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## Strategies For Supply Chain Management of Snack Products Through E-Commerce System in Thailand

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### Abstract

*This research article aims to 1) Study supply chain management of snack online business in Thailand 2) Compare personal factors affecting snack online business supply chain in Thailand and 3) To study the strategy of supply chain management of snack food business e-commerce system in Thailand. A mixed study of quantitative and qualitative research. Quantitative research using questionnaires for 400 entrepreneurs. Set an example by opening Yamane's prefabricated table. and qualitative research using an interview form for entrepreneurs. Set a specific sample of 10 people. The statistics used were mean, standard deviation. Test the hypothesis with a t-test, and one-way analysis of variance. The results of the research revealed that 1) The overall management of online snack business in Thailand was at a high level. 2) Comparison of personal factors that affect the snack online business supply chain in Thailand, it was found that business operators with sex, age, education level and different monthly income There was no significant difference in the snack online business supply chain management at the .05 level. 3) The snack online business supply chain management approach in Thailand was as follows: 1) Anticipating customer needs There should be development in the area of product inspection that the market needs mainly. 2) Customer service. News and information should be updated, and publicize information that is clear and complete. 3) Inventory Management There should be preparation of inventory appropriately. 4) Purchasing. Technology should be used for convenience and speed. 5) Warehouse management and storage. There should be a development in terms of transportation distance.*

**Keywords:** Supply Chain Management Strategies, Snack products business, electronic commerce system

### Introduction

Nowadays, internet media has played a more important role and importance to people's lives. Make communication today convenient and fast. and the popularity of high-performance mobile devices such as smartphones and tablets. due to high-speed wireless communication Consumers therefore want speed and convenience. Today's consumer online shopping behavior has changed from the past. In which consumers have a modern lifestyle that requires more speed and convenience, together with the advancement of technology in terms of equipment and speed of data communication. enabling consumers to access the Internet conveniently and quickly Access all over the world without borders. Searching for various information and as well as developing to do business that uses the Internet as a channel to conduct business through websites or various online media formats.

At the same time found 91.2% of Thai people use social media and the most popular social media with the highest number of users is Facebook. It is a popular channel for consumers to shop online at 47.5% (Ministry Digital, 2020) It shows that the internet has developed greatly in a short time. Until the

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emergence of many online businesses and online consumers After Thailand received a COVID-19 outbreak in 2020, it resulted in Thai people increasingly preferring to buy products online through online channels. and from the report Digital Stat 2022 It was found that Thai people buy groceries online weekly, ranking first in the world at 45.8% of all internet users aged 16-64 (Digital Stat, 2022). Although Thailand has been affected by the economy due to COVID-19 in many businesses, online selling businesses have become very popular. as more and more consumers turn to online shopping. in addition, Thai people have more behaviors of using social media (social media).

Online media can meet the needs of consumers very well. This is because consumers have changed their behavior to use online shopping services more than going out to buy products directly from stores. That must waste time in traveling or the products are quite limited and specific to each store. But if ordering online, you can still choose to buy many products and variety. Or if interested in ordering these snacks from many stores, it is still possible to always choose to order as needed. These actions and behaviors have made today's consumers more interested in ordering online than going out of their accommodation to buy and eat by themselves. This is consistent with the statement of Wisit Limluecha (2021) referring to snacks in Thailand that in 2016 2019 with a market value of 38,000 million baht in the year 2020 where the COVID-19 epidemic occurred the market value is expected to be similar. from consumers still buying snacks to eat at home and it is more convenient to order online. while in the year 2021, the market will still expand by 5-10%. From the new generation to popularity the largest market is in the potato group. Followed by molded snacks, nuts, seaweed and fish snacks and fish-based snacks. e-commerce business or e-commerce (E-Commerce) has received even more attention When the advancement of communication technology gives people more channels to access goods and services on the Internet. Many entrepreneurs started Expand your business from offline storefront to online. Because e-commerce helps to save a lot of business expenses. Shops can sell products without having their own storefront. It can also present new information. to customers as soon as they want Considered to reduce the cost of printing documents. and saves time in public relations (Kasidit Suweeranon, 2017)

Supply chains play a huge role in creating business advantages in today's times. with the objective of creating customer satisfaction at reasonable cost in order to meet the needs of customers Currently, many industries have applied supply chain management principles in their operations. such as food industry, service, agriculture, tourism production and export making it possible to control the quality of the product and can see the linkage of internal activities of the supply chain from manufacturers to stores, resulting in organizations having more business competitive advantages (Suphawit Phuwaprachat, 2020) Council of Supply Chain Management Professionals (CSCMP) (2020) Said that logistics management (Logistics Management) is a planning process. implementation and controlling the flow of goods and services to achieve efficiency and effectiveness return process storage and information from the beginning to the end of consumption which will focus on activities related to movement storage, distribution of goods and services to consumers In line with Kittichai Charoenchai (2019) said that Supply Chain Management and Logistics It's part of the supply chain process. by the planning process and control the efficiency and effectiveness of the procurement of raw materials, the movement of goods and information between the point of origin and the end of final consumption. and in some cases, to the point of destroying the product In order to meet the needs of customers efficiently and effectively. Logistics (Logistics) is part of the supply chain management process. This includes planning operations, controlling, flowing, storing materials, goods, services, and information efficiently and effectively. from the origin of raw materials to the point of consumption or point of use to meet the needs of customers It is an activity that is related to almost every type of business. It is also an important basic cost that

affects the total cost of products and services. Intelligent management of logistics systems both strategically and operationally. This has a positive effect on the overall efficiency of the organization and reduced costs (Pasit Sakvanichkul, 2018).

Therefore, the researcher is interested in studying the online supply chain of the snack business. This is to obtain research results that are useful to people who are interested in the snack business in the future, which may contribute to the formulation of business policies that are in line with the needs of consumers. This will lead to the development of the competitiveness of the snack business. And it will be beneficial to business entrepreneurs who will use the results of the research to use in management planning. Including formulating marketing strategies to be able to meet the needs of consumers to the maximum. And can be applied to further adapt to the performance of the organization that is efficient and meets the set goals.

### **Objectives of the Research**

1. To study the situation of supply chain management in snack food business, e-commerce system in Thailand.
2. To study and compare factors affecting the snack food supply chain, e-commerce system in Thailand.
3. To study the strategy of supply chain management of snack food business e-commerce system in Thailand.

### **How to Conduct Research**

Conducting this research is a mixed method research using both quantitative and qualitative research. Here's how to do it:

### **Quantitative Research**

**Key informants** are online snack business operators in Thailand. The exact number of the population is unknown. Thus, the sample was determined by using Yamane's ready-made tables at a confidence level of 95% and a tolerance of 5%. The sample group to study was 400 people using convenient random sampling method.

**The data collection tool** was a questionnaire consisting of personal data and information about the online snack business operator's supply chain. It is a 5-level rating scale questionnaire: level 5 agrees the most, level 4 agrees a lot, level 3 agrees moderately, level 2 agrees a little, level 1 agrees the least.

**Tool quality check** the researcher brought the questionnaire to test for content validity by bringing the generated questionnaire to seek advice from 5 experts. To check for consistency and coverage of the content of the issues to be measured. Then check and revise the questionnaire as suggested by the experts to ensure that it is complete and accurate. The consistency was equal to 1.00, and perform a confidence test (Reliability) The researcher will use the revised questionnaire. To experiment with a sample group that is not a sample group to collect real data, 30 sets, then use the data from the questionnaire for sentiment analysis. By using the Cronbach (1990) alpha coefficient formula, the reliability was 0.90.

**Data collection** the researcher collects data by sending a questionnaire via an online channel to the sample group. After that, all the data were collected and used to process the data with the SPSS program and the results of the analysis were used to create a guideline for supply chain management for online snack businesses in Thailand.

**Data analysis** Analysis of percentage, mean, standard deviation, t-test, and one-way ANOVA were used. Supply according to the score **range** as follows: Mean 1.00-1.49 agree least, mean 1.50-2.49 disagree less, mean 2.50-3.49 agree moderately, mean 3.50-4.49 agree very much and mean 4.50-5.00

agree the most.

## Qualitative Research

**Key Informants** by key informants who are online snack business operators in Thailand. The researcher used a purposive sampling method for a total of 10 people.

**The tool used for data collection** was a structured interview. The researcher will conduct a research study from online snack business operators in Thailand. To understand and know how to manage the supply chain by means of participatory observation. along with a structured interview (Structured Interview)

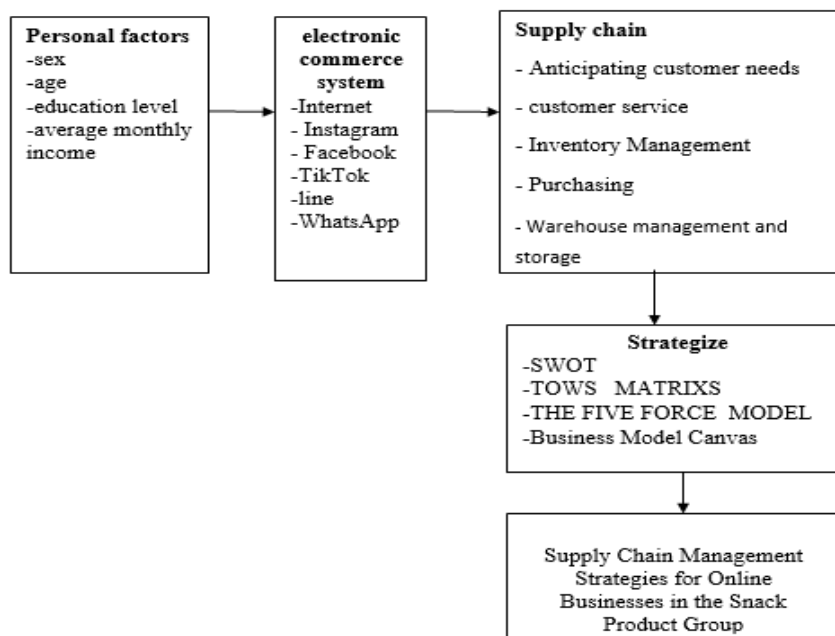
**Tool quality check** the researcher brought the interview form to 5 experts to check the validity of the content. (Content Validity) as well as clarity in the use of language Check by means of finding consistency between the questions and the objectives. (Index of Congruence : IOC) then bring to improve before being interviewed with a group of informants

**Data collection** the researcher made a request for cooperation in answering the interview form. Liaise The researcher will arrange a date and time with each entrepreneur in advance. and proceed to collect data Participant observations were used along with structured interviews from entrepreneurs. After conducting the interview, the researcher summarizes the important content issues. and write a descriptive narrative and interpret a rational discussion.

**Data analysis** Use content analysis by presenting information in a descriptive manner about the online snack business supply chain in Thailand.

## Research conceptual framework

**Figure 1:** Research Conceptual Framework



## Research Results

The results of the analysis of personal factor data

**Table 1:** Individual Factors

Personal information	Number (people)	Percentage
Sex		
Man	276	69.00
Female	124	31.00
<b>Total</b>	400	100.00
Age		
less than 20 years	10	2.50
20 – 30 years	68	17.00
31 – 40 years	184	46.00
41 – 50 years	126	31.50
over 51 years old	12	3.00
<b>Total</b>	400	100.00
Education level		
lower than bachelor's degree	24	6.00
undergraduate	289	72.25
master class	76	19.00
doctoral level	11	2.75
<b>Total</b>	400	100.00
Average monthly income		
less than or equal to 40,000 baht	22	5.50
40,001 – 60,000 baht	146	36.50
60,001 – 80,000 baht	128	32.00
80,001 – 100,000 baht	86	21.50
more than 100,001 baht or more	18	4.50
<b>Total</b>	400	100.00

From Table 1, it was found that most of the entrepreneurs were male, 276 people, representing 69.00 percent, aged 31-40 years, 184 people, representing 46.00 percent, graduated with a bachelor's degree, 289 people, representing 72.25 percent. And most of them have an average monthly income of 40,001 – 60,000 baht, 146 people, representing 36.50 percent.

**Table 2:** Snack online business supply chain

Supply chain	Average	S.D.	Level
forecasting customer needs	4.22	0.60	more
customer service	4.49	0.72	more
Inventory Management	4.29	0.65	more
Purchasing	4.25	0.62	more
Warehouse management and storage	4.13	0.54	more

<b>Total</b>	<b>4.31</b>	<b>0.64</b>	<b>more</b>
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From Table 2, it was found that entrepreneurs had opinions about the overall snack food supply chain at a high level. with an average of 4.31 when considering each side of the variables the aspect with the highest mean was Customer service had an average of 4.49, followed by inventory management had an average of 4.29. Warehouse management and storage with an average of 4.13.

**Table 3:** Comparison of online snack supply chains classified by gender.

Supply chain	Man		Female		t	p
	<i>X</i>	S.D.	<i>X</i>	S.D.		
Forecasting customer needs	4.15	0.64	4.25	0.61	4.05	.44
customer service	4.28	0.70	4.36	0.62	3.65	.51
Inventory Management	4.06	0.54	4.16	0.65	1.04	.14
Purchasing	4.05	0.52	4.08	0.55	1.65	.25
Warehouse management and storage	4.02	0.56	4.24	0.65	1.92	.67
<b>Total</b>	<b>4.16</b>	<b>0.56</b>	<b>4.21</b>	<b>0.63</b>	<b>2.25</b>	<b>0.42</b>

From Table 3, it was found that online snack entrepreneurs with different genders There were no overall differences in online snack business supply chain at the .05 level.

**Table 4:** Comparison of online snack supply chains classified by age

Supply chain	variance source	df	SS	MS	F	p
Forecasting customer needs	between groups	4	8.89	2.22	15.59	0.36
	within the group	395	56.32	0.14		
	<b>Total</b>	399	65.21			
customer service	between groups	4	15.23	3.81	31.65	0.57
	within the group	395	47.52	0.12		
	<b>Total</b>	399	62.75			
Inventory Management	between groups	4	12.84	3.21	21.63	0.40
	within the group	395	58.63	0.15		
	<b>Total</b>	399	71.47			
Purchasing	between groups	4	5.65	1.41	12.34	0.12
	within the group	395	45.23	0.11		
	<b>Total</b>	399	50.88			
warehouse management and storage	between groups	4	1.87	0.47	4.02	0.08
	within the group	395	45.88	0.12		
	<b>Total</b>	399	47.75			
Overview	between groups	4	7.69	1.92	15.11	0.23
	within the group	395	50.25	0.13		
	<b>Total</b>	399	57.94			

From Table 4, it was found that online snack entrepreneurs with different ages There were no overall

differences in online snack business supply chain at the .05 level.

**Table 5:** Comparison of online snack food supply chains Classified by education level.

Supply chain	variance source	df	SS	MS	F	p
Forecasting customer needs	between groups	3	2.41	0.80	7.14	0.14
	within the group	396	44.56	0.11		
	<b>Total</b>	399	46.97			
customer service	between groups	3	3.56	1.19	9.47	0.22
	within the group	396	49.61	0.13		
	<b>Total</b>	399	53.17			
Inventory Management	between groups	3	2.85	0.95	6.26	0.26
	within the group	396	60.12	0.15		
	<b>Total</b>	399	62.97			
Purchasing	between groups	3	3.8	1.27	9.26	0.12
	within the group	396	54.16	0.14		
	<b>Total</b>	399	57.96			
Warehouse management and storage	between groups	3	2.45	0.82	5.99	0.17
	within the group	396	54.02	0.14		
	<b>Total</b>	399	56.47			
Overview	between groups	3	3.25	1.08	8.21	0.68
	within the group	396	52.23	0.13		
	<b>Total</b>	399	55.48			

From Table 5, it was found that online snack business entrepreneurs with different levels of education. There were no overall differences in online snack business supply chain at the .05 level.

**Table 6:** Comparison of online snack food supply chains Classified by average monthly income.

Supply chain	variance source	df	SS	MS	F	p
Forecasting customer needs	between groups	4	5.65	1.41	13.12	0.71
	within the group	395	42.52	0.11		
	<b>Total</b>	399	48.17			
customer service	between groups	4	5.21	1.30	8.84	0.28
	within the group	395	58.22	0.15		
	<b>Total</b>	399	63.43			
Inventory Management	between groups	4	2.11	0.53	3.20	0.31
	within the group	395	65.21	0.17		
	<b>Total</b>	399	67.32			
Purchasing	between groups	4	2.51	0.63	5.18	0.19
	within the group	395	47.88	0.12		
	<b>Total</b>	399	50.39			
warehouse management and storage	between groups	4	1.58	0.40	2.83	0.26
	within the group	395	55.06	0.14		
	<b>Total</b>	399	56.64			
overview	between groups	4	4.75	1.19	9.70	0.16
	within the group	395	48.36	0.12		
	<b>Total</b>	399	53.11			

From Table 6, it was found that online snack business operators with different average monthly incomes.

There were no overall differences in online snack business supply chain at the .05 level.

**Results of a study on online snack business supply chain management Found that there are guidelines for management as follows.**

- 1. forecasting customer needs** Should be developed in terms of product inspection that meets market needs by market research to forecast consumer demand for products (such as product quality, service and price). Product sales and production Modernization of information technology in product production and distribution channels of the company's products . To be used to determine the direction of business operations to be efficient and meet the needs of customers. There is an analysis of the competitor's market in order to improve the product to meet the needs of customers. and improving product quality to meet the needs of the business supply chain Snack product group through e-commerce system Continuing to protect competitors.
- 2. customer service** News and information should always be updated. Information is publicized that is clear, complete and easy to understand. Checking the status of orders and communicating quickly to customers and checking inventory information via the Internet And the access system for ordering products and making payments must be convenient for customers.
- 3. Inventory management,** good order and inventory planning should be developed. To be able to reduce the cost of inventory management. Inventories are prepared all the time and can be delivered to customers as soon as they need them. There is an inventory suitable for the needs of consumers. and efficiency in inventory management.
- 4. Purchasing** There should be improvements in each purchase in large quantities to reduce costs. Be fast in procuring raw materials and products. Procurement process costing is appropriate. and inspection of purchased products every time Returns due to wrong purchasing and there should be development in the use of modern technology in ordering products. Convenience and speed in ordering each product the time it takes to place an order is accurate and appropriate. and ordering each time exactly as the customer wants.
- 5. Warehouse management and storage** There should be a development in the transportation distance from the warehouse, not too close, not too far away. The direction of raw material flow is planned in an efficient warehouse. and managing the quantity of goods in the warehouse to be sufficient to meet the needs of customers efficiently.

**Strategize of snack products through E-commerce system in Thailand .**

#### **SWOT Analysis**

<b>S</b>	<b>W</b>	<b>O</b>	<b>T</b>
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS



-Most entrepreneurs have more than 10 years of experience in processed Snack online	- Restrictions on Accessing Online Products	- It is a good online distribution channel.	
- Most entrepreneurs have a reputation for exporting quality to abroad	-As a result, it lacks communication with the target audience (end user), making it not known in Thailand.	- Nowadays, technology is up to date. Worldwide connection This makes it possible to communicate with consumers in a wide range, creating awareness and increasing sales channels.	- The target audience has a choice. because there are many substitute products Both direct and indirect.
- Most entrepreneurs unique taste resulting in expertise in procurement of raw materials	-Snack online. There is still a lack of variety. And also can meet the target group?	- The competition is at the Blue Ocean level, where competition is not intense in Thailand.	
-There is a business base in the B2C and B2B			

### TOWS Analysis

<b>External factors</b>	<b>Strength</b>	<b>Weakness</b>	
	-Most entrepreneurs have more than 10 years of experience in processed Snack online - Most entrepreneurs have a reputation for exporting quality to abroad - Most entrepreneurs unique taste resulting in expertise in procurement of raw materials -There is a business base in the B2C and B2B	- Restrictions on Accessing Online Products -As a result, it lacks communication with the target audience (end user), making it not known in Thailand. -Snack online. There is still a lack of variety. And also can meet the target group?	
<b>internal factors</b>	<b>Opportunity</b>	<b>SO</b>	<b>WO</b>
	- It is a good online distribution channel. - Nowadays, technology is up to date. Worldwide connection This makes it possible to communicate with consumers in a wide range, creating awareness and increasing sales channels. - The competition is at the Blue Ocean level, where competition is not intense in Thailand	- increase customers because there are few business competitors. - B2B is The target customer as a business company. This is an opportunity to sell products quickly in each production run.	- Need to add a variety of distribution channels for products to reach customers
<b>Threat</b>	<b>ST</b>	<b>WT</b>	
	- The target audience has a choice. because there are many substitute products Both direct and indirect.	- Increase public relations channels to let customers know the products and the benefits of choosing products.	

### Porter's Five Forces Model

#### Competitive Rivalry.

1. Increase distribution channels.
2. Focus on good service for customers who come to buy that product.
3. Convenient payment channels

- 4. The speed of answering customer questions.
- 5. The delivery service must deliver the products according to the customer's requirements.

**Creating a pattern that is different from other manufacturers to be desired for customers**

**Supplier Power.**

from the situation of the spread of pathogens This has led to online shopping which is an important channel. and convenient for current customers

**Buyer Power**

Customers have a choice to buy products from many channels.  
Customers can compare product prices and choose the price and product they want in a variety of channels.

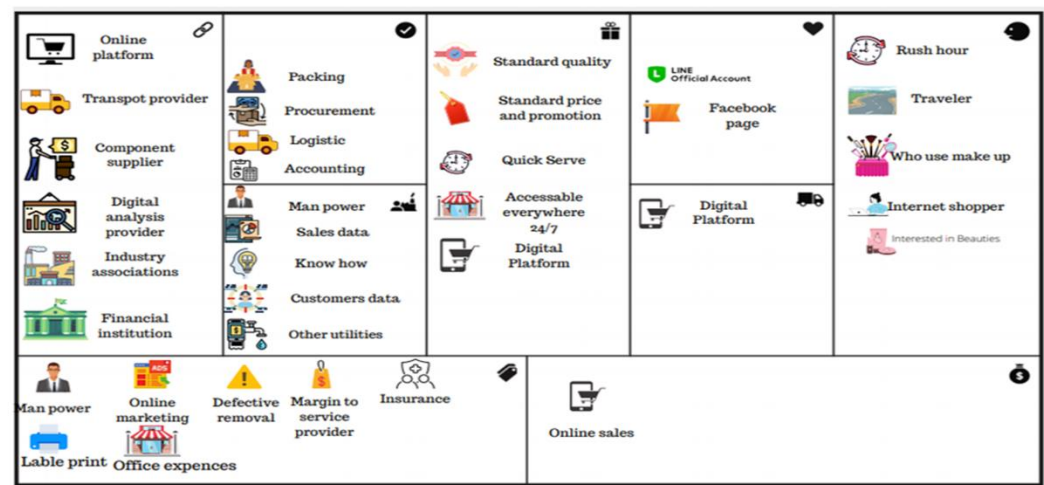
**Threat of Substitution**

There are more opportunities for customers to choose physical and quality items from a store than when buying online. Therefore, substitute products that customers choose may be obtained from a store.  
If the customer has an urgent need for products, stores near the area where the customer lives will be the customer's choice because online products are limited. It takes time to deliver.

**Threat of New Entry**

Online products are products that do not use a very high budget for doing business, so the chances that this business will occur and have very high competition

**Business Model Canvas**



**For Example, Candy Business in Thailand**

The company is a manufacturer and distributor of 2 types of products:

- 1. Snack foods such as candy, milk tablets, chocolate, gummy jelly, this group of products. It is the main product group of the company. because the products are distributed throughout the country

**Picture 1:** shows an example of a dessert.



2. Containers are products that use plastic rolls. and plastic resin is the main raw material in Production In terms of containers, the company produces both for sale and for packing dessert too.

The main raw materials that the company uses in production can be divided into chemicals, containers and raw materials.

containers where the company purchases raw materials from suppliers (Supplier) to use in production, where the raw materials used are both locally produced raw materials and abroad in the production of containers

Challenged from PVC and plastic resin. In addition to producing for distribution according to the needs of customers, it also

Produced for use in food packaging as well, such as round tubes, cartridges, and others.

The distribution of the company's products is distributed both domestically and internationally, divided into

1. Food in the country, delivery nationwide with the Company's vehicle units scattered throughout Country: Bangkok and vicinity with 4 car units

9 car units. In addition, there is a delivery service through a transport company.

1. Container delivery in Bangkok and its vicinity only.

### **Competitive Conditions in Business**

Analysis of strengths/weaknesses within the organization including opportunities/threats in organization using SWOT Analysis

#### **Strengths**

1. The main customers are wholesalers who have a good relationship with the company's sales staff. because there is have been in contact for a long time, and have treated each other in a way that they depend and show sincerity to each other for the company to win the hearts of customers
2. Good quality products compared to competitors
3. The company has a wide range of products. and has a beautiful pattern
4. Distribution to go through different regions thoroughly
5. Employees have good service, giving importance to customers.

#### **Weaknesses**

1. Lack of sales promotion planning
2. Some products More expensive than competitors

3. The brand is unknown.

### **Opportunities**

1. Increased household income makes consumers have more purchasing power
2. The product has added vitamins that are beneficial to consumers, causing health-conscious consumers to pay attention to the products sold.
3. Young people regarded as a variable important to the market mechanism.

### **Threats**

1. Products that are easy to imitate This makes it necessary for businesses to make a difference. Including creating brand awareness to consumers product.

Therefore, the study of the company's logistics and supply chain management system in order to Acknowledge the various issues that arise of the Company that affect the operational efficiency and business competition including finding solutions to be useful for improving and adding business performance

### **Discussion of Research Results**

1. The results of the opinion analysis of the snack online business supply chain in Thailand found that entrepreneurs have overall opinions about the efficiency in the snack online business supply chain at a high level. When considering the aspects of the variables The aspect with the highest mean was Customer service, followed by logistics communication The side with the lowest mean is Warehouse management and storage Consistent with the research of Thanaporn Muenjai (2019), it was found that the logistics activities of the product transportation process of flower and ornamental plant entrepreneurs in the village of decorated flowers, Khlong 15, Nakhon Nayok Province Overall, the level of opinions was at a high level. The logistics activities with the highest average score were customer service, followed by logistics communication and order processing, transportation. Choosing a business location and warehouse Purchasing Reverse Logistics Inventory Management of equipment and packaging and the logistics activities that had the lowest average score were customer demand forecasting.
2. Analysis results Business entrepreneurs with sex, age, level of education and different monthly income There were no significant differences in online snack business supply chains at the .05 level. The research results are inconsistent with the research of Kittichai Charoenchai (2015) who found that the entrepreneurs of OTOP products in Subdistrict Administrative Organization Sarasin with different genders, ages, educational levels, statuses, monthly incomes. There are different opinions on the overall strategic logistics marketing management of products. As for product operators with different types of products Their opinions on strategic logistics marketing management were not significantly different at the statistical level of .05.
3. Results of a study on online snack business supply chain management in Thailand Anticipating customer needs There should always be a development in the field of product inspection that the market needs. and focus on anticipating customer needs logistics costs readiness of information technology to be used to determine the direction of business operations to be efficient and appropriate. There is an effective management of consumer demand for products. Consistent with the research of Wijit Pupuak (2014), which states that the more accurate the prediction of demand,

the closer to reality it is. It will only make the decision more effective. Similarly, if the snack business operator can predict the demand of the product to meet the needs of customers, it will make more profits. customer service News and information should always be updated. Information is publicized that is clear, complete, and easy to understand. Checking the status of orders and communicating quickly to customers and checking inventory information via the Internet Inventory Management Good order and inventory planning should be developed. To be able to reduce the cost of inventory management. Inventories are prepared all the time and can be delivered to customers as soon as they need them. There is an inventory suitable for the needs of consumers. and efficiency in inventory management Purchasing There should be development in procurement. Including being fast in purchasing raw materials and products. And develop in the use of modern technology used in ordering products Convenience and speed in ordering each product The time it takes to place an order is accurate and appropriate. and ordering each time exactly as the customer wants and logistics communication Emphasis should be placed on technology to communicate with consumers. Preparation and adequate equipment support in terms of computer systems, services, and systems. The same as Thanaporn Muenjai (2019) said that the processing of customer orders is a process for managing orders. Covered from receiving orders from customers. communication with customers Inventory balance checks include details about the customer. This activity is the point of contact between the organization and the customer. Therefore, it easily affects the level of customer satisfaction. Therefore, this process should be kept as short as possible, and mistakes should be avoided as much as possible. and warehouse management and storage There should be a development in terms of transportation distance. Planning the direction of raw material flow in an efficient warehouse and manage the quantity of goods in the warehouse that is sufficient to meet the needs of customers efficiently If business operators do not manage inventory well, it will cause insufficient product problems. It cuts the opportunity to make money. Or if there is a lot of leftover inventory, it may cause business operators to lose.

## Conclusion

1. Summary of the analysis of snack online business supply chain was at a high level. When considering the aspects of the variables the aspect with the highest mean was Customer service, followed by logistics communication. The side with the lowest mean is Warehouse management and storage.
2. Summary of the comparison of personal factors that affect the snack online business supply chain. Business entrepreneurs with sex, age, level of education and different monthly income There was no significant difference in the logistics management of entrepreneurs in the snack supply chain through electronic commercial media at the .05 level.
3. Summary of the study of online snack food supply chain management approaches are as follows: 1) Customer demand forecasting. There should always be a development in the field of product inspection that the market needs. Including giving importance to forecasting customer needs. and effective management of consumer demand for products 2) Customer Service News and information should always be updated. and publicizing information that is clear, complete, and easy to understand. 3) Inventory Management Good order and inventory planning should be developed. to reduce the cost of inventory management There is always the preparation of inventory to suit the needs of consumers. 4) Purchasing There should be development in each purchase in large quantities to reduce costs. And there should be development in the use of modern technology in ordering products. Convenience and speed in ordering products. 5) Warehouse management and storage. There should be a development in terms of transportation distance. The direction of raw

material flow is planned in an efficient warehouse. and manage the quantity of goods in the warehouse that is sufficient to meet the needs of customers efficiently.

## **Suggestion**

### **Suggestions for Utilizing the Research Results**

can be applied in management planning Including formulating marketing strategies to be able to meet the needs of consumers to the maximum. And can be applied to further adapt to the performance of the organization that is efficient and meets the set goals.

### **Suggestions for Further Research**

Logistics management strategies should be studied so that operators can respond to customer needs and gain business advantages. By supporting entrepreneurs to apply electronic commerce strategically to increase efficiency and business competitiveness.

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