

BIBLIOGRAPHY

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ABSTRACT

This study was conducted in the municipality of Mankayan, Benguet from December to February 2009 to find out the motivating factors of cooperative members in joining their consumers cooperative. Specifically the objectives were to: determine what motivated the members in joining their cooperative; determine the variable that the said members considered before they joined their cooperative; determine whether there is an association between the members' demographic profile with their motivations in joining their cooperative. Survey questionnaire were used to gather the data from the respondents who were members of the consumer cooperatives in the area.

The results revealed that majority of the respondents were females, married, belong to age bracket 41-50 years old, had formal education and were currently engaged in farming as source of their income. Furthermore, most of them were engaged in farming before they joined their cooperative.

Most members usually were motivated by their friends to join their cooperative, patronage refund they get/received were the factor that motivated them in joining their cooperative. While the variable that considered by the prospective members before

joining to their cooperative which is the good quality of goods and services. Most member usually received incentives/reward given by their cooperative for having good records as a member to their cooperative, while the very important motivation factor to them is the patronage refund they get/received in joining their consumer cooperative while the very important motivation factor to them is the patronage refund they get/received in joining their consumer cooperative.



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INTRODUCTION

Rationale of the Study

The consumption of goods exempts no person. We are all consumer of goods like food and clothing for as long as we live. It is perfectly natural. But when the price of goods increase and our incomes do not change, then problem comes up.

Not all consumers have plenty of money. In fact, most of the people in this country are poor. Whenever the prices of goods increase, the purchasing power of the people decreases. This means they can buy less number of goods with their current incomes, unless, their salaries or incomes increase in the same percentage as the increase in price. In reality, this does not happen. The increase in price is always higher and faster than the increase in salaries.

Cooperatives had been defined in the Cooperative Code of the Philippines (RA 6938) as a duly registered association of persons with common bond of interest, who have voluntarily joined together to achieve a lawful common social or economic end, making equitable contribution to capital required and accepting a fair share of the risk and benefits of the undertaking in accordance with universally accepted principles.

In a community, people are motivated in joining some various activities because of their basic needs, such as for foods, clothings, achievement, or monetary gain that translate into an internal tension that motivates specific behaviors with which to fulfill their needs.

Cooperatives have different operations. One of the most common is the consumer service. Its primary purpose is to procure and distribute commodities to its member and



even non - members. Consumer cooperative is engaged in the buy and sell of commodities to its members and to the public in general.

Consumer cooperative is defined as a voluntary association of a group of persons (at least fifteen members) with common bond of interest, who agreed to pool their resources together to provide themselves with quality goods and services at reasonable price.

Mankayan is one of the thirteen municipalities of Benguet. It is known as the mineral town of Benguet. Located on the northern most part of Benguet and the inner sanctum of Cordillera in between the boundaries of the municipalities of Cervantes, Ilocos Sur to the north, Bakun and Buguias, Benguet to the south, the municipalities of Tadian and Bauko, Mountain Province and Buguias, Benguet to the east, and Bakun to the west.

Mankayan have eight existing operational cooperative as of the year 2007 based on the records of Cooperative Development Authority (CDA) located at the Benguet Provincial Capitol. Three of the eight cooperatives have no consumer service as part of their operations, thus they were not include in the study.

Two of the five cooperatives studied are purely consumers cooperatives. They are the Sapid Farmers Cooperative and Lepanto Consumers Cooperative. On the other hands, the three other cooperatives are multi-purpose. They are the Cabiten Agrarian Neighborhood MPC, Paco Rural Improvement MPC, and Mankayan MPC.



Statement of the Problem

This study was conducted to answer the following questions:

1. Who recruited the members to joined the consumers cooperatives in Mankayan, Benguet?
2. What were the variables the said members considered before they joined their cooperatives?
3. What motivated them to join their cooperatives?

Objectives of the Study

The study aimed to:

1. To determine who recruited the members to joined their consumers cooperatives in Mankayan, Benguet.
2. To determine the variables that the said members considered before they joined their cooperative.
3. To determine what motivated them to join their cooperatives.

Importance of the Study

Since cooperatives are considered as one of the vehicles for socio- economic development, it is imperative that they must succeed. The research findings will give insights to the cooperative movers especially in motivating people to join cooperatives. The study will serve as a reference in conducting research on cooperatives in the future especially to the students in cooperative management.



Scope and Limitation of the Study

This study concentrated mainly on the motivation factors of members in joining consumer cooperative in the selected barangays of Mankayan, Benguet that have a service of consumer operation.



REVIEW OF LITERATURE

Cooperative Definition

The Cooperative Code of the Philippines (RA 6938) defined cooperative as a duly registered association of persons with a common bond of interest, who have voluntary joined together to achieve a lawful common social or economic end, making equitable contribution to required capital and accepting a fair share of the risk and benefits of the undertaking in accordance with universally accepted principles.

Nolledo (1986) stated that a cooperative may be said to be a group of persons who pool their resources under the principle of equality and common understanding for their mutual benefits. A cooperative exist not to make profit as an entity but if there should be a profits, the same shall be divided among the members. Cooperative is based on the saying well known in human circles that “in union, there is strength”

Plunkett and Attner (1985) defined motivation as a psychological need; it may be for security, social activities, esteem, or self fulfillment. Motivation is the fundamental reasons for engaging in various activities and work. Various test can help members, officers and staff in determining what is really important, not just interesting, in our life and work, but in fact we must already know most of our motives for behaving as we do.

The first of the Rochdale Principles states that co-operative societies must have an open and voluntary membership. According to the ICA's Statement on the Co-operative Identity, "Co-operatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political or religious discrimination." Rochdale Principles (1995 revision)



Onagan (1973) stated that a consumer cooperative is a business enterprise, acting as a middleman for its members who are also its patrons. It is centered upon the activity of a store, called the cooperative store. Furthermore, consumer cooperative is organized and operated for set of objectives. Member is fully oriented as to aim and purposes of cooperative organizations.

Primary Objective

The primary objective of all cooperatives lays emphasis on service. Members recognize the needs for mutual cooperation because they want to enjoy certain services that they cannot enjoy from the profit operators in their community.

Secondary Objectives: Savings

The profit motives express itself in a cooperative by the instinctive interest of members in the savings they automatically get out their consumption. Every time a member buy from his cooperative store, the margin created by the purchase, which accumulates as profits in the case of profit store, is now saved and accumulated for the credit of the buying members.

In organization, there are factors to be considered to make them successful, Nollobo (1986) identify the following factors that make up a successful cooperative:

1. The members are treated equally and are willing to sacrifice for the common good.
2. The members give away part of their resources to form a common fund.
3. The members fully cooperate in the undertakings expected of them in terms of honesty and prompt attendance in case of performance of duties assigned; and



4. The members patronize the cooperative by giving what is due from them and availing of the resources of the cooperative.

Furthermore, consumer cooperative is where the members pool their savings to buy goods to be resold at small profits to the members themselves.

Daft (1988) defined motivation generally as the arousal, direction, and persistence of behavior. People have basic needs, such as for food, clothing, achievement, or monetary gain, that translates into an internal tension that motivates specific behavior with which to fulfill their needs.

Villegas as cited by Vicente (2005) said that every person becomes a consumer because he has needs and wants, some of which can be satisfied by material things. Every individual has needs and wants; no one is exempted from this fact of life. A consumer is one who uses goods to satisfy his needs.

Education is needed in a modern industrial society because of the complex division of labor that such societies have. The skills needed for a specialized work-force cannot be taught by the family. Schools provide the homogeneity through the transmission of general values and also specific skills needed for co-operative behavior. This is called unity based on value consensus e.g. rules on property rights; and the promotion of a specialized labor market the members of which combine to produce goods and services Durkheim (1858-1917).

Maslow's Hierarchy of Needs Theory

Proposes that human are motivated by multiple needs and that needs exist in a hierarchical orders.

Maslow identified five general type of motivating needs in order of ascendance:



1. Physiological needs. These are the most basic human physical needs including food, water, and sex.
2. Safe needs. These are the needs for a safe and secure physical and emotional environment and freedom from threats, that is, for freedom from violence and for an orderly society.
3. Belongingness needs. This needs reflect the desire to be accepted by ones peers, have friendship, be part of group, and be loved.
4. Esteem needs. In organization; these needs reflect a motivation for recognition, increase in responsibility, high status, and credit for contributions to the organization.
5. Self-actualization needs. These needs can be met in the organization by providing people with opportunities to grow, be creative, and acquire training for challenging assignment and advancement.

Expectancy Theory of Motivation

In organizational terms, this concept of motivation pictures an individual, occupying a role, faced with a set of alternative voluntary behaviors, all of which have some associated outcomes attached to them. However, he makes the point that *task goals* (productivity, quality standards or similar goals attached to jobs) are often means to an end, rather than the end in itself. There is a *second level* of outcomes which reflect the *real* goals of individuals and these may be attained, in varying degrees, through task behavior. An individual is motivated to behave in a certain manner because (a) he or she has a strong desire for a certain task outcome and a reasonable expectation of achieving that outcome and (b) because he or she also *expects* that the achievement of the task



outcome will result in reward in terms of pay, promotion, job security, or satisfaction of individual needs - physiological, safety, esteem and so on (Kotze 2008).

Merit Pay

A motivational program that rewards employees in proportion to their contribution to the organization, sometimes called pay for performance or incentive systems (Daft 1988).

Interpersonal Motivation Factors

Individual factors in motivation, there are other factors that arise from interactions with other people:

Competition interpersonal factors and competition motivates behavior because people can enhance their own self-esteem when they are able to make comparisons of their own performance to that of others. While all learners appear to be motivated to some extent by competition, the importance of competition is greater for some learners than for others (Rich and DeVitis1992).

Cooperation interpersonal factors, in which learners derive satisfaction from working toward group goals. As was the case with competition, the motivating force of cooperation is stronger for some persons than others, and these differences are often related to the person's previous experience or to the importance that cultures or place on cooperation.

Recognition interpersonal factor, most people enjoy having their efforts and accomplishments recognized and appreciated by others. In order to obtain recognition, the activity of the learner must be visible to others. There are three ways to achieve



visibility: (1) the process of performing an activity may be visible, (2) the product of the activity may be visible, or (3) some other result of the activity may be visible.



METHODOLOGY

Locale and Time of the Study

This study was conducted in the selected barangays of Mankayan, Benguet where the consumer cooperatives are located, namely: Cabiten, Paco, Poblacion, Sapid, and Lepanto from December to February 2009.

Respondent of the Study

The respondent of this study were the members of primary cooperatives with consumer services in selected barangays of Mankayan, Benguet. Fifteen members from each cooperative were chosen randomly as respondents.

Collection of Data

Information and data were collected with the use of survey questionnaires. Follow up interview were used to clarify some information.

Analysis of the Data

The data gathered, were analyzed and interpreted according to the objectives of the study. Descriptive methods like percentages and frequencies were used.



RESULTS AND DISCUSSION

General Profile of the Respondents

Table 1 describe the socio-economic profile of the respondents such as their age, sex, civil status, highest educational attainment, source of income or occupation, and past job before they join in their cooperative.

Age. Table 1 shows that majority (57%) of the respondents belong to the age bracket of 41-60 years old, followed by a significant 39% belonging to the 21-40 years bracket. It can be noted however that 4% belong to the senior citizens bracket (61 and above).

Based to the response of some respondents of the study through personal interview to them that age does not have relation in motivating them to join their cooperative. Age bracket 21-40 years old, 41-60 years old, and 60 and above have the same response that they just join because of benefits given by the consumer cooperative.

Sex. The Rochdale Society of Equitable Pioneers, the most successful consumer cooperative during the Industrial Revolution, had only one female – pioneer.

In the study area, majority (67%) of the respondents are females. This indicates that more and more female are becoming involved in the cooperative movement. This could also be associated further from the fact, that in our society, females are the ones more responsible in purchasing basic household necessities, thus they are aware of the importance of consumers store where they could avail of goods on credit, more so they could call their own.

Civil status. Most (95%) of the respondents are married. This could be attributed to the fact that married individuals are generally have more mouths to feed than single individuals, thus they are more prone to join associations where they could avail basic needs for the family.

Educational attainment. It shows that all of the respondents underwent formal education with a significant 33% even finishing college. Education is needed in a modern industrial society because of the complex division of labor that such societies have. The skills needed for a specialized work-force cannot be taught by the family. Schools provide the homogeneity through the transmission of general values and also specific skills needed for co-operative behavior. This is called unity based on value consensus e.g. rules on property rights; and the promotion of a specialized labor market the members of which combine to produce goods and services

Current occupation. Mankayan is blessed with fertile agricultural lands that is suitable for the production of various high land crops. This is the primary reason why more (43%) of the respondents are into farming. A significant 29% are private employees while a few (8%) are government employees. Others are into non-farm business, driving, and teaching.

Occupations before they join in the cooperative. Result of the study showed that there is no significant difference between their past occupations to their current occupations except for the decreased in the number of those engaged into farming which is about 6%.

Table 1. Socio- economic profile of respondents

CHARACTERISRIC	FREQUENCY	PERCENTAGE
Age		
21-40	29	39
41-60	43	57
61- above	3	4
TOTAL	75	100
Sex		
Female	50	67
Male	25	33
TOTAL	75	100
Civil Status		
Married	71	95
Single	3	4
Widowed	1	1.33
TOTAL	75	100
Educational Attainment		
Vocational	12	16
College graduate	20	27
High school graduate	25	33

Table 1. Continued.....

CHARACTERISRIC	FREQUENCY	PERCENTAGE
Elementary graduate	18	24
TOTAL	75	100
Current occupations		
Government employee	7	9
Private employee	22	29
Farming	32	43
Non-farm business	6	8
Driving(taxi/service/bus)	2	3
Teaching (Public/Private)	5	7
Others (newly graduate)	1	1
TOTAL	75	100
Past occupation before joining in cooperative		
Government employee	6	8
Private employee	20	27
Farming	37	49
Engaged in business	4	5
Driving(taxi/service/bus)	2	3
Teaching(Public/Private)	5	7
Others (newly graduate)	1	1
TOTAL	75	100

Table 2. Distribution of members according to who recruited them in joining their cooperative

PARTICULAR	FREQUENCY	PERCENTAGE
Relatives	26	35
Friends	31	41
Officer of the cooperative	3	4
Parent	1	1
Mother-in-law	1	1
Others: (Personal decision)	13	17

Distribution of Members According to Who Encouraged them in Joining their Cooperative

Table 2 shows that friends (41%) and relatives (35%) respectively were the major groups who encouraged the members in joining their cooperatives. Since their friends and relatives are also members in the association, this motivated them more to join the cooperatives. This could also be further explained by Maslow's hierarchy of needs particularly that of belongingness. Where this reflects the desire of individuals to be accepted by ones peers, have friendship, be part of a group, and be loved. A significant 17% claimed that it is simply their own personal decisions. On the otherhand, others were either recruited by the cooperative officers, parent, or in-law.

Table 3. Reasons according to what motivated the members in joining their cooperative

PARTICULAR	FREQUENCY	PERCENTAGE	RANK
Low price of commodities	21	28	5
Patronage refund they received		49	1
Near to their residence	27	36	3
Credit is allowed by the coop	36	48	2
Important supplies/commodities are available	22	29	4
Other: Socialization	1	1	6

Factors that Motivated the Members in Joining their Cooperative

Table 3 shows the number of the respondents that motivated through some reasons in joining their consumer cooperative

Result of the study shows that the major reasons why members join consumers cooperatives in the study area were patronage refund (49%) and credit (48%). They stated that in consumers cooperatives, they could receive patronage refund from their purchases unlike in the private stores. They are also aware of the benefits of availing credit especially for those farmer-members who are not receiving income on a regular basis.

Other notable factors include the nearness of the cooperatives to their residences (36%), availability of important commodities (29%), and low prices of the commodities (28%).

Table 4. Variables considered the members before they joined their cooperative.

PARTICULAR	FREQUENCY	PERCENTAGE	RANK
Good quality of goods and service	65	87	1
Reasonable price of commodities	50	67	4
Credit without interest	54	72	3
Members are treated equally	53	81	2

Variables Members Considered Before they Joined their Cooperatives

Table 4 shows that the primary variable considered by the members before they joined their cooperatives are good quality of goods and services offered by the cooperative, equal treatment they received, their privilege to avail of credits without interest, and reasonable prices of commodities. Said variables were ranked by members in descending order.

Table 5. Distribution of incentives/rewards given to the members who have good records in their cooperative.

PARTICULAR	FREQUENCY	PERCENTAGE
By giving patronage refund	55	73
By giving surprise gift during the annual General assembly	32	43
By giving certificate of recognition	7	9
By giving Christmas bonus during the Christmas party	4	5
Others: Raffle draw	6	8

Distribution of Incentives/Reward given to the Member who have Good Records in the Cooperative

Table 5 shows the distribution of incentives/reward given to member who has good records in the cooperative; it shows that through giving incentives/reward to those who have good records in the cooperative motivated some members to patronize their cooperative.

Majority (73%) of the respondents consider the patronage refund as an incentives/reward that given by their own cooperatives. Patronage refund is shown also as the one that motivate the members in joining their cooperative. More (43%) of the respondents received surprise gift during the annual general assembly such as food supplies (can goods, twenty five kilos of rice and etc. Nine percent of the respondents received certificate of recognition as a incentives/rewards such as recognition for having

good records in the cooperative and patronizing the service of cooperative. This could also be further explained by Maslow's hierarchy of need particularly that of esteem need. Where this reflects the individual's motivation for recognition, increase for responsibility, high status, and credit for contributions to the organization. Few (5%) of the respondents were receiving Christmas bonus as an incentives/reward to them for having good records in their cooperative. Other incentives/reward is draw lots or raffle draw, (8%) of the respondents receive incentives through raffle draw.

Motivation Factors in Order of Importance
as to what Motivated the Members to Join
their Cooperatives

Table 6 shows the motivational factor in order of importance as to what motivates them in joining their cooperative.

The frequency of motivational factor in order of importance was categorized from 1-9, one (1) is the most important motivational factor while nine (9) is the least important.

It is noted in the table that patronage refund they get/received (27%) and credit is allowed by the cooperative (32%) respectively ranked as the most important motivational factor in order as to what motivated them in joining their cooperative, followed by reasonable price of commodities (17%) and important supplies/commodities are available (15%) respectively ranked as the nearly important motivational factor. Furthermore, loyalty of the staff (23%) respectively ranked as neutral in motivational factor as to what motivate them to join their cooperative. While it also noted that good qualities of goods and services (19%) and near to the residence(19%) respectively ranked as the less important motivational factor in order of importance as to what motivate them in joining

their cooperative, and most of their relatives are member in the cooperative (39%) and most of their friends are member in the cooperative (40%) respectively ranked as not very important motivational factor in order of importance as to what motivate them to join their cooperative.



Table 6. Ranking the motivation factors in order of importance as to what motivate the members in joining their consumer cooperative.

	Most important				Nearly important				Neutral		Less important				Not very important				
	1		2		3		4		5		6		7		8		9		
<i>PARTICULAR</i>	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	Rank
<i>QGS</i>	19	25	7	9	11	15	9	12	13	17	14	19	4	5	5	7	1	1	2
<i>RPC</i>	5	7	10	13	13	17	9	12	4	5	5	7	12	16	7	9	10	13	6
<i>PRR</i>	20	27	9	12	12	16	9	12	7	9	7	9	6	8	1	1	5	7	1
<i>MRMC</i>	0	0	2	3	4	5	8	11	5	7	8	11	13	17	29	39	8	11	8
<i>MFMC</i>	1	1	0	0	3	4	2	3	7	9	7	9	12	16	13	17	30	40	9
<i>NR</i>	13	17	10	13	9	12	9	12	10	13	10	13	14	19	4	5	5	7	3
<i>CAC</i>	8	11	24	32	11	15	7	9	9	12	7	9	4	5	3	4	2	3	4
<i>LS</i>	2	3	1	1	3	4	8	11	17	23	17	23	5	7	7	9	6	8	7
<i>ICA</i>	7	9	12	16	10	13	11	15	10	13	6	8	5	7	6	8	8	11	5

Legend:

QGS. – Good quality of goods and services

RPC. – Reasonable price of commodities

PRR. – Patronage refund I get /received

MRMC. – Most of their relatives are member in the cooperative

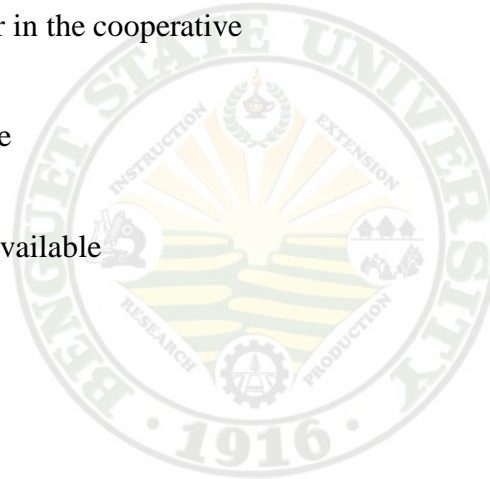
MFMC. – Most of their friends are member in the cooperative

NR. – Near to their residence

CAC. – Credit is allowed by the cooperative

LS. – Loyalty of the staff

ICA- Important supplies/commodities are available



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

This study was conducted in the five selected primary cooperatives operating consumer service in Mankayan, Benguet. It was conducted to determine the factors that motivate the members in joining their cooperative; determine the socio-economic profile of the members who usually motivated in joining consumer cooperative; determine who motivate them in joining their cooperative; determine what motivate them in joining their cooperative; determine the variable being considered by a prospective members before joining consumer cooperative; determine the incentives/rewards that are given by the cooperative to their members; and to identify the motivational factors in order of importance as to what motivate the members in joining cooperative.

A total of 75 members from the five consumer cooperatives were taken randomly as a respondents of the study. A structured survey questionnaire was used to gather the needed information data that were analyzed through frequency and percentage.

The result revealed that out of 75 respondents, most of the respondents belong the age bracket 41-60 years old, most are female, married, high school graduate and currently engaged in farming as the source of their income. Furthermore, the study found out that most of the respondents engaged in farming before they joined their cooperative.

Result revealed that most of the respondents were motivated by their friends to join their consumer cooperative. With regards to their joining in the cooperative, their friends that member in the same cooperative told them that credit is allowed and it is near to their residence.



Most of the respondents believed that through patronizing their cooperative, it will increase their patronage refund. Likewise, most of them were located near to their cooperative where they usually buy affordable and available commodities.

Results revealed that most of the respondents considered the good quality of goods in services before joining a consumer cooperative. Were in cooperative code of the Philippines that the primary objective lays emphasis on services.

Most of the respondents received an incentives/reward by giving a patronage refund of their cooperative to those who have good records in their cooperative.

The study result revealed that the most motivational factor in order of importance as to what motivate the members in joining their cooperative is the patronage refund they get/received.

Conclusions

1. Almost all of the respondents patronize the consumer service of their cooperatives.
2. Most of the respondents were recruited by either their friends or relatives to join their cooperatives.
3. Almost all of the respondents considered the good quality of goods and services offered by the consumer cooperative.
4. “The more you patronize the service of your cooperative, the higher patronage refund you may get.” This mainly motivated members to join and patronize their cooperative. Also, most of them buy from their cooperative because of its accessibility from their place and they could afford the goods sold in their cooperative.



5. Most members of the five cooperatives with consumer operation are female, married, belong to age bracket 41-60 years old and high school graduate. Likewise, most of them are currently engaged in farming as a source of their income. Furthermore, most of them are engaged in farming before they joined in their cooperative.

Recommendations

Since cooperative give importance to the quality of goods and services offered by a cooperative, there is a need for every cooperative to improve on their operations in order to encourage members to actively participate and patronize their cooperatives. Specifically, the following recommendations could be considered by the concerned cooperatives:

1. Consumer cooperative in the study area must look for cheaper source of goods so that they could offer it to members also at a cheaper price.
2. Supply of basic necessities should always be made available to members and other clients.
3. They should see to it that patronage refund should be regularly given to members in the form of cash so as far to feel and realize more the benefits derived from their cooperatives.
4. Giving of other forms of incentives like surprise gifts, certificate of recognition, gifts, raffle draws should be maintained by the cooperatives.



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APPENDIX A

Letter to the Respondents

COLLEGE OF AGRICULTURE
Department of Ag. Economics and Agribusiness Management
Benguet State University
La Trinidad, Benguet

SIR/MADAM:

I am a student of Benguet State University taking up Bachelor of Science in Agribusiness major in Cooperative Management. I am presently conducting my undergraduate research titled “MOTIVATION FACTORS OF MEMBERS IN JOINING CONSUMERS COOPERATIVES IN MANKAYAN, BENGUET.”

In this connection, may I request a part of your time to answer the questionnaire of my research. Rest assured that all data gathered would be kept confidential.

Thank you very much for your patience and kindness in providing the necessary information.

Very truly yours,

SANTONIL E. PEDRO



APPENDIX B

Survey Questionnaire

I. Information on Cooperative

Name of the cooperative: _____

Address: _____

Operations / Services: _____

II. Respondents Socio-economic Background

Name (optional): _____

Address: _____

Age: _____ Sex: _____ Civil Status: _____

Highest educational attainment:

 Elementary graduate High school graduate College graduate Vocational

Members Source of Income

 Government employee Farming Private employee Engaged in business Driving (Taxi/service/Bus)

Teaching (public/private)

Others (Please specify) _____

Past job before joining in the cooperative:

Government employee

Private employee

Engaged in business

Driving (Taxi/Service vehicles/Bu

Farming

Teaching (Public/private)

Others (please specify) _____

III.1. Who motivated you in joining your cooperative?

Relatives are members in the cooperative

Friends are members in the cooperative

Others (please specify): _____

2. What motivated you in joining your consumer cooperative?

Low price of commodities

Patronage refund I get / received

Near to my residence

Most of my relatives are member in the cooperative

Most of my friends are member in the cooperative

Credit is allowed by the cooperative

Important supplies/commodities are available

Others (please specify): _____



3. What do you think are the variables being considered by a prospective member before joining a consumer cooperative? Are these being done / present in your cooperative?

	Present	
	YES	NO
() Good quality goods and services	_____	_____
() Reasonable price of the commodities	_____	_____
() Allow members to have credit without interest	_____	_____
() Members are treated equally	_____	_____
() Other (please specify) _____		

4. Does your cooperative give incentives/rewards to those members who have good records in your cooperative? How?

	YES	NO
() By giving patronage refund	_____	_____
() By giving surprise gift during the annual general assembly	_____	_____
() By giving certificate of recognition	_____	_____
() By giving Christmas bonus during the Christmas party	_____	_____



5. Please rank the motivation factor in order of importance as to what motivates you in joining your cooperative, with one (1) being the most important factor, and nine (9) to being the least important factor.

- _____ Good quality of goods and services
- _____ Reasonable price of commodities
- _____ Patronage refund I get/ received
- _____ Most of my relatives are member in the cooperative
- _____ Most of my friends are member in the cooperative
- _____ Near to the residence
- _____ Credit are allowed
- _____ Loyalty of the staff
- _____ Important supplies/ commodities are available

