

Abstract

The main purpose of studying "Factors affecting the Adoption of Agricultural Innovation : A Case Study of farmers in Pattani Province." was to determine what kind of factors influence and pinpoint southern farmers' adoption and nonadoption of innovation. This study would indicate whether socioeconomic, personality, communication behavior and village's environment factors could explain farmers' innovation's adoption process.

The theoretical idea of this study complied with "Innovation and It's adoption process."

In methodology, 120 farmers in the rural area of ampho Khokpho in Pattani province were randomly selected by purposive sampling and simple random sampling. A set of questionnaire was distributed. Data was collected by face to face interviews and by observations.

Finding indicated that among farmers who adopted innovations had close opinion in the way they adopted. There were 74 innovation's adoptors or 61.67 percent, and 46 innovation's nonadoptors or 38.33 percent. Factors which could explain farmers' innovation adoption and nonadoption were religion, paddy-field size, objective of farming, modernization and exposition to mass media. Findings indicated that there were some degree of relationship in adopting innovation between these factors and

degree of innovation adoption at the significant level of 0.05. Especially, exposition to mass media factors were the most related factors to degree of innovation adoption

Furthermore, in this study, factors which no one had ever studied were added. These factors were religion, objective in farming and decision making. The result of adding these 3 new factors showed that factors which related to degree of adoption at the significant level of 0.05 were religion and objective of farming. This study showed that its findings was a new discovery.