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SUWET OUYJINDA : THE FACTORS INFLUENCING THE TECHNOLOGICAL SUSTAINABILITY OF POTTERY HANDICRAFTS AT KOHKRET COMMUNITY NONTHABURI PROVINCE THAILAND. THESIS ADVISOR : KASEM KOLPADIT, M.Sc., SOMPONG THONGCHAI, M.Sc., ADISAK WANNAWAL, M.Sc. 142 P. ISBN 979-663-719-3

The objective of this research was to study the factors affecting the pottery technology of the Kohkret community Pakret District, Nontaburi Thailand. There were 26 factories in Nontaburi where outstanding pottery was made in 1994. The research analyzes the following factors which are relevant to pottery entrepreneurs who have the background of pottery technology production: 1. The sustainable technology; 2. The people who understand the value of the products; and 3. Participation and transferring knowledge of the craft; and 4. The effective Results of production process, the value of the products and the cost of production.

The results showed that the factors had a low affect on the sustainable technology of pottery production. There were 26 factories of entrepreneurs spelling who operated pottery production in 1994. In 1999, there were 13 factories still producing pottery. Four factors which affect were the operation of factories at Kohkret pottery production were as follows : 1. clay and firewood were the most significant materials equaling 46.15 %; 2. seulht–tor which means handicrafts, equaling 23.08 %; 3. Capital, which means the money and financial resources used to cover the cost of the machine; equaling 15.38 %; and 4. Marketing, which means the place where pottery is sold, equaling 11.53 %.

The research was found to be useful and beneficial to the entrepreneurs themselves of the community at Kohkret upon their learning about the problems affecting the sustainability of their industry. Morte study is recommended to find ways of improving this technology: For example finding appropriate ways to reduce machine scale and cost of operating and inproving quality of raw material and an efficient burning process.