

Watcharin Piaphol 2009: Potential of Thai Wisdom in Native Textiles of Lower Northeast. Master of Science (Home Economics), Major Field: Home Economics, Department of Home Economics. Thesis Advisor: Associate Professor Suwit Ruttananun, B.F.A. 163 pages.

The objectives of this research were to 1) study the basic characteristics of native textile weaving groups in Lower 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 101 native textile weaving groups in Lower 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 weaving groups received 3 OTOP star; were women, housewives or occupational group; 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 strengthening the group, wisdom transferring, yarn preparing, and bleaching-dyeing were at a high level. The potential in production for selling, motif, color and style designing, product developing, yarn producing, marketing, product quality, weaving and raw materials acquiring were at a moderate level. Whereas the potential in product constructing were at a low 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 production for sale, and marketing at a statistically significant .05 level. Weaving groups with different numbers of members had different levels of potential in production for sale at a statistically significant .01 level and had different levels of potential in product development, and group strengthening at a statistically significant .05 level. Weaving groups with different periods of proceeding time had different levels of potential in production for sale, and group strengthening at a statistically significant .01 level and had different levels of potential in marketing, and wisdom transferring at a statistically significant .05 level.

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Thesis Advisor's signature