

**A STUDY OF PACKAGING ELEMENT THAT AFFECT
PURCHASING DECISION OF SOLAR DRIED BANANA**



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**A STUDY OF PACKAGING ELEMENT THAT AFFECT
PURCHASING DECISION OF SOLAR DRIED BANANA**

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ABSTRACT

The solar dried banana is OTOP commodity product. Packaging acts as the salient salesman to create intention to buy. The expected benefits is to help the solar dried banana business realize the important of packaging development to consumer purchase decision and guild line packaging improvement to communicate with key elements that affect to target customer to compete over the competitors and to get into a global market effectively. Throughout the study, we found the reason to buy solar dried bananas as a souvenir gift when they visit tourist attraction especially in Phitsanulok. They will buy as a gift more than 200 Baht and half of them will buy for self-consume 50 Baht. The most important key element is the product picture which communicate visual food information about the taste, texture and quality. High income customers concern about the good looking image that comes with the elements such as golden color, modern design, and good quality packaging material to communicate superior quality. Low income customers concern about the worth money topic that come with the elements such as bigger size, provide variety flavors and more quantity information to communicate the reasonable price. Health conscious customers concern about health condition that comes with the elements such as natural picture, earth tone color, matt texture and avoid unhealthy element like glossy product picture that create too sweet felling for them. The OTOP lovers prefer short easy Thai sentence, Thai design, OTOP mascot or any others Thai local wisdom elements. Because the OTOP lovers trust and feel intimate in these elements.

KEY WORDS: Packaging Elements/ Consumer Decision/ Solar dried Banana

36 pages

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CHAPTER I

INTRODUCTION

The solar dried banana is a traditional Thai snack that has been well known around the centuries. It is the origin of Thai local wisdom which is a way to preserve by using the heat from natural sunlight to dry bananas. Many people like solar dried banana not only it can keep for a long time but also love its tasty sweet, its unique aroma smell, its soft & tender texture. It's become the famous gift for many tourists as a souvenir snack from Phitsanulok and Thailand. So, we can see that it is represented itself into the poem of Phitsanulok.



Figure 1.1 Phitsanulok Poem

In 2001, Thai government was promoted campaign named One Tambon One Product (OTOP) to solve poverty problem by stimulating Thai local people to apply their local wisdom into the products. In order to intergrade 3 things; local wisdom, self-reliance, creative thinking and human resource development (Community Enterprise Promotion Department of Community Development, 2003: 5). The local citizen to stay strong and independence by create their own jobs by using their local wisdom, knowledge and resources under human resource management and development to improve the quality

of life. When Solar Dried banana was promoted as OTOP of Phitsanulok, it stimulated many players to join in this field seriously more than the past. The solar dried banana is one of many product that was included in the total value in each year to represent the success of OTOP campaign. The table below shows that Thai OTOP have been growing every year since 2009 to 2012, which was more than 66 billion baht.

Table 1.1 OTOP Productivities

แหล่ง จำหน่าย	ปีงบประมาณ (ตุลาคม-กันยายน)				
	2552	2553	2554	2555	2556 (ถึง มิถุนายน)
ในประเทศ	6,605,168,881	50,206,735,317	56,592,900,124	58,042,070,151	17,299,588,750
ต่างประเทศ	574,991,457	9,228,572,153	10,224,372,872	8,347,520,218	2,560,180,927
รวม	7,180,160,338	59,453,307,470	66,817,272,996	66,389,590,369	19,859,769,677

Source: Central Data Storage Center for Management and Utilization, Department of Community, Development Ministry of the Interior, Online cddcenter.cdd.go.th

In the past few year, the research form Uttaradit Rajabhat University found that Many OTOP business faced with the packaging problem in term of design development and standard quality certification (Research and Academic Services, Uttaradit Rajabhat University and Uttaradit Province Office, 2005). As Tichakorn mension “In high purchasing power country where people needs high quality product and willing to buy with upper price, The OTOP producers should improve product packaging to answer their demand by provide good packaging design to represent the value added.”(Tichakorn Kasornbua, 2006). Currently, brandbuffet.in.th (2016) has shown that “OTOP products” has been refurbished the new design package in the campaign “OTOP SELECT” under the concept “77EXPERIENCE” by support from the Department of Business Development, the Ministry of Commerce which was included OTOP products more than 800 brands. That referred the movement between supports from that government to help Thai OTOP improve packaging and the progress of cooperation form the Thai local business to move on in the competition environment.

In term of solar dried banana which is one of the OTOP commodity products. We can imply that package can be an important influencing factor effect to the consumer purchase decision. It has great impact to the success of the company in the heavy competitive environment.

1.1 Objective

The aim of this research is to identify the role of packaging element on consumer buying behavior decision in many brands of Thai OTOP solar dried banana in order to find out the packaging element that affect purchasing decision on Thai OTOP commodity product especially solar dried banana. How it effect of packaging elements on the purchasing decision process and measure the relative impact of each packaging element on the consumer decision. Finally, to identify the elements, which should be highlighted while design the packaging.

1.2 Research Question

What is the packaging element that affect purchasing decision of solar dried banana?

1.3 Research Scope

This research apply a qualitative research method by using depth interview to collect depth insight information from 8 people in 2 groups and difference store where the solar dried banana is sold. The first group are 4 customers from supermarket. The second group are 4 customers from souvenir snack shop where is the shopping place of the tourists.

1.4 Expected Benefit

The expect benefits of this research to help the solar dried banana business realize the important of packaging development to consumer purchase decision. To acknowledge the packaging element that affect purchasing decision until be the guild line packaging improvement to communicate key benefits, selling point, create better brand image as a strong point to help the business compete over the competitors and to get into a global market effectively.



CHAPTER II

LITERATURE REVIEW

This research was purposed about study of the Thai OTOP packaging especially in solar dried banana which is local wisdom of natives in Phitsanulok to identify the packaging elements that affect purchasing decision. So, this section will converse to the packaging elements and buyer behavior purchase decision. To identify the important the elements of packaging and discuss how the packaging impact to buyer behavior purchase decision. Finally, I will refer to visual and verbal packaging elements as a framework of the research concept.

2.1 Packaging Elements on Buyer Behavior Purchase Decision

According to Pinya Silayoi, Mark Speece (2004) mentioned that “The importance of packaging design as a vehicle for communication and branding is growing in competitive markets for packaged food products.” Wells, Farley & Armstrong said that Packaging works as an instrument for differentiation, and helps consumers to decide the product from wide range of parallel products, packaging also stimulates customer’s buying behavior (Wells, Farley & Armstrong, 2007).

Gergely Szolnoki Roland Herrmann and Dieter Hoffmann (2010) conducted a study on Origin, Grape Variety or Packaging? Analyzing the Buying Decision for Wine with a Conjoint Experiment. The purpose of this paper is to analyze the influence of the identification and the packaging of bottled wines on the consumer decision. A case study is conducted in order to quantify the weight of determinants of wine purchase such as origin and variety, i.e. the identification factor, bottle shape, bottle colors and label style (elements of packaging).

Rita Kuvykaite (2009) has descriptive research. According to Rita package attracts consumer’s attention to particular brand, enhances its image, and influences consumer’s perceptions about product. Also package imparts unique value to products

Rita Kuvykaite¹, Aistė Dovaliene², Laura Navickiene³ (2009) worked on impact of package elements on consumer purchase decision economics & management. Material are the most important visual elements for purchasing both milk (size and material 3.80) and washing-powder (resp.: 3.87 and 3.41); whereas, in this case form, color and graphic could be treated as unimportant elements of package. According to the research model developed the impact of package's elements on consumer's purchase decision depending on time pressure, consumer's involvement level and individual characteristics were analyzed.

Therefore there is a necessity to explore package and its elements in more detail in order to understand which of these elements the most important are for consumer purchase decision. Different authors showed different views regarding the elements of packages. According to (Smith & Taylor 2004), there are six variables that must be taken into consideration by producer and designers when creating efficient package: form, size, color, graphics, material, and flavour. Similarly, (Kotler, 2003) distinguishes six different elements such as size, form, material, colour, text, and brand those must be evaluated when employing packaging decisions. (Vila & Ampuero, 2007) similar to (Underwood, 2003) distinguished two blocks of package elements: graphic elements (colour, typography, shapes used, and images) and structural elements (form, size of the containers, and materials).

2.2 Packaging Elements Framework

According to the literature review above, I hypothesized that packaging elements may have a number of impacts on consumer behavior in OTOP solar dried banana purchase decision-making. The literature framework can showed the necessary packaging which are visual and verbal element. These are the main criteria of product development, which affects decision-making in OTOP consumer behavior.

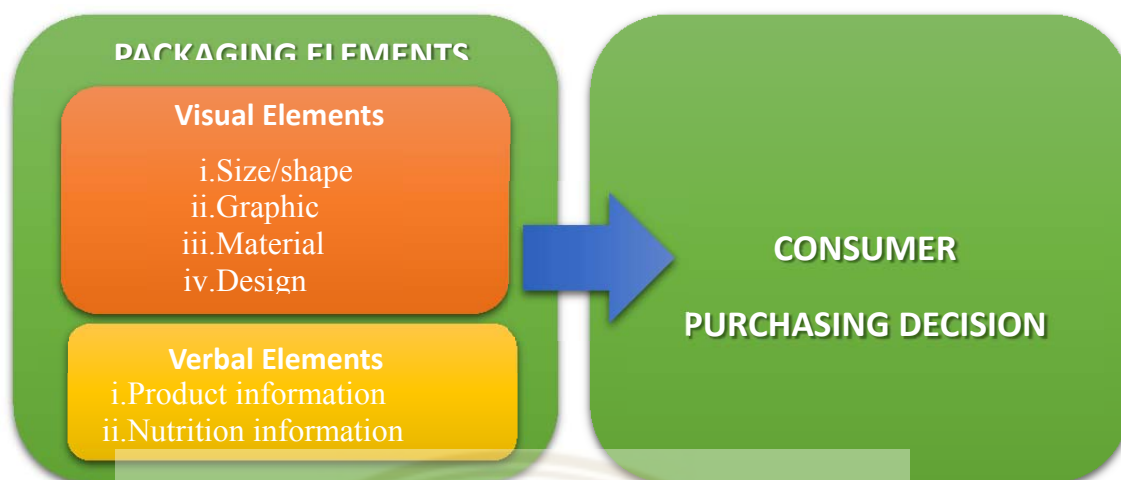


Figure 2.1 Packaging Elements Framework

2.2.1 Visual Element of Packaging:

These elements are the useful tool to influence the emotions of the target market. Marketers can use lot of visual elements of packaging when the product is associated with the category which requires low customer involvement and customer do not want to waste their efforts in searching for products (Pinya, 2004)

2.2.1.1 Size:

The research conducted in the year 2008 proves that redesigning of packaging increases the rate of consumption, especially when the product is available in larger size (Kotler, 2008) furthermore increase in size of packaging also indicates better quality (Smith, 2004) and influence the desire to consumer. (Keller, 2009)

Moreover, access of new markets can easily be done by the change of packaging. (Arun; Ankuri; Hitesh; Udit; Deepali, 2012) furthermore it has been also proved by the research that consumers having small families does not focuses on large size packs and treat them as waste of product as the amount of product will be more than their requirements (Pinya, 2004) and if does not have longer reliability then consumers will not be inclined towards the larger sizes. (Golnesa, 2013)

2.2.1.2 Graphics:

It not only helps marketers in making their product unique but also helps them in highlighting their brand name more effectively by maintaining its individuality and identity in shelves. (Smith and Taylor 2004) Use of graphics is helpful in value addition in the physical appearance of the brand and also improves the exterior by

enhancing the quality of aesthetics. Not only this graphics has the ability to produce positive impact on consumer mood and sometimes graphics matches with the unseen goals or unseen determination and hence will help marketers in enhancing the recall rate of their brands as compared to the competing ones. (Pinya, 2004)

A qualitative research conducted in the year 2013 identifies that textual elements associated with graphics are more worthwhile if they are placed on the left side of the packaging and pictorial elements will be considered worthwhile when they are placed on the right side of the packaging. (Pinya, 2004)

This is an important indication for marketers that graphics can be made more attractive through the proper placement of elements which are associated with graphics. Graphics are considered important whether consumer have the brand loyalty or not. When consumer are preferring any brand then graphics helps them in eliminating the clutter and when they are not loyal to any of the brand then graphics act as an important tool which can at least grasp their attention. (Pinya, 2004) as pictorials on packaging can increase the level of interest and level of curiosity of customers. (Lynsey ; Laura; Armstrong; Heather, 2013)

2.2.1.3 Material

As other visual elements, material also communicates, most importantly material affects the perceived quality associated with the product that means consumers thinking regarding material results in change of the perceived quality. Furthermore sometimes marketers use those packaging material which can prevent the freshness of product under extremely high or extremely low temperature. (Smith and Taylor, 2004)

In another study conducted in the year 2013 three types of packaging material including glass, plastic and cardboard were discussed, and finding of research revealed different perception of consumers regarding different types of packaging material, but most of the consumers were found to be in the favor of plastic for the purpose of packaging, as its not heavy and also can retain freshness of the products and chances of leakage are also minimal. (Lynsey; Laura; Armstrong; Heather, 2013)

2.2.1.4 Design

Research reveals that consumers feeling regarding the product packaging are actually transferred into how they are treating the product that means

innovative packaging shapes can create an iconic brand image on consumer's mind, by cutting the clutter at surrounded market place. (Arun; Ankuri; Hitesh; Udit; Deepali, 2012) Moreover research also concludes that beautiful and attractive packaging styles influences the purchase decision, and results in increase purchase of the product. (Golnesa, 2013) Moreover it is a belief of most of the consumers that design of products is directly associated with the ease of use, product storage and its carry from one place to another. (Pinya, 2004)

2.2.1.5 Color:

We are living in the modern era and consumers now-a-days also possess color vocabulary and therefore they will evaluate the color of the packaging used with its link with the product, that means according to the consumers there are some colors which can be used for each product category and all the remaining colors are misfit for that particular product category, that's why color is also treated as the useful element of packaging. Moreover color can make brand distinctive as compared to all the other competing brands, if the company became able to use color which other competing brands cannot opt easily. (Keller, 2009)

Consumer perception related with color varies, with respect to difference in cultures, but as we know that this is an era of globalization and mass competition therefore because of change in demographics and other trends there is a visible change, in the color preferences (Singh, 2006) but the element which can help marketers in selecting the color for their brands is that there are some certain colors which are treated as best suited for particular types of products, therefore marketers must use color associations while selection the color or color combination for their brand instead of general consumer thinking about the color. (Randi & Joseph, 1999)

2.2.2 Verbal Elements of Packaging:

Information conveyed by verbal elements is helpful in initiating or boosting of consumers thought process. (Silayoi and Speece, 2004) there are several components of verbal elements of packaging and each of these components have a significant role in influencing consumer buying behavior. (Adam and Ali, 2014)

2.2.2.1 Product Information:

Increase of concerns towards health also increases the importance of labeling and now it is the duty of manufacturing company and marketers to include product information in order to ease purchase decision. (Pinya, 2004)

It is also indicated by research that if company wants to increase the credibility of the product they must jot down accurate information about the product as it will help consumers in making decision, on the other hand if the information is confusing or does not seem to be appropriate then it can create confusion and produces negative impact on the brand. Research also revealed that product information has lesser or no importance to those having low involvement in product purchase, and for those having high involvement with the product, information related with it having significant importance, and for making appropriate decision the information related with the product will also take into the account, as it has the ability to involvement with the product. (Pinya, 2004)

2.2.2.2 Nutritional Information:

Diet and Life style of consumers are the potent factors due to which nutritional information is also treated as important part of verbal elements of packaging, study conducted in the year 2009 indicated that nutritional information must be properly indicated on packaging especially in the category of food related product as this type of information affect the food choices of the customers. (Josephine, 2009)

Research provides the reference of research conducted Asian Food Centre in the year 2006 at jotted down three very important findings associated with the effect of nutritional information on packaging on consumer buying behavior

- a) Consumer want to have nutritional information on product packaging but the level of knowledge they have about the nutritional information is very low
- b) Consumer prefer the nutritional information which can describe the function of nutrition's on human body
- c) The decision which is made by the consumers related with their diet is only for short term.

(Josephine, 2009)

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Method & Data Collection:

The study of this research aims to find packaging element of solar dried banana which effect on purchasing decision. The methodology of this research would be suitable for a qualitative method by in-depth interview, which enables us to examine and gather information with 2 groups, 8 customer representatives at solar dried banana stores. The first group are 4 customers from souvenir snack shop where is the shopping place of the tourist attraction in upcountry. The second group are 4 customers from healthy supermarket in Bangkok.

Data collection by provide several actual package of solar dried banana. Then, try to understand reactions, reasons of like or dislike, the elements of their decision. The customer representatives would be collected by in-depth interviews, which are great opportunities to further develop solar dried banana consumer, which will be used in-depth interview method to find out different factors on their purchasing decisions. The questions would be created by open-ended question base on proposed framework.

3.2 Sample Size

- In-depth interviews with the 4 customers from souvenir snack shop at Wat Phra Si Rattana Mahathat where the most famous solar dried banana shopping place for the tourists in Phitsanulok.

The customers from this shop may plan to buy solar dried banana as a souvenir gifts. They would be the representative of the tourist customers in souvenir snack shops where offers many variety brands of solar dried banana. It looks difficult to make packaging outstanding shine among the same category and same design packaging.



Figure 3.1 Wat Phra Si Rattana Mahathat shops



Figure 3.2 Wat Phra Si Rattana Mahathat shelf display

- In-depth interviews with the 4 customers from the Lemon Farm supermarket where the famous Thai natural healthy shop selling high quality organic products and foods. This supermarket not only targets to senior customers who is the concern but also attracts with modern Thai OTOP which are improved tastes and quality of production to senior OTOP lovers.

The customers from this shop may not have direct plan to buy solar dried banana. They are the representative of the customers in capital who have a lot choice to choose snacks for self-consume and gifts.



Figure 3.3 Lemon farm shop



Figure 3.4 Lemon farm shelf display

3.3 Tools and Question of interview:

In this part, we will interview each 4 respondents form difference 2 stores based on 4 different solar dried banana package and examine how they perceive these products available in the markets, which aim to get different feedback. Moreover, open-ended question will be used to interview both familiar and unfamiliar respondents based on visual and verbal packaging elements in order to have in-depth understanding on their purchasing behavior and decision making of this product category.

3.3.1 Tools: Packaging Influence



Figure 3.5 Pa Pean Brand

- Pa Pean: The most local well-known solar dried banana brand form Phitchit, Honey favor. 35 Baht.



Figure 3.6 Jiraporn Brand

- Jiraporn Banana: The most famous premium solar dried banana brand form Phitsanulok, Chocolate almond dipped, 135 Baht.



Figure 3.7 Kunna Brand

- Kunna: The new player from Bangkok who generate solar dried banana as a new product line. It is selling only in modern trade, Original favor, 89 Baht.

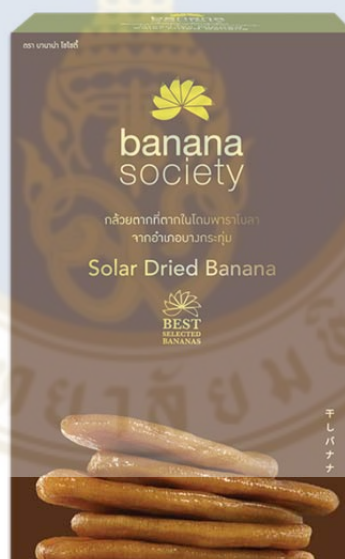


Figure 3.8 Banana Society Brand (big size)

- Banana Society: The original brand of solar dried banana from Phitsanulok, Original favor, 100 Baht.



Figure 3.9 Banana Society Brand (small size)

- Banana Society: The original brand of solar dried banana was sold in convenience, Small size chocolate dipped, 39 Baht.



Figure 3.10 Rai Wimolwanich Brand

- Rai Wimolwanich: The local brand from Phitsanulok isn't sold in any modern trade, The big box with multi coating dipped, 100 Baht.

3.3.2 Questions examples

3.3.2.1 Product preference and perception

- Which one do you buy or not? Why?
- Based on the actual product, please tell me how much does it cost? Why?

Key learning: To measure the customers 'preference and their perception to know the key elements that effect to their first impression. Packaging elements that attract and communicate to customer

3.3.2.2 Packaging elements that attract and communicate to customer

- Visual communication: shape&size, graphic&picture, material. design, color
- Verbal communication: production information, nutrition information

Key learning: To know the key elements that attract and communicate to customers and how affect to their mind, expectations and insight both visual and verbalcommunication

3.3.2.3 What are the factors that you concern when you would like to purchase this products such as quality, safety and reliability?

Key learning: To know the most factor the customer concern when they purchase this products to develop the key elements for communicate that point.

3.3.2.4 Why would you like to buy the dried banana? For families, friends or special occasions?

Key learning: To know the reason to buy that is the aim to develop design for their reason.

3.3.2.5 How much will you be willing to pay for solar dried banana products? Why?

Key learning: To know the willing to pay to develop product on that price range in each target segment.

CHAPTER IV

RESEARCH FINDINGS

This chapter provides results based on data acquired from the deep interviews obtained from 8 consumers' age between 25-75 years old in several occupation. We applied the test research questions in Chapter 3 that consumer's product classification, product preference and product purchase decision making regarding to product's packaging elements and consumers' individual characteristics. The results comprised of two main shop below;

1. Wat Phra Si Rattana Mahathat where the most famous solar dried banana shopping place for the tourists attraction in Phitsanulok to get the opinion form customer in upcountry.
2. Lemon Farm supermarket where the famous Thai natural healthy shop selling high quality organic in Seacon Srinakrarin to get the opinion form customer in Bangkok

The research finding contents going to capture and analyze result step by step along the research questions which is separated in 5 sessions below;

4.1 Session 1.1: Product preference

Which one do you buy of not buy?

(+) = Positive reason to buy (-) = Negative reason to not buy

Table 4.1 Product preference

Customers from Bangkok	Buy (+)	Not buy (-)
Age: 76 years old Job: Retired Income: 20,000 Baht	Banana Society: it is good looking. Papean: The simply OTOP design looks nice for her perception, looks not too expensive that could be worth money to buy.	Jiraporn and Rai Wimolwanich: The grossly coating picture looks too sweet and unhealthy

Table 4.1 Product preference (cont.)

Customers from Bangkok	Buy (+)	Not buy (-)
Age: 47 years old Job: Government employee Income: 33,000 Baht	Kunna: soft colors of the box looks nice , product picture look soft and chewy. Jiraporn: The attractive product picture let her interesting about the taste while don't concern about its calories. It is the most beautiful among the others.	Jiraporn and Rai Wimolwanich: The grossly coating picture looks too sweet and unhealthy
Age: 59 years old Job: Teacher Income: 40,000 Baht	Banana Society (Original): It seems good quality, natural and healthy. Rai Wimolwanich: Big Box and variety favors looks worth money of gift.	Papean because of old fashion design, The grossly product picture with honey looks sweet and unhealthy.
Age: 27 years old Job: Business owner Income: 30,000 Baht	Rai Wimolwanich: It provide variety favors that looks worth money for gift. Banana Society (small): The small size for one person consume.	Jiraporn and Rai Wimolwanich: The grossly coating picture looks too sweet and unhealthy.
Customers from up- country		
Age: 29 years old Job: Engineer Income: 35,000 Baht	Banana Society (small): Proper size of self-consume, Banana Society(Big): Good looking to be a gift for friends Jiraporn: The most beautiful should be a gift for his boss.	Rai Wimolwanichl: Over size looks cheap and unhealthy
Age: 32 years old Job: Operator Income: 15,000 Baht	Papean: The Thai OTOP looks intimate and nice.	Banana Society (small): Less contain that feel doesn't worth money.
Age: 24 years old Job: Barista Income: 15,000 Baht	Banana Society (Big): It seems good quality, natural and healthy product.	Any brands which use chocolate coating: They seems too sweet and unhealthy.

Table 4.1 Product preference (cont.)

Customers from up- country	Buy (+)	Not buy (-)
Age: 45 years old Job: Operation Manager Income: 45,000 Baht	Jiroporn: The premium quality product picture attract his attention and chocolate almond coating favor look delicious. Kunnan: It's medium size looks not too much expensive and quantity proper for self-consume.	Rai Wimolwanich , Banana Society , Papean: Their grossly product pictures look too sweet and unhealthy.

Almost customers who concern about health try to avoid the packaging decorating with chocolate coating and grossly product pictures which look too sweet and unhealthy. The health conscious prefer the product that communicate with natural feeling, healthy and good quality selection. If they buy for self-consume, they will buy medium or small size. If they buy as a gifts, they will buy beautiful packaging or provide variety favors that looks worth money. Product picture is the most communication tool to tell the taste and quality to customer.

Key learning finding: The health conscious customers don't prefer the product which communicate with elements of too sweet and unhealthy feeling. They prefer to buy the products with elements that communicate healthy feeling. Product picture is the communication tools to tell how about the taste and texture of it. The high incomers willing to buy product as a gift that communicate with good looking premium element. The low income consumers willing to buy products which shows the worth money elements i.e. offering bigger size, variety, intimate Thai OTOP looking.

4.2 Session 1.2: Price perception

Based on the actual product, please tell me how much does it cost?

Table 4.2 Price perception

Customer from up-country	Rai Wimolwanich	Jiraporn	Banana Society (Big)	Kunna	Papean	Banana Society (Small)
Actual Price	100	125	100	85	35	35
Age: 76 years old Job: Retired Income: 20,000 Baht	100	90	80	70	60	50
Age: 47 years old Job: Government employee Income: 33,000 Baht	119	100	100	50	50	50
Age: 59 years old Job: Teacher Income: 40,000 Baht	150	100	50	80	35	30
Age: 27 years old Job: Business owner Income: 30,000 Baht	100	90	50	70	50	30
Customers from Bangkok						
Age: 29 years old Job: Engineer Income: 35,000 Baht	120	169	149	100	69	49
Age: 32 years old Job: Operator Income: 15,000 Baht	185	100	85	65	35	30
Age: 24 years old Job: Barista Income: 15,000 Baht	160	140	130	90	80	40
Age: 45 years old Job: Operation Manager Income: 45,000 Baht	100	150	120	60	40	30

Good looking product is the first criteria for almost customer to rank the highest price for Jiraporn Brand. Size of the product is the second criteria to provide level of Banana Society (Small size) to the end level and Rai wimolwanich above. Modern design and local design is emotional feeling criteria to provide rank and price in each product.

Key learning finding: The customer in Bangkok perceived the product with higher price than the customer in upcountry. The bigger size is the element to perceive the product with higher price. The customer perceived the local design with lower price than the modern design.

4.3 Session 2: Packaging elements that attract and communicate to customer

4.3.1 Visual communication:

4.3.1.1 Shape & Size

Customer would like to buy the medium size of Kunna, Jiraporn and Banana Society (Big) for self-consume. Some young adult like to buy the smallest size of banana society because they can eat up in one time. Some customer will buy the biggest size of Rai Wimolwanich as a gift because the big size look worth money and proper share with many people in their office. The difference trapezoid shape of Kunna looks interesting for someone but looks not stable of someone.

Key learning finding: Shape and size is the necessary visual elements that provide the reason to buy for someone and communicate how worth money offering.

4.3.1.2 Graphic & Picture

Almost customer like the attractive the big product picture standing out from the dark plain background of Jiraporn and Banana Society (Big size). Somebody gave reason to buy Jiraporn because chocolate almond coating on dried banana looks delicious and premium. It motivate them to try without mention its calories. While the health conscious customer choose Banana Society (Big size) because they refuse the grossly product pictures which means too much sweet and unhealthy for them feeling. Some health conscious customers prefer the fresh banana picture of Kunna that they

feel like it natural ingredient to them. Anyway they recommend to increase size the product picture to become more attractive.

Some low income customer won't buy Small size Banana Society but she will select Papean. At same price level 35 Baht, she found that Banan society with chocolate contain only 3 pieces per box while Papean provide more.

The OTOP lover prefer the local OTOP mascot as the crocodile form Phichit Province because of intimately OTOP icon. On the other hand, some customers don't like this and gave the reason that looks cheap.

Key learning finding: Graphic is the most important communication tools that come with attractive product pictures to tell by visual about the taste, texture, quality and others. Other elements like fresh banana or mascot are the components to communicate positioning in healthy or local target.

4.3.1.3 Material

The multi texture of Jiraporn packaging make it more premium. The matt texture make customer get into natural and healthy feeling. The grossly texture on matt background make the product outstanding but too much grossly material texture with multi pastel color come with negative feeling like too sweet, unhealthy, low quality.

Customers choose Jiraporn and Banana Society (Big size) because of the stable box while refused Kunna because of its thin paper box.

The OTOP lovers prefer Papean packaging which provide the plastic window to see inside the box.

Key learning finding: Strangeness of packaging material is the element that communicate product quality to customer. Customer perceived superior quality by using the strangeness of packaging material as a criteria. Texture is one of the key elements to communicate the felling when the touch the product, more difference quality texture more premium, matt texture cerates natural healthy feeling. Plastic window is preference element for OTOP lovers.

4.3.1.4 Design

Almost customers like the modern design of Jiraporn and Banana Society (Big size) which is decollated with attractive big product picture and easy shot massage on the dark plain background.

Some customers like the Thai graphic of Kunna but they don't like the Thai OTOP design of Papean as the OTOP lovers like.

Customers who provide negative feeling to vintage design of Rai Wimolwanich packaging that it looks cheap and old fashion. They also provide the positive reason to buy that it not too much expensive and worth money for a big group of their friends.

Key learning finding: Design the elements that reflects total look and image on the product packaging. Almost customers like the modern design that comes with big product picture and easy shot message on the dark plain background. The negative felling of cheap elements on vintage design may create reason to buy because of cheap feeling looks worth money.

4.3.1.5 Color

The high income customers prefer Jiraporn because it provide golden color to make it more premium. The health conscious customers prefer the earth tone background of Banana Society.

Many customers feel negative about old fashion cross colors between light yellow and dark blue of Papean but the OTOP lovers still love this design because of the old fashion familiar.

While some customers don't like multi pastel colors of Rai Wimolwanich because it make the product looks too much sweet, unhealthy and cheap. But they will buy it because multi-colors reflect multi favors that the product provide in one box that look worth money. On the other hand, the colorful packaging reflects fun and happiness as a good message to communicate the third person by sending as a gift.

Key learning finding: Using golden colors communicates premium image. Using earth tone colors communicates natural and healthy image. Using over pastel on product communicate negative feeling to health conscious customers that looks too sweet and unhealthy. While some customer have positive feeling with pastel that reflects fun and happiness which is a good message for their gift.

4.3.2 Verbal communication:

4.3.2.1 Production information

At local small souvenir snack shop at tourist attraction as Wat Phra Si Rattana Mahathat , almost customers don't mention to get production information before they buy. They just get information only the front side of the packaging among many products displayed by shop owner who willing to provide their information to close the sell and help to grab the selected product to customer.

Many customers prefer short Thai sentences and related icons which easy understand by their visual on the front side. The young adult health conscious customer recommended to get the unique company short story or production information with easy pictures and icons.

4.3.2.2 Nutrition information

Many customers prefer short Thai sentences and related icons which easy understand by their visual on the front side. The young adult health conscious customer recommended to provide short nutrition benefits sentences to persuade health conscious customer to buy. The barista customer recommend to increase small English and Chicness product name to engage the foreign customer in supermarket in Bangkok and can be provide international image.

Key learning finding: Customer prefers to communicate with verbal communication elements that short Thai sentences and related icons which easy understand by their visual on the front side. Healthy benefit sentence is preference elements for health conscious customers. Provide others language maybe good communication tools for international customer.

4.4 Session 3: Factor that customer concern when they purchase the product

1 = the most important factor that customer concern

5 = the least important factor that customer concern

- = customer didn't mention in the open end conversation.

Table 4.3 Customer's concern

Customers from up-country	Modern and premium design	Health condition/ benefits	Attractive product picture	Stable packaging	Attractive price
Age: 76 years old Job: Retired Income: 20,000 Baht	-	2	3	-	1
Age: 47 years old Job: Government employee Income: 33,000 Baht	3	2	1	-	-
Age: 59 years old Job: Teacher Income: 40,000 Baht	2	1	3	4	-
Age: 27 years old Job: Business owner Income: 30,000 Baht	-	-	1	2	3
Customers from Bangkok					
Age: 29 years old Job: Engineer Income: 35,000 Baht	2		1	3	
Age: 32 years old Job: Operator Income: 15,000 Baht	-	-	2	-	1
Age: 24 years old Job: Barista Income: 15,000 Baht	-	1	4	2	3
Age: 45 years old Job: Operation Manager Income: 45,000 Baht	1	3	2	4	-

Health conscious customers totally concerned about the factor of health condition and benefits. Higher income concerned about modern and premium design to buy as a gift. The low income concerned about attractive price for self-consume. Customer more than half concerned about quality of packaging that should be stable and easy to keep until send it to their friend as a gift.

Key learning: The attractive products picture is most concern factors as the key element to communicate about the taste and quality of the foods product. The most concern of health conscious customer is health. To attract to this target, we should communicate the healthy elements. Good looking modern design and strangeness were reflected high product quality which is the reason to buy as a gift of high income customers. The elements to attract this target should come with good quality and good looking image. The low income customer concern about worth money that the elements should communicate with maximum value to create reasonable price perception on their mind.

4.5 Session 4: Reason to buy Solar dried banana

Almost customers will purchase as the souvenir gifts when they visit tourist attraction especially in Phitsanulok province that famous in solar dried banana production. They rarely purchase for self-consume because it look old fashion and unhealthy. They have many snacks choices in supermarket and convenience store. And never be the choice of special occasion.

Key learning finding: Solar dried banana is popular for souvenir snack as a gift and self-consume for a long time. So, we have to develop the product packaging with the key elements that should be differentiate and out standing among the other brands in souvenir snacks shop. The customer rarely purchase solar dried banana because of its old fashion, its unhealthy looking and the customers' get used to buy others snack not only solar dried banana. So, we have to develop the packaging with the key elements to attract regular self-consume to become more modern, healthy perception to complete with others snack choice in supermarket.

4.6 Session 5: Willing to pay for solar dried banana

Table 4.4 Willing to pay

Customers from up-country	Self-consume	Gift
Age: 76 years old Job: Retired Income: 20,000 Baht	50	200
Age: 47 years old Job: Government employee Income: 33,000 Baht	50	500
Age: 59 years old Job: Teacher Income: 40,000 Baht	150	500
Age: 27 years old Job: Business owner Income: 30,000 Baht	100	300
Customers from Bangkok		
Age: 29 years old Job: Engineer Income: 35,000 Baht	200	300
Age: 32 years old Job: Operator Income: 15,000 Baht	50	200
Age: 24 years old Job: Barista Income: 15,000 Baht	50	200
Age: 45 years old Job: Operation Manager Income: 45,000 Baht	150	500

Key learning finding: As we see in table showing above willing to pay for solar dried banana in each customers depend on their income. Customers willing to pay for self-consume less than willing to pay for gifts. The willing to pay for gift is over 200 Baht while half of customers spend for self-consume for 50 Baht.



CHAPTER V

CONCLUSION AND RECOMMENDATION

The solar dried banana is OTOP commodity product. Packaging acts as the salient salesman for tangible products to be differentiated and able to create premium value, communicate product information and create intention to buy. The verbal and nonverbal elements of packaging perform as the tool of sales promotion because of changing self-service and changing consumer's lifestyle. Thus the research aims to know the role of packaging on buying detergent powder in Bangladesh. Considering the impact of various elements of packaging on purchasing

Throughout the study, we found the objectives to buy solar dried bananas to be a souvenir gift when they visit tourist attraction especially in Phitsanulok province that famous in solar dried banana production. They rarely purchase for self-consume because they have many snacks choices in supermarket and convenience store. And never be the choice of special occasion.

There are many factors that customers concern before making decision to buy the solar dried banana. This research, we found opportunities to communicate and fulfill customer's concerns points which are health benefits, packaging design, appositeness of product picture and reasonable price.

According to the key learning form the first question that aim to measure the customers 'preference and their perception to know the key elements that effect to their first impression. Packaging elements that attract and communicate to customer. We found that the health conscious customers don't prefer the product which communicate with elements of too sweet and unhealthy feeling. They prefer to buy the products with elements that communicate healthy feeling. Product picture is the communication tools to tell how about the taste and texture of it. The high incomers willing to buy product as a gift that communicate with good looking premium element. The low income consumers willing to buy products which shows the worth money elements like providing bigger size, variety, intimate of Thai OTOP. Finding from the price perceiving, the customer

in Bangkok perceived the product with higher price than the customer in upcountry. The bigger size is the element to perceive the product with higher price. The customer perceived the local design with lower price than the modern design.

The finding from the second question which we want know the key elements that attract and communicate to customers and how affect to their mind, expectations and insight both visual and verbal communication.

In term of visual communication, we ask about shape/size, graphic design, material, design and color. For the shape and size is the necessary visual elements that provide the reason to buy for someone and communicate how worth money offering. Graphic is the most important communication tools that come with attractive product pictures to tell by visual about the taste, texture, quality and others. Strangeness of packaging material is the element that communicate product quality to customer. Customer perceived the superior quality by using the strangeness of packaging material as a criteria. Texture is one of the key elements to communicate the felling when the touch the product, more difference quality texture more premium, matt texture cerates natural healthy feeling. Almost customers like the modern design that comes with big product picture and easy shot massage on the dark plain background. The negative felling of cheap elements on vintage design may create reason to buy because of cheap feeling looks worth money. Using golden colors communicates premium image. Using earth tone colors communicates natural and healthy image. Using over pastel on product communicate negative feeling to health conscious customers that looks too sweet and unhealthy. While some customer have positive feeling with pastel that reflects fun and happiness.

In term of verbal communication, Customer prefers to communicate with verbal communication elements that short Thai sentences and related icons which easy understand by their visual on the front side. Healthy benefit sentence is preference elements for health conscious customers. Provide others language maybe good communication tools for international customer.

The most concern when customer purchase the product is how appetite and delicious. The attractive products picture is most concern factors as the key element to communicate about the taste and quality of the foods product. The most concern of health conscious customer is health. To attract to this target, we should communicate the healthy elements. Good looking modern design and strangeness were reflected high product

quality which is the reason to buy as a gift of high income customers. The elements to attract this target should come with good quality and good looking image. The low income customer concern about worth money that the elements should communicate with maximum value to create reasonable price perception on their mind.

The reason to buy for solar dried banana is almost to be souvenir snack when customers travel in tourist attraction. They will buy both for their selves and friends as a gifts. So, we have to develop the product packaging with the key elements that should be differentiate and out standing among the other brands in souvenir snacks shop. The customer rarely purchase solar dried banana because of its old fashion, its unhealthy looking and the customers' get used to buy others snack not only solar dried banana. So, we have to develop the packaging with the key elements to attract regular self-consume to become more modern, healthy perception to complete with others snack choice in supermarket.

The willing to pay for solar dried banana in each customers depend on their income. Customers willing to pay for self-consume less than willing to pay for gifts. The willing to pay for gift is over 200 Baht while half of customers spend for self-consume for 50 Baht.

The recommendations to this research which it can be taken on to the further experiment is applying packaging elements framework into solar dried banana packaging development.

1. In term of product verbal information, many customers prefer short Thai sentences and related icons which easy understand by their visual on the front side. The young adult health conscious customer recommended to get the unique company short story or production information with easy pictures and icons.

2. Customers have positive with the modern design which is easy understanding by visual. We recommend to provide decollated with attractive big grossly product picture, easy shot message on the front of the product packaging.

3. The high income customers will buy the premium product as a gift. We recommend to create premium image on packaging to provide good quality product packaging with multi texture with grossly and matt and play with golden color to reflex superior quality.

4. The low income customer concern about saving, worth money when they buy solar dried as a gift. We recommend to provide big size carton of box and variety product flavors to create the worthiness offering.

5. The health conscious customers prefer the natural product image. We recommend to display solar dried banana with fresh banana, provide the matt texture, earth tone color, , short healthy benefits to make customer get into natural and healthy feeling.

6. We recommend to avoid using too much grossly texture and light pastel colors on the product pictures because these communicate too much sweet feeling, cheap quality and unhealthy to the health conscious customers.

7. We recommend attract to The OTOP lovers with short easy Thai word, Thai design, OTOP mascot or any Thai local wisdom because the OTOP lovers trust and feel intimate in these elements .



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