



Relationship of Profile Characteristics of Agripreneurs with their Entrepreneurial Behaviour in Visakhapatnam District of Andhra Pradesh

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ABSTRACT

The study was conducted in Visakhapatnam district of Andhra Pradesh during the year 2014-15 to know the entrepreneurial behaviour of agripreneurs. A total of 120 agripreneurs were selected from registered list with DIC and MSME based on their number in the district. The study revealed that little less than half (48.33 %) of the respondents belonged to medium entrepreneurial behaviour followed by those belonging to high (35.83%) and low (15.84%) categories. Profile characteristics Education, Annual income, Entrepreneurial Experience, Caste, Entrepreneurial Development Programme (EDP) Participation, Employment Generation, Financial behaviour, Mass Media Exposure, Market Orientation showed significant relationship with entrepreneurial behaviour of agripreneurs and also revealed that all the 14 selected profile characteristics together contributed to the extent of 84.20 per cent of variation in the entrepreneurial behaviour of agripreneurs.

Key words : Agripreneurs, Entrepreneurial behaviour, Profile, Relationship.

“Agriculture is the back bone of India where the agro based industry is considered as an extended arm of agriculture”. Agriculture and allied sectors are considered to be mainstay of the Indian economy because these are important sources of raw materials for industries and are in demand for many industrial products particularly fertilizers, pesticides, agriculture implements and a variety of consumer goods (Bairwa et al., 2014). With agriculture as the key income generation activity, the entrepreneurship based on farm and home can directly affect the income of a major chunk of our population

Agripreneurship is thus not only an opportunity but also a necessity for improving the production and profitability in agriculture and allied sector. Keeping this in view, a study has been carried out to assess the entrepreneurial behaviour of agripreneurs.

MATERIAL AND METHODS

The study was conducted in Visakhapatnam district of Andhra Pradesh through ex-post facto research design. Visakhapatnam district was selected purposively as the district stands first in the number of agro based enterprises

in the North Coastal Zone of Andhra Pradesh. A total of 120 agripreneurs were selected from registered list with DIC and MSME based on their number in the district. Collected data was analysed by using statistical tools like Frequency, Percentage, Arithmetic Mean, Standard Deviation, Correlation, Multiple Linear Regression (MLR) and necessary inferences were drawn.

RESULTS AND DISCUSSION

A cursory look at Table 1, indicated that little less than half (48.33 %) of the respondents belonged to medium entrepreneurial behaviour followed by those belonged to high (35.83%) and low (15.84%) entrepreneurial behaviour categories.

This might be due to the very nature of agro based enterprises providing enhanced income and employment generation and providing independent source of livelihood. Majority of agripreneurs had medium market orientation, medium financial behaviour and are collegiate educated which might also be the reason for their medium entrepreneurial behaviour.

The finding was in concordance with the findings of Subramanyeswari *et al.* (2007), Gowda (2009), Mehta and Madhuri (2012), Rituraj (2015).

Relationship between Profile Characteristics of Agripreneurs and their Entrepreneurial Behaviour

An attempt has been made to find out the relationship between 14 selected profile characteristics of agripreneurs with their entrepreneurial behaviour through correlation coefficient (r) values. The results presented in Table 2.

It was evident from the Table 2, that computed correlation coefficient 'r' value of education, entrepreneurial experience, caste, entrepreneurial development programme participation, employment generation, financial behaviour, mass media exposure, market orientation exhibited significant relationship with entrepreneurial behaviour of agripreneurs at 0.01 level of probability. Annual income was significant at 0.05 level of probability.

Whereas, variables such as age, gender, location of enterprise, size of enterprise, volume of business were found to be positive and non-significant with the entrepreneurial behaviour of agripreneurs.

The Table 2, revealed that there was positive and significant relation between education and entrepreneurial behaviour as the education played greater role in acquiring and understanding of the information, there by widening their thinking horizon and made the agripreneur more change prone, innovative and more scientifically oriented. Annual income was found positively and significantly related with entrepreneurial behaviour of agripreneurs as it is the source of motivation to expand their enterprise. High income makes an agripreneur to bear risk in his venture.

Entrepreneurial experience exhibited positive and significant relation with entrepreneurial behaviour. This is due to the fact that more the experience, higher would be the entrepreneurial behaviour as the experienced agripreneur can better manage the enterprise and come up with good management policies than less experienced agripreneur.

An overview of the Table 2, revealed positive and significant relationship between employment generation and entrepreneurial behaviour of agripreneurs which is due to the fact that agro based enterprises are providing higher number of man days of employment to rural masses. Financial behaviour was found positively and significantly related with entrepreneurial behaviour of agripreneurs. The reason is that the repayment pattern by agripreneurs is partial indicating that agripreneurs are maintaining healthy banking transaction as credit is the life blood of any business. Mass media exposure and Market orientation exhibited positive and significant relationship with entrepreneurial behaviour of agripreneurs

The above finding could be explained as, higher the education, entrepreneurial experience, caste, entrepreneurial development programme participation, employment generation, financial behaviour, mass media exposure, market orientation and annual income higher would be the entrepreneurial behaviour of agripreneurs. The further analysis of the results also revealed that there was non-significant relationship between age, gender, location of enterprise, size of enterprise, volume of business and their entrepreneurial behaviour. This means that these variables have less influence on the entrepreneurial behaviour of agripreneurs

Table 1. Distribution of agripreneurs according to their entrepreneurial behaviour.

S.No.	Entrepreneurial Behaviour	Agripreneurs (n=120)	
		Frequency	Percentage
1.	Low (<176)	19	15.84
2.	Medium (176-186)	58	48.33
3.	High (>186)	43	35.83
	Total:	120	100.00

Mean = 181.55

SD = 4.78

Table 2. Correlation between profile characteristics and entrepreneurial behaviour of agripreneurs.

S.No.	Profile characteristics	'r' value
1.	Age	0.040 NS
2.	Gender	0.012 NS
3.	Education	0.647 **
4.	Annual Income	0.357*
5.	Location of the Enterprise	0.099NS
6.	Size of the Enterprise	0.120 NS
7.	Volume of the Business	0.051 NS
8.	Entrepreneurial Experience	0.545 **
9.	Caste	0.516 **
10.	Entrepreneurial Development Programme (EDP) Participation	0.897 **
11.	Employment Generation	0.999**
12.	Financial Behaviour	0.656**
13.	Mass Media Exposure	0.926**
14.	Market Orientation	0.530**

NS = Non significant

** Significant at 0.01 level of probability

* Significant at 0.05 level of probability

Table 3. Multiple linear regression analysis of profile characteristics with the entrepreneurial behaviour of agripreneurs.

S.No.	Profile characteristics	Regression coefficient	Standard error	't' value
1.	Age	5.195	2.1407	2.426 *
2.	Gender	-1.082	3.055	-0.354 NS
3.	Education	0.434	0.197	2.203*
4.	Annual Income	2.085	1.0254	2.033*
5.	Location of the Enterprise	1.438	0.786	1.829 NS
6.	Size of the Enterprise	9.341	1.573	5.936**
7.	Volume of the Business	2.300	0.507	4.529**
8.	Entrepreneurial Experience	1.427	0.498	2.866**
9.	Caste	2.091	1.0361	2.018*
10.	Entrepreneurial Development Programme (EDP) Participation	4.943	1.4631	3.378**
11.	Employment Generation	-0.586	1.436	-0.408 NS
12.	Financial Behaviour	1.046	0.2390	4.379**
13.	Mass Media Exposure	0.922	1.066	-0.865 NS
14.	Market Orientation	2.247	1.003	2.240*

a = 60.655

R² = 0.842

NS = Non significant

* Significant at 0.05 level of probability

**Significant at 0.01 level of probability

Multiple Linear Regression analysis of selected Profile characteristics with Entrepreneurial Behaviour of Agripreneurs.

An attempt has been made to find out the extent of contribution made by the profile characteristics in explaining the variation in the dependent variable through multiple linear regression. The results are presented in Table 3.

The Multiple linear regression analysis of 14 selected profile characteristics of agripreneurs with their entrepreneurial behaviour yielded the R^2 (coefficient of multiple determination) value of 0.842 which means that 84.20 per cent of variation in entrepreneurial behaviour of agripreneurs contributed by 14 selected profile characteristics leaving the rest to extraneous effect. The independent variables like age, education, annual income, caste, market orientation had contributed significantly at 0.05 level of probability towards the variation in entrepreneurial behaviour of agripreneurs. Remaining variables such as size of the enterprise, volume of the business, entrepreneurial experience, entrepreneurial development programme (EDP) participation, financial behaviour contributed significantly at 0.01 level of probability.

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