

ABSTRACT

Thesis Title : Packaging Development of Khanom Tong-Pub of Kheaw Khajee Housewife Group, Nonthaburi Province
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This research aimed to develop packages of Khanom Tong-Pub of Kheaw Khajee Housewife Group, Nonthaburi Province and evaluate satisfaction on packages of Khanom Tong-Pub of Kheaw Khajee Housewife Group, Nonthaburi Province.

The samples of this study consisted of 26 respondents from Kheaw Khajee Housewife Group, Nonthaburi Province.

The data was collected by using unstructured interviews, questionnaires and satisfaction surveys.

The results found that

According to the study, the results indicated that Kheaw Khajee Housewife Group, Nonthaburi Province, was satisfied with the 2nd resolutions towards the packaging development of Khanom Tong-Pub which should be further improved for Khanom Tong-Pub.

Suggestions

Regarding to the paper, some suggestions were provided as below.

This study on the packaging development of Khanom Tong-Pub of Kheaw Khajee Housewife Group, Nonthaburi Province, demonstrated roles and duties of product's symbol that should be developed along with the package.

The findings of this research could be applied to the symbol development of Khanom Tong-Pub of Kheaw Khajee Housewife Group, Nonthaburi Province, in the future as well.