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“DURI” BRANDING FOR PANDAN WEAVE BAGS OF PEACE FARMER HOUSEWIFE GROUP COMMUNITY ENTERPRISE OF WANG-PAYA, RAMAN DISTRICT, YALA PROVINCE

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ABSTRACT

The objective of this research is “Duri” Branding for Pandan Weaved Bag of Peace Farmer housewife Group Community Enterprise of Wang-Paya, Raman district, Yala province. This research is developmental, collected data by focus group discussion, development operation, and in-depth interview of related target group parties including entrepreneurs, mediators, customers, and specialists in brand communication. The derived data were then analyzed, synthesized, compared, and composed in the rational description. The results of this research found that building brand “Duri” was composing with:

1. *The target customers who are mainly working women age 30-65 years old, in an upper-middle-class, appreciated quality weave bags and unique.*
2. *Market positioning, this focused on “color and style identity.”*
3. *Integrated marketing communications were conducted through six instruments as following;*
 - a) *Advertisement – through video and banner media;*
 - b) *Sales Promotion – offering discount 20% of the regular price;*
 - c) *Event Marketing – launching “Duri in-depth inside your style” project;*
 - d) *Public Relations – orienting video clips acknowledging for Pandan Weave handicrafts, including social support donations for orphans in the area;*
 - e) *Personal Selling – contacting famous persons to represent sales of Duri bags, and*
 - f) *Others – such as posting epigrams according to Duri style personality. As a post-development result, Pandan Weave bags under the “Duri” brand were better known and accepted. The average increase from previous sales was 125%.*

Keywords: Branding, Pandan Weave Bag, Yala

INTRODUCTION

Wang Phaya Sub-district, Raman District, Yala Province, has a population of 1,029 households, the population of the sub-district is 5,927 people, divided into five villages, consisting of villages, Village No. 1, Ban Ka Samae (Pakasamae), Village No. 2 Ban To Pake, Village No. 3 Ban Ta Lanae, Village No. 4 Ban Upon and Village No. 5 Ban Bukechuekha (Ta-Ngong). Wang

Phaya was initially a small community called "Pakasamae" with few people living. The people in the village are mainly engaged in farming. Afterward, the governor of Kota Bharu took the area for rice field, as if the land of plenty for governor. Therefore, it is called "Wang Phaya" (Thailand Information Center, 2019). Most of the Wang Phaya area is a lowland area. Almost all people in the area have farming as their primary occupation, secondary occupation is a fruit orchard and rubber plantation, and most of the women are housewives. After completing farming routine and tapping rubber, there is free time during the day, and then the group consulted with government agencies to manage their free time. The Raman District Agriculture Office has suggested that the raw materials abundant in the local area should be created value. Therefore the Wang Phaya Peace Farm Housewives Community Enterprise was begun. The business was started in 2001. The group's office is located at 38 Moo 2, Wang Phaya Sub district, Raman District, Yala Province. The group has 30 members, with Mrs. Rapiya Yaleima as the group's chairman. The group produces wicker handicrafts in various forms such as mats, bags, pencil cases, multipurpose boxes, folders, diary covers, etc., ranging from 50-600 baht. The products guarantee by Community Product Standard and are selected as OTOP products at Top level 4 stars.

One of the problems in the operation of Toei Nham weaving handicrafts of the Wang Phaya Housewives Farmers Community Enterprise is that the group does not have a specific and unique identity product. It is not easy to create awareness, recognition, and attract customers. The previously mentioned is in line with the research study in handicraft products which found that most of them use the inherited same skills. Therefore the product's appearance has the same pattern, and they are not attractive for customers to buy (Jantarasa, 2015). In addition, in the past year 2020, the research team has integrated the research mission on "Innovative, creative products mixed with raw materials of the Wang Phaya Peace Housewives Group Community Enterprise, Raman District, Yala Province." This is to develop products for the community enterprises of the Peaceful Housewives Farmers Group, Wang Phaya, resulted in three sets of creative pandan bags, consisting of *Set "Binlala," Set "Patical,"* and *Set "Banarock."* When surveying customer satisfaction, it was found that Set "Banarock" was the most satisfied (E-sor et al., 2021)

However, the Set "Banarock" was developed for various colors and more market potential until it became a "Gradient" set. It means a color gradient because each line of pandan weaved up to three colors will be dyed in the same line, which is both chasing color harmony and punching color contrast. The part of the handle emphasized the original identity by being a particular order that applied from perch for the bird. This is because Yala is a Bird City. However, because of high quality and unique style, the bags have been focused on the customer with high income because the bag price is 1,500 baht per bag. The chairman and members of the Wang Phaya Peace Housewives Community Enterprise Group have been asked by the researcher team to continue the development of distribution and marketing communications to make the product more well-known and attractive to customers. This is the source of this research. The results are expected to increase the market potential, helping the group sell more products and generate income for the Wang Phaya Peace Housewives Community Enterprise that is wealthy, prosperous, and sustainable.

Objective

To develop and create the brand "Duri," a Pandan weaved bag of the community enterprise of Peace Farm Housewives Group, Wang Phaya, Raman District, Yala Province.

LITERATURE REVIEW

Brand and Importance of Brand

Kotlor (2014) defines a brand as a “name, term, sign symbol or (a combination of these that identifies) the maker or seller of the product” to show the difference from other products. However, Cheverton (2012) stated that “the brand is defined as a feeling or perception overall in the minds of customers on products, services or business. “It is similar to Mongkolchan (2015), who defined that “Brand means people’s feelings combined between the tangible values and intangible value can cause relationship and engagement between people and brands. “. It can be concluded that a brand refers to everything of a product or service that is comprised, both the substantial part and the intangible part, to create meaning, relationship to be niched or different from other products and services. Brands are essential for businesses and customers as follows (Cheverton, 2012). Importance for Customer; brands can save time for making decisions, create confidence, satisfaction, and happiness for customers. In addition, the brand also helps create a brand image and convey the customers' taste. It also helps build relationships and acceptance in society, and 2) Importance for Business; Brands could help create a variety of products and services, provide a more competitive advantage, and add value for products and services. Generate sales and long-term profits and create business opportunities.

Brand Creating

Many specialists guided the way of creating a brand in many various steps, but for this research, Brand building methods have been established as follows (Improving (Vikran Mongkolchan, 2012; Aaker, 2010; Cheverton, 2012; Kotlor, 2014)).

1. Target customers setting, due to the limited resources of the business and the different requirements from customers, therefore, the businesses have to define their target customers. The groups of customers are selected by the business to meet the needs and satisfied, leading to the achievement of business objectives. The targeting customers can be determined by using the relevant criteria, which are geographic criteria, demographic criteria, psychological criteria, and behavioral science criteria
2. Marketing Positioning Setting; the determination of identity, value, and product characteristics that are different from the competitors. The brand's marketing position is an integral part of determining the direction of marketing for brand building.
3. Integrated marketing communication is a planning process that uses a mix of different marketing communication tools. It is aligned in the same direction to create value in the brand and achieve the organization's objectives. Tools of integrated marketing communication are available as follows; (Duncan, 2005).
 - Advertising; the presentation of ideas in a product, service, or organization through various channels but not a person. It should be caused a cost.
 - Public relations; the marketing communication tool that aims to build an image or good attitude of products or businesses to various public groups.
 - Personal selling; the direct communication through the person or salesperson to provide products detailed for target customers and motivating customers to buy the products
 - Sales promotion; the marketing activity in the form of offering special opportunities to encourage the target audiences to make a quick decision in purchasing products and services.
 - Direct marketing; the operation of marketing activities through various channels, directly reaching target customers personally. The customer database can measure the response.
 - -Event marketing; the special events or events that are a center of interest. The events can build a relationship between the brand and the target consumers, and it may be related to sports, arts, entertainment, culture, etc.
 - Others; a new generation of marketing communication tools. These tools do not require media (non-media), such as service communication, packaging, souvenirs, etc.

Conceptual Framework

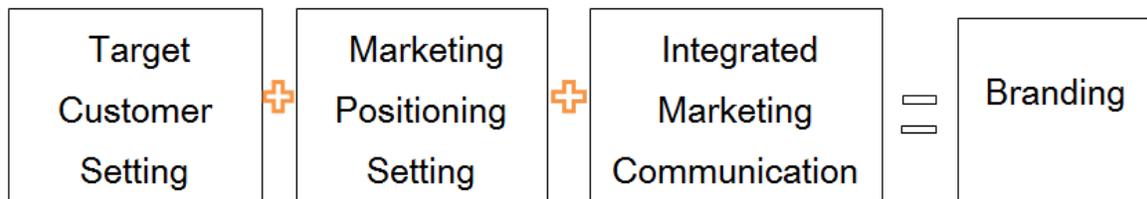


FIGURE 1
BRANDING METHOD

Research Methodology

This research was Research & Development, collected data from the entrepreneurs, mediators, customers, and communication/branding professionals. This research is qualitative research, conducted by focus group discussion, development action, and in-depth interview. In this regard, the development had defined a research model in 3 phases consist of development planning, implementation of development, and conclusion development. The details are as follows.

1. Development Planning by a discussion with related parties, which were enterprise entrepreneurs, Wang Phaya Peace Farm Housewives Group, middle man, customers and experts in communication/branding, s 2 people per group were selected, a total of 8 people, in order to develop and build the brand “Duri” in 3 main areas, which were targeting customers, marketing positioning, and integrated marketing communication tools.
2. Development Implementation was a detailed development or the factual of integrated marketing communication tool, following the planned, at least five tools.
3. Development Conclusion by an in-depth interview with the chairman of the community enterprise group, Wang Phaya Peace Farm Housewives Group. The interview was to study the results that occurred after the development of the brand "Duri," Pandan woven bags, in terms of sales, profits, knowledge, and satisfaction from participating in the research project.

In terms of developing and data reliability tests, the researcher studied documents, textbooks, related research of development of Pandan wicker products, and communication/branding. Then the research tool was designed and brought to three specialists in marketing, communication science, and the arts to comment on the issue of conformity and coverage of research objectives, suitability, and ability to communicate. There was an actual practice with a target group close to the study target group of 10 people and improve the tool effectiveness. The information obtained from group discussions and development practices were analyzed, synthesized, compared, and written a rational description, using a triangular data validation method (Methodological Triangulation) of Denizen on data collection methods research target groups and research period.

RESULTS

The results of the study and development “Duri” brand creation, the wicker woven bag of the community enterprise of the Wang Phaya Peace Farmer Group, Raman District, Yala Province, can be classified according to the research model as follows:

Development Planning

The discussion of the relevant parties, including community enterprise entrepreneurs, Wang Phaya Peace Farm Housewives Group, mediators, customers, and communication/branding professionals about the planning of brand "Duri" development had results as follow;

Target Customer Setting

The group discussion participants had the same idea to target customers of "Duri" bags as female, working-age, 30-65 years old, middle income or more (level C+ and C+ Up), who love handicrafts/wickerwork with style and quality. In this regard, the participants suggested the target customers as follows:

".....From what we have done, it can be found that most of our customers are adults and working people. They love the style and quality of handicrafts/wickers. Another interesting piece of information is that many people buy "Duri" bags as souvenirs for retirement because they are perfect for both the style and price....."

One of the entrepreneurs

"... However, there is another reason why customers are working adults, middle-aged people, because the price of the Duri bag is 1,500 baht. There are a group of teenagers interested in, but the price is too high for them to effort....."

One of the people in the mediators

Marketing Positioning Setting

The results of the brand's market positioning of "Duri" bags was "colors and unique styles" related to product strengths that the participants commented as follows:

"..... think about "Duri," everyone will think of a bag that is different from the others. It is a woven bag with colorful and gradation, and there are both harmony and contrast. The Duri bag never has only one color. Another thing is about the handle that looks good. It has a different style because it was a particular order from perch for birds (Kon Nok Koh). After all, Yala is the city of birds....."

One of the customers

Integrated Marketing Communication

It was the plan to utilize mixed various marketing communication tools aligned in the same direction. Therefore, the result of activities came out in two ways: being an activity and collecting insights customer style or sharing experiences under the topic "Colors of life." the objectives were created value in the brand, and of course, they were achieved. The results obtained from the group discussion are as follows: Advertising; creating and distribute advertisements mainly in video media and banner media following the market position with promotions to motivate customers to buy. Promotion allows customers to choose whether to receive a discount or get a gift, the discount should be set at 25%-30%, and the giveaway should be a coin purse with the same color of bag that was purchased. Event Marketing; take photos of the bags under the condition with the reason. The team selects whichever reason, and they will receive the Duri bag as a reward. In terms of Public relations by allocating some of the profits for orphans or public charities. Personal sales approached by a reputable person to be the distributor of Duri bags, which could be a singer, beauty queen or mode, who have personality, an identity consistent with the bag "Duri" There are some interesting comments from the participants' group discussion as follows.

".....The recommendation is about advertisement in a video clip or a banner using an international model, walking with a beautiful Duri bag with classic and upgrade song. The shirt color of the model should match with Duri bag consistent with the positioning and attractive promotion to motivate customers to buy....."

One of the communication specialists

".....Some people did not know Pandan (Toei Nam) and did not understand why the price was so high compared to the wicker or woven basket of bamboo or plastic, and the price is 300 baht while the Pandan woven bags is 1,500 baht. Generally, there was the hassle of multi-step processes from the preparation. Starting with cut the leaves, get rid of the thorns, boil them, and dry them in the sun before they can be stained. The Pandan had to massage before

being woven and forming a bag. The way of providing information should help customers feel good and want to buy Duri bags.....”

One of the customers

“.....The reputation person performs as distributor of Duri bag is a good idea because it is easier to sell, especially the celebrities, singers, beauty queens, models, able to enhance the image of the "Duri" bag more attractive and famous. However, there is a bit suggest that the celebrities who will come to be distributors must have a personality corresponding to the Duri bag product. If the "Duri" bag is a woman, she will have self-confidence, confidence to think, act, express herself, and be different. She must be gorgeous ...”

One of the mediators

Development Implementation

The development of the brand "Duri" has been carried out through the Facebook page "Duri, Pandan (Toei Nam) Weaving Handicrafts, Yala Province" under the marketing position. "Identifying colors and styles" through integrated marketing communications following six tools as follows:

1. Advertising *via* video and banners
2. Promotion by discount 20% from the regular price.
3. Event marketing by organizing the project "Duri, insights into Your Style"
4. Public relations by making video clips to educate about the handicrafts of Pandan (Toei Nam) basketry, including social donations for orphans. 5) Individual sales by contacting famous people as distributors of Duri bags.

Development Conclusion

From an in-depth interview with the chairman of the community enterprise group, Wang Phaya Peace Farm Housewives Group, about the outcome after developing the brand "Duri," a wicker Pandan (Toei Nam) bag. The results showed that the group chairman was satisfied with the knowledge gained in brand building from the planning stage, including brand building operations according to the specified plans. Furthermore, there was satisfaction with creating the brand of bags "Duri" that helped to increase sales from the original 125%, as well as the satisfaction that the teachers helped to support the development. In obtaining funding for the development of innovative machinery from the National Innovation Agency until the success.

DISCUSSION

The results can be discussed as follows:

1. Development planning; Pandan weaved bag under the brand "Duri" has a market position. "Identifying colors and styles," which can be explained such marketing position can create awareness about the value of the product presented to the market compared to competitors. The target group can remember products that are different from other products or businesses (Komessopha, 2012) following the research on developing other Pandan (Toei Nam) basketry products with market positioning as well. The research Jeharrong et al. (2019) developed was woven from wild Pandan products under group Bu-nga Pue Nga Teng, Yaha District, Yala province, emphasizing the subject "Natural color and not moldy."
2. Implementation of development by creating a brand of bags "Duri" under the marketing position "Colorful and style" through six integrated marketing communication tools, including advertising, promotion, event marketing, public relations, individual sales, etc. It can be discussed as branding creation is performed under the principle of integrated marketing communication that focuses on creating brand value by using various communication tools together and communicating in the same direction (One Voice) for effective marketing communications. This will help achieve the communication goals in the end (Shimp, 2010) consistent with the research of Taneeheng (2019), which has developed and built a brand of woven products from Pandan (Toei Nam) "YAIJU" to

commercial competition under the concept of environmentally friendly. It was found that a variety of marketing communication tools were used, including advertising through video clips, fashion shows, production process demonstration, individual sales communication *via* Facebook page

3. Conclusion of the development results; the group is satisfied with the knowledge gained in brand building, including the result of the bag "Duri" branding that helped increase sales from the original 125%, which can be discussed whether building a brand creates adequate communication power. Therefore, communication goals achieved (Duncan, 2005), consistent with the research of Kateprakob, et al., (2554), the study found that marketing communication is one of the seven factors that drive brand building for small and medium enterprises (SMEs) using online media successful.

SUMMARY

The results can be summarized as follows: Branding of Pandan (Toie Nam) Weaved Bag "Duri" consists of 1) Determining target customers. The working women aged 30-65 years have medium to high income and like quality basketry and different identities. 2) Determining the market position, emphasizing "colors and unique styles." 3) Integrated marketing communication through six tools: 1) Advertising through video media and banners 2) promotional campaigns by giving a 20% discount from the regular selling price. 3) Event marketing by organizing the project "Duri, Insights into Your Style" 4) Public relations making video clips to educate about the handicraft of Pandan basketry, including social donations orphans in the area. 5) Individual sales. The contact person is a reputable distributor bag Duri 6); others also posted motto consistent with style Duri. After the creation of the brand of Pandan bag under the brand "Duri" is more well-known and accepted and has an average sales increase of 125%.

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