

## Social and Psychological Characteristics of Mango Growers of Kolar and Ramanagar Districts of Karnataka State

Amaresh Kumar K.<sup>1\*</sup>, Manjunath<sup>1</sup>, Shashikala Bai D.<sup>1</sup>, T. Basavaraj Naik<sup>1</sup> & Narayan S. Mavarkar<sup>1</sup>

**Abstract:** The study was conducted to know the influence of Social and Psychological characteristics of mango growers and extent of contribution of social and psychological characteristics on entrepreneurial behaviour. The study was conducted in Kolar and Ramanagar districts of Karnataka state during the year 2014-15. The findings of the study revealed that nearly half (49.16%) of the respondents had medium extension participation, (45.83%) of the respondents had medium level of scientific orientation, followed by 33.33 per cent of respondents had low level of scientific orientation. 59.17 per cent of the mango growers had medium achievement motivation. 70.33 per cent of the respondents were never participated in field days. In case of krishimela, 35.83 per cent of the respondents were participated occasionally and 15.00 per cent of them were participated regularly. with respect to decision making ability of mango growers shows that about half (52.00%) of the respondents had medium decision making ability and 27.50 per cent of respondents had high decision making ability. 74.16 per cent of the respondents opined that they had taken self decision on mango varietal selection for cultivation, followed by 66.66 per cent had expressed similar views on taking decisions with respect to quantity of mango to be processed. It was also noticed that internet connection was possessed by only 4.16 per cent of the respondents. The mobile phone sets were possessed by 97.50 per cent of the respondents for regular usage and obtaining information.

**Keywords:** Achievement, Mango, Motivation, Participation.

### INTRODUCTION

Among the major fruits of India, Mango (*Mangifera indica* L.) is eulogized as the king of fruits. It is grown in all tropical countries. It belongs to the dicotyledonous family Anacardiaceae. It is believed that the fruit originated from India and its cultivation has been traced back to more than 6000 years in the past. Groves and gardens of mango find mention in descriptions in the epics of Ramayana and Mahabharat also. In Karnataka, Kolar and Ramanagar are the largest mango growing districts with an area of 46722.00 and 19853.00 hectares, produces 374140.00 and 223570.00 tonnes, respectively (Anon., 15b). The success of mango industry in different mango growing regions of Karnataka is attributed to the geographical situation with amazing diversity in micro as well as macro climate.

Presently, development of mango growing farmers is the primary concern of the country. The role played by entrepreneurs also assumes greater importance. Most of the times, the growing of crops is mainly depends on the socio-economic and psychological background of the farmer. The influence of these characteristics are depends on various situations. Hence, the present study was attempted to understand the influence of social and psychological characteristics of mango grower farmers and influence of these attributes on entrepreneurial behaviour.

### METHODOLOGY

The study was conducted in Kolar and Ramanagar districts of Karnataka state during the year 2014-15. These two districts were selected purposively as

<sup>1</sup> University of Agricultural and Horticultural Sciences, Shivamogga-577225, Karnataka, India.

\* Corresponding author. Ph: 09844380742, E-mail: amreshagri@gmail.com

these districts stood first and second in area and production of mango. Further, Srinivaspura and Mulabaglu taluk from Kolar district and Ramanagar and Magadi taluk from Ramanagar districts were selected in proportion to the highest area under mango cultivation.

Thereafter, three villages having the highest area under mango cultivation were selected from each tehsil. 10 respondents were selected randomly from each village. 120 respondents were selected from the selected 12 villages by adopting simple random sampling. Ex-post facto design was employed for conducting the study. Data was collected by using a structured interview schedule employing personal interview method.

## RESULTS AND DISCUSSION

### Mass Media Participation of Mango Growers

The finding from the Table 1 indicates that, majority (57.50%) of the respondents belonged to medium mass media participation. Whereas, 25.00 per cent and 17.50 per cent of the respondents belonged to low and high mass media participation. The reason might be for high mass media participation due to the majority of the respondents were owned televisions and mobile phones which provide necessary information with respect to agriculture and allied aspects. It also a medium of entertainment. In addition that many farmers had habit of reading news paper to get latest information. Hence, most of them were in medium category of mass media usage. The findings were in line with the studies of Srinivasa Reddy (1995) and Jadhav Balaji Amruthrao (2009).

**Table 1**  
Distribution of Mango Growers according to their Mass media Participation

Sl. No.	Category	Frequency	Per cent
1.	Low (< 12.26)	30	25.00
2.	Medium (12.26 - 18.34)	69	57.50
3.	High (> 18.34)	21	17.50
Total		120	100.00
		Mean = 15.30	SD = 06.08

### Frequency of Mass Media Participation of Mango Growers

The data presented in Table 2 pertaining to frequency of mass media usage by mango growers indicates that 31.66 per cent of the respondents subscribed one or other newspapers. The probable reason may be that the newspaper is one of the good media which can read whenever respondents had free time and it refresh readers mind that might be the reason respondents read more of entertainment type of message and also got valuable information through general information.

A great majority (96.66%) of the respondents owned television sets. The regular viewing behaviour was found to be 70.00 per cent and 55.00 per cent with respect to entertainment programmes and news. The television is one of best communication medium because most of the respondents were viewed TV regularly because of entertainment and to get first hand information in the rural areas.

In case of mobile phone, 45.83 per cent and 26.66 per cent of the respondents were used mobile phones regularly for entertainment and to make SMS. The reason may be that the farmers are still not acquainted with getting information through mobiles and many farmers are unaware of group communication to share agricultural information through mobile and may not enrolled their numbers for KVKs and others agricultural service agencies to get agricultural information periodically that may be reason majority of them were not used mobiles for agriculture purpose regularly.

With respect to internet connectivity, very few (4.16%) of the respondents were used internet. The reason might be that due to lack of computer knowledge, less accessibility, and high cost of internet, the learning stage leads complexity are the reasons that very few respondents were used internet.

Further, it could be observed from the Table 2 that television sets were possessed by 96.66 per cent of the respondents. The regular viewing behaviour was found to be 70.00 per cent with respect to entertainment programmes and 55.00 per cent with respect to news. The occasional viewing behaviour of the respondents was found to be 35.00 per cent

**Table 2**  
**Frequency of Mass media Participation of Mango Growers (N = 120)**

Mass media	Subscription		Programs	Regular		Occasional		Never	
	F	%		F	%	F	%	F	%
News paper	38	31.66	Agril. news	21	17.50	40	33.33	59	49.16
			General information	26	21.66	42	35.00	52	43.33
			Entertainment	29	24.66	39	32.50	52	43.33
			Advertisement	11	09.16	22	18.33	87	72.50
Farm magazines	02	01.66	Agril. information	02	01.66	04	03.33	114	95.00
			Success stories	02	01.66	03	02.50	115	95.83
			Feature article	01	00.83	03	02.50	116	96.66
			Advertisement	00	00.00	02	01.66	118	98.33
Radio	24	20.00	Agril. programmes	08	06.66	18	15.00	94	78.33
			News	12	10.00	10	08.83	98	80.83
			Entertainment	18	15.00	08	06.66	94	78.33
			Advertisement	08	06.66	15	12.50	97	80.83
Television	116	96.66	Agril. programmes	21	17.50	42	35.00	57	72.50
			News	66	55.00	45	37.50	09	07.50
			Entertainment	84	70.00	36	30.00	00	00.00
			Advertisement	40	33.33	62	51.66	18	15.00
Internet	05	04.16	Agril. Information	01	00.83	03	02.50	116	96.66
			General information	02	01.66	03	02.50	115	95.83
			Entertainment	02	01.66	03	02.50	115	95.83
			Advertisement	01	00.83	02	01.66	117	97.50
Mobile	117	97.50	Agril. information	30	25.00	71	59.16	19	15.83
			News	09	07.50	15	12.50	96	80.00
			Entertainment	55	45.83	41	34.16	24	20.00
			Communication sms	32	26.66	45	37.50	43	35.83

F - Frequency % - Per cent

with respect to agricultural programmes. As high as 72.50 per cent of the respondents never view agricultural programmes.

It was also noticed that internet connection was possessed by only 4.16 per cent of the respondents. The mobile phone sets were possessed by 97.50 per cent of the respondents. Whereas, 45.83 per cent and 26.66 per cent of the respondents were used mobile phones regularly for entertainment and sms purpose respectively. Whereas, 59.16 per cent of them used mobile phones for agriculture information occasionally.

### **Extension Participation of Mango Growers**

It is clear from the Table 3 that nearly half (49.16%) of the respondents had medium extension participation, followed by 32.50 per cent of respondents had low extension participation and 18.33 per cent of them had high extension participation.

It may be due to the fact that majority of the mango growers were educated upto high school level had interest and curiosity to know recent developments in mango cultivation and entrepreneurial aspects that may be the reason to

**Table 3**  
**Distribution of Mango Growers according to their Extension Participation**

Sl. No.	Category	Frequency	Per cent
1.	Low (< 2.64)	39	32.50
2.	Medium (2.64 - 6.16)	59	49.16
3.	High (> 6.16)	22	18.33
Total		120	100.00
		Mean = 4.40	SD = 3.53

participated in extension activities like training programmes, demonstrations, field days, krishimelas etc., The findings are in line with the studies of Jadhav Balaji Amruthrao (2009) and Ravikumar *et al.* (2013).

### Scientific Orientation of Mango Growers

From the Table 4 it was observed that nearly half (45.83%) of the respondents had medium level of scientific orientation, followed by 33.33 per cent of respondents had low level of scientific orientation. The probable reason for medium scientific orientation might be due to their medium education level, mass media exposure, extension participation, and contact with extension workers. Higher the formal education, extension participation and contact with extension workers help the respondents to apply scientific practices in their

farm. The findings are in line with the studies of Raghavendra (2007) and Ashokkumar Bennur (2011).

**Table 4**  
**Distribution of Mango Growers according to their Scientific orientation**

Sl. No.	Category	Frequency	Percentage
1.	Low (< 4.37)	40	33.33
2.	Medium (4.37 - 7.13)	55	45.83
3.	High (> 7.13)	25	20.83
Total		120	100.00
		Mean = 6.89	SD = 2.35

The results presented in Table 5 pertaining to statements contributed for scientific orientation among mango growers indicates that, 52.50 per cent of the respondents were agree with the statement, “Even a farmer with lots of farm experience no exposure on entrepreneurship activities”. The farmers were agreed with the statement there was no relation of mango cultivation experience with respect to mango entrepreneurial activities. It was quite clear from the table that the respondents to become an entrepreneur, the economic background and managerial skills are more essential. Hence, the respondents might have opined there was no relation with cultivation of mango crop with entrepreneurial activities.

**Table 5**  
**Statements Contributing for Scientific orientation among Mango Growers (N = 120)**

Sl. No.	Statements	Agree		Undecided		Disagree	
		F	%	F	%	F	%
1.	New methods of mango cultivation give better results to a farmers than the old methods	60	50.00	29	24.16	31	25.83
2.	The way farmers forefather farmed is still the best way to get optimum yield, today should use new methods of mango cultivation	57	47.50	40	33.33	23	19.66
3.	Even a farmer with lots of experience no exposure on entrepreneurship activities	63	52.50	32	26.66	25	20.83
4.	Though it takes time to learn entrepreneurship, it is worth learning	60	50.00	38	31.66	22	18.33
5.	A good farmer experiments with new ideas in mango entrepreneurial activities improves the economic status	50	41.66	50	41.66	20	16.66
6.	Entrepreneurial activities always required in order to raise the level of living of a farmer	34	28.33	58	48.33	28	23.33

F - Frequency, % - Per cent

**Table 6**  
Distribution of Mango Growers according to their Achievement motivation

Sl. No.	Category	Frequency	Per cent
1.	Low (< 23.14)	25	20.83
2.	Medium (23.14 - 26.16)	71	59.17
3.	High (> 26.16)	24	20.00
Total		120	100.00
		Mean = 24.65	SD = 3.02

### Achievement Motivation of Mango Growers

The result presented in Table 6 indicates that majority (59.17%) of the mango growers had medium achievement motivation. Whereas, 20.83 per cent and 20.00 per cent of the respondents had low and high achievement motivation. The reason may be for medium achievement motivation because it is psychological character which takes individual to achieve desired goals, which respondent has set for himself for good motivation level. The medium motivation level can also attribute to the social and economic status of the respondent. The findings are in agreement with the studies conducted by Thorat *et al.* (2007), Borate *et al.* (2010) and Ravikumar *et al.* (2013).

### Statements Contributing for Achievement Motivation Among Mango Growers

The results presented in Table 7 pertaining to statements contributed for achievement motivation among mango growers indicates that, 83.33 per cent

of respondent were strongly agree with the statement "One should enjoy his work as like as play" followed by 69.16 per cent were agree with statene should work till he satisfies". The possible reason might be for both the statements, the individual always aspire to achieve good things. Even the respondents were also in the line of achieving better things in their practices. The significant results always give satisfaction on their role play.

### Decision Making Ability of Mango Growers

Table 8 depicts information with respect to decision making ability of mango growers shows that about half (52.00%) of the respondents had medium decision making ability. Whereas, 27.50 per cent of respondents had high decision making ability. The possible reason may be that majority of the respondents were had moderate education level and limited conmpiliteness exposure, even some times the decisions has to take collectively in the family in consultation with the elders. Probably all these factors contributed for medium decision making of the respondents. The findings are in agreement with the studies conducted by Thorat *et al.* (2007) and Mehta and Madhuri Sonawane (2012).

### Statements Contributing for Decision Making Among Mango Growers

Table 9 reveals the information about decision making of the mango growers, majority (74.16%) of the respondents opined that they had taken self decision on mango varietal selection for cultivation,

**Table 7**  
Statements Contributing for Achievement motivation among Mango Growers (N = 120)

S. No.	Statements	SA		A		UD		DA		SDA	
		F	%	F	%	F	%	F	%	F	%
1.	One should enjoy his work as like as play	100	83.33	20	16.66	00	00.00	00	00.00	00	00.00
2.	Hard working has a good chances of success	54	45.00	53	44.16	13	10.83	00	00.00	00	00.00
3.	Even if one gets no rest, he should give first priority to his work	34	28.33	55	45.83	13	10.83	11	09.16	07	05.83
4.	One should concentrate more on his work and forget his obligations to others	25	20.83	52	43.33	24	20.00	09	07.50	08	06.66
5.	One should perceive that no obstacle can stop him to perform his work better	34	28.33	40	33.33	23	19.16	06	00.00	00	05.83
6.	One should work till he satisfies	83	69.16	29	24.16	04	03.33	04	03.33	00	00.00

SA - Strongly Agree, A - Agree, UN - Un Decided, DA - Disagree, SDA - Strongly Disagree, F - Frequency, % - Per cent

**Table 8**  
**Distribution of Mango Growers according to their Decision making ability**

Sl. No.	Category	Frequency	Per cent
1.	Low (< 27.62)	24	20.00
2.	Medium (27.62 - 32.24)	63	52.50
3.	High (> 32.24)	33	27.50
Total		120	100.00
		Mean = 29.93	SD = 4.62

followed by 66.66 per cent had expressed similar views on taking decisions with respect to quantity of mango to be processed. Due to sufficient exposure on the various aspects *viz.*, varieties, its cultivation, management practices and marketing aspects etc., the individual respondent might had taken self decision.

**CONCLUSION**

The medium mass media participation, extension participation and extension contact, medium level of scientific orientation and management

orientation was found. With respect to Mobile and television, these devices commonly possessed because of easy access of information. Even mango growers were obtained market information by mobile phones followed by newspapers. Though farmers attended training programmes on mango cultivation practices, the mango processing and entrepreneurial aspects are not given much prominence.

The similar findings observed in other studies. It is need of the hour to take up relevant studies on different vegetable/fruit crop growers to know the influence of personal, social and psychological characters on cultivation and even to take up entrepreneurial activities. Based on the recommendations, the suitable policies and programmes need to implement to improve the livelihood of farmers by taking appropriate entrepreneurship activities.

**References**

Ashok Kumar Bennur, (2011), A study on entrepreneurial qualities and adoption behaviour of banana growers. *M.sc. (Agri.) Thesis*, Univ. Agric. Sci., Dharwad, Karnataka, India.

**Table 9**  
**Statements Contributing for Decision making among Mango Growers**

S. No.	Statements	Extension personnel		Self		Elders		Wife/ husband		Children's	
		F	%	F	%	F	%	F	%	F	%
1.											
1.	How do you decide the area for different mango varieties to put under cultivation in previous year?	12	10.00	89	74.16	05	04.16	10	08.33	04	03.33
2.	How do you decide if you want to initiate a mango entrepreneur activity	45	37.50	61	50.83	06	05.00	08	06.66	00	00.00
3.	How do you decide the quantity of produce to be processed?	24	200	80	66.66	05	04.16	11	09.16	00	00.00
4.	How do you decide/plan the various activities to be initiated with respect to processing of mangos?	31	25.83	75	62.50	06	05.00	09	07.50	00	00.00
5.	How do you decide the time of marketing of your produce?	17	14.16	80	66.66	09	07.50	10	08.33	04	03.33
6.	How do you decide the place of market to sell your produce?	20	16.66	76	63.33	10	08.33	09	07.50	05	04.16
7.	Who would keep the written records maintained	00	00.00	79	65.83	00	00.00	18	15.00	23	19.16
8.	Who will watch the profit/loss	00	00.00	79	65.83	00	00.00	21	17.50	20	16.66

F - Frequency % - Per cent

- Balaji Jadhav and Manjunath, L., (2009), Technological gap in adoption of recommended practices of mango cultivation. *Agric. Update*, 6(2): 38-41.
- Borate, H.V., mahadik, R.P. and Kokate, K.D., (2010), Entrepreneurial behaviour of mango growers. *Journal of Community Mobilization and Sustainable Development*, 5(2): 069-073.
- Mehta, B.M. and Madhuri Sonawane, (2012), Entrepreneurial Behaviour of Mango Growers of Valsad district of Gujarat State. *Indian Res. J. Ext. Edu.*, 12(1): 78-82.
- Raghavendra, B. Nayak, (2009), A study on management practices of pineapple growers in Karnataka. *M.sc. (Agri.) Thesis*, Univ. Agric. Sci., Dharwad, Karnataka, India.
- Ravikumar, D. Modi, Bhemappa, A., Manjunath, A.L., Hedge, R.V. and Havaladar, Y.N., (2013), Entrepreneurial characteristics of mango growers and their constraints in adoption of post-harvest management practices in mango. *Karnataka J. Agric Sci.*, 26(3): 384-387.
- Srinivas Reddy, M.V., (1995), A study on knowledge and adoption of recommended mango cultivation practices among farmers of Kolar district. *M. Sc. (Agri.) Thesis*, Univ. Agric. Sci., Bangalore, Karnataka, India.
- Thorat, K.S., Ahire, M.C. and Viresh Andhari, (2007), Entrepreneurial behaviour of mango growers in Ratnagiri, India. *International J. Agric Sci.*, 3(2): 322-323.