

Penprapa Ruhul 2013: Factors Affecting to Decision Making on Para Rubber Cultivation of Farmers in Sanam Chai Khet District, Chachoengsao Province. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Pichai Tongdeelert, Ph.D. 183 pages.

The objectives of this research were: 1) to study basic demographic, socio-economic and knowledge factors of rubber growers in Snam Chai Ket district, Chachoengsao province (rubber growers), 2) to examine the decision on rubber cultivation of rubber growers, 3) to test the relationship between demographic, socio-economic, and knowledge factors of rubber growers and their decision to plant rubber trees, 4) to study problems and seek for suggestions from 148 samples who were rubber growers in Sanam Chai Khet district, Chachoengsao province. Data were collected by using an interview schedule. Statistic to analyze data included frequency distribution, percentage, arithmetic mean, standard deviation, minimum score, maximum score and Chi-square test.

The results revealed that 1) most respondents were males with an average age of 52.66 years old, attained an elementary education (43.9%), and had 4-5 members per household. On an average, they gained 21.70 years of experiences in rubber tree cultivation and 17.74 years in harvesting rubber. Their previous occupation was growing field crops (50.7%). An average annual income was 967,162.16 Baht. An average land for growing rubber was 64.54 rai with 5.16 farm labors on an average. The yield ratio between rubber tree owners and labors was 60:40. There was no loan to grow rubber trees. Most rubber growers received information about rubber cultivation from fellow farmers or government officials, training and television. Rubber growers had knowledge about rubber at the high level. Their decision towards rubber cultivation was at the moderate level.

Hypotheses testing found out that experiences in rubber cultivation, previous occupation, annual income per household, farm land, number of labors, yield ratio between rubber owners and labors and perception on rubber information of rubber growers were statistically related to their decision to plant rubber trees in Sanam Chai Khet district, Chachoengsao province at 0.01 and 0.05 level of significance.

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Thesis Advisor's signature