

Research Title	Packaging Development for Branding and Adding Value of the Local Foods in Pattaya, Chonburi Province
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The research objective of “Packaging Development for Branding and Adding Value of the Local Foods in Pattaya, Chonburi Province” are: 1) to study consumption behavior in branding and packaging development for adding value in famous local foods for tourists in Pattaya. 2) to create method for branding and packaging development for adding value of the local foods in Pattaya. 3) to develop branding and packaging for adding value of the local foods in Pattaya. 4) and to present a strategic plan for packaging development of the local foods in Pattaya. This research use mixed methodology of quantitative, qualitative and quasi-experimental research. For quantitative research use questionnaires to equally collect sampling data from 400 Thai and foreign tourists by using two stage sampling methods. For qualitative research, use in-depth interview from 30 people to select the right local foods for developing packaging. To select of QA symbol, product brand, and packaging from quasi-experiment, it evaluates by the expertise of packaging and graphic design.

From the study to consumption behavior of Thai tourist, it shows that the top 5 local foods that Thai tourists prefer are spicy soup with shrimp, deep fried fish/crab cakes, silver sillago curry and spicy, sour soup with giant catfish eggs, and stir fried calamari with garlic. However, the top 5 local foods that foreign tourists prefer are spicy soup with shrimp, sweet vegetable soup with fish, stir-fried spicy shark, spicy fried shark, and stir-fried spicy with stingray, and Hot and spicy soup with stingray.

The research of packaging development, adding value to local foods, and building brand show that Thai and foreign tourist see the importance of highly satisfy with the designing the package for local foods, selecting the suitable packaging for local foods, adding value to the local foods by using the package from local product and branding for building quality assurance of local foods in Pattaya. There are 3 type of local foods in Pattaya that will be used for packaging development which are frozen food: stir-fried black squid and grilled fish cake with curry, chilled food: steamed fish cake with curry and fried rice with chili crab eggs sauce and ready to cook food: silver sillago curry and spicy and sour soup with giant catfish eggs. Evaluation of tourist satisfaction to the pattern and color of quality assurance symbol show that the fourth pattern of QA symbol is ranked in the first place. For the satisfaction of the color of QA symbols, the result show that blue color is ranked in the first place. Moreover, evaluation of satisfaction of the pattern and color of local food brand it shows that the fifth pattern of branding and orange color is ranked in the first place.