

<b>Title</b>	Factors affecting motivation in choosing a supplementary occupation of farmers In Mueang District, Buriram Province To contribute to sustainable economic development.
<b>Researcher's name</b>	Miss Nirawan Mukkawat
<b>Advisor</b>	Asst.professor Rinhatthai Kitthanarut
<b>Major</b>	Applied Statistics
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### Abstract

The purpose of this research 1) To study basic information of farmers in Mueang Buri Ram District Buriram province. 2) To study the level of motivation to choose a supplementary occupation of farmers in Mueang District Buriram province To contribute to sustainable economic development. 3) To study and analyze the factors of motivation in choosing a supplementary occupation of farmers in Mueang District Buriram province To contribute to sustainable economic development. 4) To study factors affecting motivation in choosing a supplementary occupation of farmers in Mueang District Buriram province To contribute to sustainable economic development. The instrument used was a questionnaire with coefficient. The alpha of Cronbach is 0.909 data were collected by simple random sampling. by lottery method. the sample size was 400 samples. The statistics used for data analysis were percentage, frequency, mean, standard deviation, cross table, factor analysis. And Multiple Regression Analysis.

The results of the research found that the motivation in choosing a supplementary occupation for farmers. Consists of 6 areas which are economic, social, family, knowledge and ability, personal satisfaction, Information. At a high level. When conducting survey analysis, motivation factors in choosing a supplementary occupation for a farmer. The factors that have 11 common elements are satisfaction factor, economic factors, cost and profit factors, family factors, knowledge and skill factors, occupational factors according to marketing needs, honest career factors, environmental factors in the community, social factors, interesting factors in new careers, the production factor is the marketing need. Able to explain variance 69.455% and when taking all 11 factors to find the factors that affect the motivation to choose a part-time job, it is found that Awareness and

interest factors, family factors. Able to predict the tendency of choosing a part-time employment by 0.018% and can be written as an equation to predict trends using raw scores as follows

Additional occupation =  $0.435 - 0.056(\text{Awareness and interest factors}) - 0.51(\text{family factors})$

**Keywords :** farmer, motivation, choosing a career for employment