Narumon Kongkaew 2014: Social Capital Factors Affecting the Use of Parasitiod *Anagyrus lopezi* to Control Pink Cassava Mealybug. Master of Science (Agricultural and Resource Economics), Major Field: Agricutural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Associate Professor Suwanna Praneetvatakul, Ph.D. 93 pages.

The infestation of pink cassava mealybug resulted in a significant decrease of cassava yield in Thailand. Department of Agriculture introduced parasitoid *Anagyrus lopezi* to control the mealybug to the farmers. The main purpose of this study was to analyze the social capital that affecting the parasitoid adoption. Data were collected by interviewing 180 cassava growers in the production year 2012/13. Logistic model was analysed.

The results of the study showed that the factors affecting farmers to use the parasitiod were: bio-control knowledge, relationship or interaction within the group of farmers, the spread of the pink cassava mealybug, and the trust within the group of farmers. The probability of adoption parasitoid *Anagyrus lopezi* is 70.49%. The result also indicated that the score of social capital that farmers used parasitoid to control pink cassava mealybug were: bio-control knowledge, cooperation in the activities of farmers, and the trust within the group and without the group of farmers is high (score = 15, 3.68 and 0.97 respectively). The low score remaining elements for social capital were relationships within and without the group of farmers, and finally the social capital, adopting agricultural information and communication between government agencies and farmers (score = 3.59 and 4.76 respectively).

From the results in the study, it is suggested that the relevant agencies should provide sufficient knowledge on pest control. In addition, the farmers also could obtain current information from time to time. Famers should aware of environmental impact and the effects of chemical pesticide use to the health.

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