

## 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 OF MEMBERS' PARTICIPATION IN THE ACTIVITIES OF  
NONGMUANGKAI AGRICULTURAL COOPERATIVE LIMITED  
NONGMUANGKAI DISTRICT PHRAE PROVINCE**

By

APHICHAT MANUSTRONG

NOVEMBER 1999

Chairman: Associate Professor Prayong Saiprasert  
Department/Faculty: Department of Agricultural Economics and Cooperative,  
Faculty of Agricultural Business

The objective of this study was to identify factors affecting members' participation in activities of Nongmuangkai Agricultural Cooperative Limited, Nongmuangkai District, Phrae Province, by looking into relationship among associated economic and social variables, the members' knowledge, understanding and attitudes towards participation to establish guidelines for their participation improvements.

The data were collected by means of interview schedules from 327 samples of members obtained by using the Multi-Stage Sampling and the statistical method used for the analysis was the Chi-squares.

The results revealed that the factors affecting the members' participation in the Cooperative's activities were agricultural land holding, income, duration of membership, knowledge and understanding, and attitudes. The members participating more in the Cooperative's activities were those with more agricultural land, higher income, longer period of membership, more knowledge and understanding of the Cooperative's principles and practices, and better attitudes

towards the Cooperative. All these factors were significantly correlated with their participation in the Cooperative's activities. Sex and age were not found to be correlated with the members' participation.

Problems :

1. The members of the Cooperative lacked understanding of its concept as shown by their failure to repay their loans as agreed and as indicated by a small number of attendants during meetings, few shareholders and buyers of goods.
2. The board of directors did not have ideal, knowledge and understanding of its roles and functions.
3. The managerial staff lacked ideal and experience and did not understand the task of the Cooperative. They did not study the members' background information and did not improve themselves to be able to work efficiently.

Guidelines for improvement :

1. The board of directors should cooperate with the Cooperative Promotion Department to provide regular training in cooperative concepts, basic principles and process, rights of members, laws, and rules and regulations. The training should also include knowledge of occupation, cooperative activities and philosophy of self-sacrifice, patience, and cooperative assistance so that the members will help one another. There should be close and regular monitoring of activities. The committee should actually supervise and audit the credit and loan activities of the members and try to promote good human relations and good understanding of the Cooperative among all staff.
2. The Cooperative Promotion Department, the Department of Cooperative Auditing and the Cooperative League of Thailand must provide regular training to the board of directors. The members of the board must improve themselves by seeking knowledge about cooperative tasks. They should be people of vision, able to make clear planning and policy so that the managerial staff can work accordingly. They must relinquish the benefits to others to attain good cooperation from the members.

3. The Cooperative should cooperate with the Cooperative Promotion Department, the Department of Cooperative Auditing and the Cooperative League to provide regular training to the staff so that they will gain knowledge of their roles and functions. The staff should have an understanding of cooperative work in using data and information. They should also study the background of members, rank them, promote activities of the women's group, as well as non-agricultural occupation and they should carry out projects to promote integrated agricultural occupation to the members.