

Dimensions of entrepreneurial behaviour of handloom weavers in Thiruvananthapuram and Kannur districts

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■ **ABSTRACT :** The study entitled dimensions of Entrepreneurial behaviour of Handloom Weavers of Thiruvananthapuram and Kannur district was undertaken with the objective to assess the entrepreneurial behaviour of the entrepreneur handloom weavers. Thiruvananthapuram (TVPM) and Kannur (KNR) districts of Kerala were purposively selected for conducting the study since the prominent handloom weaving clusters come under these districts. A sample of 150 entrepreneur weavers was selected each from both the districts, using stratified random sampling technique. Dimensions of entrepreneurial behaviour were assessed by using various scales developed by different authors and modified for this study. The results of the study revealed that the entrepreneurs had only medium risk taking ability and achievement motivation scores with medium production score. Majority of the respondents had medium planning, production and marketing orientation. The entrepreneurs have low income and resort to debt and they may fall short of aspirations. There was no significant difference in the dimensions of entrepreneurial behaviour between the respondents from TVPM district and KNR district.

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The handloom textile constitutes a timeless facet of the rich cultural heritage of India, the oldest and biggest cottage industry, constituting a vital sector of village economy. For over 2000 years, though the machine age sounded the death knell to Indian excellence in the cotton world, the handloom industry has managed to survive and has been playing an indispensable role in the nation's economy. India is the highest handloom producing country in the world. Handloom weaving is an established traditional industry in south India. In some parts of Kerala, Tamil Nadu,

Andhra Pradesh and Karnataka, it has attained the status of a mature industry, and in some other parts, it is still an enterprise confined to the needs of the household. Kerala is known for its traditional off white hand woven clothing, with gold borders (www.indiatripplanner.com).

The Handloom industry in Kerala has a vital role to play in the state economy as well as in the rural employment generation. Handloom is the second most important industry next only to coir, in terms of employment. In Kerala, this sector is concentrated in Thiruvananthapuram and Kannur districts and in some

parts of Kozhikode, Palakkad, Thrissur, Ernakulam, Kollam and Kasaragod districts (Economic Review, 2007). Thiruvananthapuram district has been concentrating more on production of contemporary and traditional clothes of the people in Kerala.

Nearly 90 per cent of the export from the state is done from Kannur district (Economic Review, 2007). Handloom production is largely facilitated by private investment from master weavers/ entrepreneurs and money lenders (www.solution/exchange-un.net.in/emp/cr/res.). Entrepreneurs operate their manufacturing activities right from the sourcing of raw materials to the marketing of their products (Textile Committee Report, 2004).

The entrepreneur weaver is the central figure of the economic activity and prime mover of development. As such, the development of entrepreneurship in the country and entrepreneurial skill is to be regarded as the most needed component for development.

Bharti (2007) defines an entrepreneur as the person who bears risk, unites various factors of production and carries out innovations. An entrepreneur is an innovator who introduces something new. An entrepreneur needs inspiration, motivation and sensibility and he is the one who organizes, operates and assumes the risk for a business venture (<http://www.woopidoo.com>).

An entrepreneur's behaviour and characteristics are closely associated with his success as an entrepreneur. Entrepreneurial behaviour in its broadest sense has become more important in our society, where tasks increasingly require qualities. These entrepreneurial qualities enable individuals to cope with, and contribute to rapid changes in the society.

A successful entrepreneur weaver needs some characteristics or dimensions of entrepreneurial behaviour. The dimensions like risk taking ability, achievement motivation, entrepreneurial motivation, management orientation, credit orientation, level of aspiration, innovativeness and self confidence are some of the attributes behind the success of an entrepreneur. Hence the present study is taken up with the objective to assess dimensions of entrepreneurial behaviour of the entrepreneur handloom weavers.

■ RESEARCH METHODS

Dimensions of entrepreneurial behaviour were defined as the characters that contribute to

entrepreneurial behaviour of respondents. The dimensions selected were risk taking ability, achievement motivation, entrepreneurial motivation, management orientation, planning, production, marketing, credit orientation, level of aspiration, innovativeness and self confidence.

The present study was confined to two districts (Kannur and Thiruvananthapuram) representing North and South parts, respectively of Kerala state. Thiruvananthapuram (TVPM) and Kannur (KNR) districts of Kerala were purposively selected for conducting the study since the prominent handloom weaving clusters come under these districts.

Risk taking ability was measured using the scale developed by Supe (1969) and modified by Gangadharan (1993) and Jayalekshmi (2001). Achievement motivation was measured using the scale developed by Singh (1970) and modified by Manohari (1998). Management orientation s measured using the scale developed by Sivaprasad (1997) with modifications was used for measuring credit orientation. Level of aspiration was measured using the scale developed by Muthayya (1971) and followed by Jayalekshmi (1996) and modified. The procedure followed by Selvanayagam (1986) was used to measure innovativeness with slight modifications. The variable self confidence was measured by using the scale designed by Pandeyaraj (1978) and modified for the present study.

■ RESEARCH FINDINGS AND DISCUSSION

The entrepreneurial behaviour of the respondents were assessed and the results are presented below :

Risk taking ability :

Distribution of the respondents according to their risk taking ability is presented in Table 1.

The Table 1 shows that 72.7 per cent of the respondents from TVPM district and 73.3 per cent of respondents of KNR district had medium risk taking ability score. 12 per cent of the respondents from TVPM district and 16.7 per cent of the respondents from KNR district had low risk taking ability score. High risk taking ability score was seen in 15.3 per cent of respondents from TVPM district and 10 per cent among the respondents of KNR district. The medium risk taking ability score may be due to poor economic status. This finding is in line with the findings of Prathibha (2005).

production orientation and marketing orientation. Each part consisted of five statements, (1-5) having a five point continuum ranging from 'strongly disagree', 'disagree', 'undecided', 'agree' and 'strongly agree'.

Planning orientation :

The average planning orientation score was 14.20 with a S.D. of 2.19. The planning orientation was classified as low, medium, high based on the interval 14.20 ± 2.19 (rounded off to 12-16) and presented in Table 4.

The Table 4 revealed that 74.7 per cent of the respondents from TVPM district and 67.3 respondents from KNR district had medium planning orientation score. 22.7 per cent and 26 per cent respondents from TVPM and KNR districts, respectively had high planning orientation score. Only 2.6 per cent and 6.7 per cent of respondents of TVPM and KNR districts, respectively had low planning orientation score.

Since these respondents were traditional handloom weavers and were having experience they may be continuing their work as such which may not need much planning for their enterprise. This may be the reason for only medium score for planning.

Production orientation :

The average production orientation score was 22.14 with a S.D. of 1.90. The respondents were classified based on the interval 22.14 ± 1.90 (rounded off to 20-24) and results are presented in Table 5.

Production orientation score was medium for 73.4

per cent of the respondents of TVPM district and 68 per cent respondents of KNR district. 21.3 per cent and 19.3 per cent of the respondents from TVPM and KNR districts, respectively had high production orientation score. Only 5.3 per cent of the respondents from TVPM district and 12.7 per cent respondents from KNR district had low production orientation score.

The study revealed that the risk taking ability was medium. If an entrepreneur is willing to take risk it may lead to high production. Here, as there was less profit; they may not take much risk in their production. In the present study, respondents have medium risk taking ability and also medium production score.

Marketing orientation :

The average marketing orientation score was 16.09 with a S.D. of 1.98 and respondents were classified having a low, medium, high marketing orientation based on the interval score of 16.09 ± 1.98 (rounded off to 14-18) and presented in Table 6.

Majority of the respondents had medium marketing orientation score (62.7 % among TVPM district and 70 % among KNR district). 28 per cent of the respondents from TVPM district and 14.7 per cent respondents from KNR district had high marketing orientation score; whereas only 9.3 per cent and 15.3 per cent of the respondents from TVPM and KNR districts, respectively had low marketing orientation score. Majority of the respondents had only medium planning and production score.

Table 4 : Distribution of respondents based on planning orientation

Category	Score-range	TVPM district		KNR district		Total	
		Frequency	Per cent	Frequency	Per cent	Frequency	Per cent
Low	<12	4	2.6	10	6.7	14	4.7
Medium	$\geq 12 < 16$	112	74.7	101	67.3	213	71.0
High	≥ 16	34	22.7	39	26.0	73	24.3
Total		150	100	150	100	300	100

Mean: 14.20

S.D.:2.19

Table 5 : Distribution of respondents based on production orientation

Category	Score-range	TVPM district		KNR district		Total	
		Frequency	Per cent	Frequency	Per cent	Frequency	Per cent
Low	<20	8	5.3	19	12.7	27	9.0
Medium	$\geq 20 < 24$	110	73.4	102	68.0	212	70.7
High	≥ 24	32	21.3	29	19.3	61	20.3
Total		150	100	150	100	300	100

Mean: 22.14

S.D.:1.90

Level of aspiration :

Level of aspiration was assessed on ten questions asked to the respondents. Eight questions were answered on three point scale and one on four point scale and another on five point scale, first question with four point scale (1-4), second question with five point scales (1-5) and the remaining at three point scales (1-3). On the basis of the individual scores, the mean score was estimated 20.95 with a S.D of 3.6. The level of aspiration was classified as low, medium, high based on the interval 20.95 ± 3.6 (rounded off to 17-25) and presented in Table 9.

Level of aspiration of the respondents showed that 68.7 per cent respondents from TVPM district and 72 per cent of respondents from KNR district had medium aspiration score. 27.3 per cent of the respondents of TVPM district had high aspiration score; whereas only six per cent respondents from KNR district had high aspiration score. Low aspiration score was observed for only four per cent of the respondents of TVPM district and 22 per cent respondents of KNR district.

With medium aspirations, and low income, the respondents would have faced a lot of constraints in

running the enterprise. With hand to mouth existence they may fall short of aspirations.

Innovativeness :

Innovativeness of the respondents was assessed, based on five statements. (It had five point scale, from 1-5 from “strongly disagree to strongly agree”). The average score 2.53 with a S.D of 1.44 and they were classified as having low, medium and high based on the interval 2.53 ± 1.4 (rounded off to 2-3). The results are presented in Table 10.

Medium innovativeness score was observed among 47.3 per cent and 32.7 per cent respondents from TVPM and KNR districts, respectively. 28.7 per cent of the respondents from TVPM district and 34 per cent of the respondents of KNR district had high innovativeness score. 24 per cent and 33.3 per cent of respondents of TVPM and KNR districts, respectively had low innovative score.

The respondents have 10-30 years of experience as independent entrepreneurs. Experience and demand for new products would definitely make one innovative. In KNR district because they had assured markets, there

Table 9 : Distribution of respondents based on level of aspiration

Category	Score-range	TVPM district		KNR district		Total	
		Frequency	Per cent	Frequency	Per cent	Frequency	Per cent
Low	<17	6	4.0	33	22.0	39	13.0
Medium	≥ 17 -<25	103	68.7	108	72.0	211	70.3
High	≥ 25	41	27.3	9	6.0	50	16.7
Total		150	100	150	100	300	100

Mean: 20.95

S.D:3.60

Table 10 : Distribution of respondents based on innovativeness

Category	Score-range	TVPM district		KNR district		Total	
		Frequency	Per cent	Frequency	Per cent	Frequency	Per cent
Low	<1	36	24.0	50	33.3	86	28.7
Medium	2-3	71	47.3	49	32.7	120	40.0
High	≥ 4	43	28.7	51	34.0	94	31.3
Total		150	100	150	100	300	100

Mean: 2.53

S.D:1.44

Table 11 : Distribution of respondents based on self confidence

Category	Score-range	TVPM district		KNR district		Total	
		Frequency	Per cent	Frequency	Per cent	Frequency	Per cent
Low	<20	18	12.0	12	8.0	30	10.0
Medium	≥ 20 -<28	116	77.3	92	61.3	208	69.3
High	≥ 28	16	10.7	46	30.7	62	20.7
Total		150	100	150	100	300	100

Mean: 24.1

S.D:4.0

may be no scope for innovativeness.

Self confidence :

Self confidence was assessed on the basis of response of respondents to eight questions, response being measured on a five point scale (1-5) beginning from “strongly disagree to strongly agree”. Their average was 24.1 with S.D of 4.0. Self confidence was categorized as low, medium, high on the basis of interval 24.1 ±4.0 (Rounded off to 20-28) and presented in Table 11.

A critical review of the table indicated that 77.3 per cent and 61.3 per cent of the respondents from TVPM district and KNR district, respectively had medium self confidence score. 10.7 per cent respondents of TVPM district and 30.7 per cent of respondents of KNR district had high self confidence score. But only 12 per cent respondents from TVPM district and eight per cent respondents from KNR district had low self confidence score.

The study showed that majority of the respondents had medium risk taking ability, medium achievement motivation and entrepreneurial motivation. This would definitely lead to a medium self confidence. These findings derive support from the research results reported by Jayalekshmi (1996).

Comparison of the dimensions of entrepreneurial behaviour of the respondents :

Comparison of the dimensions of entrepreneurial

behaviour of the respondents from TVPM district and KNR district was done to find out whether there was any significant difference between the two.

Mean and standard deviation for measuring the dimensions of entrepreneurial behaviour of the respondents are depicted in Table 12.

From the Table 12 it was observed that there was no significant difference in the dimensions of entrepreneurial behaviour between the respondents from TVPM district and KNR district.

The respondents are traditional handloom weavers in both the districts. Respondents from both the districts are continuing their hereditary occupation. This may be the reasons for no significant difference. The respondents in both the districts were middle aged, experienced, had medium cosmopolitaness score and had no profit or less profit. Health status of the respondents was average.

The respondents in TVPM district and KNR district had medium score for all the eight dimensions dealt with in the study like risk taking ability, achievement motivation, entrepreneurial motivation, management orientation (planning, production, marketing), credit orientation, innovativeness, level of aspiration and self confidence.

Conclusion :

The dimensions selected for the study were risk taking ability, achievement motivation, entrepreneurial motivation, management orientation, credit orientation, level of aspiration, innovativeness and self-confidenceas

Table 12 : Comparison of the dimensions of entrepreneurial behaviour

Behaviour	TVPM district (n=150)		KNR district (n=150)		t'
	Mean	SD	Mean	SD	
Risk taking ability	22.77	2.95	22.3	3.16	0.153
Achievement motivation	38.21	4.41	34.9	4.72	0.724
Entrepreneurial motivation	112.21	9.71	115.01	7.31	0.325
Management					
Planning orientation	14.23	2.19	14.17	2.20	0.027
Management					
Production orientation	22.23	1.82	22.05	1.98	0.094
Management					
Marketing orientation	16.4	2.02	15.79	1.89	0.312
Credit orientation	12.77	1.96	13.78	2.45	0.452
Innovativeness	2.63	1.47	2.44	1.42	0.186
Level of aspiration	22.35	3.41	19.55	3.24	0.840
Self confidence	23.26	3.60	24.99	4.26	0.439

dependent variables for determining the entrepreneurial behaviour and these set of dimensions assumed to have an influence on a person's success as an entrepreneur.

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