

SATISFACTION STUDY OF PHON NGAM STICKY RICE PACKAGING DEVELOPMENT, PHON NGAM SUB-DISTRICT, NONG HAN DISTRICT, UDON THANI PROVINCE

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ABSTRACT

This research has the objectives to study the satisfaction of Phon Ngam Sticky Rice Packaging Development, Phon Ngam Sub-district, Nong Han District, Udon Thani Province. The samples used in this research are: From a group of 100 consumers was obtained by random consumers who bought the product by using a questionnaire to collect data.

The results showed that Consumers are satisfied with the rice packaging of the community enterprise group, the Queen's Sticky Rice Promotion Group, Phon Ngam Sub-district, Nong Han District, Udon Thani Province. Mostly female Aged between 35-44 years, self-employed, earning 5,000-10,000 baht per month and have an education level lower than a bachelor's degree Consumers are satisfied with Phon Ngam glutinous rice packaging at a high level ($\bar{x} = 4.50$). Most of them are satisfied with the illustrations and graphics because of the beautiful pattern, followed by the color of the packaging, it is outstanding and attractive when placed on the product shelf, the packaging can be used to properly contain the product, can protect and Maintain the product very well, the materials used in the design are suitable for the product, the shape is appropriate, the size and style are suitable for buying as souvenirs, respectively.

Keywords: Packaging development, Sticky rice, Satisfaction

INTRODUCTION

1. Introduction

At present, Phon Ngam Subdistrict, Nong Han District, Udon thani Province There are a population of 14,000 people in the area with a total of 3,852 households. Most of the population in the area, 60 percent, are engaged in agriculture. The main agricultural products are rice, cassava, and sugar cane. The general condition of the area is plain and gravel hills. And natural forests have important natural water sources such as Huai Chao Ek flowing through Moo 4,15,19 Huai Hin Kong and Huai Dan flowing through Moo 10,6,5 Most areas are suitable for agriculture. It also has a tropical climate. And in the area, various groups have been established to support the population in various fields as well.

A community enterprise that promotes large plots of glutinous rice queen established in the villages of the province, produces products from farmers and community groups. In the past, we had a strong community that we could live with. interdependence There is a good tradition that has been handed down for many generations. Valuable in the uniqueness of Thai identity that arises from the wisdom of the people of the local community. Packaging is another important tool in terms of marketing and competition. The roles of the product are as follows: (1) packaging and

protection (2) product identification (3) facilitating transportation and storage in the warehouse Including being sold on shelves (4) attracting consumers' attention and (5) helping to add value to determine the selling price for the product (Chid Thinnabutr, 2012).

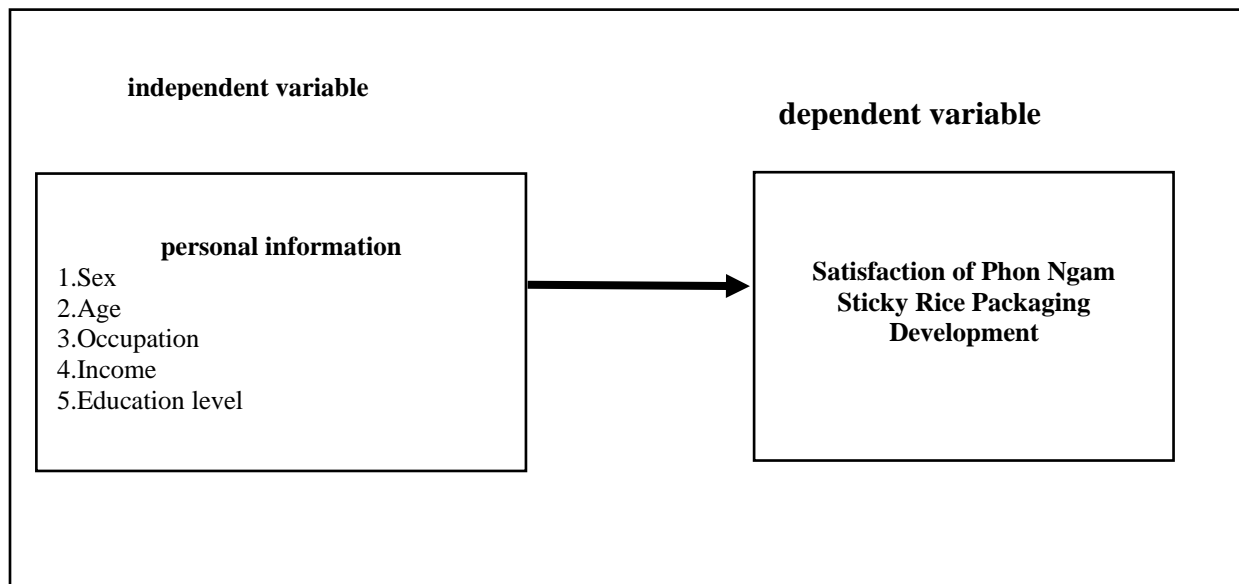
Phon Ngam Sticky Rice Products of Community Enterprise Promotion Group, Large Plot Queen Sticky Rice, Phon Ngam Sub-district, Nong Han District, Udon Thani Province It is a product that the community enterprise group has jointly prepared to encourage the community to produce products that are unique to the community along with quality products that are widely popular and can be used as souvenirs. Deposit according to various occasions. But the obvious problem of the product is the attractiveness of the product. From the development of new packaging to make the product more attractive to attract consumers to make purchasing decisions easier and at present, in addition to products that are created to meet the needs of consumers in terms beauty and utility, which is another important strategy for sales promotion.

Therefore, the researcher studied the satisfaction of Phon Ngam Sticky Rice Packaging Development, Phon Ngam Sub-district, Nong Han District, Udon Thani Province.

1.1 Objectives of the research

1. To study the satisfaction of Phon Ngam Sticky Rice Packaging Development, Phon Ngam Sub-district, Nong Han District, Udon Thani Province.

Conceptual framework for research



RESEARCH METHODOLOGY

2. Research methodology

2.1 Population and samples

The study population was 100 people who bought sticky rice in Phon Ngam Sub-district, Nong Han District, Udon Thani Province. Data were collected from customers who bought sticky rice in Udon Thani Province. by distributing the questionnaire to a group of people who cooperate in answering the questionnaire.

2.2 Research tools and their quality

The research tool collects data by questionnaire among 100 people about the satisfaction of the development of Phon Ngam sticky rice packaging, Phon Ngam Sub-district, Nong Han District, Udon Thani Province, divided into 2 parts as follows.

Part 1 General information of the population in Udon Thani province used as a sample is gender, age, education level, occupation, average monthly income. Affecting Satisfaction of Phon

Ngam Sticky Rice Packaging Development, Phon Ngam Sub-district, Nong Han District, Udon Thani Province.

Part 2 Satisfaction level of Phon Ngam sticky rice packaging development, Phon Ngam sub-district, Nong Han district, Udon Thani province affecting consumers' purchase decisions of sticky rice.

2.3 Testing quality of research instrument

The researcher has constructed and assessed the quality of the questionnaire. By finding the correctness from the index of IOC (Index of Item Objective Congruence) calculated from the consideration of experts, the index of consistency from 0.50 or higher is considered to be within all criteria. Then used to find the reliability from Cronbach's alpha coefficient by using it to try out (Try Out) with a group of 30 people similar to the sample, the value is in the level of reliability is high at 0.70 or higher. It shows that the satisfaction questionnaire on rice packaging of the community enterprise group, the group promoting the large plot of glutinous rice queen that was built in Phon Ngam sub-district can be used as a research tool (Wanee Kamket ,2012: 219-234).

2.4 Research data collection

The research has data collection procedures as follows: (1) collecting all data and questionnaires from a population of 100 people, checking the accuracy and completeness of the questionnaire before processing it to measure the level of consumer satisfaction; The complete questionnaire was processed using a computer program according to the criteria of each part of the tool and the data were analyzed using a statistical package in the next step.

RESULTS AND FINDINGS

3. Results and Findings

3.1 Results

Satisfaction study of the development of Phon Ngam sticky rice packaging, Phon Ngam Sub-district, Nong Han District, Udon Thani Province from the consumer group of Phon Ngam Sub-district, Nong Han District, Udon Thani Province. Estimated from the satisfaction with the rice packaging that is actually sold. From the sample group, 100 consumers were randomly selected by using the consumer satisfaction questionnaire on the satisfaction of the rice packaging of the community enterprise group promoting the large plot of sticky rice queen in Phon Ngam sub-district, Nong Han district, Udon Thani province. The research tools yielded the following results.

Table 1 frequency and percentage data the general status of the respondents satisfaction questionnaire of Phon Ngam Sticky Rice Packaging Development, Phon Ngam Subdistrict, Nong Han District, Udon Thani Province.

general information	frequency	percentage
1.sex		
male	46	46.00
female	54	54.00
Total	100	100
2. Age		
under 25 years old	15	15.00
25 - 34 years old	12	12.00
35 - 44 years old	51	51.00
45 - 54 years old	14	14.00
55 years or older	8	8.00
Total	100	100

3. occupation		
students	15	15.00
civil servants,	12	12.00
state enterprise employees	10	10.00
work for hire	48	48.00
Trade/personal business	13	13.00
other	2	2.00
Total	100	100
4. income/month		
Below 5,000 baht	16	16.00
5,000 –10,000 baht	54	54.00
10,001 – 20,000 baht	24	24.00
20,001– 30,000 baht	6	6.00
30,000 baht or more	0	0
Total	100	100
5. Education level		
undergraduate	76	76.00
Bachelor's degree	18	18.00
postgraduate	6	6.00
Total	100	100

From Table 1, the general places of the respondents were satisfied with the development of Phon Ngam sticky rice packaging, Phon Ngam Sub-district, Nong Han District, Udon Thani Province. mostly female (54.00%) between the ages of 35-44 years (51.00%), the first occupation is employed (48.00%), the first income is 5,000-10,000 baht per month (54.00%) and has the first level of education. is lower than a bachelor's degree (76.00 percent)

Table 2 Satisfaction of Phon Ngam Sticky Rice Packaging Development, Phon Ngam Sub-district, Nong Han District, Udon Thani Province.

section	\bar{X}	SD	level of satisfaction
1. Packaging can be used to contain products appropriately.	4.59	0.49	Most
2. Protect and maintain the product very well.	4.55	0.50	Most
3. The material used in the design is suitable for the product.	4.54	0.50	Most
4. The shape is appropriate.	4.54	0.50	Most
5. There are sizes and styles that are suitable for buying as souvenirs.	4.54	0.50	Most
6. Provide convenience to carry.	4.48	0.50	Very
7. The packaging form can see the product inside.	4.31	0.49	Very
8. Brand style	4.21	0.50	Very
9. Color of the packaging	4.74	0.44	Most
10. Font style	4.30	0.50	Very
11. Illustrations and graphics	4.77	0.42	Most
12. Unique, beautiful and attractive. when placed on the shelf	4.73	0.45	Most
13. Show the uniqueness of the product and its manufacturer.	4.28	0.45	Very
	4.48	0.50	Very

section	\bar{X}	SD	level of satisfaction
14. Be able to communicate information to consumers about the product			
Total (n = 100)	4.50	0.48	Very

From Table 2, the packaging of rice of the community enterprise group promoting the queen of glutinous rice in Phon Ngam sub-district, Nong Han district, Udon Thani province. The average from the evaluation of all aspects of the consumer's satisfaction is at a high level of appropriateness. The mean was 4.50 and the standard deviation was 0.48. The most suitable aspect the mean values for illustrations and graphics were 4.77 and the standard deviation was 0.42. with an average value of 4.74 and a standard deviation of 0.44, outstanding, beautiful and attractive when placed on the shelf with an average value of 4.73 and a standard deviation of 0.45 The packaging can be used to properly pack the product with an average value of 4.59 and a standard deviation of 0.49. Able to protect and maintain the product very well with an average of 4.55 and the standard deviation is at 0.50. The materials used in the design are suitable for the product and the shape is appropriate. There are sizes and styles suitable for buying as souvenirs. The mean was 4.54 and the standard deviation was 0.50.

CONCLUSION

4. Conclusion

4.1 General information

Consumers were satisfied with Phon Ngam glutinous rice packaging at a high level. Most of them were satisfied with the illustrations and graphics because of the beautiful pattern, followed by the color of the packaging, which was outstanding, beautiful and attractive when placed on the shelf. Products, packaging can be used to contain the product properly, can protect and maintain the product very well, the material used in the design is suitable for the product, the shape is appropriate, the size and style are suitable for purchase. as a souvenir.

DISCUSSION

5. Discussion

The presence of graphics on the glutinous rice packaging and the colors are distinctive and beautiful, attracting attention when placed on the shelf. As a result, the results of the satisfaction assessment by the samples who were consumers of the product were at the highest level of satisfaction. Due to the graphic design and the colors of the packaging are outstanding, beautiful and attractive. When placed on the product shelf, it helps to make a decision to buy rice of the community enterprise group, the large plot promotion group, the queen of sticky rice in Phon Ngam sub-district. which is consistent with the research of the state Simsiri et al. (2017: 137- 147) are consistent with Siriphan's research. Darapong and Taksaya Sa-ngayothin (2016) and Jutamas Charoenpongmalala (2015: 28-42) found that graphic design on packaging with outstanding beauty can attract the attention of consumers. consumers until they can decide to buy the product. Therefore, in the case where the rice packaging of the community enterprise group, the large plot promotion group, the queen of glutinous rice in Phon Ngam sub-district is placed on the shelf with other products or a single product. Improved packaging can stand out on its own. Until being able to attract consumers to pay attention Because the original product is in the form of packaging in a transparent plastic bag without outstanding.

Considering the usage, it was found that the rice packaging of the community enterprise group promoting the large plot of sticky rice queen in Phon Ngam sub-district was designed to have the size and format suitable for buying as souvenirs. can be convenient to carry as a result, the satisfaction assessment by the consumers of the product was at the highest and very satisfied level. Shows that it affects the decision to buy products. in line with the research of the state Simsiri et al. (2017: 137-147) and in accordance with the research of Siripan Darapong and Taksaya Sangayothin (2016) who analyzed the factors of packaging characteristics that affect the decision to buy products, it was found that designed to make the packaging convenient to carry the product home. Without having to carry a bag, it can help reduce costs for housewives, including reducing plastic bag waste. As for being a souvenir product, the size and style are suitable for buying as souvenirs. It also affects the purchase decision as well. Because the design of the package size is suitable for the amount of consumption of customers that is not too much at a time, which is 200 grams.

The packaging can protect and preserve glutinous rice by means of vacuum packaging. And there is another layer of protection box, different from the original that is packed in a plastic bag The satisfaction assessment by consumers of the product is in the highest level of satisfaction. Consistent with Supawadee's research Phanat-ampon and Srisuda Leela Suwat (2011: 336-341) found that packaging can prevent damage, will increase confidence in product quality standards, affecting purchase decisions.

SUGGESTIONS

6. Suggestions

Recommendations

-A field visit to collect data on the satisfaction of the development of glutinous rice packaging by community enterprises, a large plot promotion group for the queen of glutinous rice, Phon Ngam Sub-district, the researcher may choose a holiday time to provide direct information from consumers. the real

-The researcher should add a comparative study of sales before and after the development of Phon Ngam sticky rice packaging, Phon Ngam Sub-district, Nong Han District, Udon Thani Province.

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