ANALYZING THE FACTORS AFFECTING SALES OPPORTUNITIES FOR PROCESSED MEAT PACKAGING IN THAILAND

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ABSTRACT

Objective: The objective of this study is to analyze the retail market potential of processed meat products in Thailand and establish a structural equation model. Entrepreneurial SMEs registered commercially in Thailand.

Theoretical Framework: This research applies a packaging design concept that can meet the needs of modern consumers. The new packaging must have the following characteristics: 1) It must create a positive feeling while consumers use it. 2) Must have low production costs. 3) Must be able to arouse consumer interest. 4) Has a beautiful layout.

Method: This research is applied research consisting of 5 steps: 1) Data collection step. 2) Design process 3) Trial use process 4) Evaluation process 5) Steps for analyzing and presenting factors that affect. This research uses the following statistics: 1) Mean 2) Standard Deviation: SD 3) Exploratory Factor Analysis: EFA 4) Confirmatory Factor Analysis: CFA 5) Multiple Regression. This research analyzed data using the SPSS program and the Amos program.

Results and Discussion: The results of this research show the importance of 4 factors that influence the increase in consumer satisfaction: Factor 1 design guidelines, Factor 2 access to products, Factor 3 identity, Factor 4 understanding of the future of the retail market with the likely direction of the market. All four factors are important to the opportunity to sell processed meat products in the Thai retail market.

Research Implications: The research results reveal the influence of 4 factors that together influence the level of consumer satisfaction. By knowing the interrelationship of these 4 factors, which is considered a fact arising from this research. Therefore, small entrepreneurs in Thailand can apply all four factors to designing their own processed meat packaging. And there is an opportunity to increase the sales volume even more in the future.

Originality/Value: The results of this research contribute to knowing the factors that influence the level of consumer satisfaction with processed meat products available in the retail market of Thailand. This fact helps reduce the inequality in competition between small and large operators in the processed meat retail market of Thailand. Therefore, it is an important part that helps increase the competitive potential of small entrepreneurs in the future.

Keywords: Retail Market, Processed Products, Processed Meat, Retail Market of Thailand.

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ANALYZING THE FACTORS AFFECTING SALES OPPORTUNITIES FOR PROCESSED MEAT PACKAGING IN THAILAND

RESUMO

Objetivo: O objetivo deste estudo é analisar o potencial do mercado varejista de produtos cárneos processados na Tailândia e estabelecer um modelo de equação estrutural. PME empreendedoras registadas comercialmente na Tailândia.

Referencial Teórico: Esta pesquisa aplica um conceito de design de embalagens que pode atender às necessidades dos consumidores modernos. A nova embalagem deve ter as seguintes características: 1) Deve criar uma sensação positiva durante a utilização do consumidor. 2) Deve ter baixos custos de produção. 3) Deve ser capaz de despertar o interesse do consumidor. 4) tem um layout bonito


Resultados e Discussão: Os resultados desta pesquisa mostram a importância de 4 fatores que influenciam no aumento da satisfação do consumidor: Fator 1 diretrizes de design, Fator 2 acesso aos produtos, Fator 3 identidade, Fator 4 compreensão do futuro do mercado varejista com a direção provável do mercado. Todos os quatro fatores são importantes para a oportunidade de vender produtos de carne processada no mercado retalhista tailandês.

Implicações da pesquisa: Os resultados da pesquisa revelam a influência de 4 fatores que juntos influenciam o nível de satisfação do consumidor. Conhecendo a inter-relação desses 4 fatores, o que é considerado um fato decorrente desta pesquisa. Portanto, os pequenos empresários na Tailândia podem aplicar todos os quatro fatores para conceber as suas próprias embalagens de carne processada. E há oportunidade de aumentar ainda mais o volume de vendas no futuro.

Originalidade/Valor: Os resultados desta pesquisa contribuem para conhecer os fatores que influenciam o nível de satisfação do consumidor com produtos cárneos processados disponíveis no mercado varejista da Tailândia. Este facto ajuda a reduzir a desigualdade na concorrência entre pequenos e grandes operadores no mercado retalhista de carne processada da Tailândia. Portanto, é uma parte importante que ajuda a aumentar o potencial competitivo dos pequenos empreendedores no futuro.


ANÁLISIS DE LOS FACTORES QUE AFECTAN LAS OPORTUNIDADES DE VENTAS DE ENVASADO DE CARNE PROCESADA EN TAILANDIA

RESUMEN

Objetivo: El objetivo de este estudio es analizar el potencial del mercado minorista de productos cárnicos procesados en Tailandia y establecer un modelo de ecuación estructural. Pymes emprendedoras registradas comercialmente en Tailandia.

Referencial teórico: Esta investigación aplica un concepto de diseño de empaque que puede satisfacer las necesidades de los consumidores modernos. El nuevo empaque debe tener las siguientes características: 1) Debe crear una sensación positiva mientras el consumidor lo usa. 2) Debe tener bajos costos de producción. 3) Debe poder despertar el interés del consumidor. 4) Tiene un hermoso diseño.

Resultados y Discusión: Los resultados de esta investigación muestran la importancia de 4 factores que influyen en el aumento de la satisfacción del consumidor: Factor 1 pautas de diseño, Factor 2 acceso a los productos, Factor 3 identidad, Factor 4 comprensión del futuro del mercado minorista con la dirección probable del mercado. Los cuatro factores son importantes para la oportunidad de vender productos cárnicos procesados en el mercado minorista tailandés.

Implicaciones de la investigación: Los resultados de la investigación revelan la influencia de 4 factores que en conjunto influyen en el nivel de satisfacción del consumidor. Al conocer la interrelación de estos 4 factores, lo cual se considera un hecho surgido de esta investigación. Por lo tanto, los pequeños empresarios de Tailandia pueden aplicar los cuatro factores para diseñar sus propios envases de carne procesada. Y existe la posibilidad de aumentar aún más el volumen de ventas en el futuro.

Originalidad/Valor: Los resultados de esta investigación contribuyen a conocer los factores que influyen en el nivel de satisfacción del consumidor con los productos cárnicos procesados disponibles en el mercado minorista de Tailandia. Este hecho ayuda a reducir la desigualdad en la competencia entre pequeños y grandes operadores en el mercado minorista de carne procesada de Tailandia. Por tanto, es una parte importante que ayuda a incrementar el potencial competitivo de los pequeños empresarios en el futuro.

Palavras-clave: Mercado Minorista, Productos Procesados, Carne Procesada, Mercado Minorista de Tailandia.

1 INTRODUCTION

Livestock production and demand have increased due to population growth, income levels, lifestyle changes, and food consumption behavior. Concurrently, the livestock system produces food for a substantial population. Conversely, reducing biodiversity hurts the environment, weather, earth, and water. Effective management of natural resources is necessary for the growth of the livestock sector. In this case, it aims to promote sustainable living, ensure food security, and mitigate climate change. In addition, it can create positive change that supports livestock farming systems to be more sustainable, environmentally friendly, and productive. Thus, The production system needs to be more flexible. The livestock sector is crucial in supporting food and nutrition security, making it an integral component of sustainable agriculture development. With good management, it can alleviate poverty and stimulate economic growth. Therefore, it will reduce environmental impacts and use resources more efficiently. As a result, it will also help to achieve the goals of the sustainable development plan according to the Paris Agreement in 2030 (Department of Livestock Department, Ministry of Agriculture and Cooperatives, 2022).

As per the FAO report, the livestock sector is expected to account for 50% of the world's agricultural output value within a decade. Moreover, rapid changes in production structure will
positively impact developing countries’ production factors. According to the Food and Agriculture Organization of the United Nations (FAO), in 2008, 70 percent of the world's poor rural population will earn their livelihood by raising livestock; thus, global trade connectivity will continue to grow. It is expected that global pork production in the year 2024 will increase to a volume of 115.492 million tons, which is relatively stable compared to the 115.498 million tons produced in 2023. China has a production volume of 55.950 million tons, while the European Union has 21.150 million tons. In addition, production in the United States and Brazil will expand in the future due to the economic recovery following the COVID-19 outbreak. The production volume is expected to increase from A.D. 2023 by 4.89 percent in 2024. Then, according to consumption needs, it is estimated that in 2024 the global demand for pork will be 114.925 million tons, decreasing by 0.07 percent from A.D. 2023. This decrease results from important pork-consuming countries, such as China and the European Union, continuously decreasing pork consumption.

In Thailand, it is expected that in A.D. 2024, the Swine Raisers Association of Thailand was found which will increase in volume by 18.155 million, with an average annual increase of 3.91%. The resurgence of African Swine Fever (ASF) shows the upgrading of the strict farming standards of the Department of Livestock Development in Thailand. Then, according to domestic consumption demand in Thailand, it is expected that in A.D. 2024 the demand for processed pork consumption will be 1.377 million tons more 4.56% from last year due to the economic recovery. The tourism and service sectors also showed a high consumption rate of processed pork each year. As a result, the demand for pork continues to increase in Thailand, and economic recovery is expected to increase consumer demand for pigs both in Thailand and abroad. Therefore, farmers will be incentivized to produce pigs according to market demand. (The Swine Raisers Association of Thailand, 2024).

Then, it can add value to agricultural and food products, which is an important technique to help farmers gain more income from their agricultural products. Moreover, it can bring official products from agriculture to add some unique characteristics or distinctive points by making a difference by meeting the needs of consumers. Therefore, it can also preserve processed pork products for sale longer. Currently, there are many methods for creating added value for agricultural products, such as 1) branding or product image, 2) developing outstanding or creative packaging, and others. Both methods are used to make the product known in the market and encourage consumers to make decisions about purchasing that product with novel packaging until it is valuable and convenient to use. As
a result, the product is of higher quality than competitors compared to similar products. (Agricultural Research Development Agency (Public Organization), 2024.

Retailing is considered to be one of the oldest businesses of mankind and is a marketing process in which sellers communicate with consumers and product manufacturers. Moreover, it is relying on marketing communications to meet customer needs. In this case, retailers are often focused on the products they sell, creating good interactions with consumers to be satisfied with the products that they produce and consumers to increase opportunities to choose and purchase. Then, it is considered an operation for success in running one's business. )Mulhern, 1997 ; Sivakmar , 2007). Currently, packaging design for processed pork is a severe challenge to developing retail marketing potential in Thailand because consumers have changed needs from the past. In particular, the demand for healthy processed pork products that meet production standards is increasingly important to modern consumers. )Hawkes et al., 2015). When considering purchasing, consumers will pay attention to the details on processed pork packages, such as nutritional benefits and product origin, with labels with reliable ingredients )Ruusunen & Puolanne, 2005; Cheftel, 2005). In addition, market competition factors also influence consumer purchasing decisions as follows: 1) Brand image 2) Meticulousness in Product Design 3) Appropriate Price Level 4) Distribution Channels to be easily accessible 5) Innovation in Production 6) Sale Promotions 7) Environmental Protection 8) Standards with rules and ethics and 9) Competitive Strategy. )Verbeke et al., 2010; Safitri, 2018; Bryngelsson et al., 2016; Kumar & Ghodeswar, 2015; Godfray et al., 2018). These nine factors create challenges and good opportunities for entrepreneurs in the processed pork industry, which can increase retail market potential and add economic value to the product.

Therefore, the researcher aimed to investigate the factors that affect the success of developing packaging for processed pork sold in the Thai retail market.

2 LITERATURE REVIEW

The business landscape has rapidly changed in the 21st century, and retail operators have adopted more modern packaging designs to stay competitive. A visually appealing packaging design is now considered an essential element for the success of modern entrepreneurs (Verbeke et al., 2005; Popkin et al., 2012). Consumer preferences are subject to change due to technological advancements. As a result, packaging design has evolved beyond its conventional function of merely containing and safeguarding products. It has now become
a potent instrument for brand differentiation by narrating the story of the product's history and engaging consumers in the process. Moreover, contemporary business owners must focus on creating packaging catering to consumers' demands. This will help establish a brand identity that can positively impact consumer perception. (Schumann & Schmid, 2018).

Besides, selling products successfully in the Thai retail market is unique due to the different ways of life and livelihoods with varying needs from other countries. Therefore, entrepreneurs need to create products that can convey Thainess or meet the needs of the Thai people. The products can then be presented to the Thai retail market, and greater profits can be made from selling products more efficiently. In the retail market, the largest consumer group in Thailand faces high competition and low incomes. Therefore, studying and understanding the concept changes can help consumers recognize their essential needs. This research aims to create affordable packaging design ideas for processed pork that cater to consumers with middle to low-income requirements. The proposed packaging will have an attractive appearance and help increase the country's Gross Domestic Product (GDP) at a higher level. Entrepreneurs in Thailand can achieve sustainable economic growth by developing processed pork packaging that caters to the needs of middle and low-income consumers. This knowledge can be used to add value to their products more efficiently, according to Egwutvongsa et al. (2021) and Egwutvongsa (2021).

In this case, packaging design appropriate for processed pork products is considered strategic management in preparing for the competitive potential for retail entrepreneurs in the century. 21. Then, it can give importance to designing packaging that appropriately expresses the brand's identity and influences consumer perception. It can also create sustainability with leading entrepreneurs who produce processed pork in the Thai market to develop their potential with positive changes for production and distribution in a sustainable way, including driving the economy within Thailand to have more open market competition.

3 METHODOLOGY

3.1 FESEARCH OBJECTIVES

1) To study the potential of Thailand's product retail market with processed pork;
2) To determine the factors that influence Increasing sales opportunities and stimulating consumer demand.
3.2 RESEARCH SCOPE

It can determine structural equation model factors by studying the retail market potential of processed pork in Thailand and developing processed pork products in communities that are small business operators (SMEs) or registered as commercial entities in Thailand.

a. Research population: An entrepreneurial group of 1,012 people that produces processed pork sold in the Thai market (Commercial Registrants Operating Small Factories for the Production of Processed Meat in 2022);

b. Research sample: Using stratified sampling, 385 pork producers in Thailand were randomly assigned to four regions. The aim was to determine the factors influencing consumer groups to purchase processed pork products in Thailand's retail market. Thus, confirmatory factor analysis techniques with random sampling were used for the group variables, with a confidence level of 96% and a chance of error of 4% from Taro's sample calculation formula of Yamane (Yamane, 1973);

c. Research tool: A structured questionnaire about factors affecting consumer purchasing decisions and success in new pork packaging formats by small entrepreneurs. Thus, the questions were variables that could be observed and measured quantitatively, a five-level Likert rating scale (Rating Scale). When it was checked for the value Item-Objective Congruence Index (IOC), it appeared at 0.671, which passed the standard criteria at the level >.50 Therefore, after checking Cronbach's Alpha value, the results appeared at 0.712, which passed the standard criteria at the level >.70 As a result, it was considered that the questionnaire was accurate and reliable and could be used to collect data with sample groups. (Peterson, 1994);

d. Data analysis: Applied the research statistics as follows: 1( Mean 2) Standard Deviation: SD 3( Exploratory Factor Analysis: EFA 4( Confirmatory Factor Analysis: CFA 5( Multiple Regression Analysis by using for research statistics that are applied to analyze data in the research were carried out using with the SPSS program. (Hair et al., 2019);

e. This research has been certified according to the institution's research ethics standards (Institutional Review Board: IRB). IRB of King Mongkut's Institute of Technology Ladkrabang, according to document number EC-KMITL_67_043, with the project to be received by human research ethics certification with No. 43/2024.
4 RESULTS

4.1 RESULTS OF DETERMINING FACTORS AFFECTING THE OPPORTUNITY TO SELL PROCESSED ANIMAL MEAT PRODUCTS IN THE THAI RETAIL MARKET

According to the analysis results, it represented the potential for processed pork products to have a positive impact on the retail market in Thailand, which considers factors influencing the chance of success in sales from the entrepreneur groups to be divided into three steps as follows:

Step 1: Exploratory factor analysis was conducted on small entrepreneurs’ purchasing choices and satisfaction to identify variables using group data from the operators. Furthermore, the small business was established based on the satisfaction obtained from the newly developed processed pork packaging, which involved an analytical process to explore variables and identify common factors. In this case, it can explain the relationship between all available observable variables that the researcher used as indicators to check: 1) Preliminary Agreement before the Research and 2) Analytical Steps to Test Relationships and Cluster Relationships among Observed Variables. (Joreskog & Sorbom, 1996). This research aimed to identify factors affecting the success rate of developing processed pork packaging for small entrepreneurs in Thailand. After that, it was applied to the factors influencing the practical design of new packaging. A suitable packaging design for processed pork needs to be available that caters to the requirements of Thai entrepreneurs. As a result, the researcher aims to investigate the correlation between the factors that impact consumer satisfaction and purchasing decisions. This will be achieved through pre-determined indicators and the measurement of scores obtained from evaluations. The analysis was carried out as follows: 1) Determining the Study Variables, a total of nineteen variables. 2) Determining the minimum number of reliable samples. This research should have a minimum sample size of 385 people. 3) Checking the commonality of the variables to explain that should have a value > .6 or higher. When checked, it appears that all variables in the questionnaire complied with commonalities between .868 -.601, where all analyzed variables have a standard value higher than .60 or in the high level of the variable. The study found that all the variables related to good packaging design could be combined and grouped. This was evident from the commonalities value, which was higher than 0.6, and the KMO and Bartlett's Test value, which was more significant than 0.50. To analyze data from small entrepreneurs producing processed pork in Thailand's retail market, exploratory factor analysis (EFA) was used. Variables grouped the data to determine the steps for the
analysis. As a result, it has restored the feeling of using the packaging benefits from small entrepreneurs who produce processed pork to find variables influencing consumer purchasing choices and satisfaction.

**Table 1**

*KMO and Bartlett's Test conducted to evaluate the significance of the desire for processed pork packaging in the Thai retail market*

<table>
<thead>
<tr>
<th>KMO and Bartlett's Test</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</td>
<td>.917</td>
</tr>
<tr>
<td>Bartlett's Test of Sphericity Approx. Chi-Square</td>
<td>5913.526</td>
</tr>
<tr>
<td>df</td>
<td>171</td>
</tr>
<tr>
<td>Sig.</td>
<td>.000</td>
</tr>
</tbody>
</table>

Moreover, the KMO and Bartlett's Test = .917 were greater than 0.50 for the data collected. This displayed the results of feelings regarding the appropriate use of packaging products for processed pork. Besides, the results could be used for exploratory factor analysis. (Chi-Square = 5913.526; Significant = 0.000) Therefore, it could be concluded that nineteen variables were related, as shown in Table 1.

The analysis results indicated four factors in the Total Variance Explained: Method for Extraction. This means that sixteen variables can be grouped into four factors that explain the variance of the data. These factors are arranged in order of importance, with Factor 1 having the highest weight at 48.869, then Factor 2 at 10.292, Factor 3 at 6.102, Factor 4 at 5.040, and so on. Thus, the forecast value is at the level of 70.303. This case was checked by analyzing the Scree Plot that showed the Eigenvalue of all nineteen variables. As a result, all four factors were appropriate, and a graph with a slope from factor 1 to factor 4 was shown.
Table 2

Axis Rotation with Weight Value Factor with the Verimax Method and Element Weight Value Set at 0.6 or More

<table>
<thead>
<tr>
<th>Design Guidelines with Factor 1</th>
<th>F/1</th>
<th>F/2</th>
<th>F/3</th>
<th>F/4</th>
</tr>
</thead>
<tbody>
<tr>
<td>A5 The size is appropriate.</td>
<td>.864</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A2 It is convenient to store.</td>
<td>.851</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A4 It can be used for the intended purpose.</td>
<td>.805</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A6 The materials chosen are appropriate and not harmful to users.</td>
<td>.758</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A7 Patterns and styles are appropriate and consistent with the retail market.</td>
<td>.712</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Access to Products Factor 2</th>
<th>F/1</th>
<th>F/2</th>
<th>F/3</th>
<th>F/4</th>
</tr>
</thead>
<tbody>
<tr>
<td>B2 The format is suitable for use.</td>
<td></td>
<td>.868</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B4 It is easy to activate.</td>
<td></td>
<td>.823</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B3 The price is easily accessible.</td>
<td></td>
<td>.714</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B6 You can choose to buy products conveniently.</td>
<td></td>
<td>.636</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Identity Factor 3</th>
<th>F/1</th>
<th>F/2</th>
<th>F/3</th>
<th>F/4</th>
</tr>
</thead>
<tbody>
<tr>
<td>D3 The characteristics of processed pork products can be used in appropriate placement.</td>
<td></td>
<td>.721</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A1 It can be understood for coming from the identity of processed pork products.</td>
<td></td>
<td>.695</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D2 The colors and patterns are beautiful.</td>
<td></td>
<td>.601</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Future Picture of the Retail Market in Factor 4</th>
<th>F/1</th>
<th>F/2</th>
<th>F/3</th>
<th>F/4</th>
</tr>
</thead>
<tbody>
<tr>
<td>D1 The satisfaction is in processed pork products for the future of the retail market and overview.</td>
<td></td>
<td></td>
<td>.775</td>
<td></td>
</tr>
<tr>
<td>C2 The production process is suitable for the design.</td>
<td></td>
<td></td>
<td>.718</td>
<td></td>
</tr>
<tr>
<td>D4 The format is feasible for production, and the selling price of the product is appropriate to the product characteristics.</td>
<td></td>
<td></td>
<td>.651</td>
<td></td>
</tr>
</tbody>
</table>

Based on Table 2, the variables indicate the relationship between each factor, such as factor 1 (design guidelines), which includes variables A5, A2, A4, A6, and A7. Factor 2 (access to products) includes variables B2, B4, B3, and B6. Factor 3 (identifying) includes variables D3, A1, and D2. Finally, factor 4 (the future picture of the retail market) includes variables D1, C2, D4, and others. The variables with high correlation values were selected from a total of nineteen observed variables, and the ones with the highest inter-relationships were combined into fifteen observable variables, as shown in Table 3.
Analyzing the Factors Affecting Sales Opportunities for Processed Meat Packaging in Thailand

Table 3
Anti-image Matrices Analysis (Measures of Sampling Adequacy: MSA)

| -3.41 | 5.59  |
| -2.13 | 3.77  |
| -0.40 | 1.35  |
| -0.32 | -1.63 |
| 0.36  | -0.48 |
| 1.55  | -0.45 |
| -2.15 | -0.11 |
| -0.08 | 1.42  |
| 0.65  | 0.34  |
| -0.67 | -1.21 |
| 1.77  | -0.94 |
| -0.01 | 1.52  |
| -0.03 | -0.23 |
| 2.64  | -1.15 |
| -0.20 | -0.19 |
| -0.01 | -0.19 |
| 0.24  | -0.19 |
| -0.04 | -0.04 |
| 0.31  | 0.31  |
| 0.04  | -0.04 |
| -0.04 | 0.31  |
| 0.29  | 0.29  |
| 0.31  | 0.31  |
| -0.82 | 0.82  |
| 1.62  | -1.62 |
| 0.11  | 0.11  |
| 0.42  | 0.42  |
| 0.10  | 0.10  |
| 0.54  | 0.54  |
| 0.13  | 0.13  |
| 0.59  | 0.59  |
| 0.03  | 0.03  |
| 0.04  | 0.04  |
| 0.02  | 0.02  |
| 0.10  | 0.10  |
| 1.89  | 1.89  |
| 0.03  | 0.03  |
| 0.29  | 0.29  |
| 0.20  | 0.20  |
| 0.06  | 0.06  |
| 0.54  | 0.54  |
| 0.05  | 0.05  |
| 0.31  | 0.31  |
| 0.08  | 0.08  |
| -0.24 | -0.24 |
| 0.31  | 0.31  |
| 0.65  | 0.65  |
| 0.54  | 0.54  |
| -0.91 | -0.91 |

This case has taken the evaluation results of all fifteen variables that can be combined into four factors to analyze the feelings of small entrepreneurs who produce processed pork for sale in the retail market in Thailand. Then, it is regarding all four factors to know the feelings and needs of each entrepreneur about affecting the factors of demand for packaging of processed pork, as shown in Table 4.

Table 4
The Feelings of the Producer Entrepreneur Groups with Four Factors \(n=385\)

<table>
<thead>
<tr>
<th>Number</th>
<th>Affecting Factor</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Satisfaction level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Design Guidelines</td>
<td>3.220</td>
<td>0.979</td>
<td>Moderate Level of Satisfaction</td>
</tr>
<tr>
<td>2</td>
<td>Product Accessibility</td>
<td>3.795</td>
<td>0.875</td>
<td>High Level of Satisfaction</td>
</tr>
<tr>
<td>3</td>
<td>Identity</td>
<td>3.665</td>
<td>0.756</td>
<td>High Level of Satisfaction</td>
</tr>
<tr>
<td>4</td>
<td>Future Picture of the Retail Market</td>
<td>3.811</td>
<td>0.717</td>
<td>High Level of Satisfaction</td>
</tr>
<tr>
<td></td>
<td><strong>Totals</strong></td>
<td>3.623</td>
<td>0.681</td>
<td>High Level of Satisfaction</td>
</tr>
</tbody>
</table>

In the Thai retail market, small entrepreneurs who produce processed meat have identified four key factors that impact the design of their product’s packaging. The expression of packaging needs should be given importance in the following sequence: 1( According to the study, four factors contribute to high customer satisfaction in the retail market: understanding the future of the market, easy access to products, having a solid brand identity, and following design guidelines. The mean satisfaction levels for each factor were as follows: 3.811 for understanding the future, 3.795 for product access, 3.665 for brand identity, and 3.220 for design guidelines.

The study also found that entrepreneurs in the processed pork industry were highly satisfied with all four factors, with a mean satisfaction level of 3.623 and a standard deviation of 0.681, as shown in Table 4. Step 2: Confirmatory Factor Analysis (CFA): This is analyzed...
using first- or second-order analysis. The researcher conducted a study to examine the connection between observable variables that impact the probability of achieving sales success. Additionally, verifying the statistical agreement in the Thai retail market is based on the likelihood of the data used in the factor analysis process. In the same way, the researcher checked the value of KMO, and Bartlett's Test appears to be appropriate (KMO = .914), while Bartlett’s Test of Sphericity value = 3553. 125 )Sig. = .000). Based on the analysis results, it was found that all five observed variables were interrelated and appropriate for Confirmatory Factor Analysis (CFA). The researcher intends to utilize the analysis results in the packaging design process for processed pork for the retail market. In this case, it could meet the needs of entrepreneurs and producers of processed pork within the Thai market, with a Cronbach's Alpha value of .922. The questions used to collect information were at a good level of appropriateness, with the results shown in Table 5.

**Table 5**

*Second Order Confirmatory Factor Analysis (Second Order)*

<table>
<thead>
<tr>
<th>Latent variable, Observable variable</th>
<th>Design guidelines</th>
<th>Product access</th>
<th>Identity</th>
<th>Future picture of the Retail Market</th>
<th>$r^2$</th>
</tr>
</thead>
<tbody>
<tr>
<td>GuiA1</td>
<td>1.000</td>
<td>.915</td>
<td>-</td>
<td>-</td>
<td>.837</td>
</tr>
<tr>
<td>GuiA2</td>
<td>.883</td>
<td>.887</td>
<td>.033**</td>
<td>-</td>
<td>.786</td>
</tr>
<tr>
<td>GuiA3</td>
<td>.870</td>
<td>.798</td>
<td>.041**</td>
<td>-</td>
<td>.637</td>
</tr>
<tr>
<td>GuiA4</td>
<td>.776</td>
<td>.796</td>
<td>.037**</td>
<td>-</td>
<td>.634</td>
</tr>
<tr>
<td>GuiA5</td>
<td>.693</td>
<td>.722</td>
<td>.039**</td>
<td>-</td>
<td>.522</td>
</tr>
<tr>
<td>AccB1</td>
<td>-</td>
<td>-</td>
<td>.895</td>
<td>.671</td>
<td>.451</td>
</tr>
<tr>
<td>AccB2</td>
<td>-</td>
<td>-</td>
<td>.961</td>
<td>.739</td>
<td>.546</td>
</tr>
<tr>
<td>AccB3</td>
<td>-</td>
<td>-</td>
<td>1.000</td>
<td>.852</td>
<td>.726</td>
</tr>
<tr>
<td>AccB4</td>
<td>-</td>
<td>-</td>
<td>.980</td>
<td>.837</td>
<td>.701</td>
</tr>
<tr>
<td>IdeC1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>.954</td>
<td>.500</td>
</tr>
<tr>
<td>IdeC2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>.751</td>
<td>.381</td>
</tr>
<tr>
<td>IdeC3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1.000</td>
<td>.630</td>
</tr>
<tr>
<td>FutD1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>.838</td>
<td>.472</td>
</tr>
<tr>
<td>FutD2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>.708</td>
<td>.372</td>
</tr>
<tr>
<td>FutD3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1.000</td>
<td>.737</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Latent variable</th>
<th>New Design</th>
<th>$R^2$</th>
<th>AVE</th>
<th>CR</th>
<th>MSV</th>
<th>ASV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gui</td>
<td>.100</td>
<td>.731</td>
<td>.535</td>
<td>.682</td>
<td>.914</td>
<td>.452</td>
</tr>
<tr>
<td>Acc</td>
<td>.880</td>
<td>.870</td>
<td>.072</td>
<td>.757</td>
<td>.605</td>
<td>.859</td>
</tr>
<tr>
<td>Ide</td>
<td>.804</td>
<td>.897</td>
<td>.068</td>
<td>.804</td>
<td>.503</td>
<td>.751</td>
</tr>
<tr>
<td>Fut</td>
<td>.685</td>
<td>.736</td>
<td>.066</td>
<td>.541</td>
<td>.535</td>
<td>.771</td>
</tr>
</tbody>
</table>

Chi-Square = 47.985; df = 50, relative Chi-Square = .960, p-value = 0.555, GFI = 0.984, AGFI =0.961, NFI = 0.987, TIL = 1.001, CFI = 1.000, RMSEA = 0.000, RMR = 0.029 [* P < .05; ** P < .01]

According to the results of confirmatory component analysis from demand factors, small entrepreneurs have produced processed pork in the retail market. The Amos program
(AMOS) was used to check the consistency of a model according to certain criteria. This was done using the following values: 47.985 for df, .960 for p, .000 for RMSEA, .029 for RMR, .984 for GFI, .961 for AGFI, .987 for NFI, 1.001 for TIL, and 1.000 for CFI. The consistency index met the specified criteria, which required the RMSEA and RMR indices to be less than .05. For the GFI, AGFI, NFI, TLI values to be greater than .95. Then, the needs of entrepreneurs can be used according to the concept (Schumacker & Lomax, 2004; Suksawang, 2014) in conclusion, it can be concluded that packaging design processed pork was able to meet needs of small entrepreneurs and producers within the Thai retail market. In this case, it must rely on four factors: Factor 1: Design guidelines, Factor 2: product accessibility, Factor 3: Identity, and Factor 4: Understanding the future of the retail market. All four factors were used in the packaging design process in this case. Packaging processed pork can have a positive impact, allowing packaging designers to be successful. Then, it was designed to meet the needs of entrepreneurs and consumers with high efficiency and summarize the Average Variance Extraction (AVE). With this case, it showed composite reliability (CR) values from both four factors representing the true potential to be representatives of the elements, as follows: 1) Factors in design guidelines to be representative of the elements (AVE = 0.682, CR = 0.914), 2) Product accessibility factors to be represented of the elements (AVE = 0.605, CR = 0.859), 3) Identity factors to be represented as elements (AVE = 0.503, CR = 0.751), 4) Factors in understanding for the future of the retail market to be represented as follows: (AVE = 0.535, CR = 0.771) and others by AVE value and CR to meet the specified criteria. (Hair et al., 2019) according to criteria (CR > 0.7 and AVE > .05 and MSV < AVE and ASV < AVE). In this case, all information has the characteristics of Discriminant Validity that are different and unrelated. As a result, the factors can be separated from each other, which consists of four factors arising from 15 indicator variables, as shown in Table 5 and Figure 1.
Analyzing the Factors Affecting Sales Opportunities for Processed Meat Packaging in Thailand

Figure 1
Second Order; Standardized Estimates and Final Structural Equation Model

<table>
<thead>
<tr>
<th>New Design Product</th>
<th>Design Guidelines</th>
<th>.731</th>
<th>.915</th>
<th>GuiA1 size is appropriate</th>
<th>GuiA2 it is convenient for storage.</th>
<th>GuiA3 it can be used for its intended purpose.</th>
<th>GuiA4 The materials chosen are appropriate and not harmful to users.</th>
<th>GuiA5 The pattern and design are suitable and consistent with the retail market.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.870</td>
<td>.755</td>
<td>.798</td>
<td>AccB1 The format is suitable for use.</td>
<td>AccB2 It is easy to activate.</td>
<td>AccB3 The price is easily accessible.</td>
<td>AccB4 It can choose to buy products conveniently.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>.897</td>
<td>.804</td>
<td>.707</td>
<td>IdeC1 It can use the identity of processed pork products in appropriate placement.</td>
<td>IdeC2 It can be understood as coming from the characteristics of processed pork products.</td>
<td>IdeC3 The colors and the patterns are beautiful.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>.736</td>
<td>.841</td>
<td>.687</td>
<td>FutD1 The satisfaction is in pork processing products for the future of the retail market overview</td>
<td>FutD2 The production process is suitable for design.</td>
<td>FutD3 The format is feasible for production and the product's selling price is appropriate to the product's characteristics.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Akkaratananpong, et al., 2024

Figure 1 shows that information from small entrepreneurs who produce processed pork can be applied to creative packaging. Moreover, processed pork for sale in the retail market in Thailand consists of four Factors that can jointly influence the level of satisfaction of entrepreneurs, which can be arranged from highest to lowest as follows:

1) Identity factors, such as IdeC3, IdeC1, and IdeC2;
2) Product accessibility factors, such as AccB3, AccB4, AccB2, and AccB1;
3) Factors in understanding the future of the retail market, such as FutD3, FutD1, and FutD2;
4) Factors in design guidelines, such as GuiA1, GuiA2, GuiA3, GuiA4, and GuiA5.

Step 3: Assessing the satisfaction of the newly developed packaging model from the four factors: This is the process of designing a new processed pork packaging model using all four factors to apply in the design process with the entrepreneur group, as shown in Figure 2.

Figure 2
Factors Affecting Processed Meat Entrepreneurs in the Market Thailand's Retail

<table>
<thead>
<tr>
<th>Initial Variable</th>
<th>(n = 358)</th>
<th>Dependent Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Design guidelines</td>
<td></td>
<td>Satisfaction of Processed Meat Entrepreneurs in the Retail Market of Thailand</td>
</tr>
<tr>
<td>2) Access to products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3) Identity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4) Future Picture of the Retail Market</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Akkaratananpong, et al., 2024

From the analysis, there were 356 sets of Normality Testing values from data on four factors: 1) design guidelines, 2) product accessibility, 3) identity, and 4) understanding of the
future of the retail market. Thus, all four factors were according to the criteria. (Hair et al., 2019). It is considered that the condition is met when the number is 200 or more. Therefore, it can be concluded that normality is not a significant issue. Moreover, analyzing the descriptive values of the entrepreneurs' satisfaction indicates that the prediction equation is reliable. In this case, it can be analyzed for satisfaction with newly processed pork packaging according to a group of observable variables, which were determined as four factors related to the chance of success in designing processed pork packaging in the future.

Figure 3
A: Histogram B: Normal PP Plot of Regression Standardized Residual C: Histogram

Source: Akkaratananpong, et al., 2024

a. The graph has a normal distribution, with all data under the standard distribution line, and no outlier values appeared in this analysis;
b. The independent variable and dependent variable have a linear relationship;
c. The scatterplot assumes equal variance for Variables. The data appears to be arranged in a band that slopes from the left corner to the right corner, and the data's nature is accessible from clumping. For all the reasons mentioned above, it can be concluded that the data used for analysis was suitable for finding facts arising from the phenomenon to be studied, as shown in Figure 3.

The researcher has determined four independent variables: 1) design guidelines, 2) product access, 3) identity, and 4) understanding the future retail market. The dependent variable was customer satisfaction. An entrepreneur conducted a test to group retailers in the Thai retail market, using a Model Summary Test that predicted the dependent variable with four independent variables. The test yielded an 82.9% prediction rate (R Square=.829; R = .911; Adjusted R Square = .827), surpassing the minimum criteria of 60%, as shown in Figure 3 and Table 7.
Analyzing the Factors Affecting Sales Opportunities for Processed Meat Packaging in Thailand

Table 6
ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regression</td>
<td>157.221</td>
<td>4</td>
<td>39.305</td>
<td>461.009</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>32.398</td>
<td>380</td>
<td>384</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>189.619</td>
<td>384</td>
<td>384</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The analysis's results appeared to be statistically significant (Sig. = .000). They showed that the multiple regression equation obtained will actually contain the facts that are the phenomenon that needs to be studied, as shown in Table 6.

Table 7
Results of Multiple Regression (Stepwise Multiple Regression Analysis)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>P-value</th>
<th>Zero-order</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>1 Constant</td>
<td>.243</td>
<td>.088</td>
<td>-</td>
<td>2.784</td>
<td>.006</td>
<td>-</td>
</tr>
<tr>
<td>Design Guidelines</td>
<td>.276</td>
<td>.020</td>
<td>.385</td>
<td>14.002</td>
<td>.000 *</td>
<td>.771</td>
</tr>
<tr>
<td>Access to Products</td>
<td>.194</td>
<td>.024</td>
<td>.242</td>
<td>8.121</td>
<td>.000 *</td>
<td>.737</td>
</tr>
<tr>
<td>Characteristic Side</td>
<td>.204</td>
<td>.028</td>
<td>.219</td>
<td>7.155</td>
<td>.000 *</td>
<td>.747</td>
</tr>
<tr>
<td>Understanding the Future of the Retail Market</td>
<td>.263</td>
<td>.027</td>
<td>.268</td>
<td>9.854</td>
<td>.000 *</td>
<td>.710</td>
</tr>
</tbody>
</table>

R= 0.911, R² = 0.829, Adj R² = 0.827, SEE = 0.29199, Durbin-Watson = 1.976
* p < .05

The analysis results from Table 7 showed that the factors affecting the satisfaction of small entrepreneurs who produced processed pork are from four variables: 1) Design Guidelines, 2) Product Accessibility, 3) Characteristics, and 4) Understanding of the Future from the Retail Market. Then, all of these had a positive effect on the operators' satisfaction, and they were able to explain 82.9% of the variance of the operators towards newly processed pork packaging, with values appearing at a level of Satisfaction of entrepreneurs interested in new packaging formats. In addition, it has been arranged from highest to lowest that is in terms of design guidelines ($\beta =.276$, t=14.002, P-value=. 000). Understanding of the future of the retail market ($\beta =.263$, t=9.854, P-value=. 000), Identity Aspect ($\beta =.204$, t=7.155, P-value=. 000), and Product Accessibility ($\beta =.194$, t=8.212, P-value=. 000), and all four factors have a positive effect on satisfaction with the new type of processed meat packaging with statistically significant at .05. As the result, you can write the regression equation as follows:

- Regression equation in raw score form.
Analyzing the Factors Affecting Sales Opportunities for Processed Meat Packaging in Thailand

\[ \hat{y} = 243 + 0.276(X_1) + 0.194(X_2) + 0.204(X_3) + 0.263(X_4) \]  \tag{1}

- Regression equations in standard score form.

\[ Z = 0.385(X_1) + 0.242(X_2) + 0.219(X_3) + 0.268(X_4) \]  \tag{2}

5 DISCUSSIONS

It has been studied using exploratory factors to find significant variables affecting the satisfaction of small entrepreneurs who produce processed pork. According to the results, four factors can be predicted from the combination of fifteen out of nineteen observable variables. The processed pork packaging designers had a new idea to create innovative packaging formats that encourage diverse solutions. Entrepreneurs’ and consumers' needs are combined to produce positive results, reflected by all four factors. The decision to use processed pork packaging can be made similarly to the one described in the study by Aktan and Anjam in 2021. Afterward, the designers can apply all four factors to design efficient packaging that meets the needs of consumers. This may involve setting guidelines or principles for creating highly efficient packaging and accounting for the needs of different people. Other studies, such as Amirkhizi et al. (2022) and Kijmongkolvanich et al. (2023), have also emphasized the importance of considering the needs of consumers when designing processed pork packaging.

The text discusses the results of a study on the factors that influence the satisfaction of entrepreneurs in Thailand about the packaging of processed pork for the retail market. The study used a Structural Equation Model to analyze the four main factors that affect satisfaction: Design Guidelines, Product Accessibility, Aspects of Identity, and Aspects of Understanding the future of the retail market. The study found 15 indicator variables that contributed to these factors. Additionally, it represented the newly developed structural equation model that is consistent and can be used in the design. In this case, the freshly processed pork packaging is possible (Egwutvongsa, 2023; Nikolic et al., 2022). Therefore, these four factors will be used to create opportunities for the future success of small entrepreneurs in responding to consumer needs. After that, it leads to a chance to make purchasing decisions for consumers, and the influencing factors can be detailed into four factors as follows:

Factor 1: Design guidelines: This is essential for creating awareness to create methods to respond to consumer needs appropriately, and it can give an advantage over competitors'
products in the retail market. Moreover, this design approach is considered a method that reduces the risk of using inappropriate methods to respond to consumer needs. (Svanes et al., 2010). This factor will affect the physical characteristics of the packaging that will be used to package processed pork, creating an aesthetic that will attract the eyes of consumers and stimulate consumers’ feelings to make faster purchasing decisions. Then, it also helps designers take into consideration the following:

1) Appropriate Size 2) Convenient to Store 3) Applying as intended 4) The appropriate material 5) The suitable pattern for processed pork meat. 6) The suitable retail distribution 7) The friendly environment and others to be considered with the emotions and feelings of consumers and small entrepreneurs. As a result, this factor will help promote the image and create loyalty from the products of small entrepreneurs, helping to push the sales volume to have the opportunity to increase in the future. (Grönman et al., 2013).

Factor 2: Access to products: It is considered a factor that creates opportunities for consumers to have convenient and easy access to products sold. Moreover, it can reduce consumer hassle and the inconvenience associated with processed pork packaging. Then, it should have the following characteristics: 1( A suitable format for use, 2) Easy usage, 3) Appropriate price, 4) Convenient selection to buy, 5) Sufficient quantity selling for one-time consumption, and 6) Convenience to be transported, stored, and consumed and others. After that, processed meat packaging should be presented in a portable manner, such as single-serve containers and resealable bags, to respond to the modern way of life in the 21st century. This case involves the people in Thailand who currently have families with fewer members; they tend to be families with only 2-4 members. In this case, it affects purchasing behavior and decreases the amount purchased. (Narasimhan et al., 1996) Therefore, packaging development should understand consumption needs that influence consumer purchasing decisions.

Factor 3: Identity: It is considered essential in creating brand awareness and can help strengthen consumer confidence in the brand. (Vila & Ampuero, 2006). Then, the importance of uniqueness in packaging helps create positive emotions and feelings for consumers. (Underwood, 2003). The packaging serves to communicate the meaning hidden within the brand. In this case, the identity will be expressed in 3 elements: 1) Value, 2) Personality, 3) Product Position in the Market, and others where the packaging can communicate stories and inspiration to new product formats. Then, the results can be displayed as a design consistent with the consumer's beliefs and way of life expressed through patterns, logo color, and letters. (Uzunglu & Sozer, 2020). In this case, the packaging identity is essential for building brand loyalty by inducing positive feelings and strengthening positive relationships with brands.
this case, the brand is aligned with consumers' values and aspirations. (Shahid et al., 2022). After that, the packaging conveys the identity of the entrepreneur to help promote higher efficiency in selling products in the market; it can build relationships between entrepreneurs and consumers until a memorable image can be created in the minds of consumers with a feeling of trust leading to consumers for buying again in the future.

Factor 4 relates to the understanding of the future of the retail market with the likely direction of the market. Moreover, it will help create an advantage for entrepreneurs by planning work that can adjust the production and distribution process according to consumer needs. In this case, it can effectively predict the demand for products in different markets over time by designing processed pork packaging with the behavior of today's consumers. Then, it can set a price level appropriate to consumers' purchasing power in the retail market with a middle-income level. Similarly, the packaging format should be simple and use environmentally friendly materials until it can attract consumers appropriately. (Lydekaityte & Tambo, 2020) (Schaefer & Cheung, 2018) (Sadeghi et al., 2022). Therefore, understanding the future of the retail market is an essential factor for planning and managing the entire production system to be suitable for each period in the amount of consumer demand will be different, such as according to annual festivals. However, it varies according to season and economic conditions.

This research proposes guidelines for designing processed pork packaging for small entrepreneurs in Thailand's retail market. Moreover, the projected future picture of all four factors is up to 82.9%, which is considered to increase economic value and create sustainability in competition for entrepreneurs by relying on all four factors until the small entrepreneurs can effectively improve their strategies for their competition.

6 CONCLUSION

This research presents a study of the factors involved in designing processed pork packaging for the retail market in Thailand. It offers design guidelines for small entrepreneurs to consider operations in their own processed pork business, including work planning, strategy determination, packaging design, branding, product image, and creating opportunities to sell their products. Then, the four factors that affect consumers are as follows: 1) Design Guidelines Factor, 2) Product Access Factor, 3) Identity Factor, and 4) Understanding Factor of The Future of the Retail Market.

These four factors will help support the design guidelines for processed meat packaging from the retail market by creating a good image for packaging and also help stimulate.
Moreover, it can decide to purchase products by creating increased sales opportunities. Therefore, this research applies the integration of science to find factors that influence consumer purchasing decisions in the retail market.

According to these factors, it can strengthen the entrepreneurial group from economic potential at the grassroots level for Thailand. Then, there is appropriate competition in the retail market. Besides, the research results will help develop the competitive potential of small entrepreneurs to compete with large operators in today's retail market. Reducing the chance of monopolistic marketing is difficult until social inequality is reduced.

ACKNOWLEDGEMENTS

Funding: This study received no specific financial support.

Institutional Review Board Statement: Approval for this study was provided by the IRB of King Mongkut's Institute of Technology Ladkrabang, according to document number EC-KMITL_67_043. with the project to be received by human research ethics certification with No. 43/2024.

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