



## Scale for Measuring Attitude of Agripreneurs Towards Agri Entrepreneurship

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### ABSTRACT

A scale was developed to measure the attitude of the agripreneurs towards agri entrepreneurship based on Likert's technique. A tentative list of 47 statements was drafted keeping in view the applicability of statements suited to the area of study. The statements collected were edited in the light of the informal criteria suggested by Thurstone and Chave, Wang, Bird, Edward and Kilpatrick. These statements were framed in such a way that they expressed the positive or negative attitude. The score of each individual item on the scale was calculated by summing up the weights of the individual items. On the basis of total score, 25 percent of the subjects with the highest total score and also 25 percent of the subjects with lowest total scores were taken assuming that these groups provided criterion groups in terms of high and low evaluated by the individual statement. In order to find out the discriminating index for each item, 't' value was calculated using the formula and procedure given by Edwards. The scale so developed finally consisted of 22 statements (11 positive and 11 negative) whose 't' values were found to be significant at one percent level of probability.

*Key words: Attitude scale; Continuum; Reliability; Validity.*

Attitude has been defined as "the degree of positive or negative feeling, opinion, belief, and action, associated with some psychological object. A psychological object may be any symbol, person, institution, ideal, phrase or idea towards which people may differ from each other with respect to positive or negative aspect. The psychological object for the present study has been operationalized as the mental disposition of agripreneurs about agri entrepreneurship in varying degrees of favourableness or unfavourableness. An attitude scale consists of a number of items which have been carefully selected and edited based on certain specific criteria. The items forming an attitude scale are termed as statements. A statement is any thing that is said about a psychological object. The class of all possible statements that can be made about a given psychological object is called as universe. One of the important assumptions made in the development of an attitude scale is that there is a difference in the belief and disbelief system of individuals with favourable / unfavourable attitude towards a psychological object. Following methodology was adopted to develop an attitude scale towards agri entrepreneurship based on Likert's technique (1932).

### MATERIAL AND METHODS

#### Item Collection:

As a first step in developing the attitude scale towards agri entrepreneurship for a number of statements about agri entrepreneurship were gathered from books, bulletins, magazines and by discussions with academicians, subject matter specialists and researchers who were directly or indirectly exposed to such knowledge system. A tentative list of 65 statements was drafted keeping in view the applicability of statements suited to the area of study.

#### Editing of items:

The statements collected were edited in the light of the informal criteria suggested by Thurstone and Chave (1929) and Edward and Kilpatrick (1948). After editing 47 statements were selected.

#### Statement analysis:

In order to judge the degree of "Unfavorableness" to "Favorableness" of each statement on the five point continuum, a panel of 60 judges working in department of extension education, Extension Education Institute, Director of Extension Education, specialist in agri entrepreneurship were selected.

**Determination of scale values :**

The judges were asked to indicate their degree of relevancy with each statement on five-point continuum ranging from “most relevant” to “least relevant”. The scoring pattern adopted in case of favorable attitude statement was 5 weight to most relevant, 4 to more relevant, 3 to undecided response, 2 to less relevant and 1 to least relevant response, in case of unfavorable attitude statement the scoring pattern was reversed viz. most relevant response with 1 weight, more relevant with 2, undecided with 3, less relevant with 4 and least relevant with 5 weights in that order. Their response were recorded and the summated score for the total statements was obtained. For each individual the maximum possible score on 47 statements is 235 and the minimum possible score is 47. The scores of the respondents were arranged in descending order. 25 percent of the highest and 25 per cent of the lowest scores were taken for the item analysis, so as these two groups provide criterion groups in terms of evaluating the individual statements as suggested by Edwards (1957). Thus, out of 60 respondents to whom the items were administered for the item analysis, 15 respondents with highest scores and 15 respondents with lowest scores were used as criterion groups to evaluate individual items.

The critical ratio, *i.e.*, t-value which is a measure of the extent to which a given statement differentiates between the high and low groups of respondents for each statement, was calculated by using the formula suggested by Edwards (1957).

$$t = \frac{(X_H - X_L)}{\sqrt{\frac{\Sigma(X_H - \bar{X}_H)^2 + (\Sigma X_L - \bar{X}_L)^2}{n(n-1)}}$$

$$\Sigma(X_H - \bar{X}_H)^2 = \Sigma X_H^2 - (\Sigma X_H)^2/n$$

$$\Sigma(X_L - \bar{X}_L)^2 = \Sigma X_L^2 - (\Sigma X_L)^2/n$$

$\bar{X}_H$  = The mean score on a given statement for the high group

$\bar{X}_L$  = The mean score on a given statement for the low group

$\Sigma X_H^2$  = Sum of squares of the individual score on a given statement for high group

$\Sigma X_L^2$  = Sum of squares of the individual score on a given statement for low group

$\Sigma X_H$  = Summation of scores on a given statement for high group

$\Sigma X_L$  = Summation of scores on a given statement for low group

n = Number of respondents for in each group

$\Sigma$  = Summation

**Statements for final scale**

After computing the ‘t’ values for all the statements There were total 22 statements present in the final scale. The statements comprising of eleven positive and eleven negative statements with t value equal to or greater than 1.75 were finally selected and included in the scale developed to measure the attitude of agripreneurs towards agri entrepreneurship.

**Reliability of attitude scale:**

To know the reliability test-retest method was used. The set of 22 statements which represent the attitude of agripreneurs towards agri entrepreneurship was arranged with the five-point response continuum and was administered to fresh group of 40 agripreneurs in the non-sample area. After a period of 15 days the scale was again administered to the same agripreneurs and thus two sets of scores were obtained. The correlation coefficient for both the sets were worked out which was 0.87. The r values was significant at 0.01 level of probability indicating that the scale was highly suitable for administration to agripreneurs as the scale was stable and dependable in its measurement.

**Content validity of attitude scale**

The validity of the test depends upon the fidelity with which it measures what is expected to measure. This method was used in the present scale to determine the ‘content validity’ of the scale. As the scale value differences for almost all statements included had a very high discriminating value, it seemed reasonable to accept the scale as a valid measure of the attitude.

**Scoring system**

The scale thus met the reliability and validity test satisfactorily indicated its ability as an

**Table 1. The final attitude scale comprises 22 statements.**

| S.No | Attitude Statements  | Response Category |   |    |    |     |
|------|--|-------------------|---|----|----|-----|
|      |  | SA                | A | UD | DA | SDA |
| 1    | I feel academic qualification is the influential factor for the success of Agri entrepreneurship.                            |                   |   |    |    |     |
| 2*   | I feel that identification of new business opportunities is not a point of consideration in the Agri entrepreneurship        |                   |   |    |    |     |
| 3*   | I feel pooling of financial resources is a main problem in Agri entrepreneurship   |                   |   |    |    |     |
| 4    | I feel environmental scanning as part of strategic planning is a must for Agri entrepreneurship.                             |                   |   |    |    |     |
| 5    | I feel one cannot succeed without proper publicity and product promotion in Agri entrepreneurship.                           |                   |   |    |    |     |
| 6*   | I feel analytical skills are not required in Agri entrepreneurship.  |                   |   |    |    |     |
| 7*   | I feel identification of customer needs nothing to do with Agri entrepreneurship   |                   |   |    |    |     |
| 8    | I feel one must prepare to take risks in Agri entrepreneurship   |                   |   |    |    |     |
| 9*   | I feel creativity is not required for promoting Agri entrepreneurship.   |                   |   |    |    |     |
| 10   | I feel expert advice is a key for success in Agri entrepreneurship   |                   |   |    |    |     |
| 11*  | I feel visionary outlook is not required for succeeding in Agri entrepreneurship   |                   |   |    |    |     |
| 12   | I feel knowledge of programmes, schemes and organizations are of some help in promoting Agri entrepreneurship                |                   |   |    |    |     |
| 13*  | I feel participation in fairs, exhibition and workshops and forums is of no help in promoting Agri entrepreneurship          |                   |   |    |    |     |
| 14   | I feel role models play a pivotal role in promotion of Agri entrepreneurship   |                   |   |    |    |     |
| 15*  | I feel government subsidies and incentives under various schemes are of inadequate nature in promoting Agri entrepreneurship |                   |   |    |    |     |
| 16   | I feel gender as the criterion for the success in Agri entrepreneurship  |                   |   |    |    |     |
| 17   | I feel migration could be arrested by providing employment through Agri entrepreneurship                                     |                   |   |    |    |     |
| 18   | I feel nurturing in the parental enterprise is the key for success of Agri entrepreneurship.                                 |                   |   |    |    |     |
| 19*  | I feel feasibility study/project appraisal is of no help in grabbing opportunities in Agri entrepreneurship                  |                   |   |    |    |     |
| 20   | I feel it is the learning ability of the individual from his mistakes that makes successful in Agri entrepreneurship         |                   |   |    |    |     |
| 21*  | I feel it a better idea, to be a job seeker than job provider.   |                   |   |    |    |     |
| 22*  | I feel self confidence is not a requirement for nurturing Agri entrepreneurship  |                   |   |    |    |     |

SA: Strongly Agree, A: Agree, UD: Un Decided, DA: Disagree, SDA: Strongly Disagree

instrument for measuring attitude of agripreneurs towards agri entrepreneurship. The scale consisted of twenty two statements (Table 1) of which eleven statements were positive and eleven statements were negative. The scoring was given for all the statements on a five point continuum. The score given for the positive statement were 5, 4, 3, 2 and 1 for strongly agree, agree, undecided, disagree and strongly disagree and 1,2,3,4 and 5 respectively for the negative statement.

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