

Supapis Toyai 2010: The Social Changes in Prachuap Khiri Khan due to Pineapple Industrialization Development from 2510-2538 BC. Master of Arts (History), Major Field: History, Department of History. Thesis Advisor: Mr. Kanitha Chitchang, D.A. 186 pages.

This research aimed at 1) analyzing government policies about producing pineapples in Prachuap Khiri Khan Province, 2) analyzing the impact of growing pineapples in Prachuap Khiri Khan Province between 2510-2538 BC that affected changes in the lifestyle and economic conditions of pineapple farmers.

The results showed that growing pineapples in Prachuap Khiri Khan changed the lifestyle and economic conditions of pineapple farmers in three phases: the first was the living based on growing pineapples to send to the factory after the government had policies to promote industrial development following a plan of the National Economic and Social Development No. 2 to No. 4 (2510-2524 BC), private entrepreneurs received investment from the government to promote three pineapple processing factories in Prachuap Khiri Khan. Life of the people growing pineapples had changed from a subsistence living to commercial purposes. Changes during the second period between 2525-2535 BC was a rapid expansion of the range of pineapple plantations and without boundaries. Productivity decreased. Small farmers needed loans for investments and to buy chemicals to increase productivity. However, this resulted in an oversupply of pineapples. Factories set lower purchase prices than the cost of production. The farmers became overflowed in debt. Changes during the year of 2536-2538 BC was the third phase, the small farmers reduced the pineapple plantations after a loss of ownership of land. They stopped pineapple cultivation and focused on mixed cropping such as lemon, pineapple, banana cultivation, etc. for paying their debts and living expenses.

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Thesis Advisor's signature