

Nathon Tameeparsekid 2014: Factors Related to Jack Fruit Planting of Famers in Wang Chan District, Rayong Province. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Patcharavadee Sriboonruang, Ph.D. 232 pages.

The objectives of this research were to study 1) individual basically factors 2) knowledge to plant a jackfruit 3) economics factors 4) media exposure factors of jack fruit factors 5) relationship between individual basically factor, knowledge to plant a jackfruit factor, economics factors and media exposure to plant a jackfruit factor of farmers in Wang Chan District, Rayong Province. 6) Problems and suggestions for the way developing and supporting to plant a jackfruit of farmers. The sample were collected from 112 farmers who have been planted a jackfruit in Rayong area by using interviewing and statistically analyzed for frequency percentage, mean, standard deviation (S.D.) maximum and minimum and Chi-square.

The results revealed that 1) most of jack fruit famers were males (58 percent) average age of 42.45 years, education in elementary level (50 percent), family members 4-5 persons. married(72.3 percent)and experience in the jack fruit average 4.86 year. There were cultivator (58.9 percent). Average household income were 397,946.43 bath/year income of jack fruit 51,604 bath/year. Average labor 2.37 person. The farmers borrow (51.8 percent). The most expose media about jack fruit from person media; farmers (95.5 percent) mass media; radio (86.6 percent)activities; training (76.8). The farmers had knowledge of jack fruit at high level. They had opinion about jack fruit cultivation also in the high level.

Hypotheses testing found that experience in the jack fruit, individual basically factors, knowledge to plant a jackfruit, economics factors media exposure factors, of jack fruit factors had relationship with the decision of farmers to Planting Jack Fruit in Wang Chan District, Rayong Province at 0.01 and 0.05 level of significance.

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