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Conference Proceedings

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

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INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to November between Europe and the rest of the world is now well established. This year's event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Tokyo represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
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THE PARTICIPATION IN THE DEVELOPMENT OF PACKAGING AND LOGOS TO THE NEEDS OF THE CONSUMER PRODUCTS KHANEONGHIN COMMUNITY PERSONNEL BANGKOK

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ABSTRACT

This article presented the collaboration among the local people in developing packaging and logo to meet the expectation of the consumers who bought their alloy bowl rubbed with stone products. The objectives of this study included 1) To obtain the obligation in packaging and logo for alloy bowl rubbed with stone products that fulfilled the consumers' wish, 2) To form guidelines to promote the development of packaging and logo that met the consumers' expectation. The tools of the study are questionnaires collected from the targets. The findings pointed out that there were 3 practical guidelines to be used and the results round that the logo design and the 3rd design of the packaging are satisfied and they are at the highest score of satisfaction.

Keywords-- Development of packaging and logo, alloy bowl rubbed with stone products

INTRODUCTION

According to the participatory action research on the impact of the local wisdom technology transfer for metal handicrafts of bronze ware in Baan Bu community, Siriraj, Bangkok Noi, Bangkok conducted by Prof. Wittaya Mekham, PhD., the study was aimed to establish the way of life characteristics of the local community people using their local wisdom, as well as to find apt manufacturing processes and potential impacts to the people who encountered the changing economic circumstance. Qualitative analysis was deployed in this research. The findings discovered that it was essential to thoroughly evaluate and record processes, methods, and techniques in making bronze ware along with developing their packaging and logo before all of them were no longer existed. The government sector had to encourage the occupations that required the use of the local wisdom and provide various social welfare to the people at the equivalent level to those in other industries.

The researcher realized the importance of the Baan Bu community collaboration in developing packaging and logo for alloy bowl rubbed with stone products to meet the consumers' expectation. Such cooperation helped to raise the product value, and to become outstandingly unique in the market. Besides, it presented significant development guidelines to expand the local wisdom to the next level. It also enhanced higher income among the local people which led to prosperity of the community. The way of life in this community, as result, had been upgraded to better well-being. Furthermore, their products were successfully exported to the global markets.

OBJECTIVES

1. To obtain the obligation in packaging and logo for alloy bowl rubbed with stone products that fulfilled the consumers' wish.
2. To form guidelines to promote the development of packaging and logo that met the consumers' expectation.

METHODOLOGY

1. Population and sample included 1 person who made the bronze ware in Baan Bu community and 30 consumers.

2. Research tool was a questionnaire to survey the packagings and logos that was in alignment with the target market's expectation.

RESULTS

1. General information required respondents to answer in the questionnaire consisted of sex, age, occupations, education level, income level, bronze wares they came across in the past, and the chance for them to use the alloy bowl rubbed with stone products. The target markets of the product were females aged 30-40 years old, worked in government sector and state enterprises, had at least post-graduate level education, had income between 20,001 - 30,000 baht per month. The most frequent products they ever saw was bronze wares which were purchased for souvenirs.

2. In terms of perspectives on the design of the logo, it was found that the logo strongly embodied the definition of the product which was aligned with the folk art, and the community identity. Besides, the overall satisfaction towards the logo was neutral it was relatively exotic, trendy, simple, and easy to remember. Considering each perspective individually, the capability of the logo in expressing the definition of the product and its intriguing identity were at the highest score.

3. In terms of packaging design of the alloy bowl rubbed with stone products, the findings showed that the first design perspective and the 2nd design perspective created low level of satisfaction. On the other hand, in the 3rd design, the satisfaction level was at the highest.

CONCLUSION AND FUTURE WORK

It could be seen from the study that the guideline per the 3rd design was the most functional one that could be utilized to develop and enhance the packaging of the alloy bowl rubbed with stone products in the future.

Figure 1

The packaging design of the alloy bowl rubbed with stone products per the 1st perspective

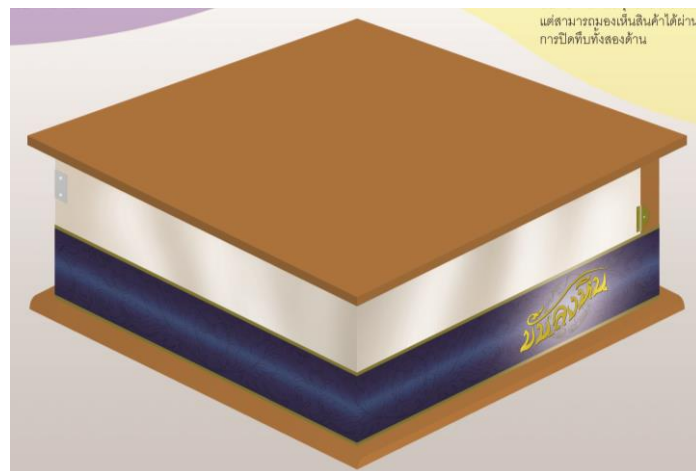


Figure 2

The packaging design of the alloy bowl rubbed with stone products per the 2nd perspective

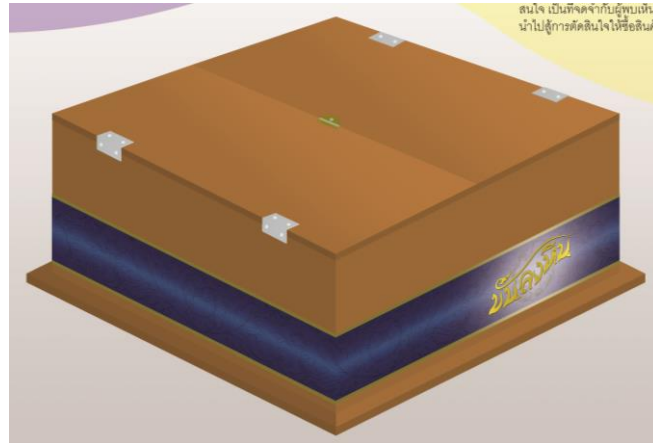


Figure 3

The packaging design of the alloy bowl rubbed with stone products per the 3rd perspective



Figure 4

The logo design of the alloy bowl rubbed with stone products



The following suggestions were derived from the perspectives of the researcher who conducted this study.

1. The next research should focus on data collection by using other methods apart from solely relying on a questionnaire. This will help to increase other qualitative information. Other methods are, for instance, observation, in-depth interview, etc.

2. There should be in-depth research to locate the genuine need of the manufacturers in order to promote the existing packaging and the logo to the next level. The alloy bowl rubbed with stone products are valuable, therefore, manufacturers pay a lot of attention to the current packaging constantly.

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