

A Study on the Development Strategy of Product Brand Using Local Agricultural Products Period

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Abstract

The purpose of this study was to develop hand creams among the types of cosmetics based on domestic pumpkins grown in Yangju. Pumpkins are mostly used for cooking, but because they contain a large amount of vitamin A, they can also be used as raw materials for cosmetics to prevent skin aging. The final design was researched and developed through a graphic expression of pumpkin characteristics, a design process, and a survey on preference for differentiated packaging design. The survey targets women in their 20s and 30s who directly purchase cosmetics, and an analysis of consumers' preference for brand product decisions showed that simple and modern designs suitable for cosmetics images topped the list. In addition, it showed a positive image of cosmetics development using local agricultural products and high brand value. We present the possibility that domestic pumpkin raw materials can be applied to cosmetics and aim to develop excellent cosmetics brands through consumer preference surveys.

Keywords: *Hand cream, Pumpkin, Packaging design, Brand*

1. Introduction

Recently, due to the specialization of agriculture and the development of agricultural technology, the production of agricultural products supplied is increasing rather than demand. As consumers' needs are growing, it is important to develop high-quality agricultural products with discriminatory products and packaging designs suitable for use in competition between brands. Packaging design should analyze consumers' psychology and product characteristics and lead them to emotional and discriminatory expressions and strategies [1]. Consumers tend to purchase products with a brand image that matches their image when purchasing products in the market [2], and Britt says [3], "Consumers will purchase products that they feel enhance their image." The purpose of this study was to develop hand creams based on domestic organic pumpkins favored by female consumers. The final design was researched and developed through a survey on the preference of differentiated packaging designs by expressing the image of agricultural products as a high-quality cosmetics image, conducting a design process. The purpose is to present the possibility that domestic

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pumpkin raw materials can be applied to cosmetics and to develop excellent cosmetics brands through consumer preference surveys.

2. Experiments

2.1. The functions and ingredients of pumpkin

Ripe organic pumpkins contain a lot of carotene, so when absorbed by our body, they are converted into vitamin A and play a role in removing free radicals. Pumpkin’s efficacy is rich in various vitamins, minerals, and beta-carotene, which helps prevent skin aging and maintain glossy and elastic skin. The raw material of the pumpkin hand cream developed in Yangju, contains vitamin A and vitamin tree oil, which helps protect the skin by moisturizing and softening dry and rough skin is shown in Figure 1. The concentrated nutrients obtained from nature help fill the vitality of the skin and even serve as care, such as controlling the skin balance. In addition, pumpkin extract improves skin sedation and skin tone. Pumpkin is a raw material for agricultural products that helps prevent skin aging and moisturize the skin.



Figure 1. Various types of pumpkins

2.2. Pumpkin’s real-life image

The typical pumpkin shape is round or oval, but it is unique in that it has stripes. The shape is strange, the color shows diversity, and the cultivation technology has developed, making the types and weights more diverse. Like the colors a through f is shown in Figure 2, pumpkins mostly have yellow and orange colors. The shape of the plant pumpkin is shaped like a gourd, and the shape of a liquor bottle, and the color is yellow, green, red, white, orange, and other various surface conditions are smooth or bumpy.

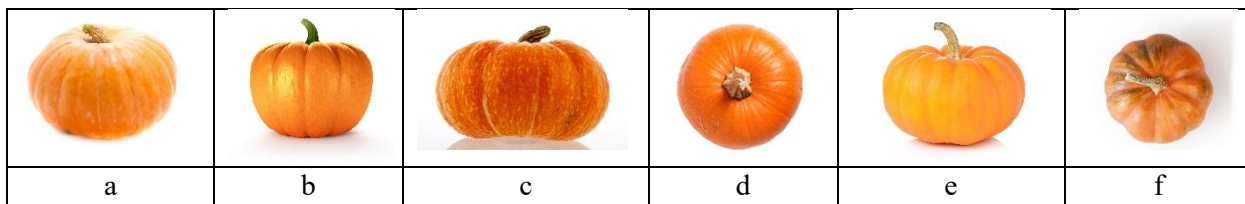


Figure 2. Pumpkin’s real-life image

Illustration design refers to photos, illustrations, designs, etc. used to visually convey a meaning or content.

From g is shown in Figure 3, l emphasizes the characteristics and colors of pumpkins and expresses the shape as a realistic illustration. Realistic illustration is literally a realistic expression, giving a sense of logic and reality, and emphasizing or notifying the characteristics or excellence of an object to induce favorability [4]. The three-dimensional effect of pumpkins viewed from the front, side, and top is clearly drawn, which also means visualization of the design. By visualizing abstract feelings, you can effectively convey the content to people and communicate intuitively through persuasion and understanding.

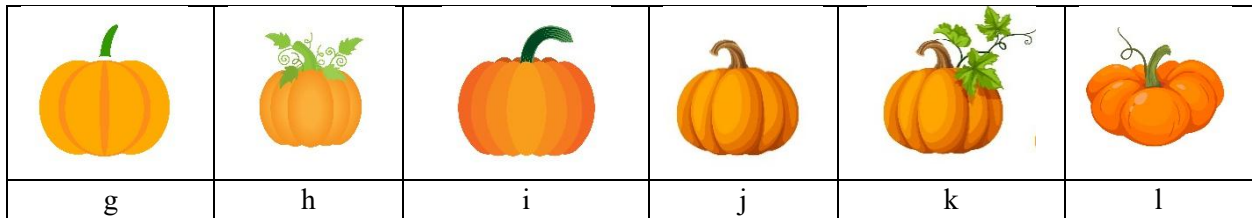


Figure 3. Pumpkin illustration

Nature can express its formative form in a metaphorical visual form [5]. Visual form refers to a method of visually expressing clearly and easily by consumers using graphic elements. Only the characteristics of the pumpkin shape were compressed and expressed as a visual image is shown in Figure 4. This evokes consumer sentiment and can induce interest in products. This is because consumers are living in an era where consumers choose and consume brands that fit their emotions in the era of spending on products or services based on simple needs [6].

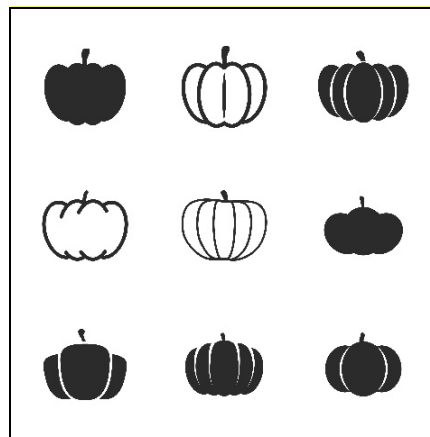


Figure 4. Visualizing the design using pumpkin

3. Results

3.1. The first design of pumpkin hand cream.

The primary design was divided into three categories: a symbol drawn by illustrating pumpkins(m, n, o, p), a simple visualized form(q, r), and a pattern design(s, t). The background color was limited to clean white(o, p, s, t), yellow reminiscent of pumpkins(m, n), and orange(q, r). The subjects of the design preference survey are women in their 20s and 30s who are interested in cosmetics and are consumers who directly purchase cosmetics, and in the primary design, they chose a free interview method. As a result of the analysis, most

consumers preferred a clean white background and pursued a simple design expression with only one pumpkin illustration rather than a patterned design is shown in Figure 5.

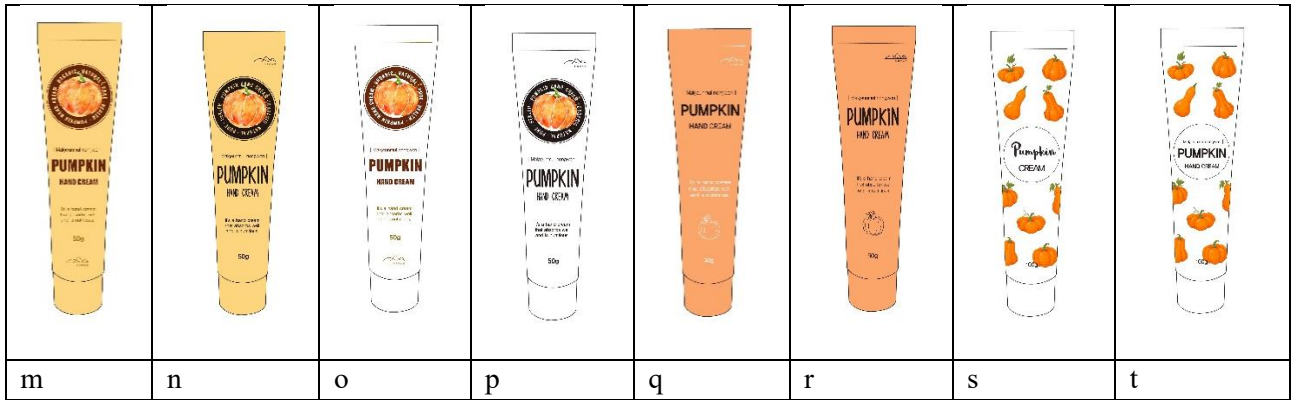


Figure 5. The first design draft

3.2. The 2nd design of pumpkin hand cream.

In the secondary design, green and orange were designated as the main colors, and six designs were organized with different expressions of pumpkins. As a result of a 5-point satisfaction survey of 50 consumers, on average, No. 1 was 4.92 points, No. 2 was 4.18 points, No. 3 was 4.74 points, No. 4 was 4.53, No. 5 was 4.50 points, and No. 6 was finally confirmed and released with No. 1 and No. 3 is shown in Figure 6.

1		4.92	2		4.18
3		4.74	4		4.53
5		4.50	6		4.56

Figure 6. The 2nd design draft

3.3. The final design of pumpkin hand cream.

Design is always a concrete work to achieve a given purpose and is a research activity on aesthetic and functional things [7]. For the final design, the Korean logo and the English logo for export were completed to put the "FRESH WATER FARM" logo on a white background. The symbol was completed in accordance with the minimum spatial regulations and the minimum spatial regulations. The exclusive colors for the product were determined to be PANTONE 151C, PANTONE 7724C, and PANTONE 7481C, and the tube printing decided to match them. The exclusive color is a defined color as a basic element that is the core of brand identity (B.I). The image at the end was created a virtual simulation is shown in Figure 7.

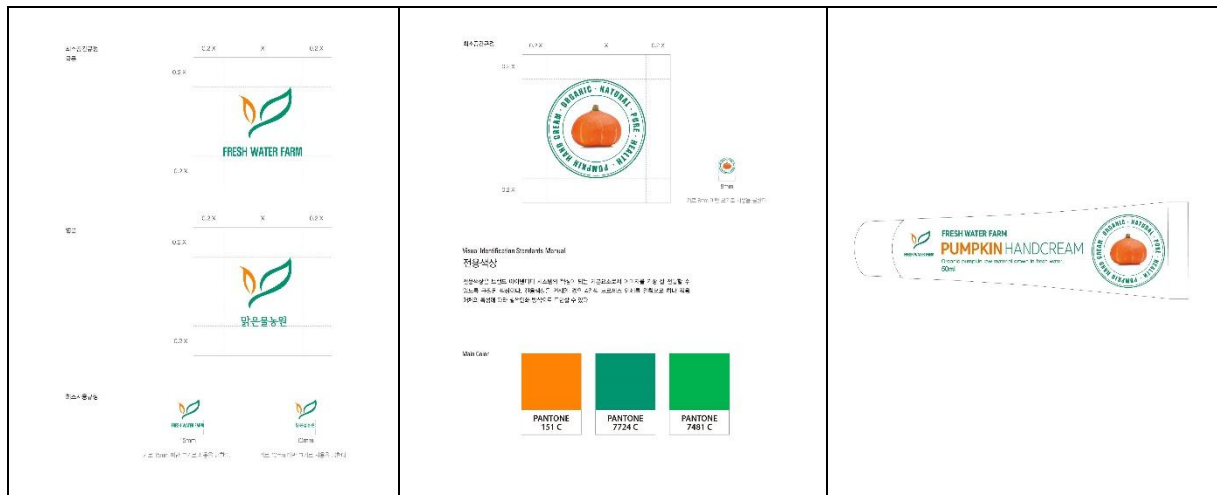


Figure 7. The final Brand Identity Manual

4. Discussion

It succeeded in developing high-quality hand creams based on domestic organic pumpkins favored by consumers. Targeting female consumers in their 20s and 30s, the final design was researched and developed through a survey on the preference of differentiated packaging design by expressing the image of agricultural products as a high-quality cosmetics image and conducting a design process. It suggested the possibility that domestic pumpkin raw materials can be applied to cosmetics, and showed meaning and importance in developing excellent cosmetics brands through consumer preference surveys. Photographs were taken closely for online advertising, and the background was chosen as the main color that stood out more is shown in Figure 8.



Figure 8. Image photos to promote consumer advertisements.

5. Conclusions

The most peculiar thing in the development of pumpkin hand cream products made of domestic pumpkins is that they strictly followed the consumer preference process. The results were derived by conducting the first

design survey and the second design survey targeting women in their 20s and 30s who purchase the most cosmetics and are interested in various cosmetics. Through the design survey favored by consumers, it was found that it significantly affects brand preference and purchase intention [7]. In addition, as a result of analyzing consumers' preference for brand product decisions, it was found that simple and modern designs suitable for cosmetics images topped the list.

In addition, it showed a positive image of cosmetics development using local agricultural products and high brand value. The fact that brands with high brand value in the market are being chosen even though they are at high prices suggests that they have a positive effect on consumer choice behavior [8].

Summarizing the empirical analysis results of this study, the design trends of the times can be reflected through the consumer preference survey. It also suggested the possibility that pumpkin raw materials for domestic agricultural products can be applied to premium cosmetics, and we hope that premium cosmetics using various Korean agricultural products will be promoted in the global market in the future.

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