


# ABSTRACT

Title: Factors Affecting the Successful Operation of Home  
Maker Groups in Doi Saket District, Chiang Mai  
Province, Thailand

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Degree: Master of Science (Agricultural Extension)

Major Field: Agricultural Extension

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12 / Feb. / 1998

The purposes of this research were to compare 1) factors contributing to the success or failure of the operation of home maker groups. The studied factors were divided into 2 categories: a) personal and socio-economic characteristics of group members i.e. age, education, training experience, income, access to home economic information through mass media, contact with the extension officers satisfaction with group leaders, satisfaction with extension methods, perception of groups objectives and implementation, and satisfaction with group benefits; and b) characteristics of the groups i.e. group formation, group size, change in group size, period of group membership, and conflicts within the groups; and 2) the group's operational problems and obstacles. The data were collected by means of interview schedule pretested for validity and reliability from 168 home maker group's members - selected by proportional stratified random sampling and consisting of 39 members from successful groups and 129 from unsuccessful

groups in Doi Saket district, Chiang mai province and analyzed with the use of the SPSS/PC<sup>+</sup>. The findings are as follows:

Personal and socio-economic characteristics of the group members which affected their successful operation and had a significant difference were income, training experience, access to home economic information through mass media, contact with the extension officers and the outside world, satisfaction with group leaders, satisfaction with extension methods, and satisfaction with group benefits. The factors not affecting successful operation and having no significant difference were age, satisfaction with extension officers, and perception of the group's objectives and implementation. In terms of the groups, characteristics, the findings revealed that group formation, group size, change in group size and period of group membership were significantly different and affected the success of the group's operation whereas participation of group members and conflicts within the groups were not significantly different and did not affect the success of the group's operation.

As for problems and obstacles, capital problems were found to be a factor affecting successful operation of the groups and having a significant difference while problems concerning people, management, materials and equipment and operational sites did not affect the success of the group's operation and had no significant difference.