

**Thesis Title** Factors Affecting People's Perception on  
the Rural Employment Generation Program  
in Ratchburi Province  
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**Date of Graduation** 18 May B.E.2533 (1990)

### ABSTRACT

The purposes of this research were to study the levels of people's perception on the Rural Employment Generation Program, including the factors influencing that perception in terms of economic and social benefits, sense of belonging and program maintenance. The study design was a cross sectional survey. Using the stratified two-stage probability sampling, the 424 samples were randomly selected from the population at labour age living in several villages in Ratchaburi province where the program had been proceeding in 1989. During one week period, September 21-27, 1989, the data were collected by the interviewed questionnaires. Chi-square test, pearson product moment coefficient and multiple regression analysis were employed to study the relationship and effect of the factors to people's perception.

The result revealed that most of people's perception on economic benefits was considerably good, 67.5 % higher than average. In view of people's perceptions on social benefits and sense of belonging, about 51.4 % and 54.2 % of the people perceived lower than average. In addition, the maintenance perception was fair or around 53.1 % below average perception.

By multiple regression analysis with stepwise technique, it was found that the factors affecting people's perception on economic benefits consisted of a number of communication media, marital status, the budget of participation, the period of employment and leader community status, respectively. The factors affecting people's perception on social benefits included a number of communication media, age, leader community status and attitude towards participation. The factors affecting people's perception on sense of belonging contained a number of communication media, attitude towards participation, years of education and leader community status. And last, factors affecting people's perception on program maintenance were years of education, relation with community leader, age and a number of communication media.

The findings clearly indicated the two important factors affecting people's perception, a number of communication media and leader community status. So, in order to develop good perception of the people, it should emphasize more upon public advertising particularly through personal media, i.e. the community leaders.