



RESEARCH ARTICLE

Creation of Cultural Community Products From Woven Fabric Patterns of Nakhon Chai Burin, Thailand

Sopida Wisansakkul^{1*}, Somchai Seviset², Songwut Egwutvongsa³^{1,2,3} Department of Architecture Education and Technology, King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand**ARTICLE INFO**

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65036043@kmitl.ac.th

ABSTRACT

This research is to study the creative approach of community cultural products from woven fabric patterns in Nakhon Chai Burin Province, Thailand. This research applied the concept of product design by promoting the identity of Nakhon Chai Burin to design community products that create sustainability for the locality. These mixed methods are researched. The population is 5,072,459 tourists visiting Nakhon Chai Burin Province, and the sample is 150 tourists visiting Nakhon Chai Burin Province. Stratified sampling was used. The evaluation was conducted using a structured questionnaire with a 5-level rating scale. The questionnaire used has a good level of reliability (Cronbach's alpha = 0.963). The results are analyzed using frequency, mean, percentage, standard deviation (S.D.), and multiple regression analysis. The research results found that the respondents had a high level of overall satisfaction. The mean value was 4.440, and the standard deviation was 0.696. For the multiple regression analysis, it was found that all three independent variables affected the satisfaction of consumers towards creative products from woven fabrics of Nakhon Chai Burin Province, explaining the variance of satisfaction level by 71.30 percent ($R^2 = 0.713$). The design of cultural creative products can integrate the identity of the Nakhon Chai Burin Province group very well and create a balance between the needs, beliefs, and values of the community and consumers.

INTRODUCTION

Thailand has a diverse cultural heritage, such as the Historic City of Ayutthaya, the Historic Town of Sukhothai and Associated Historic Towns, Ban Chiang Archaeological Site, Si Thep Historical Park, Phu Phrabat, all of which are World Heritage Sites registered by UNESCO. These World Heritage Sites also include buildings, places, languages, music, traditions, beliefs, and cultures, all of which have combined to become the important cultural capital of Thailand (Ahmad, 2006). As a result, Thailand has a distinctive identity of traditions, culture, and beliefs (Sanitwong, 2023). In addition, the Thai government has currently set the National Strategy 2018-2037 on Creative and Cultural Tourism, which has guidelines to promote creative and cultural tourism businesses by promoting tourism income through the development of community products with cultural capital (National Strategy Committee Office of the National Economic and Social Development Board, 2018). Therefore, it is considered an important mission to conserve the cultural heritage of Thailand to achieve the goal of the national strategy that aims to create awareness and use the culture of the community as capital for the sustainable development of Thailand. The Thai government has therefore established the Nakhon Chai Burin Province Group, which consists of 4 provinces: Nakhon Ratchasima, Chaiyaphum, Buriram, and Surin. All of them are closely connected in terms of language, beliefs, traditions, economy, and trade. The operation is to determine the direction of development and manage resources effectively (Knowledge Development and Management Group, Damrong Rajanupap

Institute, 2009).

The Nakhon Chai Burin group of provinces is in an area that can easily connect to historical tourist attractions that are world heritage sites. As a result, there are many tourists visiting each year, allowing the community to sell souvenirs to tourists. The most popular souvenir is the woven cloth produced by the community, which had a sales value of up to 14,698,027.39 USD last year. The silk weaving culture of the people in the Nakhon Chai Burin group of provinces is an ancient wisdom that has been passed down for more than 2,500 years. The woven cloth of the people in the Nakhon Chai Burin group of provinces is produced from local silk, which results in the silk threads having a beautiful shine (Saisa-ard, Innoy, and Tangkwanich, 2014).

Silk weaving is an occupation that people in rural areas of Nakhon Chai Burin Province still practice, and people have used it to generate income for their families since their ancestors (Boonchu and Rakphong, 2012). And weaving is a kind of folk handicraft that is beautiful and has a national identity hidden in the fabric. It shows the diligence, perseverance, patience, and meticulous craftsmanship of the weavers, and shows the art and wisdom of the community (Wongthat, S., 2011). The wisdom of silk weaving in the communities in Nakhon Chai Burin Province is a cultural capital that has been accumulated through knowledge, transmission, and inheritance for many generations. The silk-producing communities in the Nakhon Chai Burin Province area consist of many ethnic groups, such as Thai Korat, Thai Lao Vientiane, Thai Khmer, Thai Chinese, Thai Khaek, Thai Mon, Thai Suai, Thai Kui, and Thai Yuan. As a result, the silk patterns that appear in each ethnic group will have unique characteristics that are different according to the customs, traditions, customs, lifestyles, beliefs, and daily practices of each group of people. These things are considered important cultural capital for Thailand (Mankhong, 2017). In the production of handicrafts, woven fabrics are something that helps people in the community to do activities together. At the same time, weaving for beauty is closely related to the social aspects of people in the community (Sugiarto, E. et.al., 2017).

In addition, the creation of community products from the base of cultural capital and wisdom is considered a valuable and valuable activity at the same time for community development and the development of human quality of life on a basis. If well managed, it will lead to the sustainable development of a creative economy based on culture and promote the preservation of the cultural heritage of the community according to the Promotion and Preservation of Cultural Heritage 2016, which emphasizes the cultural management of communities of Thailand (Utnun et al., 2017). Designing and creating community products from cultural capital creates awareness of the value of cultural capital to individuals in society, which is an important matter for preserving this valuable wisdom in the future (Emery and Flora, 2006). To create awareness of the value of local cultural capital among the public in the Nakhon Chai Burin province group, the key issue is that such cultural capital must be tangible, and the transformation of cultural capital from abstract to tangible must be able to create economic value as a return to the local people in the form of income for their families.

Therefore, this research aims to develop the woven fabric patterns of Nakhon Chai Burin Province into creative products with Thai identity that reflect Thai culture by combining with Thai handicrafts so that local people can use it as a guideline to develop products in the community to sell to tourists and use within their communities. Promoting and learning about the cultural and historical capital of the community will help create more cultural heritage tourism, leading to a balance of economic prosperity resulting from creating a balance between culture, lifestyle, environment, and society (Wali et al., 2019). This is because the sustainable conservation of culture requires the cooperation of local people (Ben-Eli, 2015; Molinario et al., 2020). To use cultural capital as part of the lives of local people, it is necessary to create a sense of income security and life security that results from the development of cultural capital in various forms, allowing local people to integrate cultural capital into one (Integrated Provincial Group Administration Committee, 2021). Promote local communities to flourish and develop sustainably by leveraging the community's cultural and historical capital (Wali et al., 2019).

2. LITERATURE REVIEW

Nakhon Chai Burin: The Lower Northeastern Region 1 group of provinces consists of Nakhon Ratchasima, Chaiyaphum, Buriram, and Surin provinces, with Nakhon Ratchasima as the group's operations center (Announcement of the Integrated Spatial Administration Policy Committee, 2024).

This group of provinces is also called the “Nakhon Chai Burin Group”, which is a combination of the names of the four provinces. The word “Nakhon” comes from the name of Nakhon Ratchasima, “Chai” comes from Chaiyaphum, “Bu” comes from Buriram, and “Rin” comes from Surin. These groups of provinces have their unique characteristics. For example, Nakhon Ratchasima has a variety of tourist attractions, both historical, Khmer, cultural, and natural, which attract many tourists. Buriram is considered a province that has launched sports tourism, with standard sports fields, football fields, and racetracks. It can also organize MOTO GP to attract athletes from around the world to compete, which attracts many athletes and spectators. Therefore, tourism and tourist spending are at lower levels. Surin is ranked third because of its border trade checkpoints, which are tourist attractions and trading points. Chaiyaphum is outstanding in nature tourism, but some places still must wait for the season to open (Integrated Provincial Group Administration Committee, 2021).

In addition, the Nakhon Chai Burin group of provinces is also outstanding in the unique Khmer civilization in the group of provinces. It can connect the tourism routes within the group of provinces. In addition, the outstanding development position of the lower northeastern provinces is that it is a source of silk products at the national level. Silk is one of the One Tambon One Product products in the category of fabrics and clothing. In 2016, the Thai silk market had a trading value of approximately 6,000 million baht per year and an export value of 496,499,291 baht because the important factor that makes consumers choose to buy silk is the quality of the silk. The most popular type of silk is native silk (Saisa-ard, Innoy, and Tangkwanich, 2014). The silk weaving profession is spread throughout all regions of Thailand, but the most famous silk is from the Northeast (Boonchu, and Rakphong, 2012). Because the communities in the Northeast are skilled in creating silk weaving, this creative Isan wisdom is considered a valuable cultural heritage that has been accumulated, passed on, and passed down through many generations. For crafts to be passed down from generation to generation, they must rely on local knowledge that is culturally, economically, and aesthetically significant (Sofyan, A. N., et.al., 2018).

Local products: Local culture plays an important role in the design of fabric patterns, which creates a variety of meaningful colors and patterns that are continuously produced, preserved, and passed down from generation to generation, creating a mechanism of social interaction and local wisdom (Permatasari et.al., 2021). This local wisdom has the potential to be developed into cultural products (Iban and Elfrida, 2020), and necessity learning according to local wisdom is very important (Asmar and Suryadarma, 2021). Visual art and design products are important variables in developing new products to be used as a reference to increase commercial value and attractiveness to the community (Audianty and Sunarya, 2021). Local products are one of the wisdoms that exist in many regions. They can be used as characteristics of these areas (Kurniati et.al., 2021). Visual art and design products are important variables in developing new products to be used as a reference to increase commercial value and attractiveness to the community (Audianty and Sunarya, 2021). In addition, spatial identity is also an important potential component for use as a component in developing cultural creative products (Iban and Elfrida, 2020), where community leaders will be involved in promoting entrepreneurial spirit to increase competitiveness and product creation (Komara et.al., 2020).

Woven fabric pattern: The product pattern is a factor in determining the product's identity because the pattern will tell whether the product has a "soul" or not (Muafi et.al., 2020). In addition, studying the main principles and applying theories to study and design guidelines will narrow the conceptual framework for product development or capture the main points in selecting conceptual data and analyzing data for appropriate use (Keativipak et.al., 2019). Since visual art and design products are important variables in developing and upgrading new products (Audianty and Sunarya, 2021), local products have cultural, economic, and aesthetic significance (Sofyan et.al., 2018), and the historical value embedded in the fabric patterns is one of the creative forms of craftsmen, each pattern created by each craftsman has extraordinary potential in terms of beauty, local wisdom and the meaning of life (Muafi et.al., 2020). Cultural capital reflects the identity of the living space of the group of people. It is consistent with 5 elements: natural resources, beliefs, traditions, values, and culture of the community group. These elements are used to create everyday objects for people in that group of people (Emery and Flora, 2006). Cultural capital is a social structure within a group of people (Bourdieu, 1991) and helps support the 5 elements that exist within the community to be outstanding

in the form of a unique identity that is different from other community areas (Throsby, 1999; Bennett, 2009). Since cultural capital varies by geography, it is linked to the social values of the community (Knox-Hayes, Chandra, and Chun, 2020). Creating sustainability through cultural capital requires cooperation among people in society (Daly, 1992).

3. METHODOLOGY

This research is mixed methods research to find a way to create products from woven fabric patterns in Nakhon Chai Burin Province. The research steps are detailed in 2 steps as follows:

Step 1: Design and develop prototypes of creative products from woven fabric patterns of the wisdom of the Nakhon Chai Burin Province group

Design and develop prototypes of creative products from woven fabric patterns, the wisdom of the Nakhon Chai Burin group of provinces, by searching for product designs that can convey the identity of the Nakhon Chai Burin group of provinces and determining the product design to show Thai wisdom in the form of woven products. From searching for information, creative products can be designed in the form of provincial animals that show the identity of the various provinces in the Nakhon Chai Burin group of provinces, as shown in Figure 1.



Figure 1. Creative product design in the form of woven animals representing the provinces (A) Korat cat, Nakhon Ratchasima Province, (B) Fish (*Notopterus notopterus*), Chaiyaphum Province, and (C) Elephants, Buriram, and Surin Provinces.

When the three creative product designs were obtained, the product designs were selected for making prototypes by a sample group in Pathum Thani Province, totaling 100 people, using an assessment form for the liking of the creative products, the woven design decorated with woven fabric patterns of Nakhon Chai Burin Province, and then analyzed to find the percentage of liking to use the product design with the highest liking score to proceed with making prototypes of the creative products.

Step 2: Evaluation of consumer satisfaction towards creative products from woven fabrics in Nakhon Chai Burin Province

➤ The population was tourists visiting the Nakhon Chai Burin provincial group, consisting of Nakhon Ratchasima 3,454,694 people, Chaiyaphum 457,490 people, Buriram 782,959 people, and Surin 377,316 people. The total was 5,072,459 people (Integrated Provincial Group Administration Committee, 2021).

➤ The sample group consisted of tourists visiting the Nakhon Chai Burin provincial area. The sample size was determined using the program G*Power 3.1.9.4, with the effect size set to 0.15, error prob to 0.05, power of testing to 0.95, and number of predictive variables to 4. The required sample size was 129 people. To ensure that data collection from the sample was more comprehensive and complete, the researcher increased the sample size to 150 people.

The research instruments were a structured questionnaire on satisfaction with creative products from woven fabrics in Nakhon Chai Burin Province, including characteristics of creative products from woven fabrics in Nakhon Chai Burin Province, value of creative products from woven fabrics in Nakhon Chai Burin Province, uniqueness of creative products from woven fabrics in Nakhon Chai Burin Province, and overall satisfaction with creative products from woven fabrics in Nakhon Chai Burin Province. The evaluation was conducted using a 5-level rating scale of the Likert scale. The questionnaire had a good level of reliability (Content Validity=0.747; Cronbach's alpha=0.963)

(Burns and Grove, 2001).

The analysis included frequency, mean, percentage, standard deviation (S.D.), and multiple regression analysis using the SPSS program.

4. RESULTS

4.1 Results of design and development of prototypes of creative products from woven fabric patterns of the wisdom of Nakhon Chai Burin Province group

From the design of creative products from woven fabric patterns of Nakhon Chai Burin Province by designing products by combined with weaving work from the results of the survey on the need to develop creative products from woven fabric patterns of Nakhon Chai Burin Province, the results are shown in Figure 2.

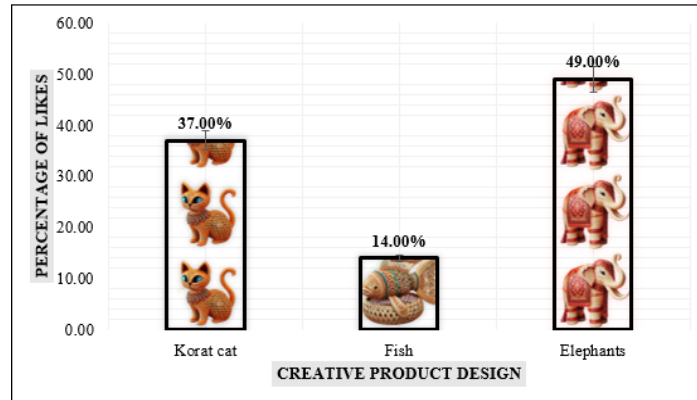


Figure 2. The results of the survey on the prototype product design of creative works from the patterns of local wisdom woven fabrics in Nakhon Chai Burin Province





From Figure 2, it was found that the creative product pattern that received the highest liking score was the woven elephant pattern product, with a high value of 49.00 percent, followed by the Korat cat pattern with a liking score of 37.00 percent, finally the fish pattern with a liking score of 14.00 percent. When the liking score of the elephant pattern product was considered, the researcher proceeded to create a prototype of the creative product in the elephant pattern decorated with fabric patterns of the Nakhon Chai Burin province group, as shown in Figure 3.



Figure 3. Prototype of creative products from woven fabric patterns of the wisdom of Nakhon Chai Burin Province group

From Figure 3, it was found that the creative products from the woven fabric patterns of the Nakhon Chai Burin provincial wisdom group are products shaped into woven products in the shape of elephants, 98 centimeters high and 130 centimeters long, decorated with fabric from the Nakhon Chai Burin provincial pattern group that was newly developed. The elements of the fabric patterns in various parts were used to decorate the woven elephant products in various positions, as shown in Table 1.

Table 2. Components of the arrangement of woven fabric patterns of the Nakhon Chai Burin Province's wisdom group in creative products

Product format	Description
	<p>1) Pokkrapong cloth</p> <p>This is a cloth used to cover the elephant's head, around the humps, and up to the shoulders. The pattern of the Pokkrapong cloth used is an eight-petal lotus pattern, which is the pattern around the edge of the door of Prasat Ban Bu, Buriram Province. There is also a decorative pattern at the end of the cloth, consisting of the pattern of the octagonal pillar of Prasat Nang Ram, Nakhon Ratchasima Province, and the pattern of the castle base of Prasat Phanom Rung Historical Park, Buriram Province.</p>
	<p>1) Back cover</p> <p>It is a rectangular elephant back cover, worn for beauty and to reduce pressure. The fabric patterns placed in the middle of the elephant's back are the patterns of the three provinces: the Hangkrarok pattern (Nakhon Ratchasima Province), the Khan Khor Nari pattern (Chaiyaphum Province), and the Hol pattern (Surin Province). The fabric patterns on the left and right sides are patterns of stone castles, with the most prominent patterns being the Apsara and lotus spire patterns of Prasat Sikhorphum in Surin Province, the pilastre patterns of Prasat Muang Tam in Buriram Province, and the lintel patterns of Prangkhu in Chaiyaphum Province, which are prominently displayed on the back cover cloth.</p>
	<p>3) Necklace</p> <p>This is a necklace for decorating elephants, using the Sin Teen Daeng pattern as the main pattern, decorated with Dan Kwian pottery from Nakhon Ratchasima Province, and supplemented with the pattern of Prakeum silverware from Surin Province, to combine products from the wisdom and culture of the people of the lower Isan in the elephant's ornaments.</p>
	<p>4) Ivory support</p> <p>It is an ivory ornament worn on both tusks of an elephant. The fabric pattern used for decoration is the pattern on the base of the Phimai Historical Park, Nakhon Ratchasima Province.</p>




Product format	Description
	<p>5) Tail strap</p> <p>It is a loop attached to the elephant’s rear under the base of its tail to attach to its back. This part uses the pattern of the Sin Teen Daeng pattern from Buriram Province to sew into the cosmetic strap to decorate the elephant’s clothing.</p>
	<p>6) Knee bands</p> <p>This is a cloth used to tie around the elephant's 4 heads. The pattern used to sew the knee bands is the pattern of the castle base of Phimai Historical Park in Nakhon Ratchasima Province.</p>
	<p>7) Anklets</p> <p>This is a cloth used to tie around the elephant’s ankles on all four sides. The pattern of the cloth used to sew the elephant anklets is Hangkrarok pattern from Nakhon Ratchasima Province and is decorated with small tassels for beauty.</p>

Table 1 shows the results of creative products from woven fabrics of Nakhon Chai Burin Province in the form of woven elephant products decorated with newly designed patterns of woven fabrics of Nakhon Chai Burin Province to show the Thai identity of Thai elephant products, which are popular pets of people in the lower Isan region. Elephant costumes are also sewn with patterns of woven fabrics of Nakhon Chai Burin Province, which clearly shows the culture and wisdom of people in Nakhon Chai Burin Province.

4.2 Results of the study on consumer satisfaction towards woven fabric patterns from the identity of the wisdom of the Nakhon Chai Burin group of provinces

There were 150 respondents in the study, 94 were female (62.67%) and 56 were male (37.33%), aged between 21 and 30 years, 85 (56.67%), 31-40 years old, 31 (20.67%), 41-50 years old, 27 (18.00%), and 7 (4.66%) were 51-60 years old. For age, the main consumer group was Generation Y with high purchasing power as a working age group with a high population in Thailand. Generation Y does not stick to brands but gives high importance to world trends or social trends. They are also influenced by the internet, as the main factor when deciding to buy products. The results from this analysis were evaluated together with consumer satisfaction, as shown in Table 2.

Table 2. Consumer satisfaction towards creative products from woven fabrics in Nakhon Chai Burin Province

Evaluation list	Satisfaction Assessment List (n=150)				
	Mean (\bar{X})	Standard Deviation (SD)	Satisfaction Level	Skewness	Kurtosis
1. Characteristics of creative products from woven fabrics of Nakhon Chai Burin Province	4.410	0.585	Much	-0.745	-0.204
1) Creative product design	4.487	0.621	Much	-0.801	-0.347
2) Product proportion	4.307	0.759	Much	-0.674	-0.635
3) Fabric pattern arrangement on the product	4.480	0.683	Much	-1.081	0.450
4) Industrial production	4.367	0.699	Much	-0.767	-0.137
2. The value of creative products from woven fabrics in Nakhon Chai Burin Province	4.417	0.636	Much	-0.896	-0.298
1) The products are beautiful and can reach all consumer groups.	4.313	0.828	Much	-1.074	0.495
2) The product combines the unique identity of Thailand and Nakhon Chai Burin province.	4.560	0.640	Most	-1.163	0.228
3) The product demonstrates its uniqueness and can enter the market quickly.	4.427	0.689	Much	-0.919	0.140
4) The product is worthwhile to distribute.	4.367	0.746	Much	-0.714	-0.862
3. Uniqueness of creative products from woven fabrics of Nakhon Chai Burin Province	4.523	0.583	Most	-1.069	0.318
1) Indicating the meaning and communicating the identity of Nakhon Chai Burin Province Group	4.533	0.620	Most	-0.983	-0.060
2) The arrangement of the elements of the woven fabric pattern of Nakhon Chai Burin Province Group within the product	4.513	0.653	Most	-1.004	-0.116
4. Overall satisfaction with creative products from woven fabrics in Nakhon Chai Burin Province	4.487	0.653	Much	-0.904	-0.276
Total	4.440	0.561	Much	-0.838	-0.188

Results in Table 2 showed that consumers were satisfied with creative products from woven fabrics in Nakhon Chai Burin Province, including all 4 sections, with the much level of satisfaction, with a mean of 4.440, a standard deviation (S.D.) of 0.696, meaning that the data was widely distributed,

and a skewness value of -0.838, meaning that the data was skewed to the left (negative skewness), indicating that the respondents were highly satisfied with all 4 sections, and a kurtosis value of -0.188, meaning that the kurtosis was lower than normal (negative kurtosis). When considering the satisfaction of consumers in all 4 sections, the results of the study were as follows:

1) Uniqueness of creative products from woven fabrics in Nakhon Chai Burin Province, the satisfaction was at the highest level, with a mean of 4.523 and a standard deviation (S.D.) of 0.583, meaning that the data was widely dispersed. The skewness value was -1.069, meaning that it was skewed to the left (negative skewness), indicating that the respondents were very satisfied with the uniqueness of creative products from woven fabrics in Nakhon Chai Burin Province, and the kurtosis value was 0.318, meaning that it was normally skewed.

2) Satisfaction with creative products from woven fabrics in Nakhon Chai Burin Province as a whole, the satisfaction was at the highest level, with a mean of 4.487 and a standard deviation (S.D.) of 0.653, meaning that the data was widely dispersed. The skewness value was -0.904, meaning that the skewness was leftward (negative skewness), indicating that the respondents were highly satisfied with creative products from woven fabrics in Nakhon Chai Burin Province as a whole. The kurtosis value was -0.276, meaning that the kurtosis was lower than normal (negative kurtosis).

3) The value of creative products from woven fabrics in Nakhon Chai Burin Province, the satisfaction level was at the highest level, with a mean of 4.417 and a standard deviation (S.D.) of 0.636, meaning that the data was widely dispersed. The skewness value was -0.896, meaning that it was skewed to the left (the skewness value was negative), indicating that the respondents were very satisfied with the value of creative products from woven fabrics in Nakhon Chai Burin Province. The kurtosis value was -0.298, meaning that it was less than normal (the kurtosis value was negative).

4) The characteristics of creative products from woven fabrics in Nakhon Chai Burin Province, the satisfaction level was at the highest level, with a mean of 4.410 and a standard deviation (S.D.) of 0.585, meaning that the data was widely dispersed. The skewness value was -0.745, meaning that it was skewed to the left (the skewness value was negative), indicating that the respondents were very satisfied with the characteristics of creative products from woven fabrics in Nakhon Chai Burin Province. The kurtosis value was -0.204, meaning that it was less than normal (the kurtosis value was negative).

Table 3. The relationship between the independent variables (X) and the dependent variable (Y)

Independent Variables (X)	Dependent Variable (Y)
1) Products from woven fabrics of Nakhon Chai Burin Province	Consumer satisfaction towards creative products from woven fabrics in Nakhon Chai Burin Province
2) Value of creative products from woven fabrics of Nakhon Chai Burin Province	
3) Uniqueness of creative products from woven fabrics of Nakhon Chai Burin Province	
71.3% (R ² = 0.713; R = 0.845; AdjustR ² = .707)	

The results of the analysis of the relationship between the three independent variables (X) and the dependent variable (Y) were as follows:

- 1) The residual mean had a level value of 0 and a normal distribution, with all data below the normal distribution line.
- 2) The independent and dependent variables had a linear relationship with each other.
- 3) The variables were assumed to have equal variance. A scatter plot showed the data arrangement

in the form of a band, sloping from the left corner to the right corner, and free from clustering.

The three independent variables were 1) Characteristics of creative products from woven fabrics of Nakhon Chai Burin Province group 2) Value of creative products from woven fabrics of Nakhon Chai Burin Province group 3) Uniqueness of creative products from woven fabrics of Nakhon Chai Burin Province group and dependent variable: consumer satisfaction with creative products from woven fabrics of Nakhon Chai Burin Province group found that the Model Summary Test value of all 3 independent variables could predict the dependent variable at 71.3%, with results in Table 4.

Table 4. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.280	3	15.093	121.122	.000
	Residual	18.193	146	.125		
	Total	63.473	146			

The ANOVA analysis gave the F value at 121.122 and statistical significance value Sig = .000, indicating that the multiple regression equation has a true phenomenon that needs to be studied.

Table 5. Correlation coefficient of factors affecting consumer satisfaction

	Variable (Y)	Characteristics of creative products	Value of creative products	Uniqueness of creative products
Variable (Y)	1.000			
Characteristics of creative products from woven fabrics of Nakhon Chai Burin Province	.771**	1.000		
Value of creative products from woven fabrics of Nakhon Chai Burin Province	.798**	.799**	1.000	
Uniqueness of creative products from woven fabrics of Nakhon Chai Burin Province	.763**	.764**	.761**	1.000

** p<.01

The three factors were statistically significantly related at the .001 level, with a correlation coefficient between .763 and .798. Variables with the highest to lowest correlation coefficients were 1) Value of creative products from woven fabrics of Nakhon Chai Burin Province, 2) Characteristics of creative products from woven fabrics of Nakhon Chai Burin Province, and 3) Uniqueness of creative products from woven fabrics of Nakhon Chai Burin Province.

Table 6. Stepwise Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		β	Std. Error	Beta			Tolerance	VIF
1	Constant	.096	.238		.404	.678		
	Characteristics of creative products from woven fabrics of Nakhon Chai Burin Province (X ₁)	.277	.090	.248	3.082	.002	.303	3.296
	Value of creative products from woven fabrics of Nakhon Chai Burin Province (X ₂)	.398	.082	.387	4.844	.000	.307	3.259
	Uniqueness of creative products from woven fabrics of Nakhon Chai Burin Province (X ₃)	.312	.083	.279	3.744	.000	.353	2.830
R=0.845, R ² =0.713, Adj R ² =0.707, SEE=0.35300, Durbin-Watson=2.094								

From Table 6, the results of the VIF analysis of the variables were 3.296, 3.259, and 2.830, respectively. All the values were less than 10, indicating that each independent variable was unrelated to the others. Multiple regression analysis of the three independent variables gave characteristics of creative products from woven fabrics of Nakhon Chai Burin Province ($\beta = 0.277, p < 0.05$), value of creative products from woven fabrics of Nakhon Chai Burin Province ($\beta = 0.398, p < 0.05$), and Uniqueness of creative products from woven fabrics of Nakhon Chai Burin Province ($\beta = 0.312, p < 0.05$). Affecting the satisfaction of consumers towards creative products from woven fabrics in Nakhon Chai Burin Province, which explained the variance in satisfaction level by 71.30 percent ($R^2 = 0.713$). Arranging in order of the multiple regression coefficients from the most to the least impact gave value of creative products from woven fabrics of Nakhon Chai Burin Province, with the coefficient value equal to 0.387 ($b = 0.398, t = 4.844, p < 0.05$), uniqueness of creative products from woven fabrics of Nakhon Chai Burin Province, with the coefficient value equal to 0.279 ($b = 0.312, t = 3.744, p < 0.05$), and characteristics of creative products from woven fabrics of Nakhon Chai Burin Province, with the coefficient value equal to 0.248 ($b = 0.277, t = 3.082, p < 0.05$). All three factors had a statistically significant effect on consumer satisfaction toward creative products from woven fabrics in Nakhon Chai Burin Province at a statistical level of .01, with the regression equation in the form of raw scores as $\hat{y} = .096 + .277 (X_1) + .398 (X_2) + .312 (X_3)$ and the regression equation in the form of standard scores as $Z = .248 (X_1) + .387 (X_2) + .279 (X_3)$.

5. DISCUSSION

The results of the creation of a prototype of a creative product in the form of a woven product decorated with fabric patterns in the Nakhon Chai Burin Province group are a combination of Thai identity in the part of woven work with woven fabric patterns. Combining wisdom with materials and craftsmanship creates valuable handicrafts that are distinctive to community products and can generate income back to the community very well (Deeboonmee Na Chumphae, S., 2007). In changing the form of ordinary handicraft products into valuable and value-added cultural products by combining knowledge with new concepts and methods to be consistent with the current social and cultural context, such changes can be made by changing the function of woven products combined with cultural stories (Inthakong, P., (2016). Therefore, successful handicraft products must not only be functional handicrafts but must also be souvenirs and create a sense of difference for the product buyers. Rattanadumrongaksorn, Ruentong, and Aomsin, 2023). When assessing consumer satisfaction with creative products from woven fabrics in Nakhon Chai Burin Province, it was found that the respondents were most satisfied with creative products from woven fabrics in Nakhon Chai Burin Province, with an average score of 4.440. When considering each aspect, it was found that in terms of value, creative products from woven fabrics in Nakhon Chai Burin Province were integrated into one identity of Thailand and the Nakhon Chai Burin Province Group, with the highest average score. The second most important was the uniqueness of creative products from woven fabrics in Nakhon Chai Burin Province, which was the meaning and communication of the identity of the Nakhon Chai Burin Province Group. The lowest was the characteristics of creative products from woven fabrics in Nakhon Chai Burin Province, which was the design of creative products. This shows that the promotion and development of products from local culture and wisdom often contains various meanings of traditions, cultures, beliefs, ethnicities, ways of life, and clothing, all of which are worth inheriting and preserving (Ramrit, Khiaomang, and Sung-hee, 2019).

In the multiple regression analysis, it was found that the three independent variables, namely, the characteristics of creative products from woven fabrics of Nakhon Chai Burin Province ($\beta=0.277$), the value of creative products from woven fabrics of Nakhon Chai Burin Province ($\beta=0.398$), and the uniqueness of creative products from woven fabrics of Nakhon Chai Burin Province ($\beta=0.312$), affected consumer satisfaction towards creative products from woven fabrics of Nakhon Chai Burin Province, explaining 71.30 percent of the variance in the satisfaction level ($R^2 = 0.713$). In order of the multiple regression coefficients, the variable with the highest impact was the value of creative products from woven fabrics of Nakhon Chai Burin Province, with a coefficient of 0.387 ($b = 0.398, t = 4.844$), followed by the uniqueness of creative products from woven fabrics of Nakhon Chai Burin Province. The coefficient is 0.279 ($b = 0.312, t = 3.744$), and the least is the characteristics of creative products from woven fabrics of Nakhon Chai Burin Province, with a

coefficient of 0.248 ($b = 0.277, t = 3.082$), respectively. From the data, the value of creative products from woven fabrics of Nakhon Chai Burin Province and the uniqueness of creative products from woven fabrics of Nakhon Chai Burin Province are very important to consumer satisfaction. This is because the cultural stories of Nakhon Chai Burin Province are arranged into product patterns to stimulate consumers to be more interested and aware of information about Nakhon Chai Burin Province, which will lead to the decision to purchase products when there is an opportunity. This is consistent with the concept of Klapper (1960) who stated that consumers will select interesting information to meet their information needs when they receive information. Individuals will remember content that supports their existing thoughts or beliefs. Chi, et al. (2011) stated that purchase intention is caused by consumers' information perception, which is an important factor in predicting consumer purchasing behavior. If consumers are more aware of product information, the chances of purchase intention are higher.

6. CONCLUSIONS

From the study of the design and development of the prototype of creative products from the woven fabric patterns of the Nakhon Chai Burin Province group, it was found that the creative product that received the highest satisfaction score was the woven elephant product, with a satisfaction score of 49.00 percent. When it was shaped into an elephant-shaped woven product, it was 98 centimeters high and 130 centimeters long, decorated with fabric from the Nakhon Chai Burin Province group pattern. The elements of the fabric pattern were used to decorate the woven elephant product, including the snorkel, back cover, necklace, tusk support, cosmetic strap, knee brace, and ankle bracelet. When surveying the satisfaction of the creative products from the woven fabric of the Nakhon Chai Burin Province group, it was found that the respondents were highly satisfied with all 4 dimensions, with a mean score of 4.440 and a standard deviation of 0.696. The satisfaction with the uniqueness of the creative products from the woven fabric of the Nakhon Chai Burin Province group was 4.523, and the satisfaction with the creative products from the woven fabric of the Nakhon Chai Burin Province group was 4.523 overall. The mean value of creative products from woven fabrics of Nakhon Chai Burin Province was 4.487, the mean value of creative products from woven fabrics of Nakhon Chai Burin Province was 4.417, and the mean characteristics of creative products from woven fabrics of Nakhon Chai Burin Province was 4.410, respectively. For the multiple regression analysis by each aspect, it was found that the three independent variables, namely, the characteristics of creative products from woven fabrics of Nakhon Chai Burin Province ($\beta = 0.277$), the value of creative products from woven fabrics of Nakhon Chai Burin Province ($\beta = 0.398$), and the uniqueness of creative products from woven fabrics of Nakhon Chai Burin Province ($\beta = 0.312$), affected consumer satisfaction with creative products from woven fabrics of Nakhon Chai Burin Province, explaining the variance of satisfaction levels by 71.30 percent ($R^2 = 0.713$).

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