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Communication Behaviour of Input Dealers and its Relationship with Profile Characteristics

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ABSTRACT

The study revealed that majority of the input dealers possessed medium communication behaviour (68.33%) followed by high (16.67%) and low (15.00%) levels. The relationship between profile characteristics and communication behaviour of input dealers indicated that computed 'r' value of education, business experience, occupation, farming experience, annual income, social participation, training received, economic orientation and innovativeness were positively significant at 0.01 level of probability, while age and land holding were non-significant with the communication behaviour of input dealers. Multiple linear regression Analysis gave the R^2 value of 0.9038, thus inferred that selected independent variables put together contributed 90.38 per cent of the total variation in the communication behaviour of the input dealers. The independent variables like farming experience, economic orientation and innovativeness of the respondents had contributed significantly at 0.01 level of probability towards the variation in the communication behaviour of the input dealers.

Key words : Communication behaviour, Input dealers, Profile, Relationship.

India is an agricultural based country. Agro inputs are playing a major role in farm productivity. Among all the agencies input dealers are larger in number and spread even in interior areas of the country. For the past several decades, farmers have relied upon farm input dealers for quality inputs and agricultural information. Singh (1989) reported that farm input dealers take keen interest and participate in technology transfer being the indirect beneficiaries.

Hence the present study was undertaken with an objective to find out the relationship between profile characteristics of input dealers and their communication behaviour in Guntur district of Andhra Pradesh.

MATERIAL AND METHODS

The study was conducted in Guntur district purposively because it occupies the first position in the total number of input dealers among all the districts in Andhra Pradesh. Out of 57 mandals in Guntur district, two mandals namely Guntur (urban) and Macherla were selected purposively for the study, where the input dealers number is high. A total number of 60 input dealers were selected proportionately from the two mandals by using proportionate random sampling method. An Ex-post facto research design was followed and data was collected from the respondents through a well structured and pre-tested interview schedule. To convert the results into meaningful interpretation the following statistical tools were used; mean, standard deviation, correlation and multiple linear regression.

RESULTS AND DISCUSSION

From the Table 1 it could be evident that majority of the respondents (68.33%) were grouped under medium category of communication behaviour followed by high (16.67%) and low (15.00%) categories of communication behaviour. From the results it could be concluded that almost 85.00 per cent of the total sample had medium and high communication behaviour. The reasons for higher communication behaviour might be higher education, superior economic orientation and greater innovativeness.

From the Table 2 it was observed that all computed correlation coefficient ('r' values) of education, business experience, occupation, farming experience, annual income, social participation, training received, economic orientation and innovativeness with the communication behaviour was found to be positively significant at 0.01 level of probability. Whereas age and land holding were found to be non-significant.

A perusal of Table 2. revealed that there was no significant correlation between age and the

communication behaviour of the respondents. It might be due to the fact that input dealers irrespective of their age had the same information sources and communication channels used for dissemination of agricultural information to the farmers. This result was in line with the findings of Somasundaram amd Arunachalam (1996).

It was evident from the Table 2 that there was a positive and significant relationship between education and communication behaviour of the respondents. It could be concluded that the comprehensive ability of an individual enhance with possessing educational qualification, which facilitates to understand various communication channels. This result was in line with the findings of Somasundaram amd Arunachalam (1996).

It was evident from the Table2 that there was a positive and significant relationship between business experience and communication behaviour of the respondents. It could be inferred that input dealers with more business experience can aware and understand the efficient utilization of various information sources, processing methods and dissemination channels to the farmers.

A perusal of the Table 2 inferred that there was a positive and significant relationship between occupation and communication behaviour of the respondents. Thus it could be concluded that input dealers having both business and farming as their occupation had communicated efficiently than others with business alone as their main occupation.

A perusal of Table 2 revealed that there was no significant correlation between land holding and the communication behaviour of the respondents. It might be due to the fact that input dealers irrespective of their land holding had the same methods for communication agricultural information.

A bird eye view at Table 2 revealed that there was a positive and significant relationship between farming experience and communication behaviour of the respondents. The actual observation of various facts, events and agricultural practices facilitates an input dealer develop more faith on the information communication channels. This result was in line with the findings of Reddy (1997).

It was noticed from the Table 2 that there was a positive and significant relationship between annual income and communication behaviour of the respondents. Input dealers having more annual income will have high information dissemination ability. It might be due to their high financial position of the respondents which help in more accessibility of various methods of communication. This result was in line with the findings of Brar *et al.,* (2004).

It was evident from the Table 2 that there was a positive and significant relationship between social participation and communication behaviour of the respondents. It could be inferred that the input dealers with high social participation can naturally be aware of various communication channels and their effective utilization. This result was in line with the findings of Somasundaram amd Arunachalam (1996) and Reddy (1997).

A perusal of the Table 2 inferred that there was a positive and significant relationship between training received and communication behaviour of the respondents. It could be inferred that trainings impart the knowledge skills about utilization of all the available channels to the effective communication of agricultural information to the farmers. This result was in line with the findings of Reddy (1997).

A close observation of the Table 2 denoted that there was a positive and significant relationship between economic orientation and communication behaviour of the respondents. It could be inferred that the input dealers with more economic orientation would be oriented towards effective agricultural information communication channels.

It was noticed from the Table 2 that there was a positive and significant relationship between innovativeness and communication behaviour of the respondents. It might be due to fact that input dealers who are relatively earlier in adopting agricultural innovations would be oriented towards more efficient agricultural information communication channels.

It was observed from the Table 3 that the eleven independent variables with the communication behaviour by the input dealers taken on Multiple Linear Regression Analysis gave the R^2 (Co-efficient of multiple determination) value of 0.9038. Hence, it could be inferred that independent variables put together contribute 90.38 per cent of the total variation in the communication behaviour of the input dealers, leaving the rest of extraneous effects. The independent variables like farming experience, economic orientation and innovativeness of the respondents had contributed significantly at 0.01 level of probability towards the variation in the communication behaviour of the input dealers.

It could be concluded from the findings that, majority of the input dealers possessed medium communication behaviour followed by high and low levels. Among the selected independent variables farming experience, economic orientation and innovativeness of the respondents had contributed significantly to the communication behaviour of the input dealers.

Table 1. Distribution of respondents according to their communication behaviour

(n=60)

S.No.	Category	Respondents	
		Frequency	Percentage
1.	Low (<72.63)	9	15.00
2.	Medium (72.63-96.03)	41	68.33
3.	High (>96.03)	10	16.67

Mean = 84.33 SD= 11.70

Table 2. Relationship between independent variables of respondents and their communication behaviour

S.No.	Independent variables	'r' values
1	Age	0.0179NS
2	Education	0.8137**
3	Business experience	0.7741**
4	Occupation	0.5790**
5	Land holding	0.0849NS
6	Farming experience	0.7584**
7	Annual income	0.6079**
8	Social participation	0.4918**
9	Training received	0.7320**
10	Economic orientation	0.7972**
11	Innovativeness	0.7939**

** = 1% level of significance NS= Non- significant

Table 3. Multiple linear regression of selected independent variables and communication behaviour of the input dealers

(n=60)

S.No.	Independent variables	Regression co-efficient	Standard error	t-value
1	Age	0.0910	0.8564	0.1063NS
2	Education	1.7792	1.1538	1.5421NS
3	Business experience	1.2932	0.9786	1.3216NS
4	Occupation	-2.0789	1.5217	-1.3661NS
5	Land holding	0.0917	0.3626	0.2528NS
6	Farming experience	2.0139	0.6219	3.2383**
7	Annual income	1.5161	1.2300	1.2326NS
8	Social participation	1.4080	0.8483	1.6599NS
9	Training received	2.0579	1.4623	1.4073NS
10	Economic orientation	2.5007	0.6721	3.7205**
11	Innovativeness	1.9641	0.4797	4.0943**

A= -13.79 R^2=0.9038

**= 1% level of significance NS=Non-significant

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