

## Development of Integrated Media for Promoting of Thai Cuisine to Global Market

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**Abstract:** The research aims to develop suitable integrated media for public relations of Thai food innovations created under the research project Thai Food to Global Market. The sample group is 257 tourists. The research tools are 1) integrated media for public relations of Thai food to Global Market including website, video, mobile application, and AR publication, 2) media evaluation form for Thai food and public relations media expert, and 3) satisfactory survey of tourist on the integrated media. The results indicate that 1) quality of the integrated media developed under the research has met the standard with a Very Good score level evaluated by media experts, and 2) tourists are satisfied with the integrated media with the highest satisfactory level, in which online media and mobile application are the most satisfied media by tourists both in term of content presentation and its accessibility. The research also illustrated that the convergent media concept can be performed in order to enhance its accessibility and target of the media itself. The procedure used to develop the media in the researches has indicated a significant outcome suggested from the quality of the media and satisfactory level of the media receivers.

**Keywords:** Thai cuisine, Media development, Media evaluation, Public relations

### Introduction

The National Research Council of Thailand (NRCT) has supported the research project on Thai Food to Global since 2002. The research focuses on knowledge management on health benefit and nutrition of Thailand, which is corresponding to one of the Thai Government's policy on promoting Thai food to world. To promote the research outcome to customer around the world, the NRCT organized the event on promotion of Thai food to global. The event aims to support image of Thailand and increase foreigner customers. An on-site promotion of Thailand, especially in other countries, would cost a lot of expenses. Development of online public relations media would lower the expenses and time for the promoting of Thai food. It is also convenience for foreigners who are interesting in Thai food information. According to result from Amelia (2014), Aikaterini et al. (2016), Tsai and Men (2013), and Kaur (2016), social and online media affect customer's behaviour. The result is in agreement with concepts proposed by Concetta and Davide (2013) and Zoltan et al. (2008), which stated that ICT can be efficiently applied to public relations. Ayu and Vorasayan (2017) and Daugherty et al. (2008) mentioned that content within public relations media has effects on decision and consuming behaviour of customer. The result of this research can be used as a guideline to support an effective development of online media on Thai food to match target group. An outcome would raise a creative economic development for sustainability of the country.

### Method

#### Population and Samples

Research samples were divided into 2 groups: 1) 257 foreign tourists who participated in Thai Food Festival at Nongnooch Tropical Garden in Pattaya, Chonburi Province and Phuket Province, using accidental random samplings, and 2) 3 media experts using purposive sampling method.

## Research Tools

Tools used in the research are 1) integrated media for public relations of Thai food to Global Market including website, video, mobile application, and AR publication, 2) the 4-level media evaluation form for Thai food and public relations media experts (1 = Need improvement, 2 = Fair, 3 = Good, 4 = Excellent), and 3) the 5-rating score satisfactory survey of tourists on the integrated media (1 = Most dissatisfied, 2 = Dissatisfied, 3 = Moderate, 4 = Satisfied, 5 = Strongly satisfied)

## Procedure

Researchers have applied an ICT model for knowledge management consisting of I: *Identify*, C: *Capture*, and T: *Transfer*, which can be explained as in the followings:

I: *Identify* researchers analysed and classified knowledge on Thai food innovation from every research projects granted by the NRCT in order to create a media development plan. We used an in-depth interview with principal investigation of the 16 projects, followed by knowledge identify and content analysis. As a result, the content can be grouped into 2 groups: 1) Thai food innovation for health concern and elders, and 2) Thai herbs and Thai food business.

C: *Capture* by applying the knowledge from the *Identify* method, the media for public relations of Thai food to Global Market is integrated media including website, video, mobile application, and AR publication. The developed media will be evaluated by 3 Thai food experts in order to proof for spelling, suitability of the content, and design.

T: *Transfer* to publicize the integrated media for public relations of Thai food to Global Market to 257 foreign tourists who attended the Thai Food Festival at Nongnooch Tropical Garden at Pattaya and Phuket Provinces. The event aimed to study satisfactory level of the tourists to the integrated media for public relations of Thai food to Global Market.

## Data Analysis and Statistical Study

The data were analysed using Descriptive Statistics including percentage, average and standard deviation (S.D.). Score system used to analyse the data on media quality is listed in Table 1.

Table 1. Score System for Media Assessment

Score	Meaning
3.26 – 4.00	Excellent
2.51 – 3.25	Good
1.76 – 2.50	Fair
1.00 – 1.75	Need improvement

The score system used to analyse the satisfactory level of the tourists on integrated media for public relations of Thai food to Global Market is listed in Table 2.

Table 2. Score System Used in Media Satisfactory Survey

Score	Meaning
4.21 – 5.00	Strongly satisfied
3.41 – 4.20	Satisfied
2.61 – 3.40	Moderate
1.81 – 2.60	Dissatisfied
1.00 – 1.80	Most Dissatisfied

## Results and Discussion

### Data Analysis

Results from data analyses and knowledge classification on Thai food innovation from every research project granted by the NRCT using an in-depth interview with principal investigation of the 16 projects, followed by

knowledge identify and content analysis. As a result, the content can be categorized into 2 groups: 1) Thai food innovation for health concern and elders, and 2) Thai herbs and Thai food business. The content was published into 4 types of online media including:

1) *Database website* contains content on project information, Thai food recipe, nutrition of Thai vegetable and herbs, and product from Thai food innovation. 2) *Motion infographic video* illustrates Thai food business model, Thai food cooking demonstration, and introduction to Thai food innovation. 3) *Application* presents Thai food recipe and cooking instruction, introduce Thai food restaurant in other countries, Thai food innovation product. 4) *Augmented Reality (AR)* present as an E-book for public relations of Thai food, documents, and recipe book as well as infographic on nutritional fact of Thai food products.

### Media assessment Output

The integrated media developed under this project were evaluated by 3 Thai food media experts. The assessment was performed on reliability of the content, suitability of the content and presentation design. The results are summarized in the followings.

The media content was evaluated as effective at Good level especially in modernization of the content, suitability of the content to be published and objective consistency. The details are shown in Table 3.

Table 3. Thai Food Media Assessment Results

Assessment topic	$\bar{x}$	S.D.	Meaning
Content is corresponding with objectives	3.30	.67	Excellent
Suitability of the content for presentation	3.20	.79	Good
Content is accurate, clear and interesting	2.90	.57	Good
Suitable sequence of content	2.70	.95	Good
Content is modernized and suitable to be published	3.30	.67	Excellent
Average	3.08	.73	Good

The results from media quality assessment by Thai food media experts in term of media design suggest that the quality of every media is at a Good level. The video has high quality graphic and sound while website has high quality in accessibility of the information. The assessment scores of mobile application, video, website, and Augmented Reality (AR) publication are shown in Table 4.

Table 4. Assessment of Media Design by Thai Food Media Experts

Assessment topics	$\bar{x}$	S.D.	Meaning
<u>Mobile application</u>			
1. Easy access to information	3.00	1.33	Good
2. User-friendly menu	3.00	1.33	Good
3. Quick and easy to search for information	2.80	1.22	Good
4. Function menu match with need of use	2.80	1.22	Good
5. Allow interactive with users	2.60	1.17	Good
<u>Video</u>			
1. Clear picture and sound	3.40	.70	Excellent
2. Consistent picture and sound	2.80	1.03	Good
3. Suitable and understandable font and graphic	2.90	.99	Good
4. Suitable sequence of content	2.90	.88	Good
<u>Website</u>			
1. Convenient for information linking	3.10	.57	Good
2. Easy-to-use menu for easy search	3.10	.57	Good
3. Convenient and quick search for information	3.30	.48	Excellent
4. Function menu match with need of use	3.10	.57	Good
5. Allow interactive with users	2.90	.57	Good
<u>AR application</u>			
1. Easy to read and convenient for information linking	3.20	.92	Good

Assessment topics	$\bar{x}$	S.D.	Meaning
2. Suitable and understandable picture and font	2.90	.74	Good
3. Interesting picture and font	2.30	.95	Fair
4. Suitable sequence of content	2.80	.92	Good

Next is the results from assessment of the knowledge management of the media. The Thai food media experts agreed that knowledge management of the Thai food media is at a Good level in every aspect stated in the assessment form. The highest score was given to suitability, clear, and verifiable knowledge present in the media. The results are shown in Table 5.

Table 5. Assessment of Media on Knowledge Management

Assessment topic	$\bar{x}$	S.D.	Meaning
1. Suitable, clear, and verifiable knowledge	3.20	.63	Good
2. Grouping and classification of knowledge	2.90	.57	Good
3. Knowledge can be exchanged and applied in reality	3.10	.74	Good
4. Knowledge can be shared and apply easily	3.10	.74	Good
5. Systematically collect and accumulate knowledge	3.00	.82	Good
Average	3.06	.70	Good

The assessment of media quality in term of media usage indicates that the integrated media are usable at Good and Excellent level with a Good score as an average. Usage of the media in knowledge application, public relations of Thai food to global market, and as a learning center of Thai food received the excellent score as shown in the Table 6.

Table 6. Assessment of Media on Media Usage

Assessment topic	$\bar{x}$	S.D.	Meaning
1. Knowledge can be applied in food relevant aspect	3.40	.70	Excellent
2. Media can be used to public relations of Thai food to global market	3.30	.67	Excellent
3. Media as an important learning center for Thai food	3.30	.67	Excellent
4. Knowledge gain from the media meets need of users	3.00	.67	Good
5. Can be further applied to future research on Thai food	3.10	.57	Good
6. Media is modernized, interesting, and suitable to be publicized	3.20	.63	Good
Average	3.22	.65	Good

**Satisfactory survey**

Satisfactory level on integrated media for public relations of Thai food to Global Market retrieved from 257 tourists attending the Thai Food Festival at Nongnooch Tropical Garden, Pattaya, Chonburi Province and at Phuket Province shows that the tourists were satisfied with the media at Highly Satisfied level as shown in Table 7. Mobile application and AR are the most satisfied media, followed by video and website, respectively.

Table 7. Satisfactory Level of Tourists on Integrated Media

Assessment topics	$\bar{x}$	S.D.	Meaning
<u>Video</u>			
1. Presentation technique	4.48	0.57	Strongly satisfied
2. Video duration	4.32	0.68	Strongly satisfied
3. Interests of sound	4.50	0.58	Strongly satisfied
4. Interests of video	4.36	0.63	Strongly satisfied
Average	4.42	0.05	Strongly satisfied
<u>Website</u>			
1. Easy access to the information	4.30	0.68	Strongly satisfied
2. Clarity of text, sound and picture	4.22	0.79	Strongly satisfied
3. Graphic design	4.42	0.67	Strongly satisfied
4. Website linking	4.14	0.73	Satisfied

Assessment topics	$\bar{x}$	S.D.	Meaning
Average	4.27	0.05	Strongly Satisfied
<u>Augmented Reality (AR) Publication</u>			
1. Easy access to internet network	4.34	06.9	Strongly satisfied
2. Suitable picture	4.40	0.61	Strongly satisfied
3. Suitable text	4.36	0.69	Strongly satisfied
4. Easy to use	4.48	0.65	Strongly satisfied
Average	4.40	0.04	Strongly satisfied
<u>Mobile Application</u>			
1. Graphic design	4.50	0.61	Strongly satisfied
2. Easy access to internet network	4.50	0.61	Strongly satisfied
3. Easy to use	4.44	0.67	Strongly satisfied
4. Easy access to information	4.46	0.65	Strongly satisfied
Average	4.46	0.03	Strongly satisfied
Overall average	4.39	0.01	Strongly satisfied

## Discussion

An integration of the media following the convergent media increases communication channel for customers. Thus, they can access to media using various channels. An idea of using integrated media increase satisfactory level of media consumers because it allows them to choose type of media by themselves. Good public relations media should allow quick and easy access to the media and sharing information via online communication channel. This allows widely distribution of the media resulting in *Excellent* and *Strongly satisfied* levels of media assessment and satisfactory survey, respectively.

Relevant organizations on Thai food, both government and private agency such as Thai food cooking community in other countries and Government organization especially Diplomacy, should further update the media both contents and presentations to make it suitable for current social situation.

The developed media has got a Good effectiveness level assessed by Thai food media experts. The media is suitable to be used for public relations of Thai food innovation to foreigners. The ICT Model of knowledge management, under a collaboration among researchers, allowed systematic collection of the knowledge that can be searched and transferred as well as effective public relations of Thai food.

## Conclusion

I: *Identify* is the first step of the knowledge management process performed in the research. The Thai food innovation knowledge from the 16 research projects under the Thai Cuisine to Global Market research program, supported by the NRCT, is identified and analyzed. As a consequence, the content can be grouped into 2 groups: 1) Thai food innovation for health concern and elders, and 2) Thai herbs and Thai food business.

C: *Capture* is a step following knowledge identify and content analysis. It is applied in designing and development of the integrated media for public relations of Thai cuisine to global market including website, video, mobile application, and AR publication. The process includes media assessment by three Thai food media experts in order to evaluate accuracy of the content, suitability of the content, and design. The results indicate a Good level in media quality in terms of content, design, knowledge management, and media usage.

T: *Transfer* is the last step of knowledge management performed in the research. It is a process focusing on a publishing and promoting of the integrated media for public relations of Thai cuisine to global market. The media was presented to 257 foreign tourists who attended the Thai Food Festival at Nongnooch Tropical Garden at Pattaya and Phuket Provinces. As a result, the tourists are satisfied with the media at strongly satisfied satisfactory level. Mobile application and AR are the most prefer media, followed by video and website, respectively.

## **Recommendations**

In order to achieve excellent outcome in public relations of Thai cuisine to global market, further development of the media that meets a need of media consumption behavior of the target group is mandatory. Since online public relations allow a transfer of information to a larger group of audience, the media development is necessary. It would provide an alternative channel to expand Thai food market without spending large fortune on on-site public relations. Relevant organization should update the integrated media developed in this research for better outcome.

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