

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Science in Cooperative Economics

FACTORS AFFECTING TRADITIONAL WEAVING IN NAKHORUA SUBDISTRICT, HOD DISTRICT, CHIANGMAI PROVINCE

By

CUTTELEEYA PALATORN

OCTOBER 1999

Chairman: Assistant Professor Bancha Traiwittayakhun

Department/Faculty: Department of Agricultural Economics and Cooperative, Faculty of
Agricultural Business

The objectives of this research were to study 1) economic and social conditions of the weavers ; 2) production, distribution, and marketing channels of traditional weaving ; 3) costs and incomes of traditional weaving ; and 4) factors affecting traditional weaving in Nakhorua subdistrict, Hod district, Chiangmai province.

The data were collected from 75 weavers in the study areas by means of interview schedules, and analyzed by the SPSS/PC+ with the use of percentage, mean, correlation coefficient analysis and multiple regression analysis by using the Double log to find out the relation of factors affecting traditional weaving.

The results indicated all of the weavers were female, 40 years old on average ; 54.67% had completed Prathom 4, 86.67% were married, 52% of the families were engaged in farming and the average number of family members was 4. They had an average annual income of 45,923 baht from farming and 13,880 baht from weaving. The weavers spent 112 days a year on weaving, had an average of 5 years weaving experience and 4 times of attendance in training course in weaving.

The study on production showed that there were 2 groups of weavers : the Nakhoria Housewife group and the Nakhoria Cooperative Lady group, the average weaving capacity of which was 245 metres per year. The correlation coefficient analysis revealed that the quantity of weaving was most related to the number of weaving days, followed by the quantity of cotton, experience in weaving and income from non-weaving jobs, the coefficient values being 0.9812, 0.9433, 0.8371 and 0.4435 respectively but it was conversely related to the number of family members with the coefficient value of 0.5799. All of the coefficient values were significant at a confidence level of 99%. Most weavers faced a production problem of high costs of raw material.

Distribution was found to be of two types : leaving pieces of woven cloth at the cooperative and receiving money when sold, and selling pieces of woven cloth to local middlemen by the housewife group. The purchase sources were local middlemen and the cooperative. Prices were determined by local and non-local middlemen and the type of market was the oligopsony market. In terms of marketing channel it was found that most of the products were distributed to domestic customers ; the weavers sold the products to local middlemen and the cooperative to sell further to non-local traders, foundations and private businessmen. The weavers' marketing problem was unavailability of certain markets.

The cost and income analysis showed that cooperative members weaving cloth with designs had the highest net profit of 15.53 baht per metre while those weaving cloth without designs had a net profit of 8.06 baht and the housewife group had a net loss of 1.28 baht per metre.

The multiple regression analysis indicated that the factors affecting traditional weaving were the number of weaving days, quantity of cotton used in weaving and experience, with coefficient values of 0.6091, 0.2588 and 0.0639. These three factors were significant, at the confidence level of 99%, and could explain 97.36% of the relation of factors influencing weaving and 2.64% was influenced by other factors not indicated in the model.