

The Opinions towards Thai Fabric of Women Development Organization Committee in
Bangkok Metropolis.

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The objectives of this research were to study: 1) background information of women development organization committee in Bangkok metropolis; 2) information of the use of Thai fabric; and 3) the opinions towards Thai fabric. The sample group was 333 women development organization committee in Bangkok metropolis, selected by using multi-stage random sampling technique. The questionnaire was used to collect data. The frequency, percentage, and mean were employed to analyze data.

The results were as follows: Most of respondents were female government officials, age between 31-50 years, had bachelor degree, and earned 10,001 - 20,000 baht per month. They preferred silk, mat-mi fabric, and ancient design. They received information about Thai fabric from production source, mostly. The purchasing consideration of Thai fabric was based on the texture, color and design of fabric. Mostly, they bought Thai fabric at the local store and wore it for social functions. They washed clothes everytime after use.

Most of them strongly agreed that Thai fabric need to be improved on quality of weaving, dying, and caring. The price is also too high for moderate income people. They suggested that government and nonprofit organizations should promote and encourage people to use and conserve Thai fabric. Furthermore, it should be more studies about Thai fabric.