

Kongtong Trudsart 2014: Farmer's Preferences on Disease Resistance Chilli Variety Attributes: A Case Study of Pepper Yellow Leaf Curl. Master of Science (Agricultural and Resource Economics), Major Field: Agricultural and Resource Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Associate Professor Suwana Preneetvatakul, Ph.D. 94 pages.

Chilli variety disease resistance is an important attribute and needed by farmers. In order to breed chilli that meet the requirement of farmers, a study of chilli variety attributes is important for plant breeders. The main objective of this study is to analyze the farmer's preferences on disease resistance chilli variety attributes. The data used in this study are obtained from farm-household interview with 350 chilli farmers in Chaiyaphum province in the cropping season 2013/2014. Descriptive statistics included percentage, mean, minimum, maximum and standard deviation. Conjoint analysis is employed in this study.

The result show that the most important attribute is seed price. The other attributes are disease resistance, high yield and low harvest period, respectively. When considering the overall utility of each attributes set, a set of the fifth attribute is found to be the highest utility. It is the chilli variety attribute for yellow leaf curl disease resistance, yield 1.5 tons per rai per year, harvest period of 65 days and seed prices 24 baht per gram.

This study suggests that breeders should pay attention on the following attributes disease resistance, high yield and low harvest period, respectively. The government should increasingly support research funding on chilli breeding.

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Thesis Advisor's signature