

Surveying of Effective Factors on Village Women's Satisfaction of Incorporations (Case Study of Alborz Province Women's Incorporations in Iran)

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Abstract- Women always have played significant role in rural communities developing process, so that they mostly occupied in agricultural and animal husbandry activities as much as men and they represent the considerable part of workforce. According to the previous studies, 70 % of villager women are engaged in garden and agricultural activities. In spite of this fact, women's work, are usually left unpaid and in other cases their payment are always less than men. In recent years, by the entrance of minor industries to villager communities and the prevalence of agricultural convertible industries, we can see villager incorporation development, particularly villager women incorporations. Karaj city has inactive capability in developing occupation and earning for villager women in the incorporation form because of its agricultural and tourism potential, and according to the statistics declared by Alborz Province Villager Organization, there are 3 incorporation in this province allocated to the women. The purpose of this study is surveying women's satisfaction level of incorporation performance in the field of occupations and entrepreneurship and providing women's requirements. Research method is analytical-descriptive method in this study and the study population are all villager women incorporation's members that by applying Kerogen formula and random sampling method, 127 persons have been chosen and by using questionnaire their satisfaction is estimated. In order to analysis findings and comparing them with other researchers' results, previous studies have been used and finally it was found that the villager women incorporations' satisfaction percentage is 95% in comparison with not joined women and incorporations have had the optimal efficiency in occupation and also it is resulted that there is a significant relation between training, earning, and entrepreneurship in the level of 99 percent.

Keywords- women incorporation, satisfaction, efficiency, employment, entrepreneurship

I. INTRODUCTION

In order to achieve villager communities development, we need development in all dimensions and in this situation, women play crucial role. Women always have been involved in all animal husbandry and agricultural activities and by considering this fact we can say women participation in

economic and social fields is one of the principal in order to achieve development. In spite of this fact, women always have been considered as the peripheral workforce by the national and local managers and planners. This fact has been proved by the suited done by Global Bank in 2011 that declared although the poverty alleviation plans concentrated on women, but the statistics show something else. Women covering 2/3 part of the work hours but they only receive 1/10 part of the global income, therefore its needed to provide the necessary facilities for their optimal participation in social engagement in order to use their potential abilities. If this will be fulfilled we will see development of economic and social welfare that will finally consequent development in all dimensions in rural areas. One of the strategies used recently by most of authorities is incorporation that has great coordination with villager community specifications. Incorporations were established on participation and interaction and if the mechanisms are observed correctly, the aims will be achievable. Incorporations have established themselves as the third economic principal. Women Incorporation, based on case studies and optimal usage of active population workforce, aiming to villager household improvement, durable development and enabling women, had been established in 1372 by the headquarter board of directors Iran Village Incorporation Organization, by considering appropriate capacity.

These incorporations are one of the helpful mechanisms in order to women participation attraction including cultural, social and economic purposes and because of its community structure, it eases women participation in economic engagements and grant them a especial position. According to the published statistics by Village Incorporation organization, 324 villager women incorporations are active in Iran that could cover 2214 villages and 63000 women are engaged in these incorporations. Karaj city has 3 incorporations allocated to the women that could cause villager women occupation. In spite of that, we have seen closing or semi-closing of some of these incorporations that it is needed to find the causes of these incorporations shutting and it should be defined what kind of factors threat these incorporations operations and how members are satisfied with incorporations presented services and what type of mechanisms will be advantageous in developing these incorporations and solving their problems.

Based on these items, it has been tried to describe women incorporation effects and take them as criteria to find the level of satisfaction of incorporations performance and purposes by using analytical – descriptive method and different tools such as questionnaire and reviewing previous studies.

There are many accomplished studies about incorporations and specially women incorporations that surveyed these incorporations effects on employment or entrepreneurship as much as possible, but there not some researches about their satisfaction. Despite that, it has been tried to investigate some of these studies in the field of incorporations and satisfaction. Shapoor Zarifian has concluded that there is a significant relation between membership motivation, economic activity, technical activity, educational activity, management factors and members satisfaction of performance, in the study done in 1391 with this title “surveying of production incorporation members satisfaction of operation”. John et al [2001] have defined the three principles such as minimum financial income, better services and not limited membership and justice as important and effective principles in incorporations success and also added that in order to achieve members’ satisfaction, justice and equity should be considered in executive affairs. Ajili et al [1388-Solar Hijri] express a significant relation between management specifications and women incorporations. Samian et al [1391-Solar Hijri], in surveying effective items in Hamedan Province villager incorporations success, concluded that economic, personal, management, technical, and social factors have the most impact on villager incorporations success.

Sedighi and Darvishi Niya found that there is an important relation among incorporations success and satisfaction, member’s participation, training and promotion activities, by investigating the Mazandaran Province incorporations.

Women in villager communities have not enough time to attend meetings because of their different occupations (like agriculture, animal husbandry, household and etc), therefore its essential to use the incorporations in order to gain the best result in minimum time and achieve to the equity and social and economic welfare.

Alborz Province as 31th province of Iran, 5225 km² area, occupies the 0.32 % of the land of this country. This province has 5 cities, 11 parts and 25 towns and its villager population is 213000 persons that equals to the 9 % of the whole province population according to the census done in 1391. 110515 persons are men and 103444 persons are women. The women’s main occupation is related to farming and animal husbandry and now there are three incorporations dedicated to the women have 238 members and their total fund is estimated 161000000 Rials.

II. THE MAIN PURPOSE OF RESEARCH

The purpose is investigating women incorporation members’ satisfaction of operations and effective factors on incorporations’ functions. Indeed this study has tried to survey satisfaction state and effective factors by asking these questions:

Are women satisfied by their incorporation operations?

Have women incorporations presented their services according to the related regulations?

What are the most effective factors on members’ satisfaction in the field of activities?

Is there any correlation between members’ personal and economic properties and their satisfaction state?

III. TYPE AND METHOD OF RESEARCH

This study is a gauging study on aspect of practical target and information collection and also correlation type on aspect of variables relations. The study population consists of all Karaj city women incorporations members in Alborz Province that are 205 persons based on the collected information. The sample size is defined as 137 persons by applying Cochran formula. The most important tool in this study is questionnaire and for fulfilling needed finance, nominal credit has been used. The reliability of questionnaire is acceptable by using Cronbach alpha of 0.72. For demonstrating the current state and describing dispersion and intermediate index and also analyzing variables relations, Pearson correlation coefficient has been taken.

Dependant variable is satisfaction in this study that is defined literally and practically like that: satisfaction is the relation between an expectation and a lived experience. Satisfaction is the share of each person (incorporation members) in the expectation and lived experience exchange that depends on incorporation operation.

In the other word, satisfaction has multidimensional meaning that is obtained by members’ opinion analyzing. Independent variables in this study are individual, training, professional, economic characteristics and membership motivation.

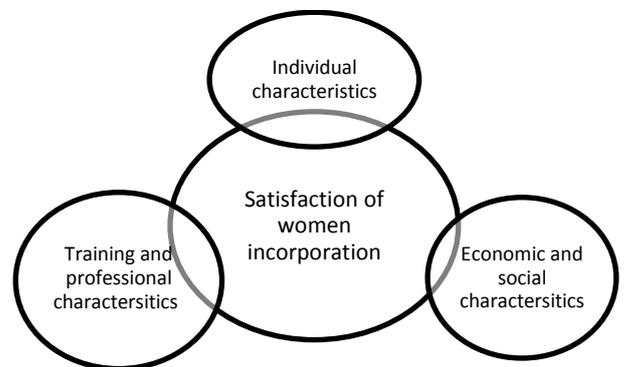


Figure 1. Targets rural women's co-operatives

IV. DISCUSSION AND RESULTS

According to the findings of this study, more than 96% of members were married and only 4% percent were single. 90% of the members do housekeeping and animal husbandry. 23% of the responders are illiterate, 37 % know how to write and

read, 35% are diploma and only 5 percent have academic education based on results. Also it was observed that most of the women members do housekeeping. 73 % of responders have more than one year history of membership in incorporation.

TABLE I. THE EDUCATIONAL ATTAINMENT OF RESPONDENTS

| Educational state | Percentage |
|---------------------|------------|
| Illiterate | 23 |
| Reading and Writing | 37 |
| Diploma | 35 |
| Academic education | 5 |

TABLE II. MARITAL STATUS OF RESPONDENTS

| Occupation State | Percentage | Material state | percentage |
|-----------------------------|------------|----------------|------------|
| Housekeeping and farming | 90 | Single | 4 |
| Administrative and Services | 10 | Married | 96 |

TABLE III. INDIVIDUAL CHARACTERISTICS OF WOMEN INCORPORATION MEMBERS

| Characteristic | Average | Standard Deviation |
|--|------------|--------------------|
| Age | 39.5 | 8.9 |
| Membership Duration (age) | 1.46 | 0.93 |
| Annual Income (Rial) | 6785714.29 | 2563075.921 |
| Training Presentation Duration (month) | 1.96 | 0.53 |

Source: Researcher's findings

V. FINDINGS DESCRIPTION

In order to analyze and evaluate responders' opinions regarding main variables, different items has been asked in Likert scale and the statistical outcomes are investigated as following in the form of correlation coefficient and significant test.

Membership motivation: most of the members expressed occupation and earning as the main reason for joining to the incorporations. Some of them also declared taking loan and training as the other incentives for membership. One of the effective items in women's satisfaction is economic performance. It is observed that income increasing, production cost reduction, accessibility to facilities and receiving them are some of the important factors for incorporations success. In training field, for evaluating the influence of training in satisfaction, different items have been used and it was observed that incorporations trainings are most effective in describing personal rights in incorporation and awareness of the functions.

In management category it is found that selecting directorate members of trained women, qualified native manager and bilateral interaction between members and management pyramid can be so impressive.

VI. VARIABLES RELATIONS ANALYSIS

In order to analysis variables relation and satisfaction indexes, statistical techniques such as correlation coefficients have been used and results expressed in the following.

In the initial investigations found that member women are more successful in economic activities than other women so that incorporation women satisfaction is 95 % significant in comparison with other women in the case of subsistence.

After surveying the relation between individual characteristics and satisfaction level of incorporations it was found that there is not a 95% significant relation between these two items.

TABLE IV. CORRELATION AND SIGNIFICANT

| Index | Test Type | Correlation coefficient | Significant Level |
|----------------|-----------|-------------------------|-------------------|
| Age | Pearson | 0.073 | 0.23 |
| Material State | Kendall | 0.031 | 0.375 |
| Occupation | Kendall | 0.101 | 0.079 |
| Education | Spearman | -0.013 | 0.637 |

Source: Researcher's findings

According to the findings it was cleared that there is a significant relation between membership motivation and satisfaction about 95%.

TABLE V. SIGNIFICANT STATE PARTICIPATION IN THE COOPERATIVE

| Index | Test Type | Correlation coefficient | Significant Level |
|-----------------------|-----------|-------------------------|-------------------|
| Membership motivation | Pearson | 0.023 | 0.019 |

Source: Researcher's findings

VII. SURVEYING THE RELATION BETWEEN ECONOMIC PERFORMANCE AND SATISFACTION

Findings results show that there is a significant relation between economic performance and members' satisfaction about 99 percentage. Therefore economic factors have a great impact on satisfaction.

TABLE VI. MEANINGFUL PARTICIPATION IN THE ECONOMIC SITUATION

| Index | Test Type | Correlation coefficient | Significant Level |
|----------------------|-----------|-------------------------|-------------------|
| Economic Performance | Pearson | 0.403 | 0.001 |

Source: Researcher's findings

VIII. SURVEYING THE RELATION BETWEEN PRESENTED TRAINING AND SATISFACTION

According to the finding results the most important factor in satisfaction of women incorporations is the training and fulfilling training requirements. Results of statistics also show this fact in the level of 99 %.

TABLE VII. CORRELATION ECONOMIC PARTNERSHIP

| Index | Test Type | Correlation coefficient | Significant Level |
|----------------------|-----------|-------------------------|-------------------|
| Economic Performance | Pearson | 0.403 | 0.001 |

Source: Researcher's findings

IX. RESULTS AND RECOMMENDATIONS

One of the impressive factors in developing villager communities is considering women and their participation in economic and social activities. Despite the presence of women alongside men in social and economic activities (especially in the field of agriculture and animal husbandry), planners had not paid appropriate attention to this effective group and they are always not considered as active workforce. Some important actions have been done in recent years in order to advocate villager women including organizing the units under the title of villager women incorporations so that the first women incorporations had been founded in 1377. But during these 16 years complete evaluation in large scale has been not carried out yet. This study has tried to survey the level of villager women satisfaction of women incorporations in Alborz Province and by considering the fact that Alborz qualified as a province in recent years, it has not achieve acceptable results yet. Because there are only 3 recorded incorporations in this province and one of them is actually inactive because of different problems. After surveying the findings it was observed that some prominent factors are effective in women's satisfaction and economic factor is the most impressive of them. It means that most of the women become member in incorporations in order to find job and earn money and they expect incorporations to support them financially and spiritually. It was found that there is a significant relation between training performance and satisfaction in the level of 99% and the group of women that received training during service presentation, has a higher level of satisfaction. Despite of this facts, there are some negative points that reduce women satisfaction including being unfamiliar with incorporation regulations, lack of appropriate interaction between directorates and members and also some ambiguity in financial and executive affairs that sometimes lead to dissatisfaction and inefficiency. Therefore, in order to gain to higher level of satisfaction some recommendations are presented as following:

- The necessity of general training for all members about the aims, tasks and legal and administrative affairs

- Government support of women incorporations in order of tax exemption and giving loan with low rate of interest
- Omitting some the administrative bureaucracy in order to have incorporations allocated to the women
- Providing marketplace and selling rooms to have more trades and incorporations prevalence
- The necessity of using experts in the field of incorporations in direct and part time way
- Using other countries experiences in the field of women incorporation management
- Introducing and admiring distinguished women incorporations regionally and nationally.

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