

Lifestyle Products WangSamMor District, Udon Thani Province, Thailand

Rosjana Chandhasa¹, Panu Pattanapanithipong², Arnut Siripithakul³

¹Faculty of Fine and Applied Arts, Visual Art, and Design, Suan Sunandha Rajabhat University, Thailand, rosjana,ch@ssru.ac.th

²Faculty of Fine and Applied Arts, Department of Creative Products Design, Suan Sunandha Rajabhat University, Thailand.

³Faculty of Architecture and Design, Industrial Product Design, Rajamangala University of Technology Phra Nakhon, Thailand.

Abstract

The goal of the lifestyle product design research is to satisfy the needs of the inhabitants of BanWangSamMor. Udon Thani wants to acquire fresh goods that satisfy consumer demand. In BanWangSamMor, Udon Thani Province, research the group's identity and draw design inspiration for lifestyle items. District of BanWangSamMor, Province of Udon Thani Researchers employed a mixed research methodology to assess the design of lifestyle items in the BanWangSamMor District of the Udon Thani Province. Analytical research: Utilize qualitative research techniques to identify the group that was employed in product design. The findings of the design are then evaluated by three design professionals and handicraft suppliers using quantitative research. 100 participants, chosen by tourists, with research aids, in-depth interviews, and contour interviews group interviews, evaluations, and in-depth interviews.

Excellent conclusions were drawn to the group's cultural identity. are beautiful. The household items used by the Ban Wang Sam Mo community were Kratib, Jarer, Basin, Pot, and Basib. baskets, totes, and vases the highest the (good = 5.000 mean (\bar{x} = 5.000.00 at (SD = 0.000.00 at (SD = 0.00) at (SD = 0.00) follows the results of all three professional categories. Three SD are equivalent to 0.94, therefore very excellent = 4.333 mean (\bar{x} = 4.33) standard deviation. Bags are beauty products, as three designers found out. Production was at its peak in terms of mean (\bar{x} = 4.73) and standard deviation (SD = 0.38). Manufacturing had the highest mean (\bar{x} = 4.67), standard deviation (SD = 0.47), and dispersion. With a mean of (\bar{x} = 5.00), the promotion was also at the highest level. Standard deviation, or SD

KEYWORDS: lifestyle products, Inspiration, Cultural identity

1. Introduction

The province of Udon Thani is a commercial and financial hub. The company's revenue is mostly derived from retail. and agricultural goods are in second place. Rice, sugar cane, tapioca, and rubber are the primary agricultural commodities. The area is excellent for border trade. due to the presence of a collecting and distribution facility, exported to nearby nations.

creation of leisure goods the prototype may be utilized for commercial competition and can enhance the offerings of the Green Travel Group, located in the province of Udon Thani, by considering the demands of the target audience as well as those of stakeholders, producers, and consumers. It will result in higher sales, which will climb by 10%, up until consumers are happy. After that, disseminate information and technologies developed throughout the study process to the target populations and connected individuals in the region and neighboring places. to have suggestions for sustainable ways to boost income, competitiveness, and independence.

A lifestyle that is environmentally conscious is the goal of popular environmentally friendly products. There are certain green items that are viewed as more appealing than others. Occasionally, it is based on the degree of participation. The effectiveness of low-level environmentally friendly items in luring customers who lead greener lives was examined in this study. Utilizing structural equation modeling, create and test theoretical hypotheses. The findings show that customers who live environmentally conscious lives appreciate Consumer sentiments and behavioral intentions only have a weak link. According to these findings, businesses that produce less ecologically friendly goods ought to attract high-earning women. Additionally, stress the role that environmental protection plays in encouraging consumers who are interested in lifestyle products to make purchases. Local products made of biodegradable materials are a significant role in increasing customer interest in buying.(Florenthal & Arling, 2011)

2. Aims

1. To research the group's identity to inform the creation of lifestyle goods in the Ban Wang Sam Mo neighborhood. Province of Udon Thani
2. To create a line of lifestyle goods in the Ban Wang Sam Mo neighborhood.
3. To assess the lifestyle product designs in the Ban Wang Sam Mo District. Province of Udon Thani

3. Literature Review

In the northeastern region of Thailand, Udon Thani serves as both a transportation and tourism hub and is particularly promoted as the home of forest temples. entrance to Indochina and one of the world's oldest civilizations; also, home to famed Khit handicrafts and natural features. This region was first inhabited by people. 5,000–7,000 years ago, according to evidence from the finding of Ban Chiang, during the ancient era. High levels of civilizations may be shown in Nong Han District and the paintings on the cave walls of Amp hoe Ban Phi Au, notably in the pottery designs. It is believed that the hue of the lines at Ban Chiang represents the age of what may be the earliest civilization in history.

Community development, according to Thiti Kittiwittikhun (1997), is a social action process in which members of the community take part in planning and carry out the plan's recommendations. The needs of their groups and individuals will be determined by the strategy. And what are the typical issues? Create strategies for each group that will allow them to achieve their goals, and then use as many of the community's resources as you can to address any issues that arise. and, if required, may ask government agencies for assistance with both services and materials. Community development is a procedure (movement) that strives to advance the welfare of the populace and cannot be utilized by the government. It should be enhanced on the initiative of the people and with the sincere involvement of the people. However, methods to encourage initiative should be implemented if the populace lacks the necessary skills to take the initiative. response from the general audience that is really enthused.

In an intriguing discussion, Tawilvadee Burikul (2000) described the levels-based participatory procedure. He conducted analysis on democratic participation. and brought the participation process to a close. Information sharing and being accessible to public opinion should be ranked in that order. planned collaboration Monitoring and involvement of the public One-way communication comes first. This is merely to supply information for conversation, idea exchange, and planning, which are all forms of two-way communication. is, thus, a partnership, followed by co-monitoring control. The highest degree of participation is at this point. Nirat Sudsang (2000) Knowing and comprehending the new product development process is essential if the community product development process is to be driven by the community itself. Five steps are provided for each phase. Step 1: Coming up with a new product idea is a means to consider several concepts and identify potential markets for that product. locating the source of fresh product inspiration, the client is the primary driver of demand. The greatest and most relevant concept is then chosen by considering Step 1. Step 3: Attempts to come up with product concepts include concept

creation and concept testing. Product Development, Step 4 It involves making a product that accurately copies everything and must respond to inquiries about whether the product can be altered using other methods. Fifth step: market research shows the target market acceptability of the created items is tested to identify numerous flaws that will be fixed. The purpose of the consumer market test is to identify customer behaviors related to trial purchases. Prapatchai Chainok (2010) conducted research on the principles for promoting cultural tourism. Ban Dan Sai Dan Sai District, Loei Province: A Case Study The goal is to create cultural tourism in Loei Province's Dan Sai District in a manner congruent with the Ban Dan Sai environment. According to the findings of a study on cultural tourism development guidelines conducted in Ban Dan Sai Dan Sai District, Loei Province, the success of tourism depends on government tourism-related organizations cooperating with residents to support and develop the area's distinctive culture to draw both Thai and foreign tourists. The Northeast has the greatest fruits and vegetables, as well as a sizable department store with contemporary commerce. To assist customers from nearby nations, such as Laos or Vietnam, in their commerce has promoted small business owners' self-improvement and professional advancement, particularly via the use of innovation or start up to support entrepreneurship and strengthen the economy. encouraging community tourism if it is a popular tourist site. Brand image and consumer buy intent play a critical role in determining brand perception and influencing purchase intent for lifestyle goods. Buy Intention. Marketers advise us to pay attention to the communication surrounding products and brands. useful for improving brand perception, which in turn encourages consumer purchase intent and memory. (Kala & Chaubey, 2018)

4. Research Methodology

Research methods, research, lifestyle product creation to encourage tourism, green travel, and Udon Thani Province in this study, a qualitative research method was combined with descriptive analysis as part of a mixed-methods strategy. quantitative research techniques, too. to research data from consumer groups and communities, and to assess innovative product design.

Step 1: Conduct qualitative research to understand the group's identity and inform the creation of lifestyle goods The following was done by the researcher:

1. Study location: WangSamMor House in the province of Udon Thani
2. Researching Udon Thani province's history, handicrafts, and culture in relation to the wisdom way of life

2.1 Documentary research: the study of documentary data studying and looking for material online as well as in books, textbooks, academic papers, journal articles, and research papers the researcher has employed part of the knowledge by studying the theory and associated research to put it to use, be aware of the issues that occur, and gather research data to use in the product design process. Wang Sam Mor House, Province of Udon Thani

2.2 Examine the neighborhood's distinctive features. WangSamMor House, Province of Udon Thani Meaning, ideas, wisdom, and associated traditions in the cultural dimension.

2.3 Examine the physical traits. the local community context WangSamMor House, Province of Udon Thani

2.4 Research product design details Arts and culture: historical and contemporary Ban WangSamMor, Udon Thani Province folk cultures.

2.5 Research the way that folk crafts are informed. Production and output from WangSamMor House, Province of Udon Thani

2.6 Research local handcraft information Wang Sam Mo House, in the province of Udon Thani, in terms of cultural aspects in wisdom way of life product side gathered from the interview of three design professionals with interviews, observations, notes, and pictures.

3. Gathering information from a study of regional handicrafts in the WangSamMor District of Udon Thani Province in terms of lifestyle knowledge and goods

3.1 Data gathering Documentary Research
3.1.1 using the theory and associated research to study and research material from books, textbooks, academic papers, journal articles, research articles, and information from the Internet Data is gathered, examined, and put into the product design process. WangSamMor House, Province of Udon Thani

3.1.2 Researching product designs WangSamMor House, Udon Thani Province through meetings with three design professionals to ensure that the items are appropriate for Ban WangSamMor, Udon Thani Province

4. Data evaluation

4.1 Data evaluation That was done via the examination and evaluation of documentary data. By acquiring information on the field of study: BanWangSamMor, Udon Thani Province's physical features and history. living, dressing, and wisdom

4.2 A study of how group identity processes influence lifestyle product design, tourist promotion, green travel promotion, and Udon Thani Province promotion

5. Condense study findings utilizing descriptive analysis and lecture-style information delivery.

Step 2: Conduct quantitative research in response to the study of how group identification influences the creation of lifestyle items. The following two categories represent the tools utilized in the study:

1. Carrying out a survey in accordance with the requirements of entrepreneurs Start-up and OTOP, Province of Udon Thani Conducting a lifestyle product design assessment form for Udon Thani Province's 3 design specialists in tourist promotion and green travel

2. Evaluation of lifestyle goods Promotion of tourism, ecotourism, and the province of Udon Thani by 100 consumer experts

3. Data Gathering Research articles and textbooks were used by the researcher to gather data. To gather data that satisfies the research's goals, researchers used a variety of research documents, journal publications, and research articles. The following are the data collection techniques:

3.1 Gathering information to assess how thoughts about the product are expressed. a result of researching a group's identity to inform the design of lifestyle goods, promoting tourism, ecotourism, and the province of Udon Thani in terms of cultural dimension in terms of wisdom way of life, meaning, beliefs, customs, and products.

3.2 Gathering marketing information.

3.3 Data gathering from three design experts' assessments of product designs.

3.4 Gathering information from consumer group design evaluation.

4. Data evaluation A questionnaire was used to collect data for the study. Additionally, the assessment form uses the percentage to examine the data. Standard and Mean Error in the data processing

5. A summary of the research findings

5. Results and Discussion

1. Findings from a research on group identification that serve as inspiration for lifestyle product design District of Ban WangSamMor, Province of Udon Thani Documentary Investigation studying and looking for material online as well as in books, textbooks, academic papers, journal articles, and research papers The researcher has utilized part of the material to use it, be aware of the issues that occur, and gather research data by studying the theory and associated research. Province of Udon Thani WangSamMor House Province of Udon Thani According to data unearthed in Ban Chiang, Nong Han District, it was determined

through historical and archaeological evidence that the region that is now Udon Thani Province had been a human settlement from prehistoric times, between 5,000 and 7,000 years ago. And drawings on cave walls are well seen at Amphoe Ban Phue. West of Kut Chap District, Wang Sam Mo District, and Ban Phue District Low hills and high mountains are scattered throughout. The Mong River and Lam Pao River are two examples of places along the river that are shallowly undulating and dotted with plains. Arts, Traditions, and Culture The following are examples of Udon Thani province's arts and culture: 1. Playful indigenous arts including ceramics, mang tab tao, long drums, and mo lam 2. One federal museum 3. Three regional cultural institutions 4.41 heritage locations 5 historic parks various regional cultures Province of Udon Thani Cultural diversity exists today in addition to conduct, art, customs, and beliefs. You desire a believer. Anyone can have diverse ideas, convictions, and behaviors. Living together despite our differences also makes it easier for us to adjust. In social and economic affairs, close gaps and expand opportunity. When people from various backgrounds join, cultural diversity naturally results. Even on a small scale, there is a method to contribute to the development of understanding among groups of individuals from various cultural backgrounds.

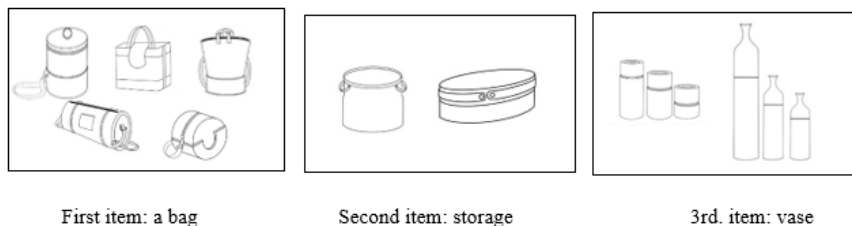
Local wisdom is useful information and virtue that supports life. and neighborhood approaches of living in harmony with the environment and nature. The basis for occupation and development is local knowledge. progress leading to self-sufficiency, dependency, and development resulting from the fusion of universal knowledge based on local wisdom to create a new local wisdom appropriate for the time. Community identity in terms of meaning, values, knowledge, and associated traditions is a cultural component. To produce distinctive history and historical remains, art, handicrafts, sculptures, paintings, statues, and carvings, as well as customs, folk cultures, festivals, works, and technologies, a study of community settings was conducted in Ban Wang Yai, Nong Kung Thap Ma Subdistrict, WangSamMor District, in the Thai province of Udon Thani. Both traditional knowledge and intriguing handicraft learning tools, including weaving learning bases, are employed locally and serve as tourist attractions. constructing a knowledge base Additionally, there are locally made goods including woven clothing, loincloths, and wickerwork. Brooms, jars, steamers, baskets, pots, basins, and jars made of sticky rice kratib grass.

2. Lifestyle product design outcomes in Ban WangSamMor District, Udon Thani Province Designing goods and creating lifestyle items to encourage tourism Green Trave, Province of Udon Thani to provide ideas for the design of lifestyle items, the researcher analyzes group identification. a concept or fondness for something that is the result of creativity, design, or the application of an existing notion There are instances of creative individuals choosing to purchase a product because they think it will be more valuable, according to anecdotes about product design. also

curious in the variety of cultures or people who exist in order to produce new things in urban life, many individuals coexist there. To create the product form of the bag, Ban Wang Yai Community, Nong Kung Thap Ma Subdistrict, WangSamMor District, Udon Thani Province, which is a cultural capital that generates income for the community through the continuation of local wisdom, combined their weaving and bamboo weaving wisdom. Components used in design work are used as a starting point for making fabric designs by sewing using woven textiles and other combined materials. Additionally, create modern Thai cloth items that sustainably carry on the community's way of life. This is consistent with (Samonphan Phulek's. 2021) on the materials used to create bamboo bags, such as local bamboo and choosing bamboo's natural hues and speed up the manufacturing process by employing thin, hammered lines that are firmer and more frequent. Increasing the product's resilience Mae Poen District, Province of Nakhon Sawan

2.2 Design Methodology Design of lifestyle products the survey was administered by the researcher. a design expert Prepared to create a product drawing (sketch design) to move on with the creation of three prototypes and get customer feedback. lifestyle items

Figure 2 Shows a sketch design for a lifestyle product in the province of Udon Thani, including three products. Adapted from Rosjana Chandhasa 2022



First item: a bag

Second item: storage

3rd. item: vase

Figure 3 shows three product prototypes for building lifestyle items.



First item: bags




Second item: storage

3rd. item: vase

Adapted from Rosjana Chandhasa 2022


3. Product design evaluation findings, lifestyle products, Ban Wang Sam Mor District, Udon Thani Province

Table 1 Product design evaluation findings, lifestyle goods, Udon Thani Province, number of 3 items, N = 3 (Design experts)

masted	master picture	masted	\bar{x}	S.D.	level
1	First item: bags 	bags	5.00	0.00	Most
2	Second item: storage 	storage	4.33	0.9 4	More
3	3rd. item: vase 	vase	4.33	0.9 4	More

According to Table 1, the results of the evaluation of lifestyle product design prototypes for the Tourism Promotion Green Travel, Udon Thani Province, 3 products, 3 design experts, evaluation of product prototypes, evaluation results of product prototypes (bags) were at the very best level, mean (\bar{x} =5.00), standard deviation (SD=0.00), and then prototype products (decorations, tableware) were at a very good level, mean (\bar{x} =4.33; SD=0.94; were found.


Table 2: Results of the Bag Product Design Evaluation N = 3 (Design Experts)

Numbered	Thorough list.			
1.	 <p style="text-align: center;">Item: bags</p>			
1. Grace	\bar{x}	S.D.	level	
consistency and individuality of patterns.	5.00	0.00	Most	
The item is beautiful.	5.00	0.00	Most	
The product's design is consistent in terms of color.	4.67	0.47	More	
The ideal fusion of form, color, and pattern.	4.33	0.9 4	More	
Both woven patterns and basket designs are often applicable.	4.67	0.47	More	
Include.	4.73	0.38	More	
2. Industry, Manufacturing	\bar{x}	S.D.	level	
The best items to use.	4.33	0.9 4	More	
The item is strong, long-lasting, and difficult to break.	4.33	0.9 4	More	
a practical product layout.	5.00	0.00	Most	
standard of the raw materials	5.00	0.00	Most	
excellent and lovely in execution.	4.67	0.47	Most	
Include.	4.67	0.47	Most	
3. Promotion and Distribution	\bar{x}	S.D.	level	
sales of goods used in tourist attractions	5.00	0.00	Most	
Sales of exhibitor goods (OTOP)	5.00	0.00	Most	
Udon thani Department Store	5.00	0.00	Most	
Product Sales Promotion	5.00	0.00	Most	
Discovering avenues of distribution in both the public and private sectors	5.00	0.00	Most	
Include.	5.00	0.00	Most	

According to Table 2. With a mean (\bar{x} =4.73) and standard deviation (SD=0.38) at the highest level, the overall picture was excellent. The pattern was cohesive and distinctive. Mean (\bar{x} =5.00) at the greatest level (SD=0.00) Standard deviation The item is well-kept and lovely. On the most advanced level Mean (\bar{x} =5.00) (SD=0.00) Standard deviation Product The colors utilized in the design are consistent. The wicker design and the woven pattern match together on average with a mean

(\bar{x} =4.67) and standard deviation (SD=0.47). The mean (\bar{x} =4.67) and standard deviation (SD=0.47) were at their greatest levels. was at the greatest level it has ever been, with a mean of 4.33 and a standard deviation (SD) of 0.94 in output. (SD=0.47) Standard deviation the caliber of the production's raw supplies. The product's shape is practical when measured at the maximum level by the mean (\bar{x} =5.00), standard deviation (SD=0.00), and number of variables. The mean (\bar{x} =5.00) standard deviation (SD=0.00) and refinement in production mean (\bar{x} =4.67) standard deviation (SD=0.47) are the greatest levels, respectively. The product was well designed. with use at a mean value of a high level (\bar{x} =4.33) The product is robust, long-lasting, difficult to break, and broken work is at a high-level mean (\bar{x} =4.33) standard deviation (SD = 0.94) promotion and distribution with the mean (\bar{x} =5.00), standard deviation (SD=0.00), and product release, the entire image was at its best. in tourist locations, the introduction of goods in the show hall. (OTOP), product release in Udon Thani shopping malls, product promotion, and locating distribution channels in public and private sectors are at the greatest level, with a mean (\bar{x} =5.00) and standard deviation (SD=0.00).

Table 3: Results of the Bag Design Evaluation N = 100 (Producer of Handicrafts)

Numbered	Thorough list.			
1.	 <p style="text-align: center;">Item: bags</p>			
1. Grace		\bar{x}	S.D.	level
consistency and individuality of patterns.		4.70	0.64	Most
The item is beautiful.		4.40	0.8 0	Most
The product's design is consistent in terms of color.		4.60	0.66	Most
The ideal fusion of form, color, and pattern.		4.70	0.64	Most
Both woven patterns and basket designs are often applicable.		4.60	0.66	Most
Include.		4.60	0.68	Most
2. Industry, Manufacturing		\bar{x}	S.D.	level
The best items to use.		4.65	0.65	Most
The item is strong, long-lasting, and difficult to break.		4.40	0.8 0	More
a practical product layout.		4.60	0.66	Most

standard of the raw materials	4.70	0.64	Most
excellent and lovely in execution.	4.80	0.40	Most
Include.	4.63	0.63	Most
3. Promotion and Distribution	\bar{x}	S.D.	ระดับ
sales of goods used in tourist attractions	4.80	0.40	Most
Sales of exhibitor goods (OTOP)	4.40	0.80	More
Udon Thani Department Store	4.60	0.66	Most
Product Sales Promotion	4.45	0.80	More
Discovering avenues of distribution in both the public and private sectors	4.80	0.40	Most
Include.	4.61	0.61	Most

According to Table 3 shows that the N-bag product design received a score of 100 (provider of handicrafts). The general situation is at its best. The average's standard deviation ($\bar{x} = 4.60$; S.D. = 0.68) shows regularity and individuality in patterns and forms. The ideal fusion of pattern, color, and form Mean ($\bar{x}=4.70$) S.D. (Standard Deviation) = 0.64 With the highest overall applicability between basket patterns and woven patterns, this product has color consistency in its design. The most exquisite and visually beautiful product is the average ($\bar{x}=4.40$) manufacturing standard deviation (S.D. = 0.80), where S.D. = 0.66. It is the largest in general. ($\bar{x}=4.63$) on average. S.D. (standard deviation) of 0.63. best degree of accuracy and beauty in manufacture. Typical ($\bar{x}=4.80$) S.D. (standard deviation) of 0.40 raw materials' caliber the largest average value's standard deviation (S.D. = 0.64) is the most appropriate product model for application ($\bar{x}=4.70$). The product has the maximum usefulness when the average ($\bar{x}=4.65$) standard deviation (S.D. = 0.65) is used. In general ($\bar{x}=4.60$), The product is strong, long-lasting, and not prone to breaking (S.D. = 0.66). Value on average ($\bar{x}=4.40$) Distribution of standard deviation (S.D. = 0.80) and promotion the mean ($\bar{x}=4.61$) and standard deviation (S.D. = 0.61) of the data are overall the governmental and private sectors' distribution channels have the highest level of product distribution for tourism attractions. Udon Thani Department Store has the largest product sales, as indicated by the average value ($\bar{x}=4.80$) and standard deviation (SD = 0.40). Product marketing has relatively high averages ($\bar{x}=4.60$) and standard deviations (S.D. = 0.66). The average large-scale release value ($\bar{x}=4.40$) of goods at the exhibition center (OTOP) has an average ($\bar{x}=4.45$) standard deviation (S.D. = 0.80) of 0.80.

6. Conclusions

An overview of the research on the BanWangSamMor District's (Udon thani Province) inspiration group for lifestyle product design.

1. High mountains and Nern Tia are to the west of Udon Thani, WangSamMor District, Kut Chap District, and Ban Phue District. There are lowlands along certain rivers, like the Menglanbao River, and some regions have small waves. art, heritage, and culture. The following are examples of Udon thani art and culture: 1 place 3. County or Provincial Cultural Center Historical Locations Park in the past 1 Cultural Diversity in the Area The culture of today is more than only behavior, art, customs, or beliefs in Udon Thani. However, a multicultural society needs people who consider that everyone can have varied thoughts, beliefs, and behaviors. Living with diversity also enables us to better adapt, close the gap, and expand our social and professional chances. When people from diverse cultural backgrounds come together, cultural diversity arises. There are ways to promote understanding amongst individuals from various cultures and bring about peace when they come together. Local wisdom is a lovely way of life and a great source of information. And a manner of life that is in harmony and balance with the environment and nature. A profession is built on local knowledge, which also serves as the basis for its growth.

from growth to independence to dependency Additionally, the development of merging global information with traditional local wisdom to produce new local wisdom that is timely. Community identity as it relates to traditional cultural characteristics, such as meaning, ideas, and knowledge, and community background education Wangsammor District, NongKungThapMa Subdistrict, BanWangYai, Udon thani Province carving and sculpting, custom, folklore, festivals, the nature and technique of the production, and local knowledge It is a popular tourist destination and a unique place to learn how to make crafts like baskets and weaving. Department of Tourism The definition of green tourism given by the Ministry of Tourism and Sports (2014) on pages 5–5 is "tourism of unique natural and cultural attractions related to the ecosystem." management of the environment and regional tourism Stress the importance of protecting the environment in a sustainable manner.

2. Compile the findings of product design for consumer goods in the Ban Wang Sam Mo district. Development of lifestyle goods in Udon Thani Province to advance tourism, Green Travel In order to inform the creation of lifestyle items, the researcher offers a study of group identification. To create the product form of the bag, Ban Wang Yai Community, Nong Kung Thap Ma Subdistrict, Wang Sam Mo District, Udon Thani Province, which is a cultural capital that generates income for the community through the continuation of local wisdom, combined their weaving and bamboo weaving wisdom. components used in design work used to create ideas for producing fabric designs by sewing woven textiles and other materials together. Additionally, create modern Thai cloth items that sustainably carry on the community's way of life. This is consistent with Samonphan Phulek's research from 2021 on the

materials used in bamboo bag design, including local bamboo and the choice of natural bamboo hues. And speed up the manufacturing process by employing thin, hammered lines that are firmer and more frequent.

3. A Review of Lifestyle Product Design in the Ban Wang Sam Mor District of the Province of Udon thani

To generate product prototypes, researchers drew product drawings (sketch designs) and polled design professionals. To promote green tourism in Udon thani, 3 types of items are offered, along with a request for product comments on lifestyle product design. by having three design professionals evaluate the product after receiving the design drawing. To calculate the average S.D. value and interpret the assessment findings into the language of design professionals, evaluate one product and one model. The product prototype (bag) is evaluated at its best level by three people. Mean (\bar{x} =5.00) S.D. (standard deviation) = 0.00 Second, the dinnerware, decorations, and sample product are all excellent. Standard deviation (S.D. = 0.94) and average (\bar{x} = 4.33) It was discovered that the assessment

Currently, lifestyle items, fashion trends, and people's way of life Naturally, this will have an impact on the rising demand, way of life, product quality, and costs of developing Indonesian batik businesses. and the drive to buy. This is a variable that influences and predicts customer choice before a transaction. The effect of lifestyle, product quality, and pricing on the incentive for making a purchase, whether it be direct or indirect, the findings demonstrate that (1) lifestyle, whether directly or indirectly, has a stronger influence on purchase motivation. (2) Whether directly or indirectly from procurement motive, the influence of product quality on procurement decisions is more indirect. Price has a bigger influence on direct or indirect purchase decisions through purchasing motivation. (4) Buying motivation has a favorable effect and is important for making decisions. (5) The primary element influencing purchase decisions is product quality, and purchasing motivation has been shown to be an effective mediator of life factors. fashion, product value and cost, and purchasing choices.(Geppert et al., 2020)

The idea of an innovation strategy for the sector of traditional handicrafts and souvenirs Indonesia has a thriving traditional handcraft industry for souvenirs. Additionally, they must contend in the current global market. To draw in a bigger market, traditional crafts must improve their skill and uniqueness. For craftsmen, this competition was challenging. financial as well as cultural to encourage craftsmen to develop ideas based on their traditional values and to assure sustainability in a global setting, the authors presented an innovative approach. However, there hasn't been much study done on how souvenir products are developed. Particularly in the traditional

handcraft sector. The suggested innovation method refers to the approach utilized in an established sector that generates an amusing product that has sentimental worth rather than practical benefit.(Zulaikha & Brereton, 2011)

Meitiana, M., Setiawan, M., (2019). The consumer's perception of the attitude, intents, and purchasing behavior of mementos is reflected in this research. The findings demonstrated that attitudes toward authenticity and aesthetics, except for attitudes about care and carriage, had a substantial impact on the intention to purchase, which is subsequently translated into actual purchasing behavior. The more someone intends to purchase mementos, the more likely they are to do so. The findings of this study are anticipated to offer useful insights for marketers and the tourist sector in developing and putting into practice tactics to entice customers to buy mementos.

Acknowledgment

For this study, Suan Sunandha Rajabhat University and its donors are gratefully acknowledged by the author. We are grateful to the teacher who instructed and prepared everyone. As a result, the author can successfully conduct and produce research. to impart existing information to the author's followers. The informant group was made up of facilities, design assessments, and design professionals. Thank you to the author's father, mother, and all other supporters for their encouragement and support throughout the preparation of this study report. This wouldn't have been possible without you. Email: rosjana.ch@ ssru.ac.th

Bibliography

- Department of Tourism, Ministry of Tourism and Sports. (2014). Report on the preparation of guidelines Promote and develop green tourism. Green Tourism Promotion and Development Project (Green Tourism) Bangkok, Department of Tourism
- Thawilvadee Burikul. (2007). Participatory Democracy. Nonthaburi. King Prajadhipok's Institute
- Thiti Kittiwittikhun (1997). Factors Affecting Village Committee Participation in Rural Development: A Case Study in Krathum Baen District, Samut Sakhon Province Master of Arts Thesis, Department of Political Science, Faculty of Political Science, Ramkhamhaeng University
- Nirat Sudsang. (2000). Industrial Design: Systems and Methods for Industrial Product Development Bangkok: Textbooks and printing documents Faculty of Industrial Education, King Mongkut's Institute of Technology, Ladkrabang
- Prapatchai Chainork. (2010). Guidelines for Cultural Tourism Development: A Case Study of Ban Dan Sai, Dan Sai District, Loei Province (Master of Arts Thesis, Loei Rajabhat University)

- Samonphan Phulek. (2021). This research uses the research area as a handicraft group, a bamboo weaving group in Mae Poen District. Nakhon Sawan Province and dyeing weaving group Somkiatkul, Warisara Ruangdet, and Kamol Guidelines for promoting the planting of indigenous fragrant Chaiya rice in Chaiya district, Surat Thani Province, Journal of Liberal Arts and Management Sciences, Kasetsart University
- Suchada Khumsalud, Yuraporn Suttarat, and Preeyanuch Apibunyophas. (2017). Study of the new product development process of OTOP products according to the OVOP concept. Journal of Panyapiwat Journal, Vol. 9, No. 3 (2017): September-December
- Florenthal, B., & Arling, P. (2011). Do Green Lifestyle Consumers Appreciate Low Involvement Green Products? Marketing Management Journal, 21(2), 35.
- Geppert, M., Schwarz, A., Stangassinger, L. M., Wenger, S., Wienerroither, L. M., Ess, S., Duschl, A., & Himly, M. (2020). Interactions of TiO₂ Nanoparticles with Ingredients from Modern Lifestyle Products and Their Effects on Human Skin Cells. Chemical Research in Toxicology, 33(5), 1215–1225. <https://doi.org/10.1021/acs.chemrestox.9b00428>
- Meitiana, M., Setiawan, M., (2019). Faculty of Economics and Business, Universitas Brawijaya, Malang, Indonesia, Rohman, F., Faculty of Economics and Business, Journal of Business & Retail Management Research, 13(03). <https://doi.org/10.24052/JBRMR/V13IS03/ART-22>
- Zulaikha, E., & Brereton, M. (2011). Innovation strategies for developing the traditional souvenir craft industry. In C. J. L. Cowled (Ed.), Proceedings of the First International Conference on Engineering, Designing and Developing the Built Environment for Sustainable Wellbeing (pp. 53–58). Queensland University of Technology. <http://www.bee.qut.edu.au/research/events/eddbe/>