

Nattida Kijnate 2012: Development of Household Textile Products from Eri Silk. Master of Science (Home Economics), Major Field: Home Economics, Department of Home Economics. Thesis Advisor: Assistant Professor Suteeluk Kraisuwan, Ph.D. 94 pages.

The objectives of this research were to 1) study physical properties of Eri silk yarn produced by agriculturists, 2) develop household textile products from Eri silk yarn, 3) study consumer satisfaction with household textile products made from Eri silk in three aspects; style, weaving motif, and utilities, 4) compare the consumer satisfaction with each of household textile products, and 5) compare the consumer satisfaction in the motif of household textile products made from Eri silk in different styles and weaving motifs. The sample group was 198 consumers who were interested in household textile products made from Eri silk as shown at Jatujak market. The household textile products sample, a questionnaire and a consumer satisfaction evaluation form were used as the research instruments. The data were analysed by using frequency, percentage, mean, F-test, t-test and comparison of mean difference was performed by Duncan's new multiple range test.

The results of testing for physical properties of the Eri silk yarns found that Eri silk yarns produced by agriculturists had yarn numbers of 1.72 and 2.10, was thick and thin yarn, had tenacity between 0.88 to 1.19 gf/denier, colorfastness to washing of Eri silk yarn had color change at a fairly good level and color staining at a very good-superlative level.

Four style, with two motif designs for each household textile products made from Eri silk were developed; square scatter cushion, long rectangular pillow, bolster and circular pillow. There were 2 weaving motifs in each products. The results found that most of the samples of this study were females aged 21-30. They graduated with Bachelor's Degrees and worked as government employees with an average income of 10,001-20,000 Baht per month. Most of them bought the bedding set as a household textile product and for use in everyday life. In addition, the bedding was bought from a department store.

The evaluated results of consumer satisfaction with household textile products made from Eri silk found that consumers were generally very satisfied with the square scatter cushion, long rectangular pillow, bolster and circular pillow in every style. The results of the comparisons of the average total satisfaction scores found that the consumers had different satisfaction with each household textile product with significance at .01, and weaving motifs had an effect on consumer satisfaction with the square scatter cushion, long rectangular pillow, bolster and circular pillow with significance of .01.

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