

DESIGNING OF THE LOGO AND PACKAGE FOR THE PRODUCTS OF “THONGCHOME MARKET MODEL”

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ABSTRACT

This article is a part of the research titled, “Branding To design branding and packaging, innovative products are designed to increase the value of the product and enhance the competitiveness “the Market – Thongchome - Model”. The researcher has determined the study area which is the Thongchome Market, in the area of Wat Phra Non Chaksi Worawiharn Temple, Tambon Chaksi, Amphoe Muang, Singburi Province. The Thongchome Market is the community market in Singburi Province which villagers and people living in the area bring their own products for selling. Their products include vegetables, fruits, chili pastes, well-known provincial fish products and products from One Tambon One Product (OTOP) project. The study area, Thongchome Market, is located in the important tourist attraction area of Singburi Province. This research is a qualitative research which focuses on the experimental designing of logo and package, involving the studying and seeking of identities of vendor members in the area. In addition, opinion expressions and exchanges are made, between the community and the researcher. This will lead to the development of logo and the making of packaging prototype.

The Researcher found that there were 3 types of the outstanding products in Thongchome Market, comprising of 1. Food and herbal products, 2. Processed foods, and 3. Other products. Most vendors in Thongchome Market thought that the packaging types were suitable for the set up cost and did not affect the cost. If packages were made with higher cost, they would affect the product prices and products could not be sold at the expected prices. The researcher decided to create the traditional packaging prototype which had been used previously; The paper bag had low cost. Logo designing was made and it was added with more identities of Thongchome Market in the area of Wat Phra Non Chaksi Temple. The researcher chose to design the logo that features the market in the area of Wat Phra Non Chaksi Temple and shows the market identities as much as possible. Logos which showed the outstanding features of Phra Non (reclining Buddha statue) were Buddha’s footprint pattern, the triangular roof of the Buddhist Monastery and other details of the market, such as the establishment time (Buddhist Era: B.E.) of Thongchome Market, and the name of the Wat Phra Non Chaksi Temple Market. For the packaging part, the packaging background was full of budding and blooming cannon ball flowers. The cannon ball flowers were considered important in Bhuddhism. Moreover, the package was added with QR code which showed the market map apart from the logo.

Keywords: Logo, Package Design, Thongchome Market in Singburi Province

INTRODUCTION

According to the Royal Thai Government’s resolution, economic stimulus policies were initiated and economic problem solving was conducted to solve problems in agricultural product, create income for the community, and connect with tourism which would stimulate economy through domestic consumption. In addition, the local economy would drive the economic stimulus policies in alignment with the OTOP product development and connection

of tourism activity in each province that would strengthen the local economy. This was to lay the foundation for the country in the future. The cabinet acknowledged the measures on the market development for entrepreneurs and communities listed by Department of Internal Trade. The project of developing and improving of community market for local business was presented on September 30, 2015, under the name of “Thongchome Market”. According to the project, it was expected that there would be 231 community markets created throughout Thailand within 3 years (2016-2018). Community markets were used as mechanism in expanding marketing channels for agriculturists, community enterprises, cooperatives and SMEs entrepreneurs. In the budget year of 2016, the Department of Internal Trade implemented the opening of 77 community markets throughout the country according to its goals. (Bureau of Market System Promotion and Administration, Department of Internal Trade 2017)

Thongchome Market in the area of Wat Phra Non Chaksi Temple, Singburi Province, was initiated from the policy to promote the internal trade in the country. Community markets were aimed to thrive in every city. The Thongchome Market was one of network markets in Singburi Province that supported agriculturists, agricultural product producers, groups of community enterprises, and small and medium enterprises (SMEs) which created handicrafts and OTOPs products. The Thongchome Market was the place where products were directly sold to people. Moreover, it had beautiful scenic views. Product selling, here, was conducted with transparency and products with good quality were distributed according to their commercial identities, aligning with arts and culture conservation and outstanding identities. The Thongchome Market was one of places that supported the occupational creating, created incomes and works for people in the community. It was also the place where local people and foreign visitors came to visit and expose with the unique local culture, ways of life and living condition of villagers. Incomes were created and complied with the preservation of tradition, arts and culture of the community. Implementations were made in collaboration with all relevant sectors in the form of public state. This was implemented to strengthen local economy with sustainability. (wanwilai sanitpol 2020)

As mentioned above, the researcher found that the entrepreneurs in the area had little knowledge in designing the product brand and packaging which was important for communication between buyers and vendors. As a result, Thongchome Market was not well recognized and its features were not as outstanding as expected in the policies. Creating and designing the product brand and packaging properly to comply with the identities of Wat Phra Non Chaksi Temple area was considered an improvement of products to have good quality, be outstanding, differ from business rivals, increase distribution channels, extend target groups, add product values, impact the product producers in terms of enhancing competitive competencies and allocate incomes in the community in long term.

OBJECTIVES OF RESEARCH

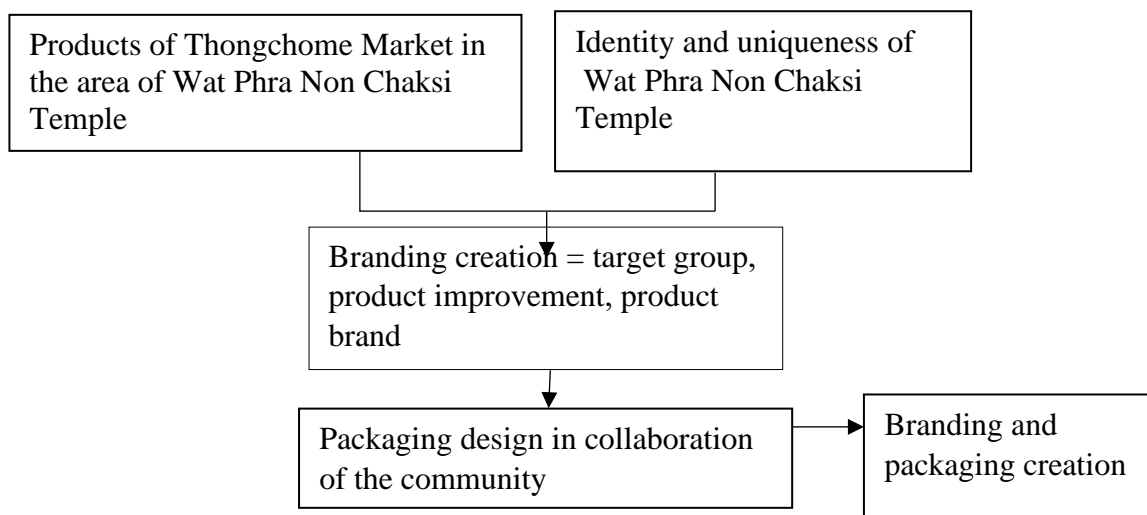
1. To study fundamental data, information and product packaging for products in Thongchome Market in Singburi Province in order to support the branding creation, designing and developing of packages.

2. To design logo and packaging for products sold in Thongchome Market in order to add economic values for the community, improve products and enhance competencies in competitiveness, development of community potentials and development of provincial groups.

SCOPE OF RESEARCH

The scope of research in creating the brand toward the designing of product logo and packaging of innovative products to add product value, improve the product and enhance competitive competencies involved “Thongchome Market Model”. The researcher determined the study area which was the Thongchome Market in the area of Wat Phra Non Chaksi Temple, Tambon Chaksi, Amphoe Muang, Singburi Province. The Thongchome Market was the community market where villagers and community people took their own products to sell; their products included vegetables, fruits, chili pastes, provincial well-known fish products, OTOP products, products of community enterprise groups and things for use. The products were sold in fair prices in precise weights. The Thongchome Market opened on a daily basis with around 140 vending stalls which helped to create incomes and works for people in the community and neighboring areas. The Thongchome Market was located in the area of Wat Phra Non Chaksi Temple which was considered an important tourist attraction of Singburi Province and the center for holding the Buddhist religious ceremonies. This research was the qualitative research which combined with the experimental designing of product logo and packaging. The research was conducted by studying and seeking of identities of entrepreneurs in the area.

RESEARCH CONCEPTUAL FRAMEWORK



RESEARCH METHODOLOGY AND RESEARCH TOOLS

The research on creating brand toward the designing of product logo and packaging for innovative products to add product values, improve the product and enhance competitive competencies of “Thongchome Market Model” was considered the qualitative research. The scope of research involved the designing development and experiment that focused on the designing of the product brand and packaging for appropriateness and compliance with the community’s ways of life and identities. The research was conducted by studying data and information from people in the community through participant observation, non-participant observation and in-depth interview. In the research, the researcher used various tools in collecting data and information: information recording form, camera, sound recorder, questionnaire form, and electronics devices such as telephone, and computer tablet. Aforementioned tools were used in photo taking and data recording.

DATA AND INFORMATION COLLECTION

The research on creating brand toward the designing of product logo and packaging for innovative products to add product values, improve the product and enhance competitive competencies of “Thongchome Market Model” involved the data and information collected by the researcher in 2 types;

1) **Data and information from theoretical part:**

Data and information were collected from documents, textbooks, relevant research searched from the libraries, e-data bases and online databases that had contents of geographical information, and relevant **concepts in brand creating** and **concepts in packaging design**.

2) **Data and information from the field study:**

Data and information were collected from the field study and survey. The research tools were information recording form, camera, and sound recorder which helped to collect information regarding to the outstanding features of tourism in Singburi Province, important tourist attractions in Singburi Province, products, objects and things which were the highlights of the Thongchome Market, and the community information. Interviews were conducted and the study was made based on the information from Thongchome Market Community and vending entrepreneurs such as Khun Srisamai, Tao Jeaw Shop, Khun Nattha, Jae Nong Pla Yang Shop, Khun Malee and Malee Khong Fak Souvenir Shop. The collected data and information were analyzed for the development and improvement of product logo and packaging.

STUDY RESULTS

1. **Information of Products and Packages for Various Product Types in the Thongchome Market in the Area of Wat Phra Non Chaksi Temple**

According to the first objective of the research; to study fundamental data, information and product packaging for products in Thongchome Market in Singburi Province in order to support the branding creation, designing and developing of packages, the researcher collected data and information on the products and product packaging of Thongchome Market as below.

1.1 **Historical Background of Thongchome Market, Wat Phra Non Chaksi Temple**

Wat Phra Non Chaksi Market is located in the frontal area of Wat Phra Non Chaksi Temple and it has been operating for more than 10 years in front of the Wat Phra Non Chaksi Temple. Apart from paying homage to Phra Non (the Reclining Buddha Statue), people can visit and buy products and souvenirs from Thongchome Market. Inside the Market, there are products offered by villagers, and people living in the community. These products are comprised of vegetables, fruits, chili pastes, provincial well-known fish products, OTOP products, products of community enterprise groups and things for use. They are sold in fair prices with precise weights. The Thongchome Market opens daily with more than 100 vending stalls which help to create incomes and works for people living in the community and neighboring areas. The Wat Phra Non Chaksi Market passes the considerations to become Thongchome Market in terms of 5 components: place, product, entrepreneurship, promptness of the market, and outstanding features of the market. (Bureau of Market System Promotion and Administration, Department of Internal Trade 2017)

1. Place: considerations are made on the location, cleanliness, fundamental facilities and market hygiene;
2. Product: products are locally made in a variety and they are products produced by people in the community;
3. Entrepreneurship: fairness in trading;
4. Promptness of the market: cooperation with the government sector; and
5. Outstanding features of the market in terms of culture.

The Thongchome Market is located in the same area with Wat Phra Non Chaksi Temple, Tambon Chaksi, Amphoe Muang, Singburi Province. The Thongchome Market was established on July 23, 2016. The Singburi Provincial Government Agency opened the Thongchome Market due to the community market project for community which involved the allocation of land, designing and improving of the market landscape. In addition, the neighboring area of the market was organized orderly, beautifully and properly, showing the uniqueness and identity of the community's ways of life. Necessary facilities for selling-buying activities were provided to create good health, hygiene and fairness in selling and buying activities: scale, waste bin, text screening and logo of the Thongchome Market. New brand creating was made for the previous market which was located in front of Wat Phra Non Chaksi Temple. The government sector cooperated with the public sector, private sector, civil society sector and every sector according to the self-sufficient economy concept. The Thongchome Market offered opportunity to expose with the community's ways of life, consume local products and see the local arts and culture. The local arts and performances by students were presented to tourists to enjoy on Saturday and Sunday. Furthermore, there were 148 registered shops in the Thongchome Market which opened daily from 08.30 – 17.00 hrs. The opening time of the Market complied with the opening time of Wat Phra Non Chaksi Temple. The Thongchome Market helped stimulating the economic system due to the domestic consumption in the country. In addition, it helped to develop and strengthen the foundation economy and community in long term. This included the creating of distribution channels for agricultural products and community products that enhanced competencies for the community in the area.

1.2 Products of Thongchome Market

“The province of brave heroes, the Reclining Buddha Statue, famous snake-headed fish and Mae La fish and the annual fish eating festival is Singburi Province”.

Motto of Singburi Province

Thongchome Market in the area of Wat Phra Non Chaksi Temple is the old market in the area. It is located in the center of the famous tourist attraction of Singburi Province. Products of Thongchome Market feature the local identities of Singburi Province at high level. Local resources are turned into things to sell and they are used extensively and transformed into other products. However, there are other products for selling which are not considered the local products. Most selling activities are selling homemade products, selling agricultural products, selling homegrown vegetables and selling food cooked from self-owned local raw materials. Some vending shops have joined the One Tambon One Product (OTOP) Project.

According to the surveys and interviews of vending entrepreneurs, the researcher would like to categorize the outstanding products of the Thongchome Market into 3 types as follows.

1) Food and herbal products: Food and herbal products are available in many shops. They are comprised of home-grown fresh produces. Fresh home-grown vegetables sold in Thongchome Market are used in cooking. Food and herbal products in Singburi Province are comprised of coriander, leek, winged bean, cucumber, sweet basil, basil, hairy basil, turmeric, Pandanus flower, herbal leaf-wrapped appetizers in a bite-size, Kim Chu guava, and fish products made from snake-headed fish and snake skin gourami (Pla Salid fish). The mentioned products are well-known souvenirs of Singburi Province.

2) Processed food products: Most of fresh food is processed and transformed into other food types, such as Khao Tom Mud (steamed sticky rice with banana filling), Khanom Sai Sai (sweet stuffed dough), roasted banana, sugar palm in syrup, breadfruit in syrup, fermented soya beans, home honey, salted fish, grilled fish, dry fish, homemade coconut milk ice-cream, fishcake, snake skin gourami (Pla Salid fish) chili paste, and fish Chinese sausage. Moreover, there are other products which are not made from the community products, such as sesame crackers, Nang Led crispy rice crackers, fermented fish, pickled lime berry, coffee, rice berry, palmyra natural sugar of Petchaburi Province and so on.

3) Other products: Other products are comprised of the community’s processed products, general food and general products, such as self-made pandanus garland, toys from the local wisdom, popcorn, Pad Thai (Thai styled fried noodle with prawns) and so on.

1.3 Packages of Product Groups

Inside the Thongchome Market, there are shop displays with a good proportion. Similar products are categorized in the same category and placed adjacently in order to allow buyers to buy with convenience. In addition, shops and shop banners have the logo of the “Thongchome Market Project”. The shop names and telephone numbers are displayed in the same pattern. However, some shops make their own banners and do not follow the criteria of the Thongchome Market Project because they want the buyers to notice their shops, brands and images easily. These shops create distinction of their products to allow their products stand out from other shops

According to the interviewing of Khun Nattha, Jae Nong Pla Yang Shop, she said that packages of products in Thongchome Market had no particular features. They were just common plastic bags or transparent paper bags which were used in carrying fresh vegetables, fresh food, herbs grown in the community and general food. At the Nattha Shop, fish products were sold. For dry fish and processed fish, their packages were plastic bags with folded and sealed upper parts. The plastic bags had stamped logos with the shop names, telephone numbers, and Thongchome Market logo appeared on a colored paper or post-it which told people about the fish type, weight and price. For chili paste, shops in the Thongchome Market kept it in the plastic jar labeled with stamped logo sticker

The researcher’s observation complied with the interview of Khun Nattha who said that most of the Thongchome Market product packages were simple. Packages for fresh food or self-made products were only plastic bags. Some shops had stickers of their shop names. Still, some shops that sold OTOP products similarly used packages like plastic bags and jars. Not so many shops in the Thongchome Market used glass bottles and jars. Products which were liquid, such as fermented soya beans and honey were contained in glass bottles and jars. The OTOP shops were different from the fresh product shops since the OTOP shops had clear shop names. These names were labeled on the product containers with the Food and Drug Administration logo which certified that the products were in compliance with the criteria of the Food and Drug Administration.



Figure 1-3 Products and their packages

Source : Khanin Phriwanrat

The researcher also asked Khun Srisamarn, Tao Jeaw Shop, Malee Souvenir Shop and other entrepreneurs about their shop packages. It was found that the currently used packages in the aforementioned shops were packages that were worth for the product selling prices and were suitable for the products, lessening burdens for buyers and sellers. Packages had to be

purchased easily, conveniently and sold well and they had to affect the cost at a low level. Packages with high cost would become a burden for buyers and sellers. Product price had to be higher since the packaging cost made the seller gain lesser profit.

2. Packaging Development and Improvement and Creating of Packaging Prototype

According to the second objective; to develop, improve product packages and create packaging prototype, based on the study of products in the Thongchome Market, in order to add economic values for the community, improve products and enhance competitive competencies, develop product packages and create packaging prototype. The procedure of packaging development and improvement and creating packaging prototype was as below.

2.1 Analysis of Data and Information on Products and Packages

The researcher chose to collect data and information by interviewing entrepreneurs from 25 shops and community leaders, using taping recording and photo taking. Data analysis was made and information gained was as follows.

2.1.1 The identity of the Thongchome Market in the area of Wat Phra Non Chaksi Temple means the local market which was located in the area of Wat Phra Non Chaksi Temple, the center of tourism and the spiritual anchor for people living in Singburi Province.

2.1.2 Packages of product types in the Market were simple: plastic bags, plastic jars, and glass bottles labelled with the logo of Thongchome Market, shop name and telephone numbers. Most vendors thought that the packaging types for the products were suitable for the set up product prices. If the product packages were created with higher costs, the products would not be sold in the expected prices.

2.1.3 The researcher chose the previously used package which was a plastic bag and the researcher decided to add some designs into the paper bag. Moreover, the design was made to add more identities to the Thongchome Market of Wat Phra Non Chaksi Temple. The researcher decided to design the logo of Wat Phra Non Chaksi Market which showed the most of the Market's identities. The product prototype was made by screening logo on a plastic bag, creating a sticker label and creating additional logo on the paper bag.

2.2 Procedure of Logo and Packaging Development

The researcher chose the particular identities of the Thongchome Market to create the logo for the Market in Singburi Province which was different from the logo of the Thongchome Market in other provinces. The logo was created for people to recognize the identities of the Market, complying with the needs of entrepreneurs. In addition, it created the relations between the logo and buyers. The development procedure was as follows.

2.2.1 The researcher defined the identities of the Thongchome Market in the area of Wat Phra Non Chaksi Temple which had to be relevant with Phra Non (the Reclining Buddha Statue) because it was the symbol of Singburi Province. In addition, the identities of the Market were presented to the entrepreneurs to exchange opinions and find out the right logo which complied with the Market's needs.

2.2.2 The researcher sketched the drafted logo on the paper and created the logo model on the AI Program. It was summarized that the chosen logo had to reflect the outstanding features of Phra Non (the Reclining Buddha Statue), such as the embellishment of the Buddha footprint, the triangular roof of the Buddhist monastery and other details of the Thongchome Market. In addition, other details were the Buddhist Era (B.E.) of the Thongchome Market establishment, and the name of Wat Phra Non Chaksi Market. On the package of the Thongchome Market, there were embellishments of budding and blooming cannon ball flowers in the background part; in the religion of Buddhism, the cannon ball flower was mentioned religiously and importantly. The researcher uses the pattern design guidelines of Suwit Sadsunk and Tueanta Pornmuttawarong (2023) which state that the pattern of the first printed fabric was created by using inspiration, structure, colors, shape, and pattern from the facial structure of

Wat Pho's giant, Thai patterns, and pagoda's tile patterns inside Wat Pho. These were another well-known uniqueness of art works and sculptures that were applied to design. Apart from the logo, QR code was added to the package to show the map of the Thongchome Market.

2.2.3 The researcher created 2 types of packaging prototypes which were plastic bag and paper bag with 1 logo.

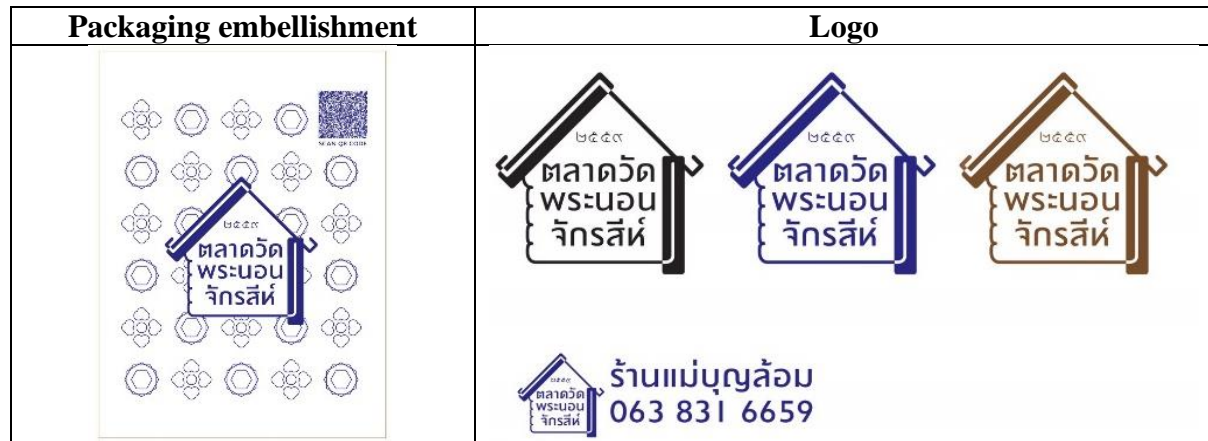
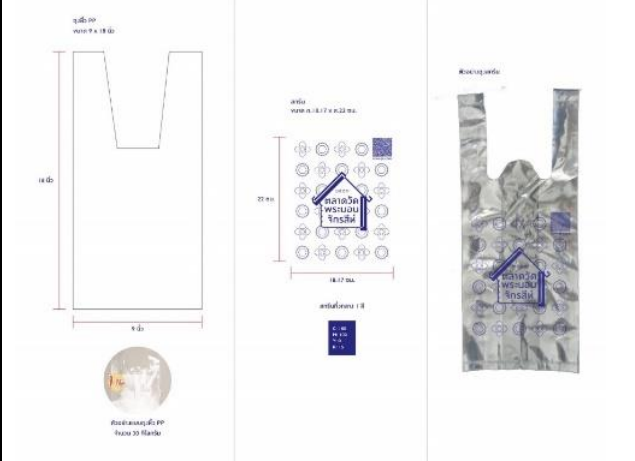


Figure 4-5 Packaging embellishment and Logo
Source : Khanin Phriwanrat

2.3 Prototype Producing Procedure

According to the study, the researcher mainly considered on the Market's products which were fresh food, dry food or snacks. Materials for the product packages were not different from the previously used ones and they were suitable with the products. Two types of packages were used: embellishment screened plastic bag and paper bag. Packages were labeled with stickers that showed the shop names on the product containers. The embellishments on the packages were selected in collaboration with the community.

Prototype	Description
	<p>Plastic bag for holding in the size of 9x18 inches, suitable for carrying fruits, vegetables or fresh food</p>



Prototype	Description
	<p>Plastic bag for holding in the size of 20x27x10.5 centimeters, suitable for carrying dry food with low weights</p>
	<p>Stickers of the market logo with the names and telephone numbers of shops, for labeling on the products</p>

Figure 6-8 Prototype
Source : Khanin Phriwanrat

2.4 Prototype Usage Procedure

When the researcher took a field study to collect data and information on the Thongchome Market, products and packages, the researcher chose the Thongchome Market's identities for creating the packages to be recognizable for the Market's customers. The logo of the Thongchome Market in Singburi Province was different from the Thongchome Market in other provinces.

Plastic bag	Paper bag
	

Figure 9-10 bags
Source : Khanin Phriwanrat

The usage of logo in the picture appeared on Facebook page for press releasing purpose



Figure 11 the picture appeared on Facebook
Source : Khanin Phriwanrat

RESULT DISCUSSION

According to the first objective of the research: To study fundamental data, information and product packaging for products in Thongchome Market in Singburi Province in order to support the branding creation, designing and developing of packages.

At present, consumers are interested in the local products. As a result, many sellers had to compete in the market more than ever, so product packages were selected according to appropriateness and compliance with the products. Packages helped in the product marketing and they helped to make differences among the products in the same category. The Wat Phra Non Chaksi Market was considered one of the markets under the Thongchome Market Project. It needed to create marketing strategies and development to stand out from other markets. Therefore, the researcher had to study the fundamental data and information of the Wat Phra Non Chaksi Market, its products and packages. In addition, the researcher planned to develop and improve the product packages and analyze data according to the 5W+2H Method. (Sukritta Hirayachawalit 2011)

1) WHY: Each shop had different logo which did not support the promotion of the product images in the same direction and did not lead to the Market's unity. Moreover, some product selling shops in the Market did not have their own packages, such as vegetable shop and herb selling shop.

2) WHO: 1 shop; After the interviewing of shops in the Thongchome Market Project, the shops agreed that they needed to have one commonly shared logo and package in order to use in the Market's press releasing activities.

2 WHO customers; The customers needed the logo to convey the meaning of important places or things in the community to create the customer's perception and recognition toward the Market.

3) WHERE: Thongchome Market in the area of Wat Phra Non Chaksi, Tambon Chaksi, Amphoe Muang, Singburi Province.

4) WHAT: Logo and packaging products for new Wat Phra Non Chaksi Temple

5) WHEN: When customers bought products, they would get packages labeled with the logo of the Thongchome Market in the area of Wat Phra Non Chaksi Temple. When they needed to buy more products, they could telephone the shop and ask the shop directly.

6) HOW: Logo was used in the press releasing media of the Wat Phra Non Chaksi Market for the fundamental acknowledgement of the target groups and emphasis on the perception of the logo on the package and the Market's information. The information was disseminated by applying the QR CODE to introduce the route of the Wat Phra Non Chaksi Market.

7) HOW MUCH: The prices of the new product package and logo had to be lower than the previous package. The product package and logo had to show the identities of the Market.

When the researcher analyzed data and information according to the problems and solutions, due to the fundamental guideline, the development and improvement of the logo designing and packaging for the products of the Thongchome Market in the area of Wat Phra Non Chaksi Temple were made. Considerations on the design were made regarding to simplicity, appropriateness for use and needs of the entrepreneurs and buyers.

According to the second objective of the research: To design logo and packaging for products sold in Thongchome Market in order to add economic values for the community, improve products and enhance competencies in competitiveness, development of community potentials and development of provincial groups.

The researcher gained information by summarizing from the first objective of the research and then tried to find out the guideline on designing the product logo and package. The designing was considered to be simple, appropriate for beneficial use and meet the needs of the entrepreneurs and buyers. For the previously used product packages, the shops in the Market used plastic bags, and paper bags. For the logo, the researcher had additional guidelines on the logo designing. According to Ms.Thipsuda Pathumanon (2011), it was stated that the logo designing was made by adding components, adding pictures into fonts, or adding fonts into pictures, adding pictures of animals, plants or things that were related to products and services, and adding inspirational symbols on the logo.

The researcher thought that adding the symbols of architectural and sculptural components, derived from the field study conducted to interview people about the identities of the Thongchome Market in the area of Wat Phra Non-Temple in Singburi Province, into the designing of associative mark logo. The logo designed by the researcher involved the reducing of architectural and sculptural details and embellishment to maintain the religious belief of the people in the area and blend the embellishment with the logo to imply the important places and sculptures under the same logo. The logo could be viewed in different perspectives. The logo reflected the outstanding features of Wat Phra Non-Temple through the graphics of the Buddha's footprint and triangular roof of the Buddhist monastery. In addition, other details of the Market were the Buddhist Era (B.E.) of the Thongchome Market establishment, and the name of Wat Phra Non Chaksi Market. On the package of the Thongchome Market, there were embellishments of budding and blooming cannon ball flowers in the background part; in the religion of Buddhism, the cannon ball flower was mentioned religiously and importantly. Apart from the logo, QR code was added to the package to show the map of the Market.

According to the study of the designing of logo and package for the products from Thongchome Market in the area of Wat Phra Non Chaksi Temple, the researcher has collected data and information on the Thongchome Market's identity and analyzed it in various aspects in order to use the information as the guideline on the packaging and logo development. These aspects include objectives of packaging design, components of packaging design, graphic design for packaging, steps in packaging design and designing technics which will lead to more efficiency in packaging design and development. The aforementioned aspects will result in the business progress in long-term, more profit gaining, product value adding and acceptance in the market.

SUGGESTIONS

Since Thongchome Market has high level of local identity, the next study should involve the study of local materials and use them more in the designing of packages from nature. Moreover, considerations must be made in terms of reducing packaging cost, packaging usage, environmentally friendliness, and environmental sustainability. In addition, new occupations are potentially created for people in the community, so they will gain more benefits.

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