

INDIVIDUAL PROJECT : THE POPULAR OPINIONS TOWARD THE AGRICULTURAL  
AND NUTRITION DEVELOPMENT PROJECT FOR THE IMPROVEMENT  
OF LIFE QUALITY AS INITIATED BY HER ROYAL HIGHNESS MAHA  
CHAKRI SIRINDHORN : A CASE STUDY OF BAN KUDWA TAMBON  
DONDOO AMPHUR NONGSONGHONG CHANGWAT KHON KAEN

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ABSTRACT

This case study was aimed to study (1) the local people's personal characteristics, their reception of information, and expected outcomes, (2) opinions of the local people towards the Agricultural and Nutrition Development Projects for the Improvement of Life Quality, as initiated by Her Royal Highness Maha Chakri Sirindhon, and (3) factors related to opinions of the local people towards the projects.

Out of 375 local residents of Ban Kudwa, Tambon Dondoo, Amphur Nongsonghong, Changwat Khon Kaen, who were 15 years of age or above, 191 were randomly selected. A set of questionnaire was developed as a research tool, and was validated by a group of specialists as well as by Cronbach's method of reliability ( $\alpha = 0.75$ ). For an analysis of data, SPSS/PC<sup>+</sup> was applied to find percentage, means, standard deviation and Chi-Square Test.

The results of the research findings were the following :

1. In term of personal characteristics of the local people under study, 54.50 percent were female; 67.54 percent were 40 years of age or younger; 90.60 percent had completed an elementary education; 70.70 percent were married and living together; 78.50 percent were in

agriculture; 86.91 percent had an income of 3,000 baht or below; and 46.60 percent had less than 20 years of residency in the locality.

2. As for the opinions of the local people toward the project, it was found that

2.1 The local residents were of the opinion that the project per se would greatly benefit the people in general. ( $\bar{X}=2.54$ )

2.2 About 70.70 of the local people participated in the Project for the Development of Farmland's Reservoirs and were, on the average, moderately in favor of this project. ( $\bar{X}=2.40$ )

2.3 Approximately 67.50 percent of the population lent support to the Silk Worm Raising Project and again were, on the average, moderately in favor of this project. ( $\bar{X}=2.48$ )

2.4 Though only 43.90 percent of the villagers enrolled their children in the Children Development Project, they admittedly were greatly in favor of the project. ( $\bar{X}=2.67$ )

2.5 The local people were in much favor of the Project for Highway Construction, Phase Three, realizing that they would greatly benefit from the project. ( $\bar{X}=2.71$ )

3. Regarding the relationship between personal characteristics and popular opinions towards the Project, it was revealed that

3.1 Sex, age, education, career, and length of residency were not related to popular opinions towards the Project, at the statistically significant level of .05.

3.2 Marital status, monthly income, expected outcomes of the Project, and information reception were all related to popular opinions towards the Highway Construction Project, Phase 3 (asphalt pavement), at the statistically significant level of .05.

3.3 Whether or not the local residents would join the project was not related to the popular opinions towards all the projects proposed, at the statistically significant level of .05.