

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

FACTORS AFFECTING SAVING OF MEMBERS OF CHIANGMAI UNIVERSITY'S THRIFT & CREDIT COOPERATIVE, LTD., YEAR 1999

By

PRASERTSAK BUNTRAGULPOONTAWEE

JUNE 2000

Chairman : Associate Professor Prayong Saiprasert

Department/Faculty : Department of Agricultural Economics and Co-operatives,
Faculty of Agricultural Business

The purposes of this research were to investigate (1) economic and social backgrounds of members of Chiangmai University's Thrift & Credit Cooperative, Ltd.; (2) factors affecting their saving in the year 1999; and (3) problems concerning saving promotion and solutions to the problems. The samples used in the study were 100 members of Chiangmai University's Thrift & Credit Cooperative, Ltd. The data were collected by means of questionnaires and analysed with the use of the SPSS/PC⁺.

The results showed that members' average age was 38 years. Most of them had completed a bachelor's degree. The average number of dependents in each household was 2. Most of the members had an average yearly permanent income of 173,553.67 baht and temporary income of 70,419.93 baht; 113,647.44 baht was spent on durable goods, and 90,720.87 baht on nondurable goods. The average saving of the members was 125,652.66 baht, 50.11 percent of which was in form of assets and 49.89

percent deposited with banks, cooperatives or other forms of financial institutions. Most of the members were in debt with commercial banks and had few assets.

It was also found that only one independent variable, permanent income, was the factor which significantly affected, and was directly proportional to the members' saving, the confidence being 90 percent, while the others did not significantly affect their saving. So, the results of the study were in accordance with the first hypothesis, but not the others.

The results also showed that most of the members wanted the Cooperative to provide publications encouraging their saving. The members deposited money in the Cooperative since its interest rate was higher than that of other financial institutions. However, some members did not do so because they did not have money to save and others felt that the Cooperative was insecure. It was recommended by the members that more on-line computers should be available for transaction which will lead to 427.05 baht/month in savings by the members.