



## Conservation and Value Added of Manuscript Wrap Based on Creative Economy

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### ABSTRACT

The objectives of this research were preserving the identity of local cultural heritage through the study of Manuscript Wrap and enhance the value of this cloth product, The study involved a sample of 400 local residents and tourists in Long District, Phrae Province, selected through simple random sampling. The research instrument was a product market survey adapted from the 4P marketing mix, and data were analyzed using descriptive statistics, including percentages, means, and standard deviations.

The results showed that a body of knowledge regarding Manuscript Wrap was developed and a distinctive product pattern that reflects Phrae Province's identity was produced, were created. Furthermore, while the sample generally lacked knowledge about the specifics of Manuscript Wrap there was significant interest in supporting local products, particularly for daily use and as gifts. Overall satisfaction with the product market test was high, with a mean score of 3.95 and a standard deviation of 0.81. Ranking the satisfaction scores revealed that support for sales ranked first (mean = 4.06), followed by satisfaction with price (mean = 4.01), product (mean = 3.93), and place of distribution (mean = 3.83). Notably, integrating the product's features with local cultural identity and religious beliefs significantly enhanced.

## **INTRODUCTION**

The interconnection of all parts of the world through the Internet network has given rise to the Metaverse—a truly borderless universe that profoundly affects the environment, population, economy, society, and culture at large. These impacts continue to expand across multiple domains. Thailand, too, has experienced the influence of this phenomenon, given that its economy and society are highly connected to and dependent on global interactions. This inevitably exposes the country to both external competition and threats, while it simultaneously faces internal obstacles and challenges. In the era of the Metaverse, it is asserted that a vital factor for organizational survival and competitiveness is the capacity for creativity and innovation, which enables the creation of added value through the mobilization of cultural capital and existing organizational resources. The creativity of individuals marks the starting point of innovation and is a core driver of both efficiency and effectiveness, crucial for organizational survival and growth.

Thailand's Thirteenth National Economic and Social Development Plan (2023–2027) identifies the development of the bioeconomy, circular economy, and green economy as key priorities, emphasizing the application of scientific knowledge, modern technologies, and creative capacity to add economic value while balancing conservation and sustainable use of natural resources and biodiversity. The plan advocates significant changes in production, services, and consumption patterns to minimize environmental impacts and prioritizes a creative economy approach to promote sustainable growth. The focus is placed on intensive development and utilization of science, technology, and advanced innovation, alongside area-based strategies to broaden economic opportunities for local communities and ensure fair benefit-sharing, thereby reducing economic disparities. The creation of added value in products and services through knowledge and innovation, as well as the diversity of natural resources, culture, and Thai ways of life, is anticipated to drive both economic and societal advancement, transforming Thailand toward a creative economy and strengthening the grassroots economy (Office of the National Economic and Social Development Council, 2020)

The manuscript wrapper is a woven textile integral to the way of life of Tai ethnic groups practicing Buddhism, with its origins traceable to the Ayutthaya period. This textile serves as a wrapper for Buddhist canonical manuscripts, which contain the Vinaya Pitaka, Sutta Pitaka, and Abhidhamma Pitaka, as well as various moral tales such as the Buddha's biography and Jataka. The manuscript wrapper belongs to a category of textiles associated with Buddhism, encompassing various types created through the faith of community members, such as Thangka, Phra Bot, ceremonial mats, offering pillows, flags, Tung, and Pahevat. All religious textiles are produced through the collaborative craftsmanship of men and women, showcasing the unique artistic identities of each ethnic group. The manuscript wrapper, intended to protect manuscripts from dust, insects, and dirt, thereby preserving their cleanliness and longevity, can be found throughout Thailand and neighboring countries. Given the sacred status of these manuscripts, the wrappers must be newly crafted, beautiful, and

of high quality, then presented to temples as meritorious offerings believed to yield significant spiritual merit, comparable to the creation of texts using other materials. The ornamental wooden strips fashioned by male artisans, and the evolving styles, patterns, and fibers of the manuscript wrapper, reflect ongoing social development. This tradition also provides women with communal opportunities for merit-making through textile crafts, including binding, dyeing, brocading, embroidery, and needlework, contributing to the care of Buddhist doctrine inscribed in the manuscripts as a further path to merit.

Notably, the longevity of these manuscripts depends not only on their materials but also on preservation practices; thus, the use of a wrapper forms an additional protective layer, leading to the custom of offering manuscript wrappers. This practice underscores the profound faith of donors, who create these wrappers with meticulous care. Furthermore, manuscript wrappers vividly reflect local cultural identity. A label indicating the manuscript's name and quantity, known as "chalk," is attached to the front of the wrapper; in northern regions, it is referred to as "Mai Pan Chak." Materials used for these labels include cloth, wood, ivory, and brass, with labels named accordingly (cloth label, wood label, ivory label, and brass label).

Given the above cultural and religious context, it is imperative for all stakeholders to support and promote community income generation by enhancing local capacity to add value to existing products – such as community outputs, arts, cultural heritage, traditions, and beliefs – which collectively represent community identity. In particular, the manuscript wrapper, as a religious and cultural anchor, may be developed into a value-creating product, which fosters both communal strength and grassroots economic resilience. By integrating foundational community resources and adopting a creative economy approach, with active participation from local networks and community members, opportunities can be created for those who are economically disadvantaged and marginalized. This will enable self-development, occupation creation, and income generation for community members in the future.

## LITERATURE REVIEW

### **The Concept of Preserving Sacred Palm Leaf Manuscript Wrapping Cloths.**

In ancient times, Buddhist scriptures were typically inscribed on palm leaves, known as Bai Lan manuscripts. These texts were engraved onto the leaves of the Lan tree by etching the script with a stylus. Holes were then punched through the leaves so pages could be bound together with a cord or thread. The manuscripts mainly comprised teachings from the Tipitaka and stories about the life of the Buddha. They also recorded various forms of traditional knowledge, such as historical chronicles, astrology, literature, ancient legal codes, medicinal recipes, and magical incantations. Similarities and differences among manuscripts reflected local customs, languages, scripts, social standing, and the sociocultural context of their creators (Surasit Thairat, 2017).

Palm leaves are fragile and naturally decay over time. This requires regular copying or inscription by skilled practitioners who understand ancient scripts. Currently, such experts are increasingly rare, causing a decline in palm leaf manuscripts (Lanna Dharma Script Palm Leaf Manuscript Museum, 2021). The merit attached to offering cloths to wrap Dharma scriptures can vary by tradition and locality, but the main principle remains. The act is believed to bring significant merit, alleviate karmic burden, extend life, and gain respect in the community. Offering sacred cloths also helps preserve the Buddhist faith for future generations (Palm Leaf Manuscript Conservation Institute, Wat Sungmen, 2016).

Palm leaf manuscripts are thus regarded as invaluable cultural heritage, distilled and curated by erudite scholars and sages, with the intent of transmitting their most esteemed wisdom to descendants and posterity. The true legacy of palm leaf manuscripts is actualized when their content is studied and practiced according to the teachings. Therefore, the intrinsic value of these manuscripts lies not only in their preservation but also in their study and application, as this embodies the wisdom and intent bestowed by previous generations (Phrae Provincial Cultural Office, 2016).

### **Product Design and Development**

Product design and development refers to the process of creating artifacts for practical daily use, typically aiming for mass production to meet consumer demand. The form and quality of a product serve as critical factors in attracting consumer interest and willingness to purchase. Key considerations in product design include durability, usability, the relationship between material and production methods, the availability of necessary tools, as well as consumer preferences, tastes, and economic considerations. Moreover, aesthetic value such as creativity, contemporaneity, and finesse also feature prominently.

Product development may involve improving existing products to differentiate them or creating new products from alternative materials. The intensification of market competition necessitates study of consumer behaviors, especially regarding decision-making processes that often differ across demographic groups. For instance, younger consumers may favor vibrant, modern designs, whereas older consumers may prioritize quality and craftsmanship. Thus, commercial production entails anticipating the diverse needs of a large consumer base and aligning product attributes with market trends.

According to Atcharaporn (1996), anticipating large-scale market demand is fundamental for any product. The greater the market, the more varied consumer needs become. Hence, the standard practice is to define product tiers based on function and performance. The product design process includes deriving inspiration often rooted in prior research planning, sketching preliminary designs, selecting materials, and specifying further details. The initial phase must clearly establish design objectives and enhance a product's external attributes in a way that communicates effectively with consumers, thereby increasing its market appeal.

### **Creative Economy**

Nowadays economic policies worldwide emphasize generating economic value through novel production structures, moving away from traditional mass production toward a model shaped by technological advancement and the rapid evolution of information and communications technology. This transformation has fostered the emergence of new business models, ushering in what is termed the “New Economy” in many countries. This new paradigm centers on adding value through creativity, cultural identity, natural resources, and digital systems.

John Howkins, author of *The Creative Economy: How People Make Money from Ideas* (2001), defines the creative economy as “the generation of value from human ideas.” Industries that successfully transition to a creative economy are termed Creative Industries (CI), which rely on creativity as their prime resource. The United Nations Conference on Trade and Development (UNCTAD, 2015). defines the creative economy as “an economic system reflecting processes that integrate culture, economy, and technology, and are aligned with current environmental contexts.” From this perspective, creative economy drives economic growth by leveraging creative assets. The creative economy model harnesses knowledge, education, creativity, wisdom, and intellectual property rooted in cultural identity and collective experience to produce goods and services with economic and social value that meet global market demand (Apicha Porncharoenkitkul et al., 2017).

### **Participation**

Participation fosters significant psychological and organizational benefits. Individuals who participate in governance experience pride and a sense of ownership, feeling that their opinions are heard and translated into network development. Genuine participation leads to meaningful and legitimate decision making. If a decision resulting from participation is deemed rational and just, it should be implemented; otherwise, if those in authority find it inappropriate, a justification based on widely accepted standards must be provided.

Participatory management at every level from family, educational institutions, communities, organizations, to the national level is essential in contemporary paradigms. Such engagement engenders ownership and ensures compliance and commitment voluntarily. The influential framework of Cohen and Uphoff (1980) classifies participation into four stages: participation in decision-making, operational implementation, benefit sharing, and evaluation. This framework is widely used in both domestic and international academic studies to define variables and reference participatory processes.

### **Value Added Products**

Value addition is the process of increasing the worth of a product beyond its original state. Value-added strategies serve as tools for product development, distribution, advertising, and marketing promotion, enabling higher pricing and enhanced consumer benefits. Efficient resource utilization to maximize value is central (Smith & Colgate, 2007). Their conceptual framework presents four dimensions of consumer value: (1) functional value (effective and quality use), (2) internal value (symbolism, social status), (3) experiential value (emotional

response), and (4) value-for-money (warranties, environmental impact, and risks).

Value creation is often discussed in connection with Porter's value chain model (1985), which involves integrating value-adding processes throughout an organization to achieve sustainable profitability and business viability.

Based on the formulation of the problem, literature review and the conceptual framework of the research above, the conceptual model of this research is:

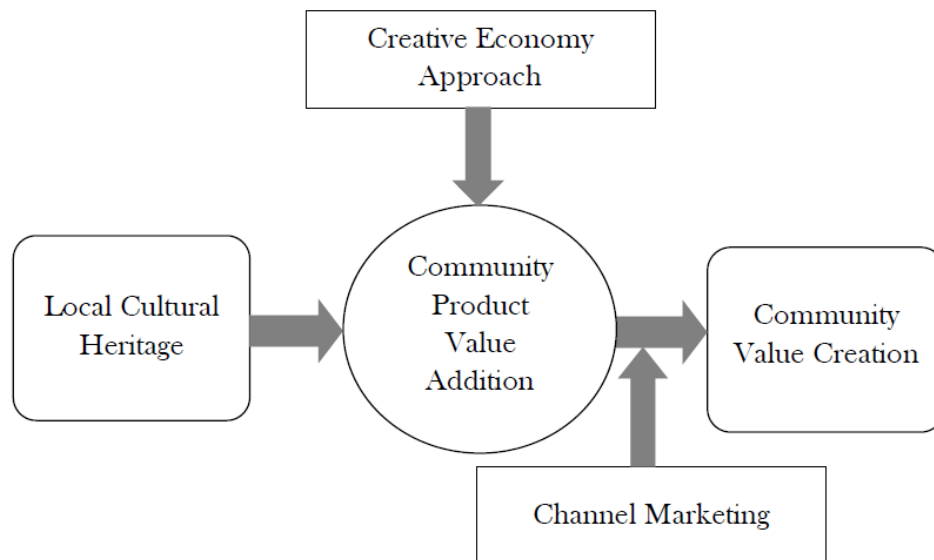


Figure 1. Research Framework Model

## MEDTHODOLOGY

This research employed a mixed-methods research design, integrating both quantitative and qualitative approaches to comprehensively address the research objectives. The target population consists of Buddhist adherents residing in Long District, Phrae Province, totaling 53,190 individuals (Phrae Provincial Administrative Organization, 2024). For the qualitative component, the sample comprises 12 key informants, including Buddhist monks (abbots), local sages, and laypersons with extensive knowledge of manuscript wrappers in Phrae Province. These participants were selected through purposive sampling. For the quantitative component, the sample comprises 400 Buddhist adherents from Long District, Phrae Province. The sample size was determined according to the Taro Yamane formula (1973), and simple random sampling was employed.

The qualitative phase utilized a focus group discussion guide centered on the body of knowledge surrounding manuscript wrappers. Data verification ensured accuracy and completeness, supporting a reliable description, explanatory narration, and analytical interpretation aligned with the research objectives. Additionally, a knowledge assessment tool for manuscript wrappers, consisting of six sections (1) content, (2) structure and presentation, (3) alignment with objectives, (4) community and social benefits, (5) cultural appropriateness, and (6) applicability, was employed.

The quantitative phase employed a questionnaire developed by the researcher, focusing on the product of manuscript wrappers in accordance with the marketing mix (4Ps). The instrument consists of five sections: (1) general background, (2) purchasing behavior concerning local handicrafts, (3) knowledge of manuscript wrappers, (4) marketing mix (4Ps) assessment of manuscript wrapper products, and (5) recommendations. The questionnaire's content and construct validity were reviewed by three experts, with an Item-Objective Congruence (IOC) index ranking from 0.60 to 1.00, exceeding the minimum criterion of 0.50 (Hambleton, 1984). Trial administration with 30 non-sample entrepreneurs was conducted to ensure tool accuracy before application, with a Cronbach's alpha coefficient of 0.973 confirming reliability within an acceptable range (Nunnally & Bernstein, 1994).

#### **Data Analysis**

1. Descriptive statistics were applied to analyze the characteristics of the sample and the distribution of responses, including frequency, percentage, mean, and standard deviation.

2. Qualitative data were analyzed using content analysis from recorded focus group discussions, transcripts were categorized and coded, enabling thematic summary and interpretation of results.

### **RESULT AND DISCUSSION**

The research results revealed that the research team recognized the profound significance of the related Buddhist beliefs. Consequently, the team has synthesized and developed a knowledge set entitled "Manuscript Wrappers" for dissemination to succeeding generations of Buddhist practitioners, thereby contributing to the enduring preservation of Buddhism. This knowledge set includes the following components: The significance of manuscript wrappers, Concepts and approaches to the conservation of manuscript wrappers, The meaning of palm-leaf manuscripts, Types, components, and classification of palm-leaf manuscripts, Versions of palm-leaf manuscripts categorized by type, Preservation of palm-leaf manuscripts, The merit associated with offering manuscript wrappers, Indigenous wisdom and the stability of community, nation, religion, and monarchy, The considerable value and benefits to the community and The cultural practice of community collaboration in the preservation of palm-leaf manuscripts.



Figure 2. QR Code for the Knowledge of Manuscript Wrap

The suitability of this knowledge set was evaluated using a standardized assessment tool. The results indicated that all content areas were consistent and appropriate, with the average Item-Objective Congruence (IOC) index ranging from 0.60 to 1.00, exceeding the established threshold of 0.50

Value Creation in Manuscript Wrapper Products. The creation of added value for manuscript wrapper products entailed integrating local knowledge and existing community resources, resulting in the design of distinctive patterns representative of local identity and wisdom. This process was combined with product quality enhancement efforts to establish a clear reference to the place of origin. The resulting manuscript wrappers display unique local patterns, thereby increasing product value and generating income for the community. A notable achievement of this initiative was the development of a signature manuscript wrapper pattern for Phrae Province. Mr. Borriruk Chawprayna, a sophomore design student from the Faculty of Fine Arts, Chiang Mai University, designed the pattern, which incorporates the following distinctive local features as shown in Figure 3:



Figure 3. Signature Patterns of Manuscript Wrap in Phrae Province

**The four design elements representing Phrae Province are:**

1. The railing eaves motif of Chao Luang's Residence, the former Phrae Governor's Mansion;
2. The official emblem of Phrae Province (Phra That Cho Hae standing atop a horse);
3. The Yom Hin flower, the provincial flower of Phrae;
4. The "Teen Jok" weaving pattern, a traditional motif of Phrae.



Figure 4. Logo of the Manuscript Wrap Producers Group, Thung Laeng Subdistrict, Long District, Phrae Province



Figure 5. Manuscript Wrap Production in Phrae Province

## Results of the Data Analysis: Product Testing of Manuscript Wrappers Using the 4P Marketing Mix Factors

A total of 400 completed questionnaire sets were collected for the market testing of manuscript wrapper products using the 4P marketing mix framework. All questionnaires were returned, yielding a 100% response rate. The analysis results are as follows:

### Section 1: General Information

The general demographic data of respondents indicate that most participants were either wage earners or farmers, possessed a basic level of education, and had relatively low income. These findings suggest that respondents' occupation and educational background are related to their income level and access to life opportunities.

### Section 2: Purchasing Behavior Regarding Community Handicraft Products

Descriptive statistical analysis of purchasing behavior for manuscript wrapper products, in line with the creative economy approach, reveals that the sample group shows interest in supporting local products, with an emphasis on purchases for daily use and as souvenirs. Furthermore, friends and family exert a significant influence on purchasing decisions, and most purchases occur during weekends or festivals.

### Section 3: Respondents' Knowledge of Manuscript Wrappers

The overall findings indicate that the community is interested in and supportive of the conservation of manuscript wrappers. However, there remains a lack of detailed knowledge and understanding of the product, resulting in a moderate level of interest in purchasing and everyday use. Greater participation in promotional activities and improved product accessibility may help enhance acceptance and add value to these products within the community.

### Section 4: Product Testing of Manuscript Wrappers Using the 4P Marketing Mix Factors

Data from the sample group regarding the conservation and value addition of manuscript wrapper products under the creative economy framework were analyzed according to major and minor topics using relevant statistics—mean and standard deviation—to examine levels of satisfaction in each aspect of the 4P marketing mix. Detailed results are presented in Table 1.

**Table 1 Mean and Standard Deviation of Opinions on 4P Marketing Mix Factors for Manuscript Wrap Products**  
(n=400)

Issues	Mean	Standard Deviation	Level
<b>Satisfaction with the Product</b>	<b>3.93</b>	<b>0.80</b>	<b>High</b>
1. Product Design	3.97	0.81	High
2. Product Quality	4.00	0.83	High
3. Product Shelf Life	3.70	0.70	High
4. Unique Local Identity	4.00	0.87	High
5. Product Impression	4.23	0.77	Highest
6. Product Benefits	3.83	0.95	High
7. Attractive Packaging	3.77	0.68	High

<b>Satisfaction with Price</b>	<b>4.01</b>	<b>0.82</b>	<b>High</b>
8. Reasonable Price	4.17	0.75	High
9. Appropriate Quantity	4.10	0.88	High
10. Price Negotiability	3.83	0.83	High
11. Diverse Pricing Options	3.93	0.83	High
<b>Satisfaction with Distribution Channels</b>	<b>3.83</b>	<b>0.83</b>	<b>High</b>
12. Convenience in Purchasing	3.83	0.83	High
13. Suitable Distribution Channels	3.77	0.77	High
14. Product Variety at Point of Sale	3.90	0.88	High
<b>Satisfaction with Sales Support</b>	<b>4.06</b>	<b>0.82</b>	<b>High</b>
15. Product Availability	3.93	0.83	High
16. Online Ordering Availability	4.13	0.78	High
17. Promotion through Various Media (Online/Offline)	4.03	0.81	High
18. Product Information at Point of Sale	4.13	0.86	High
<b>Overall Mean of 4P Marketing Mix</b>	<b>3.95</b>	<b>0.81</b>	<b>High</b>

The overall analysis of the opinions from the sample group of 400 respondents yields a mean score of 3.95 (with a standard deviation of 0.81), which is considered a high level. This indicates that manuscript wrapper products receive strong positive responses in terms of quality, uniqueness, and price value. Additionally, convenient access through diverse distribution channels and the use of online platforms for sales promotion play a significant role in enhancing customer satisfaction. The alignment of product characteristics with local identity also enhances market value and attractiveness.

### **Section 5: Additional Recommendations**

Respondents provided further recommendations for manuscript wrapper products based on the 4P marketing mix factors, which can be categorized as follows:

1. Product: Increase product variety, enhance practical usability, and preserve local identity.
2. Price: Consider affordable pricing ranges, implement promotions to encourage repeat purchases, and offer various payment options.
3. Place: Expand nationwide distribution, establish official online sales channels, and provide customer-focused retail points.
4. Promotion: Strengthen publicity through storytelling, organize promotional activities on social media, and encourage word-of-mouth from actual users.

The findings from this study contribute to a deeper understanding of the body of knowledge surrounding manuscript wrappers, representing new knowledge that can generate added value and income within local communities. The discussion is as follows:

1. Research on the Conservation of Cultural Heritage Identity. The conservation of cultural identity, especially regarding manuscript wrappers, plays a crucial role in maintaining the link between community and culture in Thailand. The multidimensional approach to the study and conservation of these artifacts reflects the integration of local knowledge and wisdom, as seen in various research studies focusing on the revitalization and transmission of community arts and culture to younger generations. Sirimedho (2019) highlighted strategies to promote cultural awareness among youths in Nakhon Pathom and Suphanburi provinces.

#### **Revitalization and Value Creation of Cultural Heritage**

The revitalization of cultural heritage has emerged as an important theme in multiple studies. For example, Visuddho, Kittisobhano, and Thilao (2021) examined the management and restoration of palm-leaf manuscripts in Bangkok, illustrating the integration of conservation efforts with modern management approaches.

#### **Conservation and Transmission of Local Wisdom to Younger Generations**

Additionally, the work of Phra Chayanandamuni, Worapat Kamphong, Phra Palad Naruedon Kitipatto, Thitiporn Sasom, and Oraphin Inwong (2019) underscored the significance of studying Lanna palm-leaf manuscripts as community learning resources in northern Thailand. This research exemplifies the application of local wisdom in creating valuable learning environments for today's youth.

#### **Community-Based Conservation in Buddhist Communities**

Community participation is a key element in many studies. For instance, Weero (Wongwian) and Phra Maha Charoensuk (2020) investigated community participation in Surin Province, focusing on sustaining Buddhist beliefs and daily life among the Kuiy people. Their research illustrates the use of cultural traditions to build networks for promoting and conserving cultural heritage.

#### **Creative Design Based on Cultural Heritage**

Conservation efforts have also been applied in contemporary design. Tangtrongsit and Disatapundhu (2020) used design concepts to enhance community identity in the Charoen Krung area of Bangkok, exemplifying how product design can retain local identity and instill cultural pride.

#### **Creative and Sustainable Management of Cultural Spaces**

Creative management of cultural resources has been examined in various contexts. Sahattaya Wiset, Phra Khru Sophon Pariyattisuthee, Phra Khru Phisan Sarakit, Pismai Wongchampa, and Chuchart Suttha (2021) studied approaches to the creative management and sustainable development of cultural resources in the Lanna region. Their work emphasizes the integration of local wisdom in creative development and the essential role of community participation at all levels, from planning to evaluation, in building sustainable cultural resource potential.

2. Development of Manuscript Wrapper Products Integrating Local Knowledge. The creation of manuscript wrapper products integrates indigenous

knowledge with community resources, resulting in distinctive designs that signify their provenance. These products not only add value but also generate income for local communities. Enhancing the uniqueness and cultural value of manuscript wrapper products is crucial for elevating both cultural and economic worth. Notably, research on the development of provincial motifs in Phrae demonstrated that the use of local symbols—such as elements from the Chao Luang governor’s house and Phra That Cho Hae—can make products more memorable and traceable to their origins, which is vital for enhancing product value and sustainability. This aligns with the findings of Sunantha Kanenok (2024), who studied the development and value addition of Thai textile products by women in Ayutthaya, emphasizing creative economy strategies through product development, local identity, and improved market access. The importance of community networks and enhanced distribution channels was found to increase product reach and community income (Kanenok, 2024).

This finding is further supported by research from Nikorn Suwande and colleagues (2021), who examined the value addition of traditional woven cloths in Uthai Thani, highlighting the importance of unique design development and marketing management, as well as community collaboration and local resource utilization, to foster identity and sustainable economic development. Pongtada Kaokeeratiroke (2019) investigated the development of traditional ‘pha khao ma’ for the creative economy in Loei, finding that design innovation and environmental friendliness are key factors attracting sustainability-minded consumers. Building artisan networks and shared marketing support were also identified as important for community resilience and product promotion.

3. Marketing Mix (4P) Discussion. Product: The sample group provided high satisfaction ratings for product attributes, especially quality (mean 4.00) and design (mean 3.97), indicating positive customer responses. Research in Thailand has similarly found that products reflecting local cultural identity are highly favored by consumers. Deedenkeeratisakul (2023) noted that consumers are willing to purchase culturally distinctive products to demonstrate local connection, which corresponds to the present finding that respondents highly value the uniqueness and cultural expression of manuscript wrapper products (Deedenkeeratisakul, 2023).

**Price:** The mean satisfaction score for price was 4.01, indicating that respondents find the pricing commensurate with product quality. This aligns with consumer behavior research in Thailand showing acceptance of moderately higher prices for high-quality and durable products. Parothailers and Pankham (2024) found that new-generation consumers continue to seek products that are valued for both price and cultural significance (Parothailers & Pankham, 2024).

**Place:** The mean satisfaction score for distribution was 3.83; respondents cited convenience and variety as integral factors. Thai studies similarly highlight the importance of accessible, diverse distribution channels for cultural and community products. Thummasungwan (2023) reported that easy access and variety are important to consumers, especially for products with distinctive cultural characteristics (Thummasungwan, 2023).

**Promotion:** Satisfaction with promotion, particularly for product information and online purchasing, achieved the highest mean score at 4.13. This aligns with trends showing the growing significance of online media and promotion in increasing customer reach and satisfaction. Kanoksilapatham et al. (2023) highlighted the value of creating local identity through publicity and ties to cultural tourism, which reinforces both product distinctiveness and sustainable development (Kanoksilapatham et al., 2023).

## CONCLUSION

Through the collection and analysis of data on manuscript wrappers, the research team recognized the enduring significance of Buddhist beliefs associated with these cultural artifacts. The process of lesson extraction enabled the development of an integrated body of knowledge titled “Manuscript Wrappers,” intended for dissemination among future generations of Buddhists. This initiative serves to support the preservation of Buddhism. The body of knowledge encompasses ten key areas. Market testing of manuscript wrapper products from the perspective of the 4P marketing mix revealed positive responses in terms of quality, price, accessibility, and sales promotion. These factors concretely enhance customer satisfaction and directly contribute to sustainable community income, supporting local economic growth.

## RECOMMENDATIONS

Based on the research findings, the following recommendations are proposed to support sustainable community products and bolster the grassroots economy: 1) Community Integration: Initiate studies focused on building collaborative networks among all community stakeholders – including residents, students, educators, and interested entrepreneurs – to ensure the sustainable conservation of manuscript wrappers. 2) Strategic Marketing Planning: Employ storytelling marketing that highlights the historical, religious, and cultural significance of manuscript wrapper products to strengthen public understanding and appreciation. 3) Widespread Awareness: Execute campaigns to promote conservation and greater usage of manuscript wrappers among community members and tourists, raising awareness of their values and benefits. 4) Policy-Oriented Research: Advocate for studies and policies that encourage government and local organizational support for the preservation and utilization of manuscript wrappers. Cooperation with governmental or non-governmental organizations at local and national levels is essential to achieve lasting conservation and value enhancement of manuscript wrapper products.

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