

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Science in Cooperative Economics

EVALUATION OF THE OPERATION OF THE CHIANGMAI AGRICULTURAL MARKETING CO-OPERATIVE, LIMITED, FOR FISCAL YEARS 1990-1998

By

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The objectives of this research were to evaluate the operation of the Chiangmai Agricultural Marketing Co-operative, Limited, for fiscal years 1990-1998 and to study for the members' satisfaction towards the cooperative operation.

The analysis in this research were done in percentage, arithmetic means, financial and percentage of the trend based on the secondary data from the business reports, annual reports while the primary data were obtained through interviewing for 400 clusterly randomed members of the cooperative.

The findings showed that there was a highly increased growth rate each year, especially for the bonding capital. The average efficiency and efficacy showed that the cooperative had the capability in profit making, the ability in making the return benefit from assets and the ability in making profit from the cooperative's capital. However, the ability in paying short-term debt or the liquidity was lower than norm reported by

the Department of Cooperative Promotion. Ability to pay back for long-term debt, however, was within the norm, as well as the ability to make benefit from the properties.

The majority of the the cooperative members were male, 40-49 years of age, with of 6th grade education and earned their livings by farming. The average membership was 3-4 years, with less than 20 bonds or 200 baht. They were highly satisfied with purchasing business, pricing, types of commodities, quality and services. They were also satisfied with the purchased quantity and price that the cooperative offered. Meanwhile, the members were also satisfied with the service business of the cooperative, especially the service fee.