



Relationship between profile with attitude of agripreneurs towards agri entrepreneurship.

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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*

Development of entrepreneurship ensures optimal utilization of resources and facilities and value addition to product and services. It also helps in developing capability to cope up with the impact of globalization. There are many factors that influence the attitude of agripreneurs towards agri entrepreneurship because of variations in geographic, social, cultural, political and economic conditions (Lawrence and Ganguli, 2012) Understanding the role of these factors is essential for creating an environment which can facilitate the development of entrepreneurship. Hence the present study was undertaken with the objective of studying the profile characteristics and their association with attitude of agripreneurs towards agri entrepreneurship.

MATERIAL AND METHODS

The study was conducted in three selected districts of Andhra Pradesh i.e Chittoor, Krishna and Visakhapatnam because these districts have highest number of agri linked enterprises among all the districts i.e 10,984 (Annual report of commissionerate of industries, 2015). From the

selected districts 80 agripreneurs have been selected by using proportionate random sampling. Thus comprises a total of 240 agripreneurs had been included in the study. Ex-post facto research design was used for the study. The data was collected through well structured pre tested interview schedule, which was coded, tabulated, analyzed and presented in tables to make the findings meaningful and easily understandable. Statistical measures such as correlation and multiple linear regression was used. The findings were suitably interpreted and necessary conclusions were drawn.

RESULTS AND DISCUSSION

Attitude of agripreneurs towards agri entrepreneurship

Table 1: Distribution of agripreneurs according to their attitude (n=240)

S.No	Category	Number	Percentage
1	Less favourable (63-78)	33	13.75
2	Moderately favourable (79-94)	150	62.50
3	Highly favourable (95-110)	57	23.75
Total		240	100

Table 1 inferred that more than half of the agripreneurs (62.50 %) had moderate level of favourable attitude towards agri entrepreneurship followed by 23.75 per cent highly favourable and 13.75 per cent low level of favourable attitude towards agri entrepreneurship .it could be inferred that ability to identify opportunities in the existing situation, academic qualification environmental scanning, confidence to start business by pooling financial resources, identification of customer needs were the deciding factors for the agripreneurs who would like to involve in agri business. They could quickly rebound from their setbacks which was a strong quality of agripreneurs adopted from the traditional farming community. Agribusiness involves high risk because of seasonal fluctuation. But agripreneurs who have already involved in farming or farm related activities highly preferred agri business. The results are in the range of moderate to highly favourable attitude. The results were in accordance with Hasan and Eyupakin (2009).

Correlation of profile characteristics with the attitude of agripreneurs

It could be stated from Table 2 that all the fourteen variables act as a cause to bring 81 per cent variation towards attitude of agripreneurs towards agri entrepreneurship.

The variables such as educational status, previous experience, socio economic status, financial behaviour, and marketing orientation were found to have positive and significant relationship with attitude of agripreneurs towards agri entrepreneurship at 0.01 level of probability. Training undergone, mass media exposure, size of the enterprise and risk orientation was significant at 0.05 level of probability. Whereas, variables such as age, information sharing behaviour and type of enterprises were found to be positive and non-significant with the attitude of agripreneurs. Gender, social participation were found to be negative and non-significant with the attitude of agripreneurs towards agri entrepreneurship. This finding was in agreement with the finding of Avhad *et al.*(2015).

The 'r' value (0.757**) presented in Table 2 indicated that, there was a positive and significant relation between education and attitude of the agripreneurs at 0.01 level of probability. This leads to the inference that education was a key element to develop agri entrepreneurship of individual. This in turn played a crucial role to start business and seek information from various sources.

The 'r' value (0.706**) exhibited in Table 2 indicated that, there exists positive and significant relationship between previous work experience and attitude of agripreneurs at 0.01 level of probability. This might be due to the fact that experienced person successfully runs their business and used their expertise in various business activities and they had liberty to take decisions based on their experience.

The 'r' value (0.243*) presented in Table 2 revealed that, there exists positive and significant relation between trainings undergone and attitude of agripreneurs at 0.05 level of probability. This might be due to the fact that training act as a facilitating factor to start a business and gain knowledge related to their business.

The 'r' value (0.235*) presented in Table 2 indicated that, there was positive and significant relationship between mass media exposure and attitude of agripreneurs at 0.05 level of probability. This might be due to the fact that regular updating of knowledge is possible by using the mass media.

A glance at 'r' value (0.450**) presented in Table 2 revealed that, there was positive and significant relation between socio economic status and attitude of agripreneurs at 0.01 level of probability. This might be due to the fact that higher socio economic status results favourable attitude towards agri entrepreneurship.

The 'r' value (0.568**) furnished in the Table 2 indicated that, there was positive and significant relationship between financial behaviour and attitude of agripreneurs at 0.01 level of probability. This might be due to the fact that operating agri business demanded much investment. Finance was a prime and prerequisite factor without which it would be highly impossible to run enterprise successfully.

A glance at 'r' value (0.131*) presented in Table 2 revealed that there was positive and significant relation between size of enterprise and attitude of agripreneurs. The favourable entrepreneurial attitude might be due to increase in net income as a result of size of the business.

It was evident from 'r' value (0.003) presented in Table 2, that there was a positive and significant relationship between information sharing behaviour and attitude of agripreneurs at 0.05 level of probability. This leads to the inference that information sharing behaviour had influence on the attitude of the agripreneurs.

Table.1 ‘Correlation and Multiple Regression Analysis between the profile of the agripreneurs and their attitude (n=240)

S.No	Profile Characteristics	Agripreneurs Correlation r	Regression ('b' value) coefficient	SE of b	't' value
1	(X ₁) Age	0.051NS	0.374	0.474	0.788
2	(X ₂) Gender	-0.124NS	0.272	0.481	0.566
3	(X ₃) Education	0.757**	0.827**	0.257	3.216
4	(X ₄) Previous experience	0.706**	0.373	0.445	0.839
5	(X ₅) Trainings undergone	0.243*	0.008	0.019	0.402
6	(X ₆) Mass media exposure	0.235*	-0.007	1.237	0.201
7	(X ₇) Social participation	-0.032NS	0.085	0.094	0.911
8	(X ₈) Socio-economic status	0.450**	0.255*	0.108	2.362
9	(X ₉) Financial behaviour	0.568**	0.129	0.142	0.911
10	(X ₁₀) Size of the enterprise	0.131*	1.191	0.884	0.109
11	(X ₁₁) Type of enterprises	0.071NS	-0.055	2.345	1.635
12	(X ₁₂) Information sharing behaviour	0.003NS	-0.292	0.228	-1.280
13	(X ₁₃) Risk orientation	0.271*	-0.116	0.102	1.134
14	(X ₁₄) Marketing orientation	0.758**	0.282*	0.097	2.920

a = 53.06

R²=0.812

NS: Non significant

* Significant at 0.05 level of probability ** Significant at 0.01 level of probability

The 'r' values (0.271*) furnished in the Table 2 indicated that there was positive and non significant relationship between risk orientation and attitude of agripreneurs at 0.05 level of probability. This might be due to the fact that agripreneurs prompted by their ability to face risk, became more innovative in their thinking.

The 'r' values (0.758**) presented in Table 2 indicated that, market orientation and attitude of agripreneurs were positively and significantly related at 0.01 level of probability. This might be due to the fact that higher the attitude higher will be the market orientation in gaining knowledge regarding raw material procurement, consumers preference, marketing channels and market trend for the produce etc.

While the other variables namely age, gender, social participation and type of enterprises informing behavior did not show any significant relationship with dependent variable.

Multiple linear regression analysis of profile characteristics with the attitude of agripreneurs

It is evident from the Table 2 that the coefficient of determination "R²" value was significant, as the value of "a" was found significant. The "R²" value of 0.812 indicated that all the selected 14 profile characteristics put together, explained about 81.20 per cent variation in the attitude of agripreneurs. Remaining 18.80 per cent is due to extraneous effects of the variables. Hence, it could be stated that all independent variables contributed to the total variation, in particular education, and socio economic status, marketing orientation significantly contributed towards the attitude at 0.01 and at 0.05 per cent level of probability. The prediction of MLR equation was fitted for perceived attitude of agripreneurs.

$$Y = 53.06 + 0.374x_1 + 0.272x_2 + 0.827^{**}x_3 + 0.373x_4 + 0.008x_5 - 0.007x_6 + 0.085x_7 + 0.255^{*}x_8 + 0.129x_9 + 1.191x_{10} - 0.055x_{11} - 0.292x_{12} - 0.116x_{13} + 0.282^{*}x_{14}$$

CONCLUSION

The studies revealed that more than half of the agripreneurs (62.50 %) had moderate level of favourable attitude towards agri entrepreneurship. The variables such as educational status, previous experience, socio economic status, financial behaviour, and marketing orientation were found to have positive and significant relationship with attitude of agripreneurs towards agri entrepreneurship at 0.01 level of probability. Training undergone, mass media exposure, size of the enterprise and risk orientation was significant at 0.05 level of probability. Further multiple regression analysis revealed that education and socio economic status, marketing orientation significantly contributed towards the attitude at 0.01 and at 0.05 per cent level of probability.

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