



Information Input 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 information input behaviour (68.33%) followed by high (16.67%) and low (15.00%) levels. The relationship between profile characteristics and information input behaviour of input dealers observed that computed 'r' value of education, business experience, occupation, farming experience, annual income, training received, economic orientation and innovativeness were positively significant at 0.01 level of probability and social participation was positively significant at 0.05 level of probability, while age and land holding were non-significant with the information input behaviour of input dealers. Multiple Linear Regression Analysis gave the R^2 value of 0.8833, thus inferred that selected independent variables put together contributed 88.33 per cent of the total variation in the information input behaviour of the input dealers. The independent variables like economic orientation and innovativeness of the respondents had contributed significantly at 0.01 level of probability towards the variation in the information input behaviour of the input dealers

Key words : Information input behaviour, Input dealers, Profile, Relationship.

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.

Information input behaviour is the activities performed by an input dealer in relation to acquisition of information from various sources. The present study was undertaken with an objective to find out the relationship between profile characteristics of input dealers and their information input 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 applying proportionate random sampling method. An Ex-post facto research was followed and data was collected from the respondents through a well structured and

pre-tested interview schedule. The statistical tools used were Arithmetic 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 information input behaviour followed by high (16.67%) and low (15.00%) categories of information input behaviour. The reasons for higher information input behaviour might be high education, high economic orientation and high innovativeness of the respondents. This result was in line with the findings of Reddy (1997) and Kailash (2010).

From the Table 2, it was observed that all computed correlation coefficient ('r' values) of education, business experience, occupation, farming experience, annual income, training received, economic orientation and innovativeness with the information input behaviour were found to be positively significant at 0.01 level of probability. Social participation was found to be significant at 0.05 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 information input behaviour of the respondents. It might be due to the fact that input dealers irrespective of their age had the same source utilized

Table 1. Distribution of respondents according to their information input behaviour.

			(n=60)	
Sl. No.	Category		Respondents	
			Frequency	Percentage
1.	Low (<45.62)		9	15.00
2.	Medium (45.62-58.44)		41	68.33
3.	High (>58.44)		10	16.67
Mean=52.03			SD=6.41	

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

			(n=60)
Sl. No.	Independent variables		'r' values
1	Age		0.0126NS
2	Education		0.8064**
3	Business experience		0.7722**
4	Occupation		0.5642**
5	Land holding		0.0928NS
6	Farming experience		0.6933**
7	Annual income		0.5973**
8	Social participation		0.2956*
9	Training received		0.7594**
10	Economic orientation		0.7890**
11	Innovativeness		0.8052**

** = 1% level of significance

NS= Non- significant

*= 5% level of significance

for getting information. This result was in line with the findings of Somasundaram and Arunachalam (1996) and Brar *et al.*, (2004).

It was evident from the Table 2. that there was a positive and significant relationship between education and information input 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 information sources. This result was in line with the findings of Reddy (1989), and Brar *et al.*, (2004).

It was evident from the Table 2. that there was a positive and significant relationship between business experience and information input 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.

A perusal of the Table 2. inferred that there was a positive and significant relationship between occupation and information input behaviour of the respondents. Thus it can be concluded that input dealers having both business and farming as their

occupation had high information source utilization 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 information input behaviour of the respondents. It might be due to the fact that input dealers irrespective of their land holding had the same source utilized for getting information. This result was in line with the findings of Reddy (1997) and Brar *et al.*, (2004).

A bird eye view at Table 2. reveals that there was a positive and significant relationship between farming experience and information input behaviour of the respondents. The actual observation of various facts, events and agricultural practices facilitates an input dealer develop more faith on the information sources. This result was in line with the findings of Athimuthu (1990) and Reddy (1997).

It was noticed from the Table 2. that there was a positive and significant relationship between annual income and information input behaviour of the respondents. Input dealers having more annual income were using various information sources effectively. It might be due to their high financial position of the respondents which help in more

accessibility of information sources. 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 information input behaviour of the respondents. It can be inferred that the input dealers with high social participation can naturally be aware of various information sources and their effective utilization. This result was in line with the findings of Athimuthu (1990) and Reddy (1997).

A perusal of the Table 2. inferred that there was a positive and significant relationship between training received and information input behaviour of the respondents. It can be inferred that trainings impart the knowledge about all the available sources about agricultural information. This result was in line with the findings of and Reddy (1997).

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

It was noticed from the Table 2. that there was a positive and significant relationship between

Table 3. Multiple Linear Regression of selected independent variables and information input behaviour of the input dealers

(n=60)				
S.No.	Independent variables	Regression co-efficient	Standard error	t-value
1	Age	0.1050	0.5171	0.2030NS
2	Education	1.0276	0.6967	1.4750NS
3	Business experience	0.9865	0.5909	1.6694NS
4	Occupation	-0.8944	0.9189	-0.9734NS
5	Land holding	0.0393	0.2190	-0.1796NS
6	Farming experience	0.5292	0.3755	1.4093NS
7	Annual income	0.4018	0.7427	0.5409NS
8	Social participation	0.5831	0.5122	1.1384NS
9	Training received	1.7741	0.8830	2.0091NS
10	Economic orientation	1.4048	0.4059	3.4613**
11	Innovativeness	1.1761	0.2897	4.0602**

A= -2.528

R²=0.8833

**= 1% level of significance

NS=Non-significant

$$Y = -2.528 + 0.1050X_1 + 1.0276X_2 + 0.9865X_3 - 0.8944X_4 + 0.0393X_5 + 0.5292X_6 + 0.4018X_7 + 0.5831X_8 + 1.7741X_9 + 1.4048X_{10}^{**} + 1.1761X_{11}^{**}$$

innovativeness and information input 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 formal and informal agricultural information sources.

It was observed from the Table 3. that the eleven independent variables with the information input behaviour by the input dealers taken on Multiple Linear Regression Analysis gave the R^2 (Co-efficient of multiple determination) value of 0.8833. Hence, it could be inferred that the selected independent variables put together contribute 88.33 per cent of the total variation in the information input behaviour of the input dealers. The independent variables like economic orientation and innovativeness of the respondents had contributed significantly at 0.01 level of probability towards the variation in the information input behaviour of the input dealers.

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

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