

Usanee Chuakuna 2012: Factors Affecting the Adoption of Vetiver in Farmlands under Different Socio – geographical Condition. Master of Science (Resource Management), Major Field: Resource Management, Interdisciplinary Graduate Program. Thesis Advisor: Assistant Professor Thanwa Jitsanguan, Ph.D. 90 pages.

This study aimed to analysis understanding the benefits of vetiver farming and analyzing factors affected the adoption of vetiver in agricultural area. data were obtained from 190 samples The data were collected by interviewing farmers in three difference type of area, lowland area (Huay Khayeng village of Kanchanaburi province), upland area (Wang Koi village of Nakhon Sawan province) and highland area (Mae Salongnork and Nang Lae villages of Chiang Rai province) Result of this study, the factors affecting were considered in 2 groups of household samples which were farmers who adopted and did not adopt using Vetiver. Most of data from the field survey in the year 2010.

The result from knowledge and understanding about vetiver test can conclude the group has been encouraged by government or private agencies had more insight about the vetiver than group that did not receive any support from the agency which pointed out that the samples have knowledge and understanding about the process of promote the planting of vetiver from government or private and the group planted vetiver have knowledge and understanding about vetiver in higher level than those who did not planted vetiver. Moreover farmers who graduated in higher level have more knowledge about vetiver than farmers who graduated in lower levels.

Statistical analysis of the logit model when factors affected adoption of vetiver in agricultural area were considered. It indicated that the age of the respondents, education, agricultural area, the data from the neighbors, get the promotion, participation on vetiver projects and the follow-up visit with the relevant authorities are related to the acceptance and use of vetiver in agricultural areas. Lowland area, It indicated that the follow-up visit with the relevant authorities is related to the acceptance and use of vetiver in agricultural areas. Upland area, It indicated that gender, education, participation on vetiver projects and the follow-up visit with the relevant authorities are related to the acceptance and use of vetiver in agricultural areas. Highland area, It indicated that income and view a demonstration are related to the acceptance and use of vetiver in agricultural areas. This study suggests that researchers should be more education about costs and benefits of planting vetiver for supporting decision of the farmers to take sustainable advantage of remaining in their fields.

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Student's signature

Thesis Advisor's signature