

# Packaging Design and Development of the Identity of Udon Thani, North Eastern Of Thailand.

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- **Abstract:** The objectives of this research were 1) to analyze the problem condition and demand for product packaging in Nong Han District, Udon Thani 2) develop product packaging of Nong Han District, Udon Thani, and 3) test the market of developed packaging in Nong Han District, Udon Thani with a research process that combines qualitative and quantitative research methods. The sample groups were divided into 2 groups including 1) 5 targeted community groups namely Batik Hand Craft Tai Phuan Batik Group, Ban Chiang Progressive Farmer Housewives Group, Chuan Mai Thai Group, Thai Phuan Popular Product Group, and Paan Mor Khein Si Group 2) 100 product consumers and tourists. The results showed that the number of sales of the products of Ban Chiang Community Enterprise, Nong Han District, Udon Thani has decreased especially during the COVID-19 pandemic. As a result, the product has been changed from in the community area to the online channel with the development of packaging and branding by maintaining the symbol that conveys the identity of Ban Chiang and using Ban Chiang tones to create the uniqueness of the product including consumers can understand and remember the product. For the overall evaluation of satisfaction with the packaging development of each product group, it is appropriate and beautiful. There is an average of the opinions on the highest satisfaction level and high satisfaction level.
- **Keywords:** product packaging, highest satisfaction level, appropriate