

Arena Esamah 2010: Potential of Thai Wisdom in Native Textiles of the Southern Part. Master of Home Economics, Major Field: Home Economics, Department of Home Economics. Thesis Advisor: Assistant Professor Suteeluk Kraisuwan, Ph.D. 117 pages.

The objectives of this research were to 1) study the basic characteristics of native textile weaving groups in the Southern part; 2) study the potential of Thai wisdom in native textiles of the weaving groups in Southern part; and 3) compare the potential of Thai wisdom in native textiles of weaving groups in each province and those with different OTOP stars levels. The sample were 30 local textile weaving groups in Southern Thailand who received 1 - 5 OTOP stars in One Tambon One Product project in the Year 2006. Data was collected by using an interview form. The data were analyzed by frequency, percentage, and mean value. Means were analyzed by using F-test and Least Significant Difference (LSD).

The research findings indicated that most of the weaving groups consisted of 25 members or fewer; were women, housewives or occupational group; received 4 OTOP stars; and were Buddhists. They wove solid colored fabrics, Yokdok fabric and check pattern fabric. They used synthetic fibers, did not perform dyeing and used Katook loom. Fabrics most produced for selling were those for making clothes.

Analyses of mean values of the potential of Thai wisdom in native textiles showed that the overall potential of Thai wisdom in native textiles of the Southern groups was at a moderate level. The potentials in the group strengthening was at a high level. Whereas the potentials in wisdom transferring, product developing, marketing, production, product quality were at moderate levels.

The results of comparisons among the weaving groups in each province indicated that there was statistical significant difference at .05 level in wisdom transferring but no significant difference at .05 level in production, product development, product quality, marketing and group strengthening. The weaving groups OTOP stars levels had no difference at a statistical significant of .05 level in production, product development, product quality, marketing, group strengthening and wisdom transferring.

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