THE RELATIONSHIP BETWEEN PSYCHO – SOCIAL FACTORS
AND THE LEVEL OF COMMUNITY PARTICIPATION OF VILLAGERS
IN VILLAGE DRUG CO OPERATIVES
A CASE STUDY IN AMPHOE MUANG , CHIANGMAI PROVINCE

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ABSTRACT

The purposes of this study were to observe the level of community participation of the villagers, and to examine the relationship between psycho-social factors and the level of community participation of villagers in the village drug co-operatives. The questionnaire was administered to 200 villagers in 6 villages of Amphoe Muang Chiangmai province by simple random sampling technique.

The result reveals that knowledge is the important factor which affects the level of community participation in the village drug co-operatives. It also shows that increasing in knowledge will cause the higher score in community participation.
Considerably separated for each psycho-social factors such as attitude, income, occupation and educational level of the villagers shows significantly associated with the level of community participation.

However, all of these factors are not significantly related to the level of community participation when they are taking into account at the regression model. These seems to be that these factors act like a confounder in this study. In addition the location also shows significant influence on the level of community participation of villagers in the village drug co-operatives.