

Abstract

There were two objectives of this study :1) To develop the product based on concept of Creative Economy from Cultural Capital of Nakhon Chum District, Kamphaeng Phet Province and 2) To assess satisfaction of those interested in product design based on the concept of the Creative Economy from Cultural Capital of Nakhon Chum District, Kamphaeng Phet Province that has been developed and improved. By application forms and materials that are appropriate to the era. Demonstrate the value and uniqueness of a Cultural Capital of Nakhon Chum District, Kamphaeng Phet Province in product form for sale to customers. This is another way that helps spread the art of Cultural Capital of Nakhon Chum District, Kamphaeng Phet Province to be known more. It would also help to diversify the product design of Thailand. And product design from Cultural Capital of Nakhon Chum District, Kamphaeng Phet Province can be an agent that represents the cultural identity of Thailand. This research is divided into each side was found. The results shown the unique local level of satisfaction at a high level with an average $\bar{x}=3.69$, S.D. =0.23. The attractiveness of the design showed satisfaction at a high level with an average $\bar{x}=3.83$, S.D. =0.15. The size, shape and weight is not an obstacle to the carry or transport, satisfaction levels in the average $\bar{x}=3.96$, S.D. =0.42. And the prices are moderately satisfied with average $\bar{x}=3.54$, S.D. =0.05 and total average $\bar{x}=3.75$ S.D. =0.21

Keywords: Product Development; cultural capital; Nakhon Chum District; Kamphaeng Phet Province