



Information Output 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 output behaviour (60.00%) followed by high (23.33%) and low (16.67%) levels. The relationship between profile characteristics and information output behaviour of input dealers indicated 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 output behaviour of input dealers. Multiple Linear Regression Analysis gave the R^2 value of 0.8365, thus inferred that selected independent variables put together contributed 83.65 per cent of the total variation in the information output behaviour of the input dealers. The independent variables like farming experience and innovativeness of the respondents had contributed significantly at 0.01 level of probability towards the variation in the information output behaviour of the input dealers.

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

Most of the Indian farmers are small and marginal farmers having small land holdings and limited resource availability and are often not aware of correct types and dosage required for particular agro-chemicals for different crops. 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 output behaviour is the activities performed by the input dealers to disseminate the information regarding agricultural inputs to the farmers.

The present study was undertaken with an objective to find out the relationship between profile characteristics of input dealers and their information output 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 (60.00%) were grouped under medium category of information output behaviour followed by high (23.33%) and low

(16.67%) categories of information output behaviour. The reasons for higher information output behaviour might be higher education, more business experience and greater innovativeness. This result was in line with the findings of Reddy (1997).

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 output behaviour was found to be positively significant at 0.01 level of probability.

Social participation was found to be positively 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 output behaviour of the respondents. It might be due to the fact that input dealers irrespective of their age had the same channels used for dissemination of agricultural information to the farmers.

It was evident from the Table 2. that there was a positive and significant relationship between education and information output behaviour of the

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

(n=60)

S.No.	Category	Respondents	
		Frequency	Percentage
1.	Low (<14.73)	10	16.67
2.	Medium (14.73-21.83)	36	60.00
3.	High (>21.83)	14	23.33
Mean=18.28		SD=3.55	

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

(n=60)

Sl. No.	Independent variables	'r' values
1	Age	0.0430NS
2	Education	0.7725**
3	Business experience	0.7623**
4	Occupation	0.5655**
5	Land holding	0.0905NS
6	Farming experience	0.7137**
7	Annual income	0.6408**
8	Social participation	0.3310*
9	Training received	0.7190**
10	Economic orientation	0.7266**
11	Innovativeness	0.7800**

** = 1% level of significance

* = 5% level of significance

NS= Non- significant

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

(n=60)				
S.No.	Independent variables	Regression co-efficient	Standard error	t-value
1	Age	0.2031	0.3389	0.5993NS
2	Education	0.3783	0.4566	0.8286NS
3	Business experience	0.5774	0.3872	1.4911NS
4	Occupation	-0.5232	0.6022	-0.8688NS
5	Land holding	0.0588	0.1435	0.4096NS
6	Farming experience	0.5630	0.2461	2.2877**
7	Annual income	0.9662	0.4867	1.9851NS
8	Social participation	0.2247	0.3357	0.6694NS
9	Training received	0.6753	0.5787	1.1670NS
10	Economic orientation	0.4271	0.2660	1.6056NS
11	Innovativeness	0.6268	0.1898	3.3017**

A= -6.320

**= 1% level of significance

$$Y = -6.320 + 0.2031X_1 + 0.3783X_2 + 0.5774X_3 - 0.5232X_4 + 0.0588X_5 + 0.5630X_6 + 0.9662X_7 + 0.2247X_8 + 0.6753X_9 + 0.4271X_{10} + 0.6268X_{11}$$

R²=0.8365

NS=Non-significant

respondents. It could be concluded that the comprehensive ability of an individual enhance with possessing educational qualification, which facilitates to understand various information dissemination channels. This result was in line with the findings of Reddy (1989).

It was evident from the Table 2. that there was a positive and significant relationship between business experience and information output 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 dissemination channels to the farmers.

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

respondents. It might be due to the fact that input dealers irrespective of their land holding had the same channels used for dissemination information.

A bird eye view at Table 2. reveals that there was a positive and significant relationship between farming experience and information output behaviour of the respondents. The actual observation of various facts, events and agricultural practices facilitates an input dealer develop more faith on the information dissemination 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 information output 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 channels of information dissemination. 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 output behaviour of the respondents. It could be inferred that the

input dealers with high social participation can naturally be aware of various information dissemination channels and their effective utilization.

A perusal of the Table 2. inferred that there was a positive and significant relationship between training received and information output behaviour of the respondents. It could be inferred that trainings impart the knowledge skills about utilization of all the available channels to the effective dissemination of agricultural information to the farmers. This result was in line with the findings of Reddy (1989).

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

It was noticed from the Table 2. that there was a positive and significant relationship between innovativeness and information output 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 agricultural information dissemination channels.

It was observed from the Table 3. that the eleven independent variables with the information output behaviour by the input dealers taken on Multiple Linear Regression Analysis gave the R^2 (Co-efficient of multiple determination) value of 0.8365. Hence, it could be inferred that the selected independent variables put together contribute 83.65

per cent of the total variation in the information output behaviour of the input dealers. The independent variables like farming experience and innovativeness of the respondents had contributed significantly at 0.01 level of probability towards the variation in the information output behaviour of the input dealers.

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

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(Received on 28.09.2011 and revised on 22.12.2011)