a community has income

Absolutely, This Small and Medium Enterprise (SME) project was Support by Khon Kaen University Alumni Association for the marketing improvement and it will be useful for student who need to learn and get idea to make the marketing of “Mae Som Sri” salted eggs group five star OTOP 2012, Ban Nom Chai organize and relate under Khon Kaen Municipality Fund.

Objectives

The objectives aimed (1) to study the factors which effect business (2) to study about what the owner and employees think about the factors of the marketing (3)To study demography and behavior of consumer that effect the factors of marketing in order to made the decision in buying salted eggs (4)To study what the consumer think about the factors of marketing in order to made the decision in buying salted eggs (5)To find the marketing solution for the salted eggs product from the case study of Mea Som Sri salted eggs

Methodology

Study follow the objective No.1 the factors which effect business of Mae Som-Sri salted egg brand under the Khon Kean municipality fund by interview the entrepreneur and survey the area to collect the following data

Analysis the internal factors to analyze the internal factors of the entrepreneur of salted egg group with the subject of the management structure, marketing and contribution, financial and employee’s management

Analysis the external factors to analyze the external factors of the entrepreneur of salted egg group by analyzes the overall factors (PESTE Analysis) and analyzes the competitions by using Five Forces Model

Study follow the objective No.2 by brainstorming the idea from the president of the group and employees to solve the 4 factors of products, price, distribution and marketing supported

Study follow the objective No.3 and No.4 By gave out the questionnaire to 400 people with 5 independent variables of age, education, career and monthly income. For the marketing factors as dependent variable consist of products, price, place and promotion by interview and using the questionnaires which apply from the consumer behavior analysis theory (6W1H), the process of making the decision for buying, the opinion of the consumer for the marketing mix (Marketing Mix : 4P’s).The results are the marketing solution for Mea Som-Sri salted egg under the Khon kean municipality fund.

According to a study by objective 1- 4 made, Strengths, weaknesses, opportunities and threats were known. Then, STP Analysis and TOWS Matrix were determined by brainstorming with entrepreneurs to propose marketing guidelines for Mea Som-Sri salted eggs

Result

The business circumstances of salted eggs from case study of Mea-Som-Sri brand

The factors which benefit the business are political, government, laws, social, culture and technology. The high competition of the industry is when the internal competition happen, the power of negotiated of the buyer, the power of negotiated of the seller, the factor of producing and the effect from the substitute products. The low competition is the effect from the new competitors.

The opinion from the owner and employers toward the marketing factors

The Products made from high quality duck eggs from Mahasarakham mixed with white clay filler, sea salt, lemon grass and pandan juice. The eggs must be high quality, clean and daily fresh. The retail price is 9 baht per egg and the wholesale price is 7.5 baht per egg with the clearly price tag. the distribution for the products are set the retail price to general consumers of the walking street at Khon Kaen province (Only Saturday night), Green Market beside Kean Nakorn Lagoon at Khon Kaen(only Friday) and OTOP festivals at Khon Kaen area (Silk festival, OTOP festival, Agriculture festival)and the wholesale price set for 3 branches of Sentoza mall. Sale Promotions are giving the free sample and the consumer who made a lot of purchase will get free chili sauce or broken eggs which prepare for the consumers.

Demography Information and behavior of the consumers in order to making the decision of purchasing salted eggs.

The Demography of consumers in order to making the decision of purchasing salted eggs in the municipal of Khon Kaen province inform that the one who the decision and have the influence for buying is the customers themselves. The frequency and the time of purchasing are uncertain. The frequency of eating salted eggs is 1-2 times per week and buying for consumed in household. The consumers choose to buy the market mean they willing to pay 8-9 bath per egg and buying 4 eggs each time. The products are good for making breakfast because salted eggs have nutrition. If choosing without considering about the brand but base on price and familiarity, salted eggs added iodine is the most well know brand because of the taste. The consumers decide from between 1-2 brands before making the purchase and they won't buy the product that doesn't have clear expired date. The most famous menu is spicy salted eggs salad. The consumers also interested in new smell.

The opinions from the consumers toward the factors of marketing have influence over the decision for buying the salted eggs.

The product – The factors which highly effects including the ingredients must be high quality. The package should have clear manufacturing date, expired date, food and drug administration symbol and logo of the brand. Also the package should be representable as a souvenir but still maintain the taste and should be durable and strong in order to protect the



products. Additional of nutrition ingredients with natural colors. The package should inform all the ingredient. They should be able to degradation and should have the symbol to show that they have been guarantee by the OTOP.

The Price is another highly factor. When distinguish the information into sections, it could find the average and put them into descending order which is the cleanness of the store and selling the product in the convenience store at OTOP festival.

The sales promotion is another high factor. When distinguish the information into sections, it could find the average and put them into descending order which is Giving the free sample at the store, Giving the free new flavor sample, discount the price when the consumer reach the set total prices, collect points to exchange for the reward, discount the price when buying the products along with other OTOP products, Make a brochure for advertising the products, Advertise via local radio and local cable tv channel.

The different when distinguish following by gender, ages, education, career and income per month, the result show the consumers with different demography have the same effect on the factors of salted eggs marketing. The significance statistics level is 0.05 according from the distinction of gender, ages, education, career and income per month.

The process to improve the salted aroma eggs according from the case study of Mea- Somsri brand

The marketing strategy of Mea-Somsri brand including 3 projects which is Project 1 : Salted dinosaur eggs for Khon Kaen people, Project2 : brooding eggs to exchange for eggs and Project 3 : Beautiful voice Public Relations. The budget of the projects is 20,000 baths. After the process, the brand owner expect to be able to respond to the demand and able to satisfied the consumers

Conclusion and Suggestion

Conclusion

The study reach the objectives which show the consumers have effect on choosing salted eggs, the one who made the decision and the person who has the influence on making the decision is the consumer themselves. The frequency and period of buying is unstable. The frequency of consuming in household is 1-2 times per week by buying from the market which cost 8-9baths each and buying 4 eggs each time. Most consumers don't consider about the brand but consider about the price. They don't buy the product that doesn't have clear expired date. The most famous menu is spicy salted eggs salad and they are also interested in new smell. The price is main consideration for the consumers. The most importance things about the packaging are the clarity of the manufacturing date and expired date. The prices have to be reasonable compare with the quality. The consumers also care about the cleanness of the stores which made the contribution as one of the highly importance factor. To give free sample at the store help the sales promotion and become another importance factor.

Discussion

The product: The owner has to consider about the quality of ingredients which relate with the research of [1] Nithida Prayalaw(2557) show the factors influence the buyer decision are the cleanness and safety of the product. Maintaining the flavor standard as much as possible relate to the research of Laksamee Meaunsritaram(2554) said the proper amount of sodium chloride and pandan leafs for making salted pandan eggs are 100 g. and 200 g. per 20 eggs fermented for 20 days. The packaging should have clear Manufacturing date

And expired date with food and drug ministry symbol and guaranteed symbol form OTOP. According from [2]Ratchapon Kochawech(2556) said the factors which influence the decision for buying Chaiya salted eggs based on what consumers consider as the importance characteristics of Chaiya salted eggs. The result show the first importance factor is the certificated following by price, packing and packaging with brand logo in order to give as a souvenir. The product could add the nutrition ingredient and added color should come from nature. The package should show the ingredient and could be degradation.

The price: The group should set the reasonable price relate with the quality and could be seen clearly. It would be benefit if the price could be set different depend on the size of the eggs.

The distribution: The store must be clean and should increase more chances with the convenience store.

The sale promotion: The stores should giving the free sample and also have the sample of the new taste like Mea-Somsri brand which relate to [1] Nithida Prayalaw (2557) said that another factor which influence the decision is the tasting. Another promotion is to giveaway when the consumer purchases reach the total of the store, collecting points for exchange free giveaway, discounting when the consumer buying with other OTOP products and give the brochures for adverting.

Suggestions

Suggestion in this study

The project should be evaluated the project every 3 months after finishing for developing in order to responding consumer demands.

Suggestion for further study

For the next study should include the study the satisfaction of the consumers which effect Mea-Somsri marketing factors under the municipal of KhonKhen district fund.

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