

### **Abstract**

The study of the investigation of community product identity based on creative economy in Mae Tang district, Chiang Mai province aimed 1) to explore community identity as a result of community cooperation 2) to investigate the relationship between community identity, community products, and creative economy 3) to evaluate possibility in community products improvement base on community identity and creative economy in Mae Tang district, Chiang Mai province. This study employed structural interview of 415 producers and accessories, including gathered literatures and study of Mae Tang's products (categorized into 6 types; food, beverage, textile, ware and accessory, invention and souvenir, and herbs) to be sample data.

In terms of community identity selection of Mae Tang district, Chiang Mai province, we focus on Participatory Action Research and Analytic Hierachy Process. The results found that the first priority of identity was elephant camp (tourism) followed by Wat Ban Den temple (Historic site), brown rice (Agriculture), hand-embroidered fabric (Folk wisdom), and sprinkling water onto Buddha image of "Praputhasatawatmunee srimaeteang" (Tradition/Culture).

For pilot Community enterprise group and pilot community products, we also concern about community participation. The findings shows that chosen community enterprise were community enterprise of Khaotan crispy cracker and souvenir producer in Ban Huay Chom-Poo. From the analysis of perceptions about community identity and products, we found that visitors and locals were mostly willing to purchase community products more if the package represent the community identity. However, we found that buyer pay least attention to the advertisement and public hearing when compared with the other aspect of perceptions. In term of relationship, they concern the most in aspect of environment due to majority of Mae Tang district are agricultural areas.

Moreover, for possibility in community products improvement, we found that marketing of community enterprise of Khaotan crispy cracker focus on retired buyers while community enterprise of souvenir producer in Ban Huay Chom-poo focus on children, youth or working age, and senior buyers. For both community enterprise, they did well in terms of production technique that create community identity, which are creative and different. They were able to manage standard along with

the production and marketing. In addition, they managed well in terms of profit earning and increase in branch in the future.

From the previous findings, the results led to possibility in community products improvement base on community identity and creative economy as followings; 1) ability to spread out the product that related to community identity to be well-known in community, province, and national levels. 2) ability to push community participation forward in community products improvements 3) ability to show the potential and profit from community products improvements 4) supports for bringing community products into tourist attractions in Mae Tang district in order to get the reputation for products from creative economy which could lead to creative community tourism.