

Kuntida Buadam 2014: Factors Affecting to the Application of Sufficiency Economy Philosophy of the Rattaphum Agriculture Cooperative Limited's Member. Master of Arts (Cooperative Economics), Major Field: Cooperative Economics, Department of Cooperative. Thesis Advisor: Assistant Professor Narong Koojaroenprasit, D.B.A. 80 pages.

The purpose of this research was to study the opinions of the members of the Rattaphum Agricultural Cooperative Limited regarding the application of the Sufficiency Economy philosophy. The study also analyzed the factors affecting the application of Sufficiency Economy philosophy of the Rattaphum Agriculture Cooperative Limited's member. Such factors are occupation promotion to members, cooperation in the activities of its members, exchange of experiences between members, and coordination between members. The data for the investigation was provided by 400 members of the Rattaphum Agriculture Cooperative Limited, and analyzed using the methods of: mean, percentage, and multiple regression.

The study showed that occupation promotion to members of the cooperative, and exchanges of experiences between members were present at moderate levels. Additionally, a high degree of cooperation in terms of the activities of members of the cooperative, and coordination between these members, was found to be in existence.

The investigation also showed that occupation promotion to members, cooperation in the activities of members, exchange of experiences between members, and coordination between members of the cooperative were variables which influenced the feelings of members of the Rattaphum Agricultural Cooperative Limited towards the application of the Sufficiency Economy philosophy.

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Thesis Advisor's signature