Information Processing Behaviour of Input Dealers and its Relationship with Profile Characteristics

M Leelavani, G Sivanarayana and G B M Ram Naidu

Department of Extension Education, Agricultural College, Bapatla 522 101, Andhra Pradesh

ABSTRACT

The study revealed that majority of the input dealers possessed medium information processing behaviour (68.33%) followed by high (20.00%) and low (11.67%) levels. The relationship between profile characteristics and information processing behaviour of input dealers observed 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 information processing behaviour of input dealers. Multiple Linear Regression Analysis gave the R^2 value of 0.7971, thus inferred that selected independent variables put together contributed 79.71 per cent of the total variation in the information processing behaviour of the input dealers. The independent variables like farming experience and economic orientation of the respondents had contributed significantly at 0.01 level of probability and social participation had contributed significantly at 0.05 level of probability towards the variation in the information processing behaviour of the input dealers.

Key words : Information Processing behaviour, Input dealers, Profile, Relationship

If agriculture goes wrong nothing else will have chance to go right in our 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. Singh (1989) reported that farm input dealers take keen interest and participate in technology transfer being the indirect beneficiaries.

Information processing behaviour referred to all the activities performed by the input dealers for evaluation, storage and transformation of information. The present study was undertaken with an objective to find out the relationship between profile characteristics of input dealers and their information processing 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. To convert the results into meaningful interpretation the following statistical tools were used; 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 processing behaviour followed by high (20.00%) and low (11.67%) categories of information processing behaviour. The reasons for higher information processing behaviour might be higher education, high business experience and high economic orientation. This result was in accordance 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, social participation, training received, economic orientation and innovativeness with the information processing behaviour was found to be positively significant at

Table 1. Distribution of respondents with according to their information processing behaviour.

(n=60)

Sl. No.	Category	Respondents	
		Frequency	Percentage
1.	Low (<11.69)	7	11.67
2.	Medium (11.69-16.35)	41	68.33
3.	High (>16.35)	12	20.00
	Mean=14.02	SD=2.33	

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

(n=60)

Sl. No.	Independent variables	'r' values
1	Age	-0.0106NS
2	Education	0.6870**
3	Business experience	0.5978**
4	Occupation	0.4909**
5	Land holding	0.0327NS
6	Farming experience	0.8101**
7	Annual income	0.4302**
8	Social participation	0.5417**
9	Training received	0.4880**
10	Economic orientation	0.7217**
11	Innovativeness	0.5794**

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

0.01 level of probability. Whereas age and land holding were found to be non-significant.

A perusal of Table 2. revealed that age of the respondents was negatively correlated with the information processing behaviour but the correlation was not significant. It might be due to the fact that input dealers irrespective of their age had the same level of processing of the agricultural information. 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 education and information processing behaviour of the respondents. It could be concluded that the comprehensive ability of an individual enhance with possessing educational qualification, which facilitates to understand agricultural information. 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 processing behaviour of the respondents. It could be inferred that input dealers with more business experience can aware and understand the agricultural information effectively.

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

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

(n=60)

S.No.	Independent variable	Regression co-efficient	Standard error	t-value
1	Age	-0.2170	0.2480	-0.8753NS
2	Education	0.3732	0.3341	1.1171NS
3	Business experience	-0.2706	0.2834	-0.9551NS
4	Occupation	-0.6613	0.4406	-1.5007NS
5	Land holding	-0.0064	0.1050	-0.0613NS
6	Farming experience	0.9217	0.1801	5.1182**
7	Annual income	0.1481	0.3562	0.4159NS
8	Social participation	0.6002	0.2456	2.4436*
9	Training received	-0.3915	0.4234	-0.9245NS
10	Economic orientation	0.6688	0.1946	3.436**
11	Innovativeness	0.1612	0.1389	1.1603NS

A= -4.936 R^2=0.7971

*= 5% level of significance   NS=Non-significant

**=1% level of significance

$$Y=-4.936-2.170X_1+0.3732X_2-0.2706X_3-0.6613X_4-0.0064X_5+0.9217X_6{}^{**}+0.1481X_7+0.6002X_8{}^*-0.3915X_9+0.6688X_{10}{}^{**}+0.1612X_{11}$$

behaviour than others with business alone as their main occupation.

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

A bird eye view at Table 2. revealed that there was a positive and significant relationship between farming experience and information processing behaviour of the respondents. The actual observation of various facts, events and agricultural practices facilitates an input dealer develop more ability to understand agricultural information. 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 processing behaviour of the respondents. Input dealers having more annual income were using various methods of information processing effectively. It might be due to their high financial position of the respondents which help in more accessibility of information processing methods. 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 processing behaviour of the respondents. It could be inferred that the input dealers with high social participation can understand, store and transform the agricultural information efficiently. This result was in line with the findings of Reddy (1997).

A perusal of the Table 2. inferred that there was a positive and significant relationship between training received and information processing behaviour of the respondents. It could be inferred that trainings impart the knowledge and understanding about all the available agricultural information. 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 information processing behaviour of the respondents. The reason might be that the input dealers with more economic orientation would be oriented towards more agricultural information and will use various methods for understanding and storing the information.

It was noticed from the Table 2. that there was a positive and significant relationship between innovativeness and information processing 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 getting of more agricultural information and can evaluate the information by their past experience.

It was observed from the Table 3. that the eleven independent variables with the information processing behaviour by the input dealers taken on Multiple Linear Regression Analysis gave the R^2 (Co-efficient of multiple determination) value of 0.7971. Hence, it could be inferred that the selected independent variables put together contribute 79.71 per cent of the total variation in the information processing behaviour of the input dealers. The independent variables like farming experience and economic orientation of the respondents had contributed significantly at 0.01 level of probability towards the variation in the information processing behaviour of the input dealers. Social participation of the respondents had contributed significantly at 0.05 level of probability.

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

LITERATURE CITED

Brar D P S, Kalra R K and Hansra B S 2004 Personality linkages with communication behaviour of cotton growing farmers. *Journal of Extension Education,* 15(1): 3561-3565.

Reddy G V 1989 A study on communication behaviour of extension personnel working under Training and Visit system in Guntur district of Andhra Pradesh. *M.Sc. (Ag) Thesis.* Acharya N.G. Ranga Agricultural University, Hyderabad.

Reddy R S 1997 Information management behaviour (IMB) An analysis of Sugarcane Research Extension and client system. *Ph.D Thesis.* Acharya N.G. Ranga Agricultural University, Hyderabad.

Singh Har Bhajan 1989 Dealer- A vital link between fertilizer and agriculture. A myth or reality. *Fertilizer News*, 34(12) : 85-90.