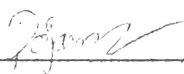


Pojanun Kongmak 2007: Factors Affecting Farmers' Adoption Process Towards Activity Implementation of Sufficiency Economy Land Settlement, Wang Nam Khiao, Nakhon Ratchasima. Master of Science (Sustainable Land Use and Natural Resource Management), Major Field: Sustainable Land Use and Natural Resource Management, Interdisciplinary Graduate Program. Thesis Advisor: Assistant Professor Sowatree Nathalang, Ph.D. 104 pages.

This study aimed to investigate aspect and factors that affect to an adoption process of activity implementation to farmers within Sufficiency Economy Land Settlement, Amphor Wang Nam Khiao, Changwat Nakhon Ratchasima. Acquired results of the study will be determined as if the establishment of that kind of settlement would be consonant to the farmers' need in Wang Nam Khiao Land Settlement. Data were collected by interviewing and observing 153 farmers who were selected to be member of the settlement.

Results showed that 72.5% and 27.5% of the sample moderately and high adopted the activities of the project . Factors affecting the adoption process were classified as information acknowledgement, participation in each activity, benefits from the project, and service from responsible officers related to the project while other factors such as gender, age, educational level and their knowledge and understanding of sufficiency economy land settlement were found to be non-significance in this case study. Furthermore, 63.4%, and 36.6% revealed respectively their high and moderate agreement on the aspect of the established settlement.

  
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