HE OPINIONS OF COOPERATIVE MEMBERS TOWARD THE OPERATION OF
THE WANGSAIPOON AGRICULTURAL COOPERATIVE, LIMITED
ABSTRACT

The Opinions of Cooperative Members Toward the Operation of the
Wangsaipoon Agricultural Cooperative, Limited.

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The objectives of studying the opinions of cooperative members toward the
Wangsaipoon Agricultural Cooperative, Limited were to determine the results of the
cooperative’s operation over the last three account years; to collect the opinions
cooperative members toward the cooperative, and to solicit ideas with which to develop the
cooperative.

Data were collected from the cooperative’s annual reports on activities and
operations, from interviews with cooperative members,
percent of the cooperative members were selected by random sampling for a total of
the data were analyzed to yield percentage, arithmetic mean, and test.

The study showed that cooperative members and board of directors were very
responsible in their duties and very enthusiastic about the cooperative activities.
Cooperative members needed assistance with sales, purchasing, and with credit, but due to a
shortage in capital by the cooperative, these could not be expanded over their previous levels.

Most cooperative members interviewed graduated at the primary level and had a
moderate knowledge of cooperatives. They were pleased with the household consumption
supply service and, extremely pleased with membership; the credit service; the cooperative
staff; the agricultural materials and equipment supply service; the product collection service.
member collaboration; board administration; the knowledge and information service for
cooperatives; and the knowledge and information service for agriculture.

Relative to the hypothesis test, cooperative members were extremely satisfied
with their cooperative but the degree of member satisfaction varied with level of education.
The satisfaction level of members from the primary school level was higher than all other
levels. These results agreed with the hypothesis. But the satisfaction level of cooperative
members who had varied levels of knowledge about cooperatives was the same. That did not
agree with the hypothesis.

Cooperative members had a variety of ideas on how to develop the cooperative.
Training and business expansion were two important areas of recommendation. They thought
the cooperative could operate more efficiently if each person had better training and the
cooperative business was expanded. To reach their goals, members wanted the government
to support the cooperative with capital, materials, equipment, training, auditing and general
advice.