

## ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Science in Agricultural Extension

### MOTIVATION OF FARMERS IN JOINING RICE SEED PRODUCTION PROJECT AT 14<sup>th</sup> SEED CENTER, PHRAE PROVINCE, THAILAND

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OCTOBER 2000

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The objectives of this research were to examine 1) personal and socio-economic characteristics of farmers joining the rice seed production project in Phrae province; 2) the level of each type of motivation causing these farmers to be highly interested in joining the project; and 3) relationship between types of motivation and their personal and socio-economic characteristics. The respondents consisted of 134 farmers having authority in decision-making in joining the rice seed production project in Phrae province and selected by simple random sampling with 95 percent reliability from the total population of 200. The data was gathered mainly through pretested interview schedules and analyzed with the use of the SPSS/PC<sup>+</sup>.

The results of the study showed that most of the respondents were male (92.54%), about 50 years of age on average (49.92 years). Most of them finished secondary education and had an average of 2 persons (2.29) contributing to farm labor and obtained average income of 36,658.66 Baht per year from selling rice seeds. They

had an average rice growing area of 8.69 rai and most of them owned the land cultivated. They were found to use agricultural credits in rice seed propagation and they obtained loans from financial institutions. More than one-half of the respondents were members of the Bank for Agriculture and Agricultural Cooperatives. Most of them had training experience and more than 50% have been participating in the project for more than 4 years. The respondents obtained information about rice seed production from officers of the Seed Propagation Center and they were found to have contacted these officers at an average of 2.81 times in 1999.

The results also revealed the types of motivation causing the respondents to be highly interested in joining the rice seed production project and ranked from the highest to lowest means: material gain motivation (average 4.19) affiliation motivation (average 4.15), prestige motivation (average 3.99) and achievement motivation (average 3.96).

An analysis of the relationship between motivation causing the respondents to be highly interested in joining the rice seed production project i.e. material gain motivation, and their personal and socio-economic characteristics showed that sex, age, education, household farm labor, land holding, size of cultivated area, use of agricultural loans, training experience, experience in project participation, income, group membership, access to information and frequency of contacting officers of the Seed Propagation Center were not significantly correlated with the respondents' material gain motivation.