

Correlation effect of entrepreneurial behavioural components in dairying

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Abstract : The study was conducted in four northern districts of Tamil Nadu to assess the characteristics of entrepreneurial behaviour. A sample of 120 dairy farmers was selected randomly from selected blocks of the districts and the information was collected through structured interview schedule. The study revealed that entrepreneurial behaviour had positive and significant relationship with socio-personal variables *viz.*, education, dairy farming experience and social participation, socio-economic variables *viz.*, annual income, land holding, livestock possession and milk production and socio-psychological variables *viz.*, extension participation, scientific orientation, attitude towards dairy farming and knowledge of farming enterprise. The extension agencies should aim at manipulating these variables to their advantage for promoting entrepreneurial behaviour among farmers and upliftment of socio-economic condition of the dairy farmers.

Key words : Dairying, Correlation between entrepreneurial behaviour

How to cite this paper : Porchezhiyan, S., Umamageswari, M. and Manjunatha, G. (2016). Correlation effect of entrepreneurial behavioural components in dairying. *Vet. Sci. Res. J.*, 7(1) : 21-24.

Paper History : Received : 01.02.2016; Revised : 21.02.2016; Accepted : 12.03.2016

INTRODUCTION

Dairying has been practised as a rural allied agricultural activity, since long. Dairy farming is indispensable component of agriculture and also the most suitable production system that has enormous potential as a regular source of income to improve the socio-economic status of the large chunk of the rural population. Sustainable dairy farming, which will generate income and self-employment through entrepreneurship, is a cardinal relevance. Market oriented milk production will be the key livestock activity to generate income for poor dairy farmers. Thus, entrepreneurial development is one of the ways to make rural people more competent in dairying. Entrepreneurship is one of the most important inputs for development of dairying, which could prove vital for economic development for the country. Entrepreneurship is directly related to the socio-economic development of the society (Petrin, 1992). Tamil Nadu is a state with more agricultural orientation and majority of the farmers are engaged in dairying. Dairying provides the main source of income next to agriculture in rural areas. The future dairy industry lies in promoting with maximum participation of dairy entrepreneurs. In view of this, the present study was taken up with the objective of finding relationship between entrepreneurial behaviour and socio-personal, economic and psychological characters of dairy entrepreneurs in northern districts of Tamil Nadu.

RESEARCH METHODOLOGY

The present study was conducted in the four northern districts in Tamil Nadu viz., Cuddalore, Salem, Tiruvannamalai and Villupuram districts which were purposely selected; as these districts show major livestock population and leading in milk production in the state. One block from each district was selected purposively comprising totally four blocks for the study. From each of the purposely selected blocks, one village was selected randomly. From each of the randomly selected village, thirty farmers were selected randomly. A total of 120 respondents constituted the sample size for the study. Data for the study were collected from the study area with the help of a well-structured and pre-tested interview schedule, developed in line with the objective of the study. The data collected were scored, tabulated and analyzed with the help of appropriated statistical tools.

RESULTS AND DISCUSSION

The results in the following Table 1 show the relationship of each of the entrepreneurial behavioural components viz., innovativeness, achievement motivation, decision making ability, risk orientation, co-ordinating ability, planning ability, information seeking behaviour, cosmopoliteness and self-confidence with independent variables, i.e. socio-personal (age, sex, family type, family size, education, dairy farming experience, social participation), socio-economic (annual income, land holding, livestock possession, milk production) and socio-psychological (extension participation, scientific orientation, attitude towards dairy farming, knowledge of farming enterprise) variables.

Relation between entrepreneurial behaviour components and independent variables innovativeness :

It is clear from the Table 1 that innovativeness had significant and positive relationship with education, dairy farming experience, milk production, attitude towards dairy farming and knowledge of farming enterprise and negative relationship with the sex of the respondents at 1 per cent level of significance and land holding, livestock possession

Table 1 : Relation between entrepreneurial behaviour components and dependent variables (n=120)

	Innovativeness	Achievement motivation	Decision making ability	Risk orientation	Coordinating ability	Planning ability	Information Seeking behaviour	Cosmopoliteness	Self-confidence
Age	0.119	-0.088	-0.336**	-0.302**	0.272**	0.390**	-0.317**	0.031	-0.280**
Sex	-0.260**	-0.087	-0.354**	-0.075	-0.088	-0.109	-0.142	-0.131	-0.287
Family type	0.075	-0.156	-0.054	0.085	0.039	-0.027	0.058	-0.036	-0.122
Family size	0.156	-0.175	-0.079	0.088	0.053	-0.021	0.100	-0.044	-0.146
Education	0.307**	0.097	0.363**	0.273**	0.195*	0.135**	0.417**	0.104	0.089
Experience in dairying	0.619**	0.149	0.249**	0.125	0.072	0.004	-0.014	-0.035	0.093
Social participation	0.148	0.101	0.193*	0.199*	0.161	0.222*	0.276**	0.279*	0.123
Annual income	0.178	0.227*	0.233*	0.275**	0.296**	0.318**	0.433**	0.020	0.241**
Land holding	0.221*	0.233*	0.308**	0.137	0.303**	0.325**	0.252**	0.037	0.336**
Livestock possession	0.182*	0.200*	0.230*	0.194*	0.256**	0.298**	0.233**	0.001	0.065
Total milk production	0.266**	0.251**	0.273**	0.236**	0.333**	0.360**	0.239**	0.066	0.064
Extension participation	0.196*	0.160	0.337**	0.302**	0.228*	0.343**	0.417**	0.205*	0.170
Scientific orientation	0.123	0.236**	0.205*	0.098	0.148	0.175	0.102	0.229*	0.163
Attitude towards dairy farming	0.253**	0.007	0.098	0.161	0.133	0.182*	0.231*	0.070	0.085
Knowledge on farming enterprise	0.364**	0.318**	0.538**	0.388**	0.368**	0.534**	0.450**	0.121	0.367**

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

and extension participation at 5 per cent level of significance. These findings are in line with the findings of Subrahmanyeswari *et al.* (2007).

Achievement motivation :

It is evident from that Table 1 that achievement motivation was positively and significantly related with milk production, scientific orientation and knowledge in dairying farming enterprise at 1 per cent level of significance and annual income, land holding, and livestock possession at 5 per cent level of significance. These findings are similar to the findings of Bergevoet and Van Woerkum (2006) and Manivannanan and Tripathi (2007).

Decision making ability :

It is clear from the Table 1 that decision making ability was positively and significantly related with education, dairy farming experience, land holding, milk production, extension participation and knowledge of farming enterprise at 1 per cent level of significance and social participation, annual income, livestock possession and scientific orientation at 5 per cent level of significance. These findings are in accordance with the findings of Vijaykumar *et al.* (2003).

Risk orientation :

It is inferred from Table 1 that risk orientation was positively and significantly related with education, annual income, milk production, extension participation and knowledge of farming enterprise at 1 per cent level of significance and social participation and livestock possession at 5 per cent level of significance. Risk orientation was negatively and significantly related with age at 1 per cent level of significance, which is in line with the findings of Lawrence (2010); Rao and Dipak (2003) and Rathod *et al.* (2011).

Co-ordinating ability :

It could be seen from the table that co-ordinating ability was positively and significantly related with age, annual income, land holding, livestock possession, milk production and knowledge of farming enterprise at 1 per cent level of significance and education and extension participation at 5 per cent level of significance. These findings are in support with the findings of Kiran *et al.* (2012).

Planning ability :

Table 1 indicated that planning ability was positively and significantly related with age, education, annual income, land holding, livestock possession, milk production, extension participation and knowledge of farming enterprise at 1 per cent level of significance and social participation and attitude towards dairy farming at 5 per cent level of significance is in line with Lawrence and Ganguli (2012).

Information seeking behaviour :

Table revealed that information seeking behaviour among dairy farmers was positively and significantly related with education, social participation, annual income, land holding, livestock possession, milk production, extension participation, and knowledge of farming enterprise at 1 per cent level of significance and negatively correlated with age at 1 per cent level of significance. Information seeking behaviour was significantly related with attitude towards dairy farming at 5 per cent level of significance and supported the findings of Taufiq (2011).

Cosmopolitaness :

Cosmopolitaness of the dairy farmers in their entrepreneurial profile study was positively and significantly related with social participation, extension participation and scientific orientation at 5 per cent level of significance is in line with the findings of Suresh (2004).

Self-confidence :

Self-confidence had positive and significant relationship with annual income, land holding, and knowledge of

farming enterprise and negative and significant relationship with age at 1 per cent level of significance. These findings are in support with the findings of Lawrence and Ganguli (2012).

Conclusion :

The study revealed that the variables viz., education, dairy farming experience, social participation, annual income, land holding, livestock possession, milk production, extension participation, scientific orientation, attitude towards dairy farming and knowledge of farming enterprise were positively and significantly correlated with entrepreneurial behavioral components. The extension agencies should aim at manipulating these variables to their advantage for promoting entrepreneurial behaviour among farmers and upliftment of socio-economic condition of the dairy farmers.

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