


## ABSTRACT

Title: Factors Affecting Farmer's Rejection of Native Chicken Raising Innovation under the Vocational Training Project of Trang College of Agriculture and technology, Thailand.

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The objectives of the research were (1) to confirm or disconfirm the theories concerning factors affecting adoption or rejection of innovation according to innovator categories ; (2) to identify others factors (other reasons) affecting rejection of native chicken raising innovation; and (3) to find out the farmers' opinions and additional wants to make improvements in planning vocational training projects.

The research results were as follows:

**Personal characteristics.** The respondents' average age was 46 years. The majority had completed grade 4 of primary education. Almost all of the respondents had no training experience during the past year.

**Socio - economic characteristics.** The majority of the respondents obtained moderately high annual in comes, mainly from para rubber plantations, of which the average land was 17 rai per household. None of them received agricultural credit. The

majority of the respondents had average household labor force of 2 persons and belong to any social organizations.

**Communication behavior** Almost all of the respondents had no social participation but had an average of 4 times per month of cosmopolites. In addition, almost all of the respondents reported that they did not receive any advice or recommendations from officers of vocational training projects, and they had an average of 2 times per month of obtaining agricultural information from mass media.

**Perception of native chicken raising innovation** The majority of the respondents had a high perception level relative advantage, complexity and trialability such as equipment in housing, style and characteristics of houses, waterer and feeder, feed mixing, chicken selection and vaccination and a low level of perception of compatibility and observability such as brooding and vaccination. The summation of average marks of perception revealed that the respondents had a high perception level but rejected the innovation due to a small number of home consumption; thus, it was not worth using native chicken raising innovations.

**Opinions and additional wants** All respondents reported suitability of vocational training locale and duration. The majority reported that training officers were able to transfer their knowledge to the respondents in the ways which were easy to understand and compatible with the equipment used in training. It was recommended by all respondents the follow-up of training should be carried out by training officers. All respondents indicated no problem concerning markets and prices of chicken. The majority of the respondents agreed on raising chicken for home consumption and for sale. In Addition, they wanted to be trained in swine raising in the future.