

Supanida Ngiwdee 2014: Farmers' Satisfaction towards Major Crop Rice Insurance Characteristics: A Case of Khon Kaen Farmers. Master of Science (Agricultural and Resource Economics), Major Field: Agricultural and Resource Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Miss Ravissa Suchato, Ph.D. 109 pages.

This study aims at assessing key characteristics of crop insurance applied to in-season rice in Khon Kaen province. Two objectives of this study are 1) to study farmers' perceptions on crop insurance of first rice and 2) to examine key characteristics of crop insurance as viewed by farmers. A field survey is conducted to interview 246 farmers. It has been found that most of the interviewees did not buy crop insurance for their rice field in 2012/13. Overall perception of 109 farmers who had purchased the insurance in the past on 17 key characteristics is satisfactory.

A conjoint analysis exercised on desirable characteristics finds that bundling insurance premium with credit is the most preferred option. The second characteristic relates to the level of indemnity covered. The last characteristic is the level of premium charged. Among all of the attributes offered, the most preferred option containing attributes consists of 1) bundling insurance premium with credit, 2) threshold yield of 276 kilogram per rai; 3) premium payable of 88 Baht; and 4) maximum indemnity of 1,700 Baht per rai.

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