





**ABSTRACT**

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

ACCEPTANCE OF THE CREDIT UNION COOPERATIVE OF PEOPLE  
IN THE ON-GOING COOPERATIVE OPERATING AREAS  
IN CHIANG MAI AND LAMPHUN PROVINCES

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The objectives of this study are (1) to study the pattern and process of Credit Union Cooperative, (2) to study the factors affecting the acceptance of the Credit Union Cooperative of people in the on-going cooperative operating areas in Chiang Mai and Lamphun provinces, and (3) to study the chance to promote and expand the operation of Credit Union Cooperative.

This study was conducted by collecting data in 5 districts in Chiang Mai, i.e., Don-Kaew, On-tai, Pa-pong, and Mae-fag districts and Sribuaban district in Lamphun province. The data were collected by using questionnaires to interview members of 600 households. They were divided into two groups, i.e., the 360 household members of Credit Union and 240 household of non-members. Then, the data were analysed in percentage and arithmetic means. The analysis of the relationship of factors affecting the acceptance of Credit Union in the area was analysed by using logit model.

The results of this study showed that there are 3 patterns of Credit Union Cooperative : (1) the pattern of Credit Union Group can be divided into 2 groups -- Credit Union Saving Group and Credit Union Special Group, (2) the registration pattern of Credit Union Cooperative, and (3) the pattern of Credit Union Cooperative operated as a bank. The factors affecting the acceptance of the Credit Union Cooperative of people in the on-going cooperative operating areas in Chiang Mai and Lamphun provinces are (1) the number of members in each household (2) membership in other groups, (3) group meeting in establishing Credit Union (4) knowledge of the operation concepts of Credit Union Cooperative, (5) knowledge of Credit Union

Group of Thailand responsible for administration and Cooperation with local Credit Union, (6) knowing that Credit Union is a legalized financial institute, (7)the choices of using loan services which provided by Credit Union,and (8)becoming membership of Credit Union wholeheartedly.

It was also found that Chiang Mai has only 71 branches of Credit Unions covering only 3.77% of villages in comparison to 96.23% of villages that has no Credit Union service. But there still exists a good opportunity to increase more branches in the area. The same situation occurred in Lamphun that was only 1.28% of villages covered by Credit Union service. Thus, the large area of non-service is 98.72% of all villages. This leads to the suggestion that the Credit Union cooperative should expand more into the non-serviced areas. The board of Credit Union committee should work harder for the betterment of membership advantages. The highly respectable committee will lead to a better membership acceptance. On the other hand, the unrespectable boards will cause more problems. The cooperation should emphasize on developing stronger structures to improve their ability to work better.

Last but not least , every concerned groups in the community should get together. The better understanding leads to the success of the Credit Union' s policy.