

ABSTRACT

Title of Research Paper : Factors Related to the Attitude of the Business Development Employees of the Bank for Agriculture and Agricultural Co-Operatives in the Central Region toward Assisting in the Marketing of the Agricultural Marketing Co-Operative Limited

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The study was conducted for three major objectives :

1. To find out the BAAC business development employees toward assisting in the marketing of the Agricultural Marketing Co-Operative Limited (AMC),
2. To point out the factors reacted to their attitude toward assessing in marketing given to AMC,
3. To identify the problems in assisting in AMC marketing.

The sample group was composed of 75 business development employees from 8 branches of the Bank for Agriculture and Agricultural Co-Operatives (BAAC) in Ayuthaya Province. The questionnaire used for data collection consisted of two parts. The first part dealt with the respondents' background data and the second part measured their attitude toward assisting in AMC marketing. In this part, the summated rating scale was used and the content covered 5 aspects : general marketing, public relations, preparation of order forms, support in product collection, and drying ground service. Percentage, mean, and standard deviation was used to describe the data, and t-test, One - Way Analysis of Variance or F-test and Correlation Coefficient were employed to test the hypotheses.

The findings were summed up as follows :

1. The BAAC business development employees were found to have a moderately positive attitude toward assisting in AMC marketing. When all the five aspects were considered, each was found to receive a moderately positive attitude too.

2. The background variables of the BAAC employees found to be significantly positively related to their attitude toward assisting in AMC marketing were number of working years at the same branch, frequency in AMC public relations work, and frequency in contacting AMC employees (monthly). Also, age, number of working years and monthly income were found to have a positive relationship with their attitude toward assisting in general marketing.

The BAAC business development employees were faced with several work problems in assisting AMC marketing. First, they did not receive any pay from AMC for public relations work so they did not want to do this job. In preparing order forms, they were afraid that the bank might think that they would gain extra money from the agricultural inputs and machinery shops if they made a lot of orders. As for the production collection support, AMC was faced with a loss, so the bank employees did not want to get involved in this matter and this was also a big burden, too. AMC should give a certain amount of money for this job. With regard to the drying ground business, the bank employees did not think they were as expert as AMC employees and did not find it necessary to assist them in this matter. All the problems seemed to be concerned with the returns that the bank employees thought they should receive in assisting AMC.

To effectively assist in AMC marketing, the following recommendations were made : 1) In appointing and shifting of business development employees in all BAAC branches, the bank should have an appropriate proportion between old and new employees because the BAAC employees who were not transferred from one branch to another for a long time would have a good attitude toward assisting in AMC marketing. 2) The BAAC should find some way to make the business development employees have a positive attitude toward assisting AMC marketing. According to the findings, the bank employees who frequently publicized the AMC work and talked to AMC employees would have a highly positive attitude toward assisting in AMC marketing. 3) The BAAC employees should receive some returns from assisting AMC marketing.