

Entrepreneurial Behavior of Grape Growers

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ABSTRACT

The present study was undertaken in Chickballapur and Sidlaghatta taluks of Chikkaballapura District in Karnataka state during 2016-17 to assess the entrepreneurial behaviour of grape growers. Ninety grape growers were personally interviewed using a pre-tested schedule. It was found that more than one-third of the grape growers belonged to medium level of information seeking ability (37.77%), risk orientation (40.01%), management orientation (44.45%), leadership ability (38.89%) and scientific orientation (40.01 %), while a larger number of grape growers were having high level of innovativeness (43.33%), decision making ability (40.01%), achievement motivation (41.12 %), market orientation (36.66%) and knowledge about improved grape cultivation practices (37.78%). A great majority of the grape growers (71.12%) belonged to medium to high entrepreneurial behaviour category. It was also found that education, annual income, cosmopolitanness, mass media participation, land holding, extension agency contact and extension participation had significant to highly significant association with the entrepreneurial behaviour of grape growers. All the 11 independent variables together contributed to the tune of nearly 69.01 per cent out of the variation in the entrepreneurial behaviour.

Keywords : Entrepreneurial behaviour, grape growers, achievement motivation

THE development of any nation depends primarily on the important role played by entrepreneurs. An entrepreneur organizes the economic ventures for producing goods and services at lower cost with the objective of maximization of new employment and setting up new business (Jha, 2012). He / she is one who strives hard to maximize the profit by adoption of innovations. They are the person with a will to act, to resume risk and bring about change in organization of human efforts. The future looks bright for innovative entrepreneurs who possess the skills and experiences needed for the challenges of this entrepreneurship. A large part of interest in entrepreneurship stems from the fact that economic development is the outcome of purposeful human activity and hence promoting entrepreneurs is very much essential.

Entrepreneurship is the capacity for innovation and caliber to introduce innovative techniques in business operations. It has been accepted globally as an effective tool for widening the entrepreneurial base for those who have poor financial resources or managerial background. Entrepreneurship contributes

to multidimensional development in several ways, viz., assembling and harnessing various inputs, bearing the risks, innovating and imitating the techniques of production to reduce the cost and increase its quality and quantity, expanding the horizons of the market, and coordinating and managing the manufacturing unit at various levels. Recent interest in agricultural development coupled with the problems of poverty and unemployment and opening of markets has brought the concept of rural entrepreneurship to the fore. The future progress of farming in the country depends on the entrepreneurial behavior of farmers. Keeping the above facts in view, an attempt is made to critically analyze the entrepreneurial behavior of grape growers.

The present study was conducted with the following specific objectives:

1. To assess the entrepreneurial behaviour of grape growers.
2. To find out the association between the personal, socio-economic, psychological and communication characteristics of grape growers with their entrepreneurial behaviour.

METHODOLOGY

The study was carried out in Chickballapura district of Karnataka state during 2016-17. Vijayapura (1,78,120 tonnes) and Chickballapura (55,640 tonnes) districts stands first and second in terms of production of grapes in Karnataka state (3,91,155 tonnes) for the year 2014-15 (Anon., 2017). Chickballapura district was purposively selected for the study, since it is the largest producer of grapes in Southern Karnataka.

Grape was cultivated in an area of 2433 ha. in Chickballapura district during the year 2015. Out of the six taluks, Chickballapura (1748 ha.) and Sidlaghatta (535 ha.) taluks were purposively selected for the study since these taluks have recorded first and second positions in terms of larger areas under grape cultivation in the district during the year 2015 (Anon., 2016). Six villages in Chickballapura taluk and three villages in Sidlaghatta taluk were randomly selected for the study. Ten grape growers were again randomly selected from nine sampled villages. Thus, the total sample constituted 90 grape growers from nine villages in two taluks of Chickballapura district.

The research design adopted for the study was ex-post-facto technique, since it is a systematic empirical inquiry for measuring the phenomenon which has already occurred and is continuing. The researcher has no control on independent variables as their manifestation has already occurred or they are inherent and not manipulable. Thus, inferences about relation among variables were made without direct intervention from concomitant variation of independent and dependent variables.

Entrepreneurial behavior (dependent variable): Entrepreneurial behavior in the present study was measured using ten components *viz.*, innovativeness, knowledge about improved grape cultivation practices, decision making ability, information seeking ability, risk orientation, management orientation, leadership ability, achievement motivation, scientific orientation and market orientation.

Information regarding the eleven personal, socio-economic, psychological and communication characteristics of grape growers were measured using structure schedule with suitable scales. The collected

data was scored, tabulated and analyzed using frequency, mean, standard deviation, chi-square test and multiple regression analysis.

RESULTS AND DISCUSSION

Distribution of grape growers according to the different components of entrepreneurial behaviour

Innovativeness : The results in Table I reveals that 43.33 per cent of the respondents were having high level of innovativeness followed by 32.23 and 24.44 per cent of respondents having medium and low level of innovativeness, respectively. Innovativeness is a cognitive aspect of change, which reflects the readiness of an individual to accept new technology. The higher level of innovativeness among grape growers might be due to better knowledge about improved grape cultivation practices. Further, farmers would like to achieve best by adopting the innovations intensively to obtain higher yields and income. Hence, most of the grape growers had high level of innovativeness.

Knowledge about improved grape cultivation practices : Table I also reveals that more number (37.78%) of the grape growers exhibited high level of knowledge about improved grape cultivation practices, whereas 36.66 and 25.56 per cent of them had medium and low level of knowledge about improved grape cultivation practices, respectively. Farmers cultivate grape as a commercial crop and they try to acquire more knowledge on all the production practices. Further, knowledge about improved grape cultivation practices acts as a pre-requisite for the adoption of these practices for getting higher and sustained yield, hence a larger number of grape growers have high knowledge about improved grape cultivation practices.

Decision making ability : Table I revealed that 40.01 per cent of grape growers belonged to high level of decision making ability, whereas 37.77 and 22.22 per cent of the grape growers were having medium and low level of decision making ability, respectively. Exposure of farmers to mass media and extension activities, and frequent contact with extension agency has helped the farmers in boosting the self perception, self esteem and confidence contributing to developing

TABLE I
Distribution of grape growers according to different components of entrepreneurial behaviour (n=90)

Entrepreneurial Components	Grape growers	
	Number	Per cent
<i>Innovativeness</i>		
Low	22	24.44
Medium	29	32.23
High	39	43.33
<i>Knowledge about improved grape cultivation practices</i>		
Low	23	25.56
Medium	33	36.66
High	34	37.78
<i>Decision making ability</i>		
Low	20	22.22
Medium	34	37.77
High	36	40.01
<i>Information seeking ability</i>		
Low	27	30.00
Medium	34	37.77
High	29	32.23
<i>Risk orientation</i>		
Low	20	22.22
Medium	36	40.01
High	34	37.77
<i>Management orientation</i>		
Low	19	21.11
Medium	40	44.45
High	31	34.44
<i>Leadership ability</i>		
Low	21	23.33
Medium	35	38.89
High	34	37.78
<i>Achievement motivation</i>		
Low	18	20.00
Medium	35	38.88
High	37	41.12
<i>Scientific orientation</i>		
Low	19	21.11
Medium	36	40.01
High	35	38.88
<i>Market orientation</i>		
Low	25	27.78
Medium	32	35.56
High	33	36.66

decision making ability in various aspects of grape cultivation.

Information seeking ability : More than one-third of grape growers (37.77%) belonged to medium level of information seeking ability, while 32.23 per cent of them belonged to high level of information seeking ability and the remaining numbers of respondents (30%) had low level of information seeking ability (Table I). The farmers have contacted / extension personnel / neighbours / friends / relatives for obtaining information on improved grape cultivation practices.

Risk orientation : Table I reveals that a larger number of the grape growers (40.01%) were having medium level of risk orientation, while 37.77 and 22.22 per cent of them had high and low level of risk orientation, respectively. Grape is a hi-tech crop, where farmers are expected to possess various production and marketing risks or constraints. Hence, it is quite obvious that as high as 62.23 per cent of the grape growers were having low to medium level of risk orientation.

Management orientation : A larger number of grape growers (44.45%) exhibited medium level of management orientation, whereas 34.44 and 21.11 per cent of them had exhibited high and low level of management orientation, respectively (Table I). Managerial abilities like planning, production and marketing activities of farmers do help in achieving success in a particular crop. Grape is one such crop, where it needs proper caring starting from establishment of orchard to final marketing of produce. Hence, a larger number of grape growers (78.99%) exhibited medium to high level of management orientation.

Leadership ability : It is observed from Table I that a large proportion of grape growers belonged to medium level of leadership ability (38.89%) followed by high (37.78%) and low (23.33%) level of leadership ability. Medium level of information seeking ability has helped the grape growers in gaining information on improved grape cultivation practices. The same has been disseminated by the grape growers informally influencing the fellow farmers. Hence, most of the grape growers had medium level of leadership ability.

Achievement motivation : The results in Table I revealed that more of grape growers (41.12%) had high level of achievement motivation, while 38.88 and 20.00 per cent of them had medium and low level of achievement motivation, respectively. Achievement motivation is an important determinant of excellence or perfection. Grape growers with their medium to high level of management orientation and high level of innovativeness would aspire to maximize yield and income. Hence, most of the grape growers were having high level of achievement motivation

Scientific orientation : Table I reveals that 40.01 per cent of the respondents belonged to medium level of scientific orientation followed by 38.88 per cent and 21.11 per cent of the respondents belonged to high and low level of scientific orientation, respectively. Scientific orientation is the foresight, logical thinking and rationality which help the individual to understand the object. High level of innovativeness and rationale in decision making ability has influenced more number of grape growers to possess medium level of scientific orientation.

Market orientation : It is observed from Table I that 36.66 per cent of grape growers were having high level of market orientation, whereas 35.56 and 27.78 per cent of them were having medium and low level of market orientation, respectively. The grape growers have grown the variety which has more market demand and they have obtained information on market price from extension personnel / neighbours / friend / newspapers and mass media. Hence, more number of grape growers were having high level of market orientation.

Entrepreneurial behavior of grape growers

It is observed from Table II that more than one-third (37.79 %) of the grape growers belonged to high entrepreneurial behaviour category, whereas one-third (33.33%) and 28.88 per cent belonged to medium and low entrepreneurial behavior categories, respectively. It can be inferred that a majority of the grape growers (71.12%) belonged to medium to high entrepreneurial behavior category.

TABLE II
Entrepreneurial behavior of grape growers
(n=90)

Entrepreneurial Components	Grape growers	
	Number	Per cent
Low (<134.44 score)	26	28.88
Medium (134.44-161.32 score)	30	33.33
High (>161.32 score)	34	37.79
Total	90	100.00

High level of innovativeness, knowledge about improved grape cultivation practices, decision making ability, achievement motivation and market orientation are the reasons for majority of the grape growers (71.12%) belonging to medium to high entrepreneurial behavior category. More or less similar findings were observed by Madhuprasad *et al.* (2008), Ghadge *et al.* (2010), Giridhara (2013) and Bangarappa (2015).

Association of personal, socio-economic, psychological and communication characteristics of grape growers with their entrepreneurial behaviour

It is observed from Table III that age, family size, possession of farm implements and social participation had non-significant association with the entrepreneurial behaviour of grape growers. Education, annual income, cosmopolitaness and mass media participation had significant association at five per cent with the entrepreneurial behaviour of grape growers. Whereas, land holding, extension agency contact and extension participation had highly significant association with the entrepreneurial behaviour of grape growers at one per cent level. More or less similar findings were reported by Lawrence and Ganguli (2011) and Rakesh *et al.* (2016).

Education widens the vision and minds of the person, orients them to the outside world and provides opportunities of new life. Formal schooling has been valued as a means of influencing the creativity, building the personality and developing entrepreneurial behavior of an individual. Big farmers possess more land and have greater access to resources. They have an opportunity to diversify farming, earn better income and invest in developing

TABLE III
Association and extent of contribution of personal, socio-economic, psychological and communication characteristics of grape growers on their entrepreneurial behaviour (n=90)

Characteristics	Chi-Square Value	Regression co-efficient (b)	Standard error	't' value
Age	2.31 ^{NS}	0.293	0.3581	1.220 ^{NS}
Education	11.88 *	0.061	0.1928	3.160 **
Family size	1.59 ^{NS}	0.740	0.8216	1.111 ^{NS}
Possession of farm implements	5.23 ^{NS}	0.219	0.371	1.690 ^{NS}
Land holding	78.60 **	0.199	0.438	8.71 **
Annual income	11.75 *	0.105	0.276	2.620 *
Cosmopoliteness	12.32 *	0.260	0.681	2.610 *
Social participation	8.16 ^{NS}	0.151	0.286	1.890 ^{NS}
Mass media participation	10.18 *	0.257	0.547	2.120 *
Extension agency contact	20.47 **	0.195	0.781	3.990 **
Extension participation	14.53 **	0.165	0.682	4.131 **

NS=Non-significant; *=Significant at 5%; **=Significant at 1% level; R²=0.6901

entrepreneurial ability by attending human resources development programmes. Income of the family is the most important factor in fulfilling individual and family needs. The annual income of the respondents directly influences the economic viability, stability and rational behaviour of an individual and hence the increase in the income levels increases practicing good farming activities, thereby leading to developing entrepreneurial abilities.

Cosmopoliteness provides an opportunity for better exchange of ideas and facts. Further, the grape growers who interact with other people outside their system are likely to receive guidelines, necessary information and knowledge about the entrepreneurship. Mass media play a vital role in diffusion of information. The mass media participation develops modern orientation among the grape growers, making them more efficient in acquiring knowledge, awareness, retaining and evaluating the effectiveness of an entrepreneur.

Extension professionals not only communicate the latest development in research, but also communicate the developments in the farmers's field. Collecting information on practicing the improved

grape cultivation practices by successful entrepreneurs is possible through the extension agency contact. Extension participation exposes the farmers to new farming techniques with a quest to gain knowledge and develop entrepreneurial ability to obtain higher yield and income in grape cultivation.

Extent of contribution of personal, socio-economic, psychological and communication characteristics of grape growers on the entrepreneurial behaviour

Out of 11 personal, socio-economic, psychological and communication characteristics of grape growers studied, seven variables *viz.*, education, land holding, annual income, cosmopoliteness, mass media participation, extension agency contact and extension participation were found to be significantly contributing in explaining the variation in the entrepreneurial behaviour of grape growers (Table III). Education, land holding, annual income, cosmopoliteness, mass media participation, extension agency contact and extension participation have synergic effect on one another influencing in developing entrepreneurial behaviour among grape growers. Eleven independent variables together