

S2

Case study working template

Student name _____

Student ID _____

Referring to the [case study](#), answer all the questions below

1. Who is the target market for this product?

2. Who is the decision maker and influencer?

3. What is the current practice of (target market) on allergy free snack purchasing decision and behaviour?

4. What makes them (target market) buy the product? (allergy free snack)

5. What is the role of consumer's lifestyle on buying behaviour and decision process?

6. When is the most appropriate time/situation of the target market to purchase the allergy free snack?

7. How do they buy the allergy free snack?

8. If you are considering manufacturing an allergy free snack, what are the most influential factors (the marketing factors) to motivate them (target market) to purchase your product?

Once finish, submit this form [here](#)

S3

Case study working template

Student name _____

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Referring to the [case study](#), answer all the questions below

9. Who is the target market for this product?

10. Who is the decision maker and influencer?

11. What is the current practice of (target market) on allergy free snack purchasing decision and behaviour?

12. What makes them (target market) buy the product? (allergy free snack)

13. What is the role of consumer's lifestyle on buying behaviour and decision process?

14. When is the most appropriate time/situation of the target market to purchase the allergy free snack?

15. How do they buy the allergy free snack?

16. If you are considering manufacturing an allergy free snack, what are the most influential factors (the marketing factors) to motivate them (target market) to purchase your product?

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S4

Case study working template

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Referring to the [case study](#), answer all the questions below

17. Who is the target market for this product?

18. Who is the decision maker and influencer?

19. What is the current practice of (target market) on allergy free snack purchasing decision and behaviour?

20. What makes them (target market) buy the product? (allergy free snack)

21. What is the role of consumer's lifestyle on buying behaviour and decision process?

22. When is the most appropriate time/situation of the target market to purchase the allergy free snack?

23. How do they buy the allergy free snack?

24. If you are considering manufacturing an allergy free snack, what are the most influential factors (the marketing factors) to motivate them (target market) to purchase your product?

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S5

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Referring to the [case study](#), answer all the questions below

25. Who is the target market for this product?

26. Who is the decision maker and influencer?

27. What is the current practice of (target market) on allergy free snack purchasing decision and behaviour?

28. What makes them (target market) buy the product? (allergy free snack)

29. What is the role of consumer's lifestyle on buying behaviour and decision process?

30. When is the most appropriate time/situation of the target market to purchase the allergy free snack?

31. How do they buy the allergy free snack?

32. If you are considering manufacturing an allergy free snack, what are the most influential factors (the marketing factors) to motivate them (target market) to purchase your product?

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S6

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33. Who is the target market for this product?

34. Who is the decision maker and influencer?

35. What is the current practice of (target market) on allergy free snack purchasing decision and behaviour?

36. What makes them (target market) buy the product? (allergy free snack)

37. What is the role of consumer's lifestyle on buying behaviour and decision process?

38. When is the most appropriate time/situation of the target market to purchase the allergy free snack?

39. How do they buy the allergy free snack?

40. If you are considering manufacturing an allergy free snack, what are the most influential factors (the marketing factors) to motivate them (target market) to purchase your product?

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S7

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41. Who is the target market for this product?

42. Who is the decision maker and influencer?

43. What is the current practice of (target market) on allergy free snack purchasing decision and behaviour?

44. What makes them (target market) buy the product? (allergy free snack)

45. What is the role of consumer's lifestyle on buying behaviour and decision process?

46. When is the most appropriate time/situation of the target market to purchase the allergy free snack?

47. How do they buy the allergy free snack?

48. If you are considering manufacturing an allergy free snack, what are the most influential factors (the marketing factors) to motivate them (target market) to purchase your product?

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68310703008

Case study working template

Student name ___ **Jakkrit Chansaming** _____

Student ID ___ **68310703008** _____

Referring to the [case study](#), answer all the questions below

49. Who is the target market for this product?

50. Who is the decision maker and influencer?

51. What is the current practice of (target market) on allergy free snack purchasing decision and behaviour?

52. What makes them (target market) buy the product? (allergy free snack)

53. What is the role of consumer's lifestyle on buying behaviour and decision process?

54. When is the most appropriate time/situation of the target market to purchase the allergy free snack?

55. How do they buy the allergy free snack?

56. If you are considering manufacturing an allergy free snack, what are the most influential factors (the marketing factors) to motivate them (target market) to purchase your product?

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68310703011

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Referring to the [case study](#), answer all the questions below

57. Who is the target market for this product?

58. Who is the decision maker and influencer?

59. What is the current practice of (target market) on allergy free snack purchasing decision and behaviour?

60. What makes them (target market) buy the product? (allergy free snack)

61. What is the role of consumer's lifestyle on buying behaviour and decision process?

62. When is the most appropriate time/situation of the target market to purchase the allergy free snack?

63. How do they buy the allergy free snack?

64. If you are considering manufacturing an allergy free snack, what are the most influential factors (the marketing factors) to motivate them (target market) to purchase your product?

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S10

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65. Who is the target market for this product?

66. Who is the decision maker and influencer?

67. What is the current practice of (target market) on allergy free snack purchasing decision and behaviour?

68. What makes them (target market) buy the product? (allergy free snack)

69. What is the role of consumer's lifestyle on buying behaviour and decision process?

70. When is the most appropriate time/situation of the target market to purchase the allergy free snack?

71. How do they buy the allergy free snack?

72. If you are considering manufacturing an allergy free snack, what are the most influential factors (the marketing factors) to motivate them (target market) to purchase your product?

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S11

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73. Who is the target market for this product?

74. Who is the decision maker and influencer?

75. What is the current practice of (target market) on allergy free snack purchasing decision and behaviour?

76. What makes them (target market) buy the product? (allergy free snack)

77. What is the role of consumer's lifestyle on buying behaviour and decision process?

78. When is the most appropriate time/situation of the target market to purchase the allergy free snack?

79. How do they buy the allergy free snack?

80. If you are considering manufacturing an allergy free snack, what are the most influential factors (the marketing factors) to motivate them (target market) to purchase your product?

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S12

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81. Who is the target market for this product?

82. Who is the decision maker and influencer?

83. What is the current practice of (target market) on allergy free snack purchasing decision and behaviour?

84. What makes them (target market) buy the product? (allergy free snack)

85. What is the role of consumer's lifestyle on buying behaviour and decision process?

86. When is the most appropriate time/situation of the target market to purchase the allergy free snack?

87. How do they buy the allergy free snack?

88. If you are considering manufacturing an allergy free snack, what are the most influential factors (the marketing factors) to motivate them (target market) to purchase your product?

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89. Who is the target market for this product?

90. Who is the decision maker and influencer?

91. What is the current practice of (target market) on allergy free snack purchasing decision and behaviour?

92. What makes them (target market) buy the product? (allergy free snack)

93. What is the role of consumer's lifestyle on buying behaviour and decision process?

94. When is the most appropriate time/situation of the target market to purchase the allergy free snack?

95. How do they buy the allergy free snack?

96. If you are considering manufacturing an allergy free snack, what are the most influential factors (the marketing factors) to motivate them (target market) to purchase your product?

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S14

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97. Who is the target market for this product?

98. Who is the decision maker and influencer?

99. What is the current practice of (target market) on allergy free snack purchasing decision and behaviour?

100. What makes them (target market) buy the product? (allergy free snack)

101. What is the role of consumer's lifestyle on buying behaviour and decision process?

102. When is the most appropriate time/situation of the target market to purchase the allergy free snack?

103. How do they buy the allergy free snack?

104. If you are considering manufacturing an allergy free snack, what are the most influential factors (the marketing factors) to motivate them (target market) to purchase your product?

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105. Who is the target market for this product?

106. Who is the decision maker and influencer?

107. What is the current practice of (target market) on allergy free snack purchasing decision and behaviour?

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109. What is the role of consumer's lifestyle on buying behaviour and decision process?

110. When is the most appropriate time/situation of the target market to purchase the allergy free snack?

111. How do they buy the allergy free snack?

112. If you are considering manufacturing an allergy free snack, what are the most influential factors (the marketing factors) to motivate them (target market) to purchase your product?

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Tab 16

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