

**RESEARCH ARTICLE :**

# Corollary relationship between entrepreneurial behaviour and other attributes of coriander growers at Ladpura block of Kota district in Rajasthan

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**SUMMARY :** Entrepreneurial behaviour of a farmer is influenced by several factors. The study was conducted purposively in Ladpura block of Kota district to assess the entrepreneurial behaviour of coriander growers. The total of 120 coriander growers formed the sample for the study. The primary data were collected through personal interview method with the help of pre-tested interview schedule which was prepared on the basis of objectives of investigation and variables. The statistical tests and procedures were used for analyzing the data. With the help of statistical tools like- mean, S.D., percentage and Karl Pearson's co-efficient of correlation, multiple correlation and regression analysis were used for analysis of data. It is found that majority of the respondents (55.00%) had medium level of entrepreneurial behaviour. All the 13 selected attributes of coriander growers, were found positive and significant relationship with entrepreneurial behaviour except age, family size and mass media participation. The major constraints expressed by vegetable growers were fluctuations in the market price (78.33%).

**KEY WORDS :**

Coriander growers,  
Entrepreneurial  
behaviour,  
Correlation analysis

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## **BACKGROUND AND OBJECTIVES**

Entrepreneurship, a form of human behaviour, is indispensable for the growth and development of any society. Generally, the entrepreneur is considered as a person who initiates, organizes the activities, manages and controls the affairs of business unit combining the factors of production to supply goods and services. Farmers deciding to take particular crop or use scientific methods to grow crops also exhibit entrepreneurial behaviour (Rao

and De, 2009; Palmurugan *et al.*, 2008; Subrahmanyeswari *et al.*, 2007). Understanding of such behaviour is essential to improve the quality of extension services offered by the institutional and non-institutional agencies. Since vegetable cultivation is a capital intensive and risky, a coriander grower needs to possess the ability to take risk, innovativeness, imitative and capacity to marshal resources in order to run the enterprise successfully. These characteristics

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enable them to decide and accept to adopt appropriate scientific farming methods. Entrepreneurial behaviour is influenced by individual, situational, psychological, social and experiential factors (Rao, 1985).

Coriander seeds have medicinal properties too and, therefore, used as a carminative and diuretic. In India, coriander is cultivated in Rajasthan, Madhya Pradesh, UP and southern states like AP, Karnataka and Tamil Nadu. India is the largest producer and consumer of coriander seed. Coriander production has increased significantly in the past decade and currently hovering around 5 lakh tonnes. The rise in output was primarily on account of rise in yields. However, coriander production has moderated in 2012-13 due to adverse weather conditions. Largest producer of coriander seed in the country is Rajasthan accounting for about 58 per cent followed by MP.

Indian farmers are growing coriander from a long time as a part of tradition. However, a shift has taken place in acreages in early 1980s with the commencement of multinational companies in farming and processing sector. This may be attributed to sporadic attempts of the progressive farmers who could visualize the opportunities in the scenario of globalization and World Trade Organization. The farmers are still lagging behind due to various technological and socio-psychological factors. Coriander cultivation is viewed as non-entrepreneurial traditional activity. There is a need to catalyze the process in order to strengthen demand and supply chain. Now it has been realized that vertical increase in production and productivity is possible through inoculation of the entrepreneurial qualities among the farming communities in general. For the present study entrepreneurial behaviour has been operationalized as assemblage of personality characteristics and environmental factors contributing in transformation of physical, natural and human resources into marketable product. Keeping the above facts in view, the present study has been designed to analyze the entrepreneurial behaviour of coriander growers. The following specific objectives have been formulated for the study.

- To study the attributes of coriander growers.
- To determine the entrepreneurial behaviour of coriander growers.
- To analyze the relationship between attributes of coriander growers and their entrepreneurial behaviour.
- To enlist the problems of coriander growers.

## RESOURCES AND METHODS

The study was conducted purposively in Ladpura block of Kota district of Rajasthan. There are 152 villages in this block, for present study 10 villages were selected purposively and then 10 coriander growers from each village were selected randomly as respondents. The data were collected through semi structured pre-tested interview schedule. The respondents were interviewed individually by the investigator. The term entrepreneurial behaviour has been operationalized as a composite skill, the resultant of mix of many qualities and traits. The entrepreneurial behaviour of the respondents was studied using the scale developed by Chaudhari (2006) comprising nine dimensions *viz.*, innovativeness, achievement motivation, decision making ability, risk-orientation, co-ordination ability, planning ability, information seeking behaviour, cosmopolitaness, self-confidence. Based on entrepreneurial behaviour score, the respondents were then classified into three groups' *viz.*, low, medium and high on the basis of Mean  $\pm$  SD. Secondary data were collected from records and statistical office. Statistical tools like- mean, S.D., percentage and Karl Pearson's co-efficient of correlation and multiple regression analysis were used for analysis of data.

## OBSERVATIONS AND ANALYSIS

The results obtained from the present study as well as discussions have been summarized under following heads:

### Profile and entrepreneurial behaviour of coriander growers :

The data in Table 1 show that most of the respondents (65.83%) belonged to middle age group and higher percentage (33.33%) of coriander growers educated upto primary and middle school level followed by 15.00 per cent of the respondents had education upto high school level. Majority of the beneficiary respondents (70.83%) had medium family size, followed by large family size (15.83%) and more than half of coriander growers (52.50%) had a medium level of farming experience. The data in Table 1 indicate that maximum (40.83%) coriander growers possessed upto 2.1 to 5 ha. of land. The data exhibit the distribution of coriander growers according to their occupation. The data show that most of the (66.67%) respondents engaged only in agriculture, followed dairy farming+agriculture.

**Table 1 : Profile of the coriander growers**

Sr. No.	Traits	Category	Frequency	Percentage	Mean	S.D.
1.	Age	Young (below 35 yrs)	22	18.33	2.69	0.74
		Middle (35-55 yrs)	79	65.83		
		Old (above 55 yrs)	19	15.83		
2.	Education	Illiterate	10	8.33	1.78	2.6
		Upto primary	40	33.33		
		Upto middle	40	33.33		
		High School	18	15.00		
		Higher sec. and above	12	10.00		
3.	Family size	Small (below 4 members)	16	13.33	1.26	0.78
		Medium (5-8 members)	85	70.83		
		High (above 8 members)	19	15.83		
4.	Farming experience	Low (below 5 yrs)	20	16.67	2.39	0.83
		Medium (5-10 yrs)	63	52.50		
		High (above 10 yrs)	37	30.83		
5.	Annual income	Low (<2.35)	23	19.17	2.35	1.19
		Medium (2.35-3.54)	50	41.67		
		High (>3.54)	47	39.17		
6.	Land holding	Marginal (upto 1 ha.)	13	10.83	2.13	1.12
		Small (1.1 to 2 ha.)	14	11.67		
		Medium (2.1 to 5 ha.)	49	40.83		
		Large (above 5.1 ha.)	44	36.67		
7.	Occupation	Agriculture	80	66.67	1.52	0.53
		Agriculture + Dairy farming	24	20.00		
		Agriculture + Dairy farming + Other	16	13.33		
8.	Extension contact	Low (<2.35)	34	28.33	2.35	1.16
		Medium (2.35-3.51)	58	48.33		
		High (>3.51)	28	23.33		
9.	Mass media participation	Low (<1.76)	38	31.67	1.76	0.26
		Medium (1.76-2.02)	62	51.67		
		High (>2.02)	20	16.67		
10.	Market orientation	Low (<2.12)	16	13.33	2.12	0.68
		Medium (2.12-2.80)	78	65.00		
		High (>2.80)	26	21.67		
11.	Economic motivation	Low (<2.92)	24	20.00	2.92	0.22
		Medium (2.92-3.14)	77	64.17		
		High (>3.14)	19	15.83		
12.	Awareness regarding value addition	Low (<5.54)	24	20.00	5.54	3.12
		Medium (5.54-8.66)	82	68.33		
		High (>8.66)	14	11.67		
13.	Knowledge about coriander production	Low (<3.28)	18	15.00	3.28	1.23
		Medium (3.28-4.51)	77	64.17		
		High (>4.51)	25	20.83		

Majority (41.67%) of the coriander growers had medium level of annual income. The perusal of data indicates that majority (51.67%) of the respondents had medium level of mass media participation and the 48.33 per cent of respondents was from medium category of extension contact. The majority of coriander growers (68.33%) had medium level of

awareness regarding value addition. The perusal of data indicate that majority (65.00%) of the respondents had medium level of market orientation and 64.17 per cent of respondents were from medium category of economic motivation. Majority 64.17 per cent of the coriander growers had medium knowledge level about coriander production while 20.83 per cent had high

<b>Table 2 : Distribution of coriander growers farmers based on components of entrepreneurial behaviour</b>				<b>(n=120)</b>
Component	No.	%	Mean	S.D.
<b>Innovativeness</b>				
Low (<14.91score)	23	19.16	14.91	5.84
Medium (14.91-20.75 score)	64	53.33		
High (>20.75score)	33	27.50		
<b>Achievement motivation</b>				
Low (<2.74score)	28	23.33	2.74	1.36
Medium (2.74-4.10)	58	48.33		
High (>4.10 score)	34	28.33		
<b>Decision making ability</b>				
Low (<6.62 score)	23	19.16	6.62	3.85
Medium (6.62-10.47 score)	65	54.16		
High (>10.47 score)	32	26.6		
<b>Risk orientation</b>				
Low (<6.12 score)	36	30.00	6.12	2.87
Medium (6.12-8.9 score)	58	48.33		
High (>8.9 score)	26	21.66		
<b>Co-ordinating ability</b>				
Low (<4.88 score)	29	24.16	4.88	2.36
Medium (4.88-7.24 score)	69	57.50		
High (>7.24 score)	22	18.33		
<b>Planning ability</b>				
Low (<2.73 score)	30	25.00	2.73	1.21
Medium (2.73-3.94 score)	57	47.50		
High (>3.94 score)	33	27.50		
<b>Info. seeking behaviour</b>				
Low (<14.8 score)	26	21.66	14.8	3.1
Medium (14.8-17.9 score)	72	60.00		
High (>17.9 score)	22	18.33		
<b>Cosmopolitaness</b>				
Low (<5.32 score)	31	25.83	5.32	2.48
Medium (5.32-7.8 score)	66	55.00		
High (>7.8 score)	23	19.16		
<b>Self-confidence</b>				
Low (<3.26 score)	31	25.83	3.26	0.76
Medium (3.26-4.02 score)	68	56.66		
High (>4.02 score)	21	17.50		

knowledge level. Almost similar findings were reported by Chaudhari (2006) Badodiya *et al.* (2010), Shah *et al.* (2010) and Patel *et al.* (2014).

### Entrepreneurial characteristics of coriander growers :

The entrepreneurial behaviour of coriander growers comprised of nine components, such as, innovativeness, achievement motivation, decision making ability, risk orientation, co-ordinating ability, planning ability, information seeking, cosmopolitanness and self-confidence. Data collected in this regard have been furnished in Table 2.

#### Innovativeness :

It could be observed from the Table 2 that, majority of (53.33%) coriander growers had medium level of innovativeness, whereas 27.50 per cent of coriander growers belonged to high innovativeness and 19.16 per cent of coriander growers belonged to low innovativeness category.

#### Achievement motivation :

It is apparent from the Table 2 that majority (48.33%) of the coriander growers had medium achievement motivation, whereas 28.33 per cent the coriander growers belonged to high and 23.33 per cent had low achievement motivation category.

#### Decision making ability :

The data show that majority (54.16%) of the coriander growers had medium decision making ability, whereas 26.60 per cent of coriander growers had high and 19.16 per cent had low decision making ability.

#### Risk orientation :

It is evident from Table 2 that majority (48.33%) of the coriander growers had medium risk orientation, whereas, 30.00 per cent had low and 21.66 per cent of coriander growers had high risk orientation.

#### Co-ordinating ability :

It could be inferred that majority of the (57.50%)

coriander growers had medium co-ordinating ability whereas, 24.16 per cent had low and 18.33 per cent of coriander growers had high co-ordinating ability.

#### Planning ability :

It could be seen from Table 2 that majority (47.50%) of coriander growers had medium planning ability followed by high (27.50%) and low (25.00%).

#### Information seeking behaviour :

Majority (60.00%) of the coriander growers had medium information seeking behaviour whereas, 21.66 per cent had low and only 18.33 per cent of the coriander growers had high information seeking behaviour.

#### Cosmopolitanness :

It is evident from Table 2, that majority of (55.00%) coriander growers had medium level of cosmopolitanness, whereas, 25.83 per cent of coriander growers had low and only 19.16 per cent of coriander growers had high level of cosmopolitanness.

#### Self-confidence :

Majority (56.66%) of coriander growers had medium self-confidence whereas, 25.83 per cent of coriander growers had low and remaining 17.50 per cent are from high level of self-confidence.

### Overall entrepreneurial behaviour of coriander growers :

Entrepreneurial behaviour was operationally defined as a process of action an entrepreneur undertakes to establish his enterprise. It is a composite skill, the resultant of mix of many qualities and traits.

On the basis of entrepreneurial score obtained by coriander growers were grouped in three categories *i.e.* low, medium and, high and their frequency distribution is given in Table 3. Among the sample of respondents the mean score entrepreneurial behaviour was 66.83. The measure of standard deviation was 11.81 indicating lower dispersion among score. The frequency distribution of respondents on entrepreneurial behaviour appeared to

Category	No.	%	Mean	S.D.
Low (<66.83)	18	15.00	66.83	11.81
Medium (66.83-78.64)	66	55.00		
High (>78.64)	36	30.00		

fall in normal distribution with nearly 55.00 per cent respondents had medium level of entrepreneurial behaviour, whereas, 30.00 per cent respondents had high level of entrepreneurial behaviour and 15.00 per cent respondents had low level of entrepreneurial behaviour. Similar findings were also reported by Nishi *et al.* (2010); Badodiya *et al.* (2010); Shah *et al.* (2010) and Patel *et al.* (2014).

### Correlation and regression analysis :

The co-efficient of correlation of each of the socio-personal characteristics with their entrepreneurial behaviour of coriander growers has been furnished in Table 4. It could be revealed from Table 4 that socio-personal variables *viz.*, education and farming experience, showed positive and significant relationship at 0.01 level of probability, whereas remaining two variables namely age and family size did not establish any significant relationship with entrepreneurial behaviour.

The co-efficient of correlation of each of the socio-economic characteristics with their entrepreneurial behaviour of coriander growers has been furnished.

It could be revealed that land holding, occupation, annual income showed positive and significant relationship with entrepreneurial behaviour at 0.01 level of probability.

The correlation co-efficient of each of the communicational characteristics of coriander growers with their entrepreneurial behaviour has been furnished in. It could be revealed that among two independent variables, *viz.*, extension contact showed positive and significant relationship with entrepreneurial behaviour at 0.01 level of probability whereas mass media

participation had no significant relation with entrepreneurial behaviour.

The correlation co-efficient of each of the psychological characteristics of coriander growers with their entrepreneurial behaviour has been furnished. It could be revealed from Table 4 that among four independent variables of all variables namely economic motivation, market orientation, awareness regarding value addition and knowledge of improved coriander production practices showed positive and significant relationship with entrepreneurial behaviour at 0.01 level of probability. The result is in conformity with the findings of Badodiya *et al.* (2010); Tekale *et al.* (2013) and Patel *et al.* (2014).

### Multiple regression analysis of predictor variables with their entrepreneurial behaviour :

The multiple regression analysis was carried out to find out the extent of influence of each variable towards the entrepreneurial behaviour of coriander growers and the data are presented in Table 5.

The perusal of data revealed that out of thirteen variables taken for analysis of regression, six variables namely age, occupation, annual income, mass media participation, extension contact and knowledge about coriander production were found to have significant contribution to the entrepreneurial behaviour of coriander growers.

Table 5 also shows that the co-efficient of determination  $R^2$  was 0.812 which indicates that 81.00 per cent variation in the entrepreneurial behaviour of coriander growers was explained by thirteen independent variables which were selected for study.

**Table 4 : Relationship between characteristics of coriander growers with their entrepreneurial behaviour**

Characteristics	"r" value	"t" value
Age	0.116 <sup>NS</sup>	1.874
Education	0.346 <sup>**</sup>	4.841
Farming experience	0.234 <sup>*</sup>	3.847
Family size	-0.071 <sup>NS</sup>	1.119
Occupation	0.334 <sup>*</sup>	5.249
Land holding	0.323 <sup>*</sup>	4.726
Extension contact	0.219 <sup>*</sup>	3.131
Annual income	0.271 <sup>*</sup>	4.014
Mass media participation	0.016 <sup>NS</sup>	0.216
Economic motivation	0.218 <sup>*</sup>	3.276
Market orientation	0.212 <sup>*</sup>	3.120
Awareness regarding value addition	0.226 <sup>*</sup>	3.062
Knowledge about coriander production	0.678 <sup>**</sup>	12.651

\* and \*\* indicate significance of values at P=0.05 and 0.01, respectively

NS= Non-significant

**Table 5 : Multiple regression analysis of predictor variables with their entrepreneurial behaviour**

Characteristics	Regression co-efficient "b"
Age	0.16
Education	-0.02
Farming experience	0.03
Family size	-0.004
Land holding	0.41
Occupation	0.015
Annual income	0.04
Mass media participation	0.13
Economic motivation	0.31
Extension contact	0.41
Market orientation	1.97
Awareness regarding value addition	0.03
Knowledge about coriander production	0.58

**Constraints faced by coriander growers :**

It is detected from the data that the major constraint expressed by coriander growers were fluctuations in the market price was the major problem (78.33%), followed by lack of market information and high commission charges (70.83%) and lack of wholesale market facilities (69.16%) and faulty system of weighing (59.16%), delayed cash payment (50.83%), difficult loan procedure (46.66%), high cost of transportation (45.83%), absence of storage facilities (44.16%), followed by markets are far away (38.33%) and no grading facilities (33.33%). Almost similar findings were reported by Patel *et al.* (2014).

**Conclusion :**

The study revealed that majority 55.00 per cent respondents had medium level of entrepreneurial behaviour about coriander growing. The entrepreneurial behaviour was positively and significantly related with education, farming experience, land holding, occupation, annual income, extension contact, economic motivation, market orientation, awareness regarding value addition and knowledge of improved coriander production practices found to have positive and significant relationship with entrepreneurial behaviour. Co-efficient of determination  $R^2$  was 0.864 which indicates that 86.00 per cent variation in the entrepreneurial behaviour of coriander growers was explained by thirteen independent variables which were selected for study. The major constraints expressed by coriander growers were fluctuations in the market price (78.33%), followed by

lack of market information and high commission charges (70.83%) and lack of wholesale market facilities (69.16%) and faulty system of weighing (59.16%), delayed cash payment (50.83%) and difficult loan procedure (46.66%). These factors can be taken care of by the implementing agencies in the state while selecting the beneficiaries for entrepreneurship development programmes.

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