

Prapasri Havangju 2012: Factors Relating to Motivation in Becoming Membership of Thai Orchid Entrepreneur Limited. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Savitree Rangsihaht, Ph.D. 130 pages.

The objectives of this research were: 1) to study basic demographics, socio-economic, market and service for members of Thai Orchid Entrepreneur Ltd. 2) to study motivation in becoming membership of Thai Orchid Entrepreneur Ltd. (motivation), 3) to examine relationships between demographics, socio-economic, market, service for members and their motivation, 4) to identify problems and seek for suggestions on becoming membership. Population was 300 members of Thai Orchid Entrepreneur Ltd. Samples were 169 members. An instrument to collect data was an interview schedule. Statistics to analyze data included frequency, percentage and arithmetic mean. Chi-square and Pearson Product Moment Correlation Coefficient were utilized to test hypotheses.

Research findings revealed that 1) members were males and completed primary education . On an average, they were 49 years old, had 20 rai of land, had 4 Thai labors, had 23 foreign labors and spent 8,297 Baht/month for production cost. Income from orchid production was 17,290 Baht/month. Income from non-orchid production was 16,259 Baht/month, received information from 4 sources and participated in 2 activities. They produced super grade between 131-165 bud/rai , long grade > 300 bud/rai , short grade between 226-240 bud/rai , and very short grade < 50 bud/rai . They sold super grade @ 4 Baht/bud , long grade @ 4 Baht/bud , short grade @ 2 Baht/bud and very short grade @ 1 Baht/bud . Members sold orchid at Pak KlongTalad Market and sold their orchid as a group . They used purchase business service from Thai Orchid Entrepreneur Ltd. 2 times/month , used sale business service once a month , never used borrowing business and used promotion service once a month . 2) Members expressed achievement motivation, affiliation motivation, and material-oriented motivation at the high level respectively and prestige motivation at the very high level . 3) Hypotheses testing illustrated that numbers of foreign labors, information from members' experiences, information from other members of Thai Orchid Entrepreneur Ltd., and using purchase business service had statistically related with motivation at 0.05 level of significance. 4) Problems included small amount of circulating funds, foreign labors, inadequate amount of production factors, unstable selling price, lack of knowledge and understanding on the operation of Thai Orchid Entrepreneur ltd. Suggestions were to urgently cooperate among personnel or agencies concerned to solve these problems.

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Thesis Advisor's signature