

Research Title Factors Affecting the Acceptance of Solar Farm Project
by Community of Ban Thung Krathin, Ratchaburi
Province

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Abstract

The objectives of the research were 1) to study the current conditions of the community and factors affecting the acceptance of the solar farm project by the community of Ban Thung Krathin; 2) to study the influence of various factors affecting the acceptance of the solar farm project by the community of Ban Thung Krathin; and 3) to find out guidelines to promote the better understanding to the community of Ban Thung Krathin towards the solar farm project.

The samples used in the study were 248 people aged 18 years or over, and resided in Ban Thung Krathin Village, Moo 4, Danthapako Sub-district, Chom Bueng District, Ratchaburi, and 12 representatives of community leaders and people. Purposive sampling was used for the data collection, and qualitative research was applied with the representatives of community leaders and people.

Research instruments were in-depth interview and closed-ended with 5-scale-rating questionnaires. The statistics used for data analysis were percentage, mean, standard deviation, and content analysis.

The findings revealed that the factors affecting the acceptance of the solar farm project by the community of Ban Thung Krathin in aspects of Environment Awareness, Social Responsibilities, and Benefit Allocation were at the highest level. The influence of the community leaders was at the high level. Respondents thought that risks of the project was at the low level. The mean for the aspects of benefit allocation, risks of the project, social responsibilities, community development awareness, influence of community leaders affecting the acceptance of the solar farm project were 0.248, 0.231, 187, 0.110, and -.072 respectively. And as for guidelines to promote the better understanding to the community, it was suggested that the university should (1) have meetings with the community by informing the community to attend the meetings all together; (2) hold meetings with the community leaders; (3) publicize the project using the large information board (4) publicize the project using

leaflets, brochures or other documents; and (5) direct students to hold exhibitions or other activities regarding the project in the community.