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## **FROM WISDOM TO BUSINESS: A CASE STUDY OF AN APPLICATION OF SINGBURI POTTERY DESIGN FOR OTOP LABEL AND PACKAGING IN THAILAND**

### **Abstract:**

The objectives of this study were 1) to identify the pottery design from the Noi Rever's kiln at Singburi province; 2) to examine the opportunity for making use of it for Singburi OTOP product's label and packing; 3) to survey the opinions of the consumers on the design products. The population and sampling group in this study included 400 people in Singburi and tourists to give their opinions on the packaging design. Other informants included 7 chili paste OTOP producers, 3 specialists in the field of product design, and 3 specialists in the field of marketing. The data were collected through focus group and closed-ended and opened-ended questionnaires to evaluate the appropriateness of the product design. The information was used to make the prototype of the packaging design. The data analysis was done by basic research statistics and content analysis methods. The results showed that the history and identity of the pottery such as shape, patterns and colors of a traditional 4-handle jar can be used to design the packaging of chili paste OTOP of Singburi. The proper packages for the chili paste included glass and plastic bottles attached with the design labels. The consumers reported their opinions on the packaging as follows: the functions of the package were to protect the product inside and easy for transportation. The packaging and its label should clearly give the information of the inside product. Other aspects were values, identity, and good appearance. The results showed that the target group reported their opinions on those aspects at high level.

### **Keywords:**

Wisdom to Business, Pottery design, OTOP label, Packaging

**JEL Classification:** D47

## **Introduction**

One Tambon (meaning sub-district) One Product (OTOP) policy and its development increase the local product values which integrated culture, technology, society, and economics to create both innovation and incomes. This includes history, tradition, and culture of the community to apply with the identity of the local products. The supporting and the development should come from both government sector and small community enterprises. Packaging is an important part to promote sales and to advertize the products. Each product should have at least one logo to make consumers remember the product and its brand. That is the reason why logo and brand must be registered as a trade mark to protect their right.

The researcher sees the importance of the logo development and packaging design, so this research investigated the identity of pottery from the kiln at the Noi River to apply for the design of label and packaging of Singburi OTOP. Local products can promote self reliance creativity and develop human resource through the idea of Local Yet Global.

## **Objectives of the study**

1. To identify of the pottery design from the Noi Rever's kiln at Singburi province
2. To examine the opportunity for making use of it for Singburi OTOP product's label and packing.
3. To survey the opinions of the consumers on the design products

## **Research procedure**

1. Investigate the identity of pottery from the kiln at the Noi River by interviewing, document studying, and observing. The information was used to design the packaging.
2. Analyze the information together with the producers, students, and related people to find a guideline of chili paste packaging design.
3. Do the graphic design of the packaging attached in the questionnaire for getting the consumers' opinions.
4. Conduct the focus group with related people to get the idea for the packaging design.
5. Collect the information on the consumers' opinions towards the packaging design.
6. Use the information to design the prototype of the chili paste package.

## **Population and sampling group**

1. The 400 residents of Singburi and tourists were asked to complete the questionnaire at the market of Pra Non Chaksri Temple, the market of Pikulthong Temple, and souvenirs shop in front of Pra Prom statue.
2. The Noi River Pottery Preservation Group by Mr. Terdsak Boon-ngam as a informant on the pottery identity.

3. Seven representatives of Singburi chili paste producers who were at least 5 years of experience.
4. Three specialists in product design with at least 5- year experience.
- 5 Three specialists in marketing with at least 5- year experience.

## Research tools

1. Structure interview was used to conduct in depth interview on culture, identity, management, and the products of the province.
2. Closed ended questionnaire attached with a photo of graphic design to ask people and consumers' opinions on packaging design in the form of checklist and rating scales.
3. Questionnaire for the specialists to evaluate the appropriateness of the design package on the following aspects: clear identity, simple and remarkable, universal and modern, practical & suitable to the product, product preservation, easy for transportation, information media and advertizing, product protection, and marketing.
4. Questionnaire for the consumers to evaluate the appropriateness of the design.

Analysis and statistics content analysis and descriptive analysis and basic research statistics for quantitative analysis

## Results of the study

1. From the investigation of culture identity in Singburi, it was found that the most uniqueness was the 4-handle jar pottery from the Noi River. Its uniqueness characteristics included shape, color, and raw materials such as clay and enamel. The jar is strong and durable with household usage for both container and transportation as can be seen in the pictures below.

**Figure 1: Big 4-handle jar and its cross section**



**Figure 2: Small 4-handle jar and its cross section**



With the functions of the jar, the pattern design on the jar was not neat and elaborated. The only pattern found on the jar was 4 or 5 lines around its shoulder with 4 handles to reeve with rope for carrying. Another identity of this pottery was its clay and enamel which were dark grey or dark brown fine clay. The enamel was made from plant ash from Bangrajan District, Singburi Province.

2. The results from consumers' opinion showed that the 4-handle jar was well-known among the tourists but they did not know the background or the history of the jar. For the opinions on the package, the consumers gave the importance on product preservation and protection followed by practical & suitable to the product. In a whole, the package should be unique and easy to remember with the product information provided for the consumers. The design should be universal but not too modern with warm tone color and dark harmony.

**Figure 3: The collection of information on the target area**



3. Involvement process in developing the packaging for Singburi chili paste. The results showed that the producers agreed with the simple, remarkable, with familiar design. This support the work mentioning that logo should be unique, remarkable, familiar, particular, simple, and fast communication.

Some examples of the design are shown in the figures below: Adoption pattern that identity is applied decorative jars 4 ears of the label and packaging from Figure 4-7.

**Figure 4: The Design of packaging for Pathumtip Farmer Housewives Group**



**Figure 5: The design of packaging for Arunrat's chopped fermented fish paste**



**Figure 6: The design of packaging for Jampathong Farmer Housewives Group**



**Figure 7: The design of packaging for Jaksi Farmer Housewives Group**



**Figure 8: The evaluation of the product packaging design**





It was found that the proper packages for the chili paste included glass and plastic bottles attached with the design labels. However, there should be a consideration on the higher cost. The specialists rated the design as follows. In a whole, the package was simple and remarkable, followed by product identity. It was simple suitable for the product which can be used as a souvenir at the highest level of the rating scales. They rated high level on universal design. The marketing specialists rated high appropriate of the packaging, practical with identity, and suitable for marketing. Other aspects included remarkable design and suitable price.

The consumers reported their high opinions on product preservation and protection. The label should promptly communicate the information to the consumers. Other aspects that they mentioned were values, price, uniqueness, good appearance, and sales and marketing respectively.

The results supported the work by Jaekan (2005) stating that packaging was very important for both consumers and producers. In a whole, the package should protect the product quality and the logo should attract the consumers with easy remembering. Moreover, Tinbut (1988) mentioned that the main function of the package was to contain the products. The design of product could be in 3 main groups:

- a. The package for retail product should be good appearance design.
- b. The package for wholesale product should be designed for big number of products which must be easy for transportation as well.
- c. The package for transportation must be designed based on the logistic practicality with economy size for transportation as mentioned by Kongjaroenkiat (1999).

**Figure 9: The prototype of packaging design given to Community Developer and Singburi chili paste producer group**



After the study, the researchers gave the proto type design and 6,000-8,000 pieces of the label stickers to each group of the Singburi chili paste producers. The producers mentioned that with the new package, the sales increased and the consumers were satisfied with the products. The consumers reported their opinions on the packaging as follows: the functions of the package were to protect the product inside and easy for transportation. The packaging and its label should clearly give the information of the inside product. Other aspects were values, identity, and good appearance. The results showed that the target group reported their opinions on those aspects at high level.

## Conclusion

The new packaging and logo affected a lot on the local products especially on the application for OTOP stars. Moreover, this study made the local producers see the importance of product packaging. The producers of Singburi chili paste registered their products as Singburi OTOP for patent resulting in higher standard of the product and

creating better image to the consumers. This study also effects from local to international trade with highly competitiveness on good quality and packaging. It is according to Gilaninia (2013), said that "Today in countries only to meet and providing needs of domestic consumption isn't considered and international trade of each goods is among the main objectives of production. In among packaging industry is as a loop between producer and consumer and for international competition and to survive in scene international trade need to goods good quality and also good packaging." It also found that the integration of local wisdom, community participation through packaging design for customers leading to business sustainability and engaging local economy.

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