

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 Agricultural Extension

AGRICULTURAL EXTENSION ROLE OF BANK FOR AGRICULTURE AND AGRICULTURAL CO-OPERATIVES, AS PERCEIVED BY CUSTOMER LEADERS IN LEE DISTRICT UNIT (2), LUMPHUN PROVINCE

By

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The objectives of this study were to investigate: 1) personal and socio - economic status of customer leaders in Lee District unit, (2) Lumphun province; and 2) agricultural extension role of the Bank for Agriculture and Agricultural Co-operatives (BAAC) in Lee District unit (2), known and unknown by customer leaders, concerning agricultural loan, deposit, promotion of cremation association and agricultural cooperatives for the marketing of BAAC'S customers.

The data were collected from 160 BAAC'S customer leaders in Lee district unit (2) by means of interview schedules and analyzed by Statistical Package for Social Sciences (SPSS/PC¹).

The findings indicated that the majority of the customer leaders were male (99.37%), married (86.88%), and finished compulsory education (78.12%). They had an average age of 49 years, four household members, and an average land area of 3.79 rai. They had an average annual income of 55,457.48 Baht and an average annual expense of 37,281.25 Baht. Their average training attendance, as well as average contact with BAAC personnel was twice a year. They have been customers and customer leaders between 3 to 6 years.

The findings also indicated that the customer leaders acknowledged the agricultural extension role at the highest level in agricultural loan, deposit, campaign for cremation association, and promotion of agricultural cooperatives for the marketing of BAAC'S customers.