

Darunee Wewa 2007: Opinions Towards Chok Fabric Designs Developed from the Original Designs of Ban Namon Tumbon Huathung Long District Phrae Province. Master of Home Economics, Major Field: Home Economics, Department of Home Economics. Thesis Advisor: Mrs. Kajjarus Pirothamsiri, Ph.D. 143 pages.

The research aimed to study 1) the background information of experts and persons interested in Thai fabrics who evaluated Chok fabric designs, 2) to study the opinions towards Chok designs, 3) to compare the opinions of experts and persons interested in Thai fabrics towards the Chok designs, 4) to compare the opinions of the original designs and the development designs. Questionnaires were used for data collected. Frequency and percentage were analyzed. T- tests and F-tests were used for opinion comparison.

It was found that most experts and consumer who was interested in Thai fabrics were 41-50 and 31 -40 years old, respectively. Both of them obtain education lower than bachelor's degree, The most experts were housewives and earned 7,500 Baht per month while, the consumer were government officials and had income 7,501 -10,000 Baht per month. The members of weaving groups had over 10 years of experience. They bought Chok fabrics for clothing and preferred applied designs. Some bought Chok fabrics because they would like to conserve the craft, did not pay attention to the buying sources, usually bought a few pieces per year. The second designs of Bai Phak Wan was most like among the experts group, but the consumer groups were most like the second designs of Kalae. They thought that the color of Chok fabrics should be improved. In addition, the valuator usually wore dresses made of Chok fabrics for work.

Both evaluator groups agreed that most main designs had appropriate size and beautiful. In addition, the minor designs also appropriated and nicely, which was balance to the main designs.

The results of t- tests indicated that the two evaluator groups had significantly different opinions towards the designs as follows: 1) in terms of the size appropriateness of the main designs, the opinions towards the original and the second designs developed from Kalae were different: 2) in terms of the beauty of the main designs, the opinions toward the original and the second designs developed from Bai Phak wan, the first designs developed from Sapao Laoy Nam, and the original Kalae designs were different: 3) in terms of the size appropriateness of minor designs, the opinions toward the original and the second designs developed from Bai Phak Wan designs, the first designs developed from Sapao Laoy Nam, and the original Kalae were different: 4) in terms of the beauty of the minor designs, the opinions toward the original Sapao Laoy Nam, the original Kalae, the first and second designs developed from the original Kalae, and the second designs developed from original Sapao Laoy Nam, were different: 5) in terms of the balance of major and minor designs, the opinions towards the second designs developed from the original Kalae and the original Sapao Loay Nam were different: 6) in terms of the beauty of overall chok designs, the opinion toward to the first and second designs developed from the original Sapao Loay Nam and the original design of Bai Pak Wan were different.

The results of F-tests indicated that the two evaluator groups had different opinions towards the original and the developed designs as follows: 1) the original Sapao Laoy Nam and the developed designs were different in terms of the size appropriateness of the main designs the beauty of the main designs, the size appropriateness of the minor designs, the beauty of the minor designs, the balance of main and minor designs, and the beauty of overall designs, 2) the original Kalae and the developed designs were different in terms of the size appropriateness of the main designs, the beauty of the main designs, the size appropriateness of the minor designs and the beauty of the overall designs and 3) the original Bai Phak Wan and the developed designs were different in terms of the size appropriateness of the main designs, the beauty of the main designs, the size appropriateness of the minor designs, the beauty of the minor designs, the balance of main and minor designs, and the beauty of overall designs.

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