

## ABSTRACT

This study " Factors Affecting to the Adoption - Decision of Sustainable Agricultural Innovation : A Case Study of Techniques of Growing Pesticide Residue Free Vegetable (TG-PRFV) in Tumbol Bang-Rhiang; Amphoe Khuan-Niang; Songkla Province", had the main objectives of the study as follows:

- 1) to study the factors associated with the adoption of TG-PRFV.
- 2) to determine the most influencing factor of the adoption of TG-PRFV.

A Sample of 182 families who grew vegetable for sale were selected with the multi-stage sampling technique. A set of data was collected by face to face structural interviews and observation. Data analysis used percentages, Chi-Square and Cramer's V.

As a result of the analysis of the data, the investigation found the following finding:

- 1) 94 out of the 182 farmers' families grew pesticide residue free vegetable.

- 2) the farmers who grew pesticide residue free vegetable differed from the farmers who did not grow pesticide residue free vegetable in such qualities as age, occupational characteristics, income, capital, land holding, experience with growing vegetable for sale, support TG-PRFV, communicational channel (Agricultural extension worker), knowledge level with TG-PRFV, confidence in effectiveness of TG-PRFV, risk attitude and fundamental knowledge of ecological agriculture.

- 3) Confidence in effectiveness of TG-PRFV factor was the most related factor to TG-PRFV adoption-decision (Cramer's  $V=0.71401$ ).

4) This study found no significant relationship between education, farm size, labour in family, communicational channels (television, radio, book and neighbour) and TG-PRFV adoption-decision.