

กลยุทธ์ในการเพิ่มมูลค่าผลิตภัณฑ์อาหารด้วยทุนทางวัฒนธรรมโดยร้านขายของฝากในจังหวัดภูเก็ต

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บทคัดย่อ

ธุรกิจของฝากเชื่อมโยงกับการท่องเที่ยวเนื่องจากมีการจัดตั้งอาหารท้องถิ่นหลากหลายประเภทเป็นของระลึก นักวิจัยต้องการหาวิธีพัฒนาแบบมูลค่าเพิ่ม การวิจัยครั้งนี้มีวัตถุประสงค์เบื้องต้นเพื่อศึกษาประวัติร้านขายของฝากในจังหวัดภูเก็ต ประการที่สอง เพื่อศึกษากลยุทธ์ในการสร้างมูลค่าเพิ่มของฝากโดยทุนทางวัฒนธรรมของอาหารท้องถิ่น และสุดท้าย เพื่อศึกษาแนวคิดใหม่ในการวางแผนสร้างมูลค่าของฝากโดยทุนทางวัฒนธรรมของอาหารท้องถิ่น ในการวิจัยครั้งนี้ นักวิจัยได้เน้นที่พื้นที่จังหวัดภูเก็ต ตัวอย่างการวิจัยประกอบด้วยร้านขายของที่ฝากสามแห่งในจังหวัดภูเก็ต ลูกค้าสี่สิบราย และบุคคลที่มีความรู้สี่คน เครื่องมือที่ใช้ในการวิจัย ได้แก่ แบบสัมภาษณ์กลุ่มเป้าหมาย 3 กลุ่ม โดยมีดัชนีความสอดคล้องของวัตถุ (IOC) ถูกใช้เพื่อกำหนดความถูกต้องของเนื้อหา (IOC) การวิเคราะห์เนื้อหาและบทสรุปถูกนำมาใช้ในการวิเคราะห์ข้อมูล

ผลการวิจัยระบุว่าครอบครัวอพยพมาจากจีนเมื่อประมาณ 80 ปีที่แล้วเพื่อทำธุรกิจด้านอาหารซึ่งพัฒนาเป็นร้านขายของฝาก ครอบครัวมีธุรกิจค้าขายจึงถ่ายทอดความรู้และประสบการณ์ให้ลูกหลาน กลุ่มเป้าหมายของร้านเป็นนักท่องเที่ยวทั้งชาวไทยและชาวต่างชาติ ร้านขายของฝากใช้ทุนทางวัฒนธรรมที่บ่งบอกถึงชาวจีนโพ้นทะเลในการขายผลิตภัณฑ์อาหาร แต่ไม่ได้ให้ความสำคัญกับการประชาสัมพันธ์ ของฝากได้พัฒนาบรรจุภัณฑ์อาหาร การประชาสัมพันธ์ และคุณภาพอาหารเพื่อกระตุ้นยอดขาย กลยุทธ์การพัฒนารวมถึงผลิตภัณฑ์ ราคา สถานที่ โปรโมชัน บรรจุภัณฑ์ บุคคล ประชาสัมพันธ์ อำนาจ หรือกลยุทธ์การตลาด 8P

คุณภาพอาหารได้พัฒนาเพื่อสะท้อนเอกลักษณ์ของจีนในต่างประเทศมากขึ้น ราคาขึ้นอยู่กับตลาดเองเพื่อเพิ่มช่องทางการจัดจำหน่ายโดยใช้แพลตฟอร์มออนไลน์มากขึ้นพร้อมโปรโมชันเพื่อลดราคาสินค้าและเสนอการจัดส่งฟรี เจ้าของร้านขายของที่ระลึกตามกระแสการผลิตบรรจุภัณฑ์ที่เป็นมิตรกับสิ่งแวดล้อมและสามารถยืดอายุการเก็บรักษาได้ อบรมพนักงานให้มีทัศนคติการบริการและรักษาพนักงานที่มีประสบการณ์ เพิ่มเรื่องราวของผลิตภัณฑ์อาหารให้น่าสนใจต่อผู้บริโภค ก่อตั้งกลุ่มเพื่อสร้างความสัมพันธ์ให้มีความเชื่อมโยงกัน

นอกจากนี้ นักวิจัยยังคาดหวังด้วยว่าบทความนี้จะช่วยให้ผู้อ่านเข้าใจเกี่ยวกับทุนวัฒนธรรมท้องถิ่นมากขึ้น และช่วยอนุรักษ์ไว้ให้คนรุ่นต่อไป นอกจากนี้เมื่อนักท่องเที่ยวมาเยือนภูเก็ตสามารถเรียนรู้เกี่ยวกับวัฒนธรรมและเข้าใจวิถีชีวิตท้องถิ่นจากเมืองหลวงทางวัฒนธรรมโดยเฉพาะอาหารท้องถิ่นซึ่งเป็นของฝากยอดนิยมของภูเก็ต นักท่องเที่ยวจะได้สัมผัสวัฒนธรรมของจังหวัดภูเก็ตที่ซึ่งนักท่องเที่ยวสามารถนำประสบการณ์ของตนไปแบ่งปันกับครอบครัว เพื่อนฝูง และญาติด้วยของฝาก ของฝากเป็นเหมือนความทรงจำและความประทับใจเมื่อมาเยือนเกาะภูเก็ต ของฝากด้านอาหารเป็นส่วนหนึ่งของการท่องเที่ยวเชิงวัฒนธรรมที่แสดงถึงเอกลักษณ์ทางวัฒนธรรมท้องถิ่น

คำสำคัญ: กลยุทธ์การเพิ่มมูลค่า, ทุนวัฒนธรรม, ร้านขายของฝาก



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

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Abstract

Souvenir businesses are linked to tourism because varieties of local food have been established as souvenirs. The researchers wanted to find a way to develop the value-added model. The primary purposes of this research were firstly to study the history of a souvenir shop in Phuket. Secondly, to study strategies for creating value-added souvenirs based on the cultural capital of local food, and lastly, to study new ideas for planning to create value-added souvenirs based on the cultural capital of local food. In this research, the researchers focused on the Phuket area. The research sample consisted of three souvenir stores in Phuket, forty clients, and four knowledgeable individuals. The research tools were interview forms for three different target groups. The item objective congruence (IOC) index was employed to determine content validity (IOC). Content analysis and summaries were employed in data analysis.

Research results indicated that the family migrated from China about 80 years ago to do a cuisine business, which developed into a souvenir shop. The family has a business in trading, so they pass on their knowledge and experience to their children. The store's target audience is both Thai and foreign tourists. The souvenir shop used cultural capital that indicated overseas Chinese in selling food products but did not give precedence to public relations. Souvenirs are developing food packaging, public relations, and food quality to stimulate sales. The development strategies include product, price, place, promotion, packaging, personal, public relations, power, or 8P marketing strategies.

Food quality has developed to reflect overseas Chinese identity more. The price is based on the market itself to Increase distribution channels by using more online platforms with promotions to reduce product prices and offer free shipping. Souvenir shop owners follow the trend of producing packaging that is eco-designed and can prolong its shelf life. Train employees to have a service mindset and retain experienced employees. Increase the story of food products to be attractive to consumers. Established group to build the relationship to have a connection.



Furthermore, the researchers also expected that this paper will help the reader understand more about local cultural capital and help to conserve it for the people in the next generation. In addition, when tourists visit Phuket, they can learn about the culture and understand the local ways of life from the cultural capital, especially the local foods, which are popular souvenir in Phuket. Tourists get to experience the culture of Phuket, where tourists can bring their experiences to share with family, friends, and relatives with souvenirs. Souvenirs are like memories and impressions of their visits in Phuket Island. Food souvenirs are part of cultural tourism that showcases the local cultural identity.

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



Introduction

Thailand is a famous country in the tourism industry because it has various resources, a beautiful environment, and a multicultural population. The tourism industry is an industry that involves many types of businesses with different kinds of products and services. The tourism industry of Thailand has a high-value industry. Especially in terms of income from foreign tourists, (The Kasikorn Research Center, 2017) estimated that revenue from foreign tourists to tourism-related businesses amounted to approximately 1.76-1.79 trillion baht per year.

Phuket has the potential to become a major tourist destination that international tourists know and want to visit. It is also a world-famous marine tourism center with many tourist attractions and activities. According to Phuket Tourism Strategic Plan in 2018-2021, since 2015, Phuket has had many tourists with amount of 13,203,284 people and has an income of 313,005.63 million baht per year. Phuket has many famous tourist resources such as marine attractions, museums, architecture and multicultural, and so forth. A vital tourism business that can support the needs of both Thai and foreign tourists is the souvenir business which has been developed in many business matters such as Packaging, product quality, and so forth. Local food souvenirs are popular with tourists. However, there is still a disparity in connecting cultural capital, a crucial issue that must be explored. It is called characteristics of cultural capital as an 8P's marketing strategy to add value to see the product's distinctiveness and have a form of further development by relying on Phuket's local culture. From a situational standpoint, the researchers were interested in studying the characteristics of cultural capital, food products, and souvenir shops to propose further 8P's strategies to increase the cultural capital value of souvenir shops in Phuket.

Purposes of research

1. To study the history of a souvenir shop in Phuket.
2. To study strategies for creating value-added souvenirs based on local food's cultural capital.
3. To study the new ideas for planning to create value-added souvenirs based on the cultural capital of local food.

Expected Benefits



1. People are being able to know the history of the souvenir shop in Phuket and use the information obtained to plan the following development strategies for adding the value of food products with cultural capital.
2. People are being able to use the information obtained to develop a strategies model for adding value to food products from cultural capital.
3. They will be a role model for relevant agencies in both the public and private sectors until those who are interested in implementing or applying the model to increase the value of food products with cultural capital further.

Scope of the Study

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

Target groups

The target groups in this research must have qualifications:

- 1.1 The nine knowledgeable people and the researchers using technique of purposive sampling.
 - Three knowledgeable people proficient in Chinese history and local Phuket food souvenirs shop there.
 - Three knowledgeable people proficient in Chinese history and local Phuket food souvenirs in higher education
 - Three knowledgeable people proficient in Chinese history and local Phuket food souvenirs in government agencies consist of local community development and the Department of Internal Trade of Thailand.
- 1.2 The researchers used the purposive sampling technique to interview the owners or managers of the three shops in Phuket. The researchers selected souvenir shops that are guaranteed quality with many certificates, including ISO 9001 certification, GMP standard, Halal, and products that are OTOP 5-star certified.
 - Khun Mae Ju.
 - Methee



- Pornthip

1.3 The researchers also using the target group approach on this study. The Clients 45 people from the actual fieldwork.

Collecting data

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

Data Analysis

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

Theoretical and Conceptual Framework

In this section, the researchers will analyze the phenomena by theories and concepts as below;

Cultural capital

1. Pierre Bourdieu has defined *cultural capital* as the accumulated value of a person, material, thing, or institutional form in which everyone is molded and reproduced. Moreover, the result of accumulating cultural capital is taste, which will serve as a differentiation tool to maintain class in society (Katiyachan et al., 2021).
2. The concept of cultural capital is closely related to social capital. Cultural capital is a system of thought and belief that Pierre Bourdieu sees as an instrument of dignity and power over other classes. It is a social currency based on knowledge, familiarity and feeling of what is happening and the way of the culture that dominates or has power in that society, cultural capital, including family background, social status investment and engagement in knowledge-based education and other resources that affect success (Srisupun. 2004: 22).



3. The meaning of "cultural capital" is something that a person gains from the social process to become a passive quality that allows individuals to increase their value. This study melts in the person and manifests through behaviors such as knowledge, taste, and manners, and includes property that has non-economic value but can have economic value, such as art, books, and academic credentials. (Bourdieu, 2007: 79/Sangampaisarnsuk)

The researchers will use cultural capital to guide our research and explain why this research is essential and how cultural capital can be used to develop strategies for adding value-added to food products through souvenir shops in Phuket. Furthermore, it is pivotal to understand the different types of cultural capital in Phuket. Because each cultural capital has its own cost, which will vary, and will be capable of obtaining the values and interpretations of that cultural capital for use and succession to the present, therefore, every consumer of food products who is unfamiliar with that culture gets emotional and impressed when purchasing food from souvenirs.

Identity

Firstly, the identity is the result of distancing power relationships that cause differences and inequalities between groups of people and identity to flow. Always by the conditions and benefits that are privatized. Likewise, people can define different identities in response. We do not have a single identity but many conflicting identities. (Chatuworapruet, 2005)

Secondly, the expert named Edward T. Hall refers to (Phinthongphan, 2003) and proposes that Culture creates identity and makes us different from other groups of people by dividing learning methods that make them aware of the differences in ten groups, namely

1. Communication and language systems
2. Gestures and dress
3. Food and consumption habits
4. Time and awareness
5. Reward and greeting
6. Relationship
7. Values and Norms
8. Sense of Self and Distance
9. Mental development and learning
10. Beliefs and Attitudes



Lastly, identity is not a natural occurrence, but something culture has created over time. Furthermore, culture is a social construct. Moreover, culture is not a stationary or fixed thing but has a cyclical pattern called the “circuit of culture”; therefore, identities have a process of being produced. Can be consumed and manipulated in those cultures. There are also creating meanings through various systems of representations (Symbolic systems of representation) relating to different locations and the various identities that we choose to use or create as our identities. (Ramitanon, 2007).

In a nutshell, identity is a self-developed idea derived from creating a custom culture, such as the identity of local Phuket cuisine, which reflects a way of life, environment, and place and may be utilized to add value to food products sold as gifts to tourists. Thus, identity assists every shop in the development process because this idea will make every entrepreneur understand the importance of their identity and find ways to develop it. The researchers used the identity to describe the value added to food products with cultural capital through souvenir shops in Phuket using the existing local identity.

Cultural Hybridity

The first is cultural hybridity, an environment that combines virtual and face-to-face arrangements. However, the changes in the world of work have dominated our minds over the past few years (Cooks-Campbell, 2022).

The second is cultural hybridity, usually defined as cultural production. For instance, the television program was revamped in the sequel. The term was introduced in 1983 by Todd Gitlin to describe how American television networks would create and promote sequels and fragments from the original show (Sut & Jhally, 2006).

Additionally, cultural hybridity is different cultures connect. Cultural Hybridity will help the researchers understand the identity of cultural hybridity and how to produce the hybrid culture to make it enjoyable in the original culture and develop further with the present to mix and develop further. Therefore, in this research, the researchers will use cultural hybridity to analyze the local culture of Phuket because Phuket was originally an area where hybrid culture and hybrid culture play an essential part in developing unique and famous local food products. Attractive food products that locals take pride in their cultural capital. Without the dominance of any one culture going in the direction of blending between the existing world and local cultures.



Structural-functional Theory

1. Structural-functional is a social system or a system that consists of those who commit these actors who tend to satisfy their needs as much as possible. Their relationship is framed by a system of norms they share or are dictated by culture, and he takes the concept of social action. He analyzes the interplay of the sub-components of a social system. (Parson, 1951: 5-6 refer to Thitathan, 1995: 16).
2. Functional structure theory is the leading theory in sociology. It is an influential theory of sociology that explains or forecasts and understands social phenomena clearly and in detail at all levels of the world society, including clearly explaining the whole system of Thai society (Hrimtepathip, 2018).

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

8P strategies marketing mix

A marketing mix is a shared and consistent marketing tool to achieve marketing objectives. Increase the value of products, products, or services.

1. Marketing strategies are one of the most effective weapons in business management. Currently, there are many strategies to choose from to adapt to suit the business, but the strategy considered an accurate marketing model is an 8P strategy. Because people in business worldwide have recognized that the efficiency in marketing is relatively high, the results can be seen clearly. It is also regarded as the basis for developing various strategic series following the present. Therefore, it is appropriate for entrepreneurs to get to know and learn the meaning of this strategy. The details are as follows:
 - 1.1 Product Strategy the goal of the product is to meet the consumer's needs. The first part of the marketing strategy is about the decisions related to the entire product itself. Whether it is a unique feature that must be set to be able to meet the needs of



consumers at a level of satisfaction comparing the product with "What are the strengths and weaknesses of competitors' products in the market?" There are also raw materials and production lines.

1.2 Price Strategy product pricing is an essential strategy that will help you gain more advantages. Pricing requires considering the cost of production plus the desired profit. And then determine the selling price, considering the competitive conditions of the product market. In addition, the Pricing also indicates where you want the product to stand. Pricing can be adjusted to be comparable to other products in the market or lower to put the product above and above the norm.

1.3 Place Strategy is one of the crucial strategies of marketing strategy. Because if we find many ways to distribute products to consumers, profits will increase. There are two forms provided by the commonly used distribution channels: direct-to-consumer sales and middleman. Whose two methods are entirely different. The place where direct sales to the user's hands will be more profitable. While selling through intermediaries will help with higher sales volume resulting from the network that mediators have set up.

1.4 Promotion Strategy marketing promotion can be done in many ways, whether discount price, product exchange, product free sample, or free product. The product is excellent if the promotion to satisfy customers will help increase sales and profits. This marketing strategy must also help promote and be by other strategies. This marketing promotion can be done in several ways, including price reductions, product exchanges, free samples, freebies, etc.

1.5 Packaging Strategy, the packaging is as important as the face of the product. Therefore, the design of packaging design is an essential strategy. A pivotal point to keep in mind when designing a packaging strategy is: It must be aesthetically pleasing to the product and stand out from competitors' products when placed side by side on the shelf to be considered a success.

1.6 Personal Strategy salesperson is another strategy that will help make sales soar higher. Manual merchandising is an advanced sales art that cannot be easily copied. Knowledgeable and experienced salespeople have techniques to motivate customers to be interested and lead to action or final purchase decisions.

1.7 Public Relation Strategy: News strategy will help to influence the image and increase the positive attitude toward the news strategy product suitable for today's



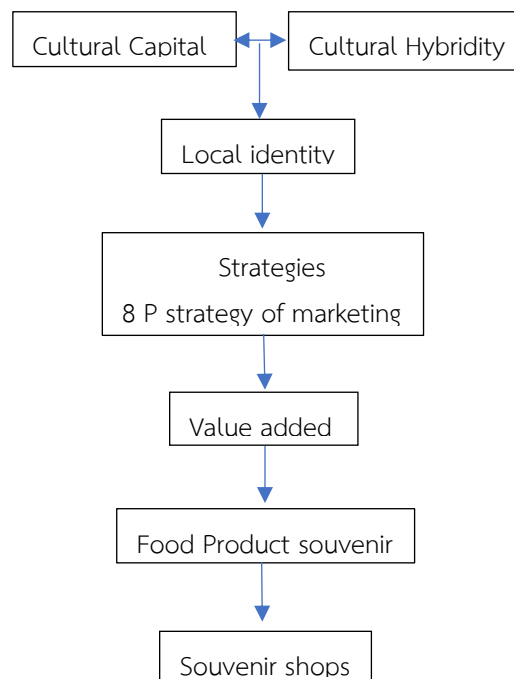
borderless world. Communication is the key to success because of the environment and usability. Many media surround people's lives in urban and rural areas. Using news strategy as a reinforcement force will help improve the image and increase the positive attitude toward the product.

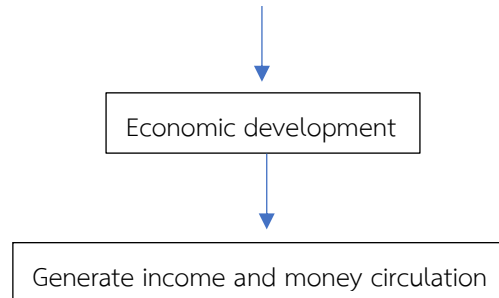
1.8 Power Strategy Power here refers to bargaining power and control. This term seems to be the hardest thing to do. However, it is required in the last section of the P component because bargaining power is an unusual power that may be used to negotiate the exchange of commercial interests for the firm to obtain the best offer if an agreement cannot be entirely reached according to the framework (Teepapal, 2008, pp. 13-15)

Market Strategy is to find the best way to win in the marketing game according to the business owner's goals.

Effective ways of doing business and good planning can allow a product or brand to grow in a planned manner, not lost to the economic situation or pressure from competitors. Once the market position is clear will make various strategies. It is done effectively and clearly, which will help the researchers understand these strategies and analyze the strategies of three souvenir shops in Phuket and whether there are similarities and differences.

Figure 1 Theoretical Framework





Literatures Review

The researchers sought a research document to be the foundation for understanding the phenomenon of this research.

Yammai (2021) his research topic “Tiny Hunter's Face and Tiny Headdress: Cultural Capital Development to Cultural Products,” the researchers got conclusion from this research that the development of cultural capital into cultural products originates from the owner's wish to bring local culture and beliefs to add value through modernization. In line with the interests and needs of today's people, whose concept is based on the “Sufficiency Economy Concept” of King Bhumibol (Rama IX), who gave the product owner the income to support the family. Do not have to relocate to another able to keep family ties to last forever.

Banmonta (2020) his research explained Value Adding Strategy in Halal Food. The representative group focused on four strategies to add value to Halal food, namely 1) the wisdom of applying unique recipes and flavors and 2) creating stories by presenting their adherence to religious principles. 3) Creativity through attractive packaging design, and 4) Research and development of halal food for new items and food processing for longer storage periods.

Salaeh (2015) The researchers are interested in studying Marketing strategies for halal food products of the community enterprises in Narathiwat Province. From this research, the authors concluded that marketing strategies start with choosing products suitable for the community by using locally sourced product ingredients. Emphasis on creating a distinctive identity Expand the market to foreign countries with high purchasing power. Develop packaging and quality to cover more customers.

Dachwilai & Krutchon (2014) The researchers have studied the Role of Local Administrative Organizations in Promoting the Succession of Hokkien Thai Identity in Phuket Province. From this research, the researchers found that local government organizations play a good role in inheriting



the identity of Thai people of Chinese Hokkien descent in Phuket. Many projects and activities are driven in a positive direction. Cultural costs were introduced. To create added economic value and bring cultural tourism to suit Phuket's social and cultural context.

Khongkun (2018) The researchers studied Multiculturalism in Phuket. Adaptation and existence of transnational cultures such as those in Phuket. Resulting in relatively rapid economic growth and tourism. Therefore, a method or strategy must be used to bring local culture and other cultures together.

Results

In the study of strategies for value-added food products with cultural capital by souvenir shops in Phuket, the researchers would like to present the study results as follows:

1. History of Souvenir shops in Phuket

It is truth that from the discussions of key informants among the management of three souvenir shops in Phuket that all three businesses began as regular stores. Later, they want to import local raw materials to develop and produce value-added, increasing their income.

1.1 Khun Mae Ju as one of a key informant as well. Currently, the popular recipe of Mae Ju has been inherited from generation to generation, such as chili paste with shrimp skewers, dessert toaster, salt koi (sweet fish sauce, Phuket recipe), fried Hokkien noodles, etc. In addition, Mae Ju shop has also been guaranteed quality with many certificates, including ISO 9001 certification, GMP standard, and Halal, and the products are also certified as OTOP 5 stars.

1.2 Methee as one of a key informant, almost 40 years the factory's founder, produces roasted cashew nuts. In 1987, the owner opened a distribution shop. Moreover, processing various flavored cashew nut products to add value to be the first in Phuket. We have also been committed to developing and processing local products to be delicious, quality, and safe for customers. Until being widely accepted at home and abroad, the factory has passed the assessment of the production site according to the GMP criteria and has expanded the business to two branches for customers to choose the best souvenirs from Phuket.

1.3 Pornthip operates a business related to processed dried seafood and local souvenirs from Phuket's local wisdom and develops cultural capital to be known worldwide. In 2006 owner built a factory to produce products and passed the GMP system certification to enhance



product quality until it can be sold abroad, such as in Hong Kong, Singapore, Malaysia, Australia, etc.

2. Cultural capital, Cultural hybridity, and Local identity

Around the 16th century, Westerners, Chinese, and Indians migrated to live in the Malay Peninsula and the Straits of Malacca, causing Phuket to be influenced by these countries as well, especially in terms of language, dress, and traditions, including the construction of houses. Phuket's cuisine is closely tied to cultures, traditions, and festivals, in addition to the everyday dishes that have been unique to Phuket since the era of our ancestors. It will be transmitted, passed on, and passed on from generation to generation for hundreds of years.

Phuket is a multicultural city. From Phuket's outstanding food cultural capital, cultural fusion has become innovative. It shows that Phuket's food is shaped by way of life of Phuket. This thing makes Phuket full of charm in food that can be extended to business as a souvenir shop that brings local food to add value for tourists and Phuket residents to consume. It shows the potential of local people who can continue to develop food values infinitely.

Characteristics of Hokkien Chinese food modified to make souvenirs include "Phuket Taosor Cake," an ancient dessert native to Phuket. It is considered an auspicious dessert that Thai people of Hokkien descent like to eat. Originally, there were two fillings: sweet filling made from bean paste and salt filling. At present, salted egg yolk is added to make it more delicious. "Phuket Taosor Cake" has a thin, crispy texture and soft inside. It was traditionally eaten with afternoon tea.

Furthermore, it is also added to coffee as a snack. It is a local souvenir of Phuket. O-Aew, it has come from Penang, Malaysia. This dessert is derived from Hokkien Chinese dessert called "Oh-Kiao" (Chinese: 薏薏; ò-giò). It is a local dessert of Phuket. This dessert was named the jelly, which is a part of the ingredients because the jelly of this dessert are seeds gathered from Ai Yu seeds (Chinese: 愛玉子) in Hokkien Province and Taiwan. It is popular to eat in the summer and disseminated into Southeast Asia by Overseas Chinese who immigrated to work in Phuket.

3. Souvenir shops nowadays

3.1 Strategies of value added

Value added is creating added value to a product or service. Adding special characteristics to the product makes the product or service able to do more or have different strengths. The 8P strategy of marketing is included in the analysis, starting from



- 3.1.1 **Products** that are both tangible cultural capitals. Moreover, intangible, like a souvenir shop, Methee Cashew nut Phuket brings ordinary cashews and modifies the taste to more variety. By bringing the production method from local knowledge that the factory has passed the assessment of the production site according to the criteria of GMP.
- 3.1.2 Next is **Price** is a strategy that allows us to determine who can become our customers by conducting many surveys and analyzing goals. If the price is too low, it can negatively affect the brand. However, if the price is too high, it will cause customers to ignore it and go to another shop.
- 3.1.3 Next is **Place** is a strategy considered diversified in finding a channel of distribution for food products. Must follow up trends “What are some popular trends in the trade these days?” and then develop into its style.
- 3.1.4 Next is **Promotion** is advertising and includes all activities that promote everything from pre-sales information to after-sales service. Each souvenir shop has a different strategy. However, the same purpose is to attract customers to buy the product.
- 3.1.5 Next is **Packaging**. Of course, the packaging of each store is different. Because each shop must make a form of packaging to stand out amid the growing competition of souvenir shops, such as Pornthip Phuket, where the packaging has been developed. To create an identity in the local culture of Phuket people, both Thai and foreign tourists. Furthermore, foreigners know pattern production in the form of a Sino-Portuguese building that brings out the ancient architecture of Phuket to be designed as packaging by these architectures that have been designed, including the Thai Hua Museum (Phuket's first Chinese language school), Clock Tower (a roundabout in the heart of the present in Phuket Town), Shophouse on Thalang Road (a prosperous trading community in the past), On On Hotel, the first hotel in Phuket, Soi Romanee (residential homes and entertainment venues in the past), etc. Pornthip Phuket also made value-added to the packaging. by packing traditional sweets that are hard to find.
- 3.1.6 Next is **Personal** One of the options that will help the sales soar is to use a salesperson strategy as a booster. Selling products by employees is an advanced art of sales that cannot be easily copied. A salesperson with knowledge and experience will have a technique to motivate customers to be interested and lead to action, which is the final purchase decision. It can also make the image of a souvenir shop more reliable. Customers may have a good experience buying souvenirs at that store. Customers will recommend the shop to others and come back to buy again.

- 3.1.7 **Public Relation.** Communication is the key to success. Because many media surround people's living environment in urban and rural societies. Using news strategies as an additional force in marketing will help to enhance the image and increase the positive attitude toward entrepreneurs' products. For example, from the past Covid-19 epidemic situation, Pornthip Phuket souvenir shop has adjusted its strategy. Proactive plan for E-Commerce or online media to reach more customers. Starting from Live selling products on the page. Continuously organize promotions to attract customers resulting in very good feedback. This result allows customers to shop via their mobile phone while at home without risking the spread of the COVID-19 virus. From this good response, the Company has developed various existing online channels. To be more efficient and expand sales channels through various platforms to reach a wider range of customers.
- 3.1.8 And the **Power** here refers to the power to negotiate and control. It is indispensable in this final P element. Because bargaining power can be a special power used to negotiate trade benefits for the Company to receive the best offer if an agreement cannot be made according to the framework perfectly.

3.2 The Idea of Entrepreneurs to development of value added for the Future

3.2.1 Development product packaging

There is a constant development of products. In order to create an identity, the local culture of Phuket people, which both Thai and foreign tourists get to know, developed in the form of a Sino-Portuguese building. That brings out the ancient architecture of Phuket by being designed to be packaged. These architectures have been designed, including the Thai Hua Museum. Phuket's first Chinese language school, Clock Tower, is a roundabout in the heart of present-day Phuket Town, Shophouse, on Thalang Road. A prosperous trading community in the past, Soi Romanee, residential houses, and places of entertainment in the past, On-On Hotel, the first hotel in Phuket, etc.

3.2.2 Develop products that are different and unique.

Pornthip has brought O-Aew, a famous local Thai dish (Phuket) dessert. "O-Aew Cup" is made from 100% real O-Aew seeds. It still maintains a valuable identity that has been passed on from generation to generation for more than a hundred years. Pornthip shop has created Phuket desserts to be "delicious" with an exotic name, "O-Aew Cup," using innovation. Innovation has been used to maintain its shape, be stable and keep it longer. However, still retain the taste, color, and smell as before. Pornthip also designs



and manufactures "Music Boxes" at The Chartered Bank. A music box shaped like the Chartered Bank building or the Peranakannitat Museum. The model packaging inside is packed with "Phuket Taosor Cake," a famous local dessert of Phuket with a design designed to be the building of a famous place in Phuket. When the snacks inside are eaten completely, the music box can be used as a home decoration.

3.2.3 Expand the online platform even more.

Online business is highly competitive in this modern era, so entrepreneurs plan to develop more public relations with foreign countries. Follow the trends both in Thailand and abroad. Furthermore, people increasingly turn to online media for shopping in post-modern society.

3.3 Clients behavior

Consumers' habits form around products and services, from their usual lunch spots to how they shop at stores to the brands of laundry detergent they use. (Murphy, 2020, February 20). The habits of clients who bought souvenirs at the three souvenir shops interviewed by the researchers can be summarized as follows:

3.3.1 Customers want souvenir shops to keep updating their social media movements regularly. It is another way to decide whether to buy souvenirs there or not.

3.3.2 Customers want to buy food products as souvenirs to remember and convey the culture of Phuket

It was found that the taste and packaging of food products that reflect the identity of Phuket that is embedded in the aura of Phuket culture made them choose to buy food products. Bring it as a souvenir for family, friends or to eat by themselves.

3.4 The role of souvenir shops to Phuket

3.4.1 Promote important traditions or special events in Phuket to attract tourists. For example, Methee sponsored Phuket's Vegetarian Festival to sell unique souvenirs from the shop and offered a 50% discount promotion in 2020.

3.4.2 A souvenir shop causes money circulation in the local community, bringing community products such as tops to market by making the packaging more attractive.

3.4.3 It is a learning center for the development of value-added local products, such as Pornthip's Community Learning Center, which has a vision of business operations,



emphasizing quality policy for both production and service, have production resources and focus on local issues to reduce costs open system operation Customer and employee satisfaction surveys are conducted. In addition, do business with patience and determination. Consistently diligent It has a policy that emphasizes honesty towards customers and partners. Focus on the environment. Support local communities and local employment. Support youth activities by letting students visit the learning center at Pornthip to learn about souvenirs and the philosophy of the sufficiency economy business.

Conclusion

The researchers discussed the study results according to the research objectives as follows:

The history of souvenir shops in Phuket begins with the owner of the business being the descendant of overseas Chinese living in Phuket. The owner started a business with the existing capital and relied on experience to collect until he opened a souvenir shop. There is a unique point about using cultural costs to add value to food products by selling them at souvenir shops. To have children or other family members inherit the business. This study is in line with a study by Kim et al. (2006) that found that business expertise comes from years of experience. Especially families that have been doing business for many generations will pass on their experiences and expertise to their children. In addition, experienced entrepreneurs have a better understanding of business management principles and the granularity and complexity of business than entrepreneurs without a family background.

From this research, the researchers have seen that this study thus contributes to an increase in product value by applying local identity as a cultural capital in building a tourism-related business by using 8P marketing principles as a business strategy.

Suggestions

After the researchers has analyzed and researched the data using various approaches, the results are collected and summarized. For those who are interested in researching topics related to this research. Researchers have further researched several topics.

1. Adding value to the packaging of local food products.
2. Dessert of Chinese overseas in Thai society
3. The adoption of the eating culture of Chinese overseas in Thai society



4. The origin of the name of overseas Chinese food in Thai society.

Acknowledgement

1. Apply the model of this product value-adding study to apply with other product value creations to establish small-scale entrepreneurs' businesses.
2. Able to study and develop additional product value-adding strategies that are trending in the future

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