

Influence of Personal and Socio-economic Attributes of Mango Growers on Entrepreneurial Behaviour

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ABSTRACT: The study was conducted to know the entrepreneurial behaviour of mango growers in Kolar and Ramanagar district of Karnataka during the year 2014-2015. Entrepreneurial behaviour of the mango growers was assessed on seven dimensions. Major findings revealed that more than half (55.83%) of the respondents belonged to medium entrepreneurial behaviour category. With respect to dimensions of entrepreneurial behavior, majority of the respondents had medium level of risk orientation (63.33%), achievement motivation (59.17%), innovativeness (53.33%), decision making ability (52.00%), management orientation (50.00%), scientific orientation (45.83%) and economic motivation (42.50%). The variables namely education, land holding, family annual income, farming experience in mango cultivation, mass media exposure, extension participation and extension contact were found important in influencing the entrepreneurial behaviour of the mango growers. The regression coefficient of the selected variables viz., education, mass media participation, extension participation and extension contact showed positive and significant relationship with entrepreneurial behavior. The value of coefficient of multiple regression (R^2) in this case was 0.603 indicating thereby, that 60.30 per cent variation in the entrepreneurial behaviour of the mango growers was explained by the ten independent variables selected for the study.

Key words: Behaviour, Entrepreneur, Mango, Scientific.

INTRODUCTION

Entrepreneur is the central force of economic activity and prime mover of development. He is a person who initiates, organizes, manages and controls the affairs of an enterprise that combines the factors of production to supply goods and services in any sector. Entrepreneurial behaviour, therefore is to be regarded as the most needed components for the development.

Mango (*Mangifera indica linn*) is one of the most ancient fruits of India and deserves to be the national fruit. It is the favorite fruit of almost every Indian and has been repeatedly acclaimed as the "King of Fruits". It occupies the same position in India as is occupied by apple in temperate and grapes in sub tropical areas. Its common name Aam means common. Mango is grown in about 87 countries but it is greatly valued in India. In India, about 1,500 varieties of mangos are grown, including 1000 commercial varieties. Among these, Dashehari, Langra and Chausa are the popular varieties of the northern regions of the country, while Alphonso and Pairi are popular in Deccan Plateau and Western regions. Totapuri, Neelam and Benishan are

the important varieties of South India (Ravikumar *et al.* 2013). India produces 2,516 thousand MT of mango from an area of 18,431.30 thousand hectare with the share of 34.09 per cent area and 20.07 per cent production of major fruits. Among the top ten mango producing countries, India ranks first with the highest share of 44.01 per cent of world mango production. The leading mango producing states of India are Uttar Pradesh (43, 00980 MT), Andhra Pradesh (27,37,010 MT), Karnataka (17,55,560 MT) followed by Telangana (17,17,000 MT) (Anon., 2015a).

In Karnataka the crop is grown in an area of 1,80,530 hectares with the production of 17,55,560 MT (Anon., 2015a). Among the various districts of Karnataka, Kolar and Ramanagar are the largest mango growing districts with an area of 46,722 and 19,853 hectares, produces 3,74,140 and 2,23,570 tonnes respectively (Anon., 2015b). 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. Study on Entrepreneurial behaviour of

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mango growers has not been done in mango specially in Karnataka. Therefore, the present study entitled Entrepreneurial behaviour of mango growers of Karnataka is undertaken with the specific objectives of measuring the entrepreneurial behavior of mango growers as well as exploring the relationship between the personal and socio-economic characteristics of mango growers with their 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 these districts stood first and second in area and production of mango in Karnataka State. Further, two tehsils i.e. Srinivaspura and Mulabagal of Kolar district and two tehsils i.e. Ramanagar and Magadi of Ramanagar district 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. Thus total of 120 respondents were selected from the 12 villages by adopting simple random sampling. Ex-post facto design was employed for conducting the study.

RESULTS AND DISCUSSION

Entrepreneurial behaviour of the mango growers

Entrepreneurial behaviour of the mango growers was assessed on seven dimensions namely innovativeness, achievement motivation, decision making ability, economic motivation, risk orientation, scientific orientation and management orientation. Considering the score for each dimension, the respondents were classified in suitable categories. So, also overall entrepreneurial behavior score of the respondents was worked out by summing up the scores obtained by them on each of these seven dimensions. The results in respect of the overall entrepreneurial behavior of the mango growers are presented in Table 1.

It is clear from the Table 1 that more than half (55.83%) of the respondents belonged to medium entrepreneurial behaviour category. Whereas, 24.16 per cent of them in low entrepreneurial behaviour category and 20.00 per cent in high entrepreneurial behaviour category. The results are in accordance with the findings of Borate *et al.* (2010) and Mehta and Madhuri Sonawane (2012).

It is observed from Table 1 that, about half (53.33%) of the respondents had medium levels of innovativeness. The medium innovativeness of

farmers might be due to fact that majority of the respondents were middle aged, the middle aged farmers usually verge of accept/adopt new things in their day to day farming activities. This may be the probable reason for medium level of innovativeness. The findings are in line with the studies of Thorat *et al.* (2007), Hendge *et al.* (2007) and Borate *et al.* (2010). With respect to achievement motivation, majority (59.17%) of the mango growers had medium achievement motivation. The reason may be for medium achievement motivation because it is psychological character which leads individual to achieve desired goals. 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). With regard to decision making ability, little more than half (52.50%) of the respondents had medium decision making ability. The possible reason may be that majority of the respondents were had moderate education level and limited cosmopolitan exposure and economic motivation. The findings are in agreement with the studies conducted by Thorat *et al.* (2007) and Mehta and Madhuri Sonawane (2012). With respect to economic motivation, 42.50 per cent and 36.67 per cent of the respondents had medium and high economic motivation. The possible reason for medium and higher economic motivation could be due to their economic position, medium land holding, medium standard of living were the important factors for medium to high economic motivation. The findings are in agreement with the studies conducted by Rajashekhar (2009).

With regard to risk orientation, majority (63.33%) of the respondents had medium risk orientation. The risk bearing capacity of individuals depend upon the personal, psychological and socio-economic characteristics of the individuals. The respondents with more farming experience, better income and contact with extension personnel have increased the perception and confidence to initiate the mango enterprises, all these factors might have resulted to medium risk orientation by the respondents. The results are in accordance with the findings of Mehta and Madhuri Sonawane (2012) and Ravikumar *et al.* (2013). As regard to the scientific orientation, nearly half (45.33%) of the respondents had medium 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

Table 1
Distribution of respondents according to their entrepreneurial behaviour (N=120)

Sl.No	Dimensions	Category	No.	%	Mean	SD
1	Innovativeness	Low (<7.57)	32	26.67	8.875	2.59
		Medium (7.57 - 10.17)	64	53.33		
		High (>10.17)	24	20.00		
2	Achievement motivation	Low (<23.14)	25	20.83	24.65	3.02
		Medium (23.14 - 26.16)	71	59.17		
		High (>26.16)	24	20.00		
3	Decision making ability	Low (<27.62)	24	20.00	29.93	4.61
		Medium (27.62 - 32.24)	63	52.50		
		High (>32.24)	33	27.50		
4	Economic motivation	Low (<5.79)	25	20.83	6.8	2.02
		Medium (5.79 - 7.81)	51	42.50		
		High (>7.81)	44	36.67		
5	Risk orientation	Low (<11.51)	25	20.83	12.80	2.58
		Medium (11.51 - 14.09)	76	63.33		
		High (>14.09)	19	15.83		
6	Scientific Orientation	Low (<5.74)	40	33.33	6.92	2.37
		Medium(5.74 - 8.10)	55	45.83		
		High (>8.10)	25	20.83		
7	Management Orientation	Low (<35.81)	33	27.50	38.92	6.22
		Medium (35.81- 42.03)	60	50.00		
		High (>42.03)	27	22.50		
8	Overall entrepreneurial behaviour	Low (<123.29)	24	20.00	128.9	11.2
		Medium (123.29-134.51)	67	55.83		
		High (>134.51)	29	24.16		

workers. Higher the formal education, extension participation and contact with extension workers help the respondents to apply scientific thought on entrepreneurial activities. The findings are in line with the studies of Raghavendra (2007) and Ashok Kumar Bennur (2011). With respect to management orientation, half (50.00%) of the respondents belonged to medium management orientation. The probable reason for medium level of management orientation might be their interactions/contacts with the extension personnel have helped farmers to reorient their crop management practices. Knowledge obtained from training programmes, demonstrations, exhibitions, krishimela and field days etc., contributed to develop their medium level of management orientation. The findings are in line with the studies of Nagesh (2006) and Naveen Kumar (2012).

Correlation analysis

The relationship between the personal and socio-economic and psychological characteristics of the mango growers and their entrepreneurial behaviour was tested by the computing the correlation coefficient (r). The result in this regard is presented in Table 2.

The correlation confirmed that the variables viz., education, land holding, family annual income, mass media exposure and extension contact showed

positive and significant relationship at 0.01 level of probability. Whereas, farming experience in mango cultivation and extension participation was showed positive and significant correlation at 0.05 level of probability. The variables like age, occupation and overall farming experience of mango growers had negative and non significant relationship with entrepreneurial behaviour.

Table 2
Correlation between personal and socio-economic characteristics and entrepreneurial behaviour of mango growers (N=120)

Sl. No.	Independent variables	'r' value
1.	Age	-0.152 ^{NS}
2.	Education	0.338 ^{**}
3.	Occupation	-0.009 ^{NS}
4.	Land holding	0.251 ^{**}
5.	Family annual income	0.252 ^{**}
6.	Farming experience	-0.126 ^{NS}
7.	Farming experience in mango cultivation	0.181 [*]
8.	Mass media exposure	0.425 ^{**}
9.	Extension participation	0.228 [*]
10.	Extension contact	0.365 ^{**}

* Significant at 0.05 level probability. **Significant at 0.01 level probability.
NS -Non-significant

The result of the Table 2 shows that education of mango growers had positively and highly significantly associated with entrepreneurial

behaviour. Education helps the farmers to broaden their mental horizon and motivates towards higher accomplishment. It will lead to take better decision, economic motivation inclined to use innovations. These factors help an individual to manage his enterprise. Thus education was the influencing factor for entrepreneurial behaviour of mango grower. The results are in accordance with the findings of Mehta and Madhuri Sonawane (2012) and Naveen Kumar (2012).

Occupation of mango growers was negative and non significant association with their entrepreneurial behaviour. A large majority of mango farmers were engaged in agriculture alone. Hence, less variation in their occupation might be the reason for non-significant relationship. The results are in accordance with the findings of Nagesh (2006).

Land holding of mango growers was positively and highly significantly correlated. Land holding provides the economic base for the farmer to practice new agricultural technologies and initiate entrepreneurial activities. Land holding regulated impetus to make optimum utilization of resources on farm through efficient decision making. Higher the land holding resulting higher the entrepreneurial aspirations. Further, it helps the farmer to bear risk and uncertainty in his ventures. The results are in accordance with the findings of Naveen Kumar (2012).

Annual family income of farmers was positively and highly significantly correlated. Farmers with higher annual family income have higher purchasing power and as a result have an urge to invest in specialized farm operations. The higher income itself motivates the farmers to seek new technologies for improving their income and standard of living. Farmers with high annual family income usually have good leadership abilities and they can normally bear risk and uncertainty in adopting new ideas. The results are in accordance with the findings of Borate *et al.* (2010), Mehta and Madhuri Sonawane (2012) and Naveen Kumar (2012).

Farming experience of mango growers in mango cultivation had positively and significantly correlated with their entrepreneurial behaviour. The positive and significant relationship indicates that an higher experience in mango cultivation led to increase in their entrepreneurial behaviour.

Mass media participation of mango growers was positively and highly significantly associated with their entrepreneurial behavior. Mass media provides the factual and current information on day to day life events. All the medias one or other way helps in

development of society. Similarly with respect to farmers, these medias creates an awareness on the new aspects and motivates them to take up new practices and entrepreneurial activities. For this, a farmer will move out of his natural setting, which increases his economic motivation. The results are in accordance with the findings of Borate *et al.* (2010) and Mehta and Madhuri Sonawane (2012).

Extension participation of mango growers had positively and significantly correlated with their entrepreneurial behaviour. It was found that mango growers actively participated in most of the extension activities such as training programmes, demonstrations, krishimela, exhibitions, filed visit, etc. These participation encouraged them to increase in their confidence which resulted in high entrepreneurial behaviour. The results are in accordance with the findings of Nagesh (2006) and Mehta and Madhuri Sonawane (2012).

Extension contact was positively and highly significantly correlated with entrepreneurial behaviour. This may be due to continuous interaction of respondents with different extension functionaries like Assistant Horticulture Officer, Assistant Director of Horticulture, University Scientists and other private agencies. Extension contact helps the farmers to get information from various sources intern helps in adoption of the new practices. The results are in accordance with the findings of Borate *et al.*, (2010) and Naveen Kumar (2012)

The remaining variables namely, age, occupation and overall farming experience of mango growers had negative and non significant relationship with entrepreneurial behaviour. This means other than these factors and some other factors play important role in entrepreneurial behaviour of the mango growers.

Multiple linear regression analysis

Multiple regression analysis was carried out to determining the contribution of independent variables with entrepreneurial behaviour of mango growers.

The result presented in the Table 3 revealed that four characteristics of mango growers out of ten viz., education, mass media participation, extension participation, and extension contact found to be significant in explaining the variation in their entrepreneurial behaviour. It is referred that increasing unit of these variables results in increase in level of entrepreneurial behaviour. Hence, these variables could be considered as good predictors of

Table 3
Multiple regression analysis between personal and socio-economic characteristics and entrepreneurial behaviour of mango growers (N=120)

Sl. No.	Variables	Regression coefficient (B)	Standard error	't' value
1.	Age	0.215	0.117	1.835
2.	Education	2.307	0.558	4.137**
3.	Occupation	-0.427	0.965	-0.443
4.	Land holding	-0.374	0.226	-1.651
5.	Family Annual Income	7.292	0.000	0.875
6.	Farming experience	-0.097	0.110	-0.882
7.	Farming experience in mango	0.263	0.192	1.370
8.	Mass media participation	0.147	0.058	2.519*
9.	Extension participation	0.826	0.244	3.390**
10.	Extension contact	0.993	0.281	3.533**

R² = 0.603F = 16.529 at 10, 109 d.f

* Significant at 0.05 level of probability ** Significant at 0.01 level of probability

entrepreneurial behaviour of mango growers. The value of co-efficient of determination (R² = 0.603) indicated that all the twelve variables together explained 60.30 per cent of variation in the entrepreneurial behaviour. Since 60.30 per cent of the variation could be explained in the present study by ten variables. It implied that there are other unidentified variables contributing to the entrepreneurial behavior. The 'F' value was found to be significant at 0.01 level of probability.

CONCLUSION

The medium level of entrepreneurial behaviour was found among the mango growers. This implies that mango growers are in the interest of entrepreneurial activities, to improve their entrepreneurial activities, intensive educational activities such as motivational and capacity building programmes, demonstration, exhibitions and Entrepreneurship Development Programmes has to initiate. The variables like education, mass media participation extension participation and extension contact were found important in influencing the entrepreneurial behaviour of the mango growers. It is observed that there is a wide scope for all types of mango grower famers to take up mango entrepreneurial activities. The government and private organizations should formulate appropriate programmes and methodologies to initiate entrepreneurial activities among mango growers.

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