

"Tai Muang Phrao" Cultural Identity and Economic Value Creation of Tambon Pa Tum, Phrao district, Chiang Mai Province

Jaruwan Pengsiri

Faculty of Humanities and Social Sciences, Chiang Mai Rajabhat University, Thailand

E-mail: jaruwan_pen@cmru.ac.th

(Received: 8 September 2023, Revised: 20 February 2024, Accepted: 26 February 2024)

<https://doi.org/10.57260/csdj.2024.267753>

Abstract

The objectives of this research were to examine identities regarded as local wisdom and cultural capital of Pa Tum Community in Phrao district, Chiang Mai province, to create a corporate identity set and sale promotion media for the community, and to assess the satisfaction of consumers with community products, the corporate identify set, and the sale promotion media. The research instrument: for the first objective, it was qualitative research to collect the data about community identities. The quota sampling method was applied to select the sample group, which included two community leaders, two folk scholars, four entrepreneurs, five community members, and two concerned state officials. An in-depth interview was used to collect the data and the SWOT Analysis. For the second objective, it was applied research, the process of applied art design, and modern marketing knowledge. The purposive sampling method was used to select the population and the sample group, which included one of the five community entrepreneur groups. An in-depth interview with semi-structured interview questions and an observation were used to gather the data. The data were then synthesized for creating the corporate identity set and the sale promotion media. The instrument was a quality assessment of the identity set by three experts on the beauty of the logo, colors, fonts, and other design components. The Cronbach's alpha coefficient was applied to assess the quality of the instrument. For the third was also conducted a satisfaction assessment with the reliability of the questionnaire at 0.96 by applying the Cronbach's alpha coefficient. The sample group was 100 tourists and the general public interested in the community products. The data were statistically analyzed for mean, percentage, and standard deviation. The results were discussed descriptively. The research results revealed that the food identity of the community is from cultivating sugarcanes and beans and the process of agricultural produce, which has led to the development of the community products: peanut bars in sugarcane molasses and local dishes for community tourism. The creation of the corporate identity set and the sale promotion media consisted of a product logo, packaging, 2D motion media, and video media for publicizing the products in various channels. The satisfaction assessment revealed that the satisfaction was highest with the mean of 4.6 on the continued development of local wisdom to produce value-added products and generate incomes to community members. It was followed by the satisfaction with the product logo designed with interesting and easy-to-understand images and conveying the products, community identity and entrepreneurs; with the graphic work on the packages designed with beautiful, interesting and clear messages; and with the graphic motions on the making of the blocked sugarcane molasses and the processing of the peanut bars in sugarcane molasses designed with interesting and easy-

to-understand background of the products as well as clear sound and images, all of them with the mean of 4.5. In addition to business knowledge for community product development, developers and corporate identity communication must depend on creativity. Therefore, researchers collaborating with communities must emphasize creativity as well. It is not only new knowledge or innovation, but local culture, wisdom, and cultural identities must be exploited for economic values. For community product development to become sustainable, community cooperation must be established, because community residents are the ones who will continue the operations. As a consequence, researchers must coordinate and seek key successes, which may be community residents of working age or new generations who will pass on and preserve culture and arts, wisdom, and identities.

Keywords: Corporate identity, Cultural identity, Value addition, Tai ethnic group

Introduction

At present, the government attaches great importance to the basic economic development of the country, especially in creating employment and creating employment. Creating income for the people to improve their well-being and quality of life. One of these measures or policies is: Support and continue to implement a Tambon One Product Project (OTOP) implemented from 2003 to present, In order for the project to continue effectively, the community should acquire modern knowledge and funding sources. And improve production management and marketing capabilities. This is the development of the national economy, by turning its focus to the grassroots economy with focus on basic economy or community commercial units. Utilize community potential, community wisdom, or community capital, such as culture, tradition, terrain and diversity, to create growth internally. To carry out various economic activities Whether it is production, consumption, distribution that people in the local community can participate in thinking and doing together to receive the benefits together. (Community Development Department, Ministry of Interior, Thailand, 2019)

Pa Tum Don Village in Tambon Pa Tum, Phrao district, Chiang Mai province is a Tai Yai village with unique cultural identities different from those of Lanna people in the province and in the northern region. Most of the residents are the Tai Yai ethnic group, known locally as the Tai. There migrated from highland like Lawa and Tai Yai. The life style of these Tai Yai villages is mostly concerned with farming, cultivating rice, beans, and sugarcanes. An important processed product of the villagers is derived from sugarcanes, which is blocked solid sugarcane molasses. The product has brought fame and income to the villagers. Additionally, agricultural produce has been processed as products for sale locally. One of them is peanut bars with sugarcane molasses. Besides having important places to be developed as tourist attractions, there are quality agricultural produce like rice, beans, sugarcanes, vegetables and fruits for daily consumption, and seasonal or festival foods.

However, although the products and services of the community are of good quality and popular with customers, their value is still very low. In addition, there are many products in the same market that compete fiercely. There is high competition, such as direct competition between products of the same specifications but from different manufacturers, or indirect competition from alternative products. The decision to purchase a product depends not only on the type and quality of the product. But it also depends on the form and the image of the product, as well as the external packaging of the product. Therefore, product appearance and packaging affect product purchasing decisions. And plays an important role in the distribution

of goods and various products, like a salesperson who helps in increasing sales volume and increasing the value of products.

Developing community products in Patum Subdistrict, Phrao District, Chiang Mai Province by creating added value and using cultural identity and local wisdom Develop products and packaging to standardize and achieve widely accepted quality, Including developing public relations media and promotional media To create competitiveness in the market and achieve sales success. Therefore, the researchers initiated the research project this research project intended to enhance the value addition of these products by developing a corporate identity set and sale promotion media of the community products, and to assess customers' satisfaction with the products and media. The project was conducted with collaboration from the community.

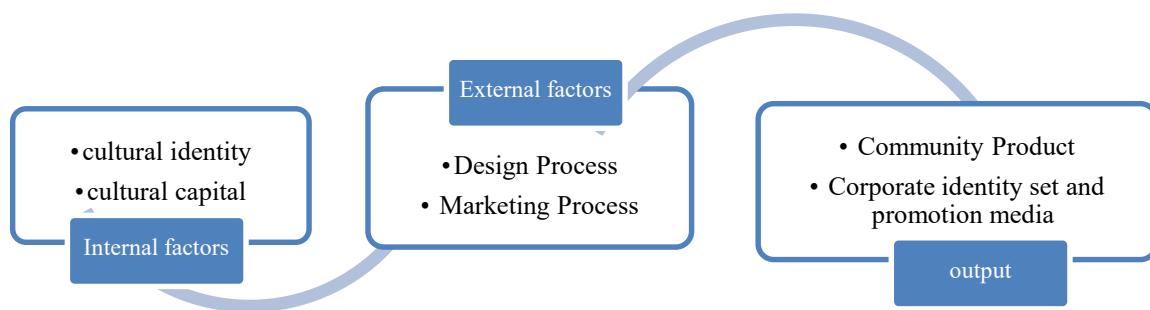


Figure 1 Conceptual framework (Source: Researcher, 2023)

Research objectives

1. To examine community identities regarded as local wisdom and cultural capital of Tambon Pa Tum, Phrao district, Chiang Mai province.
2. To develop the corporate identity set and sale promotion media of the community products.
3. To assess customers' satisfaction with the identity set and sale promotion media of the community products.

Methodology

The methodology of this research and development is explained in detail as follows.

For the first objective, it was qualitative research to collect the data about community identities. The quota sampling method was applied to select the sample group, which included two community leaders, two folk scholars, four entrepreneurs, five community members, and two concerned state officials. An in-depth interview was used to collect the data and the SWOT Analysis was also conducted. The quality of the research instrument was examined via the content validity.

The documentary research was conducted to obtain relevant data. Participatory observations were employed by having conversations with community members, entrepreneurs, and community residents. Moreover, non-participatory observations were carried out to record general conditions and relevant data or evidence (Leepanyaporn & Runpho, 2021).

The descriptive were used to analyze the data on community identities, cultural capital, cultural tourism, and community economy.

For the second objective, it was applied research, the process of applied art design, and modern marketing knowledge. The purposive sampling method was used to select the population and the sample group, which included one of the five community entrepreneur groups. An in-depth interview with semi-structured interview questions and an observation were used to gather the data. The data were then synthesized for creating the corporate identity set and the sale promotion media.

The instrument was a quality assessment of the identity set by three experts on the beauty of the logo, colors, fonts, and other design components. The Cronbach's alpha coefficient was applied to assess the quality of the instrument.

The data collection was conducted at the business premises of the entrepreneurs. The data were then used to draft the prototype and the draft was presented to the entrepreneurs for improvement. The improved draft was submitted to the experts for verification and recommendations for further improvement. The assessment results were analyzed to find out the complete and final draft before actual production in the industrious system.

For the third objective, it was quantitative research. The population and the sample group to assess their satisfaction with the identity set and the sale promotion media were 100 the general public and tourists who were interested in the community products, and the quota random sampling method was applied. The simple random sampling method was used to select members of each group.

The data collection instrument was a satisfaction questionnaire and the Cronbach's alpha coefficient was utilized to verify the quality of the instrument. The data collection took place in Chiang Mai area and the data were statistically analyzed for mean, percentage, and standard deviation.

Results

1. The analysis of community identities regarded as local wisdom and cultural capital

1.1. Community identities and history

Tambon Pa Tum was founded about 700 years ago. Originally, the tambon comprised Thung Ku, Thung Ha, Pa Tum and Ton Rung villages before branching out into nine villages. Traditional occupations of the residents were cultivation of rice and vegetables as well as foraging for forest products. The name of the tambon was derived from a type of trees densely growing in the area, called Ton Tum. The tree, *Anthocephalus chinensis* (Lam.), is a soft wood tree with scaly bark and golden texture. Its leaves are shiny green with petals on the root of the leaves and fluffy flowers similar to rambutans. The trunk could grow as large as six arm spans. Most of the residents are the Tai Yai ethnic group, known locally as the Tai. They migrated from highland like Lawa and Tai Yai. There are several abandoned temples, such as Dong Athit and Dong Luang temples, and there are some important places that could be developed into tourist attractions like Lak Lan Caves and Chom Hin Pagoda. Other natural tourist attractions include Pha Lat, Pha Tang and Wang Chomphu waterfalls. Geographically, the area is mountainous with low-lying areas for residence. The residents are mostly farmers cultivating lowland and highland rice and growing vegetables (Wimonsithichai, 2021, Sriratanaban, 2021).

Besides having important places to be developed as tourist attractions, there are quality agricultural produce like rice, beans, sugarcanes, vegetables and fruits for daily consumption, and seasonal or festival foods. Distinct food or processed food of the community comprises

quality rice, a variety of beans, fermented soybean, and blocked sugarcane molasses. This produce can be used as raw materials for cooking, and rice, beans and sugarcanes are important raw materials for cooking of the Tai Yai ethnic group.

The summarize of SWOT analysis to find out of the identity of the Tambon Pa Tum, Phrao district, cultural capital, cultural tourism, and community economy. Data were collected from two community leaders, two folk scholars, four entrepreneurs, five community members, and two concerned state officials which are summarized as follows.

Strengths (S): Including inheriting traditions and culture, agricultural way of life, agricultural products, local food consumption, beautiful geography, perfect nature and environment, friendly people, sense of hospitality, living with a self-sufficient life. Which is considered cultural identity, and cultural capital

Weakness (W): Products, services and tourist attractions of the community are not widely known, there is a lack of labor, and there is a lack of inheritance due to the new generation migrating, the birth rate decreasing, and people in the community having low incomes.

Opportunities (O): The trend of ecotourism, community tourism, the trend of consuming chemical-free food, a return to giving importance to local products and nostalgia.

Threats (T): COVID-19 pandemic, environmental issues some periods of the year, domestic and international economic recession

Summarize of SWOT Analysis to find out of the cultural identity of the Tambon Pa Tum, Phrao district, are Ethnic identity, language, mix traditions of Tai and Shan, culture, and beliefs which is a Buddhist community, including arts and crafts that reflect ancestral roots and there also have the identities and uniqueness of local food that can still be seen continuously and regularly. The identities of local food can be used to produce community products and services to create income for the community. The consumption of sugar cane juice and utilization of sugarcane and sugarcane juice, People in the community process sugarcane juice into blocked sugarcane molasses to sell in the community and export to sell in other areas. Blocked sugarcane molasses is the main ingredient of cooking. blocked sugarcane molasses can process into snacks and sold during festivals and as community souvenirs.

From the investigation, the cultural capital is sugarcane cultivation and sugarcane-based food. This folk wisdom has been passed down from generation to generation. Well-known products include solid and powder molasses, and peanut bars in sugarcane molasses. Sugarcanes are cultivated in the rainy season between June and July and harvested in February. The canes could be extracted for juice for drinking, or the juice can be processed into a blocked solid form for seasoning, making sweets, turning into herbal medicine, or mixing with mortar as a construction material.

Blocked sugarcane molasses is a kind of sweet food and a cooking material. They are derived from fresh sugarcane juices and boiled until water and humidity almost all evaporate. The thick brown molasses is then poured into square molds. When cooled, the molasses is taken out from the molds. The boiling process at the study area is based on traditional methods, and conventional stoves, the ethnic folk wisdom, are used. The stove is made from bricks and five stoves are placed close to one another. Inside is a fuel compartment with heat ventilation (similar to a kiln). When firewood is lighted at the first stove, the heat is transmitted to the rest of the stove. When the molasses at the first stove is boiling and become solid, the second one starts to heat, ready for boiling and being solidified. The energy is generated from dried bagasse after extracting juices from sugarcanes. This method makes use of agricultural waste, which is a circular energy supply derived from the ethnic folk wisdom.



Figure 2 Farming and blocked sugarcane molasses of the Tai Yai ethnic group
(Source: Researcher, 2023)

1.2 Products and community services

This Tai Yai village (Tambon Pa Tum, Phrao district) is different from Tai Yuan or Lanna village in Chiang Mai and the northern region, with distinct cultural identities. Most of the residents are involved in agriculture, growing rice, beans, and sugarcane. Sugarcane is processed into an important product, that is, blocked molasses, which have generated income and fame to the villagers. Another agricultural processed product is peanut bars in sugarcane molasses. This product is regarded as a food identity of the Tai Yai and is sold in local markets during Song Kran Festival. It is popular among local people because it is made from clean, fresh and chemical-free local materials without preservatives. It is a famous ethnic food. In the past, the food was brought to work or during journeys, because it is sugary and provides energy between meals. Even now, old people eat it with the main course and it is found as a side dish for the ethnic residents (Interview, 2021).



Figure 3 Peanut bars in sugarcane molasses, a food identity of the Tambon Pa Tum, Phrao district, Tai Yai ethnic group (Source: Researcher, 2023)

1.3 Marketing strategies and positions of the products

After summarizing the results with the community, a group of entrepreneurs were selected as pilot samples for product development to further develop community products. Leads to the production of promotional media to increase public awareness. Researchers, community leaders and stakeholders run the process of selecting entrepreneurs to carry out this research is the manufacturer of the MaeBuaBan brand. The Small business of community, the owner of the business is a member of the community, as a group of housewives. It is the only producer of peanut bars in sugarcane molasses in the community, who have been in business operation for more than 15 years, the entrepreneurs continuously producing high-quality, clean, and safe products. The entrepreneurs being ready to participate in research projects. The researcher and the entrepreneurs collaboratively conducted and drew up a business model canvas, and formulated the marketing strategies, which are summarized as follows, Business model canvas.

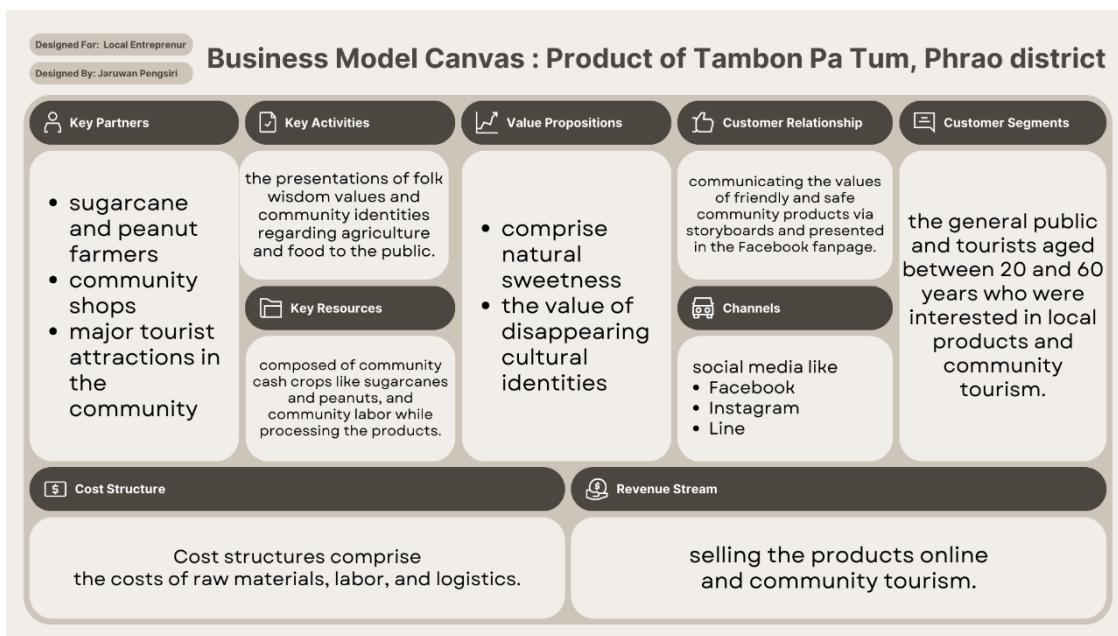


Figure 4 The Summary of Business model canvas, the product of Tambon Pa Tum, Phrao district, the Tai Yai ethnic group (Source: Researcher, 2023)

The Summary of Business model canvas of the product for Tambon Pa Tum, Phrao district can be explained as follows. **Customer segments** are the general public and tourists aged between 25 to 60 years who were interested in local products and community tourism. **Value propositions** comprise natural sweetness and the value of disappearing cultural identities. **Customer channels** are social media like Facebook, Instagram, or Line. **Customer relationships** consist of communicating the values of friendly and safe community products via storyboards and presented in the Facebook fanpage. **Revenue streams** come from selling the products online and community tourism. **Key resources** are composed of community cash crops like sugarcane and peanuts, and community labor while processing the products. **Key activities** include the presentations of folk wisdom values and community identities regarding agriculture and food to the public. **Key partnerships** are sugarcane and peanut farmers, community shops, and major tourist attractions in the community. **Cost structures** comprise the costs of raw materials, labor, and logistics.

The Product before Development

The peanut bar is the product of Tambon Pa Tum, Phrao district is regarded as a food identity of the Tai Yai and is sold in local markets during important festivals. It is popular among local people because it is made from clean, fresh and chemical-free local materials without preservatives. The product is sold at a price of 20 baht per bag. The package size is approximately 20 grams. Distribution channels are markets, shops in the community; most consumers are people in the community.

The Product after Development

Product: The peanut bar is considered a sweet, and community residents have it with other side dishes or as a snack. However, eating methods must be changed in consistence with the behavior of the target consumers. Thus, the product was developed into a 200-gram bar contained in a clear Ziplock plastic bag with eight pieces in each big bag and an 8x10 centimeter PET round plastic bottle with a net weight of 150 grams. The product is aimed at

the new generation of consumers, urban residents, and customers of working age, and is sold through online channels. And booth sales for various exhibitions.

The further community product and product standardization development of Tambon Pa Tum, Phrao district. For the product to access a wider market, the peanut bar as a community identity must be changed regarding patterns and quality suitable for behaviors of modern consumers. This is because the main ingredient is sugarcane molasses which provide high energy and sweetness. This is against the consumption trends of urbanites who avoid or reduce sugar quantity in food. As a consequence, the ingredients of the peanut bar are adjusted by using a smaller quantity of the molasses and adding more peanuts and sesame in order to enhance the taste but reduce sweetness. Furthermore, the size of the bar is reduced to a bite size from 15×3 centimeters to 6x3 centimeters. The packaging is for a particular unit. If consumers cannot eat in one seating, other pieces can be kept without becoming rancid. Additionally, the new product was examined for nutritional values per consumption unit from the Central Laboratory (Thailand) Company Limited. The results are displayed on the package of the product.



Figure 5 The further community product and product standardization development (Peanut bars in sugarcane molasses) the development product of Tambon Pa Tum, Phrao district (Source: Researcher, 2023)

1.4 The continuation and development of community products and services

After the development of the product, community services were developed. According to the results of SWOT Analysis for development of community services, found that This community can develop into a cultural tourism destination due to several factors: There are several abandoned temples, such as Dong Athit and Dong Luang temples, and there are some important places that could be developed into tourist attractions like Lak Lan Caves and Chom Hin Pagoda. Other natural tourist attractions include Pha Lat, Pha Tang and Wang Chomphu waterfalls. The breathtaking scenery of Geographically, the area is mountainous with low-lying areas. Therefore, developing food services for tourism should prepare for the community.

The researcher and the entrepreneurs collaboratively conducted community services which was food for community tourism. It was the formulation of tourism planning by integrating ethnic food into tourism activities. There were two sets of food. The first one was a traditional set, consisting of sticky rice, mixed vegetable curry, fried pork, and Tai Yai style chili paste. The second one was a contemporary set, consisting of what was in the first set and a local vegetable salad with salad dressing made from the peanut bar as an alternative for tourists.



Figure 6 Traditional food set of Tambon Pa Tum, Phrao district for community tourism
 (Source: Researcher, 2023)



Figure 7 The Final Development service from this research for Tambon Pa Tum, Phrao district are the contemporary food set for community tourism
 (Source: Researcher, 2023)

2. The development of the corporate identity set and community product sale promotion media for Tambon Pa Tum, Phrao district.

The researcher Design the of Logo, Branding, Packaging by using the concept design of local identity, that analyzing from cultural capital of Tambon Pa Tum, Phrao district. The pilot entrepreneur ware select by the researcher is the group of small local business; they produce the product such as blocked sugarcanes molasses, Peanut bars in sugarcane molasses, and Sesame bars in sugarcane molasses.

The concept of logo, branding, packaging design were analyzed from in- depth interview data from the entrepreneurs, residents, community leaders, and survey of the environment were analyzed and used to develop community identities, business model canvas, marketing strategies, and the corporate identify set. They included the analysis of mood and tone, logo, color palate, graphic elements or illustrations, and fonts. The details are as follows.

2.1 Logo. The symbol regarded as a community identity, a sugarcane, was used in conjunction with an attenuated image of an elderly woman, symbolizing entrepreneurship, love, warmth, safety and food from mother's recipes, and a sugarcane-full basket to symbolize sugarcane-based products in the community. For the color palate conveying sugarcanes, green, light green, and light yellow were used. For the graphic elements or illustration, watercolor techniques were employed in order for the work to become soft. The illustrations of the peanut bar and a bird's-eye view of the scenery indicate the fertility of the community. A headless hand-written font was selected for the logo in order to derive an informal, relaxing and attractive feeling. For the parts with important information, a formal font was used, so that necessary information was clear to consumers.



Figure 8 The design of the product logo and packaging for entrepreneur in Tambon Pa Tum, Phrao district (Source: Researcher, 2023)

2.2 Sale promotion media consisted of packaging design, video media design, and 2D motion media design. Designing media for the community is response to the needs of target consumers. The customer segments are the general public and tourists aged between 25 to 60 years who were interested in local products and community tourism. The consumer group is a new generation, modern lifestyle, there is a trend towards consumers who love healthy food, safe food, and consider the nutrition of products and likes attractive product forms and packaging. The lifestyle of the main consumer is perceived the message and public relations media by using the social media such as Line, Facebook, Instagram.

2.2.1 Packaging design. Three product labels were designed. The first one was a round sticker with a three-centimeter diameter for each product unit package. The second one was a 6x10 centimeter sticker for the transparent Ziplock bag containing the product units. The last one was a 14x6 centimeter sticker for the round PET box with a glued foam lid to prevent humidity and air. The box was sealed with 8x10 centimeter plastic.



Figure 9 Designs of the product logo and packaging (Source: Researcher, 2023)

2.1.2 Design of the video media for the consumer behavior is a new generation, modern lifestyle who usually buy the products from online; the lifestyle of the main consumer is perceived the message and public relations media by using the social media such as Line, Facebook, Instagram. That idea forces the researcher to make the video media to advertise the local product of entrepreneur in Tambon Pa Tum, Phrao district.

Finally the video production was divided into three parts. The first part involved content data collection to make the script by collaboratively planning with community leaders and residents. The product production steps were closely monitored in order to plan the production guidelines and patterns for audiences. The second part was the filmmaking process with a production specialist team. Still and moving pictures were taken in the documentary

filmmaking angles in order to derive dimensionally attractive and value-added pictures. The third part was the editing and presentation processes. The concept for presentation was in the form of natural storytelling about the lifestyles of community residents. The contents must be brief and not too long, with a focus on more detailed pictures in an attempt to raise the product values and implicitly present meticulous production steps. The video media were produced in two forms: a one minute length and a 3.5 minute length, in consistence with current online platforms as well as behaviors of consumers in perceiving and using online media and for community residents to use.

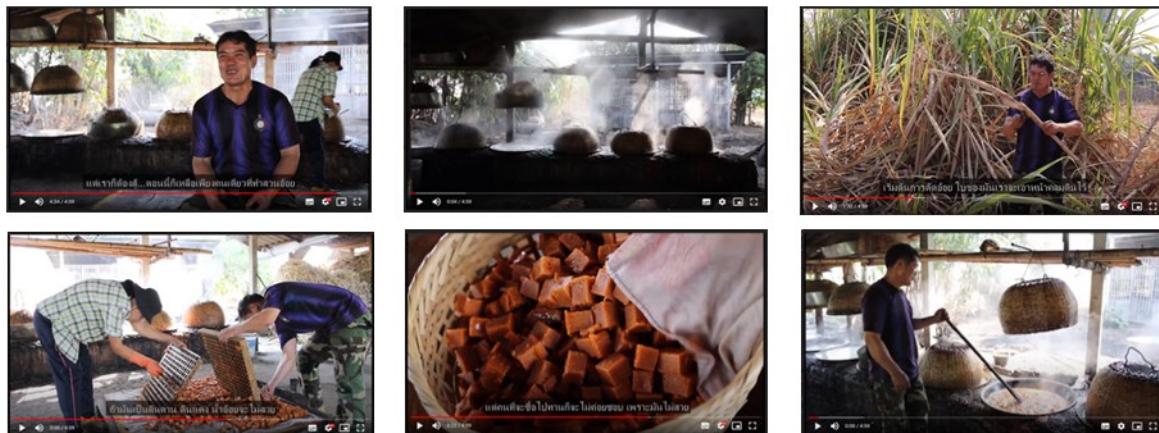


Figure 10 Video media production to publicize the community products
 (Source: Researcher, 2023)

2.1.3 Design of the 2D motion media. The 2D motion technique was selected for the movement of particular parts. The two-dimensional plane was specified like a living tales book. The working process started from analyzing the contents to drawing pictures to convey stories with the semi-realistic watercolor drawing, based on the script collaboratively formulated with the community members and entrepreneurs. The script was made into a storyboard with simple and easy-to-understand drawings. There were eight drawings and the Adobe After Effect Program was used to manage the motion. An advantage of using such drawings was that various target groups, both children and adults, could be accessed. It was a quick and easy-to-understand method to access complicated data in addition to promoting modern and reliable images of the community products. There were two stories for the production of the 2D motion media.

The first one was about the extraction of sugarcane. This was to provide knowledge about extracting sugarcane for juices. After that, the raw juices are processed into other products, for instance, blocked sugarcane molasses for seasoning or processing into sweets.



Figure 11 The 2D motion media about extracting sugarcanes into juices
 (Source: Researcher, 2023)

The second one was about making the peanut bars in sugarcane molasses. It provided details about the production steps and raw materials which include peanuts, blocked sugarcane molasses, and sesame. The peanut bars are regarded as Tai Yai ethnic food and well known in the area. In the past, people brought the bars with them while working in the fields or during their journeys as a snack to provide energy between meals. Old people had them as a side dish. Even now, the bars are served with other side dishes of local residents.

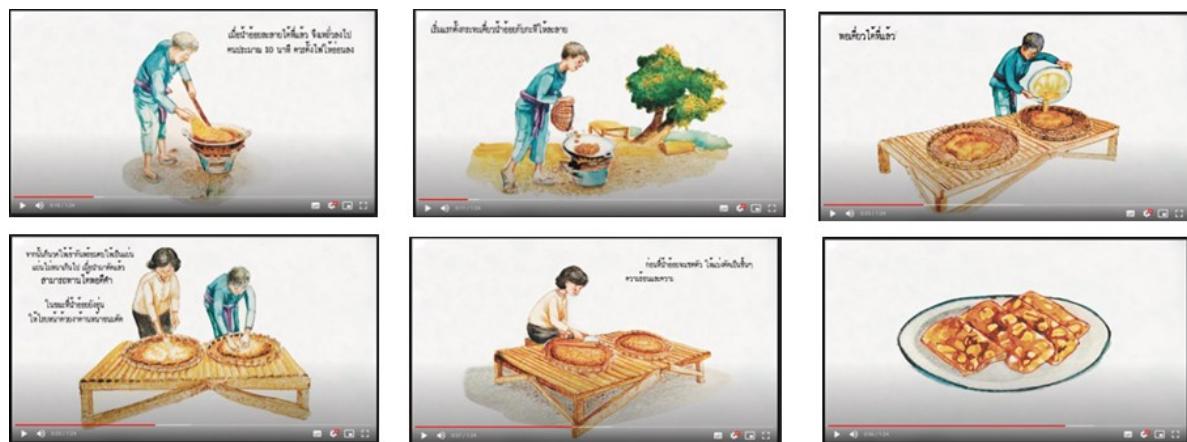


Figure 12 The 2D motion media to publicize and provide information about the production of peanut bars in sugarcane molasses (Source: Researcher, 2023)

3. Satisfaction assessment of consumers toward the corporate identity set and sale promotion media of community products.

The research sample use to the simple random sampling method was used to select the sample group and the research sample is divided according to social status as shown in the following table.

Table 1 The research sample

| Description | Number | Percentage |
|-----------------------------------|------------|---------------|
| 1. The tourists | 50 | 50.00 |
| 2. The general public interested. | 50 | 50.00 |
| SUM | 100 | 100.00 |

Table 2 The data were collected from 100 samples who were the tourists and the general public interested in the community products. The simple random sampling method was used to select the sample group. The analysis results are detailed in the following table.

| Description | Mean | S.D. |
|--|-------------|-------------|
| 1. The peanut bar in sugarcane molasses is delicious with quality, nutritional values, and reasonable prices. | 4.10 | 0.62 |
| 2. The shape and size of each bar are suitable for one eating. | 4.30 | 0.67 |
| 3. Your overall satisfaction is on the product, regarding packaging and net weight for each unit. | 4.10 | 0.62 |
| 4. The development of the peanut bars is regarded as the continuation of knowledge and local wisdom to produce the product, enhance its value addition, and generate more incomes for community members. | 4.60 | 0.56 |
| 5. The product logo uses interesting and easy-to-understand graphics that can convey the product and identity of the community and entrepreneurs. | 4.50 | 0.58 |
| 6. The graphic work on the package of the products was designed beautifully and interestingly with clear information. | 4.50 | 0.58 |
| 7. The overall patterns of the packaging were suitable and able to protect the products inside. | 4.400 | 0.61 |
| 8. The overall perspectives on the corporate identity set and community products were satisfactory. | 4.30 | 0.67 |
| 9. The videos conveying the background of the products were interesting and easy to understand with clear sound and images, and the access could be done in various channels. | 4.40 | 0.61 |
| 10. The graphic motion on "Production of blocked sugarcane molasses" could convey easy and interesting background of the product with clear sound and images, and the access could be done in various channels. | 4.50 | 0.58 |
| 11. The graphic motion on "Production of peanut bars in sugarcane molasses" could convey easy and interesting background of the product with clear sound and images, and the access could be done in various channels. | 4.50 | 0.58 |
| 12. The overall satisfaction with the images of the community products in the sale promotion media. | 4.40 | 0.61 |
| SUM | 4.38 | 0.60 |

It is summarized that the satisfaction was highest with the continuation of the folk wisdom by producing the peanut bars, with the mean of 4.6, whereas the satisfaction was lowest with the nutritional values and packaging of the product, with the mean of 4.1. The satisfaction was at the high level with the product logo, the graphic design on the packaging, and the graphic motions about the production of blocked sugarcane molasses and the peanut bars, with the mean of 4.5. It was followed by the satisfaction with the overall packaging, the video on the background of the product, and the overall images of the community product, with the mean of 4.4, while the mean of 4.3 was for the shape and size of the product and the overall satisfaction with the corporate identify set and the community products.

Discussions

1. The investigation on the community identities which were regarded as the folk wisdom and cultural capital of the community revealed that it is a Tai Yai village with distinct cultural identities different from those of Lanna villages. Their lifestyles are also different from those of Tai Yai villages. The cultural identity of the Tambon Pa Tum, Phrao district, was the outstanding include ethnic identity, language, mix traditions of Tai and Shan, agricultural, culture, and beliefs which is a Buddhist community, including arts and crafts that reflect ancestral roots and there also have the identities and uniqueness of local food that can still be seen continuously and regularly. Which is considered to have outstanding characteristics Passed down from generation to generation, it is transmitted through the individual and the community environment. Creating the uniqueness of culture until it becomes cultural identity. (Kongpim, N., 2020) The identities of local food can be used to produce community products and services to create income for the community.

For their local food identity and agricultural, they cultivate rice, beans, peanut and sugarcanes. Sugarcanes have been processed into blocked molasses which is a famous and income-generating product for the community members. It is regarded as their socio-cultural capital and social value, contributing to sustainable community enterprises and entrepreneurship (Valchovska & Watts, 2013, Aphibunyophat & Klamsaengsai, 2010). The production of the peanut bars in sugarcane molasses was changed and developed regarding its quality in consistence with the behavior of modern consumers. This is because the main ingredient of the bars is sugarcane molasses, providing high energy and sweetness which are against nutritional trends of urbanites who are avoiding or reducing sugar quantity in food. Consequently, the researcher and community entrepreneurs formulated a business model canvas (Osterwalder & Pigneur, 2010) in order to lay out the marketing strategies and re-develop the product in accordance with consumers' needs and behaviors. This is consistent with Aphibunyophat & Klamsaengsai (2010), indicating that product re-development is able to enhance its value addition and it is a guideline to raise the product level, set a higher price, and make consumers realize more product benefits.

2. For the development of the corporate identity set and sale promotion media, the logo was designed, based on a sugarcane and an attenuated image of an old woman, symbolizing business ownership and conveying love, warmth and safety, as well as a basketful of sugarcanes to convey sugarcane-based products. The color palate was used to convey sugarcanes with graphic elements and illustrations. The watercolor techniques were applied to derive a soft mood. Headless hand-written fonts generated an informal, relaxing and attractive feeling. For important information, formal fonts were used for consumers to read such information. This is in line with the design of a corporate identity based on the graphic components. Corporate identity expresses an image to the public and displays the identity of

an organization. Depreeuw & De Neve (1992) stated that a clear and systematic communication of the corporate image created the identity, unity and good understanding for an organization, a shop, or a community via the presentation of the corporate identity to the public, such as, symbols, colors, illustrations, and fonts. Presently, a corporate identity is crucial for an organization, particularly in a highly competitive world. In this investigation, the sale promotion media was designed by using the two-dimensional motion and semi-realistic watercolor techniques (Caitlin, 2016). An advantage of such media was that it can be accessed by a variety of target groups, both children and adults. It is a quick and easy way to access complicated information and promotes a modern and reliable image of the community products. The video media applied the documentary filmmaking technique (Ken, 2021). The video creation was one minute and 3.5 minutes in length in consistence with current online platforms and consumers' behaviors in perceiving and using online media. It is also suitable for community residents to implement.

3. Regarding the satisfaction of the consumers with the corporate identify set and the sale promotion media, it was revealed that the satisfaction was highest on the continuation of the folk wisdom to develop it into a product with value addition and income generation. It was followed by the satisfaction with the overall packaging, the images of the products, the corporate identity set, and the overall patterns of the products respectively. The findings are consistent with the concept of business operation based on community identities, applying corporate images to promote the sales and value addition of community products (Department of Cultural Promotion, 2019). Furthermore, Phanmee & Jongchanasutho (2019) revealed that a corporate image creates memorization and makes a true difference among the same products of competitors. However, the image must express different characteristics and unique qualifications to convey to the general public to perceive and understand such an organization or community. The expression of the image must be concrete and concise. The images are created through the visual arts processes, consisting of figures, shapes, colors, shades, and feelings, which are generally known as the corporate identity design.

Conclusion and suggestions

In addition to business knowledge for community product development, developers and corporate identity communication must depend on creativity. Therefore, researchers collaborating with communities must emphasize creativity as well. It is not only new knowledge or innovation, but local culture, wisdom, and cultural identities must be exploited for economic values. For community product development to become sustainable, community cooperation must be established, because community residents are the ones who will continue the operations. As a consequence, researchers must coordinate and seek key successes, which may be community residents of working age or new generations who will pass on and preserve culture and arts, wisdom, and identities.

New knowledge and the effects on society and communities

The cultural capital of this research or this community is Bringing the food identity of the community that is a common thing to expand into the production of products, namely peanut bars in sugarcane molasses to be sold in other areas. To create income for the community Product development requires many factors, including production, marketing, design and creativity. The researcher designed the brand, packaging and created promotional media including 2D motion videos to advertise and promote the product to increase public awareness. Through marketing analysis and planning, social responsibility is the continuation of culture; utilize local resources by purchasing raw materials from locals and hiring local labor.

From this research, it is found that, for community identity- based businesses and community product development and services to become sustainable, it requires knowledge from a variety of sciences. The first one is local wisdom which is regarded as a cultural capital for the continuation of products and services. The second one is creativity based on art knowledge to apply commercially in an attempt to convey the beauties and values of local culture, traditions, and wisdom. The third one is business knowledge and modern marketing concepts in order to create differences and develop products in accordance with consumers' needs. The final one is social responsibility, sustainability, environmental conservation, job creation, income generation, and cultural preservation for young generations. The localnomics model is summarized in the following figure.

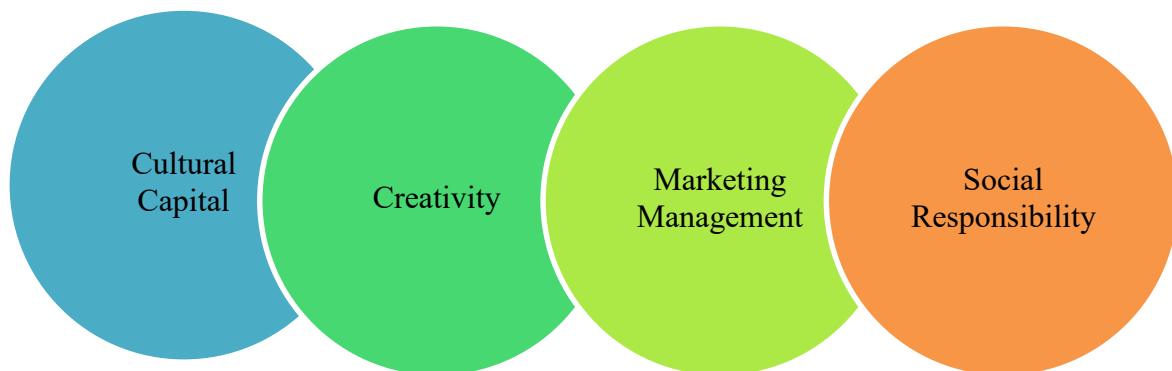


Figure 13 Localnomics model for community product development
(Source: Researcher, 2023)

Acknowledgments

The researcher would like to express her sincere thanks to Faculty of Humanities and Social Sciences, Bureau of Arts and Culture, and Chiang Mai Rajabhat University for the research grant and support of venues and facilities for conducting this research. Many thanks and appreciation go to the entrepreneurs, community leaders and residents of Pa Tum Don village, concerned state agencies in Phrao district, and those involved in making this research project complete and successful.

References

Aphibunyophat, J., & Klamsaengsai, S. (2020). Village business development and promotion: A case study of Nong Bua Daeng naturally dyed textile community enterprise, Nong Bua Daeng district, Chaiyaphum province. *Journal of International Thai Tourism*, 16(2), 1-21. Retrieved from <https://so02.tci-thaijo.org/index.php/jitt/article/view/242907>

Caitlin, H. (2016). *The creation process of a stylized character in comparison to a semi-realistic character*. Thesis of Honors-In-Discipline and Midway Honors Programs, East Tennessee State University, Johnson City, Tennessee.

Community Development Department, Ministry of Interior, Thailand. (2019). *Local economy development according to the national strategy 2018-2037*. Retrieved from <https://district.cdd.go.th/>

Department of Cultural Promotion. (2019). *Culture: Values to prices*. Retrieved from http://www.culture.go.th/culture_th/ewt_news.php?nid=3972&filename=index

Depreeuw, E. A., & De Neve, H. (1992). Test anxiety can harm your health: Some conclusions based on a student typology. In D. Forgays, T. Sosnowskiand K. Wrzeciszewski (eds), *Anxiety, recent development in cognitive, psychophysiological and health research*, (pp.211 –228). Washington: Hemisphere.

Ken, B. (2021). *Learn about documentary filmmaking: How to research a documentary film with tips and advice from Ken Burns*. Retrieved from <https://www.masterclass.com/articles/learn-about-documentary-filmmaking-with-ken-burns>

Kongpim, N. (2020). *Study of cultural identity for bankhaw community of ranot district Songkhla province to conduct creative tourism route*. (Thesis of master of science in community ecotourism management prince of songkla university).

Leepanyaporn, N., & Runpho, P. (2021). The study of Lao Khrang ethnic cultural capital in the cultural tourism dimension to raise the community economy level at Thung Silong village in Don Tum district, Nakhon Pathom province. *Journal of Research and Development, Suan Sunandha Rajabhat University*, 13(2), 176-195. Retrieved from <https://so05.tci-thaijo.org/index.php/irdssru/article/view/251832>

Phanmee, J., & Jongchansitho, P. (2019). *Corporate identity and brand creation of Wat Nantharam Community Lacquer ware Occupational Group, Chiang Mai province*. A paper presented at the 2nd National Conference on Academic for Social Services at Walailak University, Nakhon Sri Thammarat province, on March 27-28, 2019.

Sriratanaban, T. (2021). *A report on story-telling development project to raise the values of natural resources and culture for tourism promotion*. Chiang Mai: Chiang Mai Rajabhat University.

Osterwalder, A., & Pigneur, Y. (2010). *Business model generation*. Chichester, England: John Wiley & Sons.

Valchovska, S., & Watts, G. (2013). *Community-based rural enterprise in the UK- model development and success factors*. Conference: 36th Institute for Small Business and Entrepreneurship Conference (ISBE) "Escape Velocity: Internationalising Small Business Environments", 12-13 November At: Cardiff, Wales.

Wimonsithichai, N. (2021). *Pa Tum: An infographic illustration book to promote culture and tourism*. Chiang Mai: Fluke Graphic Design and Printing.