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SASIPIM SRIKA : FACTORS AFFECTING THE ADOPTION OF *trichoderma harzinum* TO CONTROL FUSARIUM WILT DISEASE FOR FARMER IN CHIANGMAI PROVINCE . SUKHUM POOTONG, M.Sc. SAEREERAT PASUTANON, M.Sc. 151 p. ISBN 974-662-219-6

This research aimed to evaluate the level of adoption and the factors affecting Chiangmai farmers' adoption of *trichoderma spp.* As a method of controlling fusarium wilt of chilli . This study utilized survey research methodology and the statistics used in this research were percent , mean , t- test , oneway analysis and stepwise multiple regression.

This result showed that most farmers' (66.5 percent) adoption was moderate ; 17.4 percent of farmers had high adoption and 16.1 percent had low adoption. Nine factors significantly affected the adoption of *trichoderma spp.* : age , education , membership in agricultural groups , experience , of being sensitive to chemical toxins , training on *trichoderma spp.* , frequency of receiveing agricultural information , number of types of media through which farmers receive information attitude and the knowledge of *trichoderma spp.* . When co-variables were analysis by using stepwise regression , five factors were found to be sinificant : trainning on *trichoderma spp.* , the number of types of media through which farmers receive agricultural information , frequency of recieving information , attitude and knowledge of *trichoderma spp.* . These five variables explian 48.9 percent of the farmers' adoption of *trichoderma spp.* to control wilt disease of chilli.