

PACKAGING DESIGN AND THAILAND'S IDENTITY DEVELOPMENT

Krairop Charoensopa

Department of Industrial Arts and Science, Faculty of Engineering and Industrial
Technology, Suan Sunandha Rajabhat University

E-mail: krairop.ch@ssru.ac.th

Apinya Suttiapha

Department of Industrial Arts and Science, Faculty of Engineering and Industrial Technology,
Suan Sunandha Rajabhat University

E-mail: apinya.su@ssru.ac.th

Abstract

This research aimed to develop product packaging for Ranong Province, Thailand, and to examine the market potential of the developed packaging using a mixed-methods research approach that combined qualitative and quantitative methods. The research outputs included logo designs, packaging formats, labels, and product prototypes. The study involved 100 participants consisting of consumers and tourists. The findings revealed that local products in Ranong Province faced common challenges, particularly declining sales, which resulted in a shift from traditional community-based distribution to online sales channels. The packaging and logo development process therefore emphasized the integration of community identity through visual elements and the strategic use of color to differentiate products, enhance consumer understanding, and improve brand recognition. Overall satisfaction with the developed packaging across product groups was rated at a high to highest level in terms of suitability and aesthetic appeal, indicating that culturally grounded and visually coherent packaging design can effectively enhance product value and market potential.

Keywords: Packaging Design, Thailand's Identity Development, Community Products, Cultural Identity, Market Potential

Introduction

The development of a grassroots economy is a critical strategy for elevating Thailand toward becoming a high-income country with equitable income distribution. Strengthening local community economies provides a solid foundation for long-term economic stability by enhancing competitiveness and self-reliance at the community level. The National Strategy Master Plan on Grassroots Economy aims to restructure and reinforce local economies to promote mutual support, ethical practices, and systematic economic development, while creating employment opportunities, distributing income, and reducing inequality at the community level.

Ranong Province represents a community with strong potential for economic development and income redistribution through grassroots economic circulation. However, existing challenges include conventional packaging designs, lack of durable packaging, and insufficient product promotion. To address these issues, this research integrates knowledge in packaging design, printing technology, and information technology to enhance product value. The objective is to develop high-quality local products that generate sustainable income and strengthen community resilience. The research process emphasizes packaging development as a key mechanism for increasing product value, supporting marketing efforts, and reducing economic disparities.

Research Objectives

1. To develop product packaging of Ranong Province, Thailand.
2. To test the market of packaging that can be developed in Ranong Province, Thailand.

Scope of Research

The packaging design was evaluated using online tools by 100 participants, including consumers, tourists, and target community groups.

Research Methodology

Stage 1: Product Design Development (Quantitative Research)

1. Field data collection was conducted to analyze packaging issues and community needs across production and distribution sites in Ranong Province.
2. Logo, packaging, and label designs were developed based on conceptual frameworks, resulting in six prototype designs.
3. Prototype evaluation was conducted using focus groups and five-point Likert-scale questionnaires among target community members.
4. Packaging designs were refined based on user feedback and produced for practical use.
5. Market testing involved 100 consumers and tourists selected through accidental sampling, using satisfaction questionnaires.
6. Results were summarized, discussed, and presented, and final packaging designs were distributed to community enterprises.

Stage 2: Summary, Discussion, and Recommendations

1. Analysis of perception evaluation results.
2. Summary, discussion, and formulation of recommendations.

Research Instruments

1. Structured Interview

A structured interview was used to collect data from community product producers. The interviews aimed to obtain background information about the community groups, product characteristics, existing product-related problems, and the needs regarding logos and packaging. The information obtained from the interviews served as guidelines for the design and development of brand identity and packaging.

2. Satisfaction Questionnaire

A satisfaction questionnaire was used to evaluate perceptions of the developed brand identity and packaging design. The assessment covered four aspects: clarity of communication, aesthetic appeal, functionality, and overall design suitability. The questionnaire employed a five-point rating scale with the following criteria:

- 5 = Very high suitability
- 4 = High suitability
- 3 = Moderate suitability
- 2 = Low suitability
- 1 = Very low suitability

Data Analysis

1. Interview Data Analysis

Data obtained from the interviews were analyzed using descriptive analysis to summarize key issues in accordance with the research objectives.

2. Questionnaire Data Analysis

The data analysis was conducted in the following stages:

Part 1: General information of the respondents was analyzed using frequency and percentage.

Part 2: Satisfaction questionnaire data were analyzed by calculating the mean and standard deviation of overall suitability across all dimensions. The results were presented in descriptive tables and interpreted according to the following criteria:

- 4.50–5.00 = Very high suitability
- 3.50–4.49 = High suitability
- 2.50–3.49 = Moderate suitability
- 1.50–2.49 = Low suitability
- 0.00–1.49 = Very low suitability

Statistical Analysis

The following statistical methods were used for data analysis:

1. Frequency and Percentage
2. Mean ($\bar{x}$)
3. Standard Deviation (SD)

Research Results

Based on data collection from the community ceramic enterprise group, it was found that a wide variety of products have been developed through the creative ideas of community members. These products are created by appropriately utilizing key local raw materials, reflecting the integration of community resources and local knowledge in the production process.



Figure 1 Products Developed by the Community Ceramic Enterprise Group

Design Concept: Strength of the Community

Target Group: Tourists and Thai consumers who appreciate ceramic craftsmanship, as well as individuals seeking ceramic products as souvenirs

Design Mood and Personality: Natural, strong, and stable



Figure 2 Community Ceramic Enterprise Group Logo

Table 1: Evaluation of the Logo Design of the Community Ceramic Enterprise Group (N = 100)

No.	Evaluation Items	$\bar{X}$	S.D.	Level of Agreement
1	The logo design is appropriate, aesthetically pleasing, and suitable for the product.	4.62	0.51	Very high
2	The packaging form and structure are consistent with the logo and product identity.	4.56	0.52	Very high
3	The packaging uses appropriate and attractive colors suitable for the product.	4.58	0.49	Very high

No.	Evaluation Items	$\bar{x}$	S.D.	Level of Agreement
4	The packaging form and structure are suitable for transportation.	4.45	0.57	High
5	The packaging form and structure are suitable for product display.	4.53	0.52	Very high
6	The packaging supports tourism product standards in accordance with the Green Travel concept.	4.55	0.52	Very high
7	The packaging is easy to use and suitable for the product.	4.49	0.52	High
8	The design reflects uniqueness and modernity.	4.54	0.50	Very high
9	Product information is clear and allows easy identification of the product.	4.46	0.54	High
Overall		4.53	0.52	Very high

Based on Table 1, the evaluation of logo design for the community ceramic enterprise group by 100 consumers indicated an overall satisfaction level at the very high level, with a mean score of 4.53. The highest-rated item was that the logo design was appropriate, aesthetically pleasing, and suitable for the product, with a mean score of 4.62. This was followed by the use of attractive and appropriate colors in the packaging design (mean = 4.58) and the consistency between the packaging form, structure, logo, and product identity (mean = 4.56). Additionally, the packaging was perceived as supporting tourism product standards in accordance with the Green Travel concept (mean = 4.55), and the design was considered modern and internationally appealing (mean = 4.51), respectively.

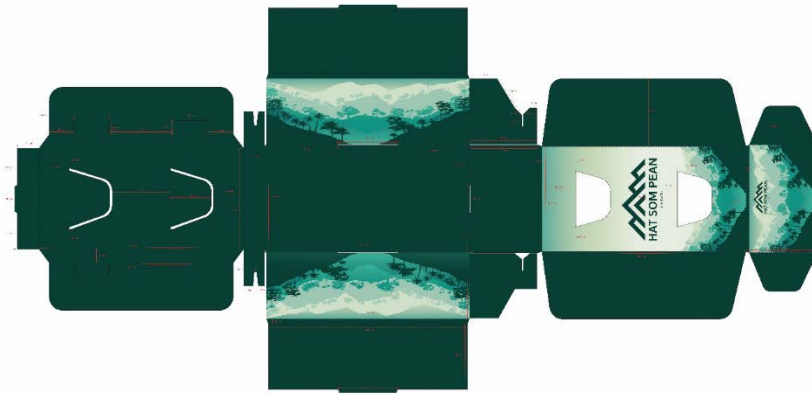


Figure 3 Corrugated Packaging Design for Ceramic Plates and Cups

Table 2: Evaluation of Corrugated Packaging Design for Ceramic Plates and Ceramic Cups of the Community Ceramic Enterprise Group (N = 100)

No.	Evaluation Items	$\bar{x}$	S.D.	Level of Agreement
1	The logo design is appropriate, aesthetically pleasing, and suitable for the product.	4.59	0.51	Very high
2	The packaging form and structure are consistent with the logo and product identity.	4.60	0.51	Very high
3	The packaging uses appropriate and attractive colors suitable for the product.	4.58	0.49	Very high
4	The packaging form and structure are suitable for transportation.	4.54	0.52	Very high
5	The packaging form and structure are suitable for product display.	4.56	0.50	Very high
6	The packaging supports tourism product standards in accordance with the Green Travel concept.	4.62	0.51	Very high
7	The packaging is easy to use and suitable for the product.	4.53	0.50	Very high
8	The design reflects uniqueness and modernity.	4.55	0.50	Very high
9	Product information is clear and allows easy identification of the product.	4.47	0.54	High
Overall		4.56	4.51	Very high

Based on Table 2, the evaluation of corrugated packaging design for ceramic plates and ceramic cups of the community ceramic enterprise group by 100 consumers indicated an overall satisfaction level at the very high level, with a mean score of 4.56. The highest-rated item was that the packaging contributed to the development of tourism product standards in accordance with the Green Travel concept (mean = 4.62). This was followed by the consistency between the packaging form and structure with the logo and product identity (mean = 4.60), the suitability and aesthetic appeal of the logo for the product (mean = 4.59), and the use of attractive and appropriate colors in the packaging design (mean = 4.58). In addition, the packaging form and structure were considered suitable for display on shelves, with a mean score of 4.56, respectively.

Discussion

1. Development of Logos and Product Packaging in Ranong Province, Thailand

The findings of this study demonstrate that the development of logos and product packaging for community enterprises in Ranong Province was strongly driven by the application of local identity derived from geographical and environmental characteristics. Ranong is widely recognized for its coastal landscapes, mountainous terrain, and natural hot springs, which are familiar to both local residents and tourists. The incorporation of these distinctive features into packaging design reflects an identity-based approach that emphasizes place-specific meaning and cultural relevance. This design strategy is consistent with the framework proposed by Yoowattana (2023), who emphasized that applying local identity in packaging design enhances product differentiation and strengthens marketing competitiveness for community products.

Beyond symbolic representation, the packaging design in this study also prioritized practical usability within the community context. The packaging was developed to preserve product quality, protect goods from damage, and provide sufficient structural strength for stacking and transportation. According to Yoowattana (2023), effective community product packaging must balance cultural identity with functional performance to ensure that design solutions are not only visually appealing but also feasible for real-world production and distribution. The careful selection of graphic elements and color schemes that corresponded with product characteristics further reinforced product recognition and visual coherence, supporting the argument that identity-based packaging contributes to stronger consumer recall and brand association.

2. Market Testing of the Developed Logos and Packaging in Ranong Province

Market testing of the developed logos and packaging was conducted through an evaluation survey involving 100 participants, including consumers, tourists, and target community groups. The results indicated that the overall evaluation of the logo design for the community ceramic enterprise group was at the very high level, with a mean score of 4.53. The highest-rated aspect was the suitability and aesthetic appeal of the logo in relation to the product, which received a mean score of 4.62.

Similarly, the evaluation of corrugated packaging design for ceramic plates and ceramic cups of the community ceramic enterprise group was also rated at the very high level overall, with a mean score of 4.56. The highest level of agreement was observed for the item indicating that the packaging contributed to the development of tourism product standards in accordance with the Green Travel concept, with a mean score of 4.62. These findings demonstrate that the developed logos and packaging designs effectively met functional, aesthetic, and sustainability expectations, thereby enhancing the market potential of community products in Ranong Province.

Recommendations

1. Graphic design should incorporate QR codes to provide access to digital information, enabling consumers to obtain product details, production background, and related content conveniently.
2. Innovative packaging designs should be further developed to enhance product competitiveness and expand opportunities in international markets.

Acknowledgement

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

References

- Atsawattithaworn, T., Wiriya-kitphatthana, K., & Techa, K. (2003). *Packaging*. Wang Aksorn Publishing.
- Kongcharoenkiet, P., & Kongcharoenkiet, S. (1997). *Food packaging*. Department of Industrial Promotion, Ministry of Industry, & Thai Packaging Association.
- Tanaisri, A. (2012). *Models and factors for strengthening communities through potential for sustainable development*. Sukhothai Thammathirat Open University.
- Tantivongpaisan, S. (2012). *Community enterprises*. Retrieved January 28, 2021, from <http://www.gotoknow.org>
- Thinabutr, P. (1988). *Packaging design*. Odean Store Publishing.



**The International Conference on Research, Innovation, and Sustainable Development
April 1-3, 2026**

- Wechabanyongrat, P. (2018). Eco-friendly packaging design. *Journal of Information, Bansomdejchaopraya Rajabhat University*, 17(1), 37–48.
- Yoowattana, P. (2023). Application of local identity to develop packaging for marketing competition for community products. In *Proceedings of the International Conference on Management, Innovation, Economics, and Social Sciences (ICMIESS)* (pp. 33–39).