

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Sciences in Co-operative Economics

THE ATTITUDE OF COOPERATIVE MEMBERS TOWARD ADMINISTRATION
OF TAMBON CENTRAL AGRICULTURAL PRODUCTS
MARKET BY THE COOPERATIVE MANAGEMENT
IN PHITSANULOK PROVINCE

By

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The purpose of this research was to study the attitude of co-operative members in Phitsanulok Province towards the operation of central markets for agricultural product by the cooperative management in order to develop appropriate policy.

The data were collected by means of questionnaire, from 109 respondents of six co-operative offices in Phitsanulok Province, and analyzed by using the SPSS/PC program. The statistics used were frequency distribution, percentage, mean, standard deviation, t-test and Chi-square. The findings were as follows:

1. The level of knowledge in cooperative operation in terms of philosophy, principle, cooperative procedures from the members who had sold their products and those who had not sold their products in the market were significantly different. ($t = 5.84^*$)

2. Attitude toward administration of Central Agricultural Product Market from the cooperative members who had done business transaction in the central market was significantly different from those members who had not done so. ($t = 3.17^*$)

3. The knowledge in cooperative operation in terms of philosophy, principle, cooperative procedures of the members associated with transaction in the central market. The statistic used was Chi-square. ($\chi^2 = 29.640^*$)

4. The cooperative member's attitude in central market management associated significantly with the business with central market. ($\chi^2 = 9.942^*$)