

Dinnapha Kaewdang 2014: Participation of Members in Implementation of Bangsaphannoi Rubber Producer Cooperative Limited in Bang Saphan Noi District, Prachuap Khiri Khan Province. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Savitree Rangsihaht, Ph.D. 176 pages.

The objectives of this research were: 1) to study basic demographic characteristic, socioeconomic, and exposure to agricultural information factors, 2) to identify the participation of members in implementation of Bang Saphan Noi Rubber Producer Cooperative Limited (cooperative members), 3) to examine the relationship between basic demographic characteristic, socio-economic, and exposure to agricultural information factors and the participation of cooperative members, and 4) to study problems and seek for suggestions on participation of cooperative members. Samples were 227 cooperative members. Data were gathered by using an interview schedule. Statistical analyses included frequency, percentage, arithmetic mean, and chisquare to test hypotheses.

Research results revealed that cooperative members were males (59.5%) and attained secondary education. On an average, they were 40.86 years old, had 4 family members, became 5.50 years of cooperative members, earned 22.33 rai of para rubber trees, gained 2 farm labors, had 63.48 yield of para rubber trees/rai, gained 3.40 Kg/rai of para rubber products, received 2,137.00 Baht/rai from selling raw para rubber sheets, spent 2,046.01 Baht/rai for expenses of raw para rubber sheets production, engaged 2.11 cooperative meetings/year, had 1.33 field excursion/year, and participated in 1.26 training/year. Cooperative members received information about this cooperative through its committee members (66.5%), seminar (42.3%), and television (51.5%).

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Student's signature

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Thesis Advisor's signature