

Components of Entrepreneurial Behaviour of Agripreneurs in Andhra Pradesh

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ABSTRACT

A study was conducted involving 240 agripreneurs to study their entrepreneurial behaviour in three selected district(Chittoor, Krishna and Visakhapatnam) of Andhra Pradesh. Ex-post facto research design was used. The components of entrepreneurial behaviour like need for independence, communication network, innovativeness, achievement motivation, leadership behaviour, entrepreneurial self-efficacy, Decision making and business skills were studied. The overall analysis was calculated for different components indicated that majority of the agripreneurs had high level of need for independence (45.00 %) and communication network (47.08 %),medium innovativeness (50.83%) and achievement motivation (59.58 %),high level of leadership behaviour (47.50 %),medium entrepreneurial self-efficacy(57.08 %), decision making (61.25%) and business skills (61.25 %). The overall entrepreneurial behaviour of agripreneurs showed that medium level of entrepreneurial behaviour was observed among the majority of the respondents (57.91%) followed by high (27.51 %) and low levels (14.58%).

Key words: Agripreneur, Behaviour components, Entrepreneurial.