

Sirion Nakdaeng 2009: Potential of Thai Wisdom in Native Textiles of Central Northeast. Master of Science (Home Economics), Major Field: Home Economics, Department of Home Economics. Thesis Advisor: Associate Professor Suwit Rattananan, B.F.A. 171 pages.

The objectives of this research were to 1) study the basic characteristics of native textile weaving groups in Central Northeast; 2) study the potential of Thai wisdom in native textiles of the sample groups; and 3) compare the potential of Thai wisdom in native textiles of the groups with different basic characteristics. Samples were 100 native textile weaving groups in Central Northeast who received 3-5 OTOP star in One Tambon One Product project in the Year 2006. Data were collected using an interview form. The data were analyzed using frequency, percentage, and mean value. One-way analysis of variance, t-test and least significant difference (LSD) were analyzed to compare the potential of Thai wisdom in native textiles of the groups with different basic characteristics.

The research findings indicated that most sample groups received 3 OTOP star; were women, housewives or occupational groups; had less than 30 members; had more than 6-years period of proceeding time; wove solid colored fabric; popular products sold were fabrics used for clothes; and used silk fiber, synthetic dyes and hand looms.

Analyses of mean values of the potential scores indicated that the groups had a moderate level of overall potential. The potentials in wisdom transferring, strengthening the group, yarn preparing, bleaching-dyeing, product developing and yarn producing were at a high level. The potentials in motif, color and style designing, marketing, producing for selling, weaving, product quality, product constructing and raw materials acquiring were at a moderate level.

Results of potential comparison among the groups with different basic characteristics indicated that the weaving groups with different OTOP stars had different levels of potential in motif, color and style designing and product development at a statistically significant .01 level and had different level of potential in bleaching-dyeing at a statistically significant .05 level. Weaving groups with different numbers of members had different levels of potential in group strengthening at a statistically significant .05 level and weaving groups with different periods of proceeding time had different levels of potential in group strengthening at a statistically significant .01 level.

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Thesis Advisor's signature