

Brand Building and Brand Communication Strategies for Banana Powder to Increase Competitiveness of Thakrapee Community Enterprise on Safe Agriculture, Suphan Buri Province

Namphung Kwaipun^a
Suchada Koomsalud^b
Phattaraporn Timdang^{c*}
Wannarat Sriratna^d
Angkana Soparattanakul^e

Article Info
Received 5 December 2023
Revised 26 December 2023
Accepted 26 December 2023
Available online 31 December 2023

^aFaculty of Management Science, Suan Dusit University, Thailand,
^bFaculty of Management Science, Suan Dusit University, Thailand,
^c*Faculty of Management Science, Suan Dusit University, Thailand, E-mail: phattaraporn_tim@dusit.ac.th
^d Faculty of Management Science, Suan Dusit University, Thailand,
^e Faculty of Management Science, Suan Dusit University, Thailand,

Abstract

The purposes of this research were to: 1. analyze the strategy of brand banana powder product, 2. prescribe brand building and brand communication for banana powder of Thakrapee community enterprise on safe agriculture, 3. communicate brand name of banana powder product of Thakrapee community enterprise on safe agriculture. The population and samples for the study were the entrepreneurs who produce/sell the banana powder, experts, academics and people having ulcer problems/Gastroesophageal Reflux Disease-GERD. It is a mixed study combining a qualitative with quantitative researches. The first one used a structural interview with content analysis but the latter used a questionnaire and the data were analyzed using descriptive statistics, namely percentage, mean, and standard deviation.

The findings of the study were as follows: on building brand banana powder, Win Garden analyzed customer groups, the competitors and brand banana. He was able to specify brand identity, brand positioning and brand value to link the identity, positioning and brand personality in order to lead to “Good Product, Clean and Safe Directly from the Garden to Customers”. There was a decode of each word by using a colored letter and imagination for the design of brand communication through both online and offline appropriate for the target groups for the customers to know, desire and trial buy. When there is consumption, the customers receive the product value, a flow of words of mouth and brand royalty occurred to the product in the end.

Keywords: Brand Building, Brand Communication, Competitiveness

Introduction

One of the important strategies to develop the country following the 20th year national strategy to achieve the vision “National Security, Prosperity, Sustainability, Developed by Sufficiency Economy” with the national goal “Secured Nation, Happy People, Continued Economic Development, Justice Society, Sustained National Resource Base” is to develop the level of competitiveness, economic development (Office of the National Economic and Social Development Council, 2017). The way to develop the country based on the National Economic and Social Development No.12 (2017-21021) Strategy 3 has been prescribed to build economic strength and sustainable competitiveness on building strength and sustainability to agriculture development, building and transferring body of knowledge, upgrading production of agricultural products and level of production ability on industry cycle, promote and accelerate agricultural ideas, and develop supportive factors on management of agricultural sectors and promote new agriculturalists. (Office of the National Economic and Social Development Council, 2016). Suphan Buri province is one of the provinces in the Central part of Thailand that realizes such significance, and therefore stipulated in the provincial development plan fiscal year 2018-2022 with the development aim to be “Sustainable Agriculture, strong economy, Good Life Quality and Happy Society” with important issues of development at the beginning, namely increasing capacity of agricultural product production to meet the standard for competitiveness and sustainable development. This can be seen from increasing marketing competitiveness as a part for driving community economy, important base of the country.

Thakrapee community enterprise on safe agriculture is the target group in moving the work of the producers and sellers of community enterprises on safe agriculture which is a network of Young Smart Farmer, one of new groups of agriculturalists in Suphan Buri province. Their agricultural products are white bark bananas and *Mali Ong* in a close proportion (40 *rai*) is organically planted, without chemical substances, with 10% of the products is sold fresh and 90% processed into banana powder, dried bananas, and banana rolls. Banana powder in particular is produced and sold under the brand “Win Garden” having the people with problem on ulcer/pain and GERD as the target groups. From an interview it was found that the community enterprise had some problems not knowing that there was products on safe banana powder from Thakrapee for sale, and that some of the target group were not aware of the benefits of the banana powder. This leaded to a major research question on how to do brand building and brand communication for the target group to know and understand the value of band understand the value of brand which may bring about behaviors purchasing the banana powder of Thakrapee safe agriculture. The result of the research would lead to an increase of an income for members of the community enterprise at Thakrapee safe agriculture and would build strength within the network and spread to other community enterprises in Suphan Buri province, resulting in driving basic economy and elevate the income of agriculturalists and community enterprises in Suphan Buri province in the future.

Objective

1. To analyze the strategy of brand banana powder product.
2. To prescribe brand building and brand communication for banana powder of Thakrappee community enterprise on safe agriculture.
3. To communicate brand name of banana powder product of Thakrappee community enterprise on safe agriculture.

Literature Review

The researcher has reviewed the related literature and studies on brand building and communicating brand as detailed in the followings.

Duane E. Knapp (2000) states that brand building should take into consideration five aspects, namely: 1) Differentiation, making a dominant brand that is different from competitors for the consumers' perception, 2) Relevance, linking the product brand with the consumers using characters directly linked with the consumers, 3) Esteem, building the product brand accepted by the consumers, 4) Awareness, making an awareness and value of the brand for the consumers' perception, and 5) Mind's eye, making an impression with the consumers.

Aaker (1996) states that building brand and communicating brand have three steps: Step 1 Analyzing brand strategy by 1) Consumer analysis, an investigation of favor and inspiration of consumers towards the product and there is no brand responds to that need, 2) Competitor analysis, an investigation of image and identity of competitor's brand, his weak and strong points, 3) Self-analysis, an analysis of current image of the brand, what the brand accumulated, organization's weak points and strong points. Step 2 Building a brand identity systematically, namely: 1) building main identity and extended identity of the product which can be done in many ways by linking the brand with the benefit originated from the brand's function and benefit on emotion and feeling or linking the brand which is a person with a person's characteristics or linking the brand which is a symbol that can be seen (Aaker, 1991), 2) presentation of Value Proposition, 3) creating reliability to the product brand by linking with the organization, and 4) creating brand-customer relationship for the customer to recognize the brand and have good attitude toward the brand which will help sell the product by linking the customer with the brand. The brand will be involved with the customer's daily life. Step 3 Creating brand identity implementation system, namely: 1) identify brand position by bringing part of the product identity and brand value to identify or make brand position by linking with purchasing or using the product in order to make the customer realize that the product position has advantage to the competitor, 2) brand communication refers to making perception among the target customers which has important steps, that is making them have brand awareness and brand recognition as well as the prescribed brand value, and transferring to the target customers' perception for their understanding, acceptance of good image and differences from the competitor's brand in their mind, 3) Tracking by follow-up and evaluation of the brand is by mainly evaluating the brand position and other factors of the brand for future improvement of the brand, including finding other appropriate functional benefits for the customers in order to create deep and permanent relationship with the brand.

Naruemon Kimphakorn and Aek Bunjuea (2012) have stated that branding system has five important steps, namely: 1) Target Market Identification. This is identify customers' needs and thinking in various aspects towards the brand so that the brand maker can create product value and position to win the target customers' hearts, 2) Branding Design, identifying vision in making a clear brand, identifying the brand wishing to relay, conversing position of the brand

to the commitment for the target customers, including brand designing to build identity in line with its value and winning position of the brand, 3) Branding Communication. This is to plan, design and relay the brand itself to the target group to create an image consistent to the winning position of the brand in the heart of the target group, 4) Brand Measure and Evaluation. In order to reach success/failure of the established brand, the data received is important for improvement of brand building, and 5) Brand Growth. This is to plan to extend the brand by management of brand factors, adjusting the winning position and keeping the brand up to date all the time.

On building and communicating the brand, an instrument for marketing communication is very important. Siriwan Seriratana et al. (2019) states that integrated marketing communication-IMC is a coordinating strategy via appropriate selected instrument for giving information and organization image or products which bring about using various instruments to make consumers to have positive behaviors required by the marketers. Shimp (2010) explains that important characteristics of marketing communications is to affect behaviors, beginning from letting the customers to have expectation, use every form of evaluated communication whether they have potential to reach the target groups without sticking to a particular media such as organizing special activity, packaging, website, shop decoration, and giving services. Every kind of media has to present the data in the same direction and support one another to strengthen the brand. Therefore, choosing an instrument for marketing communication is important that characteristics of the product or service, appropriateness of situation, rhythm, opportunity, time, place, budget availability, behaviors and the target customers' needs and wants, economic environment, society, politics or relevant other aspects which may have impact have to be taken into consideration (Hatch & Schultz, 2001).

Research Methodology

1. Investigate secondary data from books, documents, journals, and reports
2. Analyze the strategy of brand banana powder product Win Garden done so far, and analyze the competitors and consumers.
3. Make use of the results of an analysis as a guideline in prescribing the strategy for brand building and brand communication of banana powder Win Garden as suggested by entrepreneurs who produce/sell banana powder experts, and academics.
4. Develop instruments/media in building brand and communicate brand banana powder Win Garden.
5. Communicate brand banana powder Win Garden.
6. Evaluate effectiveness in brand communication of banana powder Win Garden.
7. Analyze the results of the study, make a study conclusion, and make a study report.

In this study the researcher used a mix method consisting of quantitative and qualitative researches as detailed below.

Population and Samples

The population and samples in this study were divided into four groups.

1. The informants in group conversation being five members of the members of the community enterprise of Thakrapee safe agriculture, Suphan Buri province who are related to operation of banana powder Win Garden.

2. The informants who gave important information were 15 members of the entrepreneurs who produced/sold banana powder, experts, and academics purposively chosen for the study.

3. The consumers having ulcer problem or GERD that Thailand has ulcer problem 66% (Phrommee, 2020) helped prescribing the size of the samples purposively selected of 400 people based on Taro Yamane's Table (Yamane, 1973) using a questionnaire for collecting data from those having ulcer problems or GERD in Suphan Buri, Bangkok and surrounding areas.

4. The consumers of banana powder Win Garden based derived from interview on community enterprises approximately 400 people using Taro Yamane's Table (1973) ($N/1+Ne2$; variance 0.05) to get 200 samples purposively selected using the data base of the customers of banana powder Win Garden.

Research Instrument

Qualitative Research

1. Focus group

The focus group was made with community enterprise of Thakrapee on safe agriculture, Suphan Buri province in order to analyze the marketing state and the previous brand strategy of community enterprise Thakrapee safe agriculture by means of focus group for exchanging the information in order to complete the study.

2. In-depth Interview

An in-depth interview conducted with the entrepreneurs who sold the banana powder products investigated the marketing, building brand identity, prescribing special characteristics of the products, value of the brand for experts, academics to study view point in brand building and communicating brand of banana powder Win Garden using structured interview.

Quantitative Research

1. Questionnaire

The questionnaire collecting data from the people having ulcer problem/ wound and those with GERD is a check list questionnaire on perception and behaviors of the people who purchased banana powder as a guideline for brand building and communicating the brand of banana powder Win Garden.

2. Questionnaire

The questionnaire collecting data from the customers who have purchased the banana powder Win Garden in order to monitor and follow effectiveness of communicating brand banana powder Win Garden is a 5-level rating scale questionnaire on perception of communication of the banana powder Win Garden.

Data Analysis

Qualitative Research

1. The focus group made with community enterprise of Thakrapee safe agriculture, Suphan Buri province was to analyze the content for interpretation, and drawing main ideas for classification and making conclusion from the group conversation.

2. In-depth Interviews were conducted with the entrepreneurs who sold the banana powder products, experts, academics, testing reliability of the data by choosing the data with reliable informants rather than reliable data, and using content analysis for interpretation, and drawing main ideas for data presentation in summary of various points.

Quantitative Research

The data collected by a check list questionnaire were checked and analyzed using package software and descriptive statistics to test perception and behaviors of purchasing the banana powder products Win Garden. The statistics used was percentage. The questionnaire evaluating the perception of communicating banana powder products Win Garden was a rating scale analyzed using statistics, namely, mean and standard deviation.

Conclusion

Objective 1 Analysis of Brand Strategy of Banana Powder showed the results on three sides, namely:

1. An analysis of the strategy of brand banana powder Win Garden found that Brand Value of instant banana powder for drinking was safe and was a selective choice that had benefit for taking care of people having ulcer problem and GERD, including ones who were allergic to Gluten but able to consume the banana powder by brand communication but without clarity and continuation. The perception of the brand was within a limited circle. However, the community enterprise places its dominance on brand positioning by having “direct delivery from the garden to the consumers with good, clean and safe products” indicated in the product label, without other form of communication for the brand personality that may convince the consumers to think of the brand because it was not clearly specified.

2. An analysis of 400 consumers by investigating their perception and behaviors of purchasing the product of banana powder of the consumers having ulcer problems/GERD found that the majority of the respondents were female aged between 31-40 years old, holding a bachelor's degree, being private employees with an income of 20,000-40,000 baht per month. The result of the analysis on their perception of the banana powder product found that the respondents perceived the benefits of the banana powder on relieving ulcer symptom. The information that interested them in the banana powder product was the quality/benefit of the product, media/the channel that made them know the product was Facebook. The analysis of the behavior purchasing the banana powder product found that the brand name did not affect decision making to purchase the product, place of purchasing from Page, the store's Facebook, and online platform. The purchasing reason was based on the quality/benefits of the product and prices. The satisfaction after consuming the banana powder product found that the majority had satisfaction, wanted to repeat purchase and wanted to recommend other people.

3. An analysis of competitors by selecting five of those who are community enterprises producing/selling the banana powder products for comparison by collecting their data from documents, searching for the data through electronic media and from interviews. Based on the product, it was found that every brand had the same benefits of the banana powder, had four types of brand favor with different herbal favors added and with emphasis on safe raw materials (Win Garden has two favors, original and coco favor with emphasis on cleanliness and safety), and all the five brands are competitors with product standard (Win Garden is in the process). On price aspect, every brand has more or less the same prices; on selling channel, two brands are sold offline and five brands are sold online through online platform and Facebook Page (Win Garden has both channels but more on offline than online). The key message used for communicating the five brands was telling the benefits of the products, raw materials, production process, product standard, method of consuming, and review from customers (Win Garden has the same content except not mentioning the product standard).

Objective 2 Prescribe the strategy of building brand and communicating brand of banana powder of Thakrappee community enterprise on safe agriculture.

Based on an analysis of consumer group, analysis of competitors and analysis of brand banana powder Win Garden, Brand Identity, Brand Positioning and Brand Value could be prescribed in order to have Brand Design as detailed below.

Brand Identity: “Functional Identity” could create value including using safe raw materials from the community enterprise to produce banana powder with value and benefits to make Key Message for communicating sets of knowledge to various target groups showing benefits from the bananas”.

Brand Positioning “As the product has the target group being Niche Market in the form of those who love health, take care of health, love the product from nature by considering the benefits and certification, reliability by using the dominant characters of the raw materials being safe bananas of the community enterprise to prescribe Brand Positioning”.

Brand Value “Building Brand Value by considering from the Functional Identity that shows benefits to the body, being safe and not harmful to the body, creating confidence to the target groups who love health, take care of health, love products from nature, wish to see choices to solve health problem from the nature by communicating and linking with both Positioning and Personality for the consumers to know the value added, creating wants and needs and trying to purchase. On consuming, the consumers receive the value of the product, and create a word of mouth and Brand Royalty to the product in the end”.

Based on the synthesis of Brand Identity, Brand Positioning and Brand Value, it could lead to Brand Design through Brand Canvas as a guideline for brand building and brand communication of the banana powder as follows.

1. The Story of Brand

1) The name is “Win Garden” based on the fact that Thakrappee community enterprise on safe agriculture wishes to name the brand which is interesting, easy to read, write and remember and that the word Win means ‘victory’ which is a good name, including the word banana garden. Therefore the word ‘Garden’ is used at the end.

2) The position statement of the brand wanted to be seen by groups of customers compared to the competitor is “being the product produced from safe raw materials for those having problems on digestive system” with the Key Message for communication.

3) The promise “directly delivered from the garden to the consumer with good, clean and safe product” is an important statement showing the commitment to deliver the products to the target group which Win Garden has emphasized in line with the product position in the customers’ heart, particularly the benefits received from consuming the banana powder and building reliability of the product using natural quality raw materials.

4) The personality of the brand banana powder Win Garden was able to communicate with “the determined agriculturalists in using technology to produce good and safe product from the garden to the consumer” which shows the image of Thakrappee community enterprise on safe agriculture in the perspective of Young Smart Farmer by using new technology to develop the product for value added and giving importance to the consumers wanting good and safe product derived from the nature.

5) The overall image of the personas, the target group of the brand banana powder Win Garden is “Health lovers, taking care of health, love the product derived from nature”, giving importance to self-health, and being interested in the product that helps solving daily-life problems and that comes from the nature and has production process and safe processing method as well as benefits.

6) An interesting presentation of the storyboard based on Brand Positioning, Personality, and the target group mentioned above, including the production process, processing, and delivery of the product to the consumers would be able communicate the story to draw the consumers' interest in the products in the form of "safe natural raw materials, having benefits, through production process and having good product and benefits delivered to the consumers in solving problems in the digestive system".

2. The Brand Symbols

1) The Logo of banana powder Win Garden emphasizes simple communication, attractive for recognition, using the word "Win" with a green tree above in order to refer to growth of agricultural produces.

2) The color palette of the brand banana powder Win Garden uses brown and green as a basis, with the green color to refer to nature, growth and being healthy while the brown color referring to simplicity, community and stability.

3) The typography of the brand banana powder Win Garden will use graphic line being handwriting which is clear and easy to read, using few words and easy to memorize.

4) The imagery for communicating brand banana powder Win Garden with the mood and tone which emphasize being natural and safe with the character of banana leaves, green trees, growth and good health.

3. The Strategy

1) Awareness, building awareness of the brand banana powder Win Garden uses various methods including building awareness online, product exhibition booths, and online communication like Facebook, Page and E-marketplace (Shopee) to tell story of the product in the form of "natural and safe raw materials, having benefits, through producing process, having good and useful product delivered to the customer to solve problems on digestive system".

2) Sale, channel and method of building dominance of brand banana powder Win Garden during sale is in the form of packaging development with product brand communicating "the product produced from safe raw materials for the people having problems on digestive system" and the commitment on "direct delivery from the garden to the customer with good, clean and safe product". Vinyl banners are used to publicize the product and leaflets to present the benefits of the banana powder as well as communicating the product brand through the banner in Facebook and Page.

3) Delivery during sending the brand banana powder Win Garden uses the method of designing the packages with the product brand, using leaflets accompanying the package delivered to the customer, and attaching the tag to the product to communicate being "natural, safe and beneficial raw materials through the producing process to have the good and beneficial product delivered to the customer to solve problems on digestive system".

4) Management of post-delivery or post-sale is the strategy of product brand after delivery/after sale of brand banana powder Win Garden using Facebook Manager and Line Application in communicating, flowing up the product and updating the information for the customer continuously.

Story		Symbols		Strategy	
Name	Win garden	Persona	Typography	Win Garden	Awareness
Positioning Statement	Product produced from safe raw materials for people having	Health lovers, take care of health, love product from	Color Palette		Sale
Promise	Direct delivery from garden to customer		Logo		Delivery
Personality	Determined agriculturalists in using technology in producing good and safe product from the garden to customers	Raw materials from nature, safe and beneficial through producing process to have good product for people having problems on digestive system	Imagery		Post-Delivery

Figure 1: Brand Canvas of Brand Banana Powder Win Garden

Objective 3 To communicate brand banana powder of Thakrappee community enterprise on safe agriculture.

1) On selecting the communication instruments for brand banana powder Win Garden, it should be those being able to specifically reach the target customer groups, be efficient in communicating in a wide range, able to assess clearly, up to date, inexpensive when using each time, and able to show the feedback of the target group immediately. The instruments could be classified into two types, namely: online and offline.

2) The content for communication of the brand and the story of the product of banana powder Win Garden should be about the benefits of the product derived from natural raw materials, the community enterprise which are the places of production and the producing process beginning from planting banana trees, how to take care of them, and the process of producing the banana powder Win Garden that shows the identity of the product by using the findings to design and produce the product banana powder Win Garden in different forms, namely:

(1) Infographic is the graphic that shows set of knowledge with the details of benefits of the product.

(2) Review shows the content and story of the product of banana powder for making a drink branded Win Garden, telling of the benefits of banana powder, convenience in consuming and being the product derived from nature 100%.

(3) VDO Clip shows the content and story telling about the establishment of Thakrappee community enterprise on safe agriculture and how the brand Win Garden originated, including how to begin planting banana trees, how to take care of them, being safe, raw bananas, the method of processing the raw bananas to be banana powder for a drink branded Win Garden, having the target group who were allergic to Gluten, people who have ulcer problem and GERD, and lovers of health with Key Message in the story, stating “Direct from the garden to customers with good, clean and safe product”.

(4) Communication channel is for disseminating the banana powder brand Win Garden through online media or online social media, through people media, activity media and

through printed matters such as, brochures, leaflets. The result of which would lead to prescribing the channel of communicating the brand of product banana powder Win Garden as follows.

(4.1) Facebook Page is used for building the brand, form of the various contents developed and presented through Facebook of Win Garden, namely: package of knowledge on the benefits of banana powder, reviewing the product and VDO clips.

(4.2) E-marketplace of Win Garden is placed for sale on platform Shopee in two channels to increase the channel to reach the customers, namely: Win Garden and Banana Win.

(4.3) Online media using leaflets, banners, brochures to increase perception for the consumers to recognize Win Garden and the benefits of the banana powder in order to be supplementary media in the product exhibition fair.

(4.4) Evaluation of brand communication through communication channels of Win Garden by using questionnaires surveying perception of communication and purchasing behaviors of the product made from banana powder Win Garden from the group of 200 customers is the way to monitor and follow efficiency of band communication. It was found that the majority of consumers were female aged between 31-40, graduated with a bachelor's degree, being government officials/state enterprise employees, having an income between 20,000- 40,000 baht per month. The customer groups perceived the benefits of the banana powder, background of Win Garden, Brand Win Garden, information of the product and figure of the product from high level to highest. Moreover, it was found from the survey of the purchasing behaviors that the majority of the customers were satisfied, confident in the product Win Garden and wanted to repeat purchase the product, and were ready to recommend the product to friend/ known persons. For the evaluation of the Facebook channel of Win Garden, it was found that there was an increase of entering 1600 %, entering the post increased 190.1%, and participation in Facebook Page increased 372%. On inquiring the community enterprises of Thakrappee safe agriculture, it was found that there were a lot of inquires entering the Inbox, and there were orders of the product through the Page, being mostly 199% new customers which never did before. Pertaining to offline, most of them were customers of origin. AS the COVID-19 just started, there were seldom showcases in the product exhibition fair.

Discussion

The results of the study on Brand Building and Brand Communication Strategies for Banana Powder to Increase Competitiveness of Thakrappee Community Enterprise on Safe Agriculture, Suphan Buri Province could be discussed as follows.

On prescribing the strategy for brand building of banana powder to Increase competitiveness of Thakrappee community enterprise on safe agriculture, Suphan Buri province, it is a process beginning from making an analysis on three aspects, namely: an analysis of the target group, an analysis of the competitors, and an analysis of the brand banana powder Win Garden in order to lead to a synthesis that brings about Brand Identity, Brand Positioning, and Brand Value that link to Brand Design with its own identity and be able to attract interest from the target group to perceive, recognize which will lead to their confidence and decision to purchase the product in the end. The brand banana powder Win Garden has a linkage in analytical issues and be able to create value of the brand as being "good, clean and safe product directly delivered from the agriculture to the customer's hand". The process of building brand banana powder Win Garden has the same way as the paper "Green Idea" a study by Nattawut Sgnar-garm (2011) who found that Brand DNA

of “Green Idea” is thinking of the better environment and use that DNA as a center for prescribing the standpoint, personality and brand identity judged by the customers’ perspective at that time by considering the quality of use, taking care of the environment, a different point from other brands which choose to present only a particular topic which is in line with a study of Nichawadee Tahneeheng (2019) who built a brand of a basketry product from Pandanus Tectorius under the idea of being friend with the environment, without chemical additives as a standpoint of brand building and communication which is in line with the idea of brand building of Aaker (1996) and Naruemon Kimphaporn and Aek Bunjuea (2012) that state that in the process of building a brand, there must have a study in the perspective of consumers, an analysis of competitors, and analysis of self-brand which leads to brand designing both in brand identity, brand position, brand personality, and brand value wanted to establish in the heart of the target group which will lead to the strategy of brand communication in business in the future.

Brand communication of banana powder of Thakrapee community enterprise gives importance to the product itself because what to communicate with the consumers through the product is the first thing to build the brand it-self and other factors to strength confidence to the consumers. This is consistent with the idea of Aaker (1996) who explains the structure of brand identity of the product in two types, namely, core Identity and extended Identity. The core identity shows the standpoint of the product both in meaning and success of the product while Win Garden shows it standpoint of being safe product directly sent from agriculturalists to the consumers. The extended identity is a factor that helps the brand to be more perfect which the entrepreneurs may change other market factors but keep the core identity. Important principles in using a strategy in communication are communicating the content clearly and true. Every communication must strengthen the brand and most importantly communication must be made continuously in order to create confidence in the product brand which is consistent with the idea of brand building go Duane E. Knapp (2000) and James E. H. , Z. D. Gray and A. Eosenbloom (2011) on significance of building favors of product brands and reliability in product brand towards decision making to purchase products of the consumers, favors of product brand and reliability in the brand are most important in predicting tendency of intension to purchase. It is also consistent with Romero, J. and M. J. Yague (2016) on perception of the quality of the brand, awareness of the brand, linkage of the brand, royalty of the brand and other assets of the brand have influences toward behaviors in decision making of the consumers to purchase the product.

On selecting an instrument for communicating the brand banana powder Win Garden, it should be the instrument that could reach the specific target group, being efficient in communication in a wide range, able to assess clearly, up-dating, inexpensive to use each time, and able to show the result of the feedback of the target group immediately. The instruments could be classified into two types, namely, online and offline which is consistent with a study of Nattika Kaetprakorb et al. (2011) who state that creating online media has to take into consideration of designing the media to have efficient communication, and with a study of Radeewattana Chantaphot and Bugnah Chaisuwan (2015) who found that online social media had a lot of roles in building product brands, and could be used as important instruments in reaching the target group exactly and quickly.

The content for communication of the brand banana powder Win Garden should be about the benefits of the product derived from natural raw materials, the community enterprise which are the places of production and the producing process beginning from planting banana

trees, how to take care of them, and the process of producing the banana powder Win Garden that shows the identity of the product brand by making the content of the product banana powder Win Garden in the form of infographic, review, and VDO clips which is consistent with the idea of Aaker (1991) who states that presenting the value proposition of the product is to present that the product brand can provide functional benefits on emotional benefits, self-express benefits for the consumers which is in the same direction of a study by Cecilia (2014) which shows that the product brand of the company and the quality of the product have important influences on the customers' royalty toward the Newspaper XYZ in Surabaya City and is in line with a study of Weeranant Khamnuenwut and Anchana Klinthian (2019) which states that the strategy of communication and marketing on presenting the content that the information of the product produced in the production site or in different communities should be right and clear. Building reliability and confidence for the consumers in choosing to purchase the product both by quality and satisfaction is necessary and should include presenting the content that reflects cultural identity, way of life, natural esthetics and dominant environment abundance.

The channel of communication of brand banana powder Win Garden should be disseminated through online or online social media, personnel media, activities and printed matter such as folders, leaflets, brochures by specifying the channel of communicating brand banana powder Win Garden such as Facebook Page, E-marketplace, online media by using folders, leaflets and brochures which is consistent with a study of Nichawadee Tahneeheng (2019) which found that there should be variety of media such as VDO clips, showcase at sale and demonstration of production process, building content through Facebook, creating Page, sale by personnel, and consignment sale at the store. This is consistent with a study of Nantarat Attayakorn and Wilaiporn Jirawattanaset (2020) who found that using social media such as Facebook Page and online ad as a drive of all communication of the brand and as marketing instrument would stimulate the customers, both original and new to memorize and repeat purchase of the product continuously.

Acknowledgment

The researcher wishes to express his gratitude to the National Research Council of Thailand and the National Science Technology and Innovation Policy Office for granting the fund to support this study, without all of which this study would not be possible and successful. He also wishes to convey his gratitude to his work place, Suan Dusit University for provision of support and facilities in carrying out this study. His thanks also go to every informant who kindly gave him important data valuable and beneficial to the study, enabling it to be well successful.

References

Aaker, D. A. (1991). *Managing brand equity: capitalizing on the value of a brand name*. New York: Free Press.

———. (1996). *Building strong brands*. New York: Free Press.

Athayakorn, Nantarat, & Jirawattanaset, Wilaiporn. (2020). Brand communication strategies of successful small and medium-sized enterprises (SMEs). *Journal of Communication Arts Review*, 24(3), 68-80.

Cecilia, M. (2014). Exploring the Impact of Brand Equity, Corporate Reputation, and Product Quality on Customer Loyalty toward a National Newspaper in Surabaya. *Business Management*, 2(2), 40-49.

Chantanaphothi, Radeewat, & Chaisuwan, Bu-nga. Strategies for building personal brands. and the behavior of followers through the Gluta Story fan page. *NIDA Journal of Communication and Management*, 1(3), 81-103.

Hatch, M. J. & Schultz, M. (2001). Bringing the Corporation into Corporate Branding. *European Journal of Marketing*, 37(7/8), 1041 – 1064.

James, E. H, Gray, Z. D., & Rosenbloom, A. (2011). The Importance of Brand Liking and Brand Trust in Consumer Decision Making: Insights from Bulgarian and Hungarian Consumers During the Global Economic Crisis. *Managing Global Transitions*, 9(3), 249-273.

Kamnuengwut, Weeranun, & Klinthian, Anchana. (2019). Development of public relations media formats and online marketing for OTOP products in Thailand. Case study of OTOP products in Nakhon Nayok Province. *Academic Journal of Social Communication Innovation*, 7(2), 32-45.

Ketprakob, Natthika, Thungmanee, Natthaphong, Jiamwongsa, Piyanuch, & Mahakantha, Racha. (2011). Branding guidelines for small and medium-sized enterprises using provided and additional media. *Journal of Applied Liberal Arts*, 4(2), 28-37.

Kimphakorn, Narumon, & Bunchuea, Aek. (2012). *Principles of Marketing*. Chiang Mai: Department of Marketing. Chiang Mai: Faculty of Business Administration, Chiang Mai University.

Knapp, D. E. (2000). *The brand mindset five essential strategies for building brand advantage throughout your company*, Retrieved August 2, 2020 from <http://site.ebrary.com/id/10152705>.

Ngamkarn, Nattawut. (2011). *Building a brand with green marketing of Idea Green Paper*. Master's degree thesis, Dhurakij Pundit University.

Office of the National Economic and Social Development Board. (2016). *Summary of the main points of the National Economic and Social Development Plan No. 12, 2017-2021*. Bangkok: Office of the National Economic and Social Development Board. Office of the Prime Minister.

Office of the National Economic and Social Development Board. (2017). *National strategy for the 20-year period 2018 - 2037*. Bangkok: Office of the National Economic and Social Development Board. Office of the Prime Minister.

Phrommee, Nippitch. (2020). *Knowledge from Dr. Sripat: Stomach disease*. Retrieved from <https://sripat.med.cmu.ac.th/th/knowledge-532>.

Romero, J., & Yagüe, M. J. (2016). Marketing assets: Relating brand equity and customer equity. *Intangible Capital*. 12(2), 591-618.

Taneeheng, Nichawadee. (2019). *Branding and integrated marketing communications for basketry products from Toei Nam to commercial competition under the concept of being environmentally friendly. Pong Bu Lo Community, Sateng Nok Subdistrict, Amphoe Muang, Yala Province*. Master's Thesis, Yala Rajabhat University.

Serirat, Siriwan et al. (2020). *Principles of Marketing*. Nonthaburi: Thammasarn.

Shimp, T. A. (2010). *Integrated Marketing Communication in Advertising and Promotion*. (8thed.). SW: Cengage Learning.

Yamane, Taro. (1973). *Statistics: An Introductory Analysis*. New York: New York: Harper & Row.