

Kanyarat Pengphoru 2012: Factors Affecting the Success of Small and Micro Community Enterprise Groups in Min Buri and Nong Chok District, Bangkok. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Pichai Thongdeelert, Ph.D. 193 pages.

The objectives of this research were: 1) to study basic demographic characteristics of members of Small and Micro Community Enterprise Groups (SMCE), 2) to study the ability of leader, the administration and management process, the access to information, the external support, 3) to illustrate the success of SMCE, 4) to examine relationship between basic demographic characteristics of members, the ability of leader, the administration and management process, the access to information, the external support of SMCE and the success of SMCE and 5) to identify problems and seek for suggestions to solve problems for SMCE. Population included 51 members of SMCE that were categorized as producing products and were evaluated at the high level success in Min Buri and Nong Chok district, Bangkok. An instrument to collect data was an interview schedule and focus group discussion. Statistics to analyze data included frequency, percentage, arithmetic mean, standard deviation, minimum and maximum. Chi-square and Pearson product moment correlation coefficient was utilized to test hypotheses.

Research findings were as follows: 1) Most members of SMCE were average 51.78 years old, attained primary school, earned 10,274.51 Baht per month, and became membership for 5.45 years. 2) Factors relating to the ability of leader, the administration, and the production administration found as a whole were at the high level. The marketing management, the financial management, the member participation, the rules and the regulation of group, the income and benefit allocation, the learning process development, the access to information and the support from the government sector found as a whole were at the moderate level and the support from private sector was at the low level. 3) The overall success of SMCE were rated at the moderate level. 4) The overall hypothesis testing indicated that age and the support from the government sector and private sector statistically related to the success of SMCE at .01 level of significance and the time of membership, the member participation, the rules and regulation of group and the income and benefit allocation statistically related to the success of SMCE at .05 level of significance. 5) Problems concerned with the management, the production, the marketing, the financing/accounting, the member participation and the income and benefit allocation. Suggestions were to have group meeting regularly and relevant agencies should provide support to SMCE continuously.

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Thesis Advisor's signature