

THE TOURIST SATISFACTION ON BRAND IDENTITY DESIGN OF COFFEE AND MULBERRY DOI PHU PHAYAK COMMUNITY ENTERPRISE, CHALOEMPHRAKIAT DISTRICT, NAN PROVINCE.

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ABSTRACT

The aims of this research were twofold: 1) to brand identity design of Coffee and Mulberry Doi Phu Phayak Community Enterprise, Chaloeprakiat District, Nan Province and 2) to study the level of tourist satisfaction towards brand identity design of Coffee and Mulberry Doi Phu Phayak Community Enterprise, Chaloeprakiat District, Nan Province. tourist satisfaction was measured using five criteria: simple, memorable, timeless, versatile and appropriate. The researcher utilized a probability sampling method via simple random sampling. The sample consisted of 30 tourists in the Coffee and Mulberry Doi Phu Phayak Community Enterprise. Statistics utilized for data analysis were percentage, mean, and standard deviation. The results suggest that tourist had high levels of satisfaction towards all five criteria of the brand identity design that was designed to target them. This study proposes that specifically logo designed of Coffee and Mulberry Doi Phu Phayak Community Enterprise could also be implemented with other real media already available on the market.

Keywords: satisfaction, brand identity, logo, coffee and mulberry doi phu phayak community enterprise

INTRODUCTION

To start up a business nowadays, no matter whether to serve commercial purposes or the small or big government sector purposes, it was essential to have a distinctive logo in order to communicate personal brand identity, establish trust, build organizational identity, as well as be recalled in the consumers' minds over the long terms. Due to these reasons, easier and more effective public communication was emerged. Brand Identity, playing a significant role in sending out messages to the target audience, was like the image of the business or the goods.

Brand identity is the face of a brand. Brand Identity was originated by an artistic thinking process integrated with a well-designed communication process by focusing on the uniqueness of the object and presenting it to the publics to create better awareness. Brand identity includes logos, typography, colors, packaging, messaging, and personality all represent a brand, along with customer service [1]. A good logo was able to communicate itself the target market functionally, and get remembered without using striking colors. Making decisions in the selection of typefaces and deal with the application of typefaces to the brand identity design process [2], additionally, was able to communicate well regardless of its size and could be used with variety of media including billboards for advertising and public relations, packaging, business cards, document, and printed material as well as websites, etc. Brand Identity was therefore a crucial part in doing businesses and activities as it helped to send messages out to the target market efficiently. Brand Identity Design an

important role in every department and/or organization to consumers in spite of intense materialistic competitiveness in today world. A Brand Identity is the set for a consumer's decision to choose one product or service over another.

Coffee and Mulberry Doi Phu Phayak Community Enterprise, Chaloeprakiat District, Nan Province and the vicinity areas. Local income distribution happened here since the local brought their products from their farms to sell at this Coffee and Mulberry Doi Phu Phayak Community Enterprise directly to tourists. On top of coffee beans which were popular at this market, this was being said that this community enterprise was a center of souvenirs and OTOP products in Nan Province as well as it's remote for tourists to take the time to get here but will be rewarded with a relaxed city rich in both culture and history.

Nonetheless, there was no Brand Identity to represent Coffee and Mulberry Doi Phu Phayak Community Enterprise yet. Brand Identity could be used as a brand representative to convey messages to the publics in various forms like labels, packaging, name cards, document, print media, and website. This would bring about huge benefits to merchants in the community enterprise [3].

As things go, the researcher was into designing and developing a Brand Identity for the community enterprise in order to add value, establish its identity and trust, along with get tourists remember this market after their visit over a long period of time.

OBJECTIVE

1. To brand identity design of Coffee and Mulberry Doi Phu Phayak Community Enterprise, Chaloeprakiat District, Nan Province
2. To study the level of tourist satisfaction towards brand identity design of Coffee and Mulberry Doi Phu Phayak Community Enterprise, Chaloeprakiat District, Nan Province.

METHODOLOGY

This research was an experimental research. It was conducted based on a one-shot case study design which aimed to test with one experimental group. The researcher executed the study as well as collected data in order as pointed out below.

A. Period 1: Study Initial Information Used to Brand Identity Design

A field study to collect data from the merchants in the Coffee and Mulberry Doi Phu Phayak Community Enterprise and consumers was conducted so as to use the obtained data to design a brand identity for the market. There were 2 types of data collection as follows;

1. Primary data: this included background and history of the Coffee and Mulberry Doi Phu Phayak Community Enterprise. In order to such information, the interview on the village headman, the merchants in the community enterprise as well as those local living nearby was carried out. In the present, Consumers are more complicated. There is a wide gap in age, gender, occupation, social class, lifestyle, culture and religion [7]. Behavioral observations on buyers and sellers were performed together with the use of questionnaire to capture basic information for a brand identity design.
2. Secondary data: the data were collected from essential and relating document.

B. Period 2: Design a Logo

The following techniques were employed;

1. Locate a logo symbolized the expected benefits.
2. Use a pencil to draft various ideas.

3. Select the best 3 ideas for preliminary artwork design.
4. Select the font characterized per the expectation.
5. Select the color set following the emotion and the feeling to be built.
6. Conduct an opinion survey from involving people along with those who were not aware of the local products. Then evaluate which idea created best potential result.
7. Compare pros and cons of each idea, consult logo design specialists to later modify the contents as well as adjust the required portions based on the advice from the specialist.
8. Fine-tune the content to become flawless and change the necessary parts based on the specialists' advice.
9. Make a brand identity manual containing how to use a logo, font name, graphic and color palette along with a template.

C. Period 3: Conduct an Assessment by a Specialist

An assessment form was established by the researcher and used by the 3 appointed specialists to measure the quality of the designed brand identity for further improvement.

D. Period 4: Measure Tourists' Satisfaction on the Brand Identity Used for Coffee and Mulberry Doi Phu Phayak Community Enterprise

The measurement form was created by dividing into 5 different aspects 1) simple 2) memorable 3) timeless 4) versatile 5) appropriate. Once the assessment was completed, the researcher statistically analyzed the result for conclusion and presentation.

RESULTS

The research with the topic of the Tourists' satisfaction on brand identity design of Coffee and Mulberry Doi Phu Phayak Community Enterprise, Chaloeprakiat District, Nan Province was conducted on 30 samples. The research results were examined and presented in a form of explanation table. Brand identity design satisfaction was scored in general as follows from Table 1.

Table 1 Assessment result of tourists' satisfaction on brand identity design of Coffee and Mulberry Doi Phu Phayak Community Enterprise, Chaloeprakiat District, Nan Province

No.	Satisfaction Measurement	(\bar{X})	S.D.	Satisfaction Level
1	simple	4.53	0.62	High
2	memorable	4.65	0.89	Highest
3	timeless	4.47	0.68	Highest
4	versatile	4.49	0.77	High
5	appropriate	4.48	0.60	High
	Average score	4.52	0.72	Highest

From the Table I, it was found that the satisfaction levels on the 5 aspects were at the highest ($\bar{X} = 4.52$). Memorable logo ($\bar{X} = 4.65$) were the highest level of satisfaction. Yet, timeless was at the least satisfaction level ($\bar{X} = 4.47$). Figure 1, 2.

Figure 1
Sketch logo design of Coffee and Mulberry Doi Phu Phayak with logo grid system.

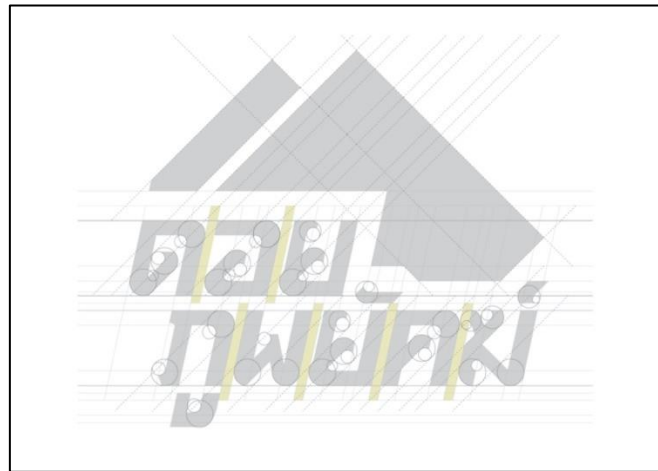


Figure 2
Primary logo



Figure 3
Logo variation on yellow background.



CONCLUSION AND FUTURE WORK

This research was intended to 1) To brand identity design of Coffee and Mulberry Doi Phu Phayak Community Enterprise, Chaloeprakiat District, Nan Province and 2) To study the level of tourist satisfaction towards brand identity design of Coffee and Mulberry Doi Phu Phayak Community Enterprise, Chaloeprakiat District, Nan Province. From the study, it was concluded that the overall satisfaction level to brand identity design was at the highest level ($\bar{x}= 4.52$) which was in accordance with the research hypothesis. In terms of the memorable, it was at the maximum satisfaction. Simplicity signified ease and flexibility of the logo that it could be used with other media efficiently. Also, it meant that the logo was easy to recognized. However, behind the simplicity, the designer had to put a lot of thinking efforts and draft various potential concepts in order to generate the logo that functioned so superbly that the viewers could easily notice and recall it [8].

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