

Sutthiporn Poolsawas 2012: Duration Analysis of Hybrid Maize Adoption in Thailand. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resources Economics. Thesis Advisor: Mrs. Orachos Napasintuwong Artachinda, Ph.D. 86 pages.

There were several previous studies on hybrid maize adoption in Thailand, but none emphasized the adoption in a dynamic framework, especially the factors that influenced the timing of adoption. Therefore, the objectives of this study are to indicate the adoption and diffusion patterns of hybrid maize in Thailand and to apply duration analysis to examine the impact of time-varying and time-invariant factors on the duration of hybrid maize varieties adoption. Three hundred and thirty five maize farmers were interviewed between May and June 2011. The study focused on the timing of hybrid maize adoption since 1980, the year in which hybrid maize was first available until 2011.

The results from the study revealed that farmers with less experienced on maize cultivation are among the earlier adopters, and farm being closer to input dealer will further speed up adoption. The findings also suggest that the communication from the public sector may reduce the speed of adoption, but an extension service from input dealers, and credit for maize cultivation from the private sector could increase the adoption speed.

This implies that in order to expedite the adoption of new variety, extension programs to less experienced farmers might be emphasized. The increase of input accessibility also enhances adoption. Effective communication from the public sector, such as the transfer of knowledge and information about new crop varieties is needed, along with a sufficient extension service through input dealers and credit loans for inputs from the private sector.

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Thesis Advisor's signature

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