

ISSN 2821-9074 (Online)

ISSN 2730-2601 (Print)

RICE Journal of Creative Entrepreneurship and Management, Vol. 5, No.3, pp. 62-69,
September-December 2024

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doi: 10.14456/rjcm.2024.17

Received 27.05.24/ Revised 27.10.24/ Accepted 26.11.24

Packaging Design of Tea and Snack Product Sets Based on the Identity of Kudееjeen Community in Bangkok

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Abstract

The research has three objectives: (1) to collect information on the existing tea and snacks that are the identity of the Kudееjeen Community, (2) to design packaging based on the Kudееjeen Community identity for the selected tea and snack product sets, and (3) to assess the satisfaction of the target group with the designed packaging based on the Kudееjeen Community identity for the selected tea and snack product sets, and its marketing aspects. The participants were from Kudееjeen Community, located in Kanlaya sub-district, Thonburi, Bangkok. The sample was selected using simple random sampling, for a total of 160 participants, both male and female, aged 20-60 years. The research tools for data collection were a questionnaire with open-ended and closed-ended questions, and a product prototype satisfaction evaluation form. They were tested by three experts in product design for content validity. The obtained data were from field visits, in-depth interviews, focus group discussions, and non-participant and participant observation in the community. The results were: (1) the participants were interested in tea and snacks products with the identity of Kudееjeen Community and their overall satisfaction was high at 4.45 with the design of tea and snacks packaging with the identity of Kudееjeen Community. (2) When considering each response item, the researchers found that the usability and beauty aspects were equal, with an average of 4.48, followed by the marketing aspect, with an average of 4.38. The implications are for job creation and increased income for the community, which in turn can improve the quality of life in the community. The findings are expected to help producers predict production and marketing trends as well as provide consumers with more choices when purchasing local snack products.

Keywords: *Tea and snacks products, packaging design, identity, consumer satisfaction, Kudееjeen Community*

1. Introduction

Local identity plays a crucial role in shaping the cultural characteristics of a community. It encompasses unique traits that distinguish individuals, societies, communities, or nations, such as ethnicity, language, religion, and local culture (Phongnak, 2014). Identity design for local products serves as a powerful tool to enhance product visibility, establish credibility among consumers, and expand market opportunities (Wanitchakorn, 2016; Teerawornkul, 2017). This, in turn, drives economic growth and empowers local communities. However, many local products lack a well-defined identity, particularly in terms of packaging and visual appeal. This often leads to challenges in attracting consumers and establishing a strong market presence (Auppathak, Daocharoenporn, Soteyome, Yuthavisut, Tubbiyam, Thedkwanchai & Ooaymaweerahirun, 2024; Singkhajorn, Jarujatarat, Phuhirun & Chuensupantharat, 2024).

Kudeejeen Community is located in Kalaya Subdistrict, Thon Buri District, Bangkok. It is a small community next to Chao Phraya River, and there are a large number of Thais of Chinese and Portuguese descent living there. It is an old community, over 200 years old dated back to the reign of King Taksin the Great. There is an interesting and unique tourist attraction of this community, namely Santa Cruz Church. There is outstanding wisdom of this community from the Portuguese in the past, as shown by an ethnic dessert called Khanom Farang Kudeejeen. It is considered a product with the identity of the Kudiejeen community, which is inherited from the ancestors--local people of Portuguese descent. It uses only three ingredients: flour, eggs, and sugar, and sprinkled with dried fruit in two sizes, large and small. The large size is sprinkled with raisins, candied squash, and dried tomatoes, and sugar. The small size is a traditional Chinese kudee without topping. The dessert is soft, fragrant, and not too sweet in taste; other desserts include Kuay Tas, Kusarang, and Sap Yaek (Chanbut et al., 2016a, 2016b; Singkhajorn, Jarujatarat, Phuhirun & Chuensupantharat, 2024).

The researchers visited the Kudeejeen community, well-known for its cultural food and dessert. From an interview with the President of the Kudeejeen Community, about developing and expanding cultural food--a set of tea and snack products typical of the Kudeejeen community with added value. There was a planned marketing strategy guideline to increase business opportunities and raise income levels for the community.

2. Research Objectives

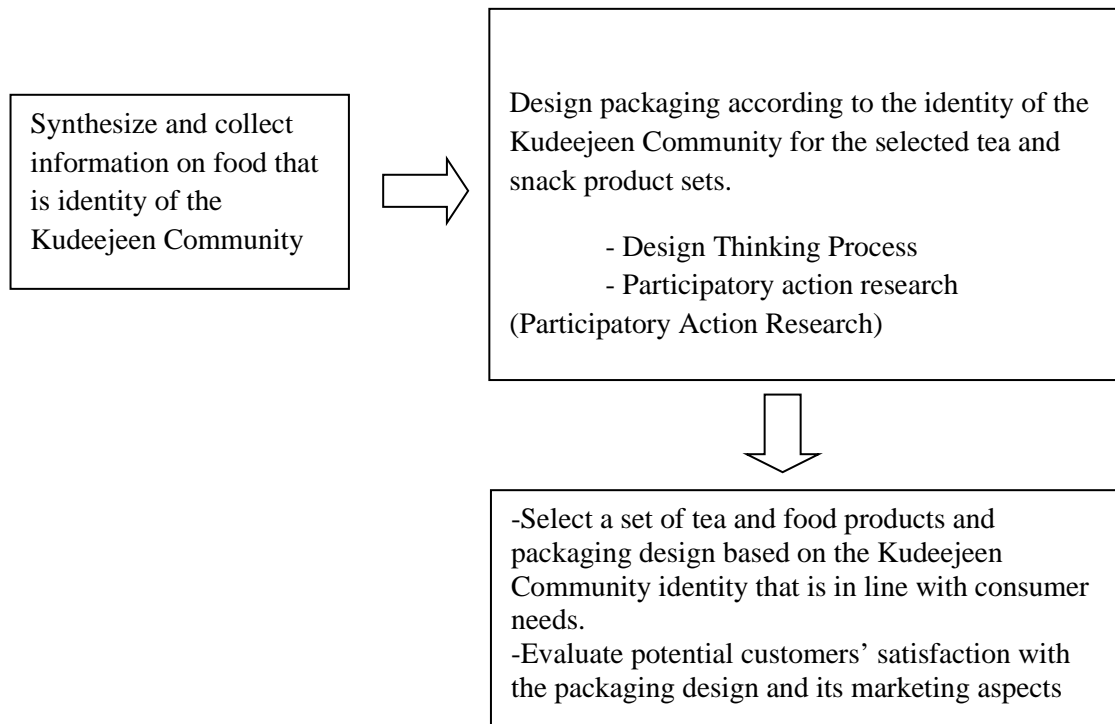
There were three research objectives:

- (1) To collect information on the existing tea and snacks that are the identity of the Kudeejeen Community.
- (2) To design packaging based on the Kudiejeen Community identity for the selected tea and snack product sets.
- (3) To assess the satisfaction of the target group with the designed packaging based on the Kudiejeen Community identity for the selected tea and snack product sets, and its marketing aspects.

Based on the research objectives, the researchers developed a conceptual framework as shown in Figure 1.

3. Research Conceptual Framework

Figure 1: Research Conceptual Framework



4. Research Methodology

The researchers aimed to study the design characteristics of souvenir sets. The research scope was set in Kudeejeen Community, Kanlaya Sub-district, Thonburi District, Bangkok.

The sample group of 160 in total, was from the Kudeejeen Community by simple random sampling: male and female, 80 per group, aged 20-60 years.

Table 1: The Participants

Age (year)	20-30	31-40	41-50	51-60
Number (people)	40	40	40	40

The research tools for data collection were a questionnaire, a set of interview questions, participatory and non-participatory observation scheme, and satisfaction assessment form. The constructed questionnaire consisted of open-ended and closed-ended questions in three parts:

Part 1: General information on the participants by gender and age.

Part 2: Questions on the selected product sets and packaging design, including utility, reasonable price, and convenience in use, beauty in style pattern of the material (modern/ exotic/ cultural), and durability in use.

Part 3: Opinions on the packaging design of the selected product sets, and its marketing aspects.

The questions were on a 5-level rating scale with evaluation criteria and meanings (Phuengthian, 2000).

4.50 - 5.00: Very appropriate

3.50 – 4.49: Well-suited

2.50 – 3.49: Moderately appropriate

1.50 - 2.49: Less appropriate

1.00 - 1.49: Least appropriate

The researchers tested and revised the constructed questionnaire, together with the set interview questions and the observation scheme, on the basis of feedback from three experts in design and product development. Question item consistency (Index Item of Congruence: IOC) was checked to obtain the value greater than 0.5 for each item.

5. Data Analysis

In data analysis, descriptive statistics was used to describe the general information of the sample, information about product design, consumer product selection, in terms of frequency, mean and standard deviation.

6. Results

This section reports (1) Analysis of marketing and design of tea and snack product sets, (2) SWOT Analysis of the market situation, (3) Target group analysis, (4) Packaging design of a set of tea and snack products according to the identity of the Kudeejeen Community, (5) Marketing aspects of the packaging design, and (6) Participants' satisfaction with the packaging design of the selected product sets, and its marketing aspects.

6.1 Analysis of marketing and design of tea and snack product sets according to the identity of the Kudeejeen Community

Kudeejeen Community has various unique snacks and desserts, such as Khanom Farang Kudeejeen, Khanom Kuay Tas, and Khanom Kusarang. These desserts are not yet widely known to the public. The production of various desserts including the tea product sets still uses packaging that doesn't look attractive. There is no clear symbol indicating the identity of the product. As a result, consumers are not interested in them as should be.

6.2 Analysis of strengths, weaknesses, opportunities, and threats (SWOT Analysis)

Strengths

- A set of tea and snack products has a unique flavor and pleasing to the consumer
- Emphasis on being an old community with a long history, including the inheritance of ancient desserts from generation to generation, making memorable stories with sentimental value. The ancient desserts are suitable as souvenirs with a long history.

Weaknesses

A set of tea and snack products from the Kudeejeen Community, has been on very few and limited public relations media. There is no online sales channel. There is no highlight of the logo, lack of personnel to take care of designing the brand and packaging.

Therefore, it requires packaging design, and public relation media for the selected product sets to catch customers' attention.

Opportunities

Kudeejeen Community's long history and its Thai-Sino-Portuguese traditions offer an opportunity to generate income within the community by selling tea and snack product sets that are unique snacks of the community. Various products carry stories as added value to stimulate sales. This is a good opportunity to compete in marketing with other snack products.

Threats

The Community's various tea and snack products still use the same old packaging that doesn't look eye-catching as souvenirs. Plain packaging is considered an obstacle in selling tea and snack product sets. The Community needs to develop and design packaging and branding to attract customers.

6.3 Target group analysis

The target group or expected customers are working people who like stories about culture or history as well as uniqueness of products as souvenirs. The target group could be attracted to added value of local products, desserts or snacks, so that they might buy as souvenirs for friends and special people.

6.4 Packaging design of a set of tea and snack products based on the identity of Kudeejeen Community

A selected set of tea and snack products based on the identity of Kudeejeen Community requires two designs: logo and packaging.

6.5 Marketing aspects of the packaging design

Considering the target group, the researchers analyzed the distinctive characteristics of the Community's tea and snack products snacks, and conceptualized them into the designed logo and new packaging as marketing aspects to attract potential customers.

Logo

The researchers designed a logo consistent with the identity of Kudeejeen Community in terms of the color pleasing to viewers with the letters naming the tea and snack product set. The original packaging for snacks carried only the name of the product without a logo. To the researchers, the logo of the tea and snack product sets must have a unique identity so that consumers can remember the products and buy as souvenirs. Overall, the design carries: letters indicating the name of the dessert, a candy pattern with a phone number, the color in a cream tone matched with the brown tone of the dessert, and the dessert picture—all making the design pleasing to the eye and easy to remember.

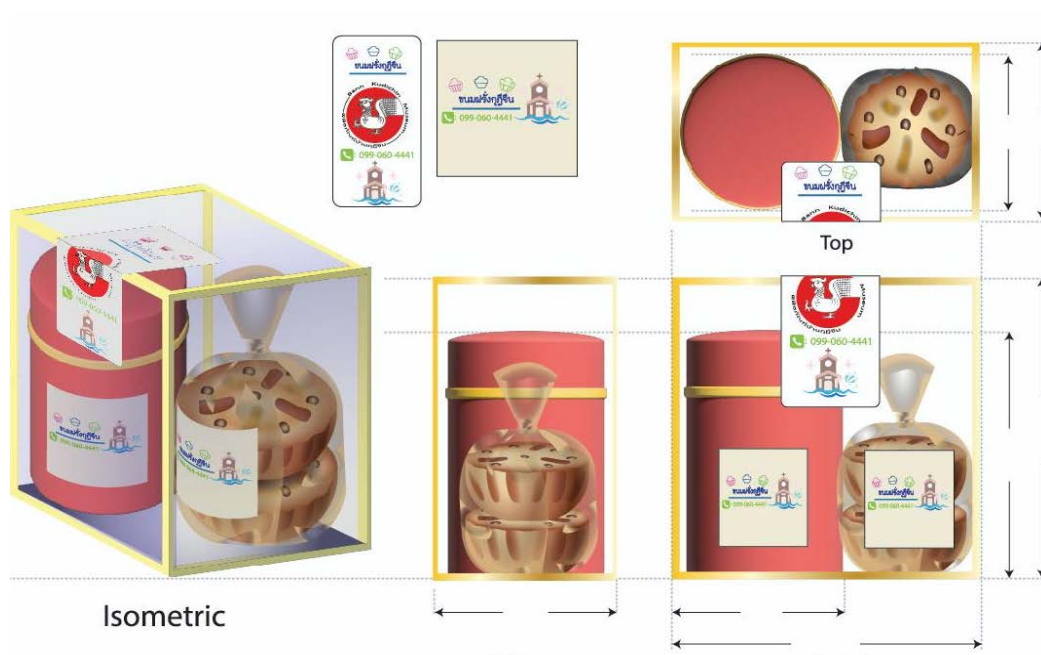
Image 2: Logo or Brand Image



Packaging

The packaging design emphasizes the uniqueness of the dessert name and the dessert logo, the design composition, the color red for tea products, to be packed in stainless steel cans and snacks in clear plastic bags, and attached with a label. The cream color scheme is used for visual appeal and clearer text. Browallia New Thai font is used for both texts and logos to create consistency in the letters in red—looking modern and easy to read. It is meant to catch the eye with the Thai text that looks neat and easy to read. In addition, the text is highlighted in keywords that people can remember easily.

Image 3: Packaging



6.6 Satisfaction with the packaging design of tea and snacks based on the Kudeejeen Community, and its marketing aspects

The participants evaluated the *overall image of the packaging design* at a high level 4.48. When considering each item, the researchers found its *suitable use* at 4.54, followed by *being safe to users* at 4.24. *Convenience and ease of use* were at 3.99 and *suitable size* at 3.98, respectively.

The participants were satisfied with the packaging design of the selected tea and snack sets in terms of *overall beauty* at a high level 4.41. When considering each item, it was found that it was functional and suitable for use at 4.54, followed by *suitability for souvenirs* at 4.14. The *distinctiveness* is appropriate to the current trend and the souvenir products can clearly convey the identity of the community at 4.01 and *the style* is beautiful and appropriate at 3.36, respectively.

The participants' satisfaction with the packaging design of tea and snacks based on Kudeejeen Community in *overall marketing aspects* at a high level 4.41. When considering each marketing aspect item, it was found that it was able to *explain to consumers the types of products* at 4.50, followed by *materials* that are easily found locally for production at 4.25. The *size* is appropriate for the distribution area in terms of *selling price* at 4.00. The *production process* is not complicated, and can be commercially produced at the community at 3.91, respectively.

7. Conclusion

As seen in the findings of the study, the selected set of tea and snack products and the packaging design reflecting the identity of Kudeejeen Community finally appeared attractive to the participants under study. The participants as potential customers provided local data from field visits, in-depth interviews, focus group discussions, and non-participant and observation in the community. They were positive to the cultural souvenirs in the study, as shown in their high overall satisfaction at 4.45 with the new packaging design of the selected tea and snack sets reflecting the identity of Kudeejeen Community. To the researchers, the implications of the obtained findings are potentially for job creation and increased income for the community. The researchers definitely expected that commercial production of tea sets, cultural snacks and desserts can benefit community members in the long run as part of the trend of community-based tourism.

8. The Authors

The first author Kanjataporn Tongpila (Faculty of Engineering and Industrial Technology), the second author Julalak Jarujutarat (Department of Product Design and Development, Faculty of Engineering and Industrial Technology), and the third author Sakornrat Torrod (Office of the President) are academic staff members of Bansomdejchaopraya Rajabhat University, Bangkok, Thailand. They share research interest in the areas of entrepreneurial management, product design and development, and current issues in industrial innovation and technology.

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