

**AN ANALYSIS ON THE EFFECTIVE FACTORS ON SUCCESS RURAL
PRODUCTION COOPERATIVES IN IRAN, THE CASE STUDY – ARDABIL
PROVINCE**

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ABSTRACT: *This paper aims to investigate the factors affecting success of rural production cooperatives in the province of Ardabil. The population of this research contains all active companies in the province of Ardabil that their numbers are 1615 cases, statistic sample is 173, 521 people were selected studied. Examples of the towns to fit the volume of statistical community each of the towns to estimate the whole society. The research tool questionnaire is made by researcher achieved Face validity asked by the panel of experts. Study in the region was same to statistical community with the number of 30 questionnaire and business with data and the use of the special formula Alpha in SPSS software, reliability questionnaire 0/84 research obtained to analyze the data, and on the other hand, the measure of success of rural production cooperatives factor analysis model used and the results of the model shows the most important factors affecting success in rural areas, including four components (strengthening social capital and external environment reablation , cognitive capacities enhance of numbers , improving the management of the and health factors working environment and strengthen economic foundations) that variance and cumulative variance sums planned by these four factors is 71/19.*

KEYWORDS: Cooperatives Production Success, Rural Development, Agriculture Development, Ardebil Province, Iran.

INTRODUCTION

Since the land is location of agricultural activities and farming operation in Iran is done in small pieces and farmers with little capitals and a large number are scattered around the country and in the production, marketing and, supply many problems faced by manufacturing organizations; unfortunately have to sell their labor to the minimum profit intermediaries and self-benefit, but sometimes also be affected; To prevent the emergence of this situation, they formed production cooperatives and create conditions to active participation, gain their own social, economic and political and achieve rural development (Heydari Saraban and Roknoddin Eftekhari, 2012: 150). In the meantime, production cooperatives have played an important role in rural development. The goal of a dynamic environment, agriculture, and agriculture is mentioned windows to the agriculture (Heydari Saraban , 2013: 118). It also fosters a spirit of self-help co-production, improve the quality of life of rural people, promote the habit of saving, savings and investment purposes to generate more rural and industrial development will accelerate rural development etc (Heydari Saraban, 2012: 205-203). In addition, agricultural production cooperatives to help improve agricultural production structure (Khafayee, 2010). And lastly, to reduce production costs, enabling service areas and Infrastructure led by members of cooperative principles and new methods of planting and harvesting acquaints.

Several studies in Iran in connection with the effective factors on the success of rural production, which runs to the following effect only in part of these studies. Gholamreza (2013) in his study the effective factors on the success of rural production companies in the following: the importance of education and training a codified and long-term and for the members in various levels and cooperatives, the change in organizing and the rural cooperative commensurate with the objectives, duties and their role, leaving collectivists villagers and run by the people and reduce unnecessary interference by the government and so on.

Anbari (2010) in his study found that the active participation of all members of the cooperative management, members of an increasing capital to strengthen their financial reduced vigor or viability, dynamic leadership by the company's board of directors, welcomed the advanced management practices, along with a cooperative strong institutions based on the principles of solidarity, holding regular education and training programmes with the company's success of productive cooperative meaningful relationships.

Yazan Panah and Samadian (2014) in the field research of its success factors affecting the productive cooperative attitude towards the members of the cooperative principles, holding training courses and members of the continuous during this period, cooperation and support of the various institutions.

Mosaee and Ahmadi (2014) in the other research, the lack of internal coherence, the weakness of the social participation among, members of the lack of cooperation and the weakness of the link below the attitudes of the members, most important factors affecting the cooperative success.

According to Darvishinia Studies (2013), the success of rural production companies and villagers membership in the production of the members of the cooperative attitude towards and members of the cooperative and social participation in touch. The results of the studies Karami and Agahi (2014) showed that education and promoting cooperation to increase the effectiveness and efficiency that collectivists less attention. Studies, made regarding the factors affecting success in the province of Ardabil shows that rural production companies to the extent of their main road and agricultural service centers. Although according to some studies, rural production have success, but to achieve success, understanding and awareness of the factors and structures.

The study on the success of the effective factors rural production in the province of Ardabil in order to identify their strengths and weaknesses in order to provide the effectiveness of the increase in the rural economy and, consequently, in the agricultural sector and the economy, and about the review factors affecting success of rural production has shown that the various factors such as economic, environmental, social, psychological and institutional and others impact on the success of rural cooperative production from the perspective of members in rural areas, and I said that the purpose of this paper is to investigate the factors affecting success of rural production is due to the study, which is seeking to examine the question: Will the exploration and between environmental factors, social, institutional, psychological and economic success with rural produce meaningful relationship?

METHODOLOGY

This paper aims to investigate the factors affecting success of rural production cooperatives in the province of Ardabil. The population of this research contains all active companies in the province of Ardabil that their numbers are 1615 cases, statistic sample is 173, 521 people were selected studied. Examples of the towns to fit the volume of statistical community each of the towns to estimate the whole society. The research tool questionnaire is made by researcher achieved Face validity asked by the panel of experts. Study in the region was same to statistical community with the number of 30 questionnaire and business with data and the use of the special formula Alpha in SPSS software, reliability questionnaire 0/84 research obtained to analyze the data . In addition, the study of the Cronbach's 84% . It is to be mentioned in the present study to identify factors affecting success in rural areas (32)indices applied . Broadening the range of indicators has always in order to identify the effective factors in the success of the manufacturing based on selected variables problems. Overcome on this problem without using suitable model not only in terms of cost and time is not cost-effective, but it can be said some makes confusion for planners and designers rural development. But advanced to the statistical (factor analysis), a suitable for the analysis of indicators and convert them into meaningful elements, without loss of information to save the time and cost.

Factors affecting success of rural production cooperatives from the perspective of the members of the cooperatives

For the most important factors in the success of rural cooperative production from the perspective of the members of the factor analysis was used. Carried calculations in Table (1) shows that in order to determine the internal cohesion data for benefiting from the technique factor analysis of Kmo and Bartlett was used In this sector kmo sum 0/928 times and Bartlett statistics for the success of production factors affecting also 2581 equal to that in a meaningful 0/000. According to the available data suitable for factor analysis.

Table 1: KMO sum and Bartlett test

Sig	Bartlet Test	Factor analysis	KMO
0.000	2581	Success factors of production cooperatives	0.928

Analysis of the extracted factors with eigenvalues , percentage of variance and cumulative percentage of variance in Table 3 is presented. According to information contained in Table 3 , the first of the four extracted factors entitled " Strengthening social capital and empowerment of its external environment " with eigenvalues 8/82 alone explain the 26/72 % of the total variance analysis of was . The second factor called " cognitive capacity strengthening members ' special value 6/4 has been a 19/42 percent of the variance is explained . The third factor ' cooperation in improving internal management and workplace health factors "and the fourth " strengthen the economic foundation of " special value of 5/25 and 3/005 , respectively, 15/93 and 9/1 % of the total variance respectively. Overall, these five factors together 71/19 % of the total variance explained , which indicates the amount of variance explained by factors has extracted .

Table 2: Factors extracted with particular values and percent variance before rotation

Cumulative percentage	Percentage of variance	particular value	Factors
26.72	26.72	8.82	The first factor
46.14	19.42	6.4	The second factor
62.08	15.93	5.25	The third factor
71.19	9.1	3.005	The fourth factor

Factors extracted with eigenvalues and percent variance before rotation

As mentioned in this study to facilitate interpretation and to simplify the structure of a varimax rotation was used. Also determine the significance of each variable in the expression of the study variables loadings greater than 0/4 were considered, they said. The results show that all variables with loadings greater than 0/4, respectively. It should be noted that the rotation (varimax), seven variables due to the low loadings (less than 0/4) and the resulting lack of significant correlations with other variables were excluded from the analysis.

Table 3: Variables related to each factor and factor loadings were obtained from the matrix

loadings	variables	Factor name
0.82	The amount of responsibility	Strengthening social capital and enjoyment of external enabling environment
0.69	Social capital	
0.74	Satisfaction of the Administrative Co	
0.92	Cooperative members participate	
0.81	Levels of attachment members	
0.75	Members catch rate	
0.90	Enjoying the enabling environment and a supportive external	
0.55	Rate relationships	Strengthen the cognitive capacity of members
0.57	Education of members	
0.71	Lack of skilled manpower	
0.87	Justify the amount of those members	
0.74	Workplace health agents	
0.64	Promote cooperative	
0.85	Social activity	
0.76	Cooperative members believe in the value	Improve the internal management of cooperative health work
0.72	Empower	
0.73	Approach to management	
0.82	Lack of cooperation Offices	
0.81	Consent of the Board of Directors	
0.72	Health agents work	
0.43	Differences in board	
0.56	Adequate knowledge of the principles of financial management and analysis of financial condition	Strengthening
0.84	Member needs	
0.86	Equipment and material resources	

0.84	Sufficient market demand for the product	economic fundamentals
0.85	The high cost of hiring staff	
0.94	Bon low price products	
0.92	Inflation in society and the increasing cost of running	
0.58	Income of cooperative members and administrators	
0.63	Using technology	
0.54	No high prices of raw materials	
0.65	Marketing and Market Update	

CONCLUSIONS

In this study effective factors to succeed rural production cooperatives were discussed by 32 indices and analyzed by factor model analysis and were analyzed according to the Kaiser criterion, four factors with eigenvalue greater than one were extracted for the factors in the success of production cooperatives

After Varimax rotation method, variables related to factors in the success of rural production cooperatives were classified into 4 factors. The first, entitled "Strengthening the social capital and the enjoyment of external enabling environment" with eigenvalues (4/73) over 18/94% of the total variance was explained. The findings of the study (Zainab Haydar pour and colleagues, 2009), and (Amini and Ramezani, 2007) is consistent. Second, entitled "Strengthening the capacity of cognitive users' specific amount (4/1) of the total (16/05) percent of the total variance. The results of studies of the Prophet (Hazrati et al, 1389) agrees with the third factor as "improve the internal management of cooperative health work" with eigenvalues (3/57) the sum of (14/29) percent of the total variance he explained.

These findings, together with studies (Moradi and Ali Beigi, 2011) are in agreement. The fourth factor entitled "Strengthening economic fundamentals" with eigenvalues (2/81) the sum of (11/24) percent of the total variance was explained. These findings with other studies (Shaban ali Fami, 2007), which is consistent with the operating "improved training and supervision," the highest category and the "economic recovery" category were the lowest cumulative amount of variance and variance explained by the four factors of 60/53 respectively. In addition, it can be said, citing research Ntnyjh production cooperatives in rural areas of Ardabil success depends on improving accountability, social capital, satisfaction and administrative performance of cooperation, participation in cooperative affairs, the degree of attachment members, members of the public level, having enabling and supportive external environment, the level of emotional relationships, education of members, lack of skilled manpower, justify the extent of those members, health factors, work environment, and promote cooperative social activity, believed to be members of the cooperative, empowerment, attitude, how to manage non-working executive, the consent of the board of Health of the workplace, the variation in board, adequate knowledge of the principles of financial management, according to the needs of members, changes and material resources, insufficient market demand for products, high the cost of hiring labor, low price Frvshs products, inflation in the community, earning members and administrators to use technology, low price and the lack of raw materials and marketing and marketing is expensive.

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