MEMBERS' ATTITUDE ON GOOD GOVERNANCE IN PRIMARY AGRICULTURAL MULTIPURPOSE COOPERATIVES IN BAKO TIBE DISTRICT, WEST SHOWA ZONE, OROMIA REGIONAL STATE OF ETHIOPIA

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Abstract

Attitude is a hypothetical construct used to explain the direction and persistence of human behaviour. It provides a convenient and efficient way to summarize, explain, and predict behaviour. This study explored members' attitudes toward good governance in their Multipurpose Cooperatives in Bako Tibe District, West Showa Zone, Oromia Regional State. The objectives of the research included describing the demographic and socio-economic characteristics of respondents, assessing members' attitudes toward their cooperatives' performance, and analyzing the variables influencing members' attitudes. A total of 159 sample respondents (145 male and 44 female) were selected, with six focus group discussions (FGDs) and one key informant interview (KII) conducted. Primary data were collected from the sample respondents, FGDs, and KIIs.As to demographic and socio-economic characteristics of respondents, the descriptive statistics result showed that the majority of the respondents attained middle age category, most of them were male respondents, and most had social participation only with farmers' association with low level of exposure to mass media. Regarding occupation, most respondents adapted to agriculture, and almost all opined that cooperatives were not service as a source of borrowing. Regarding the members' attitudes towards their cooperatives' performance, most of the members' respondents have negative attitudes towards their performance. Besides, the Logistic Regression Model showed that social participation, duration of cooperative membership, understanding of cooperatives, motivation, and knowledge about cooperatives have a statistically significant positive effect on the members' attitude towards their cooperatives at a P-value of less than 0.05. In contrast, land size has a statistically significant negative effect at a p-value of less than 0.05. Therefore, social, economic, and psycho-behavioural variables were the most influential variables in members' attitudes towards their cooperatives, which influenced good governance.

Keywords: Attitude, Good Governance, Performance of Cooperatives, Multipurpose, Agricultural Cooperatives

1. Introduction

Agriculture remains the cornerstone of most developing countries' economies, often serving as the primary source of employment for most of the population, with two-thirds or more relying on farming for their livelihoods. There is a noticeable contrast between developed and developing nations, with developed countries accounting for approximately 70% of agricultural trade, though this share has declined recently (JICA, 2010). Ethiopia, a mountainous country with a population of 76,511,887 (CSA, 2007), is Africa's second most populous nation. The government acknowledges the combined challenges of the sector and has introduced various measures to address them. Agriculture is the backbone of Ethiopia's economy, contributing 41% to the GDP, while services and industry contribute 45.6% and 13.5%, respectively (NBE, 2010). Additionally, agriculture accounts for 80% of total employment and 90% of export earnings, with key exports including coffee, chat, leather, pulses, and floriculture products.

Smallholder farmers in Ethiopia face significant challenges, including an uncertain production environment, high market access costs, and competition with better-resourced and more economically powerful actors. These farmers deal with unstable markets, inefficient information systems, and low social and economic status, which contribute to the main issues in agricultural and

cooperative marketing. To address these problems and reduce uncertainty, rural institutions such as cooperatives can play a crucial role in improving the livelihoods of peasant households.

Cooperatives are not a new concept, having existed globally in both developed and developing nations and across various sectors of economic activity (Krishinaswami and Kulandaiswamy, 2000). Cooperatives are seen as change agents, aiming to improve efficiency and resource allocation, which in turn could enhance agricultural production. In Ethiopia, cooperatives have spread nationwide, with a significant impact on various economic sectors. For instance, more than 85% of the country's agricultural input requirements, like fertilizer, are distributed through cooperatives. Additionally, cooperatives handle over 25% of agricultural exports, particularly coffee, the country's largest foreign exchange earner. Coffee unions are exporting high-quality, organic, and Fair Trade coffee to markets in the United States, Europe, and Japan, securing premium prices for smallholder coffee farmers. Cooperatives are moving toward greater financial sustainability (Tesfaye Lemma, 2005). The federal and regional governments are actively supporting cooperatives as part of broader efforts to create job opportunities, promote self-reliance, and reduce poverty.

In Ethiopia, the formation of modern cooperatives began after the Italian invasion, with legal recognition coming in the 1960s. The 1966 cooperative legislation (No 241/1966) led to the establishment of over 150 different types of cooperatives. However, during the Derg regime, the earlier cooperatives were dissolved and replaced with politically motivated cooperatives that did not adhere to internationally recognized cooperative principles. A new phase in cooperative development began in 1998 with the enactment of cooperative legislation No 147/1998, which has since facilitated the growth of cooperatives in input supply, savings and credit, and the marketing of coffee and grains (FCC, 2004). Today, Ethiopia has approximately 43,256 primary cooperatives and 245 secondary cooperative unions, with 6.57 million members and a total capital of 2.7 billion Ethiopian Birr (FCA, 2012).

Despite these advancements, the cooperative movement in Ethiopia faces several challenges, including the lack of professional management in most cooperatives. This is partly due to low organizational support and insufficient technical assistance from relevant authorities. The frequent restructuring of cooperative bodies at various levels has also hindered their development (Tesfaye Lemma, 1995). Furthermore, the lack of long-term credit restricts the ability of cooperatives to invest in projects that could benefit their members economically. The financial weakness of cooperative members further exacerbates the capital shortages.

Additionally, infrastructure challenges, such as poor roads, limited banking services, and inadequate transportation, obstruct the flow of agricultural inputs, consumer goods, and marketing of products. The absence of reliable and timely market information compounds these issues. In conclusion, while the Ethiopian government has laid the foundation for cooperative development through legal frameworks and investment in human resource development at higher education institutions (Veerakumaran, 2007), it is crucial for cooperative bureaus, experts, and staff to fully leverage the existing policy environment to enhance the benefits for cooperative members and contribute to the nation’s social and economic development.

Despite the significant contributions of cooperatives to the nation's economy, several challenges are hindering their growth and sustainability, particularly in constitution, management, administration, and service delivery. The government has organised and promoted

various cooperatives across almost all regions as part of its policy measures and targets. However, this has resulted in people being compelled to join newly formed cooperatives without a clear understanding of the principles and functioning of cooperatives (Ahmedin, 2008).

Surveys conducted in both developed and developing countries highlight that a lack of awareness about the core principles, philosophy, values, and the social, economic, and moral benefits of cooperatives—coupled with members' indifference, lack of ownership, insufficient knowledge of operational features, disloyalty, and other factors—are major barriers to active participation in cooperatives. These issues ultimately threaten the survival of cooperatives (Subburaj, 2000). Given Ethiopia's status as one of the least developed countries and the nascent stage of its cooperative movement, it is crucial to assess the attitudes of cooperative members toward their cooperatives.

The primary aim of the study was to identify the key factors influencing members' attitudes toward cooperatives. This aligns with the goals of the government's Department of Cooperatives, which focuses on incorporating marginalized communities into cooperative frameworks.

Cooperatives are typically organized with specific social and economic objectives, and they operate in a democratic manner. Since cooperatives are member-based, it is essential for members to have a positive attitude toward the operations and mechanisms of their cooperatives. The underlying assumption is that when members possess a favorable attitude toward the functioning of their cooperatives, they are more likely to participate actively, which in turn strengthens the cooperative's success. Conversely, a lack of positive attitude can reduce member involvement and undermine the cooperative's effectiveness. Therefore, the study aimed to explore the demographic, socio-economic, cooperative-related, and psycho-behavioural factors that influence members' attitudes toward their cooperatives.

2. Literature Review

2.1. Attitude towards Cooperatives

The individual member plays a critical role in the success of a cooperative, and their attitude is a key determinant of the cooperative's future. Attitude refers to the overall feelings that influence an individual's tendency to respond positively or negatively to a particular event, object, or situation. The attitude of members toward their cooperatives is especially important because a cooperative operates as a self-help program that thrives based on its own merits (Doran, 1948). Several studies have examined members' attitudes towards cooperatives. For instance, research by Hurley (1975), Spurlock and Crawford (1975), and Berry et al. (1993) indicated that members often had a positive attitude towards cooperatives. However, Berry et al. (1993), Moore (1976), Boise (1968), and Hurley (1977) found that there was no clear relationship between age and attitude. Education was shown to have a negative correlation with attitude.

In a study on Southwest milk producers' attitudes toward their cooperatives, Berry et al. (1993) assessed member participation by the number of activities they engaged in within the cooperative. Their findings revealed a significant link between participation and members' opinions on cooperative services. However, the study also indicated no significant correlation between members' attitudes toward cooperative services and factors such as when a member was a dairyman or their age. Furthermore, when members were asked about their cooperative's performance, a significant difference was found between levels of participation and opinions on how well the cooperative managed costs. Members who participated more actively in their cooperatives tended to agree more that their

cooperative effectively controlled costs than those who participated less.

Spurlock and Crawford (1975) found that, as membership duration increased, members' attitudes towards cooperatives became more favorable. They noted that members tended to agree more with statements such as "cooperatives help increase farmers' income," "the cooperative has the leadership and management needed to succeed," "the cooperative benefits the community," and "most farmers patronize the cooperative because of the services it offers." For cooperatives to succeed, they require members who understand the unique characteristics of cooperatives and appreciate these features compared to other business models. As cooperatives maintain a member-user identity, it is vital for their success that members possess a strong understanding and positive attitude toward the cooperative model.

However, ideal conditions may not always be present. In some cases, members may lack knowledge about the principles, methods, and goals of cooperatives, which can negatively affect their attitude. Additionally, factionalism based on political, religious, communal, or class differences can disrupt relationships among members, board members, and employees, which in turn can harm the cooperative's cohesion and functioning. Indifference or apathy from members can also undermine their participation and attitude. Some members may not fully benefit from the cooperative's services, leading to disengagement. Socio-economic disparities among members can further impact their sense of ownership and influence their attitude. For example, members economically dependent on cooperative leaders may not feel empowered to fully enjoy the benefits of membership.

The size and location of a cooperative can also influence members' attitudes. In larger cooperatives, where members may be geographically dispersed, knowledge and understanding of the cooperative may be lacking, and distant members may struggle to feel a sense of connection. Members may become indifferent if a cooperative fails to deliver the expected services. Additionally, if a cooperative is managed by individuals not primarily concerned with serving the members' needs, this can cause members to view the cooperative negatively.

2.2. Factors Affecting the Attitude of Members Toward Cooperatives

Huddleston (1968) observed that many members responded indifferently to attitudinal statements, especially those in low-income groups. This indifference might be due to the statements being unclear or not meaningful to them rather than a genuine lack of interest. The study also highlighted that knowledge of cooperatives correlated positively with the level of education, as more educated farmers tended to have a better understanding of cooperatives. However, regardless of formal education, farmers still had limited knowledge about the internal workings of cooperatives. The performance of cooperatives plays a crucial role in shaping members' attitudes. A cooperative's performance encompasses its production, marketing, financial activities, and involvement in government relations and communications.

2.3. Member's Attitude Toward Primary Agricultural Multipurpose Cooperatives

According to Hajele (2000), the potential for growth in cooperative organizations is largely influenced by the relationship between members and the cooperative. This relationship is shaped by the members' personal feelings and their economic considerations. Helm (1998) argued that the strength of this relationship is essential for a cooperative's ability to withstand challenges and its potential for future growth. The attitude of members toward the cooperative can range from

enthusiastic support to complete indifference, and within a single cooperative, there can be varying levels of engagement among members.

Klein (1997) also noted that the performance of the cooperative is directly linked to its ability to attract and retain members. If a cooperative is perceived as inefficient or corrupt or does not listen to its members, prospective members will likely develop a negative attitude toward it. Therefore, members' attitudes toward cooperative performance are essential for their continued membership and the cooperative's future success.

2.4. Attitude of Members Toward Cooperative Services

Cooperatives are established to provide a range of services to their members, including agricultural inputs, grain marketing, and consumer goods. Some cooperatives have formed unions to address issues that cannot be resolved at the primary level and to improve their bargaining power by pooling resources (Belete, 2008). Cooperatives are often seen as an alternative business model that offers goods and services to farmers. If other organizations are perceived as dishonest, inefficient, or exploitative, farmers are more likely to turn to cooperatives. However, if alternative organizations are offering products and services efficiently and at fair prices, members may show less interest in cooperatives (Chukwu, 1990).

Klein et al. (1997) emphasized that a cooperative's performance, particularly its efficiency and responsiveness to member needs, affects its ability to attract more members. When cooperatives experience repeated losses or fail to meet members' expectations, members' attitudes tend to turn negative. The traditionally slow decision-making process in cooperatives, which is often ill-suited for the quick action required by speculative business activities, can further contribute to dissatisfaction (Daniel, 2006).

2.5. Attitude of Members Toward Cooperative Management

Cooperative management committees face unique challenges that set them apart from boards of other types of businesses. Their decisions often require a thorough understanding of financial documents, performance metrics, and the long-term implications of their actions. In some cases, the committee becomes a conflict-resolution body that must balance the divergent interests of members (Baarda, 2003). When management committees fail to operate within the authority given to them, or if the cooperative is not responsive to members' needs, the balance of power within the cooperative can be disrupted. This can lead to declining members' attitudes toward the cooperative, particularly when they perceive the management as disloyal or uncommitted. The most positive attitudes tend to be among members actively organizing and attending regular meetings (Baarda, 2003).

2.6. Members' Attitude Toward Cooperative Education and Training

Agriculture is the primary profession for many farmers, and cooperatives, especially multipurpose agricultural cooperatives, contribute significantly to agricultural development by providing essential services such as input and output marketing, which help improve productivity and members' livelihoods. However, many members' attitudes toward cooperatives do not always reflect the full benefits they could gain, often due to illiteracy and a low level of education (Mohamed, 2004).

Cooperative information, which includes data about products, prices, input factors, and suppliers, is crucial for the effective operation of cooperatives. Sargent (1982) highlighted that factors such as the amount of information, education, religion, family size, membership in other organizations, mobility, and farm size positively correlate with favorable attitudes toward cooperatives. Therefore, providing

members with relevant information about cooperative activities can significantly influence their attitudes toward the cooperative.

2.7. Empirical Evidence on Primary Agricultural Multipurpose Cooperatives

Several studies have investigated the factors that shape members' attitudes toward cooperatives. John (1969) conducted interviews with 1,256 dairy cooperative members and found that factors such as information access, education, age, family size, and farm size were positively correlated with favorable attitudes toward cooperatives. Additionally, attendance at regular cooperative meetings, which provided essential information, was also linked to a better understanding of the cooperative's workings. Members who initially joined cooperatives for financial reasons often experienced changes in attitude as they learned more about cooperative principles and developed a sense of community (Dareje, 2008).

Vilstrup and Groves (1989) emphasized that informed members (71%) felt cooperatives were more responsive than investor-oriented firms. Marida Hollos (1982) explored the relationship between the economic success of agricultural cooperatives, their social and economic organization, and members' attitudes. The study found a positive link between successful cooperatives, good internal organization, and favorable member attitudes. Decentralized activities and individualized work organization were factors associated with both economic success and positive member attitudes.

Mitchell A. Seligson (1987) found that members generally had a positive attitude toward the management and administration of cooperatives. Henry A. Dakurah, Ellen Goddard, and Nicholas Osuteye (2005) found that cooperative members had an overall positive attitude toward the services provided by their cooperatives, particularly in terms of performance assessments. Markus Mändle and Sascha Hempe (2006) examined attitudes toward housing cooperatives in Germany, noting that while young people generally viewed cooperatives as good value for money, they lacked detailed information about their real-world applications.

Sanjib Bhuyan (2007) analyzed members' attitudes and behavior in fruit and vegetable grower cooperatives in the U.S. and emphasized the importance of understanding members' perceptions and attitudes to ensure the success of cooperatives. Amini and Ramezani (2008) found that in Iran, factors such as managers' technical skills, participation in management, and quality training programs had the greatest impact on cooperative success and members' satisfaction.

Based on these findings, it is clear that a range of factors, including management quality, cooperative performance, member participation, and access to education and information, influence members' attitudes toward cooperatives. Understanding these factors is crucial for enhancing the effectiveness and sustainability of cooperatives. In the context of the Bako Tibe district, this research is timely, as it can help identify strategies to improve members' attitudes and, ultimately, the performance and longevity of cooperatives.

2.8 Conceptual Framework

This study attempts to investigate the attitude of members towards primary agricultural multipurpose cooperatives and the influence of social, economic, demographic, cooperation and psycho-behavioural variables. Because of that, the knowledge shared from the result of this study and will help to increase overall member's positive attitudes towards the cooperatives.

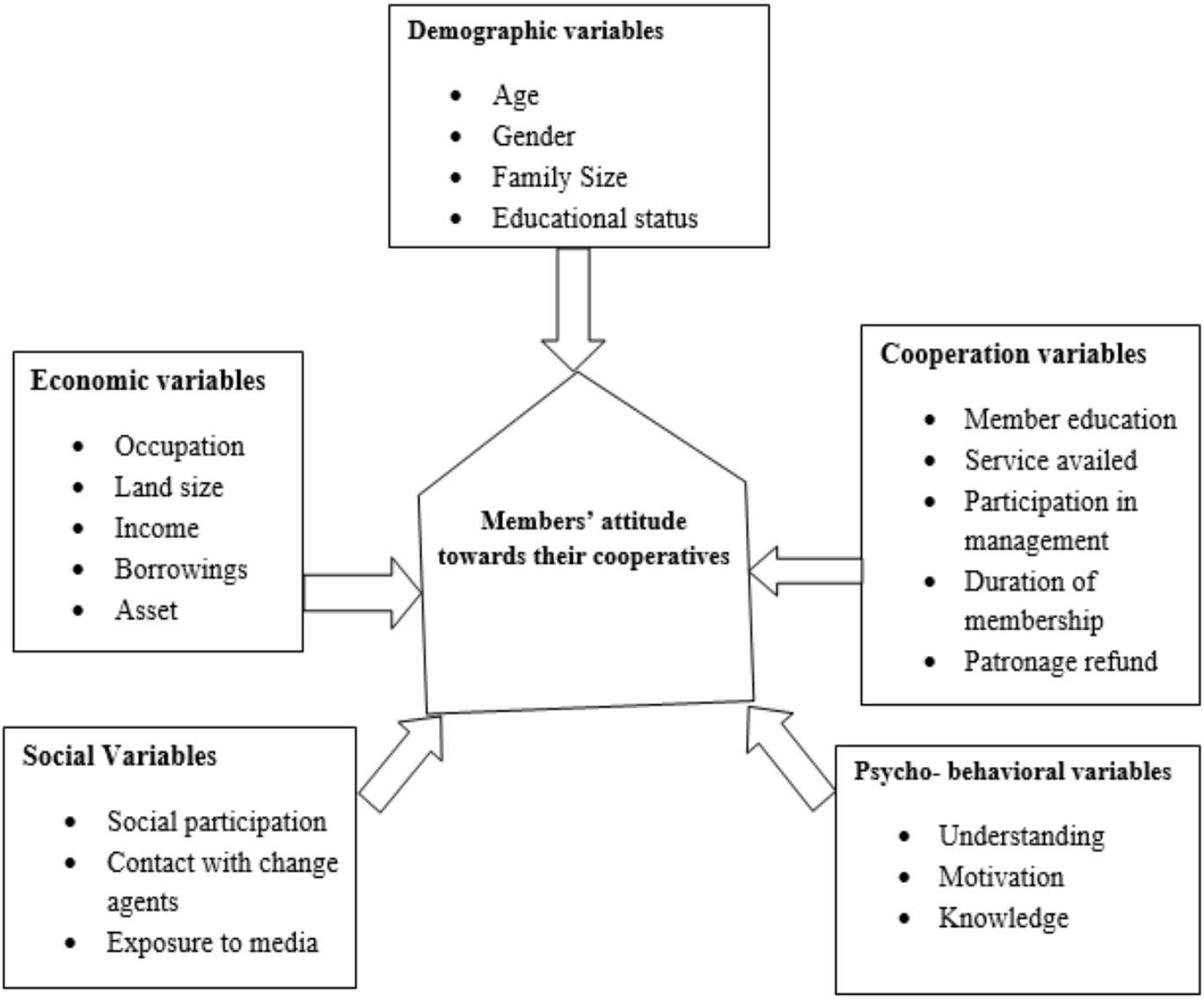

Figure 1: Conceptual Framework of the Study
Source: Authors Own Sketch based on Review of Literature

3. RESEARCH METHODOLOGY

3.1. Description of the Study Area

ako Tibe is a district in the Oromia Region of Ethiopia, bordered by the East Wollega Zone to the south, west, and north, with its administrative center located in Bako. The district includes two towns: Tibe and Shoboka. The major rivers in the area include the Abuko, Mara, Robi, and Gibe. Additionally, the all-weather highway connecting

Nekemte to Addis Ababa passes through all three towns in the district.

A land survey of Bako Tibe reveals that 54.25% of the land is suitable for cultivation, 23.98% is used for pasture, forests cover 5.12%, and 16.65% is dedicated to infrastructure and other uses. While coffee is an important cash crop in the district, it is cultivated on fewer than 20 square kilometers of land.

Demographics

According to the Central Statistical Agency (CSA), in 2010, Bako Tibe had a population of 133,799, comprising 68,401 men and 65,398 women. The district has 28,294 urban residents, representing 21.15% of the total population, higher than the Zone's average of 12.3%. Bako Tibe spans 637.19 square kilometers, with a population density

of 210 people per square kilometer, exceeding the Zone's average of 152.8.

The 1994 national census reported 92,608 in Bako Tibe, with 45,245 men and 47,363 women. At that time, urban dwellers accounted for 17.09% of the population. The largest ethnic groups in the district were the Oromo (90.34%), Amhara (7.63%), and Gurage (1.02%), while other ethnic groups made up 1.01%. Oromo was the primary language spoken by 89.82% of the population, followed by Amharic at 9.4%, with other languages spoken by the remaining 0.78%.

In terms of religion, the largest group identified as Ethiopian Orthodox Christians (44.79%), followed by Protestants (22.37%), those practising traditional beliefs (19.31%), Muslims (9.23%), and Catholics (0.98%).

Bako, located in the West Shewa Zone of Oromia, lies on the all-weather highway between Addis Ababa and Nekemte. The town has coordinates of 9°08′N, 37°03′E, and an elevation of 1,743 meters above sea level. According to the CSA, the town's population is 18,641, with 9,370 men and 9,271 women.

Agricultural Cooperatives in Bako Tibe

As of June 30, 2023, Bako Tibe district has 13 primary agricultural multipurpose cooperative societies, with a total membership of 11,665 (10,612 male and 1,053 female members). These cooperatives are distributed across the 28 rural districts within the district. According to the Bako Tibe district's annual reports, these cooperatives play an important role in the local agricultural sector, helping to improve the economic situation of the members by providing services such as agricultural input supply and marketing of produce.

3.2 Sample Frame

Bako Tibe district was purposefully selected for this study because it has a concentration of multipurpose agricultural cooperatives. In this study area, there are thirteen multipurpose agricultural cooperatives. They are listed in the following table, along with their corresponding year of establishment, capital, and membership.

Table-2:BakoTibe agricultural multipurpose cooperative societies

No	Name of the cooperatives	Year of Establishment	Members			Capital
			Male	Female	Total	
1	Nano Bako	1969	1,716	150	1,860	2,191,916.28
2	Nano Shoboka	1970	1,549	191	1,740	2,348,981.26
3	Tatafata Tibe	1970	2,428	343	2,771	3,340,784.86
4	Tarkanfata Bore	1971	1,101	91	1,191	1,809,582.13
5	Nano Asgori	1971	900	70	970	213,147.59
6	G /W/Qixuma	1978	352	36	388	7,764.47
7	S /Disasa	1997	840	55	895	13,237.47
8	Abdi Gudaya	1977	363	17	380	9,760.68
9	Hunde Gudina	1997	510	26	536	9,629.05
10	Hunde Dongoro	1997	281	11	292	158,734.06
11	W/Abono	1997	250	25	275	1,803.67
12	Heban	1997	165	38	203	46,406.15
13	G/G/Ule	1997	157	7	164	1,832.78
	Total		10,612	1053	11,665	10,153,580.45

***Source**: Bako Tibe district cooperative promotion office, June, 2023*

3.3 Sample Selection of the Study

Two-stage random sampling techniques were employed to conduct the study in a representative way. In the first stage, from the total sample frame, six multipurpose agricultural cooperatives were selected purposively by having certain criteria. These criteria were the data availability, capital and year of establishment of the cooperatives.

These cooperatives are Nano Bako ,Nano Shoboka, Tatafata Tibe, Nano Asgori and Gudina walkituma. The second stage of sampling procedure was the selection of respondents from the target population.

Where N= total population, n= sample size, e=accepted error(0.05),z=1.96 at 95% under normal The selection is illustrated and determined by using **Kothari (2004)** sampling design formula as follows.

$$n = \frac{p * q * \mathrm{N} * \mathrm{z}^2}{(\mathrm{N} - \mathrm{I}) * \mathrm{e}^2 + \mathrm{z}^2 * \mathrm{p} * \mathrm{q}}$$

Curve. P and q are estimates of proportion of population (p=0.12 and q=0.88).

$$n = \frac{0.12 * 0.88 * 8920 * 1.96^2}{(8920-1) * 0.05^2 + 1.96^2 * 0.12 * 0.88} \quad = 159$$

Table 1: BakoTibe Agricultural multipurpose cooperative societies

No	Name of the Cooperatives	Year of establishment	Members			Sample from the cooperatives		
			Male	Female	Total	Male	Female	Total
1	Nano Bako	1969	1716	150	1860	33	2	35
2	Nano Shoboka	1970	1549	191	1740	30	3	33
3	Tatafata Tibe	1970	2428	343	2771	44	4	48
4	Tarkanfata bore	1971	1101	91	1191	18	2	20
5	Nano Asgori	1971	900	70	970	14	2	16
6	Gudina walkituma	1978	352	36	388	6	1	7
	Total		**8,046**	**874**	**N=8920**	**145**	**14**	**n=159**

***Source**: Computed from Bako Tibe cooperative promotion office document, June 2023*

3.4. Types of data and method of data collection

Both primary and secondary data were collected to achieve the objectives of this study. Primary data was gathered using various data collection tools, including semi-structured schedules, focus group discussions (FGDs) with six groups, and a Likert scale. Social, economic, demographic, cooperative, and psycho-behavioral data were collected from respondents and extension experts. Enumerators administered a pre-tested and structured questionnaire to gather information from cooperative members. Key informant interviews (KIIs) were conducted with three promoters/experts from the district cooperative promotion office and two development agents using an interview guide checklist. This process resulted in the collection of

data from 159 cooperative members regarding their

Members were selected through systematic random sampling, ensuring proportional representation based on the number of primary agricultural multipurpose cooperatives.

Focus group discussions (FGDs) were conducted to gather primary data from the management committees. One FGD was held for each cooperative, leading to six FGDs. Before formal data collection, the semi-structured interview schedule was pre-tested to ensure clarity and eliminate ambiguity. To ease communication, the semi-structured interview schedule was translated into the local language, Afaan Oromo, for the respondents. The criteria for selecting respondents were based on their continued membership in the cooperatives and their active participation. Consequently, six FGDs were conducted, with each group consisting of five members, totalling thirty respondents.

Secondary data relevant to the study was gathered from primary agricultural multipurpose cooperatives, the district agricultural office, the district cooperatives promotion office, as well as from online sources and other published and unpublished documents from various governmental and non-governmental organizations.

3.5. Method of Data Analysis

For the purpose of data analysis descriptive statistics, Likert scale scoring and binary logistic regression were used. Descriptive statistics was used to describe the socio-economic and demographic characteristics of the respondent in the first objective by using frequency and percentage, and other accepted statistical tools. Likert scale scoring was used for the second objective to assess the members' attitude towards the performance of the cooperatives and the analysis was undertaken by descriptive statistics and Binary Logistic Regression Model was used for attitudes toward their cooperatives.

3.5.1 Descriptive Analysis

Simple statistics such as frequencies and percentages were used to describe the socio-economic and demographic characteristics of respondents. To understand members' attitudes towards their cooperatives, cross-tab analysis was used to check whether the attitudes of members towards cooperative performance depended on demographic variables. The Chi-square test was used to test the significance of the binary logistic regression results.

Moreover, qualitative data analysis was used to analyze members' attitudes, especially to analyze whether the members agreed or disagreed with the performance of the society using the point Likert scale rating method, which includes strongly agree, Agree, disagree and strongly disagree, which was used to assess the members' attitude towards their cooperatives. The results were scored and summarized by using descriptive statistical tools. Respondents' responses to strongly agree and agree were considered positive attitudes, whereas responses to disagree and strongly disagree were deemed negative attitudes by respondents.

3.5.2. A Binary Logistic Regression;

A binary logistic procedure assesses variables influencing members ' attitudes towards their cooperatives. Any item that cannot be captured through quantitative analysis is analyzed qualitatively based on Interviews with members and the management committee through focus group discussion (FGD). The attitude of members was measured, and the result of the study was presented using tables. It was analyzed by the following model (Engleman, 1981 and Gujarat, 1988)

$P_i = F(zi)$……...… (1)

$$Zi = \beta 0 + \sum_{i}^{m} \beta jxji = \log\left(\frac{p}{1-p}\right) = \propto + \beta iXi + \cdots + \beta iXn + \cdots$$

……..…….…. (2)

Where Pi is the attitude of members towards their cooperatives, the binary variable Pi= 1 for positive members' attitudes and Pi=0 for members having negative attitudes for their cooperatives. zi =estimated variable for the ith observation, F is the functional relationship between pi and zi.

i= 1, 2, 3…m are observations on variables of members attitude l, 2,… m being the sample size 159, xji is the jith explanatory variable for ith observation =1,2,….n. βj is a parameter, j= 0,1,…n where n is the total number of explanatory variable .The logistic model assumes the underlying index ; Zi is a random variable that predicts the probability of the members' attitude towards cooperative. Pi (the proportion or probability of 1)

Pi =1/1+e^{-z} ……..…….……3

Pi (the proportion or the probability of 0)

1-P =1/1+e^{-z} ……..……4

If Pi is the probability of members' attitude towards their cooperative then (1-P) is otherwise.

If the disturbance term ui is taken in to account, the logistic regression model becomes

$$Zi = \propto + \sum_{i=1}^{m} \beta iXi + Ui \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots 5$$

Before conducting of the regression analysis, multicollinearity problem of independent variables was be tested. There are two measures that are often suggested to test the existence of multicollinearity. According to Gujarati (2003), the Variance Inflation Factor (VIF) is used to test the existence or association among the continuous explanatory variables and Contingency Coefficients (CC) for discrete (dummy) variables. As R^2 increases towards 1, it is a co-linearity of explanatory variables. According to, Gujarati,2005, variance Inflation Factor (VIF) is defined as;

VIF (Xi) = 1/1-R^2……6

R^2 is the coefficient of determination when the variable Xj is regarded as the other explanatory variable. A VIF value greater than ten is used as a signal for strong multicollinearity (Gujarati, 1995). The contingency coefficient is used to assess multicollinearity between discrete variables. It evaluates the relationship between the rows and columns in a cross-tabulation. The value ranges from 0 to 1, where "0" signifies no association between the variables, and a value closer to "1" indicates a strong association. The decision rule is that variables with a contingency coefficient (CC) less than 0.75 are considered to have low association. The CC is calculated using the following formula.;

$$C = \sqrt{\frac{x}{N + x - 2}} \quad \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots 7$$

As cited in Gujarit, 1995, if the value of C is greater than 0.75, the variables are said to be collinear. Statistical package SPSS Version 16 is used to compute both the VIF and CC.

In general, the Statistical software called the Statistical Package for Social Science (SPSS) version 25.0 is employed to analyze the collected data at a confidence level of 95%.

4. Major Findings

4.1 Findings of demographic and socio-economic characteristics of respondents

As far as demographic variables are concerned, most of the respondents belong to the middle age group. Of the total respondents of the study, 25.8 percent, 38.4 percent and 35.8 percent were within the age category of young, middle and old (above 50 years), respectively.

In the case of the gender of respondents, the majority of the members were males. Accordingly, 91.2 percent were male and only 8.8 percent were female.

As to family size, big, medium and small family size accounts 63.52, 23.90 and 12.58 respectively. Majority of members of the society have a big family size which is 63.52 percent family size.

As to educational status is concerned, the result show that 35.22 percent of the respondents illiterate, 48.43 percent of the respondents were who attained primary and are found to be more and respondents with middle level of education and secondary were found to be 10.06 and 6.29 percent respectively.

Regarding social variables, the study indicates that all the respondents have high social participation in farmers association which is (100%) percent.

As exposure to mass media 37.1 and 10.7 percent were exposure to listening radio and reading newspaper respectively. Among the respondents 52.2(83 respondents) were not expose to any mass media.

So far as contact with change agents is concerned, most of the member respondents 62.9 percent, 22 percent and 15.1percent were has contacts with officials of agriculture department and cooperative department change agents.

As to economic variables, the study shows that agriculture was the most occupation (58.9%) among member respondents interviewed.

In the case of family annual income, the study reveals that majority of member respondents have their family annual income below 5,000 birr (30.2 %) and hold low level assets.

Cooperatives were not the source of borrowings for member respondents, but few respondents (33.9%) used micro-financial institutions as sources of borrowings.

4.2 Findings of Attitude of members towards cooperatives performance

To assess members' attitudes towards their cooperatives' performance, different criteria were used in the study to measure cooperatives' performance such as marketing performance, management performance, financial performance and cooperatives offering better service to members.

Concerning marketing performance, the result indicates that 66.6 percent of the sample respondents have a negative attitude towards the marketing performance of their cooperatives, whereas 33.4 percent have a positive attitude towards marketing performance.

As to management performance, the study results show that 75.4 and 24.6 percent of the sample respondents have negative and positive attitudes towards cooperatives' management performance, respectively.

Regarding financial performance, 84.3 percent and 15.7 percent of the sample respondents have negative and positive attitudes towards cooperatives' financial performance, respectively.

As to cooperatives' performance in offering member service, 69.9 percent of the respondents have a negative attitude towards their cooperative performance in providing member service.

As far as the cross-tab analysis was concerned, demographic variables were crossed with the attitude of members towards cooperatives' performance. The result indicates that the majority of the respondents 48.3, 88.1, 50.8 and 65.3 were who do have negative attitudes towards cooperatives' performance and depends on age, gender, family size and educational status of respondents.

Members and key informant discussions during data collection also support the result. They

strongly identified problems that the societies under each performance area were not according to the society's bylaws. As they indicate that the board members were not committed and motivated to undertake the society's affairs. Thus, one can conclude that most members have negative attitude towards their cooperatives performance and the crosstab results also confirm this result.

4.3 Analysis of variables influencing the Attitude of Members towards their Cooperatives*:*

Results of Binary Logistic Regression Model

4.3.1 Omnibus Tests of Model Coefficients

The omnibus tests of the model coefficients in the final iteration indicate that the inclusion of each variable in the model is statistically significant, as the p-value of the model (0.000) is below the threshold of 0.05.

Table-3: Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	98.615	16	.000
	Block	98.615	16	.000
	Model	98.615	16	.000

Source: Computed from survey data, 2023

4.3.2 Tests of Goodness Fit of the Model

In this study, both the classification table and the Hosmer and Lemeshow test were used. The Hosmer and Lemeshow test is employed to determine whether to accept or reject the null hypothesis, which suggests that the model does not adequately fit the data. The null hypothesis is rejected if the test's significance level is below 0.05, indicating that the model fits the data well. In this case, the chi-square (X^2) value is 0.548 with 4 degrees of freedom (N=159), and the p-value is 0.000 (less than 0.05), leading to the rejection of the null hypothesis, thus confirming that the model is statistically significant and adequately describes the data.

Table-4: Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	4.007	5	.548

Source: Computed from survey data, 2023

4.3.3 Classification Table

The classification table shows the percentage of observed cases that are correctly or incorrectly classified. Table 5 shows that the model is able correctly to classify 91.9 percent of those members respondents of the cooperatives who have a negative attitude towards their cooperatives and 77.1 percent of the respondents who have a positive attitudes towards their cooperatives, for an overall success of 87.4 percent

Table-5: Classification Table

Step 1	Observed		Predicted		
			Attitude of members towards coop		Percentage Correct
			negative	positive	
	Attitude of members towards cooperatives	negative	102	9	91.9
		positive	11	37	77.1
	Overall Percentage				87.4

The cut value is .500

Source: Computed from survey data, 2023

4.3.4 Model Summary

The model summary presented in Table 6 below shows the ability of the explanatory variables included in the model to explain the dependent variable. Specifically, the Cox & Snell R Square and Nagelkerke R Square values suggest that between 46.2% and 65.4% of the variation in the dependent variable can be attributed to the explanatory variables.

Table-6: Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	96.146[a]	.462	.654
a. Estimation terminated at iteration number 7			

Before running the model, all the hypothesized discrete (dummy) explanatory variables were checked for the existence of a multicollinearity problem using the contingency coefficient. The multicollinearity problem between continuous explanatory variables was supposed to be checked using the variance inflation factor (VIF). However, due to a few continuous variables included in the model, VIF was not computed. The coefficient of contingency is calculated to detect the problem of multicollinearity between predictor variables. The coefficient is given as (As cited in Gujarit, 1995): Where c is the coefficient of contingency, X^2 is the chi square test, and n is the total sample size. The value of c ranges from 0 to 1, and a value approaching to 1 signifies the association is strong between the predictor variables and vice versa. Accordingly, the multicollinearity test for this study shows a strong association between predictor variables with a maximum c valueless than of .715 for the predictor variables at 0.05.

because parameter estimates changed by less than .001.

Source: Computed from survey data, 2023

4.3.5 Multicollinearity Diagnosis

$$C=\sqrt{\frac{x^2}{N+x}} \quad \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots (7)$$

Where, C= Coefficient of contingency

X^2 = Chi-square random variable and

N = total sample size

4.3.6 Results of Logistic Regression Model

Logistic regression analysis was employed to predict the probability with which each independent variable was considered contributes to the attitude of members towards their cooperative societies. Sixteen independent variables were considered to explain the attitude of members towards their cooperative societies. Table 7 presents the logistic regression coefficients, their standard errors, the Wald chi-square statistic, associated p-values, and odds ratios (Exp(ß)) for each predictor variable. The statistical significance and effects of each predictor variable are discussed below. In this study, the Wald statistic is used to test the unique contribution of each predictor while holding the other predictors constant. Using a 0.05 significance level, only six of the sixteen variables included in the model have a statistically significant effect on members' attitudes towards their cooperatives. Accordingly, Social participation(SP),Duration of cooperatives membership(DCM), Understanding(UND), Motivation(MT) and knowledge about cooperatives(KN) have

significant positive effects on members attitude towards their cooperatives at Wald (chi-square) ρ-value of less than 0.05, Land size(LS), has significant negative effect on members attitude towards their cooperatives at less than 0.05. The other ten variables were not significant at less than Logistic regression model. It is also possible to analyze the effect using the coefficient. But, since there are two ways of saying the same thing and that the Wald statistic is the same for both the coefficient and the odds ratio for a given independent and since the result of all the mathematical manipulation is that the odds ratio can be computed, it is preferred to use the odds ratio (exp $^{(B)}$). Exp (ß) in Table 7 gives the odds ratios for each independent variable. An odds ratio of 1 indicates that the predictor variable does not affect the dependent variable (members' attitudes towards their cooperatives), meaning that the two variables are statistically independent. An odds ratio greater than 1 suggests that the independent variable positively affects the dependent variable, indicating a statistically significant relationship between the two.

Conversely, an odds ratio of less than 1 indicates that the independent variable negatively affects the dependent variable. In this study, the independent variables that are both theoretically and statistically significant are discussed below.

0.05 percent probability level and not considered in this discussion. The effect of these significant variables are interpreted and discussed here under. The effect of each of the statistically significant independent variable was analyzed using the results of the odds ratio in the

Table-7: Logistic Regression Result of Independent Variables

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	SP	4.607	1.840	6.267	1	.012**	100.172
	EMM	-2.582	1.325	3.796	1	.051	.076
	CWCA	1.473	1.500	.964	1	.326	4.361
	OC	-1.603	1.254	1.636	1	.201	.201
	LS	-4.459	1.487	8.985	1	.003***	.012
	FAI	1.266	1.845	.471	1	.492	3.548
	AS	.844	.870	.942	1	.332	2.326
	BR	.606	1.310	.214	1	.644	1.833
	ME	1.116	1.298	.739	1	.390	3.052
	DCM	3.999	1.691	5.591	1	.018**	54.568
	SA	-2.617	1.533	2.912	1	.088	.073
	PCM	.129	1.266	.010	1	.919	1.138
	PR	1.478	.910	2.640	1	.104	4.384
	UND	1.625	.784	4.294	1	.038**	5.079
	MT	5.070	1.544	10.779	1	.001***	159.157
	KN	3.202	.856	13.988	1	.000***	24.590
	Constant	-9.701	2.977	10.616	1	.001	.000

a. Variable(s) entered on step 1: SP, EMM, CWCA, OC, LS, FAI, AS, BR, ME, DCM.SA, PCM, .PR, UND, MT, KN.
Note:***-significant at 0.01 level, ** significant at 0.05 level.

Source: Computed from field survey, 2023

Social participation (SP) is a total score of all membership and positions an individual holds in different institutions. In this study, it is the act of taking part in cooperative activities. Members' participation behavior intentions are the result of attitude they hold towards the cooperatives. The variable is significant by 0.012 significant levels at a P-value less than 0.05. The variable has a positive effect on members' attitudes towards their cooperatives. The odd ratio of 100.172 indicates that keeping the effect of other factors constant, as social participation increases as the rise in member participation in cooperatives), a Unit increase in members' attitude towards their cooperatives is high by a factor of 100.172.

Land size (LS): In this study land size means the farm land size owned by each member of the cooperatives societies during the study which is measured by hectare. The variable has negative relations with the dependent variable and affects the members' attitude towards their cooperatives negatively and significant at 0.003 level of significance which is less than 0.05. This as a unit increases in the land holding size of the members (that the member holding land), resulting an increment of positive attitude of members towards cooperatives. The odd ratio of 0.12 implies that, the other things kept constant, the odd ratio in favor of development of attitude of members' increases by a factor of 0.12 as the land size of the member increases by one unit hectare of land.

Duration of cooperatives membership (DCM): It can be assumed that the attitude of members towards their cooperatives may be influenced by the duration of membership with the cooperative. It is the maximum number of years of membership in a society. The variable has a positive effect on members' attitude towards their cooperatives and is significant at 0.018 which is less than the significant level of 0.05. This indicates that it is statistically significant independent variable. Its Exp (ß) value signifies that there is a strong association between the variable duration of membership and members' attitudes towards their cooperatives. Therefore, this states that the more the members stay as members in cooperatives, the more positive attitude they develop towards their cooperatives. As a unit increases in the number of years, members' attitudes increase to positive by a factor of 54.568, as the odd ratio indicates.

Understanding of cooperatives (UND): Better understanding of cooperatives and their management leads the members to have a positive attitude towards their cooperatives. Members' understanding of their cooperatives was hypothesized to positively impact members' attitudes towards their cooperatives. Consistent with the hypothesis, its coefficient is positively significant at 0.038, which is less than a 0.05 significant level. In this study, an improvement of members' understanding of their cooperatives increased members' attitudes towards their cooperatives. This is because members develop positive feelings for their cooperatives. The odd ratio for understanding about cooperative members indicates that other things were constant, and the probability of actively increasing member understanding about cooperatives increases by a factor of 5.079 as members' attitudes towards their cooperatives improved positively.

Motivation (MT): Motivation in cooperatives refers to how the members are motivated. It leads to improvement in their self-confidence, belief and Attitude. Furthermore, it is how they feel about the possibilities and react to their cooperatives' past activity and performance (Manoharan. V, 2008). The variable has a statistically significant positive effect on the Attitude of members towards their cooperative societies. Its ρ-value is 0.001, which is less than 0.05. The value of its odds ratio indicates that with a unit increase in motivating members in their cooperatives' affairs, members of the cooperatives develop positive attitudes towards their cooperatives by a factor of 159.157.

Therefore, it is hypothesized that high level of members' motivation in their cooperatives increases the Attitude of members to positive towards cooperatives societies.

Knowledge about cooperatives (KN): Members of cooperatives should have higher level of knowledge about their cooperatives and management. The variable is the most influencing and has a statistically significant positive effect on the attitude of members towards their cooperatives. Its ρ-value is 0.000, less than 0.05. The value of its odds ratio indicates that a unit increase in members' knowledge about their cooperatives it develops a positive attitude of members towards their cooperatives by a factor of 24.59. Therefore, the hypothesis which states that high level of members' knowledge about their cooperatives increases the attitude of members towards cooperatives.

The parameters of the independent variables are estimated using binary logistic regression model. A step by step approach was employed to identify significant independent variables. Initially, sixteen variables were entered and among them six of them were found statistically significant variables.

In a multiple regression model, where the relationship between dependent and independent variables is assumed to be linear, the coefficient of determination (R^2) is used to assess the proportion of the total variation in the dependent variable explained by the independent variables. Before running the model, multicollinearity among the hypothesized discrete (dummy) explanatory variables was evaluated using the contingency coefficient. For continuous explanatory variables, the variance inflation factor (VIF) is commonly used to detect multicollinearity; however, VIF was not computed in this study due to the limited number of continuous variables included.

Since this study employed a logistic regression model, which assumes a non-linear relationship, the Nagelkerke R Square was utilized to determine the proportion of variation in the dependent variable explained by the independent variables. The analysis revealed that 65.4% of the variance in members' attitudes toward their cooperative society is attributed to the independent variables. In summary, the results indicate that various factors influence members' attitudes toward their cooperatives in the Bako Tibe district, with differing impacts on shaping their attitudes. The strength of associations between the variables ranged from very strong to weak, depending on the specific variables examined. The discussion results also show that members' attitudes towards their cooperatives were influenced by variables like social participation of the members, land holding(size), duration of cooperative membership, understanding of their cooperatives, motivation, and knowledge about cooperatives. In addition, the econometric analysis, done using the Binary Logistic Regression Model, shows that the above variables are statistically significant in influencing members' attitudes towards their cooperatives.

5. Conclusion

Regarding demographic variables, most respondents were found to be in the middle age category. It may be stated that most members of cooperatives are males; women are low in membership with cooperatives, so it needs great attention to include women as members equal to males. Regarding educational status, most of the respondents were found to be in the illiterate category. So far as family size is concerned, most member respondents have prominent families. Regarding social variables, members with greater evidence have lower social participation, lower exposure to mass media, and more contact with change agents of agricultural officials only. So far as the economic characteristics of the respondents are concerned, the occupation of most member respondents was agriculture. As to family annual income, Members of the sample cooperative societies have lower incomes and hold less assets. Cooperatives were not serving as sources of

borrowing. Because of this, few members were using micro-financial institutions as a source of borrowing.

Analysis from the survey indicates that assessing the attitude of members towards cooperatives' performance was undertaken based on the areas such as marketing performance, management performance financial performance and cooperative performance in offering member service. The analysis shows that most sample respondents have negative attitudes towards their cooperatives performance under each performance area leading to good governance.

Binary logistic regression model was used to predict the parameters of explanatory variables affecting the dependent variable. A step by step approach was employed to identify statistically significant predictor variables. Initially, sixteen variables were entered and only six of them were found statistically significant variables that influence the attitude of members' towards their cooperatives societies. Accordingly, variables such as social participation, land size duration of cooperatives membership, understanding about cooperatives motivation and knowledge about cooperatives were found to be critical variables influencing members' attitude towards their cooperatives. To conclude, it is found that majority of the members have negative attitude towards their cooperative. It is possible to change members' attitude as positive by way of taking proper measure as recommended in the following section.

6. Recommendations

Based on findings of the study, the following points are recommended for consideration to improve members' positive attitude towards good governance of their cooperatives in primary agricultural multipurpose cooperative societies.

According to the result of data analysis, majority of the respondents of the sample cooperatives were males. So, survey show that the percentage of female is low. This is because attention is not given to involve females in cooperative membership. Therefore, it is highly recommended to encourage female members to become cooperatives by creating awareness and providing cooperative education, which help them have a positive attitude towards cooperatives. So, cooperative societies, cooperatives

The promotion office gives attention to increase female members in cooperative societies.

The study reveals that all the respondents highly participate in farmers' associations. The variable has a significantly positive effect in influencing members' attitudes towards their cooperative societies. This indicates that the number of member respondents was limited to the Farmers Association. Therefore, members need to increase their participation other than cooperatives to increase their social participation. It may be helpful to have a positive attitude towards their cooperatives.

According to the results obtained from the data analysis, family annual income played a significant role in improving members' attitudes towards their cooperatives. The survey results show that most of the respondents have low-income levels. So, these may lead the members to have or develop negative attitudes towards their cooperatives. For better performance and to increase annual family income, cooperative societies should offer better services to increase members' income. Moreover, farmers are encouraged to engage in income generation activities and participate in cooperative business by distributing their agricultural products through cooperatives.

According to the survey results, the main occupation of the member respondents was agriculture. This indicates that most of the respondents were agricultural dependent. Therefore, it is recommended that members of

the cooperatives undertake different allied activities to increase their income. So, the cooperative societies and district cooperative promotion office may pay attention and help the members adopt diversified income-generating activities.

The survey results show that microfinance institutions were the only source of borrowing for a few members of cooperative societies. According to the survey results, cooperative societies weren't a source of lending for member respondents. So, this may result in members develop negative attitudes towards their cooperatives. Therefore, to improve members' positive attitudes, the cooperative societies should provide credit facilities to their members.

As the survey result indicate that marketing performance of the sample cooperatives societies was very low and most of the sample respondents have negative Attitude. Therefore, it is recommended that the cooperatives should increase their marketing performance by rendering proper, timely marketing services to develop positive Attitude among members.

As far as management performance of cooperatives is concerned, encouraging members to involve in management affairs of the societies is advocated members to participate in management of cooperatives. Moreover, the board of management in sample cooperatives should be committed and motivated to initiate members to take part in management affairs of the society.

In a growing realization that the sample cooperative societies fail to fulfill members' expectations based on the need and interests of their members. Cooperative performance in offering members service that are needed by majority of members of cooperatives not realized. Because of this, most respondents have a negative attitude towards cooperatives' performance in offering better service. Therefore, it is highly recommended that offering member service with quality and timeliness is advocated.

It is generally felt that cooperatives will succeed only if the members of the cooperative societies have basic knowledge about cooperatives, understanding of cooperatives and motivation. Members of the cooperatives should understand the vision, mission, principles and values of cooperatives and also know about principles, the general body, the elected board and their responsibilities. These variables are the most significant influencing members' attitudes towards their cooperatives. Better understanding, motivation and knowledge of cooperatives leads the members to have a positive attitude towards their cooperatives. The Binary Logistic regression analysis result indicates that these three psycho-behavioural variables significantly influenced members' attitudes towards their cooperatives.

Therefore, it is recommended that the cooperative society and the district promotion office focus on improving members' positive attitudes by creating continuous awareness and education on their cooperatives' principles, values, vision and mission for achieving good governance.

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