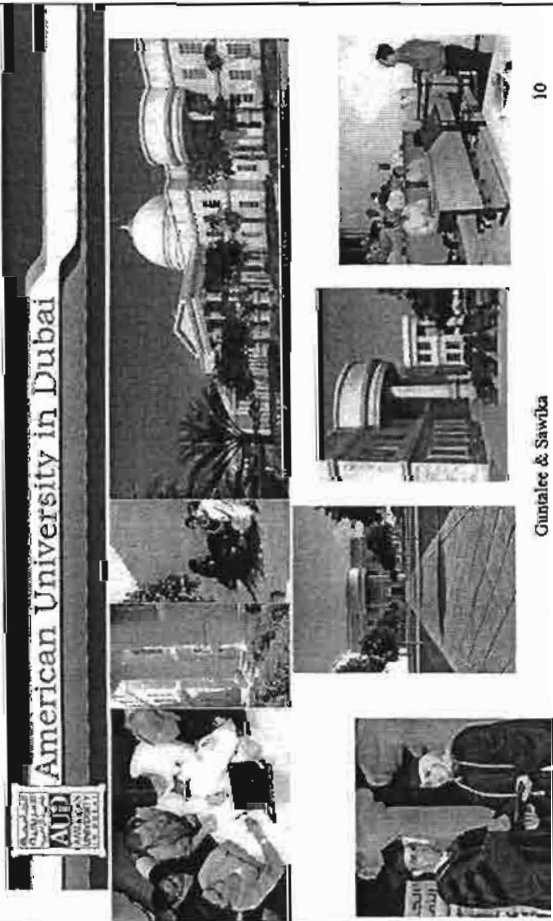


Education in Dubai, UAE



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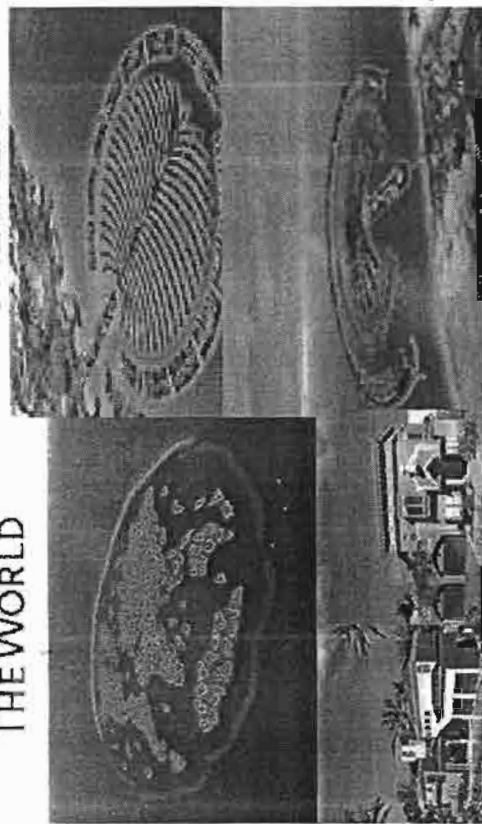
World Mega Projects in Dubai, UAE



THE WORLD



THE PALM



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Sources of Primary Data

- Combination of qualitative and quantitative research.
- In-depth interview and consumer survey.

In-depth interview

- Executives from major food producing/exporting companies.
- The official personnel from the Department of Export Promotion of the Ministry of Commerce.

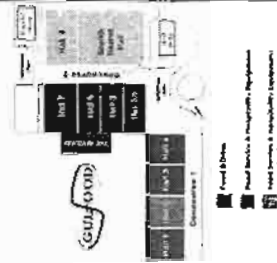
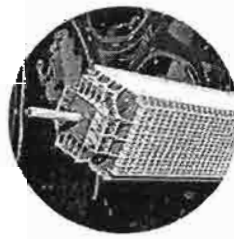


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Sources of Primary Data

Survey research

- Used self-administered questionnaire
- People who attended the Gulf Food Exhibition in Dubai, the UAE during 20th-23rd February, 2005.
- 320 subjects were drawn using nonprobability- judgmental sampling.
- A small gift was presented after the questionnaire was completed.



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No. of Exhibitors (Gulfood 2005):

1,304 from 44 countries (80% overseas)

23% growth on previous event

55% Food, 45% Non-food

Group Pavilions (Gulfood 2005):

Australia, Armenia, Belgium, Canada, Cyprus, China,

Egypt – Expolink, Egypt – GOIEF, France, Germany – CMAI,

Germany – Saxony, Germany – State of Bavaria, Greece,

Italy, Jordan, Korea, Netherlands, Philippines, Spain,

Taiwan, Thailand, Turkey, UK – Food from Britain, UK –

Foodservice equipment and packaging machinery, USA

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Gulf Food Exhibition



The 10th Gulf Food, Hotel and Equipment Exhibition
20 - 23 Feb, 2005



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Respondents



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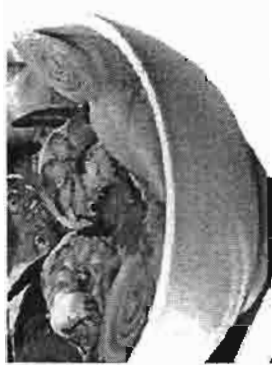
Data Analysis

- SPSS Program was used to analyze the data.
- The hypotheses testing were performed to find out whether there was some significant different between groups or some variables of interest.

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Consumer Survey Results



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The Demographic Data of 320 Respondents

Sex

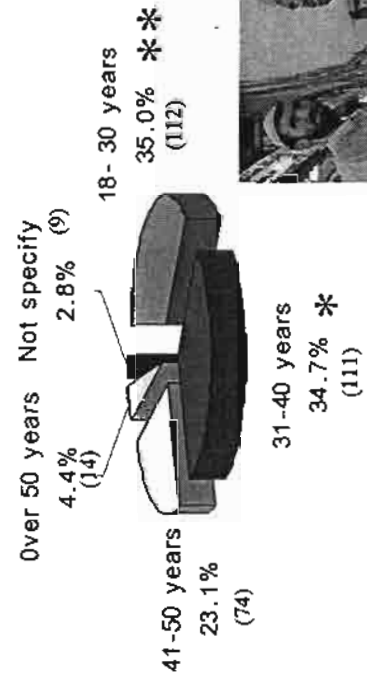


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The Demographic Data of 320 Respondents

Age

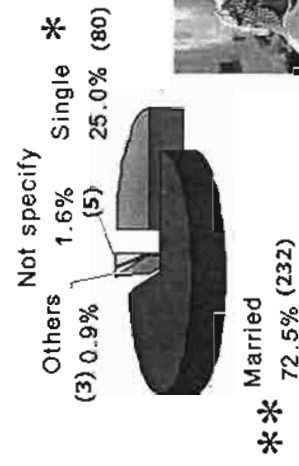


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The Demographic Data of the Respondents

Marital status

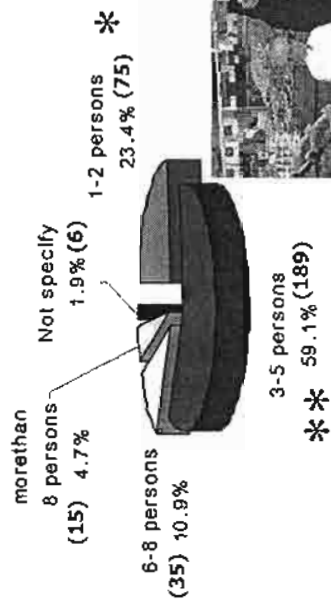


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The Demographic Data of 320 Respondents

Number of people in family



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Experiences and the Attitudes of Consumers toward Thai Food

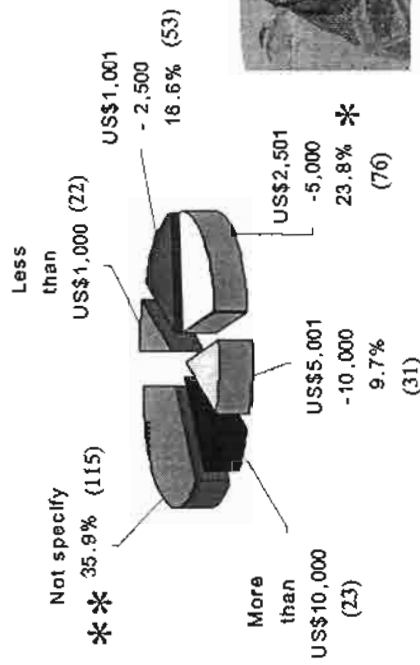


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The Demographic Data of 320 Respondents

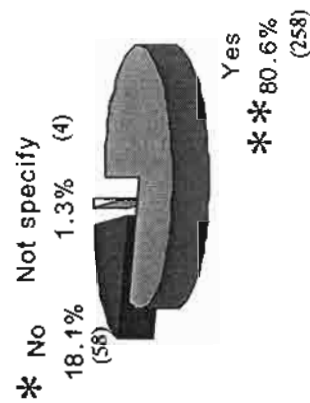
Estimated family income/month



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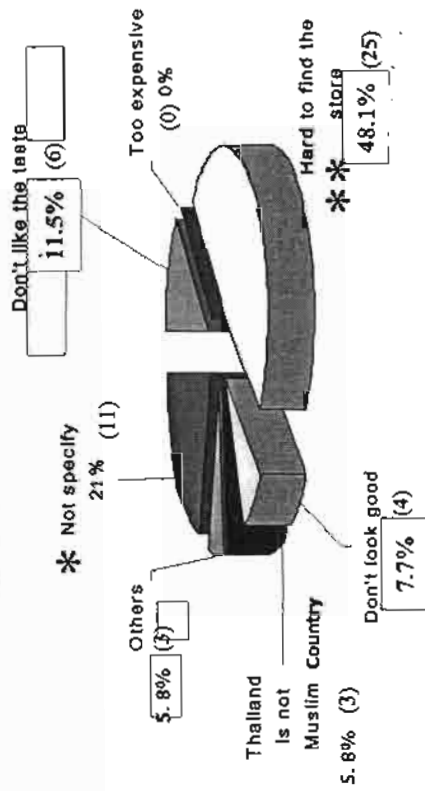
Have eaten Thai food in the past 6 months



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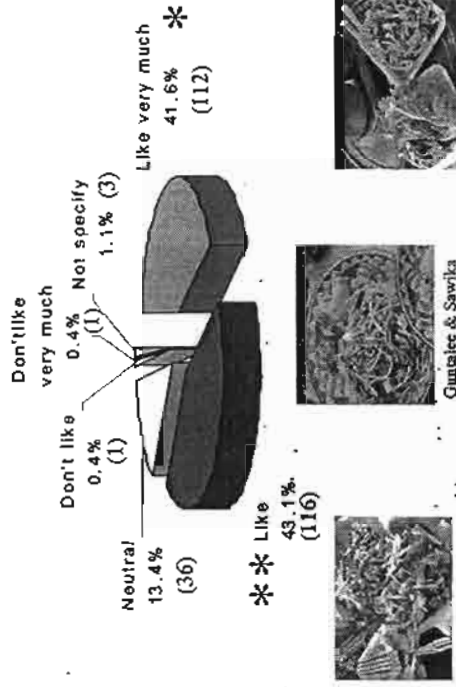
Why not buy Thai food



(52 respondents)

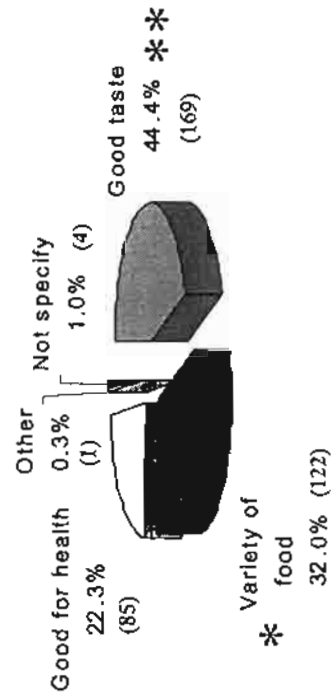
26

How do you like Thai food?



27

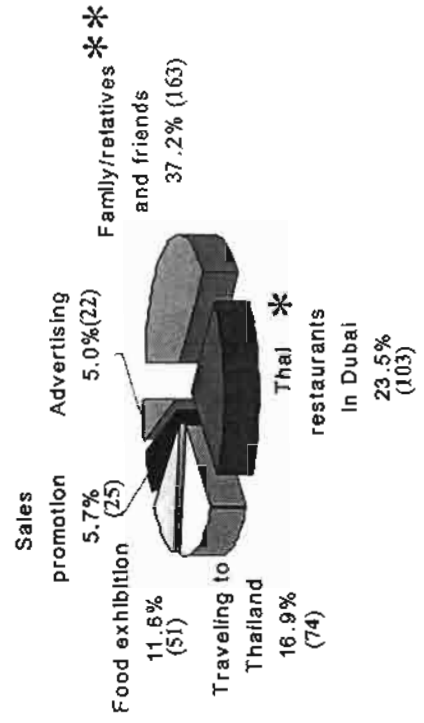
What do you like about Thai food?



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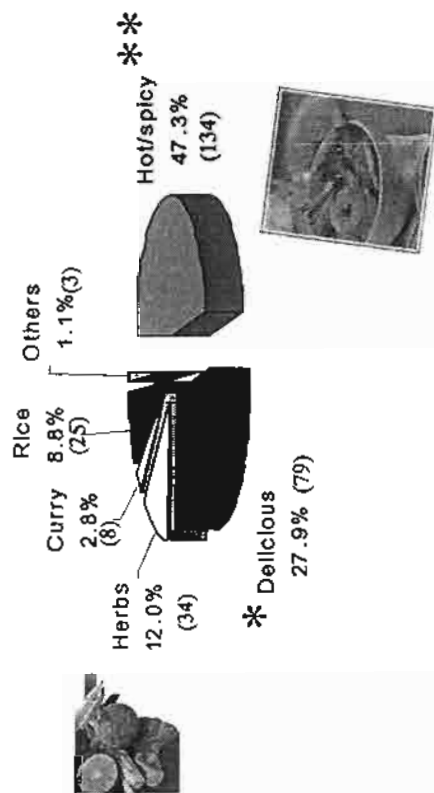
How do you know Thai food?



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First thing that comes to your mind when thinking about Thai food



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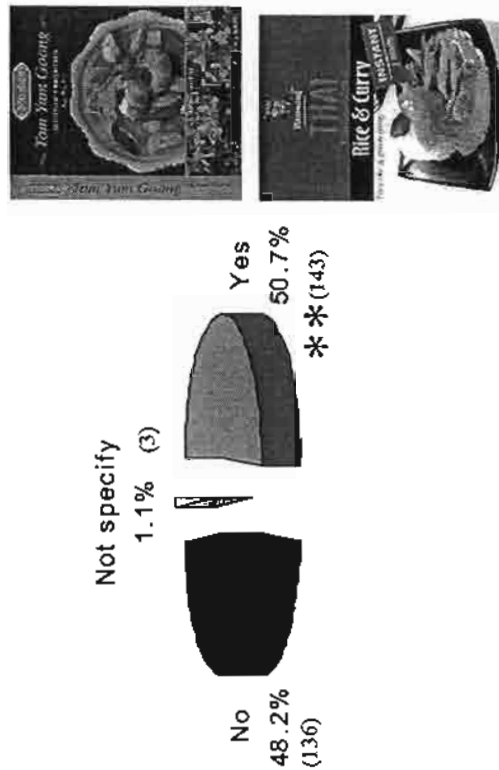
Needs, Consumption Behavior and Opinions of the Consumers toward Thai Packaged Food



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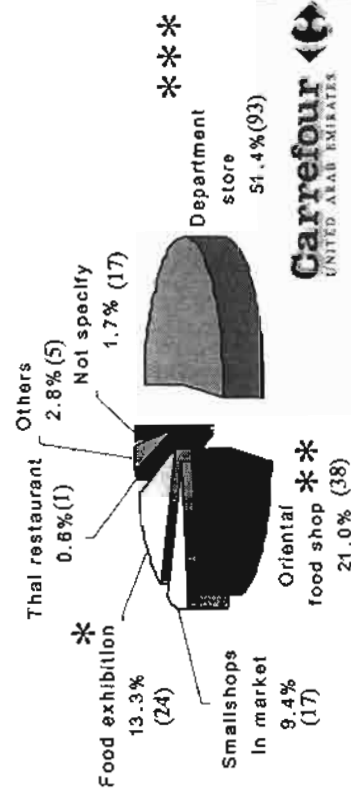
Experience in buying Thai packaged food



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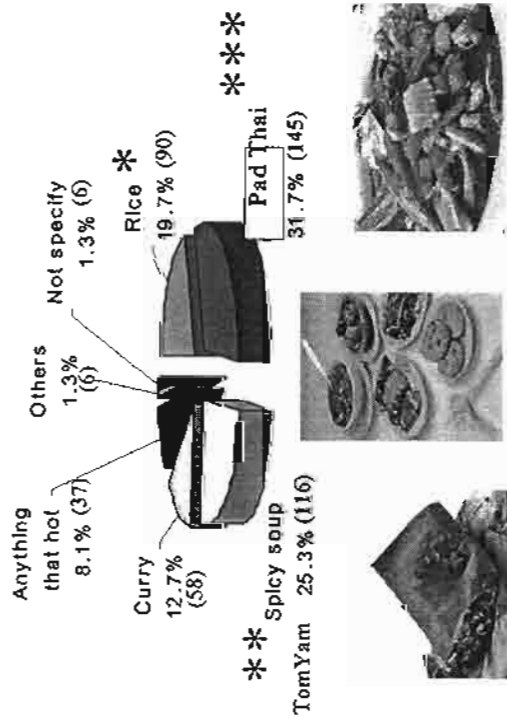
Where to buy Thai packaged food



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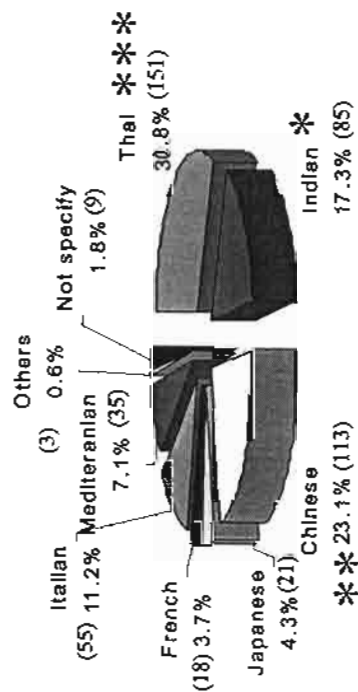
The most favorite Thai food menu



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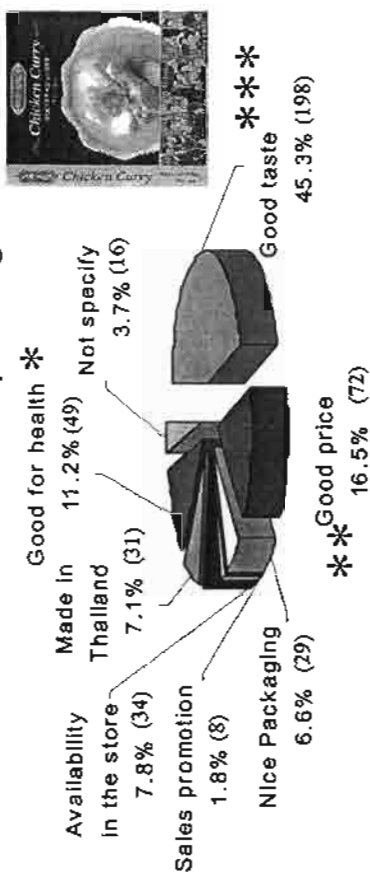
The most favorite international food



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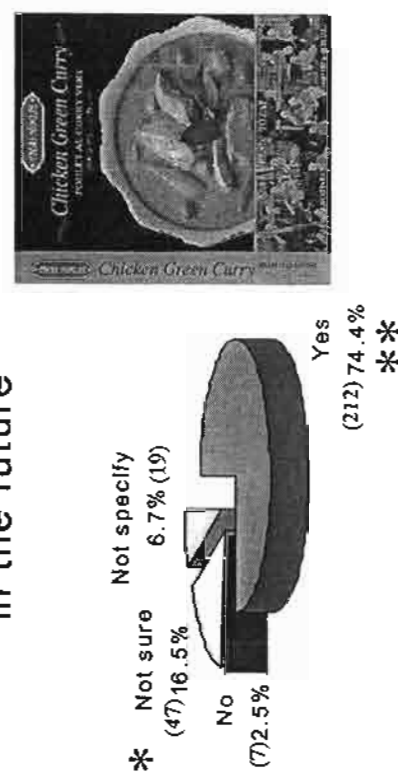
Factors impact buying decision of Thai packaged food



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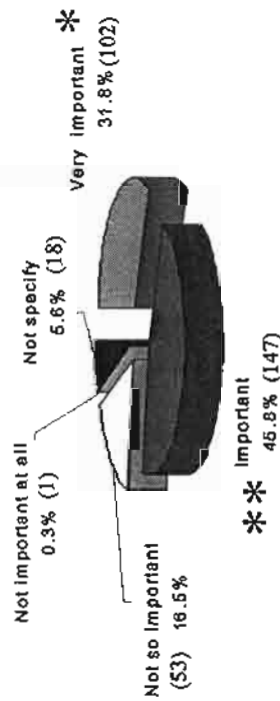
Intention to buy Thai packaged food in the future



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Degree of importance of country of origin upon international food



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Hypotheses testing

Only two statistical significant differences were found

1. There was a significant difference between male and female respondents toward the preference of Thai food.
* Female respondents liked Thai food more than male respondents ($p < 0.05$). The test was performed by using Kolmogorov-Smirnov test (K - S test).
2. There was a significant difference between age groups toward the preference of Thai food.
* Respondents aged 18-30 years old were found different from respondents aged 41-50 years old in terms of degree of liking Thai food ($p < 0.05$). Other age groups were not found statistically significant different among them.

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Results of the In-Depth Interview



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The opinions of the producers, the importers/distributors of Thai Halal packaged food and the official personnel of the DEP, the Ministry of Commerce

- Production process must meet the requirements of the Muslim countries.
- The products must have the halal symbol to show that the products are religiously lawful according to the Quran.
- UAE consumers today are more modern and more opened. They consume more packaged food or ready-to-eat food but the quality and the taste of the products must be good.
- UAE consumers are price sensitive.
- UAE people need more information contained in the packages and the language used must be Arabic. *



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The opinions of the producers, the importers/distributors of Thai Halal packaged food. and the official personnel of the DEP, the Ministry of Commerce

- ▶ To do good business with the Arab people, the whole business must be built on trust and friendship.
- ▶ The competition in the package food industry in the UAE is very high from China, Vietnam, the Philippines, Malaysia and Indonesia; therefore, product differentiation must be made.
- ▶ Thai food products need to be different and all other marketing strategies must be more active.
- ▶ The distributors or the traders need to have very good knowledge about the marketing environment in the markets.
- ▶ The producers want the Thai government to speed up the procedure of tax claims.
- ▶ Overall, Thai producers are quite satisfied with the support from the government.

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CONCLUSION

- * The UAE consumers already have favorable attitudes toward Thai food.
- * The selling points of Thai food have been good taste and good for health.
- * The difficulty is to find Thai packaged food in the stores.
- * Thai government is making the right direction by fully supporting the food industry in Thailand and help the companies to sell products internationally.
- * The demand and the opportunity in the country is high.

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Recommendations

- * The producers must maintain the characteristics and the quality of Thai packaged food.
- * They must try to improve the products by all means:
 - attractive design and bright colors packaging.
 - the language used must be in Arabic language
 - create more varieties of Thai packaged food
 - enhance the distribution channels into the retail food stores
 - do more market survey to keep update with the consumer information, needs and expectations and be able to produce the products that meet with those needs.

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LIMITATIONS OF THE STUDY AND FUTURE RESEARCH

- * The survey was conducted in only one Muslim country and in one city: Dubai, the UAE.
- * The sampling procedure was judgmental sampling.
- * Future research should be done in different Muslim countries so that cross comparison between countries and cultures can be made.
- * Interesting marketing models and implications for producers, exporters, traders and other stakeholders for the Thai food industry can be developed.



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