

3736159 SHED/M : MAJOR : ENVIRONMENTAL EDUCATION ; M.Ed.

(ENVIRONMENTAL EDUCATION)

KEY WORD : ADOPTION / PESTICIDE-FREE VEGETABLE CROPPING /
FARMERS / ORGANICS FARM

KANOKWAN YOOWONG : A STUDY OF FARMERS' ADOPTION OF
PESTICIDE - FREE VEGETABLE CROPPING. THESIS ADVISORS : RACHANONT
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D.Tech.Sc. 127 p. ISBN 974-589-703-5

The purpose of this research is to study the level of adoption of in pesticide-free vegetable cropping by farmers. This research was conducted by using both quantitative and qualitative approaches. The sample group for the quantitative research consisted of 204 farmers in Nakhon Pathom, Ratchaburi and Karnjanaburi Province. The sample group for the qualitative approach consisted of 32 farmers in the quantitative approach group. In this research, interviewing questionnaires and in-depth interview were used as tools for data collection. Statistical analysis used for this study were percentage, mean, standard deviation and Chi-square test. The findings from in-depth interview were presented by description.

The results of this research show that farmers adopted the pesticide-free vegetable cropping at the medium level on a 3 point scale. The factors significantly related to the adoption of pesticide-free vegetable cropping included information receiving, knowledge and attitude toward pesticide-free vegetable cropping.

From the in-depth interview it was revealed that the sample group had correct knowledge about the pesticide-free vegetable cropping. They also had good attitudes toward the pesticide-free vegetable cropping. The main factors attracting the sample group to crop pesticide-free vegetable were to give up chemical pesticides and save money. They confirmed that they still cropped and expanded the land for cropping pesticide-free vegetable.

From this research, it is suggested that the government department should provide information to the farmers about pesticide-free vegetable cropping techniques through the media and regularly follow up the programme. Also the standard of pesticide-free vegetable should be controlled to support public consumption. These factors were the important keys in increasing the adoptions pesticide-free vegetable cropping among the farmers.