

Effectiveness Of Demographic Characteristics in Team Building in Co-operative Society

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Abstract

A co-operative society is a voluntary association of individuals that work together to achieve a common goal. Its main purpose is to improve the welfare of members. In a society where the members themselves constitute the workforce; the demographic characteristics of the workers will inevitably have an impact. Factors such as age, gender, education level, ethnicity, and cultural characteristics will influence the team building in a co-operative society. Finally, it affects the productivity also.

Keywords: co-operative society, demographic characteristics, team building, productivity.

Introduction

A co-operative society is a non-profit organization; members are jointly owned and control the organization. Its aim is the welfare of members that is economic, social, and cultural. Team building is the relationship between members of a work group in a co-operative society; there will be mutual trust and cooperation among the members. Each person works for everyone, and everyone works for each individual. This is the significance of the society. The team-building of workers is influencing the demographic characteristics, such as workers age, caste, religion, gender, area, culture, income level, ethnicity, and education level. This is because workers are coming from a team. Similarly, people of the same age, gender, and education can form groups, which can help create strong teams. When such strong teams are formed, workers develop a sense of connection with the society, and productivity increases.

Statement of Problem:

Members of the co-operative society come from various cultures. Similarly, their age, gender, family background, and other factors are diverse. This diversity can have an adverse effect on forming a good team for the society. Since each worker has a unique personality. It becomes challenging to bring everyone together and form a cohesive team.

Scope of Study:

The main goal of a co-operative society is to move forward through the cooperation of its members. Therefore, the demographic characteristics of the workers will influence the formation of a good team. Through this, it is possible to increase the workers commitment to the society, boost the overall productivity of the society, and improve the welfare of the workers.

Objectives:

- To identify demographic characteristics of members in a co-operative society.
- To find out a strategy for fostering good team building among members in a co-operative society.
- To enhance ethnicity and cultural competency among members in the co-operative society.

Review of Literature:

Demographic characteristics are directly affecting the team building in a society. According to a study by Fodor, S., et al. (2020), found that through experienced learning, he realized that many factors influence the unity among workers to build a strong team; numerous factors play a crucial role. According to a study by Levitt, S.R. (2013), the effectiveness of team building is closely related to cultural factors. Workers come from different cultures, and their culture plays a crucial role in team building. Cultural factors like values and beliefs based on team building are the concern. A study W xia, V. Soonthonsmai (2024), in schools, there is a strong connection between team building in teaching and demographic characteristics. Factors such

as teacher's age, place of origin and education level help in building effective teaching teams in vocational educational schools. A study MC Diaz-Fernandez, et al. (2015), demographic characteristics influence strategic changes in team building within top management. Top management makes various decisions based on the demographic characteristics of the team.

Research Methodology:

The methodology shows the general arrangement for sorting out the method for collecting substantial and solid information with the ultimate thing of study. The methodology of the study includes descriptive research design, sample size, sample design, data collection process, and analysis techniques.

Research Design:

The research design named for the study is a descriptive one.

Source of data:

This study uses primary and secondary data to dissect the factors affecting demographic characteristics and good platoon structure of workers in the cooperative society using a structured questionnaire.

Secondary data from various journals and sources like books, magazines, and websites is used to produce an abstract framework for age, education position, income position, and characteristics of workers nearly affecting the stylish platoon structure in society, grounded on exploration from various journals and publications.

Sampling techniques

The study uses primary and secondary data, including a structured questionnaire, to analyse factors influencing demographic characteristics in team building in society. The area of coverage of the present study is Kozhikode district in the state of Kerala.

Data collection

Co-operative societies are of different natures, like co-operative banks, weaver co-operative societies, agricultural co-operative societies, labour contract co-operative societies, etc. Above 350 co-operative societies in Kozhikode district. I selected the questionnaire that was collected from 150 respondents in a straightforward and accessible manner.

Hypothesis:

H0: There is no significant relationship between gender and team building of workers in co-operative society.

H0: There is no significant relationship between educational level and team building of workers in a co-operative society.

Data analysis and Interpretation:

Percentage = No. of Response / Total No. of Response

Percentage Analysis- Gender Wise**Table No.1**

Gender	Number of Respondents	Percentage
Male	97	64.67
Female	53	35.33
Total	150	100

Interpretation

The majority of respondents are male 64.67% and female respondents are 35.33%.

Chi-Square Analysis -Educational Level**Table No.2**

Educational Level	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Below 10th	9	08	01	00	00	18
12th	17	28	07	08	04	64
Graduate	14	16	02	05	04	41
Post graduate	05	04	02	03	03	17
Above Post Graduate	03	02	02	02	01	10
Total	48	58	14	18	12	150

Degree of Freedom=16 Level of significance = 0.05

Table value = 26.296

Chi square value = 14.793

The calculated value is less than the table value, so accept the null hypothesis; there is no significant relationship between educational level and team building.

Findings:

- Most of the respondents agree that age is the most important factor for affecting team building in the co-operative society.
- Respondent's ethnicity and team building are closely related in society.
- Income level and educational level of respondents strongly affect team building in society.
- Social and cultural factors and regions of workers affecting the team building in the co-operative societies.
- The study revealed a higher percentage of male respondents (64.67%) compared to female respondents (35.33%).
- The chi-square analysis showed no significant relationship between education level and team building. This suggest that education level not influencing the team building in the co-operative society.

Suggestions:

- Improve communication and collaboration between workers in the society.
- Majority of the respondents stated that age is one of the factors for building a team, so avoid age-wise groups in society.
- Cultural, social, and ethnicity affect the team, so to avoid these types of groups and to improve the team and production.
- Majority of respondents stated that educational level is the factor for building a good team; it must be ignored in society.
- Existing strategies are not useful, so to boost new strategies for implementing in the societies to foster team building.

Conclusion:

Cooperative societies exist in various types. The demographic characteristics of workers significantly influence the formation of an effective team within a society. This is because workers come from diverse cultures and backgrounds. Additionally, they differ in age, skills, education, and income level. Therefore, to build a strong team, it is essential to investigate the demographic characteristics of the workers and develop new strategies. This approach can help enhance the workers emotional connection to the workplace, ultimately improving the overall productivity of the society.

References:

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