“Potential Distribution Channel of Thai Seasoning Pastes in Sweden”

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Abstract

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Problem: To find appropriate marketing mix for Lobo Seasoning Pastes to enter Swedish market (Västerås).

Purpose: To analyse and evaluate Swedish market (Västerås) in order to design Marketing mix as product, price, place and promotion for Lobo seasoning pastes to enter Swedish market (Västerås).

Method: This research is mainly based on qualitative research by using focus group and observation method. The data collection is classified into two sources as primary and secondary data. The collected data helps us analyze and evaluate Swedish market (Västerås) with a marketing mix.

Conclusion: Globo Foods Co., Ltd. has good opportunity to export five Thai seasoning paste products to Sweden (Västerås). By setting the price as low initial price, sell firstly at ICA Maxi Hälla and Coop Extra in Västerås, use attractive promotion and advertising for Swedish people. This result is from valid, reliable primary and secondary data in order to be guideline and useful information to Globo Foods Co., Ltd. and also can adapt to fit the result with Thai seasoning pastes from other companies or other kind of products to enter to Västerås, Sweden.
Acknowledgement

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# Table of Content

1. **Introduction**  
   1.1 Background  
   1.2 About the company  
   1.3 Potential Distribution Channel in Sweden  
   1.4 Problem Statement  
   1.5 Strategic Question  
   1.6 Purpose  

2. **Theoretical Framework**  
   2.1 Literature Review  
      Marketing Mix  
      2.1.1 Product  
      2.1.2 Price  
      2.1.3 Place  
      2.1.4 Promotion  
   2.2 Conceptual Framework  

3. **Method**  
   3.1 Choices of Research method  
      3.1.1 Quantitative research or realist research  
      3.1.2 Qualitative research or interpretative research  
   3.2 Selected research method  
   3.3 Choices of Data Collection Method  
      3.3.1 Secondary data  
      3.3.2 Primary data  
   3.4 Selected data collection method  
      3.4.1 Secondary data  
      3.4.2 Primary data  
      3.4.2.1 Focus Group Interview method  
      3.4.2.2 Observation method  
   3.5 Reliability and Validity
4. Empirical Material

Secondary data  24
4.1 Culture  24
4.2 Legal System  25
4.3 Political system  27
4.4 Economic  27
4.5 Swedish retail food market  28
4.6 Swedish wholesale food market  32
4.7 Import/Export agents  32
4.8 Lobo’s products  32
    • Secondary data  32
    • Primary data  32
4.9 Competition  33
    • Secondary and Primary data  33
Primary data  35
4.10 Interview response for focus groups interview of target market  35

5. Analysis  38

Marketing Mix  38
5.1 Product  38
5.2 Price  43
5.3 Place  45
5.4 Promotion  47

6. Conclusion  49

7. Suggestion Further Research  51

8. References  52

9. Appendix  60
1. Introduction

The introduction chapter of this thesis contains background of the topic, details about the company, potential distribution channel in Sweden, problem statement, strategic question, and purpose of this research.

1.1 Background

Market expansion to globalization is about finding out potential new markets (Czinkota, 2009 p.241) in order to have an interaction process between people, companies and government in different countries (Globalization101, 2010). Thai food is interaction’s product between nations for centuries which is unique from each other countries. Thai food was not spread in aboard but it changes to become popular after 1960 when the large amount of foreigners came to Thailand during Vietnam War. And it is the first time that Thai foods and culture are exposed from global markets. From the research of the Kellogg School of Management and Sasin Institute from Thailand, Thai food is ranked on 6th international food popularity next from Italian, French, Japanese, Chinese, and Indian respectively (Thaiworld, 2010). Additional, the western people are attracted from Thai food because it is a healthy and low-fat (JoysThaifood, 2010).

Thai food products have a good opportunity to expand more market in Sweden. Due to Thai food products are becoming popular and needed in Swedish market. Furthermore, Thailand is attractive and accepted in Swedish people. For example, Swedish TV program has reality show about Thailand name is “Håkans bar” on channel 5 (Kanal5play, 2010). On 15 March 2010, it has 393,000 viewers which are 5.3% rating of age between 15-44 year olds (Resume, 2010). And on year 2008, there is the large amount of Swedish tourists around 284,740 who visit Thailand (Tourism, 2010). This amount of people is 3.08% from 9,256,347 total Swedish populations (Statistiska Centralbyran, 2008). Both percentages show that Thailand is well-known in most of Swedish people. As a result, Thai products have high capability to expand to Sweden especially foods (Department of Export Promotion of Thailand, 2007). Besides, the characteristic of market expansion to globalization is Marketing mix as product, price, place, and promotion (Albaum & Duerr, 2008, p.188).
1.2 About the company

Thai ‘seasoning’\(^1\) pastes are the products from Globo Foods Co., Ltd. from Thailand that distributed to various countries around the world in the product brand of “Lobo” more than 36 years since 1974 (Globo, 2010). The main products of potential distribution channel aboard are *Pad Thai stir-fry paste (Fried noodles)*; top five in the most famous Thai dishes, *Holy Basil seasoning paste*; a favorite, quick and simple dish of people on downtown Bangkok Thailand, *Tom Ka paste (Coconut soup)*; a cream soup that delightful, *Tom Yum paste (Spicy soup)*; one of Thai dishes that best known in aboard, *Green Curry paste*; Thais and Westerners love green curry at first taste (Lobo, 2010). Those main products of potential distribution channel aboard are from Top 10 famous and well-known Thai dishes of foreigners who visited Thailand which are Tom Yum (Spicy soup), Pad Thai (Fried noodles), Red curry, Chicken with cashew nuts, Somtum (Spicy green papaya salad), Fried Rice, Tom Ka (Coconut soup), Fried morning glory, Green curry, and Spicy beef salad (Bangkok, 2010).

Nowadays, people lifestyle is pressure as longer working hours. Most of people are looking for convenience and easy from the outsourcing foods preparation in order to have more free time to do other activities or rest up. Furthermore, more consumers are looking for the house as the place that they can relax and enjoy eating (Business Insights, 2000; Business Insights, 2006). Therefore, Lobo’s Thai seasoning paste products can respond the customers’ demand and match with their lifestyle.

1.3 Potential Distribution Channel in Sweden

The potential distribution channel in Sweden is Västerås which are ranked on 6\(^{th}\) highest population from the main cities (Geohive: Global Statistics, 2010) and population size is 135,936 people (Statistiska Centralbyran, 2009). This city is a current distribution channel of Lobo seasoning pastes which is in Thai grocery shop. From those information mean that Västerås already has current customers of Lobo’s products so, there is a good opportunity to distribute Lobo’s products to various channels in this city. Additional, potential target of Lobo’s products are Swedish people who like in Thai food as mentioned in the background part that Thai foods are becoming popular and needed in Swedish market.

\(^1\) Seasoning is ingredients added to improve or increase the food’s flavor. For example, herbs, spices, etc.  
1.4 Problem Statement

Market expansion to globalization needs the information in order to adapt Marketing mix as product, price, place (distribution channel) and promotion to fit with the target group in each specific country (Albaum & Duerr, 2008, p.188). For this research, we provide the useful information to Globo Foods Co., Ltd. who produces Lobo seasoning pastes from Thailand in order to expand more market to Västerås, Sweden. Therefore, the researchers conducted the research to design the strategies that match with target group in Sweden (Västerås).

1.5 Strategic Question

What is Marketing mix for Lobo Seasoning Pastes to enter Swedish market (Västerås)?

1.6 Purpose

This research aims to analyse and evaluate Swedish market (Västerås) in order to design Marketing mix as product, price, place and promotion for Lobo seasoning pastes to enter Swedish market (Västerås).
2. Theoretical Framework

The theoretical framework chapter contains the definition of *Marketing mix* as *product, price, place, and promotion* (Cateora & Graham, 2006, p.9-10) which are the characteristic and foundation of market expansion to globalization (Albaum & Duerr, 2008, p.188). After that presents the *conceptual framework* and how the framework applied in this thesis.

2.1 Literature Review

**Marketing Mix**

The marketing mix are business activities in the international marketing (Cateora & Graham, 2006, p.9) which are business tools that help the marketers to achieve the objectives and can attract the target market. There are controllable factors that can be adjusted frequently to match with the changed needs of the defined target markets and the other changing. The marketing mix elements are basic component of marketing strategy and consist of a unique blend of product, price, place and promotion (Kotler, 2008, p.49; Lamb, 2009, p.46).

2.1.1 Product

The product is the heart of marketing mix (Lamb, 2009, p.46). Product refers to tangible goods, intangible goods and services that company offered to the market for attention, acquisition and consumption (Kotler, 2008, p.49) as a bunch of satisfactions such as form, taste, odor, color and texture which can be bought or sold (Cateora & Graham, 2006, p.343).

*Product adaptation* may have to change to suitable the physical or mandatory requirements in the new market such as redesign the product and change the packaging. In many countries, products are changed by command of local product and service standards. The product adaptation requirements of the local marketplace are *legal, economic, and political* that different in each country. Furthermore, the products are adapted to match with *culture* in each country as well (Cateora & Graham, 2006, p.341). It has three levels of the product as *core component, packaging component and support services component* (Cateora & Graham, 2006, p.350) which shown on figure 2.1. Competition in products is comparison and contrasts the products with the
competitors in terms of features in Core component, brand name\(^2\) and package in Packaging component, and global brand\(^3\) to find out competitive advantages (Cateora & Graham, 2006, p.591).

*Analyzing product components for adaptation:*

![Product Component Model](image)

**Figure 2.1: Product Component Model**

Source: Cateora & Graham (2006, p.350)

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\(^2\) Brand name is importance as well because brand name contains the years of advertising, quality evaluation, goodwill, product experience and other beneficial attribute (Cateora & Graham, 2006, p.360).

\(^3\) Global brand of products and services are defined global brand in the worldwide by using a name, sign, term, design and symbol and also combine those things to identify goods, services and to differentiate from the competitors. It is the important role in the global market (Cateora & Graham, 2006, p.360).
• **Core component** is the physical product as product platform which is product’s change can be added or deleted to satisfy local market and the product’s benefit that makes value to consumer as design, functional features to make the competitive advantages (Cateora & Graham 2006, p.350-351).

• **Packaging component** consists of six elements as quality, package, price, brand name, trademark and styling such as printed labels require more than one languages in some countries (Cateora & Graham, 2006, p.351).

• **Support services component** is the intangible part that the company offers to consumers and based on after sales. Consumer will get it when they buy the product as repair & maintenance, spare parts, warranties, deliveries, installation, instructions, and other related service (Cateora & Graham, 2006, p.353-354).

2.1.2 Price

The price is the sum of values that customers charged for having products and services as competitive arm of marketers (Kotler, 2008, p.49; Lamb, 2009, p.47). Prices both evaluate and communicate in international markets. The company will successful when the marketer set the properly price of the product. It must reflect the value and quality of product that customer perceives. For the international market, the marketer defines what price to charge when the company sells the product to customer in other countries. The prices of goods are different sets of variable as different attitudes, competition, and currency fluctuations (Cateora & Graham, 2006, p.528).

The price strategies of new products can be shown as following:

• **Skimming pricing**: The objective of this strategy is to reach a segment of the market who willing to pay a high initial price that relates to price insensitive of customers and high technological adaptation (Ford, 2006, p.231). A company may follow this strategy for make a maximize profit when in the market has a limited supplier (Cateora & Graham, 2006, p.533).

• **Penetration pricing**: This strategy is offering product at a low initial price to gain market share and stimulate market (Cateora & Graham, 2006, p.533). It related to low technological adaptation (Ford, 2006, p.231).
2.1.3 Place

Place is all the company activities that make products or services send to the customer (Kotler, 2008, p.49; Lamb, 2009, p.46-47) as the channel of distribution of goods and service. In every market have a distribution channel structure, and products go through a distribution channel process. Its process is passing from producer to final customers. In distribution channel structure on figure 2.2 show a variety of International Channel of Distribution Alternatives of middlemen as home-country middlemen and foreign-country middlemen (Cateora & Graham, 2006, p.396, 410).

![Figure 2.2: International Channel of Distribution Alternatives](image)

Source: Cateora & Graham (2006, p.410)

- **Home-Country Middlemen or Domestic Middlemen**: there are located in the producing country, and provide marketing services which consist of domestic producer itself, domestic wholesale middlemen, export management companies, and providing selling service to producer which is exporter (agent). The selected domestic middlemen play the
role as intermediary in the distribution channel processes to foreign markets. The advantages of domestic middlemen are small international sale volume and most likely to be used when the marketer needs to minimize financial and management investment (Cateora & Graham, 2006, p.411, 414).

- **Foreign-Country Middlemen**: the international marketer may select to deal directly with middlemen in the foreign market in order to greater control over distribution channel processes. The advantages are shorter channels, keep relationship and closer with middlemen in the foreign markets. Foreign-Country Middlemen consist of producer itself, foreign wholesalers, foreign retailers and importers that play the role as intermediary in the distribution channel processes to final foreign consumers (Cateora & Graham, 2006, p.415).

The distribution channels in international market

International distribution channels are different in social perspectives and attitudes so, the company has to adopt for invest and export to market entry. It depends on economic, political, and cultural (Bradley, 2005, p.209). Furthermore, international channel contains various channels of middlemen that available within the market, and selected to the specific channel and also fit with the distribution strategy by considering the choices on Retailers; number of retailers, size of retail outlets, categories of goods, Wholesale middlemen; number, size and categories of goods, and Import/Export agents (Cateora & Graham, 2006, p.589-590).

2.1.4 Promotion

Promotion are activities that communicate products and services to target market in order to persuade them to buy (Kotler, 2008, p.50) as the tools of marketing communication by using promotional mix such as sales promotion and advertising (Cateora & Graham, 2006, p.468; Lamb, 2009, p.47).

- **Sales promotion**: Sales promotions are the marketing activities to increase sales in short term. There are a part of advertising, personal selling and public relations. These activities may motivate consumer purchasing, improve middlemen effectiveness, and cooperation or improve retailer. It is endeavor of retailer in order to succeed (Cateora & Graham, 2006, p.468).
Point of Purchase is major promotional planning which promote products to consumers in retail display (White, 2003, p.262), and important element to different one brand from competitors (Yeshin, 2004, p.207). There is realistic importance that a lot of purchase decisions are made at point of purchase which it offers product, service, advice, and consultancy at the same time (Wright, 2000, p.146). Point of Purchase increases visibility level, impulse buying, and personalized promotional activity to make competitive advantages over the other retailers (Yeshin, 2004, p.207).

Free product offering such as “buy two get one free” is a sale technique that common and powerful (Steingold, 2009, p.321). For example, 84 percents of all shoppers at bath and body section in retail mall purchased at buy three get one free and changed to “buy two get one free” that more successful (Graf, 2009, p.129).

Discount coupon is promotion that offer discount on the price of specific products to retail consumers as advertising form that persuade consumers to try the products (Dunne & Lusch, 2007, p.379) and stimulates an immediate sale (Weltman, 2000, p.193). The advantages are increasing additional attention to discount offer, physical reminder of promotion, data capture as name and address, and turnkey for retailers (Smith & Schultz, 2005, p.22).

- **Advertising**: The communication that using in form of mass media. The global mass media advertising is the forceful tools as newspapers, magazines, radio & television, satellite & cable TV, direct mail, internet and other media (Cateora & Graham, 2006, p.471, 489-495). Furthermore, Word of mouth which is the most effective type and least cost of advertising on earth (Klein, 2006, p.80).

  - **Brand awareness** is a part of marketing management and communication activities in advertising. The role of brand awareness is an essential for the communication process. There is without brand awareness, it means no communication. Consumers are aware of the brand when they buy the product (Macdonald & Sharp, 2003, p.1).
2.2 Conceptual Framework

**Product**
- Core Component
- Packaging Component
- Support services component

**Price**
- Skimming Pricing
- Penetration Pricing

**Market Expansion to Globalization**

**Promotion**
- Sales promotion
- Advertising
  - Brand Awareness

**Product Adaptation**
- Culture
- Legal
- Political
- Economic

**Price Strategy**

**Distribution channel selection in International market**
- Culture
- Political
- Economic

**International Channel of Distribution Alternatives**
- Home country middlemen
- Foreign country middlemen

**Promotional Mix**

Figure 2.3: The Conceptual Framework Model

Source: Adapted from Kotler (2008, p.49)
The conceptual framework is theories to identify and clarify the concepts. It includes concept patterns that formed and linkage with each other. There are many relationship types as cause and effect, stages in a process, hierarchical relationships, maps and coordinates, pairs of opposites, exchange and equilibrium, similarity, and things to watch out for (Fisher, 2007, p.126-132).

In figure 2.3, the type of relationship in this framework is cause and effect which is one of the most common that applied in the conceptual framework, often shown in the arrows diagram which is uncomplicated and simple (Fisher, 2007, p.127).

The conceptual framework that we use combined major concepts of this study together and adapted from the literature review of Marketing mix as product, price, place, and promotion (cause) that influence the Market Expansion to Globalization (effect) as adapting all of them to fit with specific country (Albaum & Duerr, 2008, p.188).

- **Product:** We consider the important factors that different in each country as culture, legal, political, and economic in order to make product adaptation. Product adaptation is on all components of products as core, packaging, and support services component to fit with each specific country in order to make market expansion to globalization.

- **Price:** We use price strategy as Skimming and Penetration Pricing to set low or high initial price to fit with each specific country in order to make market expansion to globalization. It depends on low or high technological adaptation in product.

- **Place:** We consider economic, political, and culture to select distribution channel in international market and after that consider Home and Foreign country middlemen as international channel of distribution alternatives in order to make market expansion to globalization.

- **Promotion:** We use promotional mix as sales promotion and advertising to increase sales and create brand awareness to target market in order to make market expansion to globalization.
3. Method

The method chapter presents choices of research method which are divided to quantitative and qualitative research (Muijs, 2004 p.1), choices of data collection method which are divided to primary and secondary data (Egan, 2007, p.130), and the researchers’ selected choices of research method and data collection method.

3.1 Choices of Research method

3.1.1 Quantitative research or realist research is collecting numerical data to explaining phenomena. It can be analyzed by using mathematic. The researcher chooses a pragmatic approach to research and use quantitative methods when searching for breadth and want to test a hypothesis (Muijs, 2004, p.1, 11). Quantitative research creates statistics through using methods as questionnaires surveys (Fisher, 2007, p.61). It is used to measure the number of people feel, think or act in specific way. The sample size of this method is starting from 50 to any number of interviews. It can reach more people and less time for communication than qualitative research method (Muijs, 2004, p.5). This method aims to define the relationship between an independent variable and a dependent variable in a population (Muijs, 2004, p.142).

3.1.2 Qualitative research or interpretative research is designed to understand behavior, attitude and perception in specific topics (Murray, 2003, p.2, 35). It consists of in-depth interviews, group discussion and observations (Fisher, 2007, p.61) which are the common methods used to collect qualitative data (Murray, 2003, p.35). It might be conducted in person, by telephone, via the internet and via videoconferencing. In-depth studies use to support and guide for hypotheses. Sample size is smaller when compare with quantitative research. Additional, qualitative research results are descriptive (Murray, 2003, p.90-91).

3.2 Selected research method

According to purpose of this thesis, the research aim to analyse and evaluate Swedish market (Västerås) in order to design Marketing mix as product, price, place and promotion for Lobo seasoning pastes to enter Swedish market (Västerås).The method we selected which is Qualitative research or interpretative research. The data that we used in qualitative research bring from choices of data collection as the primary and secondary data.
3.3 Choices of Data Collection Method

3.3.1 Secondary data

*Secondary data* is the data that collected from information of previously published. It has two advantages to researcher; the costs of gathering the data are cheaper than primary data and spend less time to find data. The limitation of secondary data is the information of published may become out of date and some data collected is irrelevant to purpose of researcher (Kurtz, 2009, p.235). Sometime secondary data cannot answer a specific research question because it collected for another purpose but primary data can answer (Lamb, 2009, p.246).

Normally researcher start to gathering the secondary data as the company’s internal database, external information source such as government sources and commercial data services. The other sources that researcher may gathering as online databases (Kotler, 2008, p.335). Researchers are going to learn about secondary data first because it can approximately in every research project (Guffey, 2007, p.273).

Sources of secondary data

- **Books:** Textbooks may obsolete information but it is the tools for learning the illustrative material, provide the best historical and depth information on an extensive of subjects. For the academic monographs are difficult to read but it can motivate the researcher to development from recent research (Fisher, 2007, p.80).

- **Journals:** Journals have two main categories as peer reviewed journals and non-peer-reviewed journals. Academic journals are the articles of peer reviewed that have two or more expert referees allowed the paper before publication. Non-peer-reviewed journals are usual and shorter than peer reviewed journals. For Master’s course in management should not be use non-peer-reviewed journals. But for research dissertation, journal will be the main source and will more important than books (Fisher, 2007, p.81).

- **The World Wide Web:** It is the source of material that well-known and very useful. But it includes good material and stuff (Fisher, 2007, p.81). The web provides online databases, magazines, library resources, newspapers and many information resources (Guffey, 2007, p.274).
• **Electronic Sources:** These offer bibliographic (titles of documents and brief abstracts), electronic journals, full-text documents, newspaper in electronic formats, and financial and marketing databases. (Fisher, 2007, p.83-85; Guffey, 2007, p.274).

• **Dissertations:** These are Master’s dissertations that written by students (Fisher, 2007, p.82).

3.3.2 Primary data

*Primary data* is the information collected directly from the original source of data in the first hand for example marketing research study (Lamb, 2009, p.246; Kurtz, 2009, p.235). It takes longer time, more expensive and difficult but can get reliable results, more details of information and effectiveness than secondary data. There is used for the specific problem solving in the exploratory. The major advantage of primary data, it can be answer the specific research/strategic question but secondary data cannot. Furthermore, it is recent and knows the exact sources (Lamb, 2009, p.246; Kurtz, 2009, p.235). Three primary methods are survey, interview, and observational method (Donnelly, 2004, p.16; Currie, 2005, p.89-90; Kotler, 2008, p.335).

• **Survey Method** is conducting questionnaires. It has many formats of questionnaire. There are *pre-coded questionnaire* as dichotomous questions, multiple choice questions, checklists, rating scales, ranking questions, likert scales, semantic differential, and *open questionnaire* as open questions (Currie, 2005, p.95,98-99; Fisher, 2007, p.161,193-198).

• **Interview Method** such as face-to-face interview, telephone interview, email interview, focus group interview.

**Types of interview:**

- *Open interview or unstructured interview:* It is about asking open questions which are designed for detailed answers and explanatory. Furthermore, the direction of interview leaded by interviewee. There is a non-standardized interview (Currie, 2005, p.99-100; Fisher, 2007, p.159).

- *Pre-coded interview or structured interview:* It is controlled by interviewer and asking about close questions after that the interviewer takes notes about the responses. There is a standardized interview (Currie, 2005, p.99-100; Fisher, 2007, p.159).
- **Semi-structured interview**: The combination between open and pre-coded interview. It is about pre-prepare set of questions and also prepare to add some questions during the interviews. There is a non-standardized interview (Currie, 2005, p.99-100; Fisher, 2007, p.159).

- **Observational Method** is collecting the facts about behavior of people (Currie, 2005, p.105) and behalf of studied place such as retail store (Groucutt, 2004, p.169).

  **Types of observation:**
  - **Open observation or unstructured observation**: The researcher is open to sits, watches, and listens in order to observe the studies. (Fisher, 2007, p.161).
  - **Semi-structured observation**: It uses checklists for observational studies. (Fisher, 2007, p.162).
  - **Pre-coded observation or structured observation**: It uses categories for observational studies (Fisher, 2007, p.163).
  - **Very highly pre-coded or structured observation**: It opposites from open observation or unstructured observation by using activity sampling (Fisher, 2007, p.164).

**Open or pre-coded approach selection**

- **Open approach**: It is suitable when do not know the kind of answers from the respondent and looking for new ideas (Fisher, 2007, p.165).
- **Pre-coded approach**: It is suitable when would like to quantify the research and compare the opinions and experiences of large amount of people (Fisher, 2007, p.165).

**3.4 Selected data collection method**

**3.4.1 Secondary data**

We emphasize to use *qualitative data* as the electronic sources that available in online databases of any university to find the dissertations. Next, there are full-text databases, and articles in order to generate new ideas and to be a guideline in our thesis because these sources are easy to access. We use the textbooks and academic journals to find fixed information as the theories, and strategies that we have used in theoretical framework part, method part, and some
data in empirical material part to analyze Swedish market. We have decided to use those sources because there are reliable data. We are not concern on Non-peer-reviewed journals because it has no allowance for publication from expert referees then should not use in master thesis.

Additional, the Word Wide Web is useful because it offers online databases such as searching for official company websites and any information. In this research, Word Wide Web was used as a tool to find the data about legal system for import product, economic, political and culture of Sweden in empirical material part to support the primary data in order to analyze Swedish market.

### 3.4.2 Primary data

Primary data can answer this specific strategic question and achieve the purpose of the research. So, we select to collect the primary data as focus group interview the target market and observation method to collect information in retail store:

#### 3.4.2.1 Focus Group Interview method

The main research method of focus group interview is on *Qualitative research* or *interpretative research* that interview is the common method to collect qualitative research. We emphasize on *Semi-structured interview* as pre-prepare set of questions (asking open questions for detailed answers and explanatory to looking for new ideas) and also prepare to add some questions during the interviews.

We choose *focus group interview* Swedish people who like in Thai food and live in Västerås by cooking Thai food with “Lobo Seasoning pastes” to let them try in order to measure the consumer needs, Swedish market trend, range of price, lifestyle, people’s feel, think or act with Lobo seasoning pastes if expand to Swedish market. The menus are *Tom Ka (Coconut Soup), Tom Yum (Spicy Soup), and Green Curry* because *Holy Basil seasoning paste, and Pad Thai stir-fry paste* are not distribute in Västerås. The reason for choosing this method is its ability to let us get to know the wide ideas that come from inner when interviewees interact together.
According to the potential target of Lobo seasoning pastes in Västerås are Swedish people who like in Thai food as mentioned in the background part that Thai food are becoming popular and needed in Swedish market. We invited Swedish people both male and female who live in Västerås by asking them before invitation that do they like Thai food? and it can divide into two focus groups. Four persons in first group, we find participants to the focus group by invite Swedish friend and friend of his friends for let them try some Thai foods from Lobo products. Seven persons in second group, we find participants by invite landlord of Norra Allegatan dormitory which are our living place, landlord’s friends and landlord’s co-worker. We set date when interviewees are free in the same date in each group as mentioned in Fisher book that focus group size is between 4-12 people each group and takes around 30 - 60 minutes with tape recording (Fisher, 2007, p.160). Thus, the interview date, time spending in interview, location, and details of interviewees shown on table 3.1:

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Occupation</th>
<th>Hobby</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group 1: 01 May 2010, Time Spending : 35 Minutes, Location: Norra Allegatan Dormitory</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mr. Simon Westerberg</td>
<td>23</td>
<td>Student</td>
<td>Computers, Video games and Meeting friends</td>
</tr>
<tr>
<td>Mr. Robin Pettersson</td>
<td>22</td>
<td>Student</td>
<td>Martial Arts, PC games and Meeting friends</td>
</tr>
<tr>
<td>Mr. Johan Sjogren</td>
<td>22</td>
<td>Cable Guy</td>
<td>Computers and Cars</td>
</tr>
<tr>
<td>Mr. Dennis Flink</td>
<td>23</td>
<td>Work at ABB</td>
<td>Cartoons, Computer games and Martial Arts</td>
</tr>
<tr>
<td>Group 2: 04 May 2010, Time Spending: 60 Minutes, Location: Norra Allegatan Dormitory</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mr. Jan Svensson</td>
<td>40</td>
<td>Economist</td>
<td>Second hand shopping</td>
</tr>
<tr>
<td>Mrs. Karin Lindquist</td>
<td>42</td>
<td>Economist</td>
<td>Gardening</td>
</tr>
<tr>
<td>Ms. Fanny Wistand</td>
<td>22</td>
<td>Musician and Art Student</td>
<td>Music, Art, Dance and Meeting friends</td>
</tr>
<tr>
<td>Ms. Martina Pemac</td>
<td>23</td>
<td>Student</td>
<td>Dance</td>
</tr>
<tr>
<td>Mr. Soten Fridoftsson</td>
<td>44</td>
<td>Musician</td>
<td>Golf and MC</td>
</tr>
<tr>
<td>Mrs. Tina Hellberg</td>
<td>38</td>
<td>Receptionist</td>
<td>Horseback riding</td>
</tr>
<tr>
<td>Mrs. Helen Baly</td>
<td>44</td>
<td>Housekeeper</td>
<td>Travelling</td>
</tr>
</tbody>
</table>

Table 3.1: Details in each group of Focus Group Interview

Source: The researchers’ model
As mentioned above that the size of the focus group is 4 persons in first group and 7 persons in second group. It is not a big size. Thus, we can see and be seen by each interview’s group member in order to take notes about the responses and add some questions during the interviews, and it can break down the sub-group who discuss with themselves to get deep details. Furthermore, English is used as the common language in both groups of the focus group interview.

The atmosphere in the interview room is comfortable for interviewees and we select the room that no one can disturb while conversation. One of the main ideas in this interview is for making the interviewees discuss with each other includes us. During the time of interview, we sit together with interviewees in each group and discuss about the pre-prepare set of questions that we given and prepare to add some questions during the interviews.

- **Questions for interviewing**

In this topic, we show all of 20 interview questions that relate to Theoretical framework *(Marketing mix as product, price, place, and promotion)* and explain the purpose of each question as following:

1. Have you ever know or try Thai foods?
2. Do you like to try the new product about foods?
3. Do you know Thai seasoning pastes? If don’t know, we will explain it / If know, Have you ever try it?
4. We have prepared some Thai foods; Tom Ka (Coconut Soup), Tom Yum (Spicy Soup), and Green Curry from “Lobo” brand of Thai seasoning pastes, do you want to try?
   ---After that let them try Tom Ka (Coconut Soup), Tom Yum (Spicy Soup), and Green Curry ---
6. If in Västerås has “Lobo” brand of Thai seasoning pastes produce from Thailand, Do you want to buy it?
   o If don’t want to buy, what should be adapted? And If want to buy, why? Give reason.
7. “Lobo” brand name, does it effect to your decision making for purchasing? (Meaning, difficult to pronounce, difficult to remember etc.) Give reason
   o If it effected, what is an appropriate name from the choices as Läcker (delicious in Swedish), Thai taste, and Easy cook.
8. “Lobo” packaging, does it effect to your decision making to buy? (Feature, Instruction, Language etc.) Give reason.
9. One pack of “Lobo” can serve 2 people (One big bowl); if the price is 9.90 SEK per pack, will you pay for it?
10. Do you think Thai seasoning pastes products from Thailand and Sweden, which one is more delicious?
11. The different brand of Thai seasoning pastes produce from Thailand and Sweden, and sell at the same price (12.90 - 13.90 SEK); do you want to buy from which countries?
    o If choose Thailand, give reason & Sweden, if the price of the products from Thailand lower than Sweden 3 - 4 SEK, which one you prefer?
12. Who is the purchaser of the food products in your family?
13. Where do you often purchase the food products such as supermarkets, grocery shops etc.?
14. What are the brands or name of supermarkets, grocery shops etc. that you are often purchase the food products?
15. From answer of question no.12, how many time that you went there per week?
16. If your friends / family recommend the impressed product to you, will you try it (Word of Mouth)?
17. Do you interest the promotion at point of purchase for test some products and willing to buy?
18. Do you interest to “buy two get one free” promotion and willing to buy?
19. Do you interest to “2 SEK discount coupon per pack” promotion and willing to buy?
20. What kind of advertising that effect to your decision making such as advertising on TV, radio, newspaper, magazines, billboards, or internet? Please specific at least 3 kinds.

**Question 1-4:** There are introductive questions in order to let researchers know background briefly of interviewees to Thai foods (Question 1) and link the interviewees to know Thai seasoning pastes in the case that they did not know new product about foods like seasoning pastes before (Question 2,3). After that we present the menus which are Tom Ka (Coconut Soup), Tom Yum (Spicy Soup), and Green Curry to let them try (Question 4).
Question 5-8: There are questions that link to **Product adaptation** in **Product** of marketing mix. Question 5, We aim to gain the information about **Features** (**Core component of product**) in order to adapt or improve about taste, color, smell of Lobo’s **Tom Ka (Coconut Soup)**, **Tom Yum (Spicy Soup)**, **Green Curry** products to fit with target market in Västerås and on question 6 we would like to know the feedback after they try it that they willing to buy Lobo products or not, if not anything more for adaptation. After that question 7 about **Brand name** (**Packaging component of product**), we aim to know that “Lobo” brand name will effect to their decision making for purchasing or not because if the brand is the bad word, bad meaning, difficult to pronounce or difficult to remember, they will not buy it. We aim to gain the information in order to adapt the brand name to be an appropriate name by give three choices of name for interviewees who think that “Lobo” brand name effect their decision making for purchasing to let them select the best one in their mind. And then question 8 about **Packaging** (**Packaging component of product**), we aim to analyze the information in order to adapt the packaging to draw attention from consumer.

Question 9-11: There are questions that link to **Price** in marketing mix. Question 9, we set 9.90 SEK as Lobo selling price per pack which can serve for 2 people. This price follows the current distribution channel as Thai grocery shop at 9.90 SEK. So, we ask this question in order to gain their opinion on this price. In Västerås, Lobo has local competitor that produces same kind of product. Their products produce in Sweden but Lobo products produce in Thailand. Thus on question 10-11, we aim to gain interviewees’ opinion on the same price with competitor as 12.90 - 13.90 SEK but different in the brands between Lobo from Thailand and Santa Maria from Sweden.

Question 12-15: There are questions that link to **Place** in marketing mix. Question 13 – 14, we aim to gain the information about place that can be the potential distribution channel for Lobo products from interviewees (Retailers/Wholesalers). Question 12 and 15 are the information to support question 13 – 14, if they often go and buy foodstuffs by themselves or go with their family. It can check their loyalty to the place that they answer to us.

Question 16-20: There are questions that link to **Promotion** in marketing mix. Lobo is a new product in Swedish market even it has the current distribution channel but just only available in Thai grocery shop. Thus, the promotion and advertising is the one thing that company has to concern. We aim to gain the information about the promotions and advertising that they interest.
• **Question 16**, we set the question about *Word of mouth* because it is the most effective type and least cost of advertising on earth (Klein, 2006, p.80). Then we would like to make sure that the interviewees will be affected by *Word of mouth* or not.

• **Question 17**, we ask their interesting about *Point of Purchase* which is a lot of purchase decisions are made at point of purchase (Wright, 2000, p.146), and can increases visibility level, impulse buying and personalized promotional activity to make competitive advantages over the other retailers (Yeshin, 2004, p.207) because we would like to make sure that the interviewees will be affected by *Point of Purchase* or not.

• **Question 18**, we ask their interesting about *Buy two get one free* promotion which is a sale technique that common and powerful (Steingold, 2009, p.321) because we would like to make sure that the interviewees will be affected by *buy two get one free* promotion or not.

• **Question 19**, we ask their interesting about *2 SEK Discount coupon* per pack promotion which is promotion that can stimulates an immediate sale (Weltman, 2000, p.193), and can increase additional attention to discount offer physical reminder of promotion, data capture as name and address, and turnkey for retailers (Smith & Schultz, 2005, p.22) because we would like to make sure that the interviewees will be affected by *2 SEK Discount coupon* per pack promotion or not.

• **Question 20**, we aim to gain the information about what kind of advertising as TV, radio, newspaper, magazines, billboards, or internet that interviewees will be affected by which one.

3.4.2.2 Observation method

The main research method of observation is on *Qualitative research or interpretative research*. We emphasize on *Open observation or unstructured observation* method which researchers are open to observe retail store in order to collect the information about brand, package, price, and food menus of local competitor.
The first observation on 29\textsuperscript{th} April 2010 before focus group interviews, we selected randomly to observe at supermarkets and Thai grocery shop in Västerås which are ICA Supermarket Skrapan, Coop Extra, and Thai grocery shop because limited cost and time in order to set price on interview question no. 9,11.

The second observation on 5\textsuperscript{th} and 6\textsuperscript{th} May 2010 after focus group interviews, we observe supermarkets in Västerås which are ICA Maxi at Hälla, and Coop Extra again because from focus group interview most of interviewees often buy the foodstuffs there and in order to find the data to support in analysis part.

From both primary and secondary data, we will evaluate and analyze all of information that gathered from them in order to design marketing mix of Lobo seasoning pastes to enter Swedish market.

### 3.5 Reliability and Validity

According to this research, we emphasized on focus group interview method and observation method which are \textit{Qualitative research}. So, we will mention about Reliability and Validity which are instruments to measure the quality of the research (Punch, 2009, p.244).

Reliability is testing and evaluating concept for measuring the quality of studies in quantitative research but it will be irrelevant (Golafshani, 2003, p.601) and misleading in qualitative research. Furthermore, if reliability concerned as criterion in qualitative research it will make the consequence of the study is no good (Stenbacka, 2001, p.552). In qualitative research study, Validity is a consequence of reliability. If there is no reliability, it means no validity (Golafshani, 2003, p.602).

Reliability and Validity are criterion of quality in \textit{quantitative research}, and Credibility, Neutrality / Confirmability, Consistency / Dependability, and Applicability / Transferability are criterion of quality in \textit{qualitative research} (Golafshani, 2003, p.601). In order to specific the term of Reliability in qualitative research, Golafshani (2003, p.601) mentioned that Consistency / Dependability in qualitative research are closely correspond to the concept of Reliability in qualitative research. So, Reliability in qualitative and quantitative research are the same but different in the way of concerning.
In qualitative research, Reliability and Validity are the concepts that should concern when design a study, analyze a result, and judge the quality of the study. Judging the quality of the qualitative research study requires usual principles of good science and redefinition to fit with qualitative research’s realities due to trustworthiness which is important to reliability in qualitative research discussed in the lie way to be reliability and validity. Increasing the quality of the qualitative research should have generalizability for doing and documenting high quality qualitative research (Golafshani, 2003, p.601, 603).

For this research we use focus group interview method and observation method in primary data which are Qualitative research. We have done high quality qualitative research, for focus group interview by gathering the rich information from flexible questions as pre-prepare questions and added questions that occur during interaction between group members of the interview. It can make the researchers understand deeply why people behave or believe like they do which can increase validity due to the clearness of the gathered data and more discussion’s details in order to get reliable results (Cinoglu, 2007, p.95-96), and for observation method, we choose to observe price of the competitor at retail stores by ourselves to make the information as much reliable as possible. Therefore, it makes us designed a study to use focus group interview method and observation method to make high reliability and validity. Furthermore, secondary data, we are documenting high quality qualitative research by using qualitative data in this research in order to analyze as much reliable and valid results as possible.
4. Empirical Material

The Empirical material chapter contains secondary data as Swedish culture, legal, politic, economic, retail food market (Retailers), wholesale food market (Wholesalers), Import/Export Agents, secondary and primary data as Lobo’s products, competition, and primary data as interview response for focus groups interview of target market.

Secondary data

4.1 Culture

❖ Geographical Information of Sweden:

The area of Sweden is 450,000 sq.km or 174 000 sq.m. The largest cities are Stockholm (capital), Göteborg, Malmö (Investsweden, 2010). Sweden is situated in a very stable portion of Eurasian land. Scandinavian mountain is the origin of largest river. Sweden is abundant of nature resources as forests, ore and hydroelectric power. In southernmost has the largest area of agriculture and it is highest productivity in grain and pork. In northern, the main production is fodder crops, meat, and milk. Agriculture is self-sufficient. Nevertheless, Sweden is a membership in the EU so; it was lead to increase trade with other countries in agriculture products and foodstuffs (Sweden, 2010).

❖ Climatic

Temperature in north is very cold. In south is cold, partly cloudy summers, and cloudy winters and cool (CIA, 2010).

---

4 The European Union (EU) is a unique economic and political partnership between 27 democratic European countries. The members of EU are Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom.

Source: http://europa.eu/abc/panorama/index_en.htm#
- **Education**
  
  The population 99% can read and write especially who is 15 years old and over (CIA, 2010).

- **Religion**

  The most religion is Lutheran 75%, Other Protestant group 5%, Muslim 5% and other religions 15% that is Roman Catholic, Pentecostal, Orthodox, Baptist, Jewish and Buddhist (U.S. Department of State, 2010).

- **Language**

  Swedish is the official language of Sweden. The minority languages are Saami and Finnish (CIA, 2010).

**4.2 Legal System**

The legal system is the Swedish judicial system for the safety and security of individual. The goal is to reduce crime and increase people’s security (Regeringskansliet, 2010).

**Food laws**

Sweden is a member of the European Union (EU) and Swedish national food legislation. Swedish national food legislation is assorted with the EU’s food legislation and to large extent (Livsmedelsverket, 2009).

- **Label requirement**

  As Sweden is a member of the EU since 1995, label might follow the EU standard. The information that should present on the labels as following:

  - **Name:** It is the product sales name and no trademark. The name must include particulars which is the physical condition of foodstuff for example powdered, concentrated, deep frozen, etc (Europa, 2008).
  - **List of ingredients:** It must present all ingredients, including additives and weight. The ingredient on the label must clear indication by the word “Ingredients” followed the ingredients’ name (Europa, 2008). The list of ingredients need not be showed in the case of:
- Vegetables and fresh fruit
- Carbonated water
- Fermentation vinegars
- Cheese, milk, butter and fermented cream
- Products containing a single ingredient where the name under the product sales name and it is the same with ingredient name.

Some products are containing ingredients liable to cause hypersensitivity or intolerances. Nevertheless, the indication will be not significance to specific name is included in ingredients’ list (Europa, 2008).

- **Net quantity:** Each product packing has to show the units of volume in metric units as liter, centiliter, milliliter (Europa, 2008).

- **Date of minimum durability:** It composes of date, month and year in that production. But in the case for foodstuffs that cannot keep more than 3 months, it will show only the day and month. For foodstuffs that will not keep for more than 18 months, it is being required the month and year. And it might using the words precede the date which is “best before end” or “best before” or the “use by” date for the highly perishable goods (Europa, 2008).

- **Any special conditions:** There is showing the information for use or keeping (Europa, 2008).

- **Name or business name and address of the manufacturer:** It is the detail of the manufacturer, packager or seller. And it will show the place of origin or provenance (Europa, 2008).

- **Language:** On label of all foods that sale in Sweden must be Swedish (Livsmedelsverket, 2009).

▶ **Logo**

It can be printed on the product’s package. Cost of logo is free to use for product. The previous license is not required in importing (USDA, 2009).

▶ **Product**

The food products must meet the regulation as the standards that established by The National Food Administration\(^5\) (USDA, 2009).

\(^5\) The National Food Administration (NFA) is the central administrative authority that relates to food and drinking-water and direct responsible to the government.
4.3 Political system

Political structure in Sweden is Constitutional Monarchy (CIA, 2010). Since 2002-2008, Sweden is strong and has high percentage in the political stability and government effectiveness (Worldwide Governance Indicators, 2009).

❖ Role of Sweden government

The main tasks of the ministries are issuance of laws and instructions for government agencies, and Sweden’s international relations (Sweden, 2010).

The government offices are including ministries as Ministry for Foreign Affairs, Permanent Representation of Sweden to the EU, etc. Ministry for Foreign Affairs is responsible in eleven agencies. The government agency as National Board of Trade is the central administrative authority for foreign trade and trade policy. Task of this agency is works for an open trading system within the EU and outside the EU (Regeringskansliet, 2010).

4.4 Economic

❖ Population

The population of Sweden is 9,340,682 people in year 2009 (CIA, 2010).

❖ Gross Domestic Profit (GDP)

Gross Domestic Profit (GDP) of Sweden is 333.5 billion dollar in year 2009 (CIA, 2010).

❖ Currency

Currency of Sweden is Swedish Krona (SEK). 1 krona is equal to 100 öre (Investsweden, 2010).

❖ Currency rate:

Currency rate in THB/SEK is 4.4937 at 30 April 2010 (Bank of Thailand, 2010)

Most important import goods

The most important import goods of Sweden are electrical and telecom equipment, machinery, foodstuffs, crude oil, textile products, footwear, passenger cars (Investsweden, 2010).

Most important export goods

The most important export goods of Sweden are electrical and telecom equipment, machinery, passenger cars, paper, pharmaceuticals, iron and steel (Investsweden, 2010).

Most important import and export markets

The most important import and export markets are from Europe, North America and Asia (Investsweden, 2010).

4.5 Swedish retail food market (Retailers)

Swedish retail food market divided to 3 major groups as ICA, COOP, and Axfood; Hemköp and Willys (Blank & Persson, 2006, P.4).

ICA

ICA has 1,359 stores and the total sales as 90,671 million SEK in year 2009 (ICA, 2010). ICA divided to 4 concepts of supermarkets (ICA Annual Report 2009, 2010) that serve the customers in different categories of goods (products) as

- **ICA Nära** which is small and convenient stores that provides a narrow product range, quality fresh foods and good service. It includes Apoteket (Drug Store) and Systembolaget (Liquor Shop) (ICA Annual Report 2009, 2010).
- **ICA Supermarkets** which provide everyday meals or special occasions in wide assortment and also provide wide range of fresh foods (ICA Annual Report 2009, 2010).
- **ICA Kvantum** which designed to be the leading local supermarket. It includes foods for everyday and special occasions. Moreover, it offers various fresh foods, alternatives for allergy sufferers, healthy and organic choices, and local foods (ICA Annual Report 2009, 2010).
- **ICA Maxi** which provides wide variety of food and non-food products such as housewares, sporting goods and garden supplies at good prices within one roof (ICA Annual Report 2009, 2010).

In Västerås, ICA has 16 stores and divided to 4 concepts of supermarkets as shown on table 4.1:

<table>
<thead>
<tr>
<th>Concepts of Supermarkets</th>
<th>Number of Store</th>
<th>Store Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICA Nära</td>
<td>5</td>
<td>ICA Nära Aroslunds livs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ICA Steens</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ICA Nära Pettersberg</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ICA Nära Vallby</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ICA Nära Råby</td>
</tr>
<tr>
<td>ICA Supermarkets</td>
<td>9</td>
<td>ICA Supermarket Skrapan</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ICA Supermarket Ettan</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ICA Supermarket Viksäng</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ICA Supermarket Sjöhagen</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ICA Supermarket Haga</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ICA Supermarket Grytans</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ICA Supermarket Skiljebo</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ICA Supermarket Bäckby</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ICA Supermarket Hökäsen</td>
</tr>
<tr>
<td>ICA Kvantum</td>
<td>0</td>
<td>N/A</td>
</tr>
<tr>
<td>ICA Maxi</td>
<td>2</td>
<td>Maxi ICA Stormarknad Hälla</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maxi ICA Stormarknad Erikslund</td>
</tr>
</tbody>
</table>

*Table 4.1: List of ICA stores in Västerås*

Source: ICA, 2010

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6 Source: [http://www.ica.se/Sok-butik/](http://www.ica.se/Sok-butik/)
Coop

Coop has 377 stores with total sales 31,000 million SEK in year 2009. Coop divided to 5 concepts of supermarkets (Coop, 2010) that serve the customers in different categories of goods (products) as

- **Coop Extra** which provide great ranges of products at great prices and aim to be the best food store in each location (Coop, 2010).
- **Coop Konsum** which provide top quality fresh goods and organic options that broadest range in Sweden (Coop, 2010).
- **Coop Nära** is all about speed, convenience and simplicity with long opening hours and good ranges of products (Coop, 2010).
- **Coop Forum** which customers can find everything within one roof at Coop Forum. It offers a variety of goods by emphasis on foods (Coop, 2010).
- **Coop Bygg** offers a variety of do-it-yourself (DIY) and gardening goods (Coop, 2010).

In Västerås, Coop has 9 stores and divided to 5 concepts of supermarkets as shown on table 4.2:

<table>
<thead>
<tr>
<th>Concepts of Supermarkets</th>
<th>Number of Store</th>
<th>Store Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coop Extra</td>
<td>1</td>
<td>▪ Coop Extra Västerås</td>
</tr>
<tr>
<td>Coop Konsum</td>
<td>4</td>
<td>▪ Co-op City Västerås</td>
</tr>
<tr>
<td></td>
<td></td>
<td>▪ Coop Konsum ONSTAR Casserole</td>
</tr>
<tr>
<td></td>
<td></td>
<td>▪ Coop Konsum Star</td>
</tr>
<tr>
<td></td>
<td></td>
<td>▪ Coop Konsum Oxbacken</td>
</tr>
<tr>
<td>Coop Nära</td>
<td>2</td>
<td>▪ Coop Near Karlfeldsplan</td>
</tr>
<tr>
<td></td>
<td></td>
<td>▪ Coop Near Tillberga</td>
</tr>
<tr>
<td>Coop Forum</td>
<td>1</td>
<td>▪ Coop Forum Västerås</td>
</tr>
<tr>
<td>Coop Bygg</td>
<td>1</td>
<td>▪ Coop Construction Västerås</td>
</tr>
</tbody>
</table>

Table 4.2: List of Coop stores in Västerås

Source: Coop, 2010

7 Source: [http://www.coop.se/Sok/Butikssok/?q=Västerås&bn=1](http://www.coop.se/Sok/Butikssok/?q=Västerås&bn=1)
Axfood

Axfood divided to Hemköp and Willys. Hemköp has 158 stores with total sales 5,335 million SEK in year 2009 (Axfood, 2010). Hemköp develops to be Swedish best food stores and provide healthy foods (Axfood Annual Report 2009, 2010).

And Willys has 150 stores with total sales 17,589 million SEK in year 2009 (Axfood, 2010). Willys develops and lead to be the discount retail food segment in the concept of “Sweden’s cheapest bag of groceries” (Axfood Annual Report 2009, 2010).

In Västerås, Hemköp and Willys have two stores in each of them as shown on table 4.3:

<table>
<thead>
<tr>
<th>Supermarkets</th>
<th>Number of Store</th>
<th>Store Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hemköp</td>
<td>2</td>
<td>• Hemköp Västerås Malmaberg</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Hemköp Park Västerås</td>
</tr>
<tr>
<td>Willys</td>
<td>2</td>
<td>• Willys Västerås Hälla</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Willys Västerås, Erikslund</td>
</tr>
</tbody>
</table>

Table 4.3: List of Hemköp and Willys stores in Västerås

Source: Hemköp, 2010⁸; Willys, 2010⁹

⁸ Source: http://www.hemkop.se/showdoc.asp?docid=564

⁹ Source: http://www.willys.se/
4.6 Swedish wholesale food market (Wholesalers)

There is no major wholesale food store in Sweden (Wholesalernetwork, 2010).

4.7 Import/Export agents

In Sweden has no import agent about spices and seasonings (Sweden.importers, 2010). Spices and seasonings export agent from Thailand around 9 companies (Thailandexportguide, 2010).

4.8 Lobo’s products

**Secondary data**

For Lobo products are produced from Thailand. It has two concepts of tasty as Asian and Western. The products divided to savory powder, savory paste, dessert powder, curry paste, Thai sauce, Western powder, and Ready product: savory soups and quick meals. The most packages of Lobo are using white color, have food name in both Thai and English version, and shows foods’ picture (Lobo, 2010).

As mentioned in background part, the main products of “Lobo” in potential distribution channel aboard focus on five menus that from savory and curry paste categories (Lobo, 2010). Five menus of Lobo are following:

- **Tom Ka paste (Coconut soup)** 50g.
- **Tom Yum paste (Spicy soup)** 30g.
- **Green Curry paste** 50g.
- **Holy Basil seasoning paste** 50g.
- **Pad Thai stir-fry paste (Fried noodles)** 120g.

**Primary data**

Recently, Lobo products are selling at Thai grocery shop in Västerås. The first observation on 29th April 2010 before focus group interviews, we selected randomly to observe at Thai grocery shop in Västerås. The price and menus of Lobo are shown on the table 4.4:
<table>
<thead>
<tr>
<th>Lobo Menus</th>
<th>Price at Thai grocery shop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tom Ka paste (<em>Coconut soup</em>)</td>
<td>9.90 SEK</td>
</tr>
<tr>
<td>Tom Yum paste (<em>Spicy soup</em>)</td>
<td>9.90 SEK</td>
</tr>
<tr>
<td>Green Curry paste</td>
<td>9.90 SEK</td>
</tr>
<tr>
<td>Holy Basil seasoning paste</td>
<td>N/A</td>
</tr>
<tr>
<td>Pad Thai stir-fry paste (<em>Fried noodles</em>)</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Table 4.4: Price of Lobo at Thai grocery shop

Source: The researchers’ model

4.9 Competition

Secondary and Primary data

The first observation on 29th April 2010 and the second observation on 5th and 6th May 2010 at supermarkets in Västerås which are ICA Supermarket Skrapan, ICA Maxi at Hålla, and Coop Extra. It has one competitor which is ‘Santa Maria’ brand. For the substitute product of Thai food in Swedish market, it has three brands as Blue Dragon, Mrs. Cheng’s, and ICA. The products of all three brands are not actually similar to Lobo. The products kind of those three brands are ready to eat product. Thus, we consider only ‘Santa Maria’ brand.

Santa Maria brand is the brand of seasoning product that produced in Sweden and develop taste from many countries. It has many concepts of tasty as Nordic cuisine, BBQ, Mexican, Indian and also Thai. The products are ranged into accompaniments, noodles, sauces, and spice mixes. The feature of Santa Maria, most of the packages are using different color in each concept as purple color for Thai, orange for Indian, and red for Mexican. It shows the foods’ picture, both original word of each county such as “ไทย” for ‘Thai’ and “भारतीय” for “India”, and in English version (Santamaria, 2010).
As mentioned in background part, the main products of “Lobo” in potential distribution channel aboard focus on five menus that from savory and curry paste categories (Lobo, 2010). Thus, those of “Lobo” menus and categories are same with the products of “Santa Maria” in accompagnments and sauces categories which are four menus from five menus. One menu of Lobo as *Tom Yum paste (Spicy soup)*; it is not Santa Maria’s product line of Thai concepts (Santamaria, 2010).

Four menus of Santa Maria are same with Lobo menus as following:

- *Tom Kha Soup Mix (Coconut soup)* 40g.
- *Green Curry Paste* 40g.
- *Thai Kapraw Paste (Holy Basil seasoning paste)* 110g.
- *Pad Thai wok sauce (Fried noodles)* 120g.

On 29th April, 5th and 6th May 2010, we observed three supermarkets in Västerås as ICA Supermarkets Skrapan, ICA Maxi at Hålla and Coop Extra, the price and menus of Santa Maria are shown on table 4.5:

<table>
<thead>
<tr>
<th>Santa Maria Menus</th>
<th>Price at</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ICA Supermarkets Skrapan</td>
</tr>
<tr>
<td>Tom Kha Soup Mix <em>(Coconut soup)</em></td>
<td>12.9 SEK</td>
</tr>
<tr>
<td>Green Curry Paste</td>
<td>12.9 SEK</td>
</tr>
<tr>
<td>Thai Kapraw Paste <em>(Holy Basil seasoning paste)</em></td>
<td>N/A</td>
</tr>
<tr>
<td>Pad Thai wok sauce <em>(Fried noodles)</em></td>
<td>N/A</td>
</tr>
<tr>
<td>Tom Yum paste <em>(Spicy soup)</em></td>
<td>N/A</td>
</tr>
</tbody>
</table>

*Pad Thai wok sauce *(Fried noodles)* is not found in supermarkets but show in Santa Maria website (Santamaria, 2010).

Table 4.5: Price of Santa Maria at ICA Supermarket Skrapan, ICA Maxi Hålla, and Coop Extra

Source: The researchers’ model
Primary data

4.10 Interview response for focus groups interview of target market

Question 1-4: Introductive Questions

From focus groups interview of target market as Swedish people, all of them ever know and try Thai foods. Most of them try Thai food many times at Thai restaurant in Västerås but some cook it by themselves. Someone ever try Thai foods at Thailand, and some of them did not know the real Thai foods and how to cook it.

All of them like to try the new product about foods but they do not know Thai seasoning pastes. Then, we show Lobo seasoning pastes to them and explain that it is paste about Thai herbs and spicy inside that they can cook it by themselves and it is very easy just follow the instruction in the back of the package such as put Lobo seasoning paste in boiled water and mix with carrot, broccoli, chicken, shrimp etc. They can put any vegetables or meats that they like which they can find in Sweden.

And we have prepared some Thai foods; Tom Ka (Coconut Soup), Tom Yum (Spicy Soup), and Green Curry from “Lobo” brand of Thai seasoning pastes for let them try it.

Question 5-8: Product

After let them try Tom Ka (Coconut Soup), Tom Yum (Spicy Soup), and Green Curry, we ask them about taste, color, smell of foods. Most of interviewees like taste, color and smell of those foods. They told us taste is good and not too strong. It is not too spicy, sweet or salty. Someone give more opinion about color and smell looks genuine. One interviewee told us all foods is very colorful which she like a lot but some dish looks a bit grey and boring but usually taste wonderful. Some interviewee told us it breaks from their traditional food, easy to try it and healthy.

The information from focus group interview, most of interviewees will buy it when they want to eat Thai foods and they would consider buy it. One interviewee told us as Lobo is easy for Swedish people like them to cook Thai food. In contrast, someone probably not to buy it because they do not know how to use it and one interviewee prefer fresh ingredients. And other reasons, one interviewee told us she will buy it but depends on the cost.
When we ask the interviewees about “Lobo” brand name which it effect to their decision making for purchasing for example the brand is difficult to remember or has any meaning or difficult to pronounce in Swedish language. And we give the choices of name as as Läcker (delicious in Swedish), Thai taste, and Easy cook for who think Lobo brand is effect to them.

All of interviewees told us “Lobo” word is not effect to their decision making for purchasing because it is short and easy to pronounce and remember and no meaning in Swedish language. But three interviewees recommend Thai taste is better and one interviewee recommend Easy cook is something that would make them aware of Thai food product from its name.

We ask the question about “Lobo” packaging, instruction and language does effect to their decision making to buy the product or not by show “Lobo” packaging. All of them told us it is not effect to their decision making. Two interviewees told us it looks exotic and nice food pictures. One interview told us it will be better if he can see what is inside. The other comment from one interviewee is the packaging maybe looks cheap. For the instruction is clearly enough and nothing advance.

**Question 9-11: Price**

About the price of Lobo product that they willing to pay by show the product and explain one pack can serve 2 people or one big bowl that we prepare for let them try and assume the price is 9.90 SEK per pack equal to the current distribution channel in Västerås as Thai grocery shop. All of them said they willing to pay at this price that we assumed because it is cheap price in Sweden.

And then we ask the question that compare Thai seasoning pastes products from Thailand and Sweden which one is more delicious in their opinion. The most interviewees thought the product from Thailand is more delicious. One interviewee thought both of them are delicious and two interviewees did not know.

Although, the price of Thai seasoning pastes produce from Thailand and Sweden are sell at the same price as 12.90 - 13.90 SEK, most of interviewees will buy the product from Thailand. Three interviewees said they will buy the product from Thailand because when they would like
to eat foods from other country always go for thing that come from that country not thing that produce in Sweden. Additional, it looks small and lighting package but Santa Maria (Competitor) is blue, not really interesting and a bit plain. One interviewee buy it because want to get the real taste from Thailand. But only one interviewee said the country of product come from is not effect to the purchasing.

**Question 12-15: Place**

We ask the question who is the purchaser of the food products in their family? For the first group of interviewee, all of them are youth people so who live with their parents, their parents are the purchaser but who live in their own apartment, they are a purchaser. For second group, all of interviewees buy food products by themselves. All of interviewees are purchase the food products at least once a week.

All of interviewees purchase the food products at supermarket but two interviewees purchase the food products at both supermarket and outdoor market. Most interviewees are often to purchase food products at ICA maxi at Hälla and Coop Extra mainly.

**Question 16-20: Promotion**

We ask the question about the promotion which is “Word of Mouth”, “point of purchase”, “buy two get one free” and “2 SEK discount coupon per pack” to get their opinion. “Word of Mouth” from their friends and family are effect to their decision making to buy a product. Most interviewees interest the promotion at point of purchase for test some products. Additional, if it is good, they will buy it but two interviewees do not interest this promotion because they will buy the things that she wants and no time to taste it. For other promotion as “buy two get one free” and “2 SEK discount coupon per pack”, “buy two get one free” promotion is interested by six interviewees from eleven. Two interviewees may interest this promotion. And “2 SEK discount coupon per pack” is interested by seven interviewees from eleven. Other interviewees that do not interest this promotion said they buy the things they want and it is not important to them. For the kind of advertising that effect to their decision making is magazines, newspaper, billboards, TV, internet, and radio respectively.
5. Analysis

The Analysis chapter presents Marketing mix as product, price, place, and promotion of Lobo’s Thai seasoning pastes that adapted to fit with Swedish market (Västerås).

**Marketing Mix**

5.1 Product

The products that Globo Foods Co., Ltd. will import to Sweden are Thai seasoning pastes. There are five menus from savory and curry paste categories which *Tom Ka paste (Coconut soup)* 50g., *Tom Yum paste (Spicy soup)* 30g., *Green Curry paste 50g.*, *Holy Basil seasoning paste 50g.*, and *Pad Thai stir-fry paste (Fried noodles)* 120g. Quality of product meets with the regulation and standard of the office of the Food and Drug Administration of Thailand\(^{10}\). Thus, there are chance to meet the standard of quality required by National Food Administration of Sweden. According to the religion, everyone including the Muslim can eat foods which are cooked with Lobo seasoning pastes due to Lobo seasoning pastes are the Halal\(^{11}\) food.

From two focus group interview of Swedish people, they know and ever try Thai foods. Some of them often eat Thai foods both at home and restaurant in Västerås because they do not know how to cook Thai foods. But all of interviewees did not know the seasoning pastes. Someone did not know the ingredients that they have to use and steps for cooking them with seasoning paste. They understand it after we explain and when they saw the instruction on the label. Additional, they would like to buy Lobo seasoning paste to satisfy to combine Thai foods in Västerås. In contrast, someone prefers fresh ingredients more than Lobo seasoning paste.

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\(^{10}\)The Food and Drug Administration has a role to protect consumer’s health to certify safety, and quality of foods, drug, etc. Source: [http://www.fda.moph.go.th/eng/about/roles.stm](http://www.fda.moph.go.th/eng/about/roles.stm)

\(^{11}\)Halal is an Arabic word. The meaning is lawful or permitted by the Central Islamic Committee of each country. It is the universal terms in relation to food products, food ingredients, food contact materials, etc. Sources: [http://www.ifanca.org/halal](http://www.ifanca.org/halal) and [http://www.acfs.go.th/halal/index.php](http://www.acfs.go.th/halal/index.php)
**Product adaptation**

Globo Foods Co., Ltd. has to adapt the product in order to enter into Swedish market because the company has to change to suitable the mandatory requirement and match with important factors in Swedish market as economic, political, legal, and culture.

The product is Thai seasoning pastes, it is a Thai foodstuff. According to Swedish economic and political, one of the most important import goods is foodstuffs (Investsweden, 2010) and government agency as National Board of Trade is works for open trading system within the EU and outside the EU (Regeringskansliet, 2010) that including Thailand. Therefore, Globo Foods Co., Ltd. has good opportunity to export their product to Sweden. However, Sweden is a member of the European Union (EU) and Swedish national food legislation. Swedish national food legislation is assorted with the EU’s food legislation and to large extent (Livsmedelsverket, 2009). Thus, the company has to follow and meet with the EU’s food legislation by adapt the products in order to export to Sweden.

Product adaptation has three levels of product components as core component, packaging component and support services component. Furthermore, competition in the same category of products is the factor that company has to compare and contrasts the product between Lobo and competitor (Santa Maria) in terms of features in core component, brand name and package in packaging component, and global brand in order to improve and gain the competitive advantage.

**Three levels of product components as following:**

- **Core component**

As mentioned in background part, Thailand and Thai food are attractive and accepted in Sweden. Thus, Lobo seasoning paste products can be added to market to satisfy Swedish consumers. These products (food) are in the four necessities for a living so everyone has to eat food that is the product’s benefit. According to the climate, Sweden is cold climate country and most of Lobo products are soup which can make them get warm.
The most interviewees’ response after we let them try Thai foods; *Tom Ka (Coconut Soup), Tom Yum (Spicy Soup), and Green Curry* of Lobo Thai seasoning pastes, the taste is excellent, wonderful and breaks from their traditional foods. Furthermore, there is not too spicy, salty, sweet for them especially, Tom Ka (Coconut Soup) and Green Curry. The color looks good, very colorful, and genuine. For smell, it is genuine. Thus, the paste of each menu does not adapt from the products that sell in Thailand when export to Swedish market.

For the Competition, “Santa Maria” is the competitor of “Lobo”. “Santa Maria” product is seasoning product of many flavors including Thai flavor and develop taste in many countries. Their products produced in Sweden. For Santa Maria’s Thai seasoning pastes, there are the same kinds of Lobo products. The products may different in taste because the ingredients of “Santa Maria” come from Sweden but the ingredients of “Lobo” come from Thailand.

- **Packaging component**

This component consists of six elements as quality, package, price, brand name, trademark and styling. The information from interviewing Swedish people, “Lobo” package is not affect to their decision making to buy it. Most of interviewees like Lobo package because it is exotic product and nice food pictures. Most of them understand the instruction on label. They said it clear enough and nothing advance on overview of illustrate step by step. For the competition, “Santa Maria” packages are using different color in each concept as purple color for Thai, orange for Indian, and red for Mexican. It shows the food’s picture and name of the food origin’s country with their original language. Lobo packaging is using white color and have food name in both Thai and English version and shows food’s picture. From one interviewee though the feature of Lobo package looks small and lighting package which interviewee like but Santa Maria is blue, not really interesting and a bit plain. Thus, Lobo package does not adapt from the products that sell in Thailand when export to Swedish market. We show the package and details on the label which follows EU’s food legislation on figure 5.1.
Figure 5.1: Package’s Label

Source: The researchers’ model
The products as pastes are sealed in the plastic package. The climatic of Sweden is not the problem for product’s keeping duration. According to EU’s food legislation, language on the label must be Swedish, from that reason the company has to change language on the label from Thai and English versions to Swedish which is the official language and English versions which is the international language. From response of most interviewees though that Lobo package has good instruction and illustration and because Swedish population 99% can read and write, thus the company does not change those details of instructions on label but add information of ingredient for each menu such as meat, vegetable, etc. that available in local country because the most interviewees did not know the information of ingredient of each menu. Furthermore, price does not put in the package’s label because price is sensitive and can change anytime.

“Lobo” is the brand name and trademark that company use in the product package. From interview Swedish people, they told us “Lobo” word is short, easy to pronounce, remember and no any meaning in Swedish. But they give some recommendations to change the name to “Thai Taste” because it is better than “Lobo” and aware of Thai food products from its name. In contrast, “Lobo” is not present the product category. Thus, the product sales name that import to Sweden will change from “Lobo” to “Thai Taste”. Additional, “Thai Taste” has meaning in English which is the middle language around the world. So, “Thai Taste” can be the global brand instead of “Lobo”.

“Santa Maria” brand is not present to Thai foods. The comparison of brand name between “Santa Maria” and “Thai Taste”, “Santa Maria” has more brand awareness because it is the local product in Swedish market and has the advertising on television. Although “Thai Taste” is the new products in Swedish market, but there are the competitive advantage in original Thai flavor which produced in Thailand. As information from most interviewees, they prefer Thai seasoning paste from Thailand so, “Thai Taste” brand that produce in Thailand would get more acceptance in Swedish market.
• **Support service component**

This is the intangible part that Globo Foods Co., Ltd. offer to consumers and based on after sale’s service. Due to the product is an international foodstuff, it is different from traditional food. Thus, the company gives more instruction on the company’s website (www.lobo.co.th) that has video about cooking, give suggestion for use Lobo products than on the label, and the consumer can complain and give any suggestion via the company’s website.

Therefore in part of product adaptation, the technological that company used in order to export Lobo product to Sweden is quite low because it change only language on the label, and change brand name from “Lobo” to “Thai Taste”.

### 5.2 Price

Price strategies are divided to Skimming and Penetration pricing. Price strategy of Lobo to enter Swedish market (Västerås) is **Penetration pricing** by setting *low initial price* in order to gain market share and stimulate market (Cateora & Graham, 2006, p.533). We set Penetration pricing or low initial price because the product adaptation of Lobo is quite low technological adaptation (Ford, 2006, p.231), just only change the language in the label to be both English and Swedish, and change brand name from “Lobo” to “Thai Taste”. Additional, the original net quantity of each product, packaging and products itself (pastes) do not change. It is the same net quantity, packaging and products from Thailand. Furthermore, the reason that we do not choose Skimming pricing which are setting high initial price because Lobo products are new in Sweden even it has the current distribution channel but only available in Thai grocery shop, if we set high initial price it will be risk to get less response from Swedish people.

**Tom Ka (Coconut Soup), Tom Yum (Spicy Soup) and Green Curry**

From focus group interview of target market to Lobo Thai seasoning pastes of Tom Ka (Coconut Soup), Tom Yum (Spicy Soup) and Green Curry from Thailand, All of interviewees in both groups willing to pay 9.90 per pack because it is very cheap price in Sweden and most of them also willing to pay 12.90 – 13.90 SEK per pack that equal to Santa Maria’s Tom Ka (Coconut Soup) and Green Curry because they prefer to buy Thai seasoning pastes from Thailand.
We decide to set *low initial price* at 11.90 SEK because firstly, all of interviewees willing to pay in the range of price between 9.90 – 13.90 SEK, secondly, it is lower than price of Santa Maria at 12.90 – 13.90 SEK and thirdly, to gain the maximize profit as we can. Even though, in Thai grocery shop will sell it in the same price at 9.90 SEK but we enter to the biggest supermarket chain like ICA Maxi Hälla and Coop Extra (more details on *Place*). It makes us can use the advantages from more reliability of supermarket brand, more and large amount of customers when compare to Thai grocery shop to set higher price.

The above reason, It makes us set the price at 11.90 SEK to *Tom Ka Paste (Coconut Soup), Tom Yum Paste (Spicy Soup) and Green Curry Paste* that interviewees can pay and also more weight of Lobo’s *Tom Ka Paste (Coconut Soup)* and *Green Curry Paste* at 50g. that more than Santa Maria’s *Tom Ka (Coconut Soup)* and *Green Curry* which are 40g. There are competitive advantages of “Lobo” that lower price than “Santa Maria” when compare in the weight per gram. Additional, we set *Tom Yum (Spicy Soup)* 30 g. at 11.90 SEK even it is lower weight than *Tom Ka Paste (Coconut Soup)* and *Green Curry Paste* because it has no competition and comparison with Santa Maria.

**Holy Basil seasoning paste**

Lobo’s Thai seasoning pastes of *Holy Basil seasoning paste 50 g.* has smaller packaging than Santa Maria’s *Thai Kapraw Paste (Holy Basil seasoning paste) 110g.* that suit for the customers who do not want to buy in large amount. There is not distributed in Västerås, we decide to set *low initial price* at 9.90 SEK for Lobo’s Thai seasoning pastes of *Holy Basil seasoning paste 50g.* because it is equal to other Lobo seasoning pastes’ price of the current distribution channel as Thai grocery shop in Västerås even it will be higher than price of Santa Maria’s *Thai Kapraw Paste (Holy Basil seasoning paste) 110g.* at 15.90 SEK when compare in the weight per gram. But it is the acceptable price of customers who shopping in Thai grocery shop to purchase at this price and also all of interviewees willing to pay in the range of price between 9.90 - 13.90 SEK.
Pad Thai stir-fry paste (Fried noodles)

For Lobo Thai seasoning pastes of Pad Thai stir-fry paste (Fried noodles) 120g. which is not distributed in Västerås and Santa Maria’s Pad Thai wok sauce (Fried noodles) 120g. which is not found in supermarkets but show in website (Santamaria, 2010). We choose to compare Lobo’s Pad Thai stir-fry paste (Fried noodles) 120 g. and Santa Maria’s Thai Kapraw Paste (Holy Basil seasoning paste) 110g. because both of them are same categories as paste and approximately quite the same weight which Santa Maria always set the price in the same range in the same category from the researchers’ observation to ICA Maxi Hälla that sell Thai Kapraw Paste (Holy Basil seasoning paste) 110g. at 15.90 SEK as we compare to other products in the same category such as Santa Maria’s red curry paste 110 g. at 15.90 SEK.

It makes us decide to set low initial price at 14.90 SEK that lower than Santa Maria’s Thai Kapraw Paste (Holy Basil seasoning paste) 110g. at 15.90 SEK but more weight of Lobo’s Pad Thai stir-fry paste (Fried noodles) at 120g. as competitive advantages of “Lobo” that lower price than “Santa Maria” when compare in the weight per gram.

5.3 Place

International distribution channel depends on culture, political, and economic in order to export as mentioned in empirical material part that one of the most important import goods in Sweden are foodstuffs and one of the most important import market is from Asia, and lead to increase trade with other countries in agriculture products and foodstuffs (Sweden, 2010). Furthermore, Sweden has strong political stability (Worldwide Governance Indicators, 2009) and there is a membership in the EU which has the government agency name “National Board of Trade”. It is the central administrative authority for foreign trade and trade policy in order to support an open trading system within the EU and outside the EU (Regeringskansliet, 2010). Therefore, Lobo’s Thai seasoning pastes from Thailand can respond demand of Swedish people, less risk for investment in Sweden, and supported by “National Board of Trade” when import to Sweden.
From focus group interview of target market, most of interviewees which are Swedish people buy the food products by themselves from Retail food market (Retailer) as supermarkets at least once a week. Interviewees are shopping mainly at ICA which is Swedish supermarket chain that has the most number of stores everywhere in Sweden and the supermarket concept of ICA that the interviewees mainly visit is ICA Maxi (Hålla) which provides wide variety of food and non-food products such as housewares, sporting goods and garden supplies at good prices within one roof (ICA Annual Report 2009, 2010). And secondly, Interviewees are shopping at Coop which is Swedish supermarket chain that has the number of stores inferior to ICA. The supermarket concept of Coop that the interviewees visit is Coop Extra which provides great ranges of products at great prices and aim to be the best food store in each location (Coop, 2010). Thus, we choose ICA and Coop in Västerås as our foreign retailers in Sweden.

Finally in International Channel of Distribution Alternatives, we choose Home-Country Middlemen or Domestic Middlemen as our international distribution channel for Lobo’s seasoning pastes to Sweden. Globo Foods Co., Ltd.; the producer of Lobo’s seasoning pastes will play the role as Export Management Company or intermediary in the distribution channel processes to foreign markets by themselves to export the products to foreign retailers in Sweden as ICA and Coop in Västerås which are Swedish Supermarket chains in order to pass Lobo’s seasoning pastes to foreign consumer in finally. The first, we will sell at ICA Maxi Hålla and Coop Extra to check the markets’ response and after that spread to other concept and branch of ICA and Coop in Västerås. The reason that we choose this International Channel of Distribution Alternatives is for minimizing financial and management investment of Globo Foods Co., Ltd., and not to lose the commission to export agents from Thailand, and the company also can export in small international sale volume (Cateora & Graham, 2006, p.411). It makes Globo Foods Co., Ltd. does not export through Spices and seasonings export agent from Thailand (Thailandexportguide, 2010), and also because of in Sweden has no wholesale food store (Wholesalernetwork, 2010) and import agent about spices and seasonings (Sweden.importers, 2010).
5.4 Promotion

For the first entry of the new products in the market just only Price strategy of Penetration pricing by setting low initial price is not enough. Therefore, we have to do marketing communication (Promotion) as Sales promotion and Advertising.

Firstly, the tools of marketing communication (Promotion) as Sales promotion, from focus group interview of target market the most of interviewees interest on the promotion at “point of purchase” for test products in supermarkets, “buy two get one free” promotion, and “2 SEK discount coupon per pack” promotion. We choose to do all Sales promotion to selected supermarkets to gain market share and stimulate market as much as possible for first launch of the new products in Swedish supermarkets like Lobo’s seasoning pastes.

In the first three months period, we will do both point of purchase for test products in supermarkets and “buy two get one free” promotion mainly in the first two months. And after that in the third month of the first period will does point of purchase for test products in supermarkets and “2 SEK discount coupon per pack” promotion. The reason is in the first two months we would like to gain as much as market share in seasoning pastes market and also test response of the market to Lobo’s seasoning pastes. After that in the third month of the first period, we would like to reduce cost of doing promotion but at the same time still increase sales and try to make the customers aware of the original price of Lobo’s seasoning pastes in supermarkets that we sell as 9.90, 11.90 and 14.90 SEK that depends on the products by using “2 SEK discount coupon per pack” promotion because we would like to know the real response of the market to Lobo’s seasoning pastes due to “buy two get one free” promotion in the first two months makes the customers do not perceive the original price of Lobo’s seasoning pastes. And then first month after the first three months period we sell at the original price.
After four months pass, we can know the real response of the market to Lobo’s seasoning pastes that the customers interest just only the attractive promotion or more/less impress to the products by comparing between the most attractive promotion as “buy two get one free” promotion in the first two months, the second attractive promotion as “2 SEK discount coupon per pack” promotion in the third month which it is less persuade than the first one for the customers to buy in sense of the price, and the original price as 9.90, 11.90 and 14.90 SEK that depends on the products in first month after the first three months period with each other. After that we get the real response which if the response is good or bad, we will come back to consider the situation to maintain or design the sale promotion.

Secondly, the tools of marketing communication (Promotion) as Advertising in order to make Brand awareness, from focus group interview of target market the most of interviewees interest all advertising on TV, radio, newspaper, magazines, billboards, and internet. We choose to do advertising on newspaper, magazines, billboards, and internet because we would like to minimize cost of Advertising and at the same time still get as much as attention from Swedish people in Västerås. Furthermore, we can get more Brand awareness through “Word of Mouth” of the customers who impress to Lobo’s seasoning pastes as mentioned in empirical material part that interviewees is effected by Word of Mouth which is the most effective type and least cost of advertising on earth (Klein, 2006, p.80).
6. Conclusion

Thai food products are becoming popular and needed in Swedish market. And people lifestyle is pressure as longer working hours. Most of people are looking for convenience and easy from the outsourcing foods preparation in order to have more free time to do other activities or rest up. These can lead Swedish market (Västerås) be an interesting market for Globo Foods Co., Ltd. to export their products which are “Lobo” Thai seasoning pastes. Nevertheless, Sweden is the new market expansion; the company needs the information in order to design marketing mix as product, price, place and promotion to fit with target group which is Swedish people in Västerås, Sweden.

From the purpose and strategic question of this research, the marketing mix for Lobo seasoning pastes to enter Swedish market (Västerås). We decided to export all main products of potential distribution channel aboard from Globo Foods Co., Ltd. as Tom Ka paste (Coconut soup), Tom Yum paste (Spicy soup), Green Curry paste, Holy Basil seasoning paste, and Pad Thai stir-fry paste (Fried noodles) to Sweden (Västerås). But we have to adapt the product in term of label to meet with EU’s food legislation and change the product sales name from “Lobo” to “Thai Taste” in order to become the global brand. Additional, Lobo’s packaging and paste of each menu does not adapt from the products that sell in Thailand when export to Swedish market.

For price, we decided to use Penetration pricing strategy by setting low initial price to enter Swedish market because low technological adaptation in product, in order to gain market share, and stimulate the market. Price of Tom Ka (Coconut Soup), Tom Yum (Spicy Soup), and Green Curry is 9.90 SEK, Holy Basil seasoning paste is 15.90 SEK, and Pad Thai stir-fry paste (Fried noodles) is 14.90 SEK in order to sell firstly at ICA Maxi (Hälla) and Coop Extra to check the markets’ response and after that spread to other concept and branch of ICA and Coop in Västerås. For sales promotion, we decided to use point of purchase and buy two get one free promotion in the first two months, point of purchase and 2 SEK discount coupon per pack promotion in the third month, and sell at the original price in first month after the first three months for comparing each other to find out the real response of Lobo seasoning pastes in Swedish market. Furthermore, advertising is on newspaper, magazines, billboards, internet, and also word of mouth.
According to all of the above, we gathered the data from focus group interview method and observation method of primary data which are reliability and validity. And we have used qualitative data in secondary data to get reliable data in order to apply all of them in this research. The research result can use to be guideline and useful information to Globo Foods Co., Ltd. who produces Lobo seasoning pastes from Thailand in order to expand more market to Västerås, Sweden, and also can adapt to fit the result with Thai seasoning pastes from other companies or other kind of products that would like to enter to Västerås, Sweden.
7. Suggestion for Further Research

- Lobo products have many product categories and many menus. In this thesis, we study five menus of paste categories. It could be study other menus of Thai seasoning paste, Thai sauce, Thai ready to eat product and Thai dessert powder. Although, Thai sauce and Thai ready to eat are available in some distribution channel in Sweden but it gets chance to success due to, there is the target group in this kind of products in Sweden and the products also have the original place of product come from as competitive advantages.

- After we do the research about “Lobo” Thai seasoning paste products from Thailand, we found that the retail food stores in Västerås, Sweden have the same kind of product in another brand. Thus, it could be study country- of- origin effect to Swedish consumer in Thai seasoning paste products or not.

- In this research used Marketing Mix (4P) strategy as a main theory. It could be use the other strategy or theory in order to enter to Swedish market such as Five Forces Analysis and Situation Analysis (5C).

- The research area of this thesis is within Västerås. It could be study the same research in other cities in Sweden or in the other countries.
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9. Appendix

Interview response for focus groups interview of target market

1. Have you ever know or try Thai foods?

**Group 1:**
- **Mr. Simon:** Yes, I know and ever try but I don’t know actually Thai foods because I have never been in Thailand. You have to give me some soon.
- **Mr. Robin:** Yes, I have but in few years ago when I was in Thailand. It was the last time I tried it. – Interviewers: Is it Bangkok? - I can’t remember where I went.
- **Mr. Johan:** I ever try some Thai foods in Stockholm.
- **Mr. Dennis:** I often eat Thai foods at restaurant in Västerås.

**Group 2:**
- **Mr. Jan:** Yes, I have many times. – Interviewers: Do you cook it by yourself or restaurant? - Mainly Thai restaurant in Västerås. I have tried at home but I don’t know that real Thai foods and how to cook it.
- **Mrs. Karin:** Yes, I have many times. – Interviewers: Do you cook it by yourself or restaurant? - Mainly Thai restaurant in Västerås.
- **Ms. Fanny:** Yes, I have. – Interviewers: Do you cook it by yourself or restaurant? - Mainly Thai restaurant in Västerås.
- **Ms. Martina:** Yes, I have. – Interviewers: Do you cook it by yourself or restaurant? - Mainly Thai restaurant in Västerås.
- **Mr. Soten:** Yes, I have. Almost everyday. – Interviewers: Do you cook it by yourself or restaurant? - Mainly Thai restaurant in Västerås.
- **Mrs. Tina:** Yes, I have. – Interviewers: Do you cook it by yourself or restaurant? - Mainly Thai restaurant in Västerås.
- **Mrs. Helen:** Yes, I have. – Interviewers: Do you cook it by yourself or restaurant? – Mainly Thai restaurant in Västerås and Sometime at home.
2. Do you like to try the new product about foods?

**Group 1:**
- **Mr. Simon:** Yes, it was interesting to try new things.
- **Mr. Robin:** Yeah (Agreed with Mr. Simon)
- **Mr. Johan:** Yeah (Agreed with Mr. Simon)
- **Mr. Dennis:** Yeah (Agreed with Mr. Simon)

**Group 2:**
- **Mr. Jan:** Yes, I like.
- **Mrs. Karin:** Yes, I like.
- **Ms. Fanny:** Yes, I like.
- **Ms. Martina:** Yes, I like.
- **Mr. Soten:** Yes, I like.
- **Mrs. Tina:** Yes, I like.
- **Mrs. Helen:** Yes, I like.

3. Do you know Thai seasoning pastes? If don’t know, we will explain it / If know, Have you ever try it?

**Group 1:**
- **Mr. Simon:** I don’t know.
- **Mr. Robin:** I don’t know.
- **Mr. Johan:** I don’t know.
- **Mr. Dennis:** I don’t know.

**Group 2:**
- **Mr. Jan:** I don’t know.
- **Mrs. Karin:** I don’t know.
- **Ms. Fanny:** I don’t know about it.
- **Ms. Martina:** I don’t know.
- **Mr. Soten:** I don’t know.
- **Mrs. Tina:** I don’t know.
- **Mrs. Helen:** I don’t know.
Interviewers show Lobo seasoning pastes to them and explain that it is paste about Thai herbs and spicy inside that they can cook it by themselves and it is very easy just follow the instruction in the back of the package such as put Lobo seasoning paste in boiled water and mix with carrot, broccoli, chicken, shrimp etc. You can put any vegetables or meats that you like which you can find at Sweden.

4. We have prepared some Thai foods; *Tom Ka (Coconut Soup), Tom Yum (Spicy Soup), and Green Curry* from “Lobo” brand of Thai seasoning pastes, do you want to try?

**Group 1:**
- **Mr. Simon:** Yes, I want to try.
- **Mr. Robin:** Yes, I want to try.
- **Mr. Johan:** Yes, I want to try.
- **Mr. Dennis:** Yes, I want to try.

**Group 2:**
- **Mr. Jan:** Yes, I want to try.
- **Mrs. Karin:** Yes, I want to try.
- **Ms. Fanny:** Yes, I want to try.
- **Ms. Martina:** Yes, I want to try.
- **Mr. Soten:** Yes, I want to try.
- **Mrs. Tina:** Yes, I want to try.
- **Mrs. Helen:** Yes, I want to try.

---After that let them try *Tom Ka (Coconut Soup), Tom Yum (Spicy Soup), and Green Curry* ---


**Group 1:**
- **Mr. Simon:** It saw good, colorful enough and taste is good. – *Interviewers: Is it too spicy, sweet or salty?* - No
- **Mr. Robin:** Taste is good. I like *Tom Ka (Coconut Soup)* the most. – *Interviewers: Is it too spicy, sweet or salty?* - No
• **Mr. Johan**: Thai food is good. Especially, Green Curry – *Interviewers: Is it too spicy, sweet or salty?* – Not in total.

• **Mr. Dennis**: It is good -*Interviewers: Is it too spicy, sweet or salty?* – No

**Group 2:**

• **Mr. Jan**: Taste is good and not too strong. *Tom Ka (Coconut Soup)* was best. *Interviewers: Is it too spicy, sweet or salty?* – No

• **Mrs. Karin**: I like its taste. Smell and color looks genuine. *Interviewers: Is it too spicy, sweet or salty?* – No

• **Ms. Fanny**: The food is very colorful which I like a lot but I think some dish looks a bit grey and boring but they usually taste wonderful. It is good, exciting, and natural. *Interviewers: Is it too spicy, sweet or salty?* – No

• **Ms. Martina**: I like *Tom Ka (Coconut Soup)* and *Green Curry* very much but *Tom Yum (Spicy Soup)* is not in my taste. *Interviewers: Is it too spicy, sweet or salty?* – No

• **Mr. Soten**: It is ok. *Interviewers: Is it too spicy, sweet or salty?* – No

• **Mrs. Tina**: Really good taste. Different taste in everything. Smell is good, I get hungry when I feel the smell. Color is ok. *Interviewers: Is it too spicy, sweet or salty?* – No

• **Mrs. Helen**: Excellent taste and color. It didn’t smell much. I liked it much. It break from our traditional food. Easy to try it and healthy. *Interviewers: Is it too spicy, sweet or salty?* – No

6. If in Västerås has “Lobo” brand of Thai seasoning pastes produce from Thailand, Do you want to buy it?
   - If don’t want to buy, what should be adapted? And If want to buy, why? Give reason.

**Group 1:**

• **Mr. Simon**: If I want to eat Thai foods, I would consider buy it.

• **Mr. Robin**: Agreed with Mr. Simon.

• **Mr. Johan**: Agreed with Mr. Simon, so we can get. It likes satisfy to combine Thai foods here in Västerås.

• **Mr. Dennis**: Agreed with Mr. Simon.
Group 2:

- **Mr. Jan:** Yes, I would like to buy.
- **Mrs. Karin:** Maybe, but I prefer fresh ingredients.
- **Ms. Fanny:** Probably not, because I don’t know how to use it. But if I did it probably would.
- **Ms. Martina:** Yes, it depends on the cost.
- **Mr. Soten:** I don’t know but I like to wait my own spices.
- **Mrs. Tina:** Yes, I really like Thai food so I would buy it. It is easy for Swedish people like us to cook Thai food.
- **Mrs. Helen:** Yes, I think so.

7. “Lobo” brand name, does it effect to your decision making for purchasing? (Meaning, difficult to pronounce, difficult to remember etc.) Give reason
   - If it effected, what is an appropriate name from the choices as Läcker (delicious in Swedish), Thai taste, and Easy cook.

Group 1:

- **Mr. Simon:** No, it is not effect because it is short and easy to pronounce and remember and “Lobo” word is no meaning in Swedish.
- **Mr. Robin:** No, it is not effect because it is short to pronounce and remember.
- **Mr. Johan:** No, it is not effect because it is short and easy to pronounce and remember.
- **Mr. Dennis:** No, it is not effect because it is short to pronounce and remember.

Group 2:

- **Mr. Jan:** No, it is not effect because it is short and easy. The name does not mean so much for me and “Lobo” word is no meaning in Swedish.
- **Mrs. Karin:** No, it is not effect because it is easy but Thai taste is also good.
- **Ms. Fanny:** No, the name is not the problem. I think Thai taste is good.
- **Ms. Martina:** Lobo means pig-meat in Spanish. Thai taste is better.
- **Mr. Soten:** No, it is not effect.
Mrs. Tina: Easy to remember and easy to say. But *Easy cook* is something that would make me see the package.

Mrs. Helen: It is easy to remember and no problem from the name to buying it.

8. “Lobo” packaging, does it effect to your decision making to buy? (Feature, Instruction, Language etc.) Give reason.

**Group 1:**

- **Mr. Simon:** No, it is not effect. *Interviewer: Is the instruction clearly enough for you to cook by yourself?* - Yes, it is clear enough and nothing advance.

- **Mr. Robin:** No, it is not effect. *Interviewer: Is the instruction clearly enough for you to cook by yourself?* - Yes, it has pictures to illustrate step by step.

- **Mr. Johan:** No, it is not effect. *Interviewer: Is the instruction clearly enough for you to cook by yourself?* - Yes, the instructions are easy.

- **Mr. Dennis:** No, it is not effect. *Interviewer: Is the instruction clearly enough for you to cook by yourself?* - Yes, it is clear enough.

**Group 2:**

- **Mr. Jan:** Packaging maybe looks cheap. *Interviewer: Is the instruction clearly enough for you to cook by yourself?* - Instruction in English is good.

- **Mrs. Karin:** No, it is not effect. It looks genuine. *Interviewer: Is the instruction clearly enough for you to cook by yourself?* - Instruction is clear.

- **Ms. Fanny:** It is exotic which I like. *Interviewer: Is the instruction clearly enough for you to cook by yourself?* - Instruction is clear.

- **Ms. Martina:** I like the package. *Interviewer: Is the instruction clearly enough for you to cook by yourself?* - Instruction is clear.

- **Mr. Soten:** It is ok. It will be better if I can see what is inside. *Interviewer: Is the instruction clearly enough for you to cook by yourself?* - Instruction is clear.

- **Mrs. Tina:** The picture is nice. *Interviewer: Is the instruction clearly enough for you to cook by yourself?* - Instructions could be clearer.

- **Mrs. Helen:** No, it is not effect. It seems easy to use it. *Interviewer: Is the instruction clearly enough for you to cook by yourself?* - Instruction is clear.
9. One pack of “Lobo” can serve 2 people (One big bowl); if the price is 9.90 SEK per pack, will you pay for it?

   **Group 1:**
   - **Mr. Simon:** Yes, it is not an expensive price.
   - **Mr. Robin:** Yes, that is very cheap
   - **Mr. Johan:** Yes, it is very cheap in Sweden.
   - **Mr. Dennis:** Yes, it is cheap.

   **Group 2:**
   - **Mr. Jan:** Yes, I am willing to pay.
   - **Mrs. Karin:** Yes, I am willing to pay.
   - **Ms. Fanny:** Yes, I am willing to pay.
   - **Ms. Martina:** Yes, I am willing to pay.
   - **Mr. Soten:** Yes, I am willing to pay.
   - **Mrs. Tina:** Yes, I am willing to pay.
   - **Mrs. Helen:** Yes, I am willing to pay.

10. Do you think Thai seasoning pastes products from Thailand and Sweden, which one is more delicious?

   **Group 1:**
   - **Mr. Simon:** Thai seasoning pastes from Thailand is more delicious.
   - **Mr. Robin:** Thai seasoning pastes from Thailand is more delicious.
   - **Mr. Johan:** Thai seasoning pastes from Thailand is more delicious.
   - **Mr. Dennis:** Thai seasoning pastes from Thailand is more delicious.

   **Group 2:**
   - **Mr. Jan:** I don’t know.
   - **Mrs. Karin:** The one from Thailand is more delicious.
   - **Ms. Fanny:** Thai seasoning pastes from Thailand is more delicious.
   - **Ms. Martina:** Thai seasoning pastes from Thailand is more delicious.
   - **Mr. Soten:** I don’t know.
   - **Mrs. Tina:** I prefer Thai seasoning from Thailand.
   - **Mrs. Helen:** Both of them are delicious.
11. The different brand of Thai seasoning pastes produce from Thailand and Sweden, and sell at the same price (12.90 - 13.90 SEK); do you want to buy from which countries?
   o If choose Thailand, give reason & Sweden, if the price of the products from Thailand lower than Sweden 3 - 4 SEK, which one you prefer?

**Group 1:**

- **Mr. Simon:** I will buy Lobo but the other may buy Santa Maria (Competitor) because they know and see it via TV all the time.  
  –**Interviewer:** if Lobo price is 12.90 - 13.90 SEK equal to Santa Maria, do you want to buy it?  
  – Yes, I still prefer to buy Lobo.
- **Mr. Robin:** Agreed with Mr. Simon and Mr. Johan
- **Mr. Johan:** Agreed with Mr. Simon., I think that I will buy Lobo because when you would like to eat foods from other country always go for thing that come from that country not thing that produce in Sweden.  
  –**Interviewer:** if Lobo price is 12.90 – 13.90 SEK equal to Santa Maria, do you want to buy it?  
  – I will buy Lobo because it looks small and lighting package but Santa Maria (Competitor) is blue, not really interesting and a bit plain.
- **Mr. Dennis:** Agreed with Mr. Simon and Mr. Johan.

**Group 2:**

- **Mr. Jan:** I will buy Thai seasoning pastes produce from Thailand.
- **Mrs. Karin:** I will buy Thai seasoning pastes produce from Thailand.
- **Ms. Fanny:** I will buy Thai seasoning pastes produce from Thailand. I am willing to pay.
- **Ms. Martina:** From Thailand, I want to buy.
- **Mr. Soten:** If it tastes good, it is ok.
- **Mrs. Tina:** I would buy Thai seasoning pastes produce from Thailand to get the real taste.
- **Mrs. Helen:** I don’t choose my buying from which country the product comes from.
12. Who is the purchaser of the food products in your family?

**Group 1:**
- **Mr. Simon:** It is my dad and other people but I will buy it myself if I have no choice.
- **Mr. Robin:** That would be my mom and dad.
- **Mr. Johan:** I buy it by myself because I live in my own apartment.
- **Mr. Dennis:** My parent buys it.

**Group 2:**
- **Mr. Jan:** Me and my wife.
- **Mrs. Karin:** Me
- **Ms. Fanny:** My mom and dad.
- **Ms. Martina:** Me
- **Mr. Soten:** Me
- **Mrs. Tina:** Me
- **Mrs. Helen:** It is me sometimes my husband.

13. Where do you often purchase the food products such as supermarkets, grocery shops etc.?

**Group 1:**
- **Mr. Simon:** Supermarkets like ICA, Coop.
- **Mr. Robin:** Supermarkets
- **Mr. Johan:** Mostly supermarkets. In Västerås has outdoor market but it is not so big.
- **Mr. Dennis:** Supermarkets

**Group 2:**
- **Mr. Jan:** Supermarkets
- **Mrs. Karin:** Both of them.
- **Ms. Fanny:** Supermarkets
- **Ms. Martina:** Supermarkets
- **Mr. Soten:** Supermarkets
- **Mrs. Tina:** Supermarkets
- **Mrs. Helen:** Supermarkets
14. What are the brands or name of supermarkets, grocery shops etc. that you are often purchase the food products?

**Group 1:**

- **Mr. Simon:** ICA, They have more stores everywhere than other brand. –*Interviewer: Could you please specific which branch you go?*- ICA Maxi at Hälla and agreed with Mr. Johan.
- **Mr. Robin:** ICA –*Interviewer: Could you please specific which branch you go?*- ICA Maxi at Hälla and agreed with Mr. Johan.
- **Mr. Johan:** ICA mostly, –*Interviewer: Could you please specific which branch you go?*- ICA Supermarket Skrapan in the center is very expensive. It makes usually I buy from the bigger one like ICA Maxi at Hälla.
- **Mr. Dennis:** ICA –*Interviewer: Could you please specific which branch you go?*- ICA Maxi at Hälla and agreed with Mr. Johan.

**Group 2:**

- **Mr. Jan:** ICA Maxi at Hälla, Willys respectively.
- **Mrs. Karin:** ICA Supermarkets Ettan
- **Ms. Fanny:** Coop Extra that near my house.
- **Ms. Martina:** ICA Maxi at Hälla, Lidl at Backby, Willys at Erikslund respectively.
- **Mr. Soten:** ICA Maxi at Hälla, Hemkop, Coop Forum respectively.
- **Mrs. Tina:** I often choose ICA Maxi at Hälla.
- **Mrs. Helen:** ICA Maxi at Hälla, Willys, Coop Extra respectively.

15. From answer of question no.12, how many time that you went there per week?

**Group 1:**

- **Mr. Simon:** At least once a week.
- **Mr. Robin:** Once a week.
- **Mr. Johan:** At least once a week. Sometime 4-5 times or shop every day.
- **Mr. Dennis:** Once a week.
Group 2:
- Mr. Jan: One time per week.
- Mrs. Karin: 3-4 times per week.
- Ms. Fanny: Once or twice a week.
- Ms. Martina: One time per week
- Mr. Soten: 2-3 times per week.
- Mrs. Tina: We do a big shopping once a week.
- Mrs. Helen: 6 days per week.

16. If your friends / family recommend the impressed product to you, will you try it (Word of Mouth)?

Group 1:
- Mr. Simon: Yes, I will try.
- Mr. Robin: Yes, I will try.
- Mr. Johan: Of course, yes I trust my friends and my family.
- Mr. Dennis: Yes, I will try.

Group 2:
- Mr. Jan: Yes, I will try.
- Mrs. Karin: Yes, I will try.
- Ms. Fanny: Yes, I will try.
- Ms. Martina: Yes, I will try.
- Mr. Soten: Yes, I will try.
- Mrs. Tina: Yes, I will try.
- Mrs. Helen: Yes, I think so.

17. Do you interest the promotion at point of purchase for test some products and willing to buy?

Group 1:
- Mr. Simon: Yes, I interest to buy. If have something to let me taste before I might do it.
- Mr. Robin: Agreed with Mr. Simon.
- Mr. Johan: Agreed with Mr. Simon.
- Mr. Dennis: Agreed with Mr. Simon.
Group 2:
- **Mr. Jan**: Yes, I interest and I will buy if I like it.
- **Mrs. Karin**: No, I don’t interest. I buy the things I want.
- **Ms. Fanny**: Yes, I interest to buy and that would be nice.
- **Ms. Martina**: Yes, I interest. I would like to buy it in the store.
- **Mr. Soten**: Yes, I interest to buy and if it tastes good.
- **Mrs. Tina**: Yes, I interest and I will buy it.
- **Mrs. Helen**: I maybe interest because I have no time to taste it.

18. Do you interest to “buy two get one free” promotion and willing to buy?

Group 1:
- **Mr. Simon**: Yes, I interest to buy that always nice. Especially on the product that you really want.
- **Mr. Robin**: Yes, I interest to buy.
- **Mr. Johan**: Yes, I interest to buy.
- **Mr. Dennis**: Yes, I interest to buy.

Group 2:
- **Mr. Jan**: No, I don’t interest to buy.
- **Mrs. Karin**: No, I don’t interest. I buy the things I want.
- **Ms. Fanny**: Not really, it doesn’t make the new product interesting for me. I just want something from Thai that make it special from the other.
- **Ms. Martina**: Yes, I interest to buy.
- **Mr. Soten**: Yes, I interest and I will buy if it tastes good.
- **Mrs. Tina**: Sometimes I interest to buy.
- **Mrs. Helen**: Sometimes I interest to buy.

19. Do you interest to “2 SEK discount coupon per pack” promotion and willing to buy?

Group 1:
- **Mr. Simon**: Yes, I interest to buy the discount always nice.
- **Mr. Robin**: Yes, I interest to buy.
- **Mr. Johan**: Yes, I interest to buy.
- **Mr. Dennis**: Yes, I interest to buy.
**Group 2:**

- **Mr. Jan:** No, I don’t interest to buy.
- **Mrs. Karin:** No, I buy the things I want.
- **Ms. Fanny:** Yes, I interest to buy.
- **Ms. Martina:** Yes, I interest and want to buy.
- **Mr. Soten:** Yes, I interest to buy, if it tastes good.
- **Mrs. Tina:** No, I don’t interest to buy this is not important for me.
- **Mrs. Helen:** Sometimes I interest to buy.

20. What kind of advertising that effect to your decision making such as advertising on TV, radio, newspaper, magazines, billboards, or internet? Please specific at least 3 kinds.

**Group 1:**

- **Mr. Simon:** Not internet because it is a thing that can annoy me. Newspaper, Magazines and Billboards mostly.
- **Mr. Robin:** Agreed with Mr. Simon. Newspaper, Magazines and Billboards mostly.
- **Mr. Johan:** Agreed with Mr. Simon. Newspaper, Magazines and Billboards mostly.
- **Mr. Dennis:** Agreed with Mr. Simon. Newspaper, Magazines and Billboards mostly.

**Group 2:**

- **Mr. Jan:** TV, Newspaper, Magazines.
- **Mrs. Karin:** TV, Newspaper, Magazines.
- **Ms. Fanny:** Magazines, Radio, Internet.
- **Ms. Martina:** TV, Magazines, Internet.
- **Mr. Soten:** Magazines only.
- **Mrs. Tina:** Internet because I use it a lot, Newspaper and Magazines when I see a good ads.
- **Mrs. Helen:** Magazines, Newspaper, TV.