

***The Packaging Design Factors to Reduce Alcohol Campaign for Youth People:
A Case Study of Packaging Design's Classroom***

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Abstract

Packaging design is a one of the media tools used in communication between the products and the consumers. This research aims to find elements of alcohol packaging design which might be attractive to youths. Reducing these elements will help the campaign to raise awareness of the dangers and reduce alcohol consumption in young people. Firstly, this research attempts to understand the influence of packaging on alcohol purchasing behavior. Secondly, it aims to understand the characteristics of the package to which may influence purchasing behavior. Thirdly, it aims to make young people more aware of how packaging affects their choice to purchase alcoholic products. Finally, the research aims to determine if packaging design is targeting young people based on psychological perceptions of youth. The research comprises two major phases. In the first phase, the research attempts to investigate features influencing the visual perception of youth people vis-à-vis the perceived of factors on alcohol packaging. Features to be tested include color, texture, graphic type, fonts, price and warning on packaging of alcohol by Semantic differential scale through a survey questionnaires. The target sample was youth 100 people in the Mahasarakham University, which included fourteen students in Packaging Design course. The second phase of study attempts to test the validity of outcome from the first phase, fourteen packaging design models were created by the students studying in Packaging Design course, containing shared features derived from the first phase, to be tested with the target group again. Their task was to combine the elements that best support the campaign to reduce alcohol consumption in youths. All designs were rated by the students and the results suggest that design elements most likely to help the campaign were matte texture, embossed surface, realistic picture, with warm tone colors, showed price and warning on the packaging. It is concluded that using these design elements will best support the campaign to reduce youth alcohol consumption.

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1. Background of research

The recognized problem of alcohol consumption in Thailand is a major concern. This raises social, family and health issues. Observations from newspapers and television media show that alcohol related problems are ever present, whether it was an accident on the road, a brawl or doctors reporting health statistics (Nidtha Runkasam. Nation TV: 2017).

Packaging design is a one of the key media tools used in communication between the products and the consumers (Olga Ampuero and Natalia Vila. November 2, 2006). Each type of packaging is designed to appeal to consumers' buying decisions with factors such as color, shape, illustration and advertising. Alcohol is no exception to the use of product appeal by using packaging. Customer brand or packaging selection, may indicate the wealth or social status of the consumer. The Liquor Control Act introduced in 2008 placed a ban on alcohol advertising or the name or trademark of alcohol, which may use false claims or provide false motives, whether indirect or direct. The products are usually sold without illustrations or warnings for the negative consequences of drinking alcohol irresponsibly. Which is especially important to young people who will shape Thailand's future.

Graphic design researchers in Thailand can see the importance of the campaign to reduce alcohol use through packaging design (Areekul Pungsuwan. 2010). To be part of the campaign and realize the penalties of irresponsible alcohol use was followed by a decrease in youth drinking. Therefore, students who studied the packaging design also received information on the negative side of alcohol. Research is needed to determine the factors in packaging design can be used to reduce alcoholism especially concerning young students. Additionally how packaging influences the selection of its target audience.

2. Objective of research

- 2.1 To study the influence of packaging on alcohol purchasing behavior.
- 2.2 To study the characteristics of the package to test purchasing behavior.
- 2.3 To study the awareness of the youth on how packaging affects their choice to purchase alcoholic products.
- 2.4 To determine if packaging design is based on psychological perceptions of youth.

3. Scope of research

This is a research study to determine how University students in Thailand view or are influenced by packaging designs for alcohol products. The study will use data collected from 100 students of the Mahasarakham University, Thailand a total of 52 women and 48 men with an average age over 20 years (aged 18-23 years) in their third year of their undergraduate degree. Students selected for this study are studying a course in graphic design with emphasis on the use and effects on packaging design. The students in this sample have studied design and packaging for a campaign to reduce alcohol use in youth.

4. Benefits are expected to receive.

This research aims to understand key elements in design packaging for alcoholic products in a campaign to reduce alcoholism use in youth. The packaging is the communication media between the products and the consumers. Therefore, packaging design needs to reflect the harms of alcohol and should be used as a form of informative media to remind the youth of the risks and consequences of irresponsible drinking.

5. The literature review

The literature review focused the broad issues common to packaging design in order to draw out concepts that might be important in the context of attracting people to alcohol products. In particular the review aims to understand key concepts and the design features of packaging appearance and theories of visual perception studies will be linked to the campaign to reduce binge drinking in young people and studies linking theory with the research.

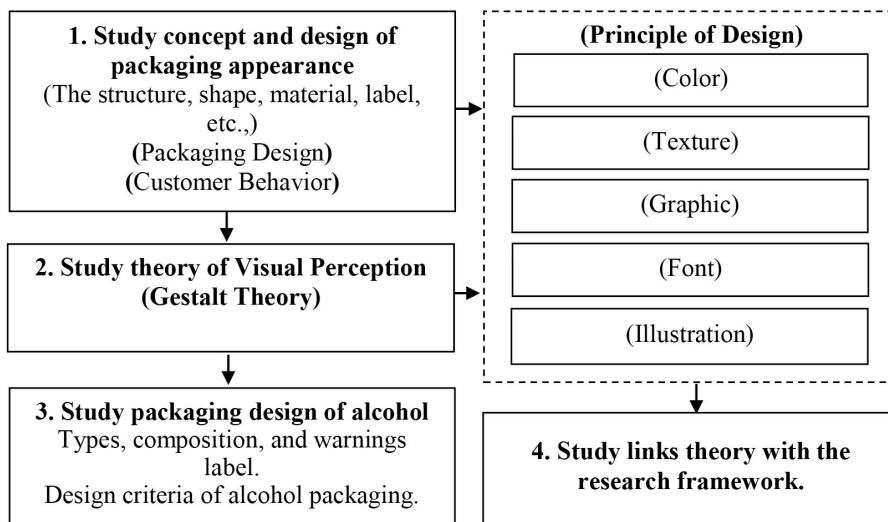


Figure 1. Summary of issues relating to packaging design.

6. Conceptual Framework

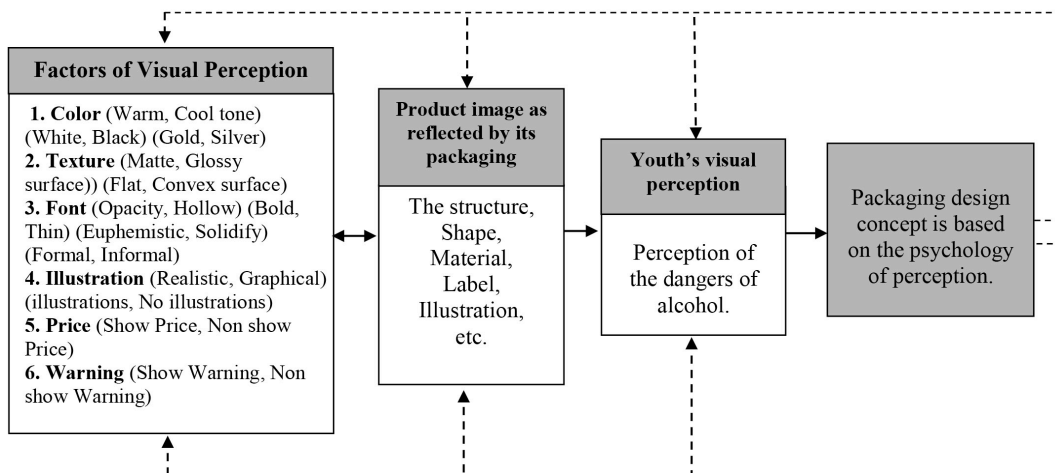


Figure 2. Conceptual framework for this study.

7. The variables studied

This study aims to investigate the relationship between variables. The independent variable was the packaging style. The dependent variable is the perception of youth on alcohol packaging and the linked guidelines of packaging design for the alcoholic campaign to reduce alcoholism in the youth.

8. Format Study

The basic theory of the study has two concepts; The Theory of Gestalt on the issue of Visual Perception (Linda Groat and David Wang, 2008) and the perception of design elements and the concept that packaging design can be used in the alcoholic campaign to reduce alcoholism in the youth.

9. Research Procedure

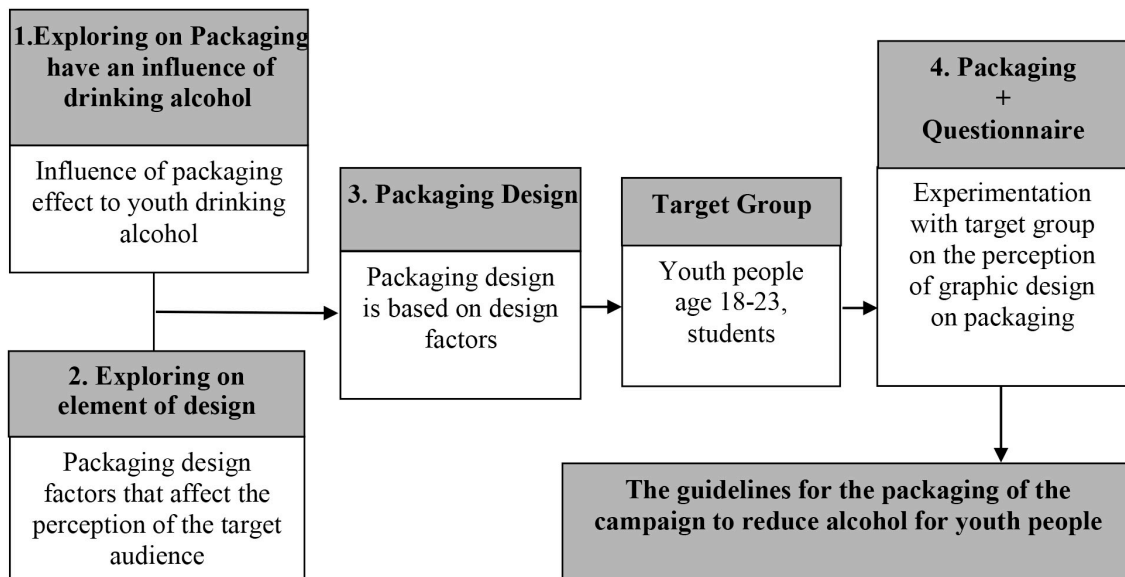


Figure 3. The research methodology for this study

9. Area, population, sample size and sample selection.

The researchers randomly selected samples by using a simple random sampling method of asking a group of young students (100 individuals) at Mahasarakham University a total of 52 women and 48 men with an average age over 20 years (aged 18-23 years), who are likely to have access to alcohol easily.


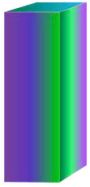


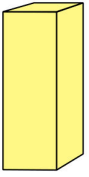
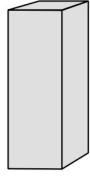
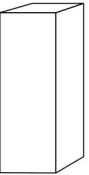
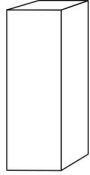

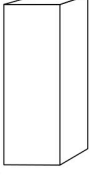


10. The research tools


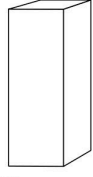
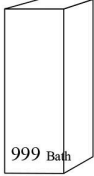
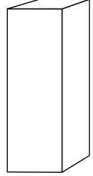
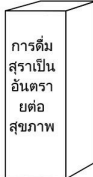
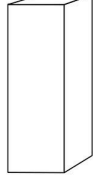
The tools used in the research consisted of packaging and the perceived message given by the graphic design of the packaging, including one set.

Tools of this research by started to study all types of packaging styles, the difference in packaging design components. In terms of shapes, materials, sizes, colors, letters, and illustrations by Delphi processed, and grouping the types of alcohol in a packaging format.

The questionnaire asked the target group of the packaging style. Perceived characteristics of the target on the packaging. It includes questions about the perception of graphic design point, font, color and illustrations. (Please refer to the Table 1).

Table 1. The packaging design factors used in the questionnaire survey.

No.	Factors	Factors
1.	The perception in “Color” 	 B. Cool tone
2.	A. Warm tone 	B. White Color 
3.	A. Gold Color 	B. Silver Color 
4.	The perception in “Texture” A. Matte surface 	B. Glossy surface 
5.	A. Flat surface 	B. Convex surface 
6.	The perception in “Illustration” A. Realistic 	B. Graphical 

7.		
	A. Illustrated	B. No illustrations
8.	The perception in “Font” Brand	Brand
	A. Opacity Character	B. Hollow Character
9.	Brand	Brand
	A. Bold Character	B. Thin Character
10.	<i>Brand</i>	Brand
	A. Not Hard letter	B. Hard letter
11.	Brand	<i>Brand</i>
	A. Formal Character	B. Informal Character
12.	Brand	Brand
	A. Modern Character	B. Old Character
13.	The perception in “Specify Price” 	
	A. Specify price	B. Don't specify price
14.	The perception in “Specify Warning” 	
	A. Specify Warning	B. Don't specify Warning

* Note the silver and gold perception issues in the silver and gold test questions in the test. And the perception of the surfaces in the data collection surfaces is that the respondents can actually touch.

11. Data collection

Phase 1: The perception of youth on packaging design factors for the campaign to reduce binge drinking.

Table 2. The scale used in the questionnaire to capture of the views of the participants towards each type form of packaging design.

qualification	Left Picture A					0	Right Picture B				
	5	4	3	2	1		1	2	3	4	5
1. The colors can used to campaign to reduce drinking alcohol.	Extremely	Very much	Medium	Little	Least	Equal	Least	Little	Medium	Very much	Extremely
2. The fonts can used to campaign to reduce drinking alcohol.											
3. The texts can used to campaign to reduce drinking alcohol.											
4. The illusions can used to campaign to reduce drinking alcohol.											

Using Semantic Differential scale measurements to be concluded on the basis of guidelines to design packaging that can reduce alcohol use in youth campaign.

The data was collected using a simple random sampling method, it collected data from 100 students studying at Mahasarakham University. The data was collected through the use of questionnaires showing illustrations of packaging. The questionnaire asked for recognition on the packaging and the perception of graphic design. Packaging issues included:

- The colors that could be used to campaign to reduce alcoholism.
- Font that could be used to campaign to reduce alcoholism.
- Texts could be used to campaign to reduce alcoholism.
- Illustrations could be used in the campaign to reduce alcoholism.

Phase 2: The perception of youth toward packaging model to reduce alcohol consumption among youth.

This section discusses the effect of packaging design factors for reducing alcohol consumption in youth. The design of 3D packaging is based on the perception of the sample. 14 Package Design formats design by 14 students of Packaging Design's classroom of Creative Arts Faculty of Architecture, Urban Design and Creative Arts, Mahasarakham University. Then, the model was rechecked to bring the conclusion to the design criteria of the packaging model that influenced the campaign to reduce drinking in youth again.

Table 3. The 14 Package Design formats design by 14 students of in the Packaging Design classroom

<p>1.</p> 	<p>2.</p> 	<p>3.</p> 	<p>4.</p> 
<p>5.</p> 	<p>6.</p> 	<p>7.</p> 	<p>8.</p> 
<p>9.</p> 	<p>10.</p> 	<p>11.</p> 	<p>12.</p> 
<p>13.</p> 	<p>14.</p> 		

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