

Phatcharin Konthong 2007: Farmer's Decision Making on Investment in Broiler Evaporation Cooling Farm with Guaranteeing Price Contract: Case Study of Amphoe Lao Khwan, Changwat Kanchanaburi. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication.
Thesis Advisor: Associate Professor Chatcharee Naritoom, Ph.D. 181 pages.

This research was conducted to study: 1) socio-economics status and background of broiler evaporation cooling farm with guaranteeing price contract farmers, 2) To analyze cost and outcome of broiler evaporation cooling farm with guaranteeing price contract 3) Analyze a financial feasibility of broiler Farming investment. 4) Factors affecting farmer's decision of broiler evaporation cooling farm with guaranteeing price contract. The research method for data collection was interviewed with 10 farmers household who are broiler evaporation cooling farm with guaranteeing price contract. In Amphoe Lao Khwan, Changwat Kanchanaburi. Data analysis was conducted using SPSS program to computerize frequencies, percentage, and arithmetic mean

The results from this study show that indicated on small farms majority of the farmers were male and large farms all of them were female, in between the age of 50.43 and 42.33 years. Most of them finished primary school level 4. Average experience for broiler evaporation cooling was 6.29 and 6.33 years. The average farm size was 3.29 and 12 rai. The farm cost of investment was 3,210,840.52 and 5,104,282.35 Bath/farm/year. The total farm income was 3,353,924.50 and 5,351,186.65 Bath/farm/year. The cost turns back period was 6 – 7 years. The analyze a financial cost of investment for broiler evaporation cooling all of the project period was 10 years and rated 10.18 – 9.37 percent that is good for business investment if analyze sensible of the project find that every system for compared was risk of investment. Then find that farmers in two size farms agreement with moderately contract and most of attitude about broiler evaporation with contract guaranteeing Price was very high

From the tested hypotheses, the attitude about farmer's broiler evaporation with contract guaranteeing Price were affecting farmer's decision of broiler evaporation cooling farm with guaranteeing price, specially the attitude about broiler evaporation cooling farm with guaranteeing price to improved the farmers more income than others production to the hypotheses at 0.5 significant level.

Student's signature

Thesis Advisor's signature