

APPLICATION OF LOCAL IDENTITY TO DEVELOP PACKAGING FOR MARKETING COMPETITION FOR COMMUNITY PRODUCTS: A CASE STUDY OF BAN CHIANG KHROM RICE COMMUNITY ENTERPRISE PRODUCTS

Pattaravis Yoowattana^{1*}

^{1}Udonthani Education Center, Suan Sunandha Rajabhat University, Thailand*

Email: Pattaravis.yo@ssru.ac.th

ABSTRACT

In the current situation, the competition for goods or products from community enterprises that use cultural resources to present as a selling point is widespread. In each area, each local tries to use local wisdom to develop products for marketing benefits. In some cases, this is the nature of competition by the same product but in different communities. Therefore, creating the identity of the product or product to make it different. Recognized for creating a memorable and distinctive. A new feeling for consumers is therefore necessary. Creation of identity and application of identity to develop patterns on the packaging of community enterprise products. Therefore, education should be obtained for the benefit of income to the community. To create a design that is unique to the region, creating a distinctive beauty and showing uniqueness that is different from the same product from other regions. The author has reviewed the literature. and adapt knowledge from academic articles, including the results of hypothesis testing or relevant concepts to be used to create guidelines for communities that want to build strength by using patterns or packaging design as a guideline to apply Competitive utilization for community enterprise business as well.

This article aims to provide guidelines for using marketing principles to integrate with knowledge of art and design to create strategies for commercial benefits for community enterprise products. In this article, we will present Ban Chiang Krom rice products. Udon Thani Province This is a product that was originally not unique and different from other community enterprise products. But later on, there was a research study to use graphic arts principles for design combined with modeling for marketing strategies to develop such products to be different. Create uniqueness by applying local identity and marketing by focusing on the appearance of packaging that is unique to the region. The study found that the importance of “Novelty” will lead to positive consumer attitudes and purchasing behavior. This knowledge may be applied to other community enterprise products.

Keywords: Community Enterprise Products, Product Identity Creation, Marketing Guidelines for Community Enterprise Products

INTRODUCTION

1. Introduction

In the community area of Thailand, it can be considered that there are many cultural resources from the literature (Ko et al.,2013), it has been shown that the utilization of cultural resources for

marketing or commercial benefits is prevalent. There are also those that have been implemented with positive achievements and may not have a positive effect on the business. Today's academic knowledge, especially in the tourism business is considered to be applied mostly in local cultural resources today. There has been a study on the use of local identity to create souvenir products that will indicate the local's identity area. It may be in the form of products or brand on products, which were designed to communicate the identity of that local area.

There is a various literature, especially literature demonstrates research on the commercial use of cultural resources. (Barber et al., 2020; Fu, 2019; Prados-Pen, Barrio-Garcia & Kim, 2020; Lin & Wang, 2012. Lert-asavapatra et. Al., 2022). These show their importance and are weighty assertions. It has been well proven to utilize cultural resources. However, in some areas of some localities, it is not always possible to produce different local products due to space constraints that are similar to another social group or community in the same area, including other limitations in the local context such as area, climate, topography, so what will be used to make a difference "Local product" to stand out from the product or product alone is rare in such cases. People in some communities are unable to make a difference in order to achieve product prominence in the area as a competitive marketing strategy (Qin et al., 2019). For this reason, the appearance design or pattern of packages or packaging is something may replace the difference in product itself.

According to literature (Qin et al., 2019), it shows that outstanding product design creates a sense of novelty by using cultural resources, values, beliefs or traditions. So, it becomes a matter of applying these things to the packaging design instead. It is necessary to find a local identity in order to be involved in the integration as part of design of local product packaging. It can be used as a pattern, picture, etc.

In this regard, the author would like to present an idea from research and review of papers on how there should be an approach to integrate or integrate various interesting elements that may have marketing effects based on the application of local identity to design packaging for competitive efficiency by citing a case study of Ban Chiang Khrom Rice Enterprise product, which is a case study that the author has had the opportunity to do research and bring the results to be presented through this academic article.

1.1 Objectives

1) To review documents relevant knowledge that can be integrated with basic marketing elements in relevant contexts for local packaging design to be effective in marketing competition.

2) To provide operational guidelines for stakeholders or those involved in generating income from community enterprise products to develop packaging for effective market competition.

a. Definitions: Community Enterprise Products, Design, Identity

The use of cultural resources for marketing or the process of converting culture into a marketable commodity or product (Cultural commodification) was discussed in the literature (Ko et al., 2011 & 2013), describing the process. Each step in the conversion of cultural resources into commodities or may not be adapted but used in presentations for marketing purposes, found in the field of tourism business or products and services that were presented with an emphasis on cultural traditions.

However, the process of converting cultural resources into local products have been using for a long time, tourism or conservation studies, but the implementation, although there is a problem in causing the culturally distorted, but with new generations of literature, the purpose of improvements has been distinguished for marketing is not something that can lead to the decline of traditional culture or art (Eunju et al., 2013, Tao Zhang et al., 2018).

These are used to increase competitiveness in the level of competition between social groups, but these cognitive traits have never been specifically applied to a narrower level of competition for example; in competitions between smaller social groups: different villages from the same sub-district, different sub-districts from the same district or province. which has the

characteristics of a unique identity that is diluted, resulting in the issue of having to "find" or "create" a unique identity in each community in order to create an image or memory of consumers and tourists with the limitation of similar geography and in some communities that are close to each other, there is a common culture, tradition, including occupation and income of each household as well, finding or creating an identity to have standing out is something that may not be easy to do. For this reason, it may be necessary to use a strategy to create packaging that is outstanding, even if it is the same product, but when packed in a packaging that has outstanding beauty, having a unique identity can make a positive impact on the community that produces that product.

The word "identity" means "personal characteristics" that shows the uniqueness of something (Nuchchanat, 2015). It is necessary to use the nature of the study with the anthropological methodology (Ngamphit, 2015) to know the essence and concepts to be applied. When getting the concept of local identity can be used as inspiration or to produce a design that is conveyed or can be clearly demonstrated to clearly communicate that identity. Several prototypes may be created and asked the opinions of both population in the local community and consumers to be part of design for maximum marketing efficiency.

According to the literature (Mooktra, 2021), there was a description of the development of community's brand and packaging enterprise that steps to acquire identity. The identity of the brand may be based on the concept Kotler's marketing "consumer behavior model" (Kotler, 2000) with three stages; stimulus, perception (known as the "black box" process), which is a black box of individual behavior among consumers, and finally, "responsiveness" of consumers. In this stimulus, according to Kotler, combines with the literary concept of incorporating traditions of each community or incorporating the unique culture of each region (Ko et al., 2011 & 2013) in the product packaging, thus leading to the design create a unique brand to get the design work out. When this work is released, it will become something new or cause a new packaging style which is beautiful and unusual, as well as having outstanding cultural communication in line with the literature (Qin et al., 2019).

RESEARCH METHODOLOGY

2. Research methodology

2.1 Research design

This study is reviewing literature research.

RESULTS AND FINDINGS

3. Results and Findings

3.1 Case Study

A Case Study of Ban Chiang Khrom Rice Community Enterprise Product, Chiang Khrom Village is one of Na Muang Sub-district Administrative Organization, Prachaksinlapakhom District. Udon Thani Province (Department of Provincial Administration, Ministry of Interior, 2022) derived information from Na Muang Sub-district Administrative Organization found that most of people in this area are farmers and mainly problem is household income less than 30,000 baht per year, which is considered a characteristic of poor population group. It is necessary to create outstanding products in the community to bring extra income to people and from the plan the 12th National Economic and Social Development Board (2017 - 2021) continues to focus on development. The community economy is the foundation of sufficiency economic development by promoting local knowledge and wisdom. Monetization development, abilities management,

and business model development for communities to be self-reliant and to develop the community's economic system to be strong and ready for future trade competition at any level, including further business development especially the readiness to compete in trade both domestically and internationally to be able to drive the community economy sustainably (Sanya, 2016). However, Ban Chiang Khrom Rice Processing Community Enterprise established in 2017, the group produces GMP (Good Manufacturing Practice) standardized rice and produces organic standardized rice, supported by the Department of Rice Promotion and the Udon Thani Rice Seed Center. The seed and the group sent jasmine rice to OTOP (One Tambon One Product) contest, received a 5-star award, and processed the milled rice into brown rice for sale with jasmine rice 105, brown rice, red jasmine rice 105, black glutinous rice or Khao Kam, Riceberry rice, Hom Nakee rice or RD 83 rice, new species rice of Nong Khai, and Brown Hang rice, which is clear grouping in community and try to develop rice products to be sold as local products in community to increase opportunity to generate additional income. Due to high market competition in the rice business from various sectors. More than hundred rice traders in Thailand, (Department of Internal Trade, 2022) implementation or adopting a strategy derived from market knowledge is therefore important to find identity and use it as a factor marketing in product competition from community enterprises. If "creating added value" is made to products and community products by developing packaging prototype of Ban Chiang Khrom Rice Community Enterprise product packaging by using marketing concepts to integrate combined with the analysis of empirical data to form an equation model basis for product strategy, Ban Chiang Khrom Rice Processing Community Enterprise can solve problems for people with low household incomes to generate better income and benefit to community sustainably.

The packaging development of Ban Chiang Khrom rice products was carried out using the characteristics of a reproduction study from local identity information. From literature review, it was found that research with a reproductive nature based on the community identity or local identity, there will be periodic research segments to collect data, limiting the elements that are conveyed in terms of local representation. Those elements are made into design prototype is a part of the product (Kittikorn&Piyalak, 2020) which presents inspiration and application through liberal arts techniques to achieve contemporary or characteristics of logo can be modified to be product's brand (Vibhavadi&Kham, 2022).

The results of cultural studies to find the local identity of Chiang Khrom villagers found that local identity of Ban Chiang Khrom has the following components; "Purple" located in the upper northeastern part of Thailand, "(Udon) Northern/Northeastern direction" near the Mekong River Basin, land of opportunity, delicious food, Naka serpents, red lotuses, among those things that create these identities, we may choose one that doesn't cause repeated communication, such as "red lotus," which will carry on to the next design.

Pattern design for using the identity studied from local community. It will be drafting a pattern to create a pattern that communicates identity in various forms and bring the pattern to be placed on the packaging to be suitable and beautiful as in;

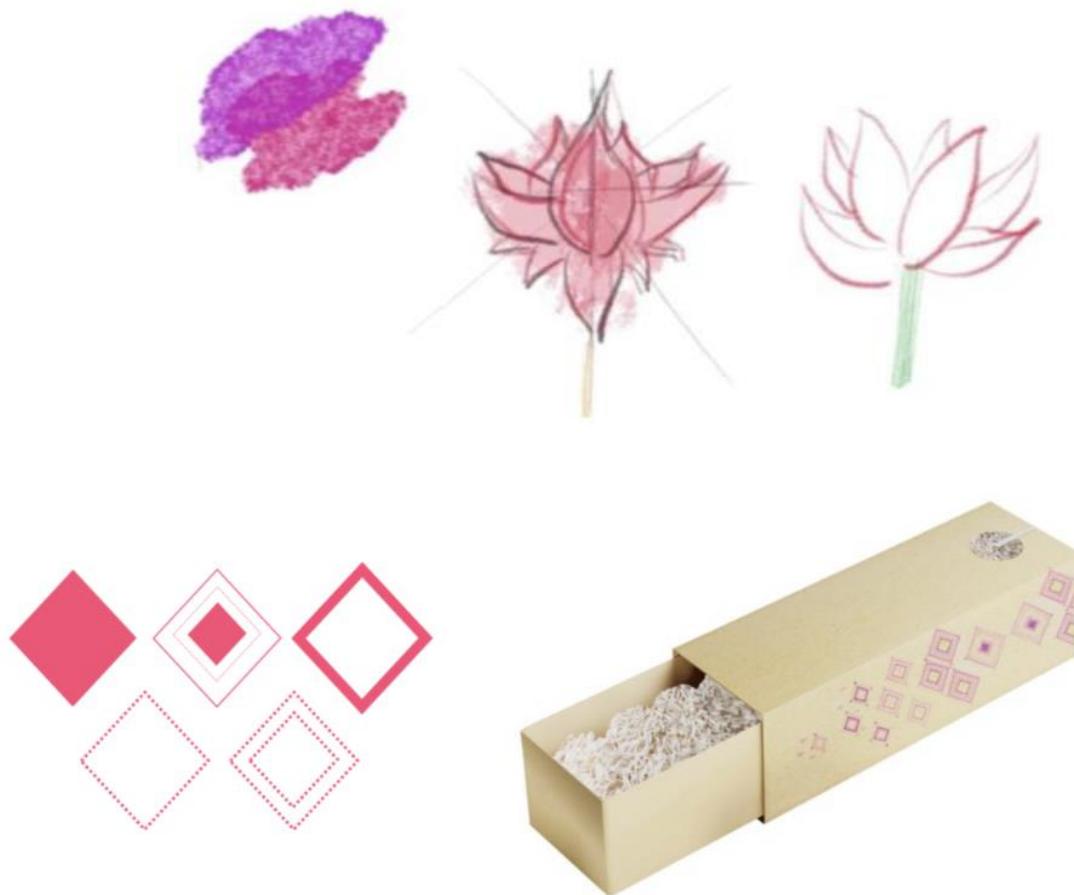


Figure 1: Figure 1 shows pattern design guidelines and simulations of placing patterns on packaging.

The results obtained from the experimental design of the aforementioned packaging, found that the novelty of the design led to positive attitudes and purchase intentions from consumers with patterns that convey local identity for public relations. This approach is consistent with the literature of (Abdullah&Yu (2019); Rachbini&Augustina (2019); Rachbini &Augustina (2019); YILDIZ (2017); El-Zeiny (2019); Powrani &Kennedy (2018); Zhang et al. (2020) , and Qin et al. (2019).

CONCLUSION

4. Conclusion

The appropriate identity that will create a memorable image or create a distribution opportunity is patterned packaging uniquely in the upper corner of red lotus pattern. It is contemporary and beautiful and expresses the settlement of the community, unlike other packaging products of the same type, and has a simple aesthetic in design. The packaging designed as a novelty can be transformed into a consumer stimulus (Kotler, 2000) concept.

Therefore, the marketing team should try to extract the identity of the community in which the product is developed or the community enterprise product is created. Especially in products that are redundant and novelty that can be felt or the distinctiveness that can be observed from the design and development of patterns that are unique, clearly representing the community area that can make the difference to the product.

However, the design approach is still up to the individual designer. The design guidelines that how much it can be developed to a modified level is still interesting to study further. Thailand

is dramatically concerned to the adaptation of cultural resources in a limited form, for example, some identities may need to be designed to be serious and elegant, but cannot use a playful design approach.

REFERENCES

- Abdullah, Q. A. & Yu, J. 2019. "Attitude and Purchase Intention towards Counterfeiting Luxurious Fashion Products among Yemeni Students in China." *American Journal of Economics*. 9(2): 53-64.
- Barber, M., Sung, B., Lee, S & Cheah, I. 2020. "Exploring the Influence of Novelty and Authenticity in Wine Consumption: The Moderating Effect of Regionality and Price." *International Journal of Wine Business*. 33(2): 288-311.
- Fu, X. 2019. "Existential Authenticity and Destination Loyalty: Evidence from Heritage Tourists." *Journal of Destination Marketing & Management*. 12(2019): 84-94.
- Prados-Pena, M. B. & Barrio-Garcia, S. D. 2018. "The Effect of Fit and Authenticity on Attitudes toward the Brand Extension" The Case of the Monumental Complex of the Alhambra and General life." *Journal of Cultural Heritage*. 31(2018): 170-179.
- Kim, J. & Song, H. 2020. "The Influence of Perceived Credibility on Purchase Intention via Competence and Authenticity." *International Journal of Hospitality Management*. 90 (2020).
- Lin, C. & Wang, W. 2012. "Effects of Authenticity Perception, Hedonic, and Perceived Value on Ceramic Souvenir-repurchasing Intention." *Journal of Travel & Tourism Marketing*. 29(2012): 779-795.
- Lert-asavapatra, P., Jermstittiparsert, K., Srivardhana, T., Whangmahaporn, B., & Suwannamek, O. 2022. "Ethnocentrism in the Virtual World: When Nationalism Influences Purchase Intention in Video Game." *Social Space*. 22(1): 161-180
- Qin, Z., Song, Y., Tian, Y. 2019. "The Impact of Product Design with Traditional Cultural Properties (TCPs) on Consumer Behavior Through Cultural Perceptions: Evidence from the Young Chinese Generation." *Sustainability*. 11 (426): 1-17.
- Kittikorn Bamrungboon, Piyalak Phothiwan. (2020). Development of souvenir products that reflect local identity of Maha Sarakham to raise the economic value. *Humanities and Social Sciences Journal Maha Sarakham University*, 40 (2), 7-24.
- Ko, E., Lee, S., Phan, M. C. & Kim, K. H. 2011. "Product Attributes' Effects on Perceived Values and Repurchase Intention in Korea, USA, and France." *Journal of Global Scholars of Marketing Science*. 21(3): 155-166.
- Ko, E., Lee, S. & Whang, H. 2013. "Authenticity in Traditional Culture Marketing: Consumers' Perceptions of Korean Traditional Culture." *Journal of Global Fashion Marketing*. 4 (2): 93-111.
- Kotler, P. 2000. *Marketing Management: Analyzing Consumer Marketing and Buyer Behavior (The Millennium)*. New Jersey: Prentice Hall.
- Ngamphit Satsanguan. (2015). "Qualitative Research in Anthropology." Chulalongkorn University Press. 7th edition. Bangkok.
- Nuchanat Chiangchai. (2015). The use of identity for tourism promotion of Lampang Province. Master of Business Administration Thesis. Graduate School, Silpakorn University.
- Powrani, K & Kennedy, F. B. 2018. "The Effect of Guerilla Marketing on Generation Y Consumer's Purchase Intention." *Asian Journal of Economics, Business and Accounting*. 7(1).
- Rachbini, W. & Agustina, A. 2019. "Customer Style Inventory, the Usage of Facebook, and Purchase Intention: are they connected." *Journal Siasat Bisnis*. 23(1): 67-81.

- Sanya Kenaphum. (2016). An Analysis of Sufficiency Economy Philosophy: The Linkage of Practices and Other Theories. *Rajabhat Maha Sarakham University Journal (Humanities and Social Sciences)*, 10(2), 69-84.
- Vibhavadi Phomphuttha and Kham Chaturongkul. (2022). Brand identity design and cotton product development project inspired by flowers from the city of Loei: A Case Study of Ban Kabok Community Cotton Products, Wang Saphung District, Loei Province. Continuation Report of the 23rd National Graduate Research Conference, March 25, 2022 at Khon Kaen University. 326-344.
- Yildiz, S. 2017. "Effects of Guerrilla Marketing on Brand Awareness and Consumers' Purchase Intention." *Global Journal of Economics and Business Studies*. 6(12): 177-185.
- Zhang, T., Wen, H. & Li, X. 2018. "A Tourist-Based Model of Authenticity of Heritage Sporting Events: The Case of Naadam." *Sustainability*. 11 (108).
- Zhang, T. & Yin, P. 2020. "Testing the Structural Relationships of Tourism Authenticities." *Journal of Destination Marketing & Management*. 18(2020).
- Department of Internal Trade Ministry of Commerce. (2022). Statistics of Thai rice traders. Retrieved on October 15, 2022, from: <https://www.dit.go.th>.
- Department of Provincial Administration, Ministry of Interior. (2022). Ban Chiang Krom Subdistrict, Tha Muang District, Udon Thani Province. Retrieved on 15 October 2022, from: "<https://www.dopa.go.th/>"