

Research Article

Packaging Design for OTOP Products: a Case Study of CHALARE Community Enterprise, Singhanakhon, Songkhla

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Abstract

This study was aimed to (1) investigate, survey, and collect the data of OTOP products and identity of Chalare Community and (2) to design packaging for OTOP products of Chalare Community Enterprise, which represent the community's identity. The data were collected using structured interview with 30 OTOP producers selected by purposive sampling. The data were managed and analyzed into two parts. (1) The physical data were collected from the survey and photographing to describe the identity of OTOP products in Chalare Community. (2) The data from the interview were collected and concluded to be a guidance for packaging design. The result of this study indicated that (1) the identity of Chalare Community represents the agricultural community located along Songkhla Lake around Chalare Temple Hills. Most of the people in the community are Buddhist and do some farming and Palmyra Palm planting to earn their living. In addition, (2) the packaging design of the products is separated into two groups: group A packages for sugar palm products, and group B packages for fresh sugar palms with honey-mixed lemon juice and fresh sugar palms with plum juice. In terms of branding, the packages in both groups are branded with the word "Not Na Lare" which was designed in a smiling-curve shape.

Keywords: packaging design, OTOP products, community enterprise

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Introduction

One Tambon One Product (OTOP) is a government project to build community economy in accordance with the development policy of sufficiency economy by King Bhumibol Adulyadej (King Rama IV). For this policy, economic activities has been provided as motives to continuously develop each community's economy and learning process. What's more, well-beings of people in communities can be enhanced. To be part of OTOP, natural resources in communities can be used to make products with good quality and identity regarding their local culture, and these products can be sold and distributed in and outside the country. In other words, OTOP products are initially originated from natural resources and processed into food, things, decorations, and any forms of arts.

To have products distributed and to have suitable profits gained for producers in markets, a product's signature has to be different and attracted by interested consumers. Necessarily, a product has to depend on packaging to persuade consumers' purchase decision. Packaging has various functions from protection during transported and distributed to giving information of each product and promotion (Marangkun, 2017). Packaging design is a way to identify a format and structure of a package to be related to a product's functions, in order to protect a product from damage and add psychological value to consumers.

Packaging design, therefore, is so necessary for promotion and enhancement of community enterprises' products that enterprises can have strength for their business and market expansion as well as the community's products can be outstanding and interesting. According to Vyas (2015), packaging roles were mentioned that packaging does not have only a role in attracting consumer for buying decision, but it also has a role in channeling brand communication. The main point of packaging design is packaging components which influence consumer perception of products and brands; therefore, packaging design is purposed to create successful packages and brands for distribution of products. (Klimchuk and Krasovec, 2013) explained that packaging design should be started by collecting some data through a questionnaire or an interview to cover components of packaging such as a size, a shape, graphic design, printing, pictures, consumer perception, interest in buying, rebuying experiences, uses, etc. These data can indicate that consumers link various benefits to

any packaging components. In addition, Mohebbi (2014) stated about roles of colors such as psychology of colors and graphic design of packaging that graphics and colors play an important role in product promotions. Thus designers and marketers should especially focus on colors and graphic design of packages.

Although packages necessarily play an important role in products (Marangkun, 2018) claimed that the problems that community enterprises face at present are problems of marketing and packaging design. Packaging design needs design knowledge, creativity, and techniques of selecting materials to suit products, including techniques of printing technology. It could be seen that the problems of packaging design are related to state support for community enterprises. Regarding (Marangkun, 2014) the problem of packaging design is that some communities cannot design their packages by themselves due to the shortage of creativity or inability to variously recreate packages. To have appropriate packages meet consumer needs, packaging design should especially be from a community's story as the community identity.

Searching for unique characteristics which can be unique identity of each local community should be comprised of two levels of main information. The first level of the main information is external environment information of products which is the wide range of information surrounding the products. That means physical environment, natural characteristics of an area that is a material location, unique cultural characteristics, social formats, beliefs, and unique and outstanding ways of life. The first kind of the information should be combined with the second level which is unique internal characteristics. This level means the outstanding characteristics inside products playing a role in product recognition and the outstanding characteristics influencing on Spasra and leading to six emotions. These emotions are from vision, hearing, smelling, tasting, touching, mind, which all lead to people's feelings.

After the answer to the unique characteristics of products in each community is revealed, it results in benefits for that community in three ways: being proud of the community's background, accepting a standpoint and current contemporary status, and leading to capacity of inheritance, knowledge transfer in the future for sustainable existence of products.

Good packaging design should help to communicate well between a proud designer of a creative product and good impression from consumers. Therefore, packages are responsible for expressing and promoting recognition of a local unique identifier, surely protecting products, and solving product pain points in order to have confidence in clean and hygienic products, product trustfulness of product quality and standard, and product certainty. If packages can do their jobs completely, that product can be existed and sustainably adjusted to the changing world.

As mentioned above, problems of packaging design were concerned; therefore, the data of Chalare Community Enterprise were investigated in order for their OTOP packaging design to meet consumer needs. Moreover, their products can be of selling points and adding value, and the study result can be a guideline on expanding market opportunities for their products in the future.

Research Objectives

1. To study, survey, and collect the OTOP products and the identity of Chalare Community in Singhanakhon, Songkhla

2. To design packages for products by Chalare Community Enterprise, Singhanakhon, Songkhla

Methodology

1. The data of OTOP products by Chalare Community Enterprise, Singhanakhon, Songkhla were investigated, survey, and collected. Then the packages for sugar palm products and fresh sugar palms were designed to show identity of Chalare Community. The scopes of the research were as follows.

1) The scopes of research population and samples included designers, the Chalare Community Enterprise, sugar palm producers, and sugar palm farmers, including those who interested in OTOP products

2) The scopes of the data surveyed and collected at Chalare Community Enterprise were product patterns, product features, top-selling products, convenience, and sanitation, under the concept of packaging design. All the collected data were used to design and plan to develop packages, showing the community's identity, so that they can be attracted by consumers, and the community can have some opportunities to sell more products to impress customers.

3) The scope of the area was Chalare Subdistrict, Singhanakhon District, Songkhla Province.

2. In the process, the basic information of OTOP products by Chalare Community Enterprise, Singhanakhon, Songkhla was studied in terms of patterns, materials, and consumer behavior. The information was retrieved from some related documents and the field trip as the following methodology.

1) By purposive sampling, the population and samples were people in Chalare Community Enterprise, who produce OTOP sugar palm products and fresh sugar palms. 30 representatives of the people-the head of the enterprise, the heads of such sections as production, marketing, quality control, and accounting and finance-were considered.

2) The instrument used to collect the data was a structured interview containing questions asking the information about the enterprise, distribution, old packages, problems and their needs, including the information about the community's culture and ways of life in order to provide value creation of their TOP products.

3) The data from asking the questions were collected by the researcher and assistants as note-takers and photographers, who were explained about the objectives, the techniques, and the data collection.

4) The data to be managed and analyzed were (1) the collected and described physical data gained from the survey and the taken photographs, and (2) the interviewed data which were collected to summarize and arranged as a guideline on packaging design of OTOP products.

Results

The study and survey of Chalare Community's identity

Most areas of Chalare subdistrict are geographical wetlands along Songkhla Lake Basin, and some of the areas are covered with rice paddies. The west of the areas connecting with Songkhla Lake contains mangrove soil and acid soil. When the surface is dug, natural (white) clay, which can be used to make bricks, is found. Therefore, it was believed that a brick and roof tile factory was located in this area 50-100 years ago because the ruins of tile pieces were found.

The residence in the community is dense in the areas of Chalare Subdistrict Municipality.

Along the Provincial Administrative Organization Road no. 3077 which is the main road in the areas, most of the lands are utilized for residence, mixed with commerce, farming, planting, and raising animals.

There are abundant natural resources and environment in Chalare Community. The west of the subdistrict borders Songkhla Lake which is rich of the nature of mangrove forests, conservation areas, and marine animals for fishing. The east areas are suitable for agriculture, planting, raising animals. Plus, there are two hills where Khao Phee and Chalare Temples are located. These temples have become tourist attractions for tourists to visit throughout the year.

The identity, which becomes the main feature of Chalare Subdistrict, is that the community is located along Songkhla Lake around Chalare Temple. In addition, the community is agricultural, and the people live their Buddhist lives and earn their living by rice and sugar palm farming.

In terms of searching for product characteristics to show the local identity of Chalare Community, both levels of information were found. The first level was the environment of the community's production location which can display the physical characteristics of Chalare Community area and unique cultural characteristics of the outstanding ways of life. These characteristics can be represented by the natural atmosphere of sugar palm trees among farming fields and the image of simple southern rural ways of life with a concise and direct language for communication. The second level was the unique characteristics of raw materials used to produce the products for Chalare Community. The picture of sugar palm fruits can represent and convey the meaning of the fruits with peels showing value from the true nature and the picture of fresh sugar palm fruits with soft and crunchy taste and little sweetness for cool and fresh feelings.

Packaging design and packaging prototype

The packaging concepts were retrieved from the interviews with 30 producers of sugar palm products and fresh sugar palm. A lot of creative thinking for packaging design was also gained from the workshop. Eventually, there were four packaging prototypes for two kinds of products. The packaging concepts and steps are as follows.

Packaging concepts

The concepts for two groups of products- group A packages for sugar palm products, and group B packages for fresh sugar palms with honey-mixed lemon juice and fresh sugar palms with plum juice-are shown in Figure 1 and detailed as follows:

1. To protect the products to be clean and well-kept with sanitation,
2. For consumers to separately eat the products for many times,
3. To be convenient for each product's material and ingredient preparation,
4. To gain good image of the products for standardization



Figure 1 Packaging concepts

Packaging design

The steps of the packaging design for both group- group A packages for sugar palm products, and group B packages for fresh sugar palms with honey-mixed lemon juice and fresh sugar palms with plum juice-are listed below.

1. The structures of the packages for both groups were designed by determining patterns, shapes, sizes, and three materials. (1) The first materials, for fresh sugar palms, are 6 x 9 inches High Density Polyethylene bags (plastic bags for hot products) with a natural color of surface, resulting in fresh and cool products. (2) Cartons, which are for food products, come with plastic on top in order to see the products. (3) Paper handles are used for customers to conveniently keep, carry, and hold the products (Figure 2).



Figure 2 Design of the package structures

2. In terms of the brand for group A and B products, the word “Not Na Lare” which was designed in a smiling-curve shape is branded on the packages. “Na” means paddies done by people in Chalare subdistrict; “Not” locally means a short name of sugar palms; “Lare” is from the community’s name. Therefore, the word can indicate OTOP producers who are in the Community Enterprise in Chalare Subdistrict. In addition, the words can convey that the products are clearly natural from the local ways of life (Figure 3).



Figure 3 Brand design

3. Regarding the graphic design on the packages, color pictures of sugar palms with shell, fresh sugar palms sugar palm products, honey, limes, plums were applied. What’s more, the information which is beneficial for marketing such as beautiful, and outstanding pictures with the

identity and the information about the products was also organized as shown in Figure 4.



Figure 4 Graphic design on the packages

4. For prototype design, each package with a handle was assembled and brought to be prototypes for Chalare Community Enterprise so that they can be made and printed as real packages (Figure 5).

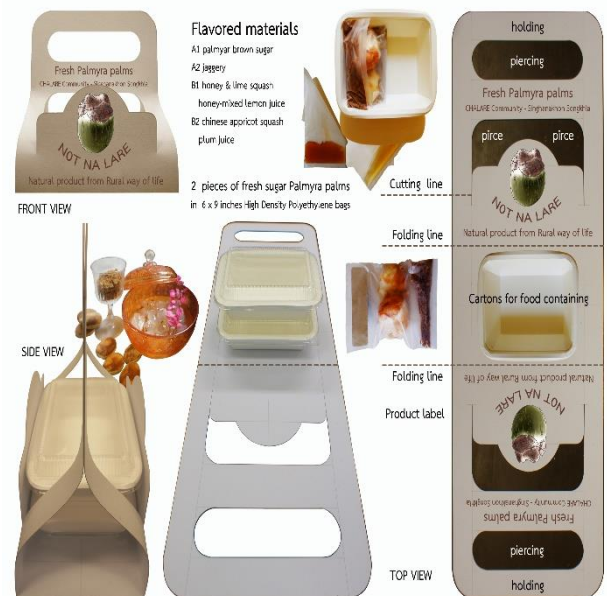


Figure 5 Prototype Creation

Discussion

Packages and brands for OTOP products need to be developed and designed in order to be outstanding and attracted by customers and for their

buying decision. Apart from the roles of packages in protecting and transporting products in good condition, packages have a role in marketing communication of products, including persuasion for buying decision of consumers. This results are relevant to the study by Wells, Farley & Armstrong (2007) mentioning that the importance of appropriately designed packages reflects consumers' buying decision since packages and brands can encourage consumers to buy products again and again. If packaging design is interesting and attracting consumers to decide to buy products, it can influence the sale volume of those products. The findings are also in accordance with the previous study by Becker, Van Rompay, Schifferstein, & Galetzka (2011) investigating influences of packaging design on senses of taste and price forecast of food products. It was found that packaging design affected taste impression through symbolic interaction from one feeling to taste motivation, for instance, the curved package with visible yogurt in the package. Furthermore, such packaging design can affect consumer to forecast the price. Therefore, packaging design should be focused on various components, in agreement with the study by Svanes et al. (2010) indicating the components of sustainable packaging design of food industry in Norway. The first components of packaging design is to consider a cycle of a product-packaging materials from the beginning of production to the end as waste, cost of packaging added to a product's price, and degradable save-the-earth packages. These things can be a good overall image of packaging qualities. However, for the packaging design to be a community's identity, according to Urairat (2017) studying the packaging design for Khao Jek Chuey Sao Hai (a kind of rice) in Saraburi, it was found that creative and striking packages showed the local custom of using sacks representing great rice and making a distinctly difference. Plus, packages displaying the community's identity can add value to the products because of their beautiful and contemporary packages.

Conclusion

The people in Chalare Community, Singhanakhon district, Songkhla province have their simple ways of life and cultures related to sugar palm farming, rice farming, and fishing. Therefore, these cultures become the identity of Chalare Subdistrict. That is, the community is located along Songkhla Lake and around the hill of

Chalare Temple. It is an agricultural society, and the people live their Buddhist-rural lives.

The packaging design included (1) design packages and creating prototypes for two groups of products-group A packages for sugar palm products, and group B packages for fresh sugar palms with honey-mixed lemon juice and fresh sugar palms with plum juice. (2) The brand was designed by using a word "Not Na Lare" with a smiling curve. (3) The graphics on the packages was designed by using pictures for the beautiful, outstanding, and identity patterns. (4) The prototype was created in order to the Community Enterprise can print out the packages.

Suggestions

The packaging design for OTOP products of Chalare Community Enterprise was done in order for OTOP producers to use for their distribution. Therefore, the concept should be about material supply and a way to make easy sanitary packages to display products for customers' attraction. What's more, a brand to show a community's identity and knowledge and understanding of package improvement should be taught to Community Enterprises in order to decrease production cost and increase revenues.

According to the data collected from the interview with the samples who were selected by purposive sampling, it was found that the representatives of Chalare Community Enterprise showed their needs to design packages for fresh sugar palms. The packages were required to convey the meanings of (1) the locality of Chalare Community, which is the pride of community producers, (2) beautiful and outstanding appearance which can promote recognition and interest of consumers, (3) trustworthiness in taste, freshness, and cleanness of fresh sugar palm products, and (4) experiences in eating different and convenient fresh sugar palms.

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