

**Members' Participation and the Performance of Co-operative Societies in Tanzania
A Case of Selected Agricultural Marketing Co-operatives in Rombo District**

By

Irene P. Salakana

Master of Business Management, Moshi Co-operative University (MoCU), 2016

The study examined factors affecting member participation in co-operatives and the relationship between participation and the performance of Mashima and Tarakea Agricultural Marketing Co-operative Societies (AMCOs). The objectives of the study were to assess socio-economic characteristics of AMCOs members, identify factors affecting members' participation in AMCOs activities and determine the relationship between members' participation and AMCOs performance. The study adopted case study research design. This study involved 148 respondents from Mashima and Tarakea AMCOs. Convenience and purposive samplings were applied in this study. Data collection methods involved the use of questionnaire, interview, documentary review and observation. Data were analysed by using Statistical Package for Social Sciences (SPSS). Descriptive statistics, which involve standard deviation, mean, percentage, tables and figures were used to present the data. The findings revealed that member's participation in AMCOs activities is influenced by several factors such as; patronage, leadership, entrepreneurship skills, quality of service, collective action, size of the farm, and member education. The study also found that there is a significant relationship between member participation and the performance of AMCOs whereby Pearson correlation between member participation and the performance of AMCOs was 0.766, while sig (2-tailed) value was P — value 0.05. In order to improve member participation in AMCOs, the study recommends that co-operative leaders should involve members in the decision-making process and implementation of such decision, not only in AGM but also in any perspective during the progress of AMCOs activities so as to activate member participation.