

# The Development for Product of Local Folk-weaving Material by the Weaving Group of Paihoochang Banglen, District, Nakhon Pathom Province

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## Abstract

The objective of the study was to examine the opinions toward 5 products made of local folk material, Paihoochang Banglen district, Nakhon Pathom Province which were facial tissue boxes, hanging hand towels, bolster cushions, bags, tablecloths and to study the basic background of the customers who appreciated with handicraft. The research considered the styles, sizes, practical uses and attractiveness on different products. The 200 evaluators were accidentally sample from those interested in model handicraft presented in 4 department stores of Nakhon Pathom. The statistic analysis was done by using the computer program. The finding indicated that most of the evaluators were female who were about 31 – 40 years of age, single and graduated in Bachelor degree level. Their occupations were running private business with over 20,000 baht income per month. The purpose for buying products was the souvenirs. The motivation for buying was the practical use. The result of customer satisfaction affected handicraft product from local folk weaving showed that the average highest satisfaction in styles of product was the hanging hand towels B. The satisfaction of sizes of product showed the average highest were the hanging hand towels A, B. The satisfaction of practical use of product showed the average highest was the hanging hand towels A.

**Keywords:** local folk-weaving material

## Preface

Thai local folk-weaving, there are all regions in Thailand, is one of the essential factors for life in progress with Human civilization. Patterns which are present on fabric, show that the individual and culture. Changing period comes to be a part of economy and social, was affect to lifestyle, cultural and folk's belief of man. The effect of changing is the way of folk handiwork that have to adjust become modernization. Nakhon Pathom is one of many provinces that there are local folk belief of weaving. It is folk handiwork that start to go together with tradition and Thais Song Dum which wear especially black clothes, so it was called in many different words such as Laos-Song, Song Dam, or Thai-Song that all is the same meaning and specific in their lifestyles. (panida,1981) Thais Song Dum lineage in Nakhon Pathom province are still keep on some common traditions but some had incline to disappear by materialism especially West civilization. Able to see Thais Song Dum young people when girls went to work and wear Thai sarong but now, they wear skirt and pants all over spoken language which they was not to use dialect. Almost the next generation, Thais Song Dum immigrates came into metropolitan but in village had only old generation and once in a while the young people came back to meet their oldness. It is affect to the inheritance of tradition, that is identity of Thais Song Dum perhaps to be lose though folklore which they believe it and can being a group to abandon, by the next generation. Thus, goodness, aesthetic and culture are the unique of Thais Song Dum were not in times. Thais Song Dum is still weaving to use in tradition and brief ritual to be composed of Teang-Moo stripe fabric and black, yellow, orange, green, red and white plain fabrics. Nowadays, Thais Song Dum weaving is decrease because of social situation. Nevertheless, there are the preservationist and inheritor of weaving in order to disappear. Folk-weaving was reserved by the weaving group of Paihoochang Banglen district, although they are not use cotton and silk anymore but they used artificial silk rather than real silk and cotton because artificial silk is low-cost and easier than authentic. Moreover, Thais Song Dum wove fabric for ritual and yet to making modern clothes, it was several weaving styles such as Mud-Mee patterns weaving, Gold and Silver ornamental braid fabrics, and dobby fabric. Hence, The researcher is interested to develop for product of local folk-weaving material by the weaving group of Paihoochang Banglen distrist, Nakhon Pathom province to produce for value-added prices and also to promote of revenue and to create powerful of community to stable economy.

## **Objectives**

1) To create prototypes as facial tissue boxes, hanging hand towels, bolster cushion, bags and tablecloths made of local folk-weaving material by the weaving group of Paihoochang Banglen district, Nakhon Pathom province

2) To study the basic background of customers to folk-weaving prototypes in parts of overall images, styles, sizes, utilization that is composed of facial tissue boxes, hanging hand towels, bolster cushion, bags and tablecloths made of local folk-weaving material by the weaving group of Paihoochang Banglen district, Nakhon Pathom province

## **Limitations**

1) In this research prototypes made of local folk-weaving material were assessed by the customers at the places around Nakhon Pathom province.

2) Fabrics of prototypes is Teang-Moo stripe fabric and Khan decorated with silver and gold braid stripe fabric.

3) The study is development for product local folk-weaving material by the weaving group of Paihoochang Banglen district, Nakhon Pathom province with prototypes, which are not clothes, as 5 products 3 styles in each product. There are total 15 prototypes.

## **Procedures**

The research is research and development: R&D “The development for product of local folk-weaving material by the weaving group of Paihoochang Banglen district, Nakhon Pathom province

## **Equipments**

Prototypes as facial tissue boxes, hanging hand towels, bolster cushion, bags and tablecloths made of local folk-weaving material (Teang-Moo stripe fabric and Khan fabric decorated with silver and gold stripe fabric) by the weaving group of Paihoochang Banglen district, Nakhon Pathom province

1) to study the information of local folk-weaving material by the weaving group of Paihoochang Banglen district, Nakhon Pathom province to develop as prototypes

1.1) to study the characteristics of Thai Song Dum weaving about How to weaving, Patterns, Uses to be guideline to develop as fabric products.

1.2) the characteristic of product development from local folk-weaving in present times and the other information.

2) to design products made of local folk-weaving material by the weaving group of Paihoochang Banglen distrist, Nakhon Pathom province is composed of facial tissue boxes, hanging hand towels, bolster cushion, bags and tablecloths.

2.1) design products by Teang-Moo and Khan fabric decorated with silver and gold stripe fabric with 15 sketches 5 products 9 styles in each products. There are 45 sketches by casuals wear idea.

2.2) from 45 sketches to 3 styles in each products total 15 sketches to produce as prototypes were selected by 5 specialists with questionnaire.



Fig. 1. Facial Tissue Boxes



Fig. 2. Bolster Cushions



Fig. 3. Bags



Fig. 4. Hanging Hand Towels



Fig. 5. Tablecloths

3) to create prototypes

3.1) to make patterns of facial tissue boxes and hanging hand towels, by condensing woman clothes size M and ratio 1:4

3.2) to make patterns of bolster cushion size 16 x 16 inches, bags size 14 x 14 inches and circle tablecloths have diameter 24 inches.

4) data acquisition

4.1) prototypes made of local folk-weaving material were assess by the customers at the places are around Nakhon Pathom province.

4.2) prototypes were show in 4 Tesco Lotus department stores of Nakhon Pathom province for the assessment sampling.

5) Analyze

5.1) the statistic analysis was done by using the computer program.

5.2) to gather and completely checking of the questionnaire about basic background of sampling in percentage, arithmetic mean and standard deviation.

5.3) the opinion data of local folk-weaving that used as 5 prototypes 3 styles in each products total 15 prototypes to analyze data.

5.3.1) showing in tables

5.3.2) present the opinion by mean in each products

### Population and Sampling

The research selected estimated products sampling by accidental sampling from the customer who appreciated with handicraft by the weaving group of Paihoochang Banglen distrist, Nakhon Pathom province. The 200 evaluators were accidentally sample from those interested in model handicraft presented in 4 department stores of Nakhon Pathom and selected purposive sampling in each department stores as follow

- 1) Tesco Lotus Department store Nakhon Pathom Branch amount 50 persons.
- 2) Tesco Lotus Department store Nakhon Chai-Sri Branch amount 50 persons.
- 3) Tesco Lotus Department store Sam Pran Branch amount 50 persons.
- 4) Tesco Lotus Department store Kamphangsaan Branch amount 50 persons.

Total 200 persons

## Results

Table 1 Mean and standard Deviation of Style

Products	Type s	$\bar{x}$	S.D.
Facial tissue Boxes	A	4.19	0.82
	B	4.13	0.69
	C	4.02	0.78
Hanging Hand Towels	A	4.20	0.78
	B	4.12	0.78
	C	3.98	0.83
Bolster cushions	A	4.12	0.89
	B	4.07	0.76
	C	3.97	0.88
Bags	A	4.07	0.93
	B	4.05	0.78
	C	4.01	0.90
Tablecloths	A	4.15	0.93
	B	3.95	0.78
	C	3.85	0.85
<b>Total</b>		<b>4.06</b>	<b>0.59</b>

Table 2 Mean and standard Deviation of Size

Products	Type s	$\bar{x}$	S.D.
Facial tissue Boxes	A	4.05	0.75
	B	4.06	0.78
	C	4.03	0.79
Hanging Hand Towels	A	4.12	0.71
	B	4.12	0.74
	C	4.05	0.74

Table 2 Mean and standard Deviation of Size (to be continued)

Products	Type s	$\bar{x}$	S.D.
Bolster cushions	A	3.93	0.80
	B	3.91	0.82
	C	3.91	0.79
Bags	A	3.86	0.80
	B	3.88	0.79
	C	3.86	0.82
Tablecloths	A	3.73	0.91
	B	3.82	0.92
	C	3.78	0.94
<b>Total</b>		<b>3.94</b>	<b>0.67</b>

Table 3 Mean and standard Deviation of Utilization

Products	Type s	$\bar{x}$	S.D.
Facial tissue Boxes	A	4.22	0.67
	B	4.21	0.65
	C	4.17	0.71
Hanging Hand Towels	A	4.26	0.64
	B	4.23	0.64
	C	4.20	0.70
Bolster cushions	A	4.10	0.72
	B	4.10	0.73
	C	4.10	0.71
Bags	A	4.18	0.70
	B	4.17	0.69
	C	4.15	0.71
Tablecloths	A	4.04	0.76
	B	4.01	0.76
	C	4.03	0.75
<b>Total</b>		<b>4.15</b>	<b>0.60</b>



Table 4 Mean and standard Deviation of overall image

Products	Type s	$\bar{x}$	S.D.
Facial tissue Boxes	A	4.28	0.68
	B	4.23	0.66
	C	4.16	0.71
Hanging Hand Towels	A	4.23	0.66
	B	4.25	0.74
	C	4.21	0.75
Bolster cushions	A	4.26	0.69
	B	4.23	0.67
	C	4.21	0.72
Bags	A	4.21	0.70
	B	4.19	0.70
	C	4.21	0.71
Tablecloths	A	4.18	0.74
	B	4.16	0.71
	C	4.08	0.75
<b>Total</b>		<b>4.20</b>	<b>0.57</b>

The finding indicated that most of the evaluator were female who were about 31 – 40 years of age, single and graduated in Bachelor degree level. Their occupations were running private business with over 20,000 baht income per month. The purpose for buying products was the souvenirs. The motivation for buying was the practical use. The result of customer satisfaction affected handicraft products from local folk weaving showed that the average highest satisfaction in styles of product was the hanging hand towels B. The satisfaction of sizes of product showed the average highest were the hanging hand towels A, B. The satisfaction of practical use of product showed the average highest was the hanging hand towels A.



Fig. 1. Hanging Hand Towels A



Fig. 2. Hanging Hand Towels B

#### Recommendations for future Research

- 1) It is recommended that development for product of local folk-weaving material by the other weaving group of Paihoochang Banglen district, Nakhon Pathom province.
- 2) It is recommended that development for product of local folk-weaving material by the other weaving group of other district in Nakhon Pathom province.
- 3) It is recommended that development for product of local folk-weaving material by the other weaving group of other province.
- 4) It is recommended that development another products.
- 5) It is recommended that to research with another ages in order to cover demand other customer groups.

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