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## PACKAGING DESIGN FOR THE PRODUCTS OF BONGTI COMMUNITY, SAI YOK DISTRICT, KANCHANABURI PROVINCE

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### Abstract

The objective of the research was to design packaging for Bongti community on the potential and satisfaction of packaging design. Mixed methods were employed for the study. The qualitative data were collected by using structured interview from one sample fabric entrepreneur. The results showed that most customers decided to buy Bongti products because of the thread made and the material used. The materials used were in good grade, fresh, washable, and affordable. There was no brand named on the product packaging. The brand should be used to communicate with people in Bongti by using names or languages that represented the Karen. The packaging needed to be suitable with all products. Results leaded the package to be designed as following: 1) Paper Bag Design; the structure standard was a rectangle for reducing the cost of production. The handle was a triangle for representing Karen's collar. The threads of woven were used to tie the bag in order to manage the most valuable resources. 2) Paper Box Design; the structure was vertically closed box that can be used as souvenirs or gifts. Karen's shirt pattern was added inside the box. Results on the packaging design indicated that entrepreneurs and tourists were satisfied with the package, the graphic, and the structure design at the highest level with the average of 4.39, 4.46, and 4.33 respectively.

**Keywords :** Packaging Design, Bongti Community, Community Product

### Introduction

Packaging is increasingly important reason in designing to buy products. Due to the development of technology and the availability of various communication channels, the consumers can find the information of products or services easily and quickly. Customers are more meticulous when purchasing by looking outside or looking for the design. Formerly, packaging likes a part of product that the manufacture make it only for protect their products inside. But now, the manufacturers need to find gimmick, unique identity or different points and intergrade to creative process in developing a package to increase competitiveness with competitors in the market. Therefor the packaging act as a silent salesman who can tell about products information, the properties, how to use, manufacturers location, benefits and responded with consumer's lifestyle. The consumers are more likely to choose or buy products from looking at the package first. So easy to hear consumers mention to the products that they were buy as "I buy this product because it's beautiful" or "I want to keep it as a souvenir". All these positive mention about packaging makes the manufacturers want to create packaging that respond the consumers' needs as much as possible.



Bongti, a community where still maintains the uniqueness of Karen community, is located in the west border of Kanchanaburi province, Thailand. In Bongti community, most of people use Karen language to communicate between each other. The outfits of the people in Bongti are unique as seen from the Karen's that are woven hand made by the Karen. Fabric is the local product being sold for visitors and tourists.

The hand-woven makers in Bongti have created the normal local products into unique fabric and remained the quality of their products. They have made clothes and adapted several things from fabric, such as scarves, Karen shoulder bags (called Yam), and ladies wallet to meet the needs of customers. However, their products have not been widespread with normal tourists. Only people in Bongti and neighbors have known about their products. Moreover, the entrepreneurs do not have the knowledge to increase value of their products. Bongti products does not only develop from original to interest things but should also gain the consumers' interest to return purchasing. Therefore, researchers recognized the importance of packaging design for Bongti community. The project on "Packaging Design for Bongti Community Products in Sai Yok District, Kanchanaburi Province" was undertaken with the aim to increase the competitiveness of the local business. Two questions were asked: 1) How the packaging of the Bongti community products can be enhanced?, and 2) What is the satisfaction of the customers on the packaging design?

#### Research Objectives

The objectives of the research were

1. To design the packaging for Bongti community products in Sai-Yok district, Kanchanaburi province.
2. To evaluate consumers' satisfaction toward the design of the Bongti community products packaging.

#### Packaging Design Concept

Kumnai Apriprachayasakul (2010 : 3) discussed the role of packaging in the market that there were many types of packaging in the market. The importance of its role was to do the marketing communication with consumers as the following: 1) Identify to the consumer as the product of which brand? Match with consumers need? 2) Inform specifically information on the label to help consumers such as properties, ingredients, how to use, caution or other inducement. 3) Presentation the packaging convey to the product personality, product image by shape, form character, design, color or texture to present that close to target. 4) Market segmentation the different size of packaging can separate segmentation of target group such as family size, single size, etc. 5) Attractiveness the packaging which designed can be eye-catching with consumers. It's can stimulate an interest of consumers as well. By mean of consumers will stop watching, pick or choose from package they are interested. Therefore, the packaging should be designed to eye-catching, interesting and attracting to target audience. Accordingly, local products need to be adapted to compete with other localities to increase the potential for sales and competition. Which is aligned with Korkeat Wiriyakitpattana and Techa Asavasithavorn (2003 : 22) said that packaging is now recognized as a key success in business until P was defined in strategy as the 5th of marketing strategy; P1 = Product, P2 = Price, P3 = Place, P4 = Promotion and P5 = Packaging so "Packaging design" will be an important key for local product complete with the other although community products can be sold with the quality of itself but cannot reach as many people as a typical product. In addition, local products need to add value to the products with emphasis on packaging design. Korkeat Wiriyakitpattana et al. (2003 : 84) had also discusses about principle of packaging design that consists of two parts as 1) The structural packaging design process design about shape, size, weight, type of material to made the packaging. The emphasis is on the protection, maintain quality, saving, and provides convenient transportation or storage. Packaging must also satisfy to consumers. Continuing to implement, exhibit distinctiveness from other products by color, size, shape, identity. Make it easy to pick up and use. 2) Graphic design process is the process of creating the outer appearance of the packaging to enhance the value of the product. By emphasizing the meaning, understanding products. Make beautiful decoration to encourage consumers to purchase products by psychological effects; create imaginative

memories of brand personality, using the psychology of color, etc. In general, the graphic design techniques on packaging that extensive applications as follows: 1) Uniform Design this style is very popular. It is designed from simple graphics; point, line and visualization, to create visual emotions. The design is easy and clean, modern, suitable for use, effects of the attraction. 2) Image collage the principle design of this style is a big visualization at the point of purchase. The aim is to collage image attention for consumers in long distance. In addition, the image must also stimulate the desire from target audience. 3) Local Art Design the aim of this style is to promote locally product to offer tourists take it back to their country. The details are often used to convey the meaning of local popular things or places, used local materials. And 4) Packaging Gifts Design this design will play an important role by festival or seasonal as series or set. Because the consumers will make the decision to buy a gift to others easier.

## Methodology

### Population

The population of this research were people in the Bongti community. A Total population in Bongti 3,148 people. Bongti Subdistrict Administrative Organization (2017 : 21) There are 4-5 houses from two villages still weaving. There are two entrepreneurs in Bonti distribute the fabrics but there is only one entrepreneur also weaving and distribute for people who are interested in fabric weaving in Bongti and near.

### Sampling procedure

For this research, using a purposive sampling technique to collect qualitative data from selected fabric entrepreneur by select one sampling which most well-informed entrepreneur from fabric house manufacturers in Bongti community and still weaving. Researchers select "Khun Phenchome" or "Da's house" be a representative sampling to interview respondents about fabric products and type or style of packaging that she wants because of this sampling is open small shop in front of her house for her fabric's products.

### Data collection

In qualitative research used structured interviews as a tool to collect secondary data from one of fabric representative entrepreneur in Bongti community by specific sampling method and interview about the packaging design which entrepreneur needs. The questions asked and recorded the answer by researchers. The satisfaction of packaging design used questionnaire as a tool to collect data from 50 people and tourists who used to use Karen cloth or local fabric by random sampling in Kanchanaburi province area.

### Design procedure

1. Analytical the structured interviews data. An interview questions divided to 5 parts; general information, community products information, the customers behavior, the customer's decision influencing to buy Bongti's products, packaging requirements and comments or suggestions part. Let the 5 fieldwork experts check content validity and clarity of the question by finding the fit index between the question and the characteristics of contents (Index of Consistency: IC). The data was analyzed by researchers along with concepts, theoretical and related research. Synthesizing the core data to be concept of packaging design summarize to design brief.

2. The structure and graphic on Bongti's package designed by follow the design brief based on core concept. Take the packaging prototypes to 3 packaging technical designers to check the quality and standard of packaging. Moreover, take it to entrepreneur to decide about the design. Developing and improving the packages.

3. Satisfaction assessment divided to two aspects; the structure of packaging and graphics design on packaging. Rating scales were constructed according to the scale of Likert (1961). Evaluation by fabric entrepreneurs and people or tourists who used to use Karen cloth or local fabric in Kanchanaburi province area. The result of this evaluation was analyzed by computer program. Present the results of the analysis and put the packaging into production.



## Results

From interview, Phenchorne's shop currently has no brand name and packaging; use normal plastic bags no color, no pattern and no design to pack the products to customers. The brand she needs was to convey to the people in Bongti community, remind of Bongti or Karen. The packaging she needs was any type or anything which fit to all of her products. The shape of the packaging was non-specified however should be savings cost. The last one, graphic patterns and colors on the packaging if it appreciate with fabric or Karen will be good. Accordingly, this research had debuted the name of branding; to add value to the fabric products, and designed two types of package for Bongti's products to show the identity of the product to have the potential to complete with other local products as follows:

### 1. Branding

"Takiya" (ta-ke-ya) was debuted from thah-ki-ngha in Karen language pronunciation; meaning of cloth or fabric. The texture of threads on hand-woven cloth was selected to composite with Takiya-hand woven typography, to represent the handcraft feeling. Designing the red color to recall to Karen besides of thread weaving color used in and together with Thai-language pronunciation in gray color are on white color background. An awareness of Takiya brand will be higher position than other local products, looks universal, easy to access, reach to people of all ages. The design mood & tone guidelines need to make sense to fabric thread or hand making or craft sense.

### 2. Packaging Design

Key concepts of packaging design was make Karen's identity and unique. Sense of handmade and craft. The structure design be consist to use (ex. for gifts, for souvenirs), the graphic on packaging be value added to the products, good image for community products, unique from local. The type of packaging are as follows:

2.1 Paper Bag: the structure of paper bag had designed in standard vertical rectangle shape in order to reduce the cost of production. Simplify the Karen collar unique to triangular shape designed to the bag handle; reminded to Karen when looking. Use an exiting threads of woven to tie to close the bag; reduce cost and resource management.

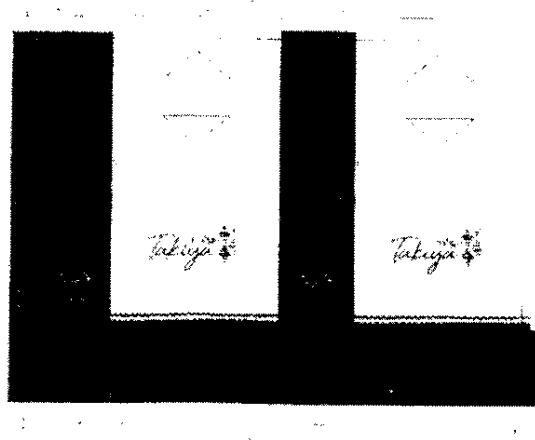


Figure 1. An art work design of paper bag packaging

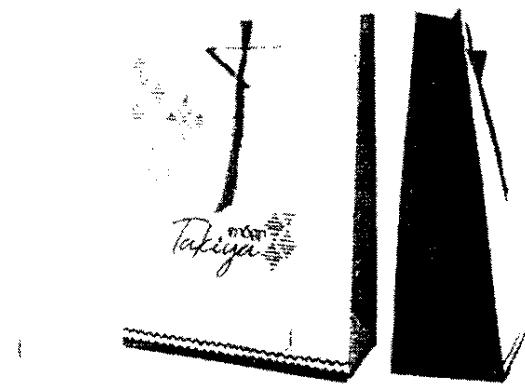


Figure 2. The paper bag packaging

2.2) Paper Box : the box structure is also vertical rectangle shape. Functional to use as a box of souvenirs or gifts. The inside was designed like tongue; open and close function. When it opened, can see the identity of Karen cloth with collar di-cut. This gift box design like gimmick for receiver; make a surprise when open, because the receiver will not know about products inside so can take it for friends, parents, higher co-worker, etc. At the sides of the box use bongti fabric's pattern simplify to graphic to decorate with red color background; reminder to Karen.

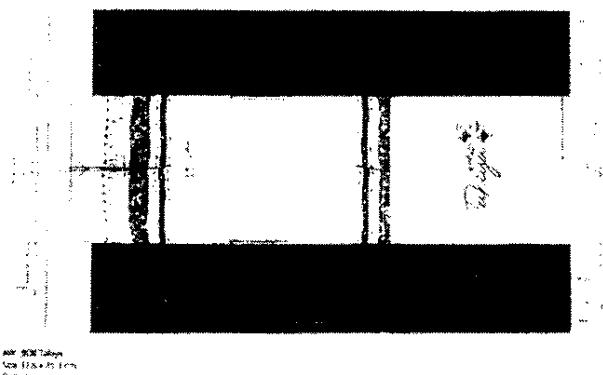


Figure 3. An art work design of paper box packaging

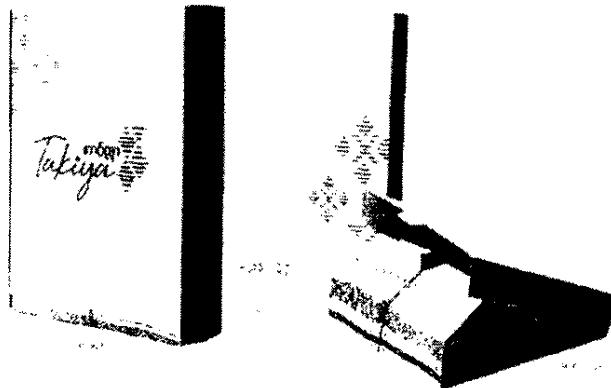


Figure 4. The paper box packaging

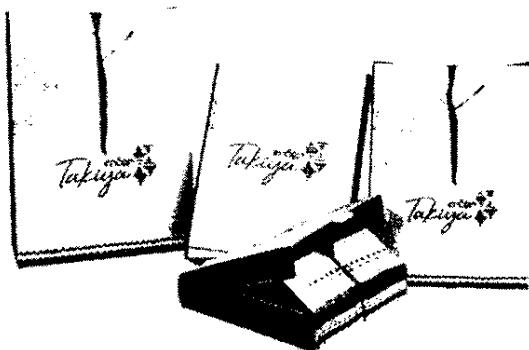


Figure 5. Overall of packaging for Bongti products

### 3. Satisfaction of packaging design

The satisfaction was evaluate by entrepreneur and people or tourists who used to use local fabric products. The mean and standard of deviation (SD) shows as table 1:

Table 1

The Average and standard deviation of entrepreneur and tourist satisfaction toward the packaging design for Bongti community product.

Bongti products packaging satisfaction	Satisfaction Level	
	$\bar{x}$	SD
Structure design	4.33 (most)	0.482
Product protection	4.19 (grate)	0.560
Packing	4.41 (most)	0.515
Functional and Useful	4.40 (most)	0.503
Graphic design	4.46 (most)	0.480
Graphic composition	4.42 (most)	0.511
Marketing and Sale Promotion	4.51 (most)	0.529
Total	4.39 (most)	0.460
Satisfaction meaning		
4.21–5.00	mean	Most of satisfaction
3.41–4.20	mean	Grate of satisfaction
2.61–3.40	mean	Middle of satisfaction
1.81–2.60	mean	Little of satisfaction
1.00–1.80	mean	Least of satisfaction

Note. This table shows only heading of aspects satisfaction.

From table 1 shows that mostly tourists and entrepreneurs are satisfied with Bongti products packaging in overall at the highest level with an average of 4.39. In addition, the graphic satisfaction and structure satisfaction also at the highest level with an average of 4.46 and 4.33, respectively.

#### Discussion

An analysis of interview leads to create the packaging for Bongti community products. The discussion separate by objectives are as following:

##### The potential competitiveness from Bongti community packaging

Takiya brand distributed for representative of Bongti community local products which is derived from hand-woven craft and Karen unique to communicate to target. When the native people in Bongti community listen to Takiya, they will understand and will proud to present their products or shop whereas no confusion or misunderstanding. Takiya was created by easy pronunciation, familiarity to entrepreneur and consumers because we need Takiya be universal for both of Thai and foreign consumers. Moreover, to increase the distribution of community products through online channels or international market in the future. The design of packaging had based on the principle of design according to Kumnai Apriprachayasakul (2010, p. 3) said about an importance role of packaging design is for the manufacturer to use for their marketing communication with customers or target group. Our design, present an emotional of product personality and product presentation through shape, form, sense of handmade design, Karen colors, high positioning in mood and tone, etc., most likely appreciate with Bongti target audience. The packages unique were related design with Karen identities- Karen colors, Karen collar to reminder to Bongti or Karen community and still luxury than the other local products. All these design consistent with the packaging design techniques that have been widely applied in the construction of Korkeat Wiriayakitpattana et al. (2003 : 17) said before.



#### **The satisfaction of packaging design.**

The satisfaction survey on packaging design results in overall showed at the highest level; Graphic Design part followed by structure part. This may be due to the fact that core concept is to communicate people by using Karen identity to well known, present the sense of handmade or craft of hand woven aim to awareness the consumer to see the local value of purchasing. According to the feel of fabric fineness products to build an impact on the psychological consumer's value. Highlights of hand-woven fabric through graphic elements on the packaging, uncomplicated for packing by entrepreneur's hand while waiting, customers will see the meticulousness of manufacturer's intentions from the selection of raw materials, threading, weaving, stitching, embroidery and packing. All as the gimmicks of strengthen and differentiate of Bongti community to have competency potential better than another community products.

#### **Conclusion**

The important role for entrepreneurs to promote their products is packaging. It is considered as the first factor on consumers' decision to purchase the product. Bongti products were sold because of the packaging made with good material and unique thread. Bongti hand-woven packaging are from good materials, affordable, fresh and bright, and washable. In addition, doing business by using marketing strategy such as having own unique brand, and create new looks of packaging help to gain more profits. Consequently, the key success of local product should be well known and recognized to have more share on market. The economy in Bongti community should be better.

#### **Recommendations**

Recommendations were offered as follows:

1. The relevant agencies should encourage the packaging development training for community products. Local people should be provided with knowledge in creating different products in each community. It would help to gain the attention of the consumers to shop more at the community.
2. The entrepreneurs in the community should increase the value of their products. By applying the results of the research would help to stimulate local tours and generate more income to the community.
3. The relevant agencies should have areas or spaces for distribution of community products as trade exhibition to display products annually.

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