

## Community Product Development of Basket Handicraft-Bag, Ang Thong Province, Thailand

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**Abstract :** The purposes of this study were I) to study development guidelines of community product which was basket handicraft-bag of Ang Thong province; II) to study consumer demand for the community of basket handicraft-bag products of Ang Thong province. Data were collected via group interview of the community of basket handicraft-bag and consumer in order to obtain information related to product development guidelines in line with consumer demand. The study revealed that development guidelines of community product which was basket handicraft-bag of Ang Thong province caused by the demand of consumers changed by the era which made community of basket handicraft-bag products of Ang Thong province might develop community products to be novel, stylish and accessible. The consumer demand for the product came from the need to consume goods that are like local symbols. Most of them were foreigners and tourists. The advantage of this research was that it would lead to policy implementation and lead to the development of basket handicraft-bag community products of Ang Thong to meet the needs of consumers.

**Keywords :** community product, product development, basket handicraft-bag, business research

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