CORRELATES OF ENTREPRENEURIAL BEHAVIOUR OF FLORICULTURE FARMERS*

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Entrepreneurship is the capacity for innovation and caliber to introduce innovative techniques in business operations. The activity of an individual to decide adopting certain enterprises to make profit is regarded as entrepreneurial behaviour. The future looks bright for innovative entrepreneurs who possess the skills and experience needed for the challenges of enterprise ownership. It is only the innovative entrepreneur who has the power to dream, to transform new situation into thoughts and resolve them into action. Hence, an entrepreneur is an integral part of economic development. Entrepreneurship is the pursuit of an opportunity irrespective of existing resources. For instance, it is the risk taking ability of the idividual broadly coupled with rational decision making to increase production in agriculture, business, industry and other allied fields.

Entrepreneurship is influenced by various socio-economic and personal factors either individually or in combination, and the supporting system and social environment determine to some extent the success of entreprenurship. Keeping this in view, the present study was undertaken to determine the socio-economic and personal factors influencing directly as well as indirectly the entrepreneurship of floriculture farmers.

Methodology

The study was undertaken in Ranga Reddy district of Andhra Pradesh. Shamshabad, Chevella, Moinabad and Shankarpally mandals which occupy

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first place in terms of flower crop area were selected purposeively. Accordingly, three villages from each mandal, i.e. a total of 12 villages were selected purposively. List of flower growers living in these twelve villages was prepared and divided into three categories namely small farmers (upto 5 acres), medium farmers (5-10 acres) and big farmers (more than 10 acres). At the rate of 10 farmers from each group namely small, medium and big farmers were selected from 12 villages by quota sampling method, making a sample size of 120 in total. Keeping in view the objectives of the study, a well structured interview schedule was prepared and it was pretested. The data were collected by personally interviewing the respondent farmers in an informal atmosphere either at home or farm.

Results and Discussion

As per Table 1, education, social participation and annual income were positively and significantly correlated with information seeking behaviour. Education enables an individual to read and write, thus opening up his faculties of thinking to outside world. Generally, educated persons venture to become members of formal and informal institutions for better use of resources. The entrepreneurs who are educated, with high social participation get higher annual income as they adopt new agricultural technologies earlier to others as their information seeking behaviour is higher.

The characteristics like land holding, annual income, education and social participation were positively and significantly correlated with farm decision making. Higher land holding provides an impetus to the farmers to produce more and higher annual income giving support to introduction of technological changes. Education and social participation provides the required knowledge to take appropriate decisions for achieving maximum profits. Hence, the above trend was justified.

There is a positive and significant correlation between the characteristics like annual income and social participation with leadership ability. The higher the annual income and social participation, higher will be the leadership ability. The persons with high socio-economic status leverages other persons in a society easily.

Table 1 : Correlation coefficient values between entrepreneurial behaviour of small farmers and their selected Personal and socio-economic characteristics

S.N.	Variables	Information seeking behaviour	Farm decision making	Leadership ability	Risk taking ability	Innovative ness	Achieve ment moti vation	Market orientation	Overall entrepre neuiral behaviour
1.	Age	-0.1178NS	-0.0847NS	-0.0267NS	-0.0084NS	0.1584NS	-0.0586NS	-0.1786NS	0.0497NS
2.	Education	0.3774**	0.3859**	0.2965NS	0.0319NS	0.3292*	0.3315*	0.5304*	0.4495**
3.	Family size	0.2242NS	0.1133NS	0.2050NS	0.2728 NS	0.1674 NS	-0.0773	0.0601NS	0.2213NS
4.	Social participation	0.3614*	0.4385*	0.4464**	0.2752NS	0.4742**	0.2047 NS	0.4227**	0.5593**
5.	Caste	0.0012 NS	0.1701 NS	0.1682 NS	0.2053 NS	0.0661 NS	0.0362 NS	0.2184 NS	0.2563 NS
6.	Land holding	0.1876 NS	0.3744*	0.2601 NS	0.381*	0.3858*	0.2393 NS	0.5813 NS	0.4563**
7.	Annual income	0.3288*	0.3164*	0.3247*	0.3260*	0.3206*	0.3225*	0.3226*	0.4240**

NS= not significant

** Significant at P<0.01

* Significant at P< 0.05

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The personal and socio economic characteristics like land holding and annual income had shown positive and significant correlation with risk taking ability of small floriculture farmers. The farmers with sound economic background had high risk taking ability as they can withstand losses in farming with ease.

The characteristic of education, land holding, annual income and social participation have shown positive and significant correlation with innovativeness. An educated farmer, whose socio-economic status is high, adopts new agricultural technologies earlier to others, as he is exposed to various sources of information because of his position in the society.

Education and annual income have shown positive and significant correlation with achievement motivation. Education helps a person to enlighten himself and improves his awareness. Whereas high income from farming acts as a stimulant for a farmer to achieve more.

The characteristics of education, social participation and annual income have shown positive and significant correlation with market orientation. Farmers with high education and high social participation had high market orientation. This might be due to the fact that as the farmers are exposed to greater sources of information, they can sell their produce at a reasonable rate. Higher income of the sample respondents directly indicates the successful market orientation of the farmers.

The characteristics of education, social participation, land holding and annual income have positively and significantly correlated with overall entrepreneurial behaviour of small floriculture farmers. This might be due to the fact that education helps the farmers to grasp new things easily whereas high social participation helps the farmers to have more contacts with different sources leading to adoption of new agricultural technologies. These findings are in line with that of Srinivas (1991), Manjula (1995) and Reddy (1995). Farmers with higher land holding have high decision making ability and high risk taking ability. Hence, their entrepreneurial behaviour is more. The findings are in confrontation with that of Subrahmanyeshwari (1997). Higher annual income shows the successful entrepreneurship of farmers in getting reasonable profits from their farming enterprise.

Table 2 : Correlation coefficient values between entrepreneurial behaviour of medium farmers and their selected Personal and socio-economic characteristics

S.N.	Variables	Information seeking behaviour	Farm decision making	Leadership ability	Risk taking ability	Innovative ness	Achieve ment moti vation	Market orientation	Overall entrepre neuiral behaviour
1.	Age	0.0459 NS	0.0259 NS	-0.0847 NS	-0.1197 NS	-0.1656 NS	0.0060 NS	0.0810 NS	-0.1124 NS
2.	Education	0.4448**	0.1572 NS	0.2868 NS	0.2289 NS	0.3271*	0.2145 NS	0.0109 NS	0.3004 NS
3.	Family size	-0.1967 NS	-0.0384 NS	-0.2948 NS	0.0152 NS	0.2410 NS	-0.1192 NS	0.1910 NS	-0.2973 NS
4.	Social participation	0.1760 NS	0.1560 NS	0.4361**	-0.0237NS	0.3065 NS	-0.2618 NS	0.0345 NS	0.2027 NS
5.	Caste	0.2197 NS	0.1818 NS	0.2924 NS	0.0370 NS	0.0587 NS	0.2883 NS	0.3015 NS	0.2027 NS
6.	Land holding	0.3292 NS	0.2560 NS	0.1060 NS	0.1130 NS	0.0611 NS	0.1833 NS	0.3350*	0.1946 NS
7.	Annual income	0.2375 NS	0.1948 NS	0.0295 NS	0.0447 NS	0.0336 NS	0.2820 NS	0.3716*	0.1793 NS

NS= not significant
** Significant at P<0.01
* Significant at P< 0.05

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It is evident from the Table 2 that the characteristics education had shown positive and significant correlation with information seeking behaviour. Education helps the farmer to expose more to the outside world and also affects the manner in which one gathers the data and relates himself to his environment. Thus, the correlation between education and information seeking behaviour of medium farmers was justified.

The characteristic of social participation has shown positive and significant correlation with leadership ability. Social participation involves the degree of active participation of individuals in social organization or social situations which serves as an opportunity for individuals to influence others and lead them. Hence, both these are positively and significantly correlated.

Education has shown positive and significant correlation with innovativeness. Education is a pre-requisite for knowledge and basic requirement for human development. The farmers with high education gather more information about new technologies and interpret them in their own way. Hence, the educated farmers adopt new ideas earlier than other farmers.

The characteristics of land holding and annual income have shown positive and significant correlation with market orientation. The farmers with high income and land holding market their produce at remunerative prices as they avoid dependence on middlemen due to their sound economic background.

The characteristic of social participation have positively and significantly correlated with overall entrepreneurial behaviour of medium farmers. The farmers with high social participation will have more contacts with different sources and mingle with different organisations in pursuit of their objectives, leading to higher and earlier adoption of new agricultural technology. Hence, they have high entrepreneurial behaviour. These findings are in confirmity with the findings of Reddy (1995).

It is evident from Table 3 that the characteristics like education, social participation, annual income and land holding have shown positive and significant correlation with information seeking behaviour of big floriculture farmers. Educated farmers who have sound economic background and high social participation actively seeks information on new agricultural technolo-

Table 3 : Correlation coefficient values between entrepreneurial behaviour of big farmers and their selected personal and socio-economic characteristics

S.N.	Variables	Information seeking behaviour	Farm decision making	Leadership ability	Risk taking ability	Innovative ness	Achieve ment moti vation	Market orientation	Overall entrepre neuiral behaviour
1.	Age	0.0630 NS	0.0835 NS	-0.0338 NS	0.0078 NS	0.0132 NS	0.0245 NS	0.8020 NS	0.0323 NS
2.	Education	0.7186**	0.6024*	0.5141**	0.2544 NS	0.6441*8	0.7380**	0.2374 NS	0.7226**
3.	Family size	-0.1557 NS	0.0294 NS	-0.2430 NS	-0.1593 NS	-0.1245 NS	-0.0656 NS	-0.1257 NS	-0.4122 NS
4.	Social participation	0.4816**	0.3708*	0.2341 NS	0.2157 NS	0.3902*	-0.2429 NS	0.1033 NS	0.4247*
5.	Caste	0.0305 NS	-0.1126 NS	0.1764 NS	0.1371 NS	-0.0124 NS	-0.0734 NS	0.1947 NS	0.0158 NS
6.	Land holding	0.4832**	0.4023**	0.3161*	0.3910*	0.3540*	0.2361 NS	0.4703**	0.4538**
7.	Annual income	0.3831*	0.3666*	0.3340*	0.3167*	0.3394*	0.0808 NS	0.3261*	0.4059**

NS= not significant
** Significant at P<0.01
* Significant at P< 0.05

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gies which enable them to adopt new technologies earlier than others in order to maximize their profits. Hence, the above trend was witnessed.

The characteristics like education, social participation, land holding and annual income were positively and significantly correlated with farm decision making. Social participation helps the farmer to collect the data from various sources. Education helps the farmer to interpret the collected data in his own terms so that a suitable alternative is chosen whereas, land holding and annual income provides the required economic support to the decisions taken by farmers. All these characteristics show cumulative effect on decision making ability of the farmer.

Education, land holding and annual income were positively and significantly correlated with leadership ability of big farmers. Education helps an individual to improve his knowledge. Probably, education exposes the farmers to various communication methods. By virtue of his greater knowledge on farm practices a farmer can influence fellow farmers. Good economic background also helps to lead fellow farmers in a society. Hence, farmers with high education, land holding and income have high leadership ability.

Annual income and land holding have shown positive and significant correlation with risk taking ability. Farmers with high land holding and annual income will have more risk taking ability due to their potential economic background. Hence, they can withstand uncertainties in farming in a better manner compared to other farmers.

The characteristics of education, social participation, land holding and annual income have shown positive and significant correlation with innovativeness. High education and socio-economic status helps the farmers to gather information about new technologies and also gives support to adopt them earlier. Hence the above trend was observed.

Education is positively and significantly correlated with achievement motivation. Education helps the farmers to get exposure to different sources of information for acquiring knowledge or factual information and during this process the individual develops the desire to excel over others.

The characteristics of land holding and annual income have shown positive and significant correlation with market orientation. This might be due to the fact that, big farmers due to their good financial condition are able to

sell their produce whenever there is demand in the market. As they do not depend on middlemen for money, they get higher prices for their produce.

Education, land holding, annual income and social participation were positively and significantly correlated with entrepreneurial behaviour. Higher level of education will have positive effect on entrepreneurial behaviour. Probably, education exposes farmers to more communication methods which inturn influence entrepreneurial behaviour. These findings are in line with findings of Srinivas (1991), Manjula (1995). Higher social participation leads them to have more contact with different sources leading to adoption of improved agricultural technologies. These findings are in line with that of Subrahmaneyshwari (1997). Farmers with large size land holding can adopt more technologies leading to higher entrepreneurship. Higher the annual income, higher will be the entrepreneurship of farmers.

It is evident from Table 4 that the characteristics like education, social participation and annual income were positively and significantly correlated with information seeking behaviour. Education improves the knowledge level of the farmer and exposes him to other sources of information. Social participation improves the extension contacts of a farmer. Whereas higher annual income from the floriculture enterprise acts as a boon for farmers and with increased zeal he wants to adopt new technologies to get higher output. This is the pattern by which an individual gets his information either on his own seeking or as a consequence of his being a part of the network.

Education, social participation, land holding and annual income were positively and significantly correlated with farm decision making. Education and social participation helps the farmers to make decisions either individually or consulting with others while performing activities. Whereas land holding and annual income provides the required impetus to apply new ideas for achieving maximum profits.

The characteristics like education and social participation had shown positive and significant correlation with leaderhsip ability. An educated farmer with high social participation is able to influence other fellow farmers by virtue of his high knowledge and greater exposure to communication sources. Hence, these two characteristics have positive and significant correlation with leadership ability.

Table 4 : Correlation coefficient values between entrepreneurial behaviour of overall farmers and their selected personal and socio-economic characteristics

S.N.	Variables	Information seeking behaviour	Farm decision making	Leadership ability	Risk taking ability	Innovative ness	Achieve ment moti vation	Market orientation	Overall entrepre neuiral behaviour
1.	Age	0.0813 NS	0.0416 NS	0.0385 NS	-0.0070 NS	0.0386 NS	0.0185 NS	0.0412 NS	0.0452 NS
2.	Education	0.5484**	0.4317**	0.3738**	0.2316 NS	0.4735**	0.4310**	0.3092**	0.5633**
3.	Family size	-0.0274 NS	0.0499 NS	-0.1373 NS	0.0592 NS	-0.1061 NS	-0.0821 NS	-0.0461 NS	-0.0792 NS
4.	Social participation	0.3623**	0.3344**	0.3495**	0.1053 NS	0.4509**	0.4396**	0.2029*	0.4890**
5.	Caste	0.0801NS	0.1430 NS	0.1109 NS	0.1203 NS	0.1371 NS	0.1271 NS	0.1932 NS	0.1094 NS
6.	Land holding	0.1067 NS	0.2937**	0.1240 NS	0.2514**	0.3289**	0.1673 NS	0.3338*	0.3497**
7.	Annual income	0.3480*	0.3164**	0.1656 NS	0.2720**	0.3597**	0.2419**	0.3446**	0.4072**

NS= not significant
** Significant at P<0.01
* Significant at P< 0.05

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Land holding and annual income have shown positive and significant correlation with risk taking ability. Large size land holdings and higher annual income helps the farmers to bear risk and uncertainty in adopting new ideas and courage to face problems. When land holding and income are high the farmers risk taking ability is high as losses due to uncertainty cannot cause much damage to him.

The characteristics like education, social participation, land holding and annual income were positively and significantly correlated with innovativeness. Education and social participation helps the farmers to get information from various sources. Thus, both of these bring changes in the socio-psychological orientation of individuals to adopt new ideas and practices. Large land holding and higher income provides the economic base for the farmer to adopt new agricultural technologies.

Education, social participation and annual income have shown positive and significant correlation with achievement motivation. Education and social participation brings change in the knowledge level of farmer by exposing him to various communication methods. Thus, an individual develops desire to improve his knowledge level for achieving certain things in life. High annual income also acts as a motive for the farmer to get maximum profits from his farm enterprise. This might be the reason for the above trend.

The characteristics like education, social participation, land holding and annual income have shown positive and significant correlation with market orientation. Education and social participation helps the farmers to know about the existing market rates and various marketing techniques used for disposal of produce at reasonable rates. Large land holding and high annual income helps the farmers to store their produce when there a slump in the market and sell it, when there are reasonable rates. They also help to save the farmer from the clutches of middlemen by avoiding dependence on them for money.

Education, land holding, social participation and annual income were positively and significantly correlated with the overall entrepreneurial behaviour of floriculture farmers. Education and social participation makes the farmers to come across various sources of information which improves their information

seeking behaviour, decision making ability and leadership ability. Farmers with high land holding and high annual income had high risk taking ability, and high market orientation. Hence, all these characterisics help an individual to improve his entrepreneurial behaviour. These characteristics bring about change in socio-psychological orientation of farmer towards adoption of new technologies for maximizing his output thus improving his entreperneurship.

Conclusion

The study shows that certain variables such as education, social participation, land holding and annual income were positively and significantly correlated with entrepreneurial behaviour. The extension agencies should aim at manipulating these variables to their advantage for promoting entrepreneurial behaviour among flower growers.

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