

Project	The Mascot Concept Design to Increase Engagement in Bang Kachao River Bend Samut Prakan Tourism
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Abstract

The objectives of the study were 1) To examine an approach of the mascot concept design to increase engagement in Bang Kachao river bend, Samut Prakan tourism 2) To design the mascot in order to increase engagement in Bang Kachao river bend, Samut Prakan tourism 3) To assess the satisfaction of the mascot designing for promoting Bang Kachao river bend, Samut Prakan tourism. A total of random 100 tourists in Bang Kachao river bend, Phra Pradaeng District were included from using purposive sampling method. The instrument used in the study was satisfaction survey. The data were analyzed by using percentage, mean (\bar{x}) and standard deviation (S.D.)

The results showed that an approach of the mascot concept design to increase engagement in Bang Kachao river bend tourism is to introduce the identity of that region which are rice sprouts, egrets and hundred years old Gogen Fig . Regarding of these identities expurgated into 3D animated characters represent Bang Kachao river bend identity which emphasize the loveliness, flamboyant and natural. Afterwards, the experts said that the egret mascot gained the most satisfaction ($\bar{x} = 3.93$, S.D. = 0.63). Researchers improve the product according to the suggestions then create the first fiberglass model. According to the survey, the sample was very satisfied in all criteria ($\bar{x} = 3.95$, S.D. = 0.01) as following 1) Identity ($\bar{x} = 3.78$, S.D. = 0.07) 2) Characteristic ($\bar{x} = 4.01$, S.D. = 0.06) 3) Background ($\bar{x} = 4.01$, S.D. = 0.06) 4) Art Composition ($\bar{x} = 4.03$, S.D. = 0.07) and 5) Communication ($\bar{x} = 3.95$, S.D. = 0.04).

Keyword Mascot, Tourism, Bang Kachao River Bend, Samut Prakan