

A Development of English and Thai Product Labels for Curry Paste of “Sam Tambon” Community Enterprise Group in Nakhon Si Thammarat Province: Stakeholders’ Satisfaction and Attitudes

การพัฒนาฉลากผลิตภัณฑ์ภาษาอังกฤษและภาษาไทย
ให้กับเครื่องแกงของกลุ่มวิสาหกิจชุมชนสามตำบล จังหวัด
นครศรีธรรมราช: ความพึงพอใจและทัศนคติของผู้มีส่วนได้ส่วนเสีย

Received: September 17, 2021

Revised: October 27, 2021

Accepted: April 5, 2022

Kanyakorn Sermsook¹

กัลยกร เสริมสุข

Lalita Choeithong²

ลลิตา เจ้ยทอง

Thanatta Thaneerat³

ธัญฐา ธาณีรัตน์

Abstract

The curry paste of “Sam Tambon” Community Enterprise Group is well-known among Thai consumers, and has

¹ Lecturer, Department of English for Communication, Faculty of Science and Technology, Rajamangala University of Technology Srivijaya, Nakhon Si Thammarat Campus (Saiyai), Thailand

อาจารย์ สาขาวิชาภาษาอังกฤษเพื่อการสื่อสาร คณะวิทยาศาสตร์และเทคโนโลยีมหาวิทยาลัยเทคโนโลยีราชมงคลศรีวิชัย วิทยาเขตนครศรีธรรมราช (ไสใหญ่) ประเทศไทย

² Student, Department of English for Communication, Faculty of Science and Technology, Rajamangala University of Technology Srivijaya, Nakhon Si Thammarat Campus (Saiyai), Thailand

นักศึกษสาขาวิชาภาษาอังกฤษเพื่อการสื่อสาร คณะวิทยาศาสตร์และเทคโนโลยี มหาวิทยาลัยเทคโนโลยีราชมงคลศรีวิชัย วิทยาเขตนครศรีธรรมราช (ไสใหญ่) ประเทศไทย

³ Student, Department of English for Communication, Faculty of Science and Technology, Rajamangala University of Technology Srivijaya, Nakhon Si Thammarat Campus (Saiyai), Thailand

นักศึกษสาขาวิชาภาษาอังกฤษเพื่อการสื่อสาร คณะวิทยาศาสตร์และเทคโนโลยี มหาวิทยาลัยเทคโนโลยีราชมงคลศรีวิชัย วิทยาเขตนครศรีธรรมราช (ไสใหญ่) ประเทศไทย

Corresponding Author: kanyakorn.pi@rmutsv.ac.th

been certified as a 4-star One Tambon One Product of Thailand (OTOP). However, to make the product globally recognized, an English label may be helpful in increasing sales and marketing opportunities. This study, therefore, was conducted to develop both English and Thai labels for “Sam Tambon” curry paste, and to evaluate the stakeholders’ satisfaction and attitudes towards the developed labels. Fifteen committee members of “ Sam Tambon” Community Enterprise Group, 100 Thai consumers and 20 foreign consumers participated in the study. The instruments for data collection were 1) the English and Thai labels for “Sam Tambon” curry paste, 2) a questionnaire concerning the stakeholders’ satisfaction towards the developed labels, and 3) a semi-structured interview. The data were analyzed using descriptive statistics and content analysis. The results showed that in general, the stakeholders’ satisfaction towards the labels for “Sam Tambon” curry paste was at a high level. Every label component was highly satisfactory. The stakeholders also showed positive attitudes towards the developed labels. Regarding the English language, the stakeholders thought that the language made the product more modern and reliable. Stakeholders also suggested that the font size of the letters should be increased and the color of the labels should be in a darker tone to indicate the type of curry paste more clearly. The findings support that incorporating English into managing local as well as larger businesses can potentially lead to more success of the businesses.

Keywords: curry paste, product labels, Nakhon Si Thammarat, Sam Tambon Community Enterprise Group

บทคัดย่อ

เครื่องแกงของกลุ่มวิสาหกิจชุมชนสามตำบล ได้รับความนิยมนจากผู้บริโภคเป็นสินค้าคุณภาพได้รับการรับรองมาตรฐาน 4 ดาว ของสินค้าหนึ่งตำบลหนึ่งผลิตภัณฑ์เพื่อทำให้สินค้าเป็นที่รู้จักในระดับโลก ฉลากภาษาอังกฤษอาจเป็นประโยชน์ในการเพิ่มโอกาสการค้าและการตลาด การศึกษานี้จึงจัดทำเพื่อพัฒนา

ตรรกะภาษาอังกฤษและภาษาไทยให้กับเครื่องแกงสามตำบลดและประเมินความพึงพอใจ และทัศนคติของผู้มีส่วนได้ส่วนเสีย คณะกรรมการกลุ่มวิสาหกิจชุมชน 15 คน ผู้บริโภคชาวไทย 100 คน และผู้บริโภคชาวต่างชาติ 20 คน เข้าร่วมในการศึกษานี้ เครื่องมือในการเก็บรวบรวมข้อมูลประกอบด้วย 1) ฉลากภาษาอังกฤษและภาษาไทยสำหรับเครื่องแกงสามตำบลด 2) แบบสอบถามความพึงพอใจที่มีต่อฉลากและ 3) การสัมภาษณ์กึ่งโครงสร้าง ผู้วิจัยวิเคราะห์ข้อมูลโดยใช้สถิติเชิงพรรณนา และการวิเคราะห์เนื้อหา ผลการศึกษาพบว่าในภาพรวมผู้มีส่วนได้ส่วนเสียพึงพอใจต่อฉลากที่พัฒนาขึ้นในระดับมากทุกองค์ประกอบของฉลากเป็นที่น่าพอใจมาก ผู้มีส่วนได้ส่วนเสียมีทัศนคติที่ดีต่อฉลากที่พัฒนาขึ้นเช่นกัน ด้านภาษาอังกฤษ พบว่า ผู้มีส่วนได้ส่วนเสียคิดว่า ภาษาอังกฤษทำให้สินค้ามีความทันสมัยและน่าเชื่อถือมากขึ้น นอกจากนี้ผู้มีส่วนได้ส่วนเสียได้แนะนำให้เพิ่มขนาดตัวอักษรและสีของฉลากควรเข้มขึ้นเพื่อสามารถระบุประเภทของเครื่องแกงได้ชัดเจน ผลการศึกษานับสนุนว่าการใช้ภาษาอังกฤษในการทำธุรกิจท้องถิ่นรวมถึงธุรกิจขนาดใหญ่นำไปสู่ความสำเร็จที่มากขึ้นของธุรกิจนั้น

คำสำคัญ: เครื่องแกง ฉลากสินค้า นครศรีธรรมราช
กลุ่มวิสาหกิจชุมชนสามตำบลด

Introduction

It cannot be denied that English is number one language used in international communication among non-native English speakers. It has been accepted as an international language (McKay, 2002; Jenkins, 2003). Due to this fact, English is a language used in every international communication in various fields, such as education, hospitality, tourism as well as business. In business sectors, it is necessary for people concerned to be equipped with the knowledge of English because English can lead to a prosperity of

business (Kiatkungwanglai & Sattayanuwat, 2018). The language can increase products' value and distribution channels to international markets which can result in bigger incomes and profits.

In order to ensure the sales success of the products, it is essential to provide information about those products to customers. In Thailand, if the labels contain product information in English, it is likely that the products will widely attract both Thai and foreign customers. For Thai customers, English can convince them of the quality and reliability of these products. For foreign customers, English on product labels can let them understand the products clearly, which may lead to the sales of these products. The findings from a considerable number of research studies have indicated that English labeling can increase distribution channels of products. In a qualitative study on labels of different face cream products, Thonglor and Chayangammongkol (2018) concluded that Thai consumers perceived that English on the labels contributed to addition of those products' value. In the studies of Sirikhan (2019) and Kosittrakun (2020), English information on local product labels could attract foreigners to buy products. The positive result of using English on product labels can be seen in the studies of Modric (2016) and Ho et al. (2019). In the study of Modric (2016), Croatian people thought that English could make the products more modern, elegant and reliable in comparison to the ones with only the Croatian language. Ho et al. (2019) also reported that compared to other languages, English on the coffee packages had the strongest effect on Chinese coffee drinkers. They perceived that the products with English were more trustworthy and tastier which could attract them to purchase the products. Moreover, the English language can foster Thai stakeholders' confidence in their products. In the study of Pochakorn & Homhual (2018), food and beverage entrepreneurs' high satisfaction was observed because they perceived that they could sell their products to

foreign customers if the entrepreneurs studied an English manual especially made for their products. The high satisfaction level of stakeholders was also found in the study conducted by Nakplad et al. (2021). In this study, it was reported that stakeholders believed that the English language on the signs created to give information in That Noi Temple could result in a larger number of Thai and foreign visitors. All in all, based on the mentioned previous findings, English information on labels or other media related to public relations of products contributes to a possibility of more distribution channels.

“Sam Tambon” curry paste is a well-known product whose quality has been certified with a 4-star standard by the Community Development Department of the Ministry of Interior. This guarantees that it is a national quality product and is ready for international distribution. It is also a Thailand One Tambon One Product (OTOP) of “Sam Tambon” Community, meaning that it has been promoted by the Thai government as a quality local product. The product is now in the process of getting a 5-star standard. “Sam Tambon” Community is a successful community enterprise group in Nakhon Si Thammarat province. It has been manufacturing quality curry paste for eight years. According to “Sam Tambon” committee, the sale volumes keep growing since the first day of the business foundation because of the good taste and high quality ingredients of the curry paste. The curry paste has been sold regionally and nationally. Currently, the community has some informal export of curry paste to foreign countries; however, with only Thai product labels, the sales can be limited. The researchers, hence, would like to develop the labels containing product information in both English and Thai for the curry paste. It is assumed that the bilingual product labels will help increase distribution channels for the curry paste as Kosittrakun (2020) mentioned that bilingual product labels with a consumer’s native language

and the international language of English could help increase a product's value which resulted in a higher sales volume because it could attract foreign customers to buy the product.

From the information mentioned earlier, it can be concluded that English is useful for making products more well-known to international markets. However, few studies were conducted to investigate the usefulness of English for other fields, especially local business sectors. Additionally, although the committee of "Sam Tambon" Community Enterprise Group would like to have English labels for their curry paste, without experts' assistance, this cannot be effectively done. This is because the committee believes that the labels could help promote their products and increase the distribution channels. An increase of curry paste's sale volumes would not only benefit "Sam Tambon" Community Enterprise Group, but it is also beneficial to the nearby communities because main raw materials of the curry paste, such as turmeric and lemon grass are from local farmers. In this study, other components of labels, such as colors, font styles, size and illustrations were also developed in order to make the labels the most useful. Moreover, the stakeholders' satisfaction and attitudes towards the developed labels were evaluated to get valuable information for further development.

Objectives

1. To evaluate whether the stakeholders are satisfied with the developed labels for "Sam Tambon" curry paste.
2. To investigate what contributes to the stakeholders' satisfaction and attitudes towards the developed labels for "Sam Tambon" curry paste.

Literature Review

1. Integrated Marketing Communication

Integrated marketing communication (IMC) is defined as a process used by entrepreneurs to continuously communicate with the target consumers in order to make them more familiar with the products or services (Kotler & Keller, 2008). IMC is useful to both entrepreneurs and consumers (Khanaruksombat, 2014). For entrepreneurs, it allows them to effectively present their products or services to the target group of consumers which can result in higher profits. For consumers, it offers the possibility for them to learn about those products or services through various activities.

Common activities for integrated marketing communication comprise advertising, personal selling, sales promotion, public relation and direct marketing (Horthong, 2020). Product labeling is one effective tool for advertising or publicity and public relations of products or services; therefore, this technique is used by many business sectors to attract and impress target consumers.

2. Product Label Development

A product label is necessary because it can give information about products such as quantity, ingredients and instructions for use to consumers. This information is useful for consumers' decision making when buying products because it acts as the very first part that can convince consumers of products' quality. Good product labels can help promote products and increase their marketing channels which may result in higher incomes and better profits (Kosittrakun, 2020). According to Noonpakdee (2010, as cited in Buaclee, 2018),

product labels have to be clear and eye-catching in order to attract consumers. Size, colors, font style and illustrations on labels are important because they can attract consumers (Buaclee, 2018) . Given this importance, many products, especially food products have labels.

As food is an important product, labels for food have to contain specific information, such as the product' s name, quantity, ingredients, expiry date, proper storage, instruction for use, manufacturer/distributor, safety sign and warning (if any) in order to achieve consumers' maximum benefits (Department of Industrial Promotion, 2016). In this study, the labels for “Sam Tambon” curry paste were developed in accordance with the mentioned guidelines. English and Thai were employed on the labels to give information about two kinds of curry paste since the objectives of the study were to upgrade and to make this product well-known to foreigners as mentioned by Kunasri et al. (2017) that using English together with Thai to give products' information can attract a greater number of consumers.

3. Previous Related Studies

A considerable number of studies relating to using English to enhance success of business can be seen in the following studies. English has been employed to promote tourism in Thailand (Limsiriruangrai, 2013; Kongsuk & Chuayoin, 2020). Limsiriruangrai (2013) noted that English brochure appeared to enhance tourism business of Phanom Rung Historical Park and Muang Tam Historical Park in Buriram province. Kongsuk & Chuayoin (2020) reported that the English and Thai brochure could promote tourism at Baan Rai Tawanwarn in Lam Tap district, Krabi province. The tourists and stakeholders in these studies showed high satisfaction towards the English tourism promotion because they could help

increase the opportunity of selling products. The similar findings were observed by Kosittrakun (2020) and Sirikhan (2019) that the entrepreneurs and foreigners strongly needed English notice boards and product labels at Saturday Night Market in Muang district, Khon Kaen province because they could provide correct information to foreign customers and could increase sales volumes. Pochakorn & Homhual (2018) also reported that an English food and beverage manual could help entrepreneurs communicate with foreign customers better. This could increase their incomes.

It can be concluded from the previous related studies that English can help enhance the success of business because it can upgrade the products and increase the marketing channels, especially in international markets. This bigger opportunity can lead to better incomes and profits. However, it is observed that not many studies investigate the benefits of incorporating English on product labels to promote their distribution, in particular for local products like curry paste. The present study was, as a result, carried out to create English and Thai labels for “Sam Tambon” curry paste, a product that can reflect Thai identity.

Research Methodology

1. Population and Samples

By means of convenience sampling method, the participants of the study comprised three distinct groups. The first group consisted of 15 committee members of “Sam Tambon” Community Enterprise Group, the curry paste manufacturers. All of them were Thai. They were chosen as participants because they were the manufacturers and sellers. The researchers wanted to discover their satisfaction and attitudes towards the English language on the labels. The second group

consisted of 100 Thai consumers who were regular curry paste consumers. A bigger part of them were regular “Sam Tambon” curry paste consumers, and the rest were first time buyers. This group of participants could express whether the labels with and without English could affect their satisfaction and attitudes differently. Moreover, they could suggest if the English labels could better persuade them to buy the curry paste. The last group comprised 20 foreign consumers who have worked and stayed in Nakhon Si Thammarat. They were South Africans, Filipinos, and Europeans. A little more than half of these foreign consumers bought the product for the first time, and the rest were non-first time consumers. Some of them had consumed the curry paste a few times, and some had bought the product several times in a few years. This group of participants can reflect whether English on the developed labels was useful. These 120 Thai and foreign consumers were consumers buying the curry paste during a questionnaire collection period of one month, and they were convenient to complete a questionnaire.

2. Instruments

Three instruments were employed in the study.

2.1 English and Thai product labels

Before developing the labels, 15 committee members were interviewed to get some useful information about the layouts, colors, font styles and contents of the labels. In addition, the researchers sought for labeling instructions from related documents. The Thai data on the previous version of label were studied. The data, such as ingredients, details of the manufacturer, and quality marks were maintained and improved. Based on the obtained information, two labels were developed. One type was for sour curry paste (Kang Som) and the other one was for red curry paste (Kang Kua). These two types of curry

paste were mainly manufactured for selling. The rest one type which was not chosen was very spicy curry paste (Kang Phed) because it was specially made for a small group of consumers who occasionally placed an order. And according to the committee members, the two types were the best sellers. Each label was separately designed using the English and Thai languages. Three experts in the field of marketing and English were also asked to verify the layouts and the contents of the labels. The labels then were improved according to the experts' advice. Thereafter, they were attached to the package of each curry paste type before distribution for general sale.

2.2 A questionnaire

A questionnaire used in the study aimed to investigate the participants' satisfaction towards the developed curry paste labels. It was composed of three parts. The first part sought for the participants' personal information which was gender, age, education background and occupation. The second part comprised 5- point Likert scale items focusing on the participants' satisfaction towards the labels. The final part was made up of open-ended questions with the objective to let the participants freely express their opinions about the developed labels.

Prior to the main study, the content validity of questionnaire was verified by three experts by means of Index of Item-Objective Congruence (IOC). The IOC value of the questionnaire was 0.90 which meant that the questionnaire was highly valid.

2.3 A semi-structured interview

To investigate what contributed to the participants' satisfaction and attitudes towards the developed labels and to validate the information from the questionnaires, the participants

were asked to answer four questions in the semi-structured interview: 1) how they think about the product labels?, 2) were they satisfied with the labels and why?, 3) which part of the labels needs improving?, and 4) were they interested in buying the curry paste with the new labels? All of the questions were also verified by the three experts to ensure the clarity and correctness.

3. Data Collection

The collection of data was carried out in two main stages as follows:

Stage 1: A questionnaire distribution

After 1-month trial of using the labels with the curry paste, a set of questionnaires was distributed to 15 committee members, 100 Thai consumers, and 20 foreign consumers. They were given some time to complete the questionnaires. All of the questionnaires were then collected by the researchers for further analysis.

Stage 2: A semi-structured interview

After the completion of questionnaires, 15 committee members, 45 Thai consumers and five foreign consumers were interviewed. The interview data were recorded for further analysis.

4. Data Analysis

A combination of quantitative and qualitative methods was used to analyze the obtained data. The participants' personal information was analyzed using frequency and percentage. The participants' satisfaction information was analyzed through means and standard deviation and interpreted (Cheenatrakoon, 1995) as follows:

4.51-5.00	Highest
3.51-4.50	High

2.51-3.50	Moderate
1.51-2.50	Low
0.00-1.50	Lowest

The information from the open-ended parts in the questionnaires and the semi-structured interview was categorized, interpreted and analyzed using content analysis.

Findings and Discussions

The questionnaires completed by 15 committee members, 100 Thai consumers and 20 foreign consumers were collected by the researchers after 1-month trial of using the curry paste labels. The participants completing the questionnaires were 37 males (27.4%) and 98 females (72.6%). Their age ranged from 18 to 50 years. A little more than a quarter of them (27.4%) had a high school diploma, followed by a bachelor's degree (25.2%) and a primary school certificate (24.44%). In terms of occupation, a little larger than one third of the participants were merchants (34.81%). The information about their satisfaction towards the developed product labels was analyzed and illustrated in Table 1.

Table 1

The Satisfaction on the Curry Paste Labels Categorized by the Sample Types

Sample type	Mean	S.D.	Level of satisfaction
The committee of Sam Tambon Community Enterprise Group	4.31	0.74	High
Thai consumers	4.36	0.65	High
Foreign consumers	4.13	0.90	High
Total	4.27	0.76	High

From Table 1, it can be generally concluded that the stakeholders were highly satisfied with the two- language product labels ($M=4.27$, $S.D.=0.76$). A high level of satisfaction was observed in every group of the stakeholders. The Thai consumers showed the highest satisfaction towards the labels ($M=4.36$, $S.D.=0.65$), followed by the committee members ($M=4.31$, $S.D.=0.74$), and the foreign consumers ($M=4.13$, $S.D.=0.90$). This finding lends support to the finding of Pochakorn & Homhual (2018), who indicated that the food and beverage entrepreneurs were highly satisfied with the English manual. It is also in line with Sirikhan (2019), who reported that the participants had high satisfaction with English notice boards at Sunday walking-market in Chiang Mai. It can be concluded from these findings that an English-Thai version of labels, notice boards, brochures or handbooks are beneficial because they can attract foreign customers and help increase an opportunity of marketing channels for products which can lead to increased incomes and profits. This conclusion agrees with Limsiriruangrai's findings (2013) which proposed that English-Thai notice boards could enhance the tourism business at Phanom Rung Historical Park and Muang Tam Historical Park in Buriram province and those of Kongsuk & Chuayoin (2020), who reported that the brochure in English could promote Baan Rai Tawanwarn to foreign tourists.

Table 2

The Samples' Satisfaction on the Curry Paste Labels Categorized by Questionnaire Items

Questionnaire items	Mean	S.D.	Level of satisfaction
The labels are unique, attractive and colorful.	4.46	0.58	High
The label size is suitable for the package.	4.21	0.84	High
The illustrations are interesting and related to the curry paste.	4.12	0.85	High
The quality marks, such as GMP Rising (nfi), OTOP, Central LabThai, and Rising star, contribute to your purchase.	4.39	0.68	High
English font has proper size and format.	3.93	0.91	High
Thai font has proper size and format.	4.19	0.80	High
English contents on the labels, such as product' s name, ingredients, proper storage, expiry date, net weight and manufacturer are concise, precise and easy to understand.	4.29	0.74	High
Thai contents on the label, such as product' s name, ingredients, proper storage, expiry date, net weight and manufacturer are concise, precise and easy to understand.	4.41	0.72	High
The labels are useful to consumers.	4.43	0.62	High
The labels persuade you to buy the products.	4.33	0.81	High
Total	4.27	0.76	High

From Table 2, it is observed that the overall level of stakeholders' satisfaction with the developed labels was high (M=4.27, S.D.=0.76). When each aspect of the labels was considered, the most satisfying one was the uniqueness and colors of the labels (M=4.46, S.D.=0.58), followed by their usefulness to customers (M=4.43, S.D.=0.62), the presence of quality marks (M=4.39, S.D.=0.68), conciseness, precision and understandability of Thai contents (M=4.41, S.D.=0.72), the persuasive power of the labels (M=4.33, S.D.=0.81),

conciseness, precision and understandability of English contents (M=4.29, S.D.=0.74), the suitability of label size (M=4.21, S.D.=0.84), the appropriateness of Thai font (M=4.19, S.D.=0.80), illustrations (M=4.12, S.D.=0.85), and the appropriateness of English font size (M=3.93, S.D.=0.91). A high level of the stakeholders' satisfaction was observed; this is possibly explained by the fact that the information necessary to put on the labels was given by all concerned parties. In other words, the labels were directly created in response to their needs. This is in line with the finding of Thongrunroj (2012), who proposes that concerned people's participation, both consumers' and the entrepreneur's in this study, is important in order to meet their requirements.

Since the English language was used on the labels in order to attract foreign consumers to buy the curry paste, their satisfaction was separately evaluated as shown in Table 3. In this calculation, the two items related to the Thai language were removed.

Table 3
Foreign Consumers' Satisfaction on the Curry Paste Labels

Questionnaire items	Mean	S.D.	Level of satisfaction
The labels are unique, attractive and colorful.	4.35	0.67	High
The label size is suitable for the package.	4.00	1.12	High
The illustrations are interesting and related to the curry paste.	3.85	0.98	High
The quality marks, such as GMP Rising (nfi), OTOP, Central LabThai, and Rising star, contribute to your purchase.	4.30	0.65	High
English font has proper size and format.	4.00	1.07	High

Questionnaire items	Mean	S.D.	Level of satisfaction
English contents on the labels, such as product's name, ingredients, proper storage, expiry date, net weight and manufacturer are concise, precise and easy to understand.	4.30	0.71	High
The labels are useful to consumers.	4.30	0.73	High
The labels persuade you to buy the products.	3.90	1.25	High
Total	4.13	0.90	High

Although the number of foreign consumers is small, their satisfaction towards the labels was considered very important because the English label version was developed to arouse their interest. From Table 3, it can be seen that their overall satisfaction was at a high level (M=4.13, S.D.=0.90). Considering each item individually, it was also found that foreign consumers were highly satisfied with each component of the labels developed for the curry paste. With respect to the English language used, the figure showed that the foreign consumers expressed high satisfaction towards the English contents on the labels (M=4.30, S.D.=0.71).

As mentioned earlier that 15 committee members, 45 Thai consumers and five foreign consumers participated in a semi-structured interview in order to cross-check the satisfaction level and to investigate what contributed to their satisfaction and attitudes towards the developed labels, all of the answers were qualitatively analyzed and categorized into two main points. The first point related to the usefulness of the labels developed for the curry paste which ultimately led to the stakeholders' high satisfaction towards the labels. Based on the analysis, high satisfaction was found among the three groups of stakeholders.

A deeper analysis revealed that the label colors, the languages and details on the labels were three aspects receiving great interest. In terms of colors, it was found that the colors could clearly specify the types of the curry paste. By seeing the colors, they could once learn the types of the curry paste because two different colors: orange and brown were used to specify the types of the curry paste. The old label version used the same color for the two types of curry paste. Regarding the languages, the stakeholders mentioned that using English together with Thai on the labels could upgrade the products and may promote distribution channels of the curry paste, especially in international markets. The trustworthiness of the curry paste was increased when English was used together with Thai. This finding agrees with Modric (2016), Ho et al. (2019) and Thonglor & Chayangammongkol (2018), all of which proposed that English could make products modernized and reliable. Thai committee who were the main stakeholders believed that the developed labels with English and Thai could make the curry paste more attractive and reliable. Their product possessed modernity and internationality, so they could sell more products to more Thai consumers. Importantly, they could use these labels when they promoted their products in any national and international fairs where foreign consumers visited. Furthermore, they could manage for further export to international markets. These findings can be observed from the following comments given by two committee members. The first one mentioned that *“For me, the labels look modern and reliable because they contain the English language. We hope we can sell more curry paste and use these labels for future export.”* The other committee member pointed out that *“I like the labels. I think they have beautiful colors and useful product details in*

both Thai and English, but if the fonts can be bigger, it will be better for me because now it's difficult for me to see them clearly.” These findings are in correspondence with those of Waijittragum (2010), who mentioned that to make a label universal, English should be used together with Thai to attract foreign customers. For Thai consumers, though they could read the Thai information provided, they commented that the labels with the English language were more modish and reliable compared to the one having only Thai. It was easier for them to make a decision to buy the product. The evidence for this claim can be seen in the comments given by one of the Thai consumers who mentioned that *“I usually buy this curry paste. I think the labels make the curry paste more reliable because we know more details, such as ingredients, expiry date, etc. They are good for consumers.”* For foreign consumers, English on the labels could attract them and was useful for them. They saw English on the labels, and they were attracted to know more about the products. Once they read the given information, they wanted to try the curry paste, especially sour curry paste. They added that if no English was on the labels, they might not buy the product because they were not familiar with Thai curry paste. The comments made by a male foreign consumer can confirm this claim, *“Without the labels, I'm sure I will not buy this product. The labels let me know more about the curry paste. Once I read the labels, I learn that it is safe for eating. I can buy it for my wife.”* This finding can be supported by those of Kosittrakun (2020) and Sirikhan (2019), who pointed out that foreigners tended to buy products since they could learn about the products through the English texts provided on the labels. Pertaining to the details, it was found that the details in English and Thai on the labels let consumers learn about the product. Both Thai and

foreign consumers agreed that the labels provided them with necessary information about the curry paste. Moreover, the details of the quality marks could convince them of the product's safety. All in all, the labels were useful for them. The other main point which could be interpreted from the collected data was the suggestions for future improvement of the labels. Some stakeholders suggested that the font size should be bigger for the elderly's easy reading. Color tones should be darker to better reflect the colors of each type of curry paste, such as bright orange for sour curry paste and dark brown for red curry paste. These findings agree with Buaclee (2018), who said that colors and font styles were vital for product label design in order to interest consumers.

In summary, the analysis of the information obtained from the interview was found to correspond with the data from the 5- point Likert scale and open- ended parts of the questionnaire. The stakeholders expressed high satisfaction and positive attitudes towards the developed labels made for the curry paste. The labels were satisfactory and useful in terms of the colors, the English language and the complete details of curry paste.

Conclusion

The present study was carried out with the purpose of making “Sam Tambon” curry paste well-known to foreign consumers. Product labels in both English and Thai for two types of curry paste of “Sam Tambon” Community Enterprise Group were developed in response to the stakeholders' requirements. After 1 month of the launch of the curry paste with the developed labels, satisfaction questionnaires were distributed to 15 committee members, 100 Thai consumers and 20 foreign

consumers. They showed a high level of satisfaction towards the developed labels for sour curry paste and red curry paste. A semi-structured interview was also conducted to verify the level of satisfaction of the consumers and the committee and to learn their attitudes towards the labels. Ultimately, it was found that both sets of information obtained from the questionnaires and the interview agreed with each other in that the stakeholders showed high satisfaction towards the labels. With respect to their attitudes, it can be concluded that the stakeholders had positive attitudes because the developed labels were useful for them. Additionally, some suggestions were provided for future improvement of the labels. For example, font styles should be bigger to ease the elderly's reading, and the color tones of the labels should be brighter for sour curry paste and darker for red curry paste in order to precisely represent each type of curry paste. The findings from the present study provide both theoretical and practical contributions. The findings can shed light on using English together with Thai on product labels or other media for public relations in order to upgrade products or services. The curry paste labels in this study could be referred to as a model for other local products. In addition, other label components are important to make labels the most useful. According to the findings of this study, local business sectors as well as the larger business ones can make use of English to upgrade their products or services. The results can serve as the guideline of integrated marketing communication for a marketing/business English label development. English can be integrated with other fields of study for more benefits; the positive results from this study can reinforce the usefulness of English in other professions.

Suggestions

Some useful suggestions can be made from the findings of the study. First, a foreign language, particularly English plays a vital role to increase a sales opportunity for any products, especially the local ones which are not familiar to foreigners; English can attract and persuade foreign customers to buy these products. The English language can also gain positive attitudes from Thai consumers in that the language helps make products or services more modern and reliable. In addition, English can make entrepreneurs more confident in their products and enable them to manage the sales for wider distribution channels. Finally, stakeholders of products are important sources of information for making product labels or any public relations media because they can help provide useful and precise guidelines for label design. Feedback on, for example, label colors, font formats, and product details from consumers might be more valuable to manufacturers, especially those aiming for the global market.

As 100 Thai consumers and only 20 foreign consumers were involved in this study, there may be some limitations because the proportion of both groups of consumers may be inappropriate. This imbalance was due to the Covid-19 lockdown. Therefore, further studies involving a larger number of foreign consumers would be desirable. Future studies may also explore whether the English language used is effective for adding products' value. Additionally, a comparative study of Thai only labels and Thai and English ones would be considered to identify if the two label types differently affect Thai participants.

References

- Buaclee, Ch. (2018). The design and the development of product labels using participatory communication in accordance with creative and sustainable economy concept. *Journal of Fine Arts*, 9(2), 93-144. [in Thai]
- Cheenatrakoon, R. (1995). *Education research methodology*. Pappim Publisher. [in Thai]
- Department of Industrial Promotion (2016, June 8). *What must be contained on food labels?* <https://www.bsc.dip.go.th/th/category/quality-control/qs-labelinfo/> [in Thai]
- Ho, H. C., Chiu, C. L., Jiang, D., Shen, J., & Xu, H. (2019). Influence of language of packaging labels on consumers' buying preferences. *Journal of Food Product Marketing*, 25(4), 435-461. <https://doi.org/10.1080/10454446.2019.1572562>
- Horthong, G. (2020, December 30). *IMC: Integrated marketing communication through 7Ps promotion for the maximum benefits*. <https://adaddictth.com/knowledge/IMC-Integrated-Marketing-Communication>
- Jenkins, J. (2003). *World Englishes: A resource book for students*. Routledge.
- Khanaruksombat, N. (2014). Integrated marketing communication for business sector. *Panyapiwat Journal*, 5(2), 246-254 [in Thai]
- Kiatkungwanglai, N., & Sattayanuwat, W. (2018). English language and economic growth. *Srinakharinwirot Research and Development (Journal of Humanities and Social Sciences)*, 10(20), 58-69. [in Thai]
- Kongsuk, K., & Chuayoin, J. (2020). *Designing a bilingual brochure to promote tourism at Baan Rai Tawanwarn in Lam Thap district, Krabi province* [Unpublished term paper]. Rajamangala University of Technology Srivijaya. [in Thai]
- Kosittrakun, S. (2020). Information in English on local product labels: Perspectives from foreign tourists. *Humanities*

- & *Social Science*, 37(2), 204-227. [in Thai]
- Kotler, P., & Keller, K. L. (2008). *Marketing management* (13th ed.). Pearson.
- Kunasri, K. , Panmanee, C. , Singkharat, S. , Suthep, S. , & Suthep, D. (2017) . Local identity selection for community product development: A case study of Baan Huay Chompoo community enterprise. *Journal of Community Development Research (Humanities and Social Sciences)*, 10(4), 86-97. [in Thai]
- Limsiriruangrai, P. (2013). *A study and development of English signboards and brochures for tourism at Phanom Rung Historical Park and Muang Tam Historical Park in Burira province* [Unpublished research report] . Buriram Rajabhat University. [in Thai]
- McKay, S. L. (2002). *Teaching English as an international language: Rethinking goals and approaches*. Oxford University Press.
- Modric, M. (2016). *Advantages of the use of English in advertising: Attitudes of Croatian speakers* [Unpublished master' s thesis]. The University of Rijeka.
- Nakplad, R. , Mittajan, A. , & Innarong, T. (2021) . Need analysis and development of English-language tourist guide signs at That Noi temple in Nakhon Si Thammarat province. *Journal of Liberal Arts, Prince of Songkla University*, 13(2), 170-194.
- Pochakorn, R., & Homhual, B. (2018, March). *An English manual guide for enhancing effectiveness in English communication in response to food and beverage entrepreneurs' needs at Kiriwong village in Lan Saka district, Nakhon Si Thammarat Province* [Paper presentation] . The 5th Symposium of International Languages and Knowledge: SILK 2018, Nakhon Si Thammarat, Thailand.

- Sirikhan, S. (2019). Stallholders' needs for using English in advertisements for cultural products: A case study of Sunday walking-street market in Chiang Mai. *Journal of Community Development Research (Humanities and Social Sciences)*, 12(2), 82-95. [in Thai]
- Thonglor, R., & Chayangammongkol, V. (2018). Value-added creating products organization that appear on face cream sachet in Amphoe Hua Hin, Changwat Prachuap Khiri Khan, Thailand. *Veridian E-Journal, Silpakorn University*, 11(2), 2545-2562. [in Thai]
- Thongrunroj, S. (2012). *Packaging design*. Wadsin. [in Thai]
- Waijittragum, P. (2010). *A Design of signboard systems for tourism of Samutsongkram province* [Unpublished research report]. Suan Sunandah Rajabhat University. [in Thai]