

ABSTRACT

Title: Potentiality in Group Development as Viewed by Farmer Associations' Boards in Trang Province

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The objectives of this research were (1) to investigate personal, social and economic backgrounds of the boards of farmer associations (both successful and unsuccessful associations in Trang). and (2) to indicate potentiality in group development (i.e. factors contributing to success as perceived by the boards). The data were collected by means of interview schedule form the total of 119 respondents consisting of 23 chairpersons and 96 members of the boards of farmer associations in Trang province, and analyzed by using the SPSS program.

The results of the study were as follows:

1. Personal, economic, and social backgrounds as well as leadership of the chairpersons

The chairpersons had an average age of 59 years, an average annual agricultural income of 93,200 baht an average of 4 dependents in the family, and an average of 3 members contributing to family labor. Most of them had never

participated in agricultural training or seminars and possessed the leadership style emphasizing human relation.

2. Personal, economic, social and psychological backgrounds of member of the boards

The members of the boards had an average age of 51 years, an average annual agricultural income of 93,545 baht, an average of 4 family members, and an average of 3 members contributing to family labor. They have been members of the boards for an average of 10 years. Most of them had never attended any training courses; those who had undergone training indicated an average of two times per year. Most of the members of the board had a moderate level of satisfaction with the benefits they obtained and almost all of them had a high level of aspiration in life.

3. Characteristics of farmer groups as perceived by the chairpersons

The average age of the farmer groups was 23; average number of members at present, 117; and average number of members when first established, 85. More than 50% of the chairpersons indicated an increase in the number of group members. On average, the chairpersons have been in position for 13 years and they hold a meeting of the members once a year; the boards themselves had the meeting twice a year on average. Almost all of the chairpersons indicated that they had never won the best association award but most of them stated that the member of the farmer groups were moderately cooperative. Over half of the chairpersons informed of conflict among members within the groups.

4. Situations of farmer groups as perceived by the chairpersons

Most of the chairpersons indicated a very high level of relationship between chairpersons and members of the boards a high level of job clarity, and a high level of power in the position of chairperson.

5. Goals of the groups

Most of the members of the boards set very high goals for their groups and emphasized the importance of the goals.

6. Goals of the group

The results clearly showed that the unsuccessful groups were of a large size.

7. Groups' values

Most of the members of the boards had a moderate level of values.

8. Groups' norms

Most of the members of the boards had a moderated level of norms.

9. Communication within the groups

Communication between most of the members of the boards and the group members led to a moderate level of understanding.