Entrepreneurial Behaviour of Dairy Farmers in Tamil Nadu

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ABSTRACT

A study was conducted in Villupuram district of Tamil Nadu to know the level of entrepreneurial behaviour of dairy cattle farmers. A sample of 100 respondents was selected for present study. Majority of the respondents possessed medium entrepreneurial behaviour followed by low and high level of entrepreneurial behaviour. Entrepreneurial behaviour was positively and significantly related with education of the respondent, land holding, material possession, economic status, social participation, training on dairy farming, economic motivation, marketing orientation, extension agency contact and mass media communication.

Key words: *Dairy farmers; Entrepreneurial behaviour;*

India has immense potential for entrepreneurship development in terms of diversity of rural occupations. Livestock production is one of the promising sectors of entrepreneurship development in India (*Bandopadhyay, 2007*). Development of entrepreneurship ensures optimal utilization of resources and facilities and value addition to product and services. It also helps in developing capability to cope up with the impact of globalization. There are many factors that influence the entrepreneurial behaviour of human beings. According to *Amarnath and Samvel (2008)* the emergence of entrepreneurs in a society depends upon closely interlinked social, religious, cultural, psychological and economic factors. Understanding the role of these factors is essential for creating an environment which can facilitate the development of entrepreneurial behaviour. Considering the importance of dairy cattle farming in India and the need of development of entrepreneurship in this sector the present study was undertaken to assess the status of entrepreneurial behaviour of the cattle farmers in Tamilnadu and to identify the correlation between socio economic, socio psychological and communication variables with entrepreneurial behaviour.

METHODOLOGY

The study was carried out in Villupuram district of Tamil Nadu state in India. Villupuram district was purposively selected for study, since this district ranks first in dairy cattle population in Tamil Nadu. Chinnasalem and Kallakurichi block of Villupuram district in Tamil Nadu were purposively selected for the present study as these two blocks were having highest milk production in the district. From each of the purposively selected two blocks, five villages were selected randomly. Therefore, a total of 10 villages were selected for the present study. From each village, 10 farmers engaged in dairy farming were selected randomly. Thus, 100 respondents formed the sample of the study. Scale developed by *Chaudhari et al (2007)* was used to measure the entrepreneurial behaviour of the farmer for this study. Scale values of components of entrepreneurial behaviour of dairy farmers i.e. innovativeness, achievement motivation, decision making ability, risk orientation, coordinating ability, planning ability, information seeking behaviour, cosmopoliteness and self confidence were 9.82, 3.39, 6.60, 8.01, 5.03, 6.91, 5.22, 1.65 and 3.89, respectively. To measure the entrepreneurial behaviour of the farmers an index was developed. Data were collected through pretested interview schedule and the statistical analysis used in this study included percentage, spearman's co-efficient of correlation, and regression analysis.

Where,

$$EBI = \frac{I_i \times S_i}{\frac{9}{\sum Si}}$$

i

EBI = Entrepreneurial behaviour index
Ii = Score of ith component of entrepreneurial behaviour
Si = Scale value of ith component of entrepreneurial behaviour.

RESULTS AND DISCUSSION

Most of the dairy farmers (55%t) were found to have medium entrepreneurial behaviour (Table 1). Similar finding is reported by *Chandramouli et al (2007)* and *Subrahmanyeswari et al (2007)*. The data further revealed that in case of small and medium farmers, majority of them had medium entrepreneurial behaviour followed by low level. In case of large farmers, majority of them had high entrepreneurial behaviour followed by medium level. Large farmers because of their resource richness and high risk taking ability had higher entrepreneurial behaviour than the small and medium farmers.

Table 1. Levels of entrepreneurial behaviour among the three categories of farmers (N=100)

Level	Category of farmers			Total
	Small	Medium	Large	(%)
Low (6.77-8.0)	19	08	06	33
Medium (8.01-9.24)	21	27	07	55
High (9.25-10.48)	02	02	08	12

It is evident from Table 2 that 'achievement motivation', 'self confidence' and 'decision making ability' were among the first three ranks, whereas 'cosmopoliteness', 'innovativeness', and 'risk orientation' got the least importance among small farmer category. The finding of *Subrahmanyeswari et al (2007)* was also in same line with this result. Achievement motivation is the desire or need to excel in reaching a certain goal. Naturally farmers with small herd size and a small landholding will have the desire to extend their farm and to increase their economic levels, which might be the reason for the achievement motivation being occupied first position out of nine components. Farmers with good rational decision making ability naturally possess more self confidence, so these two occupied 2nd and 3rd position respectively. Low level of literacy, limited social participation, lack of awareness, small herd size and low level of knowledge might be the reasons for showing least importance to 'cosmopoliteness', 'innovativeness', and 'risk orientation' out of nine components.

In case of medium farmers, 'decision making ability', 'achievement motivation' and 'self confidence' were among the first three ranks; whereas, 'innovativeness', 'cosmopoliteness' and 'risk orientation' got the least importance among them.Similar findings are reported by *Subrahmanyeswari et al (2007)*. The result indicates that farmers were having more desire to reach their goal to increase their economic status, which might be the reason for 'decision making ability' being occupied first position followed by 'achievement motivation' and 'self confidence'.Low level of literacy, limited social participation, lack of awareness and limited financial status might be the reasons for showing least importance to 'innovativeness', 'cosmopoliteness' and 'risk orientation'. Small and medium category farmers could not venture to take risks for the fear of incurring losses in their enterprise, which might be the reason for the component 'risk orientation' to be in the last position in relative contribution towards entrepreneurial behaviour.

Among the large farmers, 'self confidence', innovativeness' and 'decision making ability' were among the first three ranks, whereas 'cosmopoliteness', 'achievement motivation' and 'co-ordinating ability' got the least importance among them. The observation of *Subrahmanyeswari et al (2007)* was also in same line with this result. Self confidence, innovativeness and decision making ability occupied top three position. Possible reasons might be that the large farmers with good herd size and landholding could venture to take risks and can withstand uncertainties of risks taken as compared to small and medium categories of dairy

Table 2. Ranking of components according to their relative contribution to entrepreneurial behaviour among the dairy farmers

S. No.	Components	Small farmer		Medium farmer		Large farmer	
		%	Rank	%	Rank	%	Rank
1.	Innovativeness	48	VIII	50	VII	67	II
2.	Achievement motivation	65	I	63	II	51	VII
3.	Decision making ability	60	III	68	I	65	III
4.	Risk orientation	42	IX	44	IX	60	IV
5.	Co-ordinating ability	54	VI	55	V	45	IX
6.	Planning ability	58	IV	57	IV	54	VI
7.	Information seeking behaviour	56	V	53	VI	57	V
8.	Cosmopolit-eness	50	VII	47	VIII	48	VIII
9.	Self confidence	62	II	60	III	68	I

farmers. These farmers might have developed positive attitude towards the technology generated due to satisfaction with the technologies adopted earlier with the result being the innovativeness is 2nd position contributing towards their entrepreneurial behaviour.

Components of entrepreneurial behaviour : Nine components of entrepreneurial behaviour of the farmers were measured and the result is presented in Table 3.

Innovativeness: It can be noticed from the Table 3 that nearly half of the respondents had medium level of innovativeness, whereas more than one-third had high level of innovativeness and the rest had low level of innovativeness. Low level of literacy, lack of awareness and low level of social participation might be the reasons for low innovativeness among the respondents.

Achievement motivation: More than half of the respondents had medium level of achievement motivation followed by 20 and 28 per cent had high level and low level of achievement motivation, respectively. This finding is in line with the findings of *Sharma et al (2008),* who reported that majority of farmers were having medium level of achievement motivation.

Decision making ability: It is evident from the Table 3 that more than one-half of the respondents had medium level of decision making ability whereas nearly 17 per cent had high level and the rest (31%) have low level of decision making ability. This finding is in line with the findings of *Jha (2008),* who reported that majority of the respondents had medium level of decision making ability.

Risk orientation: Majority of the respondents (58%) had medium level of risk orientation and remaining 28 and 14 per cent had low level and high level of risk orientation, respectively. This finding is in line with the findings of *Jha (2008).*

Co-ordinating ability: More than half (53%) of the respondents had high level of co-ordinating ability followed by 22 and 25 per cent had low level and medium level of co-ordinating ability, respectively. This finding is in line with the findings of *Seeralan and Singh (2009)*.

Planning ability: Majority (58 %) of the respondents had medium level of planning ability whereas over one third (24 %) had low level of planning ability and the rest (18%) had high level of planning ability.

Information seeking behaviour: It is evident from the Table 3 that majority (56%) of the respondents had medium level of information seeking behaviour and the remaining 26 and 18 per cent had low level and high level of information seeking behaviour, respectively.

Cosmopoliteness: More than half of the respondents had medium level of cosmopoliteness whereas nearly one-third (27%) had low level of cosmopoliteness and the rest (21%) had high level of cosmopoliteness.

Self confidence: Majority (57%) of the respondents had high level of self confidence followed by medium (23%) and low (20%) level of self confidence, respectively. This finding is in line with the findings of *Vashisth et al (2007)* who reported that majority of respondents among self help groups had high level of self confidence.

Table 3. Distribution of respondents as per different components of entrepreneurial behaviour (N=100)

S. No.	Components/Level	%
1.	*Innovativeness*	
	Low (12-15)	36
	Medium (16-19)	49
	High (>19)	15
2.	*Achievement motivation*	
	Low (<2)	28
	Medium (2-3)	52
	High (>3)	20
3.	*Decision making ability*	
	Low (5-8)	31
	Medium(9-11)	42
	High (>11)	17
4.	*Risk orientation*	
	Low (3-4)	28
	Medium (5-6)	58
	High (>6)	14
5.	*Co-ordinating ability*	
	Low (3-5)	22
	Medium (6-8)	25
	High (>8)	53
6.	*Planning ability*	
	Low (>2)	27
	Medium (2-3)	55
	High (>3)	18
7.	*Information seeking behaviour*	
	Low (11-14)	26
	Medium (15-18)	56
	High (>18)	18
8.	*Cosmopoliteness*	
	Low (5-6)	27
	Medium (7-8)	52
	High (>8)	21
9.	*Self confidence*	
	Low (<2)	20
	Medium (2-3)	23
	High (>3)	57

Relationship between entrepreneurial behaviour and independent variables : Table 4 depicts significant relationship between the dependent variable (entrepreneurial behaviour) and independent variables like education, landholding, housing, material possession, economic status, social participation, training on dairy farming, attitude towards dairy farming, knowledge about A.I., knowledge about deworming, knowledge about feeding of green fodder, knowledge about feeding concentrates, economic motivation, marketing orientation, mass media communication and extension agency at 1 per cent level of significance. The variables like age, education status, personal cosmopoliteness, personal localiteness, utilization of communication sources and urban contact are significantly correlated with entrepreneurial behaviour at 5 per cent level of significance.

Table 4. Correlation between the entrepreneurial behaviour and independent variables.

Independent Variables	Spearman's correlation coefficient (rs)
A. Socio-economic	
Age	0.21*
Occupation	0.15
Education of incumbent	0.33**
Family education status	0.23*
Family size	0.02
Land holding	0.32**
House type	0.28**
Farm power	-0.09
Material possession	0.56**
Herd size	0.08
Economic status	0.27**
B. Socio-psychological	
Social participation	0.63**
Training of dairy farming	0.51**
Attitude towards dairy farming	0.47**
Knowledge about Artificial Insemination	0.36**
Knowledge about deworming	0.28*
Knowledge about feeding of green fodder	0.44**
Knowledge about feeding of concentrates	0.46**
Economic motivation	0.48**
Marketing orientation	0.47**
C. Communication	
Extension agency contact	0.35**
Mass media communication	0.32**
Personal cosmopolite	0.23*
Personal localite	0.38*
Utilization of sources	0.26*
Urban contact	0.22*

*indicates 5 per cent level of significance,
**indicates 1 per cent level of significance.

The co-efficient of multiple determination (R^2) was found to be 0.543 which was significant at 5 per cent level. This indicated that 54.30 per cent of variation in entrepreneurial behaviour was due to the combined influence of the 28 independent variables taken for the study. According to the study, independent variables like education of the respondent, material possession, economic status, social participation, knowledge about A.I., knowledge about deworming, economic motivation, marketing orientation, mass media communication, personal localite and utilization of sources had significant (5%) regression co-efficient; while independent variables like age, attitude towards dairy farming, knowledge about feeding of green fodder and extension agency contact had significant (1%) regression coefficient.

CONCLUSION

The study has clearly shown that majority of the farmers had a medium level of entrepreneurial behaviour. Entrepreneurial behaviour was positively and significantly related with education of the respondent, land holding, material possession, economic status, social participation, training of dairy farming, economic motivation, marketing orientation, extension agency contact and mass media communication. In case of small and medium farmers, majority of them had medium entrepreneurial behaviour; while among large farmers, majority of them had high entrepreneurial behaviour . Nearly half of the respondents had medium level of innovativeness and more than half of the respondents had medium level of achievement motivation, decision making ability, risk orientation, planning ability, information seeking behaviour and cosmopoliteness. More than half of the respondents had high level of co-ordinating ability and self confidence. Therefore, efforts should be made to increase the level of entrepreneurial behaviour through Intensive training programmes, group discussions, demonstrations, tours, field visits, awareness programme etc., for socio economic upliftment of the dairy farmers.

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