

# The Development Of Packaging And Branding Design Of Clay Pottery In Talad Mai Community, Amphoe Wiset Chaichan Ang Thong Province

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## Abstract

This research aimed to 1) develop environment-friendly packaging and branding design that was consistent with the components and the identity of the local products in the clay pottery group in Talad Mai community, Amphoe Wiset Chaichan, Ang Thong Province, and 2) study the satisfaction of the customers with the packaging and branding design in the clay pottery group in Talad Mai community, Amphoe Wiset Chaichan, Ang Thong Province. The research design was mixed method consisting of qualitative and quantitative research methods. The research instruments were interview and questionnaire. The informants of the interview were 20 members of the clay pottery group in Talad Mai community, Amphoe Wiset Chaichan, Ang Thong Province. The data from the interview were used for packaging and branding design. Customer satisfaction with the packaging and branding design was collected by using the questionnaire. The reliability of the questionnaire was 0.95. The samples of the questionnaire were 404 customers who visited the clay pottery group in Talad Mai community, Amphoe Wiset Chaichan, Ang Thong Province who were selected by using a convenience sampling method. The statistical analyses consisted of percentage, frequency, mean, and standard deviation.

The results of the study showed that the members of the clay pottery group in Talad Mai community had positive opinions about the development of packaging and branding design that presents local history on the package representing the local uniqueness and identity. The package was designed using environment-friendly and reusable materials. The results of the questionnaire revealed that most of the samples were female (n = 267, 66%), aging 20-30 years old (n=180, 44%), having bachelor degree (n = 185, 46%), having own business (n=204, 50%), and gaining income around 20,001–30,000 baht (n=165, 41%). The results of customer satisfaction with the packaging and branding design were at the highest level ( $\bar{x} = 4.32$ ).

**Keywords:** Package Development, Branding, Satisfaction.

## Introduction

Phra Nakhon Si Ayutthaya Rajabhat University is running the 20-year Strategic Plan Rajabhat University for Local Development (2017-2036) following the higher education reformation policy of the government. The objectives were to promote the university to be able to produce

and create qualified graduates, knowledge, research, and innovation to support future challenges and increase the capacity in today's competitions. All 38 Rajabhat Universities made the agreement to set the directions of the university to emphasize the performances and expertise of each university based on its local context as the key consideration. Phra Nakhon

Si Ayutthaya Rajabhat University, thus, set the university strategic plan consisting of 4 main strategies: 1) local development, 2) teacher and educator production and development, 3) education, research, and innovation quality promotion, and 4) administration development (Nakhon Si Ayutthaya Rajabhat University, 2019). Following Strategy 1) local development, the Faculty of Management Science, Phranakhon Si Ayutthaya Rajabhat University, held a community capacity upgrade project to run business, improve the community foundation, and stimulate the economy in local communities. The project was run via the community machinery system by enhancing community strength and sustainability in terms of economic, social, and quality of life aspects, supporting economic growth, and promoting income distribution in the whole community to increase villagers' income. According to the initial fieldwork, the clay pottery group in Talad Mai Community produces clay pottery from the local clay that can be found in the community that has a long history since the Ayutthaya Period. It was hypothesized that Talad Mai Community was a small community located on the outskirts of Ayutthaya City. Moreover, according to the royal historical annals of the Ayutthaya Period, Wiset Chaichan was the main fortress that fought with Burma. As the location of Wiset Chaichan had significant geography in making wars such as having rivers along the community, Wiset Chaichan became the main route for marching troops, delivering provisions and equipment, and recruiting and exchanging army. This area, therefore, was claimed to be the path of warlords and warriors. Its history was reflected in "Dindan Khunsuk" (the land of warriors) which was the famous clay pottery in Wiset Chaichan. It was made from the history, intention, and local wisdom of people in the community until it becomes the product that represents the local identity of Talad Mai Community, Amphoe Wiset Chaichan, Ang Thong Province.

Packaging is a key component in a business, especially in this era when brands and

products can be easily created by anybody without having their own factory and huge investment as before. Moreover, well-designed packaging influenced customer satisfaction and brand recognition (Hongthai, 2020). There were five components to consider when designing packaging: 1) the ability to protect product, 2) the ability to maintain or last product aging, 3) product details, 4) ease of delivery, and 5) product uniqueness (Motion Graphic Plus, 2016). In today's market, there is huge competition; thus, business owners must consider the customer as their priority. If the packaging is not attractive enough, the product will get less market share. Additionally, packaging plays two main roles in business concerning advertising and selling. Considering the definition, packaging refers to container, design, coloring, branding, text, and publication (Department of Packaging Technology, Faculty of Agro-Industry, Chiang Mai University, 2005). Packaging can contribute to a product's appeal and also describe the product's quality and distinctiveness. The primary requirement for packaging is that it keeps the product secure, which is important for both selling and consumption (Tinnabutr, 1988). The safe and attractive packaging or the one that is unique and different from the other in the market can make the product gain advantages and influence the customer purchase decisions.

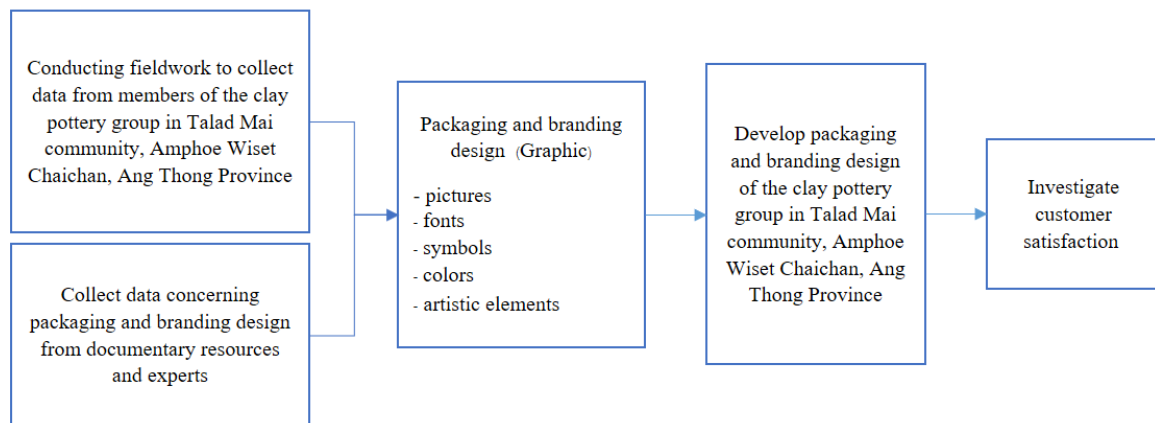
The researchers are aware of how crucial it is to strengthen the neighborhood in order to help residents maintain stable employment and income. Therefore, this study was conducted to develop packaging and branding designs for clay pottery in order to add value to the clay pottery products of the Talad Mai Community and to make them stand out from the competition. The development represented local wisdom and increased income that can further bring prosperity to the community and upgrade the well-being of people in the community.

## **The Objectives of the Study**

1) To develop environment-friendly packaging and branding design that was consistent with the components and the identity of the local products in the clay pottery group in Talad Mai community, Amphoe Wiset Chaichan, Ang Thong Province.

2) To study the satisfaction of the customers with the packaging and branding design in the clay pottery group in Talad Mai community, Amphoe Wiset Chaichan, Ang Thong Province for further development.

## Methodology



**Figure 1: Conceptual Framework**

Source: researchers

## 2. Scope of the Study

The samples of the study were 20 members of the clay pottery group in Talad Mai community, Amphoe Wiset Chaichan, Ang Thong Province, and 404 customers who visited the clay pottery group in Talad Mai community.

The number of the whole population is unknown; thus, the sample size was calculated by using Cochran's method (W.G. Cochran, 1977)

$$n = \frac{P(1-P)Z^2}{d^2}$$

## I. Research Design

The research design was mixed method consisting of qualitative and quantitative research methods. Academic papers, research articles, and other pertinent reports were used in documentary research. Data concerning packaging and branding were also collected by fieldwork. The samples of the study were 20 members of the clay pottery group in Talad Mai community, Amphoe Wiset Chaichan, Ang Thong Province and 404 customers who visited the clay pottery group in Talad Mai community. The conceptual framework of the study was as follows:

When n = number of samples

P= the proportion of the population that the researchers need (50%)

Z= the reliability level at 95% (0.05); hence, Z = 1.96

d= the proportion of the acceptable error (0.05)

Hence, the sample size was 385 with the acceptable error at 0.05 and the proportion of the population that the researchers need at 50%. After collecting data, 404 responses were collected in this study.

### 3. Materials

The instruments in this study consisted of 1) interview and 2) questionnaire.

3.1 Interview was conducted by using the interview form to investigate the need for packaging and branding design from the clay pottery group members in Talad Mai Community. The interview session extracted the ideas of the clay pottery group members by using the participant observation technique. The data retrieved from the interview lead to the understanding and the meaning that the clay pottery group members want to express to society via its packaging. Observation, questioning, and note-taking were also applied during the interview session.

3.2 Questionnaire was aimed to investigate customer satisfaction with the packaging and branding design consisting of three parts. Part 1 personal information was a checklist about gender, age, education background, occupation, and income. Part 2 customer satisfaction with packaging and branding design was rating scales format with 19 items in 4 aspects: 1) packaging, 2) pricing, 3) channel of distribution, and 4) promotion. Part 3 suggestions for packaging and branding design were open-ended questions. The questionnaire was developed and validated by using the Index of item objective congruence with three experts. The IOC of each item was between 0.60– 1.00, and the reliability of the questionnaire was 0.95.

### 4. Data Collection

There were two phases in data collection consisting of a focus group interview and questionnaire distribution.

4.1 Focus Group interview was a qualitative method that was conducted with 20 members of the clay pottery group in Talad Mai community. The focus group interview aimed

to extract opinions, beliefs, and attitudes to products, services, or concepts. The session emphasized the interaction between the researchers and the informants and allowed the informants to freely express their opinions. Participant observation, questioning, and note-taking were also applied during the interview session. Data were grouped by the aspects concerning packaging and branding design and analyzed by using content analysis. The results of the focus group interviews led to an understanding of the packaging and branding design which reflected the identity of Talad Mai community. The aspects concerning packaging and branding design were 1) the ability to protect product, 2) the ability to maintain or last product aging, 3) product details, 4) ease of delivery, and 5) product uniqueness, and they were reflected via the designed packaging and branding design following the results of the focus group interview.

4.2 Questionnaire collection was a quantitative method. The questionnaire was distributed and returned online from September 1, 2021, to March 1, 2022. There were 404 responses in total.

### 5. Statistical Analyses

The statistical analyses in this study were descriptive statistics consisting of frequency, percentage, mean, and standard deviation.

## 5. The Results of the Study

### 5.1 The Qualitative Results

The results of the qualitative phase from the interview with 20 members of the clay pottery group in Talad Mai community revealed the need to present the unique local symbols on the packaging to enhance product recognition and market expansion. This will further respond to the customer needs as well.



• **Figure 2 Pictures of the Fieldwork**  
Source: researchers

According to the five aspects of packaging and branding design 1) the ability to protect product, 2) the ability to maintain or last product aging, 3) product details, 4) ease of delivery, and 5) product uniqueness (Motion Graphic Plus, 2016), the packaging and

branding of clay pottery in Talad Mai Community was as follows:

1. The ability to protect product

The packaging was designed by using standard 3-layer corrugated paper which is able to support clay pottery weight. The outside of the corrugated paper was smooth and suited for graphic prints with interesting information about the product.



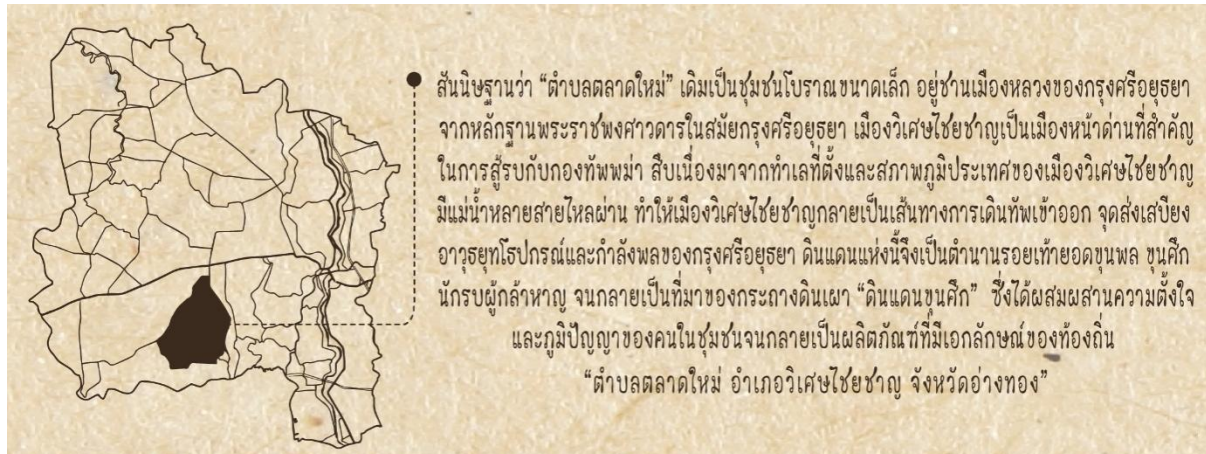
**Figure 3 The Packaging of Clay Pottery**  
Source: researchers

2. The ability to maintain or last product aging

As the price of the clay pottery was not high, the material for designing packaging for the pottery was corrugated paper due to its low price and environment-friendly. Additionally, there was a supportive layer inside the packaging in order to prevent impact and damage during delivery.

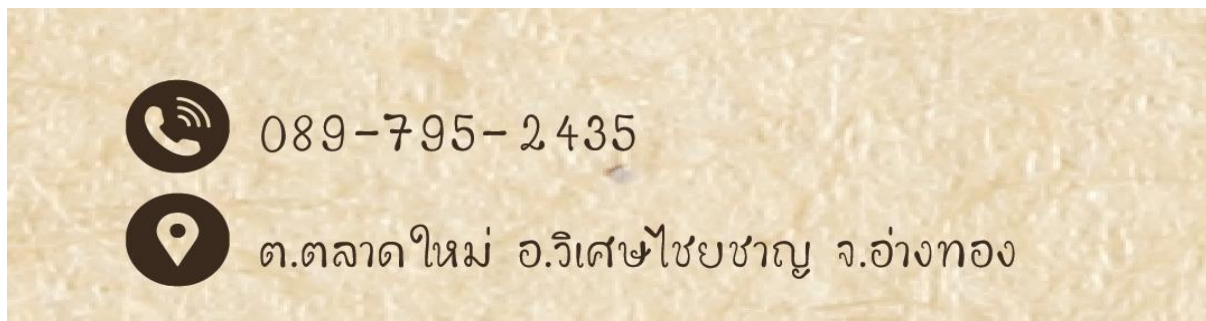
3. Product details

The details outside the box tell the story of Wiset Chaichan. As the location of Wiset Chaichan had significant geography in making wars such as having rivers along the community, Wiset Chaichan became the main route for marching troops, delivering provisions and equipment, and recruiting and exchanging army. This area, therefore, was claimed to be the path of warlords and warriors. Its history was reflected in “Dindan Khunsuk” (the land of warriors) which was the famous clay pottery in Wiset Chaichan.



**Figure 4** The history of the local area presented on the packaging

Source: researchers



**Figure 5** Contact Details

Source: researchers

#### 4. The ease of delivery

The packaging was designed in a rectangular shape that was easy to put down everywhere and easy to showcase. It was also easy to overlay when being on delivery. The top of the packaging was adjustable to be a handle to make it portable and suited for being a souvenir.



**Figure 6** Packaging Display

Source: researchers

#### 5. The product uniqueness

The branding logo “Dindan Khunsuk” (the land of warriors) was from the history of the warriors in this area in the Ayutthaya Period. Additionally, the group members chose the elephant which was an auspicious animal for Thai people and represented success and

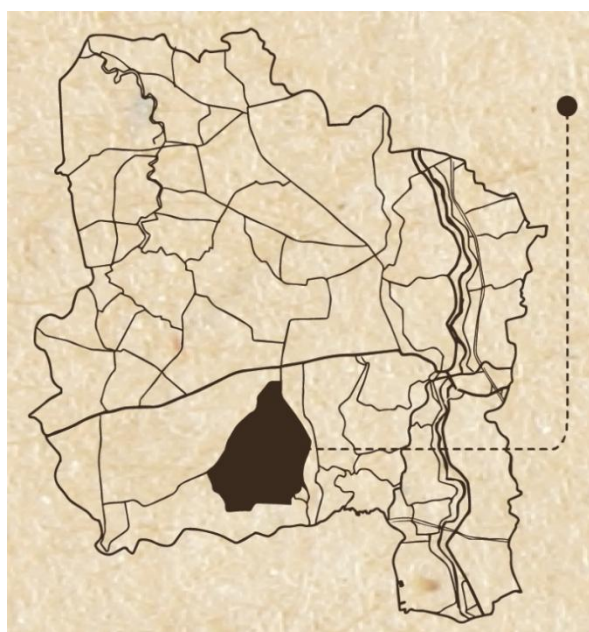
abundance in life. The logo was designed to be two confronting elephants whose trunks are getting together holding clay pottery. This logo represented the harmony of the people in the Dindan Khunsuk clay pottery group in Talad Mai Community.



**Figure 7 Logo of Dindan Khunsuk Clay Pottery**  
Source: researchers

Another graphic information that appeared on the packaging was Talad Mai Map which can tell the origin of the product which was

produced in Talad Mai Community. This will enhance product recognition as well.



**Figure 8 Wiset Chaichan and Talad Mai Map**  
Source: researchers

The packaging and branding design of the clay pottery in Talad Mai Community, Amphoe

Wiset Chaichan, Ang Thong Province reflected the five aspects of packaging design consisting

of 1) the ability to protect product, 2) the ability to maintain or last product aging, 3) product details, 4) ease of delivery, and 5) product uniqueness. The design also reflected the uniqueness of the local community and represented Talad Mai Community to enhance product recognition.

## 5.2 The Quantitative Results

The results of the questionnaire on the satisfaction with the packaging and branding

design of the clay pottery in Talad Mai Community, Amphoe Wiset Chaichan, Ang Thong Province revealed that most of the samples were female ( $n = 267$ , 66%), aging 20-30 years old ( $n=180$ , 44%), having bachelor degree ( $n = 185$ , 46%), having own business ( $n=204$ , 50%), and gaining income around 20,001–30,000 baht ( $n=165$ , 41%). The results of customer satisfaction with the packaging and branding design were at the highest level ( $\bar{x} = 4.32$ ).

**Table 1** The satisfaction with the packaging

Packaging	$\bar{x}$	S.D.	Satisfaction Level
The packaging and branding design was consistent with the product.	4.27	0.82	highest
The packaging and branding design was beautiful.	4.35	0.75	highest
The product can be easily taken out from the packaging.	4.43	0.71	highest
The packaging can protect the product.	4.18	0.77	high
The branding can clearly convey the product's meaning.	4.37	0.75	highest
Total	4.32	0.58	highest

Table 1 showed that the overall satisfaction with the packaging was at the highest level ( $\bar{X}=4.32$ ). The highest satisfaction mean score was on the product can be easily taken out from the

packaging ( $\bar{X}=4.43$ ), and the least satisfaction mean score was on the packaging can protect the product ( $\bar{X}=4.18$ ).

**Table 2** The satisfaction with the pricing

Pricing	$\bar{x}$	S.D.	Satisfaction Level
The price is suitable for the size of the product.	4.25	0.68	highest
The product clearly shows the price tag.	4.32	0.70	highest
The packaging can add value to the product.	4.40	0.71	highest
The price of the product was similar to the competitor.	4.30	0.65	highest
Total	4.32	0.57	highest

Table 2 showed that the overall satisfaction with the pricing was at the highest level ( $\bar{X}=$

4.32). The highest satisfaction mean score was on the packaging can add value to the product



( $\bar{X}$ = 4.40), and the least satisfaction mean score was on the price suitable for the size of the product ( $\bar{X}$ = 4.25).

**Table 3** The satisfaction with the channel of distribution

Channel of distribution	$\bar{x}$	S.D.	Satisfaction Level
The packaging can be overlaid.	4.20	0.84	high
The packaging can be placed as a display.	4.29	0.76	highest
The packaging is easy to deliver.	4.40	0.72	highest
The packaging and branding design increase the opportunity to sell the product.	4.42	0.69	highest
The packaging and branding design shows the product details.	4.35	0.77	highest
Total	4.33	0.58	highest

Table 3 showed that the overall satisfaction with the channel of distribution was at the highest level ( $\bar{X}$ = 4.33). The highest satisfaction mean score was on the packaging and branding

design increase the opportunity to sell the product ( $\bar{X}$ = 4.42), and the least satisfaction mean score was on the packaging can be overlaid ( $\bar{X}$ = 4.20).

**Table 4** The satisfaction with the promotion

Promotion	$\bar{x}$	S.D.	Satisfaction Level
The packaging increases purchase repetition.	4.20	0.73	high
The packaging and branding design represents local uniqueness.	4.35	0.62	highest
The packaging and branding design adds value to the product.	4.32	0.67	highest
The packaging and branding design can be easily recognized.	4.33	0.65	highest
The packaging and branding design shows a beautiful graphic that conveys the product's meaning.	4.34	0.76	highest
Total	4.31	0.56	highest

Table 3 showed that the overall satisfaction with the promotion was at the highest level ( $\bar{X}$ = 4.31). The highest satisfaction mean score was on the packaging and branding design representing local uniqueness ( $\bar{X}$ = 4.35), and the least satisfaction mean score was on the

packaging increases purchase repetition ( $\bar{X}$ = 4.20).

### Discussion

The first objective of the study was to develop environment-friendly packaging and branding design that was consistent with the components

and the identity of the local products in the clay pottery group in Talad Mai community, Amphoe Wiset Chaichan, Ang Thong Province. The packaging and branding design reflected the five aspects of packaging design consisting of 1) the ability to protect product, 2) the ability to maintain or last product aging, 3) product details, 4) ease of delivery, and 5) product uniqueness. The packaging and branding design was consistent with the study of Parmotmuang et al. (2016) who also focused on packaging structure and graphics. The standard 3-layer corrugated paper was selected to use for the packaging design due to its low price, environment-friendly, and reusable. The packaging and branding design was consistent with the recommendation of Tinnabutr (1988) that packaging should describe a product's quality and uniqueness while also adding to its attraction. The main criteria for packaging are that it maintains product security, which is crucial for both consumption and selling. The packaging was also reusable and reduce the use of plastic bags reflecting the environment-friendly of the product and helping reduce global warming. Wiset Chaichan's narrative is revealed by the details outside the box. Wiset Chaichan became the major route for marching troops, providing supplies and equipment, and recruiting and swapping army because the site had important topography in making wars such as having rivers along the town. Therefore, it was asserted that this region was a warriors' and warlords' route. The well-known clay pottery in Wiset Chaichan called "Dindan Khunsuk" (the land of warriors) reflects its interesting and unique history. The details design was consistent with Pradit (2018) who recommended not only focusing on packaging structure but the graphics outside the packaging should also be focused on. The packaging and branding design in this study also provided the details of the local community. Therefore, the results of the packaging and branding design of this study expand the emphasized features of the packaging to consist of three main aspects: packaging structure, graphics, and identity of the product.

The second objective of the study aimed to investigate customer satisfaction with the packaging and branding design in the clay pottery group in Talad Mai community, Amphoe Wiset Chaichan, Ang Thong Province. The results of customer satisfaction with the packaging and branding design were at the highest level ( $\bar{x} = 4.32$ ). Hamlin (2016) mentioned that the packaging with proper graphics affected customer purchase decisions. If the packaging is not attractive enough, the customer may overlook the product and decide not to buy it. another aspect of packaging design consideration was the ability to protect product. This study not only focused on the protection but also appropriately presented details outside the packaging as it can keep the product secure while enhancing marketing communication to the product at the same time. The details and uniqueness presented on the packaging can affect customer purchase decisions as well (Kachornkittiya et al., 2015; Promchart et al., 2013). The comparison between the circulation of the previous and new packaging designs can inform the growing tendency of the product and result in increasing circulation. Suwannaporn (2015) mentioned that the ease of packaging opening resulted in the customer purchase decision. However, the increasing circulation was not the result only of the packaging but also of other factors such as more distribution channels and various types of public relations such as advertising online.

### **Suggestions**

1. There should be a training session for the clay pottery group in Talad Mai community concerning packaging and branding design to increase the ability of the organization to be ready to face the challenges and the customer behaviors that always change.

2. The government sectors should pay more attention and support funding for community enterprises continuously.

### **Recommendations for the future study**

1. The study of local materials for packaging design can be conducted by

considering the reusability and environment-friendly.

2. This study focused on packaging and branding design, and the results were a single type of packaging. The future study can design more packaging and branding including more package designs, logos, and sizes to increase channels of distribution and expand the target groups of customers. The cost of packaging and branding design is another significant issue to study.

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