



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.*

In recent years entrepreneurship has been acknowledged as one of the essential factor determining the growth and development of any country. The development or underdevelopment of the economy and its different sectors like agriculture, trade or industry is the reflection of the level of development of entrepreneurship in the society, because entrepreneurs constitute the generating force of economic development. The inhibiting factor for accelerating the process of industrialization in our country is the inadequacy of entrepreneurship (Aparna *et al.* 2012). Entrepreneurship in agriculture promotes national production, balanced regional development, dispersal of economic power and provide better employment opportunities. Keeping all this in view, the research was carried out in three selected districts (Chittoor, Krishna and Visakhapatnam) of Andhra Pradesh. At this juncture a study was conducted to know the entrepreneurial behaviour of agripreneur in the selected districts of Andhra Pradesh.

MATERIAL AND METHODS

The study was conducted in three selected districts of Andhra Pradesh i.e Chittoor, Krishna and Visakhapatnam because these districts have

highest number of agri linked enterprises among all the districts i.e 10,984 (Annual report of Commissionerate of industries, 2015). From the selected districts 80 agripreneurs have been selected by using proportionate random sampling. Thus comprises a total of 240 agripreneurs had been included in the study. Ex-post facto research design was used for the study. To measure the entrepreneurial behaviour of agripreneurs a likert summated rating scale has been developed and pretested with the help of structured interview schedule. Data was tabulated, classified and analyzed using inclusive class interval method, frequency and percentage. Under the summated rating scale t values were calculated by using the following formula suggested by Edwards (1957).

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

$$(\sum (X_H - \bar{X}_H)^2 = \sum X_H^2 - \frac{(\sum X_H)^2}{n}$$

$$(\sum (X_L - \bar{X}_L)^2 = \sum X_L^2 - \frac{(\sum X_L)^2}{n}$$

\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
X_H^2	= Sum of squares of the individual score on a given statement for high group
X_L^2	= Sum of squares of the individual score on a given statement for low group
X_H	= Summation of scores on a given statement for high group
X_L	= Summation of scores on a given statement for low group
n	= Number of respondents for in each group = Summation

RESULTS AND DISCUSSION

In the present study, entrepreneurial behaviour was operationalised as the extent to which the existence of selected entrepreneurial components are perceived by the agripreneurs at a given point of time.

Analysis of entrepreneurial behavioural components

The results and discussion of the components are presented under following sub headings in Table 2.

1. Need for independence

It is observed from the table 1 that less than half of the agripreneurs (45.00%) had high level of need for independence followed by 32.50 per cent agripreneurs with medium level and 22.50 per cent agripreneurs with low level of need for independence. The results indicated that, they had clear idea to run the business, make independent decision in business and have confidence in their actions. They also have competence to decide the future of their business. Moreover, the entrepreneurs who had high level of need for independence had an aversion to work under others as an employee and they control their own destiny.

2. Communication Network

From the Table 1 it could be inferred that majority of agripreneurs (47.08%) had high level of communication network followed by 34.58 and 18.33 per cent of agripreneurs with medium and low level of communication network. The results

indicated that the agripreneurs possessed good communication skill and were utilising modern communication methods effectively. They maintained strong internal communication among employees by way of disseminating information in time and getting feedback from them. The respondents interact through pamphlets, direct contact, posters etc with customers.

3. Innovativeness

From the Table 1 it is indicated that majority of the agripreneurs (50.83%) had medium level of innovativeness followed by 32.92 and 16.25 per cent with high and low level of innovativeness. The medium innovativeness might be due to that most of the agripreneurs were middle aged which must have restricted them to try out new things.

4. Achievement Motivation

It could be observed from Table 1 that majority of the agripreneurs (59.58%) were found to have medium level of achievement motivation followed by 29.58 and 10.84 per cent of the agripreneurs with high and low level of achievement motivation. The reason for the above result is the middle age of majority of agripreneurs. These middle aged people have medium motivation to achieve a higher status, and their aspirations are comparatively medium to excel in life with medium risk orientation. Achievement motivation was positively related to choice of entrepreneurial career but in my study area most of them were nurturing the parental enterprise. Which ultimately resulted in medium achievement motivation.

5. Leadership Behaviour

It could be observed from Table 1 that majority of agripreneurs (47.50%) were found to have high level of leadership behaviour followed by 38.33 and 14.17 per cent of the agripreneurs have medium and low level of leadership behaviour. The agripreneurs developed leadership abilities as the enterprise management demands coordination from different subsystems in the whole system as they require different people to perform different tasks. The effective leadership could manage the human resource and they had the practice of recognizing others effort and motivating them with positive statements. Every entrepreneur is supposed

Table 1. Distribution of agripreneurs according to their entrepreneurial behavior (n=240).

S.No.	Entrepreneurial behaviour	Frequency	Percentage (%)
1	Low (49-114)	35	14.58
2	Medium (115-179)	139	57.91
3	High (180-245)	66	27.51
	Total	240	100.00

Table 2. Analysis of entrepreneurial behavioural components. (n=240)

Components	Category	Frequency	Percentage
Need for independence	Low (4 – 9)	54	22.50
	Medium (10-14)	78	32.50
	High (15-20)	108	45.00
Communication network	Low (6-14)	44	18.34
	Medium (15-22)	83	34.58
	High (23-30)	113	47.08
Innovativeness	Low (6-14)	39	16.25
	Medium (15-22)	122	50.83
	High (23-30)	79	32.92
Achievement motivation	Low (5-11)	26	10.84
	Medium (12-18)	143	59.58
	High (19-25)	71	29.58
Leadership behaviour	Low (7-16)	34	14.17
	Medium (17-25)	92	38.33
	High (26-35)	114	47.50
Entrepreneurial Self-Efficacy	Low (5-11)	34	14.17
	Medium (12-18)	137	57.08
	High (19-25)	69	28.75
Decision making	Low (5-11)	31	12.92
	Medium (12-18)	147	61.25
	High (19-25)	62	25.83
Business skills	Low (11-25)	42	17.50
	Medium (26-40)	110	45.83
	High (41-55)	88	36.67

to deal with different kinds of people. So most of the agripreneurs have very high leadership abilities.

6. Entrepreneurial Self-Efficacy

It is clear from the Table 1 that nearly 57.08 per cent of the agripreneurs possessed medium level of entrepreneurial self-efficacy followed by 28.75 per cent of agripreneurs with high level and the remaining 14.17 per cent of agripreneurs with low level of entrepreneurial self-efficacy. The results showed that most of the entrepreneurs have

confidence in their own abilities. They could solve the problems in business and effectively. They have contingency plans to address the labour problem, technical problem etc. They have the ability to convince other with their ideas and performed efficiently under continuous stress, pressure on staff competition and challenges.

7. Decision making

Table 1 revealed that the majority of agripreneurs had medium (61.25%) level of decision

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

making followed by high (25.83%) level and 12.92 per cent low level of decision making. This might be due to the fact most of the agripreneurs had medium levels of mass media exposure, self efficacy, financial behavior and most of them in the study area took joint decisions by having discussion with family members, friends and relatives with regard to entrepreneurial activities viz., quantity of production, amount of investment, publicity of the product, channel and place of marketing the produce etc.

8 Business Skills

From the Table 1 it is evident that (45.83%) majority of agripreneurs had medium level of business skills followed by 36.67 and 17.50 per cent with high and low level of business skills. The agripreneurs had medium level of business skills in the areas like financial, human resource, information management, developing a new product, recruitment and marketing aspects. Business plaza required the unique skill sets to maintain, tackle and handle the managerial techniques, to make the business successful. A thorough discernment and understanding of the tracks of business were developed only through such skills.

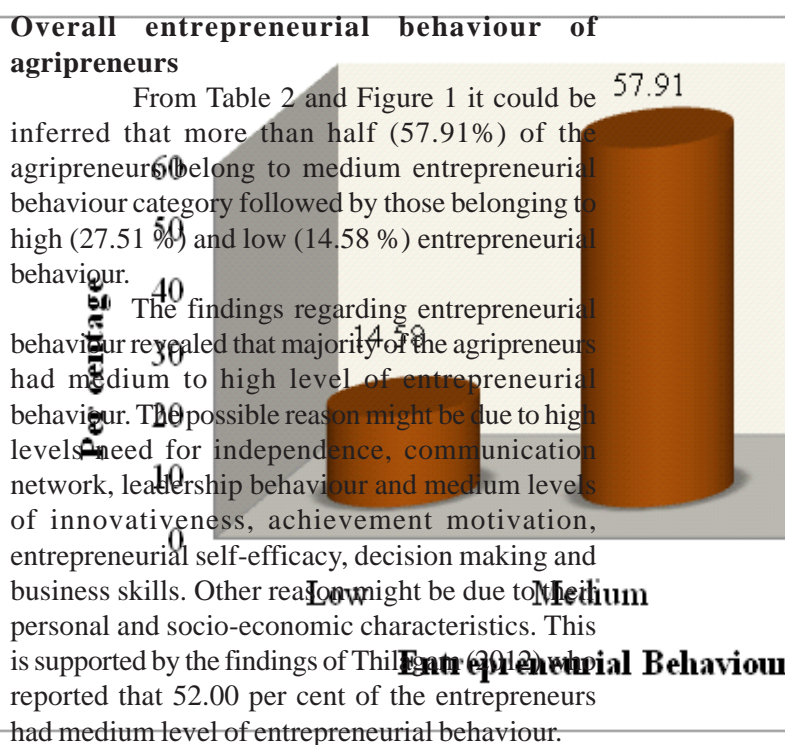
Overall entrepreneurial behaviour of agripreneurs

From Table 2 and Figure 1 it could be inferred that more than half (57.91%) of the agripreneurs belong to medium entrepreneurial behaviour category followed by those belonging to high (27.51 %) and low (14.58 %) entrepreneurial behaviour.

The findings regarding entrepreneurial behaviour revealed that majority of the agripreneurs had medium to high level of entrepreneurial behaviour. The possible reason might be due to high levels need for independence, communication network, leadership behaviour and medium levels of innovativeness, achievement motivation, entrepreneurial self-efficacy, decision making and business skills. Other reasons might be due to personal and socio-economic characteristics. This is supported by the findings of Thill and Farnsworth (2012) who reported that 52.00 per cent of the entrepreneurs had medium level of entrepreneurial behaviour.

CONCLUSION

The overall analysis from all the entrepreneurial components revealed that medium level of entrepreneurial behaviour was observed



among the majority of the agripreneurs. Based on the findings it is suggested that, it is endeavor of all those departments like Government agencies i.e extension agencies and other non-governmental organizations who are involved in promoting agro based enterprises to give more emphasis on education and social participation to make them more aware of day to day technological developments and the impact of adoption of those scientific practices on their enterprises and livelihood, through mass awareness campaigns on a large scale which in turn makes them more knowledgeable and there by better entrepreneurial behavior.

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