



Strategies for Value-Added of Food Products with Cultural Capital  
by Souvenir Shops in Phuket

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A Thesis Submitted in Partial Fulfillment of the Requirements for the  
Degree of Master of Arts in Chinese Language and Culture

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**Thesis Title** Strategies for Value-Added of Food Products with Cultural Capital  
by Souvenir Shops in Phuket

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### **Abstract**

This researcher used qualitative research. The purpose of this research was to study the history of a souvenir shop in Phuket. Second, research methods for developing value-added keepsakes based on local food's cultural capital, and last, research new ideas for planning to generate value-added souvenirs based on local food's cultural capital. In this research focused on the Phuket. The research sample included three Phuket souvenir shops, forty-five customers, and three knowledgeable personnel. Interview forms were used for souvenir store owners, visitors who came to buy souvenirs, and knowledgeable individuals. Determine the criteria for considering the interview draft's conformance evaluation form. Assign points to three levels based on consistency measured by the IOC (Index of Item Objective Congruence). Data analysis involves interpretation, data analysis, conclusions, and discussion. It was discovered that the famous souvenir shop has been open for 80 years. The visibility of business opportunities using cultural capital to add product value requires people skilled and able to use cooking skills handed down from generation to generation.

Shop marketing operations Every shop has a unique presentation of Phuket in its products. One thing all shops have in common is that they remain local in terms of recipes, flavors, and production processes. There is a strategy to adjust the distribution method, adjust the proactive plan strategy in E-Commerce or online media, responding to the trend of the elderly society resulting from the epidemic situation that occurred, causing adjustments to create opportunities for selling products online by adjusting production patterns, packaging products to be standardized, product types, and raw materials used to be more diverse. Regarding the new concept of planning to create value-added souvenirs according to the cultural capital of local food, it was found that entrepreneurs see business opportunities that use cultural

capital to increase product value. There is an update. Develop the appearance of the product to be modern.

From raw materials to packaging design, modify the packaging to be attractive to customers to emphasize product quality preservation that maintains the original, individual packaging for easy portability. Bringing food science into product development Community participation in cultural capital, online sales channels, and competitor information Bringing cultural capital to add value and knowledge in business administration. The target audience will change to be more diverse. Business operations planning becomes more complex. The information must be accurate to make decisions about network systems, various strategies, sales techniques, and distribution channels. The 8P business management experience will be developed as various elements of doing business change according to global social trends.

**Keywords:** Strategies for value-added, Cultural capital, Souvenir shops

ชื่อวิทยานิพนธ์	กลยุทธ์ในการเพิ่มมูลค่าผลิตภัณฑ์อาหารด้วยทุนทางวัฒนธรรมโดยร้านขายของฝากในจังหวัดภูเก็ต
ผู้เขียน	นางสาวพิชญา ชนประชา
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### บทคัดย่อ

การวิจัยครั้งนี้เป็นการวิจัยเชิงคุณภาพ มีวัตถุประสงค์เพื่อ 1) เพื่อศึกษาประวัติศาสตร์ของร้านขายของฝากในจังหวัดภูเก็ต 2) เพื่อศึกษากลยุทธ์การเพิ่มมูลค่าของฝากตามทุนทางวัฒนธรรมของอาหารท้องถิ่น และ 3) เพื่อศึกษาแนวความคิดใหม่ในการวางแผนสร้างมูลค่าเพิ่มของของฝากตามทุนวัฒนธรรมของอาหารท้องถิ่น

ผู้วิจัยได้เน้นที่พื้นที่จังหวัดภูเก็ตในการศึกษาค้นคว้าครั้งนี้ กลุ่มเป้าหมายในการวิจัยครั้งนี้ มี 3 กลุ่มเป้าหมาย ได้แก่ เจ้าของร้านขายของฝาก จำนวน 3 คน นักท่องเที่ยวที่มาซื้อของฝาก จำนวน 45 คน และผู้ทรงคุณวุฒิ จำนวน 9 คน

เครื่องมือที่ใช้ในการวิจัย ได้แก่ แบบสัมภาษณ์ (Interview) สำหรับ เจ้าของร้านขายของฝาก นักท่องเที่ยวที่มาซื้อของฝาก และผู้ทรงคุณวุฒิ กำหนดเกณฑ์การพิจารณาแบบตรวจสอบความสอดคล้องของร่างแบบสัมภาษณ์ กำหนดคะแนนเป็น 3 ระดับ การพิจารณาความสอดคล้อง (Index of Item Objective Congruence : IOC)

การวิเคราะห์ข้อมูล ใช้การตีความ วิเคราะห์ข้อมูล สรุปผลและอภิปราย พบว่าร้านขายของฝากที่มีชื่อเสียงมีการก่อตั้งร้านมายาวนานถึง 80 ปี ปัจจัยสำคัญที่ทำให้ก่อตั้งร้าน การมองเห็นช่องทางประกอบธุรกิจโดยใช้ทุนทางวัฒนธรรมเพิ่มมูลค่าผลิตภัณฑ์ มีทักษะและได้ใช้ทักษะการทำอาหารที่ตกทอดจากรุ่นสู่รุ่น

การดำเนินการทางการตลาดของร้าน ทุกร้านมีการนำเสนอความเป็นเอกลักษณ์เฉพาะของภูเก็ตสอดแทรกในผลิตภัณฑ์ สิ่งหนึ่งที่ทุกร้านเหมือนกันคือ ยังคงความเป็นท้องถิ่นทั้งในเรื่องของสูตรอาหาร รสชาติและกระบวนการผลิต จากสถานการณ์โรคระบาดที่เกิดขึ้น ทำให้เกิดการปรับตัวในการสร้างโอกาสเกี่ยวกับการจำหน่ายผลิตภัณฑ์ทางออนไลน์ การปรับรูปแบบการผลิต การบรรจุผลิตภัณฑ์ให้มีมาตรฐาน ชนิดของผลิตภัณฑ์ วัตถุดิบที่ใช้ ให้มีความหลากหลายมากขึ้น มีการปรับยุทธวิธีการจัดจำหน่าย ปรับกลยุทธ์ แพลนเชิงรุกด้าน E-Commerce หรือ สื่อออนไลน์ การตอบรับกระแสสังคมผู้สูงอายุ ด้านแนวความคิดใหม่ในการวางแผนสร้างมูลค่าเพิ่มของของฝากตามทุนวัฒนธรรมของอาหารท้องถิ่น พบว่า ผู้ประกอบการเห็นช่องทางธุรกิจที่ใช้ต้นทุนทางวัฒนธรรมมาเพิ่มมูลค่าสินค้า มีการปรับปรุง พัฒนารูปลักษณ์ของผลิตภัณฑ์ให้ทันสมัย โดยเริ่มจากวัตถุดิบ

design Packaging ในตัวอาหารเพื่อการปรับเปลี่ยน Packaging ให้เป็นที่น่าสนใจของลูกค้า เน้นในเรื่องของคุณภาพผลิตภัณฑ์ การเก็บรักษาที่คงไว้ซึ่งความเป็นดั้งเดิม การบรรจุหีบห่อเพื่อความสะดวกในการพกพา การนำเรื่องของ food science เข้ามาร่วมในการพัฒนาผลิตภัณฑ์ การมีส่วนร่วมของชุมชนในการใช้ทุนทางวัฒนธรรม ช่องทางการจำหน่าย Online ข้อมูลคู่แข่ง การนำทุนทางวัฒนธรรมมาเพิ่มมูลค่า และความรู้ในเชิงบริหารธุรกิจ กลุ่มเป้าหมายจะเปลี่ยนไปมีความหลากหลายมากขึ้น การวางแผนการดำเนินงานทางธุรกิจจะซับซ้อนมากขึ้น ข้อมูลต้องแม่นยำเพื่อนำมาประกอบการตัดสินใจ ระบบเครือข่าย กลวิธีต่าง ๆ เทคนิคการขาย ช่องทางการจัดจำหน่าย ประสบการณ์เกี่ยวกับการบริหารธุรกิจ 8P จะถูกพัฒนาเนื่องจากองค์ประกอบต่าง ๆ ของการทำธุรกิจเปลี่ยนไปตามกระแสสังคมโลก

**คำสำคัญ:** กลยุทธ์การเพิ่มมูลค่า, ทุนวัฒนธรรม, ร้านขายของที่ระลึก



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Pitchaya Chonpracha

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Statement of the Problem

Nowadays, global society is changing all around us. Transportation can connect all world regions amid the boundless human journey. The journey to various places in ancient times, from foraging, hunting, and wandering in search of fertility, has changed. In the middle of the 18th century, more people travelled. Later, with transportation modernization, they further expanded their international contacts. Therefore, people begin to travel more and more, and the purpose of travel begins to diversify. Travel for tourism and business has expanded widely throughout the world. Competitiveness in various fields of business, especially in the world of competition under open market conditions. Doing business above competitors is an important marketing aspect in the present and future, especially to create added value for products or services. In the past, if a product was successful in the market, the most important thing was that it must be of superior quality to competitors and able to meet customers' needs better than competitors. However, the quality of the product may still be important. However, it is necessary to go along with the matter of adding value to the product. The added value will attract consumers to pay attention or buy the product. In addition, the current business is not just selling quality products. However, there must also be a part about adding value to the product to make consumers feel like it is more useful. Those products or services should be as successful as possible (Tipchatyothin & Polwatana, 2010).

Thailand is one of the most popular countries in the world. Thailand has massive in the tourism industry because it has rich marine natural resources, a beautiful environment, and a unique culture. The tourism industry involves many types of businesses. Particularly for various types of products and services, Thailand's tourism industry is high-value, especially in terms of income from foreign tourists. Karnreungsiri & Praditsuwan (2017) estimated that the income from foreign tourists to tourism-related businesses is approximately 1.76–1.79 trillion baht annually. Presently,



Thailand has found that the gross domestic product (GDP), or the total economic value that occurs in that country, is high and accounts for almost 20% of its tourism. Tourism is an important economic sector in the country, as it has the highest growth rate compared to other sectors. As reflected by the income of hotels and restaurants in 2015, it grew by 14.6%. Most of the country's tourism income is in Bangkok. The data showed that 56.3% of the income came from the tourism sector, with 11.5% coming from Phuket, and 49.1% of the income came from the tourism sector in the southern part. With 8.8 million tourists, mostly Chinese tourists, the southern region was the most visited foreign tourist region in 2016. Chinese tourists are the main tourist group in Phuket, with the highest growth rate. Popular travel is on airlines, it is when considering the cost of foreign tourists, accommodation is the highest, followed by entertainment and recreation. The tour operator (tour operator) and tour agent (travel agency) act as intermediaries in planning tours. Tourists, particularly those on group tours, used online travel agencies (OTAs) to book travel products and services. As a result, tourists who travel by themselves are more convenient. The proportion of tourists travelling on their own was 68.8%.

According to the above data on Chinese tourists, in-depth historical research finds that: Overseas Chinese, the largest ethnic group in Phuket, in the past travelled from Malay and migrated to coastal areas such as Phuket, Phang Nga, Satun, Trang, and Ranong, thus making them influential in various areas, including the tourism industry, especially in the souvenir industry. Since Phuket is a province with seaside landscapes, it is rich in fresh seafood and be a center of people of many nationalities. When 'food is the root of civilization' is the source of tradition and identity (Sukkong,2017). One of the highlights that UNESCO selected Phuket as a creative city for gastronomy. It is a variety of Phuket local food with unique identity. Can't find eating anywhere else. There are secret recipes that have been passed down through family members, and many of the dishes are raw materials that are only available in Phuket. Of course, there must be many businessmen or entrepreneurs who see this opportunity and bring it to develop food products that can be sold in souvenir shops to meet customers who want to buy souvenirs for their families or themselves. As a result

of communication, the development of transportation and information technology, and diversity in the economy, society, culture, innovation, technology, labor, etc., entrepreneurs need to adapt to keep up with the present. Implementing various strategies in the field has become indispensable to attracting customers and developing the ability to compete in business. The souvenir business has been continuously developed concerning packaging, the quality of various souvenirs, public relations, etc. However, one thing that still has a gap and lack of consideration are linking cultural capital with the souvenir business, which is important in increasing the product's value. It is another way to raise the level of market competition. The characteristics of cultural capital will be a marketing strategy to add value to the product's distinctiveness by taking part in Phuket's local culture and cultural diversity, which is an interesting point in such a situation. The researcher has therefore selected a marketing strategy that has been recognized as effective for marketing operations from businessmen around the world, namely the 8P strategy, which can be considered as a basic marketing tool for doing business for people. all types of operations It is a work process that can clearly see the results of progress, which can be regarded as a basic strategy for developing and extending to other strategies in the future (1belief company limited, 2017). The researcher is interested in studying strategies for adding value to food products through cultural capital at a souvenir shop in Phuket. To propose a strategy for creating value-added souvenirs based on cultural capital, which will add value and increase the quality of souvenir products to have a stable market competitiveness.

## **1.2 Purposes of Study**

1.2.1 To study the history of a souvenir shop in Phuket.

1.2.2 To study strategies for creating value-added souvenirs based on local food's cultural capital.

1.2.3 To study the new ideas for planning to create value- added souvenirs based on the cultural capital of local food.

### 1.3 Significance of Study

1.3.1 People are being able to know the history of the souvenir shop in Phuket and use the information obtained to plan the following development strategies for adding value to food products with cultural capital.

1.3.2 People are being able to use the information obtained to develop a strategy for adding value to food products using cultural capital.

1.3.3 They will be a role model for relevant agencies in both the public and private sectors until those interested in implementing or applying the model to further increase the value of food products with cultural capital.

### 1.4 Scope of Study

For this research, the researchers focused on the Phuket area. The researchers will collect data using qualitative research via interviews and determine the target group using purposive sampling. Data for analysis is collected by reviewing related documents and interviewing knowledgeable people from the target groups. The key informant will be the owners or managers of souvenir shops in Phuket and customers from three souvenir shops in Phuket.

### 1.5 Target Groups

The target groups in this research must have the following qualifications:

1.5.1 The nine knowledgeable people and the researchers use the technique of purposive sampling.

- Three knowledgeable people proficient in Chinese history and local Phuket food souvenir shops are there.
- Three knowledgeable people proficient in Chinese history and local Phuket food souvenirs in higher education.
- Three knowledgeable people proficient in Chinese history and local Phuket food souvenirs are in government agencies

that consist of local community development and the Department of Internal Trade of Thailand.

1.5.2 The researchers used the purposive sampling technique to interview the owners or managers of the three shops in Phuket. The researchers selected souvenir shops that are guaranteed quality with many certificates, including ISO 9001 certification, GMP standard, Halal, and products that are OTOP 5-star certified. There will be three shops for being investigated, those are Khun Mae Ju's Shop, Methee Shop, and Pornthip Shop.

1.5.3 The researchers also used the target group approach in this study. The forty-five clients are from the actual fieldwork.

## **1.6 Definitions of Key Terms**

### **1.6.1 Value Added**

It means the study of modern marketing strategies, which are marketing mixes, and 8P's Strategy, for successful business management with good and effective planning that will allow businesses to succeed quickly.

### **1.6.2 Marketing strategy (8P's Strategy)**

It means tools that help entrepreneurs have a direction in business management. Studying the meaning of each P example will help you understand and make business management successful according to the goals set.

### **1.6.3 Cultural capital**

It means things that have value and the value that has been accumulated since the past and transmitted from generation to generation by bringing those cultures and wisdom into something value and value that benefits the way of life and society.

## **1.7 Theoretical Framework**

In Research of Strategies for Value-Added Food Products with Cultural Capital by Souvenir Shops in Phuket, the researcher has studied concepts, theories,

and related research on the topic of product value addition with cultural capital. The combination of Thai and Chinese cultures, the relationship background of Phuket with Chinese people, and related research papers are detailed as follows:

### **1.7.1 Value-Added**

Nowadays, global society has changed in every way. Both in science and technology, there has been rapid progress. Until there is competition in various fields of business, especially in an open market environment, doing business to be superior to competitors is the key to business operations in the present and future eras. Especially when adding value to products or services, begun plays an important role in helping attract the attention of new consumers while still maintaining the same group of consumers. In the past, if one product was always successful in the marketplace, the most important thing was that "the product itself" must be of superior quality to its competitors. Moreover, it can respond to customer needs better than competitors. Although the quality of the product may still be important, it is necessary to address the subject of "adding value to the product," which will attract consumers' attention and make them decide to buy the product. Therefore, the current business is not just selling quality products alone. However, there must also be a part about adding value to the product to make consumers feel like it is more useful. Those products or services will be as successful as they should be (Tipchatyotin & Polwatana, 2010).

Shangtong et al. (2012) explained that added value creates more product value and creating added value was a marketing tool that led to product development, distribution, advertising, and marketing promotion. As a result, the price can be set higher, but adding value will benefit consumers by creating added value. Value-added creation is an effort to develop products in various fields that are more valuable in customers' eyes. In business operations, there are many ways that entrepreneurs can reduce the problems encountered in the market competition, both in terms of price and adding value to their products, by applying innovation. Adding value to products and services, adjusting product positioning to stand out, and differentiating from similar products and services on the market by introducing new

products and services that are more valuable or useful than competitors. Then, there must be adaptation and development to survive in the market. Furthermore, one thing that will help the official's survival is to create added value for the product, which is the most important thing. The product must be of superior quality to competitors and meet customers' needs. Thus, adding value to the product is important.

Swanson (2016) defined "adding value" as an effort in product development in various areas to have more value in customers' eyes. Chanchai (2004) has defined the meaning of "creating added value," meaning product presentation or a complete service with quality, service, and price to meet the needs of customers to satisfy their purchase, possession, and used (Swanson, 2016). In marketing, creating added value is the development of products that maximize consumer satisfaction and exceed consumers' expectations. Added value may arise from adding things beyond what consumers expect to receive (De Chernatony et al., 2000). Value-added creates a competitive advantage by creating better customer value through better production or service processes. In order to be a leader in that product and create a difference in the market, added value will help create value that results in higher consumer perceptions, leading to greater confidence in decision-making. The selection of products and services and the creation of added value are important to business operations to meet consumer needs. Increase consumer confidence and trust because it increases satisfaction and distinguishes the product from competitors in a competitive market, giving the business a competitive advantage. Alternatively, it is a complete product or service offering with quality, service, and price to meet customers' needs and satisfy their purchases, possessions, and uses.

Vandermerwe & Rada (1988) stated that the strategy to increase the product's added value is to make the price higher than usual. We frequently see added value due to various factors marketers try to incorporate to reach the customer's heart. It stems from making the packaging (packaging) appealing to children. Until the products inside are made available at normal prices and become expensive luxury items, Advertising is another way to make our products look good with an increased value, which is the essence of adding value. Nothing is complicated about "the original,"

which sells for a higher price. Hence, the value-added price is based on the customer's belief that our products look good and are worth the price. It is important to create added value that should not be overlooked. In addition to the exquisite packaging design and advertising, public relations, that is, a "story," tells the product's origin. It described the product as "extraordinary," as if what the eye saw was not the real thing because there was a hidden precious thing. What should be used as a story to add value to the product? There is no fixed formula. It depends on what the product is related to. Besides, it must be intriguing enough to inspire a narrative for that product. The researcher would like to give some examples of stories that can stimulate the customer's glands, for instance.

1. Source of raw materials defined as this story will focus on the origin of the raw materials used to make that product as well raw materials. or rare materials or raw materials from reputable sources. An example of this story is "Our noodles. Use good beef Raised on a closed farm from Hokkaido. The source is known as the kitchen of Japan" this makes customers feel that it is not beef that is raised and left to graze on the roadside. The price is worth the price.

2. Production process explained as this story makes customers feel that what they are touching is not easy to get. It has gone through a rigorous process. An example of a story like this is "The leather we used to make this chair. It starts when it arrives at the factory. We must find a small point on the leather that we consider a defect. If you find a piece of parchment, it cannot be used. When the stamping is finished, you need to find the second drop. When finished sewing into a chair, it will be searched for in the last step before sending to the quality inspection department before the last check of delivery."

3. Manufacturer or designer distinguished as This story prioritizes the operator but must be a famous operator. It will work very well if the person doing it is not famous. An example of this story is "This ring was designed by an artist who won a young jeweler designer contest which is now very high, many companies are looking to hire and work with. However, he chose to work with us. Because the concept is the same. In addition, the person who formed the ring There is only a handful of

ancient goldsmiths left in Thailand," implying that the cost of making them is expensive.

4. Beliefs Bringing faith and belief as a selling point, adding supernatural powers, or implying the belief that there will be supernatural powers. Examples of this type of narrative are: Monks from Tibet consecrated. Many people said that he was unexpectedly lucky. At first, I bought it to wear beautifully without thinking of anything. Nevertheless, instead won the lottery very often, Most corrupted by the Thai people.

5. Historically this story is Based on historical stories. Make the product look valuable in the eyes of people who like history.

#### *Value Creation*

Creating value in this research will focus on two approaches: developing existing products or creating new products by leveraging existing cultural capital to improve and meet customer needs.

Kummritz et al. (2017) has prepared a value-added development manual for value creation. He also mentioned an interesting business expansion based on adding value. Calculate the value of something by comparing what you get to the cost you incur to get that thing. It can be summed up in a short equation. The key to running a business is inevitably growing and expanding your source of income. In addition, it benefits the business by maintaining a strong market position and creating a competitive advantage over other players. This idea is the source of the popular question of business operators, "How to do it?" However, in general, business expansion can be done. There are two types of methods:

1) methods for developing, expanding, or creating new products;

2) methods for expanding markets or finding new customer groups, as well as expanding business with products.

Further developing existing products or services to have higher added value, maybe in the form of development. Appearance, benefits, or even doing promotions in conjunction with sales.



On the other hand, Business expansion through products can be done by creating new products by using innovation, technology or various factors to develop and create new products or services for existing customer groups in the market, expanding business by finding new markets or customer groups by creating demand or sell products and services that you currently sell to new customers. That is not the current target group. Without limiting that, it must be a group of customers close to the original group. Suppose your product tends to sell to other users no matter who or where they are. The researcher give suggestion to the reader that it is possible to expand their business to new target customers, which may be new markets or expanding to foreign countries.

In summary, the strategy for creating added value means product development with quality to attract the attention or satisfaction of consumers. It is adding or adding something new to the product that is relevant and what customers want. For this research, value-added will study modern marketing strategies, which are marketing mixes and 8P's strategies, for successful business management with good planning and efficiency that will enable the business to succeed quickly.

### **1.7.2 Cultural Capital**

Nowadays, the development of social capital is an important issue to develop people and Thai society to become a knowledge society. (Knowledge-Based Society) knowingly during rapidly changing situations in a global society. Thailand has much good social capital that can help Thais live better lives. It also helps support Thailand's economic, social, and political development. Especially with the introduction of cultural capital, which is present in many Thai societies throughout the country. The study of cultural capital is a single study of values that comes with values, beliefs, knowledge, wisdom, and creative works that arise from the study and research of knowledgeable people. Using cultural capital promotes values and helps society exist in balance. Interdependence creates public goods for sharing in the production of goods and services; tourism promotes the transfer of knowledge through tacit knowledge and skills and expertise passed down from one generation to the next, as well as a social organization. Momeni et al. (2022) "Cultural capital" refers to tangible

and intangible cultural products. Tangible cultural capital, such as ancient sites, cultural heritage, and works of art, including paintings, handicrafts, music, movies, and literature, is often measured in value. As for intangible cultural capital, income includes beliefs, customs, traditions, and ways of life. The first proponent of the concept of "cultural capital" was Pierre Bourdieu. It is an inherent quality that allows people to increase their values, such as knowledge, taste, and manners. It also includes any valuable assets that are not value-oriented in the direct economy but can have economic value, such as art, books, etc. As for Thailand, it has been the habitat of humans since prehistoric times, about 5600 years. Our ancestors come from various ethnic groups. Traveling from different areas creates a civilization caused by cross-species integration. Each era's culture overlaps with the next, crystallizes into a body of knowledge in different areas, and is inherited from each other as a cultural heritage, which is like a good fertilizer that is a "cost" to be used in creating the country. Various cultural capitals are attractive in each locality. Because there are many cultural capitals, some exquisite and some distinguished by local arts, it is necessary to comprehend them to apply them to development. Consequently, the product or service depends on understanding how to draw charm from the cultural capital to "fit" and reflect the identity. That product or service, despite the diversity of culture and local wisdom reflected through the living conditions, language, tradition, and culture, can be conveyed to the products of each sub-district or region. However, most of the products continue to emphasize their beauty to be used as souvenirs. Alternatively, instead of considering promoting and developing unique products that can be produced and sold commercially and strengthening to create market competition, including sustainability, continue to produce with greater familiarity.

According to Lertputtarak (2012), "culture is about life." Normal human Accepting any breathing patterns and behaviors as a way of life is thus an important clue in understanding the cultural commoditization process. Cultural capital in economics is related to the growth of commodity industries and services with a cultural dimension. This theory holds because these products and services are embedded in an investment culture involving arts and culture. Cultural expenditure

and investment: The cost allows cultural activities to be nurtured and thrive. Thus, cultural capital is spent on production and services with cultural implications.

Likewise, to be able to grow it depends on the growth of the cultural product industry. This cultural product is a product or service with "cultural embedding." Some products or services may have unclear cultural implications. However, some are very clear, such as fruits and vegetables, which have no clear implications. They are all-natural products, but manufactured food has different cultural implications because cooking involves cultural issues. In addition, Lertputtarak (2012) has expressed his views on the relationship between culture and cultural products. It also described the origin and growth of cultural capital due to four factors as follows:

1. Commoditization of Culture is a primary factor contributing to the origination and growth of cultural capital. If culture is not commoditized, the cultural product industry is inevitable. Because of that, culture is about the normal way of life for human beings. In accepting lifestyle patterns and behaviors, culture must transform into a commodity to generate demand. The demand for cultural products will rise.

2. Technologization of Culture Technological changes produce new products that affect humans and society in various fields of the technological adaptation process, so there is a cultural impact. Because the structure of cultural needs changes.

3. Commercialization of culture can become a commodity. Not only must there be a need or demand, but if there is still a large enough market, the production of cultural products can also occur. The important thing is to produce to sell, not to eat and use. The demand-building process must be a deep-rooted and broad-based network.

4. Technologization of Culture Advances in communication technology, combined with advancements in air technology, resulted in the rapid expansion of international television service. In addition, Lertputtarak (2012) also mentioned some characteristics of cultural capital. The outstanding characteristics of cultural capital are divided into seven aspects as follows:

- 1) Cultural products There must be a cultural implication. That is, there must be an embedded product culture. Culture refers to goods and services that have implications for a particular aspect of culture, whether it is orthodox tradition, belief and faith systems, value systems, ethical norms, patterns, or leisure plans. Play and sports, dress, literature and publications, art, etc.
- 2) Cultural capital has a foothold in both the industrial and service sectors.
- 3) The economic activities in which the cultural capital group establishes itself. Most of them have a high concentration of capital and thus have a certain monopoly power.
- 4) Cultural capital groups are constantly consolidated to strengthen the economy. With mergers and acquisitions
- 5) Cultural capital is important in driving technological advancement and spending on research and development. The life cycle of some products is quite short.
- 6) Cultural capital groups must always try to create demand for their products. Otherwise, it is not easy to maintain market share.
- 7) Cultural Capital Group Despite being a giant international corporation spearheading globalization, they often enter into strategic alliances with local capital groups in third-world countries. Because they want to benefit from the network of relationships of local capital groups, it may be necessary to adjust the products to suit local tastes and culture.

Culture shock can be changed when culture is regarded as a kind of capital. It should be regarded as an investment or make the original capital (cultural heritage) preserving value spiritual stability emphasis on cultural wealth, which is the goal of being human. Besides that, culture is social capital, which existed long before the Industrial Revolution and has not disappeared indestructibly, even under the

domination of other powers under other influences. Culture plays an important role and plays an important role. Viewing culture as a "cultural commodity" means that goods and services play a central role.

Moreover, having a cultural dimension plays a secondary role. The process of transforming culture into products These processes show that culture is a division. Were acted and played a significant role, with products and services being the main ones causing the culture to be assimilated and possibly lose its identity. Richards (2020) Cultural capital is intellectual property accumulated in the past. There is value to human beings and the needs of society in addition to the economic value of capital used in production. Products and services with cultural significance. In conclusion, cultural capital refers to something that has value and value. That has been accumulated since then and transmitted from generation to generation by bringing those cultures and wisdom into something valuable that benefits the way of life and society.

### **1.7.3 Identity**

Identity is the result of distancing power relationships that cause differences and inequalities between groups of people and cause identity to flow. Always by the privatized conditions and benefits. As a result, not everyone defines identity; similarly, people can define different identities in response. We do not have a single identity but many conflicting ones (Jamieson, 2002). Hall (1990) proposed that culture creates identity and makes us different from other groups of people by dividing learning methods that make them aware of the differences in 10 groups, namely:

- 1) Communication and language system
- 2) Gestures and dress
- 3) Food and consumption habits
- 4) Time and awareness
- 5) Reward and greeting
- 6) Relationship
- 7) Values and Norms
- 8) Sense of Self and Distance

9) Mental development and learning

10) Beliefs and Attitudes

Identity is not a natural occurrence, but something culture has created over time. Moreover, culture is a social construct. Moreover, culture is not stationary or fixed but has a cyclical pattern called the “circuit of culture.” As a result, identities are created through a process. It can be consumed and manipulated in those cultures. Various systems also create meanings. The representations (symbolic systems of representation) relating to different locations, the various identities that we choose to use or create as our identities (Wongsawasdi, 2017).

Identity is a self-developed concept using original capital from creating a custom culture, such as the identity of local Phuket cuisine that represents a way of life, atmosphere, and location that can be used to add value in making food products sold as souvenirs to tourists. In addition, identity helps every shop in the development process because this idea will make every entrepreneur understand the importance of their identity and find ways to develop it. The researcher used the identity to describe the value added to food products with cultural capital through souvenir shops in Phuket by using the existing local identity.

#### **1.7.4 Cultural Hybridity**

Cultural hybridity is an environment that combines virtual and face-to-face arrangements. However, the changes in the world of work have dominated our minds over the past few years (Cooks-Campbell, 2022). Cultural hybridity is cultural production. For example, the television program was revamped in the sequel. The term was introduced in 1983 by Todd Gitlin to describe how American television networks would create and promote sequels and fragments from the original show (Jhally, 2006).

Cultural hybridity occurs when different cultures come together. Cultural hybridity will assist the researcher in understanding the identity of cultural hybridity and how to produce the hybrid culture to make it interesting in the original culture and develop further with the current mix and develop further. Therefore, in this research, the researcher will use cultural hybridity to analyze the local culture of

Phuket because Phuket was originally an area where hybrid culture and hybrid culture play an important part in developing unique and famous local food products. Attractive food products that locals take pride in as part of their cultural capital. Without the dominance of any one culture going in the direction of blending between the existing world and local cultures.

### **1.7.5 Structural-Functional Theory**

Structural-functional is a social system or a system that consists of those who commit these acts and who tend to satisfy their needs as much as possible. Their relationship is framed by a system of norms they share or are dictated by culture, and he takes the concept of social action. He analyzes the interplay of the sub-components of a social system (Parsons, 1951). Functional structure theory is the main theory in sociology. It is an influential theory of sociology that explains or forecasts and understands social phenomena clearly and in detail at all levels of the world society, including clearly explaining the whole system of Thai society (Falzon, 2016).

Thai society accepts Chinese cultural traditions and blends them into Thai culture so much that they are inseparable. There is a root of cultural integration dating back to before the Ayutthaya period. Archaeological traces found that art in ancient times, such as Mon art, Dvaravati art, Lanna art, or ancient Khmer art, influenced Chinese art. This theory proves that the Chinese are no strangers to the people of Southeast Asia. One key factor that makes Southeast Asian societies easily adopt Chinese culture is their proximity due to a long-standing relationship. They have similar cultural backgrounds, a commitment to ancestors and family, and a common rice culture and faith in similar religions.

Although Chinese society has respected philosophies such as Confucianism and Taoism, the Chinese also practice Buddhism. It is integrated with Buddhism until it becomes almost homogeneous in Chinese society. Thus, the integration of local culture with Chinese culture has occurred and continued for many generations. Either as an exchange or by adopting modern-day offerings to ancestors. Although most of them are Thai people of Chinese descent, some Thai people who are not of Chinese descent have accepted this custom to pay respect to their

ancestors. Pay homage to the shrine during the Chinese New Year festival and offer food and offerings. According to Chinese tradition. However, Thai people do not find it strange. Since Thai people like to make merit for their ancestors on Songkran Day as well, in addition to the traditions, in the royal palace area, there are traces of the construction of Chinese architecture or decorations everywhere, which blends with Thai art, such as gates at the entrance to various royal palaces. It is also a Chinese sculpture like a Chinese warrior or lion. In the monasteries that the Thai king built and patronized, there is a mixture of Chinese art everywhere (Baker & Phongpaichit, 2022).

Functional structure theory is a theory that is used to separate systems of roles, social functions, and human actions in order to make them clear and systematic. As a result, the researcher uses functional structure theory to explain strategies for adding value to food products as unique cultural capital to attract buyers to this local food product. Moreover, this theory helps the researcher understand the roles and duties of producers, sellers, and buyers that play an important role in economic development in Phuket. For this reason, companies producing souvenirs are an economic institution in Phuket's social structure that generate income and money in circulation related to tourism.

#### **1.7.6 8P Strategies Marketing Mix**

Tantikornphan & Sukkabot (2017) described the marketing strategy (8 P's Strategy) as a modern marketing strategy, which is a "Marketing Mix", also known as 8P's, which must have a conceptual approach to marketing communication (IMC) utilizing communicate with modern consumers that are further expanded. Many parts, both domestic and international studies, are linked to doing business in modern times, which focuses on maximizing profits based on consumer satisfaction, which is Long-Term Business, along with the changing behavior of modern consumers, which has changed dramatically, especially the market segmentation. "Segmentation" which can no longer be divided into traditional marketing. The concept of planning a marketing strategy using the 8P's, which consists of the following marketing mixes:

1. Product Strategy is that product strategy involves a decision-making process about



1.1 Product attribute

1.2 Product mix

1.3 Product lines

## 2. Product considerations

### 2.1 Product Concept

An important feature of a product is that it can meet consumers' needs, and the product needs detailed information and a clear concept.

### 2.2 The Product attribute

It is important to know what the product is made from. What are the qualifications? Physical characteristics: size, goodness, beauty, shape, and durability that a product exists on its own.

### 2.3 Product Feature

To compare the company's products with competitors' products and to have different properties, we must know which of our products is more outstanding. For example, Dior's distinctive feature is that it is a high-end product from Paris.

### 2.4 Product Benefit

It is essential to look at how the product stands out. Moreover, what benefits does the product provide to customers? During the contract with the customer with the proof of outstanding characteristics of the product.

#### *Strategy example*

Expanding new ways of using our products for new target groups, namely adults aged 55 years and over. Abandoning products that have been unable to profit five years after the product has been introduced to the market.

## 3. Price Strategy

It determines whether it will use a high- or low-priced strategy. The thing to be aware of is that the price set is reasonable for the competition. Or whether it is consistent with the product's positioning. Price strategy Important factors to consider when determining a pricing strategy are as follows:

### 3.1 On-going price or Leading price

1) On-going price, suitable for products that are difficult to differentiate, and it cannot set a price that is different from the market of competitors, that is, setting a price according to competitors

2) Setting the price based on satisfaction, regardless of competitors, is referred to as the maximum price. Suitable for different branded products with personal identity and a good image. No matter how much it costs to set the price, no one compares.

3.2 Premium price when ensuring superior quality and the acceptance of the customer's price or Standard when using the price set based on the price of competitors or Fighting brand is a product that is slightly inferior in quality than competitors, will go down the market.

3.3 One pricing is many products with a price on the box, meaning no matter where they are sold, winter or summer, the price is the same or Discriminatory. The advantage is that you can call many prices. But the disadvantage is we must find reasons for setting prices for many things. so that people can accept.

3.4 Line extension, in this case, the product presentation starts with one price. Then there is a strategy to spread popularity to the upper or lower market.

3.5 Trading up is to adjust the price higher, making more profit, so try to sell more quantity or move down to buy (Trading down) is the production of expensive products that are of slightly higher quality than cheap products, but the higher price for people to buy inferior products.

3.6 Size is not manufactured in the same manner as other manufacturers advertise.

#### *Strategy Example*

Set a price that is 30% higher than competitors to demonstrate the image of high-end product positioning. Set a low price for low sales and a slightly lower price than the leaders during peak sales seasons.

#### 4. Place Strategy

The placement strategy is a strategy for how to distribute.

The following details must be taken into account.

4.1 A distribution channel is a path that goods take from producers or sellers to consumers or users, which may be through the go-between or not the middleman.

4.2. Outlets Nowadays, it can be seen that the distribution evolution is very fast. There are so many types of outlets that it is almost impossible to keep track of the outlets in order from largest to smallest.

- 1) A wholesale store sells large quantities of products. Most customers are intermediaries.
- 2) A discount store is a store that sells items at reduced prices.
- 3) Department store
- 4) A stand-alone supermarket is a store with a single location that is not connected to any other stores.
- 5) A community mall is a store in the neighborhood.
- 6) Minimart is visible from small shops. According to the high-rise buildings in the hospital, where Hua Seng began to invade the Minimart market.
- 7) A convenience store is a retailer of consumer goods. Alternatively, convenience products. Some stores are open 24 hours a day, seven days a week.
- 8) Shop in the gas station.
- 9) A kiosk is a store set up in the shape of a kiosk. Sometimes classified as a booth.
- 10) A vending machine is a machine that sells goods automatically.
- 11) Mail order sells goods to the customer via letter. It has been published in newspapers and magazines. If satisfied, send a message to order by mail.

12) Catalog sales

13) T.V. Sales

14) Direct sales, sales by using salespeople to sell to homes

15) Welfare shop is a shop set up to facilitate employees in various government agencies, companies, or offices.

16) Cooperative shop. It is a shop located in the university and schools.

4.3 Number of intermediaries or distribution intensity When considering distribution channels, the following three steps will be followed: (1) Considering who the target customers are; (2) the target group's purchasing behavior, such as whether to pay cash or use credit and how frequently they buy. (3) Consideration of customer's location according to geographical conditions.

4.4 Market logistics is an activity related to the movement of production factors. And the product is distributed to consumers after passing through the manufacturer's factory.

#### *Strategy Example*

Set a price that is 30% higher than competitors to demonstrate the image of high-end product positioning. Set a low price during slow seasons. And set a slightly lower price than the leaders during peak sales seasons.

### 5. Promotion Strategy

Marketing promotion strategies must be coordinated with the overall marketing plan, and specific marketing promotion plans must be properly established.

#### *Strategy Example*

Use marketing promotion strategies to maximize the benefits of partners for partners to support our brand. Please make the most of marketing promotion strategies to encourage purchases of our products during the year's low sales.

## 6. Packaging Strategy

Deciding on packaging style and material type is often applied to newly developed consumer products or when developing new products.

- 1) Is the packaging suitable for containing (putting in) the product?
- 2) Does the product have an advantage (stand out) when placed on the floor?
- 3) Is it easy to store (put away) the product after it has been used?
- 4) Is beautiful packaging (prettiness) required?
- 5) Is it possible or not to invite someone to use (pleading)?
- 6) Can the packaging reflect the positioning of the product or not?
- 7) Does the packaging reflect the personality (personality) of the product?
- 8) Does packaging protect the product (Protection)?
- 9) Is the packaging user-friendly (Practicality)?
- 10) Is the selected packaging more profitable?
- 11) Is that packaging suitable for marketing promotion (Promotion)?
- 12) Does it teach you how to use the product (preaching) or not?
- 13) Does it care about the environment (preservation)? If all these things are considered in the design of the company's packaging, it will be logos, letters, choosing paper, foam, cork caps or various colorful symbols, and the company will have good packaging.

### *Strategy example*

Change new packaging with bright colors for consumers to see clearly at the point of sale. Set a low price for low sales seasons. Moreover, set a slightly lower price than the leaders during peak sales seasons.

## 7. Personal Strategy

Selling by a salesperson is a face-to-face interaction between the business and the customer to obtain orders with different sales styles. Selling by a salesperson involves hiring a salesperson. In developing the sales department, general management of salespeople and inventory management prepare sales and after-sales service. The business starts with setting objectives and operating, which must be clear and consistent with the type of business. It could be a retail, service, or manufacturing business, then formulate a sales strategy and plan its operations. Selling with a salesperson increases sales and, at the same time, builds a long-term relationship with customers. In addition, brochures, documents, flyers, and various materials are used to assist in employee sales presentations and as reference evidence. They can be given to customers to learn more.

### *Strategy example*

1) Determine the number of sales ratios, such as the number of prospective customers (Prospect) compared to the number of customers who ultimately purchase our products or the number of Customers who buy products compared to customers who enter the store to check the efficiency of the salesperson.

2) Invent a new sales incentive program to reward salespeople who achieve sales targets.

## 8. Public Relation Strategy

Information distribution is a form of communication that uses free media to create a positive attitude towards our products and business. However, nowadays, communication by such a method may incur other expenses, including indirect expenses related to media. Information about the public is a form of public relations. Information is considered necessary to build the long-term image of an organization. Moreover, we want this result to be positive for the organization. What we have to consider, especially when providing news, is Target groups who want to receive news and advertising media that will be used for news communication.

### *Strategy example*

1) Collaborating with some media to organize festivals on special occasions.

2) Define our new business service launch program:  
Define our business new service launch program.

### 9. Power Strategy

Power here means bargaining power and control. This strategy is the hardest thing to create. However, this final P component is essential and indispensable because bargaining power is a special power used to negotiate trade benefits for the company to get the best offer if an agreement cannot be reached perfectly within the framework.

In summary, the 8P marketing strategy mentioned above is a basic tool most businesspeople use as a norm in marketing. It may differ in that some companies are successful. However, some companies failed miserably. The reason for this is that failed companies are unable to complete the cycle of 8P strategic elements. Thus, entrepreneurs interested in using this 8P strategy to market effectively should pay attention to every detail of each strategy to make the 8Ps possible.

In summary, the marketing strategy (8P's) consists of the following:

#### (1) Product Strategy

Product strategy is considered very important in the strategy of 8p. The business has a main component. The first important factor is the product (Goods). Tangible and Intangible Goods: Services are divided into cooperative and non-participating services. Hence, products and services are regarded as the heart of business operations. It must have an important feature, namely quality (Quality). For the part of quality, it also means including the appropriateness of use. Design quality and quality according to specified standards. In addition, quality is also an important indicator of the image of a business.

## (2) Price Strategy

The most reliable strategy is setting the price, which reflects the standpoint of selling products. If prices are set close to or below the locals, they will want to compete for the customer base if the price is higher than the market. Showing that there are products that are always superior to available products in the stomach. Pricing is one of the key strategies of business operations. It usually depends on factors such as the size of the business. The product type to be sold includes marketing environment, laws, changes in raw material prices, distribution system cost of production and sales promotion, etc.

Determining the selling price of the product is essential. Because of that price, it is used to measure the value and benefits of the product. Additionally, it also determines in what direction we can use our limited resources, how we can sell products and how much. The selling price is an indicator of the profitability of a business, as profit is calculated from revenue minus costs. Revenue is derived from the quantity sold multiplied by the unit price. Popular merchandising strategies such as discounts, credit sales and consignment are widely used. Using a single price policy (One Price Policy), for example, a business selling one-price products for the entire store (everything is 20 baht), a different price policy (Variable Price Policy), for example, better quality products will have a higher price. Higher than lower quality products such as branded clothes and non-branded clothes. Multiple Unit Package Pricing Policy (Multiple Unit Package Pricing Policy) is if buying in bulk, the price will be lower than buying in a small amount. The price Lining Policy is a product pricing policy. Continuous by size and quantity of goods Divided by size, large, medium, and small, for the convenience of the salesperson.

Besides, the customers themselves Psychological Pricing Policy (Psychological-Pricing Policy) businesses may use attractive pricing methods. Based on psychology which is believed to have a direct effect on customers' purchasing behavior. Alternatively, consumers, such as products with the same price ending 59, 89, 99, or products with labels such as best sellers, etc.



### (3) Place strategy

Place strategy is a method for distributing products to customers. Based on the principles of efficiency, accuracy, safety and speed. The most profitable method is distributing products to meet the target group as much as possible. If a product is sold to many places, the method of selling or distributing the product will be very important. The principle of choosing a distribution method is not selling as much as possible. The best place is always the best. What is your product, and who is your target audience? Sales should be limited to not having too much. Because it may damage the image, distribution cost is another thing we should consider in terms of distribution method.

- Promotion Strategy Marketing promotion is important to communicate with your consumers about marketing promotion is the same if the promotion comes out to meet the needs of consumers and communicate with business success, namely product sales. Alternatively, service as much as possible, but the problem is how to make such activities as successful and effective as possible. Promotion is closely related to the budget. This strategy is to get the most worthwhile return. There are many ways that both direct and indirect advertising may use words or messages that make customers feel good about that product or service, including inducing the desire to try the product. Or our services. Direct Sales is a sale by contacting customers directly by explaining the details of the product to customers, also known as an offering by technique and interesting ways. Consumer Promotion is a natural attraction to customers, such as discounts, redemptions, giveaways, or games to win prizes. It encourages customers to be interested and have hopes for the benefits received from the product or our services. A service is a form of service both before and after sales, whether it describes a good feature and the use of the product before the customer purchases to make customers interested In-sale services, such as demonstrations for customers to see before making a purchase decision, or allowing customers to try it themselves first, and after-sales service for customers such as maintenance Or check the product when the customer has already bought it by doing it continuously to make a long-term impression.

- Packaging is as important as the face of the product.

Therefore, packaging design is one of the most important strategies. The cornerstone of the packaging strategy is a beautiful design that stands out from the product of competitors when it is put up for sale in online stores; the packaging strategy includes the safety of the product in the delivery part as well. Because delivering goods over long distances may occur unexpectedly, it is a good idea to wrap the product well to prevent damage. These can impress. Moreover, make customers have a good attitude towards our store.

- Personal strategy, the option that will help make sales

soar higher is Choosing a sales assistant or individual strategy to help promote product sales by using employees. A knowledgeable and experienced salesperson will have techniques to persuade customers to pay attention and lead them to action, ultimately making a purchase decision.

- Public Relations Strategy A form of communication

that is free to buy media to create a positive attitude towards our products and business. Providing information is an important strategy. Moreover, suitable for this era that can communicate with each other without borders. Make the transmission of various news information quickly, especially by selling products online. Giving information by posting an announcement, including the consignment of goods, such communications may incur other costs, including indirect costs associated with the media. Target groups who want to receive news and advertising media will be used for news communication.

- Power Strategy is power. This strategy means

bargaining power with those who can benefit us. Different people help each other in order to gain mutual benefits. Whether it is turning competitors into professional colleagues or finding partners for businesses Examples of using bargaining power, for example, by people who want to order products from us to sell must apply to be agents only in order-to-order products at wholesale prices or have to apply for a group according to the type of product in the Line group in order to post pictures of each type of product that are updated every day for sale, in this case, it is wholesale. The

power strategy web page may have different selling prices for retail sales to general customers. For example, ordering three items at a special price is a bargain to exchange benefits. Between buyer and seller, Online stores have more sales, and a portion of customers get products at lower prices.

In summary, an 8P marketing strategy is a tool that helps entrepreneurs have direction in business management. If you study the meaning of P for each example, you will understand what will make business management successful according to the goals set.

### **1.7.7 Conclusion of Theoretical Framework**

Value Added, Cultural Capital, Identity, Hybrid Culture, Structural-Functional Theory and 8P Strategies Marketing Mix. Value added of food products by merging cultural capital that represents the identity of existing cultural capital affects the theory of hybrid culture arising between Thai and overseas Chinese. Leading to the theory of the functional structure of the overseas Chinese that has carried on the food culture to the present generation. Until making it motivated to be able to bring the 8P marketing strategy to help develop the entrepreneur's marketing to benefit and develop store management more than ever.

## CHAPTER 2

### RELATED LITERATURE

This chapter reviewed literature that is related to the study by other researchers regarding marketing strategies, value added creation, Identity of Chinese oversea in Phuket, Cultural capital of food product.

Sala (2015) has studied the marketing strategies for halal food products at community enterprises in Narathiwat Province. It was found that marketing strategies for community enterprises in Narathiwat Province focusing on choosing products that are suitable for the community and developed from such bases, namely first, creating a product identity from Muslim and Halal and emphasizing the use of local materials. Second, then expanding the market base to Malaysia. Which is a Muslim country with high purchasing power. Third, enterprises that produce products from local main raw materials and are already in demand in the market should develop additional products such as quality packaging to increase marketing channels to cover more customer groups. Fourth, enterprises should choose to receive support only in what they need from the state Marketing management with marketing personnel who are ready to develop marketing potential. Then, enterprises can market proactively and allow new-generation members to help in marketing. Government agencies that specialize in marketing come in as mentors. Last, enterprises must manage more in business. Especially the cost calculation that reflects the actual cost of production in order to set the right product price.

Chaopreecha (2019) studied the role of local governments in promoting the preservation of Thai Hokkien identity in Phuket. It was found that local governments played a good role in preserving the identity of Thai Hokkien-Chinese people in Phuket. Many projects and activities are moving in a good direction. Cultural costs are taken. To add economic value and bring cultural tourism to Phuket's social and cultural context. Susiva (2021) studied the development of strategies to elevate cultural products to global brands. The objective is to screen and take lessons learned from the product manufacturing process. Study management and business plans. Thai

cultural products, including formulating marketing strategy plans and long-term blueprints for product research and development and formulating a strategy for developing Thai cultural products to be international and the ability to compete in business with foreign countries. The research used qualitative research methodology with document review and in-depth interviews.

Moreover, organizing a meeting to review the study results. The study screened thirteen cultural products as a case study, divided into ten mobile cultural products and three immobile cultural products. The production model of cultural products will start from loving production and then develop into bespoke production and, eventually, commercial production. However, it was found that entrepreneurs have no idea to develop cultural products to the world-class. Entrepreneurs start to use technology in the process. Non-critical production and creating new products. In terms of public relations, entrepreneurs believe that word of mouth is the best public relations. However, there are also public relations through Website, Facebook, Line, Instagram and Twitter, as well as marketing that has a variety of methods, including:

- 1) Having your storefront.
- 2) Consignment sales
- 3) Grouping to sell products.
- 4) Trade show booths and
- 5) Social media marketing

The community's occupational group management process has the most marketing goals, followed by production. Cultural product entrepreneurs do not have a written business plan at the conceptual level (tacit knowledge). The important business plans are as follows: producing quality products. The goal of production is to Produce according to the order without hoarding. Do not accept too many orders. Likewise, there is no idea to produce for export. The quality of the cultural product brand was good with the brand development strategy average. There are three main strategies for cultural products, namely:

- 1) Promoting a good image of cultural products
- 2) Promoting the economic value of cultural products

- 3) Developing a management system for marketing strategies of cultural products.

Strategies that should be implemented in 4 areas, namely:

- 1) The development of entrepreneurs and heirs,
- 2) The development of cultural products,
- 3) The creation of marketing mechanisms, and
- 4) The development of management systems for the development of Thai cultural products to be international and international.

Capable Business competition with other civilized nations can be divided into four strategies:

- 1) Entrepreneur and successor development,
- 2) Cultural product brand development,
- 3) Marketing mechanism development and,
- 4) Management system development.

The long-term blueprint for product research and development is divided into four areas:

- 1) Personnel development in the cultural products industry,
- 2) Cultural product brand development,
- 3) Cultural product marketing development,
- 4) Public policy of cultural products.

The representative group emphasizes four strategies to increase the value of halal Food:

- 1) The wisdom of using unique recipes and flavors,
- 2) Creating stories by presenting religious adherence,
- 3) Creativity through packaging design that is attractive,
- 4) Halal food research and development for new food items and food processing for longer storage times.

Yamsrisuk (2020) studied the commoditization process of local Food: Phuket towards Food cultural tourism. The results showed that food is essential for human sustenance. Nutrition is essential for maintaining good health. Food choices nowadays are based on popularity from advertisements, images, and prices. Consumers need to pay attention to the origin of food to understand the culture of food, such as Phuket's local food with local ingredients. Government agencies and private enterprises need to promote cultural tourism and public participation in food promotion and conservation. Local food especially affects the persistence of local food culture in Phuket. Making food as a souvenir through the process of becoming a cultural product and food tourism is managed hygienically and environmentally friendly.

Syukur & Nimsai (2018) studied marketing strategies for halal restaurants. Known in Bangkok, it was found that the Halal restaurant business has potential considering its strengths and opportunities. Proactive strategies include:

1. The proper and prodigious marketing strategy
2. The establishment of an association of entrepreneurs Halal restaurant business
3. Halal restaurant entrepreneurs should cooperate with the government to develop a policy to help Advertising and public relations to disseminate correct information about halal food.
4. Online marketing can communicate to target customers both domestically and internationally.
5. Executives should be aware of changing technologies and trends.
6. Organize marketing promotion programs with various tourism businesses to attract foreign Muslim tourists.

The preventive strategy is to learn how to cook other popular food types while expanding to new target groups of non-Muslim customers, organizing promotional activities and increasing distribution channels to diversify. Convenient and easy to use and passive strategies, including:

- 1) Create an image of Halal Food. by showing the diversity of food types
- 2) Pay attention to eating clean food
- 3) Effects of the Coronavirus Outbreak and Political Instability, Halal restaurants should provide food delivery services in conjunction with promotional promotions.

Yammai (2021) studied "Tiny Hunter's Face and Tiny Headdress: Cultural Capital Development to Cultural Products" and found that the development of cultural capital into cultural products stems from the owner's desire to bring local culture and beliefs to add value. Through modern in line with the interests and needs of today's people, the concept of "Sufficiency Economy Concept" by His Majesty King Bhumibol Adulyadej allows the owner of the work to have the income to support the family without having to move to another place to maintain family relationships forever.

David A. A., 2001, wrote book about value added creation as a means of differentiating and distinguishing a product so that consumers get the highest satisfaction from their products and services. Because what consumers want is not just value, but added value that make consumers feel more than satisfied which entrepreneurs can create adding value or setting a higher price to a product or service.

Pornpitchanarong (2021) describes the history of Chinese people in Thailand. Looking at the long history, it is clear that Thailand and China have a close relationship with each other. The exchange between the two countries peoples has more than 2,000 years of history. The Ming Dynasty (AD 1368–1644) was when the two countries met the most. The Chinese began to play a role in and influence Thailand in terms of society, economy, and culture when they entered the country in the 18th and 19th centuries. The famine of the Chinese people in the southern provinces caused immigration at that time. Furthermore, it was affected by wars that have been frequent since the Opium Wars. Nationalist rebellion war Thailand ended its wars with Burma, including the nineteenth-century World War. The population was dwindling, but there was peace and abundance. Consequently, many Chinese immigrants come



to Thailand. Thai and Chinese relations with a starting point and a strong emphasis on trade, the nature of the relationship is more friendly than hostile.

Chinese immigrants to Southeast Asia, the majority of whom are from Thailand. This tragedy is due to several factors, such as a shortage of independent workers. Consequently, Chinese workers can meet the needs of the Thai social structure very well. The Chinese are the largest group of aliens among the different types of aliens in Thailand. Moreover, more than this, some Chinese immigrants and descendants have Thai nationality but still adhere to the Chinese culture and way of life. These people also have economic, political, and cultural influences on Thailand. Because China has many citizens and when the Chinese emigrated, looking for a living outside the country, they migrated to settle in various places in almost every corner of the world. It appears that the habitat where the Chinese immigrated to settle in a large number is in Southeast Asia, such as Malay, Singapore, Thailand, etc. Teochew People like to go to Thailand. Hokkien People to Java, and Malay and Cantonese People to America. The Hokkiens came from the city of Xiamen. There are many in Malaya, Singapore, Indonesia, Burma, and the Philippines. The Teochew's are from Shantou, Thailand, Cambodia, and Laos.

The Cantonese are from central Guangdong, Vietnam, Malaya, Singapore, Cambodia, and Laos; Hakka Chinese in North Borneo, Sarawak, Brunei, Indonesia, and Thailand; It probably stems from that. When the first generation of Chinese immigrants settled somewhere, they would persuade their relatives and friends to help each other earn a living and continue the family in their language group. The Hokkiens are the oldest Chinese group in Thailand. The Teochew's are the largest Chinese group in Thailand. This phenomenon is because most of the Teochew People are already working as seafarers. Then, there are more Teochew People than any Chinese group in Thai society. The number of Chinese people flowing into Thailand is increasing every moment. It appears that at the end of the reign of King Rama V, the number of Chinese immigrants increased each year by tens of thousands of people, as in the passenger arrival report. - Leaving Thailand in the year 1901-1902, etc. The report pointed out that Chinese immigrants come in by the tens of thousands yearly.

There are both inbound and outbound travels. However, the number of Chinese immigrants is greater than that of Chinese citizens. As a result, the Chinese community has grown rapidly and spread to various parts of the country. Thus, the Chinese are a group that deserves to be studied as people who play an important role in spreading Chinese culture until they appear everywhere in Thai society. It has become something that has been integrated into Thai society for a long time, making the culture in Thai society more diverse, especially in the case of being local.

Royal Thai Embassy in Beijing (2019) Overall Thai-Chinese Relations  
Thailand and China established diplomatic relations on July 1, 1975. Relations between the two countries are close. Visits at all levels are regularly exchanged. Moreover, expanding cooperation in depth in all dimensions. In 2020, it will mark the 45th anniversary of establishing diplomatic relations between Thailand and China. Thailand and China have a close strategic partnership in all areas. Moreover, it is based on mutual respect, trust, and non-interference in internal affairs. Thailand and China elevated their relations to a Comprehensive Strategic Partnership in April 2012 to strengthen relationships and expand cooperation to be closer and more comprehensive. The two countries have strong ethnic and cultural links and never have had conflicts in history or borders between each other. In addition, Thailand and China have close cooperation within the framework of ASEAN (Ayeyawady-Chao Phraya-Mekong Economic Cooperation Strategy: ACMECS). In addition, Thailand attaches great importance to promoting good relations with the government at the provincial level of China. Especially the provinces that are strategically important to Thailand. Thailand and China have established three working groups at the mid-level of Thailand and China's provinces, namely the Thai-Yunnan Working Group, Thai-Cantonese Working Group and the Thai-Guangxi Working Group.

On the economic side, economic cooperation is at the heart of Thailand-China relations, intensified by the implementation of the ASEAN Free Trade Agreement in January 2010 and its upgrade in 2019. R3A, R8, R9, and R12 routes were launched, connecting northern/eastern Thailand and southern China via Laos and Vietnam. The construction of a high-speed rail link connecting Thailand, Laos, and

China, as well as Thai-China-Japan trilateral cooperation in the construction of a high-speed rail linking three airports and the development of a smart city in Thailand's Eastern Economic Corridor (EEC), including the establishment of a joint committee mechanism on trade, investment, and economic cooperation between Thailand and China at the level of Deputy Prime Minister Thailand, hosted the 6th Meeting of Thailand's trade with China in 2019. China is Thailand's No. 1 trading partner (China is Thailand's No. 2 export market, and China is Thailand's No. 1 import source), while Thailand is No. 13 (No. 3) trading partner. In 2019, bilateral trade was 79.5 billion U.S. dollars, down 0.90% from 2018. Thai exports to China totaled US\$ 29,172 million, a 3.78% decrease from 2018, while imports from China totaled US\$ 50,327 million. China's trade surplus has increased by 0.85% yearly to US\$ 21,155 million. An 8.01% increase from 2018.

The main products that China imported from Thailand were hard drives, rubber, integrated circuits, wood, LCD screen parts, fresh durian, dried cassava and tapioca starch, chemicals, and mobile phone parts. Computer parts Thai and Chinese investment China's accumulated investment value in Thailand until the end of 2018 is about 6 billion U.S. dollars. China is interested in investing in sectors that use innovation and modern technology. Emerging industries, logistics, and e-commerce: Thailand's accumulated investment in China until the end of 2018 is about 4,270 million U.S. dollars. The main industries in which Thailand invests in China are the animal feed industry, grain, animal farms, motorcycles, hotels, restaurants, and Thai massage. As of the end of August 2019, China had invested a total of \$6,440 million in Thailand. In comparison, the accumulated investment value of Thailand in China is \$4,330 million.

In August 1993, the Thai and Chinese governments agreed to cooperate in marketing and international tourism. The government can only control the issue in collaboration with Singapore and Malaysia. Thailand was the first country to let Chinese national's travel. Besides, the average number of Chinese visitors to Thailand increases year after year. Thailand's most important tourism market is China. Additionally, in 2019, 10.98 million Chinese tourists visited Thailand, accounting for

28% of all foreign visitors. In 2017, China opened the China National Tourist Office (CNTO) in Bangkok to boost Thailand-China tourism cooperation.

In terms of culture, Thailand and China have had good relations and trade for more than 700 years, resulting in Chinese culture and traditions blending with Thai things to become part of the way of life of Thai people today. There are many people of Chinese descent. Hence, like relatives, Thai and Chinese people are close and familiar. Until there is a saying that "China and Thailand as one family" at the government level. The Chinese government has opened a Chinese Cultural Center in Bangkok. Officially opened on November 21, 2012, it is China's first cultural center in Southeast Asia. While the Thai embassies and consulates in China annually organize activities to promote the culture and the image of Thailand in the territory in cooperation with Thai government agencies and the Thai private sector in China. Phuket is a combination of Thai and Chinese cultures. Hokkien cuisine cultural office Phuket Province (2017) Phuket Province has 543.034 square kilometers. It is the only province in Thailand that is an island and the largest island in Thailand. It has thousands of years of history, the earliest evidence shown on the ancient Greek nautical charts in the year 700 B.E., mentioning the journey from Cape Suwannaphum down to Malaya that must pass Cape Jungceylon, which is Phuket today.

Phuket is well known among seafarers who used the route between China, and India, via the Malaya Peninsula. In Phuket, in the past, the original inhabitants were Sakai and Chao Nam (Chao Ley or New Thai people). Later, there were Indians, Thais, and Chinese, most of whom were "Chinese Hokkien" who immigrated in. For Thai people, there have been more immigrants to live in, allowing them to occupy Phuket more than other nations. Moreover, finally, the Thai people who live have brought the cultures of various nations to improve and adapt. Until it became a unique identity of the Phuket people continuing to the present. Wonglaksanaphan et al. (2019) stated that in Phuket Island there are Chinese communities scattered throughout the island. Especially the source of livelihood is trading areas, mining, and tin mining areas, including agricultural areas formed by both small and large communities. The houses that occur in those communities are both

commercial buildings and single-family buildings, varying according to the location and social context. These Phuket Chinese groups still maintain their Chinese societal traditions (Chanasakun, 2017). However, at the same time, the local culture has been adopted into the combination. Therefore, the Chinese lifestyle in Phuket differs from the Chinese in the mainland. There are still residential houses, single houses, and commercial buildings aged between 50-120 years in the old town community and the Kathu community in Phuket. which is the same hybrid Chinese cultural group. The immigration of Chinese settled in the Phuket area in the past resulted in the fusion of strong Chinese culture with the local culture. Until becoming the new culture of the Chinese hybrid group, a new form of identity that is both abstract and concrete, the relationship of such identity Led to production in various forms, including culture related to food, social characteristics, and architecture.

Phuket Pearl of Andaman, the province, is famous for its beauty of the sea, sandy beaches, and Sino-Portuguese architecture. Moreover, what attracts people to visit, taste, and shop equally is the food passed down for hundreds of years from many nationalities, including Thai, mainland Chinese, Malays, and Indians, including Peranakan. Until having a unique identity, becoming the identity of Phuket. It was even honored as a creative city in gastronomy by UNESCO in 2015, proudly comparable to world-class culinary creative cities. The first city in Asia, the creative city of gastronomy. There are currently 36 cities worldwide, and UNESCO launched the Creative Cities Network in 2004 to recognize creative cities from around the world in seven categories, including Cities of Gastronomy. The journey to the creative city of food science of Phuket until it became the first city in Thailand and the ASEAN region. Caused the cooperation and support of many parties, although it was not a bed of roses at first due to some problems that UNESCO had to postpone the project. However, on December 11, 2015, Phuket City Municipality was informed that Phuket is honored to be a member of the UNESCO Creative Cities Network food science.

Phuket's five strengths together is cultural diversity. Especially the food culture arising from the multi-society of Phuket, food is an important element in every festival, ritual, belief, and family way of life. Many types of Phuket's local food

have their identity, which cannot be eaten elsewhere. The strength and cooperation of all sectors have resulted in the creation of innovations based on various food science. Phuket people are generous, good-natured, and Welcomed by a city with a beautiful landscape and warm atmosphere. Under the practice of "Good Food, Good Health, Good Spirit...in Phuket," The Creative Cities Network recommends Phuket on the UNESCO website that Phuket's culinary culture takes full advantage of the multicultural and knowledge exchange. Cooking plays an important role in the lifestyle of Phuket people through the transmission and preservation of recipes passed down through the generations. The Commitment to preserving this culinary heritage is Reinforced and promoted through traditional expressions. An annual event that revives ancient knowledge in cooking, crafts, folk arts, and visual arts, along with efforts to implement a balanced production and utilization plan that is environmentally friendly and contributes to the sustainability of local food resources. Nasution (2009) Chinese population of Hokkien is the largest Chinese in Phuket. In addition to coming from the mainland, some migrated or crossed waters from Penang, Malacca, as a group of Malay-Chinese people called Peranakan or "Baba-Yaya" who acculturation Malay-Chinese into a unique culture. Including dress, language, architecture, traditions, and unique food. When these Chinese came to live and marry local people in Phuket. Peranakan culture is also more diverse. The Peranakan food in Phuket is different from Penang and Melaka.

However, Peranakan has fused with other cultures in the area to become one of the charms of Phuket. Phuket's food is bound to cultures, traditions, and festivals. In addition to the daily food unique to Phuket that has been around since the ancestral era. It has been passed on and inherited from generation to generation for hundreds of years, such as Hokkien Noodle Stir Fried (large yellow noodles similar to Japanese soba noodles), Moo Hong or Southern Styled Pork Stew (pork belly boiled in soy sauce until tender), **O-TAO** or Phuket fried oyster (looks like fried oyster The difference is that the dough is sticky and soft), **LOR BAK** (pork boiled with stewed spices, blanch with soy sauce then deep-fried until crispy on the outside, soft on the inside, and eaten with sweet and sour sauce), Fried Kian (Phuket-style

sausage cooked from minced pork with other fillings such as shrimp, crab, yam and wrapped in bean curd skin, steamed until done, then battered and Hoi Jo or Deep Fried Crab Meat Rolls ), **Oh-Aew Or Aiyu Jelly** (local dessert menu from O-Aew seeds Colorless, flavorless jelly, put with red beans, grass jelly, syrup and shaved ice), **Paolang** (Phuket Peranakan style grilled sticky rice), Kuih Talam (coconut layered cakes), etc. Some foods are unique to various festivals, such as **Ang Ku Kueh or red tortoise cake**, Auspicious desserts used in ceremonies to pay homage to the ancestors of Phuket people of Chinese descent, and Peranakan Weddings in Phuket (can be eaten in daily life).

All these things make Phuket an attractive food culture and create the "Phuket Brand" to this day. From tourism to elevation to the food industry after being named one of UNESCO's Culinary Creativity Cities. The awareness and enthusiasm of the people of Phuket continue to increase to strengthen the tourism of Phuket that goes beyond the natural beauty. Phuket City Municipality can use the name and logo of UNESCO for food promotion. It is an opportunity to develop the economy, invest and expand the tourism business in various types. Since being a city where people from different places come to taste food and buy food souvenirs born from innovations to subsidize products from fisheries that are important sources of raw materials in Phuket. Phuket food workshops for tourists, including establishing a learning institute in food science. This idea is in line with the development strategy of Phuket Province that promotes sustainable tourism development for everyone to have a stable well-being.

Figure 2.1 Hokkien Noodle Stir Fried



Source: Songkeart Pawadee (2020)



Figure 2.2 Red Tortoise Cake



Source: Choosake Uthaipanumas (2020)

Figure 2.3 Mhee Hoon Kradook Mhoo (Street Pork Ribs Noodle Phuket)



Source: Pratuan Chimpre (2020)

Figure 2.4 Moo Hong or Southern Styled Pork Stew



Source: Sitipron Wanitpan (2020)



### **Summary of Related Literature**

Value Added, Cultural Capital, Identity, Hybrid Culture, Structural-Functional Theory and 8P Strategies Marketing Mix.

Value added of food products by merging cultural capital that represents the identity of existing cultural capital affects the theory of hybrid culture arising between Thai and overseas Chinese. Leading to the theory of the functional structure of the overseas Chinese that has carried on the food culture to the present generation. Until making it motivated to be able to bring the 8P marketing strategy to help develop the entrepreneur's marketing to benefit and develop store management more than ever.

## CHAPTER 3

### RESEARCH METHODOLOGY

This study is qualitative research which study and find out the fact relied on related document, observation and depth interview for describing the phenomena through relevant linked theories. The researcher will use qualitative research by interviewing to collect the data and using purposive random to set the target group. Data is collected by related documents, interviewing the target groups from knowledgeable people, the owners or managers of souvenir shops in Phuket, and customers from three souvenir shops in Phuket.

#### **3.1 Data Collection**

In collecting data for this research, the researchers will use in-depth interviews with target groups to gain data. However, before conducting the interviews, the researchers developed questions or issues related to the research question. Furthermore, the researchers also used the technique of observation to collect data from each shop to observe the client's behavior, products, arrangement shop style, packaging style, management team and location.

#### **3.2 Identifying key informants**

3.2.1 For clause one consists of being the owners or manager at three shops in Phuket the researcher selecting sample. The researcher selects souvenir shops that are guaranteed quality with many certificates, including ISO 9001 certification, GMP standard, Halal and products that are OTOP 5 stars certified. There will be three shops for being investigated, those are Khun Mae Ju's Shop, Methee Shop, and Pornthip Shop.

3.2.2 For clause two consists of the target group from objective number 1 and tourists who came to buy souvenirs in the category of food products, amounting to 45 people. Be the owners or managers at three shops in Phuket where the researcher selects a sample. The researcher selects souvenir shops that are guaranteed

quality with many certificates, including ISO 9001 certification, GMP standard, Halal and products that are OTOP 5 stars certified.

- Khun Mae Ju Shop
- Methee Shop
- Pornthip Shop
- Customer 45 people by using the quota sampling technique for selecting a target group.

3.2.3 For clause three consists of:

1) Knowledgeable nine people whom the researcher selected the technique of purposive sampling.

2) Three knowledgeable people proficient in Chinese history and local Phuket food souvenirs at the local place.

3) Three knowledgeable people and proficient in Chinese history and local Phuket food souvenirs in higher education.

4) Three knowledgeable people and proficient in Chinese history and local Phuket food souvenirs in government agencies consisting of provincial community development and the Department of Internal Trade of Thailand.

### 3.3 Research Instrument

The tools used in this research consisted of Interview forms for souvenir shops, interview forms for customers who come to buy food products, and interview forms for experts.

*Steps to create an interview form:*

1) Study relevant research papers. Concepts of product value addition, cultural capital, Thai-Chinese culture combination.

2) Use the information obtained from the study to structure the interview form, divided into two parts:

- Part 1 Introduction consists of research title, interviewer, interviewer, date/month/year of interview, time, place and person being interviewed.

- Part 2 Questions, consists:
  - (1) Questions for entrepreneurs It is a question about history. Moreover, strategies for increasing food products, there are 12 items.
  - (2) Questions for tourists who come to buy food products in souvenir shops It is a question about interests, reasons, and needs in choosing to buy food products from a souvenir shop, amounting to 10 items.
  - (3) Questions for experts is a question about Strategies for increasing the value of food products with cultural capital by souvenir shops, six items.

### 3.4. Identify Interview Quality

3.4.1 Bring the completed interview form to the chairperson and the thesis control committee to improve the questions to meet the standards.

3.4.2 Bring the revised interview form to three experts on marketing strategy development, adding value to food products, consisting of

- Assistant Professor Dr. Nareerat Wattanawelu
- Assoc. Prof. Dr. Affi Late
- Lecturer Noppakao Sae Khao

To verify consistency to determine the validity (Validity) by analyzing the index of consistency (Index of item objective congruence: IOC). The results showed that Query operator consistency index = 1. The consistency index of the interview form for tourists = 0.9667, and the consistency index for experts = 1. In the expert advice section, which is regarded as valid (A consistency index of 0.5 or above is considered valid). The researcher came to improve the questions to be clearer, as suggested and have the advisor check it again to obtain a complete interview form that can be used in practice.

3.4.3 Operation step that the operations at this stage that the researcher has done the following. The researcher went to the area to collect the data. Details as follows:

1) Interview with entrepreneurs

The researcher introduced themselves to the entrepreneur shop, clarified the purpose of the interview and made an appointment for an interview at the Methee shop on July 10, 2022, the Khun Mae Ju shop on July 12, 2022, and the Pornthip shop on July 14, 2022. The interview takes 45 minutes for each shop.

2) Interview customers who come to buy food product souvenirs.

The researcher interviewed tourists who came to buy food product souvenirs. From July 10, 2022, to August 10, 2022, from 10:00 a.m. -12:00 noon, 15 people per store, a total of 45 people.

3) Interview with Knowledgeable people

The researcher introduced himself to the experts and clarified the purpose of the interview. Moreover, make an appointment for an interview, with persons 1,2, on August 11, 2022, and person 3,4, on August 15, 2022. And persons 5,6,7 on August 20, 2022. And person 8,9 on August 27, 2022.

In a nutshell, the obtained data was interpreted, analyzed, summarized and discussed to obtain a strategy to increase the value of food products with cultural capital by souvenir shops in Phuket.

### 3.5 Data Collection Methods

The researcher conducted the data collection by himself. which has complete information.

### 3.6 Data Processing and Analysis

Determine criteria for consideration of the conformity assessment form of the interview draft. Scores are set into three levels for experts to judge each question of the interview form. Consistent, not sure, or not consistent Determination of consistency (Index of Item Objective Congruence: IOC) from the IOC formula (Arunphong et al., 2022) as follows:

- 1) Have an opinion, agree, and set a score of 1
- 2) Have an opinion, not sure, set the score to 0
- 3) Have an opinion, inconsistent, set a score of -1.

Then substituting the values in the consistency index formula. If the consistency index is greater than or equal to 0.5, it is considered valid, but if the consistency index is less than 0.5, it is invalid. The researcher will return to interview the new experts informally. To bring suggestions to improve further questions. Data analysis involves interpretation, data analysis, conclusion and discussion.

In this matter, the researchers divided data analysis into four steps: collecting data from fieldwork; Second, the researchers analyze data using theory within a conceptual framework. Third, the researchers will check all the data using the data source triangulation method. Last, the researchers will analyze the data using theory from a conceptual framework and conclude the study.

## CHAPTER 4

### RESULTS

According to the collected data by in-depth interview and participation and non-participation observation, the study result entitled "Strategies for Value-Added of Food Products with Cultural Capital by Phuket Souvenir Shops" data analysis that the researcher presents the results of the data analysis as follows:

- **Step 1:** Interview results and target group information analysis include entrepreneurs and customers who buy souvenirs to study the history of souvenir shops in Phuket and strategies for creating value-added souvenirs based on local food and cultural capital.
- **Step 2:** Interview results and data analysis of Knowledgeable People target groups to study new ideas for planning to create added values of souvenirs based on local food's cultural capital.
- **Step 3:** Summarize the results of the data analysis from all three target groups.

#### 4.1 Data Analysis Results of Two Target Group Interviews and Summaries

The Researcher has Analyzed the detailed information as follows:

Visiting the area, the researcher went to the souvenir shop area and interviewed the entrepreneurs of the three souvenir shops in person, introducing themselves and formally clarifying the research objectives to the entrepreneurs of the souvenir shops and asking for permission to interview with sound recording details as follows

- 1) Methee shop, July 10, 2022, from 10:00 AM to 10:45 AM.
- 2) Khun Mae Ju shop, July 12, 2022, from 10:00 AM to 10:45 AM at Khun Mae Ju shop.
- 3) Pornthip Shop will be open on July 14, 2022, from 2:00 PM to 2:45 PM.

The researcher did the interview and it took 45 minutes for each shop. The conclusion from the interview is the researcher collected the data by meeting with the owners of Methee, Khun Mae Ju, and Pornthip shops and clarifying the goal of the interview. When the proprietors of the three businesses learned about it, they were delighted to participate and welcomed them by scheduling an interview date, time, and location. This data entails being willing to conduct interviews with food souvenir customers and permitting the researcher to do so. The researcher can come at any time to complete the research.

During field visits, the researcher went to the data collection area and interviewed customers who came to buy food souvenirs by themselves. From July 10, 2022, to August 10, 2022, the researcher collects data by conducting interviews with customers who come to buy souvenir products from all three food stores, 15 people each, for a total of 45 people.

1) Methee shop on 10,11,13,14,15,16 and July 18, 2022. Interview time 13.30 – 17.00 hrs., 15 customers come to buy food souvenirs.

2) On July 20, 21, 22, 24, 25, 26, 27, 28, and 30, 2022, visit the Khun Mae Ju store. Interview time: 13.30–17.00 hrs. Fifteen customers come to buy food souvenirs.

3) Day 1, 2, 4, 5, 6, 7, 9, and 10 of Pornthip Shop; Interview Time: 13.30-17.00 hrs. 15 tourists come to buy food souvenirs.

The conclusion from the interview is after obtaining permission from the owners of all three businesses to collect customer information, the researcher conducted the data collection by themselves. Before the interview, the researcher will clarify the objectives of the interview to all customers and show them their student ID cards, so the tourists to trust and be confident. All people according to the target group Overall, all customers cooperated well. At the end of the interview, the researchers will give souvenirs to all customers. The researcher was able to complete the planned period of data collection.

The results of the interview consist of the First set of questions has eleven topics for target group 1. The details are as follows:



- 1) How long have you established the shop?
- 2) What was the factor that started the shop? (Souvenir shop)
- 3) What are the strengths and weaknesses of the shop?
- 4) Do you have any methods to increase the shop's sales? How?
- 5) What are the current options for making the shop?
- 6) Future trends, adding value to current product sales. Does the shop have any operations?

- 7) What is the shop's target group?
- 8) What consumers decide to buy food products at the shop?
- 9) The souvenir food products. Is there any use of cultural capital?

How?

- 10) Does your shop have any impact on social change? The situation of (COVID-19)
- 11) Has shop changed in each era? How?

The second set of questions covers ten different topics. For sample 2, the details are as follows:

- 1) How did you know about this souvenir shop?
- 2) Why did you buy food products from this souvenir shop?
- 3) Do you often buy souvenirs? 4) Why do you buy souvenirs?
- 4) Why did you choose to buy food products at this shop?

Meanwhile, there are many souvenir shops in Phuket, such as (talking about two more shops we would like to study)

- 5) Have you ever bought food products at this shop before?" If so, why did you buy it again?
- 6) You have an opinion about this food product; how do you look?
- 7) Do you think the staff provides good service?
- 8) Would you like to buy food products from the souvenir shop again?

9) Would you like the souvenir shop to do it? In what form does the food product come to be distributed? For example, the form that shows the history of Phuket, the form that shows the culture of Phuket, etc.

The third set of questions includes six topics for the third target group:

1) Do you think that starting to cook/make souvenirs? How did it start in the past? How has it developed?

2) Where do you think the concept of product characteristics came from?

3) What do you think of increasing the cultural capital of food?

4) What is your opinion on making food products using cultural capital to add value?

5) What should the future manufacturing or food trend be?

6) Do you believe the origin of food is known? When is there a systematic change in operations as a business? Has anything changed from the original, such as flavor, ingredients, target group, amount, etc.

## 4.2 Summary of Key Points from the Following Group Interviews

Interview results and data analysis of Knowledgeable People target groups to study new ideas for planning to create added values of souvenirs based on local food's cultural capital).

### 4.2.1 Data from interviews with souvenir shop owners

Table 4.1 A Summary of Key Points from Interviews with Souvenir Shop Owners

Question	Summarize	Constructive alignment
1.How long have you established the shop	Data Khun Mae Ju has been in business for over 80 years and was in 1939 Methee Shop started its business in 1987, and Pornthip Shop started in 1992.	Established

Table 4.1 Continued

Question	Summarize	Constructive alignment
	<p><b>Summary</b></p> <p>Khun Mae Ju has been in business for over 80 years, while Methee and Pornthip have been in business for 35 and 30 years, respectively.</p>	
<p><b>2. What was the factor that started the shop</b></p>	<p><b>Data</b></p> <p>Khun Mae Ju: Started the business by opening a grocery store and coffee shop. Later, the shop added a business to sell fresh coconuts, dried coconuts, salted fish, shrimp paste, cashew nuts, etc. Over time, more family members. However, the grocery business has stayed the same size and has decreased revenues.</p> <p>Therefore, the shop tries to find a way to struggle to survive and earn money to support the family. Then, the business of making Tai Pla Curry and Nam Prik Kung Skew began to increase until the taste became famous. The shop has expanded its business. By having their children make chili paste with shrimp paste next until now prospering until the branch has been expanded to 2 branches</p> <p>Methee Shop: I started a business after seeing a trading channel about running a food souvenir shop. Thus, opening a store and processing cashew nut</p>	<p>Factors of establishment</p>

Table 4.1 Continued

Question	Summarize	Constructive alignment
	<p>products from the original taste of cashew, modified to have a greater variety of flavors, to increase the product's value, which is considered the first souvenir shop in Phuket, has added value to the value of the cashew nut. Currently, there are two branches.</p>	
	<p>Pornthip Shop: "I started a business after seeing a trading channel about running a food souvenir shop. By being the first and only distributor of "Pornthip Nam Nguan" products, which are products of crispy pork, shredded pork, Chinese sausage, etc.", she realized that at that time, Phuket was a tourist destination. Many Thai people and foreigners are traveling. Moreover, buying local souvenirs for family or friends is popular, so ask for permission from Khun Pornthip's mother, the only product distributor in Phuket.</p>	
	<p><b>Summary</b></p> <p>The important factor that made the establishment of that store Came from struggling to survive for a living by earning money to feed the family. Visibility of profitable business opportunities.</p>	

Table 4.1 Continued

Question	Summarize	Constructive alignment
<p>3. Why did you choose to do this career, this business? (Souvenir shop)</p>	<p><b>Data</b></p> <p>Khun Mae Ju: Want family to have income and make the most of the cooking skills that have been handed down from generation to generation.</p> <p><b>Methee Shop:</b> We see that adding value is a good thing, as is developing local products to be tasty and efficient. Which increases the value of the product and will help local people earn more income</p> <p><b>Pornthip Shop:</b> I see that Phuket is a tourist city. A souvenir business is considered a food business that uses Phuket's cultural capital to produce more value. Moreover, it will benefit many parties, such as shop owners, customers, raw material suppliers, etc.</p> <p><b>Summary</b></p> <p>The shop owner chooses to do the food souvenir business because they have skills and have used cooking skills that have been handed down from generation to generation. Including looking at the business of selling souvenirs, will have value and can increase its value with cultural capital because it is a province with high tourism potential.</p>	<p>Skill and business experience</p>

Table 4.1 Continued

Question	Summarize	Constructive alignment
4.What are the strengths and weaknesses of the shop?	<p data-bbox="555 421 1053 875"><b>Data</b> The community distributes income to the community. Moreover, keep the original taste stable. There is a business in the field of innovative products from developing Thai fruits in the form of Innovation Product that uses scientific research to help keep it as real as possible.</p> <p data-bbox="555 898 1053 1245"><b>Weaknesses:</b> Nowadays, there are more health-loving trends. As a result, the shop must develop healthier products. Causing to continues to develop to meet the needs of customers and must develop online media services to be modern and thorough.</p> <p data-bbox="555 1267 1053 1301"><b>Summary</b></p> <p data-bbox="555 1323 1053 1827"><b>Strengths:</b> Every store has continuous product development, especially in terms of food quality that focuses on the taste that is delicious and safe for customers for acceptance from both domestic and international customers. Some shops have developed attractive packaging using their identity. The local culture of Phuket people adds value to the product.</p> <p data-bbox="555 1850 1053 1984"><b>Weaknesses:</b> Public relations are not thorough and not up-to-date, especially online. Causing tourists to be unable to</p>	Continue develop and not up-to-date

Table 4.1 Continued

Question	Summarize	Constructive alignment
	<p>perceive various information, and some types of food cannot be kept for a long time. Some products do not meet customer needs. Due to rapidly changing values.</p>	
<p><b>5. Do you have a way to increase your shop's sales? how?</b></p>	<p><b>Data</b></p> <p>Khun Mae Ju: Yes, the shop has boosted sales. Opening more cafes to respond to trendy cafes that can invite customers either by themselves or with tours to stop by and buy more products. Change the public relations that are different from presenting only souvenir shops, adding new Phuket cafes.</p> <p>Likewise, shows the identity of Phuket people to increase the market value, and the results are satisfactory.</p> <p><b>Methee Shop:</b> There is a way to increase sales. By trying to offer value-added products and develop a wider variety of flavors. Publicize frequently to attract the attention of both Thai and foreign customers.</p> <p><b>Pornthip Shop:</b> There is a way to increase sales. By trying to distribute to cover all platforms to be known both within and outside the country, establishing a learning center on sufficiency economy. Selling the community's identity to attract tourists</p>	<p>Technique to increase sales</p>

Table 4.1 Continued

Question	Summarize	Constructive alignment
	<p>to visit and learn to be interested in buying that product, and now the health trend is hot. The shop has accelerated the development of various products to meet this trend. It makes more sales than before.</p> <p><b>Summary</b></p> <p>Every shop has a technique to increase sales, for example, opening an additional cafe to follow the cafe trend. The customer call Develop more variety of flavors often publicize, and a variety of channels for selling the identity of the Phuket community. Develop products according to trends such as health consciousness to meet customers' needs, etc.</p>	
<p><b>6. What are the ways that the shop has been able to sell until now</b></p>	<p><b>Data</b></p> <p><b>Khun Mae Ju:</b> through word-of-mouth recommendations to tourists visiting Phuket, resulting in an extension of the family's unrivaled success formula. Inventing your recipes makes quality products possible. Buyers can feel the care in the cooking. It feels like eating at home for the children. Have a good business development strategy. Make the shop still exist after over 80 years, as no one has forgotten.</p> <p><b>Methee Shop:</b> The shop's number 1</p>	<p>Develop a memorable uniqueness.</p>



Table 4.1 Continued

Question	Summarize	Constructive alignment
	<p>best-selling products are products with homemade-style cashew nuts that reflect the freshness of the product. There is an interesting presentation of the process of showing each other live. An ancient method has been passed down from generation to generation. Customers will be able to know how to make products, ensuring the production process. The shop will have a strong point in this area. As a result, the business is going well and can be sold today.</p> <p><b>Pornthip:</b> The restaurant is aware of the new food trend that cares about health problems. Moreover, environmentally friendly production caused the development of product ingredients and packaging, such as Kopee Cham (Thai tea mixed with coffee). Black tea (selong-O) developed into a formula without sugar, trans fat, or cholesterol. Besides, there is a packaging box that, when put together as a set of "Baba Nyonya" Phuket native dresses, answers the question of "Phuket Old Town Style Drinks."</p> <p><b>Summary</b></p> <p>Every store has a way of making their products sell today, such as developing unique products from unique formulas</p>	

Table 4.1 Continued

Question	Summarize	Constructive alignment
	<p>passed down from generation to generation. Use the store's distinctive products as a presentation tool. Product modifications according to current trends, etc., if considered enough to conclude that Every shop presents the uniqueness of Phuket in the product, but the insert has a different focus.</p>	
<p><b>7. For Future Trends – Value Added, Trending Sales, Does the shop have any operations? If so, how?</b></p>	<p><b>Data</b></p> <p><b>Khun Mae Ju:</b> The store has added value to the products from the past to the present and future plans. Developing products to match current trends that customers want was not sustainable in the past. It had to change continuously. Nevertheless, one thing that the restaurant still maintains is its original taste. Manufacturing processes and recipes still adhere to traditions and local cuisine. He does not follow the trend much because he realizes the authenticity of Phuket.</p> <p><b>Methee Shop:</b> The shop has always developed and increased the product's value. Additionally, trying to develop food recipes to keep up with the trend but still maintain the uniqueness of Phuket, for example, starting with the production of cashew nuts with natural flavor. Nevertheless, when western</p>	<p>Unique product</p>

Table 4.1 Continued

Question	Summarize	Constructive alignment
	<p>culture came along, the formula was developed. To appeal to Thais and foreigners, butter-flavored cashews from Thailand must modernize. By increasing the value of products that they think can always follow the trend, such as the development of durian in the form of a drink until winning the prize "Top 7 Innovation Awards 2016" Economic aspects with the product "Durian ready-to-drink juice". In the event "Thailand Synergy for Thai SMEs" organized by 11 important organizations of the country to select products and services of SMEs with knowledge development and innovate causing the extension, creation of products and services, or new business models that create value and add higher value</p>	
	<p><b>Pornthip Shop:</b> The shop plans to develop and increase product value continually. Especially the subject of interest. Although healthy food can be quite expensive, various products at our shop have production bases in Phuket, so the price of some raw materials is low. This phenomenon is a good result for customers who get fresh, clean, quality products based on the uniqueness of the Phuket locality.</p>	

Table 4.1 Continued

Question	Summarize	Constructive alignment
	<p><b>Summary</b></p> <p>Every shop has future trends to increase the added value of a product. There are different processes for adding value. Although there are products produced according to the trend in each era, all stores have a common thing: Still being local in terms of recipes, taste, and production process, which is a unique identifier that is important in selling products.</p>	
<p><b>8.What is the target group of the shop?</b></p>	<p><b>Data</b></p> <p><b>Khun Mae Ju:</b> All customers traveling in Phuket, both domestically and internationally</p> <p><b>Methee Shop:</b> All customers traveling in Phuket both domestically and internationally</p> <p><b>Pornthip Shop:</b> All customers traveling in Phuket both domestically and internationally</p> <p><b>Summary</b></p> <p>Every store's target market is tourists visiting Phuket. Both domestically and internationally</p>	<p>Tourist</p>

Table 4.1 Continued

Question	Summarize	Constructive alignment
<p>9. What are the things consumers decide to buy food products at the shop?</p>	<p><b>Data</b></p> <p><b>Khun Mae Ju:</b> We have told stories since the store's founding that show our care in producing unique products. Outstanding taste, traditional of Phuket that feels like eating rice cooked by mother's taste.</p> <p><b>Methee Shop:</b> We care more about health. However, do not forget to maintain the quality and unique taste by baking the cashews instead of frying them. It can also be used to process cashew juice combined with soda.</p> <p><b>Pornthip Shop:</b> We always develop products to keep up with the trend and meet each customer's needs. For example, Pornthip Shop won first prize in the "OTOP KBO CONTEST 2016" with the product "Durian Meat Cream," which was a contest. Publishing works through the Knowledge-based OTOPI (KBO) network organized by the Department of Community Development to select products with development improve OTOPI products to be of exceptional standard quality, ready for sale in the domestic and international markets, while maintaining the product's uniqueness and community identity.</p>	Distinct character

Table 4.1 Continued

Question	Summarize	Constructive alignment
	<p><b>Summary</b></p> <p>Every store has its distinct character. Because the customer's choice of products is diverse, both original tastes and new products follow the trend or even about healthy food. However, one thing involved in the selection of products of the customer group that the store still maintains is the sale of the identity of Phuket that makes consumers decide to buy the store's food products.</p>	
<p><b>10. Are there any food products of the shop in cultural capital? How?</b></p>	<p><b>Data</b></p> <p><b>Khun Mae Ju:</b> Cultural capital can be used to start a business. Fresh coconuts, dried coconuts, salted fish, and shrimp paste are purchased, and these cultural capitals are used to develop Tai Pla curry. Packed in boxes to this day</p> <p><b>Methee Shop:</b> There is a use of cultural capital such as cashew nuts, native plants popularly planted throughout Phuket. As for Phuket, it is known as a source of quality cashews. Due to the climate and minerals in the soil, cashews are unique in that they are firm, sweet, and oily. Cashews will become more demanded in the future. Consequently, turned himself into a factory producing baked white cashews. Later, when</p>	<p>Every store uses cultural capital to produce products</p>

Table 4.1 Continued

Question	Summarize	Constructive alignment
	<p>Phuket became a full-fledged tourist city, Khun Methee turned to produce ready-to-eat processed cashews to add value and sell them in souvenir shops</p> <p><b>Pornthip Shop:</b> There is a use of cultural capital. For example, the company develops local products in Phuket. Variety of products, such as chili paste with prawns, fish curry, fancy prawns, Crispy rice fish, etc., to meet international standards.</p> <p><b>Summary</b></p> <p>Every store uses Phuket's cultural capital to produce products such as cashews, coconuts, and local marine animals such as shrimp and fish to develop further and add value..</p>	
<p>11. Does your shop have any impact on social society change? What is it? also greatly affects? such as COVID-19 situation</p>	<p><b>Data</b></p> <p><b>Khun Mae Ju:</b> Impact Pre-Covid 19 income of souvenir shop. According to the interview, in 2018, the income was 221 million baht, and the profit was 11 million baht. In 2019, the income was 229 million baht, and the profit was 11 million baht. 2020 was the year when the business began to be affected by COVID-19 when tourists lost, resulting in income. Only 37 million baht left or more than 84% lost.</p> <p><b>Methee Shop:</b> There is an impact of</p>	<p>Every store has been affected</p>

Table 4.1 Continued

Question	Summarize	Constructive alignment
	<p>social change. For example, during the COVID-19 pandemic, the factory area that used to be open to tourists to see the production process had to be stopped. "When tourists do not come. So, we must modify ourselves moderately. Turning to online marketing, we intend to create content on social media to attract customers, seriously studying methods and strategies for online marketing. "When I encountered COVID-19, We assumed that turn crisis into opportunity Methee Phuket has come across many stories. Besides being a crisis, everything we encounter is also an opportunity to move forward, like before SARS. Our cashews are fried in oil. When the SARS outbreak, the tourists disappeared. So, we know that the product cannot be stored. Even with good packaging, So I came to study baking."</p> <p><b>Pornthip Shop:</b> There is a huge impact from the spread of the COVID-19 virus, causing the entry-exit area to be closed. Phuket, resulting in no tourists, both Thai, and foreigners. Come to Phuket. In addition, the products that are sent to distribute at the shop or department stores do not have orders.</p>	



Table 4.1 Continued

Question	Summarize	Constructive alignment
	<p><b>Summary</b></p> <p>Every store has been affected by the epidemic situation.</p> <p>Covid 19 is very much in terms of the number of tourists who do not travel to Phuket, causing the product not to be sold. No order amounts, the income has dropped dramatically. Such an impact has led to an adaptation in creating opportunities for selling products online.</p> <p>Production model adjustment Packing the product to meet the standards for extending the product's life. Make various situations affected by the COVID-19 epidemic resolve in a better direction.</p>	
<p><b>12. Has there been a change in the shop in each era? how?</b></p>	<p><b>Data</b></p> <p><b>Khun Mae Ju:</b> There has been a change since 2482 when the shop was founded. That started a grocery and coffee business, later opening a shop to buy fresh coconuts, dried coconuts, salted fish, shrimp paste, and cashew nuts. Thus, looking for new ways to generate income to support the family, so made fish curry for sale. The word of mouth of local people and the secret of deliciousness handed down from generation to generation made it develop into a souvenir shop.</p> <p><b>Methee Shop:</b> Changes The owner of</p>	<p>Changed product and development</p>

Table 4.1 Continued

Question	Summarize	Constructive alignment
	<p>the shop started from zero. Neither knowledge nor experience in cashew processing. There is only the determination to help generate income for Phuket farmers. The shop owner then designed and built a hard shelling machine to "be able to crack the shell quickly. After cracking, the mango kernels inside are not broken, and the kernels are full, adding value to the cashew kernels. Later, in 1987, Methee Shop began processing ready-to-eat cashews to add value. It also opened a factory to show the cashew production process to tourists visiting Phuket.</p> <p><b>Pornthip Shop:</b> it has changed since the establishment of Pornthip souvenir shop in 1992, starting from being a distributor of "Pornthip Nam Nguan" products such as crispy pork, shredded pork, Chinese sausage, etc., being the first and only distributor in the region. South by renting a building, a small shop, and two booths in Phuket town. From roasting sliced pork to selling storefront area freshly, it has received very good feedback from local people.</p> <p>Later expanded the business and operated under the name Pornthip Sea Store,a seafood processing center.</p>	

Table 4.1 Continued

Question	Summarize	Constructive alignment
	<p>Build a factory to produce dry seafood, processing herbs for health in the same area. Later, in 2004, a tsunami hit Phuket Island. Causing businesses in the chain of the tourism industry to stop. Since those customers cannot travel to use the service at the store as before, the company has changed its strategy. By bringing the products produced by the company to be delivered as close to the existing customers as possible. Passed the GMP standard system certification to enhance product quality. Until being able to send to sell abroad. Later, in 2009, the business expanded again. and changed its name has built a production plant. Passed the GMP standard system certification to enhance product quality. Until being able to send to sell abroad. Later, in 2009, the business was expanded again and changed its name to Pornthip (Phuket) Co., Ltd. The product has been developed continuously. In order to create an identity Being a local culture of Phuket people for both Thai tourists and foreigners recognized with the latest production of the company's packets in the form of a Sino Portuguese building that brings the ancient architecture of</p>	

Table 4.1 Continued

Question	Summarize	Constructive alignment
	<p>Phuket Used to design packaging. From the development of Thai fruits such as durian, mangosteen, mango, coconut, banana, etc., innovative products by bringing scientific research. Came to help with management by Pornthip Premium Company Limited. Proactive plans for e-commerce or online media to reach more customers. Later, in 2021, the world faced epidemic problems, environmental problems, an aging society, etc. These are inevitably related to people's daily lives, resulting in people seeing the value. And awareness of health problems "New Food Trends."</p> <p><b>Summary</b></p> <p>Every store has different adaptations, changes, and developments. Both the form of the product type packing raw materials used to be more diverse according to the era, but still adhere to the identity, which is the original cultural capital of Phuket. The distribution strategy has been adjusted, strategy has been adjusted, and the proactive plan for E-Commerce or online media has been adjusted in response to the aging society trend. or even a contagious epidemic situation that may occur in the future.</p>	

The table above is an interview with the owner of a popular souvenir shop. All three shops make us aware of the history of souvenir shops in Phuket. Also, a strategy to increase souvenirs' value is based on local food's cultural capital. Found that the history of Khun Mae Ju has been in business for the longest time, more than 80 years, while Methee and Pornthip have been in business for 35 years and 30 years, respectively. The important factor that made the establishment of that store Came from struggling to survive for a living by earning money to feed the family. Visibility of business channels. The reason for choosing to do the food souvenir business is Because they have skills and have used cooking skills handed down from generation to generation. Including looking at the business of selling souvenirs, will have value and can increase its value with cultural capital because it is a province with high tourism potential. As for the strategy to add value, every store There is a constant development of products. Especially in terms of food quality, focusing on delicious taste, safe for customers to be accepted by both domestic and foreign tourists. Some shops have developed attractive packaging using their identity.

The local culture of Phuket people adds value to the product. However, there is still a limitation of public relations that is not thorough and not up-to-date, especially in the online world. Causing tourists unable to perceive various information, and some types of food cannot last long. Some products do not meet customer needs due to rapidly changing values. Every shop has a technique. How to increase sales, such as opening an additional cafe to follow the trend of coffee is a customer call Develop more variety of flavors publicize often and a variety of channels Selling the identity of the Phuket community Develop products according to trends such as health care to meet customer needs, etc. Every shop has a way of making their products sell today, such as developing memorable products from unique formulas that have been passed down from generation to generation. Use products that are the store's highlight as a tool for product presentation. Product modifications to follow current trends, etc. Which, if considered enough to conclude that Every shop presents the uniqueness of Phuket in the product, but the insert has a different focus and future trends and every store has future trends to increase the added value of the product, but the process of

adding value to the product is different. Although there are products produced according to the trend in each era, all stores have a common thing: Still being local in terms of recipes, taste, and production process, which is a unique identifier that is important in selling products.

The target group of every store is tourists traveling in Phuket. Both domestically and internationally, every store has its own distinct character. Since the customer's product selection includes a variety of unique tastes. New products follow the trend or even about healthy food. But one thing involved in the selection of products of the customer group that the store still maintains is the sale of the identity of Phuket that makes consumers decide to buy the store's food products. Every shop uses Phuket's cultural capital to produce products such as cashews, coconuts, and local marine animals such as shrimp and fish to develop and add product value. And from the epidemic situation that happened, Especially with COVID-19, every store has been greatly affected in terms of the number of tourists who do not travel to Phuket, causing products to be unable to sell. No order amounts the income has dropped dramatically. Such an impact has led to an adaptation in creating opportunities related to selling products online.

Production model adjustment Packing the product to meet the standards for extending the product life. Make various situations affected by the epidemic resolve in a better direction. Every store has adapted, changed, and developed differently in the form of the product type packing raw materials used to be more diverse according to the era but still adhere to the identity, which is the original cultural capital of Phuket. Distribution strategies have been adjusted. Adjust proactive strategies in E-Commerce or online media to respond to the trend of an aging society. Alternatively, even a contagious epidemic situation may occur in the future. The information from these interviews and summaries will contribute to the experts to use as the basis for presenting new concepts in planning to create value-added souvenirs according to the cultural capital of local food to be more effective in the next step.

#### 4.2.2 Data from Interviews with Customers Who Come to Buy Souvenir

The essential points from the second target group interview have been summarized by the researcher. Because it may have an impact on some areas of the shop and this research. As a result, the following is a summary of the overview from the customer interviews.

Table 4.2 A Key Points from Interviews with Customers Who Buy Souvenirs

Question	Summarize	Constructive alignment
1. How did you know this souvenir shop?	<p><b>Data</b></p> <p>1. Do their search in online media. Facebook of the shop, YouTube, <a href="https://thaigotogether.com">https://thaigotogether.com</a>, <a href="https://twitter.com">https://twitter.com</a>, <a href="https://www.wongnai.com/restaurants/khunmaejuphuket">https://www.wongnai.com/restaurants/khunmaejuphuket</a></p> <p>The government's, We Travel Together project, Phuket travel website, etc.</p> <p>2. The tour company brought them and introduced them.</p> <p>3. Friends have come and told</p>	Online and tour management
	<p><b>Summary</b></p> <p>Most customers know all three souvenir shops from various online media that present and review souvenir shops. The tour company brought and introduced them, and friends came and told them.</p>	

Table 4.2 Continued

Question	Summarize	Constructive alignment
<p><b>2.What reason do you have to buy food products at this souvenir shop?</b></p>	<p><b>Data</b></p> <ol style="list-style-type: none"> <li>1. Fair price, worth the quantity and quality of the product.</li> <li>2. Delicious taste, pleasing, colorful, appetizing</li> <li>3. Appearance, beautifully packaged, easy to carry, with production details, precise expiration date, and time. It is certified by the Food and Drug Administration.</li> <li>4. See review information from Facebook, YouTube, etc.</li> <li>5. Friends' recommendation.</li> <li>6. They want to try how good it tastes.</li> </ol>	<p>Fair prices</p> <p>Taste and packaged Good quality</p>
	<p><b>Summary</b></p>	
	<ol style="list-style-type: none"> <li>1. Most tourists choose to buy products at fair prices. Worth the quantity and quality of the product</li> <li>2. Delicious taste, pleasing, colorful, appetizing</li> <li>3. Appearance, beautifully packaged, easy to carry, with production details, precise expiration date, and time. It is certified by the Food and Drug Administration.</li> <li>4. See review information from Facebook, YouTube, etc.</li> <li>5. Friends' recommendation.</li> <li>6. They want to try how good it tastes.</li> </ol>	



Table 4.2 Continued

Question	Summarize	Constructive alignment
3. Do you often buy souvenirs?	<p><b>Data</b></p> <ol style="list-style-type: none"> <li>1. Sometimes, it depends on the occasion or having friends to buy things.</li> <li>2. Every time that they come to Phuket</li> <li>3. Every time there is a gift or promotions</li> </ol> <p><b>Summary</b></p> <p>Many customers come to buy souvenirs on occasion. Alternatively, whenever you visit Phuket or there is a good promotion.</p>	Occasion
4. Why do you buy souvenirs?	<p><b>Data</b></p> <ol style="list-style-type: none"> <li>1. Credibility The shop's reputation is from word of mouth.</li> <li>2. Most of the products in the shop are traditional local products of Phuket and quality of international standards.</li> <li>3. Fair price, not taking advantage of customers.</li> <li>4. Please bring it to friends and people whom they respect because it is unique to Phuket.</li> </ol> <p><b>Summary</b></p> <p>The main reason customers buy souvenirs is because of the store's reputation. The products of the shop are traditional local products of Phuket. Furthermore, has international quality standards and fair prices and is suitable as a gift for friends and respected people.</p>	Store's reputation

Table 4.2 Continued

Question	Summarize	Constructive alignment
<p>5. Why did you buy food products from this souvenir shop? At the same time in Phuket there are many souvenir shops, such as (mentioning the other 2 shops that the researcher would like to study).</p>	<p><b>Data</b></p> <ol style="list-style-type: none"> <li>1. There are many products to choose from in the shop.</li> <li>2. Product quality and standard price without taking advantage of customers</li> <li>3. The taste is right. It is original, not much decorated.</li> <li>4. Beautiful package, easy to carry, looks good and has standards and stories. Suitable for souvenirs.</li> <li>5. Good customer service, speaking nicely, taking good care of customers, having a service at the destination, if the product is damaged, the product can be returned.</li> <li>6. The place is clean.</li> </ol> <p><b>Summary</b></p> <p>There are many reasons why customers choose to buy souvenirs of food products. The majority of them is that the store has a variety of products to choose from with quality products. Standard prices do not take advantage of customers. The taste is right. It is original. Beautiful package, easy to carry, looks good, has standards and stories, has good customer service, is a clean place, etc.</p>	<p>Quality products And Good customer service</p>

Table 4.2 Continued

Question	Summarize	Constructive alignment
<p>6. Have you ever bought food products from this souvenir shop before? If so, why did you buy it again?</p>	<p><b>Data</b></p> <p>1. Yes, because I like the original taste and quality that has not changed.</p> <p>2. Yes, we buy it again because the price is fair and friends like it, so we buy a new one to give to friends.</p> <p>3. Yes, we buy again because the product has a good destination service. There is a guarantee if the product is not good.</p> <p>4. Yes, because there is a good promotion and gifts</p> <p>5. Never because it is the first time</p>	<p>Used to buy products</p>
	<p><b>Summary</b></p> <p>Most customers used to buy products because they like the original taste and quality unchanged. The price is fair, and my friends like it. There is a good destination service. There is a guarantee if the product is not good. There are good promotions, etc.</p>	

Table 4.2 Continued

Question	Summarize	Constructive alignment
<p>7.You have an opinion that this food product How does it look? Is there a unique identity that reflects the local culture in Phuket?</p>	<p><b>Data</b></p> <ol style="list-style-type: none"> <li>1.Look international, have standards, clean, safe</li> <li>2.Looking at it makes them want to eat.</li> <li>3.Must try, taste, watch and read the story or background will make them want to eat food to appreciate the taste.</li> <li>4.Look, some products are unique to Phuket.</li> </ol> <p><b>Summary</b></p> <p>Most customers believe it looks international, meets standards, is clean and safe, and makes them want to eat. Reading the story or background will make them want to eat, and some products are unique to Phuket.</p>	Look good
<p>8.Do you think the service of staff is good?</p>	<p><b>Data</b></p> <ol style="list-style-type: none"> <li>1.Very good, good facilities</li> <li>2.Very good, speak nicely, gives good product information</li> <li>3.Good, not chaotic, dressed clean</li> </ol> <p><b>Summary</b></p> <p>Most customers think that the employees are very good. Good facilities, speak nicely, provides good product information, does not look messy, cleanly dressed.</p>	Very good

Table 4.2 Continued

Question	Summarize	Constructive alignment
9. Do you want to buy food products from a souvenir shop again?	<p><b>Data</b></p> <p>1. Sure, if there is a chance to come again.</p> <p>2. I have not tasted it yet. If it tastes good, I will buy it again. Even if I did not come to Phuket, I would buy it online instead.</p> <p><b>Summary</b></p> <p>Most customers will come back to buy again. If there is a chance to come again, even if they did not come to Phuket, they would buy online.</p>	Comeback to buy again
10. How would you like the souvenir shop to make food products for distribution? For example, a model that shows the history of Phuket, a model that shows the culture of Phuket, etc.	<p><b>Data</b></p> <p>1. A theme that shows community culture and Phuket's history. On the product packaging, A variety of styles, not repeating much of the story.</p> <p>2. Traditional production process model on the product packaging</p> <p><b>Summary</b></p> <p>Most customers want souvenir shops to produce products. The pattern shows Phuket's diverse community culture and history and does not repeat many stories. Including the traditional production process on the product packaging.</p>	Include tradition to the product in every process.

From the table of interviews with tourists who come to buy food souvenirs from three popular souvenir shops in Phuket, it was found that most tourists know all three souvenir shops from various online media that have been presented. Besides, reviews of souvenir shop that the tour company introduced them. Friends have said that most tourists shop because of the fair price. Worthy for the quantity and quality of the product, delicious taste, pleasing taste, appetizing color, appearance, beautifully packaged, easy to carry, with production details, date, time, and expiration. It is certified by the Food and Drug Administration.

Moreover, see reviews from Facebook, YouTube, and other platforms has different perspectives by many tourists come to buy souvenirs on occasion. Alternatively, every time you visit Phuket or when there is a good promotion, an important reason why customers buy souvenirs is because of the reputation of the store. The products of the shop are traditional local products of Phuket. Moreover, with international standard quality and fair price, suitable to be taken as a gift for friends and respected people. Tourists choose to buy food product souvenirs because the store has a variety of products to choose from with quality products. Standard prices do not take advantage of customers. The taste is right. It is original. Beautiful package, easy to carry, looks good, has standards and stories, has good customer service, is a clean place, etc. Most tourists used to buy products because they like the original taste and quality unchanged. The price is fair, and my friends like it. There is a good destination service. There is a guarantee if the product is not good. There are good promotions, etc.

The products look international, have standards, and are clean and safe. They make you want to eat. You will want to eat if you read the story or the background. Good facilities, speaking nicely, giving good product information, not looking chaotic, dressing clean, tourists will come to buy again. If there is a chance to come again, they will buy online even if they did not come to Phuket. Most tourists want souvenir shops to produce products. The pattern shows Phuket's diverse community culture and history and does not repeat many stories, including the traditional production process on the product packaging. The information from these

interviews and summaries will contribute to the knowledgeable people to use as the basis for presenting new ideas for planning to create value-added souvenirs based on the cultural capital of local food to be more effective.

Step 2: Analyze the detailed information to determine the outcomes of target group interviews and summaries:

The researcher visited the field area to collect data and interviewed nine knowledgeable people: Persons 1, 2, and 3 on August 11, 2022; Persons 4, 5, and 6 on August 20, 2022; and Persons 8 and 9 on August 25, 2022.

- 1) Knowledgeable people 1 and 2 interviews on August 11, 2022, at 11.00 -12.00 and 14.00 - 15.00
- 2) Knowledgeable people 3 and 4 interviews on August 15, 2022, at 13.30 -14.30 and 16.00 - 17.00
- 3) Knowledgeable people 5,6 and 7 interviews on August 20, 2022, at 11.00 -12.00 and 13.30 - 14.30, and 16.30 - 17.30
- 4) Knowledgeable people 8 and 9 interviews on August 25, 2022, at 11.00 -12.00 and 13.30 - 14.30, and 16.30 - 17.30

The conclusion from the interview is the researcher asked for permission from all knowledgeable people by requesting permission to meet with all knowledgeable people. They all welcomed the researcher and responded with useful information related to the research by scheduling a date, time, and place for the interview. Everyone cooperated very well in collecting interview data. However, some of you have limited time and conduct interviews by phone. At the end of the interview, the researchers will give souvenirs to all experts. The researcher was able to complete the planned period of data collection.

#### **4.2.3 Data from Interviews with Customers Who Come to Buy Souvenir**

Table Summary of Key Points from the Third Target Group Interview. The researcher has summarized the results from the first and second target group interviews with Knowledgeable people. To provide an important basis for providing opinions and suggestions for obtaining strategies for creating value-added souvenirs based on local food's cultural capital and new ideas for planning to create value-added souvenirs based on the cultural capital of local food.

Table 4.3 A Key Points from Knowledgeable People Interviews

Question	Summarize	Constructive alignment
1.How do you think to start the development of food and souvenirs from the past?	<p><b>Data</b></p> <p>They think the shop sees a business channel and gradually develops into a shop selling specific souvenirs. Then we began to modify our approach to certain types of sales by emphasizing the value of community cultural capital as a selling point. There were many souvenir shops in Phuket, but they gradually closed, probably due to a lack of good marketing education. Alternatively, a lack of product development in various areas, whether product quality, product trends, or sales channels, must adapt to keep up. Otherwise, it cannot compete with other players.</p> <p>It started with the values of people in that area. Like in Phuket, it will be a popular value. What should I eat? Food-related things can be found in Phuket itself, such as cashew nuts. Starting from that, we have this type of resource that is easy to earn, so we make products to sell to people who come to travel and buy them for people in other provinces.</p> <p>The shop has been doing it for a long time. Until it became popular in the market, it was passed down from generation to generation, but new stores should be able to see business channels. It may come from selling other types of products and then grow and develop until it offers a variety of souvenir products, including food souvenirs.</p>	Business Chanel



Table 4.3 Continued

Question	Summarize	Constructive alignment
<b>Summary</b>		
2. Where do you think the origin of the product's appearance came from?	<p data-bbox="517 741 576 770"><b>Data</b></p> <p data-bbox="517 792 1177 1249">The initiative comes from competition. In the past, it may have been seen as unimportant because there were few competitors in the market. However, so many things need to be improved to make the product's appearance more modern. Currently, companies specialize in designing various products, making it easy to develop attractive product appearances, modernize them, and meet customer satisfaction.</p> <p data-bbox="517 1272 1177 1617">Each place, each province may start differently. Nevertheless, in Phuket, it starts with raw materials and human value. He can bring ideas on how to modify and design the packaging for that food and in what form, depending on each owner's idea of how they want to produce it. How do you have the ability to modify your packaging?</p> <p data-bbox="517 1639 1177 1989">Each place is different. It may come from experiences accumulated over a long period until new ideas are born in product design. However, some shops have family members send gifts. Alternatively, get knowledgeable employees. Specific skills come directly into play in the design and management of quality or product characteristics.</p>	Current market competition

Table 4.3 Continued

Question	Summarize	Constructive alignment
<b>Summary</b>	<p>Most of them commented that the initiative comes from the current market competition, so it needs to be improved. Develop the appearance of the product to be modern. In Phuket, it starts with raw materials, designing packaging in the food to modify the packaging to be more attractive to customers.</p>	
<p><b>3.Do you think adding value to the cultural capital of food can expand the business? How?</b></p>	<p><b>Data</b></p> <p>Of course, it starts with our cultural food capital. Mostly cooking or even selling souvenirs, I will continue to do business, starting by buying souvenirs for friends or family or sending them as gifts, making it possible to expand into a business. Whether it is an SME business or a large-scale business, it can be done. It is extendable, especially in the current era where social trends are interested in local products, communities, and the conservation of local resources. Combining local resources to add value because these are all forms of cultural capital, one must see which stores have a vision or catch a business channel that uses local cultural capital as a product's strength. It will put the extension or business ahead of the competition. It can be further extended, of course, through the trend toward conservation through the use of local resources and the sale of community originals. Tourists or customers have long desired that tourists come to visit and then take photos or record videos before leaving. One thing is a souvenir: I want my family and friends who have not come to know</p>	<p>Can expand the business</p>

Table 4.3 Continued

Question	Summarize	Constructive alignment
<p>about or participate in the recognition by buying souvenirs to take home. The more it is a souvenir that has a story about the area, the more it will be needed. Many stores have been developed. Continuing this theme, existing cultural capital can be used to demonstrate or be the product's main component. The more of a food souvenir product it is, the better. It is very interesting for tourists. A traditional manufacturing process contributes to the taste's uniqueness. It is a selling point of many famous shops that can build on its success. However, the important thing that is overlooked is consistency in product quality. Thanks to the appealing packaging design and progressive sales channels, customers can easily access it. These factors will make business operations successful.</p>	<p><b>Summary</b></p>	<p>Most experts agree that increasing the cultural capital of food enables it to be extended to do business. The current social trend is an interest in local products, communities, and the conservation of local resources. Bringing local resources together to add value These are all cultural capitals in the area that can lead to further development and a successful business of selling food souvenirs, which those shop operators must emphasize regarding product quality. The attractiveness of packaging design and sales channels for easy access to customers will make business operations successful.</p>

Table 4.3 Continued

Question	Summarize	Constructive alignment
<p><b>4.What is your opinion on making food products using cultural capital to add value?</b></p>	<p><b>Data</b></p> <p>When we make food products for souvenirs using cultural capital to add value, the quality of the food is important. Preservation by preserving food that maintains its originality, designing packaging, designing a variety of food types, or even about the price that looks worthwhile and worth the money that tourists buy. These factors are something that merchants need to consider. It is more about using cultural capital to increase the product's value. More attention must be paid to every production process. Finding accurate information Must show the traditions of the local community correctly and, although it is difficult, make it sustainable in business operations.</p> <p>It is a very good idea. Trending value addition coupled with health, many entrepreneurs do both successful and unsuccessful in making food-related products. It is important to develop It is about preserving food to have the same quality in the long term. Alternatively, appropriate distance flavor retention These are the things that manufacturers need to pay attention to detail.</p> <p>This phenomenon involves packaging that must be portable. It can be taken on board. Otherwise, how great is the food? There will be a problem bringing it as a souvenir. Making food products using cultural capital to add value is very interesting. Because it is considered one of the four factors, food, clothing, medicine, and housing, all human beings must use</p>	<p>Very interesting</p>

Table 4.3 Continued

Question	Summarize	Constructive alignment
<p>and eat. Entrepreneurs must carefully study the channel because it may be a specific topic for interested tourists.</p>	<p>This phenomenon is likely to be a group of tourists who are reasonably old but have high purchasing power. Product quality maintenance traditional production process Uses local resources such as raw materials and a quality packaging system. These factors must be given priority. Alternatively, even a shopkeeper must know the background of the product, and the stories of the area must be clear and able to explain and persuade buyers.</p>	<p>Another important thing is the matter of food science that must be involved in product development. We must do everything systematically. The community must participate in the sale of cultural capital. Some restaurants may use real people as a selling point. Traditional cooking, using charcoal, using banana leaves, using local ingredients, using novels, and stories, these entrepreneurs. It must be applied to the store's products to increase product value.</p>
<p>All products, whether it is a souvenir or any product. The product is already valuable. Most people also want to have value. For example, if you want to buy cashews from Phuket, buy 1 kilo. We already know what it is worth. However, if talking about the point of view of a customer, knowledgeable think that what is needed is more than the value of the product is its value because we want to buy it for someone else.</p>		

Table 4.3 Continued

Question	Summarize	Constructive alignment
	<p>We do not want to see how much protein is in 1 kilo. How many carbohydrates is true, but what customers want more than value is the value because they want the product to look good. I want them deposited with him, and we are not shy about depositing them.</p> <p><b>Summary</b></p> <p>Knowledgeable people think making food products using cultural capital to add value is very interesting. Entrepreneurs must consider the quality of food preservation that maintains the original packaging design, packaging for easy portability. Bringing food science into product development community participation in cultural capital sales the buyers' needs are not product price but product pride. Considering the selling points of traditional cooking, motivating buyers by salespeople, and attention to the story of entrepreneurial cultural capital are all important to make selling food souvenirs successful and sustainable.</p>	
<p><b>5.What do you think the future trend of making products/foods should be?</b></p>	<p><b>Data</b></p> <p>The future trend of local love and health care will be strong. Especially the subject of healthy food strong body because people will pay more attention to health care. Due to the Covid-19 situation, it is believed that the production of food products will have high market competition. Which store operator's products are quality, care for customers, clean, safe, have a variety of distribution channels, and are not complicated, using electronic channels, web pages,</p>	<p>Local love and healthcare trends will be strong</p>

Table 4.3 Continued

Question	Summarize	Constructive alignment
<p>Facebook, and Line, which are important tools to reach customers. Original flavors or new adaptations until customers' tastes. It has an eye-catching design packaging design that stimulates the appetite. Alternatively, customers' needs may not be a matter of taste alone. It may be a matter of curiosity, the production process. The desire to smell, sound, and all these factors influence important business. Entrepreneurs must pay attention to all the above. The owner's experience with the decision to dare to change or dare to maintain is important. The most important thing is having well-rounded information and making decisions. There will be more commercial competitors. Reaching customers is important. Various channels must have multiple channels. Nowadays, every store should be able to see this point. However, other important things, such as the quality of the food, may need more attention. Bringing food science into food development and shelf life Maintaining the chef's taste that produces food pleasing to the consumer's taste. Packaging systems must be developed in parallel. Competitor information. The development of selling the points such as the subject of Bringing cultural capital to increase product value. These mentioned will be of increased importance has developed rapidly. Any store operator cannot adapt to social trends or modern technological advancements. We will not be able to compete in business with other shops. If counting from the present, we can buy</p>		

Table 4.3 Continued

Question	Summarize	Constructive alignment
	<p>souvenirs. Alternatively, even in Phuket itself, we do not need to come to Phuket. We can buy many stores, and many organizations are becoming more open. There are more online sales, such as foreign tourists who visit and know our products from our stores. However, if you want to come back and buy again, He does not have to come to the shop. Then, the experts see that in addition to food quality, modern packaging systems and access to modern consumer products in various channels. Alternatively, business knowledge is also important, even using cultural capital to add value. Using experience alone sometimes does not make sense. The store's products may be out of trend or out of date for only a short time, so business management knowledge is also important. Various information, business movements, Trends of social trends in the area. Outside the area, this knowledge can complement business operations and reduce risks. Moreover, succeeded as well.</p> <p><b>Summary</b></p> <p>Experts believe that doing business related to food souvenir products will have high trade competitors in the future. Local love and healthcare trends will be strong in the future, especially functional food that results in health. A healthy body in food quality, cleanliness, safety, original or new taste having the appearance of packaging design, a variety of online distribution channels that are not complicated, the use of food science, the creator of flavors, chef,</p>	



Table 4.3 Continued

Question	Summarize	Constructive alignment
	packagingsystem, competitor information Bringing cultural capital to add value and knowledge in business administration. These factors will help entrepreneurs reduce risks and be successful in the food product business.	
<b>6.Do you think the origin of food when there is a change in operations to be systematized as a business, has anything changed from the original? such as taste, ingredients, target group, quantity, etc.</b>	<p><b>Data</b></p> <p>When the product enters the business system, the taste and ingredients do not change. The product will remain valuable and original in it. However, what has changed is A broader audience that can be anyone. Hence, causing an increase in the number.</p> <p>It would help if you looked at the main target audience. Sometimes the original flavor may be retained. Nevertheless, new, more diverse flavors must be developed. Because when entering the business market, there will surely be more competition. So, must look at the objectives of the operator. What will you focus on? The establishment's growth, profits, customers, or anything must be clear. There is a change when logging into the system for business operations. The flavors could be more varied. Food quality may focus on something other than taste, and quantity, packaging, and target groups may change.</p> <p>More diverse Business operations planning becomes more complex. In addition, knowing business administration must be profound. Precise information is to be used to make decisions in certain matters. Network Attracting customers through various tactics, sales techniques, and distribution channels will change</p>	<p>-Taste may be more diverse</p> <p>- Quality of the food must be emphasized</p>

Table 4.3 Continued

Question	Summarize	Constructive alignment
	<p>The work must be based on information and experience for decision-making. In business management, entrepreneurs must learn deeply about 4p and 8P, which are the basis of business operations, and must be accurate.</p> <p>Indeed, the first P is the key, and the product is what we must focus on. Because its value is the product itself, price is still important, and promotion and marketing are still important in the present era. Where we have modern trade in the modern era., Place means place. As we can see, souvenir shops or small local shops have little need for a physical storefront so the place can be the last priority. We can have products and distribution channels online. However, from another point of view, if we focus on allowing foreign tourists to visit the product or a group tour, the place is also important in providing parking spaces to accommodate the cars that come to the park or a place large enough for tourists to visit. The thing that we must be concerned about the most is the quality of the product, and we must have a quality first. In doing business, the product's concern comes first from the past when there were only 4P and 8P. If our world had online trading, there might be 10-12 P.</p> <p><b>Summary</b></p> <p>Knowledgeable people think that when making adjustments to the operation of the business system.</p>	

Table 4.3 Continued

Question	Summarize	Constructive alignment
	<p>There will be changes in entrepreneurs on many issues. For example, the taste may be more diverse. The quality of the food must be emphasized in addition to the taste. For example, the target group will change to be more diverse in terms of quantity and packaging. Business operations planning becomes more complex. Accurate information for decision-making Network systems, various strategies, sales techniques, and distribution channels These will change to a major knowledge. Experience in business management 4P and 8P will be developed due to various elements of doing business change according to the global social trend.</p>	

Based on the interview table, most informed individuals remarked that most entrepreneurs perceive a business channel and eventually evolve into a specialized souvenir store and begin to see a business channel that employs cultural capital as the focus of the product. Because market rivalry is so fierce right now, it must be enhanced. Create a modern appearance for the product, beginning with the raw materials and food package design and adjusting the packaging to appeal to buyers. Increasing food's cultural capital may be useful to businesses. The present societal trend favors local products, communities, and resource protection. Bringing local resources to bear to add value These are cultural capitals in the area that can expand and make a successful business selling food souvenirs. Those shop operators must focus on product quality. The attractiveness of packaging design and sales channels for easy access to customers will make business operations successful, making food products use cultural capital to add value. It is very interesting. For easy

portability, entrepreneurs must consider food preservation quality that preserves the original packaging design and packaging.

Bringing food science into product development Community participation in the use of cultural capital Considering the selling points of traditional cooking Motivating buyers through salespeople and attention to the story of entrepreneurial cultural capital All of these factors are important to making the business of selling food souvenirs successful. In the future, businesses related to food souvenirs will have many competitors. Local love and health care will be strong trends in the future. Particularly on the subject of functional foods that promote health. Healthy body Food quality, cleanliness, safety, an original or new taste, the appearance of packaging design, a variety of online distribution channels that are not complicated, the use of food science, the creator of flavors, a chef, a packaging system, and competitor information Bringing cultural capital to add value and knowledge in business administration These factors will help entrepreneurs reduce risks.

Additionally, be successful in the food product business when adjusting the operation of the business system. There will be changes among entrepreneurs on many issues. For example, the taste may be more diverse. The quality of the food must be emphasized in addition to the taste. For example, the target group will change to be more diverse in quantity and packaging. Business operations planning becomes more complex. Accurate information for decision-making Network systems, various strategies, sales techniques, and distribution channels These will change to a major knowledge. Experience in business management (4P and 8P) will be developed due to various elements of doing business changing according to the global social trend.

#### **4.3 Summarize the Results of the Data Analysis from All Three Target Groups**

Summarize the results of the data analysis from all three target groups. From the results of the three groups of interviews, we know the past information, basic concepts, marketing strategies, techniques, various practices, and the store's history. Preservation of the original flavor concept Clan Primal Skill The use of cultural capital is the hallmark of adding product value. Adjusting the strategy to sell products to be more modern and use various channels. Product quality development in terms of

taste, food quality, and variety of product types reaching consumers in different ways, developing product packaging to be attractive and in line with the times. The development of multi-channel customer service uses food science to be more involved in product development. These stories are important experiences that can be used as lessons to modify and develop value-added food souvenir products based on the cultural capital of local foods that are stable and sustainable. Moreover, from the interviews with the various groups mentioned above, including document research-related research, the researcher analyzed and summarized the concept of planning to create value-added souvenirs according to the cultural capital of local food as follows:

#### **4.3.1 Results from 8P's Strategy**

1) Product strategy is the first "P" that entrepreneurs must prioritize. With different types of products, the secret to success is to develop products and services that meet users' needs. The raw materials must be fresh and high quality, with the original quality, preserved to the greatest extent feasible. To stay distinctive, the product must suit current and future demands and highlight the heritage of excellent health, sanitation, and safety, particularly in the face of an infectious illness pandemic. Which is the priority for businesses in such situations to create customer trust? It may be present in the raw material selection, cooking, and packing of environmentally friendly food products. Aside from taste, original deliciousness influences flavor until the delivery process. Creating menus using great local ingredients and high-quality food preservation while preserving the original packaging design and packaging for portability. Bringing food science into product development Community participation in cultural capital Considering the selling points of traditional cooking These factors will enable the store's products to enter the competitive market effectively.

2) Price Strategy. In addition to pricing, the product depends on the cost of production. Consider the market's competitive conditions for that type of product. If they cannot set lower prices than their competitors, they may choose to reduce the quantity and size to set a lower price. Alternatively, there are many sizes and prices for customers to choose from and buy according to their needs. Pricing may be set to be close to the same type of product on the market. Alternatively, less is

better if you want to compete for the customer base. Also, a market survey is required if you want to position the product above the available products. Analyze the market regularly because some products' customers are very sensitive to prices. Because there are many customers in some groups, the price may only be one factor. If the product meets the requirements, such as health issues, some customers may buy with different emotions and reasons.

3) Place the strategy concerning the current distribution channel. It is a strategy that entrepreneurs must focus on and plan well because it affects the business's success. Currently, through intermediaries, distribution channels can be set up in many ways, including offline, online, retail, or wholesale. Increasing channels to reach customers is a great opportunity for entrepreneurs because the current COVID-19 epidemic still takes a long time. Consumers also need to be more careful in their lives than usual, which is an opportunity to reach consumers through online media. Social media on online platforms, such as the LINE application, the LINE official account, LINE MAN, Chat, My Shop, Facebook, etc., will be a tool for entrepreneurs to sell things. Nowadays, it is considered an important element of doing business successfully. Operators should choose functions that are easy and convenient for all groups of people. Connecting services must be as simple as accessing the menu and placing an order without delay. It reduces unnecessary personnel, but they must accept the reduced profit. However, we will get more product sales as well.

4) Promotion Strategy Promotion can be done in many ways. If the promotions satisfy customers, it will help increase sales and profits even more. This marketing strategy must also help promote and be compatible with other strategies. Just look at the trend that is gaining attention and is popular according to the trend, such as nature conservation or community. Choosing packaging made from natural materials Bringing used packaging through various processes Then, recycle, reduce, exchange, give away, and consider new marketing campaigns, such as campaigns to return profits to society, buy one get one free deal, discounts for public health personnel, and so on. These will help stimulate consumer interest even more.

5) Packaging is as important as the product's appearance, adding visual value. Feeling Packaging design is an important strategy. The main principle is Universal

Design, a form consistent with the product. Presentation of the production process, the background of various Story products, Eco Design, and packaging that reduces pollution in degradation. Alternatively, it is a product that is recycled or natural products. Smart Design packaging that has been developed to be modern. Makes the product last for a long time (Prolong shelf-life packaging), which extends the product's life. In addition, it must be beautiful, suitable for the product and, stand out when compared to competitors, look valuable, be worth the price, have a memorable identity. Make it easier and faster for customers to access products. Nowadays, designing packaging to suit the product is easy for manufacturers to access.

6) Personal Strategy Salespersons are sometimes an important factor in customer purchases. Especially the business related to the service of the food business. The service of good employees, speaking well, positive thinking recruiting knowledgeable employees Talent can help increase sales for a business in another way because some consumers buy products because they like the seller. Therefore, the salesperson must have a good attitude toward the product. First, it will give the consumer a good attitude toward the product. Sometimes, salespeople will help make sales soar higher. Knowledgeable and experienced salespeople have techniques to persuade customers to pay attention and lead them to action, that is, to make a purchase decision.

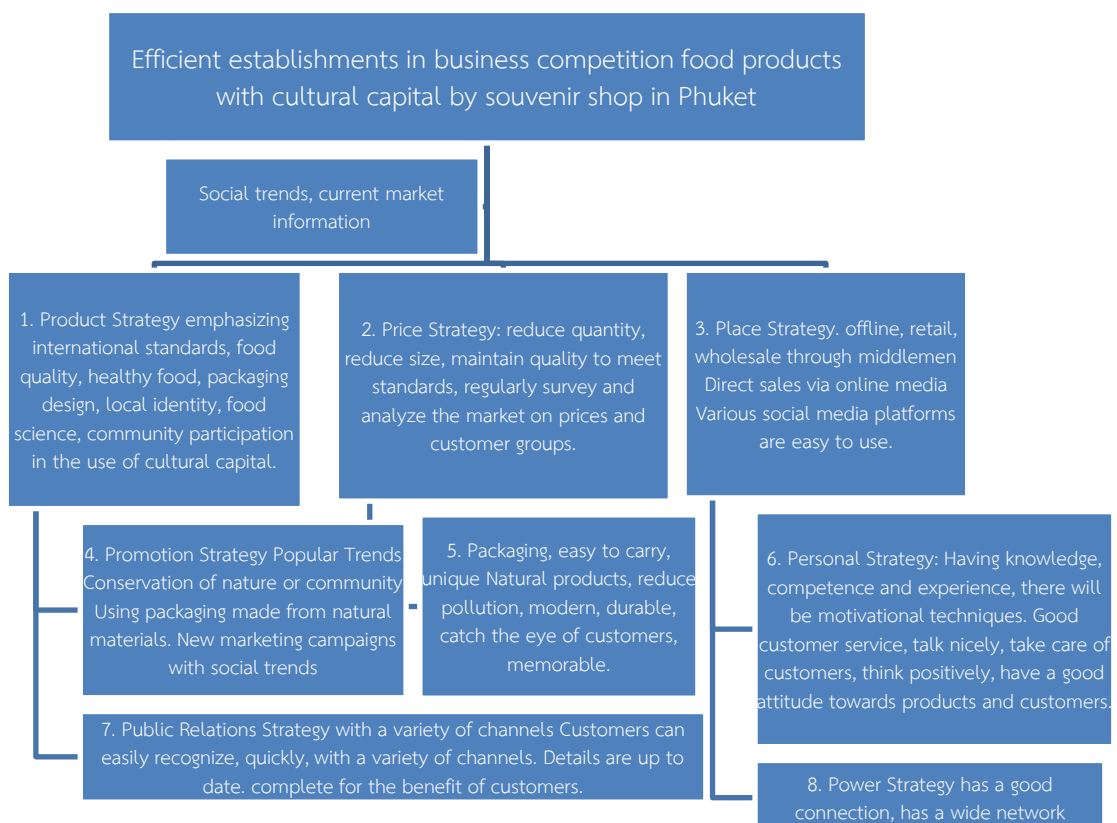
7) Public Relations Strategy Present Information Product news or news stories are important and useful channels for consumers in the digital age. It is an easy and fast way to reach consumers with many channels. Getting to know various information and news about products, such as product details, how to use them, properties, date, month, year of manufacture, etc., will give customers a good attitude and confidence in the brand of the product.

8) Power Strategy: creating power to have the power to negotiate and control. The bargaining power in business has good connections and networks. Bargaining power will be able to can be used to negotiate and exchange commercial benefits for merchants in order to allow merchants to receive the best offer if they cannot agree perfectly, which is the creation of power in the form of negotiations to exchange benefits between buyers and sellers, for example, ordering products for sale

will receive a forward price, having to apply for membership according to the conditions set by the shop, buy local will receive a special discount or buy at a special price, etc.

An 8P marketing strategy is important for merchants' food souvenir businesses. The business of selling souvenirs of various types of food at present has come up a lot. There are successes and failures, which have many different reasons if you try to analyze the cause of the failure. The key point is that those shop establishments cannot create a complete 8P marketing strategy. The 8P marketing strategy is not implemented systematically and seriously. An 8P strategy is a basic tool that most establishment owners use as a guideline for their business. Making the business success depends on understanding. Entrepreneurs' attention to detail requires both science and art in managing operations.

Figure 4.1 8P Marketing Strategy Analysis Summary





## CHAPTER 5

### CONCLUDING REMARKS

#### 5.1 Conclusion

This study, "Strategies for Value-Added of Food Products with Cultural Capital by Souvenir Shops in Phuket," is qualitative research from three target groups, namely entrepreneurs. Customers who come to buy souvenirs and knowledgeable people with the main purpose of studying the history of a souvenir shop in Phuket, studying strategies for creating value-added souvenirs based on local food's cultural capital, and studying new ideas for planning to create value-added souvenirs based on the cultural capital of local food. To carry out this investigation, the researcher went to the area to collect data by interviewing entrepreneurs at Methee Shop, Khun Mae Ju, and Pornthip Shop. Customers who come to buy souvenirs and food products, as well as knowledgeable interviewers, should be interviewed. The obtained data is then compiled, interpreted, analyzed, summarized, and discussed to obtain a strategy for value-added food products with a cultural capital in souvenir shops in Phuket.

Khun Mae Ju has been in business for over 80 years, while Methee and Pornthip have been in business for 35 and 30 years, respectively, and came from struggling to feed their families. The visibility of business channels is one reason for choosing to do the food souvenir business. Because they have skills and have used cooking skills handed down from generation to generation, including looking at the business of selling souvenirs, they will have value and can increase its value with cultural capital because it is a province with high tourism potential. In terms of strategies to add value, every store's food quality has been developed. That focuses on delicious tastes that are safe for customers for acceptance from both domestic and international tourists. Packaging has been developed using the identity. The local culture of Phuket people takes part in increasing product value. There are techniques and methods to increase sales. Develop more variety of flavors to publicize often and a variety of channels Selling the identity of the Phuket community. Develop products according to the trend, such as health consciousness, to meet customers' needs, etc.

There is a product development that is memorable from unique formulas passed down from generation to generation. Use products that are the store's highlight as a tool for product presentation. Product modifications to follow current trends, etc.

In summary, every shop presents the uniqueness of Phuket in the product, but the insert has a different focus. Although products are produced according to the trend in each era, all stores have the following in common: Still being local in terms of recipes, taste, and production process, a unique identifier that is important in selling products. The sale of the identity of Phuket makes consumers decide to buy food products at the restaurant. Every store uses cultural capital to produce products such as cashews, coconuts, and local marine animals such as shrimp and fish to develop and add value. The epidemic situation, especially with COVID-19, greatly affected every store. The product cannot be sold regarding the number of tourists who do not travel to Phuket. No order amounts. The income has dropped dramatically. Such an impact has led to an adaptation in creating opportunities for selling products online. Production model adjustment Packing the product to meet the standards for extending the product's life. Make various situations affected by the epidemic resolve in a better direction. Every store has different adaptations, changes, and developments. More variety was used in the form and type of product packaging. The distribution strategy has been adjusted, strategy has been adjusted, and the proactive plan for e-commerce or online media has been adjusted in response to the trend toward an older society. Alternatively, even a contagious epidemic situation may occur.

With the new ideas for planning to create value-added souvenirs based on the cultural capital of local food, it was found that most knowledgeable people commented that most entrepreneurs see a business channel and gradually develop into a specialized souvenir shop and begin to see a business channel that uses cultural capital as the highlight of the product. The current market competition is very high, thus improving the product's appearance to be more modern. From raw materials to packaging design, modify the packaging to be attractive to customers. Store operators must focus on product quality. The attractiveness of packaging design and sales channels for easy access to customers, thus making business operations successful,

making food products using cultural capital to add value. It is very interesting. However, entrepreneurs need to consider. It is the quality of food Preservation that maintains the original packaging design, packaging for easy portability. Bringing food science into product development Community participation in the use of cultural capital Taking into account the selling points of traditional cooking Motivating buyers by salespeople attention to the story of entrepreneurial cultural capital. All these factors are important to make the selling of food souvenirs successful. Local love and health care are hot trends. Especially the subject of functional food that results in health. Healthy body Food quality, cleanliness, safety, an original or new taste, the appearance of packaging design, a variety of online distribution channels that are not complicated, the use of food science, the creator of flavors, chef, packaging system, competitor information Bringing cultural capital to add value and knowledge in business administration These factors will be what will help entrepreneurs succeed in the food product business when adjusting the operation of the business system.

There will be changes in entrepreneurs on many issues. For example, the taste may be more diverse. The quality of the food must be emphasized in addition to the taste. For example, the target group will change to be more diverse in quantity and packaging. Business operations planning becomes more complex. Accurate information for decision-making Network systems, various strategies, sales techniques, and distribution channels These will change to a major knowledge. Business management experience 4P and 8P will be developed as various elements of doing business change according to global social trends. Likewise, from the interview results, the researcher has analyzed and summarized the new ideas for planning to create value-added souvenirs based on the cultural capital of local food with the 8 P's Strategy as follows:

- 1) Product Strategy Development of products and services to meet the needs of consumers. The raw materials must be fresh and of good quality, maintaining the original quality as much as possible. Maintaining the uniqueness of the product must meet the needs of the present and the future. Highlights the traditional good health, cleanliness, safety, and packaging of environmentally friendly food

products. Creating menus made from great local ingredients, packaging design, and packing for easy portability. The development of food science and community participation in the use of cultural capital.

2) Price Strategy Product pricing depends on the cost of production. Should consider the competitive conditions of that product. If the price cannot be set lower than the competitors, it may choose to reduce the quantity or the size to set the price lower. Alternatively, there are many sizes and prices for customers to choose from and buy according to their needs. Market research is essential. Always analyze the market.

3) Place Strategy must be well planned because it affects the business's success. Nowadays, distribution channels can be done in many ways, including offline, online, retail or wholesale through go-betweens. Reaching consumers through online media social media Online platforms such as the LINE application, LINE Official Account, LINE MAN, My Shop chat, Facebook, etc. should use functions that are easy and convenient for all groups of people connecting services. It must be convenient to access the menu and order immediately without complexity.

4) Promotion Strategy Must look at the trend that is gaining attention and is popular according to the trend, such as nature conservation or community. Choosing a package made from natural materials Bringing used packaging through various processes Then reuse, reduce, exchange, give away, plus thinking of new marketing campaigns, these things will help stimulate consumer interest even more.

5) Packaging Designing the appearance of packaging is an important strategy. The main principle is Universal Design, a form consistent with the product. Presentation of the production process, the background of various Story products, Eco Design, and packaging that reduces pollution in degradation. Alternatively, it is a product that is recycled or natural products. Smart Design packaging that makes the product last long (Prolonged shelf-life packaging) is beautiful, suitable for the product and stands out when compared to competitors, looks valuable, is worth the price, and has a memorable identity. Make it easier and faster for customers to access products.

6) Personal Strategy Salesperson, service of good employees, good speech, positive thinking recruiting knowledgeable employee's product capability, have a good attitude towards the product

7) Public Relations Strategy Product news or story publicity is a very important and beneficial channel for consumers in the digital age. It is an easy and fast way to reach consumers with many channels. Knowing the information and news about the product will give customers a good attitude and confidence in the product's brand.

8) Power Strategy that having a good connection and network Creation of bargaining power to enchant buyers and sellers.

## 5.2 Discussion

The research results found that the important factor that made the establishment of that store was because they had skills and had used cooking skills that have been handed down from generation to generation. Including looking at the business of selling this souvenir will have value and can increase its value with cultural capital because it is a province with high tourism potential. In human society, there is cultural diversity. Despite the cultural integration, both social and biological, one thing remains. The basis of the old culture has been inherited and inserted between the old culture and the new culture until harmonious. Accept each other from this research, the owners of all three souvenir shops are of Chinese descent and are characterized by inheriting traditional culture from generation to generation. Baehr & Gordon (2018) studied ethnically diverse societies where each group has its own culture as its basis. The assemblage of people in society and cultural contact, where cultural contact through individuals within a group result in a change in culture in each group, has been phenomenal. This feature is called "Assimilation culture" Where cultural integration occurs in society, there are two levels: Social assimilation, at this level, is the person within the group. Adopting the culture of another group or other party into one's cultural group, which may be Behavior reception assimilation) if the adoption of another culture is acceptable. The wide distribution of group members in this way is structural assimilation within each cultural group. And biological assimilation. Each

group has been related by blood, that is, marriage or cross-reproduction. Real cultural assimilation occurs because the newborn members are biological products, known as marital assimilation. Yamsrisuk et al. (2020) Cultural integration is a gradual process. Such a process is a connection and insertion between each culture through contact with people of each ethnic group. When contact occurs for a period, causing cultural changes that are the identity of each group (identity culture) until the culture is mixed and accepted by each other.

Furthermore, cultural interpolation between each other and the mutual connection of individuals and groups of people who have shared experiences. The immigration of the Chinese group inevitably brings culture. The original one was carried to the new area. Such characteristics are called cultural baggage. Consequently, the baggage of Chinese culture blended with local culture. Wonglaksanaphan (2019), Studying identity and wisdom, found that in the case of Chinese people, immigration of Chinese settlers in the Phuket area in the past resulted in a strong fusion of Chinese culture with local culture. Until becoming a new culture of the Chinese hybrid group, a new identity that is abstract and the concrete relationship of such identity leads to various forms of output, including culture. Related to food, social characteristics and architecture until a new culture was born. Such processes include Direct assimilation, such as marriage and having heirs between Chinese immigrants and local people and assimilation, indirectly, through the adoption of traditional forms and ways of life of the indigenous people to be modified to be accepted. While Chinese culture is still being forged through training, teaching and inheriting Chinese wisdom, hybrid culture is reflected through many architectural styles, especially in the kitchen area for cooking. And food hoarding, as well as the social and belief dimensions. Although there have been some changes according to the era still shows the cultural roots and works now. In Chinese civilization era, the interesting characteristics of Chinese people: diligent, hard-working, good at trading, and knowing how to look for ways. Make friends first. Important connections for a smooth life.

Moreover, future job responsibilities Always know how to learn, adapt, and develop yourself. I like to do anything with pomp. Must have ceremonies. Chinese

people like to dress politely, like making contracts or negotiating deals, like doing trade, doing things repeatedly until it becomes a habit of patience. Chinese people are very patient people. Due to not daring to do anything other than ordered or not doing. Regarding investment or doing any business, Chinese people gradually hold the motto. No marketing investment is required to start from a small business to a big one or the shop appearance of their decoration product placement or product service recommendations. If customers start to be interested or have more profits, they gradually expand. They like to read and like to associate. Most Chinese people like few but long relationships, respect elders, repay parents, have virtue, and are kind to others. Do not bully the inferior. Emphasize actions in small societies to cultivate before stepping into a large society, etc.

As for the strategy value-added, every souvenir shop has developed food quality that focuses on delicious taste and is safe for customers. Packaging is developed using the identity. The local culture of Phuket people adds value to the product. Marketing strategy is the most important thing that influences the customer's choice of products, about food quality, taste, and safety. Thanapotivirat et al. (2020) has studied marketing strategies that influence the buying decision process of consumers. For a new restaurant business, a case study of Baan Yai Seafood Restaurant found that Marketing strategy factors (Service Marketing Mix 7P's) that influence the purchase decision process are product, price, and distribution channel. The marketing Promotion service personnel service process and the environment as for the product, it was found that it affects decision making at a high level. When considering each item, it was found that the item with the highest meaning was the criteria for using quality, fresh, clean ingredients, followed by the taste of delicious food. Items have a variety of menus to choose from in the shop. Regarding the overall price, it was found that the item with the highest average was the price point suitable for the quantity of food, followed by the price point suitable for the quality of the food. Susiva (2021) studied the development of strategies to raise the level of cultural products to become world-class brands. The objective is to screen and take lessons learned from the production process. Study management and business plans. Thai cultural products,

Including creating a long-term marketing strategy and blueprint. Removing lessons found, the production model of cultural products will start from loving production and then develop into bespoke production and, eventually, commercial production. However, it was found that the operator did not have the idea of developing cultural products for the world. Entrepreneurs are starting to apply technology to non-critical production stages and create new products. Regarding public relations, entrepreneurs believe that word-of-mouth is the best PR. Nevertheless, there are also public relations through Websites, Facebook, Line, Instagram and Twitter, as well as marketing that has a variety of methods, including 1) having your storefront, 2) consignment sales, and 3) grouping to sell products. 4) Trade show booths, and 5) Social media marketing.

Regarding the new concept of planning to create value-added souvenirs according to the cultural capital of local food, it was found that the marketing 8P's Strategy has an interesting issue, which is the product strategy that requires the development of food science. Participate in product development and community participation in the use of cultural capital. Food science nowadays plays a huge role in food. It allows people to have fresh, clean food that can always be eaten while maintaining the same quality. In terms of marketing, Product Strategy is the most important issue, especially concerning the quality of food products. Thus, most experts look in the same direction that food science must be involved in food production. Boonraeng et al. (2020) studied *"The Roles of Food Science and Technology in Inducing the King's Philosophy to Food Education and Food Product Development for the Community Economy"* and found that food science is an applied science that studies food. Based on international knowledge in food processing Food Engineering Food Chemistry, Food Microbiology, and food quality assurance applied to develop local food products, new knowledge derived from research and academic services of professors, Academics, and students are part of the Sufficiency Economy Philosophy to promote community development. In design, Engineering Processing Tools Designing processing procedures and using technology suitable for the community. Controlling and ensuring product quality to be safe from microorganisms and chemicals that are



harmful to health. In addition, analyzing and understanding the context and understanding the community's needs leads to the principles of community product production based on sufficiency, rationality and immunity.

Bringing applied science that focuses on food education from harvesting to production and consumption, Food Science can be divided into interesting areas: food safety, food engineering, food product development, nutrition, sensory analysis and food chemistry. There are various production process designs always to create a new type of food. In creating new food products to be appropriate, Select the type of packaging to be used for the packaging of new food products. Study in terms of the shelf life of food, etc. Tantintrakun et al. (2022), who have studied the process of becoming a product of local food: Phuket to cultural tourism, food, local food, Phuket found that local food Phuket with local ingredients. Making food a cultural attraction requires the encouragement of Government agencies and private enterprises and public participation in food promotion and conservation. Local food especially affects the persistence of local food culture in Phuket. By making food as a souvenir through the process of becoming a cultural product, food tourism is managed hygienically and environmentally friendly. Still popular with niche groups, there must be an adaptation to maintain the identity of the food. With nutritious food products, access to local native food people from online communication channels, Marketing channels that reach customers food distribution model that maintains food standards, restaurant certification cleanliness of food hygiene, such as food boxes and food delivered to home (Delivery), is an important aspect of the food business.

Moreover, creating sustainable food culture tourism. By making cultural tourism, food is environmentally friendly, and Phuket has developed into a Smart City, which is one of the key factors. In the growth of an environmentally friendly city (Phuket Green City), the Phuket Green Island policy was developed to create a good quality of life. Sustainable use of natural resources is worthwhile by adopting the principle or concept of 5 R, which is Reduce in reducing production, Reuse, reducing use, Recycle, Reuse, Repair, Maintenance, rejecting refusal to lead to food

consumption. have nutrition and use food raw materials that are worth using resources to manage food waste (Food Waste Management) in the future.

### **5.3 Suggestion**

This study in Strategies for Value-Added of Food Products with Cultural Capital by Souvenir Shops in Phuket found that can take to study in further.

1) Scholars, marketers, establishment owners or those interested in marketing strategy planning. The research should be carried out quantitatively to obtain information in another manner and analyzed with qualitative data to bring conclusions to plan to Develop marketing strategies for establishments selling food souvenirs in Phuket.

2) A new concept should be introduced in planning to create value-added souvenirs based on the cultural capital of local food this time. Go to conduct a trial with the entrepreneurs interested in further research that can be used in the future.

3) Souvenir shops in other potential tourist provinces close to Phuket should study strategies for increasing the value of food products with cultural capital.

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## APPENDIX A

**In-depth Interview Questions for Souvenir Shop Owners**

1. How long have you established the shop?
2. What was the factor that started the shop?
3. Why did you choose to do this career, this business? (Souvenir Shop)
4. What are the strengths and weaknesses of the shop?
5. Do you have a way to increase your shop's sales? How?
6. What are the ways that the shop has been able to sell until now?
7. For Future Trends – Value Added, Trending Sales. Does the shop have any operation? If so, how?
8. What is the target group of the shop?
9. What are the things consumers decide to buy food products at the shop?
10. Are there any food products of the shop in cultural capital? How?
11. Does your shop have any impact on social society change? What is it? also greatly affects? such as COVID-19 situation
12. Has there been a change in the shop in each era? How?



## Appendix B

### In-depth Interview Questions for Customers Who Buy Souvenirs

1. How did you know this souvenir shop?
2. What reason do you have to buy food products at this souvenir shop?
3. Do you often buy souvenirs?
4. Why do you buy souvenirs?
5. Why did you buy food products from this souvenir shop? At the same time in Phuket there are many souvenir shops, such as (mentioning the other two shops that the researcher would like to study).
6. Have you ever bought food products from this souvenir shop before? If so, why did you buy it again?
7. You have an opinion that this food product how does it look? Is there a unique identity that reflects the local culture in Phuket?
8. Do you think the service of staff is good?
9. Do you want to buy food products from souvenir shop again?
10. How would you like the souvenir shop to make food products for distribution? For example, a model that shows the history of Phuket, a model that shows the culture of Phuket, etc.


## Appendix C

### In-depth Interview Questions for the Knowledgeable People

1. How do you think to start the development of food and souvenirs from the past?
2. Where do you think the origin of the product's appearance came from?
3. Do you think adding value of food can expand the business? How?
4. What is your opinion on making food products using cultural capital to add value?
5. What do you think the future trend of making products/foods should be?
6. Do you think the origin of food when there is a change in operations to be systematized as a business, has anything changed from the original? such as taste, ingredients, target group, quantity, etc.

## Appendix D

## Certification



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**CERTIFICATION**

This is to certify that the Editorial Board of Al-Hikmah Journal of Fatoni University, issue of Social Sciences and Humanities, which has been recognized by Thai Journal Citation Index (TCI) Center, has received the article.

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<b>By</b>	: Pitchaya Chonpracha, Pim Samara Yara, Teerathorn Lamnaokrut, Nantapom Damrongpong, Wathanan Srinin
<b>Affiliation</b>	: Prince of Songkla University, Phuket campus

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(Dr. Ismail Raob)

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