

The Tourist Satisfaction on Brand Identity Design of Creative Agriculture Community Enterprise, Bang Khonthi District, Samut Songkhram Province

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Abstract : The aims of this research were twofold: 1) to brand identity design of Creative Agriculture Community Enterprise, Bang Khonthi District, Samut Songkhram Province and 2) to study the level of tourist satisfaction towards brand identity design of Creative Agriculture Community Enterprise, Bang Khonthi District, Samut Songkhram Province. tourist satisfaction was measured using six criteria: clear brand positioning, likeable brand personality, memorable logo, attractive color palette, professional typography and on-brand supporting graphics. The researcher utilized a probability sampling method via simple random sampling. The sample consisted of 30 tourists in the Creative Agriculture Community Enterprise. Statistics utilized for data analysis were percentage, mean, and standard deviation. The results suggest that tourist had high levels of satisfaction towards all six criteria of the brand identity design that was designed to target them. This study proposes that specifically brand identity designed of Creative Agriculture Community Enterprise could also be implemented with other real media already available on the market.

Keywords : satisfaction, brand identity, logo, creative agriculture community enterprise

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