

Influence of economic and social variables pistachio growers on their participation in agricultural production cooperatives(case study: pistachio growers' cooperative of Damghan city)

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The overall goal of this research is to survey relationship between social and economic characteristics of pistachio growers and their partnership in pistachio grower's cooperative of Damghan city that is done by descriptive-survey method. 318 among of 2500 pistachio growers member of pistachio grower's cooperatives were selected by Cochran formula. A mixed (open and closed) questionnaire was used to collect required data. Also, reliability and validity of the questionnaire was calculated by factor analysis, KMO coefficient and Cronbach's alpha methods. The reliability and validity Coefficients of the questionnaire are %729 and %96 respectively that are acceptable for our research. Consequently, data was analyzed by SPSS software in terms of descriptive and analytical (i.e. Pearson and Spearman tests) statistics. Results show there is significant and positive relationship between socio-economic characteristics of farmers (cultivation, product performance per hectare, the use of bank credits, mechanization and also using methods and new inputs, transformation of land under cultivation, education, use of advisory services, farmers motivation, social status, advise of local leaders, belief to the partnership and morale of partnership, farmers risk acceptance, amount of promotion connection and farmers awareness of the benefits of participation) and participation of farmers in pistachio growers cooperative of Damghan city.

Key Words: economic characteristics of pistachio growers, social characteristics of pistachio growers, partnership, pistachio grower's cooperative, Damghan city.