

Jutharat Niyompatama 2011: Factors Affecting the Production of High Quality Cattle of the member of Pon-Yang-Khram Livestock Breeding Cooperatives, Ltd. Master of Arts (Cooperative Economics), Major Field: Cooperative Economics, Department of Cooperative.
Thesis Advisor: Associate Professor Suwanna Thuvachote, M.Sc. 106 pages.

The main objective of this study was to assess factors which affect the production of high quality cattle of the member of Pon-Yang-Khram Livestock Breeding Cooperatives, Ltd. The study used primary data collected from 188 respondents from the co-operatives and conducted sampling with disproportional stratified random sampling then obtained 97 members who were not cattle farmers (2.90% of all members who did beef cattle farmers) and 91 members who were not beef cattle farmers (8.29% of all members who did not beef cattle farmers). Data was collected by interviewing with questionnaire and these obtained data were analyzed using Logistic regression analysis.

The study results were as follows. All respondents were found to had similar general demographic characteristics: most of them were male with an average age of 46 years, married, finished primary school, the average members per household of 3.67 people, an average co-operatives' membership duration was 7.42 years. The co-operatives members who were engaged in beef cattle had an average income in the agricultural sector of approximately 17 Thousand baht annually, and an average total expenses in household approximately 140 Thousand baht annually. However, the co-operatives members who did not beef cattle farmers had an average income in agricultural sector of 62 Thousand baht annually, and average total expenses in household of 45 Thousand baht annually. Overall, the both groups of co-operatives members exhibited moderate levels satisfaction in service provided by the co-operatives.

The study results of factors which affect the production of high quality cattle of the member revealed that gender, total income in household, and total expenses in household affected the quantity of the cattle of the co-operatives members at significant level of 0.05; If the number of male co-operatives members was increased by one individual, the chance of the co-operatives members to do beef cattle farmers would increase 28.027 folds; if the number of persons per household increased by one individual, the chance of the co-operatives member to do beef cattle farmers would increase 1.844 folds; if total income per household increased 1,000 baht, the chance of the co-operatives members to do beef cattle farmers would increase 1.088 folds; if total expense per household increased 1,000 baht, the chance of the co-operatives members to do beef cattle farmers would decrease 0.834 folds.

Therefore, the policy of granting loans to give opportunities to the members to change to be more interested in doing beef cattle farmers should consider factors of gender, the number of people per household, and economic status since such factors affect the affecting of the cattle farmers of the co-operatives.

Student's signature

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