

Patpong Deepana 2014: Factors Affecting to Decision Making on Para Rubber Plantation of Farmers in Phu Phiang District, Nan Province. Master of Science (Agricultural Extension), Major Field: Agriculture Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Suwisa Pattanakiat, M.S. 212 pages.

The objectives of this research were to investigate: 1) to examine basic demographics, knowledge, economics and society of para-rubber growers in Phu Phiang District, Nan Province 2) decision on para-rubber cultivation of para-rubber growers 3) relationships between basic demographics, knowledge, economics and society of para-rubber growers to the decision in cultivated para-rubber growers. 4) the problems and suggestions of para-rubber growers. Data were collected from 193 of para-rubber growers in Phu Phiang District, Nan Province. by using interview schedule. Data were analyzed and manipulated in percentage, arithmetic mean, maximum and minimum figures. The hypotheses were tested through Chi-square test

Research results revealed that majority of para-rubber growers were male (92.2 percent). With an average age of 46.91years. Period to para-rubber cultivation average were of 6.42 years. The growers had knowledge of about para-rubber at good level (57.5percent). Average income household were 184,580.31 baht /year and average of farm land were 12.14 rai. Average labor were 1.95 person family and not use the loan to grow para-rubber trees. Most of the growers received information about para-rubber cultivation from government officials (76.2percent), television (47.7 percent), and training (66.8 percent). Attained an elementary education (39.9 percent). Their decision towards para-rubber cultivation was at the high level.

Hypotheses testing found that sex, age, marital status, knowledge on para-rubber, annual expenses per household, labors and perception on para-rubber information of para-rubber toward personal media, mass media and media activities growers were statistically related to their decision to cultivate para-rubber in Phu Phiang District, Nan Province. at 0.01 and 0.05 level of significance.

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Thesis Advisor's signature