

GRAPHIC DESIGN FOR LOCAL AGRICULTURAL PRODUCTS: A CASE STUDY OF THAI JASMINE RICE LEAF DRINK “THAISUWAN” BRAND, ROI ET PROVINCE, THAILAND

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Abstract - This research is aimed at developing a brand and packaging designs for Thai Jasmine Rice Leaf Drink “ThaiSuwan” brand in Roi-Et province, Thailand. Using the Community Enterprise Career Promotion of Baan Mao Village as a case study, a marketing strategy was developed for their organic rice products to provide job opportunities and to promote sales in global markets. For the products of the commodities, 23 logo designs were created by students studying for a degree in Graphic Design of Packaging Design Subject in Faculty of Architecture Urban Design and Creative Arts, Mahasarakham University. The research tool was a questionnaire containing rating scales for the 23 logo designs. The target sample was 200 people in Mahasarakham province. The results of this study revealed that most preferred logos were based on a traditional “Thai Jasmine Rice” design. This included leaf-detail designs, with colors and fonts that reflect the style and perception of natural products by the local community.

Index Terms - Visual perception, Logo Design, Branding, Development of local products, Celebration of local culture, Product Authenticity.

I. INTRODUCTION

Over the past two decades, organically grown products in Thailand have increasingly become popular, driven by increasing demands for safe and healthy food for both export and domestic consumption (Källander and Rundgren, 2008). One of the most popular organic products among Thai farmers is Thai Jasmine Rice (Patrawart, 2009). The Thai government established the national strategies on organic agriculture in 2008. This aimed to encourage farmers to participate in organic farming and add product more organically grown products in order to respond to this trend (Thai Organic Trade Association, 2011). Jasmine rice has often been processed in different styles to add value such as drinks, snacks, and so on. However, as in other countries, there are still a dearth of markets for these organic products, little marketing information, and the absence of good, high profile, branding especially for small-scale organic farmers or local communities (Farmer et al., 2013). Poor marketing and branding will limit the marketability of local organic products (Donaldson and Moore, 2017). Therefore, this study aims at supporting small-scale farmers or local commodities by helping them to create a unique brand and graphic designs to increase the opportunities for marketing.

To help farmer groups or local commodities to develop their own brands, we chose the organic rice products of Baan Mao Village as the case study. Baan Mao Village is the Career Promotion Association where is located in Baan Sa Ku, Suvarnabhumi District, Roi Et Province, Thailand. This area is located in the Northeast region where are known as the one of the best jasmine rice

production in the country (Patrawart, 2009). Although organic jasmine rice is the main products to sell, there are many value-added products produced from rice in this village. One of the well-known products of this village is Thai Jasmine Rice Leaf Drink or called “ThaiSuwan” which has a good quality and unique flavour. This local community has mainly started selling “ThaiSuwan” products to the domestic market. However, the product cannot expand as much as it should. This is because of the design of products to serve the markets. It needs to be more attractive and represent the identity of the village to bring products to a wider market. Thus, graphic designs and packaging are part of a major push to enable its products to be recognized. The idea is to make these products distinctive and to establish ties and memories with consumers and create opportunities for products to build on the local knowledge of the products from Baan Mao Village, Roi Et Province.

The need to create a brand is regarded as a fundamental factor in development of the organic products unique to the village as well as region. The design of a new logo will help make the product stand out and easy to remember. Also, it is important to provide a channel to generate income for the community and help make its products visible against other similar products. According to Underwood (2003), the distinctive packaging can help to promote a product to existing markets. If a product is also clearly recognizable, the packaging style and logo can help guide customers to the product and to create new markets (The Chartered Institute of Management Accountants, 2008)

In this case study, we demonstrated the graphic design support provided by students and staff at

Maharakham University, Thailand to develop a brand for unique organic rice products produced by Baan Mao Village. They created several logo designs intended to accurately reflect the product itself. The designs were then used in a survey of consumers who were asked to rate each design on several parameters such as, colours, text, and so on. This helped to identify which logo designs were preferred and therefore would be the basis of a new brand image for organic product in the region.

The paper is structured as follows: Section 2 presents the main objectives and hypothesis of this study. Section 3 details research methodology including participants, design materials and research tool. The key results are reported in Section 4, and discussion and conclusions are presented in Section 5.

II. OBJECTIVES AND HYPOTHESIS

The main objective of this study was to create designs that project a positive image the “ThaiSuwan” drink from Baan Mao Village in order to promote the products. Also, this study examined the perception of consumers regarding the new logo designs of “ThaiSuwan” products in order to select the best candidates to take the brand forward.

We hypothesized that logo designs would vary in terms of preference rating by consumers and those that are preferred would be designed that create the most accurate image of the products.

III. RESEARCH METHOD

A. Participants

The researchers collected data from a sample of 200 individuals in Maharakham Province, a total of 158 women and 42 men with an average age over 38 years (aged 18-82 years). And randomly selected for interview to assess the pictorial and 3D package examples and complete the ratings scales for each. (Wichanat and Kevin, 2015)

B. Design Materials

The conceptual framework of this study is shown in Figure 1. The packaging designs were created by fifteen third-year students studying for a degree in Graphic Design in The Department of Creative Arts, Faculty of Architecture Urban Design and Creative Arts, Maharakham University. The brief to students was as follows:

“Create a package design for the Thai jasmine rice products of Baan Mao Village called Thai Jasmine Rice Leaf Drink or “ThaiSuwan”, Roi Et province. The designs should reflect the Thai jasmine rice organic products from the community. The Logo must be designed to reflect the product. The colors used should be subdued and appropriate for a quality organic rice product. The graphic should be used to promote the organic rice products as well as the community.”

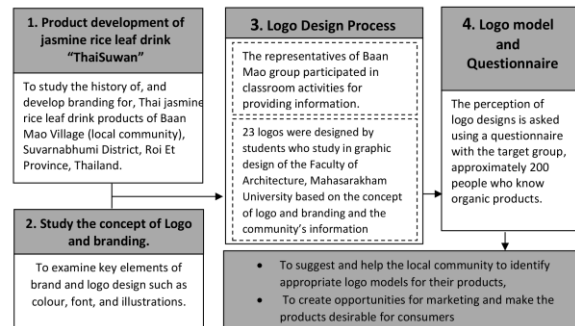


Figure 1. Conceptual Framework for the Study.

For the planning and development their logo designs students were instructed to:

1. Study the history of the “ThaiSuwan” product of Baan Mao Village, Baan Sa Ku, Suvarnabhumi District, Roi Et Province for interview and find important information for this study.
2. Study the existing designs and markets for organic rice products, especially the ThaiSuwan drink.
3. Study factors important to Logo design as a marketing device for the ThaiSuwan drink. A total of 23 logo patterns were designed by third-year students who study for a degree in graphic design in the Department of Creative Arts, Faculty of Architecture Urban Design and Creative Arts, Maharakham University.
4. Help survey the perceived satisfaction of consumers with each of the designs using the research questionnaire provided.

C. Research tool

In Figure 2, the questionnaire was designed to ask participants to indicate their perceived satisfaction on aspects of the logo designs for 23 patterns. This was based on that used by Peters (1994) and generally assessed the following parameters:

Colour: The colour is appropriate.

Font: the font is appropriate.

Logo: The logos are suitable for organic products.

Logo: The logos show the identity of jasmine organic rice product.

Logo: The logos are attractive.


| Parameter |  1 Not satisfied 2 3 4 5 Extremely Satisfied | | | | |
|--|--|--|--|--|--|
| | The colour is appropriate. | | | | |
| The font is appropriate. | | | | | |
| The logo is suitable for organic products. | | | | | |
| The logo is identity of jasmine organic rice products. | | | | | |
| The logo is attractive. | | | | | |

Figure 2. An example of questionnaire scale seen by participants for each logo designs.

IV. RESULTS

Overall mean and 95% confidence intervals were calculated for the satisfaction ratings for each of the 23 Logo designs and these were arranged in order from

highest to lowest mean score and are presented graphically in Figure 3.

Using a One-Way Analysis of Variance (ANOVA), we found that there were significant differences across all the logo designs ($F_{22, 4,577} = 86.68$; $p\text{-value} < 0.000$), implying that some designs were preferred over others. Based on Figure 3, it can be seen that Logo 4 was significantly preferred over nearly all other designs; though Logo designs 16, 17, 3 and 11 also scoring high overall and close to the 95% confidence interval boundaries of Logo 4. This was confirmed by using Turkey’s pairwise comparisons, which showed that Logo 4 was significantly preferred overall other designs ($p\text{-value} < 0.05$) except Logo 16, 17, 3 and 11 ($p\text{-value} > 0.05$).



Figure 3 Overall mean preference scores and 95% confidence intervals for the 23 logo designs used in the study.

DISCUSSION AND CONCLUSIONS

From the results of preference scores given by the sample from the general public in Mahasarakham province, Thailand, Logo 4, Logo 16, Logo 17, Logo 3 and Logo 11 were preferred over all others with a particular preference for Logo 4. A comparison of the preferred logos showed a common feature of these designs which included the use of three bold colours and flowing font and a design clearly depicting rice leaf and petals. Many designs used these features, but the preferred ones combined them to good effect. The designers were all asked to use shapes and colour shades that are natural and reflect the local traditional and organic products themselves. (Juniara et al, 2015) The preferred designs make these more prominent and visible.

The least preferred designs (i.e. 23, 20, 18, 9 and 7) used single colours (23, 9 and 7) or text that was difficult to read (23 and 9) or the designs used colours and shapes that were dominated by the white background (18 and 20). However, there were a few exceptions to these principles, for example Logo 10 used a single brown shade and formal font, but scored relatively high. On the other hand, Logo 14 shared features with the top scoring designs, but scored

relatively low. Follow up analysis using interviews and focus groups may reveal more detail on the preferences. In conclusion, this study has demonstrated the value of a satisfaction survey using a sample of from the local community and consumers in helping to identify suitable logo designs for “ThaiSuwan” products as well as other organic rice products. The outcomes will be used as guidelines for Baan Mao Village community to select suitable logo designs that meets the satisfaction of the target group. The guidelines can help to link up between producers and consumers which can be used a marketing tool and marketing strategies for organic rice products in the region. In addition, developing a unique brand and logo design can enhance the region’s economy by making the products well-known and desirable, increasing sales of the products, and providing jobs for local farmers. More importantly, this will be one of the best way to preserve the culture, tradition, and local knowledge of Baan Mao Village community.

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APPENDIX

The 23 Logo designs used in this study.

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|--|--|--|
|  Logo 1 |  Logo 2 |  Logo 3 |
|  Logo 4 |  Logo 5 |  Logo 6 |
|  Logo 7 |  Logo 8 |  Logo 9 |
|  Logo 10 |  Logo 11 |  Logo 12 |
|  Logo 13 |  Logo 14 |  Logo 15 |
|  Logo 16 |  Logo 17 |  Logo 18 |
|  Logo 19 |  Logo 20 |  Logo 21 |
|  Logo 22 |  Logo 23 | |

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