

Original Article

Entrepreneurial Behaviour of Dairy Farmers in Chittoor District of Andhra Pradesh

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Abstract

Dairy entrepreneurship obviously demands knowledge and access to various raw materials, market, consumer standards, value additions etc for the products to be manufactured which indeed needs various entrepreneurial traits for accomplishment. In this context, the study was conducted with 90 dairy farmers in three mandals of Chittoor district of Andhra Pradesh to assess the entrepreneurial behavior. The data was collected through personal interview of the respondents with the help of pre-tested interview schedule. Entrepreneurial behavior was assessed by the deployment of statements under the heads of 9 entrepreneurial attributes such as innovativeness, achievement motivation, decision making ability, risk orientation, co-ordinating ability, planning ability, information seeking behavior, cosmopolitanism and self confidence. The results revealed that majority of the dairy farmers were possessing medium entrepreneurial behaviour with respect to all attributes.

Keywords: Dairy Farmers; Enterprise; Entrepreneurial Traits; Entrepreneurial Behaviour Index.

Introduction

Employment generation to rural youth and poor could be achieved only through entrepreneurship development and skill orientation. A sustainable and financially viable dairy farming, which will generate income and self employment through entrepreneurship, is the need of the day (*Shah et al. 2003*). It is also a known fact that the entrepreneurial behavior is more of intrinsic in nature which demands more self motivation in pursuit of the wants. The market accessibility, quality standards, co-ordinating skills etc., will play a pivotal role in harnessing the resources and inputs generated for the viability and sustainability of any enterprise. Dairy entrepreneurship obviously demands knowledge and access to various raw materials, market, consumer standards, value additions etc for the products to be manufactured which indeed needs

various entrepreneurial traits for accomplishment. Keeping the above facts in view, the study was conducted to assess the entrepreneurial behavior of dairy farmers in Chittoor district of Andhra Pradesh with the following objectives.

- i. To assess the level of entrepreneurial behavior and
- ii. To know the level of entrepreneurial attributes possessed by dairy farmers.

Methodology

Study Locale and Selection of Respondents

The study was carried out in Chittoor district of Andhra Pradesh with a sample size of 90 dairy farmers selected from three mandals with 30 farmers from each of Ramachandrapuram, Chandragiri and

Tirupati rural mandals. The study area was selected purposively and farmers randomly. The farmers were subjected to the semi-structured interview schedule and the responses collected were empirically analyzed with standard statistical measures to know the entrepreneurial behaviour.

Measurement of Entrepreneurial Behavior

Entrepreneurial behavior is a composite of qualities or traits which has been inferred as the pre requisites for a successful enterprise. The entrepreneurial behavior of the dairy farmers was studied using the scale developed by Chaudhari et al. (2007) constituting nine attributes viz., innovativeness where scale developed by Babu (1992) was used, achievement motivation, decision making ability, risk

orientation, co-ordinating ability, planning ability, information seeking behavior, cosmopolitanness and self confidence. Overall entrepreneurial behavior score was calculated and categorized into low, medium and high on the basis of Mean + SD.

Entrepreneurial Behaviour was measured by executing Entrepreneurial self assessment scale (Technonet Asia, 1981) with minor modifications. The scores obtained by the respondents on 9 psychological attributes were pooled, which was considered as entrepreneurial behavior for that respondent. Further the respondents were categorized into low, medium and high groups on all the 9 attributes selected as well as in entrepreneurial behavior depending upon the means and standard deviations obtained respectively.

Table 1: Distribution of respondents according to attributes of entrepreneurial behavior (N=90)

Attributes	Frequency	Percentage (%)	Mean	SD
Innovativeness				
Low(<4.86)	9	10.00	6.52	1.66
Medium (4.86-8.18)	73	81.10		
High(>8.18)	8	08.90		
Achievement motivation				
Low(<0.46)	22	24.40	5.66	1.60
Medium(4.06-7.26)	52	57.80		
High(>7.26)	16	17.80		
Decision making ability				
Low(<6.17)	23	25.60	7.55	1.38
Medium(6.17-8.93)	43	47.80		
High(>8.93)	24	26.70		
Risk orientation				
Low(<4.44)	13	14.40	6.41	1.97
Medium(4.44-8.38)	69	76.70		
High(>8.38)	8	08.90		
Co-ordinating ability				
Low(<6.12)	20	22.20	7.43	1.31
Medium(6.12-8.74)	50	55.60		
High(>8.74)	20	22.20		
Planning ability				
Low(<0.67)	15	16.70	1.76	1.09
Medium(0.67-2.85)	49	54.40		
High(>2.85)	26	28.90		
Information seeking behavior				
Low(<11.35)	11	12.20	14.22	2.87
Medium(11.35-17.09)	70	77.80		
High(>17.09)	9	10.00		
Cosmopolitanness				
Low(<4.77)	13	14.40	6.84	2.07
Medium(4.77-8.91)	63	70.00		
High(>8.91)	14	15.60		
Self confidence				
Low(<2.02)	11	12.20	3.32	1.30
Medium(2.02-4.62)	70	77.80		
High(>4.62)	09	10.00		

Analysis of the Data Obtained

Entrepreneurial behavior Index was calculated for a particular attribute by subjecting the data obtained to the following formula:

$$\text{Entrepreneurial behavior index} = \frac{\text{Obtained mean score} \times 100}{\text{Maximum obtained score}}$$

Results and Discussion

Respondents' Distribution as Per Different Attributes of Entrepreneurship.

The results with respect to selected nine attributes of individual entrepreneur are depicted as follows.

Innovativeness

Table 1 confirmed that majority (81.10%) of the farmers had innovativeness at a medium level followed by low level with (10.00%) and high levels comprising about (8.90 %).

Achievement Motivation

The data on this component revealed that more than half (57.80%) of the dairy farmers had medium level of achievement motivation followed by nearly one fourth (24.40%) had low level of achievement motivation and 17.80 per cent had high level of achievement motivation. Similar results have been reported by Vijaykumar (2001) and Suresh (2004).

Decision Making Ability

Decision making ability from the data revealed as that nearly half (47.80%) of the dairy farmers had medium level of decision making ability followed by high (26.70 %) and low (25.60%) levels respectively.

Risk Orientation

Majority (76.70%) of the dairy farmers were found to have medium level of risk orientation followed by low (14.40%) and high (8.90%) level of risk orientation. These findings are in line with the Patel et al (2014), Bhagyalaxmi et al (2003), and Suresh (2004).

Co-Ordinating Ability

From Table 1 it was found that more than half (55.60%) had optimum co-ordinating ability and rest were distributed equally among the low and high co-ordinating ability.

Planning Ability

Table 1 indicated that maximum number (54.4%) of the dairy farmers had medium level of planning ability followed by high (28.9%) and low (16.7%) levels respectively.

Information Seeking Behavior

Majority of the dairy farmers i.e., 77.80 per cent had average level of information seeking behavior followed by low (12.20%) and high (10.00%) levels respectively.

Cosmopolitaness

Medium level of cosmopolitaness of 70.00 per cent was found among the dairy farmers followed by high (15.60%) and low (14.0%) levels from the data tabulated in Table 1.

Self Confidence

This trait is known by the way an individual expresses his confidence in completing the task with his own capability. It was found that majority of the dairy farmers are with medium (77.80%) self confidence and with low (12.20%) followed by high (10.00%) levels respectively. These findings are in conformity with those reported by Patel et al. (2014) and Murali et al. (2003).

Entrepreneurial Behaviour Index (EBI)

The entrepreneurial behavior index (EBI indicates the extent to which an individual is possessing certain attribute. The results after application of the formula for entrepreneurial behavior index was described in Table 2.

It is evident from table that highest EBI, 75.50 was found with decision making ability and so ranked first, while the lowest index of 35.20 was recorded in the planning ability and ranked last among all nine attributes of entrepreneurial behavior. However, the EBI of other attributes such as co-ordinating ability, cosmopolitaness, achievement motivation, self confidence, innovativeness, risk orientation and information seeking behavior were 74.30, 57.00, 56.60, 55.33, 54.33, 53.41 and 52.66 respectively. The highest value of EBI for decision making ability might be due to reasons like experience and involvement in various activities from purchase of raw materials to marketing. The excellent decision making ability tells the story of their multitasking capability in dairy farming. However, it is discouraging to note the lowest index in case of planning ability. It indicates

Table 2: Extent of entrepreneurial behavior attributes possessed by dairy farmers

S. No.	Attributes	Mean Score	Entrepreneurial behavior index	Rank
1.	Innovativeness	6.52	54.33	VI
2.	Achievement motivation	5.66	56.60	IV
3.	Decision making ability	7.55	75.50	I
4.	Risk Orientation	6.41	53.41	VII
5.	Co-ordinating ability	7.43	74.30	II
6.	Planning ability	1.76	35.20	IX
7.	Informationseeking behavior	14.22	52.66	VIII
8.	Cosmopolitaness	6.84	57.00	III
9.	Self confidence	3.32	55.33	V
Entrepreneurial behavior		59.74	57.14	

the fact that the respondents possess insufficiency in prioritizing the tasks pertaining to entrepreneurial dairy farming resulting in unappreciable outcomes in the path to excel in dairy entrepreneurship. The overall entrepreneurial behavior index i.e., 57.14 can be represented as moderate and average. This indicates the scope existing for empowerment of dairy farmers especially with certain attributes like risk orientation, information seeking behavior and planning ability. So, based upon the conclusions drawn out of EBI, recommendation of dairy entrepreneurship development programmes which could inculcate innovativeness, achievement motivation, risk orientation, planning ability, information seeking behaviour, cosmopolitaness and self confidence among dairy farmers was found obvious to propose.

Conclusion

The dairy farmers possessed the moderate entrepreneurial behavior as represented in the results. There is a scope for enhancement of these components among the dairy farmers through suitable initiatives and thereby enabling them to be successful entrepreneurs. In this direction, entrepreneurship development interventions such as conducting training programmes through various extension and development agencies in the form of demonstrations, exhibitions with an objective of imparting the knowledge and motivation must be emphasized. The lacunae in the entrepreneurial behavioural traits must be addressed among the targeted population through encouraging self assessment and analysis which may result in the expected results. Thus, the results obtained with different traits involved in making overall entrepreneurial behavior of the farmers as moderate and average should be addressed and strengthened.

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