

**Research Title** Packaging Development for Promotion Dam Tourism Community: A Case Studies of Ratchaprapa Dam, Khao Sok National Park, Surat Thani Province

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Packaging development to promote community tourism of Ratchaprapha Dam, Khao Sok, Surat Thani Province is the study the fact by defining some variables to investigate the effects of causes and results. This research studied the effects of independent variables on dependent variables. The hypothesis is packaging for dam community products, which clearly reflect local cultures and identity of community would add more value to the products and clearly support the good community identity, this leads to increase satisfaction and likeness in the products of consumers.

This research was based on 3 main questions; 1) What is the identity of Ratchaprapa Dam community which would be in the products? 2) What is consumer needs for packaging type? 3) How does packaging supporting Ratchaprapha Dam community identity fulfill consumers and operational parties' need?

Here, data was collected from 230 subjects, who were tourists in the studied area. They were the representatives of Abstract tourists in Surat Thani province. Questionnaire was used as the method to collect the data and to test how recognition in packaging types of subjects influence their buying decisions. All data was statistically analyzed to find mean, and Independent t-test analysis was performed along with regression testing to investigate the variable which influence buying decision of the subjects.

The study on behaviors and needs of tourists on packaging of community products reveals the feelings and the thoughts of consumers before making a buying decision. The results also show that the important factors influence buying decision is packaging, whether packaging draw attention or not, also the product price should not be too expensive or too cheap depending on the product characteristics. Moreover, if

the product could be great and neat souvenir or memorable item, which remind the consumers on identity of the tourist places, the consumer will buy it.

The consumers indicate that utilization of the packaging should show identity of the product along with local identity of that production place. Packaging should also let consumers see the inside product and it should have a handle to carry. They should be produced from synthetic material with moderate blended color in the sepia tone. They should have matted surface with a transparent area to show the inside product or use the virtual image to and have geometric shapes.

In term of recognition factors of packaging types influence their buying decisions, the results show that attractiveness of packaging is the factor that majority of subjects pay attention to for all soap product types. The second factor is the looking of product, whether it looks high cost, whether it could be a souvenir or gift and the third factor is comfortability to handle, beautiness and the last factor is the packaging direct of indirect inform the product inside and the innovativeness of packaging. All these factors influence the needs and buying decision of consumers. Therefore, all these could be the key factors to consider in designing product and packaging to draw consumers attention and to lead them buy the product. Furthermore, they could be used as an information in product development to fulfill consumer requirement.