INDUSTRIAL CUSTOMER JOURNEY OF ECO-FRIENDLY

FOOD PACKAGING IN THAILAND

INDUSTRIAL CUSTOMER JOURNEY OF ECO-FRIENDLY

FOOD PACKAGING IN THAILAND

Soonravee Satjawatcharaphong

This Independent Study Manuscript Presented to

The Graduate School of Bangkok University

in Partial Fulfillment

of the Requirements for the Degree

Master of Communication Arts in Digital Marketing Communications

2016

This Independent Study has been approved by

the Graduate School

Bangkok University

Title: Industrial Customer Journey of Eco-Friendly Food Packaging in Thailand

Author·   Soonravee Satjawatcharaphong

Independent Study Committee:

Advisor

....
(Asst. Prof. Dr. Chutima Kessadayurat)

Field Specialist

....
(Asst. Prof. Dr. Patama Satawedin)

....
(Dr. Sansanee Thebpanya)
Dean, Graduate School
December 13, 2017

Satjawatcharaphong S. M.Com.Arts (Digital Marketing Communications),

November 2017, Graduate School, Bangkok University.

<u>Industrial Customer Journey of Eco-Friendly Food Packaging in Thailand</u> (128 pp.)

Advisor: Asst.Prof.Chutima Kessadayurat, Ph.D.

ABSTRACT

In digital age, attention from consumers is hard to win. There are many businesses compete in digital platforms to snatch consumers' attention at every stage, which consumers have interactions with brands. Some industrial consumers might begin with searching on search engine, visiting website and making a contact, or there might have other different ways consumers act when seeking for information and products. It is important for marketers to find customer journey towards eco-friendly food packaging, then developing marketing strategies by adding triggers to each touchpoint in order to grab their attention, and to enhance a reduction of plastic consumption to make the world beautiful.

As the rising of digital communication content in this digital era, the target consumers might know the brands from corporate websites that are faces of the brands, so the marketers must focus on websites' content, which the industrial consumers pay attention, are possible for improving environmental consciousness.

This study is a qualitative research with purposes 1) to study the customer journey of industrial consumers when start exploring until purchasing eco-friendly food packaging 2) to find the content of eco-friendly food packaging website that industrial consumers give priority to focus on. Documentary research and in-depth

interview with industrial consumers of eco-friendly food packaging are applied to accomplish objectives of the study. The researcher found that for awareness stage, industrial consumers use both online and offline channels to find information about particular topics they are interested, then exploring more on each brand's website becomes the next consideration step. In purchasing stage, industrial consumers drop out from website, and choose email or Line instead. Moreover, when most industrial consumers visit eco-friendly food packaging websites, the content they firstly focus is product catalog, followed by product details. Company profile is ranked at third, come after by customer reference. Meanwhile, most industrial consumers tend to ignore news and activities topic, because they think it is not necessary to focus on when seeking for some packaging to buy. If the brands want to generate traffics to this topic, the headline of the articles must be eye-catching in order to drive consumers' interest.

ACKNOWLEDGEMENT

TABLE OF CONTENTS

TABLE OF CONTENTS (Continued)

LIST OF TABLES

LIST OF FIGURES

LIST OF FIGURES (Continue)

LIST OF FIGURES (Continue)

LIST OF FIGURES (Continue)

CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

Environmental Problem

Nowadays, there are irregular environmental problems occurred prevalently on earth. It nearly affects all lives, and becomes the world's biggest issue. According to The World Health Organization (WHO) statistics, global urban air pollution levels increased by 8%, especially in Eastern Mediterranean and South-East Asia Regions with annual mean levels exceeding 5-10 times WHO's air quality limits (Green Car Congress, 2016).

Climate change severely brings natural diasters such as drought and floods to Thailand; unpredictable seasons cause bad food production. Thailand is suffering from worst floods in 69 years (Yuthamanop, 2011). Moreover, Thailand faced shortage of water due to lower average water in dams in 2015; it has only 37% or 6,766 cubic metres left in 4 four dams (Bhumibol, Sirikit, Kwai Noi and Pasak Jolasid). It is real biggest concerns, not only for Thai government but also private sectors and all Thai people (Pratch, 2016).

8,000 tons of trash are daily collected in Bangkok; more than hundreds of tons are never disposed (Adam, 2012). The ugly truth is Thai people swim in the waste-fill canals, and we are drinking water that is waste-contaminated, which means serious threats to health. In addition, bangkokians use about 8.1 million plastic bags a day. Among those trash collected in Bangkok, 40% of it can be recycled, but actually only 18% get recycled (Thitipol, 2013). It is now reached critical level.

Environmental Problem and Consumer Behavior These Days

In 2015, Thai population reached more than 60 million people. We ate, used and threw something away everyday; we created 14 million tons of rubbish a year and 70% of it had not been managed appropriately (Kanokthip & Somchai, 2015). More people in Thailand are realized of the problems; they change their behaviors and lifestyles to consume green products in order to help make this world a better place (Chutinan & Danupol, 2015).

Internet of Things

Apart from natural issues, Internet becomes another essential tool for gathering information, learning and decision making (Rod, Grebitus, O'Brian, Johnson & Kula, 2016). It really changed our lifestyles and behaviors; we cannot live without Internet connected. Refer to the results from Digital Advertising Association Thailand (DAAT), in the first quarter; Internet users in Thailand are continuously increasing to be 38 million people (about 56% out of total 68.1 million population). Among those 38 million people, 82.7% of them use Internet to connect to social network, following by searching information (56.7%) and reading news (52.2%) (Digital Advertising Association (Thailand), 2016).

Microsoft Canada found that nowadays consumers have short attention spans by reducing from 12 seconds to 8 seconds only; it means humans' attention spans are shorter than goldfish (Keving, 2015). Social networking and website become important factors for Thai consumers in considering buying green products. Most of them use those channels to exchange opinions and information (Patricia, 2012). The effective content must be adapted to be clear, short, relevant, and has call to action. Rich or interactive media will get higher interest from audiences.

Environmental Problem and Internet of Things

Our environment is a shared resource, when the environmental problems have intensely emerged, people are awakened to deal with these more and more. Besides that, Internet has an important role in our lives by easily and conveniently connecting people worldwide; it also becomes medium to spread out the real situations of environment to the world, support many environmental campaigns, yet provide ordinary people with the ability to track the quality of the air and water then share this data with others by using sensing hardware and application. For instance, Greenpeace targeted Shell Oil operations in the Arctic Circle, but used YouTube video to indirectly influence Shell partners, which is Lego. The video was highly visible, and created public pressure to the relevant organizations in order to react something then show responsibility (Shanno, 2016).

Figure 1.1: Greenpeace's YouTube Video Calling Lego to End Partnership with Shell
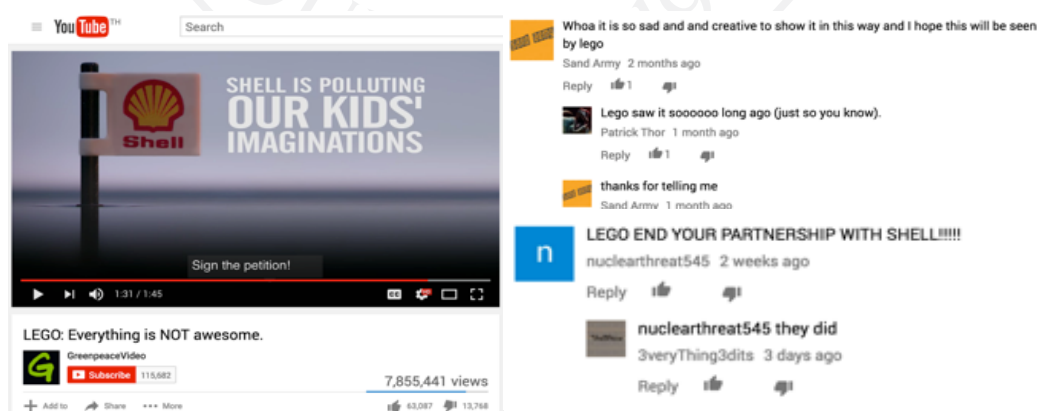
Source: GreenpeaceVideo. (2014). *LEGO: Everything is NOT awesome*. Retrieved from https://www.youtube.com/watch?v=qhbliUq0_r4&t=2s.

After this video launched, Lego has decided to not renew the contract with Shell, but Shell is still trying to drill for oil in the Arctic.

Internet of Things and Eco-Friendly Food Packaging

Although animals and environment have no voice, it does not mean they have no rights. 300 tons of plastic are consumed each year, affecting more than hundred million of marine animals are killed because of plastic pollution (Corrine, 2017). The easiest way is not about solving, but protecting. In order to help, it is to reduce the uses of plastic, and change to consume green products instead. Food industries mostly use plastic packaging; around 60% of all plastic packaging produced in Thailand (Research and Information Division National Food Institute, 2012). In this case, if food industries just change to use eco-friendly food packaging, and act as a role model, it surely helps making the world more beautiful. From the research, packaging that can help preserve food is considered to become trend in 2023, yet can be reduced, reused and recycled, will importantly drive industrial market (Raconteur Media, 2016). To attract yet indirectly convince this sector, eco-friendly food packaging businesses have to improve their websites to widely connect with consumers because it cannot deny that Internet involves in every part of our lives; mobile phone with Internet connected is the first thing people pick up in a day. Forrester Research showed that 90% of customer buying decisions are starting online (Forrester Research, 2011), so it is so clear for business that you rather go online or die.

There also have less studies focusing on website impact, but tend to focus on the linkage between awareness of environmental problems and green behaviors instead. The research has proved that awareness of environmental problems affects consumers' intention to purchase products with eco design packaging (Siriluk, 2009).

Another study was about the influence of green viral communications on green

purchase intentions, which had relationship between each other; the communities could

spread the adoption of green consumption (Chang, 2015). The big challenge for

researcher is now starting here, studying about "Industrial Customer Journey of Eco-

Friendly Food Packaging in Thailand."

This topic focuses on the eco-friendly food packaging journey of industrial

consumers, and the content on website they tend to give priority to focus on, therefore

to get to the point of effectively improving eco-friendly food packaging's touchpoints

and website to reach industrial consumers. It is useful for marketers and packaging

companies in order to develop the touchpoints where brand can meet consumers in

order to enhance consumers' experiences yet increase opportunities to gain sales. It is

time for environmentally friendly businesses to show that they provide the best

answer for sustainable development to our world and society.

There are 4 websites from 4 companies in Thailand, which are FAFA, Gracz,

Fest and Advance Bio, becoming examples to conduct this research. The Website

detailed formats are shown below.

Start from FAFA Company Limited's website, http://fafacompany.com (see

figure 1.2). This brand produces degradable packaging that can be decomposed by

sunlight within 3 months, called FAFA Green Pack; it is suitable for both household

and industrial uses because it is microwave safe, freezable, and yet able to be sealed

and wrapped using plastic film.

The website is available in both in Thai and English to serve all domestic and

international consumers. Product details, qualifications, catalog, company profile,

news, activities, knowledge and contact information are waiting for consumers to

explore; most information are explained using images along with text. FAFA's

website mood tone is in blue, grey and white as horizontal pantone (see figure 1.3)

that can create simple yet professional looks.

Figure 1.2: FAFA's Homepage Opening through Desktop

Source: FAFA Company Limited. (n.d.). *FAFA's website*. Retrieved from

http://www.fafacompany.com.

Figure 1.3: Horizontal Pantone

Source: Pinterest. (2016). *Horizon tones (Design seeds)*. Retrieved form

https://www.pinterest.com/pin/470696598535702866/.

The website is mobile responsive; layout and content sizing are optimized to fit with all devices whether smartphone or tablet, which can help enhance user experience (UX) (see figure 1.4).

Figure 1.4: FAFA's Homepage Opening through Smartphone

Source: FAFA Company Limited. (n.d.). *FAFA's website*. Retrieved from http://www.fafacompany.com.

Second, Gracz, a brand operated by Biodegradable Packaging for Environment Company Limited. Gracz's products are biodegradable packaging, produced from natural plant fibers, and decomposed within 6 weeks. Gracz's website, http://gracz.co.th, uses English as a default, but it is also available in Thai. The menu that is company profile, product information, news and contact details, is on the top of the website, which is easily seen. This company use pictures, infographics and text to explain the information to help make consumers understand about the products (see figure 1.5).

The website's main mood and tone is green sensing of eco-friendly product that is environmentally friendly.

Figure 1.5: Gracz's Homepage Opening through Desktop
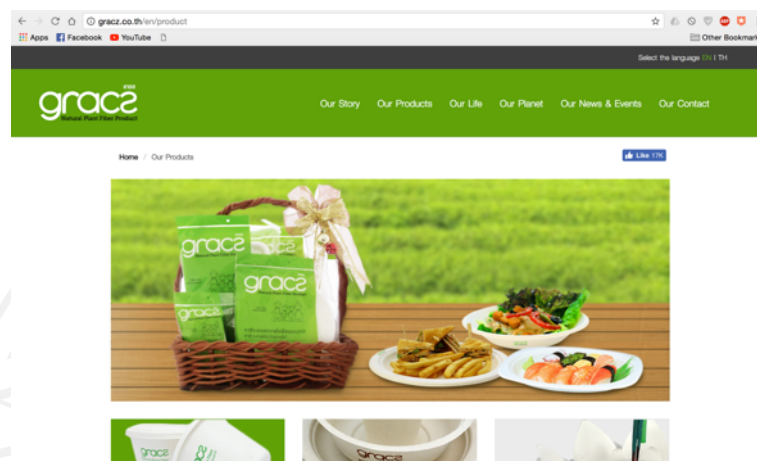
Source: GRACZ. (2014 a). *Product*. Retrieved from http://www.gracz.co.th/en/product.

Figure 1.6: Example of Some Product Explanation on Gracz's Website

Source: GRACZ. (2014 b). *History*. Retrieved from http://www.gracz.co.th/en/story.

Figure 1.7: Gracz's Homepage Opening through Smartphone
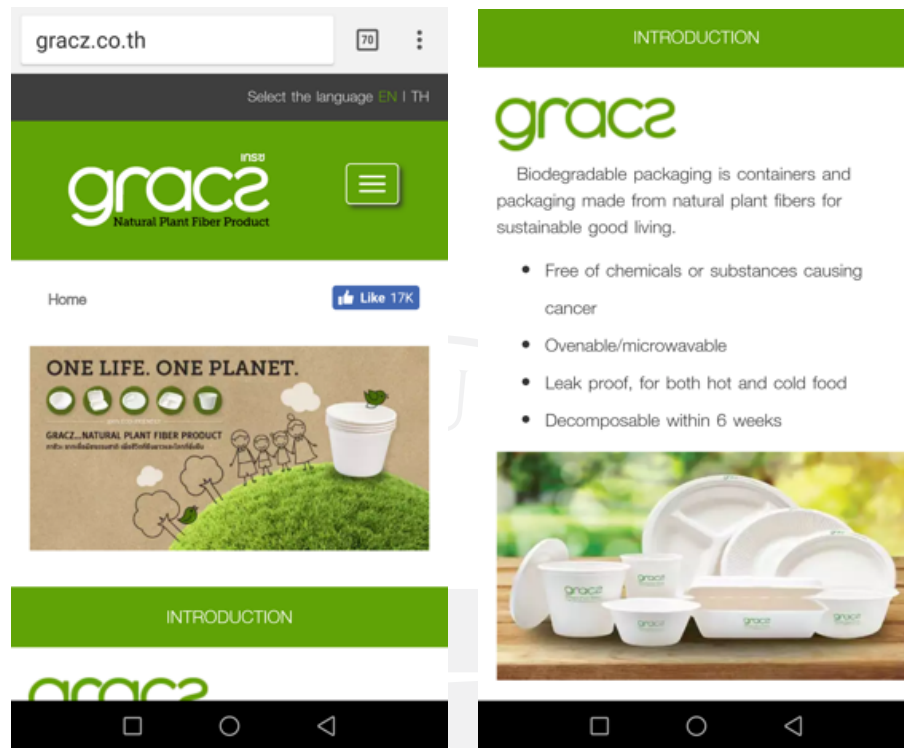
Source: GRACZ. (2014 c). *Gracz's Homepage*. Retrieved from http://www.gracz. co.th.

Third, SCG's brand, Fest, a paper packaging that can stand for 100°c heat without toxic. The website's main colors are sky blue and white. Photos taken with food and text are content-telling instruments. The based menus of Fest's website are like FAFA and Gracz except FAQ topic; the company states frequently asked questions, and also provides answers to help make consumers clear about the products.

Figure 1.8: Fest's Homepage Opening through Desktop

Source: SCG Packaging. (2015 a). *Fest's website*. Retrieved from http://www.festfor

food.com/en/main.php.

Fest's website is also mobile responsive like FAFA and Gracz. When consumers enter to http://festforfood.com only in Thai page using smartphone, they will not only see product photos and recommended products, but also news, articles and knowledge, which are different from other companies' homepages (see figure 1.9)

Figure 1.9: Fest's Homepage Opening through Smartphone
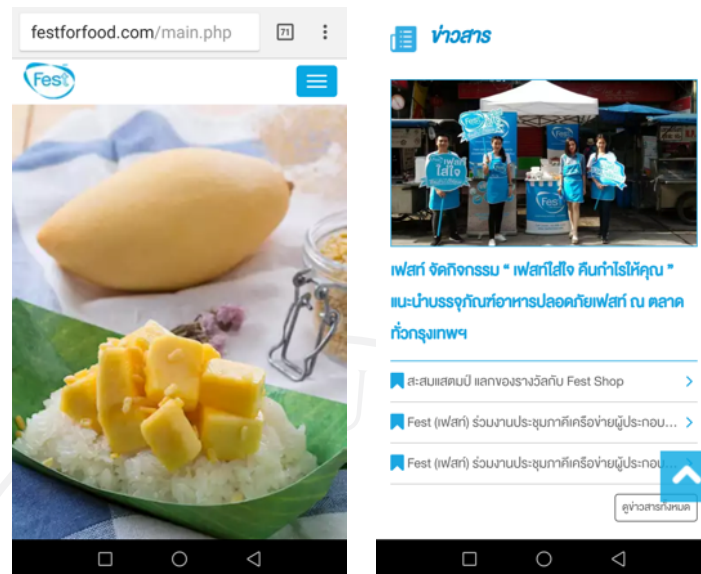
Source: SCG Packaging. (2015 a). *Fest's Website*. Retrieved from http://www.

festfor food.com/en/main.php.

Fourth, Advance Bio is from Advance Know-How Company Limited. The company produces and sells many products, which are bag, glass, straw, utensils and lunch box; these are made from green plastic, which can be decomposed within 2 years.

The website, http://advancebio11.com, is available in Thai and English, but it seems not quite perfect when it is in English site; the topic is in English but all information are in Thai. Although Advance Bio's website mood tone is similar to Gracz, it seems more colorful. The website menus contain of company profile, products, knowledge, activities, green network and contact information. However, some pages of the menus such as knowledge and green network are not completed; it does not have any information, so it might create bad perception or experience for users (see figure 1.10).

Figure 1.10: Advance Bio's Homepage Opening through Desktop

Source: Advance Know How, Co., Ltd. (2015). *Advance BIO's Website*. Retrieved
from http://www.advancebio11.com/home.html.
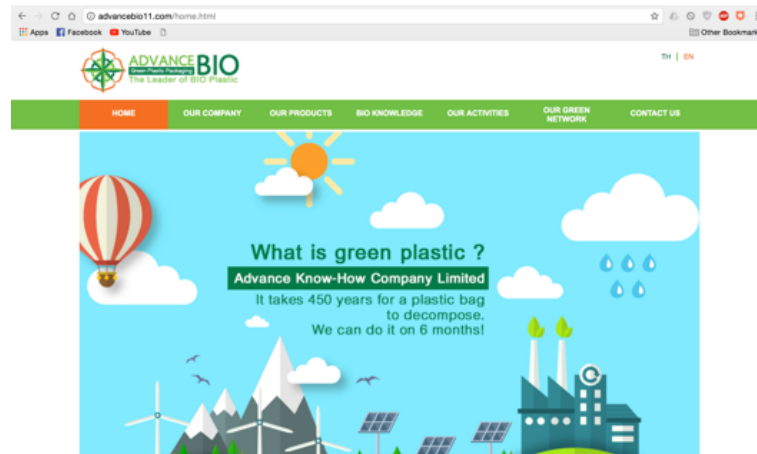
Figure 1.11: Example of Advance Bio's Incomplete Website Page

Source: Advance Know How, Co., Ltd. (2015). *Advance BIO's Website*. Retrieved
from http://www.advancebio11.com/home.html.
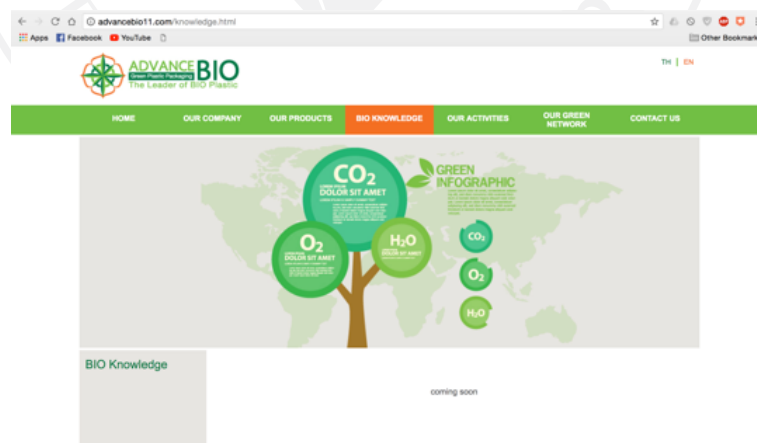
Moreover, Advance Bio's website is still not mobile responsive; when users enter to the website using smartphone or tablet, all pictures and text seem too small, and the users have to zoom in in order to read the information, which might decrease consumers' interest or want to explore more on the website.

Figure 1.12: Advance Bio's Homepage Opening through Smartphone

Source: Advance Know How, Co., Ltd. (2015). *Advance BIO's Website*. Retrieved from http://www.advancebio11.com/home.html.

All 4 companies' are quite famous in producing and sell environmentally friendly packaging in Thailand, so the researcher chooses these companies as examples to study about industrial consumers' website journey, and content that they firstly

focus on when arriving the website, in order to recommend marketers plus packaging companies the effective ways to improve the brand's websites to enhance consumers' experiences.

1.2 Objective of Study

    1.2.1 To study the customer journey of industrial consumers when start exploring until purchasing eco-friendly food packaging.

    1.2.2 To find the content of eco-friendly food packaging website that industrial consumers give priority to focus on.

1.3 Scope of Study

    1.3.1 This research is to study about the customer journey of industrial consumers when start exploring until purchasing eco-friendly food packaging.

    1.3.2 This research is also to study about the content of eco-friendly food packaging website that industrial consumers give priority to focus on.

    1.3.3 The period of studying is about 2 month from October to November in 2017 by using content analysis and in-depth interview.

1.4 Research Questions

    1.4.1 What is the journey of industrial consumers towards eco-friendly food packaging, starting from exploring until purchasing?

    1.4.2 What is the content of eco-friendly food packaging's website, which industrial consumers firstly looking for?

1.5 Significance of the Study

1.5.1 Deep understanding of eco-friendly food packaging industrial customer journey.

1.5.2 Knowing the real priority of eco-friendly food packaging's website content that should be focused on in order to directly communicate with industrial consumers.

1.5.3 Finding the way to develop marketing strategy in the touchpoints where brand can engage and communicate with industrial consumers.

1.5.4 Knowing the way of developing eco-friendly food packaging's website content to make it more attractive to industrial consumers.

1.6 Definition of Terms

1.6.1 Eco-friendly food packaging or eco food packaging or environmentally friendly food packaging or green food packaging or sustainable food packaging is the wrapping material that is used to cover, protect, identify, describe, display, and keep the food inside clean, which is not harmful to humans and living things, or has low impact on the environment and energy consumption.

1.6.2 Industrial consumer is an entity that purchases product to use in the course of operating a business. It is different from private consumer who purchases product for his or her own personal uses.

1.6.3 Customer Touchpoints or Touchpoint is points of contact or moment, which consumers interact with a brand; it involves the moment before, during, and after the purchase.

1.6.4 Customer Journey is every interaction customers have with a brand, product, or service; when every touchpoint or interaction connected to each others, the brand can create a customer journey map, a diagram that visualize the steps when customer go through, engaging with the brand.

1.6.5 Website is a connected group of pages on the World Wide Web located under a single domain name, which usually operated by one person or organization. Website content is everything such as information, picture, music, song etc. provided or published on the website that has value to the consumer.

1.6.6 Responsive design website is one design of website that efficiently responds or changes based on user's needs and sizes of devices such as mobile, tablet, desktop, etc. Content and picture are optimized with correct padding and spacing. In addition, it is suitable for mobile operating systems to function. Unlike mobile friendly, it is also designed to work with different devices but nothing is changed. Content does not change, image displays smaller, and it does not support mobile operating systems.

1.6.7 Factor is the element contributing to a particular action, result or situation.

CHAPTER 2

LITERATURE REVIEW

2.1 Related Literature and Previous Studies

To study about the perception of website design and content on industrial consumer behaviors through the case of eco friendly food packaging in Thailand, the researcher need more theories, studies and concepts, supporting this topic.

2.2 Related Theories

2.2.1 Customer Journey

Touchpoints are points of contact and interaction that consumers have with a brand. The touchpoints can be entering the brand's website, reading product's details, reading some article, and making a purchase. How consumers interact with brand helps marketers understand consumer behaviors.

On the other hand, every interaction customers have with a brand, product, or service, is called customer journey. When the touchpoints connected to each others, the brand can build a customer journey map to visualize the steps when customer engage with the brand. (Marketing Oops, 2016). It is very important to understand consumers' decision-making process and path to purchase to identify digital opportunities, especially for long-term communication strategy (Diginative Co. Ltd., 2015-2016). The journey of customers included 5 steps. ("Update the users", 2016).

Figure 2.1: 5 Steps of Customer Journey

CUSTOMER JOURNEY

Awareness → Consideration → Purchase → Retention → Advocacy

Source: Customer journey. (2016). *Marketing Oops*. Retrieved from https://www.
marketing oops.com/exclusive/how-to/customer-journey-marketing-how-to/.

    1) Awareness: Consumers must aware or know the brand either from brand's ads or consumers find information themselves.

Figure 2.2: The Percentage of Google Users during the Research Stage
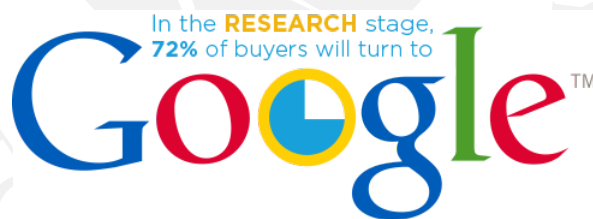
In the **RESEARCH** stage, **72%** of buyers will turn to Google™

Source: Pardot. (2017). *Understanding the buyer's journey*. Retrieved from
http://www.pardot.com/buyer-journey/.

    According to Pardot's research, 72% of buyers will turn to Google as the first step, beginning with general search terms. Some buyers are usually looking for educational material, customer reviews, and testimonials at this stage (Pardot, 2017).

    2) Consideration or evaluation: Before consumers decide to buy product/ service, they tend to compare or consider between each brand. Whether asking for

recommendation from friends, or reading reviews, etc. If a consumer has a brand in their mind, they can change at anytime if other brands give better offer.

Figure 2.3: Users' Behaviors during the Consideration or Evaluation Stage

Source: Pardot. (2017). *Understanding the buyer's journey*. Retrieved from
http://www.pardot.com/buyer-journey/.

When buyers narrowed down the choices to just a few companies, they will return to the research stage again. "Pardot's State of Demand Generation" reported that 70% of buyers go back to Google at least 2-3 times during the research stage, diving deeper into each company's specific offerings whether it is matched with their needs and pain points or not (Pardot, 2017).

3) Purchase: When consumers decide to purchase, the brand has to provide transaction channels for consumers to choose in order to convey convenience and ease, to help the payment simply successful.

Figure 2.4: Users' Behaviors during the Purchase Stage

Source: Pardot. (2017). *Understanding the buyer's journey*. Retrieved from
http://www.pardot.com/buyer-journey/.

Finally, when buyers have chosen a supplier, and want to purchase. It is time for paperwork like documents preparation and implementation (Pardot, 2017). If there are corporate buyers, they tend to send all documents using email, because they have to officially keep it as evidence. When buyers have made a purchase, marketers' jobs have not ended yet; they have to prepare for the next step of customer journey.

4) Retention or loyalty: The brand has to make consumers impressed; if they are satisfied, they tend to repurchase, yet be loyal to the brand.

5) Brand Advocacy: It can be someone, whether celebrity or ordinary person, who buy from the brand several times, or never buy, but they both talk and share positively about the brand with other people without incentive in the hope that those consumers will join in on purchasing a specific brand. These people are so valuable; they may sometimes drive a huge amount of sales to the brand (Irfan, 2017).

Figure 2.5: Why are Brand Advocates so Valuable?
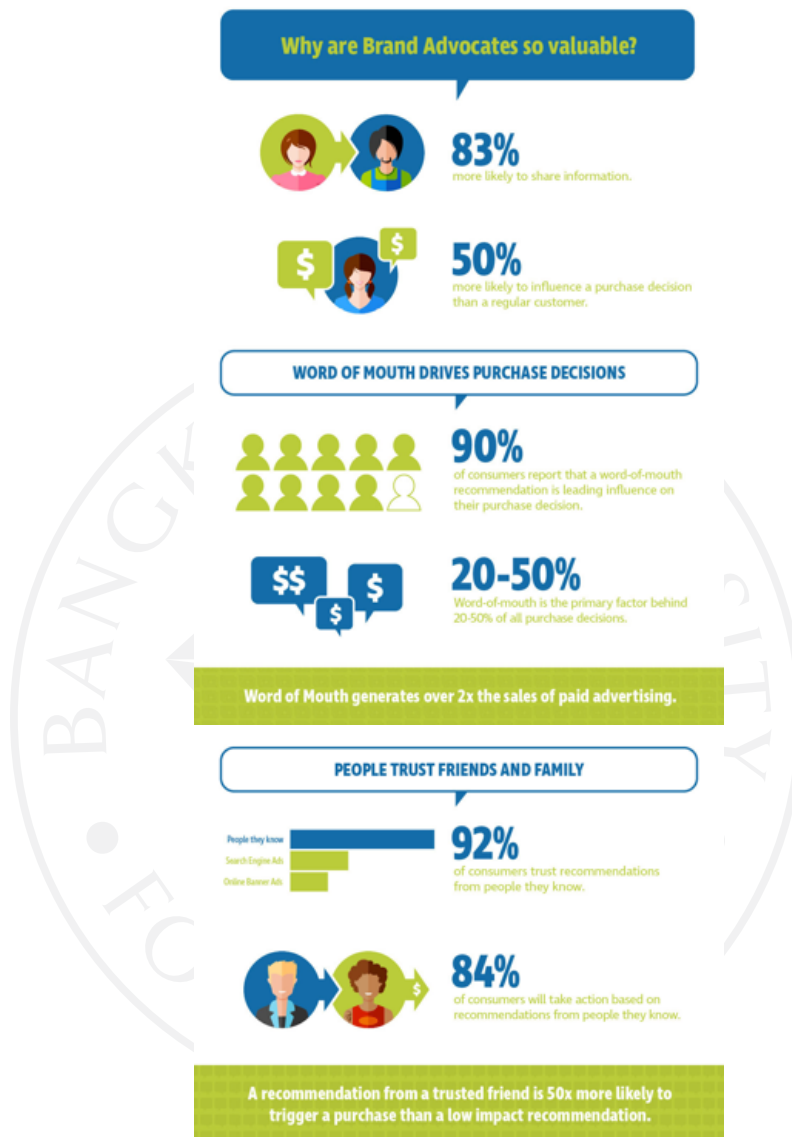
Source: Irfan, A. (2017). *15 Reasons why brand advocacy is the bedrock of your business [Infographic]*. Retrieved from https://www.socialmediatoday.com/ social-business/15-reasons-why-brand-advocacy-bedrock-your-business-infographic.

In reality, customer journey does not have to follow these 5 steps consecutively. For example, a girl likes Lexus, and dreams that one day if she has enough money, she will absolutely buy it. She joins Lexus Car Club to study about the brand information until she is quite expert, so she keeps inspiring other people about Lexus. This girl is brand advocacy.

Digital marketing can help complete every step of customer journey. For example, in food packaging market, the marketers may create some Google Search ads to raise awareness of brand's product, write article or edit video clip comparing between each kind of packaging to help consumers consider, make purchasing process through e-commerce website become easy, yet have many transaction channels available to provide convenience. After that, marketers may send email to inform consumers stated that they will get some points if they write a review on website, and they can redeem for discount when the points reach; this can help change an ordinary customer to brand advocacy. For loyalty step, marketers can keep continue sending consumers emails once a month to remarketing, and make them become loyal to the brand.

There are 7 keys to complete customer jouney (Megan, 2014), all details are stated below.

1) Reviewing goals of product or service at large, and specific goals for conducting customer journey mapping.

2) Gathering research to know consumer insights and experiences; the research can be done through both quatitative and qualitative findings such as survey, content analysis, indepth interview, focus group, web analytics, social listening, etc.

3) Generating list of touchpoints: listing all essential points in every channel, which consumers interact with brand such as arriving website, viewing product catalog, reading article, purchasing online, and so on.

4) Exploring persona to deeper understand consumers' insights by knowing their behaviors, feelings and experiences. There are 4 important keys included in persona, which are fact, behavior, pain and goal (see figure 2.6).

Figure 2.6: Important Keys of Persona

FACT	PAIN
Factual information about the target audience such as sex, age, position, etc.	State the problem the target audience has, and the brand's product/service can solve.
BEHAVIOR	**GOAL**
Existing behavior that target audience usually exhibit before using the	The real goal that the target audience tries to achieve through behavior.
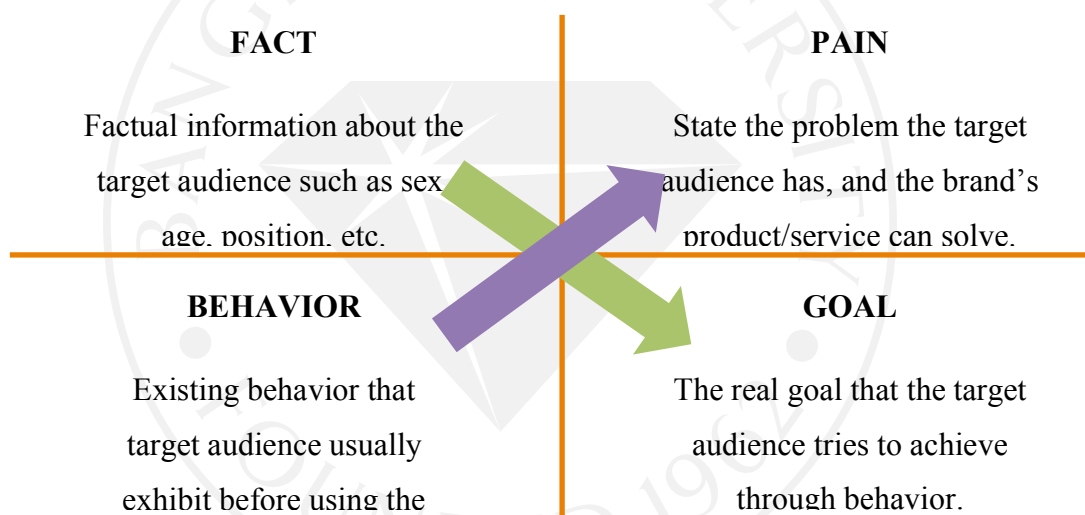
Source: Megan, G. (2014). *How to create a customer journey map*. Retrieved from

https://uxmastery.com/author/megan-grocki/.

Figure 2.7: Example of Engage's Target Audience Persona

Source: NazliBinyildirim. (2017). *Mobile gifting app*. Retrieved from http://www.
nazlibinyildirim.com/uxui/.

The above picture 22 is the example of mobile gifting application named
Cadeau, which helps users easily find gift to make their special persons happy.

5) Brainstorm: Generating ideas about key concepts and brand attributes or
mindsets, as many as possible to help marketers look at a problem in a different way.

6) Affinity diagram: sorting and grouping ideas into categories to narrowly
focus on the right solutions for the consumers.

7) Sketching Customer Journey: Puting all touchpoints and channels together
and connecting the dots; the layout can be in any form whether left to right or top to
down.

After finishing ploting customer journey, the marketers will get inspired to build long-term communication strategy and tactics.

2.2.3 Content Marketing

In 2011, Google has studied about consumer behavior and announced ZMOT, winning the Zero Moment of Truth theory (Jim, 2011) explaining about consumer behavior in digital world. Nowadays consumers will search for information before making decision to buy some product or service; 70% of American people will read reviews, plus 83% of them will find more information including rating, friends' comments, search results, advertising message, online video etc. after watching television commercials, this behavior is called Zero Moment of Truth (ZMOT).

In the past past, the traditional metal model of the consumer decision-making process goes through 3 simple steps.

Step 1: Stimulus: Marketers send a stimulus to catch consumers' attention through advertising or content.

Step 2: First Moment of Truth (FMOT): The consumers consider the product or service when they arrive at store. If it is offline purchasing, packaging, brochure, product on shelf, demonstration, staff, testing and others, will involve in this step. If it is online purchasing; visual of website, ease of using, speed of loading, information available, advertising message etc. will affect consumers' decision in this step.

Step 3: Second Moment of truth (SMOT): After the customers have experiences with the products or services, then they will share those experiences whether physical or emotion with peers.

Figure 2.8: Traditional 3-Step Mental Model of Marketing

Source: Google. (2011). *The zero moment of truth automotive study: Google/*

   Shopper sciences. Retrieved from https://www.thinkwithgoogle.com/_qs/

   documents/706/the-zero-moment-of-truth-macro-study_research-studies.pdf.

   After Google announced ZMOT theory in 2011, the metal model was changed

as picture 21 below.

Figure 2.9: The New Metal Model of Marketing
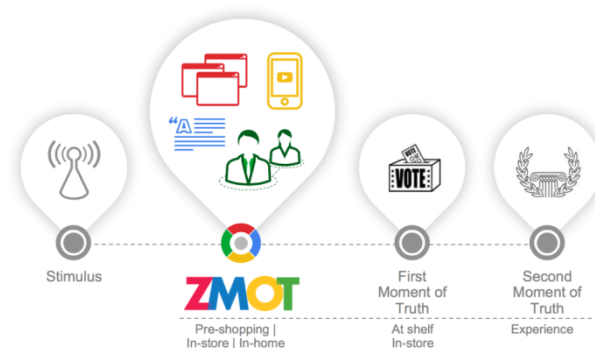
Source: Google. (2011). *The zero moment of truth automotive study: Google/*

   Shopper sciences. Retrieved from https://www.thinkwithgoogle.com/_qs/

   documents/706/the-zero-moment-of-truth-macro-study_research-studies.pdf.

ZMOT step is online research the consumers do before making a purchase. Not only expensive product or service, but also small thing such as cloth, make-up, book, and so on. The reviews from others are often more powerful than advertising, 84% of consumers think that it has stronger influence on consumers' decision when they do online research.

In addition, content marketing is to create interesting content in order to increase engagement and business opportunity.

For this research study, it is obviously proved that marketers should get opportunity from this step by creating interesting and relevant content through online media, which become the main communication channels for consumers these days. Presenting some reviews or pictures of real customers' products will have advantage over other competitors.

The Importance of Content Marketing

The objective of content marketing is to raise awareness and engagement causing changing consumers' attitudes and purchasing. Lankow, Ritchie and Crooks explained that doing successful content marketing has 5 principles (Lankow, Ritchie & Crooks, 2012).

1) Creating content which is relevant to consumers.

2) Having clear objective

3) Aiming to change something or keeping consumer's relationship with brand

4) Sending content through various channels

5) Defining specific target

It is necessary to develop content marketing by following these 5 principles in order to successfully wining consumer's heart.

Content which Consumer Needs

Content Marketing is sharing valuable content to target (Harad, 2013); it is the tool of building relationship between brand and consumers. The research study, "From Social Media to Social Customer Relationship Management," studying about following behaviors of consumers; it found that 61% consumers follow the brand's social media because they want to get some promotion or discount, come after by consumers who are willing to buy brand's product/service around 55%, the other reasons behind the following behaviors are gathering review and product rankings, receiving general or exclusive information, learning about new product/ service, submitting opinion on current product/service, event participation, feel of connect, presenting ideas of new product/service, yet being part of a community (Carolyn & Gautam, 2011).

Although the research showed that most of consumers would be highly appealed to promotion, the marketer cannot keep launching this kind of content all the time; it must be various to create diversity and bonding long-term relationship with consumers through online community, by making the consumers think that the brand's content is useful and helpful for them.

Apart from social media, website is also the face of brand. Consumers will access the brand's website to view more information about your brand or product, and their purchasing decisions are based on website experiences point. In addition, the study showed that 52% of respondents visit websites via desktops or smartphones after they see product in-store and get interested. However, 62% of consumers said that they may stop gathering information or not buy the product in consideration if the brand's website does not meet the needs of consumers (Hisamich, 2015). Now,

everyone knows that website is so important for brand, it neither an opportunity nor a risk affecting sales.

How to Create a Good Website

There are a 6 things to consider for marketers and brands in order to create a good website (CYGNIS Media Editor, 2013). The suggestions are generated as following.

1) Using attractive image; it has to be clean, high-resolution images, matching with the website's theme, suitable to display on different devices, and do not repeatedly use the same image.

2) Do not forget call-to-action button, like "Buy Now" or "Learn More." Always make it big using alternative color then surrounding it with white space, putting it in the right and outstanding position with active urgent language (see figure 2.10).

Figure 2.10: Call-to-Action Button Example

Source: CYGNIS Media Editor. (2013). *Consumer behavior and website design*

elements. Retrieved from https://www.cygnismedia.com/blog/consumer-

behavior-website-design/.

3) Using transition effects and animations to create livelier design, so users will get inspired to consume more information from the website (see figure 2.11).

Figure 2.11: Call-to-Action Button Example

Source: CYGNIS Media Editor. (2013). *Consumer behavior and website design elements*. Retrieved from https://www.cygnismedia.com/blog/consumer-behavior-website-design/.

4) Using icon for the navigation to convey the basic information along with title, describing content in a very manageable format to help the users gain ease of use and better understanding.

Figure 2.12: Example of Using Icon for the Navigation
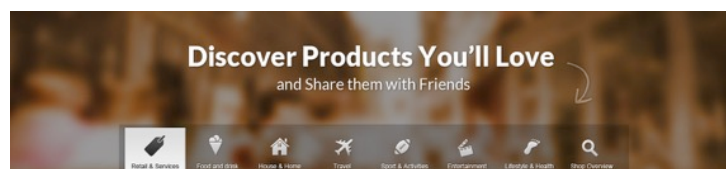
Source: CYGNIS Media Editor. (2013). *Consumer behavior and website design elements*. Retrieved from https://www.cygnismedia.com/blog/consumer-behavior-website-design/.

5). Content presentation has to be focused because website is the hub of information for company. It contains of images, videos, and content, helping deliver information to visitors, so the presentation and placement of all these elements do matter. The tips of creating a good content presentation are generated below.

5.1) Providing appropriate gaps between paragraph

5.2) Using specific readable font style for heading and content

5.3) Using image in some explaination to avoid too much text and confusion

6). Offering relevant information by observing consumer behaviors and journey then continuously optimize the website to better satisfy consumers' needs.

Essential Factors to Make "Content is King" that Marketers have to Know

Many people think that good product/service and often lauch promotion are enough, but it will be better if the brand can win consumers' hearts using content marketing (AtimeNews, 2016).

1) 9 out of 10 Internet users watch video online: 91% of Internet users watch video online, and most of them spend 6 hours a day online (AtimeNews, 2016), so if brands wants to build some content, video is quite interesting to consider.

Figure 2.13: Content Consumption
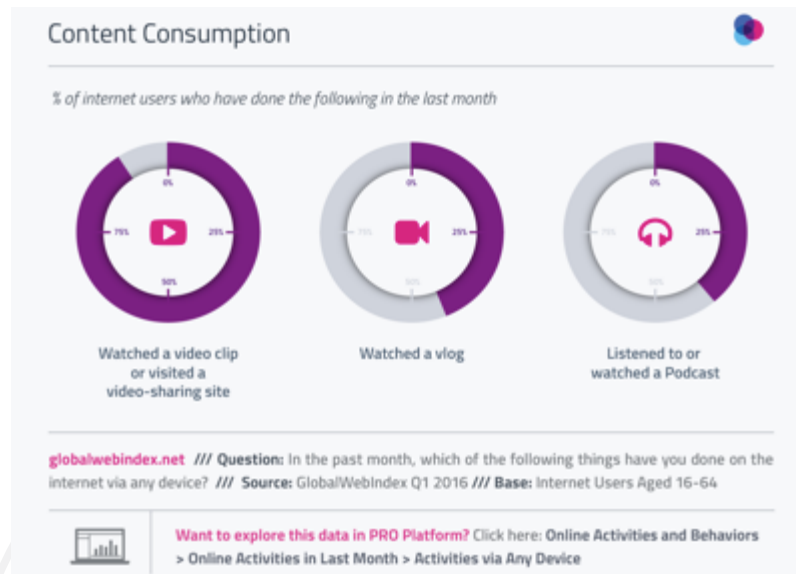
Source: AtimeNews. (2016). *4 factors to make "CONTENT IS KING" the market's need to know.!!.* Retrieved from http://www.atimedesign.com/webdesign/ content-is-king-for-marketing/.

2) 1 out of 4 Internet users read brand's email, this number is quite close to the amount of consumers who watch the brand's video. It means E-Mail Marketing is still work, so brand must appeal consumers by using attractive subject, interesting content, beautiful image, and attaching website's link to increase brand's site traffic. In addition, the research showed that 35% consumers reach the brand from website (AtimeNews, 2016).

Figure 2.14: Interactions with Branded Content

Source: AtimeNews. (2016). *4 factors to make "CONTENT IS KING" the market's need to know.!!.* Retrieved from http://www.atimedesign.com/webdesign/ content-is-king-for-marketing/.

3) 26% of consumers find information from brand's website, and 14% of them keep updating about new product or service from brand's social media. Aside from these, 1 out of 10 consumers like to find information from reviews or blogs, even though it is brand's content, but if it comes from influencer, it will help increase reliability (AtimeNews, 2016).

Figure 2.15: Content as a Brand Discovery Channel
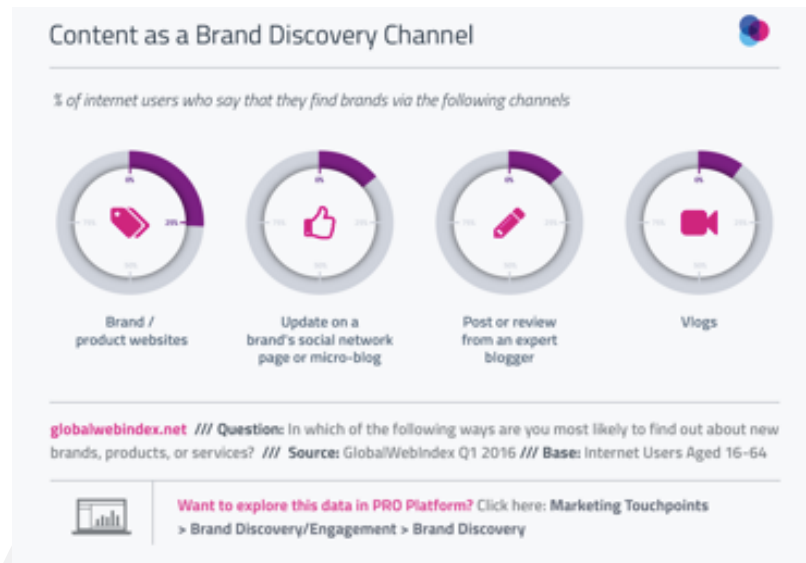
Source: AtimeNews. (2016). *4 factors to make "CONTENT IS KING" the market's*

need to know.!!. Retrieved from http://www.atimedesign.com/webdesign/

content-is-king-for-marketing/.

4) Good content helps support brand: The top reasons most Internet users
follow the brand are high quality product, followed by promotion or discount, after-
sales service, brand love, relevant content, and so on.

Figure 2.16: Top 8 Reasons for Brand Advocacy

Source: AtimeNews. (2016). *4 factors to make "CONTENT IS KING" the market's need to know.!!.* Retrieved from http://www.atimedesign.com/webdesign/ content-is-king-for-marketing/.

In addition, there are 7 tips suggested to create relevant plus different content, which consumers want to share (Sittipong, 2017).

Start with "think about them;" it means the content published on website depends on types of audiences whom company wants to attract to the website, and it also must involve with consumers' lifestyles. There are 2 types of content to determine in order to achieve this tip. Topical content or hit-the-trend things can arise instant traffic to the website in a specific time (see figure 2.17) such as breaking news, talk of the town or anything viral, but it has a shorter shelf life.

Figure 2.17: Example of Website Traffic from Topical Content
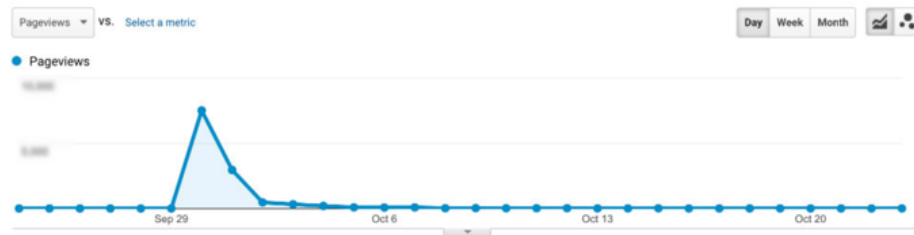
Source: Sitthinunt, P. (2016). *Evergreen Content vs Topical Content content would probably do better?* Retrieved from https://www.contentshifu.com/ fundamental/evergreen-content-vs-topical-content/.

Figure 2.18: Examples of Topical Content

Source: Buffie, B. (2017). *Have an eco-friendly mother's day!*. Retrieved from https://green packaginggroup.com/industry-experts/eco-friendly-mothers-day/.

Figure 2.19: Examples of Topical Content

Source: Michael, B. (2017 a). *Salazar packaging and globe guard products celebrate*

10 year milestone!. Retrieved from https://greenpackaginggroup.com/

industry-experts/salazar-packaging-globe-guard-products-celebrate-10-year-

milestone/.

On the other hand, evergreen content will always stays fresh to consumers; it

is sustainable, so traffic grows over time (see figure 2.20). Evergreen is not about the

latest trend, statistics that can change due to the time, and specific holiday or season

(Sitthinunt, 2016)

Figure 2.20: Examples of Website Traffic from Evergreen Content
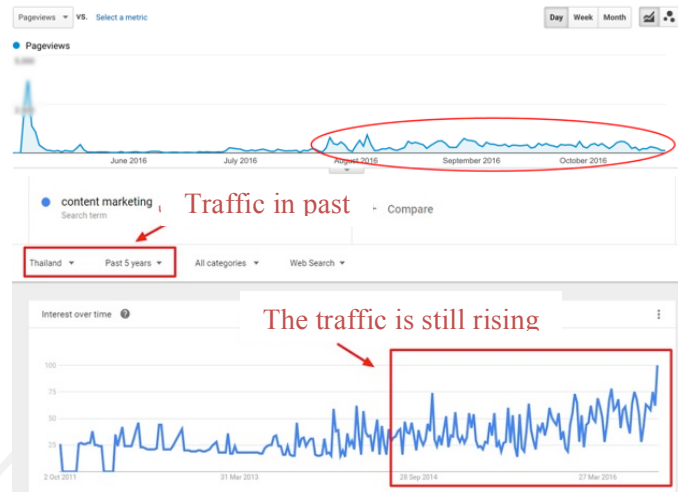
Source: Sitthinunt, P. (2016). *Evergreen content vs. topical content content would*

probably do better?. Retrieved from https://www.contentshifu.com/

fundamental/evergreen-content-vs-topical-content/.

Figure 2.21: Examples of Evergreen Content

Source: Michael, B. (2017 b). *Tips for maximizing your branding at minimal cost*.

Retrieved from https://greenpackaginggroup.com/industry-experts/tips-

maximizing-branding-minimal-cost/.

Figure 2.22: Examples of Evergreen Content
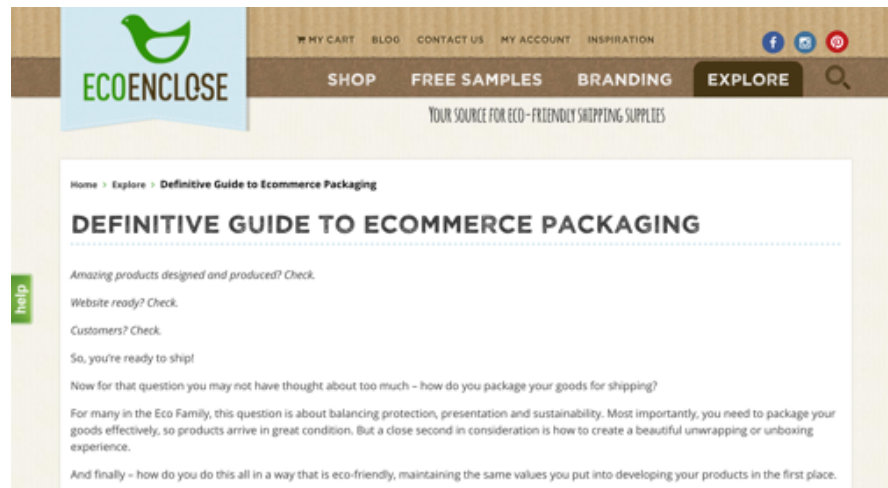
Source: EcoEnclose. (n.d.). *Definitive guide to ecommerce packaging*. Retrieved

from https://www.ecoenclose.com/Ecommerce-Shipping-Products-Guide-

s/22805. htm.

Both topical and evergreen content are important; a mix between them makes website lively. This ideal mix largely depends on the second tip, "think about you." The content must show company's brand image, identity and business goals.

Third, it is sure that people will share anything, which "makes them look good; it involves with psychology (Garrett, 2014)." The things they share will reflect them and their lifestyles (see figure 2.23). After discovering target insight, the brand will get an idea of creating content giving value to consumers or helping them define themselves (see figure 2.24).

Figure 2.23: Infographic of Why People Sharing
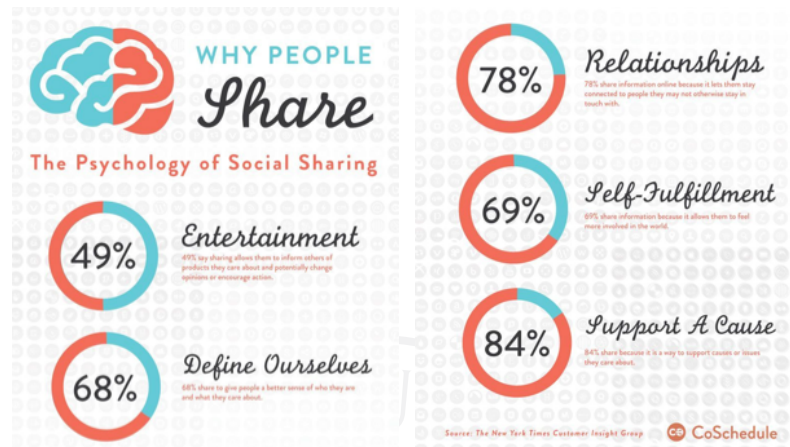
Source: Garrett, M. (2014). *Why people share: The psychology of social sharing*.

Retrieved from https://coschedule.com/blog/why-people-share/.

Figure 2.24: Example of Content that Help Readers Define Themselves

Source: Garrett, M. (2014). *Why people share: The psychology of social sharing*.

Retrieved from https://coschedule.com/blog/why-people-share/.

Fourth, "must be trustable." The content must be worth time spending for; always think that what are consumers getting in exchange when consuming the content? Creating something more practical and actionable to the readers supporting with example (see figure 2.25), or telling them the truth such as news, fact, and statistic (see figure 2.26).

Figure 2.25: Example of Content that is Practical and Actionable

Source: SCG Packaging. (2015 b). *The unpleasant odour of the tips in the mea*t. Retrieved from http://festforfood.com/blog/?p=1644.

Figure 2.26: Example of Content that is the Fact
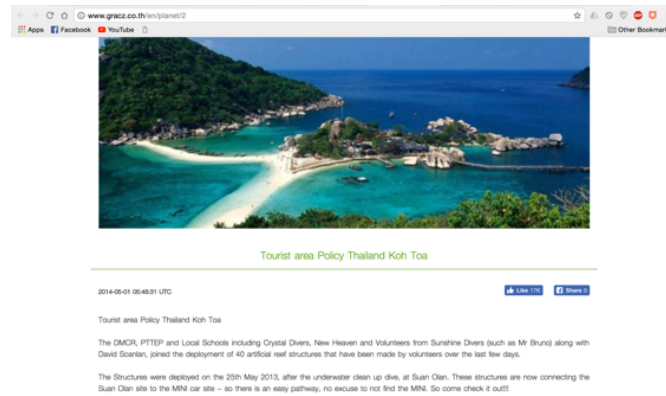
Source: GRACZ. (2014 d). *Tourist area policy Thailand Koh Toa*. Retrieved from

http://gracz.co.th/en/planet/2.

Fifth, "human touch and emotional" content tends to be shared a lot. Making

the brand is beyond just a 'thing' but 'someone'; someone who can be family, friend

or helper for consumers (see figure 2.27-2.28).

Figure 2.27: Examples of Human Touch and Emotional Content
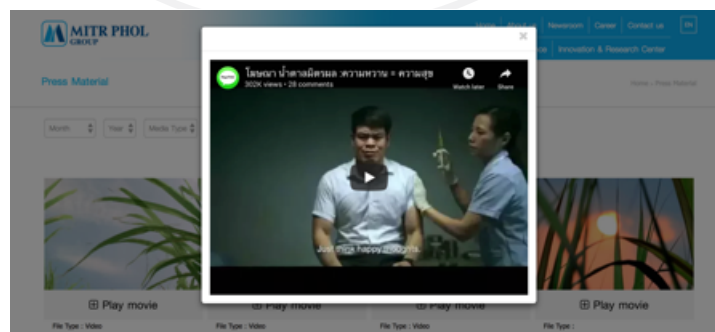
Source: Mitr Phol Group. (2015). *Advertising, sugar Mitr-Phol sweet = happiness*.

Retrieved from https://www.mitrphol.com/material.php.

Figure 2.28: Examples of Human Touch and Emotional Content

Source: Mitrphol Group. (2017). *Mitr Phol: AI Sakhon*. Retrieved from

https://www.youtube. com/watch?v=0rpwHIlR4Kw.

Sixth, using attractive headline and cover picture, which make people stop and spend time with the content (see figure 2.29-2.30).

Figure 2.29: Examples of Headline and Cover Picture
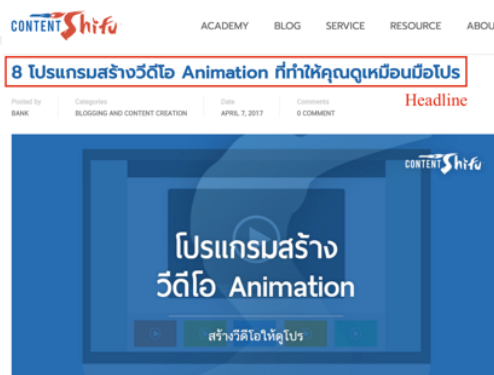
Source: Sitthinunt, P. (2017). *8 program to create video Animation makes you look like a pr*o. Retrieved from https://www.contentshifu.com/blogging/video-animation-softwares/

Figure 2.30: Examples of Headline and Cover Picture

Source: Jeban. (2017). *10 SuperFoods fat reduction benefits Assistant should buy a*
home. Retrieved from http://www.jeban.com/viewtopic.php?t=237531&via
=line.

Last, "publishing or posting the right content in the right time." The brand has
to study target's behaviors by using Google Analytics or others as tools to discover
what is the prime time, which the website gets high traffic, then marketer can
continuingly optimize along the way to gain effective result.

Elements of Creative Content

There are 3 more important things consist of imagination, knowledge and
courage, which every marketers have to consider when creating creative content (see
figure 2.31).

Figure 2.31: Creative Content that Makes the Different
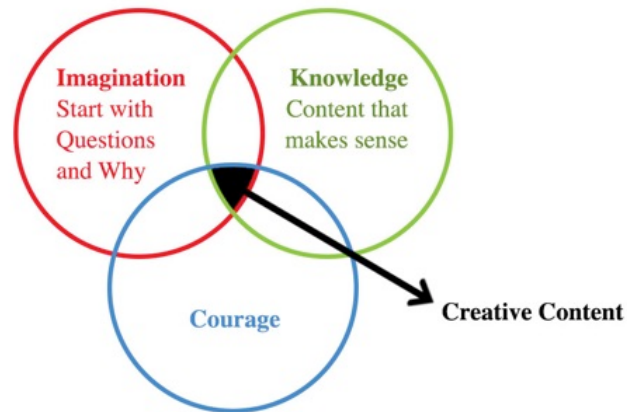
1) If the marketers have knowledge and courage but lack of imagination to come out with something new, the content will not be different and unique definitely.

2) If the marketers have knowledge and imagination but lack of courage to express sense of creativity, the content will be quite boring.

3) If the marketers have imagination and courage but lack of knowledge, the content will become only clickbait, which is nonsensical, have no meaning and make no sense (see figure 2.32-2.34).

Figure 2.32: Creative Content that Makes the Different

Source: Vangie, B. (n.d.). *Clickbait examples (Facebook search)*. Retrieved from

https://www.webopedia.com/TERM/C/clickbait.html.

Figure 2.33: Creative Content that Makes the Different

Source: Thepprathan. (2017). *"Toon", van comes true across the province of*

Nakhon Si Thammarat to stop this mission one day. Retrieved from

http://www.thepprathan.com/30583.

Figure 2.34: Creative Content that Makes the Different

Source: Zach, S. (2013). *Man tries to hug a wild lion, You won't believe what*

happens next!. Retrieved from http://www.earthporm.com/man-tries-hug-

wild-lion-wont-believe-happens-next/.

Besides the above information, it shows the share of web traffic in Thailand in

2016; there are 50% of page views coming from laptops and desktops followed by

mobile phones 45%, the rest is coming from tablets as the picture 52 below, so these

are points to consider to develop website, which can effectively fit with each device to

bring good experience to consumers.

Figure 2.35: Share of Web Traffic in Thailand

Source: Update the user's internet and social media in Thailand (Jan. 2016). (2016).

Marketing Oops. Retrieved from https://www.marketingoops.com/

reports/research/thai-digital-in-2016/.

2.2.3 Digital Consumer Trend and Behavior

Digital era increases opportunity for consumers to quickly and conveniently reach to information; it affects their decision-making process, attitude and engagement. When nowadays consumers receive any content or information, they will search for more information through community web or social network to gather, ask, share, yet discover comments and reviews from influencers; these will cause their decision before buying some product/ service (Nuttha, 2013).

Forbes Thailand reported that consumer behavior is moving to the next step. First, 70% of Thai people have smartphone and they cannot live without mobile phone; it becomes our thirty-third organ that we use to collect data, find information, communicate, even transfer money.

Figure 2.36: Thailand Overview Device Usage in 2017
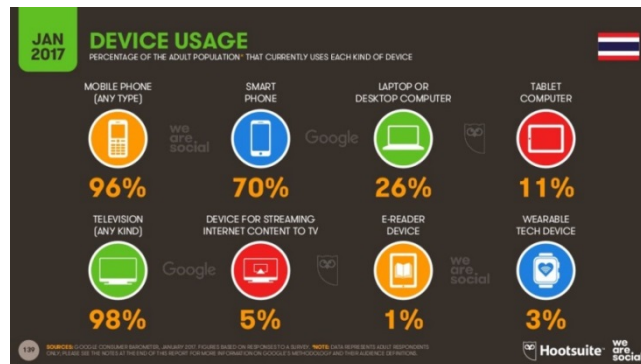
Source: Medium. (2017). *The growth of the the digital market, In the year 2017*
world and country, Thailand. Retrieved form https://medium.com/@map
rangarodthong/การเติบโตของ-ตลาดดิจิตอล-ในปี2017-ของโลก-และประเทศไทย-
7098fe306812.

Figure 2.37: Thailand Overview Mobile Users vs. Mobile Connections in 2017
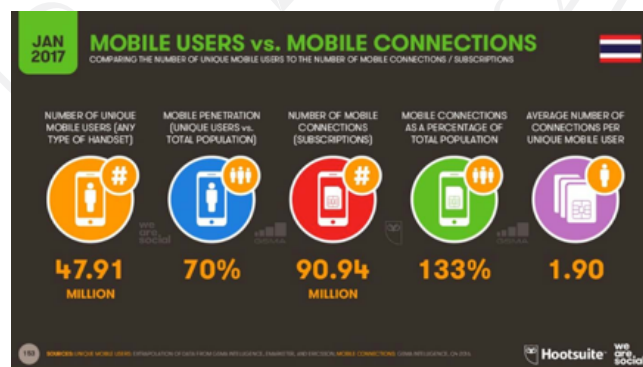
Source: Medium. (2017). *The growth of the the digital market, In the year 2017*
world and country, Thailand. Retrieved form https://medium.com/@map
rangarodthong/การเติบโตของ-ตลาดดิจิตอล-ในปี2017-ของโลก-และประเทศไทย-
7098fe306812.

Due to the picture 54 above, 70% of Thai people are smartphone users, and there are 133% mobile connections as a proportion of total population. It means mobile phone has high impact with people's everyday lives; each person connects to If brand wants to reach consumers, mobile is really an important platform to consider. Second, television is just a decoration; in the world of 3G and 4G, consumers are free to absorb content, movie, drama, song, and any others, depending on each person's lifestyle. Although television is obsolete, it still remains an initial touch point (Hisamichi, 2015). Third, ZMOT; Google's theory can really explain consumer behavior these days clearly; most consumers will do some online research before buying something. We need more supported evidences from others who have experience with the product/service, to make sure that we will not make wrong decision. If the comments or reviews come from influencer, it can increase more reliability. Last, sharing is caring; SMOT is the answer for this behaviors. The customers who have used the product/service may share their experience through photo, video, story etc. Moreover, consumers now easily share satisfied content that we have received to other people. For example, when we have profoundly watched an emotional commercial video, we may share it on our own Facebook timeline. If there is something that emotionally affects our feelings, it will get more interest and share from consumers.

Furthermore, environmentally friendly and healthy behaviors are now trends. Green products that can help sustain quality of life will gain attention. Apart from this, developing mobile payment procedures is another key to help consumers conveniently and quickly purchase for product/service at all time (Krungsri, 2016)

The research from Microsoft Canada pointed that the average human attention span in 2000 was 12 seconds, but in 2013 it dropped to only 8 seconds, while goldfish is believed to have attention span of 9 seconds; it means human now had shorter concentration than goldfish. Refer to this research; Advertiser is advised to differentiate content, especially rich media, which can appeal digital consumers in short time (Microsoft Canada, 2015).

CHAPTER 3

METHODOLOGY

3.1 IS

"Industrial Customer Journey of Eco-Friendly Food Packaging in Thailand."

3.2 Objective of Study

3.2.1 To study the customer journey of industrial consumers when start exploring until purchasing eco-friendly food packaging.

3.2.2 To find the content of eco-friendly food packaging website that industrial consumers give priority to focus on.

3.3 Scope of Study

3.3.1 This research is to study about the customer journey of industrial consumers when start exploring until purchasing eco-friendly food packaging.

3.3.2 This research is also to study about the content of eco-friendly food packaging website that industrial consumers give priority to focus on.

3.3.3 The period of studying is about 2 month from October to November in 2017 by using content analysis and in-depth interview.

3.4 Type of Research Study

Qualitative Research Method, including In-depth Interview and Documentary Research, are applied in order to study this research.

3.5 Source of Information

3.5.1 Personal Source of Information

According to the details of this study, representatives of purchasing/ procurement department and entrepreneurs from various industrial food companies who have experienced in discovering information about eco-friendly packaging, and purchasing it to use in the course of operating a business, will be chosen.

3.5.2 Document Source of Information

Analyzing information and pictures from 4 eco-friendly packaging companies' websites in Thailand, which are FAFA, Gracz, Fest and Advance Bio, within September to November 2017, which are popular environmentally friendly packaging companies in Thailand; the products are widely available in the market, hence most industrial consumers know and mention. Moreover, other supported articles and studies will also be referred.

3.6 Key Informant

From the above information, the researcher will apply In-depth Interview and Content Analysis to conduct the research; 8 interviewees who are working in purchasing departing and entrepreneurs from various industrial food companies, yet have experienced in viewing eco-friendly food packaging website and purchased it to use will be recruited as interviewees in this research.

3.7 Research Instrument

3.7.1 Documentary Research

Gathering information and difference between 4 websites from eco-friendly food packaging companies; it will be referred to make this research study more reliable. All the data will be separated by types of those data in coding sheet. The example of some coding sheet is generated below.

Table 3.1: Example: Coding Sheet for Eco-Friendly Food Packaging Websites

Types of Data: _____ (News/Article/Researh/Eco-Friendly Food Packaging Website/etc.)

Source of Data: _____ (Website/Book/Journal/etc.)

Websites

Domain Name	Company	Types of Product (Eco-Friendly Food Packaging)							Website Information/Website Content/Content									Media Used					Content-Telling Instrument						...
		Bowl	Tray	Plate	Lunch Box	Glass /Cup	Bag	Others (Please Specify)	Product Picture	Details of Product (Dimension /Feature/ Capacity/ etc.)	Product Ranking /Review	Price	Qualifi-cation	News/ Activity	Know-ledge /Tips	Contact Infor-mation	Others (Please Specify)	Photo	Infor-graphic	Ani-mation	Video	Others (Please Specify)	Real Photo/ Picture	Car-toon	Icon/ Symbol	Com-pany Mascot	Peo-ple	Text	
http://a.com	A	✓	✓		✓				✓	✓			✓	✓	✓	✓		✓	✓	✓			✓			✓	✓	✓	
http://b.com	B																													
http://c.com	C																													
...																														

3.7.2 In-depth Interview Questions

First Part: All opened-end questions will not longer than $_{15}$ questions. The interviewer will ask for fact then followed by opinion, and probe will be used when needed.

1) When you decide to find some eco-friendly food packaging for your company, what is the first step you will do, assume that you have no idea about eco-friendly food packaging company?

2) What is the time when you usually spend on Internet to search for eco-friendly food packaging's information?

3) If you found that some company of your choices does not have website, how do you feel? Does it affect your purchasing decision or behaviors?

Google stated that 85% of people usually use search engine, followed by online media 80% to find and access information before they make purchasing decision Brand Inside (2017), so it is so important to know about where brand can meet consumers in order to compete in digital world.

Electronic Transactions Development Agency (Public Organization) or ETDA found that during 8 am in the morning to 4 pm, people access Internet by using desktop or notebook the most, but they changed to use smartphone instead in 4 pm to 8 am ("ETDA reveal people using the Internet, mobile 6.2 hours per day," 2016).

In addition, Hisamichi Kinomoto, the leader of Adobe's marketing team, stated that website seems to be the face of brand in digital world nowadays; most of consumers access the brand's website for further information. Among those, 52% of respondents visit websites via desktops or smartphones after they see product in-store and get interested. Refer to the information; question number 1, 2 and 3 will affirm those.

4) What is the device you frequently use the most to access eco-friendly food packaging website? (Mobile/tablet/desktop) If there is mobile or tablet, what is its operating system? If there is desktop, what is its browser?

5) (Showing the interviewees eco-friendly food packaging websites that are responsive and not responsive) Which one do you prefer and why?

6) (Showing the interviewees some examples of eco-friendly food packaging website) Which one is the design you like or prefer? Why?

When consumers want to search for information, 77.1% of them tend to use smartphone, 69.4% using desktop, followed by notebook 49.5% then tablet 31.1%; and it is continuingly rising everyday, so third and fourth questions can insist what Google has said (Praimpat, 2014)

Figure 3.1: Consumers' Device Usage Behaviors in 2017

Source: Praimpat, T. (2014). *Results of the survey of internet users in 2014*.

Retrieved from http://thumbsup.in.th/2014/08/thailand-internet-user-profile-

2014/.

7) Please arrange the information you usually looking for on eco-friendly food packaging website from 1 to 5 in order. The choices are product details and qualifications, product catalog, company profile, customer reference, and news and tips. (5 points belongs to the first information you are looking for, 4 points for the second, 3 and 2 points for the next in sequent, 1 point for the last one, and 0 point for neutral).

8) If there are some tips about saving engergy, making the world more beautiful, some news and activities about environment, or cooking recipes with the company's packaging Tie-In, how do you feel? Does it affect your purchasing behaviors?

9) Does the additional language(s) such as English, Chinese, Japanese, etc. affect your purchasing decision?

10) How do you feel when you see the company's mascot or cartoon character?

11) What are the factors or information you have found on eco-friendly food packaging website that are too much or bad or annoying? (Such as slow loading, too much text, advertising/video pop-up, etc.)

12) What are the adding factors or information on website that make you more interested in eco-friendly food packaging? (Such as design, animation, video, Google Map, etc.)

Designing website has high effect on consumers' purchasing decision; brand has to choose only content that is important and relevant with consumers in order to protect bounce rate or the number of consumers dropping off from website (Pennaruemon, 2011). In addition, website speed is another factor, which has high

impact on consumer behaviors. Approximately 51% of users said that website slowness is the top reason they abandon a purchase (Chris, 2015), so the fifth to twelfth questions will help brand designing effective website. As Norman has said "Design to make it easy for all the people involved" (Don, 2003), this is the classic and all-time quote for every designer and marketer to understand the real needs of consumers and design everything to satisfy those needs.

13) Which eco-friendly food packaging company's social media (Line, Facebook fanpage, Instagram, Twitter, YouTube, etc.) are neccessary for you? Which platform(s) do you want to receive news or tips from the company? (Email, Line, Facebook fanpage, Instagram, Twitter, YouTube, etc.)

This question can prove that nowadays consumers spend most of their time surfing on website and social media referrd from the digital consumer trend and behavior. According to ETDA, top 3 most popular social networking sites belong to YouTube 97.3%, followed by Facebook 94.8% and Line 94.6%, but in term of frequency of using, Facebook is the most popular one, came after by Line and YouTube. Therefore, social media become another channels for brand to reach consumers directly ("ETDA reveal people using the Internet, mobile 6.2 hours per day," 2016).

14) How about your past experiences of viewing eco-friendly food packaging website? How did it feel? Did you get any problems finding information in the website during that time?

15) After you have surfed eco-friendly food packaging website, what will you do further in the steps of consumer's purchasing behavior?

According to question 14 to 15 and Adobe Digital Dialogue, content which consumers need really affect their purchasing decision. If the brand's website content is not matched with consumers' relevancy, they tend to stop considering on that brand. However, if they can find what they are looking for, it will increase chance for the brand to close sales because 88% of consumers gather information on websites if they feel interested in a product presented on other media such as television, magazines and newspapers.

All the questions above are about to answer the research questions, which are set in the previous first chapter. It is so important to know consumer behaviors of eco-friendly food packaging before designing environmentally friendly food packaging website that can deliver good experience and impression. The information on the website relate with consumer decision making; if content is relevant yet match with their expectation and what they are looking for, the brand tends have higher chance to close sales or develop relationship.

Second Part: The last part is about asking for any comment and suggestion from interviewees, then explaining them about time needed for analyzing and summarizing all collecting data. After the processes of transcribing all details and analyzing data are finished, a draft will be sent to each interviewees immediately if they want to recheck the information.

3.8 Data Collection Procedure

This research study requires 2 types of data that are shown below.

1) Secondary Data, which comes from other online sources such as relevant articles, news, research studies, etc. Moreover, the researcher will study 4 eco-friendly

food packaging websites in Thailand; the data collections from those websites, which are about types of product, website information or content, media used, and content-Telling Instrument, will be coded in coding sheet.

2) Primary Data, which gathering and recording data from In-depth Interview. The researcher will make an appointment by calling to each interviewee 1 week in advance, explaining the scope of the research, and briefly clarifying all questions to help interviewees clearly understand. The researcher will go to the respondents' offices, asking questions, yet recording by using sound recorder and taking note. When finishing, the interviewer will give a souvenir to show gratitude to each interviewee respectfully. The period of conducting In-depth Interview per 1 interviewee will not take longer than an hour; all the processes of collecting primary data will be within October to November 2017 due to the appointments.

3.9 Data Analysis

Data analysis is followed the principle of Mile and Huberman, consisting of 3 procedures, which are Data Reduction, Data Display, and Conclusion Drawing and Verification (Mile & Huberman, 1994).

1) Data Reduction: Choosing and organizing the mass of qualitative data from In-depth interview to make it easily understood by discarding irrelevant data; it includes writing summaries, concluding concerned topics, writing summaries, creating principles to segment the data, and taking a note starting from data collection until completing the research.

2) Data Display: Creating good data display to make it clearly understood; it can be in the forms of tables, charts, infographics, or graphical formats. These are contributed to help generate understandable conclusions.

3) Conclusion Drawing and Verification: It is about interpretation and understanding of relationships between data collected bringing to conclusion of the research.

3.10 Data Presentation

Descriptive analysis is used to present the data by explaining respondents' opinions, other interesting subjects and examples of the research results. The presentation will follow the objectives of the research study.

CHAPTER 4

FINDINGS

All detailed information acquires from In-depth Interview and Content Analysis based on Qualitative Research Method, to study about "Customer Journey and Focused Content of Industrial Consumers on Eco-Friendly Food Packaging Website in Thailand." The results of data analysis and the results of the hypotheses testing are presented in this chapter.

4.1 Findings of the Study

4.1.1Customer Journey of Industrial Consumers

There are 5 steps included in customer journey, which shows every interaction and touchpoint customers have with a brand. It is so important to study and understand consumers' path to purchase in order to identify chances to establishing long-term strategy.

Figure 4.1: 5 Steps of Customer Journey

Source: Customer journey. (2016). *Marketing Oops.* Retrieved from https://www. marketing oops.com/exclusive/how-to/customer-journey-marketing-how-to/.

According to Pardot's research generated in chapter 2, awareness and consideration stages are involved in brand's website, but when it comes to purchasing stage, it mostly about paperwork, so the researcher want to testify whether it is similar or not, by only focusing on industrial consumers' engagement in awareness, evaluation or consideration, until purchase stages, when exploring eco-friendly food packaging websites.

After interviewing, the answers and analyzing of industrial consumers, expressing each stage of customer jourmey are clarified in below.

Beginning with awareness stage, when industrial consumers start knowing eco-friendly food packaging brands and products. There are 4 interviewees or about 50%, who start from observing across both online and offline channels. For offline, 2 out of those 4 interviewees like to go to supermarket or hypermarket to find packaging.

"For me, I start with taking a walk at supermarket to find all kinds of degradable packaging, and find the suitable one. There are a lot of packages to choose there, and then I will get an idea about its material and companies, which produce it." (J: Entrepreneur from private company, personal communication, November 9, 2017)

"Sometimes, my team will observe at Makro because the packaging selling there will be cheaper than others" (P: Entrepreneur from private company, personal communication, November 13, 2017)

There are 2 interviewees (25%) like to find information from intimates first, like vendors, who have preciously contacted the company, friends, and relatives.

"Sometimes I look at the information I have, the vendor's presentation, who have contacted our company. I think, it is too broad to go out and find it ourselves." (S: Buyer from private company, personal communication, November 11, 2017)

"I ask for recommendation from my friends and intimates, I tend to believe what they recommend the most. Or may be I will ask from my current supplier if they have any suggestion or not." (G: Entrepreneur from private company, personal communication, November 15, 2017)

Apart from offline, online channels also become their tools for searching information about eco-friendly food packaging; there is one interviewee (12.5%) choose to observe other brands' Facebook pages both domestic and international, which has similar brand image first, in order to get ideas and inspirations.

"I observe from other brands or restaurants' Facebook pages both national and international that are similar to mine, then use Google search to find packaging companies." (G: Entrepreneur from private company, personal communication, November 15, 2017)

Finally, all of them (50%) end up with Google search engine in the awareness stage to find more information about interesting products.

"Searching on Google is what I definitely do next." (J: Entrepreneur from private company, personal communication, November 9, 2017)

"Mostly I spend time searching on the Internet because its accessibility is available to everyone by using 'eco-friendly packaging (บรรจุภัณฑ์ย่อยสลาย)' as a keyword in Thai to nationally find suppliers in order to avoid increasing cost." (S: Buyer from private company, personal communication, November 11, 2017)

"I google some word like 'eco-friendly packaging (บรรจุภัณฑ์ย่อยสลายได้)' following by 'Price (ราคา)' and I will click the top 3 websites that are not ads. If the price is showed, it will be good." (P: Entrepreneur from private company, personal communication, November 13, 2017)

On the other hand, there are 4 interviewees, or 50%, start from only online channel. Google is an inevitable tool, the most popular search engine nowadays.

"Googling to find packaging that is available in the market by typing 'eco-friendly packaging (บรรจุภัณฑ์ที่ย่อยสลายได้)' " (N: Buyer from private company, personal communication, November 9, 2017)

"For me, if I have no idea about this kind of packaging, I will search using a word like 'eco-friendly packaging (บรรจุภัณฑ์ย่อยสลาย)' to find what it is on website first. After I get it, the website I visit may be such an advertorial, so I can immediately click, and link to suppliers who are selling these packaging." (R: Buyer from private company, personal communication, November 15, 2017)

"I search on the Internet using keyword like… 'eco-friendly lunch box (กล่องย่อยสลาย)' or 'eco-friendly food lunch box (กล่องใส่อาหารย่อยสลายได้)' " (T: Buyer from private company, personal communication, November 13, 2017)

"Using search engine; at this moment, Google is the most popular. I will type 'bio tray (ไบโอ ถาด)' in both Thai and English to find all suppliers nationwide and abroad because I think this kind of packaging may have a lot more in other foreign countries than in Thailand." (B: Buyer from private company, personal communication, November 15, 2017)

The keywords industrial consumers tend to use for search are eco-friendly

packaging (บรรจุภัณฑ์ที่ย่อยสลายได้/ บรรจุภัณฑ์ย่อยสลาย), eco-friendly food lunch box

(กล่องใส่อาหารย่อยสลายได้), eco-friendly lunch box (กล่องย่อยสลาย), and bio tray (ไบโอ ถาด).

Coming to consideration or evaluation stage, after in-depth interview, the

researcher knows that company's website is involved in this step. Although it has no

impact on industrial consumers' decision making, it affects their attitudes and

sentiments towards brand.

"I will be stunned (hahaha) if a company does not have website, like… how

can I know you? Or what your product is? It can reduce that company's reliability.

Although they have any social media, the company's website is more reliable. I may

try to find phone number and call." (N: Buyer from private company, personal

communication, November 9, 2017)

"If some company has no website, firstly, I will think that this company is

small, and may be lack of standard. For me, I wish the supplier would have standard.

It can drop that company's reliability because website is a channel, which consumers

can easily reach. However, I will not reject them right away, just put at the last. (R:

Buyer from private company, personal communication, November 15, 2017)

"Really? Nowadays, website is a common thing company has to have. That

company may be lack of marketing activity because one website does not cost a lot. I

think at least they should have a website to show their product. They may lose a

chance to sell, but not always lose a credit; I will try finding their phone number." (S:

Buyer from private company, personal communication, November 11, 2017)

"If do not have website, it is not okay. Consumers will get to know their

product better from the website. Neither more nor less information, they should have

a website; website can be a company's reference. But it will not affect my purchasing decision. I will try finding their email and contact to see more details. (B: Buyer from private company, personal communication, November 15, 2017)

"If any company does not have website I will be amazed like… huh? I do not believe, and I will try a while to search, but if they really do not have, I will try to find their phone number instead. However, if it is hard, I will reject." (T: Buyer from private company, personal communication, November 13, 2017)

"If the company I am interested does not have website, I will be a little bit surprised because all companies do have website. Internet is also developed. I think they may just start doing business, so I will not instantly reject them. I will try a while to find the way to contact them later but if it is too hard, I will give up." (J: Entrepreneur from private company, personal communication, November 9, 2017)

"If they do not have website, how can consumers officially find more information? I believe the websites can reflect reliability of the companies. But if I found their email, I will ask them to send me a catalog, and see how much they are active to serve customers. The more you active, the more you win although you do not have a website." (P: Entrepreneur from private company, personal communication, November 13, 2017)

There are 7 respondents or about 87.5% said that lack of website can reduce company's reliability, they think website is the common thing every company must have. It is because website is the face of brand; consumers will get to know about the brand's story and product information from website, yet it is the channel that consumers can easily reach the company. If any company does not have website, the

company may lose opportunities to gain sales; it will be kept behind because of communication difficulty.

However, there is only one interviewee (12.5%) stated that website is not a big concern. If a company does not have a website, it will not affect the brand's reliability. As long as other ways to reach the company, such as phone number or Line, they can meet face-to-face for further information and sample.

"If any company has no website, I will find other ways to contact, may be phone number or Line. If I am interested in their product, website is not a big deal for me. (G: Entrepreneur from private company, personal communication, November 15, 2017)

All 8 industrial interviewees or 100% stated that if all companies do have websites, they will dive deeply into each eco-friendly food packaging company's website, analyzing factors they concern.

"I will spend time on each company's website to gain information. If I use laptop, I will note all choices in my vendor lists saved in my laptop. But if I use mobile phone, I will short note in my schedule notebook, so that I will not forget. Whenever I want to look again, I will directly type the website link I have noted." (S: Buyer from private company, personal communication, November 11, 2017)

"I usually find information at night using smartphone. When I get the company lists, I will write it in my notebook, and I will take time to deeply observe one by one again in the next morning." (T: Buyer from private company, personal communication, November 13, 2017)

"Mostly, if I found the websites, I will find all information I am curious. If I cannot finish on that day, I will bookmark all websites in my notebook, so that I can

continue tomorrow." (J: Entrepreneur from private company, personal communication, November 9, 2017)

"After I found interesting brands' websites, I will discover the factors and all details I consider, and noted all information I found." (N: Buyer from private company, personal communication, November 9, 2017)

"If there are manufacturers, which products are appropriate to mine, I will pay attention to their websites for more information about the company and products." (R: Buyer from private company, personal communication, November 15, 2017)

"I will observe each website, taking a look if their products are suitable to my customer's product or not, and focusing on details and factors I want." (B: Buyer from private company, personal communication, November 15, 2017)

"Mostly, I like to generally look at each brand's products picture on the websites. If it is my taste and different from others, I will go through the information to explore more." (G: Entrepreneur from private company, personal communication, November 15, 2017)

"I will look at all companies' websites using mobile phone because it is the easiest way. When I found information I want, I can capture it right away." (P: Entrepreneur from private company, personal communication, November 13, 2017)

After the interviewees finish finding all information and narrow down the choices, all of them (100%) will directly contact the companies for face-to-face meeting for further information and samples.

"I will call them to ask for information, and make an appointment." (J: Entrepreneur from private company, personal communication, November 9, 2017)

"When I finish, my company will direct call to their office and make appointment with them to visit face-to-face. I want to see their sample and pricing. (S: Buyer from private company, personal communication, November 11, 2017)

"I will call or email them for a meeting to get samples and more details." (B: Buyer from private company, personal communication, November 15, 2017)

"I will call or email to the companies for samples, details, minimum order requirement, and so on. (T: Buyer from private company, personal communication, November 13, 2017)

"It is convenient for me if I can get contact number to call for face-to-face meeting." (G: Entrepreneur from private company, personal communication, November 15, 2017)

"Call or email to contact will be the next step. I might make an appointment, requesting example product for testing." (N: Buyer from private company, personal communication, November 9, 2017)

"After discovering, I will call or email to contact for making appointment, and request product and price." (R: Buyer from private company, personal communication, November 15, 2017)

"After getting more information in website, I will call to the companies, or via Line if any company has, in order to make an appointment, ask for the samples, and discuss in deeply details." (P: Entrepreneur from private company, personal communication, November 13, 2017)

There are 4 respondents, or about 50%, tend to focus on price as a big factor apart from other elements; they are quite price-sensitive.

"Actually, customers will surely concern in price. If my team and I pick up 3 companies as my choices, and all 3 look alike, the price will become main factor to judge." (P: Entrepreneur from private company, personal communication, November 13, 2017)

"If I am satisfied with price and qualifications, and the sales is friendly, I will buy it." (J: Entrepreneur from private company, personal communication, November 9, 2017)

"If I like the packaging, it is suitable with my product, and the price is satisfactory, I may choose it." (S: Buyer from private company, personal communication, November 11, 2017)

"When I get all information such as price and all samples, I will present to other departments." (N: Buyer from private company, personal communication, November 9, 2017)

Another 3 interviewees (37.5%) seem to focus on both price and product safety. If any company offers them acceptable prices, along with certificates from trustable laboratories guaranteed, that company will has chance to close sales.

"My company will test the packaging. If test results are good, with acceptable price, my customer may buy it without hesitation." (B: Buyer from private company, personal communication, November 15, 2017)

"It will be great if the supplier has standards and certificates guaranteed about its safety and degradation, along with the good test results from my company." (R: Buyer from private company, personal communication, November 15, 2017)

"After meeting, if the product has safety certificate guaranteed, with acceptable price, and my dishes can be perfectly fit in the packaging, we will surely buy it. (T: Buyer from private company, personal communication, November 13, 2017)

The rest one interviewee, or 12.5%, emphasizes on design of the packaging; it has to be unique, and different from common packages in the market, in order to distinguish the products from other brands. Moreover, if the salesperson has service mind, this company will wins the interviewee's hearts.

"If it is real eco-friendly packaging, plus the design is different from others, price is not a huge for me." (G: Entrepreneur from private company, personal communication, November 15, 2017)

Among those factors industrial consumers pay attention to, there is an interesting point they give precedence to, which is company's service. If the contact person is not friendly and informative, the journey can be stopped here without reaching purchasing stage.

"If the operator and sales are not so good, it means OVER; they are important with friendly give information. (J: Entrepreneur from private company, personal communication, November 9, 2017)

"Both design and service are more important. If anyone treats me with service mind, I will prefer that salesperson to others." (G: Entrepreneur from private company, personal communication, November 15, 2017)

Salesperson is important; if the chemistry between us is right, like friendly give information, I will be more impressed. (T: Buyer from private company, personal communication, November 13, 2017)

Due to above data, there are 3 interviewees (37.5%) stated that service is really important. The company's staff has high impact towards industrial consumers in consideration stage; they have to friendly treat consumers in order to satisfy them.

In addition, there are 4 interviewees, or 50%, take part along with other authorized departments in making decision when buying eco-friendly food packaging.

"My team and I will have a meeting together to choose the best one." (P: Entrepreneur from private company, personal communication, November 13, 2017)

"Chef and me will select the packaging to use, if we both agree, we will buy." (T: Buyer from private company, personal communication, November 13, 2017)

"The product has to be accepted by all authorized department like purchasing, marketing, etc., to buy it." (S: Buyer from private company, personal communication, November 11, 2017)

If all pass, that company's product will be confirmed by every authorized department to buy." (R: Buyer from private company, personal communication, November 15, 2017)

On the other hand, there are 2 interviewees (25%) do not get involved in this step. They will let all authorized departments or their customers make a decision themselves.

"I will present all information to the authorized departments, may be marketing and boss, and let them make a decision themselves without involvement; it is my company's policy." (N: Buyer from private company, personal communication, November 9, 2017)

"Anyway, I have to let my customers choose a packaging themselves." (B: Buyer from private company, personal communication, November 15, 2017)

The rest 2 persons (25%) can make decision themselves to buy packaging if they like, and all elements they concern are satisfactory, without asking for permission.

"If all factors are great for me, I will contact a lucky one to buy it." (J: Entrepreneur from private company, personal communication, November 9, 2017)

"After testing the packaging with my dishes, and I like it, I will contact sales to order" (G: Entrepreneur from private company, personal communication, November 15, 2017)

When it is coming to purchasing stage, website's role is drop off. When industrial consumers want to buy environmentally friendly food packaging, they will not order on website even if the website is an electronic commerce (e-commerce). 6 interviewees (75%), out of 8 respondents, stated that they would send purchase order or PO to supplier using email. It is the most popular tool for industrial consumers when make a purchase.

"My company will send PO directly to supplier to buy it." (S: Buyer from private company, personal communication, November 11, 2017)

"The purchase order will be sent via email to confirm buying." (B: Buyer from private company, personal communication, November 15, 2017)

"If my company wants to buy, PO will be sent via email." (N: Buyer from private company, personal communication, November 9, 2017)

"If all processes have no problem, the supplier will get purchasing order via email." (R: Buyer from private company, personal communication, November 15, 2017)

"After making decision to purchase, supplier will receive PO attached in email." (P: Entrepreneur from private company, personal communication, November 13, 2017)

"I will ask the sales to email me the quotation of the quantity I want to buy, and I will sign the quotation to confirm, then send back to the company." (J: Entrepreneur, personal communication, November 9, 2017)

Only 2 industrial consumers, or about 25%, said they would use Line chat to directly order eco-friendly packaging from sales representative, because it is easier than other channels.

"I usually use Line chat to order product directly from a salesperson who takes care of me, because it is more convenient than website." (G: Entrepreneur from private company, personal communication, November 15, 2017)

"If it is about ordering, I will contact a salesperson instantly via Line." (T: Buyer from private company, personal communication, November 13, 2017)

4.1.2 Sequence of Content

The information about series of content gathering from 8 key informants, including 3 entrepreneurs and 5 buyers who have important roles and authorization when choosing eco-friendly food packaging, are consecutively generated below. All websites' basic menus are quite similar; there are product catalog, product details and qualifications, company profile and news and activities, except FAFA, which has customer reference, stated about the companies that rely on FAFA using their packaging (see figure 4.2).

Figure 4.2: The Basic Menus of 4 Websites
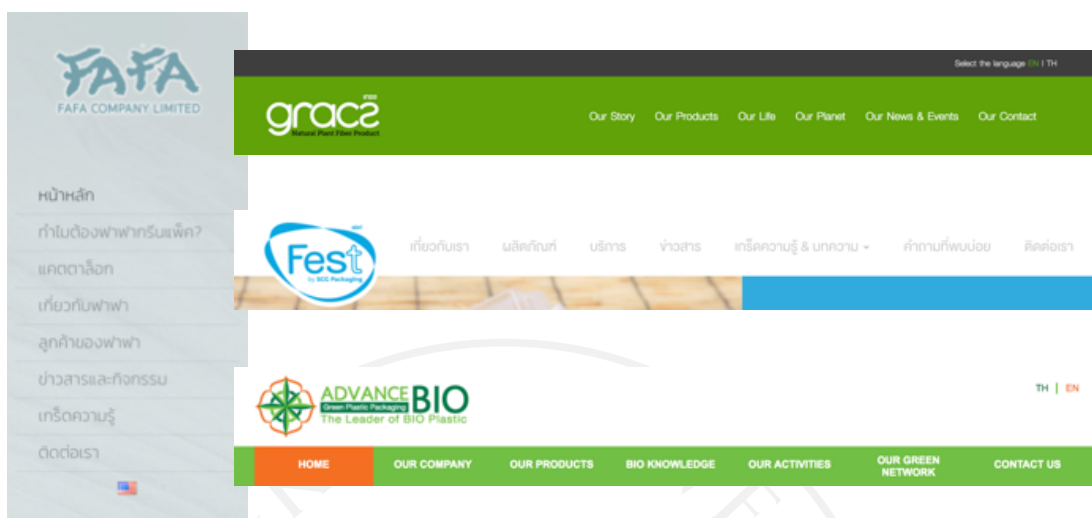
Source: SCG Packaging. (2015 a). *Fest's Website*. Retrieved form http://www.festfor

food.com/en/main.php.

FAFA Company Limited. (n.d.). *FAFA's website*. Retrieved form

http://www.fafacompany.com.

GRACZ. (2014 c). *Gracz's Homepage*. Retrieved form http://www.gracz.

co.th.

Advance Know How, Co., Ltd. (2015). *Advance BIO's Website*. Retrieved

form http://www.advancebio11.com/home.html.

It is important to know the menus and content, which industrial consumers
tend to sequentially give priority to, and prove that the customer reference is what
industrial consumers looking for when exploring eco-friendly packaging website or
not. Therefore, the researcher let interviewees arrange 5 information topics they
usually looking for that are product details and qualifications, product catalog,

company profile, customer reference, and news and activities. Here are all
interviewees' answers.

Table 4.1: Content which Industrial Consumers Usually Looking for Consecutively

Interviewees	Product Details and Qualifications		Product Catalog		Company Profile		Customer Reference		News and Tips	
	Rank	Points	Rank	Points	Rank	Points	Rank	Points	Rank	Points
J, Entrepreneur	2nd	4	1st	5	3rd	3	4th	2	5th	1
G, Entrepreneur	2nd	4	1st	5	4th	2	3rd	3	Neutral	0
P, Entrepreneur	1st	5	2nd	4	4th	2	3rd	3	Neutral	0
N, Buyer	3rd	3	2nd	4	1st	5	4th	2	Neutral	0
S, Buyer	2nd	4	1st	5	3rd	3	4th	2	Neutral	0
T, Buyer	2nd	4	1st	5	4th	2	3rd	3	Neutral	0
R, Buyer	3rd	3	2nd	4	1st	5	4th	2	5th	1
B, Buyer	2nd	4	1st	5	3rd	3	4th	2	5th	1
Total Points	31		37		25		19		3	
Average Points	3.875		4.625		3.125		2.375		0.375	

All the answers are summarized in the table to make it clearly understand.
After calculating the average points of the rank and the weight points, the first rank,
product catalog, gets 4.625 points that means they will firstly focus on product catalog
when arriving eco-friendly food packaging website; generally see the pictures of
products available.

"I see products first whether it has design I want or not." (J: Entrepreneur from
private company, personal communication, November 9, 2017)

"I choose product catalog first. If I want to find some packaging for my
product, I have to look at how does it look like? Bowl or anything? I have to choose

what they have."(S: Buyer from private company, personal communication, November 11, 2017)

"I may choose to click on catalog first." (B: Buyer from private company, personal communication, November 15, 2017)

I will look at pictures and products the company has." (G: Entrepreneur from private company, personal communication, November 15, 2017)

"I will generally see all products that a company has first." (T: Buyer from private company, personal communication, November 13, 2017)

If any company has the design they want, they will deeply explore more about the details and qualifications as the second; it gets 3.875 points. Dimension, capacity, pack size, materials, heat and cold resistance, degradation process, etc., are what consumers concern.

"After I see it, eh, it has the design I want! I may directly go to read product information like how is the packaging degraded? Does the factory get any standard?" (J: Entrepreneur from private company, personal communication, November 9, 2017)

"After I see product, I will read its details and qualifications like can it stand the heat?" (S: Buyer from private company, personal communication, November 11, 2017)

"Next are product qualifications." (B: Buyer from private company, personal communication, November 15, 2017)

"Then comes after by dimension." (G: Entrepreneur from private company, personal communication, November 15, 2017)

"After that, followed by packaging details like sizing, what material it is, how difference is, its qualifications, in order know whether it is suitable with my food or

not, something like that." (T: Buyer from private company, personal communication, November 13, 2017)

Company profile is the third rank that the interviewees consider; it gets around 3.125 points, Industrial consumers will find out years of operation, its stability, motto, safety, standard, and so on.

"I will see company profile as the third one." (J: Entrepreneur from private company, personal communication, November 9, 2017)

"When finish, I will take a look at company profile; when was the company operate? Is it secured and stable? Where is the factory?" (S: Buyer from private company, personal communication, November 11, 2017)

"Then followed by company profile" (B: Buyer from private company, personal communication, November 15, 2017)

After company profile, it will be followed by customer reference as the fourth one, which gets 2.375 points; they will look at the company's current customers, which can reflect the reliability and reputation of the company.

"Then followed by customer reference." (J: Entrepreneur from private company, personal communication, November 9, 2017)

"Next is customer reference. Who are the company's customers?" (S: Buyer from private company, personal communication, November 11, 2017)

"After company profile, there will be customer reference." (B: Buyer from private company, personal communication, November 15, 2017)

"If any brand has Japanese company as a customer, it means 'hey that brand is trustable.' Normally, we believe that Japanese is quite choosey, so if they pick any

brand, I can also relies on that brand too." (T: Buyer from private company, personal communication, November 13, 2017)

Customer reference can be another factor affecting consumers' perception toward brand. If the company has a big or foreign company as a customer, it means that company is reliable, because when the big company chooses supplier, they will strictly investigate and audit to make sure about the supplier's safety and standard.

News and activities gets only 0.375 point, which become the fifth rank. Most interviewees, or about 5 persons (62.5%) will overlook this topic, because when they want to find some packaging, they intend to only pay attention to product catalog, details and qualifications, company profile, and customer reference.

"I will not look at news and activities because I am not interested in." (N: Buyer from private company, personal communication, November 9, 2017)

"For news and activities, if it is packaging, I am quite not interested in, but if it is restaurant brand, I will be pay attention to their activities." (G: Entrepreneur from private company, personal communication, November 15, 2017)

"It has no impact on me although information are video clips because nowadays there are so many video clips domestically and internationally, so if I want to find some packaging to buy, these will not impact me indeed." (P: Entrepreneur from private company, personal communication, November 13, 2017)

There are 3 interviewees or 37.5% said that they may click through news and activities only if they want more knowledge, or the news headline is interesting and eye-catching.

"Normally, if there is news and activities topic, I will not click on it. But if it is about promotion or discount like Shopee, I may click to view it." (B: Buyer from private company, personal communication, November 15, 2017)

"Mostly, when I visit website, I will not look at news or activities, only focus on products and other things, but if the headline is interesting or something I am finding or doubting, I will pay attention to. I think those information should be Facebook, isn't it? Like something I will read when I have free time." (J: Entrepreneur from private company, personal communication, November 9, 2017)

"For News, I will go explore if I want to find more knowledge, but the news topic must be interesting that I will get anything useful, like what are differences between each type of packaging? Something like this."(R: Buyer from private company, personal communication, November 15, 2017)

There are some tips to create a good website generated in chapter 2. All tips really do matter to build industrial consumers' satisfaction on eco-friendly food packaging website. First, website with attractive images can impress consumers when exploring website.

"I like Gracz and FAFA, they give good information. FAFA's website is beautiful, and has many attractive product photos. Both of them are easy to use. Although Fest has beautiful photos, Fest provides many CSR articles, which I am not interested in. I usually focus on products, and they do not provide every single side of product pictures." (J: Entrepreneur from private company, personal communication, November 9, 2017)

 "FAFA attracts me at first sight because of the photos, which there are kids; it makes me feel of hygiene of their packaging. Also the photos of packaging taken with

fresh food, it helps me get an idea. They present a photo of production process, so I know that they strictly control the processes. Gracz also presents by using picture of family to make me sense of hygiene and safe. Both FAFA and Gracz are beautiful. Although Fest's website use light blue tone as FAFA, it is not as beautiful as; it is such a standard website." (P: Entrepreneur from private company, personal communication, November 13, 2017)

"FAFA, Gracz and Fest are similar except Advance Bio; they show pictures of food packed in packaging. Actually, packaging is an important part highlighting the food inside to make it more appetizing. The companies, which show the packaging photos taken with food, attract me to explore more. The last one, Advance Bio is quite old-fashioned. Am I too mean? (hahaha)" (S: Buyer from private company, personal communication, November 11, 2017)

"FAFA's photos are modern, not somewhat old-fashioned. Although Fest's photos are modern, I don't like it because it looks too ordinary. Advance Bio's website design is not my type; I do not like it." (G: Entrepreneur from private company, personal communication, November 15, 2017)

"I like Gracz because when I open the website, I immediately see packaging photos, and it attracts me. For the others, if I want to see their packaging photos, I have to click to other pages. Also Gracz's mood tone is green sensing of environmentally friendly. FAFA's design combines both real product picture and drawing; it is not too formal or outdated. I do not like the design of Advance Bio because it is too ordinary." (B: Buyer from private company, personal communication, November 15, 2017)

"FAFA has simple mood and tone comparing with others. I like that FAFA shows photo of factory and production process, which is not dilapidated; I can know the whys and the wherefores of their packaging. Gracz uses green as mood tone; it makes me feel of bio. For Advance Bio has colorful pictures making me interested yet readable. Fest emphasizes their key message with photos." (T: Buyer from private company, personal communication, November 13, 2017)

"I like Fest because there are entirely full product detailed information such as sizing, capacity, price and more; their website is quite one stop service. The only one weak point is they do not have photo of size view product. For Advance Bio, they provide incomplete picture and detailed information." (N: Buyer from private company, personal communication, November 9, 2017)

Second and third, highlighting the point where the company wants consumers to focus, and putting it in the outstanding position, in order to lead consumers to click. In addition, using icon and titile at the same time as a navigation to help the users gain ease of use.

"I suggest FAFA to highlight the menu tab more distinctive." (G: Entrepreneur from private company, personal communication, November 15, 2017)

"I suggest FAFA to highlight their menu tab at the top right corner, or using icons as key menus to make it distinctive.(R: Buyer from private company, personal communication, November 15, 2017)

Figure 4.3: The Menu Tab on FAFA's Homepage Opening through Smartphone

Source: FAFA Company Limited. (n.d.). *FAFA's website*. Retrieved form

http://www.fafacompany.com.

Fourth, using transition effects and animations can bring liveliness to the website, and consumers can feel it.

"I like FAFA and Fest; they present pictures with transition; look lively."
(S: Buyer from private company, personal communication, November 11, 2017)

Fifth, content presentation has to be focused, using images, videos, along with content, helping users understand the information easier. I cannot deny that video can help raise consumers' interest nowadays.

"Although Gracz's photos are not quite beautiful, they use graphic pictures to help explain to make it clear and better." (J: Entrepreneur from private company, personal communication, November 9, 2017)

"I like the websites that using both pictures and text to explain information." (T: Buyer from private company, personal communication, November 13, 2017)

"The information on website might be photo, video, cartoon, animation, or else, instead of text." (N: Buyer from private company, personal communication, November 9, 2017)

"Presenting information with image along with text is the easiest way to make consumers understand. I suggest showing video of degradation process to make it more impressive." (S: Buyer from private company, personal communication, November 11, 2017)

"Using detailed text, picture and video are help to support each others. The video with motion helps to make consumers get easier; the company may add subtitle to notice the consumers where to focus on." (R: Buyer from private company, personal communication, November 15, 2017)

Last, always optimizing the website due to customer journey and behaviors. According to the research, mobile phone becomes an important device industrial consumers use to find information. 2 interviewees (25%) said that they use only mobile phone when finding some information, 4 interviewees or 50% use both mobile phone and notebook, so the brand's website must be responsive in order to provide good layout and ease of use.

"Only smartphone. When it is in urgent, smartphone is easier." (P: Entrepreneur from private company, personal communication, November 13, 2017)

"The easiest way to search for information is using smartphone." (G: Entrepreneur from private company, personal communication, November 15, 2017)

"I firstly start with smartphone, but when I want more details, I will change to notebook instead." (B: Buyer from private company, personal communication, November 15, 2017)

"I use both laptop and smartphone depending on the situation, but my teammates usually use PC. (S: Buyer from private company, personal communication, November 11, 2017)

"I use notebook in the afternoon during working hours, and iPhone at night." (T: Buyer from private company, personal communication, November 13, 2017)

"Company's PC or notebook, and use 2 browsers, Chrome and IE. If any website is blocked, I will use my iPhone instead." (R: Buyer from private company, personal communication, November 15, 2017)

After the observing 4 eco-friendly food packaging websites, the researcher found that only Advance Bio's website is not responsive. When interviewees use smartphones accessing the website, 4 of them or 50% can sense of difficulty in using.

"Advance Bio has a lot of product but the website looks messy. The layout of Advance Bio's website is not so good, they leave too extra blank space at the bottom of the page; it is not well managable." (J: Entrepreneur from private company, personal communication, November 9, 2017)

"All 3 websites are not quite that difficult to use but Advance Bio is hard to find information for me." (G: Entrepreneur from private company, personal communication, November 15, 2017)

"Advance Bio's website is difficult to use; some part cannot zoom." (N: Buyer from private company, personal communication, November 9, 2017)

"Other websites are mobile sites, easy and convenient to use except Advacne Bio; it cannot zoom yet difficult to use." (T: Buyer from private company, personal communication, November 13, 2017)

"For Advance Bio, it is not in mobile form; not mobile-supported, so it is difficult to use. There are many different sizes of smartphones, if it is small, it will be harder to view this website. Sometimes, I am too lazy to spend time with these kinds of problem." (P: Entrepreneur from private company, personal communication, November 13, 2017)

Website is like a face of brand, so it always has to be optimized to make the brand's target consumers satisfied, and get good experiences every time they visit the website.

In addition, email marketing is not dead; 1 out of 4 Internet users still read email that is sent by brand due to Globalwebindex's research showed in chapter 2. Almost all industrial consumers, 7 persons, or 87.5%, would like to receive brand's information via email because it is long lasting and can be evidence.

"When I want to contact the company, or get official information, I prefer call and email." (J: Entrepreneur from private company, personal communication, November 9, 2017)

"Most people use email to communicate, so I prefer to receive information via email." (S: Buyer from private company, personal communication, November 11, 2017)

"For further communication, I like email or call." (B: Buyer from private company, personal communication, November 15, 2017)

"When I request for official information, I do prefer calling and email." (T: Buyer from private company, personal communication, November 13, 2017)

"Nowadays, people use Line to communicate, becasue they can get information faster than other channels. But I personally still want to use email because I can keep it in long term, and it can be an evidence. Email will not disappear until I delete it, unlike Line."(N: Buyer from private company, personal communication, November 9, 2017)

"For me, email and phone is essential and classic in communication; it is the easiest way to contact the company." (R: Buyer from private company, personal communication, November 15, 2017)

"I think email is what the company should use for sending official information only, and use to remind customers only once a month. (P: Entrepreneur from private company, personal communication, November 13, 2017)

Among those respondents, there are 3 persons (37.5%) insist that Line is their favors, and also the first channel they think of when they want to contact the company, because it it faster yet more convenient.

"Line is great for me because it has notification that lead me to keep checking. It is easier and more convenient than other channels." (G: Entrepreneur from private company, personal communication, November 15, 2017)

"For me, I choose Line because I believe that most people use Line, then I can check whether they are active or not. Moreover, I can get photos and information

faster, and I can forward to my company's Line group right away." (P: Entrepreneur from private company, personal communication, November 13, 2017)

"Normally, I use personal Line not company Line Official when I want to order." (T: Buyer from private company, personal communication, November 13, 2017)

Besides that, the researcher also finds interesting outcomes from interviewee's answer, there are a respondent, or 12.5%, suggest that the company should have Line as another communication channel, although this interviewee will not use.

"I think the company shoud have 'Line Official' because I would like to make sure that the company is still working, but it will be useless if no one responds." (S: Buyer from private company, personal communication, November 11, 2017)

For other social media such as Facebook, 3 industrial consumers, about 37.5%, think that Facebook is an easy way for brand to reach consumers by posting product pictures, promotion, or CSR news.

"I personally think that one social media like Facebook shall be enough; it is for promoting product, promotion, CSR, advertisement, or for small consumers to aware of the product." (J: Entrepreneur from private company, personal communication, November 9, 2017)

"Facebook is ok as well, because the company can upload photos to album, and show to customer when they visit." (P: Entrepreneur from private company, personal communication, November 13, 2017)

"Social media is just another channels showing how the company willing to reach consumersin every way." (R: Buyer from private company, personal communication, November 15, 2017)

Furthermore, the content published on website must be relevant and trustable for target consumers, plus it has to be worth time spending for. In this research, 3 industrial consumers (37.5%) focus on product details such as dimension, materials used, degradation process, pack size, price, etc. The content about differences between each types of packaging, and promotion are also interesting for 3 interviewees (37.5%). Informative information along with attractive headline and cover picture can appeal industrial consumers to click through.

"For Advance Bio, they have quite detailed information for each product such as code, dimension, pack size, and so on; it is good." (R: Buyer from private company, personal communication, November 15, 2017)

"I like Fest because there are entirely full product detailed information such as sizing, capacity, price and more; their website is quite one stop service." (N: Buyer from private company, personal communication, November 9, 2017)

"If possible, the price, or may be estimated price range of product is important to me, it is very helpful." (T: Buyer from private company, personal communication, November 13, 2017)

"I will click if I think it is useful for me, or the headline is eye-catching, like differences between each type of packaging." (R: Buyer from private company, personal communication, November 15, 2017)

"If headline is interesting or it is about something I am curious, I will pay attention to. I want the company's website to have statistic data. For example, statistic data about types of packaging using, plastic garbage in Thailand in a year, how Thailand and other countries eliminate waste or garbage, etc. It is because I can use

this information as reference." (J: Entrepreneur from private company, personal communication, November 9, 2017)

"If it is about promotion or discount, I may click." (B: Buyer from private company, personal communication, November 15, 2017)

Content published on website can help bring good experience to industrial consumers when they visit website; it is another tool to build relationships between brand and consumers.
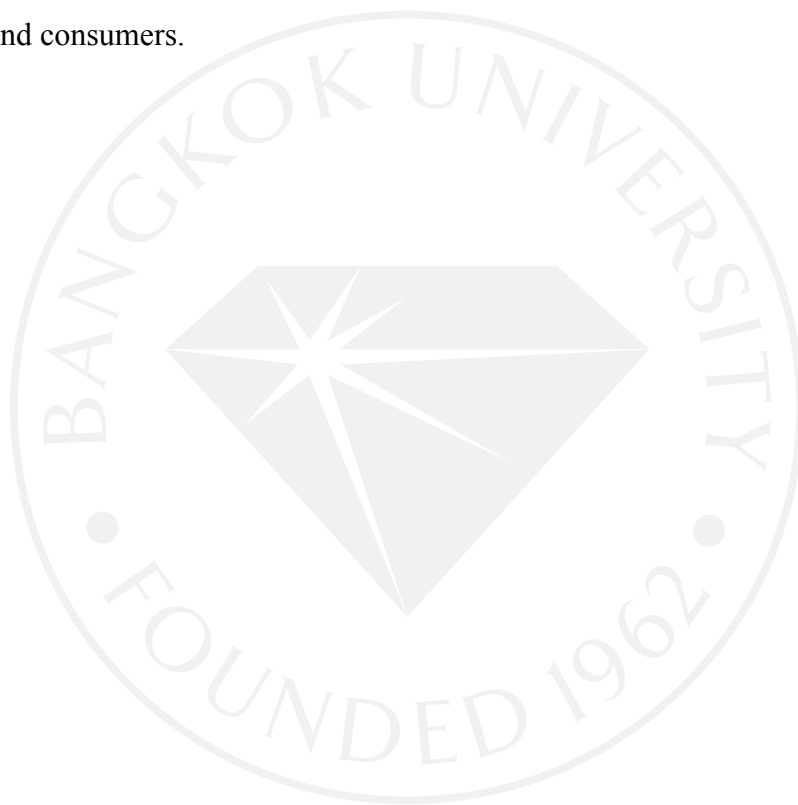
CHAPTER 5

DISCUSSION

5.1 Summary of the Results

5.1.1 Industrial Customer Journey towards Eco-Friendly Food Packaging

Due to the research results, both offline and online platforms have important roles and impacts towards industrial consumers in awareness and consideration stages customer journey. During awareness stage, most industrial consumers begin with Google search engine as the first step; they will use general keywords such as eco-friendly packaging (บรรจุภัณฑ์ย่อยสลาย/ บรรจุภัณฑ์ที่ย่อยสลายได้), and so on, to find more information related to the particular topics, and link to companies websites. Website is the face of brand, which is the first channel that consumers get to know and aware of the company and products when they are finding information. Moreover, there is a consumer who uses Facebook as a hub of ideas and inspiration or asking for intimate's recommendation.

On the other hand, online channels like Google and Facebook are not the only platforms popping up in consumers' minds; there are also other offline channels that industrial consumers choose to find information. Some consumers start from offline channels by observing at supermarkets or hypermarkets in order to see and touch the real products available in the market, or asking for recommendations from friends and current vendors.

After industrial consumers diminish the choices to a few companies, it is coming to evaluation stage. Consumers will deeply dive into each company's website to find how the company offer to consumers, and what they will get in exchange if

they make a purchase. If any company does not have website, it will not be instantly rejected, but that company will lose opportunities to interact with consumers. Apart from content on website, consumers choose to contact each company via call, email, or Line to make appointment with every company for further face-to-face meeting, price, product safety, and service are also factors consumers concern in this stage.

In contrast, website's importance decreases during purchase stage; when industrial consumers want to purchase, it is all about paperwork. They will contact directly to company using email, or promptly chat to salesperson who takes care of them using Line Chat; they tend to choose these 2 channels instead of ordering on website.

When finishing gathering and analyzing information, each industrial customer journey is sketched as following.

Figure 5.1: N's Customer Journey

What consumer think?

New Packaging Required | **Searching on Google using Notebook** | **Web Search** | **Company Profile** | **Product Catalog** | **Product Details & Qualifications**
- Dimension
- Capacity
- Pack Size
- Materials
- Heat and Cold Resistance
- etc. | **Customer Reference** | **Contact**
- Call
- Email

What type of packaging does the company want? What are types of packaging available in the market?

Why should I choose or buy from this company?

How about the company's stability, safety, standard, etc?

Generally observe all product pictures that company has.

Explore the details and qualifications, is it fit with the company's requirements, or suitable with the company's product or not.

Sometimes other departments limit my choice, so they may do not mind about reference if the product is good and fit with requirements.

Contacting the company to make an appointment for further information and sample.

It is the easiest and fastest way to find information. I will use notebook because during working hours.

I think it is weird of any company does not have website.

Does all here meet my standard and expectation?

If there is any design I want, I will go explore more.

What does my company get if I use this company's product.

I think face-to-face meeting is better than only contacting online, and email plus call are also better than Line. After the meeting, I will present all information to other authorised departments to test whether it is work or not.

Figure 5.2: R's Customer Journey

What consumer think?

New Packaging Required
What type of packaging does the company want?

Searching on Google using Notebook
What is eco-friendly packaging? What are types of packaging available in the market?

It is the easiest and fastest way to find information. When I get what it is, I will continue finding manufacturers.

Web Search
Why should I choose or buy from this company?

If any company does not have website, that company may be small and lack of standard. That company will be put behind.

Company Profile
How about the company's stability, safety, standard, etc?

I take this factor the most important. Does all here meet my standard and expectation? Does my company have to help develop anything if I choose?

Product Catalog
Generally observe all product pictures that company has.

If there is any design I want, I will click to view every side of it.

Product Details & Qualifications
- Dimension
- Capacity
- Pack Size
- Materials
- Heat and Cold Resistance
- etc.

Explore the details and qualifications, is it fit with the company's requirements, or suitable with the company's product or not.

What does my company get if I use this company's product.

Customer Reference
This can refer to the company's reliability.

New & Activities
I will click to read only if I want to find more knowledge, or the headline is interesting and eye-catching, showing that what I will get after I read it. The content should be about differences between packaging.

Contact
- Call
- Email

Contacting the company to make an appointment for further information and sample.

After the meeting, I will present all information to other authorised departments to test whether it is work or not.

Figure 5.3: T's Customer Journey

ONLINE

	New Packaging Required	**Searching on Google using Both Mobile & Notebook**	**Web Search**	**Product Catalog**	**Product Details & Qualifications** - Dimension - Capacity - Heat and Cold Resistance - Materials - Degradation - etc.	**Customer Reference**	**Company Profile**	**Contact** - Call - Email

What consumer think?

What type of packaging does the company want? What are types of packaging available in the market only in Thailand?

Why should I choose or buy from this company?

Generally observe all product pictures that company has.

Explore the details and qualifications are fit with the company's requirements, or suitable with the company's product or not.

This can refer to the company's reliability, safety, standard, etc.

Call to the company to make an appointment plus sample, and use email for further information.

It is the easiest and fastest way. If I am at office, I will use notebook. If it is after working hours, I will use my smartphone.

If there is any company does not have website, I will think it is difficult to reach and contact

If there is any design I want, I will go explore more.

What does my company get if I use this company's product.

If there is any Japanese brand, I will be impressed, and it can arise my interest.

If the factory have standard, and look good, I will believe that the product has high quality.

After the meeting, I will give the sample another department for testing, and present all information to other authorised departments.

Figure 5.4: B's Customer Journey

ONLINE

New Packaging Required | **Searching on Google using Both Mobile and Notebook** | **Web Search** | **Product Catalog** | **Product Details & Qualifications**
- Dimension
- Capacity
- Carton Size
- Materials
- Qualifications
- etc.
| **Company Profile** | **Customer Reference** | **News and Activities** | **Contact** - Call or email

What consumer think?

What type of packaging does the company want? What are types of packaging available in the market domestically and internationally?

Why should I choose or buy from this company?

Generally observe the company's product pictures.

Explore the details and qualifications are fit with the company's requirements, or suitable with the company's product or not.

These can refer to the company's stability, motto, safety, standard, reputation, etc.

Contacting the company to make an appointment for further information and sample.

It is the easiest and fastest way to find information. I use mobile to find general information right away, but if there are deeper details, I will use notebook.

If any brand does not have website, I will not quite okay because I want to know the brand more from website.

If there is any design I want, it will be good

What does my company get if I use this company's product?

Does all here meet my standard and expectation?

I will click to see more and read if it about promotion and discount.

After I get the sample, and information, I will present to other authorised departments, and give product for further testing.

Figure 5.5: S's Customer Journey

OFFLINE

Presentation from Vendor

ONLINE

New Packaging Required — Searching on Google using Both Mobile & Notebook — Web Search — Product Catalog — Product Details & Qualifications
- Materials
- Degradation
- Qualifications
- Dimension
- Capacity
- Carton Size
- etc. — Company Profile — Customer Reference — Contact - Call

What consumer think?

What type of packaging does the company want? What are types of packaging available in the market only in Thailand?

Why should I choose or buy from this company?

Generally observe the company's product pictures.

Explore the details and qualifications are fit with the company's requirements, or suitable with the company's product or not.

These can refer to the company's stability, motto, safety, standard, reputation, etc.

Contacting the company to make an appointment for further information and sample.

It is the easiest and fastest way to find information. If I am outside my office, I will use mobile, but if I am at office, laptop is better.

If there is any company that does not have website, it means weak marketing. That company will lose chance.

Does it have any design I want or not?

What does my company get if I use this company's product?

Does all here meet my standard and expectation?

I will make appointments with every companies of choices to compare between each others.

Figure 5.6: P's Customer Journey

OFFLINE

Going to Makro because the products there are cheaper

ONLINE

New Packaging Required

Searching on Google using Mobile

Web Search

Product Details & Qualifications
- Materials
- Heat and Cold Resistance
- Dimension
- Capacity
- Pack Size
- etc.

Product Catalog

Customer Reference

Company Profile

Contact
- Line
- Call

What consumer think?

What type of packaging does the company want? What are types of packaging available in the market? How much?

Why should I choose or buy from this company?

Explore the details and qualifications are fit with the company's requirements, or suitable with the company's product or not.

Observe all product pictures that company has.

These can refer to the company's stability, motto, safety, standard, reputation, etc.

Contacting the company to make an appointment for further information and sample.

It is the easiest and fastest way to find information. Smartphone is always with me, I can use it at anytime right away.

What does my company get if I use this company's product.

Is there any design I want?

Are these factors impressed me? I think price is more important to concern more than these factors. If the price is cheaper in the quality I accept, I will buy it.

Sometimes, I want to get what I want by not speaking but typing using Line. After the meeting, I will present all information to other authorised departments, and give sample to test. Price-Sensitive.

Figure 5.7: J's Customer Journey

Figure 5.8: G's Customer Journey

OFFLINE

Asking for Recommendations from Friends and Current Suppliers

ONLINE

New Packaging Required | Observing other Brand's Facebook page | Google Search Using Mobile | Web Search | Product Catalog | Product Details & Qualifications
- Dimension
- Capacity
- Heat and Cold Resistance
- Degradation
- Materials
- etc. | Customer Reference | Company Profile | Contact
- Call
- Line

What consumer think?

What type of packaging does the company want? What are types of packaging available in the market only in Thailand?

It is the easiest and fastest way poped up in my mind. I want to get inspiration and information. If I want to know it right away, I will use mobile. When I have time, I will use notebook.

I just want to search for manufaturers that have the packaging I want.

Why should I choose or buy from this company?

My interest will drop if the site is not simple and modern, yet the site is not in English.

Generally observe all product pictures that company has.

If there is any design I want, I will go explore more. If the packaging is too common, I will not be interested.

Explore the details and qualifications are fit with the company's requirements, or suitable with the company's product or not.

What does my company get if I use this company's product. Value? Image? Story?

This can refer to the company's safety, standard, etc.

If there is any brand that has similar image to mine, I will be impressed, and it can arise my interest.

This can refer to the company's stability, motto, etc.

Is there any story behind the scence that I can use to help make my brand more outstanding?

Contacting the company to make an appointment for further information and sample.

After the meeting, I will test it. If I can style my food in this packaging, I will buy it.
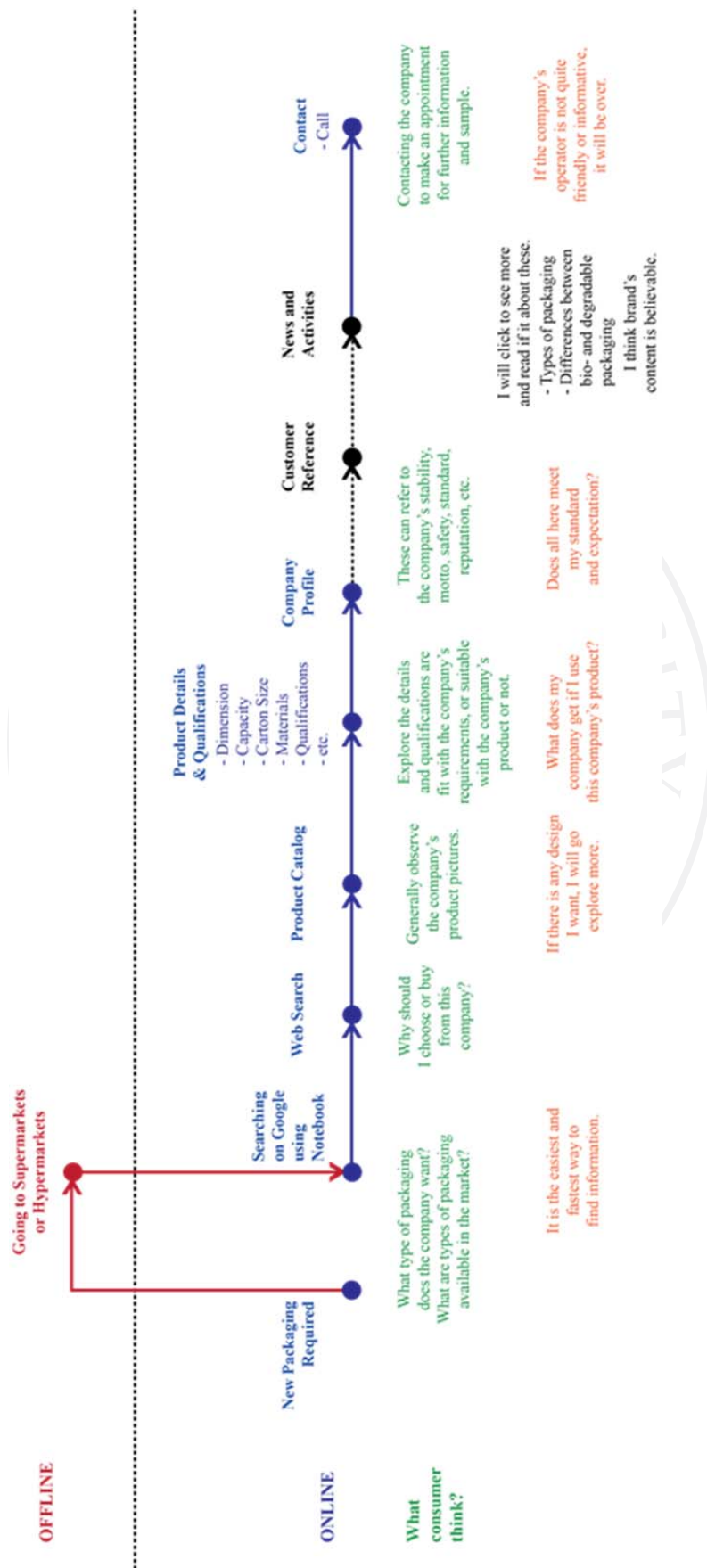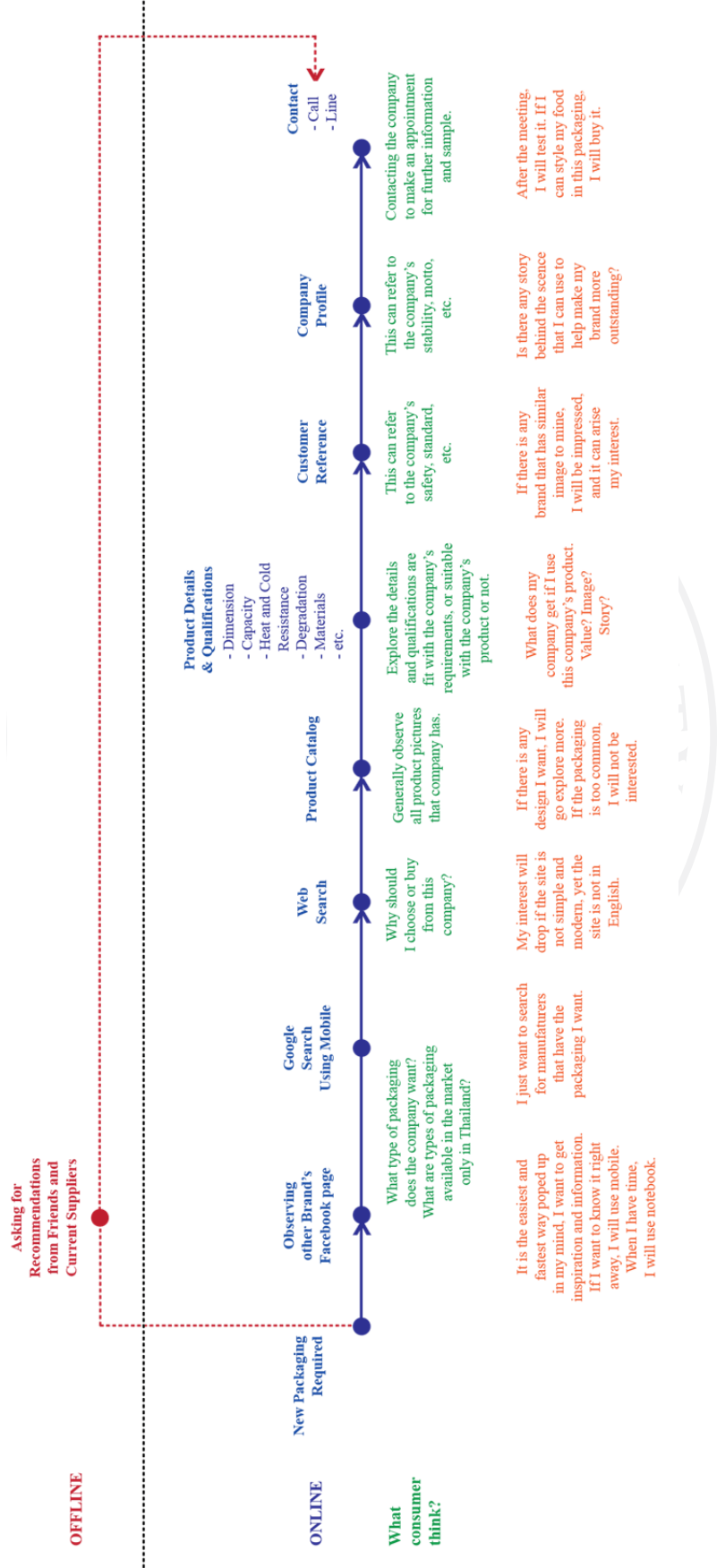
Although most industrial consumers use online channel, which is Google search engine, in the first step, Facebook is also another tool chosen to find inspiration, a powerful social media that is someone's top of mind. Apart from online channels, offline channels such as going to supermarkets or recommendations from others are involved when some industrial consumers want to find information.

All consumers like to explore more information on each company's website. The marketers and brand cannot overlook website; it is like a contact point, which consumers can easily reach the company, helping consumers aware, and find information about eco-friendly food packaging brand. When all industrial consumers finish diving to the companies' websites, they will definitely call, email or chat via Line to each company for further face-to-face meetings.

After these steps are done, consumers tend to choose official email, or Line for immediate response, as a contact point for purchasing.

5.1.2 Content on Eco-Friendly Food Packaging for Industrial Consumers

When industrial consumers enter the eco-friendly food packaging websites, the content they firstly focus is product catalog, generally looking for the all products the companies have, finding the designs they want. The second one is product details; information about dimension, capacity, carton size, materials, qualifications, degradation processes, and so on, whether it is matched with their products or not. Company profile is coming to the third place, followed by customer reference, industrial consumers like to emphasize on each company's stability, motto, standard, safety, reliability and reputation. If any company has standard and big companies as customers, it means the company can gain credits from them. The last topic, which

most consumers tend to ignore, is news and activities. The industrial consumers will put news and activities topic last, or ignore it because it is not the factor they should pay attention to if they want to buy some packaging. If the company wants to generate click to this topic, the headline of the article must be eye-catching in order to lead consumer to click and spend time reading.

Furthermore, using pictures, infographics, videos, along with text, to explain detailed information on website, is a must; it helps consumers get better understanding (see figure 5.9). For example, presenting the degradation processes step by step using video is more attractive and exciting. Modern-styled photos and graphic pictures are necessary to make the company look friendly and beautiful. Moreover, Transition effects and animations, which the images are changed automatically, effectively help bringing liveliness to the sites (see figure 5.10-5.11 below).

Figure 5.9: Examples of Infographic on Gracz's Website

Source: GRACZ. (2014 b). *History*. Retrieved from http://www.gracz.co.th/en/story.
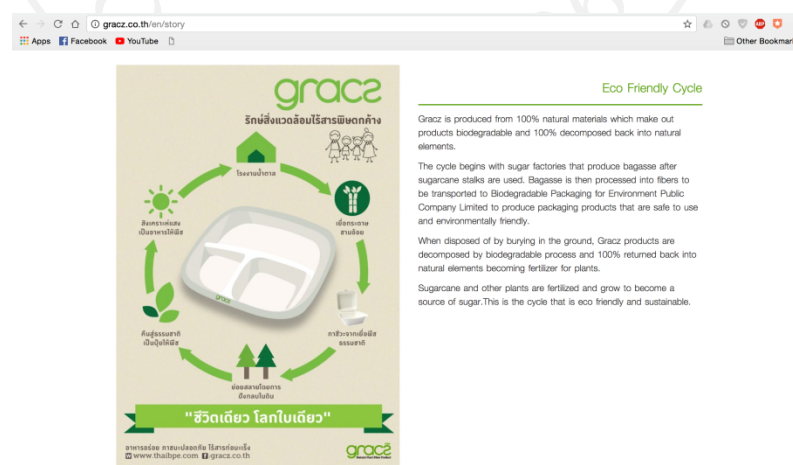
Figure 5.10: Examples of Product Pictures with transition at the Top of the FAFA's

Homepage

Source: FAFA Company Limited. (n.d.). *FAFA's website*. Retrieved from

http://www.fafacompany.com.

Figure 5.11: Examples of Product Pictures with transition at the Top of the FAFA's

Homepage

Source: FAFA Company Limited. (n.d.). *FAFA's website*. Retrieved from

http://www.fafacompany.com.

Importantly, there are many industrial consumers use mobile phones to visit eco-friendly food packaging websites, because it is the fastest plus the most convenient. Mobile phones are always with them anywhere and anytime. If the brands want to maximize the consumers' experiences, the site must be mobile-supported by making it responsive, automatically adjusted the layout to fit with each device consumers use.

After analyzing, the researcher found that buyer is not the only one position involving in making decision to buy product; there are other authorized department such as marketing, research and development, production, and so on. They also have powerful impact neither to buy nor not to buy the product.

Website is the face of the brand, so it is extremely important to keep optimizing it to give target consumers the best experiences to create impressive and good perception towards brand.

5.2 Discussion

5.2.1 Industrial Customer Journey towards Eco-Friendly Food Packaging

According to the results, Google is the most popular tool industrial consumers think of when finding some information during awareness stage, like research of Kimberlee (2014), "shoppers conduct online research before buying," buyers begin with a search engine to find information about product they want. After searching, they will link to companies' website, which is related to Hongshuang & Kannan (2014) research, "Attributing Conversions in a Multichannel Online Marketing Environment: An Empirical Model and a Field Experiment," which stated that

customers visit the company's website through search engines (such as Google, Yahoo), display ads, or e-mail

Although, industrial consumers turn to Google during awareness stage, it is not for evaluation stage, unlike Pardot (2017)'s research, which stated that buyers will return to Google again 2-3 times during this stage. Obviously, website has high impact affecting awareness and consideration stages in industrial customer journey. Website is like a contact point, which consumers can easily reach the company; it helps consumers aware, and find information about eco-friendly food packaging brand, as the research results clarified by Pardot (2017), "Understand the Buyer's Journey." During evaluation, the buyers or entrepreneurs, along with other department will have meetings together to select the best packaging to use; the result is the same as Cernel (2016), "What Do Today's B2B Buyers Want?"

It also affects consumers' trust towards brand during evaluation stage. Although the interviewees do not immediately reject a company that has no website, it will be kept behind, and the company may lose chance to close sales. On the other hand, website has lower impact on industrial consumers when it is in purchasing stage, similar to Pardot (2017); they will not order on website, they prefer email because it is more official; all information can be kept as evidence, and easily forwarded to other departments in charge. There are some consumers choose Line Chat installed in their smartphones for ordering because it is faster and more convenient.

5.2.2 Content on Eco-Friendly Food Packaging for Industrial Consumer

The researcher found that creating interesting and valuable content to gain engagement from consumers are necessary to build business opportunity for brand, alike Nuttaputch (2014). All detailed relevant information about company and product must be put on; it is what industrial consumers find when searching on the website, similar to Lankow, Ritchie & Crooks (2012) and Harad (2013). The content-telling instuments, which are pictures, videos, and content, must be used to build attraction among industrial consumers, when they deeply explore each brand's website. It is similar to Atthachai (2013), which said that content marketing on corporate Facebook is pictures, videos, links, and content.

Although industrial consumers focus on catalog, details, qualifications, company information, customer reference, and ignore news and activities topic, which every company has on website, the company should not forget to optimize it in order to generate lead to the webpage. The consumers may pay attention to if the headlines are outstanding, yet the content is relevant with their particular topics like types of eco-friendly packaging, differences, and so on, similar to the journal of Rod, et al. (2016), which clarified that the interviewees' search behaviors depending on goal-oriented messaging.

Moreover the research conducted by CYGNIS Media Editor (2013), "Consumer Behavior and Website Design Elements content," said that attractive images, icons for navigation, transition effects, plus appropriate layout, are necessary to make appealing website, but there is only a thing different from the research, call-to-action buttons is what industrial consumers have not mentioned. Website design features such as navigation, clear communication can influence consumers' purchase

intensions, as well as the research from Hood, Shanahan, & Hopkins (2015). In addition, infographics are also help explaining company's technical information to consumers in order to make them appeal and easily understand; it is the same as Milovanovic & Lvanisevic (2014) research.

Most consumers nowadays tend to use mobile a lot, so if website in not responsive, it will affect users' experiences by reducing their intensions to explore more information the website. The site design and user experience significantly impact users' cognitions, attitudes, and purchases (Ha, 2008 and Karson & Fisher, 2005).

Importantly, most industrial consumers like to receive information via email, because it can be kept as evidence for next use, so it is the communication channel, which never dies. Email is followed by social media, which are also the channels consumers keep updating about brand. The results are similar to the research declared by AtimeNews (2016).

5.3 Recommendation for Further Application

1) Encouraging target consumers in each step of customer journey to interact with the company by using push marketing. When the marketers know all touchpoints in awareness, consideration, and purchase stages, marketer have to add triggers to each touchpoints to influence their behaviors.

For example, most industrial consumers turn to Google search engine as the first step, so the popular keywords which is eco-friendly packaging (บรรจุภัณฑ์ย่อยสลาย/บรรจุภัณฑ์ที่ย่อยสลายได้) has to be bought to help consumers find

the brand (Search Engine Marketing or SEM). Moreover, the marketers have to do search engine optimization or SEO. If Google rates the website as effective, the website will appear on the first page when consumers search. Google's criteria are what marketers have to concern when creating websites. The content must be relevant with the keywords consumers use, the websites have to be responsive, supporting different types of devices, and building traffic to the site by keep sharing the links to make consumer aware and click.

2) Google is not the only tool wining consumers' heart, there are some consumer like to search for information on Facebook, so the company has to build Facebook page in order to keep connecting with consumers, and make consumers think that the company is always available for them to contact. It is the easiest channel, which the brand can promote new products, and post CSR news, activities, and knowledge. The company may buy ads on Facebook, and specify the targets to help make the consumers aware of brand and products. Besides that, the company should show users that they have Facebook page, by adding call-to-action button, encouraging consumer to click like (see figure 5.12).

Figure 5.12: Suggestive Pantones for Eco-Friendly Food Packaging Website

Source: GRACZ. (2014 c). *Gracz's Homepage*. Retrieved from http://www.gracz. co.th.

3) Although most industrial consumers start with online channels, the marketers cannot overlook offline channels, because it also takes part in awareness stage. In this digital world, sometimes most companies tend to focus on online marketing, and forget to pay attention to offline channels, but it cannot deny that both online and offline marketing are also important; it has to be concerned simultaneously in order to effectively achieve goals and objectives. Some consumers like to go to supermarkets or hypermarkets to observe packaging available in the market first, so the marketers have to deal with the supermarkets, asking for spaces for ads, and optimizing the products positions on retail shelves. Sometimes, company can choose to do co-promotion with the supermarkets in order to encourage consumers to try it.

4) Even though Facebook is important to keep updating and reaching target consumers, Line cannot be forgotten. There are some industrial consumers likely ask for additional information by directly contact the company via Line, because it is free and convenient, yet sometimes faster than email. The company may consider establishing Line Official as another one channel, which is available for consumers, making consumers think the brand is easily reached.

5) Apart from those online channels, email are another one consumers mostly choose to officially contact with brands. Consumers perceive that email is more official than other channels; all documents and information can be kept as references, and it can be conveniently forwarded within related departments in the same organization, or sent to other companies as well. If the company receive email from consumers, it is necessary to reply and take response right away to make consumers reassuring that company is stand by their sides all the time.

6) There are also some consumers choose to call to suppliers to ask for more information or make appointment, so the operators or salespeople who are in charge to directly communicate with consumers must be trained to be friendly, active, yet informative, to make consumers impressive.

7) When consumers visit the website, they want to get to the point they are interested immediately. Moreover, the popular topics, which are catalog, qualifications, and key menus, that consumers tend to look for, must be displayed on website's home page in outstanding positions, by using icons along with titles as key menus in order to provide convenience and ease of navigation to create sense of manageable format (see figure 5.13).

Figure 5.13: Example of Icons with Titles as Key Menus on Website
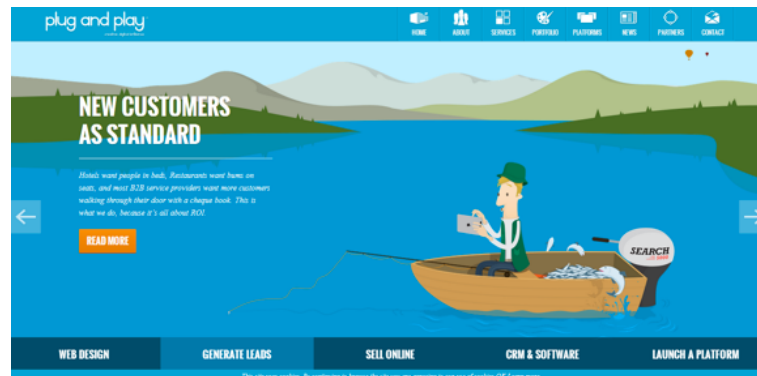
Source: Gabrielle, G. (2014). *20 Distinctive Navigation Menu Designs*. Retrieved

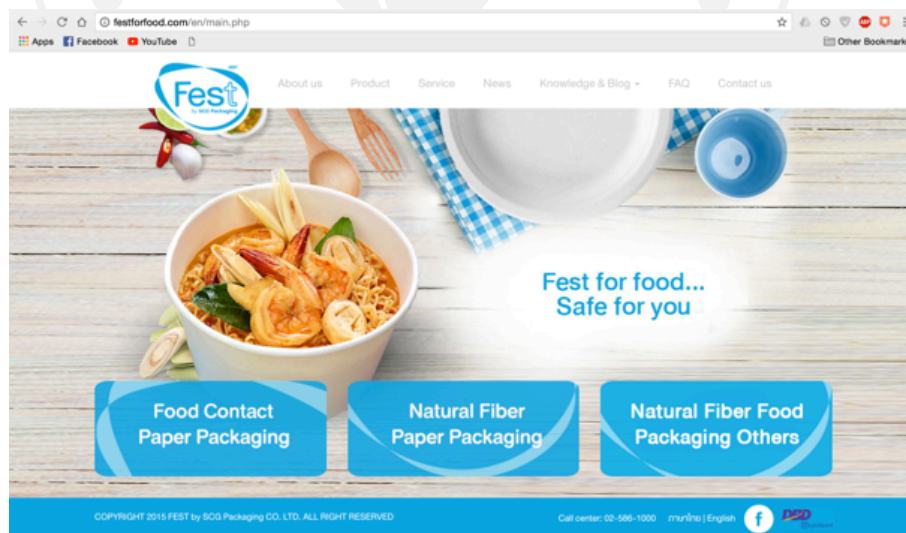from https://www.sitepoint.com/20-standout-navigation-menu-designs.

8) Enhancing users' attraction, marketers should show the product in every

side (see figure 5.14), yet the product images have to be quite modern, presenting

with food inside, so it can idealize consumers about size of the packaging, and also

food decoration (see figure 5.15). The detailed product information contains of code,

dimension, capacity, material, piece per carton, carton size, pack size, and price (if

possible), to make the users easily gather information (see figure 5.16).

Figure 5.14: Examples of Every Side of Product Picture from FAFA

Source: FAFA Company Limited. (n.d.). *FAFA's website*. Retrieved from
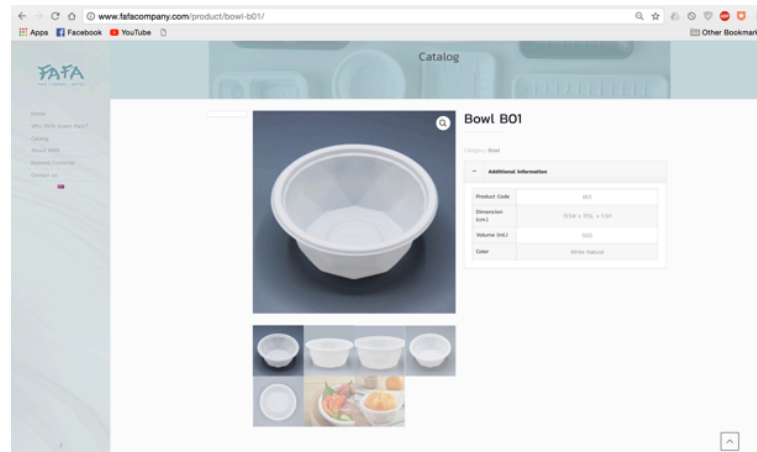
http://www.fafacompany.com.

Figure 5.15: Examples of Product Picture Taken with Food from Fest

Source: SCG Packaging. (2015 a). *Fest's website*. Retrieved from http://www.festfor

food.com/en/main.php.

Figure 5.16: Example of Detailed Product Information of Fest's Website

Source: SCG Packaging. (2015 a). *Fest's website*. Retrieved from http://www.festfor
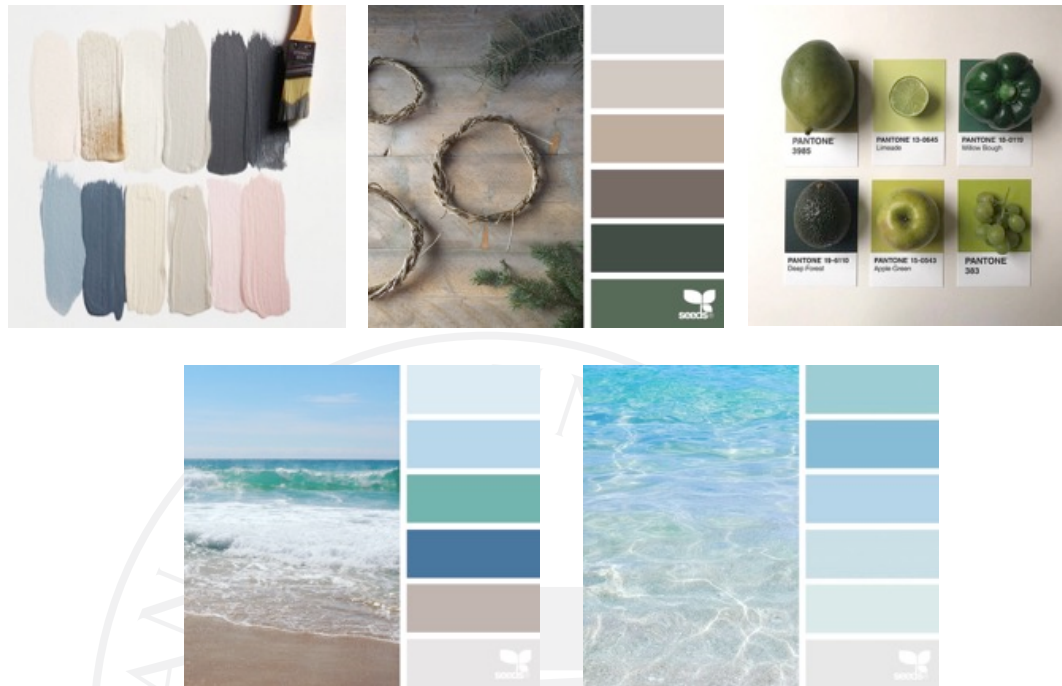
food.com/en/main.php.
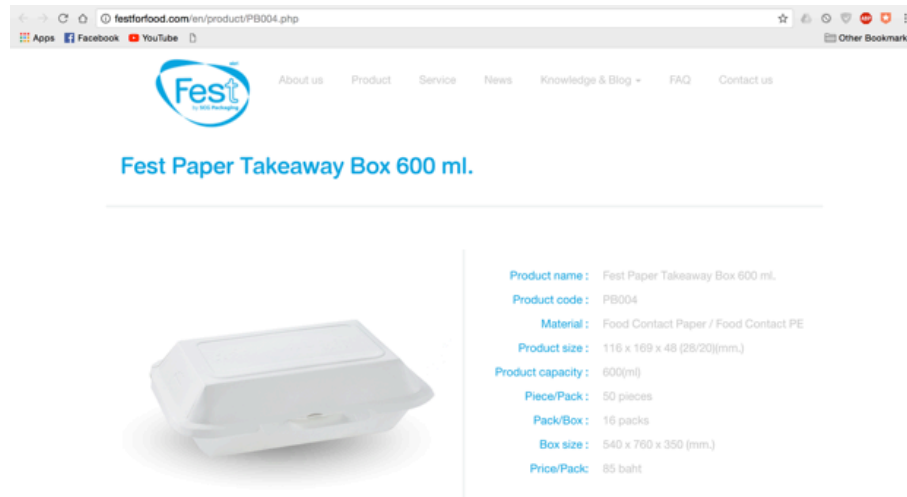
9) Industrial consumers also place importance on company profile and customer reference, because it can reflect the company's stability, standard, and trust. The marketers can create emotional company's stories related to the company's motto and ideology, in order to sense of human touch, making brand beyond a thing, but a family, friend, or helper, which is always available to suggest and help consumes at all time. Additionally, the company has to show the photos of factory, production processes, standard guaranteed, to help industrial consumers ensure about the safety of quality products and company, because there are about eco-friendly packaging, using with food directly, so it must be certificates guaranteed. Referenced customers have to be added on the website also, if the company has big or foreign companies, which are trustable, as the customers, it can increase the reliability of the company.

10) Although industrial consumers ignore news and activities topic, the company cannot overlook it, because it helps a lot in doing SEO. Furthermore, it can create professional look for the company in consumers' perceptions. If the companies produce eco-friendly food packaging, they will be able to take advantage by being consumers' gurus in biodegradable and degradable products, and build trust for industrial consumers.

11) Content that can arise the perception of industrial consumers should be presented by images, infographics and videos along with some text to make technical terms such as raw materials used to product packaging, qualifications, degradation process, etc., become easy to understand. These kinds of information have to be stated and explained clearly, because each eco-friendly food packaging company has different compound used to produce environmentally friendly food packaging. It is extremely important to make consumers get better understanding about products, then surely confident that the products can be decomposed naturally, by visualizing the information.

12) The eco-friendly food packaging's website design that impacts consumers must be eco or earthy mood tone such as green, brown, light blue, white, or grey, can create mellow, warm and friendly feels, along with deep color text to make it easily readable. It can make consumers sense of green products, which is environmentally friendly (see figure 5.17).

Figure 5.17: Suggestive Pantones for Eco-Friendly Food Packaging Website

Source: Pinterest. (2016). *Horizon tones (Design seeds)*. Retrieved from

https://www.pinterest.com/pin/470696598535702866/.

5.4 Recommendation for Further Research

According to this research, the researcher found that both offline and online touch points have high impact toward industrial customer journey. Moreover, website gets involved in the journey during awareness and consideration stages, and then it is faded out in purchase stage. The next researcher can find more touch points and interactions consumers have with the brands in the rest 2 steps left in customer journey, which are loyalty and advocacy steps. In addition, it sounds interesting for further research to testify and find how eco-friendly food packaging companies

develop marketing strategies and activities to effectively communicate with

consumers, and improve consumers' experiences during those stages also.

In addition, the next researcher can prove that if the any company follows the

suggestions according to this research, how the consumers' attitudes and perceptions

towards the company change.

BIBLIOGRAPHY

Adam, J. (2012). *Thailand: Rivers, roads, and the pollution they hold*. Retrieved
　　　　from http://pulitzercenter.org/reporting/thailand-rivers-roads-and-pollution-
　　　　they-hold.

Advance Know How, Co., Ltd. (2015). *Advance BIO's website*. Retrieved from
　　　　http://www.advancebio11.com/home.html.

AtimeNews. (2016). *4 factors to make "CONTENT IS KING" the market's need to
　　　　know.!!*. Retrieved from http://www.atimedesign.com/webdesign/content-is-
　　　　king-for-marketing/.

Atthachai, W. (2013). Type of marketing content on facebook fanpage and
　　　　consumers' buying intention. *Journal of Public Relations and Advertising,
　　　　6*(2), 88-106.

Brand Inside. (2017). *Google open survey behavior. What affect consumer purchase
　　　　of the Thai people*. Retrieved from https://brandinside.asia/google-research-
　　　　consumer/.

Buffie, B. (2017). *Have an eco-friendly mother's day!*. Retrieved from https://green
　　　　packaginggroup.com/industry-experts/eco-friendly-mothers-day/.

Carolyn, H. B., & G. Parasnis. (2011). From social media to social customer
　　　　relationship management. *Strategy & Leadership, 39*(5), 30-37.

Cernel, S. (2016). *What do today's B2B buyers want?* Retrieved from https://
　　　　www.knowledgetree.com/blog/2015/08/what-do-todays-b2b-buyers-want/.

Chang, S. H. (2015). The influence of green viral communications on green purchase intentions: The mediating role of consumers' susceptibility to interpersonal influences. *Sustainability, 7*(5), 4829-4849.

Chris, D. S. (2015). *How does website speed affect consumer behaviour?* Retrieved from https://www.crucial.com.au/blog/2015/06/25/how-does-website-speed-affect-consumer-behaviour/.

Chutinan, J., & Danupol, H. (2015). Attitudes, subjective norms and the involvement product affecting the intentions to buy the green products. *Journal of Management Sciences, 32*(1), 73-90.

Corrine, H. (2017). *These 5 marine animals are dying because of plastic trash… here's how we can help*. Retrieved from http://www.onegreenplanet.org/animalsandnature/marine-animals-are-dying-because-of-our-plastic-trash/.

CYGNIS Media Editor. (2013). *Consumer behavior and website design elements*. Retrieved from https://www.cygnismedia.com/blog/consumer-behavior-website-design/.

Digital Advertising Association (Thailand). (2016). *Thailand digital landscape*. Retrieved from http://www.daat.in.th/index.php/daat-internet/.

Don, N. (2003). *We are all designers*. Retrieved from https://www.jnd.org/dn.mss/CH-Epilog.pdf.

EcoEnclose. (n.d.). *Definitive guide to ecommerce packaging*. Retrieved from https://www.ecoenclose.com/Ecommerce-Shipping-Products-Guide-s/22805.htm.

ETDA reveal people using the Internet, mobile 6.2 hours per day. (2016). *MGR*

   Online. Retrieved from http://www.manager.co.th/game/viewnews.aspx?

   NewsID=9590000085024.

FAFA Company Limited. (n.d.). *FAFA's website*. Retrieved from http://www.

   fafacompany.com.

Forrester Research. (2011). *Building a next-generation enterprise mobility strategy*

   requires client-aware cloud capabilities. Cambridge: Forrester Research.

Gabrielle, G. (2014). *20 Distinctive navigation menu designs*. Retrieved from

   https://www.sitepoint.com/20-standout-navigation-menu-designs.

Garrett, M. (2014). *Why people share: The psychology of social sharing*. Retrieved

   from https://coschedule.com/blog/why-people-share/.

Google. (2011). *The zero moment of truth automotive study: Google/ Shopper*

   sciences. Retrieved from https://www.thinkwithgoogle.com/_qs/documents/

   706/the-zero-moment-of-truth-macro-study_research-studies.pdf.

GRACZ. (2014 a). *Product*. Retrieved from http://www.gracz.co.th/en/product.

GRACZ. (2014 b). *History*. Retrieved from http://www.gracz.co.th/en/story.

GRACZ. (2014 c). *Gracz's homepage*. Retrieved from http://www.gracz.co.th.

GRACZ. (2014 d). *Tourist area policy Thailand Koh Toa*. Retrieved from

   http://gracz.co.th/en/planet/2.

Green Car Congress. (2016). *Air pollution levels rising in many of the world's*

   poorest cities. Retrieved from http://www.greencarcongress.com/2016/05/

   20160512-who.html.

GreenpeaceVideo. (2014). *LEGO: Everything is not awesom*e. Retrieved from

   https://www.youtube.com/watch?v=qhbliUq0_r4&t=2s.

Ha, L. (2012). Online advertising research in advertising journals: A review. *Journal of Current Issues & Research in Advertising, 30*(1), 31-48.

Harad, K. C. (2013). Content marketing strategies to educate and entertain. *Journal of Financial Planning, 26*(3), 18-20.

Hisamichi, K. (2015). *The power of websites in influencing consumer purchasing behavior.* Retrieved from https://blogs.adobe.com/digitaldialogue/ customer-experience/power-websites-influencing-consumer-purchasing-behavior/.

Hongshuang (Alice) L., & Kannan, P. K. (2014). Attributing conversions in a multichannel online marketing environment: an empirical model and a field experiment. *Journal of Marketing Research, 51*(1), 40-56.

Hood, K. M., Shanahan, K. J., & Hopkins, C. D. (2015). The influence of interactivity on visit and purchase frequency: The moderating role of website informational features. *Journal of Internet Commerce, 14*, 294-315.

Irfan, A. (2017). *15 Reasons why brand advocacy is the bedrock of your business [Infographic].* Retrieved from https://www.socialmediatoday.com/social-business/15-reasons-why-brand-advocacy-bedrock-your-business-infographic.

Jeban. (2017). *10 Superfoods fat reduction benefits assistant should buy a home.* Retrieved from http://www.jeban.com/viewtopic.php?t=237531&via=line.

Jim, L. (2011). *ZMOT winning the zero moment of truth.* USA: Google.

Kanokthip, M., & Somchai, V. (2015). *Trend of packaging design in the future.* Retrieved from http://www.teacher.ssru.ac.th/noppadol_sa/pluginfile.php/59/ block_html/content/package.pdf.

Karson, E. J., and Fisher, R. J. (2005). Re-examining and extending the dual

mediation hypothesis in an online advertising context, *Psychology and

Marketing, 22,* 333-351.

Kevin, M. (2015). *You now have a shorter attention span than a goldfish.* Retrieved

from http://time.com/3858309/attention-spans-goldfish/.

Kimberlee, M. (2014). *Shoppers conduct online research before buying.* Retrieved

from http://www.adweek.com/digital/81-shoppers-conduct-online-research-

making-purchase-infographic/.

Krungsri. (2016). *Krungsri uni startup 2016 elevates new generation to professionals.*

Retrieved from https://www.krungsri.com/bank/en/NewsandActivities/

Krungsri-Banking-News/krungsri-uni-startup-2016.html.

Lankow, J., Ritchie, J., & Crooks, R. (2012). *Infographics: The power of visual

storytelling, Hoboken.* NJ: John Wiley & Sons.

Customer journey. (2016). *Marketing Oops.* Retrieved from https://www.marketing

oops.com/exclusive/how-to/customer-journey-marketing-how-to/.

Update the user's internet and social media in Thailand (Jan. 2016). (2016).

Marketing Oops. Retrieved from https://www.marketingoops.com/reports/

research/thai-digital-in-2016/.

Medium. (2017). *The growth of the digital market, In the year 2017 world and

country, Thailand.* Retrieved from https://medium.com/@maprangarodthong/

การเติบโตของ-ตลาดดิจิตอล-ในปี2017-ของโลก-และประเทศไทย-7098fe306812.

Megan, G. (2014). *How to create a customer journey map.* Retrieved from https://

uxmastery.com/author/megan-grocki/.

Michael, B. (2017 a). *Salazar packaging and globe guard products celebrate 10 year milestone!*. Retrieved from https://greenpackaginggroup.com/industry-experts/salazar-packaging-globe-guard-products-celebrate-10-year-milestone/.

Michael, B. (2017 b). *Tips for maximizing your branding at minimal cost*. Retrieved from https://greenpackaginggroup.com/industry-experts/tips-maximizing-branding-minimal-cost/.

Microsoft Canada. (2015). *Microsoft attention spans research report*. Canada: Microsoft.

Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis* (2nd ed.). Thousand Oaks, CA: Sage.

Milovanovic, D., & Lvanisevic, L. (2014). *Info graphic as a marketing communication tool*. Retrieved from http://symorg.fon.bg.ac.rs/proceedings/papers/04%20%20COMMUNICATION%20MANAGEMENT%20AND%20SOCIAL%20NETWORKING%20.pdf#page=23.

Mitrphol Group. (2015). *Advertising, sugar Mitr-Phol sweet = happiness*. Retrieved from https://www.mitrphol.com/material.php.

Mitrphol Group. (2017). *Mitr Phol: AI SAKHON*. Retrieved from https://www.youtube.com/watch?v=0rpwHIlR4Kw.

NazliBinyildirim. (2017). *Mobile gifting app*. Retrieved from http://www.nazli binyildirim.com/uxui/.

Nuttaputch, W. (2013). *10 trend of consumer technology marketers to watch in 2014 by ERICSSON*. Retrieved from http://www.nuttaputch.com/10-hot-consumer-trend-2014-ericsson/.

Nuttaputch, W. (2014). *4 properties should care for them SOCIAL MEDIA brands.* Retrieved from http://www.nuttaputch.com/4-skills-needed-for-social-media-employee/.

Pardot. (2017). *Understanding the buyer's journey.* Retrieved from http://www.pardot.com/buyer-journey/.

Patricia, A. (2012). *Environmentalism and green purchasing behavior: A study on graduate students in Bangkok, Thailand.* Retrieved from http://www.bu.ac.th/knowledgecenter/epaper/july_dec2012/pdf/ac01.pdf.

Pennaruemon, C. (2011). *Factors affecting purchase decision toward fashion clothing via e-commerce: A case study of teenage customers in bangkok.* Unpublished master's thesis, Rajamangala University of Technology Thanyaburi, Pathum Thani.

Pinterest. (2016). *Horizon tones (Design seeds).* Retrieved from https://www.pinterest.com/pin/470696598535702866/.

Praimpat, T. (2014). *Results of the survey of internet users in 2014.* Retrieved from http://thumbsup.in.th/2014/08/thailand-internet-user-profile-2014/.

Pratch, R. (2016). *Environment is Thailand's biggest concern in 2016.* Retrieved from http://annx.asianews.network/content/environment-thailand%E2%80%99s-biggest-concern-2016-6707.

Raconteur Media. (2016). *Future of packaging.* Retrieved from https://www.raconteur.net/future-of-packaging-2016.

Research and Information Division National Food Institute. (2012). *Situation of Thailand's food industry.* Retrieved from http://www.thaiplastics.org/content_attachment/attach/plasticsforesightvol.3_.pdf.

Rod D. R., Grebitus, C., O'Brian, J., Johnson, A. C., & Kula, I. (2016). Online information search and decision making: Effects of web search stance. *Computers in Human Behavior, 56*, 103-118.

SCG Packaging. (2015 a). *Fest's website*. Retrieved from http://www.festforfood. com/en/main.php.

SCG Packaging. (2015 b). *The unpleasant odour of the tips in the mea*t. Retrieved from http://festforfood.com/blog/?p=1644.

Shannon, D. (2016). *Social media and saving the environment: Clicktivism or real change?*. Retrieved from https://www.huffingtonpost.com/shannon-dosemagen-/social-media-and-saving-t_b_9100362.html.

Siriluk, M. (2009). *Factors predicting intention to purchase products with EOC design packaging*. Unpublished master's thesis, Chiang Mai University, Chiang Mai.

Sitthinunt, P. (2016). *Evergreen content vs. topical content content would probably do better?* Retrieved from https://www.contentshifu.com/fundamental/evergreen-content-vs-topical-content/.

Sitthinunt, P. (2017). *8 program to create video animation makes you look like a pro*. Retrieved from https://www.contentshifu.com/blogging/video-animation-softwares/.

Sittipong, S. (2017). *Do creative content is different, for example content with tips*. Retrieved from https://www.contentshifu.com/content-marketing/examples-of-creative-sharable-contents-from-geng-sitthipong/.

Thepprathan. (2017). *"Toon", van comes true across the province of Nakhon Si*

   Thammarat to stop this mission one day. Retrieved from http://www.thep

   prathan.com/30583.

Thitipol, P. (2013). *Bangkok's big garbage problem: Where is your trash headed to?*

   Retrieved from http://bk.asia-city.com/city-living/article/bangkok-garbage-

   trash-problem.

Vangie, B. (n.d.). *Clickbait examples (Facebook search)*. Retrieved from

   https://www.webopedia.com/TERM/C/clickbait.html.

Yuthamanop, P. (2011). *Floods still loom large in economic outlook*. Retrieved

   from https://www.bangkokpost.com/archive/floods-still-loom-large-in-

   economic-outlook/273581.

Zach, S. (2013). *Man tries to hug a wild lion, You won't believe what happens next!*.

   Retrieved from http://www.earthporm.com/man-tries-hug-wild-lion-wont-

   believe-happens-next/.

BIODATA

Name-Surname	Soonravee Satjawatcharaphong
E-mail	reflexion.me@gmail.com
Educational Background	Bachelor of Business Administration
	Major in Marketing
	Assumption University
Work Experience	Sales & Marketing
	FAFA Company Limited
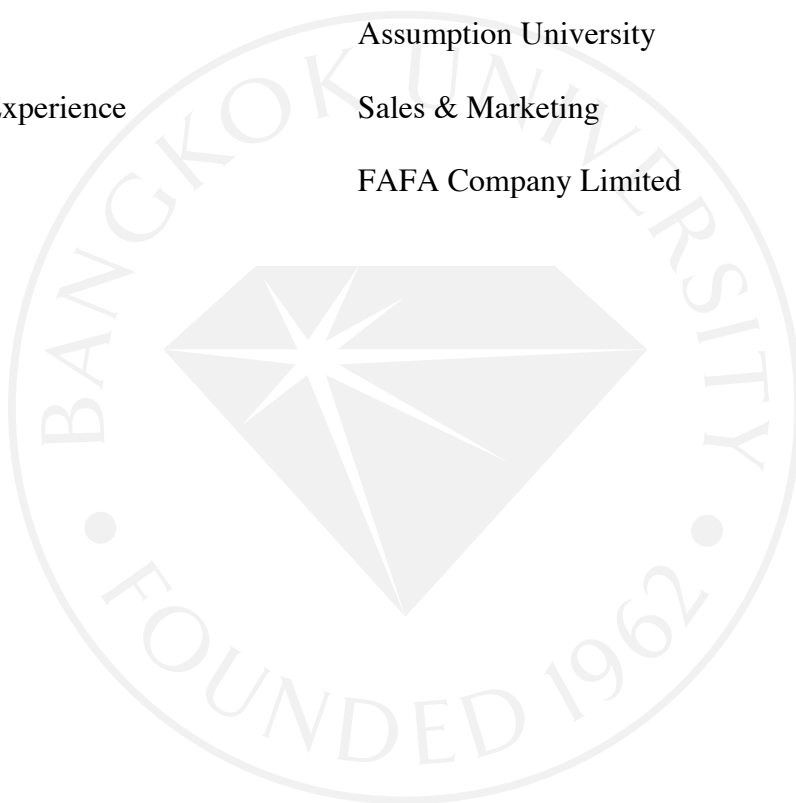
Bangkok University
License Agreement of Dissertation/Thesis/ Report of Senior Project

Day _12_ Month _February_ Year _2018_

Mr./ Mrs./ Ms. _Soonravee Satjawatcharaphong_ now living at _____

Soi_ Ramkamhaeng 30 _ Street _ Ramkamhaeng _

Sub-district_ Huamark _ District _ Bangkapi _

Province_ Bangkok _ Postal Code _10240_ being a Bangkok

University student, student ID _7590300062_

Degree level ☐ Bachelor ☑ Master ☐ Doctorate
M.Com. Arts

Program_ (Digital Marketing Department ___-___ School _Graduate School_
Communications)
hereafter referred to as "the licensor"

Bangkok University 119 Rama 4 Road, Klong-Toey, Bangkok 10110 hereafter referred

to as "the licensee"

Both parties have agreed on the following terms and conditions:

1 The licensor certifies that he/she is the author and possesses the exclusive rights of

dissertation/thesis/report of senior project entitled

Industrial Customer Journey of Eco-Friendly Food Packaging

in Thailand

_____

submitted in partial fulfillment of the requirement for _M.Com. Arts (Digital Marketing_
Communications)
of Bangkok University (hereafter referred to as "dissertation/thesis/ report of senior

project").

2. The licensor grants to the licensee an indefinite and royalty free license of his/her

dissertation/thesis/report of senior project to reproduce, adapt, distribute, rent out the

original or copy of the manuscript.

3. In case of any dispute in the copyright of the dissertation/thesis/report of senior

project between the licensor and others, or between the licensee and others, or any

other inconveniences in regard to the copyright that prevent the licensee from

reproducing, adapting or distributing the manuscript, the licensor agrees to indemnify

the licensee against any damage incurred.

This agreement is prepared in duplicate identical wording for two copies. Both parties have read and fully understand its contents and agree to comply with the above terms and conditions. Each party shall retain one signed copy of the agreement.

_____

(_____)

_____ Licensee
(Director, Library and Learning Center)

_____ Witness
(Dean, Graduate School)

_____ Witness
(Program Director)