

Lamiad Kaewsuwan 2010: Parent's Preferences on Pre-School Girls Dress Decorating with Hand-Woven Fabrics from Koa Yoa, Songkla Province: A Case Study of Home Economics Kindergarten School. Master of Home Economics, Major Field: Home Economics, Department of Home Economics. Thesis Advisor: Assistant Professor Suteeluk Kraisuwan, Ph.D. 134 pages.

The objectives of this research were to study 1) the basic backgrounds of parents' of pre-school girls 2) parents' preferences for pre-school girls dresses in styles and decorative features, motives and colour schemes of Koa Yoa hand woven fabrics from Songkla Province and 3) the comparison of parents' preferences for pre-school girls dresses in different styles and decorative features, motives and colour schemes. The evaluators were 119 of pre-school girl's parents at Home Economics Kindergarten School in Department of Home Economics, Kasetsart University, Bangkhen Campus. Statistical analysis was performed with the application of computer program, F-Test, One Way ANOVA and Least Significant Difference (LSD).

The results showed that most of the pre-school girls parents were 31 – 40 years old, graduated in bachelor degree, work as government officials with income more than 20,001 bath per month and were the mothers of 4 years old child. The consideration on buying pre-school girls dresses were wearing comfortable and decorated with ruffle. Most of the parents have never used Koa Yoa hand woven fabrics before.

Analyses of mean values of total preferences in each dresses style showed that in the case of pre-school girls dress style A, parents had the most preference on the dresses which decorated by blue of Dokpikul pattern followed by blue of Pakakrong pattern, blue of Lukkaew pattern, red of Pikul pattern, red of Pakakrong pattern, red of Lukkaew pattern, yellow of Pakakrong pattern, yellow of Lukkaew pattern and yellow of Pikul pattern. In the case of pre-school girls dresses style B, parents had the most preference on the dresses which decorated by blue of Pikul pattern followed by blue of Prakakrong pattern, red of Pikul pattern, blue of Lukkaew pattern, red of Prakakrong pattern, red of Lukkaew pattern, yellow of Pikul pattern, yellow of Prakakrong pattern and yellow of Lukkaew pattern, For style C, parents had the most preference on the dresses which decorated with blue of Pikul pattern followed by blue of Prakakrong pattern, red of Pikul pattern, red of Prakakrong pattern, blue of Lukkaew pattern, red of Lukkaew pattern, yellow of Prakakrong pattern, yellow of Pikul pattern and yellow of Lukkaew pattern.

The results of comparisons of preferences evolved that the styles and decorative features significantly affected the parents' preferences at .05 level. The colour of Koa Yao hand woven fabrics also significantly affected the parents' preferences at .01 level but the motives of Koa Yoa hand woven fabrics did not affect parents' preferences.

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Student's signature

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Thesis Advisor's signature