

ข้อเสนอแนะในการวิจัยครั้งนี้ คือหน่วยงานราชการที่เกี่ยวข้องควรมีการวางแผนเชิงกลยุทธ์เพื่อจัดการบรรณรักษ์ในการป้องกันกำจัดหอยเชอร์รี่ ที่มีความเหมาะสม ซึ่งจะทำให้ระดับของความรู้ ทักษะ และ การปฏิบัติในการป้องกันกำจัดหอยเชอร์รี่ของเกษตรกรเพิ่มขึ้น และจะทำให้เกิดการป้องกันกำจัดหอยเชอร์รี่ได้ผล หรือมีประสิทธิภาพยิ่งขึ้น

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Thesis Title	Factors Affecting Knowledge, Attitude and Practice Relating to Golden Apple Snail (<i>Pila spp.</i>) Protection of Farmers in Chiang Mai Province.	
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Abstract

The objectives of this study were to study factors affecting knowledge, attitude and practice relating to golden apple snail (*Pila spp.*) protection of farmers in Chiang Mai Province. The sample of 218 farmers were selected by Stratified Random Sampling method. The instrument used for data collection was the interview form. The statistics used were Frequency, Percentage, Maximum, Minimum, Mean, Standard Deviation and Multiple Regression Analysis by Stepwise Method.

The results of the study revealed that:

The average knowledge score relating to golden apple snail protection of farmers was at the at the low level (41.43 percent of total score). One factor which have a negative regression at a statistically significant level ($P < 0.05$) with the knowledge relating to golden apple snail protection of farmers was income from other activities other than rice farming.

The average attitude score relating to golden apple snail protection of farmers was at the high level (79.2 percent of total score). No factor found at statistically significant with the attitude relating to golden apple snail protection of farmers.

The average practice score relating to golden apple snail protection of farmers was at the high level (82.3 percent of total score). One factor which have a positive regression at a

statistically significant ($P < 0.05$) with the practice relating to golden apple snail protection of farmers was farm rice size.

The researcher suggested that the government agency should have strategic management planing to increase the level of knowledge, attitude and practice relating to golden apple snail protection of farmers which should make golden apple snail protection of farmers more efficiency.

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