

Santhiti Tammasri 2014: Factors Affecting Decision Making in Organic Mangosteen Production of Farmers in Chanthaburi Province. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Savitree Rangsihaht, Ph.D. 186 pages.

The objectives of this research were: 1) to study basic demographic factors, 2) to indicate occupation factors, 3) to identify decision making towards organic mangosteen production factors, 4) to examine knowledge about organic mangosteen, and 5) to study the basic demographic factors, occupational factors, decision making towards organic mangosteen production factors, knowledge about organic mangosteen that related to decision making towards organic mangosteen production of farmers at Chanthaburi province. Population was 31 organic mangosteen farmers at Chanthaburi province who were or would be certified the “Organic Thailand” from Office of Agricultural Research and Development Region 6 Phlio sub-district, Laem Sing district, Chanthaburi province. There were 3 groups of farmers : certified organic mangosteen production farmers (certified farmers); becoming organic mangosteen production farmers (becoming farmers); and emerging organic mangosteen production farmers (emerging farmers). Data were collected by using an interview schedule. Descriptive statistic to analyze data included frequency, percentage, arithmetic mean, standard deviation, minimum, and maximum figure.

Research findings revealed that certified, becoming, and emerging farmers aged average 44.77, 50.38, and 49.10 years old. They earned average annual income 24,440.77, 39,575, and 28,771 Baht/rai. Average product cost for organic mangosteen production was 7,836.77, 7,615.63, and 11,841 Baht/rai. Most of farmers had their own land. Based upon knowledge about organic mangosteen, thirteen certified farmers received full scores (100.0%). Eight becoming farmers also received full scores (100.0%). Six emerging farmers, however, received scores at the high level (60.0%). Decision making towards organic mangosteen production of certified farmers revealed that healthy factors were the most decision making concern followed by the environmental factors, production cost of organic mangosteen production, receiving and using “Organic Thailand” certificate which were their concerns at the high level. Becoming farmers expressed that healthy and environmental factors were the most decision making concerns followed by receiving “Organic Thailand” certificate that were at the high level. Emerging farmers indicated that healthy factors of consumers were their decision making concerns at the highest level followed by land holding, perception about organic mangosteen production thru people media, healthy concerns of organic mangosteen production producers, and environmental factors which were their concerns at the high level.

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Thesis Advisor's signature