

ABSTRACT

Abstract of special problem submitted to the Graduate School Project of Maejo University in partial fulfillment of the degree of Master of Business Administration in Business Administration

FACTORS AFFECTING CLIENTS' DECISION ON DEBT MORATORIUM PROJECT OF THE BANK FOR AGRICULTURE AND AGRICULTURAL COOPERATIVES IN PHRAO DISTRICT, CHIANGMAI PROVINCE

BY

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The research aims to 1) study general information about the clients such as gender, age, level of education, family size and further clients' information of BAAC (Phrao Branch Chiangmai) who determined temporary stopping repay loan 2) study factors effecting clients' determination of debt moratorium of the BAAC (Phrao Branch Chiangmai) e.g. economic factors, factor affecting agricultural products and knowledge and understanding of debt moratorium factor and repayment loan to BAAC. The data was collected by means of questionnaire and interview a sample group of 252 BAAC's clients who determined temporary stopping repay loan and analysed with the use of SPSS/PC.

The results show that most BAAC's clients who determined temporary stopping repay loan were male (age of up to 51) and educated in primary school and have 2 members of the family are farmers. The determination was affected by economic factor in which the total income average from agriculture is 57,555.40 baht per year, majority is from rice, vegetables and plants. The other income is 13,312.70 baht per year, from trade and employment. Most necessary and high expenses are household expenditure especially food and education for their children. So, the expenses are always higher than the income but most farmers have their own land, some is in the reservation forest. They have 3.7 – 4.1 rais. Most loans are from BAAC at 62,183 baht per person by average.

The factors that affect agricultural products which caused products not conforming to market demand is producing factor such as high price and poor quality of fertilizer. The significant level for this factor is 2.94. Another affect is the poor understanding of using fertilizer. The another factor is natural disaster which is slightly affect agricultural products.

Most clients of BAAC who determined temporary stopping repay loan understand the regulations of the debt moratorium project and repayment dept of the BAAC. Economic down affected BAAC' clients and thire expenses are always higher than the income. This causes them not be able to repay the loan. The debt moratorium project without repayment loan and interest offered by the government is the reason to join the project. Most farmers understand the interest rate payment of the loan. If the repayment does not on time, they will be charged for more 3% of interest rate. Some waited for the warning first, then repaid. The officers of loans and deposit services of Phrao branch are satisfied and impressed by the clients.