

Thesis Title Agro - Socio - Economic and Psychological Factors
Affecting the Membership of the Rubber Processing
and Marketing Group at Amphoe Takua Thung, Changwat
Phangnga

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Abstract

The objectives of this study were the following : 1) to compare agricultural, sociological, economical and psychological aspects of rubber planters who are members and non-members of the Rubber Processing and Marketing Group (RPMG) 2) to study the influences of agro-socio-economic and psychological factors on the members of the RPMG 3) to discover means to promote RPMG membership.

Selected agro-socio-economic and psychological factors for this study were as follows : 1) technological use for producing good quality of rubber sheet of the rubber planters 2) income of household 3) size for growing pararubber 4) age of the rubber planter 5) information about the RPMG 6) contact with extension workers 7) attitudes of rubber planters concerning the RPMG

8) safety needs 9) belongingness and love needs 10) Esteem needs.

The hypothesis of this study was that the ten chosen agro-socio-economic and psychological factors had influences upon membership of RPMG.

Subjects of this study were rubber planters of Amphoe Takuothung, Changwat Phangnga. The total number of the subjects was 159. They were separated into two groups, 89 (members) and 70 (non-members). The subjects were chosen by the multi-stage sampling method. The data was collected by interviewing techniques. The following statistical analyses were performed to analyze data :

- 1) percentage
- 2) mean
- 3) standard deviation
- 4) discriminant analysis (stepwise method).

It was found that

- 1) technology in producing rubber sheet
- 2) information of the RPMG
- 3) contact with the extension workers
- and 4) belongingness and love needs differentiated the members and non-members of RPMG significantly ($p < .001$).

Also attitudes toward the RPMG and safety needs differentiated member and non-member significantly ($p < .01$).

Five factors which discriminated the two groups were

- 1) the use of technology on producing rubber sheet
- 2) information of the group
- 3) belongingness
- 4) safety needs and
- 5) income.

The discriminate function having significant level at .001 can differentiate the member and non-member at a moderate level. This has canonical correlation of .6068 and Wilks' Lambda of .6318. The result of the testing function can predict the member and non-member accurately at a rate of 77.99 %.

The results of this study indicated the following :

1) the members had more use of technology, information of the RPMG, more contact with the extension workers and better attitudes towards the RPMG than the non-members

2) the non-members had more safety needs, belongingness and love needs than the members

3) Important problems of the RPMG were as follows :

3.1) members still produced poor quality of rubber sheet. 3.2) price of rubber in the group was not high 3.3) some members did not accept the grading of rubber by a committee or the regulations of the group 3.4) some RPMG had only a few members 3.5) some RPMG did not pay the planters on time 3.6) committees were not fair 3.7) some RPMG did not have a circulating fund.

4) member of RPMG indicated need of support from government sectors in price guarantee of rubber, technological knowledge, productive factors, improving group management, building factories relating to rubber.

Suggestions from this study were as follows : 1) to explain and extend information about the RPMG to rubber planters focussing on the benefits gained by being a membership 2) to encourage the extension workers to inform the use of technology in the production of rubber sheet with emphasis on proper cleaning and suitable weight of the rubber sheet 3) to improve the positive attitude towards the RPMG 4) to encourage the RPMG to support the establishment of a circulating fund and to serve relevant productive factors 5) to encourage extension worker to visit non-member

planters, especially the poor planters, for the purpose of persuading them to be members 6) to promote group and individual competitions and recognition of achievements. Also, the government should seriously consider the support of rubber planters in various aspects e.g. price supports and controls, marketing, factories relating to rubber products, group meetings among the RPMG at different levels, organization of RPMGs of Amphoe and Changwat levels. It was also recommended that the extension workers should visit, follow up, and evaluate the work of RPMG in practice.