

## Identify the Factors Affecting on Cooperative Culture Case Study: Co-Operatives in Qom

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### ABSTRACT

The first step in order to achieve success and development of cooperatives is identification effective factors and components on cooperative culture. Although identification these factors is complicated and no category of factors cannot be considered as the only effective factor on cooperative culture, nevertheless this research is designed in order to identification effective factors on cooperative culture and based on research methods, survey and descriptive and by using of three branches model has been studied triple variables, structural factors, content and environmental and review views and attitudes of statistical sample consists of 311 managers of cooperative companies, field of cooperation's professors and managers and experts of cooperative office.

Results from collected data indicate that between three categories of structural factors, content and environmental (underlying) reviewed in this research underlying factors have the greatest effect on the cooperative culture and structural factors have minimal effect. From aspect of underlying, factors of community believe and relating with clients are the most important. From aspect of content factors: knowledge and belief in principles of cooperation, ability of managing team, organizational culture, cooperative culture, characteristics of individual members, conditions of cooperatives establishment and research and development respectively have the most important.

**KEY WORDS:** Cooperative culture, cooperative, structural factors, content factors, underlying factors.

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### INTRODUCTION

First think of human for work in harmony with common goals is the first plans of civil society. Corporation in concept of collaboration and cooperative is part of nation culture that has believed in light of God's teachings and has become one of the obvious glorifications of the human personality. Supreme destination and cooperative high aims addition moral values with economic targets and removing common needs of people in a system that is based on virtue. (Salehi, 1386: 96) Cooperative culture will give strength base of democracy and participation of people in a society.

Nvkvyk (2008), believes cooperatives cause increasing social welfare and reduced social expenses, (Novkovic, S, 2008: 8) cooperatives have all necessary elements to create an innovative society. Experts of sector cooperation know that cooperatives are appropriate for implementation of development programs for two reasons:

First that cooperative institutions with collecting small savings of members and financial support of government, investment, producing and also training members cause to promote productivity of man's power, increasing production, employment and economic development of society.

And second that because of specific social, political and cultural attitudes of cooperatives which are inspired from cooperative principles and values and have more matching and harmony and with structure of developing countries, cause political, cultural and social development, and remove discrimination and injustices in communities. (Barati and Jamshidi, 1385: 22)

Cooperative sector is one of three pillars of Iran's economy and is the pillar that kept poorly. A brief look at cooperative sector in past years and in comparison with public and private sectors shows that this part does not possess its proper place and can also search its reason in lack of cooperative culture in the society, so demand serious solutions in this area (Mahmoudi and Samimy far, 1384: 170)

Now this question occurs do cannot in a society instead of competing and struggle, with way of collaboration and cooperative receive his share national income? Or in other word instead of struggle for survival, replace cooperative? (Shkybamoqdm, 1386:3)

Therefore, this study is done in order to identification factors affecting on cooperative culture based on three branches model in the area of Qom province.

The research targets include: Identify the factors affecting on Cooperative culture in area of Qom province.

Secondary targets: identifying principles and theoretical concepts of cooperative culture;

☐ Identifying the factors affecting on cooperative culture in surface of target community

☐ Prioritize factors affecting on cooperative culture in surface of target community

### Theoretical principles cooperatives

According to the definition of "The International Union of Cooperatives", cooperative is an independent community of individuals that coming together voluntarily to resolve their requirements and common aspirations "economical", "social" and "cultural" by an economic enterprise with common ownership and supervision of people. (NezamShahidi, 1387: 88-89)

Also whenever a group of people, from desire and interest get together to achieve their common economic and social and cultural goals, according to constitution of cooperative companies and cooperative law with consultation and sympathy in fact has established, a "cooperatives assistant". So can say cooperation Company has an independent and needless structural (Mohammadi, 1388: 117) and is an economic, social and cultural organization. Its target is solving problems, welfare and a better life for members. In this way cooperative members join hands and do not fail any efforts. (MiveChy, 1387: 19).

Cooperation Company: is a company that is formed with at least seven members in order to resolve common requirements and improve social and economic situation of members by self-help and their mutual help according to the law of cooperative sector for perform one or more economic activities. (Safari and Aryanfar, 1388: 18).

Cooperative culture: According to the original of culture and cooperative, cooperative culture is a process that leads to sympathy, cooperative, correlation and cooperation and all of people and community members can be expected. (Bradary, 1380: 63).

Culture Cooperative, is a culture that comes from policies of moral and social responsibly Flipp, 2004: 118 and the point is that if ownership and cooperative structure, have not backing and supporting of cooperative culture will be placed at risk of reversal. (Bayat, 1383: 212). Cooperative organizations have identity, character, characteristics and different mechanisms of management that these differences are from their cooperative culture. (Davis, 2000: 59)

Cooperative culture is one of important component for economic prosperity and reducing unemployment; most important of all development of cooperative culture must be noted more than cooperative itself as field of national unity of national unity, sympathy and empathy. (Bolandy, 1387: 30)

Spreading cooperative cultural provides appropriate fields for empowering society, forming civil society and communities which are based on thought and generally believe in partnership and active participation of general public officially, and not just the owners of wealth and power. (Rahimi and Joanne, 1386: 64) With the spread and expansion of cooperative culture in society, unity and empathy will be governed in society and initiatives and creativity will appear and society will protect from enemies' damage. In today's world to earn success and proudness in all economic, cultural and political issues need institutionalize cooperative culture and cooperation and always this noble verse "cooperative with each other in righteousness and piety" pattern of actions and every human's behavior that to be able to achieve goals and great destinations. (Abbasi, 1388: 66)

Components of cooperative culture (3C) (Cooperative cultural values):

Peter Davis director of cooperative units in Leicester University of England believes that the value of cooperative must be like this:

Cooperatives must have values of community, priority of individual on capital, sufficiency, sense of shared responsibility, democracy, quality, equality, services and also values of charity. (Rostami, 1388: 89)

Novkovic believes the major of these components the following factors  
Chart No. 1. Parts of cooperative culture (Made by researcher)

Factors affecting on cooperative culture: External factors affecting cooperative culture include:

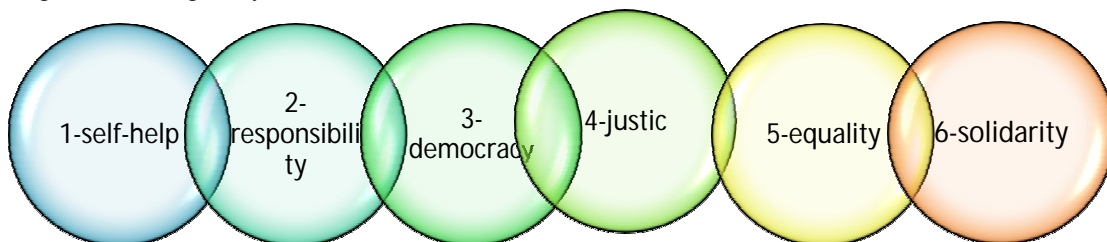
Economic factors, social factors, cultural factors, media, technology, government policies, legal factors, consulting Services, cooperatives chamber, union cooperative.

### Internal factors affecting the cooperative culture:

Management, communications, territory, entrepreneurship, participatory management, human resource management, regulatory management, management features, informal organization, structure, elements of organization, education, cooperative values, research and development, marketing.

### Conceptual model of research:

In this study after theoretical studies and extracting factors and components affecting on cooperative culture, has designed following analytical model.





In this model, factors affecting on cooperative culture are analyzing in form of three dimensions-background-content- structure.

### Structural dimensions

Appointments of people in different parts of the organizational graph, in social posts, posts that affecting on organizational relationships of people. (Blau, 1974: 12). Structure, is an instrument or very complex tool for control that occurs in process of mutual relations of members. Will be renewed permanently and at the same time will determine mutual relations, Structure at a time is creator and creature. (Ranson & et, 1980: 3)

### Aspects of content

Aspects of content introduce whole organization. Aspects of content can be ambiguous, because they indicate organization and environmental that structural aspects are located inside it. Content parameters effect on structural parameters and structural plans occur from method of combination and their mixture, (Arabi, 1382: 16).

### Environmental aspects

Organization's environment includes all factors that there are in outside organization boundary and effect potentially on all or part of the organization. (Rinsing well, 1380: 169)

With paying attention to analytical model of research, research assumptions in three structural dimensions, content and environmental include:

Assumptions of structural aspect survey communication between components, formality, partnership, information system, management decisions and professionalism (Education) with cooperative culture.

Assumptions of content aspect survey relationship between components, research and development, , organizational culture, cooperative culture, conditions of forming cooperative, characteristics of individual members, ability of management team and knowledge of cooperative principles with cooperative culture.

Assumptions of background aspect (environmental) survey relation between components society believe and communication with clients with cooperative culture.

## RESEARCH METHOD

The present research in terms of target, is applied, also this research in terms of descriptive research's method and is navigation sort.

Sampling method in this research is proportional random sampling cluster.

In this way statistical society first was divided to three groups, then samples was selected proportional with members of each group.

Sample size of 311 people is included professors of cooperative's area and management, experts of cooperative office and members of cooperatives.

In this study, to increase validity of questionnaire content used idea of masters and consultants and experts of cooperation and management that results confirm the alidity of the questionnaire.

For estimate durability of questionnaire by using Alpha Kvrnbakh's method the number 72/96 is obtained that shows high durability of questionnaire. In this research for reject or accept assumptions the test one-sample and for prioritized components and aspects the test of Friedman is used.

## RESULTS AND DISCUSSION

In this research factors affecting on cooperative culture is a function of three factors structural, content and background. Each of above three factors itself has components.

By using single-sample t-test it was found that each of these aspects effect on cooperative culture. And results of Friedman's rating test that comes in Table 1 shows in comparison effect of these three factors, background factor has the greatest influence.

And after that respectively content and structurally factors are located.

Table 1. Results Friedman's test on structural factors, content and background factors.

Rank	Average rank	Variable	Row
First	2/28	Background aspect	1
Second	2/14	Content aspect	2
Third	1/58	Structural aspect	3

Source: The research findings

More results of assume and Friedman tests is shown separation of aspects of studied.

### A) Result of tests in background aspect

According to Table 2 we can see that, trust intervals related to average of all components in background aspect is top of number 9/3 (close to many).

Trust intervals related to average component communication with clients is lower than other components-amount of obtained in all wasP and top border of trust intervals average "society believe" is higher than other components. Error level of tests is under  $\alpha = 0/05$  that according to sign of trust intervals about all component that indicate rejection assumption zero based on being smaller or equal average of components with number3 is (average) and expresses being effective these components in society.

Table 2: Performed about test results of background components

Status	Test result	Trust intervals95% difference bet average and amount of test		Difference bet average and amount of test	Average	pAmount	Statisticst	Title of component	Name of structure
		Up boarder	Low boarder						
effective	0Reject <sub>0</sub> H	1/27	1/11	1/19	4/19	0/000	30/58	Society believe	Background factors
effective	0 Reject <sub>0</sub> H	1/15	1/00	1/08	4/08	0/000	27/47	Community with client	
effective	0 Reject <sub>0</sub> H	1/20	1/07	1/13	4/13	0/000	32/98	Background aspect	

Source: The research findings

Results of Friedman test in Table 3, tell the fact that between background aspects society believe component gain the first grade and community with client component second grade.

Table3: Average components 'grade of background aspect with Friedman's test

Grade	Average of grade	Variable	Row
1	1/58	Society believe	1
2	1/42	Community with client	2

Source: The research findings

### B) Results of test in content aspect

According to Table 4 we can see that trust intervals related to average of all content aspect's components is top of number3/7(close to lot).

Low border of trust intervals related to average of research and development component is lower than other components and high border of trust intervals,

Average of knowledge of cooperative principles is higher than other components.

P- Obtained amount in all tests is less than error level of  $\alpha = 0/05$  that according to sign of trust intervals about all components indicates reject assumption zero based on being smaller or equal average of components with number3(average) and expresses effectiveness of these components in society.

Table4: Test result performed about components of content aspect

Status	Test result	Difference bet average and amount of test		Diffrence bet average and amount of test	Average	p -Amount	Statistic t	Title of component	Name of structures
		High border	Low border						
effective	Reject <sub>0</sub> H	0/96	0/75	0/86	3/86	0/000	15/99	Research and development	Content Factors
effective	Reject <sub>0</sub> H	1/10	0/99	1/05	4/05	0/000	37/70	Features members	
effective	Reject <sub>0</sub> H	1/15	1/04	1/09	4/09	0/000	39/43	Organizational culture	
effective	Reject <sub>0</sub> H	1/18	1/05	1/12	4/12	0/000	33/27	Cooperative culture	
effective	Reject <sub>0</sub> H	1/02	0/85	0/93	3/93	0/000	21/49	Condition of forming cooperative	
effective	Reject <sub>0</sub> H	1/33	1/19	1/26	4/26	0/000	34/90	Knowledge and fate to cooperative principles	
effective	Reject <sub>0</sub> H	1/22	1/11	1/17	4/17	0/000	42/71	Ability of management team	
effective	Reject <sub>0</sub> H	1/12	1/02	1/07	4/07	0/000	43/52	content	

Source: The research findings

Results of Friedman's test in Table 5 also tell the fact that knowledge and fate to cooperative principles component gain first grade, cooperative culture component second grade, ability of management team component third grade, organizational culture component fourth grade, condition of forming cooperative component fifth grade, features members component sixth grade, research and development component last grade between components of content aspect.

Table 5: Average components 'grade of content aspect with Friedman's test

grade	Average of grade	Variable	Row
1	4/73	Knowledge and fate to cooperative principles	6
2	4/31	Cooperative culture	4
3	4/26	Ability of management team	7
4	3/86	Organizational culture	3
5	3/66	Condition of forming cooperative	5
6	3/63	Features members	2
7	3/55	Research and development	1

### C) Tests result in structural aspect

According to table No6 can see that, trust interval related to average of all structural aspect's components is top of number 3( average).Trust interval related to average of formality component is lower than other components and high border of trust intervals average of' partner system "is higher than other components. Obtained amount in all tests is lower than error level  $\alpha = 0/05$  that according to sign of trust intervals about all components indicates reject assumption zero based on being smaller and equal average of components with number3(average) and expresses effectiveness of these components in society.

Table6: Test result performed about structural aspect's components

Status	Test result	Difference bet average and amount of test		Difference bet average and amount of test	Average	p -Amount	t Statistic t	Title of component	Name of structures
		Low border	High border						
effective	Reject $H_0$	0/35	0/06	0/20	3/20	0/006	2/79	Formality	Structural factors
effective	Reject $H_0$	0/95	0/80	0/88	3/88	0/000	24/40	Partnership system	
effective	Reject $H_0$	0/68	0/49	0/58	3/58	0/000	11/89	Professionalism education	
effective	Reject $H_0$	0/69	0/54	0/62	3/62	0/000	15/45	Information system	
effective	Reject $H_0$	0/87	0/67	0/77	3/77	0/000	15/09	Management decision	
effective	Reject $H_0$	0/68	0/53	0/61	3/61	0/000	15/83	Structural aspect	

Source: The research findings

Result of Friedman's test in table 7 tell this fact that partnership system between other components of structural aspect gain first grade, management decision second grade, professionalism education third grade, information system fourth grade and formality last grade .

Table7: Average components 'grade of structural aspect with Fridman's test

Grade	Average of grade	Variable	Row
1	3/41	Partnership system	1
2	3/40	Management decision	2
3	2/86	Professionalism education	3
4	2/80	Information system	4
5	2/54	Formality	5

Source: The research findings

According to result from Friedman's tests can grading effectiveness triple aspects structural, background, content and components of these aspects on cooperative culture.

This grading is shown in following table.



Table8: Status Summary's effectiveness grading of triple aspects and its components on cooperative culture.

Components title	Aspect title
Society believe	Background aspect
Community with client	
Knowledge and fate to cooperative principles	Content aspect
Ability of management team	
Organizational culture and Condition of forming cooperative	
Features members and Research and development	
Partnership system and management decision	Structural aspect
Professionalism(education and training) and information system	
For mality	

Source: The research findings

## Conclusions and suggestions

Since that the most important effective factor on cooperative culture is society believe, for Institutionalize this Culture and believe in society the following solutions are offered:

1. It is recommended that with various planning increase public knowledge of cooperatives, and it can be repaired like training courses, compilation the cooperative Education and cooperation in schools and universities, compilation and produced television and radio programs of cooperatives, preparation handbooks and brochures in various from issues of cooperatives, holding exhibitions from achievements of the cooperatives.

2. Making positive attitude of the cooperatives among people by avoiding cooperatives from become bankrupt, strengthening the performance of cooperatives, strengthening responsible institutions in their affairs preventing abuse of facilities of the cooperative sector, introduced premier cooperative can boost cooperative culture among people.

3. Holding training courses and public awareness and increase their understanding of cooperatives can increase people's participation in creation of cooperative organizations.

At the end increasing participation in creating cooperative organization and people's desirable attitude of the cooperatives will boost cooperative culture at level of society.

## Suggestion for feature research

1. Surveying effective factors on cooperative culture at the national level.
2. Surveying manner of creating a cooperative culture and participation in economic and social system
3. Surveying and identification solutions for institutionalized cooperative culture and cooperate in society

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