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Relationship between personal, socio-ecomonmic and psychological characteristics of dairy farmers with their entrepreneurial behaviour

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ABSTRACT : The study was conducted in Latur district. Two tahsils and four villages from each tahsil were selected randomly. Fifteen dairy farmers from eight villages were selected to comprise a sample of 120 respondents. In view with above objectives the multistage random sampling was used to select district, tahsil, village and dairy farmers. Collected data were classified, tabulated and analyzed by using statistical methods like frequency, percentage, mean, standard deviation, correlation co-efficient and multiple regressions. The findings pertaining to the relationship of different selected personal, socio-economical and psychological characteristics of dairy farmers with their entrepreneurial behaviour revealed that independent variables namely dairy farming experience, education, land holding, annual income, herd size, extension contact, social participation, use of sources of information and market orientation had positive and highly significant and whereas, occupation, family size of the dairy farmers had showed non-significant correlation with entrepreneurial behaviour of the respondents.

KEY WORDS : Relationship, Entrepreneurial behaviour, Socio-ecomonmic characteristics, Psychological characteristics, Dairy farmers

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INTRODUCTION

The entrepreneurs are key persons of any country for promoting economic growth and technological change. Dairy enterprise, next to agriculture, not only provides continuous income and improves dietary standards of family, but also supplements the income and reduces unemployment to a large number of the rural people. India owns the largest livestock population in the world, accounting for nearly 57 per cent of the world buffalo population and 16 per cent of the cattle population. India continues to be the largest producer of milk in world. The activity of an individual to decide adopting certain enterprises to make profit is regarded as entrepreneurial behaviour. The future progress of dairy farmers in the country depends on the entrepreneurial behaviour of the dairy farmers. In a heterogeneous and stratified society like India, it is not adequately realized that the characteristics which distinguish entrepreneurship may not be because of its different strata. Therefore, the entrepreneurial activity in a particular section of the population has to be considered. Presently, a development of dairy farmers is the primary concern of the country. In this content there is a need for conducting research as the entrepreneurial behaviour of dairy farmers.

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The present study is a maiden attempt, which will generate information and sufficient avenues to integrate the dairy farmers with mainstream of development and also provide sufficient research information in the area of 'Human Resource Development' by considering entrepreneurial competencies. It could throw light on personal characteristics of dairy farmers. The results will be useful to all those concerned for developing strategies to increase livestock possession, profit and facilitate for better social impact of dairying on concerned dairy farmers.

MATERIAL AND METHODS

The study was conducted in Latur district. Two tahsils and four villages from each tahsil were selected randomly. A list of dairy entrepreneurs (possessing minimum two milch animals such as cows/buffaloes/both) from these eight villages was obtained. From this list of fifteen respondents of each village were selected randomly for the study comprising the total sample of 120 respondents. In view with above objectives the multistage random sampling was used to select district, tahsil, village and dairy farmers. The data were collected with the help of pre-designed interview schedule by contacting the sample dairy farmers personally. The help of local leaders, Gramsevaks, Talathies, Agricultural Assistants from State Department of Agriculture and Revenue was taken while approaching the dairy farmers with a view to develop rapport with them in order to get more reliable information. The interviews were conducted during the month of December, 2011 and January, 2012. On an average the interview of single dairy farmer lasted for about half an hour. The interview schedules were filled in and checked on the same day.

Collected data were classified, tabulated and analyzed by using statistical methods like frequency, percentage, mean, standard deviation and persons' correlation co-efficient. The information collected from the dairy farmers with the help of the personal interview schedule was processed by making primary and secondary tables. The data of qualitative nature were converted in to quantitative form and computation of score was done.

Statistical analysis:

The obtained data was analyzed by statistical significant at $P<0.05$ level, S.E. and C.D. at 5 per cent level by the procedure given by (Panse and Sukhatme, 1994).

RESULTS AND DISCUSSION

The findings of the present study as well as relevant discussion have been presented in Table 1 and 2. The co-efficient of correlation of each of the personal characteristic variables with entrepreneurial behaviour of dairy farmers has been furnished in Table 1.

It could be observed from Table 1 that amongst independent variables of dairy farmers, all eleven variables *viz.*, dairy farming experience, education, family size, land holding, occupation, annual income, herd size, extension contact, market orientation, social participation and use of sources of information were positive and highly

Table 1 : Relationship between personal characteristics of dairy farmers and their entrepreneurial behaviour

Sr. No.	Variables	Correlation co-efficient (r)	Calculated 't' value
1.	Dairy farming experience	0.044	0.478**
2.	Education	0.353	4.097**
3.	Family size	0.241	2.696**
4.	Land holding	0.405	4.810**
5.	Occupation	0.192	2.124**
6.	Annual income	0.403	4.798**
7.	Herd size	0.499	6.253**
8.	Extension contact	0.514	6.507**
9.	Market orientation	0.585	7.833**
10.	Social participation	0.465	5.704**
11.	Use of sources of information	0.465	6.421**

** indicate significance of value at P=0.01

significant relationship with their entrepreneurial behaviour.

It was observed from Table 1 that dairy farming experience found to have positive and highly significant relationship with entrepreneurial behaviour of the dairy farmers. Longer experience allows to efficient management under differing and different situations or contexts. Increase in experience of an individual would help in minimizing the expenditure required to manage the dairy enterprise and ultimately resulting in increase in income level. The above finding is supported by Mundhwa and Padheria (1998); Reddy and Reddi (2005) and Chaudhari (2006).

With respect to education of dairy farmers, there was positive and highly significant relationship with their entrepreneurial behaviour. Education broadens the vision of an individual. The educated persons develop more access to extension agencies, mass media, development organizations, decision making ability, cosmopoliteness, and inclined to use innovations by taking the high risk. Thus, these factors help an individual to mange his enterprise. Hence, education was the influencing factor for entrepreneurial behaviour of dairy farmers. These findings are in accordance with the findings of Murali and Jhamtani (2003); Subramanyeswari *et al*. (2003) and Chaudhari (2006).

Family size of the dairy farmers had shown highly significant correlation with entrepreneurial behaviour. The size of family plays an important role for taking a rational decision regarding adoption of innovation. In present study it was found family size had highly significant relationship this might be due to more interest of the family members in the dairy enterprise. Above finding is supported by Mundhwa and Padheria (1998) and Chaudhari (2006).

Land holding of the respondents had shown positive and highly significant relationship with entrepreneurial behaviour of dairy farmers. Land holding provides the economic base for the farmer to practice new agricultural technologies. Land holding also provides regulated impetus to make optimum utilization of resources on farm through efficient decision making to apply new ideas for achieving maximum profits. Further, it helps the farmer to bear risk and uncertainty as they cannot cause much damage to him. The above finding is supported by Subramanyeswari *et al*. (2003); Nagesha (2005).

Occupation of the dairy farmers had show positive and highly significant correlation with entrepreneurial behaviour of the dairy farmers. A large majority of dairy farmers were engaged in agriculture along with dairying. Hence, less variation in their occupation might be the reason for significant relationship. The similar findings were reported by Anitha (2004).

Annual income of the respondents had shown positive and highly significant relationship with entrepreneurial behaviour of dairy farmers. Annual income provides the economic base for the farmer; this was due to positive and good risk taking ability, decision making ability, and achievement motivation. The above result is in congruence with the findings of Pandya (1996); Nagesha (2005) and Chaudhari (2006).

Herd size of the respondents had established positive and highly significant relationship with entrepreneurial

Table 2 : Multiple regression analysis between personal characteristics of dairy farmers and their entrepreneurial behaviour

Sr. No.	Variables	Regression co-efficient (B)	Standard error (SE)	't' value
1.	Dairy farming experience	0.010	0.034	0.27^{6*}
2.	Education	0.040	0.076	0.524^{**}
3.	Family size	0.088	0.067	1.327^{**}
4.	Land holding	-0.107	0.107	-0.997^{NS}
5.	Occupation	-0.171	0.187	-0.913^{NS}
6.	Annual income	0.022	0.104	0.209^{**}
7.	Herd size	0.017	0.085	0.196^{*}
8.	Extension contact	-0.052	0.060	-0.874^{NS}
9.	Market orientation	0.061	0.082	0.741^{NS}
10.	Social participation	0.003	0.027	0.128^{NS}
11.	Use of sources of information	-0.045	0.026	-1.729^{NS}

R^2 = 0.992; F = 1.047; * and ** indicate significance of value at P=0.05 and P=0.01, respectively; NS= Non-significant

behaviour of dairy farmers. Those farmers having more number of milch animals are getting more income and automatically they have more or good entrepreneurial behaviour. The findings of Mundhwa and Padheria (1998); Chaudhari (2006) are in congruence with the above results.

Extension contact of the respondents was positively and highly significant relationship with entrepreneurial behaviour of dairy farmers. More the extension contact of the respondents with different people which helps in increasing information seeking behaviour, cosmopoliteness and other entrepreneurial behaviour factors. The above result is in congruence with the findings of Nomeshkumar and Narayanswamy (2000); Pandeti (2005).

Market orientation of the respondents had shown positive and highly significant relationship with entrepreneurial behaviour of dairy farmers. Probable reason might be that dairy farmers were medium cosmopolite as a result they were more interested to know current market information, market trend, demand and supply of milk products. Hence, better market orientation was the influencing factor for entrepreneurial behaviour as compared to lower market orientation of dairy farmers. The above result is in accordance with the findings of Patil *et al.* (1999) and Chaudhari (2006).

Social participation of the respondents had showed positive and highly significant relationship with entrepreneurial behaviour of dairy farmers. Better social participation of the respondents would have enabled them to contact various sources of information for increasing the knowledge about management of their enterprise development. This finding is supported by Pandeti (2005) and Hajare (2010).

Use of sources of information of the respondents was positively and highly significant related with entrepreneurial behaviour of dairy farmers. This might be due to the interest of the respondents in collecting more information about dairy enterprise and their management for getting more benefit. The finding of Hajare (2010) are supporting to this result.

It could be observed from Table 2 that co-efficient of determination (R^2) of the independent variables was 0.992. It means that 99.20 per cent of total variation in the entrepreneurial behaviour of dairy farmers was explained by the 11 selected independent variables.

Conclusion :

The findings pertaining to the entrepreneurial behaviour revealed that amongst independent variables of dairy farmers, all eleven variables *viz.*, dairy farming experience, education, family size, land holding, occupation, annual income, herd size, extension contact, market orientation, social participation and use of sources of information had positive and highly significant relationship with their entrepreneurial behaviour.

Selected independent variables of the respondents have explained variation in entrepreneurial behaviour to the extent of 99.20 per cent.

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