

**ABSTRACT**

**Title of Research Paper** : Factors Related to the Knowledge of and the Attitude toward Tiger Prawn Farming of People in Muang District, Pang - nga Province  
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The five objectives of the research were 1) to find out the degree of knowledge about tiger prawn farming of people in Muang District, Pang-nga Province; 2) to reveal their attitude toward tiger prawn farming; 3) to identify the relationship between background variables (i.e., education, income, experience in tiger prawn farming, present occupation, and access to related information) and their knowledge about tiger prawn farming; 4) to examine the relationship between the background variables (i.e., education, income, experience in tiger prawn farming, present occupation, and access to related information) and their attitude toward tiger prawn farming; and 5) to point out the relationship between the knowledge of tiger prawn farming and the attitude toward it.

The samples consisted of 120 people in Muang District, Pang-nga Province. The questionnaire used for data collection was composed of four parts: 1) background data, 2) measurement of the knowledge about tiger prawn farming, 3) measurement of the attitude toward tiger prawn farming, 4) open-ended questions to seek opinions about tiger prawn farming in Muang District, Pang-nga Province. One-way Analysis of Variance or F-test, t-test, and Pearson's Product-Moment Correlation were the statistical tests employed to test the hypothesis.

The findings were briefly stated as follows:

1) People in Muang District, Pang-nga Province, were found to have an overall knowledge of tiger prawn farming

at a rather high level and an overall attitude toward it at a moderate level. When individual factors were considered, it was found that people there had a highly positive attitude toward tiger prawn farming in terms of economic outcome, but had a moderately positive attitude toward it when the social and environmental effects were considered.

2) The background variables that were significantly related to the people's knowledge and attitude toward tiger prawn farming were income, experience in tiger prawn farming, present occupation, and access to related information. That is, people with higher income had a better knowledge and a more highly positive attitude toward tiger prawn farming than those with lower income. Next, people with experience in tiger prawn farming had a better knowledge and more highly positive attitude toward tiger prawn farming than those with no experience. Also, people who were engaged in tiger prawn farming at present had a better knowledge and a more highly positive attitude toward tiger prawn farming than those who were not. Furthermore, people who used to get access to information about tiger prawn farming had a better knowledge and a more highly positive attitude than those who did not. On the contrary, education was significantly related to the knowledge only, but was not significantly related to the attitude. In other words, people with higher education had a better knowledge in tiger prawn farming than those with lower education. But there was no significant difference in the attitude of people with higher education and those with lower education.

3) The knowledge about tiger prawn farming was found to have a positive relationship with the attitude toward it. That is, people with a better knowledge about tiger prawn farming had a better attitude toward it than those with a less knowledge.

The findings revealed the factors related to the knowledge and attitude toward tiger prawn farming and the attitude toward it. Therefore, the following recommendations were made in order to develop people's knowledge and build a positive attitude toward such farming: 1) Seminars, conferences and training courses should be held to provide a correct knowledge and understanding about tiger prawn farming to interested entrepreneurs and people in general, 2) An organization should be established to control waste water treatment before waste water is released into the sea, and 3) the

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zone for tiger prawn farming should be specified. All these would contribute to a correct knowledge of and a good attitude toward tiger prawn farming. This will, in turn, result in quality products and help to alleviate the economic problem of Pang-nga people without degradation of the environment.

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