

CONCEPTUAL FRAMEWORK OF PACKAGING DEVELOPMENT OF OTOP PRODUCTS OF MAHASAWAT AGRICULTURAL HOUSEWIFE GROUP, NAKHON PATHOM PROVINCE

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ABSTRACT

The research aims to create a conceptual framework for OTOP packaging development of Mahasawat Agricultural Housewife Group in Nakhon Pathom. The samples used in this research are

(1) The analysis of product packaging needs of Mahasawat Agricultural Housewife Group collected data from 10 people by conducting Focus Group Discussion. The research found that conceptual framework of OTOP packaging development of Mahasawat Agricultural Housewife Group Nakhon Pathom province consists of (1) an analysis of problems and needs of product packaging of Mahasawat Agricultural Housewife Group (2) design development guidelines (3) Prototype development (4) Packaging evaluation (5) Production and (6) The improvement of the evaluation results of the OTOP product packaging development framework of Mahasawat Agricultural Housewife Group in Nakhon Pathom is overall at the highest level at an average of 4.75 and has a standard deviation of 0.20.

Keywords: Design framework, Packaging, OTOP products

INTRODUCTION

The concept of OTOP products is that each village has its own main product which is a product that uses raw materials or resources and local wisdom to develop the product which can generate income for the communities. Packaging is considered as one of the tools that help the community to succeed. The role of packaging is not only to support products and maintain product quality but to market and advertise products which help attracting the attention of consumers and convincing the buyers [1]. The important factor in designing is the design of packaging shape and the selection of colors in label to attract the attention of consumers towards the decision to buy. Packaging design framework aims to make the packaging design to be different, novel, more useful, more convenient, more beautiful, and more outstanding[2]. Thus, the buyers will decide to buy the products. It also affects the buyer's view of the manufacturer image that it is better than its competitor. When consumers have a positive attitude about the product than that of competitors, it would definitely increase the value and image of the product [3].

Mahasawat Agricultural Housewife Group Is a group of housewives who gather to produce OTOP products in Nakhon Pathom Province. The group was started in 1977 and currently manufacturing and selling processed products from agricultural products[4]. The issues and needs related to product packaging is to extend the rice shelf life to be longer in order to increase storage time for both producers and consumers and the old-fashioned product's size and shape which is one of the reason that housewives cannot increase the product's price. Therefore, conceptual framework for packaging design can be a packaging design for OTOP product of Mahasawat Agricultural Housewife Group in Nakhon Pathom.

OBJECTIVE

To create a conceptual framework for packaging development of OTOP products by Mahasawat Agricultural Housewife Group in Nakhon Pathom province

METHODOLOGY

This study is conducted in these following ways

1. Study related research and use as a guideline for finding basic information of housewives groups

2. Survey and evaluate the needs of Mahasawat Agricultural Housewife Group in order to get information, comments, and suggestions about packaging development
3. Develop a conceptual framework for packaging development of OTOP product by Mahasawat Agricultural Housewife Group in Nakhon Pathom
4. Evaluate the conceptual framework of packaging development of OTOP products by Mahasawat Agricultural Housewife Group by asking 3 experts to evaluate the conceptual framework in the focus group discussion

RESULTS

After the researcher visited the site to find the data to analyze the product packaging needs of Mahasawat Agricultural Housewife Group, the research selected 10 sample groups from the housewife group and consumers to collect data by conducting focus group discussion and able to conclude an ABDEPI conceptual framework as follows

Step 1

Analysis of the problems and needs of product packaging of Mahasawat Agricultural Housewife Group determine the issues and needs which help create the guidelines of the packaging development for housewife groups to meet the needs

Step 2

Briefing the guidelines for development and design is a guideline for designing by considering the data obtained from the analysis of the problems and requirements for product packaging of the Mahasawat Agricultural Housewife Group. If manufacturers are unable to process according to the plan, then the manufacturers should take action in the important issue first. At this stage, designers should be involved in determining guidelines

Step 3

Prototype design and development. The working group develops and designs prototype of the package to examine the needs of users after the user agrees with the development and design guidelines. The prototype can create a better understanding between the user and the working group which help to reduce errors in the development and design of packaging and includes the testing of packaging applications.

Figure 1

Focus group of Mahasawat Agricultural Housewife Group at Nakhon in Pathom Province



Step 4

Evaluation of the package is the evaluation of the prototype package by experts or users before producing the packaging for the actual product packaging by evaluating the necessary topics with an evaluation form or questionnaire to collect data for correcting the prototype and actual production

Step 5

Production is the production of packaging for actual product packaging

Step 6

Improvement when the packaging is used for packing the actual product for a while, the working group need to examine whether the developed package can solve the problems arising from the initial analysis or not by based on number of sales or consumer reviews. If the defect is found, the working group should develop the packaging for further improvement and indicate whether the research results have achieved the objectives and in accordance with the hypothesis or not by presenting the evidence in an orderly and easy-to-understand manner.

Figure 2

Conceptual framework of packaging development for OTOP products of Mahasawat Agricultural Housewife Group Nakhon in Pathom Province (ABDEPI)

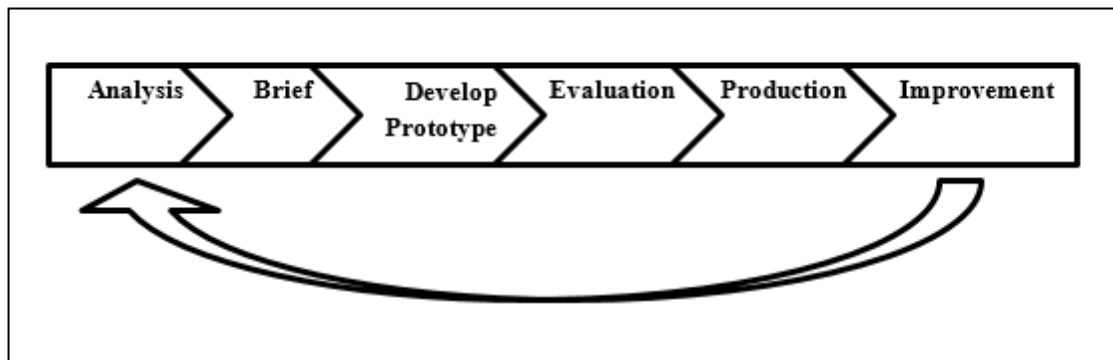


Table 1

Evaluation results of the framework of packaging development of OTOP products of Mahasawat Agricultural Housewife Group in Nakhon Pathom by experts

List	\bar{x}	S.D.	level
1. Procedures of analyzing problems and requirements for product packaging of Mahasawat Agricultural Housewife Group	4.67	0.44	Highest
2. Procedures for determining development and design guidelines	4.67	0.44	Highest
3. Procedures for prototype design and development	4.67	0.44	Highest
4. Procedures for packaging evaluation	5.00	0.00	Highest
5. Procedures for package production	4.33	0.44	High
6. Procedures for improvement	5.00	0.00	Highest
7. The design of the packaging development conceptual framework (overall) is appropriate for the actual packaging development	5.00	0.00	Highest
8. The implementation of the system is appropriate for the actual packaging development	4.67	0.44	Highest
Total	4.75	0.20	Highest

CONCLUSION AND FUTURE WORK

From the research, the conceptual framework of packaging development for OTOP product of Mahasawat Agricultural Housewife Group in Nakhon Pathom Province, named ABDEPI, consists of 6 steps: (1) Analysis of the problems and needs of product packaging of Mahasawat Agricultural Housewife Group (2) Briefing the guidelines for development and design (3) Prototype design and development (4) Evaluation of the package (5) Production and (6) Improvement.

The results of the evaluation of the conceptual framework of packaging[5] development for OTOP product of Mahasawat Agricultural Housewife by experts found that the conceptual framework was appropriate at the highest level, at an average of 4.75 and with a standard deviation of 0.20.

In the next research, the steps should be added to conceptual framework of packaging development for OTOP products to be able to use in all situations and focus on increasing sales for products.

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