

Factors Affecting Customers' Perception of Chinese Sausage Products in Thailand

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Abstract

The present study aims to examine the customers preferences for Thai sweet sausage. Terminologically, Thai sweet sausage or Chinese sweet sausage, locally called Khunchieng, is made from leftover fresh pork with fat, sugar, and some ingredients. The study focuses on mixed methods which are the data collected through an interview and questionnaire survey on how consumers' perception of Chinese sausage products, which will be divided into four main sections as follows: (i) demographic information, (ii) basic information on the consumption behavior of Chinese sausage products, (iii) sensory evaluation, and (iv) suggestions. Down to this approach, it is analyzed how these aforementioned factors affect the possible success of environmental impacts to achieve sustainability, combined with crucial information, and reliable content analysis. As well as, grounding the understanding of different policies is relatively assessed in the analysis at a different level.

Therefore, this study finds that the significant key points of demographic characteristics, consumer behavior, the level of consumer satisfaction, and consumer satisfaction at a wide range of levels of analysis, including products, prices, color, taste, texture, and packaging customers build strategies that enable businesses to be even more competitive and organizations to adopt green strategies which reflect the distribution of resource efficiency and provide an important impact on sustainable development. As a result, it brings the living standard in countries, reducing poverty alleviation, as well as increasing job opportunities in local recruitment.

KEYWORDS: Customer Satisfaction, Customer Behaviour, Sensory, Production Efficiency, Sustainable Development

1 INTRODUCTION

According to The Office of Small and Medium Enterprises Promotion (OSMEP) (2002), in Thailand, the observed numbers of small and medium-sized enterprises (SMEs) have significantly increased over time. SEMs play a crucial role in sustainable development and the economy at local, regional, as well as national levels. They consume local resources, e.g., local labor and natural resources, in combination to generate income from different geographical levels and create jobs and careers for locals. Moreover, SMEs also significantly contributed to the gross domestic product (GDP) of Thailand, accounting for 35.3% of the national GDP in

2019. Based on Osathanunkul (2010), Thai SMEs characteristics are flexible in various business areas (e.g., product lines and production areas), initially established the business with low investment, utilizing local and domestic resources, producing high-quality products, offering the uniqueness of their products, and able to manually produce the product.

On the other hand, the food industry of Thailand has long been called the kitchen of the world (Office of the Board of Investment, 2018). Thailand has tremendously exported agricultural products and foods all over the world leading to being one of the largest net food exporting countries. Moreover, the processed foods of Thailand are well-known for their good test and quality. The supplies are large enough to serve the global market. With government support, abundant raw materials, and strategic location, these opportunities allow Thai entrepreneurs to enter the global market. Notwithstanding, there are some difficulties challenging SMEs (Osathanunkul, 2010). Thai SMEs in different sectors face different issues in various circumstances. For instance, a weakening of management and administration skills, lack of access to finance, poor technical skills, insufficient knowledge of marketing, and ability to enter the larger market. These are essential factors for concerns and require a comprehensive understanding to solve their problems on the right path (Osathanunkul, 2020).

The present study aims to examine the customers preferences for Thai sweet sausage. Terminologically, Thai sweet sausage or Chinese sweet sausage, locally called Khunchieng, is made from leftover fresh pork with fat, sugar, and some ingredients. It is stored in a thin artificial gut. Normally, the test of it is sweet and oily but delicious and the texture is gummy. Thai sweet sausage is one of the well-known processed foods because of its test and ease of cooking. It is also widely sold in Thailand. Nonetheless, there are a plethora of sweet sausage brands exist the market. An ambiguous ideal sweet sausage is unaddressed. Each brand provides a different texture, levels of red or red-orange color, and levels of sweetness. Besides, the smell of it varies based on the ingredient used.

Hence, the researchers have raised seven research questions to be answered on what factors affect customers perception of Chinese sausage products. First, what are the customers preferences regarding color, taste, smell, and texture? Second, what are the customers preferences toward the packaging in the aspect of color, size, and design? Third, what are the suggestions regarding Thai sweet sausage improvement? Fourth, what is the expected price of 400 - 500 grams of Thai sweet sausage? Fifth, what is the most preferable Thai sweet sausage brand among the sample? Sixth, what is the customer perception toward a particular brand? Lastly, what is the producer's perception towards sustainable development?

Apparently, to pursue this study is to bring the idea of interest on how people make their decision on buying goods and services and to learn their behavior based on their purchases, as well as to hone problem-solving skills on improving goods and services, especially in local manufacturers where they can gradually increase the production efficiency to be able to compete (Septa Akbar Aulia & Inda Sukati & Zuraidah Sulaiman, 2016).

2 LITERATURE REVIEWS

This chapter of the study provides the details in the conceptualization, dealing with the literature on customer satisfaction, customer behavior, and responses to sustainable development. Thereafter, the researcher discusses the hypotheses of each factor, contributed to

the study, and presents the conceptual framework. These processes allow the researcher to be able to assess the relevant studies that focus on the factors regarding sustainable development in this research.

2.1 Customer behavior

Trust is one of the essential notions associated with customer trust (Choi & La, 2013). Customers trust represents the confidence between customers and the organization and is an important factor that drives customer commitment (AlHawari, 2011). Customers have several opportunities to assess a company's competency, altruism, and integrity to build customer trust based on previous experiences (Berry, 1999). In conclusion, consumer trust is a critical component of long-term customer-firm relationships (Molm et al., 2000). The customer orientation criteria used to evaluate consumer trust are related to the corporate reputation dimension of products and services subdimensions of paying attention to consumers and listening to their recommendations. Consumer trust and loyalty are more crucial than financial stability, product and service excellence, and social and environmental responsibility (Stravinskiene et al., 2021). Social responsibility and customer trust have a statistically significant positive relationship (Lin et al., 2011). In addition, social responsibility had an impact on customer trust (Kang & Hustvedt, 2014).

2.2 Customer satisfaction

The importance of long-term relationships between customer engagement, perceived value, and satisfaction (Dovaliene et al., 2015) The process of customer engagement is concerned with understanding how each of these individual constructs might operate to drive customer loyalty within a broader psychological framework, such as writing reviews or repurchases (Bowden, 2009). Some companies emphasize customer engagement as a substitution for customer satisfaction. Consumer experiences give rise to a highly personal and motivating state known as engagement, which provides unique insights into satisfaction (Calder et al., 2013). While the evidence supports that CS is a consequence of CE (Brodie et al., 2011), some studies have also found that CS positively affects CE (Dovaliene et al., 2015) and trust plays a mediating role (Thakur, 2018). Another study also proposed that customer engagement is contingent on customer satisfaction. However, it is not enough to keep customers engaged (Sashi, 2012).

2.3 Sustainable development

The sustainable development goals (SDGs), addressed by the United Nations in 2015, are the idea of development sustainably which the idea of sustainable development has been a central part of a current global context where the world has been striving and driving in order to build more sustainable routes and various goals, along with fostering eco-innovation towards environmentally friendly development. As well, the objectives of sustainable development have been systematically established to achieve the term sustainability (Halkos & Gkampoura, 2021). In addition, the Sustainable Development Goals (SDGs) aim to significantly address all the aspects of social, economic, political, and environmental issues that relatively influence the globe towards sustainability. The assessment of the sustainable devel-

opment goals or SDGs reveals 17 goals in practice where it directly affects the quality of life for all humanity on earth. These assessments cover the environment-related targets where it is substantially focused more on environmental awareness, for instance, targets in the 7th (to ensure access to affordable, reliable, sustainable, and modern energy) which can be directly impacted the Intergovernmental Panel on climate change (IPCC) to tackle the problems and also to avoid the worst impact in which it can relative influence of sustainable energy development, the 12th SDG (to ensure sustainable consumption and production patterns) which promotes the use of resources and energy efficiency, improves sustainable infrastructure on social structure, along with roads, railways, and economic corridors. Moreover, it also accesses to green energy and enhances the well-being of the citizens in nations. Moreover, it is also interconnected with both public and private sectors to integrate sustainable information towards building greater implementation plans for future development by measuring environmental impacts (Sustainable Development Goals - CDP, 2020).

Based on the empirical framework, it is undeniable to mention that these issues dealing with sustainable development have been carried out for so long in many countries. Some countries do not ready to implement or take action on them, especially in energy and climate change due to lacking capability to settle down the problems of environmental issues. Accordingly, the Fifth Assessment Report (AR5) of the United Nations (UN) reported that the creation of a comprehensive assessment of the technical and socio-economic literature facilitates the achievement of national policies, foreign policies, and institutional settings to take part in tackling these issues (Intergovernmental Panel on Climate Change & Edenhofer, 2014). Importantly, the main of this climate change mostly comes from an increase in the number of populations in the world. Due to more people residing on earth, it is more substantially used in terms of energy and environmental resource to provide goods and services to reach the demand of people. As a result, each country is needed to care more about the environmental impact to sufficiently supply for the next generation sustainably in terms of energy, resources, and raw materials. Therefore, a number of countries have been trying to gradually change or alter the practices and policy responses to appropriate ways to reach the SDGs and sustainable energy development.

To reach sustainable energy development, the target of SDGs in the 7th goal is implemented to suitably ensure access to affordable, reliable, sustainable, and modern energy for all its needs. On top of that, there are 3 purposes in this goal which are composed as follows: firstly, increasing renewable energy and ensuring that everyone can access the energy sector equally at an affordable price. Secondly, promoting research and development about the efficiency of energy to reach the principal organ of sustainability for all needs. Thirdly, enhancing the practices and processes of the policy to raise the awareness of all people. Following these 3 purposes, these aforementioned purposes intently focus on the cooperation between internal and external practices towards sustainable development and social demand, as well as clean energy which relatively affects both environmental dimension and prosperity as a result of UN goals in sustainable energy (McCollum et al., 2017).

2.4 Customer perception

Customer perception has substantially become a wide conceptual framework in marketing strategic plans in recent years. Undeniably, the customers perception is considerably defined as the key feature in order to sustain growth, particularly in business market strategies to be able to drive the market through an increasing market competition where the producers can compete over the prices and the standard of goods and services. Understandably, accepting its dimensions, including customer attitude, satisfaction, and behavior has widely become even more significant for all marketers to drive or rub the businesses, particularly (Septa Akbar Aulia & Inda Sukati & Zuraidah Sulaiman, 2016). Moreover, knowingly, customers perceived value reflects customer satisfaction which plays an important role in the relationship between customer loyalty with trust and customer perception in which customers are willing to pay more for goods and services. In addition, the executive should initially implement the services, together with the policies which aim to improve customer satisfaction (Xu et al., 2007).

3 METHODOLOGY

To test the hypotheses, the methodology has undertaken the research approach, setting, sampling, and data as follows.

3.1 Participants

There are 30 volunteers (n=30) from Khon Kaen University International College, aged 18 to 59, comprised of 15 males and 15 females, who have a similarity with Chinese sausage products. All volunteers will be assessed at the screening stage before being tested.

3.2 Sample brands of sweet sausage

There are five Thai sweet sausage brands will be purchased from the souvenir shop and supermarket in Khon Kaen province, Thailand. They are stored at room temperature between 25 and 30 degrees Celsius until testing at KKAUIC kitchen studio, Khon Kaen University, Thailand.

3.3 Research design and procedure

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3.3.3 Research design and procedure

Data was collected through a questionnaire survey on how consumers' perception of Chinese sausage products, which was divided into four main sections as follows: (i) demographic information, (ii) basic information on the consumption behavior of Chinese sausage products, (iii) sensory evaluation, and (iv) suggestions. A 9 points hedonic scale has been used to examine consumer preference for products and packaging (e.g., color, taste, smell, texture, aftertaste, and overall preference). Regarding the additional questions, an open answer for each product will be provided. Then, the participants were asked to rank the priority of preference (from 1st to 5th order).

All volunteers were asked to evaluate each product which will be covered with a lid labeled with 3-digit random numbers and presented to all volunteers in a random order. The product will start to test from the left side to the right side. Unsalted crackers and distilled water will be used to cleanse their palates between testing the products. Data analysis

The demographic data and consumer behavior data will count and present in a frequency pattern. Statistical analysis including average, standard deviation (SD), variance analysis, and the mean difference was compared with Duncans multiple range test, and Pearsons correlation at $\alpha = 0.05$, respectively, using SPSS 23.0 for Windows (SPSS, Inc., Chicago, IL, USA). Principal component analysis (PCA) will perform on the mean scores of sensory liking scores and emotional response scores using XLSTAT annual version 2018.6, Statistical software for Excel.

4 RESULT AND ANALYSIS

In this section, the researchers analyzed the demographic characteristics, consumer behavior, the level of consumer satisfaction, and consumer satisfaction back and forth towards pushing sustainable implementation to reach sustainable development. By this, the researchers mean that greater awareness of sustainability has motivated business organizations to boost their environmental quality and profitability to reach the market demands.

Intensively, this research study provides substantial discussion from other different scholars by applying significant key points of demographic characteristics, consumer behavior, the level of consumer satisfaction, and consumer satisfaction at a wide range of levels of analysis to build strategies that enable businesses to be even more competitive and organizations to adopt green strategies. In the same way, from the data collection on the satisfaction of Chinese sausage in terms of products, prices, and packaging customers. The researchers show the data analysis results as follows.

Part 1 Analyses demographic characteristics and consumer behavior

Part 2 Analyses the level of consumer satisfaction.

Part 3 Analyses the manufacturers products toward sustainable development

Part 1 analyses demographic characteristics

The results of the basic analysis of demographic characteristics and consumer behaviour

are shown in the following table.

Table 1: showed the number of sample sizes classified by demographic characteristics and consumer behaviour.

Demographic characteristics	% (Number of people)
1. Gender	
Man	50.00% (15)
Female	50.00% (15)
2. Age	
7-15 years	3.33% (1)
16-30 years	83.33% (25)
31-45 years	6.67% (2)
46-60 years	6.67% (2)
3. Educational level	
Secondary school or less	53.33% (16)
Diploma bachelors degree	46.67% (14)
4. Occupation	
Students	86.67% (26)
Civil servants/state enterprises	10.00% (10)
Mercenary	3.33% (1)
Customer behavior	% (Number of people)
1. How often do you eat Chinese sausages?	
2-6 times a week	3.33% (1)
3-4 times a week	6.67% (2)
2 times a month	16.678% (5)
Less than 2 times a month	73.33% (22)
2. Where do you buy Chinese sausages from?	
Market	36.67% (11)
Store	26.67% (8)
Souvenir shop	20.00% (6)
Mall	13.33% (4)
Online Channels	3.33% (1)
3. What is your preferable reason for choosing Chinese sausages?	
As a breakfast	23.33% (7)
Like to eat	10.00% (3)
Taste	33.33% (10)
Eat and feel full	13.33% (4)
As an appetizer	26.67% (8)

From Table 1, the data analysis results from a survey of sample size, consuming pork sausage consumers of 30 people, it was found that based on the demographic characteristics, the samples of consumers were distributed into 15 males and 15 females respectively, with an age range between 16-30 years old, 25 people, followed by 31-45 years old and 46-60 years old, 2 people, and the youngest age between 7-15 years old, 1 person respectively. At the level of education, it was found that the sample group of consumers were high school students or lower for 16 people and diploma bachelors degrees 14 people, most of them were high school students/university students 26 people, and were employed as mercenaries and civil

servants/state enterprises for 3 people and 1 person, respectively.

Particularly, the basic information about Chinese sausage consumption behavior is reported as a percentage of the frequency of consumption which consists of how often consumers eat Chinese sausage. Based on the finding, it was found that most consumers consume less than 2 times per month. The highest number was 22 people, and the frequency of eating was 2-6 times/week for 1 person. Furthermore, the choosing reason to eat depends mainly on taste at 33.33%, followed by appetizers and breakfast at 26.74 and 23.33 percent respectively. Most of the channels for purchasing goods were from markets, shops, and souvenir shops at 36.67 percent, 26.67 and 20.00 percent respectively.

Part 2 Analyzes data to assess packaging preferences and sensory quality of commercially available Chinese sausage products

The results of the sensory preferences of the products in all 5 brands were analyzed using the method of the 9 points liking scale (9 points hedonic scale) which can be summarized as it was shown in Table 2.

Table 2: Sensory evaluation results of Chinese sausage products

Brand	Favor Score				
	Color	Taste ^{NS}	Smell	Name	Overall
J	7.23 ± 1.35 ^{a,b}	6.83 ± 1.70	6.90 ± 1.58 ^{a,b}	6.56 ± 1.94 ^{a,b}	7.06 ± 1.50 ^{a,b}
W	6.46 ± 1.69 ^{a,b}	6.83 ± 1.85	6.36 ± 1.73 ^b	7.26 ± 1.43 ^a	7.10 ± 1.72 ^{a,b}
BH	7.16 ± 1.51 ^{a,b}	6.60 ± 2.12	6.93 ± 1.55 ^{a,b}	5.46 ± 2.43 ^c	6.53 ± 2.19 ^b
P	7.63 ± 1.16 ^a	7.16 ± 1.89	7.36 ± 1.73 ^a	7.36 ± 1.09 ^a	7.56 ± 1.38 ^a
BP	5.66 ± 2.20 ^c	6.46 ± 1.96	7.03 ± 1.82 ^{a,b}	6.03 ± 2.31 ^{b,c}	6.43 ± 1.88 ^b

From Table 2, the results of the data analysis of a sample of 30 consumers found that in all characteristic senses of product liking, there were statistically significant differences in preference scores, except for taste preference scores of all 5 brands of products. The products from the P brand had the highest average score of liking at 7.16 points, which means that Consumers rated their liking between moderately liked and very liked. On top of that other brand samples, they had an average taste preference between 6.46 6.83, which means that consumers rated their preferences between like little and like moderate.

As for the sensory characteristics in terms of color product liking, it was found that products from P, BH, and J had no statistically significant difference between 7.16-7.63 points. In addition, the products from the Pueng Ngee Siang brand had the highest average likes scores for smell, texture, and overall likes at 7.36, 7.36, and 7.56 points, which means that consumers rated their preferences between like moderate to like very much.

From Table 3, the data analysis results of a sample group of 30 consumers in terms of preference, packaging, color, size, pattern, and overall preference found that all 5 packaging brands had significantly different preference scores statistically. The packaging of the Ban Heng brand is the most outstanding. The average liking score for all liking attributes was 7.66, 7.76, 7.66, and 7.46 respectively.

For the appropriate price range (baht) for the products of each brand in the package size of 400 500 grams per pack can be summarized as shown in Figure 1. It was found that more

Table 3: Results of appraisal results of Chinese sausage product packaging

Brand	Preference			
	Color	Size	Pattern	Overall
J	7.33 ± 1.26 ^a	7.70 ± 1.11 ^{a,b}	7.40 ± 1.45 ^a	7.46 ± 1.19 ^a
W	7.43 ± 1.22 ^a	7.50 ± 1.19 ^{a,b}	7.30 ± 1.46 ^{a,b}	7.36 ± 1.15 ^a
BH	7.66 ± 1.24 ^a	7.76 ± 1.07 ^a	7.66 ± 1.56 ^a	7.46 ± 1.50 ^a
P	7.20 ± 1.39 ^a	7.06 ± 1.11 ^b	6.40 ± 1.92 ^{b,c}	7.13 ± 1.43 ^a
BP	5.96 ± 2.15 ^b	7.16 ± 1.57 ^{a,b}	5.80 ± 2.28 ^c	6.16 ± 2.11 ^b

than 63.33% of all testers set a suitable price range for all brands, between 100 - 200 baht. However, for the price of Ban Heng brand, 20 percent of the testers (6 people) set a suitable price range of 301 baht or more because of the distinctiveness of the packaging, divided into 1 piece per 1 pack, which makes it convenient for consumers in case of opening and then cant finish eating. This type of packaging makes it possible to build confidence for consumers about safety as well which is consistent with the recommendations of consumers. Moreover, the evaluation of the product can be summarized as follows.

1. The products should reduce the oiliness, saltiness, and sweetness of Chinese sausage.
2. The texture should not be harsh.
3. The packaging should be convenient.
4. The price should be suitable for the number of sausages.
5. The product should be clean and hygienic.
6. Do not add substances that are harmful to health.
7. The packaging should be developed modernly.

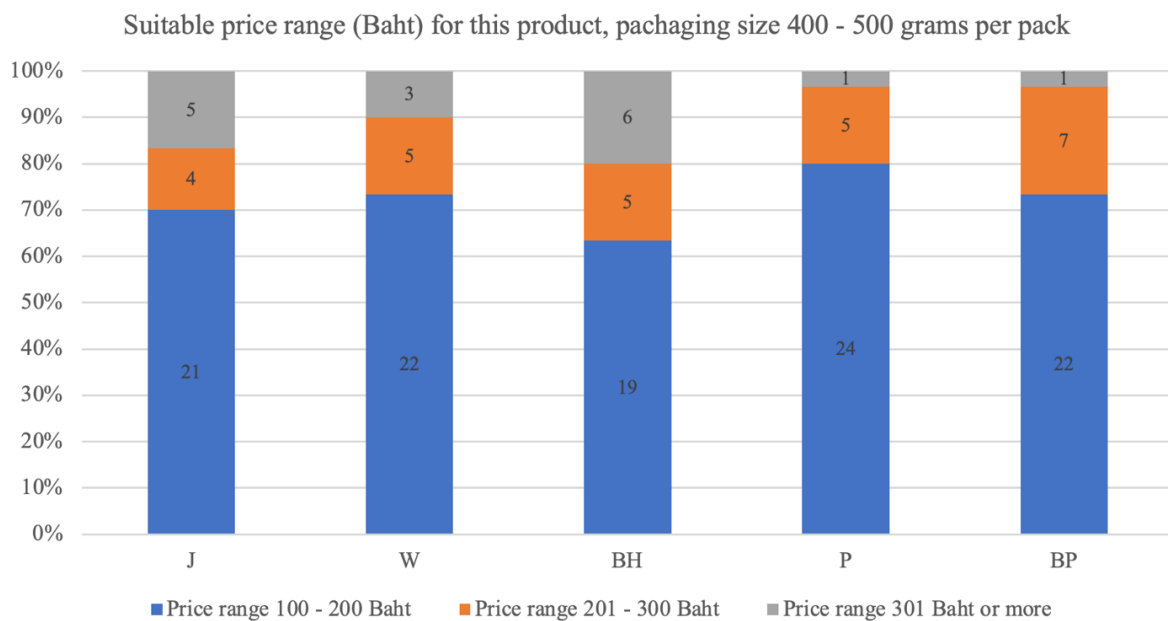


Figure 1: shows the appropriate price range (baht) for the product, packing size of 400 - 500 grams per pack.

Table 4: shows the order of sensory preferences for 5 brands of Chinese sausage products.

No	Brand	Rank Sum	Reasons
1	BH	86	It tastes delicious and smells good. It is easy to eat, not that sweet, not too oily, and not a too strong smell.
2	P	87	It tastes delicious and the smell is good, together with having a soft texture, and nice color to eat.
3	W	88	The taste is delicious, not too oily, soft texture, good smell, and nice color.
4	J	92	The taste is delicious, not too sweet, not too oily, firm, and slightly hard.
5	BP	97	The taste is delicious, nice smell. The sausages have less fat and less sweet.

From the order of product liking scores (Table 4) and liking the packaging (Table 5), the 1st order was the most liked and the 5th was the least liked with reasons. The result from the calculation of the ranking for preference test according to Friedmans method and analyzing the difference by Analog Fishers LSD rank method at a confidence level of 0.05 found that 30 testers sorted their preferences for all 5 brands of products with no significant differences statistically where Brand BH and P had the lowest total. This means that they were sorted in the first order (1st or 2nd order), i.e., between most liked and the most liked. The 5 brands of sausage packaging preferences were statistically different at a confidence level of 0.05, as shown in Table 5. Clearly seen that the first preference was BH. The packaging is beautiful, outstanding, interesting, and beautiful graphics, modern, and physically looks delicious from the outside, together with packing Chinese sausage into pieces, convenient to eat. For the packaging, an overall rank with statistics showed that J and BP brand packaging are ranked as the most like.

Part 3 analyses the manufacturers products toward sustainable development Based on the analysis of demographic characteristics, consumer behavior, the level of consumer satisfaction, and consumer satisfaction, the study showed that how customers literally like each product, depended on distinctive difference features, such as color, taste, smell, texture, size, and pattern of each product. This result can clearly tell the manufacturers, producing their commodities how they can improve their goods and services to meet the peoples satisfaction and customers demand. This leads to the development of goods and services over time to meet or reach standardization domestically towards sustainable development as it is promoting competition among the sellers or manufacturers, producing the same goods and services. Clearly stated that companies gain a competitive advantage by increasing the number of competitors. Clearly seen that the products of each manufacturer can be developed and improved over time, such as improving on their processes of producing their commodities through having more technological development like a piece of machinery and on. Doing this is to increase production efficiency gradually, especially the local manufacturers. Moreover, the manufacturers can export and expand their markets physically and virtually in both domestic markets and international markets in which there is a free flow of goods and services or commerce trade. Undeniably, customers have more choices to consume goods and services.

Table 5: shows the ranking of Chinese sausage product preferences.

No	Sample code	Rank Sum	Reasons
1	BH	49	The packaging is beautiful, outstanding, and interesting with beautiful graphics, beautiful patterns, and modern. From the outside, it looks delicious. The Chinese sausage is packed into pieces which is convenient to eat.
2	P	80	The packaging is presented in the original form, seeing the product inside, a beautiful pattern. However, it should clearly state where it comes from, and tells the detail. The size of the envelope fits, but the color of the graphics is not equal or smooth as it should.
3	W	94	The packaging is just the right size. The composition is well laid out. The size of the packaging is suitable for the size of Chinese sausage. The packaging is beautiful, with not too many patterns but it is not very interesting.
4	J	112	The packaging has less patterned with beautiful illustrations, but it is too big. Reducing the size and repainting the packaging are matters to be more attractive.
5	BP	115	pretty packaging but the color of the packaging. The product does not go with the product. The color of the sausage meat is not outstanding. The colors dont match, the graphics are too smooth. Does not attract the attention of the large envelope.

Expanding the markets also provides job opportunities for people to seek more jobs which can be lifted the employment rate of one country. On top of that, people get hired and paid so that their well-being or living condition will be gradually increased over and over time. Understandably, this can lift up their living standard, as well as their family in return. Obviously, the government can gain state revenue or national income on which people spend on their social expenditure. In addition, people can be claimed by having their social security in return eventually. By saying this, social welfare is provided or benefits to citizens in general. Additionally, to increase the quality of life is to reduce poverty alleviation in society as well. Simply meant that the government should find the right mix without taking too much from the citizens. In order to trade easily, the state, especially government should regulate the domestic market to keep a wealth of a nation, together with protecting the local industry and fostering local industry.

Furthermore, not only the exchange of goods and services can foster trade in capital, and labor markets from the above-mentioned features, but it also enhances the sovereignty of the nation-state by increasing the GDP or Gross Domestic Product and generating state revenue or national income. Therefore, trade leads to development in a variety of ways through the lenses of economic, cultural, political, and environmental aspects, such as improving infrastructure like roads, railways, and economic corridors which allow people to specialize in their own things or better products. Moreover, trade also interacts with technological advancement through telecommunication and networks. In addition, trade should be well

organized through markets to control demand and supply, along with manipulating taxation. Simply stated that the products, made or produced by local manufacturers can improve to be able to compete with other producers. It is not just only the domestic markets that they are competing with, but it is also reaching the international standard in the futures plans if they are willing to export their goods and services across their own national territories or across their own borders in an international context. It is undeniable to mention that production directly relates to the standard of living which will proportionately reflect in a declining unemployment rate. As well as, the number of goods and services, sold in markets measures how manufacturers can realize the greatest profits they received which can be measured by their personal incomes or the value of goods and services in markets overall. For example, if personal income is paid at a substantially high rate, people can spend their money on goods and services which will not affect the value of goods and services in the market as a whole.

Undoubtedly, based on the analysis of demographic characteristics, consumer behavior, the level of consumer satisfaction, and consumer satisfaction, the study showed that how customers literally like each product, depended on distinctive different features, such as color, taste, smell, texture, size, and pattern of each product. Simply said that there is a difference in human needs where people have different personal interests/preferences with distinctive causal connections with the satisfaction of human needs, together with a causal connection of human knowledge. In addition, people also have a difference in incomes where they can spend on their willingness of buying. Taking everything into consideration, the analysis obtained that (i) SMEs understood the legal regulations affecting SMEs but did not recognize the influence of external forces such as customer demand for green products or fiscal tax incentives, and (ii) sustainability-focused practices are not seen as an incentive to improve competitiveness for small and medium-sized businesses. Usually, an environmental strategy is applied that aims to reduce costs and avoid sanctions and negative impacts on the company. From a wide range of industries, it demonstrated the following factors: business structural variables or economic size, customers demand, and customer satisfaction can accommodate innovative strategies with a focus on sustainability and cost of compliance towards sustainable development. Additionally, past business performance could rule the capital expenditures, direct or indirect costs, also other innovations in producing goods and services, demand and supply, and the quality and nature of the working relationship (Mazzanti, 2018).

5 CONCLUSION

The summary of the informative findings, explaining the impacts and benefits of the demographic characteristics, consumer behavior, the level of consumer satisfaction, and consumer satisfaction back and forth towards pushing sustainable implementation to reach sustainable development to small and medium-sized businesses, its constraints, internal and external factors impacting economic strategies, and sustainable development factors for small and medium-sized businesses.

From the study of five Thai sweet sausage brands in Khon Kaen province, Thailand found that most consumers consume the product less than 2 times per month. The highest number was 22 people, and the frequency of eating was 2-6 times/week for 1 person which is the reason for eating depends mainly on taste, appetizers, and breakfast respectively. Moreover,

the products from the P brand also had the highest average likes scores for smell, texture, and overall likes.

Moreover, the potential of this study is the creation of frameworks and methods systematically to contribute to the science community to fulfill the needs of businesses, human needs, demand, supply, and society through preparation towards sustainable development. Finally, re-investigations, aimed at finding the main obstacles to the distribution and execution of sustainable models have initially emerged as an incentive for study, as these obstacles are relatively connected to technological concerns and the understanding of environmental problems by the scientific and business world.

In the nutshell, the importance of this study is to develop a sustainable manner for developing markets and enhancing the firms' performance, particularly non-profit organizations towards sustainability. However, this research paper also offers valuable perspectives and obstacles for researchers, decision-makers, and professionals to enhance the dissemination of sustainable approaches for further future research as well.

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