

ABSTRACT

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

**MEMBERS' SATISFACTION WITH THE ROLES OF HANGDONG
AGRICULTURAL COOPERATIVE, LTD.**

BY

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JUNE 2000

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The objectives of this research were (1) to specify the roles of Hangdong Agricultural Cooperative, Ltd. in response to its members' business needs for credit, purchasing, sales, savings, training in occupation extension, etc.; (2) to study to members' satisfaction with the roles of Hangdong Agricultural Cooperative, Ltd. in response to their needs; and (3) to study the factors associated with their satisfaction.

The results showed that most of the members were male, married, had completed grade 4, and had average age of 45 years and average agricultural household labor of 3-4 persons. They owned average agricultural land of 5 rai at the most, rented 5 rai at the most, and both owned and rented land of 6-10 rai. Most of them had average agricultural income of 80,000 baht/year and non-agricultural income of 20,000 baht/year. They held an average of 80 shares and mostly obtained information about fertilizer application, followed by information about agricultural members. They participated in all meetings of the cooperative.

The results of the study on the roles of the cooperative in response to the members' needs revealed that most of the members obtained both short-term and medium-term credit at an average of 80,000 baht, for the purpose of production, and 69.05 percent of them could repay at the time specified. Most of the members bought agricultural materials and equipment as well as consumer products from the cooperative to support the cooperative and to obtain dividends. Most of them did not sell their produce to the cooperative as the cooperative did not buy it. Some members did not deposit their money with the cooperative as they have had deposits with the bank and they felt that it is more convenient to deposit and withdraw their money. Most of them received agricultural information from the cooperative; the management staff provided information about fertilizer application and plant species.

In terms of satisfaction with the roles of the cooperative, the members were found to be highly satisfied with credit business, purchasing business, sale business saving business and training in occupation extension. Among the ten independent variables, age, number of family members and period of membership were found to be significantly correlated with their satisfaction but sex, educational attainment, marital status, land holding, agricultural land, share value and income were not significantly correlated with their satisfaction.