

THE BRANDING AND BRAND AWARENESS OF WATER HYACINTH PRODUCT

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ABSTRACT

The study is about the research of branding and brand awareness of the water hyacinth product. The objectives of the research were 1) To build a branding and brand awareness of the product to the group of entrepreneurs and consumers, who were interested in water hyacinth products. 2) To develop brand awareness and distribution management in presenting water hyacinth products. The research instrument was an in-depth Interview including water hyacinth products consumers. The researcher collected data and analyzed the data from documents and water hyacinth products in San Pa Muang Community, Phayao Province, branding documents. In order to build the brand and raise awareness of hyacinth products, the data is then analyzed in accordance with the objectives and problems outlined in the content's object.

The result found that the name's brand, branding, and brand slogans are all significant to build a brand. It's a show-up everywhere, everything is concerned with the business, including with on the product, package, business cards, and advertisement in any media including Facebook. The market has high competition for all products, the entrepreneur and any of the services have to increase the value of the product. Using public relations strategies and advertising to draw in customers.

Keywords: Branding, Brand Awareness, Product, Water Hyacinth

INTRODUCTION

In the present day, there is the problem of the increase of Water Hyacinths. Hyacinth is an exotic species that is useful for preserving ecosystems, but large amounts of transgression that cause damage to the ecosystem are rapidly proliferating. In a month, forms dense colonies that block sunlight and crowd out native species, only 1 hyacinth plant may propagate up to 1,000 plants. Nowadays, a lot of Water hyacinths were removed. Water hyacinth is an aquatic plant that contains genetic material from another area, or as you may affectionately call "Alien species", the origin of Brazil. Although, the water hyacinth is widely known all over, however, the world botanical literature doesn't have a record of water hyacinth until 1824, when a German botanist and physician Dr. Karl von Martius was exploring and found that while visiting the flora of Brazil in various South American countries. Water hyacinths did not cause any problems before various circles. both this in the site of the origin of the natural enemies such as insects, diseases, and other pests is kept normal, but when it is obtained from the site that is free from natural enemies, so water hyacinth grows to Grow up enough and

cause various problems (Apichart Srisaard, Samrongyen 2018) However, the disadvantages of water hyacinths are so much that they destroy the ecosystem, and we can still use them to create value and not waste. This plant can be used to make wonderful utensils. These products are made from water hyacinths that can be processed by bringing skills about weaving applied to water hyacinths Solve the problem of water hyacinths blocking the waterway by weaving and plaiting bags, shoes, baskets, and hats as you wish. In addition to helping to get rid of weeds. It also helps to add value to water hyacinths. And help generate income for the villagers in the community in Phayao province.

Today's marketing theories are very important for selling products. It helps to drive sales, create awareness, to help promote products made from hyacinth. Overall impressions of goods and services brands are intangible but explanatory, giving good feelings and meaning, making consumers willing to pay a high price. To give yourself the brand that you are satisfied with. Credibility and awareness for consumers Brand elements such as product names, slogans, logos, designs, packaging, or jingles, everything, just hearing or seeing a symbol or just palpation can reflect that brand. It will make the product known and remembered. This allows more sales channels to reach more customers. Finally, it will lead to more sales.

So, the researcher organized the project of the research of branding strategy to brand awareness for the identity of the product unique. It also produces income for the neighborhood and the local area.

RESEARCH OBJECTIVE

1. To study the building of branding and brand awareness of the product to the group of entrepreneurs and consumers, who was interested in water hyacinth products.
2. To develop brand awareness and distribution management in presenting water hyacinth products.

Hypothesis

3. To build a branding and brand awareness of the product to the group of entrepreneurs and consumers, who were interested in water hyacinth products.
4. To develop brand awareness and distribution management in presenting water hyacinth products.

LITERATURE REVIEW

Water Hyacinth

Water hyacinth is an aquatic plant that contains genetic material from another area, or as you may affectionately call "Alien species" (Apichart Srisaard, Samrongyen 2018) the origin of Water hyacinth at Brazil. Although, the water hyacinth is widely known all over, however, the world botanical literature doesn't have a record of water hyacinth until 1824, when a German botanist and physician Dr. Karl von Martius was exploring and found that while visiting the flora of Brazil in various South American countries.

Water hyacinths did not cause any problems before various circles. It's because removed from its native region, where there are no natural enemies, water hyacinth grows quickly and even creates numerous issues because there are natural enemies at its origins such as diseases and other pests controlling the outbreak.

Hyacinths from Indonesia were transported to Sra Pathum Palace in 1901 to be planted. As the beautiful water hyacinth blossoms could be utilized to effectively beautify the pond, but following the flooding of Sa Pathum Palace, the water hyacinth floated out into the canal outside

and quickly spread to various places until the year 1913, therefore there was an act for eradicating water hyacinths.

The problem with Water Hyacinths, The Water Hyacinth is ranked as the eighth most deadly weed in the world. (Apichart Srisaard, Samrongyen 2018)

It was explored that Thailand found there is a water hyacinth epidemic in various water sources. In 64 provinces, Water hyacinth evaporates water very well in an area of 1 square meter, evaporating water up to 0.35 cubic meters/day, if it accounts for a nationwide area, it will lose water due to hyacinth evaporation of about 16, 000 million cubic meters per year, if it starts releasing water hyacinths in only 10 water bodies, it will be able to spread to 1 million trees within 1 year.

The solution to the water hyacinth problem by processing it into wicker products or other products such as tissue paper boxes, hyacinth baskets, hyacinth bags, slippers or hyacinth shoes, fruit trays, water trays, vases, weaving paper hyacinths from hyacinths, furniture, etc., it has become an important auxiliary occupation such as in Phayao province and the central low lands in Chainat, Ang Thong, Suphan Buri and Nakhon Pathom provinces (Data from Faculty of Science and Industrial Technology, Silpakorn University, Feasibility Study of Production System Development)

Branding

Brand Definition

Keller (Keller, 1966 cited in Pannasapkunchorn, 2005: 9) give a definition of the word "Brand" as a name, symbol, logo, trademark, and anything used to describe and differentiate a product or service, as well as what the product owner created to help consumers recognize the product more easily.

Kotler cited in Arnold (1992: 13) defines a brand as referring to a name, term, sign, symbol, design, or component of such things that indicate the seller's goods and services and represents the difference between the goods or services of the goods or services that are different from the competitors in the market.

(Monchai Suntarawat, 2015) "Branding" is both of Art and Science in creating the value of goods and services as well as the organization to be able to functional benefits and emotional benefit of the target. It starts with knowing the brand, trying the product, loyal brand, and finally trusting the product.

Identify clearly the brand's Target Market

In the past, the product could sell to anyone, selling doesn't limit who it is. It should make a lot of sales. In fact, first of all, good branding (that will bring good sales), the target group has to be able to clearly target, who they are, how old they are, what they work or study, and what they like, it might need to know the family or income as well, the more you know, the better because it will allow us to choose the right brand and communicate more directly to the customer group (Mr. Warisara Laemthong 2560)

Define brand values that your company will produce for potential customers The easiest way is to write it out, it's not about cool writing or letting people only remember it as a slogan but it's about summarizing the brand's mission in a short message to remind ourselves, partners, employees, and customers to clearly understand the brand. There are many times, brands are created strongly and with intention and brand values are expressed in slogans, spoken word formats, images, advertisements, corporate culture, product formats, and countless other things that will make customers and everyone involved be aware of this intention. Sometimes people are attracted to the brand. It is because they know the value that the brand intends to create. (Mr. Warisara Laemthong, 2017)

Study other brands in the market

In addition to striving to understand customers, let's also look at other brands that sell similar products. He puts his brand on the brand, especially the big ones, such as best-selling

products, customer feedback, communication with people, etc., to guide us to better understand the nature of this type of business. It helps to create a brand that stands out from competitors and is a unique selling point of the brand (Mr. Warisara Laemthong 2560).

Create branding and slogans

This is seen as an important part of branding. That is a logo image that will be attached everywhere related to the business, whether on the product, package, business card, or advertising image in all forms of media, which at first may feel the need to invest both money and time in these things. Your logo image will be clearly remembered by people for a long time, so a good logo should be distinctive, different, easily recognizable, and not outdated (Mr. Warisara Laemthong 2560).

Brand's name, the word brand name is a word with a narrower meaning than the word brand. It's because brand names refer to words that contain letters or words or consonant combinations that can be read aloud, such as Coca-Cola Breeze, Etc. (Faculty of Marketing, Faculty of Business Administration, Ramkhamhaeng University, 2014)

Logo, the logo also known as "Brand" is important because for a product to be known in the market, it is necessary to have a brand as a market symbol. The brand meaning means name, symbol, or pattern, design either or all of them together in order to point out the goods or services of a particular seller or group of sellers in order to characterize them as a distinction from other competitors" (Faculty of Marketing, Faculty of Business Administration, Ramkhamhaeng University, 2014).

Product design, product design is the thinking and planning for creating a new product. To focus group design or solve certain problems in life or to develop products and existing things to meet the needs and facilitate users or consumers to be more appropriate and better (Aran Vanichkorn 2560.)

Slogan, a short message that expresses the uniqueness of the product (Thongchai Santiwong 1995: 1891)

Define Communication Channels

(Natthiya Apai 2017) In the current situation, the market is becoming more competitive for all types of products and services it making a variety of products and services must try to create an image in order to add value to their products. Moreover, to increase the product's value by employing public relations and advertising in the form of gathering customers who are hankering after those goods or services. In order to a business perspective,

these are referred to as "Marketing Communications" The notion that marketers can work in marketing communications is prevalent. The primary goal of marketing communications is to help customers understand the brand; hence this goal dominates the content of these communications. Just what the manufacturer intends to convey to customers through its products and services. Marketing communicators must plan and use several media tools to effectively communicate with customers, whether they do it through words, photos, or other visual mediums like tastes, smells, or sounds.

Related Research

Jaturong Lompitak (2010 Abstract) the research title is "U CHANNEL's Brand Building Strategy, Marketing Communication Process, and Trends" The purpose of this research is to divide the research model into three parts: This research objectives were to investigate U CHANNEL's Brand Building Strategy, Marketing Communication Process and Trends. They were divided into 3 main parts. First, the study explored the U CHANNEL Brand strategy. The second part was to explore the marketing communication process to build up a brand and the last part was to talk about the trend of U CHANNEL's marketing communication strategy. The methodology of the research was qualitative by using in-depth interviews with Belink Media's executives and the Producer of U CHANNEL executives.

Nitaya Suwannadee (2010 Abstract) the research title is Consumer Brand Selection Behaviors in the Consumption of Spa Products. The objectives of this research were (1) consumer purchasing behaviors with respect to branded spa products. Also inquired into are (2) factors influencing decisions to purchase branded spa products. The factors considered are the social and cultural, psychological, demographical, and marketing factors. Finally, the researcher presents and discusses (3) guidelines, connected issues, and applications with respect to the development of product brands by the group of spa product producers.

Anusra Silkhan (2004 Abstract) the objective of this research was to study and compare the factor of the using media of internet for advertising the product, separate from the type of business. The sample used in this study was 368 business owners who used internet media to advertise products, the tools used to collect the data were questionnaires with a confidence of 7823. The statistics used to analyze the data were descriptive statistics, percentage, mean, standard deviation, and inferential statistics were t-test and F-test.

RESEARCH METHODOLOGY

. Research Methodology

In research on branding and awareness of hyacinth products. The researcher performed the following steps:

Define population and samples

The population is working in the Hyacinth Weaving Machine at San Pa Muang Community, Phayao Province.

Research tools

In this research, the researchers used the following research tools: in-depth interviews with experts and consumers of hyacinth products. We conducted in-depth interviews with experts, regarding branding and awareness of hyacinth products 2. Make notes and/or take pictures of the data.

Collect data

1. To establish the scope of the research, data must be collected through studies, the gathering of data from pertinent sources, and research.
2. Collect field data through observations, questionnaires, and interviews.

Data Organizing and Analysis

The researcher collected data and analyzed the data from the document and Water Hyacinth products San Pa Muang Community, Phayao Province, and branding document. After that, analyzed according to the aims and issues set out in the object of the content in order to create the brand and awareness of hyacinth products as follows:

1. Prepare the information using the information obtained from the document collection.
2. Prepare the information using the information obtained from the area survey collection.
3. Use the data studied to analyze product branding, as three-part follows;
 - 3.1 To build a brand name
 - 3.2 To build a brand logo
 - 3.3 To define brand slogans
4. To build a design branding and create a Facebook page

RESULTS

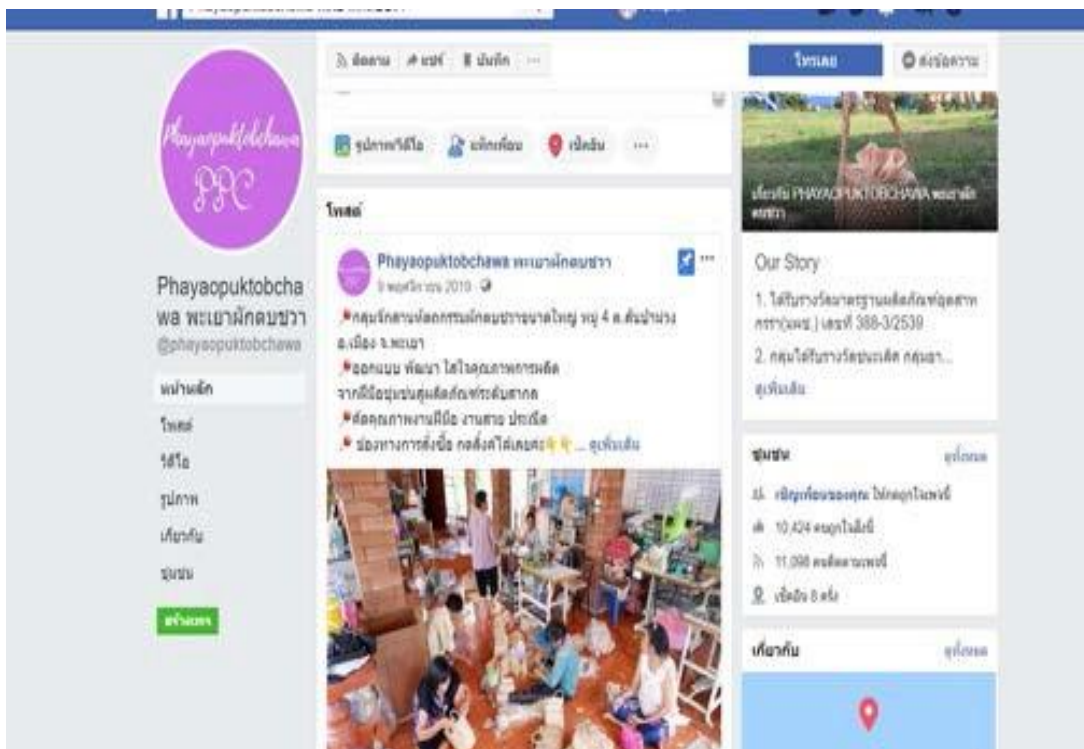
The researcher analyzed collected data and analyzed the data from the document and Water Hyacinth products San Pa Muang Community, Phayao Province, and branding document. After that, analyzed according to the aims and issues set out in the object of the content in order to create the brand and awareness of hyacinth products and create a page for the hyacinth product manufacturers according to the steps as follows:

Analyze the data about water hyacinth products from the collection of field data by conducting in-depth interviews with experts from the San Pa Muang community. The results show that each year there will be high sales during November-March because it is the high season, and there will be a decrease in sales from April-October to the low season because most of the hyacinth products are sold in OTOP centers and media channels for public relations are not diverse. The solution should start by analyzing the data about the branding of hyacinth products, then collecting data from documents and concepts, and theories of

research articles. Branding Slogan to make the product tangible and memorable and create a Facebook page to increase the channels of public relations for new customers.



Picture 1 brand's name, brand logo, brand slogan



Picture 2 Facebook page of branding perceptual

DISCUSSION

In this research, the data from interviews and analyzed the branding, brand's name, brand logo, and brand slogans. It's all part of the important things of branding. It's a show-up everywhere, everything is concerned with the business, including with on the product, package, business cards, and advertisement in any media including Facebook. It might need to invest both money and time in these things. However, if it is a success, for a very long time, people will clearly remember your brand. That is the good of a brand logo, gorgeous, different, and easily identifiable. In the present day, the market has high competition for all products, and the entrepreneur and any of the services have to increase the value of the product. Using public relations strategies and advertising to draw in customers. The researchers believe that their study of hyacinth product branding and awareness would be a good and useful approach for entrepreneurs and people who are more or less researching this.

CONCLUSION

The results suggest that this research is able to take the process or the result to apply in the development of the branding and any product.

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