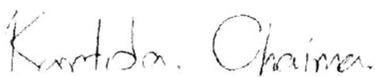


Kantida Chaima 2007: Patterns of Handicraft Product from Morhom Material. Master of Science (home Economics), Major Field: Home Economics, Department of Home Economics. Thesis Advisor: Associate Professor Sudavadee Hermtanon, B.A. 86 pages.

The research aimed of this study were 1) to examine a types of handicraft product from Morhom material 2) to design a suitable decorate from Morhom fabric and 3) to study the background characteristics of the customer that appreciated handicraft products from fabric. Questionairs were used to interview the samples as an accidental sampling of handicraft shop in Bangkok. The statistical package for the social science program (SPSS) was employed for mean and percentage.

The results found that 40.7% of the samples population behavior was brought cloths product due to conservative and promotion of Thai art and handicraft. The place for buy cloth product is general cloth product shop (31.3%). 44.0% of the sample buy product in New year festival with aspect of Mohom product. The first considerable for buying is product. The requirement raw material for Morhom were woman handbag, cushion and coaster after respectively.

The result of customer satisfaction affected handicraft product from Morhom material showed that the average highest satisfaction product was woman handbag type A, woman handbag type B, cushion type A, coaster type A, woman handbag type C, cushion type B, cushion type C respectively. Comparison with standed satisfaction found that all mentions product were high satisfaction while coaster type B and C were moderation satisfaction.



Student's signature



Thesis Advisor's signature

