

THAI WISDOM PERFUME PACKAGING DESIGN

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ABSTRACT

Thai perfume is one of the Thai wisdoms is a heritage until present days. However, there is no specific study on graphic identity on Thai wisdom perfume. The objectives of this research are 1) to find out graphic guidelines for Thai traditional perfume products. 2) to investigate graphic and graphic on packaging development for the LaOng Siam, a Thai perfume brand. This research is a qualitative and quantitative research. The tools to collect data are questionnaires and structured interview form. The population are; the target group of the brand; 100 female respondents who live in Bangkok, age 20-30 years old and 10 graphic designers. The results of design guidelines are as follow; the primary display panel mainly shows Logo and illustration. The illustration should be created as graphic pattern in order to represent the main ingredients of the perfume and communicate the fragrance. The appropriate logo design is Initial Letter Mark as it is simple and shows charm and elegance. The appropriate font is Serif font. The appropriate color is any color, mix it with gold color. In addition, the use of color and the graphic pattern should represent the Thai traditional perfume characteristic and shows the wisdom's background. The graphic design development for LaOng Siam are as follows; Mood & Tone: natural, elegant and charming. Color: Gold and Thai tone colors. The logo should be mainly gold color. Graphic on the primary display panel: Thai graphic style mixes with modern graphic style, and should show the identity of each odor clearly.

Keywords: *Packaging Design, Identity, Thai Wisdom, Thai Perfume*

1.0 INTRODUCTION

Thai perfume was originally created in the royal palace many centuries ago. It was finely created by using the scent of candles and flowers without any alcohol. When Thailand was influenced by western culture in the era of king Rama IV, western perfume became popular among the high class people as it represented luxury. Also, the perfume was extracted by alcohols. Therefore, its fragrant lasts longer. This amazed the Thai people at that time. However, the high class people in the royal palace were well known for being good at creating any types of craft, and perfume was one of them. They combined the original process with the western process. Using well selected flowers and some kind of leaves, as well as other ingredients, including scented candles. Each palace created their own signature odor. ("Thai perfume", 2016) As a result, Thai perfume is considered as one of the Thai wisdom. Although it is no longer as popular as before, it has never been missing from the culture since this wisdom has passed on from one generation to another. Srisuwan (2009) found that most of the women who are 30 years and below had never used Thai perfume. In contrast, they have used imported perfume. The satisfaction of Thai perfume received high rating. Today many young people tend to preserve it. La-Ong Siam is one of the perfume brands created by the younger generation and was founded 4 years ago. The brand owner has carried on the knowledge from his grandmother. The perfume making process is a combination of the traditional process and the modern one. The best selection of flowers, herbs and coconut oil help to sweeten the aroma and also leaves long-lasting scent on the body. Furthermore, all ingredients are naturally extracted, and they are processed for 2 months so that the perfume has distinctive fragrance. Therefore, the products of this brand are considered outstanding among the competitors.

At present, there are many younger generations who are willing to carry on the wisdom. However, the business is very competitive today. A lot of brands do not show their strength or their identity; La-Ong Siam is one of them. It has a very strong characteristic but does not communicate well on the packaging. One of the keys to become successful is the brand's identity. Therefore, graphic design is an essential tool as we know that packaging is considered as "Silent Salesman." The roles of graphic and packaging design have taken parts in the marketing sales for many decades. Not only to represent the identity of the brands

but also to communicate directly to the consumers. Furthermore, packaging is one of the keys to motivate buying behavior. Consumers are more likely to buy the products when they see the identity of the product or the brand. Any brand or any product that has a good image and can “communicate” well with consumers, is able to increase the sales. Consequently, it is important to develop the identity on packaging which can impress the consumers and it will be recognized. Nowadays there are a wide range of brands of the same product so consumers would make a buying decision by comparing each brand on the shelf. They only spend 2/3 on their shopping time to make the final decision. For instance, if a consumer wants to buy 12 products and spends 15 minutes on shopping, it means that this person would take only 1 minute to make a buying decision on each item. Therefore, packaging needs to attract and communicate with consumers instantly. As a result, packaging plays a significant role in marketing and a good packaging design is the main factor to help customers make their final decision to buy a product (Hirunyachawalit, 2012). Packaging is often the most important factor of the products before that final purchase decision is made. Therefore, it is worth ensuring that packaging is working as hard as possible to secure that sale. This maybe in the form of imagery, brand values, products functionality or pure innovation. There are many ways in which packaging can add value (Ahmad, Billo & Lakha, 2012.). As Dupuis and Silva (2011) mentioned, recognition is the first step to build desire. When a good image of the brands or products is accepted, that means the sales increase.

Graphic design on packaging aims to produce a good image of the brand and presents products’ information. A clear, understandable and proper information will gain trust from customers. Moreover, graphic can show a brand’s identity; this will help the brand to become outstanding from its competitors and help consumers to make the final decision. Typography, layout and illustration will support this and communicate to consumers effectively. The primary display panel (PDP) needs a good graphic since it is the key to present information to consumers directly. Consequently, it is very important part on packaging. Moreover, it affects the consumers’ recognitions and buying decisions. (Suathong, 2017). The important graphic elements on PDP compose of typography design, illustration and color. Many studies also show that color and illustration on packaging has an effect on consumer’s perception and strongly influenced on recognition and decision. Also Assawangkul (2006) stated that the color influences depend on people’s cultural background, environment and experiences. Therefore, the color on the packaging which is attractive can lead to positive buying decision. Subprung (2000) suggested that illustration convinces consumers and it helps to understand the message immediately as it is more attractive.

As far as I know, there is no specific study on graphic identity on Thai wisdom perfume. Consequently, the graphic design guidelines for Thai wisdom perfume will be a beneficial guideline for Thai wisdom identity. Furthermore, it will be a tool in marketing, and it will help to increase the sales. The study can be applied on the other Thai perfume products or the other Thai wisdom products too. An effective communication to the target group will not only help the business but also help to preserve the Thai wisdom. Therefore, LaOng Siam perfume needs a graphic approach so that it will be a good example to communicate Thai wisdom identity on the packaging effectively.

2. OBJECTIVE

- 1) To find out graphic guidelines for Thai traditional perfume products.
- 2) To investigate graphic development for LaOng Siam, Thai perfumes brand.

3. RESEARCH METHODOLOGY

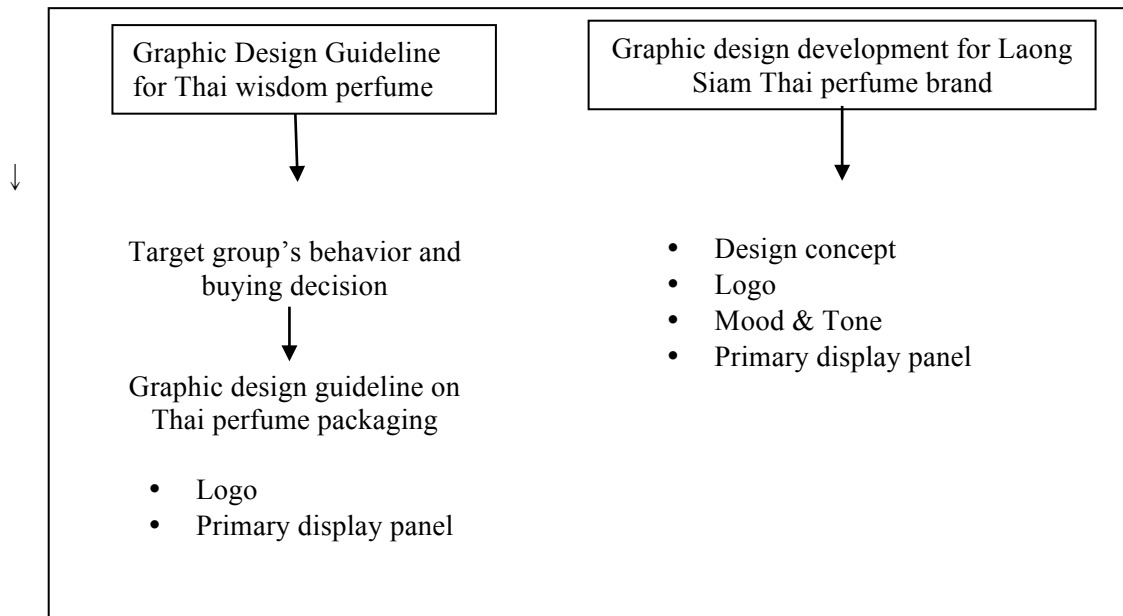


Figure 1 : Conceptual frame work

3.1 Research Population

This research is a qualitative and quantitative research. It focuses on 2 groups of population that are the target group of the product; female students and working women who live in Bangkok age 20-30 years old and use perfume regularly as well as 10 Graphic designers.

3.2 Research Tools

The tools are questionnaires and structured interview form to interview 10 graphic designers in order to find the graphic design guidelines for the Thai traditional perfume and to investigate the graphic design development for La-Ong Siam brand.

3.3 Research Procedure

The study conducted is divided into 2 steps. The first step is finding graphic design guideline for Thai wisdom perfume. This step is further divided into 2 sections. The first section used 100 questionnaires to find out the target group' perspective towards the product and to find out their buying decisions. Then, the conclusion of the result is made in order to structure the interview form for the next section. The second section is to interview 10 graphic designers, using the structured interview form to find out the design guidelines for Thai wisdom perfume and for Laong Siam perfume brand.

The data from the questionnaires and the data from the interview are collected and analyzed using descriptive statistic. Then the results of graphic design guideline is applied to develop graphic design on packaging for LaOng Siam Thai perfume brand.

4. RESEARCH RESULTS

4.1 The graphic design guidelines for Thai perfume products

The results are divided into 2 sections. The first section is the results from the questionnaires gathered from the target group of 100 people. This section aims to collect and analyze the target group's point of view about Thai perfume and their buying decision. The result found that Thai traditional perfume is unique and outstanding. They think that this wisdom should be preserved as it is a wisdom that has been passed on from one generation to another. It has charming, attractive and exquisite characteristics. However, it is a good idea to mix the traditional perfume making process and the modern making process. When they think of Thai traditional perfume, they would think of the fragrance of Thai flowers and this fragrance gives fresh and clean aroma. In contrast, only a few of the target group have tried Thai perfume.

The target group choose to buy perfume because of its distinctive fragrance. They use perfume regularly because of the nice scent and they believe that this scent could help to enhance their personality. They prefer the perfume that lasts longer during the day.

The results from the target group is concluded and then analyzed to structure the interview form, in order to find out graphic guidelines. The interview results gathered from the 10 graphic designer are as follow;

- i. The appropriate logo design is Initial Letter Mark as it is simple and shows the charming and elegance character well.
- ii. The primary display panel mainly shows logo and illustration. The illustration should be created as graphic pattern, in order to represent the main ingredients of the perfume and communicate the fragrance.
- iii. The appropriate font is Serif font.
- iv. The appropriate color is any color, which is mixed with gold color.
- v. The use of color and the graphic pattern should represent the Thai traditional perfume characteristic and shows the wisdom's background.

4.2 The graphic design development for La-Ong Siam

The result of design concept was created from the consumer's point of view and the analysis is as follows;

- Signature of scent
- The scent of civilization
- The charm of Thai scent

The graphic designers selected "The charm of Thai scent" because it can show the background of the brand the most. Also, it indicates how neat and delicate the perfume is. Therefore, the results of design development followed the concept and they were analyzed from the interview as follows;

Mood & Tone: natural, elegant and charming and it is according to all the natural ingredients which are well selected. The wisdom has been heritage from the royal palace and was popular among the people in the high society.

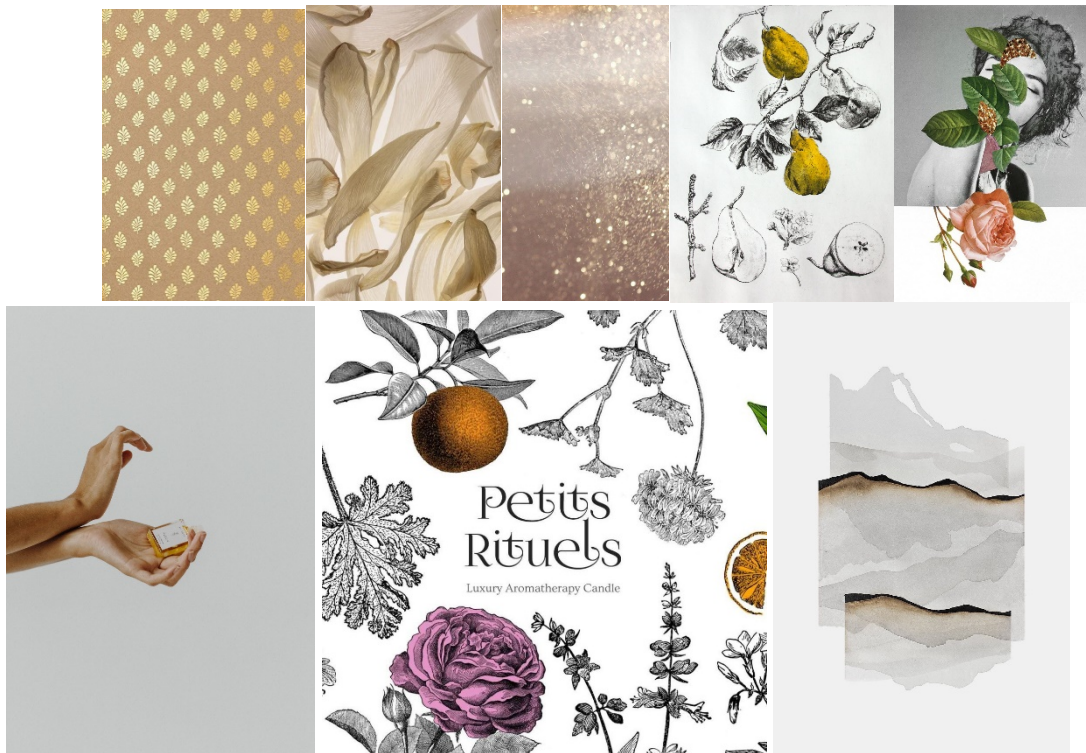


Figure 2 : Mood & Tone, natural, elegant and charming

Color: Gold and Thai tone colors. It shows the cultural background of the product and communicates the message well. However, the logo should be mainly gold color, to keep the elegant look, neat and simple.

Graphic on the primary display panel: Thai graphic style mixes with modern graphic style in order to communicate to the target group and to show the making process that mixes the traditional and the modern one. This should show the identity of each odor clearly. The graphic elements show not only the ingredients but also the process.

The investigation of the design development are as the figures shown in the next page;



Figure 3 : Logo Design for LaOng Siam



Figure 4 : Graphic development on packaging using elements of ingredients and the graphic shows the process of making the perfume.



Figure 5: Graphic development on Packaging Design.
The elements represent liquid and mist when spraying the perfume.

Logo: The final selection for the logo is the most appropriate. It was created from the “L” combining with the leaf and flower to indicate the ingredients. The elements are finely composed together, representing the character of the brand and product well.



Figure 6: The selected logo

Packaging design: The most appropriate packaging design idea is developed using the elements to show the making process of the perfume. Each layer represents the ingredients that have been processed for months. Each packaging has color and illustration to communicate the fragrance clearly.



Figure 7: The design development for LaOng Siam perfume packaging



Figure 8: The design development for LaOng Siam perfume packaging

5. CONCLUSION & DISCUSSION

The research aims to find the graphic design guidelines for Thai traditional perfume and to investigate the graphic design development for LaOng Siam Thai perfume brand. The results for graphic design guidelines are; the primary display panel shows Logo and pattern graphic, in order to represent the main ingredients of the perfume and communicate the fragrance. The appropriate logo design is Initial Letter Mark. The appropriate font is Serif font. The appropriate color is any color which is mixed with gold color. In addition, the use of color and the graphic pattern will represent the characteristic and shows the wisdom's background. This result matches with Iamsai, Sinthupak & Saributr (2015) who stated that adapted illustration is more effective to communicate what the product is and represent identity better than any other type of illustration. Moreover, Pongraman. J. (2018) studied Thai identity on chili paste of Nampruk Maepranom, found that the target group saw Thai graphic pattern on the logo and the packaging represents Thai identity. Unlike the photo type of illustration which cannot represent Thai identity at all.

The result of graphic design development for LaOng Siam Thai perfume brand are as follows; the design concept is "The charm of Thai scent" to indicate its story and how neat and delicate the perfume is. Mood & Tone: natural, elegant and charming. Color: Gold and Thai tone colors. This point complies with the study of Sunkapong and Srihurun (2017) who applied Thai tone color on their packaging to show Thai identity as well. Graphic on the primary display panel: Thai graphic style mix with modern graphic style shows the identity of each odor clearly. The study shows the design approach that will communicate to the consumers about the Thai wisdom perfume. Logo was created from the letter "L" combining with the leaf and flower to indicate the ingredients. The elements are finely composed together, representing the character of the brand and product well. Packaging design uses the elements to show the making process of the perfume. Each layer represents the ingredients that have been processed for months. Each packaging has color and illustration to communicate the fragrance clearly. These results are agreeable with Ahmad, Billo and Lakhan (2012.) who advised that brand is important and its strategy is considered in the units. Packaging is valuable for brand equity. Also, culture differences does have an impact on a company's initiatives to design the product package. Imiru (2017) believed that packaging should be used as a communication strategy at the point of purchase. Julukul (2018) also mentioned that it is essential for packaging design to communicate well and to match the consumer's need.

This study focuses on Thai wisdom perfume product. It shows the graphic design guideline of Thai identity from the Thai wisdom and it helps to communicate to the target group. The study shows how graphic and packaging can be a valuable tool, not only for sales but also for cultural wisdom heritage. As a result, a further study could focus on another type of Thai wisdom or the study could extend to find the design guidelines for another cultural wisdom. Finally, the impact on packaging communication about the cultural wisdom could be investigated further too.

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