

# Identifying Cultural Capital and Community Capability Factors Related to the Performance of Thai Cultural Textile Products: A Preliminary Study

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## ABSTRACT

Traditional Thai textiles are significant cultural products deeply embedded with natural and cultural significance. It plays a crucial role in income generation, value enhancement, and global economic expansion. This study examines the factors within Cultural Capital and Community Capabilities that impact the performance of cultural products. Cultural capital encompasses elements such as Identity, Creativity, Value creation, Knowledge management, and Inheritance, forming the basis for regional cultural product creation. Community Capability in cultural products includes Innovation and R&D capability, Marketing capability, Operation Capability, Human resource capability, Leadership capability, and Networking. These factors influence both financial and non-financial aspects of cultural products, including customer satisfaction, market expansion, and cultural products contribute to increased income, local employment opportunities, and enhanced quality of life within communities. This research involved interviews with experts and the development of a Likert scale questionnaire consisting of 11 factors, totaling 130 sets. Multiple regression statistics method was applied. The result showed that these factors significantly supported the hypothesis, also aligned with literature review and qualitative method. It means these factors contribute to the competitiveness and support of the creative industry of the country's cultural textile products in the market.

Keywords: Cultural Capital, Community Capability, Cultural Textile Product.

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## 1. INTRODUCTION

Thai cultural artifacts, notably traditional textiles, encapsulate a blend of natural and cultural essences. This sector has exhibited consistent growth in recent years, presenting opportunities

across handicrafts, textiles, and fashion accessories. The global marketplace increasingly esteems culturally resonant products, often in tandem with eco-tourism and community-driven endeavors. The findings from Lantu DC et al. (2021) suggests that the creative industry, particularly within the fashion subsector, experiences substantial annual growth in Indonesia. The fashion sector significantly contributes to the nation's exports across various creative industries, surpassing a 50% share. This implies that the fashion subsector plays a predominant role in driving the expansion of Indonesia's creative industry in international trade.

Investigating the factors that influence the performance of Thai textile cultural products is essential for prioritizing and effectively targeting support. This study also has the potential to extend its findings from textile products to other cultural products. Studying these factors will facilitate efficient development, directly impacting the growth of the economy and creative industries. Currently, there is a lack of comprehensive research in this area. Thus, examining the factors within Cultural Capital and Community Capabilities that impact the potential of Thai cultural textile products is particularly compelling due to the imperative of unlocking their commercial viability to stimulate the creative economy.

## **2. LITERATURE REVIEW**

### **Cultural Capital and Community Capability**

Thailand, renowned for its diverse cultural heritage and the harmonious coexistence of multiple ethnic groups, emphasizes the importance of cultural capital in fostering collaboration at both individual and societal levels. Several studies on cultural capital in Thailand highlight the government's commitment to prioritizing education and cultural exchange as essential means to promote mutual understanding among diverse communities (Muenjanchoey, 2015; Atsalikorn et al., 2020). Moreover, scholarly research advocates for community collaboration as a transformative force capable of transforming districts into vibrant tourism destinations, thereby enhancing connectivity across different administrative levels. Recommendations include organizing exhibitions to showcase each community's cultural assets and facilitating knowledge-sharing initiatives through cultural capital exhibitions (Boontawee et al., 2018). The continuous dissemination of knowledge through community learning centers is considered crucial, integrating cultural capital into community development efforts to foster a collaborative learning environment conducive to sustainable self-reliance.

At the core of community development are community leaders who play a pivotal role in uniting and empowering communities, nurturing their strengths, and fostering overall development. Emphasizing the utilization of local wisdom across diverse livelihoods, community members strongly believe in the achievability of sustainable development (Munkong, 2017). Research focusing on the production of cultural capital across various dimensions has emerged as critical, covering aspects such as natural resource potential, production and technological capacity, cultural knowledge and management, social cooperation and networks, product management, and product quality. Communities establish networks with external households to enhance economic activities, thereby promoting regional economic development. Knowledge-sharing initiatives, combined with the utilization of local wisdom and community economic networks, bolster the capacity for activities and

business endeavors, contributing to national-level economic growth (Chomcheun & Chaitat, 2018).

## **Cultural capital**

The categorization of cultural capital, according to Throsby (2001), refers to the products arising from cultures established in the past. These are developed from creative thinking, capable of producing artworks that are unique, innovative, and intriguing, as well as commodities or items that can create economic value. Cultural identity, creativity, value creation, knowledge management, and inheritance are essential components of cultural dynamics, shaping individual and collective experiences within societies as a part of cultural capital

**2.1 Cultural Identity:** The concept of identity carries a multifaceted meaning, encompassing both the individual and the collective. According to Stuart Hall's influential theory of Cultural Identity (1990), it signifies the shared experiences, histories, and cultural symbols that bind a group of people together. This "cultural identity" isn't fixed, but rather a dynamic force constantly evolving within a specific community. It shapes how individuals understand themselves and the world around them, influencing the economic, political, and cultural landscape of a society. McCall's theory (1978) offers a contrasting perspective, defining identity as the unique characteristics that distinguish an individual from others. This perspective emphasizes individuality and authenticity, focusing on what makes a person who they are and where they come from. It contributes to a person's sense of self, their core essence. In conclusion, the term "identity" encompasses a complex interplay between selfhood and belonging. It incorporates notions of uniqueness, shared experiences, and distinctive attributes, shaping individuals and societies alike. Understanding these multifaceted aspects of identity remains crucial in navigating the complexities of the contemporary world.

### **H1 : Identity will have positive effect on performance of Thai cultural textile product**

**2.2 Creativity:** Absolutely, creativity is the engine that drives innovation in product design, as emphasized by Mihaly Csikszentmihalyi (1998). When evaluating a product's creativity, three key qualities come into play: Newness, Value, and Appropriateness (Jackson & Messick, 1985). Numerous studies (Diehl & Christiaans, 2006; Marlina et al., 2018; Lin et al., 2007) highlight the importance of cross-cultural design. These studies delve into cultural disparities, design methodologies, design education, strategic product innovation, and the designer-end user dynamic. They also consider factors like aesthetics, product meaning, and user-product interactions. This underscores the undeniable significance of cross-cultural product design in both academic research and practical applications (Diehl & Christiaans, 2006; Marlina et al., 2018; Lin et al., 2007). Furthermore, creativity fosters differentiation in cultural product design, as noted by Pakdeesuwan (2010).

### **H2 : Creativity will have positive effect on performance of Thai cultural textile product**

**2.3 Value Creation:** Cultural products offer a unique approach to value creation. This value can evolve through changing product usage driven by technology or cultural shifts (Yin & Phillips, 2020). User-driven design and collaborative development of new usage processes can even lead to entirely new product categories. Organizations can further leverage cultural innovation as a strategic tool, encompassing both product design and fostering a culture that

supports innovation within the company (Gino et al., 2013). Finally, the value of cultural products is further amplified by the passage of time and the recognition they receive. This recognition refines the processes of creation, preservation, and knowledge transmission, while the accumulated knowledge becomes even more valuable as artisans hone their skills (Gino et al., 2013).

### **H3 : Value Creation will have positive effect on performance of Thai cultural textile product**

**2.4 Knowledge Management:** Effective knowledge management practices are crucial for boosting cultural capital and value within communities (Munkong, 2017; Boontawee et al., 2018). Our knowledge-based society, driven by constant knowledge creation and adaptation (McCalman & Paton, 1992), demands a shift from traditional work cultures. Organizations now prioritize creativity and independent thinking to enhance value. Knowledgeable individuals are highly sought-after, seeking challenging tasks and fostering a culture of continuous learning. Therefore, effective knowledge management in this context hinges on leveraging existing knowledge assets and transforming them into innovations that fuel both organizational and societal progress. Moreover, organization learning also plays the significant role in Knowledge Management Performance. (Espita KO & Guhao EO, Jr., 2022)

### **H4 : Knowledge Management will have positive effect on performance of Thai cultural textile product**

**2.5 Inheritance:** Cultural capital, as embodied by valuable cultural heritage assets, plays a critical role in societal and national progress. These assets, passed down through generations, gain meaning and value through transformation. Personal capital acts as a key transmitter. Individuals, functioning as lifelong learners, actively enrich cultural capital by sharing knowledge through education. This transmission process involves both acquiring cultural capital and refining objects and practices for further dissemination within the educational system (Poonyaprapha et al, 2018).

### **H5 : Inheritance will have positive effect on performance of Thai cultural textile product Community capability**

Community capability, analogous to firm capability, is essential for fostering growth and development within communities, particularly in the context of cultural product development. This paper aims to provide a comprehensive understanding of community capability by examining its key components and their implications for socio-economic advancement. By synthesizing empirical research and theoretical frameworks, it offers insights into the critical role of community capability in driving innovation, marketing strategies, operational efficiency, human resource management, leadership dynamics, and networking within communities.

**2.6. Innovation and R&D Capability:** Strong R&D capability acts as the engine for differentiation in cultural products, allowing them to compete effectively in the marketplace (Hsu et al., 2011; Kotabe et al., 2002). This capability is fueled by two key elements: a continuous generation of innovative cultural products and the ongoing refinement of processes to ensure efficiency and effectiveness. Within this framework, meticulous consideration is given to integrating cultural elements that imbue the product with authenticity and meaning

specific to a particular culture. Design concepts guide the visual and functional aspects, while established design principles ensure a positive user experience and overall product functionality. To further inform these decisions, research findings and expert opinions are carefully reviewed (Holm-Olsen, 2009). By meticulously considering these factors, R&D capability fuels the creation of high-quality, appealing, and impactful cultural products.

**H6 : Innovation and R&D Capability will have positive effect on performance of Thai cultural textile product**

**2.7 Marketing Capability:** Strong marketing capability is vital for cultural products to stand out and establish impactful brands (Porter, 1985; Bill et al, 2010). Effective marketing strategies encompass both domestic and international approaches, strengthening negotiating power with partners and potentially boosting profitability in international markets (Kotabe et al., 2002). This capability thrives on internal knowledge and cultural expertise. Organizations that leverage past experiences and customer insights can anticipate and address needs effectively (Day, 1994; Martin et al., 2022). Importantly, marketing expertise can be cultivated, allowing communities and organizations to build robust marketing muscle for their cultural products.

**H7 : Marketing Capability will have positive effect on performance of Thai cultural textile product**

**2.8 Operational Capability:** Operational excellence is essential for cultural products; similar to any business, minimizing production costs and maximizing resource efficiency are crucial for profitability (Krasnikov & Jayachandran, 2008; Porter, 1985). This involves meticulous quality control, ongoing process improvement, and efficient resource utilization (Kotabe et al., 2002; Tan et al, 2007). Furthermore, sound financial management is essential for informed decision-making and long-term success (Ruengdet & Wongsurawat, 2010; Promsaka Na Sakolnakorn, 2013). By mastering these aspects, organizations can ensure the financial viability of their cultural endeavors.

**H8 : Operational Capability will have positive effect on performance of Thai cultural textile product**

**2.9 Human Resource Capability:** Building a successful cultural product requires a strong team. A well-defined management structure and collaborative network with knowledge-sharing protocols keep things running smoothly and foster innovation (Ruengdet & Wongsurawat, 2010; Promsaka Na Sakolnakorn, 2013; Chuang H-M et al, 2015). Continuous skill development through ongoing monitoring and new product development keeps producers engaged (Ruengdet & Wongsurawat, 2010; Promsaka Na Sakolnakorn, 2013). Ethical practices, knowledge exchange, and producer retention are all crucial aspects of this collaborative process. Finally, a fair profit-sharing structure incentivizes producers and ensures their investment in the cultural products' success (Ju et al., 2013).

**H9 : Human Resource Capability will have positive effect on performance of Thai cultural textile product**

**2.10 Leadership Capability:** Leaders set the direction, devise plans, and inspire members through their passion and determination (Stańczyk, E et al, 2020; Thorgren & Omoredede, 2018). Their willingness to embrace challenges and take risks fosters growth, while foreign

language proficiency can open new markets (Bartlett & Ghoshal, 2000; Leonidou et al., 1998). In essence, strong leadership mobilizes resources, strengthens commitment, and expands the community's reach. (Parwez S., 2017 & Miao et al., 2019)

### **H10 : Leadership Capability will have positive effect on performance of Thai cultural textile product**

**2.11 Networking:** Strong networks are the lifeblood of cultural product success. Network competence is one of entrepreneurial competencies to be competitive advantage for business (Sajilan and Tehseen , 2015) They encompass both internal and external connections, built through communication, information sharing, and collaboration (Starkey, 1998). Building a network involves nurturing mutual support and data exchange, often leading to partnerships that benefit all involved. Entrepreneurs and small businesses can leverage valuable data from customers, partners, producers, and collaborators (Pittaway, 2004). By actively building and nurturing networks, communities can access vital resources, expertise, and market opportunities.

### **H11 : Networking Capability will have positive effect on performance of Thai cultural textile product**

#### **Performance Measurement**

Both financial and non-financial Metrics will be recognized as performance measurement. Analyzing financial performance aids organizations in gauging their advancement toward economic objectives, enabling the formulation of effective developmental strategies and business blueprints. Utilizing financial metrics such as cash flow and growth serves as pivotal measurable benchmarks for small and medium enterprises (SMEs) offering insights into their economic goal achievements (Gregory et al., 1996). Non-Financial Metrics Market Expansion Analysis: Assessing the potential for expanding a product's market reach. Evaluation encompasses market expansion within specific regions, from existing markets to new ones, at local, national, and global scales. (Martin et al, 2018). Customer Satisfaction Evaluation: Appraising a product's ability to meet customer satisfaction standards. This entails evaluating service quality and customer contentment derived from the purchase and service interaction. High satisfaction levels often result in repeat purchases and referrals. (Zeithaml et al., 1996) Community Well-being Measurement: Gauging a product's capacity to enhance community welfare. This involves community members engaging in collaborative business endeavors, facilitating communication and data exchange among participants and community structures. Participation in such activities often leads to an improved quality of life for community-based entrepreneurs. (Farmer et al, 2016)

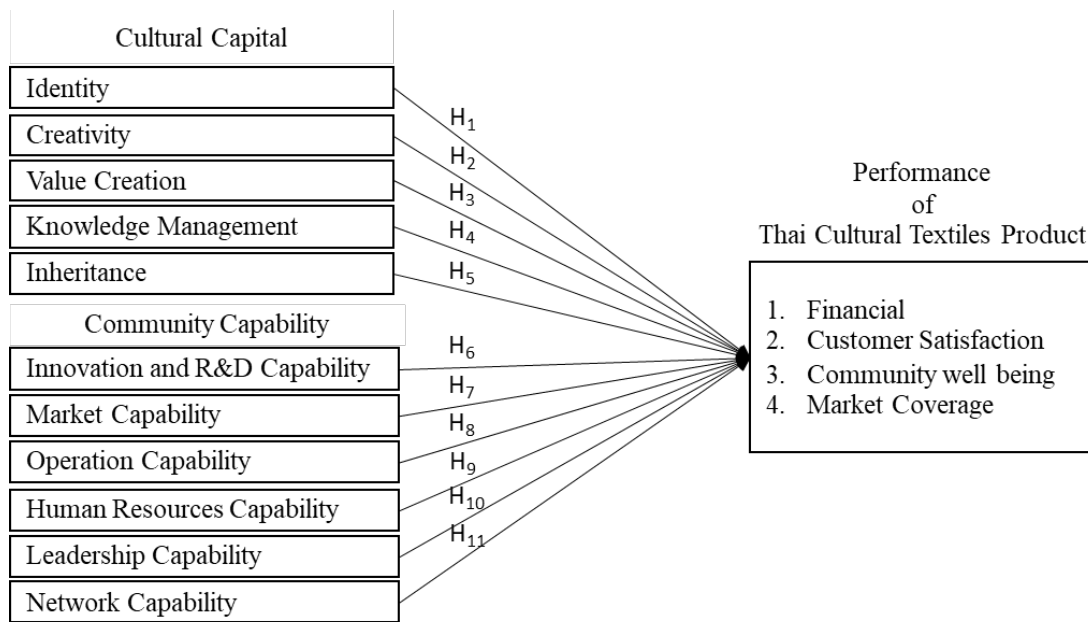


Figure 1: Performance Measurement for Cultural textiles Framework

### 3. METHODOLOGIES

In this research, both qualitative and quantitative methods have been conducted. Interviews method for qualitative data were conducted with experts in the Thai cultural textile industry, academics, and Thai cultural textile manufacturers ranging from large-scale to medium-sized enterprises and small communities, totaling 9 individuals. Data collection for this quantitative study focuses on issues related to cultural capital and community capabilities among cultural textile community enterprises. A questionnaire was administered to analyze general data, environmental conditions, and factors related to the potential of Thai cultural textile products within the sample group. Multiple regressions were utilized to explore the variables affecting the potential of Thai cultural textile products. The study targeted community-based textile enterprises using a questionnaire distributed through direct face-to-face questionnaire administration at trade shows, with preliminary screening questions to ensure respondents were members of the community. A specific sampling method was employed, utilizing non-probability sampling. The sample size was determined using a specific purposive sampling method, with a suitable sample size was conducted 130 samples. The questionnaire comprised multiple-choice questions and Likert scale rating questions, covering General information about the entrepreneurs, Cultural capital factors, Community capability factors and performance.

### 4. RESULT

#### 4.1 Qualitative Method Result

Interviews have been done during January to April 2024. Discussion about Factors affecting the potential of cultural capital in textile product production are as follows.

Identity is inherent in textile products, whether it's in the patterns, weaving techniques, or fibers used, each region differs. Fifty years ago, His Majesty the King visited various communities, promoting textile production. This led many communities to adopt weaving as a livelihood, shaping their identity through unique textile products. However, it's acknowledged that in some communities, the original identity may have faded or disappeared. Therefore, identity should not be bound to the past; it should be adaptable. In today's dynamic society, creating or reinterpreting identity requires innovation. Simply focusing on traditional identities might result in an overemphasis, leading to the creation of inaccurate representations of the past. Instead, supporting the creation of contemporary identities is essential. Beyond patterns, differences in production processes and sustainable raw material usage can contribute to the identity of textile products.

In terms of creativity, advancing production standards allows for greater innovation, including new fabric designs, dyeing techniques, and garment styles tailored to evolving consumer preferences.

Creating value involves utilizing the community's original identity to craft narratives that resonate emotionally or aesthetically, adding historical or cultural significance to products. Communicating these narratives effectively through marketing enhances product appeal and customer engagement.

In terms of knowledge management within cultural capital communities, communities engaged in textile production consist of community development groups, cultural arts groups, and cooperative groups. There are differences between stronger and weaker communities. In stronger communities, knowledge management is typically well-organized. There needs to be systematic learning established, aligned with the community leadership's continuous policy. This should extend to succession planning, with emphasis on the importance of both knowledge transmission and reception. Transmission recipients must see the benefits beforehand, particularly in terms of income, which allows communities to sustain themselves and grow. Knowledge assets should be well-documented and stored effectively. Nowadays, technology plays a significant role in various forms of documentation. Policy interventions, such as tourism policies by governmental bodies, can promote intellectual heritage transmission, allowing younger generations to witness textile production and its products. Educational institutions should instill interest and provide foundational knowledge, encouraging critical thinking. For example, University offers a bachelor's degree program in textile production.

In terms of succession, many communities lack younger members due to perceptions of insufficient income from textile production. Experts suggest that higher sales figures could attract interest in the younger generation. For instance, in some communities, daily earnings from weaving surpass the minimum wage. This realization may spark interest among younger individuals. Additionally, introducing technology to ease the weaving process could further attract the younger generation. Regarding education and teaching methods, textile weaving instructors vary in their approaches. Often, there's a lack of formal documentation, and teaching relies heavily on practical demonstration and apprenticeship. Generally, instructors start with simpler patterns, gradually advancing to more complex ones as weavers improve. The process requires dedication and motivation, especially for intricate designs. Skillful weavers play a crucial role in facilitating the creation of unique fabric patterns, working



closely with designers and entrepreneurs. Furthermore, community leaders emphasize early education on textile production basics for school-aged children, fostering an understanding of local customs and values. Workshops are organized to train interested youths, often linked with tourism activities, fostering a sense of community among enthusiasts. These initiatives create new community dynamics, bringing together individuals with shared interests.

Factors influencing the level of production potential of textile products in terms of the community's capability, it is found that the ability to produce goods according to standards to obtain certification indicates a certain standard. However, awards indicate that the product is innovative, continuously developed, and stands out from other producers.

Innovation in production, designing new products, is important. It involves utilizing the creativity of people in the community or entrepreneurs in production. Starting from growing silk or sourcing natural raw materials in the community to be the main raw material in fabric dyeing, such as using the soil to be based silk fabric dyeing, using local indigo wood from Surin province, among other materials. For instance, one of sample entrepreneur's brand innovatively dyes silk fabrics using solar energy cooling technology, resulting in fresh new colored fabrics. Additionally, there are also new fabric pattern designs, such as those made by local weavers in Surin province, in collaboration with the Ministry of Education and Science, incorporating 7 temple identities into the fabric pattern. This differentiation contributes to marketing strategies. In some communities, community leaders engage in marketing because the weavers themselves do not go. Representatives are trained to participate in marketing activities, and community leaders must have marketing knowledge to pass on to villagers. However, community leaders who initiate marketing efforts can directly affect product sales.

Brand-building is crucial for new entrepreneurs focusing on clothing products and lifestyle. There are many brands of hand-woven textile products and converted clothing. Each brand aims to make its products unique and memorable beyond renowned fabric patterns. New fabric patterns are designed as brand identities. Unconventional clothing designs set them apart from other stores in the community. Villagers also believe that having a brand or certification, such as the golden egret stamp, instills trust in hand-woven textile products. This certification from the Department of Cottage Industries increases consumer confidence, resulting in increased sales.

Communities or entrepreneurs with potential emphasize product quality. Each entity must have a quality control process. If products are processed, quality must be checked from the initial weaving stage to the final sewing stage before being sold to customers. This is crucial because small patterns on fabrics have a high risk of thread slippage or breakage during handling. Furthermore, knowledge in accounting, cost calculation, and profit and loss are essential. Most villagers lack knowledge in pricing hand-woven textile products, often pricing them below their production costs, leading to dissatisfaction among weavers.

Capital circulation systems require effective management, ensuring group sustainability and continued capital circulation. Besides loans, there are many private sector organizations that support community projects. However, community access to funding depends on community leaders' intentions to seek funding sources.

Effective people management is crucial, especially for skilled weavers. Every community or business with good performance must have skilled weavers who are adequately

compensated and consistently given weaving tasks. These weavers must not only have weaving skills but also knowledge of new fabric pattern designs. Generally, there is internal training for complex weaving skills. There is no requirement for mandatory training; it is more of a mutual understanding. If weavers in the group show interest, they come to learn. However, mastering complex patterns requires experience and expertise, making weaving challenging. Skilled weavers may change professions if they find weaving too difficult.

Being a leader in entrepreneurship or community is crucial because small-scale textile businesses can generate significant income. Therefore, community leaders must have confidence in their work and believe in what they do. Most entrepreneurs are driven by the desire to improve community members' lives through textile production and distribution. They are committed to making it a local profession. Additionally, community leaders and villagers must be resilient and seek information to participate in projects or develop products. They must be willing to develop textile products continuously without stopping (community leaders must have the intention and knowledge in finance and marketing to grow textile production in the community). It should be acknowledged that in many communities, there may not be strong community leaders.

Networking with government agencies is essential as they are considered the primary supporters of cultural textile businesses. They regulate standards and support distribution and events locally, nationally, and internationally. Through various groups like the one of sample brand, which started with silk weaving and selling woven silk fabric from a province in rural area, then expanded into brand creation and fashion design. The entrepreneurs in a community started by learning fashion design and sewing themselves, along with knowledge of hand-woven textiles. This enabled them to design fashionable clothes, significantly increasing the value of hand-woven textile products. They joined the Thai designer network and were selected to showcase their products in Soho, New York, in June 2024. Furthermore, networking with thread manufacturers, textile mills, or skilled weavers is crucial for sustaining business operations and ensuring products are continuously available for sale. Since skilled weavers are currently scarce, it is necessary to retain them.

In addition to the factors mentioned, the interviewee provided additional insights regarding government support. They suggested that the policies of various government agencies should be cohesive and complementary. The government should support distribution by potentially acting as an intermediary in production orders, coordinating supply and demand, and ensuring quality certification to build consumer trust. Moreover, beyond mere certification, rewards should be given to indicate innovation and improvement in production processes or product design. This would serve as an incentive for continuous development.

The government could play a role in marketing by providing market spaces for communities to sell their products, thus increasing consumer awareness and demand. By doing so, sustainable income opportunities can be created. Additionally, government support should extend to training and development, especially for communities with untapped potential, ensuring that funded projects are monitored to completion. Furthermore, the policy of promoting civil servants to wear Thai fabric can positively impact local producers and increase the value of their products.

Overall, the interviewee emphasized the importance of government support in various aspects, ranging from distribution facilitation to capacity building and market promotion, to foster sustainable growth in the Thai cultural textile industry.

#### 4.2 Quantitative Method Result

From survey respondents  $n=130$ , the data is needed to assess non-response bias. The data distribution was not normal. Therefore, the Mann-Whitney U test was applied to evaluate the differences between the groups. The results indicated that the lowest p-value obtained was 0.119, which is greater than the significance level of 0.05. Consequently, it was concluded that there is no significant difference between the groups, suggesting the absence of response bias in the data. the characteristics of the survey are as follows;

Table1 Characteristics of respondents

Characteristics	N=130	%
<b>Age</b>		
<i>aged 25-35</i>	20	15.38
<i>aged 36-45</i>	25	19.23
<i>aged 46-55</i>	38	29.23
<i>aged 56-65</i>	33	25.38
<i>over 65 years old</i>	14	10.77
<b>Education level</b>		
<i>below bachelor's degree</i>	76	58.46
<i>bachelor's degree</i>	52	40.00
<i>master's degree or higher.</i>	2	1.54
<b>Business tenure</b>		
<i>Less than 5 years</i>	10	7.69
<i>5-10 years</i>	33	25.38
<i>More than 10 years</i>	87	66.92
<b>Business models</b>		
<i>Original Equipment Manufacturers (OEMs)</i>	4	3.08
<i>Original Design Manufacturers (ODMs)</i>	74	56.92
<i>Original Brand Manufacturers (OBMs)</i>	52	40
<b>Distribution Channel (This item can be multiple answer)</b>		
<i>Physical store</i>	128	41.29
<i>Online store (ecommerce)</i>	74	23.87
<i>Middleman</i>	108	34.84

The average monthly income is 25,000 baht, with the highest income at 300,000 baht and the lowest income at 5,000 baht. When considering the factors influencing the potential of Thai cultural products, particularly textiles, in terms of cultural capital and community capability, all 11 factors were found to have an impact on the potential of textile products. The attributes are as follows:

Table2: Attributes Dimension

Dimension	Factor	Mean	SD	N
<b>Cultural Capital</b>	Identity	4.431	0.465	130
	Creativity	4.373	0.566	130
	Value Creation	4.362	0.520	130
	Knowledge Management	4.362	0.464	130
	Inheritance	4.377	0.495	130
<b>Community Capability</b>	Innovation and R&D Capability	4.406	0.505	130
	Marketing Capability	4.385	0.434	130
	Operation Capability	4.371	0.464	130
	Human Resource Capability	4.383	0.469	130
	Leadership	4.429	0.505	130
	Networking	4.403	0.460	130
<b>Performance</b>	Financial Performance	3.896	0.806	130
	Customer satisfaction	4.437	0.574	130
	Community well being	4.500	0.565	130
	Market Coverage	4.162	0.523	130

### Reliability Test

Table 3 represented the reliability of the processing summary. The results show three figures one is valid, the second is excluded, and then total. These results indicate that 100% validity of data. The number of validities is 130, and there is no excluded value. Its total percentage is 100%. Table 4 also shows the reliability statistic value its Cronbach's value of Alpha is 0.974 and Cronbach's Alpha Based on Standardized Items is 0.975. It shows that 97.5% reliability of overall selected samples and variables performance in research.

Table 3: Reliability Test : Case Processing Summary

		N	%
<b>Cases</b>	Valid	130	100
	Excluded	0	0
	Total	130	100

#### a. Listwise deletion based on all variables in the procedure.

Table 4: Reliability Test : Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.974	0.975	12

### Multiple Regression Test

Based on the test results in Table 5 obtained a correlation value of 0.957 means that all factors have a strong relationship to Performance of Thai Cultural textiles product. R explains the overall performance through these values of R square, the value of Adjusted R square, and also standard error of the estimation is defined that this model is fit for analysis and rejected the Null hypothesis and accepted the H1-H11, etc.

Table 5 : Model Summary

<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimates</b>
0.978	0.957	0.953	0.10758

Table 6 explains the sum of squares, mean square, F value and significant value. The overall regression value is 30.189. Its considerable amount is <0.001 shows significance level of the whole linear regression model. The mean square value is 2.744 f value is 237.145. Its residual value is 1.366. This test runs through SPSS software, which represents the ANOVA test analysis. This analysis describes all factors through a numerical form and explains the overall regression model.

Table 6: ANOVA

	<b>Sum of Square</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig</b>
<b>Regression</b>	30.189	11	2.744	237.145	<0.001
<b>Residual</b>	1.366	118	0.012		
<b>Total</b>	31.555	129			

This study conducted linear multiple regression method to test the hypotheses as per Table 7. The author employed the enter estimate procedure and assessing the model fit. The regression coefficients of the first variable, Identity, was significant at 0.001 level ( $p < 0.001$ ). The ten variables, Creativity, Value Creation, Knowledge Management, Inheritance, R&D and Innovation, Marketing, Operation, Human Resource, Leadership, Networking were significant at 0.05 level ( $p < 0.05$ ). The standardized coefficients were 0.225, 0.079, 0.072, 0.070, 0.104, 0.096, 0.089, 0.117, 0.091, 0.079, 0.078 consecutively. Besides, the VIF of the variables with the largest value is 8.417 <10. Therefore, These factors indicate that the multivariate regression model chosen for this study is quite a reasonable one. The reasons for this is not far-fetched. The VIFs for all the variables are below 10 and all tolerance levels are also below 1. So, the performance of Thai cultural textiles was correlated positively and significantly with all eleven independent variables. Hence, research hypotheses H1-H11 can be supported.

Table 7: Coefficients

<b>Model</b>	<b>Unstandardized Coefficient</b>		<b>Standardize Coefficients</b>	<b>t</b>	<b>p</b>	<b>Collinearity Statistics</b>	
	<b>B</b>	<b>Std.Error</b>	<b>Beta</b>			<b>Tolerance</b>	<b>VIF</b>
Constant	-0.670	0.105		-6.380	<0.001		
Identity	0.240	0.057	0.225	4.225	<0.001***	0.129	7.761
Creativity	0.069	0.027	0.079	2.544	0.012**	0.382	2.616
Value Creation	0.069	0.033	0.072	2.116	0.036**	0.313	3.193
Knowledge Management	0.074	0.037	0.070	2.011	0.047**	0.303	3.298
Inheritance	0.104	0.043	0.104	2.437	0.016**	0.200	4.997

Model	Unstandardized Coefficient		Standardize Coefficients	t	p	Collinearity Statistics	
	B	Std.Error	Beta			Tolerance	VIF
R&D and Innovation	0.094	0.046	0.096	2.052	0.042**	0.166	6.028
Marketing	0.102	0.043	0.089	2.353	0.020**	0.254	3.935
Operation	0.125	0.059	0.117	2.103	0.038**	0.119	8.417
Human Resource	0.096	0.042	0.091	2.265	0.025**	0.226	4.430
Leadership	0.077	0.035	0.079	2.234	0.027**	0.295	3.390
Networking	0.084	0.039	0.078	2.159	0.033**	0.281	3.555

\*\* mean P value less than 0.05

\*\*\* mean P value less than 0.001

## 5. DISCUSSION AND CONCLUSION

From the interviews, it was found that the factors mentioned by the interviewees align with the factors identified in the literature review. There were references to the outcomes resulting from various factors, which were observed to occur genuinely within the specific context. The data provided a deeper perspective and enhanced understanding of each factor. For instance, support for education was noted to potentially increase the number of successors. In addition to these factors, interviewees discussed the significance of receiving support from governmental agencies as a crucial factor in facilitating various community initiatives, fostering ease in implementation, and providing motivation for such endeavors. Statistical data revealed that value creation factors ranked highest, particularly in terms of cultural capital, followed by the importance of networking for community capacity building. This corresponds with the interview findings, indicating that a strong network with governmental agencies, combined with the entrepreneurial abilities of stakeholders, contributes to adding value to cultural textile products. Consequently, this enhances the potential for cultural textile products to grow and compete in an expanding market.

Based on interview results and questionnaire data, it is found that in developing the textile industry, cultural capital factors such as identity creativity and value creation embedded in the product, and knowledge management and inheritance for sustaining cultural capital in textile production, as well as community capabilities in developing management and community-level management for good management in operation, innovation & R&D, marketing, and human resources, are abilities that every community or entrepreneur should have. In terms of leadership and networking, which are also crucial factors that directly impact communities, they should be prioritized. Moreover, the result reveals more dimension that support from government is another factor that mediates to the potential of cultural product. These factors from this research should be focused to develop contribute to the growth potential of Thai textile products to compete in an expanding market and strengthen community foundations, enabling communities to sustain and care for themselves effectively.

This study investigates the factors affecting Thai cultural textile products, focusing particularly on the variables of cultural capital and community capabilities. Previous research has typically examined these factors individually, resulting in a limited understanding of how

to enhance the potential of Thai cultural textiles. However, this study demonstrates the importance of considering both cultural capital and community capabilities within the context of Thailand. The findings provide clear and targeted guidance for developing Thai cultural textile products based on these influencing factors. Additionally, this study enhances the understanding of the differences between various aspects of cultural capital and community capabilities, which can be applied to the development of cultural textile products in different regions. Moreover, the results of this study have the potential to be extended to other cultural products that are rooted in local cultural capital and produced by individuals or communities in those areas. This applicability extends both within Thailand and internationally.

## **6. THEORETICAL AND PRACTICAL IMPLICATIONS**

Given that cultural products cater to specific niche markets and the growth of such products necessitates support from various sectors, it is imperative to highlight the factors related to cultural capital and community capabilities that impact cultural textile products. This enhances stakeholders' understanding, enabling deeper development of culturally specific textile products. Strategically addressing these factors allows for more effective product support, leading to increased efficiency in operations. Moreover, insights from these factors can be leveraged to analyze and identify factors for other types of cultural products in the future.

## **7. LIMITATION AND RECOMMENDATION**

The study acknowledges limitations in the applicability and generalizability of its findings. Data collection was limited to the Thai community within the country, which may vary across different regions. Additionally, this study represents a preliminary exploration of factors influencing the potential of cultural textile products. Future research may involve broader data collection, further statistical analysis, and the development of a model for assessing potential levels.

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