

Pinpinut Janthong 2014: Marketing Factors Influencing Farmers' Satisfaction for Tractors in Changwat Nakhon Sawan. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Mr. Witsanu Attavanich, Ph.D. 95 pages.

This study aims to analyze marketing factors that influence farmers' satisfaction for tractors in Changwat Nakhon Sawan by using conjoint analysis with selected six major attributes of a tractor including horse power, type of engine, brand, price, promotions and spare parts service, and determining levels of each major attribute. Technique of fractional analysis is used to filter 18 appropriate patterns of tractors. Sample data of 415 farmers are collected using questionnaire approach. Ordered logit model then is used to examine the satisfaction of farmers for tractor's attributes.

The study finds that the probability of farmers' satisfaction will be increased if tractor's attributes are changed: from the engine with less than 30 horse power to the engine with 30-60 and greater than 60 horse power; from the engine with indirect injection to the engine with direct injection; and from spare parts having low price to durable spare parts. However, the probability of satisfaction will be decreased if attributes are changed: from Kubota brand to Yanmar and Ford brands; from giveaway with cash to giveaway with gold. By comparing satisfaction with different farm sizes, this study reveals that the probability of satisfaction will be higher for the subsample of farms having farm size less than or equal to 50 rai if tractor's attribute is changed from the engine with indirect injection to the engine with direct injection, while the type of engine does not statistically affect the probability of satisfaction for the subsample of farms having farm size greater than 50 rai. Considering the attribute of spare parts, this study discovers that the probability of satisfaction will be dropped for the subsample of farms having farm size greater than 50 rai if the attribute is changed from spare parts with low price to those that are easy to buy, while this attribute does not statistically influence the probability of satisfaction for the subsample of farms having farm size less than or equal to 50 rai.

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