



Agricultural Knowledge Needs of Visitors 28th Southern Agricultural Fair, Thailand

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ABSTRACT

The purposes of this study were: 1) to study the personal information of visitors to the Southern Agricultural Fair, 2) to study the need for agricultural knowledge of the Southern Agricultural Fair, 3) to study the affecting factors to the agricultural knowledge needs which was classified by personal information from the samples. The samples in this study were 400 people who joined the 28th Southern Agricultural Fair, Faculty of Natural Resources, Prince of Songkla University, Hatyai campus, on August 12th – 21st, 2022. The data were collected by questionnaires and analyzed by using percentage, average, standard deviation Multiple Regression Analysis to find the affecting factors for agricultural knowledge needs of the southern agricultural visitors. The results showed that the personal information factors of visitor's knowledge needs are at a moderate level in all aspects. The affecting factors for agricultural knowledge needs of the southern agricultural visitors found that 1) the agricultural experience affecting to plant knowledge need 2) the age of visitor affecting knowledge pet need 3) the age of visitors and their agricultural experienced affecting to economic animals knowledge need 4) the age experience affecting knowledge aquatic animals for recreation need. The recommendation for this study is to hand the results of the research to those who were organizing events. It will be more beneficial to utilize the specific information to improve all in many aspects in the next coming event. To increase channels for disseminating information about organizing the exhibitions and knowledge booths. To increase channels for disseminating information about agricultural events in the South next time to make the most of the Southern Agricultural Fair.

Keywords: Needs, Agricultural knowledge, Southern Agricultural Fair

INTRODUCTION

Southern Agricultural Fair Faculty of Natural Resources Prince of Songkhla University. the Faculty of Natural Resources has been organizing the event in

every year. For the first event, it was activities for a small group of students. Therefore, most of the activities were operations and showcases of students' works. The name of the event was changed to "Sap Fair" in the year 1993. The Faculty of Natural Resources has published the results of research about agriculture in public and promoted to the community about the knowledgeable events in Faculty of Natural Resources. People who are interested will be able to join the event and apply simple knowledge to use in daily life. A few years later, the name of the event has been changed to "Southern Agricultural Fair" since then (Faculty of Natural Resources Prince of Songkla University, 2022). In 2022, it was the 28th Southern Agricultural Fair of the event; publishing academic works, agricultural technology, fisheries, agribusiness, rural development, natural resources and environmental management. There are agricultural products from government agencies and private sectors. Including to provide opportunities for entrepreneurs who have businesses related to agriculture and the agricultural market man who bring agricultural products to the event.

Southern agricultural event organized by the Faculty of Natural Resources which is well known in the region. There were 519,038 visitors in the 28th Southern Agricultural Fair held for 10 days, (Faculty of Natural Resources Prince of Songkla University, 2022). Southern agricultural events have become more popular. This is a good opportunity to disseminate information, knowledge, technology, and innovation to society and becoming a source of agricultural produce and products for the consumers as well. Moreover, to increase marketing channels for distributing agricultural products. Nowadays the way of people living life has been changing constantly, thus, studying about agricultural knowledge needs of the visitors is very important for a future event. Therefore, it helps the organizers to know the needs of the targets and can be used to adjust and develop the format and content of the exhibition to better meet the needs of the visitors. This will make the southern agricultural fair truly beneficial to the community and society.

OBJECTIVES

1. To study the personal information of visitors to the southern agricultural fair.
2. To study the level of agricultural knowledge needs of visitors to the southern agricultural fair.
3. To study the affecting factors to the agricultural knowledge needs of visitors to the southern agricultural fair.

METHODS

Population

Research population are visitors in the 28th Southern Agricultural Fair, Faculty of Natural Resources Prince of Songkhla University Hat Yai Campus on August 12th – 21st, 2022.

Sample group

Due to the large population and the exact number of the population is unknown. Therefore, the sample size can be calculated from W.G. Cochran's unknown population formula which is determine a confidence level of 95% and a level of error 5% (Kalaya Wanitchbuncha, 2006) total of 385 people, however, for the most convenience of data collection and data analysis; the researchers used the total sample size of 400 people and used accidental sampling theory which is the selection of a sample to get the desired number without criteria. The samples can be anyone who is able to provide information.

Instrument quality testing

Questions were examined by 3 experts to review the content. Validity and Reliability were equal to 0.983, which was interpreted as having a high confidence value. Cronbach's alpha coefficient. (Kalaya Wanitchbuncha, 2006)

Data analysis

1. Data analysis with descriptive statistics to explain the characteristics of personal basic data using Frequency, Percentage, Mean, Maximum, Minimum and Standard Deviation.

2. Inferential data analysis statistics. Using multiple regression analysis to find the affecting factors for agricultural knowledge needs of the southern agricultural visitors.

RESULT

Personal information of visitors in the 28th Southern Agricultural Fair

The result showed that visitors who joined the event in the southern agricultural fair was more female than male, with 57.75 % of females, 41.00 % of males and 1.25 % of alternative sex, with an average age of 29.61 years. Most of them are Buddhists. Representing 66.50 % were single. Representing 70.75 % graduated with a bachelor's degree the most Representing 65.75 %, the most main occupation is students, representing 22.50 %, most of them have no experience in farming. Representing 63.75 %, not being a member of a group or institution Representing 84.25 % in visiting southern agricultural fairs, it was found that most of the sample groups were those who had visited southern agricultural fairs. Representing 78.25 % and almost half came to the agricultural fair almost every time the event was held. Representing 47.75%. The purpose of the visit is important. Buying agricultural products in food, snacks, processed food 83.00% Buying agricultural products such as plants, pets 69.50% Visiting exhibitions or agricultural knowledge on display 45.75% will see that visitors to

the fair are interested in with agricultural knowledge amounting to about half of the group.

About the sources of news regarding to Southern Agricultural Fair, visitors have been reached by personal social medias, received news from their friends were the most represented by 69.50 %, followed by 30.50 % relatives, received news from the notice board accounted for 42.30 %, public relations vinyl 30.00 %, and received news from online; Facebook was the most reachable source, represented 84.00%, followed by mobile phones 39.00 %. Thus, visitors know about the Southern Agricultural Fair which is mostly receive news through social media; firstly, Facebook, second, from friends or relatives. The information classified as a group of close people or family members of those who visited the fair Print media is the lowest reaches. Nowadays, people use mobile phone to communicate, so, advertisement about the events or news on social media is the best way to reach most of people in a short period of time. Receivers will be able to do a various type of activities via mobile phone.

Level of agricultural knowledge needs of visitors in the southern agricultural fair

Regarding to the level of agricultural knowledge needs of visitors in the 28th Southern Agricultural Fair, the researcher used the qualitative interpretation criteria from the 4-levels estimation scale questions to determine the criteria for interpreting the mean according to the guidelines of Boonchom Srisaard (1992). Firstly, 3.51 - 4.00 means the need for knowledge is at a high level. Secondly, 2.51 - 3.50 means the need for knowledge is at a moderate level. Thirdly, 1.51 - 2.50 means the need for knowledge is at a low level. Thirdly, 1.00 - 1.50 means the need for knowledge is at the level of not wanting. The study results are as follows:

Plant knowledge need The result showed that most of the samples had overall need with an average score of 2.85 or a moderate needs for knowledge and when considering each issue, it was found that the need for knowledge about maintenance, such as knowledge about fertilizing Knowledge about watering, etc., had the highest mean score of 2.92, followed by the need for knowledge about planting. with an average score of 2.91. The need for knowledge about product processing It's the point that needs to be learned the least. with an average score of 2.77. (Table 1).

Table 1 Plant knowledge need

(n=400)			
Knowledge issues	Mean	S.D.	Interpretation
1. Plant varieties	2.88	0.75	Moderate

2. Plant cultivation	2.91	0.76	Moderate
3. Maintenance such as fertilizing, watering, etc.	2.92	0.78	Moderate
4. Diseases, insects, and their control	2.83	0.78	Moderate
5. Harvesting and post-harvest management	2.81	0.82	Moderate
6. Product processing	2.77	0.83	Moderate
7. Marketing or distribution of products	2.85	0.82	Moderate
Total	2.85	0.68	Moderate

Pet knowledge need The result showed that most of the samples had overall needs with an average score of 2.84 or a moderate need for knowledge. And when considering each issue, it was found that the need for feed knowledge The highest mean score was 2.89, followed by the need for knowledge about animal species with an average score of 2.85. and the need for knowledge about disease and prevention It's the point that needs to be learned the least. with the same mean score of 2.82 for both issues (Table 2).

Table 2 Pet knowledge knowledge need

(n=400)

Knowledge issues	Mean	S.D.	Interpretation
1. Animal species	2.85	0.78	Moderate
2. Feed	2.89	0.80	Moderate
3. Living conditions, such as places to raise	2.82	0.79	Moderate
4. Disease and prevention	2.82	0.82	Moderate
5. Care such as bathing, vaccination, cleaning the dwelling.	2.84	0.80	Moderate
Total	2.84	0.72	Moderate

Economic animals knowledge need The result showed that most of the samples had overall needs with an average score of 2.75, with a moderate need for knowledge. and when considering each issue, it was found that the need for knowledge about product quality The highest mean score was 2.79, followed by the need for knowledge about animal species. and food knowledge There was

an average score of 2.78 for both issues. It's the point that needs to be learned the least with an average score of 2.69 (Table 3).

Table 3 Economic animals knowledge need

(n=400)

Knowledge issues	Mean	S.D.	Interpretation
1. Animal species	2.78	0.786	Moderate
2. Livestock house	2.69	0.80	Moderate
3. Feed	2.78	0.84	Moderate
4. Disease and prevention	2.73	0.86	Moderate
5. Care such as cleaning the livestock house, etc.	2.74	0.82	Moderate
6. Output quality	2.79	1.26	Moderate
7. Processing knowledge	2.74	0.85	Moderate
8. Marketing and distribution	2.76	0.86	Moderate
Total	2.75	0.74	Moderate

Aquatic animals for recreation knowledge need The result showed that most of the samples had an overall need with an average score of 2.71 with a moderate need for knowledge. And when considering each issue, it was found that the need for knowledge about animal species The highest mean score was 2.74, followed by the need for food knowledge. and knowledge of living conditions such as places to feast There was an average score of 2.72 for both issues. The need for knowledge about disease and prevention It's the point that needs to be learned the least. with an average score of 2.67 (Table 4).

Table 4 Aquatic animals for recreation knowledge need

(n=400)

Knowledge issues	Mean	S.D.	Interpretation
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1. Animal species	2.74	0.81	Moderate
2. Feed	2.72	0.81	Moderate
3. Living conditions, such as places to raise	2.72	0.83	Moderate
4. Disease and prevention	2.67	0.81	Moderate
5. Care such as cleaning	2.69	0.85	Moderate
Total	2.71	0.76	Moderate

Economic aquatic animals knowledge need The result showed that most of the samples had overall needs with an average score of 2.72, with a moderate need for knowledge. And when considering each issue, it was found that the need for knowledge about disease and prevention The highest mean score was 2.76, followed by the need for knowledge about animal species. The average score was 2.75. The need for knowledge about marketing and distribution. It's the point that needs to be learned the least. with an average score of 2.68 (Table 5).

Table 5 Economic aquatic animals knowledge need

(n=400)

Knowledge issues	Mean	S.D.	Interpretation
1. Animal species	2.75	0.84	Moderate
2. Feed	2.71	0.87	Moderate
3. Disease and prevention	2.76	1.73	Moderate
4. Care such as cleaning	2.72	0.84	Moderate
5. Marketing and distribution	2.68	0.84	Moderate
Total	2.72	0.84	Moderate

The affecting factors to agricultural knowledge needs of the southern agricultural visitors.

To find the affecting factors to agricultural knowledge needs of the southern agricultural visitors.

The affecting factors to plant knowledge need

The findings in Table 6 showed that agricultural experience affecting need for plant knowledge with a statistical significance of 0.001 and occupation affecting need for plant knowledge with a statistical significance of 0.005. Perhaps

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because those who participated in southern agricultural visitors have experience in farming and hope to gain new agricultural knowledge, there is a need for plant knowledge because the southern region has many cash crops which are Choices for careers in the future corresponded with (Alisa Klinprathum, Patcharavadee Sriboonruang and Savitree Rangsihaht, 2018) found that experiences in mango cultivation related to knowledge needs toward good agricultural practices for mango at 0.05 level of significance.

Table 6 The affecting factors to plant knowledge need

Variable	B	Beta	t	Sig.
(Constant)	2.177		6.589	.000
Occupation	-.042	0.15	-2.838	.005*
Agricultural experience	.025	.007	3.660	.000**
F = 4.400, Sig. of F = .000, R = 0.111, R ² = .086				

**Significant statistical correlation at 0.01 level

*Significant statistical correlation at 0.05 level

The affecting factors to pet knowledge need

The findings in Table 7 showed that age affecting need for pet knowledge need with a statistical significance of 0.001. This explains that young people need more pet knowledge than older people. This may be because younger people who are interested and want to have pets have a higher need for pet knowledge than older people who are in their working age.

Table 7 The affecting factors to pet knowledge need

Variable	B	Beta	t	Sig.
(Constant)	2.530		7.232	.000
Age	-.013	.004	-3.544	.000**
F = 4.262, Sig. of F = .000, R = 0.108, R ² = .083				

**Significant statistical correlation at 0.01 level

*Significant statistical correlation at 0.05 level

The affecting factors to economic animals knowledge need

The findings in Table 8 showed that age and agricultural experience affecting need for economic animals knowledge with a statistical significance of 0.001.

This explains younger people have less demand for economic animal knowledge than older people. It is likely that older people are more attentive and seeking knowledge for future use than younger people interested in animals pet over. This is consistent with research showing that people with agricultural Those with experience will be more interested in economic animal knowledge than those with agricultural experience. experience that will focus on knowledge in other areas more.

Table 8 The affecting factors to economic animals knowledge need

Variable	B	Beta	t	Sig.
(Constant)	2.434		6.772	.000
Age	-.014	-.244	-3.743	.000**
Agricultural experience	.022	.178	2.985	.003**
F = 4.430, Sig. of F = .000, R = 0.112, R ² = .087				

**Significant statistical correlation at 0.01 level

*Significant statistical correlation at 0.05 level

The affecting factors to aquatic animals for recreation knowledge need

The findings in Table 9 showed that that age experience affecting need for aquatic animals for recreation knowledge with a statistical significance of 0.001. This explains is consistent with research showing that younger people are more interested in aquatic animals for recreation knowledge than older people are focused on other areas related to income and life. be This finding is consistent with the need for pet knowledge showing that age affecting need for pet knowledge need is shown in the same direction.

Table 9 The affecting factors to aquatic animals for recreation knowledge need

Variable	B	Beta	t	Sig.
(Constant)	2.434		6.772	.000
Age	-.015	-.238	-3.571	.000**
F = 2.563, Sig. of F = .000, R = 0.261, R ² = .042				

**Significant statistical correlation at 0.01 level

*Significant statistical correlation at 0.05 level

The affecting factors to economic aquatic animals knowledge need

The findings in Table 10 showed that personal information not affecting economic aquatic animals knowledge. It is possible that most visitors to the Southern Agricultural Fair will be interested in knowledge about plants, pets and food sold in the event only. Personal information not affecting Economic aquatic animals knowledge, corresponded with the purpose of the visitors show that The purpose are buying agricultural products in food, snacks, processed food 83.00% buying agricultural products such as plants, pets 69.50% visiting exhibitions or agricultural knowledge on display 45.75%

Table 10 The affecting factors to economic aquatic animals knowledge need

Variable	B	Beta	t	Sig.
(Constant)	2.240		5.198	.000
Sex	.128	.078	1.456	.146
Age	-.006	-.095	-1.397	.163
Marital status	.033	.026	.409	.682
Education	.014	.019	.356	.722
Family member	.063	.114	2.15	.034
Occupation	-.025	-.071	-1.256	.210
Agricultural experience	.001	.005	.073	.942
Group member	.080	.043	.774	.439
Attendance frequency	.004	.020	.358	.721

F = 1.134, Sig. of F = .000, R = 0.177, R² = .004

**Significant statistical correlation at 0.01 level

*Significant statistical correlation at 0.05 level

CONCLUSION

The purpose of this research was to study the personal information of visitors in the Southern Agricultural Fair about the levels of agricultural knowledge needs and the affecting factors to the need in agricultural knowledge of the southern agricultural visitors. Thus, knowledge needs are at a moderate level in all aspects; 1) plant knowledge needed 2) pet knowledge needed 3) economic animals knowledge needed 4) aquatic animals for recreation knowledge needed and 5) economic aquatic animals knowledge needed. An analysis of the affecting factors to the need in agricultural knowledge of the southern agricultural visitors found that 1) the agricultural experience affecting to plant

knowledge need 2) the age of visitor affecting knowledge pet need 3) the age of visitors and their agricultural experienced affecting to economic animals knowledge need 4) the age experience affecting knowledge aquatic animals for recreation need. and economic aquatic animals knowledge There are no individual affecting factors in economic aquatic animals knowledge needs. Moreover, the organizers at the event can used the information and the results of research in organizing exhibitions, knowledge booths and adding channels to disseminate news about the next Southern Agricultural Fair.

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