

Thesis Title Factors Correlating to the Adoption of Beef Cattle Raising of
 Poor Farmers
 in Changwat Pattani
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Abstract

The objectives of this study were to investigate the general condition and relationship between social, economic, and communication factors and poor farmers' acceptance of raising beef cattle. Data were collected by interviewing 111 subjects who were poor beef cattle farmers in all districts of Pattani Province. The subjects were selected from a population of 436 farmers using a random sampling method.

The overall results revealed that the level of education, household income, size of pasture, size of land held, traveling outside the home area, gaining information, and attitudes toward raising beef cattle had a statistically significant positive relationship with the acceptance of raising beef cattle. Factors with a statistically significant negative relationship were the age and the use of household labor.

For each aspect of raising beef cattle, the results revealed that statistically significant positive factors related to the acceptance of feeds and minerals were the level of education, household income, the size of pasture, the size of land held, traveling outside the home area, gaining information, and attitude toward raising beef cattle. The statistically significant negative factors related to the acceptance of feeds and minerals were the age and the use of household labor.

The statistically significant positive factors related to the acceptance of hygiene in raising beef cattle were the level of education, household income, the size of pasture, the size of land held, traveling outside the home area, gaining information, and attitude toward raising beef cattle. The statistically significant negative factors related to the acceptance of hygiene in raising beef cattle were the age and the use of household labor.

The statistically significant positive factors related to the acceptance of breed improvement were the size of land held and gaining information. The statistically significant negative factor related to the acceptance of breed improvement was the incentive in making a decision to raise beef cattle.

The important co-variables for each academic aspect of raising beef cattle were the size of land held, and gaining information. These variables had a relationship with all aspects of the acceptance of raising beef cattle.