

# **Relationship between profile with attitude of agripreneurs towards agri entrepreneurship.**

**V Deepthi, P Rambabu, T Gopikrishna, D Vishnu sankar rao and  
V Srinivasa Rao**

Department of Agricultural Extension, Agricultural College, Bapatla 522101, Andhra Pradesh

## **ABSTRACT**

The study was conducted in purposively selected districts of (Chittoor, Krishna and Visakhapatnam) Andhra Pradesh in order to know the relationship between profile with attitude of agripreneurs towards agri entrepreneurship with a sample size of 240 agripreneurs. Expost facto research design was used for the study. The results of the study revealed that majority of the respondents exhibited medium to high level of favourable attitude towards agri entrepreneurship. The study further revealed that educational status, previous experience, socio economic status, financial behaviour, marketing orientation, training undergone, mass media exposure, size of the enterprise and risk orientation were found to have positive and significant relationship with attitude of agripreneurs towards agri entrepreneurship. Further multiple regression analysis revealed that education, socio economic status and marketing orientation had exhibited a positive and significant influence on the entrepreneurial behaviour of agripreneurs.

**Key words:** *Entrepreneurial behaviour, profile characteristics and agripreneurs*