

หลักการออกแบบบรรจุภัณฑ์ผลิตภัณฑ์เซรามิก
ซึ่งเป็นผลิตภัณฑ์หนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) ของชุมชนหาดส้มแป้น จังหวัดระนอง
ที่เข้าถึงกลุ่มเป้าหมาย

Principles of Packaging Design for Ceramic Product
which is One Tambol One Product (OTOP) of Hadsompan, Ranong Province
to Reach Target Group

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Abstract

The objectives were to study the principles of packaging design for ceramic product which is OTOP of Hadsompan, Ranong province to reach target group and to take the information and knowledge to develop ceramic product of Hadsompan, Ranong province. This research is qualitative research which contains survey research from in-depth interview of 2 experts about packaging design and questionnaire for 200 unimpeded samplings to check target group's satisfaction and opinion. Moreover, there is content analysis to find the difference of Hadsompan's ceramic product. The result indicates that Hadsompan's ceramic product has no product's name, no logo and no attractive packaging to boost sales. There should be planning meeting in Hadsompan, Ranong province to design their identity and self that they would like to communicate through ceramic products. Mostly the demand of target group requires beauty and endurance, then modernity, compactness, natural colors and cute repectively. For packaging design, the experts suggested that 1) the product's name should be within 3 syllables 2) there should be product's logo 3) there should be the strength 4) there should be cleared goal 5) there should be paired principles of usefulness and usage, material and production process, shape and structure, color and texture 6) there should be B2B (Business to Business) with others.

Keywords: Design, Packaging, One Tambol One Product, Ceramic, Hadsompan, Ranong

Introduction

One Tambon One Product (OTOP) is one of the important government policies. With a goal to focus on each community to use local wisdom to develop products by the government ready to help with modern knowledge and management to link products from the community to both domestic and international markets .With network shop system and internet to promote and support the local development process .Build a strong community that is self-reliant, allowing people to participate in creating jobs, generating income by using resources local wisdom to develop into quality products and services. With strength and added value Is needed by the market both in and abroad In line with culture and local life One Tambon One Product Project is considered a very useful project for various communities and localities in Thailand.

Tambon Hat Sai Som, Ranong province is another community that has created community products that come from local resources and local wisdom to participate in one Tambon One project. Many interesting products, for example mineral soaps that have a mixture from fruit and herbs or mineral water sprays, etc.

Therefore mineral water is famous thing for Ranong. In addition, there are ceramic products that produce from famous kaolin of Ranong Province. But making each product of the sub-district or watch to reach the target group is accepted and successful in that sale there have many factors that affect the efficiency of reaching the target group. In addition to the features and beauty of the product (Product), the price (Price), the location (Place) and sales promotion (Promotion), another factor that is important to the target audience of the product is Packaging design (Packaging) is interesting and can attract the target group which is an important 5P marketing strategy today.

The researcher received a scholarship from Suan Sunandha Rajabhat University and had the opportunity to organize an academic service project for the community in Tambon Hat Som Paen, Ranong Province in the year 2014-2015 for 2 consecutive years. Therefore getting to know the villagers and the community of Had Som Pam, Ranong province better. The products that the researcher is interested in studying, especially in the issue of packaging design, are ceramic products. Because it is a product that has the potential to generate income for the community well which many educational institutions have helped to improve and develop the ceramic products already but there has never been any educational institution to assist in the packaging design. The researcher therefore chose to study the principles of packaging design of ceramic products from the community of Had Som Pan, Ranong province that specifically targets.

The researcher had considers that there should be a study of packaging design principles that reach the target group of One Product One Tambon One Product (OTOP). In order to know and understand the principles of packaging design for

ceramic products of the Had Som Pan community Ranong province that meets the needs of the target group and can develop the efficiency of the packaging design and principles of ceramic products of the Had Som Pan community, Ranong province that meets the needs of the target group in the future.

In packaging design designers must consider in science and art for solving each package design problem to come out with an effective packaging design. In achieving two main objective of packages design which is packaging structure design and packaging graphic design that has all the details that must be considered in relation to the theory and principles that involve.

Requirements for packaging project design

1. The type of material that appropriate to protect the product throughout the sales period.
2. Harmonized form and consistent with the product.
3. The size is fit and can caring the product weight.
4. The convenient and simple in Forming, filling and opening – closing package.

The target group that gave this example In addition to having different interests and needs, the same target group, but different age groups and different social status Would have different needs as well Which makes the appearance of the packaging to be different according to the target group or sometimes some products are manufactured for a group of consumers. But another group of consumers choose and decide to buy, such as supplements for children or infant milk powder can see that these products Infants and children do not choose to buy, but the parent those who choose and decide to buy the product.

Which shows that before packaging design, entrepreneurs need to define target groups. In order to thoroughly study the needs of the target group and find out how to design your packaging to attract the attention of consumers according to the target group to decide to buy your product.

2. Determine the brand name (Brand), brand, used as the name or mark for calling the product pin. The operator must complete the brand name before packaging design. By specifying that the brand name is unique, clear, important, must be easily recognizable to consumers. Good brands can be illustrated as follows. It is set according to the owner's name set according to auspicious beliefs, set according to the source of the product or set by mixing words that are meaningful to be new, unique, etc. Good appearance of a good brand

- Short, compact, easy to remember, easy to pronounce and unique.
- Easily translated into foreign languages with appropriate meanings.

- Be able to tell the important features of the product.
- In accordance with the values and morals of the target customers, can be registered to trade, must not be repeated with the existing items.

3. Materials used for packaging Materials are essential for packaging design. The entrepreneur decides what materials to use to produce that package. You should consider the safety of consumers. Environmental responsibility And the properties of each type of material That will be used to produce packaging Since each type of material has different qualities and advantages To protect the product quality Product life extension And different recycling methods

If you choose to use the wrong material, in addition to affecting the product Consumers and the environment Also causes increased packaging costs.

4. The shape of the packaging is beautiful. Able to impress consumers Even though consumers are not yet exposed to the product inside The shape of the packaging can create uniqueness. That is, when consumers see the shape, can immediately recognize what is the product and what brand name Or will be the only product that is different from the brand name.

5. Colors and graphics This color and graphics are the combination of using symbols, characters, illustrations, patterns and textures. Which all components can indicate the brand name Product characteristics Which can be contained within and can show the source of the product as well.

Packaging design Color is one of the most important elements. Because color is something that affects the senses It is a sucker of interest that makes you feel like you want to feel outstanding.

Color meaning

- When needing peace and relaxation, use blue and white colors
- When needing priority, it will be purple, red, grape, and white, yellow, gold, ka and da.
- When looking for beauty Use colors that are harmonious and balanced.
- When looking for pleasure, use light blue, blue and white or white and red.
- When each market has its own characteristics depending on taste The skin color is not popular with brown burns. But will like yellow The East people like bright, bright colors.

Considerations for choosing colors on packaging

- The color of the packaging that should be used should stimulate all 5 senses in order to create a desire for purchase.
- The color used should be easy to color. Can immediately think of that brand or product, use easily recognizable colors, rather than using strange colors and unfamiliar colors

- If sales are self-help True color is the color that should be used. For one-on-one sales Should choose different colors Bright colors or similar colors Often giving good feeling, soft colors, suitable for products with relatively high prices
- The colors used on the packaging should be the color that is suitable for every consumer. The situation that consumers use
- Selection of colors should be chosen according to the characteristics of customers, gender, society, economy, terrain Market location
- Lighting used in shops supermarket Must also be considered Because different lights can change the color perception
- Selection of colors used on packaging 2 - 3 colors that we are familiar with Works better than using strange colors
- The color chosen on the packaging should be used to emphasize the parts that need to be highlighted clearly. In addition, using colors that can be attracted to secondary Come down in order of importance
- The color chosen should be compatible with the material selected.
- The color of the product and the color of the packaging should be well compatible. Otherwise a conflict arises. When opening the product from the packaging
- Colors that you choose must look good when you print in white or black or on a white or black TV or in other magazines.
- Price constraints have an effect on determining the color boundaries as well.
- The use of incorrect colors makes them look boring and can become a competitive promotion.

Research objectives

1. To study the principles of packaging design for ceramic products Which is one sub-product, one product of the Had Som Pan community Ranong province that meets the needs of the target group.
2. To bring information and knowledge to use in the development of ceramic products Which is one sub-product of the Had Som Pan community in Ranong Province.

Research methodology

This research is a qualitative research. The researcher has divided the research methodology into 2 parts as follows.

1. Survey research by surveying (Questionnaire) obtained results, satisfaction and opinions of the target group and attitude towards the product From the sampling group of 200 random persons in online system and in-Depth interview received 2 opinions and knowledge from experts in packaging design individually
2. Content Analysis Result, Data collection from content analysis from ceramic product packaging Which is one product, One Product (OTOP) of Orange Beach, Ranong

Province. In addition, content analysis from the study of social flows about packaging of ceramic products of the Had Som Pan community in Ranong. research result

Survey results.

From survey research by conducting a general sample questionnaire with no limitations in the number of 200 people by attaching a sample of ceramic products of Haad Som Paen community. Ranong Province allows the sample group to use as a key factor to answer questions. The sample group was 82 male (41%) and 118 female (59%).

The age of the sample group is the largest number, age group is 26-35 years, 123 people (61.5%), age group 16-25 years, 36 people (18%), age group 36-45 years, 23 people (11.5%), age group 46-55 years, 11 people (5.5%), age group over 55 years, 7 people (3.5%).

On the level of education Most of the sample group graduated with a bachelor's degree or equivalent, totaling 110 people (55 percent), followed by graduating higher than bachelor's degree, 76 people (38 percent) and having a sample of graduating. At the secondary level or equivalent of 14 people (7 percent).

The monthly income of most sample groups is more than 30,000 baht per month, 69 people (34.5 percent), 20,000-30,000 baht per month, 50 people (25 percent), 10,000-20,000 baht per month, 45 numbers. People (22.5 percent), below 10,000 baht per month, 36 people (18 percent).

When inquiring about important reasons to consider if buying ceramic products The target group can answer more than 1 item. Most responded that the first reason is the design (shape / color) of 157 persons (79.3%). The benefits are 145 people (73.2%). The price is 103. People (52%) Packaging 33 people (16.7%) Others 1 person (0.5%).

On the needs of the target group towards the packaging design of ceramic products Which can answer more than 1 item, most of them require 89 beautiful packaging (44.5%), can be stored for 87 people (43.5%), modern look, 63 persons (31.5%), compact plate 57 people (28.5%), natural color, 56 people (28%), cute, 55 people (27.5%), luxury 37 people (18.5%), bright colors, 36 people (18%) View the original 32 people (16 percent), others 14 people (7 percent) and the magnificent size plate 1 person (0.5%).

From in-depth interviews (In-Depth Interview), received opinions and knowledge from 2 experts in packaging design individually, suggesting that the product should have strengths in what the community has cost. Or outstanding skills or the history of group setting in the community Should have a clear goal There may be a group of target groups to share with. To be a group with purchasing power which focuses on home decoration products Central group which focuses on souvenir products Should use B2B (Business to Business) production that is a business between business units such as

contract manufacturing Use of many communication channels to help Finding a business or marketing consultant These things may help to create a project for cooperation. Fundraising and creation of stories that are known creatively and number 1 must be considered product names that are not more than 3 syllables. The second order must have the design of the symbol No. 3. And paired up to 4 pairs. The 1st pair is useful for use. Packaging should be easy to use and can protect ceramic products in Hold or hunger is the issue in the protection of products. The second is the material and the production process. Which should be something that the villagers can do themselves The appropriate paper size must not exceed A3 size. The third pair is the size, proportion and structure. These things must be consistent with the third pair to be easy to form, easy to fold, and have strength, and the fourth pair is the color and surface should be drawn to the identity or composition of the Orange Beach community. Ranong Province has contributed to the design of the packaging.

Summary and discussion of results

Discussion of the results of the analysis of the principles of packaging design of ceramic products Which is one OTOP product of the Orange Beach community Ranong province found that the first name should be given to the product not more than 3 syllables. The name of the product should be distinctive and relevant to the Orange Beach community in Ranong.

- Kaolin Machine (Pottery made from the famous white clay of the Orange Beach community Ranong Province)
- Huay Sampian (the original name of the community that later changed its name to Thai language that the Orange Beach community is Chinese, meaning deep into the valley)
- Sam Ranong (converted from the word "ceramics" to match Ranong English can use "say Ranong", meaning saying Ranong Si)

The product should have a logo design. Which the logo should be unique to the Orange Beach community Ranong province that is easy to make and recognizes At present, there are no things that can be used to design symbols that represent products. Therefore can be re-established and created as an image of the logo of the ceramic products of the Orange Beach community Ranong province, for example, cartoon characters, girls and / or boys who wear Yaya costumes that are unique in Ranong Province.

Products should have strengths At present Strengths of ceramic products of the Orange Beach community Ranong Province, which is mentioned on the OTOP product website (Source: <http://www.otoptoday.com/wisdom/461/เซรามิกจากดินขาว>) is

1. Ceramic products of the Orange Beach community in Ranong province are a skillful work. Most of them are handicrafts. Have their own form and may be the only product in the world.
2. Ceramic products are a way of life. Identity of Ranong Province in the form of ceramics
3. Ceramic group is a center for learning ceramic products for interested people.

The researcher considers that the strengths of ceramic products of the community of Ran Plum, Ranong Province should have concrete and more obvious strengths. Ranong province has a mixture of kaolin. Which is a quality raw material High and rare price Or define a clear pattern in the design of ceramic products of the Orange Beach community in Ranong province, for example

- Flower product design Which is not like any flowers that are common But is a flower that is only in Ranong Province or is a flower designed by Ranong people, which is unique
- Design of products that must have a logo of the product. For example, cartoon characters, girls and / or boys wearing a unique Yaya dress in Ranong Province appear on every product.

Products should have clear targets. From observing the ceramic products of the Orange Beach community Ranong Province, which has many different forms. But there is no difference from the ceramic products of the community and other provinces Therefore, the identity and target groups should be clearly defined for what they want to communicate to themselves. For example, using cartoon characters, girls and / or boys wearing Yaya suits is ceramic products used for decoration. Or as a souvenir for the Orange Beach community in Ranong Province. For packaging ceramic products, there may be a logo on the card. Girls and / or boys who wear Yaya costumes appear on all products, such as cartoon characters, girls and / or boys who wear Yaya dresses in plates in cups or on the side of glass, etc. Target groups Ceramic products In the area of the orange-sand beach community in Ranong Province, there may be differences, such as adult and target groups that are teenagers. The design of the products and packaging of the target groups that are mature should have colors that are sweet, beautiful shapes, while the product design and packaging of the target groups that are teenagers should have bright colors and modern shapes etc.

The product should be used in principle between pair no.1 that is useful for use. The packaging should be easy to use and can protect the ceramic products from holding or hungry. Is a product protection issue, for example, using a square box, but with a handle for packing glass Which can protect the product and make it easy to carry. Match 2 is the material and production process. Which should be the packaging design that the villagers can do themselves Therefore, the appropriate paper size must

not exceed A3 size. The third pair is the size, proportion and structure. These things must be consistent with the third pair to be easy to form, easy to fold and strong. The fourth pair is the color and surface should be drawn to the identity or composition of the Had Som Pan community, Ranong Province has contributed to the design of packaging for example, using the provincial color in the packaging design. By using the general principles of packaging design that appear in Chapter 2 of the research.

Products should be shared between business units. Because of the business operation only May result in difficulties in survival and income generation Therefore, there should be a collaboration between business units. For example, ask for cooperation with famous companies. For example, Nok Air By designing ceramic products and packaging to be relevant to the business that they work with, such as designing cartoon characters, girls and / or boys wearing Yaya suits sitting on Nok Air aircraft and having paper packaging Brace under the plane's wings without covering the ceramic products and having a handle that is easy to carry.

Suggestion

1. Group discussions should be added into the research methodology. In order to get more detailed and clear information.
2. There should be a field at the Had Som Pan community in Ranong province for proper design and the heart of the Had Som Pan community, Ranong Province and target groups.

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