

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

**HOMEMAKER LEADERS' BEHAVIOUR AS PERCEIVED BY THE MEMBERS
FROM SUCCESSFUL AND UNSUCCESSFUL GROUPS IN MAETAENG
AND DOI SAKET DISTRICTS, CHIANG MAI**

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The purposes of this research were 1) to compare the characteristics of the homemaker leaders based on the perception of the homemaker 2) to investigate problems, including the obstacles group activities related to those characteristics. The data were collected from 370 homemaker members in Maetaeng and Doi Saket Districts, Chiang Mai province, by interviews schedule. Data were analyzed by Statistical Package for the Social Sciences (SPSS/PC⁺). The findings were as follows:

The members from successful homemakers group considerably approved of their leaders' personal and administrative behaviours at a high level (average scores of 2.34 - 3.00). The personal behaviours included initiative, sociability, unselfishness, decisiveness, enthusiasm, justice, and humanity. Those of administrative behaviours included planning, organizing, staffing, directing, cooperating, reporting and budgeting. It was indicated that their success coincided the considerable approval of the members toward their leaders.

The respondents in unsuccessful agricultural homemakers groups approved of their leaders' personal behaviours diminutively (average scores 1.00 - 1.67) especially initiative, decisiveness, enthusiasm and self-control, while moderately approved of their leaders' personal behaviours (average scores of 2.33 - 1.67) of unselfishness and justice. They had less approval of the leaders' behaviours of planning, organizing, staffing, reporting and budgeting (average scores of 1.66 - 1.00). It should be noted that the low level of leaders' behaviours approval in unselfishness homemaker groups coincided with low achievement of the members.

Comparing the results of the study of both groups with a t-test, the findings indicated that the leaders' behaviours focusing on personal characteristics, administration and management were significantly different at the confidence level of 0.05.

It was recommended the homemaker officers should recommend and provide training relating to organization, administration and management, so that the leaders comprehend and operate more effectively. In the meantime, the leaders themselves ought to modify their behaviours in order to develop their work potency.