

Suksant Chanprasert, D.V.M. 2007: Factors Influencing the Acceptance of Standard Farm : A Case Study of Farmer in Rayong Province. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology.
Thesis Advisor: Assistant Professor Jumrong Ngerndee, M.Ed. 113 pages.

The objectives of this research were 1) to study the level acceptance of standard farm 2) to study the level of the knowledge of standard farm 3) to compare the acceptance of standard farm of farmer according to their different demographic backgrounds in terms of gender, age, experience, education-level 4) to study their personality difference their the effect on acceptance of standard farm and 5) to study the relations between knowledge of standard farm and acceptance of standard farm. The samples were 160 farmers. Data were collected by questionnaires and analyzed by application of program computer. Statistics use were: percentage, mean, standard deviation, t-test, One Way Anova and Pearson's product moment correlation coefficient.

The results of this research indicated that 1) the level of farmer's acceptance of standard farm as well as the adoption-level were mostly at the "median-level" 2) the level of farmer's knowledge of standard farm as well as the adoption-level were mostly at the "high-level" 3) Farmer's with different sex, age, experience, education-level had different in the acceptance of standard farm at the significant level of .05 4) Farmers with different in personality had no different of the acceptance of standard farm and 5) there was knowledge of standard farm were related of the acceptance of standard farm at the significant level of .05

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Thesis Advisor's signature

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