ADOPTION PROCESS FOR THAI CHOCOLATE BRAND "CHOCOHOLIC" AMONG DEMOGRAPHIC

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Abstract - This study explores the adoption process of the Thai chocolate brand "Chocoholic" among various demographic groups. The research design encompasses the analysis of descriptive statistics and quantitative data through a Chi-Square model. The research examines consumer behavior, preferences, and factors influencing the adoption of Chocoholic's products. Data were collected through surveys and focus group discussions across different age, marital status and income. The findings reveal that brand awareness, interest, evaluation trial significantly impact consumer adoption. Additionally, demographic variations indicate distinct motivations and barriers in the adoption process. The study contributes to understand market dynamics in Thai craft chocolate industry and provides strategic insights for Chocoholic to enhance its marketing efforts and consumer engagement.

Keywords - Area-efficient, Low power, CSLA, Binary to excess one converter, Multiplexer.

I. INTRODUCTION

In Thailand, there are a lot of people interested in chocolate but still lacks intention to consume Thai chocolate products. Most of consumers are used to buy imported chocolate product. The aim of this study is to develop the market strategies of chocolate products of small medium enterprises (SMEs) to be more competitive in the domestic market. The success of every business is increasingly driven by customers. the problem of the Thai craft chocolate industry is that Thai people are not yet familiar with craft chocolate in terms of both cost and flavor. The report also concluded that building a brand that is still relatively unknown or less recognized by customers requires a significant amount of strategy and experience, so the main purpose of this article is to help Thai chocolate brand named Chocoholic be more recognized. This study also wants to understand how customers make decisions through the adoption process (Product Awareness, Product Interest, Product Evaluation, Product Trial and Product Adoption) that can show which step of the process make customers decide to buy or not to buy the product and will help the owner recognize their potential customer and also want to represent the brand, spread the word and help to boost Chocoholic marketing business brand.

II. LITERATURE REVIEW

The adoption process refers to the steps that an individual or organization takes to completely integrate and use a new product, service, or innovation. This process includes the steps from initial awareness, interest, evaluation, trial, and adoption. It focuses on the cognitive and behavioral steps involved in deciding

1) Product Awareness: is the first stage of consumer acceptance. It is the initial stage in which consumers become aware of the presence of new products and services. Raising awareness can be achieved by promotional activities such as advertising, direct communication, social media.

2) Product Interest: This stage, consumers are aware of the product and have expressed an interest in it. The organization should assist customers by providing easily available product information.

3) Product Evaluation: Consumers usually inspect, compare, and assess a product before purchasing it. They haven't bought anything yet, and they frequently check social media platforms, like online reviews and suggestions, to find out what other customers think of the good or service. Consider customer reviews before making a purchase. This stage will help users access product value and suitability

4) Product Trial: In the trial stage, the onsumer tries the new product on a small scale to improve his or her estimate of its value. For example, a consumer might buy a small quantity of a new brand or might be given a free sample of the new product.

5) Product Adoption: When consumers enter this phase, they're ready to buy, whether it's online or retail store. Moreover, strong product adoption increases long-term customer loyalty, as well as a company's revenue.

Demographic Analysis

Demographics are statistics used to describe populations and their characteristics. Demographic analysis is the study of a population based on characteristics such as age, race, and gender.

Chocoholic Brand

Chocoholic is Thai chocolate brand that produce chocolate by using cacao beans from different area in Thailand to produce variety of chocolate products. Chocoholic received an international chocolate award in the category of plain or origin dark drinking chocolate (made with milk) in 2024 and also got

silver and bronze awards from Academy of chocolate in the category of flavored chocolate drink and flavored dark chocolate bar in 2023. The geographic or different area of producing in each province show differences in antioxidant capacity levels depending on the type of solvent extraction used that make the origin ingredients have different flavors.

Conceptual Framework

Demographic factors ⟶ Adoption process (Product awareness/ product interest/product evaluation/ product trial/ product adoption)

H0: Adoption process of customer is not related to different demographic factors.
H1: Adoption process of customer is related to different demographic factors.

III. METHODOLOGY

This chapter provides a brief explanation how this research is set up including research design and approach, area of study with population and sampling design, variables and measurement procedures and data collection method and analysis. Our Target group of this research focuses on customers who are more than 18 years old and interested in craft chocolate that produced in Thailand. The sample size has target at 384 customers, according to the sample size determination calculator from Krejci & Morgan, 1970. Sampling technique is convenience sampling. Below table is constructed using the following formula for determining sample size. The questionnaires consist of II parts, part I is Demographic, part II relates to adoption process that consist of 5 stages (Product Awareness, Product Interest, Product Evaluation, Product Trial and Product Adoption). The first section included four demographic queries with the purpose of collecting participant information from people who are more than 18 years old and interested in craft chocolate that produced in Thailand comprised 4 items. The second segment comprised 13 items from Product Awareness (2 items), Product Interest (3 items), Product Evaluation (6 items), Product Trial (1 item) and Product Adoption (1 item). In part II of the questionnaire, a numerical score based on 5 Likert Scale items were analysed by the SPSS (Statistical Package for Social Sciences). Analysis comprised two statistics. First is descriptive statistic including means and standard deviation. Second is inferential statistic which is Chi-Square analysis.

IV. RESULT AND DISCUSSION

A. Demographic

The demographic respondent profile of 384 from a convenient survey. Respondents are customers who are more than 18 years old and interested in craft chocolate that produced in Thailand. The respondent was represented by 264 males (68.8%),109 females (47.7 %), and 11 who prefer not to respond (2.9%). Most of the respondents were in the age group of 21-30 years 226 people (58.90%) followed by the age group 31-57 years 129 people (33.6%) and the age group 45-60 years 29 people (9.6%). 315 people (82%) of respondent status is single followed by married 59 people (15.4%) and divorced 10 people (2.6%). We found that from people of sample group, there are 95 people whose income is THB 20,000-35,000 or 24.70%. There are 87 people whose income is THB 35,001-50,0000 or 22.70%. There are 86 people whose income is More than THB 50,000 or 22.40%. There are 78 people whose income is THB 10,001-20,000 or 22.30%. And the last one, there are 38 people or 9.90% whose income is Less than THB 10,000.

B. Descriptive statistics of adoption process

a) The first process: Product Awareness To show the Frequency and percentage of 220 people who know the Chocoholic brand. It is found that from 384 people of sample group, 220 people or 57.3% Know Chocoholic brand,164 people or 42.7% don't know Chocoholic brand. To show the mean and standard deviation of satisfaction level of Production Awareness (From 220 people know Chocoholic brand)

b) The second process: Product Interest
To show many reasons of customer who interested and not interested in product by the mean and standard deviation. It is found that from 384 people of sample group, 373 people or 97.1% are interested in Chocoholic Brand, 11 people or 2.9% are not interested in Chocoholic Brand

c) The third process: Product Evaluation
To compare Chocoholic with other Thai craft chocolate brand and show the reasons of customer why they think like that. The overwhelming majority 367 people (95.6%) of respondents believe that "Chocoholic" is better than other brands, indicating strong brand loyalty and positive consumer perception.

d) The fourth process: Product Trial
From 384 people of sample group, it is found that 374 people or 97.4% of respondents want to buy the product to try and 10 people or 2.6% don't want to buy the product to try. The data on product trial for Thai chocolate brand "Chocoholic" provides a clear picture that most of consumers' willingness to purchase the product.

e) The fifth process: Product Adoption
To show the Frequency and percentage of people who want to return to buy the product after the first

purchase from the fourth process (374 people). The result show as 100% of them want to adopt the product or in this term it means they want to repurchase the product after the first time purchasing.

C. Chi-square tests

Result the effect of age and product awareness This indicates a statistically significant association between age and awareness of the Chocoholic brand. Specifically, it suggests that younger consumers ages 21-30 (61.9%) are significantly more likely to know the Chocoholic brand compared to older age groups.

Result the effect of age and Product interested

This indicates a statistically significant association between age and Product interest. Specifically, the data suggest that the younger age group (21-30) has a notably lower percentage of interest compared to the older groups, who all expressed interest in the brand.

Result the effect of age and Product evaluation

The p-value for Chi-Square test (0.059) is slightly above significance level of 0.05, indicating that we do not reject the null hypothesis.

Result the effect of age and Product Trial

Indicating that age does influence Product Trial. Chocoholic enjoys high interest across all age groups. Overall, the brand has a strong foundation among older consumers, which can be leveraged in marketing campaigns

Result the effect of gender and Product Awareness

Gender influences brand awareness. Specifically, a greater proportion of males (64.2%) are aware of the Chocoholic brand compared to females (52.7%), while all respondents who identifying as "Other" report awareness

Result the effect of gender and Product Interest

The analysis demonstrates a strong association between gender and interest in the Chocoholic brand. 100% of female and male respondents expressed interest in the brand, while all respondents identifying as "Other" indicated no interest. Overall, the data suggest that Chocoholic has high levels of interest among female and male consumers.

Result the effect of gender and Product Evaluation

Gender does influence Product evaluation. 100% of male respondents and 100% of respondents identifying as "Other" believe that Chocoholic is better, while 93.6% of female respondents also share this view.

Result the effect of gender and Product Trial

The p-value for Chi-Square test (0.097) is above significance level of 0.05, indicating that we do not reject the null hypothesis.

Result the effect of Salary and Product Awareness

Overall, 57.3% of respondents are aware of the brand, with notable differences across salary groups. Specifically, awareness is highest among those earning between THB 20,000-35,000 (72.6%) and THB 35,001-50,000 (69.0%), while awareness drops significantly for those earning more than THB 50,000 (34.9%).

Result the effect of Salary and Product Interest

97.1% of respondent's interested in the brand, with complete interest reported among those in the salary of THB 20,000-35,000, THB 35,001-50,000, less than THB 10,000, and more than THB 50,000. In contrast, only 14.1% of people who get salary around THB 10,001-20,000 indicated a lack of interest.

Result the effect of Salary and Product Evaluation

100% of respondents in the THB 10,001-20,000, less than THB 10,000, and more than THB 50,000 categories believe Chocoholic is better. Among those earning THB 20,000-35,000 and THB 35,001-50,000, a substantial majority (92.6% and 88.5%, respectively) also hold this view.

Result the effect of Salary and Product Trial

Chocoholic product across various salary levels, with an overall 97.4% of respondents expressing a desire to buy. Specifically, 100% of respondents in the THB 10,001-20,000, THB 20,000-35,000, less than THB 10,000, and more than THB 50,000 categories indicated their willingness to purchase. While 88.5% of those earning THB 35,001-50,000 also expressed intent to buy, 11.5% did not.

Result the effect of Status and Product Awareness

Status does influence Product Awareness. 69.5% of married respondents are aware of the brand, while all divorced respondents (100%) indicate awareness. Single status showing the awareness at 53.7%.

Result the effect of Status and Product Interest

Status does influence Product Awareness. 100% of single and divorced respondents express interest in the brand, while 81.4% of married respondents also indicate interest, despite 18.6% reporting no interest.

Result the effect of Status and Product Evaluation

The p-value for Chi-Square test (0.143) is above significance level of 0.05, indicating that we do not reject the null hypothesis. So status does not influence Product Evaluation.

Result the effect of Status and Product Trial

The p-value for Chi-Square test (0.325) is above significance level of 0.05, indicating that we do not reject the null hypothesis. suggests that the relationship between relationship status and product trial is not statistically significant.

V. CONCLUSION

The research on the adoption process for the Thai chocolate brand "Chocoholic" among various demographic groups has revealed several key insights. Firstly, factors such as taste, quality, branding, and packaging play a significant role in influencing consumer preferences. Additionally, demographic variables, including age, income, and gender significantly impact the adoption rates of Chocoholic products. Younger consumers, particularly millennials and Gen Z, are more inclined to experiment with new brands, while older demographics tend to prefer established names. From the survey of 384 respondents provides significant insights into the demographics of Thai craft chocolate consumers. Most of responders are single young guys, typically aged 21 to 30 and range of income is in THB25,000-30,000. It shows that marketing strategies of the brand should focus on platforms and channels popular among this demographic, such as social media and influencer collaboration. Because these channels are extremely effective with persons of this age. The findings of the study reveal the relationship between the adoption process and demographic factors. The first process (Product Awareness) and the second process (Product Interest) are related to age, gender, salary and status that refer to younger consumers, particularly those in the 21-30 age range, may be more exposed to new trends and products through social media and online platforms. This group is likely to have a higher awareness of craft chocolate as a niche product and interest in trying new and unique products, driven by trends and peer influence. Tailoring marketing to highlight novelty and experience could enhance interest. For gender, male respondents suggest that marketing efforts may need to be tailored to appeal more to male interests or lifestyles, possibly focusing on attributes like artisanal craftsmanship or health benefits. Anyway understanding gender preferences can help tailor product offerings and marketing strategies. Higher income groups may have more exposure to premium products like craft chocolate, leading to greater awareness. Conversely, those with lower incomes might be less aware of such products, indicating a need for educational marketing. For status single individuals may show more interest in products marketed as indulgent or unique experiences. The third process (product evaluation) is related to gender and salary. Men and women may have different criteria for evaluating products. For instance, males might focus on quality, brand reputation, and unique attributes of craft chocolate, while females might place more emphasis on health benefits, ethical sourcing, or flavour variety. In evaluation process, Higher-income may evaluate craft chocolate based on quality and exclusivity, valuing premium ingredients and artisanal production method but lower income might focus on price and value, weighing whether the product justifies its cost. This can inform pricing strategies and promotional efforts. The forth process (product trial) is related to age and salary. For this process, younger consumers particularly in the 21-30 age group, may be more willing to try new products due to a tendency to experiment while older consumers may require more convincing or recommendations before trying a new product. For the last process (product adoption), Most of customers have idea to repurchase because they feel addicted to the taste of this brand and follow by the reason that their family like the product.

RECOMMENDATION

The brand should Targeted Marketing by developing age-specific marketing strategies, particularly aimed at younger consumers aged 21-30, who show high brand awareness and interest. Utilize social media and influencer partnerships to engage this demographic effectively. And should also invest in diverse advertising channels to gain product awareness from consumers. They should Focus In-Person Experiences as current but the study suggests to increase the popularity of physical store channels by setting up booths at local markets and events. This can enhance the customer experience and allow for direct interaction with the product, which has shown to be a preferred channel. After customers buy the product, they should Monitor and Improve Product Perceptions feedback on taste, pricing, and promotional strategies from customers to address any areas of concern. The last thing is they should Engage customers through workshops or tasting events to build brand loyalty and educate them about the craft chocolate production process. Chocoholic can strengthen its market position, enhance consumer engagement, and drive sales growth in the competitive craft chocolate industry in Thailand.

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