

Designing Brand Identity FOT “KAE NOI” Green Products from Ethnic Groups through the Utilization of Cape Gooseberry Processed Items

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ABSTRACT

Purpose: The aim is to develop a prototype for branding 'Kae Noi' Green Products from ethnic groups. **Theoretical framework:** Qualitative research design was employed to investigate branding concepts and generate project ideas. Semi-structured interviews and workshops were utilized for data collection and assessing variables related to the research question. Sessions were aligned with study objectives, drawing insights from sources like Brand Development (Raza, Salleh & Shaari, 2021) and Branding and Packaging (Keller, K. L., 2013). **Brand, branding, and packaging:** Integral to Cape Gooseberry Processed Products' brand success, a well-established brand communicates unique value and identity, fostering consumer trust and loyalty. Branding involves analyzing strengths and weaknesses, creating a robust brand image, and adapting to evolving consumer behavior and market competition. Packaging plays a vital role in product design, facilitating distribution, transportation, and capturing consumers' attention, blending science and art for a satisfactory consumer experience. **Design/methodology/approach:** The study focused on crafting a brand identity for "Kaenoi" green products from fruit and vegetable growers associated with the Royal Project Kae Noi Agricultural Cooperatives. Diverse sampling techniques and in-depth interviews were utilized, ensuring accuracy and relevance in formulating a comprehensive brand concept, contributing to the economic and social well-being of ethnic communities. **Findings:** The brand design highlights the unique attributes of ethnic community goods, effectively conveying premium quality and fostering brand recognition. Packaging design sets the brand apart, affirming its distinctiveness and

enhancing market competitiveness. Digital marketing strategies broaden distribution channels and contribute to commercial success. Practical & Social implications: Emphasizing unique identity, premium value, distinctive packaging, digital marketing, and cultural significance enhances market acceptance and differentiation from competitors, ensuring the success of Cape Gooseberry processed products under the "Kae Noi" Green Products brand. Originality/value: The brand design adds significant value by creating a unique identity, highlighting premium quality and cultural significance, contributing to market acceptance and differentiation.

Keywords: Cape Goodberry; Processed Product; Design Brand; Ethnic Group; Thailand.

INTRODUCTION

In 2021, the government unveiled plans for the development of special economic zones, with a key focus on establishing the Special Economic Corridor in all four regions. The primary objective is to stimulate economic growth and development through the implementation of various strategic components, including investment incentives, infrastructure development, enhancement of production and service chains, workforce development, and research and technology transfer (Pongwiritthon K., Kamchai, & Panturee W., 2022). Specifically, in the Northern region, emphasis is placed on the Northern Economic Corridor (NEC) - Creative LANNA, targeting provinces such as Chiang Rai, Chiang Mai, Lamphun, and Lampang. This region is characterized by its diverse ethnic groups, including the Muser Daeng hill tribes, Yunnan Chinese, and Thai Yai, among others, with the Kae Noi community standing out as a prominent participant. The Kae Noi Royal Project Cooperative and the Kae Noi Royal Project play pivotal roles in cultivating and promoting cape gooseberries (Tong Teng Farang) and other agricultural products, aiming to support local farmers, enhance agricultural resources, and improve overall community well-being (Kae Noi Royal Project Cooperative, 2020).

However, the outbreak of the COVID-19 pandemic has significantly impacted community members and farmers, resulting in decreased household income and liquidity due to surplus agricultural products and reduced market demand. To address these challenges, funding was sought from the Social Innovation Driving Unit in the upper northern region, with support from the National Innovation Agency. This led to the initiation of developing processed products from cape gooseberries, including jam, dried fruits, gummy candies, bread, and wine (see Figure 1). These products contribute to augmenting non-farm income, mitigating agricultural costs, and managing household debts. Nevertheless, there exists a necessity for branding and marketing strategies to enhance the credibility and competitiveness of these products, particularly within the ethnic groups involved. Establishing a distinctive logo, packaging, and labels will facilitate conveying the product's value and fostering customer recognition (Information Center of Knowledge, Local Wisdom, and Community Innovation, 2022). Ultimately, this will contribute to sales growth, expansion in marketing efforts, and long-term career development opportunities for entrepreneurs and social enterprises within the ethnic communities.



Figure 1: Cape Gooseberry Processed Products

Thus, the outcomes of the aforementioned project have culminated in the development of processed products crafted from Cape Gooseberry. This advancement stems from the amalgamation of community expertise with cutting-edge technology. Consequently, the research team is now enthusiastic about instituting effective marketing communications strategies for branding these processed Cape Gooseberry products. The goal is to leverage the brand design of the Knowledge Transfer Center technology innovation, a locally driven Social Enterprise, to enhance marketing communications efforts. Furthermore, this initiative is envisioned to serve as a guiding framework for organizational management and affiliated agencies in future endeavors. Through the implementation of strategic marketing communications tactics, the team anticipates promoting these distinctive products and broadening their reach to a larger audience, thereby fostering sustainable growth and heightened recognition within the market.

RESEARCH OBJECTIVES

To design and develop a prototype for the branding of 'Kae Noi' Green Products from ethnic groups.

LITERATURE REVIEW

1. Brand Development

The initial crucial step in brand development involves crafting a compelling brand outline. Consumers are naturally inclined towards branded products that offer superior quality and cater to their needs. Four fundamental considerations encompass memorable visuals, benefits, customer loyalty, and trademark protection (Suradecha, Thachayapong & Mankhong, 2020). The concept of brand experience has significantly transformed the market by prioritizing customer interests and service knowledge. In an intensely competitive global scenario, consumer lifestyles are profoundly

influenced by their interactions with brands (Raza, Salleh & Shaari, 2021). In essence, a brand encapsulates the emotions and perceptions consumers associate with a product. Market competitiveness hinges on customer interest and service awareness, with the brand name and symbol emerging as pivotal components. Graphic brand design assumes a significant role across various media platforms, encompassing books, magazines, billboards, packaging, and advertisements. Designers adeptly employ art and design techniques to convey information effectively, utilizing elements such as font style and size, spacing, color, alignment, and composition principles (Akkarakahasin, 2019).

Design principles and symbols synergize with existing visuals to convey meaning and aesthetic appeal. The composition process entails crafting a cohesive image and accentuating the focal point of interest (Sukkon, lukham & Santhan, 2012). This study adopts the design concept to facilitate brand design development.

2. Branding Strategy

According to Kotler (2013), branding involves adeptly communicating with customers to forge a relationship that intertwines their satisfaction with their expectations. Armstrong and Kotler (2009) underscore the significance of dissecting brand components, identifying weaknesses and strengths, and formulating an adaptive strategy to navigate evolving consumer behavior and heightened competition in the market. As posited by Kotler (1999), branding strives to etch a lasting impression in consumers' minds, ensuring brand recall and recognition. Fundamentally, branding revolves around augmenting brand awareness among target customers or consumers and fostering satisfaction and trust. It necessitates strategic planning encompassing differentiation, fostering consumer relationships, instilling trust, engendering brand awareness, and crafting memorable experiences. The dynamics of consumer behavior and the competitive landscape perpetually influence the branding process, necessitating agility and responsiveness to market vicissitudes.

3. Packaging Design

The notion of packaging assumes paramount importance in product manufacturing, as underscored by Kotler (1999). Designers are entrusted with harmonizing science and art to address diverse facets of packaging design, with the aim of attaining optimal outcomes and gratifying consumers. Crucial elements comprehended by designers and manufacturers in packaging design encompass the objectives of packaging design, elements of packaging design, and graphic design principles pertinent to packaging. The packaging design journey spans planning for production, packaging, and the execution of design techniques. Consequently, appropriate packaging congruent with the product is indispensable for efficacious product distribution, transportation, and purchase decisions. To ensure enduring success, products must vie in the market by proffering quality and efficacy. The Role of Brand, Branding, and Packaging in Cape Gooseberry Processed Products for Brand Design.

Brand, branding, and packaging play pivotal roles in the triumph of Cape Gooseberry Processed Products for Brand Design. A well-forged brand aids in conveying the distinct value and identity of the products to consumers, fostering trust and loyalty.

Branding endeavors encompass scrutinizing strengths and weaknesses, crafting a robust brand image, and adapting to dynamic consumer behavior and market competition. Furthermore, packaging serves as a pivotal element in product design, ensuring efficient distribution, transportation, and captivating consumers' attention. The packaging design must seamlessly blend science and art to surmount packaging-related challenges and deliver the most gratifying experience to consumers, ultimately contributing to the sustainable growth and market competitiveness of the Cape Gooseberry Processed Products.

METHODOLOGY

The researchers employed a qualitative research design to explore and comprehend the concept of branding and to generate branding ideas for the project. They utilized a combination of semi-structured interviews and workshops to gather data and measure variables related to the research question. The content of these interviews and workshops was carefully aligned with the objectives of the study, drawing from relevant ideas and insights obtained from the literature review. The project committee extensively reviewed the literature to establish a comprehensive understanding of the topic and to guide the branding design process for the center. Various research methods were employed to ensure a thorough investigation and analysis of the subject matter.

The research aimed to study fruit and vegetable growers who were members of the Agricultural Cooperatives of the Royal Project Kae Noi. The sample comprised 147 individuals between the ages of 30 and 65, who had limited education (below grade 3) and were primarily involved in various agricultural occupations. These participants had an average occupational income not exceeding 6,500 baht per person (Equitable Education Fund, 2021). Non-probabilistic sampling techniques, such as quota, random, area-specific, and convenience sampling, were utilized to select 60 voluntary participants who provided information. This ensured the inclusion of diverse perspectives and catered to the specific educational and developmental needs of the target population. In-depth interviews, employing a semi-structured questionnaire, were conducted with representatives from the Royal Project Kae Noi Agricultural Cooperative. The interviews centered around the concepts of brand, branding, and packaging. The research activities, including focus group meetings, aimed to gather insights and inform the development of brand design for “Kae Noi” green products derived from ethnic groups. By conducting these research activities, the project sought to gain a deeper understanding of the target audience's preferences and requirements, facilitating the creation of a brand design that effectively resonates with them. The focus was on developing a brand identity that accurately conveys the essence of “Kae Noi” green products and their cultural significance, while also supporting the economic and social well-being of the ethnic communities involved.

The collected data underwent content analysis, utilizing the principles of creative science. Through constructionism, the significant content from the focus groups was condensed, and the overall interpretation of the information was presented to the interviewees for confirmation and validation. This process ensured that the knowledge derived from the data was effectively applied to the brand design. To foster greater

stakeholder involvement, a second group discussion was arranged. This session facilitated the exchange of ideas and allowed the stakeholder group to actively contribute to the design process. By incorporating their perspectives, the design could reflect the diverse insights and preferences of the stakeholders, resulting in a more inclusive and well-rounded brand concept. The utilization of content analysis and the involvement of stakeholders not only ensured the accuracy and relevance of the brand design but also fostered a sense of ownership and engagement among the participants. This collaborative approach facilitated the creation of a brand that resonates with the target audience and effectively communicates the desired message.

RESEARCH RESULTS

The brand design for Cape Gooseberry Processed Products for “Kae Noi” Green Products, Ethnic Products, was developed based on input gathered from small group discussions with informants comprising the sample group. These discussions served as the primary source for designing the brand, with the involvement of all stakeholders focused on incorporating ethnic symbols and adopting lifestyles and productive imagery resonant with the community. The resulting processed products can be utilized as individual brands representing specific ethnic community areas.

To establish a cohesive brand, stakeholders collaborated to define essential brand elements, including the brand name, logos, and packaging. The brand name, particularly, holds significant importance as it forms the foundation of branding. It is imperative to consider legal aspects to protect the brand and ensure its representation of the rights and ownership of the registered entity. This legal safeguarding mitigates against imitation and potential damage to the business.

In light of this, the collaborative brand design process led to the creation of the brand name “Kae Noi” Green Products, depicted as "KAE NOI GREENPRODUCTS" in Figure 2. This brand name encapsulates the essence of the products and serves as a distinguishing factor for consumers. Through joint development of the brand elements, the project aims to establish a unique brand identity and differentiate the processed Cape Gooseberry products within the market.



Figure 2: Brand development “Kae Noi” Green Products

The development of the logo for Cape Gooseberry Processed Products aimed to create a distinctive symbol representing the unique characteristics of ethnic communities. It

serves as a visually appealing graphic highlighting the upgraded and high-quality nature of the products, aiming to attract customers and reinforce their purchasing decisions. The logo acts as a powerful tool in communicating the ethnic origin and production methods of the Cape Gooseberry Processed Products. The production method involves employing technology and food preservation techniques to enhance product value, ensuring superior quality. Each product brand features a combination logo derived from the Cape Gooseberry Processed Products, considering specific community areas in Thailand where Cape Gooseberry is predominantly grown. These logos reflect the context of the community areas, incorporating their reputation, historical significance, and ties to ethnic communities and marginalized ways of living. They serve as visual representations of the community's identity and cultural heritage. Figure 3 illustrates each product's logo, showcasing the unique and meaningful graphic images created.

The development of packaging for Cape Gooseberry processed products starts with exploring new designs aligned with market demands. Well-designed packaging plays a crucial role in expanding the target audience and attracting buyers. This research considers five key factors: product characteristics, transportation and storage requirements, packaging costs, target consumer groups, and competitors' packaging designs. The focus is on creating standout packaging designs that emphasize uniqueness and create memorable experiences for consumers. Consequently, five different packages for processed Cape Gooseberry products have been developed: Cape Gooseberry jam, dried Cape Gooseberry, Cape Gooseberry gummy, Cape Gooseberry bread, and Cape Gooseberry wine. These packages, depicted in Figure 4, feature visually appealing and distinctive designs.

The brand identity of “Kae Noi” Green Products reflects the unique characteristics and elements associated with the brand and its processed Cape Gooseberry products. It signifies that these products are part of the brand and emphasizes their association with Cape Gooseberries. This brand identity aims to establish strong connections with consumers by offering premium value and highlighting the nutritional benefits of Cape Gooseberries, such as high vitamin C content, promoting eye health, controlling blood pressure, aiding in weight management, aiding digestion, and possessing anti-inflammatory properties. Additionally, the brand identity evokes emotional responses and instills a sense of confidence and exceptional taste. It revolves around a distinctive Cape Gooseberry image and a modern letter pattern, with colors carefully chosen to convey the premium nature of the product and align with the brand's identity. This results in a unique and visually appealing appearance focused on a single product. The brand's design evolves to meet the changing needs and preferences of today's consumers while maintaining a stylish and contemporary aesthetic.

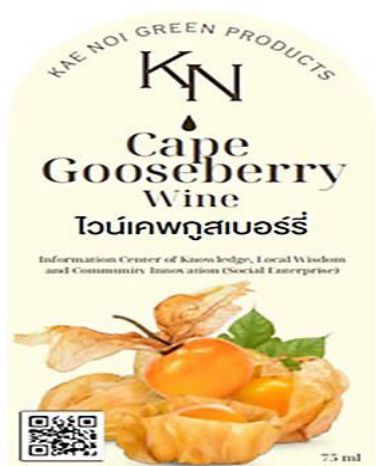
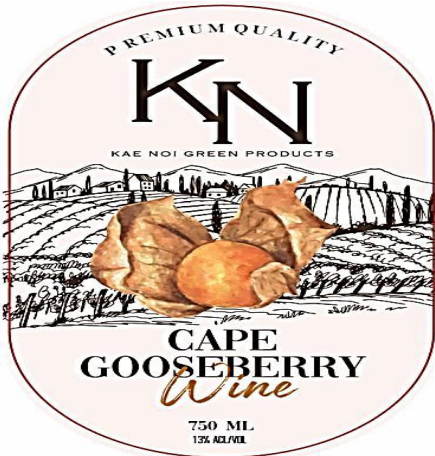
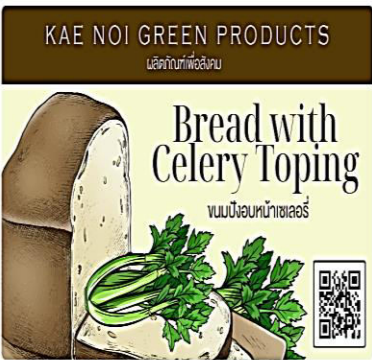


Figure 3: The logo development for the Cape Gooseberry Processed Products



Figure 4: Cape Gooseberry Processed Product Packaging

The packaging brand underwent evaluation through the monitoring of product exhibitions at the Fund for Equitable Education (FFE), as depicted in Figure 5. Small group meetings were orchestrated by the project team, convening logo and packaging designers, along with researchers, to execute a comprehensive brand assessment. The objective was to craft a graphic image that adeptly conveys the product's production method, catering to the market's specific needs while ensuring easy recall for consumers. Evaluation results, garnered from buyers and exhibitors at the product exhibitions, underscored the significant impact of the brand's awareness and unique identity. It emerged prominently among other products, captivating buyers' interest and influencing their purchasing decisions. Both the brand's logo and packaging played pivotal roles in elevating the tasting experience and rendering the product more visually appealing. To further fortify brand communication, the packaging integrated the developed brand name, thus forging a distinct identity. Furthermore, digital marketing strategies were employed, encompassing the utilization of QR codes for online shopping and a dedicated website <http://www.smepil.com/ku>, furnishing comprehensive product information. These initiatives were geared towards augmenting the brand's visibility and streamlining access to product details, thereby epitomizing the brand's identity and serving as a pivotal factor for the organization's future.



Figure 5; The assessment of packaging brands took place at trade fair

DISCUSSION

The brand design of Cape Gooseberry processed products, particularly "Kaenoi" green products from ethnic groups, addresses three key aspects. Firstly, data analysis and marketing expertise emphasize the importance of branding and logo development for processed Cape Gooseberry products. The brand name "Kaenoi" Green Products represents a blend of processed cape gooseberry products originating from the communities where cape gooseberries are predominantly grown in Thailand. This branding approach capitalizes on the community's reputation, historical connections to ethnic communities, and rich cultural heritage, serving as a distinctive identifier for the product. It underscores the premium quality of the products, appealing to target customers and leaving a lasting impression. This strategy enables the brand to compete effectively in both local and broader markets. Success stories, such as the case studies

of the Khok Sung East Community Group in Nakhon Ratchasima Province, validate the importance of key elements in brand design, including differentiation from competitors by establishing a unique selling proposition and effectively communicating the brand to Thai consumers. Effective brand communication demands the commitment of brand owners to understand and learn this aspect, rather than solely relying on financial resources. Long-term dedication is essential to achieve tangible results, and investments in brand communication yield significant returns. By prioritizing brand differentiation, effective communication, and long-term strategies, the brand design of Cape Gooseberry processed products can pave the way for success and market acceptance among Thai consumers.

In summary, this research yields the following findings: First, respondents' expectations toward "Kaenoi" green products, a type of processed agricultural product from ethnic groups, were positive before the sensory test. They found the products attractive and intriguing to purchase, indicating that the product characteristics are deemed acceptable by consumers. Second, enhancing the softness of the texture can improve the acceptance and purchase decisions of these products, as a one-point increase in this factor can boost the product's purchase decision. Moreover, the product's scent, taste, and color must be developed to make it more appealing to the target group. Third, consumers consider both packaging and price when deciding to purchase these products. Hence, packaging should be visually appealing and suitable for a reasonably priced product. Additionally, managing information systems and distribution to establish an online market aligns with the organization's operations, making it easier to sell the developed product at a reasonable price with attractive packaging. To enhance the development of "Kaenoi" green products, it is recommended to focus on four crucial factors. First, improving the quality of processed products, including texture softness, scent, taste, and color, can increase consumer acceptance and interest, leading to purchase decisions. Second, considering social values such as tradition and culture can promote product popularity. Third, highlighting the product's health benefits can appeal to consumers who prioritize health and nutrition. Fourth, developing management information systems and digital markets can create new markets and networks for market management.

Establishing a specific brand identity for Cape Gooseberry processing products is crucial to forging a strong connection between the brand and "Kaenoi" Green Products. This brand identity communicates to consumers that the products under this brand offer premium value in terms of consumer satisfaction, nutritional benefits, and emotional appeal. It instills confidence and a distinct taste in consumers. This strength lies in its ability to highlight the most important features, resulting in a unique and focused design that adapts to the evolving needs of today's consumers. This approach aligns with the findings of Cheuypong, T. (2020), who emphasized the significance of cultural brand identity, showcasing aesthetics that emphasize the uniqueness of minimally processed ingredients while evoking a sense of nature and purity. Similarly, Keller, K. L. (2013) and Marisha, N., & Rohita, S. (2023), stressed the role of branding in facilitating customer understanding of the company's products and distinguishing them from competitors. By developing a compelling brand identity, Cape Gooseberry processing products can effectively communicate their value proposition to customers.

This enhances customers' understanding of the brand and its offerings, making it easier for them to differentiate these products from others in the market.

The evaluation of the packaging brand revealed that buyers exhibited awareness of the brand and were captivated by its unique design, which made a significant impact on brand awareness. The new products stood out from the competition, piquing buyer interest in the brand, logo, and packaging, thereby influencing their tasting experience and purchase decisions. Consequently, the brand utilized the developed brand name to establish effective communication that set it apart. Moreover, by expanding distribution channels through digital marketing, such as utilizing QR Codes, the brand made it more convenient for buyers to purchase products. Furthermore, efforts were made to enhance knowledge transfer of product processing by creating online resources, including videos and illustrated documents showcasing the product processing skill sets. This aligns with the findings of Papattha, C., & Nilsul P. (2013), who emphasized the significance of communicating community identity through community products. This contributes to economic and social aspects by highlighting the unique characteristics and exclusivity of the community, fostering pride, self-respect, unity, ownership, and social responsibility. Similarly, Mihaela, O. O. E., (2015) and Mayastinasari, V., & Suseno, B., (2023) emphasized the importance of designing a brand, logo, and identity, as well as selecting appropriate tools to establish and maintain consumer preference for a particular product. Given the abundance of community products in today's market, integrated marketing communications play a crucial role in creating consumer awareness, generating interest, and driving purchase demand. Utilizing diverse media channels and engaging content becomes imperative in this regard.

In summary, the research findings underscore the importance of brand design and identity in the context of Cape Gooseberry processed products. The brand name "Kaenoi" Green Products effectively communicates the origin and unique qualities of the products, establishing a connection with consumers and offering premium value in terms of taste, nutritional benefits, and emotional appeal. The evaluation of the packaging brand indicates that buyers are aware of the brand and are drawn to its distinctive design, which influences their purchasing decisions and enhances brand awareness. To further support brand recognition and facilitate easy product purchase, the brand utilizes digital marketing strategies, including QR Codes and online resources showcasing product processing knowledge. This aligns with the significance of communicating community identity through community products, emphasizing the exclusivity and cultural heritage associated with Cape Gooseberry processing. Overall, the research underscores the importance of effective brand communication, differentiation from competitors, and integrated marketing communications in creating consumer awareness, interest, and demand for Cape Gooseberry processed products.

CONCLUSION

The brand design of Cape Gooseberry processed products, particularly "Kaenoi" green products from ethnic groups, is pivotal, comprising three main components. Firstly, branding and logo development emerge as critical factors through data analysis and

marketing expertise. The brand name "Kaenoi" Green Products acts as a unique identifier, leveraging the community's reputation and cultural heritage to resonate with target customers and establish a market presence. This strategic approach ensures competitiveness both locally and in broader markets. Understanding brand differentiation and effective communication is essential for long-term success. By prioritizing these aspects alongside long-term strategies, the brand design of Cape Gooseberry processed products can garner traction and acceptance among Thai consumers.

Research findings unveil several crucial points. Firstly, positive pre-test expectations indicate consumer interest in "Kaenoi" green products, signaling potential acceptance and purchase. Secondly, enhancing product texture softness significantly influences consumer decisions, while optimizing scent, taste, and color further boosts appeal. Thirdly, packaging and price considerations are crucial, necessitating visually appealing packaging at reasonable prices. Developing management information systems and digital markets aligns with operational needs, facilitating sales and ensuring consumer satisfaction.

Establishing a specific brand identity is critical for connecting with consumers and highlighting product value. The "Kaenoi" Green Products brand effectively communicates premium quality and emotional appeal, resonating with consumers and distinguishing the products from competitors. This aligns with the importance of cultural brand identity, fostering consumer trust and preference. Effective communication through branding, logo, and packaging design enhances brand awareness and influences consumer choices. Leveraging digital marketing and online resources aids in expanding distribution channels and educating consumers, contributing to economic and social aspects.

In summary, this research underscores the importance of brand design and identity in promoting Cape Gooseberry processed products. The "Kaenoi" Green Products brand communicates product origin and quality, propelling consumer awareness and demand. Utilizing digital marketing and integrated communications further amplifies brand recognition and consumer engagement. Overall, effective brand communication and differentiation are vital for propelling consumer interest and demand for Cape Gooseberry processed products in the market.

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