

**HOUSEHOLD DECISION-MAKING: AN EXPLORATORY
STUDY OF PARENT'S SNACK BUYING INTENTION
AND KEY FACTORS THAT INFLUENCE SNACK
PURCHASE FOR THEIR CHILDREN**



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Thematic paper
entitled
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AND KEY FACTORS THAT INFLUENCE SNACK
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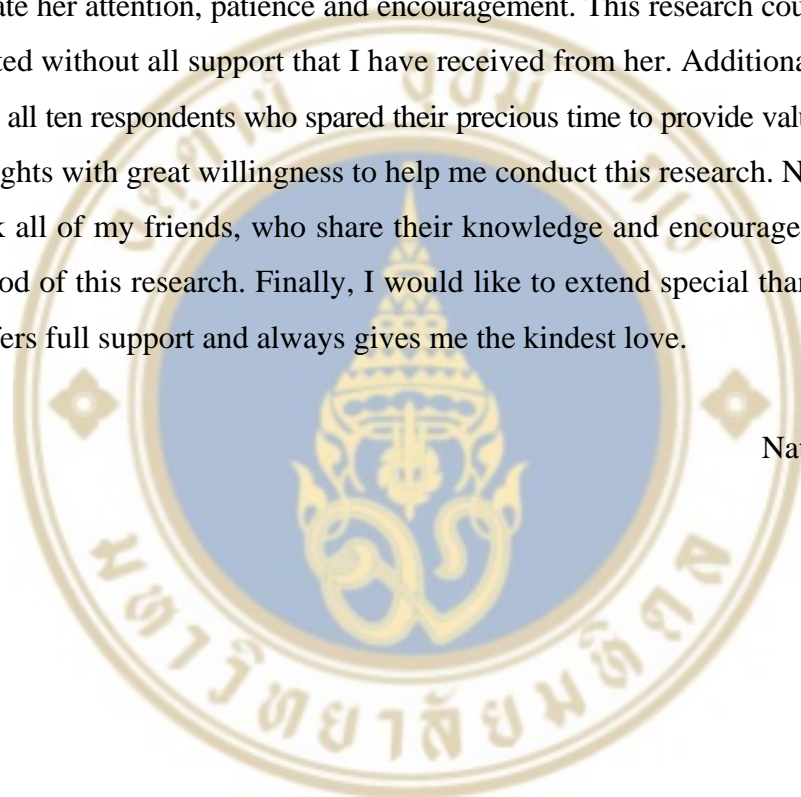
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HOUSEHOLD DECISION-MAKING: AN EXPLORATORY STUDY OF PARENT'S SNACK BUYING INTENTION AND KEY FACTORS THAT INFLUENCE SNACK PURCHASE FOR THEIR CHILDREN

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ABSTRACT

Research interest in marketing children's products has grown immensely over the years. Although findings from these studies have provided great insights for understanding children's influence for purchase in a variety of contexts, majority of research were conducted in developed countries which thus create paucity in the study of buying intention and key influences on parental decision making for snack products in developing countries like Thailand. The aim of this research is to investigate buying intentions and identify key factors influencing mother's snack purchasing for their children in the Thai context as well as examine the roles of parents and children in the household decision making process. A total of 10 respondents who were mothers of children aged between 3-9 years old were selected in Bangkok. The result of the research revealed four buying intentions and four key factors influencing parental decision for snack purchase. Some were consistent with previous model of household decision making process. However, a few noteworthy differences emerged. Although children is a huge influencer on parental decision by using tactics such as pestering power, parents themselves are aware of their child's preference in terms of taste and images and consider those when purchasing without their child. This revealed that nutrition is not the only concern for parents and is less important for certain buying intentions such as coercive control when fulfilling their children's preference in taste and image are more important than nutrition. Findings of this study will benefit to marketers and entrepreneurs who have an interest of snack business in Thailand as it provides guidance for understanding children's snacking behavior and mother's buying decision in order to formulate better strategic decisions on marketing strategies for kids' snack products.

KEY WORDS: Household Decision Making / Buying Intention / Children' Snacks / Parent Perception / Qualitative Study

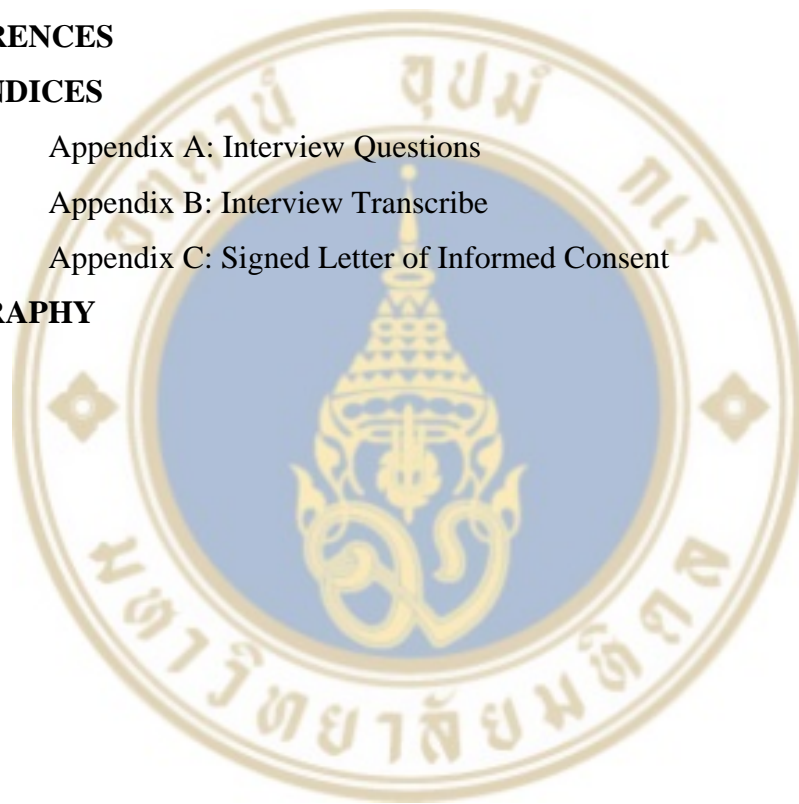
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CHAPTER I

INTRODUCTION

Today, children's roles in household decision making are becoming more significant. Their strong influence in parental purchase decisions raises much interest from marketers. Children represent a major part of the food market segment, especially in the snack industry which has become increasingly valuable to marketers. On the other hand, children's eating behaviors are also influenced by their parents. Parents do not only act as role models for their children (Brown & Ogden, 2004), they are also responsible for choosing, purchasing and monitoring the types and amounts of snacks made available to children in and outside of home (Birch & Fisher, 1998). Gunter (2008) stated children are the most difficult market to understand. Therefore, marketing children products are considered to be a big challenge due to the complex relationship between a parent and a child in terms of product purchase intention and decision of children products that are consumed by children but bought by their parents (Jones, 2003). This has motivated marketers to continuously study this relationship in order to implement effective marketing strategies to magnetize both children and parents towards their products. Fisher (2000) stated that children as young as three years can recognize brand logos and so brands can become part of the family consumption via children's influence on parental purchase decisions.

1.1 The snack market in Thailand

Snack food is made up of about 15-20% of the food market in the Thai market, target primarily on the younger age population (Kasikorn Thai Research Center, 2013). The market comprises of a combination of local snacks and western products such as corn based snacks, nuts, popcorn, sweets and confectionary, biscuit, cookies and potato chips in the country's market with over 200 brands of snack food available in Thailand. The market for snacks in Thailand increased between the years 2008 to 2010, growing

at an average annual rate of 7.9%. In the year 2014, the Thai snacks market had a value of \$619 million, an increase of 69.7% since 2010 (Datamonitor, 2014). Recent growth in this sector has been driven by more aggressive marketing and competition by major snack players.

Snacking has been identified as one of the key contributors to excessive energy intakes for children as children snack consume more calories from snacks than in past decades (Piernas, 2010). Research has shown that US preschoolers consume approximately 27% of their daily energy from snacks (Piernas, 2010). Similar patterns have been observed in children in Asian countries which mean that snacks play a huge role in family's shopping basket (Wang, Zhai, Zhang, 2012). Identifying parents' buying intention on snacks which is influenced by child's behavior and their feeding practices specific to child snacking is crucial to understanding the parent's snack purchase decision for their children.

Numerous of previous studies have been conducted in relation to children's food preferences, snack advertising and parental decision making. Donkin, Neale and Tilson (1993) found that snacks, biscuits, sweets and drinks are mostly requested food purchase by children. Furthermore, Assael (1998) stated that a family has been identified as the most important decision-making and consumption unit. In addition, Hitchings and Moynihan (1998) discovered that children recall snacks, confectionary, and soft drink advertisement more than other type in their study about advertising and food promotion. As for studies about parental decision making, Patricia (2010) studied the relationship between children's influence strategies found that there are positive relationships between parenting styles and parental decision for processed snacks. Furthermore, she stated that children in Thailand were more likely to use persuasion over bargaining or emotional strategies. Although there are existing studies about children's snacking behavior and how media affects their snack purchase as stated above, factors that influence mother's buying behavior of children's snacks in the Thai context are virtually unstudied. In addition, most of the studies are based in developed countries such as United States.

Therefore, the purpose of this study is to investigate parent's buying intention for snacks in the Thai context. In addition, it aims to study the relationship between

children influence strategies and parental feeding tactics to identify the key factors that influence parents' purchase decisions for snacks products.



CHAPTER II

LITERATURE REVIEW

2.1 Household Decision-Making Process Model Revisited

Family decision making is different from individual decision making as it involves more than one individual, thus making it more complex due to the chance of joint decisions between family members and the different role specifications for the members in the process of decisions (Assael, 1992). The role of the children within the family decision-making process has assumed increased importance. The growing family income as a result of increasing number of dual-income families as well as the declining number of children within the family is factors that support the growing influence of children in the family decision-making process (Schiffman & Kanuk, 2007). The following is a model of household decision-making process for children's products (Figure 2.1).

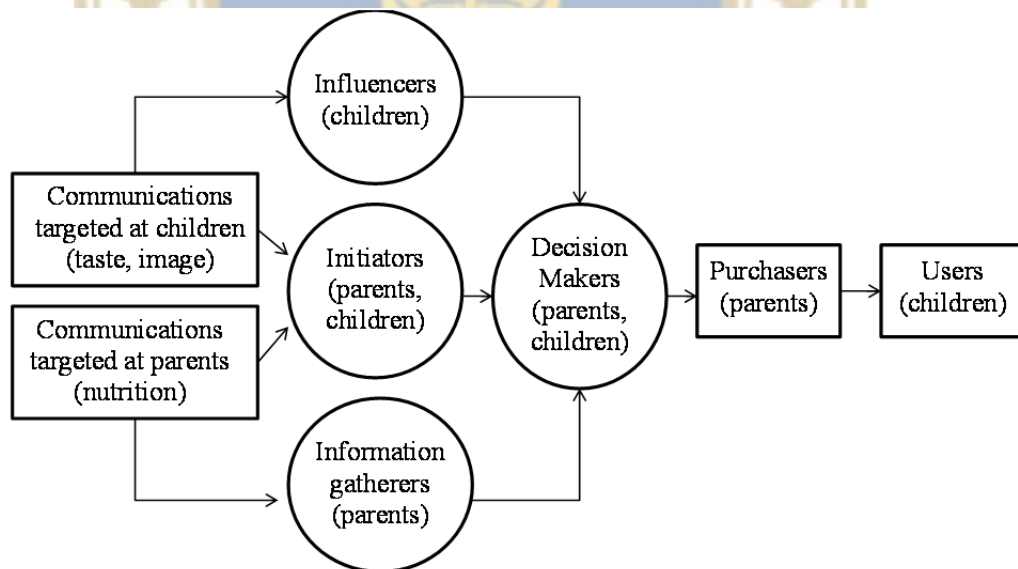


Figure 2.1 Household decision-making process for children's products

Source: Schiffman, L.G., Kanuk, L.L. (2007): Consumer Behavior, 9th Edition, Pearson International Edition

This figure shows that companies target both parents and children in order to create buying stimulus for children's food products. Both groups receive a different message. Communication targeting at children will concentrate on fun and colorful images such as cartoon characters on packaging as well as good taste to lure the children. On the other side, communication targeting the parents will deliver message that comes with highlighted nutritional values such as added calcium despite the fact snacks in general may not be viewed as healthy food. Initiators or decision-makers can be both parents and their children while influencers are mainly children and information gatherers are mostly parents alone. This is the phrase where parents may study or briefly look at the ingredients and nutrition labels on the food packaging. It is also clear that the parents are the buyers who pay for the products, though they can be influenced by their child before making a purchase. The children are the users who actually consume these products (Schiffman, Kanuk, 2007). Below is a brief explanation of each role in the household decision-making process for children's products.

1. Initiators: The family member who first recognizes a need or initiates the purchase process.
2. Information gatherers: The individual who has knowledge and interest in a particular purchase. Different individuals may seek information at different times or on different aspects of the purchase.
3. Influencers: The person who influences the alternatives evaluated, the criteria considered, and the final decision.
4. Decision maker: The individual who makes the final decision of the purchase. Joint decisions with two or more parties may also occur.
5. Purchaser: The family member who actually pays and purchases the product. This is typically an adult or teenagers with own income or decent amount of pocket money.
6. Users: The individual who use or consume the product. For many products, there are multiple users.

Del (2010) claims that it is crucial for all marketers to determine each role in a family to see how one can affect the family decision process and which marketing strategy should be used to target them. Crayola shifted its advertising budget from children's television to women's magazines after comprehensive research that revealed

that mothers rather than children were more likely to recognize the problem, evaluate alternatives, and make the purchase (Del, 2010).

2.1.1 Parent-Child Relationship

Parental habits and attitudes play a significant factor in determining children's consumption behavior and it has been suggested by Hastings et al (2001) that family is considered to be one of the most significant influences when it comes to food choice. Ward et al (1977) also stated that children unconsciously absorb consumer skills from their parents through observation at a very young age. He found that children shows a repeated behavior when they grow up and follow examples of their parents which imply that children are socialized to imitate parents' choice. For example, if parents repeatedly choose the same milk brand, the child will be familiarized with this pattern of behavior and eventually prefer that milk product over other brands. Sometimes, a child may have their own preference through effective marketing strategies of snack products. In this case, parents may occasionally give in to the situation and allow this misconception about their choices of food to go uncorrected despite the fact that they usually take into consideration of their children's nutritional needs in product selection (Jones, 2003).

2.2 Children's Influence Strategies

Children are becoming more involved in choosing the products they consumed through the use of 'pester power' to influence family purchase behavior. It has been suggested by Adler (1980) that children who are heavy viewers of television are more likely to ask for advertised products. In his study, there is a positive correlation between television viewing and increased pestering. Thus, television advertising plays a vital role in the development of children's consumer roles, brand awareness and influence in parental purchase decision.

Children use different tactics to influence their parents. Children's influence strategy is defined as the strategic use of power in an attempt to get one's way in a conflicting context (Ohbuchi and Yamamoto, 1990). To get what they want, children use some tactics as summarized in Table 1.

Table 2.1 Tactics used by children to influence their parents

Pressure Tactics	The child makes emotional demands, uses threats or intimidation to persuade you to comply with his/her request.
Exchange Tactics	The child makes an explicit or implicit promise or offers you a helping hand or good behavior such as obeying rules or helping chores in return for a favor.
Ingratiating Tactics	The child seeks to lighten up your mood before asking you to comply with a request.
Inspirational Appeals	The child makes an emotional appeal or proposal that arouses enthusiasm by appealing to your values and ideals.
Consultation Tactics	The child seeks to be involved in making a decision.

Source: Blythe, J. (2007), Consumer Behavior, Thomson Learning

2.3 Parent's Feeding Tactics

In another study, Yang (2008) stated that children do not have a direct role in food purchases because the main concern of parents is usually to see whether or not their children enjoy their food and have an overall well-being. In terms of snack consumption, parents are often faced with a decision dilemma whether to buy snacks for their children as the child's preferred choices are usually unhealthy snacks that come with great taste but saturated with fat and sugar. Another dilemma is to influence their child to choose healthier snacks. There are several tactics that are used by parents to influence their children's snacking behavior. These tactics categorized into three main categories which are Structure, Coercive Control and Permissiveness (Davison et al, 2015). Below is a summary of each tactics.

2.3.1 Structure

1. Snack planning and routines. Parents plan and include snacks in their daily routine. The amount and type of snacks prepared are consistent and predictable in the context of snacking.

2. Availability of healthy snacks. To encourage healthy snacking, parents aim to keep healthy snack choice at home and making them available at snack time. This also includes limiting availability of unhealthy snacks by keeping them out of the home and limiting impulse snack purchases while out with child.

2.3.2 Coercive Control

1. Snacks to reward behavior. Unhealthy snacks that children prefer are usually offered to reward the child for desired behaviors (e.g., eats their dinner, obey rules or good behavior and grades in school).

2. Snacks to manage child behavior. Reactive strategies are used whereby parent provides a snack to deal with a negative behavior (e.g., nagging, mood swings, crying and throwing a tantrum).

Proactive strategies use snack to keep the child calm by distracting or occupy the child in places where disruptive behavior is not acceptable (e.g. outdoor, temple, and airplane).

3. Restriction of snacks. To control the amount of unhealthy snacks consumed, parents utilizes strict emotional and physical strategies to limit child's access to and intake of snacks. This may include emotional coercion (e.g. threatening sickness or punishment for eating candy), excessive rule setting (e.g. child is never allowed to consume candy). Physical strategies include keeping foods out of the child's sight and physically taking snacks away from the child.

2.3.3 Permissiveness

Emotion-based feeding of snacks. Some parents use snacks to show love and affection to the child in order to let them know they love him/her and also in order to make the child happy. Usually, they would offer snacks that the child prefer or gives them the chance to choose their own choice.

CHAPTER III

RESEARCH METHODOLOGY

To answer the research question, qualitative research method using in-depth interviews and direct observation is adopted to study how children's influence strategy and parent's feeding tactics effect the decision-making process for children's products. Graziano & Raulin (2004) claim that qualitative research method enables both the flexibility and openness to gather the data in order to present a more vivid picture of the reality as compared to any other types of research. The flexibility and the openness allow higher possibility to gather and dig into specific details which are distinctive for every reality that a researcher wants to study and may go beyond the predictable answers since it adapts to different scenarios and allows further exploration to gain additional valuable insights (Denzin et al., 2000). These insights could not be gained by using quantitative research method as such surveys and questionnaires. Therefore, the data from qualitative method that the researchers get tend to be clearer and direct to the point of what the research wants to answer due to the nearness between the researcher, along with the reality and flexibility that this method allows (Graziano & Raulin, 2004)

In-depth interviews and direct observation techniques were adopted as the primary data collection approaches because these methods can describe more complex understanding of the parental decision making, their buying intention and parent-child relationship when it comes to snack purchase in order to develop a new framework (Tesch, 1990). The initial research framework contains five decision stages and the aim of this research is to find out how children's snacking behavior and parent's feeding tactics affects the process of household decision-making. In-depth interviews are the optimal way to collect the data as it obtains a deeper understanding of individuals' personal histories, experiences and perspectives, particularly when complex topics are being explored (Denzin et al., 2000). Interview process can be done in several ways, of which face-to-face interviews are the most common. Besides face-to-face interviews, another popular method of interview which is the most convenient is phone interview (Kvale,

1983). This research will be designed for face to face interview to allow further direct observation of the respondents' reactions to different questions. Prior to interviewing, consent will be sought for audio recording the conversation. If granted, the interview will later be transcribed for further analysis. The interview questions will be semi-constructed, starting with a main open-ended question and continues with follow-up questions to gain further understanding and insights from the key question (see Appendix). As suggested by Tesch (1990), the structure of interview will start with general questions and moved towards more specific questions to gain clearer and deeper understanding of parent-child relationship and how it affects their buying process. The pattern of interview was more conversational than formal interview, and the conversation flow is based on participant not interviewer (Marshall and Rossman, 1999). After that, the pattern of data will be developed, interpreted and evaluated to find the meaning and compare with the conceptual framework.

Despite the advantages of qualitative research method, Yin (2009) implies that there are two sides of the coin. The benefits stated above were the advantages but on the other side, there are some limitations in using this method. Firstly, it requires resources such as travelling time and cost used for conducting the interview. Another downside is the complication and time required to digest and summarize all the information gathered. Furthermore, Yin (2009) believes that the risk of having uncooperative respondents sharing limited information may lead to one of the problems in the latter part of the process. He states that a thorough planning and an effective control on the disposition of time may then be required in advance.

3.1 Population and sampling:

This research involved the study of parent's buying snack intention and key factors that influence the household decision making process for children's products such as child's snacking behavior. The respondents of this study are mothers with Thai nationality who live with their children between the age of three and nine years old. The reason Mother is chosen instead of Father is because in Thailand, they are mostly responsible for household product purchases including snacks for their children (Kasikorn Thai Research Center, 2013). Furthermore, the specific age range for children is selected

for the reasons that from the age of three onwards, the child starts to recognize brand logos, start snacking on various types of snacks and food and is able to communicate verbally to a decent understanding in order to make certain influence on a need for a product (Fisher, 2000). However, the child age is limited to nine to ensure that they do not have enough pocket money to purchase most of the snacks on their own as the key to this study is to see how the child can influence their parents who are the key purchasers. Ten participants, who are willing to take part in this study, have been purchasing snacks for their children. The sample group has the age range between 28-45 years old. Further details of the respondents can be found in Table 2 below. They were chosen by non-probability sampling techniques with purposive sampling method to share their experiences about their snack purchase for their children. Purposive sampling is a common method used to search for respondents in qualitative design where the respondents are chosen based on the potential to generate useful data for the project and have specific expertise in the area of research (Creswell, 2009; Moustakas, 1994). To ensure that this sample is credible and covers main group which researcher is interested in, one strategy is a maximum variation sample which includes a wide range of extremes. Merriam (2009) claim that maximum variation sampling is useful when the sample size is very small (less than thirty) as it allows the researcher to study different patterns across the interviewees, not just average ones with similar behavior. The semi-structured interview will take approximately 45 minutes to 1 hour in length.

Table 3.1 Demographic characteristic of respondents

No.	Name	Age	Education Level	Occupation	No. of Child	Child's Age
1.	Ninna Passornsiri	28	Master Degree	Employee	1	3
2.	Suchada Isipradit	29	Bachelor Degree	Entrepreneur	1	4
3.	Patavee Visittajinda	29	Master Degree	Housewife	1	3
4.	Kanyarat Rattiyaporn	32	Master Degree	Employee	2	4 & 5
5.	Pimploy Assirikul	35	Bachelor Degree	Housewife	1	5
6.	Wilaiporn Ingkanan	40	Master Degree	Housewife	1	4
7.	Supatsorn Kongsombat	41	Bachelor Degree	Employee	2	3 & 6

Table 3.1 Demographic characteristic of respondents (cont.)

No.	Name	Age	Education Level	Occupation	No. of Child	Child's Age
8.	Busaba Sakultanapanich	43	Bachelor Degree	Entrepreneur	1	9
9.	Nisa Boratisa	43	Doctoral Degree	Employee	1	7
10.	Yuan Yuan Fang	45	Bachelor Degree	Entrepreneur	1	8



CHAPTER IV

FINDINGS AND DISCUSSION

4.1 Buying Intention

This study is conducted in order to investigate parent's buying intention for snacks in the Thai context as well as study the relationship between children influences strategies and parental buying intention to identify the key factors that influence parents' purchase decisions for snacks products. For a more precise and clearer understanding, we have only selected key issues relating to the previous studies as well as provide supporting quotes that directly relates and best represent each point in order to facilitate the analysis.

When initially asked what pop up in their mind when they hear the word "snacks", respondents associate snacks with negative comments such as "unhealthy", "fattening", "high in sugar", "lots of MSG"; but on the positive side, they also claim that snacks is undeniably tasty, addictive, rewarding and lighten up everyone's moods in the family especially for their kids. "Snacks make my child smile when she is having a bad mood." said one respondent. Therefore, despite the unhealthy aspect, this shows that parents understand and accept the consequences that snacks might have on the children's health but it offers happiness in return. It is an undeniable fact that snacks play a major part of every kid's childhood where every parent feels the need to purchase them for their children. This is supported by the previous research of Jones (2003) where he claims that parents know snack is not healthy but they are necessary to keep their child happy at times.

From the in-depth interview, we found four key buying intentions of snacks for their child which is aligned with the previous research about parent's snack feeding tactics from Davison et al. (2015). The four buying intentions are to manage their child's behavior, to fix hungry in between meals, to reward their child and to show affection for their child. Further explanation is as per below:

4.1.1 To manage child's behavior

Most respondents with 8 out of ten mothers said that snacks are an essential tool to deal with their child's behavior and swinging mood. In order to do so, they will purchase snacks that their child is likely to enjoy with a complete awareness that these snacks tend to be unhealthy choices like cookies, chocolates, potato chips etc. But in order to obtain a higher bargaining power for their children to listen and obey, it is necessary to do so. "If you tell a child you are going to give him a fruit at a doctor's appointment or something, he will not listen to you. But if you say a pack of Lays, she will be okay and behave more." said one respondent. Managing child's behavior can be used for either dealing with a negative behavior or to prevent disruptive behavior from occurring. To stop a child's tantrum, nagging or crying especially when outside of home, respondents claim that snack is one of the most effective method when their children tries to use pressure tactics on their parents. "Sometimes a snack is a great helper. Like when my child is moody and wants me to carry her all the time, she will nag or cry loudly in public. This is every parent's nightmare especially in places like on an airplane where you don't want to disturb other people. So I will give them their favorite snacks and they will immediately keep quiet for a while" said one respondent. Another intention to buy snacks for their child is to keep them busy. For this purpose, parents will usually pick something fun like snacks that come with toys in order for the effect of controlling child's behavior to last longer. "If I have to run some errands like go to the bank or renew my passport, it is hard to keep my child still during the whole queuing and waiting process so I better have chocolate or cookies with fun packaging or toys in my bag because it's the only thing that will manage him for 1 hour, or 2 hours." said one respondent. This method of managing children's behavior is presented in Davison et al's (2015) previous studies of parent's feeding strategies under Coercive Control. For this buying intention, children are both a major initiator and influencer in the process. Children may also play a role as a decision maker if they are present during the purchase.

4.1.2 To fix hunger in between meals

From our findings, it shows that snack is not a meal replacement but it acts as stomach filler in between main meals or when the child refuses to eat proper meals.

Six out of ten respondents said that they often find it hard to feed their child with proper food like rice or meat and worries that their child does not consume enough food for proper development. On the other hand, their child often picks snacks over rice when they are hungry. Therefore, parents will purchase snacks for the purpose of simply making sure their child eats something. For this case, parents will choose healthier snack choices with hidden nutritional values like rice crackers, nuts, seaweed to fill up their nutritional intakes but most importantly, it must be something that their child are willing to eat.

“He’s so thin and he doesn’t like to eat rice or noodles. I tried to force him to eat but sometimes, it is hard to do so when you have such little time. All he likes is snacks, cereals or anything that is crispy so I will try to find some healthier snacks with added calcium or vitamin for him to nibble just to make sure his stomach is not empty.” said one respondent. This method of managing children’s behavior is presented in Davison et al’s (2015) previous studies of parent’s feeding strategies under Structure. For this buying intention, parents are usually the key initiator, information gatherer. Their final decision is influenced by other factors that are not related to children’s pestering power. They are also the key decision maker in the process as they tend to seek for a more nutritious option for their children.

4.1.3 To reward child

Despite the fact that mothers try to avoid feeding snacks due to the unhealthy factors, 5 out of 10 respondents are willing to give in to them occasionally for the sake of their child’s happiness. This is supported by previous researchers, Jones (2003) who claims that parents allow choices of food to go uncorrected sometimes even though they look at the nutritional factors most of the time. Mother will reward their child when they deserve them such as behaving themselves when out of home, willing to eat their dinner etc. For this purpose, children tend to have an influence using exchange tactics by requesting for snack in return for a favor from their parents. “Sometimes, I want my kids to feel that they did the right thing and also to encourage them to continue the good behavior in the future. I’ll buy sweets or a snack if they ask for it, as long as they listen to me or get their homework done.” said one respondent. This method of managing children’s behavior is supported by Davison et al’s (2015) previous studies

of parent's feeding strategies under Coercive Control. In addition, respondents revealed that other than this reason, they tend to avoid buying snacks during groceries shopping. "I will give the snacks they like if they behave themselves or do something good, if not, I don't really buy and stock those unhealthy ones, like candy and stuff unless they request for it." said one respondent. Similar to the first buying intention, for rewarding child using snacks, children are both a major initiator and influencer. They may also play a role as a decision maker or joint decision maker with their parents.

4.1.4 To show affection

With the declining number of children in one household, parents pay more attention to their children and want them to feel loved and important. From our interview, 4 out of ten parents believe that snack is one of the easiest, quickest and cheapest ways to make their child happy. There are certain times that spoiling their child is necessary. For example, one respondent shared her story when she gave birth to her second child last year. "When I gave birth to my second child, my first daughter may feel that I love her new-born brother more. I don't want her to feel neglected so during that time, I often spoil her by buying her favorite snacks constantly to make her feel loved especially those that comes with little toys like Kindle Surprise Egg. She loves them and does not feel jealous of her new-born brother anymore." This method of managing children's behavior is supported by Davison et al's (2015) previous studies of parent's feeding strategies under Permissiveness. For this buying intention, both parents and children can be the initiator in the process depending if the purchase is planned beforehand when parents want to please their children themselves or unplanned when their children request for it. If parents initiate this process, their children's preference in terms of taste and images will be major factors in influencing their decision.

4.2 Key Factors That Influence Parental Decision

After identifying parent's buying intention for snacks, we further studied the factors that have an effect on their decision during their snack purchase. Through in-depth interview, we found four key factors that influence mothers' decision of snacks

purchase for their children. The four key factors are nutritional values, taste, packaging, and presence of their child during purchase.

4.2.1 Nutritional value

Unsurprisingly, this factor ranks high with 8 out of ten respondents claiming that they prefer snacks that have added benefits such as vitamins and minerals. Although parents do not expect snacks to be as healthy as fruits and vegetables, they prefer some benefits rather than a complete junk food. Snacks that seem to be healthier or provide at least some nutritional values are a bonus and require shorter time for time to gather information and make a purchase decision. “If there is something good in it, I will buy without thinking much about it and hope my child will like it too.” said one respondent. Furthermore, another respondent added that they are attracted to advertising claims that highlights good nutrition: “Words like ‘High in Calcium’ or ‘Made from Real Milk’ always grab my attention because I want my child to have even the least benefits from snacks even if they are not the healthiest thing to eat overall. If I have time, I will look at the ingredients and see if it’s made from real milk or just artificial cream.” This is supported by previous study from Schiffman, Kanuk (2007) which shows that household decision-making process for children’s products starts from the initial stage where companies tries to advertise and communicate nutritional factors towards parents in order to attract parents to consider their products and make a purchase. This factor plays a major role influencing parent’s if parents are looking for snacks to fill up their child’s hunger in between meals.

4.2.2 Taste

Apart from nutrition, taste is equally important according to 7 of out ten respondents. The snack must be good enough that kids can eat without having to force them too much. According to most respondents, they revealed that children is very stubborn with their food choices and remembers the taste that they do not like. “No matter how much I want my child to eat them, if she doesn’t like it, I will have to force them but I don’t want to do that because snack should be something that my kid enjoys.” One respondent added. Furthermore, another mother revealed that children can have the most powerful loyalty to a product they like, “If my child likes the taste, he can eat

it every single day and won't get bored of it. But if my child hates it, he will never eat it unless I force them to. And they will cry." Therefore, similar to the previous factor, Schiffman, L., Kanuk (2007) also stated that company tends to communicate taste factors towards children. But surprisingly, parents are also aware of the importance of taste when it comes to purchasing snacks as it is easier for them to feed their child. This may be because majority of snack purchase intention are for coercive control such as managing child's behavior and rewarding them as discussed in the buying intention earlier, therefore, this factor tends to be a major influence to parents' decision knowing that taste are one of the most important factor to lure their children. This factor is present in all buying intentions but is mainly used for dealing with children's pestering power and pleasing their children.

4.2.3 Packaging

Six out of ten respondents state that good packaging is also important, not solely for them but also for their children. For parent's perspective, they prefer snacks packaging that are travel friendly and 'on-the-go'; something that is convenient to bring out of home without much preparation. Examples given are individually wrapped, light weight and sealable packaging. "I would appreciate something that I can just simply throw into my bags when in a rush without packing them into separate boxes or worries that my child will spill them." said one respondent. Packaging is not only important for the modern busy mothers with little time, it also an effective marketing gimmicks to attract children. One respondent explained children's perspective, "When my child goes to the supermarket with me, they always points to snacks with colorful packaging especially those with their favorite cartoon characters and nag for me to buy them." Similarly, most respondents agree that what really attract their kids at first glance are the images on the packaging. "My child always gets excited when she sees her favorite Elsa on TVC or when she sees a snack product with Elsa characters on the packaging. She always nags me for it." shared one respondent. This is also supported by Schiffman, Kanuk (2007) where marketers communicate with kids using images to grab their attention whether it is on advertisement or on packaging, but the previous study failed to identify that packaging is also equally important to parents just like the 'taste' factor.

This factor is mostly used for managing behavior, acting as a reward and to show affection to their children.

4.2.4 Presence of child

7 out of ten respondents said that their child try to influence their decisions by making either making a requests for snacks, demanding and nagging continuously, some even throwing a tantrum for it. This is supported by Blythe, J. (2007) on children's influence strategies which stated that children use tactic such as pestering power which have an impact on parental decision making process. Similar to previous study from Schiffman, Kanuk (2007) who stated that children is the main influencer of parental buying decision process for children's product, respondents also agree that the presence of their child makes a considerable difference in their buying decision. "If my child doesn't come groceries shopping with me, I would just walk pass the snack aisle or maybe pick the healthier ones. But if he comes, he always picks something up from the shelves and nags for it. And I have to give in occasionally to avoid loud noises." shared one respondent. The younger the children, the more pestering power they will use on their parents. The majorities of the respondent's children use Pressure Tactics and Exchange Tactics such as nagging, throwing a tantrum or behaving to request for snacks. This may be because this study only involves younger aged children who do not have the ability to request things in a more logical and mature way like the older children such as Inspirational Appeals and Consultation Tactics. This factor is the major initiator of an unplanned purchase and used for managing behavior, acting as a reward and to show affection to their children.

Table 4.1 Summary of Findings: Buying Intention

No	Buying Intention	Key Findings
1	Manage child's behavior	<ul style="list-style-type: none"> • Reactive: To deal with a negative behavior Eg.) To stop a child's tantrum, nagging or crying. • Proactive: To prevent disruptive behavior from occurring
2	To fix hungry in between meals	<ul style="list-style-type: none"> • Children do not consume enough proper food. • Seek healthier snack choices with hidden nutritional values Eg.) Rice crackers, nuts, seaweed
3	To reward their child	<ul style="list-style-type: none"> • Reward to reinforce repeat good behavior in the future. Eg.) Eat their dinner, behave when out of home.
4	To show affection for their child	<ul style="list-style-type: none"> • Occasionally spoil their child: make them feel loved. • Snack is one of the easiest, quickest and cheapest ways to make child happy.

Table 4.2 Summary of Findings: Key Influencing Factors

No	Key Factors	Key Findings
1	Nutritional values	<ul style="list-style-type: none"> • Parents do not expect snacks to be as healthy as fruits and vegetables • Prefer some benefits rather than a complete junk food • Added benefits such as vitamins and minerals, 'High in Calcium' or 'Made from Real Milk' etc.
2	Taste	<ul style="list-style-type: none"> • Children is very stubborn with food choices (taste) • Easier to eat: snack shouldn't be forced to eat. • Child's preference: use to deal with children's pestering power and pleasing them.
3	Packaging	<ul style="list-style-type: none"> • Parent's perspective: travel friendly and 'on-the-go' • Child's preference: images on packaging as marketing gimmicks to attract children to nag their parents
4	Presence of child	<ul style="list-style-type: none"> • Children use tactics such as pestering power • Eg.) demand and nag for snacks, throwing a tantrum etc

4.3 Discussion

Overall, the study demonstrated that some findings were consistent with previous model of household decision making process. However, a few noteworthy differences emerged. Firstly, children do play a major role in influencing the buying decision making of parents directly. Children are unconsciously influenced by marketing gimmicks such as images and taste before making an impact on their parent's decision. The direct influence from child presence with their pestering power impacting parent's buying decision of snacks is consistent with the previous study from Blythe (2007). Secondly, another similarity between this study and previous research from Schiffman (2007) is that nutrition factor is a key influence factor for snack purchase. However, there is a sheer difference in this study in that parents are not expecting a complex nutrition like those in proper meals but simply prefer natural ingredients and simple nutrition like added calcium and vitamins rather just a complete junk. On the other hand, in addition to the child presence and nutrition factors stated in the previous studies, this study further reveals that parents are also indirectly influenced by their child's preference in terms of packaging and taste which also becomes the key factors influencing their purchase when their child is not present during their purchase. This may due to the fact that most of the buying intention of snacks from this study is for coercive control purpose such as managing child's behavior and to reward their child, therefore, parents are indirectly influenced by their children's preferences and seek for something that their children enjoy.

For buying intention that uses snack to manage child's behavior and to reward child under coercive control, they are often faced with one key factor that influence their decision which is the presence of their child. For this purpose, parents tend to allow their child to be a part of the decision maker. Even though this buying intention shares similarities with the previous research from Davison (2015), our findings show that sometimes, parents do give the decision making power to their children for this buying intention as opposed to the deciding entirely by themselves. This also applies to using snacks to show affection which was not present in the previous study. On the other hand, if the buying intention is to use snack to fill up their child's hunger, the key influence factor would be nutritional value where the parents will be the key decision maker which is consistent with the previous study from Schiffman (2007). Due to the

difference in buying intentions that results in the change of roles in decision making stage, we were prompted by the findings to separate the decision making role in the household decision making process to solely parents and children or joint decision depending on the buying intention which can start at any stage of the process depending if the purchase was planned beforehand or not.

In conclusion, we can see that the buying intention and key influential factors have an impact in the household decision making process. Even though the final purchase are made by parents, understanding each role at each stage in the process and other key factors such as nutritional factors, taste, packaging and presence of child that influences parent's buying intention and final decision is crucial to planning an effective marketing communication which can initiate the purchase from the start and also shorten the whole process. The data collected are summarized in Table 4.1 and Figure 4.1.

Table 4.3 Summary of how buying intention and key factors influencing purchase effects the roles of parents and children in the household decision making process.

Buying Intention	Key Factors	Roles
To manage child's behavior (Reactive) Eg.) to deal with bad behavior	Presence of Child Taste Packaging	Initiator: Children Information Gatherer: Parents Influencer: Children Decision Maker: Children or Joint Purchaser: Parents User: Children
To manage child's behavior (Proactive) Eg.) to prevent bad behavior from occurring	Taste Packaging	Initiator: Parents Information Gatherer: Parents Influencer: Other key factors Decision Maker: Parents or Joint Purchaser: Parents User: Children
To reward child	Presence of Child Taste Packaging	Initiator: Parents/ Children Information Gatherer: Parents Influencer: Children & Other key factors Decision Maker: Parents or Joint Purchaser: Parents User: Children

Table 4.3 Summary of how buying intention and key factors influencing purchase effects the roles of parents and children in the household decision making process.

(cont.)

Buying Intention	Key Factors	Roles
To fix hunger in between meals	Nutritional Value Taste	Initiator: Parents Information Gatherer: Parents Influencer: Other key factors Decision Maker: Parents Purchaser: Parents User: Children
To show love	Presence of Child Taste Packaging	Initiator: Parents/ Children Information Gatherer: Parents Influencer: Children & Other key factors Decision Maker: Parents Purchaser: Parents User: Children

Source: Davison et al. (2015).

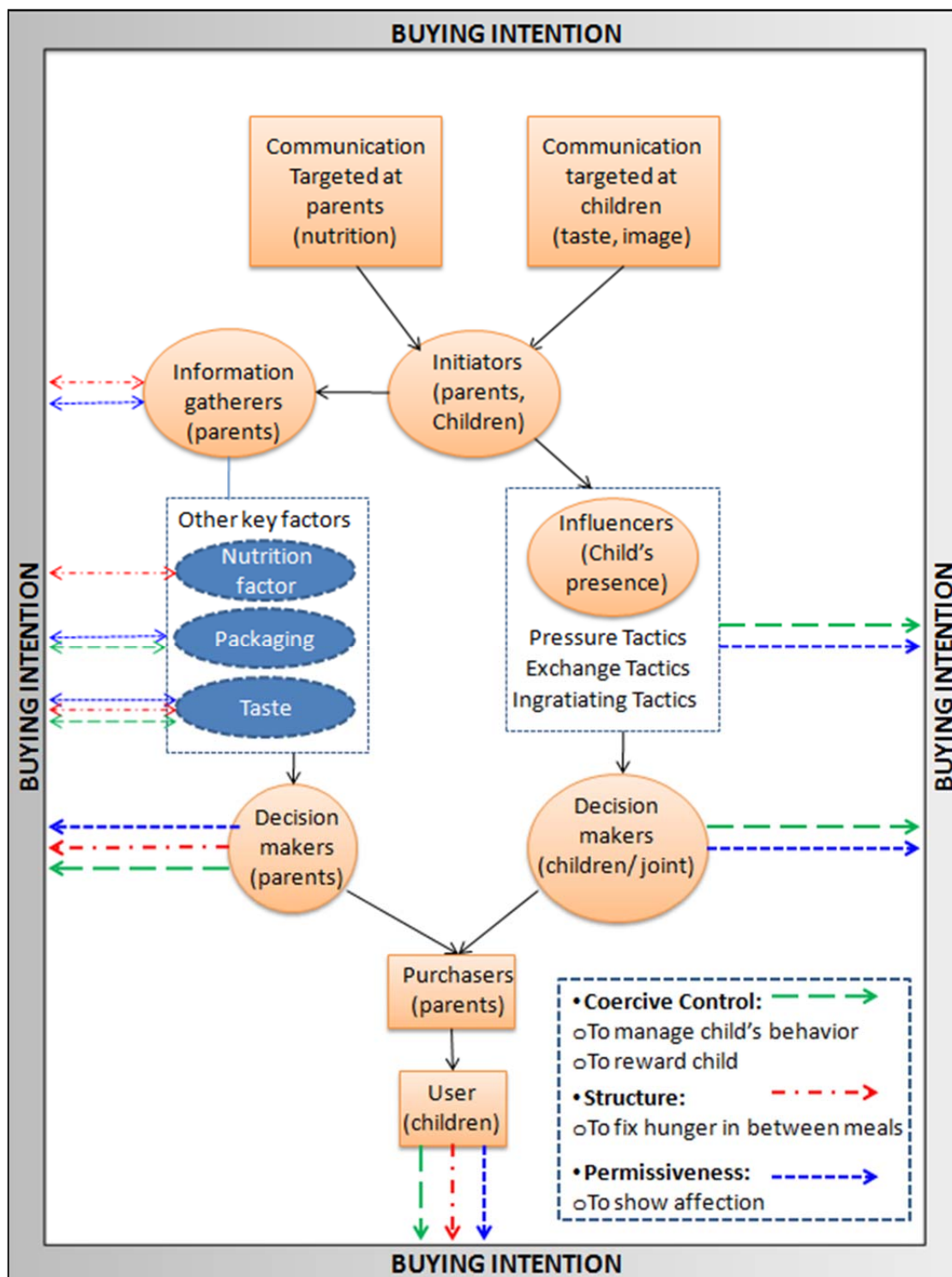


Figure 4.1 Buying intention, key influencers and roles in each stage of household decision making process towards making the final purchase for children.

Source: Schiffman, L.G., Kanuk, L.L. (2007).

CHAPTER V

MANAGERIAL IMPLICATION

5.1 Managerial Implication

This research has shown that household decision making process for children's product is complex in nature as it involves more than one person along with other key factors influencing the decision. With the combination of greater empowerment of children and changing parental social settings, joint decisions means that fulfilling only one person's needs without considering another is insufficient to satisfy both consumers: parents who pays for it and child who eats it.

Previous framework by Schiffman (2007) stated that marketing communication targeting to parents is only nutrition whereas taste and image is targeted only at children. However, our finding revealed that the factors targeting at children are as equally important for the parents to meet their child's preference. In order to implement effective marketing strategies for children's snack products, it is crucial for marketers to deeply understand the complex combination of parent-child relationship, the buying intention and the external factors affecting it when it comes to snack purchase as supported by Yang (2008). This study revealed that unplanned purchase occurs when children are lured by tempting marketing gimmicks and ultimately became a marketing victim by requesting their parents buy those snacks. Moreover, younger children have short memory and are only interested in tangible item presented in front of them. Therefore, advertising on TVC does not make much impact to younger children in terms of influencing parent's purchase. With this, marketers should note the importance of shelf placement at the eye-level of young children at supermarket along with attractive packaging. Licensing Disney cartoons characters for their packaging with or creating a cartoon symbol for their brand is also effective at capturing attention from children and increase brand remembrance.

Apart from randomly trying new product, this study reveals that children often demand for snacks they have tried before and shows a strong loyalty by requesting the same snacks. Therefore, for future recommendation, snack marketers should direct

their attention to younger children by establishing brand loyalty through creative promotional techniques such as fun road shows to both preschool and primary levels to create engagement and let children taste their product. This will encourage brand awareness and loyalty in the earlier stage and thus open opportunities now and in the future as the children mature. Furthermore, marketers should also aim to meet the needs of the parents who are responsible to analyze, select and purchase the products. It is clear from this research that parents are aware of their children's preferences such as fun images, cartoon characters and great taste. They became the key factors that indirectly affect their decision as well. In addition to pleasing their children, parents pay importance to other factors such as packaging and nutritional values although they do not expect snacks to be as healthy as proper meals. Therefore, to fulfill the needs of both parents and children, a combination of fun images for children along with key nutrition highlighted in the marketing message and packaging handiness will satisfy both sides without having to sacrifice one for another. This will shorten the household buying decision process, encourage purchase and gain brand loyalty from the consumers.

5.2 Limitation and Future Research

Although rigorous efforts have been implemented for this research, there are some limitations, like most research studies, that offer opportunity for future researches. Firstly, this studies focus on young children who are under 9 years old in order to gain useful insight of those who still rely mainly on their parents for purchase. Therefore, it does not represent children's influences and eating behavior in all age of children. Future research could take this opportunity to study the influence of children in older age groups on the parental decision making process. For example, older children with their own pocket money and are able to occasionally make their own purchase without their parent's consent. Furthermore, older children may have better reasoning and influential techniques to make an impact on parental decision making which may be interesting to compare and contrast different age group of children. Secondly, another limitation of this research was it was conducted only in Bangkok. Therefore, the findings could not be use as a generalization for family in other provinces and countries with different societal and environmental settings. Future researchers can use the same

research framework for studying other provinces in Thailand or compare the results with similar studies conducted in neighboring countries. Thirdly, although household decision making often involves more than one person, but this study was limited to only mothers who are responsible for their children's intake, so it did not incorporate the children's or father's perspective. A further opportunity would be a study which involves both parents and their children and siblings. A direct observation of family shopping experience may also be beneficial to see both children's and parent's reaction during shopping and purchase. Fourthly, although painstaking efforts have been done to conduct all the in-depth interviews face-to-face, but in reality, some interviewees postponed the meetings with short notice and alternatively asked for phone interviews instead. This may have slight effect on the data recall and writing process due to the missing of the 'nearness' that face-to-face interview allows. Therefore, future research could also use quantitative method to obtain clearer data collection by using fixed hypothesis.

To sum up, future research could achieve better and more valid results by involving wider amount of respondents in terms of age group and numbers of family members involved in the research as well as study the same framework in other geographical areas using quantitative research methods.

In conclusion, this study make a positive contribution to the under researched area of parent's buying intention for snacks in the Thai context as well as the key factors that influenced parental purchase decision for snacks products. The research has identified four buying intention and four key factors influencing parental decision for snack purchases in the household decision making process of ten modern Thai mothers with child aged three to nine years old. Snack manufacturers as well as marketers of other children's products can benefit from these findings in identifying the buying intention and key influencing factors for other types of food and children's products in order to implement a more effective marketing communication and develop better products to capture both parents and children. Additionally, a conceptual framework was introduced to highlight the key factors for different buying intention along each stage of household decision making process. Household decision making process is an important process to understand the multifaceted and complex relationship of joint decisions in order to implement the most effective marketing strategies. Therefore, it

is clear that household decision making process should be revisited and improved in order to gain competitive advantage in this children product industry.



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APPENDICES

Appendix A: Interview Questions

Interview questions has been drawn and adapted from Blake, Fisher, Ganter, Younginer, Orloski, Blaine, Davison (2015) and Schiffman, L.G., Kanuk, L.L. (2007)

Introduction:

1. When I say the word “snack”, what do you think of?

Follow-up questions:

- i. What makes something a snack for your child?

Part 1: To explore parent’s snack buying intention.

2. How often do you buy snacks for your child?

Follow up questions:

- i. Where do you buy them?
- ii. Is your child present during your purchase?

3. What types of snack do you buy?

4. Why does s/he get snacks?

Follow up questions:

- i. How is it different from a meal?

5. In what places or situations does your child usually eat snacks?

Follow up questions:

- i. Why does your child have a snack in [name place/situation]?

Part 2: To understand parent-child relationship in snack buying decision process.

6. How do you decide what your child eats for a snack?

Follow-up questions:

- i. What role does your child play in this decision?
- ii. Are there snacks that you like your child to eat? Why is that? How do you try to make sure s/he eats those snacks?
- iii. Are there snacks that you think your child should eat less often? If yes, how do you try to limit those snacks?

7. Does your child request particular snack or try to influence your decision on snack purchase?

Follow up questions:

- i. What snacks does your child request?
- ii. Where did [he/she] know about that particular snack from?
- iii. What tactics does [he/she] use to influence your purchase?
- iv. Did it have any impact on your purchase decision?
- v. How did you respond to your child's request?

8. When you shop for snacks for your child, what helps you decide what to buy?

Follow up questions

- i. What role does your child have in this decision?
- ii. Is [his/her] preference an important part of your decision?
- iii. What about any particular kid-friendly packages or containers [he/she] likes?
- iv. What about colors and cartoon characters?
- v. What about healthiness or nutritional factors of food?

9. Where do you gather information about snack for your child?

Follow up questions

- a. Does the message in the advertisement attract you? How?
- b. Does the message in the advertisement attract your child? How?

10. Describe your ideal snacks for your child that you believe will make both you and your child happy.



Appendix B: Interview Transcribe

RESPONDENT 1: NINNA PASSORNSIRI

1. When I say the word “snack”, what do you think of?

Unhealthy stuff like sweets, potato chips, chocolate.. Those full of fat and sugar

Follow-up questions:

i. What makes something a snack for your child?

Something my child cries for...

2. How often do you buy snacks for your child?

2-3 times a week

Follow up questions:

i. Where do you buy them?

Supermarket, Villa Market etc or wherever I take my child out and he wants something to eat or if he is hungry before his main meals.

ii. Is your child present during your purchase?

Yes, most of the time he nags for snacks he likes. But when he is not around or nagging, I will try to find some healthier snack options for him to try.

3. What types of snack do you buy?

Potato chips, Rice Crackers, Gummy Bears, Nuts etc.

4. Why does s/he get snacks?

Well it depends on the situation. If he is outside and walk pass some snack shop or come shopping at the supermarket with me, he will see some color snack packaging and grab those and nag me to buy it. Or maybe we go outside, and I feel that he may be hungry in the car during traffic; I will give him some snacks to eat.

Follow up questions:**i. How is it different from a meal?**

It is not the same thing. Snack is smaller portion and doesn't give much nutritional values as compared to the main meals. But my kid is addicted to snacks and it will make him full. And he will refuse to eat his rice when it is ready.

5. In what places or situations does your child usually eat snacks?

After school or when travelling outside with me or when we are stuck in the traffic in car. Mostly, I give him snacks when we are outside and he gets hungry before main meals. Or when I'm out to run some errands and need to take him along with me, I need to keep him busy.

Follow up questions:**i. Why does your child have a snack in [name place/situation]?**

Sometimes a snack is a great helper. Like when my child is moody and wants me to carry her all the time, she will nag or even cry loudly in public. This can be a problem especially in places like on an airplane where you don't want to disturb other people. So I will give them their favorite snacks and they will immediately keep quiet for a while.

6. How do you decide what your child eats for a snack?

Depends if the snack is healthy or it's unhealthy for my kid. I mean most snacks are unhealthy but there are some which has some goods in it like calcium or vitamins; baked not fried etc. If it's unhealthy, I will try to avoid it or not let him see it. But if it's healthier stuff like nuts or rice crackers, I am okay if he wants to eat more of it.

Follow-up questions:**i. Are there snacks that you like your child to eat? Why is that? How do you try to make sure s/he eats those snacks?**

Of course I like the ones with good nutrition because it is better for my kid. I mean every mother wants the best thing for their kids. I think whatever my kids consume have impact on his body and his development so I make sure he eats the better stuff. I would prefer to feed him fruit chips or rice crackers over Lays or the greasy

stuff with lots of MSG. I would give them these healthy ones whenever they like as long as they eat their main meals. But of course I would prefer him to eat his rice first.

ii. Are there snacks that you think your child should eat less often? If yes, how do you try to limit those snacks?

The unhealthy ones like chocolate, fried processed stuff like Lays, Cornae, Potae etc. He loves those but I will try to not buy it or only buy it when he is behaving or if there is no other options.

7. Does your child request particular snack or try to influence your decision on snack purchase?

Yes of course. He always does it when he is out shopping with me most of the time.

Follow up questions:

i. What snacks does your child request?

Chocolates, potato chips, ice cream etc. Usually the unhealthy ones that tastes good.

ii. Where did [he/she] know about that particular snack from?

When he is younger, I will choose the snacks for him and he will remember his favorite snacks that he likes and tries to ask for the same thing. But nowadays, he see something that his friends has or something colorful, he will pick it up and ask for it.

iii. What tactics does [he/she] use to influence your purchase?

Usually he will ask nicely first but if I said no, he will start nagging and have a bad mood or sometimes cry over it.

iv. Did it have any impact on your purchase decision?

Yes, sometime it does.

v. How did you respond to your child's request?

I will try to persuade him into some other options or tell him that we have tones of snack at home. But kids these days are pretty smart, they don't believe you easily and he will end up nagging non-stop until I have to give in sometimes.

8. When you shop for snacks for your child, what helps you decide what to buy?

Follow up questions

i. What role does your child have in this decision?

Mostly he tries to pick something he likes and point it to me or trying to influence me by nagging or throwing a tantrum over it.

ii. Is [his/her] preference an important part of your decision?

Yes of course. No matter how much I want him to eat something and if he doesn't like it, I will have to force him but I don't want to do that because snack should be something that they enjoy.

iii. What about any particular kid-friendly packages or containers?

Yes, packaging is important especially if I'm outside. I would appreciate something that I can just simply throw into my bags when in a rush without packing them into boxes or worries that my child will spill them.

iv. What about colors and cartoon characters?

He loves those with colorful packaging and especially ones that has his favorite cartoon characters on it.

v. What about healthiness or nutritional factors of food?

Yes, it probably is my main concern.

9. Where do you gather information about snack for your child?

Sometimes, I see it on TV or magazines but most of the time, it is through browsing in the supermarket or friend's recommendation.

Follow up questions

i. Does the message in the advertisement attract you? How?

Well sometimes, especially for the ones that says they are good for my child's development etc. If I have time, I will look at the ingredients too.

ii. Does the message in the advertisement attract your child? How?

I don't think he understands much about the message but if it's some cartoons stuff and colorful advertisement, he will catch his attention and he will notice it first even though he has never tried it before.

10. Describe your ideal snacks for your child that you believe will make both you and your child happy.

Something healthy, tastes good enough and fun for my kid to eat.

RESPONDENT 2: SUCHADA ISIPRADIT

1. When I say the word “snack”, what do you think of?

Delicious! Kids love them but really bad for health and fattening

Follow-up questions:

i. What makes something a snack for your child?

Something delicious that he can enjoy before his main meals.

2. How often do you buy snacks for your child?

Not much...Only when he request or demand for it. Maybe twice a week.

Follow up questions:

i. Where do you buy them?

Supermarket like gourmet market and convenient stores when we are outside.

ii. Is your child present during your purchase?

Depends on which days but if he is out with me, he will definitely beg for some snacks.

3. What types of snack do you buy?

If I have to buy, I will choose healthier ones that isn't too junk...like you know. seaweed, taro and all. But sometimes, my kids always demand sweets or chips so I have to please him sometimes.

4. Why does s/he get snacks?

Maybe when he is hungry or just simply to enjoy and satisfy his cravings. I mean every child eats snacks right?

Follow up questions:**i. How is it different from a meal?**

Of course it is not the same. For meal, I always have to force him to eat the right food that I prepare like vegetables or meat but for snacks, it's just automatic for my kid to eat because he loves them.

5. In what places or situations does your child usually eat snacks?

Both home and outside. Sometime I use snack to kind of lure him as well.

Follow up questions:**i. Why does your child have a snack in [name place/situation]?**

For example, if I have to run some errands like go to the bank or renew my passport, it is hard to keep my child still during the whole queuing and waiting process so I better have chocolate, cookies or chips in my bag because it's the only thing that will manage him for 1 hour, or 2 hours.

6. How do you decide what your child eats for a snack?

Depends if he is behaving or not or what is available at that time. If there is other better food, I will definitely offer him those than snacks.

Follow-up questions:**i. Are there snacks that you like your child to eat? Why is that? How do you try to make sure s/he eats those snacks?**

Of course I don't really want my kids to eat too much snacks because it is not good for him but you know, it is necessary for kids to have them sometimes. I would prefer him to eat like baked stuff and not fried. Or those that are not too processed, it doesn't have to be extremely healthy.

ii. Are there snacks that you think your child should eat less often? If yes, how do you try to limit those snacks?

Not too much candies and potato chip etc. You know the sugary and fat stuff.

7. Does your child request particular snack or try to influence your decision on snack purchase?

Yes most of the time when he is with me.

Follow up questions:

i. What snacks does your child request?

Those really unhealthy but yummy ones that he has eaten before. Oh and the ones with attractive packaging.

ii. Where did [he/she] know about that particular snack from?

It's either he has eaten before and love but it's random from the shelves.

iii. What tactics does [he/she] use to influence your purchase?

He will keep asking and nagging for it.

iv. Did it have any impact on your purchase decision?

Yes sometimes it does. If I'm in a rush or want him to keep quiet, I will be like "Okay, you better be a good boy."

v. How did you respond to your child's request?

As stated above.

8. When you shop for snacks for your child, what helps you decide what to buy?

I want something that is not too nasty for my kids' health but you know also taste good for them to enjoy.

Follow up questions

i. What role does your child have in this decision?

If I want him to behave then I will let him decide on what he wants usually or just pick his favorite ones.

ii. Is [his/her] preference an important part of your decision?

I think so. But I try to limit the amount of snacks that is not too much.

iii. What about any particular kid-friendly packages or containers?

I prefer sealable packaging or those individually wrapped. It's easier for my life.

iv. What about colors and cartoon characters?

Yes, I think all kids love fun packaging. I mean who doesn't right? *laugh* Any cars or trains on it.

v. **What about healthiness or nutritional factors of food?**

Definitely but I don't expect too much from it. But a little is good.

9. Where do you gather information about snack for your child?

Most of the time I see it on the shelves and then I read the labels.

Follow up questions

i. **Does the message in the advertisement attract you? How?**

If it is attractive enough, then maybe.

ii. **Does the message in the advertisement attract your child? How?**

Maybe but he is basically attracted to anything fun.

10. Describe your ideal snacks for your child that you believe will make both you and your child happy.

Looks fun and good but also must be actually good for him.

RESPONDENT 3: PATAVEE VISITTAJINDA

1. When I say the word "snack", what do you think of?

Kitkat, Pringles, those junk food.

Follow-up questions:

i. **What makes something a snack for your child?**

Tasty and fun.

2. How often do you buy snacks for your child?

2 – 3 times a week.

Follow up questions:

i. **Where do you buy them?**

Tops Supermarket, 7 Eleven

ii. **Is your child present during your purchase?**

Yeah, because of her I have to buy them *laugh*

3. What types of snack do you buy?

My kid loves sweets like candies, chocolate or anything sweet. But I tried to find those that are better for her like natural sweeteners rather than processed ingredients.

4. Why does s/he get snacks?

Well, I just want to give her a treat sometimes and it also a bonus for me because I always ask for a favor in return such as behaving etc.

Follow up questions:

i. How is it different from a meal?

Meal is essential for child's well being that contains fresh ingredients but I guess snack is not necessary but it makes my kid happy.

5. In what places or situations does your child usually eat snacks?

When I'm running some errands outside and I need her to behave.

Follow up questions:

i. Why does your child have a snack in [name place/situation]?

Well, for example, if you tell a child you are going to give him a fruit at a doctor's appointment or something, he will not listen to you. But if you say a pack of Gummy Bears, she will be okay and behave more.

6. How do you decide what your child eats for a snack?

For snacks, I don't think as much as the main meals just as long as the snacks look safe and she is not eating it more than her main meals.

Follow-up questions:

i. Are there snacks that you like your child to eat? Why is that? How do you try to make sure s/he eats those snacks?

Not really. Of course I want the best for my child but I will give that in her meals instead.

- ii. Are there snacks that you think your child should eat less often? If yes, how do you try to limit those snacks?**

I give her only when he asked for it or when i think she should have something to eat when main meals are still hours away. Most of the time, it would be when we are out of home and she nags for it.

7. Does your child request particular snack or try to influence your decision on snack purchase?

Yes, she tries to.

Follow up questions:

- i. What snacks does your child request?**

Her favorite sweets like Chocoball, Gummy Bear etc

- ii. Where did [he/she] know about that particular snack from?**

She may have eaten it before at school or from her friends.

- iii. What tactics does [he/she] use to influence your purchase?**

Not much but she will cry if she doesn't get it if you consider that as a tactic.

- iv. Did it have any impact on your purchase decision?**

I would say yes, but sometimes I will not listen to her request.

- v. How did you respond to your child's request?**

I try to limit and not buy it but if it is once in a while or special occasion, I will let her pick whatever she wants to eat.

8. When you shop for snacks for your child, what helps you decide what to buy?

I don't intentionally shop for snacks but she will usually demand it herself.

Follow up questions

- i. What role does your child have in this decision?**

If it is to treat her, I will let her decide just to please her but it is not an everyday thing. Most of the time, I will reject her request.

- ii. Is [his/her] preference an important part of your decision?**

Yes, because snacks is something that she must like. If not, it will just go the bin and is a waste of money.

iii. What about any particular kid-friendly packages or containers?

Not really. I guess something that my kid can easily hold and is also safe.

iv. What about colors and cartoon characters?

She sure loves them. Most kids are like that.

v. What about healthiness or nutritional factors of food?

I don't expect much from snacks. I guess it is all the same junk food but if there is something healthier and my kids like it, of course I will pick that.

9. Where do you gather information about snack for your child?

I don't really find much information unlike necessities such as milk. Mostly I would just briefly see if it is a safe brand or not.

Follow up questions

a. Does the message in the advertisement attract you? How?

Not really. I don't really pay much attention to snacks advertisement.

b. Does the message in the advertisement attract your child? How?

Maybe, I don't know but I don't think she cares or really understand about the message now. But she likes nice, colorful pictures.

10. Describe your ideal snacks for your child that you believe will make both you and your child happy.

It doesn't exist but I hope it is something good for my child's body but the taste should also be good as well.

RESPONDENT 4: KANYARAT RATTIYAPORN

1. When I say the word "snack", what do you think of?

Sweets, cookies, biscuits, chips....Food that are bad for my kids. *laugh*

Follow-up questions:

i. What makes something a snack for your child?

I am quite concerned about my child's nutrition intake so it should be something that has some good nutrition in it.

2. How often do you buy snacks for your child?

Twice a week.

Follow up questions:

i. Where do you buy them?

Leading supermarkets like Market Villa, Foodland etc

ii. Is your child present during your purchase?

Not always. I usually buy them after work when I go for groceries shopping before going home.

3. What types of snack do you buy?

I tried to buy the good ones like rice crackers, whole wheat biscuits, baked seaweeds, cashew nuts etc.

4. Why does s/he get snacks?

He is a really fussy eater and doesn't like to eat proper food so he may get hungry and I will give him snacks if I don't have much time to force him to eat.

Follow up questions:

i. How is it different from a meal?

I mean... I don't have much option. I want my child to eat and get nutrition from his meals but sometimes I have to use snacks to fill up his hunger instead because he refuse to eat proper food.

5. In what places or situations does your child usually eat snacks?

When he is hungry or when he doesn't like the food that I prepare.

Follow up questions:

i. Why does your child have a snack in [name place/situation]?

Because he is a really fussy eater and most of the time he asks for snacks.

6. How do you decide what your child eats for a snack?

I try to find healthier options with added benefits because I don't think he gets enough nutrition from his meals at all.

Follow-up questions:

- i. Are there snacks that you like your child to eat? Why is that? How do you try to make sure s/he eats those snacks?**

He's so thin and he doesn't like to eat rice or noodles. All he likes is snacks, cereals or anything that is crispy so I will try to find something healthy with added calcium or vitamins for him to nibble but it must also be delicious enough for my kids.

- ii. Are there snacks that you think your child should eat less often? If yes, how do you try to limit those snacks?**

I don't really buy the sugary or bad ones because I don't want him to be addicted to them. I make sure I have other preferred options on hand so he will choose that and not ask for something else.

7. Does your child request particular snack or try to influence your decision on snack purchase?

Yes but I will try to persuade him to eat something else that I choose because it is better for him.

Follow up questions:

- i. What snacks does your child request?**

Anything that looks fun and tasty.

- ii. Where did [he/she] know about that particular snack from?**

I guess it is random from walking pass it or maybe he had it before and remember those.

- iii. What tactics does [he/she] use to influence your purchase?**

He tries to beg me for it but it doesn't really work on me because I don't want him to eat too much of the junk food.

- iv. Did it have any impact on your purchase decision?**

As stated above.

- v. How did you respond to your child's request?**

I will tell him this is not yummy and find some healthier alternatives and offer it to him. Most of the time, he listens to me just as long as it is a snack.

8. When you shop for snacks for your child, what helps you decide what to buy?

If there is something good in it, I will buy without thinking much about it and hope my child will like it too. I want him to develop a good eating habits when he grows older and likes to eat food good.

Follow up questions

i. What role does your child have in this decision?

Not much, I don't really let him decide.

ii. Is [his/her] preference an important part of your decision?

Well, of course I will consider something that my child will also enjoy like good taste.

iii. What about any particular kid-friendly packages or containers?

Yes, I like packaging that are light in weight and easy to take when we go do activities outside so I can just pop those into my bag.

iv. What about colors and cartoon characters?

Kids love them of course!

v. What about healthiness or nutritional factors of food?

It is a big plus for me and I go through the labels quite a lot.

9. Where do you gather information about snack for your child?

I try to find suggestions from internet and also from friends.

Follow up questions

a. Does the message in the advertisement attract you? How?

Sometimes yes. If it says that it is high in vitamins and minerals, I will definitely check it out next time I go shopping.

b. Does the message in the advertisement attract your child? How?

Maybe when he watches television and something yummy pops up, of course he notice.

10. Describe your ideal snacks for your child that you believe will make both you and your child happy.

Something healthy and tasty will be great!

RESPONDENT 5: PIMPLOY ASSIRIKUL

1. When I say the word “snack”, what do you think of?

High in calories, sugar, fat, preservatives but yummy!

Follow-up questions:

i. What makes something a snack for your child?

Something yummy and makes her happy I guess. But not too much.

2. How often do you buy snacks for your child?

About three times a week.

Follow up questions:

i. Where do you buy them?

Foodland, Central Food Hall, Tesco Lotus.

ii. Is your child present during your purchase?

Sometimes, I would say 60% of the time.

3. What types of snack do you buy?

Fruit chips, chocolate, cookies etc. Actually, all sorts of things. I like to try new things. But I prefer she eats healthier ones.

4. Why does s/he get snacks?

Mostly, I use it to please her. Snack is great if I want her to be happy when she is not really in a good mood.

Follow up questions:

i. How is it different from a meal?

It's not the same. Kids love snacks more than meals. *laugh* but I like her to eat her rice too.

5. In what places or situations does your child usually eat snacks?

For example, when I gave birth to my second child, my first daughter may feel that I love her new-born brother more. I don't want her to feel neglected so during that time, I often spoil her by buying her snacks constantly to make her feel loved especially those

that comes with little toys like Kindle Surprise Egg. She loves them and does not feel jealous of her new-born brother anymore.

Follow up questions:

- i. **Why does your child have a snack in [name place/situation]?**

As stated above.

6. How do you decide what your child eats for a snack?

If I want to please her, I will pick something she likes but if I want to just have something for her to eat when she is hungry, I will choose what I think will give her benefits as well.

Follow-up questions:

- i. **Are there snacks that you like your child to eat? Why is that? How do you try to make sure s/he eats those snacks?**

Fruit chips made from real fruits are good. Or anything made from natural ingredients. I will offer this instead of the bad stuff.

- ii. **Are there snacks that you think your child should eat less often? If yes, how do you try to limit those snacks?**

Of course, I don't want her to eat too much chocolate unless I need to really please her.

7. Does your child request particular snack or try to influence your decision on snack purchase?

Yes, she loves Kindle Surprise Egg and request ask for it.

Follow up questions:

- i. **What snacks does your child request?**

As stated above.

- ii. **Where did [he/she] know about that particular snack from?**

Mostly, she knows that because her aunt got it for her before. I think she also saw it on YouTube.

- iii. **What tactics does [he/she] use to influence your purchase?**

*Nag and nag and nag. *laugh**

iv. Did it have any impact on your purchase decision?

Sometimes, I have a soft spot because I feel bad enough that I don't have much time for her these days. So I often want to please her.

v. How did you respond to your child's request?

I will make sure she knows the reason I give them to her is because I adore her. I will give her reason before saying yes.

8. When you shop for snacks for your child, what helps you decide what to buy?

My kid likes something fun like toys or freebies that comes with it. So I might buy them.

Follow up questions

i. What role does your child have in this decision?

I let her decide sometimes but mostly she demands for it.

ii. Is [his/her] preference an important part of your decision?

Yes, snacks is something my daughter should enjoy. Taste should be good of course.

iii. What about any particular kid-friendly packages or containers?

Not really....

iv. What about colors and cartoon characters?

The toys that comes with it are usually famous cartoon characters from movies etc. She loves them very much.

v. What about healthiness or nutritional factors of food?

That would be a bonus! But most of the time, they aren't really delicious.

9. Where do you gather information about snack for your child?

Mostly from reading the ingredients and labels on the packaging.

Follow up questions

a. Does the message in the advertisement attract you? How?

Not much. I don't really trust the gimmicks these days.

b. Does the message in the advertisement attract your child? How?

She likes something fun. Like when she watches Youtube and saw a clip about the Kindle Surprise Egg, she will be so happy and reminds me to buy it for her.

10. Describe your ideal snacks for your child that you believe will make both you and your child happy.

Yummy, fun and good for the body.

RESPONDENT 6: WILAIORN INGGANAN

1. When I say the word “snack”, what do you think of?

Gummies, lollies, processed snacks like potato chips, fried and oily.

Follow-up questions:

i. What makes something a snack for your child?

Something she eats when she is being a good kid.

2. How often do you buy snacks for your child?

Twice a week.

Follow up questions:

i. Where do you buy them?

Supermarkets, hypermarkets like Big C, Tesco Lotus etc

ii. Is your child present during your purchase?

Not always but sometimes yes.

3. What types of snack do you buy?

She loves Cornae, the fried corn snacks and Teenies, the flower cookies. I usually buy those.

4. Why does s/he get snacks?

When she is behaving or eat her meals, I want to reward her, you know make her feel proud of what she did.

Follow up questions:

i. How is it different from a meal?

Totally different because snack is not healthy at all.

5. In what places or situations does your child usually eat snacks?

Mostly outside when we bring her out on the weekends to shopping malls.

Follow up questions:

i. Why does your child have a snack in [name place/situation]?

Sometimes, I want my kids to feel that they did the right thing and also to encourage them to do the same good behavior in the future. I'll buy sweets or a snack if they ask for it, as long as they listen to me or get their homework done.

6. How do you decide what your child eats for a snack?

From what she likes, mostly she eats the same favorite snacks from her past experience.

Follow-up questions:

i. Are there snacks that you like your child to eat? Why is that? How do you try to make sure s/he eats those snacks?

I don't think any parents want their child to eat snacks but it is something we cannot avoid. I mean parents love them too. *laugh*

ii. Are there snacks that you think your child should eat less often? If yes, how do you try to limit those snacks?

Yes, I don't like those with artificial stuff like strong colors or flavorings. I try to find other alternatives.

7. Does your child request particular snack or try to influence your decision on snack purchase?

Yes, always.

Follow up questions:

i. What snacks does your child request?

Cornae, Teenie mostly.

ii. Where did [he/she] know about that particular snack from?

She ate them before and never get bored of it.

iii. What tactics does [he/she] use to influence your purchase?

She will try to ask and I will tell her if she wants it, she needs to do her homework in return and she often agrees to it. Now, she knows me well and will suggest it first.

iv. Did it have any impact on your purchase decision?

Yes, definitely.

v. How did you respond to your child's request?

As stated above.

8. When you shop for snacks for your child, what helps you decide what to buy?

Something that I know my child will like it. Usually I will just grab her favorite snacks.

Follow up questions

i. What role does your child have in this decision?

If she is with me, I will let her pick. If not, I already know what she wants.

ii. Is [his/her] preference an important part of your decision?

Yes if it is not too expensive.

i. What about any particular kid-friendly packages or containers?

That would be good too.

ii. What about colors and cartoon characters?

I guess anything bright and colorful attracts me first.

iii. What about healthiness or nutritional factors of food?

I hope but snacks is not healthy anyway so...

9. Where do you gather information about snack for your child?

I don't need much information because I usually buy the same snacks.

Follow up questions

i. Does the message in the advertisement attract you? How?

I don't really care much about it.

ii. Does the message in the advertisement attract your child? How?

Those cartoony and cute ones will attract my kids.

10. Describe your ideal snacks for your child that you believe will make both you and your child happy.

Something safe but also fun and tasty to eat.

RESPONDENT 7: SUPATSORN KONGSOMBAT

1. When I say the word “snack”, what do you think of?

Cheetos, Oreos, Kitkat, PooThai with lots of MSG...

Follow-up questions:

i. What makes something a snack for your child?

Something that contains good nutrition too and isn't too bad for them.

2. How often do you buy snacks for your child?

1-2 times a week.

Follow up questions:

i. Where do you buy them?

Gourmet Market, Foodland etc

ii. Is your child present during your purchase?

If it is during the weekends then yes.

3. What types of snack do you buy?

I will buy the snacks they like if they behave themselves or do something good, if not I don't really buy those unhealthy ones, like candy and stuff.

4. Why does s/he get snacks?

To fill up his stomach in between meals and also maybe give him some treats occasionally.

Follow up questions:

i. How is it different from a meal?

Snack doesn't give nutrition like main meals and contains mostly the bad stuff.

5. In what places or situations does your child usually eat snacks?

When he needs something to eat when we go out for an outing during weekends or after his school and also during traffic jams etc.

Follow up questions:

- i. Why does your child have a snack in [name place/situation]?**

As stated above.

6. How do you decide what your child eats for a snack?

Mostly, I aim to get something that is good for my kids like wholewheat stuff, baked instead of fried etc.

Follow-up questions:

- i. Are there snacks that you like your child to eat? Why is that? How do you try to make sure s/he eats those snacks?**

Yes, like dried fruits and nuts if you consider than as snacks. I will buy those and offer it to them when he is hungry.

- ii. Are there snacks that you think your child should eat less often? If yes, how do you try to limit those snacks?**

Most of the ones in the market actually. They are not very good but I try to pick the ones that comes with calcium, vitamins etc.

7. Does your child request particular snack or try to influence your decision on snack purchase?

Always.

Follow up questions:

- i. What snacks does your child request?**

He is a big fan of Cheetos and the fried and salty ones.

- ii. Where did [he/she] know about that particular snack from?**

I think maybe he had it before with his friends at school or he just saw it from the shelves at the supermarket.

- iii. What tactics does [he/she] use to influence your purchase?**

He will pick it up and put it in the trolley and thinking I don't see it *laugh*

Oh but he will request it these days.

- iv. Did it have any impact on your purchase decision?**

I think so.

v. How did you respond to your child's request?

I will look for alternatives and tell him that "Let's try something new! This must be very yummy". Although it won't really work much.

8. When you shop for snacks for your child, what helps you decide what to buy?

Words like 'High in Calcium' or 'Made from Real Milk' always grab my attention because I want my child to have even the least benefits from snacks even if it is unhealthy overall. If I have time, I will look at the ingredients and see if it's made from real milk or just artificial cream.

Follow up questions

i. What role does your child have in this decision?

I would say when he is younger, I don't let him decide much but now I will ask him sometimes.

ii. Is [his/her] preference an important part of your decision?

I think so, especially when he comes shopping with me.

iii. What about any particular kid-friendly packages or containers?

Not really.

iv. What about colors and cartoon characters?

I guess it's something that kids like.

v. What about healthiness or nutritional factors of food?

Yes! I try to find better alternatives but there isn't much choice in the market.

9. Where do you gather information about snack for your child?

Magazines like Parenting, online and webboards etc.

Follow up questions

i. Does the message in the advertisement attract you? How?

Yes if they highlight additional benefits. I would want to try it.

ii. Does the message in the advertisement attract your child? How?

I guess but he doesn't watch much television which is a good thing.

10. Describe your ideal snacks for your child that you believe will make both you and your child happy.

Healthy yet delicious.

RESPONDENT 8: BUSABA SAKULTANAPANICH

1. When I say the word “snack”, what do you think of?

Crispy deep fried food that is very fat and addictive like Lays, Twisties etc.

Follow-up questions:

i. What makes something a snack for your child?

I guess something delicious that she can eat when she is hungry or just feel like something sweet or to snack on during free time.

2. How often do you buy snacks for your child?

About three times a week.

Follow up questions:

i. Where do you buy them?

Big C, Tesco Lotus or even mom and pop store.

ii. Is your child present during your purchase?

Most likely yes. If not I would not have to buy them.

3. What types of snack do you buy?

All sorts of things like but mostly packet processed snacks that my daughter loves.

4. Why does s/he get snacks?

Sometimes, I just want to make her happy and feel loved but when she is not in such a good mood and can sometime cry and nag when we are outside, snack can be a great luring tool.

Follow up questions:**i. How is it different from a meal?**

Snack is enjoyed by kids but meals are not really popular for my daughter I would say. She's very picky with food but for snacks, she is up for anything really.

5. In what places or situations does your child usually eat snacks?

Mostly outdoor on a vacation, trip to somewhere... you know just to keep her quiet.

Follow up questions:**i. Why does your child have a snack in [name place/situation]?**

As stated above.

6. How do you decide what your child eats for a snack?

Taste is important because my kid is really picky with what he eats. If my child likes it, she can eat it every day and won't get bored of it. But if my child hates it, she will never eat it unless I force him to. And she will cry.

Follow-up questions:**i. Are there snacks that you like your child to eat? Why is that? How do you try to make sure s/he eats those snacks?**

I don't force too much on her selection but maybe just the amount she eats it. As long as she likes it, it is okay to have it once in a while.

ii. Are there snacks that you think your child should eat less often? If yes, how do you try to limit those snacks?

Yes but just limiting the amount is okay. The type of snacks I will let her pick sometimes.

7. Does your child request particular snack or try to influence your decision on snack purchase?

Yes, all the time when she sees something fun and looks good.

Follow up questions:**i. What snacks does your child request?**

She loves the savory ones like cheese biscuits, Lays and all sorts of potato chips.

ii. Where did [he/she] know about that particular snack from?

Mostly she ate them before or when she goes to the supermarket with me, she will notice those that she can easily reach and want to try them.

iii. What tactics does [he/she] use to influence your purchase?

She will keep nagging non-stop until I gave in.

iv. Did it have any impact on your purchase decision?

Sad to say but yes.

v. How did you respond to your child's request?

I would always tell her to behave and I will buy those that she request. It works well actually.

8. When you shop for snacks for your child, what helps you decide what to buy?

I guess my child's preference. I know what she likes or dislikes and I want to make sure the taste is ok for them. Sometimes I tried them too.

Follow up questions

vi. What role does your child have in this decision?

Obviously, I pay for them but she gets to say what she likes.

vii. Is [his/her] preference an important part of your decision?

Definitely yes.

viii. What about any particular kid-friendly packages or containers?

I don't really care about them but haven't them won't hurt.

ix. What about colors and cartoon characters?

Of course. The Disney cartoons always work for the kids. Something cute and colorful is what she loves. I like them too actually.

x. What about healthiness or nutritional factors of food?

Snack isn't healthy to me anyway so it doesn't matter much just as long as it is safe to eat.

9. Where do you gather information about snack for your child?

Mostly in stores when I'm shopping. But I don't really search for much information.

Follow up questions

i. Does the message in the advertisement attract you? How?

I guess not.

ii. Does the message in the advertisement attract your child? How?

If they have cartoons and music on, then definitely yes. My daughter likes to dance along music even the ones in TVC.

10. Describe your ideal snacks for your child that you believe will make both you and your child happy.

Safe, tasty and fun.

RESPONDENT 9: NISA BORATISA

1. When I say the word "snack", what do you think of?

Sweet lollipop, fried chips etc. Something bad for health I guess.

Follow-up questions:

i. What makes something a snack for your child?

Something he can enjoy but also not too much of it. I hope for something that is nutritious too but that is quite hard to find in the current market.

2. How often do you buy snacks for your child?

Twice a week.

Follow up questions:

i. Where do you buy them?

7 Eleven, Supermarket like Tops, Big C

ii. Is your child present during your purchase?

If he is then it may be the reason I bought it too.

3. What types of snack do you buy?

From corn chips to crackers, chocolate, sweets... you name it.

4. Why does s/he get snacks?

Because sometimes he nags for it or that he is hungry when we are outside.

Follow up questions:

i. How is it different from a meal?

I guess the portion of snack is smaller and there is not much nutrition in it. Snack is not nutritious or healthy at all.

5. In what places or situations does your child usually eat snacks?

Mostly outside when snack is easier to bring. If he want to eat something at home, I will prepare fresh food that are better for him.

Follow up questions:

i. Why does your child have a snack in [name place/situation]?

As stated above.

6. How do you decide what your child eats for a snack?

It depends if he is eating right or not. If I know that he listens and get enough nutrition from his main meals, I would let him eat some of the junk. But if he is being moody and don't eat any food, I will pick some of the healthier snacks like nuts or fruit chips to give it to him.

Follow-up questions:

i. Are there snacks that you like your child to eat? Why is that? How do you try to make sure s/he eats those snacks?

Yes definitely. I prefer the organic ones with all natural ingredients and no harmful substance. I will pick those over the junk ones.

ii. Are there snacks that you think your child should eat less often? If yes, how do you try to limit those snacks?

Yes, the junk ones of course but I would just limit and let him eat sometimes.

7. Does your child request particular snack or try to influence your decision on snack purchase?

Yes, he does most of the time.

Follow up questions:

i. What snacks does your child request?

All sorts of things but he gets attracted to those attractive packaging.

ii. Where did [he/she] know about that particular snack from?

I think it may be just random from the shelves. Whatever attracts him most.

iii. What tactics does [he/she] use to influence your purchase?

Depending on his mood at that time. If he is in a good mood, he will request for it nicely. But sometimes he gets irritated and demands for it.

iv. Did it have any impact on your purchase decision?

Well I don't want to spoil him too much but sometimes I just need to please him a little.

v. How did you respond to your child's request?

I tend to have some healthier choices at home but the bad ones, I will see if my child deserves it when he request for it. I would nicely get my reasons.

8. When you shop for snacks for your child, what helps you decide what to buy?

Good nutrition and good taste for my kid.

Follow up questions

i. What role does your child have in this decision?

I let him pick sometimes but most of the time I try to decide on my own.

ii. Is [his/her] preference an important part of your decision?

Yes because he is the one eating it but I tend to just limit the amount.

iii. What about any particular kid-friendly packages or containers?

That's important for me too because I work and don't have much time to prepare. A handy packaging and the ones that is easy to take outside would be good.

iv. What about colors and cartoon characters?

My child always gets excited when she sees her favorite Elsa on TV or when she sees a product with Elsa characters on the packaging. She always nags me for it.

v. **What about healthiness or nutritional factors of food?**

Definitely, though I don't expect it much.

9. Where do you gather information about snack for your child?

Magazines, Friends, Television Shows

Follow up questions

a. **Does the message in the advertisement attract you? How?**

If it looks good quality, fun and creative, it will of course attract me because I always want to find something new that my child will enjoy.

b. **Does the message in the advertisement attract your child? How?**

Well if it is some cartoons then definitely yes! Although im not sure if she understand the message or not.

10. Describe your ideal snacks for your child that you believe will make both you and your child happy.

Something that is tasty and good for both me and my child and we can share them together!

RESPONDENT 10: YUAN YUAN FANG

1. When I say the word "snack", what do you think of?

Pocky, Collon, packet processed snacks that has lots of MSG.

Follow-up questions:

i. **What makes something a snack for your child?**

Something my child can eat and enjoy especially when he is out of home or on a trip out with the family one the weekends.

2. How often do you buy snacks for your child?

1 to 2 times a week.

Follow up questions:

i. Where do you buy them?

Everywhere from 7 Eleven to Family Mart to supermarket.

ii. Is your child present during your purchase?

I think so. If he is with me, he will definitely request something.

3. What types of snack do you buy?

Something that my child likes but I will see if it has a decent quality. It shouldn't be something that has no brand name.

4. Why does s/he get snacks?

I guess snack is a part of every childhood. I will give him to fix his cravings or if he is being noisy out, I will use it to make him quiet.

Follow up questions:

i. How is it different from a meal?

Snack is less nutritious and much cheaper.

5. In what places or situations does your child usually eat snacks?

It depends. Both at home and outside. Also after school when I pick him up.

Follow up questions:

i. Why does your child have a snack in [name place/situation]?

If he eats it and he is happy, then it also makes me happy too. But sometimes, I want him to stop crying and use snacks to make him feel better too.

6. How do you decide what your child eats for a snack?

I will see what my child likes to eat but I also try to seek for something that has good nutrition in it too.

Follow-up questions:

- i. Are there snacks that you like your child to eat? Why is that? How do you try to make sure s/he eats those snacks?**

Yes like seaweeds, almonds because they are good snack that has good fat that is essential for the body.

- ii. Are there snacks that you think your child should eat less often? If yes, how do you try to limit those snacks?**

The ones that are very processed and artificial. I don't like sweets that are heavily colored, it looks very harmful.

7. Does your child request particular snack or try to influence your decision on snack purchase?

Yes. If my child doesn't come groceries shopping with me, I would walk pass the snack aisle or maybe pick the healthier ones. But if he comes, he always picks something up from the shelves and request for it. And I have to give in occasionally.

Follow up questions:

- i. What snacks does your child request?**

All sorts of things but he also have his favourite snacks which is Pocky.

- ii. Where did [he/she] know about that particular snack from?**

He remembers Pocky because he eats it before. A family friend gave it to him and he kept asking for it ever since.

- iii. What tactics does [he/she] use to influence your purchase?**

He just say he wants Pocky and kept nagging for it.

- iv. Did it have any impact on your purchase decision?**

Yes, sometimes because I want to make him happy but of course it cannot be too much. I try to buy both the good and the junk.

- v. How did you respond to your child's request?**

I just buy a variety of snacks for him to try. Mostly something healthier.

8. When you shop for snacks for your child, what helps you decide what to buy?

My kid! *laugh* I mean I will see if it is a decent brand with a decent quality or not.

Follow up questions

i. What role does your child have in this decision?

He gets to decide once in a while but I make the final decision

ii. Is [his/her] preference an important part of your decision?

Yes, especially taste. Sometimes I buy him something and he had one piece and refused to eat any more of it.

iii. What about any particular kid-friendly packages or containers?

I don't really mind about them.

iv. What about colors and cartoon characters?

Yes, if the snack can offer something fun, it would be good because my kid will love them.

v. What about healthiness or nutritional factors of food?

Of course, I read the ingredients and labels most of the time.

9. Where do you gather information about snack for your child?

I just browse through the supermarket shelves and see if there is anything interesting. Mostly I will look at the display and labels.

Follow up questions

i. Does the message in the advertisement attract you? How?

If it says added DHA, calcium etc, it will definitely get my attention.

ii. Does the message in the advertisement attract your child? How?

I'm not sure but most of the kid's advertisement is fun and sometimes my child will point and ask me about it.

10. Describe your ideal snacks for your child that you believe will make both you and your child happy.

Fun, tasty and good for the body.

Appendix C: Signed Letter of Informed Consent

Letter of Informed Consent

Date.....30 / 10 / 2558

First name.....Ninna..... Last name.....Passornsiri..... Age.....28
 Current Address No.17..... Road.....Charoenakorn..... Sub-district.....Klongsarn
 District.....Klongsarn..... Province.....Bangkok..... Postal code.....10600..... Tel.....0819654238
 E-mail address.....Ninna_pass@gmail.com

I would like to state my informed consent to participate in the research project, entitled:

“Household decision-making: An Exploratory Study of parent’s snack buying intention and key factors that influence snack purchase for their children.”

I acknowledge all information related to this research project including background, rationales, objectives, questionnaires, expected benefits and participative risks of this project, as well as the guidelines of prevention and expected participative compensation, if any. I have been clearly explained and answered for all issues and questions I have by the principal researcher of this project. I realize and aware of my rights and acquired all related information about the benefit and disadvantages of my research participation. I may withdraw from the project at any time with or without informing the researcher in advance, and without any further consequence of my withdrawal.

I agree that the researcher can use information from my interview to present to the public and/or to publish in scholarly journals and professional magazines.

With my understanding above, I therefore sign this letter of informed consent.

Signature.......... (Research participant)
 (.....Ninna Passornsiri.....)
 Date.....30 / 10 / 2558

Letter of Informed Consent

Date.....31 / 10 / 2015

First name.....Suchada.....Last name.....Isipradit.....Age.....29.....
 Current Address No.89.....Road.....Rama 2.....Sub-district.....Jomthong.....
 District.....Jomthong.....Province.....Bangkok.....Postal code.....10150.....Tel.....082.6656046.....
 E-mail address.....suchada.tri@gmail.com.....


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I agree that the researcher can use information from my interview to present to the public and/or to publish in scholarly journals and professional magazines.

With my understanding above, I therefore sign this letter of informed consent.

Signature..... (Research participant)

(.....)

Date.....31 / 10 / 2015

Letter of Informed Consent

Date... 30 / 10 / 15

First name... Patavee Last name... Visittajinda Age... 29
 Current Address No. 58/1357 Road Ramkhamhaeng 8/1 Sub-district Suanluang
 District Suanluang Province Bangkok Postal code 10250 Tel. 090 451 8903
 E-mail address pui 29990 @hotmail.com

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I agree that the researcher can use information from my interview to present to the public and/or to publish in scholarly journals and professional magazines.

With my understanding above, I therefore sign this letter of informed consent.

Signature  (Research participant)
 (Patavee Visittajinda)
 Date... 30 / 10 / 15

Letter of Informed Consent

Date..... 30 / OCT / 2015

First name..... kanyarat Last name..... Rattiyaporn Age..... 32

Current Address No. 45 / 1543 Road Phetkasem 81 Sub-district Nongkangplu

District Nongkhaem Province Bangkok Postal code 10160 Tel 02-8146480

E-mail address mai_home191@hotmail.com

I would like to state my informed consent to participate in the research project, entitled:

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With my understanding above, I therefore sign this letter of informed consent.

Signature  (Research participant)

(.....)

Date..... 30 / OCT / 2015

Letter of Informed Consent

Date 31 / 10 / 15

First name Pimploy Last name Assirikul Age 35
 Current Address No. 33/1 Road South Sathorn Sub-district Yannawa
 District Sathorn Province Bangkok Postal code 10720 Tel. 0855639662
 E-mail address p.pimploy@gmail.com

I would like to state my informed consent to participate in the research project, entitled:

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I agree that the researcher can use information from my interview to present to the public and/or to publish in scholarly journals and professional magazines.

With my understanding above, I therefore sign this letter of informed consent.

Signature  (Research participant)

(Pimploy A.)

Date 31 / 10 / 15

Letter of Informed Consent

Date 31, 10 2015

First name Wilaiorn Last name Ingkanan Age 40
 Current Address No. 192/168 Road Ramintra 51 Sub-district Tha Raeng
 District Bang Khen Province Bangkok Postal code 10230 Tel. 02-1961108
 E-mail address wilaiorn.i@gmail.com

I would like to state my informed consent to participate in the research project, entitled:

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I agree that the researcher can use information from my interview to present to the public and/or to publish in scholarly journals and professional magazines.

With my understanding above, I therefore sign this letter of informed consent.

Signature Wilaiorn Ingkanan (Research participant)
 (wilaiorn ingkanan)
 Date 31, 10, 2015

Letter of Informed Consent

Date 6 / Nov / 15

First name Supatsorn Last name Kongsombat Age 41
 Current Address No. 1415/123 Road Prachulyothin Sub-district Samsenhai
 District Phayathai Province Bangkok Postal code 10400 Tel. 084-2271046
 E-mail address i.yuiz@hotmail.com

I would like to state my informed consent to participate in the research project, entitled:

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I agree that the researcher can use information from my interview to present to the public and/or to publish in scholarly journals and professional magazines.

With my understanding above, I therefore sign this letter of informed consent.

Signature Supatsorn (Research participant)
Supatsorn Kongsombat
 Date 6 / Nov / 15

Letter of Informed Consent

Date 1 / 11 / 15

First name Besaba Last name Sakultapanich Age 43
 Current Address No. 29/19 Road SRINAKHIN Sub-district SUANLUANG
 District SUANLUANG Province BKK Postal code 10250 Tel. 081-6189267
 E-mail address yufernzhong@hotmail.com

I would like to state my informed consent to participate in the research project, entitled:

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I agree that the researcher can use information from my interview to present to the public and/or to publish in scholarly journals and professional magazines.

With my understanding above, I therefore sign this letter of informed consent.

Signature Besaba S (Research participant)

(Besaba Sakultapanich)

Date 1 / 11 / 15

Letter of Informed Consent

Date 31 / 10 / 2015

First name..... Nisa Last name..... Boratisa Age..... 43
 Current Address No. 215/160 Road Raminthra Sub-district Chorakhe Bun
 District Lad praw Province BKK Postal code 10230 Tel. 02943 8325
 E-mail address Nisa_boratisa@gmail.com

I would like to state my informed consent to participate in the research project, entitled:

"Household decision-making: An Exploratory Study of parent's snack buying intention and key factors that influence snack purchase for their children."

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I agree that the researcher can use information from my interview to present to the public and/or to publish in scholarly journals and professional magazines.

With my understanding above, I therefore sign this letter of informed consent.

Signature Nisa (Research participant)
 (Nisa boratisa)
 Date 31 / 10 / 2015

Letter of Informed Consent

Date...../...../.....

First name..... Yuan Yuan Last name..... Fang Age..... 45
 Current Address No. 9/1 Road..... Sathorn N. Sub-district.....
 District..... Sathorn Province..... Bangkok Postal code..... 10120 Tel. 0961964159
 E-mail address..... fangyuan@hotmail.com

I would like to state my informed consent to participate in the research project, entitled:

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I acknowledge all information related to this research project including background, rationales, objectives, questionnaires, expected benefits and participative risks of this project, as well as the guidelines of prevention and expected participative compensation, if any. I have been clearly explained and answered for all issues and questions I have by the principal researcher of this project. I realize and aware of my rights and acquired all related information about the benefit and disadvantages of my research participation. I may withdraw from the project at any time with or without informing the researcher in advance, and without any further consequence of my withdrawal.

I agree that the researcher can use information from my interview to present to the public and/or to publish in scholarly journals and professional magazines.

With my understanding above, I therefore sign this letter of informed consent.

Signature..... Yuan Yuan Fang (Research participant)
 (.....)
 Date..... 11 / 1 / 15