



Print ISSN: 1738-3110 / Online ISSN 2093-7717
 JDS website: <http://accesson.kr/jds>
<http://doi.org/10.15722/jds.22.08.202408.55>

Creating Innovative Packaging and Logo Design for the Golden Banana Product to Modernize and Enhance Distribution*

Wat PLOYSRI¹, Krairop CHAREONSOPA²

Received: May 18, 2024. Revised: June 27, 2024. Accepted: August 05, 2024.

Abstract

Purpose: This study focuses on the golden banana (Kluai Hom Thong) from the Ban Khok Banana Community Enterprise Group in Sang Khom District, Udon Thani Province, Thailand. Despite its potential as an export crop and minimal disease or insect management issues, the group's products struggled to reach international markets due to lack of marketing opportunities, distribution channels, and proper packaging. The research aims to analyze and develop packaging and logos to test market potential for the group's products. **Research design, data and methodology:** Data was collected through questionnaires developed in conjunction with three printing and packaging design experts. Market testing involved 100 randomly sampled consumers of the group's products. **Results:** The new packaging design was perceived as more international, modern, and suitable as a souvenir for adults. **Conclusions:** Integrating ethnic elements and local materials into packaging design can enhance product appeal. For example, creating cloth bags from fabric scraps for carrying local woven products can impress consumers. This approach could help overcome market barriers and improve prospects for golden banana products in international markets while maintaining the intact ecosystem and environment of the production area. The study highlights the importance of effective packaging and branding in addressing market access challenges for local agricultural enterprises, potentially opening new opportunities for community-based businesses.

Keywords : Packaging, Logo, Golden Banana, Grassroots Economy, Packaging For Distribution, Udon Thani

JEL Classification Code : M30, M31, O30

1. Introduction

Bananas are the most favored dessert fruit globally and a fundamental staple crop for a significant portion of the population in low- and middle-income countries. The historical trajectory of the banana export industry, particularly in North America, Europe, and other affluent regions, is marked by a complex narrative of exploitation

and discord. The widespread availability of low-cost bananas has led to environmental degradation, instances of violence, and the perpetuation of poverty. Recent efforts have aimed to address these power imbalances within the trade, including voluntary certification programs designed to tackle various sustainability challenges. Ongoing research in biological control, accelerated plant breeding, and efficient irrigation systems is crucial for strengthening the sector against emerging threats from pests, diseases, and

* This study was supported by Suan Sunandha Rajabhat University.

1 First Author. Lecturer, Department of Industrial Arts and Science, Faculty Engineering and Industrial Technology, Suan Sunandha Rajabhat University, Thailand. Email: wat.pl@ssru.ac.th

2 Corresponding Author. Lecturer, Department of Industrial Arts and Science, Faculty Engineering and Industrial Technology, Suan

Sunandha Rajabhat University, Thailand.

Email: krairop.ch@ssru.ac.th

© Copyright: The Authors

This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits unrestricted noncommercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

climate change (Bebber, 2023).

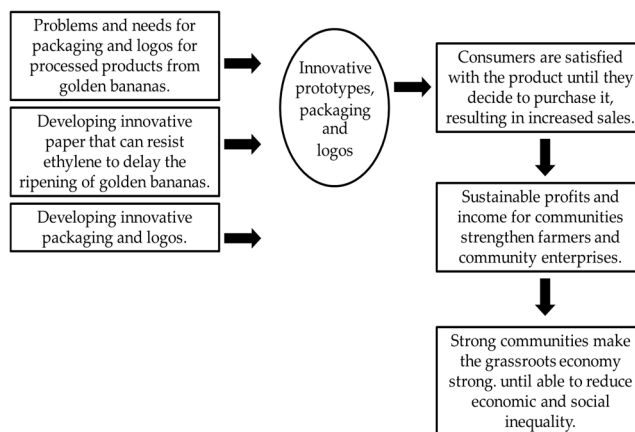
The golden banana, locally known in Thailand as Kluai Hom Thong, is one of the major tropical fruits in the country. It is cultivated extensively in several provinces, particularly in the northeastern, southern, and eastern regions. Golden bananas are distinguished by their unique characteristics: beautifully arranged combs, excellent taste, and pleasant aroma. They are also considered an important economic crop with significant export potential, particularly to markets in Japan, Korea, and China, where demand is very high. Additionally, the produce is safe and free from contaminants, contributing to the popularity of Thai golden bananas. This growing demand is evident in both domestic and international markets. In the upper northeastern region, the cultivation of golden bananas has gained popularity due to the advantages it offers. The region has relatively few pest and disease problems, and the ecosystem and environment remain largely intact because it is a newer area for banana cultivation. This makes management in the area relatively easy, with lower costs for fertilizers and chemicals compared to other regions. As a result, the return per rai (a traditional Thai unit of area) is higher than that of other crops traditionally grown by villagers. The Ban Khok Kluai Hom Thong Community Enterprise Group, located in Sang Khom District, Udon Thani Province, Thailand, grows golden bananas in their own fields and also sources produce from small farmers. Golden bananas can be harvested up to seven times a year, with the highest quality produce typically available from August to November. However, after October, the quality tends to decline, resulting in waste for the group's produce (Sarpetch et al., 2020; Witthayaprapakorn, 2020).

Packaging is a crucial tool in commerce and global trade, playing a pivotal role in boosting sales and facilitating exports, ultimately leading to profit optimization for businesses (Mohammadi et al., 2014). Recognizing this, the Ban Khok Kluai Hom Thong Community Enterprise Group has prioritized the development of logos and packaging to enhance the competitiveness and value of their products. Currently, the lack of a logo and appropriate packaging has hindered their ability to enter the international market, limiting opportunities and distribution channels. This also prevents the group from adding value to their products, which could otherwise generate income for their families and community. Moreover, the current market is highly competitive, and the group lacks the knowledge to develop attractive packaging. Consequently, their products fail to capture customer interest, lack distinctiveness, and encounter problems such as damage before reaching the consumer due to inadequate packaging. Additionally, the use of incorrect packaging materials shortens the product's lifespan, causing it to spoil faster (Rundh, 2013; Rundh, 2016).

Despite challenges such as limited product variety, weather-related production issues, rising costs, and pest and disease management, this project aims to enhance the competitiveness and recognition of golden banana products through branding and packaging initiatives. By improving distribution channels and adding value to locally sourced materials, the project seeks to create sustainable income for the community.

2. Materials and Methods

The development of innovative packaging and logo design for Golden Banana products, aimed at upgrading and adding value to strengthen the grassroots economy of the Golden Banana Community Enterprise Group, is illustrated in Figure 1.



Source: created by authors

Figure 1: Example of a Figure Caption Research conceptual framework developing innovative packaging and logos for golden banana products to upgrade and add value to develop the grassroots economy of community enterprise groups

2.1. Population, Group Samples Research Tools

The research tools used to evaluate the packaging and logo development for the Golden Banana product aimed at enhancing and adding value to the grassroots economy of the Ban Khok Banana Community Enterprise Group are as follows:

Population and group samples

In this research, the sample population is defined as follows:

2.1.1. To analyze the problems and needs related to logos and product packaging for community enterprise groups in Sang Khom District, Udon Thani Province, the sample population includes both producers and consumers of these community enterprise products.

2.1.2. For analyzing the problems and needs concerning logos and product packaging for tourism group products, the sample consists of producers and consumers of tourism group products. A sample size of 10 individuals was chosen through random sampling, with data collected via in-depth interviews.

2.1.3. The group of experts in printing and packaging design includes lecturers from educational institutions or professionals with at least 3 years of experience in the field of print and packaging design. These experts were selected through purposive sampling, with a total of 3 individuals being chosen.

2.1.4. The research population for market testing consists of consumers of products from community enterprise groups.

2.1.5. For the market test, a sample of 100 consumers from the community enterprise groups in Sang Khom District, Udon Thani Province, was selected through accidental sampling. Data was collected using a 5-point Likert scale questionnaire.

2.2. Research Tools

The tools utilized for researching the development of innovative packaging and logos for Golden Banana products, aimed at upgrading and adding value to the grassroots economy of the Ban Khok Banana Community Enterprise Group in Sang Khom District, Udon Thani Province, are as follows:

2.2.1. Interview Form for Identifying Needs: This form is used to gather information on the requirements for designing logos and packaging for the community enterprise groups in Sang Khom District, Udon Thani Province.

2.2.2. Evaluation of Design Opinions: This assessment involves evaluating the opinions of reviewers on the logo and packaging designs for the community enterprise group in Sang Khom District. The evaluation includes a 5-point Likert scale for rating opinions and open-ended questions for additional suggestions.

2.2.3. Consumer Opinion Survey: This survey is divided into two sections:

Part 1: General Information of Respondents - This section collects demographic information through multiple-choice questions.

Part 2: Consumer Opinions on Logo and Packaging - This section uses a 5-point Likert scale to gauge consumer opinions on the logo and packaging for the Ban Khok Thong Banana Community Enterprise Group, and includes open-ended questions for further suggestions.

2.3. Conducting Research

The development of innovative packaging and logo

design for the Golden Banana product aims to upgrade and add value to the grassroots economy of the Ban Khok Golden Banana Community Enterprise Group in Sang Khom District, Udon Thani Province (Agariya et al., 2012; Airey, 2009). The research methods are detailed as follows:

1) Study relevant documents and research, including websites, and conduct interviews with experts, designers, and packaging and logo users. This step aims to gather knowledge and foundational information to develop concepts and set a framework for studying the general condition of packaging for products from the Ban Khok Golden Banana Community Enterprise Group in Sang Khom District, Udon Thani Province.

2) Conduct field visits to collect data on packaging problems and requirements within the framework. This involves exploring the product source region and distribution channels to investigate the packaging and logo issues of the Ban Khok Community Enterprise Group, which is involved in growing and processing golden bananas. A purposive sampling method was used to select ten participants, and focus group discussions were conducted to collect data.

3) Analyze information from document studies, interviews with packaging and logo specialists, designers, and users, and data collected during field visits. Using this information and the results from the sample group's questionnaire, concepts for packaging and logo design were developed.

4) Design and develop prototype packaging and logos. Five prototypes were created based on information gathered during the field visit, specifically tailored for the community enterprise group involved in cultivating and processing golden banana.

5) Assess the development of prototype packaging and branding. Three print and packaging design specialists evaluated the structure and graphic design features of the prototypes created by the researcher. Feedback was collected using a 5-point evaluation form, with scores ranging from 5 (strongly agree) to 1 (strongly disagree). The feedback was used to refine the packaging and branding based on the opinions of both users and experts, followed by production of the final designs.

The average score ranges for survey responses are as follows.

A score between 4.51 and 5.00 indicates strong agreement.

A score between 3.51 and 4.50 indicates agreement.

A score between 2.51 and 3.50 indicates uncertainty.

A score between 1.51 and 2.50 indicates disagreement.

A score between 1.00 and 1.50 indicates strong disagreement.

6) Actual logos and packaging were tested in the market to evaluate consumer satisfaction. A sample of 100

consumers was selected through accidental sampling from those purchasing products from the community enterprise group that grows and processes golden bananas. Data were collected using a 5-point scale opinion questionnaire. The evaluation form weighted scores based on the opinions of individuals assessing the prototype logos and packaging. The criteria for interpreting the mean scores are as follows (Sakulpiyatewan et al., 2021):

An average score between 4.51 and 5.00 indicates strong agreement.

An average score between 3.51 and 4.50 indicates agreement.

An average score between 2.51 and 3.50 indicates uncertainty.

An average score between 1.51 and 2.50 indicates disagreement.

An average score between 1.00 and 1.50 indicates strong

disagreement

7) Revise the summary, evaluation, discussion, and presentation of packaging design ideas based on feedback, and finalize the packaging and logo for the group of farmers and community enterprises growing and processing golden bananas.

8) The finalized packaging and logo will be produced and provided to the farmer groups and community enterprises involved in growing and processing golden bananas.

3. Analysis Results

Results from brainstorming, SWOT analysis, and the TOWS matrix are summarized in the chart below (Table 1).

Table 1: The following outlines the scoring weights in the assessment form, based on the evaluators' opinions regarding the prototype logos and packaging design

Internal factors External factors	Internal Strength	Internal Weakness
External Opportunity	- Develop products to be in line with the trend of ecotourism, agriculture, and environmental conservation. Including guidelines according to the Thai economic and social development policy towards a new format, BCG. - Selling products through the E-commerce system - Publicize various activities to be known	- Strengthen knowledge and processing skills to increase product value. - Organize customer database system - Study information about foreign customers - Use technology to develop operating systems to increase efficiency.
External Threat	- Create variety and distinctiveness to products and packaging. - Apply BCG principles to use waste from bananas to create value in the form of innovative products such as paper, textiles, thread, yarn as alternative materials for new customer groups. - Organize promotions with sales representatives - Advertise products to stimulate sales - Create network partners	- Find ways to reduce production costs by using the Circular Economy concept to achieve higher efficiency. - Training to develop employees' potential systematically

3.1. Developing the Logo of the Ban Khok \Golden Banana Community Enterprise Group



Figure 2: Emblem of "Ban Khok Kluai Hom Thong Community Enterprise Group" developed (source: created by authors)

The logo for the "Ban Khok Kluay Hom Thong

Community Enterprise Group" (see Figure 2) was designed to establish a distinct community identity. This brand is applied to various business-related items within the community, including documents, letterheads, envelopes, business cards, polo shirts, jackets, hats, delivery vehicles, and more.

Table 2: Evaluates the design of the emblem. "Ban Khok Kluai Hom Thong Community Enterprise Group" that developed

No.	Issue	$\bar{X}$	S.D.	Opinion level
1	The logo is unique. clearly indicates the community.	5.00	0.00	strongly agree
2	The emblem is beautiful.	4.00	0.82	agree
3	Easy to remember, easy to use, appropriate for the community.	4.00	0.82	agree
4	International and contemporary.	4.33	0.47	agree

From Table 2, experts in printing and packaging design rated the logo design highly, with an average score of 4.33. This indicates that the logo is considered unique and effectively represents the community. The highest rating was 5.00, reflecting the opinions that the logo is international, contemporary, beautiful, memorable, user-friendly, and well-suited to the community.

3.2. Develop Logos and Product Packaging of the Banana Hom Thong Community Enterprise Group

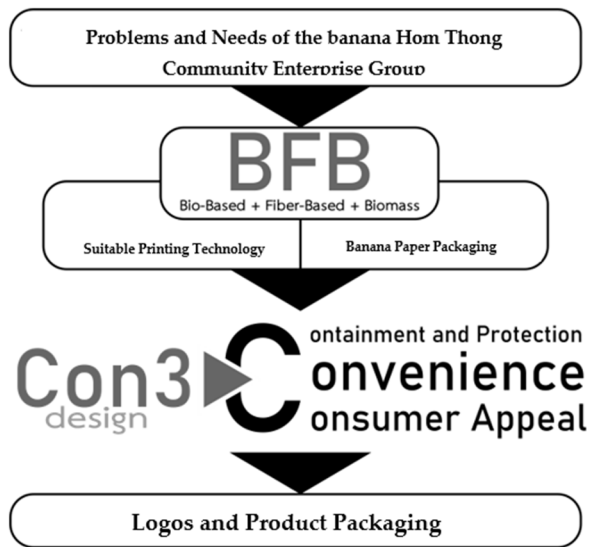


Figure 3: Concept for designing logos and product packaging (source: created by authors)

Guidelines for Designing Logos and Product Packaging for the Golden Banana Community Enterprise Group

When designing logos and product packaging for the Golden Banana Community Enterprise Group, the BFB-Con3 principles should be considered (see Figure 3). These principles are:

1) **Containment and Protection:** Packaging must effectively contain and protect the product. It should prevent damage during transportation and avoid spoilage. Good packaging ensures that the product remains intact and fresh.

2) **Convenience:** Packaging should facilitate production and marketing processes. It must be designed for easy transportation and storage, and should be user-friendly. This includes having a size that fits comfortably in hand and is easy to carry and handle.

3) **Consumer Appeal:** Effective packaging should capture consumer attention. This involves designing with attention to size, shape, color, materials, and graphic patterns. The packaging should communicate the product's value and appeal to consumer psychology, ensuring that it stands out and attracts potential buyers.

3.3. Guidelines for Logo and Packaging Design

3.3.1. The dietary supplement made from banana flour is packaged in foil envelopes with stickers, using banana paper with an inner foil coating to extend shelf life. The product is available in 50g to 100g quantities (Figure 4) and can be stored at room temperature for up to one year.



source: created by authors

Figure 4: Prototype of food supplement packaging made from banana flour using innovative banana paper

Table 3: Evaluation of packaging design of banana flour dietary supplements

No.	Issue	$\bar{X}$	S.D.	Opinion level
1	Packaging has a form and structure that is consistent with the product and transportation.	4.66	0.47	strongly agree
2	The packaging uses beautiful colors. suitable for the product.	4.66	0.47	strongly agree
3	The packaging has a structural shape that is suitable for display on display shelves.	4.66	0.47	strongly agree
4	Graphics on packaging can clearly communicate the product.	5.00	0.00	strongly agree
5	Graphics can display content Clear product details You can contact the manufacturer.	5.00	0.00	strongly agree
6	International and contemporary.	5.00	0.00	strongly agree
7	Banana flour dietary supplement packaging in foil packets with stickers is appropriate. Stimulate it to be more attractive to buy.	4.33	0.47	agree
8	Innovative banana paper packaging of dietary supplements from banana flour is appropriate. Stimulate it to be more attractive to buy.	4.33	0.47	agree
Total		4.70	0.29	strongly agree

Based on Table 3, print and packaging design experts provided their evaluations of banana flour dietary supplement packaging. The highest level of satisfaction, with an average rating of 4.70, was observed in six key areas.

1) Graphics Clarity: The graphics on the packaging clearly convey the product's purpose and details, including manufacturer contact information, and present an international and contemporary design (average rating: **5.00**).

2) Form and Structure: The packaging's form and structure are well-suited for both the product and transportation needs. It also features aesthetically pleasing colors appropriate for the product and a structural design that is suitable for display shelves (average rating: **4.66**).

3) In terms of the packaging materials for banana flour dietary supplements, foil envelopes with stickers were deemed appropriate for enhancing attractiveness and stimulating purchase interest. Additionally, the banana paper innovation model was considered appropriate, with a high level of satisfaction (average rating: **4.33**).

Evaluate design results to test the market of logos and packaging

Table 4: Evaluation of banana flour dietary supplement packaging (N=100)

No.	Issue	$\bar{X}$	S.D.	Opinion level
1	Packaging has a form and structure that is consistent with the product and transportation.	4.57	0.49	strongly agree
2	The packaging uses beautiful colors. suitable for the product	4.51	0.57	strongly agree
3	The packaging has a structural shape that is suitable for display on display shelves.	4.60	0.56	strongly agree
4	Graphics on packaging can clearly communicate the product	4.63	0.50	strongly agree
5	Graphics can display content Clear product details You can contact the manufacturer.	4.44	0.57	agree
6	International and contemporary	4.53	0.62	strongly agree
Total		4.54	0.55	strongly agree

According to Table 4, the evaluation of packaging for dietary supplements made from banana flour reveals the following insights. At the highest level, with an average rating of 4.54, the five aspects that received the greatest satisfaction are.

1) The graphics on the packaging clearly convey the product's identity, with a mean score of 4.63.

2) The packaging design is suitable for placement on product display shelves, with a mean score of 4.60.

3) The form and structure of the packaging are consistent

with both the product and its transportation requirements, receiving a mean score of 4.57.

4) The packaging is considered international and contemporary, with a mean score of 4.53.

5) The colors used in the packaging are aesthetically pleasing and appropriate for the product, with an average score of 4.51.

3.3.2. Banana throat spray the outer packaging is a banana spray box for easy distribution.



Figure 5: Pattern and packaging prototype for a banana throat spray box (source: created by authors)

Table 5: Evaluation of banana throat spray packaging design

No.	Issue	$\bar{X}$	S.D.	Opinion level
1	Packaging has a form and structure that is consistent with the product and transportation.	5.00	0.00	strongly agree
2	The packaging uses beautiful colors. suitable for the product	4.66	0.47	strongly agree
3	The packaging has a structural shape that is suitable for display on display shelves.	4.66	0.47	strongly agree
4	Graphics on packaging can clearly communicate the product	4.00	0.81	agree
5	Graphics can display content Clear product details You can contact the manufacturer.	4.33	0.47	agree
6	International and contemporary	4.66	0.47	strongly agree
Total		4.55	0.44	strongly agree

From Table 5, feedback from print and packaging design experts regarding the banana throat spray packaging is summarized in Figure 6. The overall satisfaction rating was highest, averaging 4.55. The experts particularly praised four aspects: the packaging's form and structure, which align well with the product and its transportation needs (average rating of 5.00); the use of attractive colors that complement the product; the packaging's structural design, which is well-suited for shelf display and meets international and contemporary standards (average rating of 4.66).

Evaluate design results to test the market of logos and packaging.

Table 6: Evaluation of banana throat spray packaging (N=100)

No.	Issue	$\bar{X}$	S.D.	Opinion level
1	Packaging has a form and structure that is consistent with the product and transportation.	4.65	0.51	strongly agree
2	The packaging uses beautiful colors. suitable for the product.	4.60	0.56	strongly agree
3	The packaging has a structural shape that is suitable for display on display shelves.	4.53	0.62	strongly agree
4	Graphics on packaging can clearly communicate the product.	4.00	0.57	agree
5	Graphics can display content Clear product details You can contact the manufacturer.	4.44	0.57	agree
6	International and contemporary.	4.51	0.57	strongly agree
Total		4.45	0.56	agree

From Table 6, the evaluation of the banana throat spray packaging reveals a high level of satisfaction, with an average rating of 4.45. The packaging excels in four key areas: it has a form and structure that aligns well with the product and its transportation needs (average rating of 4.65), it uses attractive colors that complement the product (average rating of 4.60), its structural design is suitable for display on product shelves (average rating of 4.53), and it is perceived as international and contemporary (average rating of 4.51).

4. Summary and Discussion of Research Results

The project aims to modernize the Golden Banana Community Enterprise Group by enhancing branding and packaging through learning activities. It seeks to increase the product's appeal, competitiveness, and recognition. This

initiative is expected to boost distribution and add value to products made from local resources, ultimately leading to sustainable income.

Summary and Discussion of Research Results:

4.1.1. The first research objective is to analyze the problems and needs related to packaging and logos for processed products from golden bananas produced by the Golden Banana Community Enterprise Group.

From the identified problems, guidelines for product development emerged. These guidelines include using SWOT Analysis and the TOWS Matrix to devise proactive strategies (SO) for product development and packaging that align with trends in ecotourism, agriculture, and environmental conservation. This also involves incorporating guidelines based on Thailand's economic and social development policy towards a BCG (Bio-Circular-Green or Bio-Economy-Circular-Green-Economy) format. The corrective strategy (WO) focuses on enhancing knowledge and skills for value-added processing. Preventive strategies (ST) aim to create diversity and distinctiveness in products and packaging, while applying BCG principles to utilize banana waste for innovative products such as paper, textiles, and yarn, targeting new customer groups. The defensive strategy (WT) seeks to reduce production costs through circular economy concepts to achieve greater efficiency, consistent with the research (Stewart, 1995).

4.1.2. The development of packaging and logos for processed products from golden bananas involves collaboration between farmers' groups and the Golden Banana Community Enterprise Group.

Our objective is to reflect the identity of the Kluai Hom community in the Isan region. The "Phaya Naga," revered by the Isan people, symbolizes good fortune and abundance for farmers. Our design approach integrates the flow of water with the belief in the Nagas. The Mekong River's flow is linked to the golden banana business, with the Naga's depiction being both delicate and modern while still evoking the essence of a banana tree, representing the organization's primary product. The design features interconnected lines symbolizing waterways (the Mekong, Chi, and Mun Rivers), which unite farming communities across multiple provinces to foster income generation and strengthen the corporate identity.

Three experts in print and packaging design evaluated the logo, awarding it a high average score of 4.33. This score reflects the logo's uniqueness and effective representation of the community. The highest rating was 5.00, with the logo being described as international, contemporary, aesthetically pleasing, memorable, practical, and well-suited to the community.

Regarding overall product packaging needs, packaging has become increasingly significant within community

groups. It enhances product reliability and provides crucial usage information to consumers. This research summarizes the needs of each group, focusing on the design of packaging for products including food, dietary supplements, and herbs.

The guidelines for designing logos and packaging for the Ban Khok Golden Banana Community Enterprise Group, Udon Thani Province (Huang, 2022; Drew, 2010), adhere to the BFB-Con3 principles, emphasizing socially responsible and environmentally friendly packaging. Three types of eco-packaging are highlighted: (1) bio-based materials, using natural raw materials to produce bioplastics from golden banana waste; (2) fiber-based materials, derived from natural fibers or agricultural waste; and (3) biomass materials, sourced from golden banana agricultural waste. It is recommended to prioritize research and development toward eco-friendly packaging solutions, in line with Ninaroon (2023) and established packaging principles.

The researcher focused on three key aspects of packaging design (Con3):

Containment and Protection: Good packaging must contain and protect the product, preventing damage during transportation and spoilage.

Convenience: Packaging should facilitate production, transportation, storage, and usability, such as being easy to hold and carry.

Consumer Appeal: Packaging should attract consumer attention through its size, shape, colors, materials, and graphic patterns, enhancing communication efficiency and psychological impact (Rundh, 2013; Rundh, 2016; Agariya, 2012).

1. Packaging Functionality (Containment and Protection): Packaging is essential for safeguarding products, ensuring their suitability for storage, transportation, and distribution. For example, herbal food products are packaged in foil envelopes with stickers to extend shelf life and protect against moisture. Banana spray is stored in opaque, tea-colored glass bottles to shield it from sunlight and prolong its efficacy, with labels applied via stickers. This packaging approach not only protects the product but also supports efficient logistics and distribution.

2. Convenience in Packaging Design: Effective packaging design builds consumer trust and facilitates understanding of the product. It includes details such as manufacturer information, contact details, and product pricing. For products like banana fiber paper, banana plates, textile fibers, yarn, banana fiber shoes, and banana fiber shawls, clear and informative packaging is essential. Similarly, for herbal products and desserts, packaging should include information on product properties, usage instructions, storage guidelines, precautions, and contact details, as seen with banana throat spray, banana flour powder, and eggplant flour powder. The design should be easy to read and convey a sense of trustworthiness.

3. Consumer Appeal: The packaging design for the Ban Khok Golden Banana Community Enterprise Group in Sang Khom District, Udon Thani Province, highlights colors inspired by Golden Bananas. Yellow represents the banana peels, white symbolizes the banana pulp, and green reflects the banana leaves. This color scheme is applied to products such as banana plaster, food supplements made from banana flour, and banana throat spray. The design has been evaluated by three experts in four key areas: usability, form, production, and packaging and transportation. This evaluation ensures that the packaging effectively displays product information, supports efficient logistics, and enhances the consumer experience. The design aligns with findings from Thiwasingha (2017) and the 2014 study on the impact of product packaging on consumer behavior, which highlighted the importance of color suitability and design appeal. The selected lettering and packaging shape are deemed appropriate and visually attractive, emphasizing the role of packaging in innovation.

4. Conclusion: The marketing test for packaging and logos of processed products from golden bananas, conducted by farmers' groups and community enterprise groups, demonstrates the effectiveness of the design in enhancing product appeal and supporting market success.

Results from the evaluation of packaging design by 100 consumers of the Ban Khok Golden Banana Community Enterprise Group's products in Sang Khom District, Udon Thani Province, indicate the following:

1. Food supplement packaging made from banana flour received the highest rating, with an average score of 4.54.
2. Banana throat spray packaging was rated high as well, with an average score of 4.45.

The aspect that provided the most satisfaction was the packaging's form and structure, which were perceived as well-suited to the product and effective for transportation.

5. Suggestions

1. The design of the “Wean the Mekong” logo should not rely solely on a banana tree. Instead, consider a design that features distinctive elements, such as banana leaves, which can be creatively integrated with other symbols in the logo. This approach will enhance the overall visual communication, creating positive associations and memorable impressions for consumers.

2. The packaging under development has evolved to have a more international and modern appearance. It is now designed to be suitable for gifting, making it an attractive option for adults seeking souvenirs.

3. Incorporating local materials into the packaging design can enhance its appeal and cultural relevance. For

example, using fabric scraps from sewing to create cloth bags for carrying locally woven products and processed textiles can significantly impress consumers and add a unique, localized touch to the product.

References

- Agariya, A.K., Johari, A., Sharma, H.K., Chandraul, U.N., & Singh, D. (2012). The Role of Packaging in Brand Communication. *International Journal of Scientific & Engineering Research*, 3(2), 1-13.
- Ahmed, R. R., Parmar, V., & Amin, M. A. (2014). Impact of product packaging on consumer's buying behavior. *European Journal of Scientific Research*, 122(2), 125-134. <https://doi.org/10.13140/2.1.2343.4885>
- Airey, D. (2009). *Logo design love: A guide to creating iconic brand identities*. New Riders.
- Bebber, D. P. (2022). The long road to a sustainable banana trade. *Plants, People, Planet*, 5(5), 662–671. <https://doi.org/10.1002/ppp3.10331>
- Drew, J. T. (2010). *Choosing color for logos and packaging*. RotoVision.
- Huang, T. (2022). Importance of Logo and Packaging for Brand Remodeling. *Highlights in Art and Design*, 1(1), 44–49. <https://doi.org/10.54097/hiaad.v1i1.1693>
- Mohammadi, M., Hnzayy, S., & Azad, N. (2014). A study on packaging factors influencing export development. *Management Science Letters*, 4(10), 2213-2220. <https://doi.org/10.5267/j.msl.2014.9.015>
- Ninaroon, P., Sitthiwarongchai, C., Rodjam, C., Khammadee, P., & Charoenboon, P. (2023). Enhancing the Distribution of Community Enterprise Entrepreneurs through Product and Packaging Development of Klong Kone Shrimp Paste (Mesopodopsis) in the Post-Pandemic Era of Samut Songkhram Province. *Journal of Distribution Science*, 21(10), 21-29. <https://doi.org/10.15722/jds.21.10.202310.21>
- Rundh, B. (2013). Linking packaging to marketing: how packaging influences the marketing strategy. *British Food Journal*, 115(11), 1547–1563. <https://doi.org/10.1108/bfj-12-2011-0297>
- Rundh, B. (2016). The role of packaging within marketing and value creation. *British Food Journal*, 118(10), 2491–2511. <https://doi.org/10.1108/bfj-10-2015-0390>
- Sakulpiyatewan, D., Sriring, P., & Salout, A. (2021). Evaluation of consumer protection on health products and satisfactions for the management of the training program. *Journal of Health Science of Thailand*, 30(6), 1112-1121.
- Sarpetch, C., Lanchai, M., Sanrucksas, P., Subpakphon, N. & Busarakum, K. (2020). Efficiency of Ethylene Absorber Paper Containing Activated Carbon from Banana Sheath in Prolonging Storage Life of 'Hom Thong' Banana. *Thai Journal of Science and Technology*, 9(4), 500–511. <https://doi.org/10.14456/tjst.2020.53>
- Sonsino, S. (1990). *Packaging design: Graphics, materials, technology*. Thames and Hudson.
- Stewart, B. (1996). *Packaging as an effective marketing tool*. CRC Press.
- Thiwasingha, W. (2017). Cosmetic packaging graphic design to promote silk innovation center identity Mahasarakham University. *Art and Architecture Journal Naresuan University*, 8(2), 10-22.
- Witthayaprapakorn, C. (2020). Extending the shelf life of golden bananas using micro-nanobubble technology. *Journal of Innovative Technology Research*, 4(2), 1-11.