

Marketing Mix Factors Affecting Som Tum Consumption at Krok Yai by Somtum Ded

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Abstract—This study examined 1) the comparison of Som Tum consumption behavior at Krok Yai by Som Tum Ded, classified by personal data, and 2) marketing mix factors affecting Som Tum consumption behavior. Data from 400 questionnaires were analyzed using percentages, means, Chi-square, and Multiple Regression Analysis. Most respondents were female, aged 31–40, working as contract workers or company employees, earning 20,000–29,000 baht monthly. Different occupation has an impact on Som Tum consumption behavior at Krok Yai by Som Tum Ded with no different. Promotion and personal factors significantly influenced Som Tum consumption behavior at the 0.05 significance level.

Keywords— Marketing mix, Som Tum consumption, Krok Yai.

I. INTRODUCTION

One of the most famous foods for Thai people is Som Tum. Som Tum is a dish beloved across all regions of Thailand. It is not only popular among Thai people but also highly favored by international tourists visiting the country. Once they try Som Tum, they often fall in love with its unique and flavorful taste. Som Tum is a quintessential Thai dish that represents the country's culinary culture. To prepare Som Tum, shredded green papaya is pounded in a mortar with ingredients such as tomatoes, roasted peanuts, dried shrimp, chili, and garlic. The dish is seasoned with palm sugar, fish sauce, fermented crab, or fermented fish sauce (*pla ra*) to create a tangy, spicy, and slightly salty flavor. Som Tum is typically enjoyed with sticky rice and grilled chicken, accompanied by side vegetables like cabbage, long beans, and water spinach. It is hypothesized that Som Tum likely originated in northeastern Thailand, commonly known as the Isan region. However, it is unclear exactly how long ago this dish first appeared. Papaya, the main ingredient of Som Tum, was introduced to Thailand during the early Ayutthaya period. In the era of King Narai, Nicolas Gervaise and Simon de La Loubère, French diplomats, visited Ayutthaya. Historical descriptions suggest that during that time, papaya had already become one of the native plants of Siam, confirming that Som Tum has likely existed for a long time. Today, Som Tum has been adapted into many variations to suit the preferences of different regions (Aroi food, 2014).

Tam Pla Ra is a variation of Somtum that prominently features fermented fish, known as *pla ra* in Thai or *pla daek* in

Isan dialect, as its key ingredient. It is highly popular in the Isan region of Thailand and in Laos, where it is widely enjoyed. Tam Pla Ra is considered a signature dish of Isan Thai cuisine. Tam Pu is a type of Somtum that features salty crab or fermented crab (*pu dong*) instead of dried shrimp and roasted peanuts. The dish features a predominantly salty flavor. In some regions, raw crab is preferred, while in others, cooked crab is more common. The type of crab used can also vary, with some areas favoring field crabs (*pu na*) and others using sea crabs (*pu talay*). Tam Pu Pla Ra is a variation of Som Tum that incorporates both fermented crab (*pu dong*) and fermented fish sauce (*pla ra*), with slight differences depending on the region. The dish typically uses fermented fish (*pla daek*) and raw green papaya as its main ingredients. Sometimes referred to as "Tam Pa Daek", it is known as "Tam Lao" to distinguish it from "Tam Thai", the Thai-style Som Tum. Originally, Tam Lao was called "Tam Mak Hoong", which directly translates to "papaya salad" in the Lao language. Tam Sua is a variation of Som Tum that includes rice noodles (*khanom jeen*), shredded green papaya, pickled vegetables, pickling liquid, roasted rice powder, shellfish, and bean sprouts. It is highly popular in northeastern Thailand (Isan). Tam Pa is another variation of Som Tum that incorporates a wide variety of ingredients and vegetables, such as bamboo shoots, water mimosa, pickled mustard greens, crispy fish, peanuts, bean sprouts, long beans, and even mussels. This version is known for its diverse and bold flavors, making it a distinctive dish enjoyed in the Isan region. Tam Thai Kai Kem is a variation of Som Tum that combines traditional Thai Som Tum with salted egg (*kai kem*). Unlike the usual Som Tum, it does not contain fermented crab (*pu dong*), resulting in a thicker, more creamy dressing. The flavor is well-balanced, offering a rich and savory taste that is not too spicy, making it a suitable option for those who prefer a milder version of Som Tum (Wikipedia, 2023).

Occupation can be considered one of the key factors in demography, especially as the variety of occupations continues to increase. Each occupation inevitably comes with its own unique set of needs and requirements. Occupations also reflect income levels, which directly impact spending capacity. Furthermore, Serirat and colleagues, (2003) noted that an individual's occupation can lead to differing needs and requirements for products. It is essential to study which occupations or professional groups demand the products and/or services offered by a business. This ensures that the business

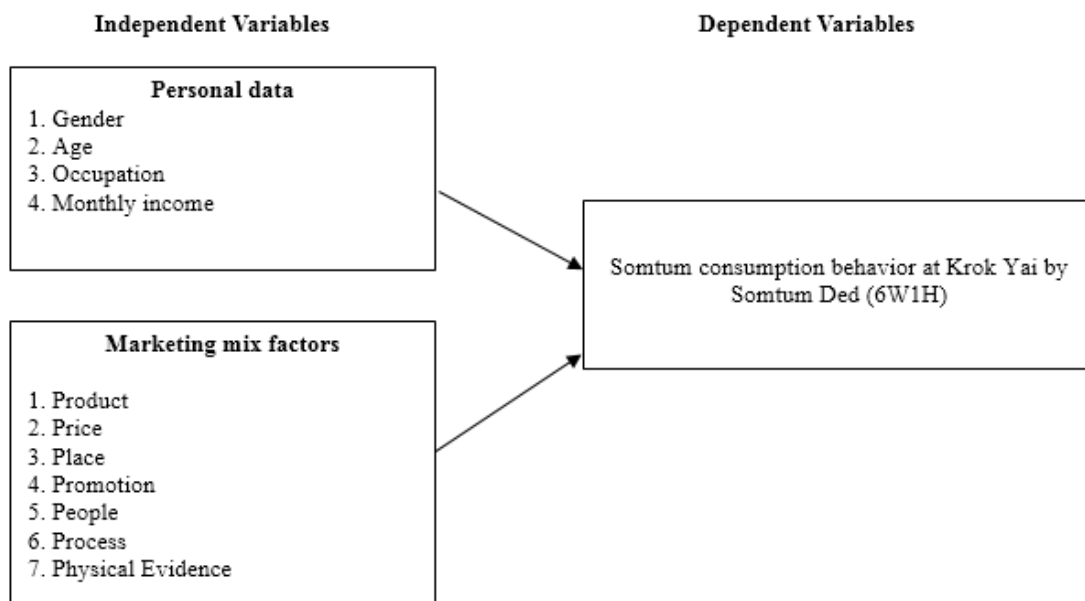
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can prepare its products in a way that aligns with and effectively meets the needs of different customer groups.

The profession of selling Som Tum is one of the most well-known occupations. Som Tum vendors can be found almost everywhere across all regions of the country. For those who are unemployed or moving to the capital city in search of work, selling Som Tum is often one of the first occupations that comes to mind. However, while some vendors achieve great success with long queues of customers, many others are forced to close down due to a simple reason: a lack of customers (Sawatkwon, 2021)

Based on the background mentioned above, the researcher is interested in studying the marketing mix factors affecting Somtum consumption at Krok Yai by Som Tum Ded. The insights gained from this study will be used as a guideline for improving the services of Krok Yai by Som Tum Ded and increasing sales.



C. Literature review

Product refers to what a business offers for sale to meet customer needs and contribute to their satisfaction.

Price refers to the amount of money exchanged to obtain a product, good, or service, as agreed upon by both the buyer and the seller.

Place refers to the structure of channels, which consists of institutions and activities used to move products and services from the organization to the market. The institutions that bring products to the target market are called marketing institutions. The activities that help distribute products include transportation, warehousing, and storage.

Promotion refers to the promotional tools businesses use to build connections with customers, persuading them to see value and establish a relationship.

People refer to all individuals within the organization providing the service. This includes the owner, shareholders, management, and all levels of employees. All these individuals have an impact on the quality of the service provided.

Physical Evidence refers to the physical environment, including the business’s building, service counters, tools and

II. RESEARCH METHODOLOGY

Data from 400 questionnaires were analyzed using percentages, means, Chi-square, and Multiple Regression Analysis.

A. Objective of the research

1. To compare Somtum consumption behavior at Krok Yai by Som Tum Ded, classified by personal data.
2. To study marketing mix factors affecting Somtum consumption behavior at Krok Yai by Somtum Ded.

B. Research Hypothesis

1. Different personal data have an impact on the varying Som Tum consumption behavior at Krok Yai by Som Tum Ded. Different.
2. Marketing mix factors influence Somtum consumption behavior at Krok Yai by Somtum Ded.

equipment, such as rooms, dining areas, decor, locations, lobbies, parking spaces, gardens, restrooms, computers, tissue paper, signage, various forms, etc. These elements serve as indicators of the quality of service provided to customers.

Process refers to the service process, which is a crucial part of the marketing mix. It requires efficient employees or modern tools to create processes that can deliver high-quality products or services.

III. CONSUMER BEHAVIOR THEORY

Consumer behavior is the study of behaviors related to purchasing and consumption, aiming to understand the characteristics, needs, and purchasing behaviors of consumers. The insights gained help in managing marketing strategies that can appropriately meet the satisfaction of consumers

A. Data Research Results

The study on the marketing mix factors affecting Som Tum consumption behavior at Krok Yai by Som Tum Ded revealed that the total number of respondents was 400. The majority were female, aged between 31-40 years, employed as workers or company staff, with an average monthly income of 20,000 –

29,999 baht.

TABLE II

Somtum Consumption Behavior at Krok Yai by Somtum Ded	Gender	Age	Occupation	Monthly income
The types of Somtum available at Krok Yai by Somtum Ded	No difference	difference	No difference	difference
The reason for choosing Somtum at Krok Yai by Somtum Ded	No difference	No difference	No difference	difference
The individuals who influence the choice to eat Som Tum at Krok Yai by Somtum Ded	No difference	No difference	No difference	No difference
The day of visiting Krok Yai by Somtum Ded for Som tum	No difference	No difference	No difference	No difference
The time of visiting Krok Yai by Somtum Ded for Somtum	difference	No difference	No difference	No difference

*Significance level .05 **significance level .01

TABLE II: MARKETING MIX FACTORS INFLUENCING THE CONSUMPTION BEHAVIOR OF SOMTUM AT "KROK YAI BY SOMTUM DED"

Marketing mix factors	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
)Constant)	1.820	2.009		.906	.366
Product	.117	.258	.023	.455	.650
Price	-.093	.166	-.028	-.559	.576
Place	-.252	.230	-.056	-1.098	.273
Promotion	-.317	.149	-.109	-2.134	.033 *
People	.338	.135	.128	2.501	.013*
Process	.269	.183	.074	1.467	.143
Physical evidence	.233	.159	.074	1.472	.142

*Significance level .05 **significance level .01

From table 2, the comparison of the influence of the marketing mix on the consumption behavior of Somtum at "Krok Yai by Somtum Ded" shows that the marketing mix factors related to promotion (Sig = 0.033) and people (Sig = 0.013) have a significant influence on the consumption behavior at a statistical significance level of 0.05.

IV. CONCLUSION

The study reveals that the marketing mix factors influencing the consumption of Somtum at "Krok Yai by Somtum Ded" are, overall, at a highly significant level. These factors include product, place, promotion, people, process, physical evidence and presentation, and price.

V. DISCUSSION

The marketing mix factors that influence the consumption behavior of Somtum at "Krok Yai by Somtum Ded" from the study reveal that, overall, the factors in product, price, place, promotion, people, process, and physical evidence all have a significant influence, with a high level of impact on the consumption behavior at the restaurant, consistent with the research of Temklin, N., & Phongsamran, S. (2021), which study Isan food consumption behavior in Muang District, Rayong Province, revealed that the overall marketing mix factors influencing the consumption of Isan food have an average score at a highly significant level, aligning with the

findings of research conducted by Kaew-in, D. and colleagues (2018), which examined consumer's behavior of decision-making in consuming Northeastern food in Mueang Udon Thani Municipality, Udon Thani. The study found that customers had a high level of agreement regarding the marketing mix factors, including product, price, place, promotion, people, process, and physical evidence.

A. Suggestion from the study

The researcher offers the following suggestions based on the study:

1. For the product, business owners should prioritize selecting high-quality and fresh ingredients to ensure a delicious taste and consistently high-quality dishes, tailored to the personal preferences of each customer. They should also create a diverse menu, incorporating special seasonal dishes based on local ingredients available during each season. Additionally, emphasizing the cleanliness of food and beverage containers is crucial.
2. For the price, business owners should set an appropriate price that aligns with the quality of the product, adjust the portion size according to the price, and clearly display the price of each product.
3. For the place, business owners should choose an easily accessible location, situated in a community area, and complemented by online services.

4. For the promotion, business owners should organize appropriate promotional activities during special occasions and festivals to create incentives for consumer participation.
5. For the people, business owners should train all employees to have comprehensive knowledge about the food in the restaurant. Employees should be able to give advice to customers and provide good service with proper behavior to create a positive impression. Additionally, the hygiene of all employees should be considered at every step.
6. For the process, business owners should organize a system for service that is accurate and efficient, and train employees to have the knowledge and skills to provide excellent customer service.
7. For the physical evidence, business owners should prioritize the atmosphere of the restaurant, ensuring it is beautifully decorated and clean at all times. Adequate seating arrangements should be provided, along with sufficient parking spaces for customers.

The suggestion for future studies

For further studies, it is recommended to investigate the factors that affect customer satisfaction at Krok Yai by Somtum Ded in order to gain valuable insights for business development.

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