

**The Development of Indian Women Dresses of Punjabi Style  
Made by Weaving Cotton Fabric from the North-eastern Part of Thailand**

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**Abstract**

The purpose of this research was to study the development of Indian women dresses of Punjabi style made by weaving cotton fabric from the north-eastern part of Thailand. The sampling group was 250 Indian women who live in Bangkok selected by Quota Sampling and analyzed by SPSS.

The research result found that the sampling group of people was married and under 30 years old were undergraduate degree or equal level. They were house wives with average income of 15,001-20,000 baht per month. Most of them were born and lived in Thailand. They liked to use north-eastern Thailand cotton handmade dresses which could be affordable in Pahurat, the Central of Bangkok. The reason why Indian women bought this kind of fabric and turned it into Indian Women dresses of Punjabi style because it was suitable and could be worn in many social occasions.

The analysis result found that the five different kinds of north-eastern Thailand handmade weaving cotton fabric including their colors and designs could affect to the satisfaction of the development of Indian Women dresses of Punjabi style. The satisfaction in types of fabrics differed at the statistical significance level of .05. The satisfaction in touching surfaces of fabrics did not differ at the statistical significance level of .05.

**Keywords:** North East Thailand handmade weaving cotton fabric, Indian Women dresses of Punjabi

## Introduction

Of four necessities for human being, clothes are very important for their living. They are fabric clothing materials woven to have worn for a long time.<sup>(1)</sup> So, weaving is a job of art handed down from generation to generation which made such a fabric natively women important for a way of life and at the same time it creates tradition for the native. Nowadays, it is not made only for use of oneself and family but also for development to be a career and get income suitable for the living cost. By taking the clothing materials to be woven to produce clothes as a family industry,<sup>(2)</sup> especially the hand-woven cotton fabrics of the north-eastern region, it makes the value added. In doing so, this brought to the products quality development in producing process, alteration and packing design. For the products of women's fabrics already made, its market served is minor; but in majority its market is found in the area of its own production and in some places near Thailand. Due to small numbers of those products exported to sell in the foreign countries, it will be highly possible if development in styles or fashions of producing women's clothes is improved by using the hand-woven cotton fabrics in the north-eastern region of Thailand to properly match with the need or fashionability of each country; and that will be their promotion and make Thai cloth fabric well known in public and there can also be more trend in exporting Thai clothing material fabrics to foreign countries.

India is the country well related to Thailand for a long time since the historic periods of Sukhothai-Ayudhya. The record of China showed vividly that in the period of Sukhothai, these were kinds of clothing materials being used as valuable garments for the kings and high officials. Apart from these clothing materials, in the styles of dressing at that time, Thai people both men and women would keep their hair long hung together as a lock, wrap around their heads with a cotton fabric, wear gown with long sleeves made of cotton and wear shorter garment like dressing of Indian people wear white garments and long-sleeved shirts, and have long hair with cloth wrapping around their heads; but women wear Saris or pleated shirts or trousers and wrap their heads with cloth. Manners of wearing and covering are prepared by wrapping the body like that of the monk.<sup>(3)</sup> Now, we can see a lot of Indian people coming to live in Thailand. Most of them stay at the garments markets-Pahurat and Sampeng and sell many kinds of garments/cloths there. They have their own identity in dressing. Men wear Kurtas and Churidars but women wear Sulvakamiti or Punjabi styles which are popular in modern Indian.<sup>(4)</sup> And this style – Sulvakamiti dress is widely popular for Indian

women. It is the style that they have worn to go for work, to school, the temple and to other places in every part of the country.<sup>(5)</sup>

As mentioned above, Indian has had a good relationship with Thailand for a long time; and there were Indian women or Thai ones with Indian lineage living in Thailand who still wore the Indian dress-an original fashion to be popular for their wearing in general-Punjabi dress style.<sup>(6)</sup> And if development of the style of Indian women's dresses are made to design by use of the hand-woven cotton fabric of the north-eastern region in Thailand, it will be a way in promotion and create more tendency to export Thai fabrics and clothing materials. In fact, such a hand-woven cotton fabric of the north-eastern region in Thailand is suitable for making Indian women's dress in Punjabi style. This is because it has its gentle surface to be touched; and it can also be comfortably worn, absorb moisture and perspiration and ventilate heat well. Besides, its pattern/stripe has similarity to the hand-woven cotton fabric in India which such a weave with hands of both Thai and Indian have a prominence in weaving of Mudmi cotton fabric. Moreover, its feature of unique and individual hand-woven fabric can indicate relationship of social characteristics and a community race in the tradition.<sup>(7)</sup>

Therefore, in order to promote and develop the product styles of clothes and garments made of the hand-woven cotton fabrics of the north-eastern region, there was a study of this research on: The development of Indian Women dresses of Punjabi style made by weaving cotton fabric from the north-eastern part of Thailand. Its purposes were to develop the Indian women's dresses of Punjabi style by using the hand-woven cotton fabrics of the north-eastern part to be designed for making the women's dresses, using a style obtained from the Indian women's dresses of Punjabi style as its basis and to study satisfaction of Indian women or Thai ones with their Indian lineage effective to development of the Indian women's dresses of Punjabi style which can respond of Punjabi style which can respond to the consumers' needs and make Thai fabrics materials more known to both Indian people living in Thailand and those who made journeys from India to Thailand and vice versa, including to people from other countries.

### **Procedures**

The Development of Indian Women dresses of Punjabi style made by weaving cotton fabric from the north-eastern part of Thailand was a survey research from 250 Indian or Thai - Indian women from 5 places. There were 50 people in each place. They were selected with purposive

sampling and quota sampling.

The tools used in this research were sample of 5 models of hand-woven cotton fabrics from the north-eastern part of Thailand. Each model contains of 3 patterns, a total of 15 samples and some questionnaires about satisfaction of such samplings.

1. Sample model

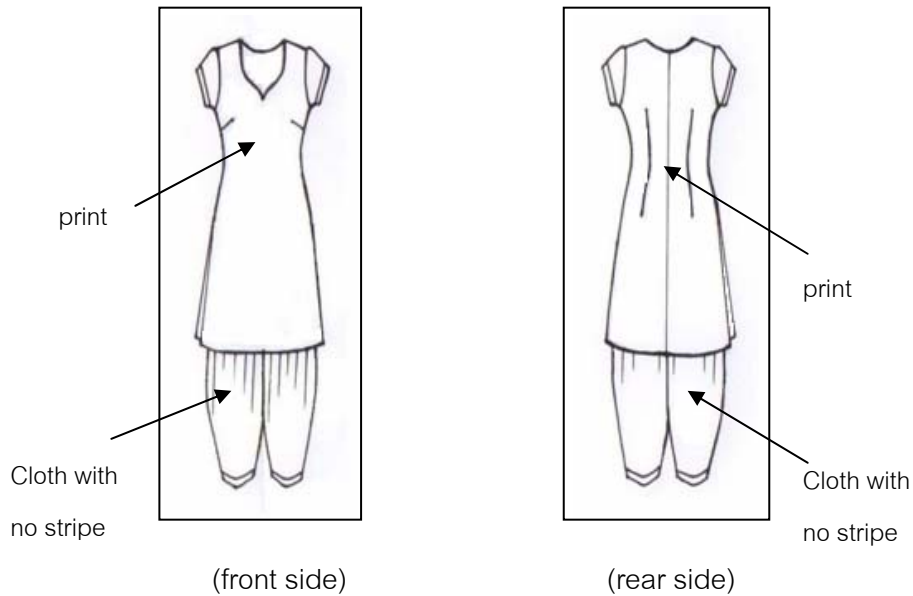


Figure 1 : Sample model – blouse and trousers

2. 5 types of hand – woven cotton fabrics from the north – eastern part, each has 3 prints.

The first type is Mudmi cotton fabrics indigo and fermented with mud.



Sample 1



Sample 2



Sample 3

The second type is Mudmi cotton fabrics dyed indigo, fermented with mud and inserted with braid.



Sample 1



Sample 2



Sample 3

The Third type is Khid cotton fabric.



Sample 1



Sample 2



Sample 3

The Fourth type is cloth with tabular stripes.



Sample 1



Sample 2



Sample 3

The fifth type is cotton fabric with Kled Tao stripes (ancient ones).



Sample 1



Sample 2



Sample 3

In its data collection, the researcher gave out the questionnaires about satisfaction to the samplings in several places and took them back to have proceeded. The data were analyzed by using frequency, percentage, mean and comparative analysis to find difference of mean of satisfaction in development of Indian women's dresses of Punjabi style made by weaving cotton fabrics from the north – eastern part to experiment its assumption by a method of T – test.

Its results presentation consisted of frequency table, percentage, mean and standard deviation. And when the statistical results were obtained, their methods were used to have presented :

1. Narration given to show the data table

## 2. Description given to explain and conclude

### Results of Experimentation

Basic data and those on using the hand – woven cotton fabrics from the north – eastern part :

The majority of the samplings have marriage status and most of them are under 30 years of age being 21.2 percent; and in the second, they have their 50 – 55 years of age being 20.0 percent. Bachelor degree or equivalent is their education, their occupation is the most housewife being 42.0 percent and in the second, they make their living by private career being 32.0 percent. Their average income per month is Baht 15,000 to 20,000. And the majority of women have lived in Thailand since they were born. Such the samplings know the hand – woven cotton fabrics from the north – eastern part of Thailand. They are interested and used to use them, especially by making a blouse. The place where they like to shop such hand – woven cotton fabrics is Pahurat. Their season for buying them is personal liking. And the majority of those women agree with use of the hand – woven cotton fabrics from the north – eastern part to make Indian women’s dresses of Punjabi style because they are suitable for being able to wear for the social parties on various occasions. Results of satisfaction in development of Indian women’s dresses of Punjabi style obtained from those samplings who answered the questionnaires.

The results obtaining from studying the satisfaction in development of Indian women’s dresses of Punjabi style by using the hand – woven cotton fabrics from the north – eastern part of Thailand were found as follows :

- In their types, the fifth type with Kled Tao stripes (ancient ones) had mean and its highest satisfaction being at a high level.

- In their touching surfaces, the first type of a sample 2 had mean and its highest satisfaction being at a high level and the third type of a sample 2 had mean and its highest satisfaction being at a high level.

- In their patterns/stripes, the third type of a sample 2 had mean and its highest satisfaction being at a high level.

- In their other sides, as compared with the satisfaction criteria of such type of the said cotton fabrics, the total mean was found as below :

- The first type of Mudmi cotton fabric dyed indigo, fermented with mud in a sample 3 had mean and its highest satisfaction being at a medium level.

- The second type of Mudmi cotton fabric dyed indigo, fermented with mud and inserted with braid in a sample 3 had mean and its satisfaction being at a medium level.

- The third type of Knid cotton fabrics in a sample 2 had mean and its highest satisfaction being at a high level.

- The fourth type of clothes with tabular stripes in a sample 2 had mean and its highest satisfaction being at a medium level.

- The fifth type of cotton fabric with kled Tao stripes (ancient ones) in a sample 2 had mean and its satisfaction being at a medium level.

Upon consideration in general from mean and satisfaction level of the samplings in development of Indian women's dresses of Punjabi style by using the hand – woven cotton fabrics in five types, mean and their satisfaction were found to be at a medium level.

In their studies, assumption experiment results were obtained :

- In the first assumption, five types of hand – woven cotton fabrics the north – eastern part were in relation with satisfaction in different types of the said cotton fabrics. And five different types of hand – woven cotton fabrics from the north – eastern part effective to satisfaction in types of fabrics differed at the statistical significance level of .05 .

- In the second assumption, five types of hand – woven cotton fabrics from the north – eastern part were in relation with satisfaction in different touching surfaces. And five different types of hand – woven cotton fabrics from the north – eastern part effective to satisfaction in touching surfaces of fabrics did not differ at the statistical significance level of .05.

- In the third assumption, five types of hand – woven cotton fabrics from the north – eastern part were in relation with satisfaction in different colours of fabrics differed at the statistical significance level of .05.

- In the fourth assumption, five types of hand – woven cotton fabrics from the north – eastern part were in relation with satisfaction in different patterns/stripes of fabrics. And five different types of hand – woven cotton fabrics from the north – eastern part effective to satisfaction in patterns/stripes of fabrics differed at the statistical significance level of .05.

## Conclusion of the Experiment Results

The development of Indian women's dresses of Punjabi style made by weaving cotton fabric from the north – eastern part could indicate that there was still a way in development of Indian dresses of Punjabi style by using the hand – woven cotton fabrics from the north – eastern part to be designed to make the dresses for men based on the Punjabi style.

We could see different characteristics of hand – woven cotton fabrics from each types their touching surfaces, colors and their patterns/stripes. So, in order to bring about their diversities, the viewpoints have been used to develop the products in making them better or the best – new fashions/features in several ways such as models and materials replaced by novelty as well as by changeability of new looks. Apart from these, such new materials are changed, altered and adjusted suitably from original ones such as their colors and shapes. And these is some information on the products as media to make the consumers known and understood and to create good images for them. This would be recognized by a lot of people targeted, including their targets set and their demand of using the products. So, after having seen the models or characteristics of each dress and after having touched the fabrics/clothing materials of each type,<sup>(9)</sup> the majority of Indian women and Thai ones with Indian lineage are interested and agree to have used Indian women's dresses of Punjabi style by using the hand – woven cotton fabrics from the north – eastern part of Thailand as considered important and able to respond to the consumers' needs.

## Suggestion for Future

1. A comparative study of satisfaction among many groups of consumers should be made.

A study of needs between Indian people living in Thailand and Indian ones living in India is effective to development of Indian women's dresses of Punjabi style by using the hand – woven cotton fabric from the north – eastern part.

2. A more study of satisfaction in other kinds of products, clothes and dresses – Sari, an evening dress, a casual wear/dress, Other national sets of clothes and so on.

3. The same study of features should be made but there should be change and adjustment of using other fabrics with various colors to have developed them as Indian women's dresses.



4. A study of relationship should be made between fundamentals, such as ages, educational levels, careers, income, etc. and satisfaction in Indian women's dresses of Punjabi style by having used the hand-woven cotton fabrics from the north-eastern part.

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