

Design Trends of Thai Halal Products Packaging for Muslim Country: Malaysia Convenience Goods

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Abstract—Malaysia was the member of leader of Muslim country exporter Halal products; meanwhile, Thailand was not. In the event of pushing Thailand to be the center of Halal products, the turning point should have been considered are: reforming the reliability, identity and national cooperation. The only one advantage of Thailand is the preparedness of food manufacturer system.

The purpose of this research is to analyze the graphic style which Malaysian consumers have been selected. The fundamental of graphic style consists of 1) Picture 2) Typographic 3) Color 4) Motif and graphic form. The research result will have been setting a design brief of Thai Halal packaging. The expected benefit is Thai Halal packaging which related to the way of life for Malaysian consumers and also have been the marketing strategy for building a brand of Thai exported Halal products to Malaysia. Four elements of consumer behavior were research variables; consists of Behaviors, Attitudes, Purchase reasons and Incentive to Purchase. The research methodology was applied using qualitative and quantitative. Data analysis will be according to 3 categories of Thai Halal product: 1) Instant food 2) Beverage and Snack 3) Seasoning ingredient.

The results will explain the design trends of Thai Halal products packaging for Muslim country; Malaysia convenience goods. The application of result will apply to the graphic design on Thai Halal products packaging 1) Label design with the concept of Ordinary style 2) Label design with the concept of Thai style 3) Label design with the concept of Islamic style.

Index Terms—Thai Halal products, Halal products packaging, Muslim country, Malaysia convenience goods.

I. INTRODUCTION

Halal is the laws regarding which foods can and cannot be eaten and also on the proper method of slaughtering an animal for consumption. All Muslims have to observe the Halal. A variety of substances are considered as harmful (haram) for humans to consume and forbidden according to Qur'anic verses: pork, blood: all carnivorous and birds of prey, alcohol and other intoxicants, food over which Allah's name is not pronounced etc. Any kind of food can be Halal as produced in condition of the regulation of Islam. Halal and Haram are universal terms that apply to all facets of life. They are especially related to food products, food ingredients and food contact materials and cosmetics and products of personal care [1]; as in Fig. 1.

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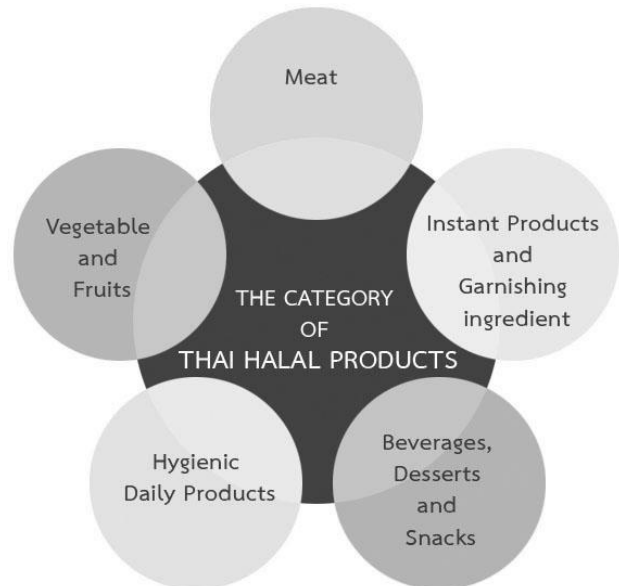


Fig. 1. The category of Thai Halal products.

Thai Halal products are presented to the public with packaging of a general character. Halal products are represented with a Halal mark but without any Muslim characters such as brand name, visual, graphic and symbolic, Islamic mood and tone. Furthermore, there is not any advertisement for Thai Halal products. One of the causes is; Islam is a minority faith in Thailand with an estimated 10 million believers. Many of Thai Muslims cook their Halal food themselves or purchase local Halal products which non Islamic sign package from the Muslim community. However most of Thai Muslims purchase by seeking the Halal mark by only trust in their seller. It is for these reasons that Halal advertising seems to be unnecessary and not worth the investment [2].

The research of The National Food Institute (NFI), Kingdom of Thailand reported a SWOT analysis of Thai Halal products. Overall, the findings of that research reveal Strength, Weakness, Opportunity and Treat. Each element has significant cause as following [3]:

The Strength as are: 1) preparedness of food material 2) preparedness of exported food products 3) preparedness of food manufacturer system such as labor skill, technology and investment funds 4) preparedness of The Department of Islamic development to conducted Halal products

The Weakness as are: 1) lack of integrated management, without involvement of concepts of Islam 2) lack of ability to competition with Halal products from Muslim country such as Malaysia 3) lack of reliability with in Thai Halal food image 4) high cost of logistic system of exporting to Middle East country

The Opportunity as are: 1) the acceptance of The Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) to authorize Thailand as the hub of IMT-GT Halal products and Services. 2) the commitment of the participation of Halal products development between The Halal Standard Institute of Thailand and Muslim Organization in various country. 3) high potential of Thai food entrepreneurs to serve Halal products and Services

The Treat as are: 1) confused mindset in Halal products of Thai food entrepreneurs within consumer behaviors, attitudes, reasons to purchase and incentive to purchase. 2) the deprivation from Muslim country that Thailand was not an Islam.

Malaysia and Indonesia were Muslim country; most of their populations are Muslim. Moreover, they were the member of leader of Muslim country exporter Halal products; meanwhile, Thailand was not. In the event of pushing Thailand to be the center of Halal products, the turning point should has been considered are: reforming the reliability, identity and national cooperation. The only one advantage of Thailand is the preparedness of food manufacturer system.

Currently, the consumers are more complicated. There is a wide gap in age, gender, occupation, social class, lifestyle, culture and religion. The lifestyles of Muslim consumers can be categorized into 9 groups [4]: 1) Modern life group. 2) Information exposure group. 3) Religious group. 4) Self concern and social care group. 5) Sporty and challenge group. 6) Cyber and friend group. 7) High vision and brand name group. 8) Home sweet home group. 9) Enjoy life and open minded group. These different lifestyles are encouragement to propaganda Thai Halal products. This is an opportunity to set up a niche market for Muslim consumer, and respond to their emotional needs.

All of Halal products in Malaysia have been conducted by The Department of Islamic Development Malaysia (JAKIM). The considerations of JAKIM in Halal products consist of manufacture process, factory, material, laboratory, packaging, container and logistic. Malaysian Muslims trustfully in the duty of JAKIM. Halal product from the Muslim country was the core marketing strategy of Malaysia Halal products. But low manufacturing capacity was the weakness. For the condition, they have imported material and instant Halal products from Thailand, Australia, New Zealand and various countries.

The various brands of Halal products from various countries with disrupted format of packaging may make confused to the consumer. This is the problem that needs a solution to distinguish Thai Halal products. One of many ways is setting new marketing strategy. The marketing strategy consist of 4 essential elements for brand building process that focus on different aspects of the product [5]; Benefit, Attribute, Value and Personality. An outstanding branding with suitable identity is an alternative way to setting brand identity, sustainable the products, services and value added. Strong organization could be further more development, widely competitive in all situations and all regions. One of the objectives of this research is to setting the design trends of Thai Halal products packaging for Muslim country, especially Malaysia.

II. METHODOLOGY

This research intends to analyze the graphic style which Malaysian consumers have been selected. The fundamental of graphic style consists of 1) Picture 2) Typographic 3) Color 4) Motif and graphic form. The research result will have been setting a design brief of Thai Halal packaging. The expected benefit is Thai Halal packagings which related to the way of life for Malaysian consumers and also have been the marketing strategy for building a brand of Thai exported Halal products to Malaysia. Four elements of consumer behavior were research variables; consists of Behaviors, Attitudes, Purchase reasons and Incentive to Purchase [5]; as in Fig. 2.



Fig. 2. Research framework.

The research methodology was applied using qualitative and quantitative; Thai Minister Counselors (Commercial) of Malaysia were interviewed. In addition, a field survey of 108 Malaysian students in Thailand was studied. The sampling group was selected from 148 Malaysian students from 24 Thai University. These are two lines of primary data were used to analysis.

The questionnaire consists of 4 elements of consumer behavior. Each part consists of 20 questions of consumer behavior keywords as following: 1) Behaviors; daily activities that consumer do about consumer products that sold in Malaysia. 2) Attitudes; the perception that consumer have about consumer products that sold in Malaysia. 3) Reasons to Purchase; the reasons that make decision to purchase consumer products that sold in Malaysia. 4) Incentive to Purchase; the motivations drive to purchase consumer products that sold in Malaysia [6]. In addition, the questionnaire of graphic style was collected. In order to investigate the fundamental of graphic elements consists of 1) Picture 2) Typographic 3) Color 4) Motif and graphic form.

Data analysis will have been according to 3 categories of Thai Halal convenience goods; 1) Instant food 2) Beverage and Snack 3) Seasoning ingredient.

The values measurement using Rating Scale with Rensis Likert: Likert Scale and the respondent's criteria with 5 levels score answers. The standard values of this research considering to the score of 3.41 or above. The results will be use as a benchmark for branding process and to setting the design trends of Thai Halal products packaging for Muslim country.

The statistical analysis: using the software package SPSS

(Statistical Package for the Social Sciences) for Windows Version 17 as follows:

Descriptive statistics; a statistic used to summarize information and personal opinions of the designers included frequency and percentage.

Inference Statistics; a statistic used to test the hypothesis. Test the relationship between the independent variable and the dependent variable.

T-Test; to test the difference between the two groups of variables, including gender.

The variance of the data with F - Test used to compare the difference between the averages of the variable over the two groups, including age, education, and occupation by analyzing the ANOVA (One - Way ANOVA) to analyze the differences of Variable between the groups.

Analyze the difference over two groups by the Multiple Comparisons Test with Fisher's Least Significant Difference (LSD) at the 0.05 significance level.

Compare the difference between the independent variables and the dependent variable by using statistical methods, with a correlation coefficient of Pearson Product Moment Correlation Coefficient criteria, the relationship between the independent variables and the dependent variable.

III. RESULT

Overall, the findings of this research reveal to 3 categories of Thai Halal convenience goods; 1) Instant food. 2) Beverage and Snack. 3) Seasoning ingredient. The analysis of all categories according to 4 elements of consumer behavior as are: 1) Behaviors. 2) Attitudes. 3) Purchase reasons. 4) Incentive to Purchase and also analyze the graphic elements. Detail of each element as following:

A. The Behaviors

Malaysian consumers have been confidence in the verification of The Department of Islamic Development Malaysia to conducted Halal products in Malaysia. They are appreciating in the products of Malaysia. The packaging style was very important for Malaysian consumers. They always check for Halal logo on the packaging and will not consume any foods if there is no Halal logo. Also focus on graphic elements; Clear picture and outstanding illustration should be using for distinguish the category of product. A modern style typographic with readable text was also important; the values measurement as in Fig. 3.

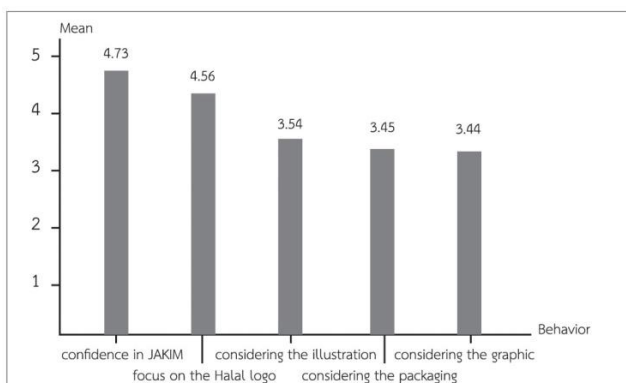


Fig. 3. The values measurement of consumer behaviors.

B. The Attitudes

Malaysian consumers have been confidence in the verification of The Department of Islamic Development Malaysia to conducted Halal products in Malaysia. Several consumer products in Malaysia are Halal products and suitable products for Muslims. The products with ordinary image were popular packaging style in Malaysia. In addition, a distinctive style of Thai, Arabian, Chinese, Japanese and Korean style also using for imported convenience goods; The values measurement as in Fig. 4.

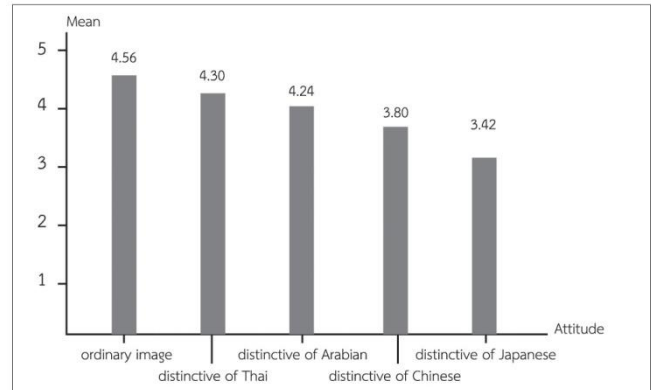


Fig. 4. The values measurement of attitudes.

C. The Purchase Reasons

Mindsets of Malaysian consumers were considering all detail of the product; produced under the regulation of Muslims, Quality of ingredients such as fresh and clean, Nutrients Nutrition and healthy food, good smell, colors, reasonable price and value, Legend and Reputation of the manufacturer. The products of Malaysia were a flagship exported product. This is a core marketing strategy of Malaysian Halal products. They were claimed to be the best Halal products from real Muslim country. Although, Malaysia is Muslim country but there are variety population; Muslim, Chinese and Indian. It is cause to variety life style. It is an opportunity for products from Thailand, China, Japan, Korea, European Union; The values measurement as in Fig. 5.

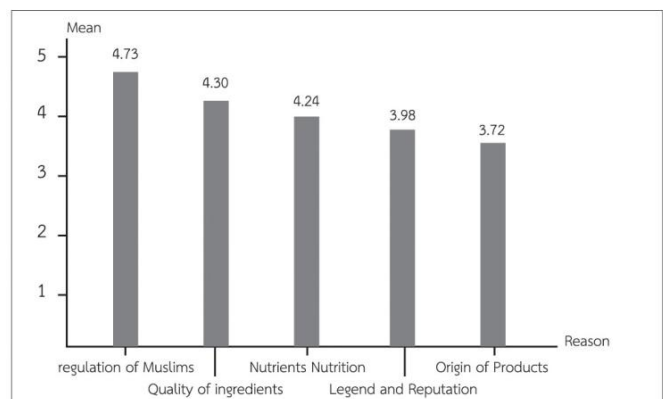


Fig. 5. The values measurement of purchase reasons.

D. The Incentive to Purchase

The Motivation of Malaysian consumers were tangible and

intangible values. This factor was depending on the consumer personality; it is reflection of consumers thought. The Personality feedback to them after they were consumes this product; urbanism look and multicultural celebrity, health care persons, modernism look, active look and news additive person, thoughtful person like a progressive thinking and social activist. The Motivation also came from an Attribute; the exterior images that attract to consumer. Malaysian consumers will purchase this product with the reason of; Use outstanding images of product, material or ingredients. There are description of product and ingredients. There are marks of standard proof, mark of food and drug secure proof and Halal products mark. Packaging and its materials should be draw attention. Use an attractive graphic and color. There is a brand name, logo or trademark; the values measurement as in Fig. 6.

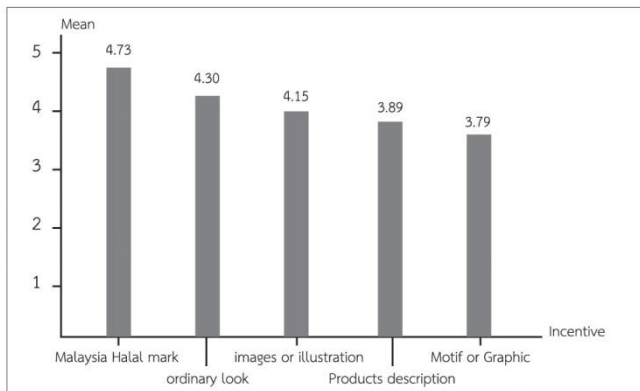


Fig. 6. The values measurement of incentive to purchase.

E. The Graphic Elements

The Graphic elements are the basic tool for make up an exterior image that attract to consumer. It is not only printed matter but it is visual communication tools. Use outstanding images of product, material or ingredients. There are description of product and ingredients. Graphic elements which attractive to Malaysian consumers consist of clear picture and outstanding illustration should be using for distinguish the category of product. A modern style typographic with readable text was also important. There are marks of standard proof and Halal products mark. Packaging and its materials should be draw attention. Use an attractive graphic and color; the values measurement as in Fig. 7.

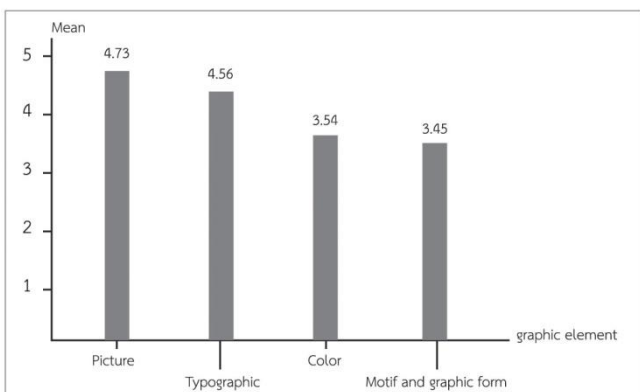


Fig. 7. The values measurement of graphic design elements.

F. The Utility

The application of result will applies to the graphic design on Thai Halal products packaging and label which export to Malaysia. The category of them as are: 1) Instant food. 2) Beverage and Snack. 3) Seasoning ingredient. Detail of each category as following:

- 1) Graphic design on label of Instant food with the concept of Ordinary style. This idea wants to draw attention with universal style, a modern image and urban look. Use an outstanding visual with clean and clear style of illustration. Use the modern and simply typography, slim and light stroke font on white space. A sentence of product character, legend and value has been using to provoke consumer desire. There is an identification icon to Halal product with Malaysia Halal products mark. All of design element has been dominated in elegant mood and tone; as in Fig. 8.



Fig. 8. Label design with the concept of ordinary style.

- 2) Graphic design on label of Beverage and Snack with the concept of Thai style. This idea wants to draw attention with an exotic, funny and Thai local look. Use an outstanding visual with lively and natural style. Use the modern and simply typography, slim and light stroke font on banana leaf background. A sentence of product character, legend and value has been using to provoke consumer desire. There is an identification icon to Halal product with Malaysia Halal products mark. All of design element has been dominated in enjoyable mood and tone; as in Fig. 9.



Fig. 9. Label design with the concept of thai style.

- 3) Graphic design on label of seasoning ingredient with the concept of Islamic style. This idea wants to draw attention with a Geometric form, floral motif and Traditional Arabic look. Use an outstanding visual with symbolic style. Use the modern typography, slim and light stroke font on pastel color background. A sentence of product character, legend and value has been using to provoke consumer desire. There is an identification icon to Halal product with Malaysia Halal products mark. All of design element has been dominated in casual mood and tone; as in Fig. 10.

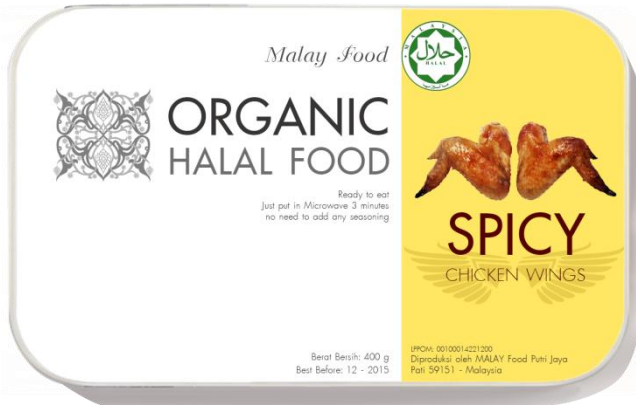


Fig. 10. Label design with the concept of Islamic style.

According to research result, the data has been identified to 3 categories of Thai Halal convenience goods; 1) Instant food. 2) Beverage and Snack. 3) Seasoning ingredient. The analysis of all categories have been considering to 4 elements of consumer behavior as are: 1) Behaviors. 2) Attitudes. 3) Purchase reasons. 4) Incentive to Purchase. Therefore, Malaysian consumers will be confidence in their Halal product; forasmuch, the verification of The Department of Islamic Development Malaysia to conducted Halal products in Malaysia. Several consumer products in Malaysia are Halal products and suitable products for Muslims.

Most of Malaysia Halal products were produced under the regulation of Muslims, Quality of ingredients such as fresh and clean, Nutrients Nutrition and healthy food, good smell, colors, reasonable price and value, Legend and Reputation of the manufacturer.

Graphic design on packaging and label for Malaysia Halal products should be outstanding with images of product, material or ingredients. There are description of product and

ingredients. A modern style typographic with readable text was also important; thus, it was the reflection of consumers thought. The Personality feedback to them after they were consumes this product; urbanism look and multicultural celebrity, health care persons, modernism look, active look and news additive person, thoughtful person like a progressive thinking and social activist. The most important is declared Halal products with a mark from The Department of Islamic Development Malaysia (JAKIM).

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