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Impact of Demographic Characteristics on Attitude of Farm Women towards Value Added Products of Ragi

K.S. Kowsalya, K.C. Lalitha, Preethi and Tanweer Ahmed*

Department of Agricultural Extension, UAS, GKVK, Bangalore-560065, India

*Corresponding author

ABSTRACT

Keywords

Attitude. Trained farm women, Value Added Products and KVK.

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The study was conducted in Mandya and Srirangapatana taluks of Mandya district of Karnataka state to know the attitude level of trained farm women on value added products of ragi. The data were collected from a sample of 120 trained farm women. The study revealed that, 41.70 per cent of respondents fall under more favourable attitude category, followed by 30.80 and 27.50 per cent of respondents fall under less favourable and favourable attitude category, respectively. Family size had a negative and significant relationship with attitude level whereas, innovative proneness, extension participation, extension contact and mass media exposure had a positive and significant relationship with attitude level. Further, the result also established significant ($p < 0.01$) association between educational status and type of family with attitude level of trained farm women. However, the association between marital status and attitude level on value added products of ragi found to be non-significant ($p > 0.01$).

Introduction

India is the world's second largest producer of food next to china and has the potential of being the biggest food and agricultural sector. During 2012-2013 there was all time increase in food production to the tune of 257.44 million tonnes, with a buffer stock of 76 million tonnes of food grains. India is the leader of small millets namely, finger millet (Ragi), kodo millet (Kodo), foxtail millet (Kangani), barnyard millet (Bawan), proso millet (Cheena) and little millet (Kutki) (Majamdar *et al.*, 2006). Food use of millets has been confined to traditional consumers; limited especially to areas of cultivation and still have remained under utilized. Processing them using traditionally as well as contemporary methods for preparation of

value added products and convenience products would be exploited for preparation of ready-to-use or ready-to-cook products would help in increasing the consumption of millets. Despite the fact, ragi is the cheapest food, it has a low income elasticity. This implies that with the raising family income the demand for ragi will not grow proportionately.

In some cases with rise in income the demand for ragi may also decrease. However, incomes have positive influence on the demand for processed products and ragi is no exception to this rule. Hence more and more processed products in ragi can help to stimulate the sagging demand for ragi as a crop. Ragi value

added products hold promise to serve as a convenience food item.

The preparation of value added products is mostly confined to house hold/village or within the easy access of rural women. The major raw materials are available in the village itself and therefore, it can be best started as rural or village industry. Value addition as such would generate substantial employment opportunity for rural people. The under employed force in rural areas can be profitably utilized. In this context there is a greater scope to go for value added products or processed food products or ready to eat products which can take care of effective utilization of time by the women folk.

Materials and Methods

The present study was conducted in Mandya and Srirangapatana taluks of Mandya district of Karnataka state during 2013-14. From each taluk, three villages were selected by adopting purposive random sampling method where highest number of farm women were trained by KVK, Mandya during the year 2011-13. Totally 120 trained farm women selected for the study.

Attitude scale followed by the Savitha (1999) was used with little modifications. The scale consisting of 7 positive and 9 negative statements was administered. The responses were collected on the five point continuum viz., strongly agree, agree, undecided, disagree and strongly disagree. With a scoring pattern of 5, 4, 3, 2 and 1, respectively for positive statements and reverse order of scoring for negative statements. The individual score of the respondents was obtained by summing up the responses of all items. The minimum score a respondent could obtain is 16 and maximum score is 80 with respect to attitude items. Based on the total score the respondents were categorized as less

favourable, favourable and more favorable by considering mean and standard deviation as a measure of check.

Category	Criteria
Less favourable	$<(\text{Mean} - \frac{1}{2} \text{SD})$
Favourable	$(\text{Mean} \pm \frac{1}{2} \text{SD})$
More favourable	$>(\text{Mean} + \frac{1}{2} \text{SD})$

The statistical analysis was carried to know the association with qualitative variables using chi-square test and relationship between attitude scores and quantitative variables using Karl Pearson's correlation coefficient and tested for significance using t- test.

Results and Discussion

Profile of trained farm women on value added products of Ragi

Table 1 reveals that about 40.9 per cent of the respondents belonged to category below 36 years,

31.7 per cent of respondents had middle school level of education, with reference to marital status, as high as 93.3 per cent of the farm women are married.

Table 1 also indicate that majority (47.5%) of trained farm women has family size of 2-3 members followed by 4-5 members (30.8%) and above five members (21.7%). Around 69.2 per cent of the respondents emerged from nuclear type of family. Majority (44.2%) of the respondents have less than 2.5 acres of land. It is inferred from the findings that majority (40.0%) of respondents have income ranged between Rs. 5,200–7,400.

Overall attitude of trained farm women towards value added Products of Ragi

With respect to attitude of the respondents, it is observed from table 2 that, 41.7 per cent of

the respondents have more favourable attitude towards value added products of ragi. Whereas, 30.8 per cent and 27.5 per cent of the respondents have less favourable and favourable attitude towards value added products of ragi.

Inter relationship between independent variables with attitude level towards value added products of Ragi

The result indicate that there exists a positive significant ($p < 0.05$) relationship between attitude with innovative proneness ($r = +0.217^*$, $p < 0.05$), extension participation ($r = +0.386^{**}$, $p < 0.01$), extension contact ($r = +0.294^{**}$, $p < 0.01$) and mass media exposure ($r = +0.275^{**}$, $p < 0.01$). Further, it is interesting to note that the relationship of family size found to be negatively significant with attitude ($r = -0.278^{**}$, $p < 0.01$).

Association of qualitative variables attitude of trained farm Women towards value added products of Ragi

The association of qualitative variables with attitude level on value added products of ragi is depicted in table 4. The results revealed that, education ($\chi^2 = 26.93^{**}$, $p < 0.01$) and type of family ($\chi^2 = 9.62^{**}$, $p < 0.01$) showed significant association with attitude level. On the other hand marital status ($\chi^2 = 1.74$, $p > 0.05$) indicated non-significant association with attitude level.

Profile of trained farm women on value added products of Ragi

Table 1 reveals that 40.9 per cent of the respondents are below 36 years were actively involved in the farm activities. Usually farm women of young age are enthusiastic and have more work efficiency than the older age groups. It is evident from the results that 31.7 per cent of respondents had middle school

level of education. The probable reason might be due to the facilities available for education during their period were up to middle school only and might be the illiteracy of their parents and non-realization of importance of formal education. With reference to Marital status, as high as 93.3 per cent of the farm women were married and were leading a normal family life. Married women took more responsibility, care their livelihood and to take care of the family.

Table 1 also indicate that majority (47.5%) of trained farm women had family size of 2-3 members followed by 4-5 members (30.8%) and above five members (21.7%). The probable reasons behind these findings could be that young and middle age people would prefer to live in nuclear families and old age people prefer joint family. Further, realization of the advantages of nuclear families in terms of running the family responsibilities and they have been practicing small family size.

Around 69.2 per cent of the respondents emerged from nuclear type of family. Majority (44.2%) of the respondents were less than 2.5 acres of land. The possible reason could be the ancestral lands were broken into smaller due to increase in family size year by year. It is inferred from the findings that majority (40.0%) of respondents had income ranged between Rs. 5,200–7,400. This might be due to the size of the land holding and practicing of subsidiary occupations by the respondents.

Overall attitude of trained farm women towards value added Products of Ragi

Table 2 depicts the overall attitude of trained farm women towards value added products of Ragi. About 41.7 per cent of the respondents have more favourable attitude followed by 30.8 per cent and 27.5 per cent of the respondents have less favourable and

favourable attitude towards value added products of ragi. The probable reasons behind this trend of findings may be due to increase in the knowledge level of respondents on value added products, creation of additional employment and increase in income might have contributed for majority of respondents falling under favorable to more favorable attitude category. The finding is in conformity with the finding of Sidhu *et al.*, (2001).

Inter relationship between independent variables with attitude level towards value added products of Ragi

The interrelationship between quantitative characteristics with attitude towards value added products of ragi is established in table 3. The results indicate that there exists a positive significant ($p < 0.05$) relationship between attitude with innovative proneness ($r = +0.217^*$, $p < 0.05$), extension participation ($r = +0.386^{**}$, $p < 0.01$), extension contact ($r = +0.294^{**}$, $p < 0.01$) and mass media exposure ($r = +0.275^{**}$, $p < 0.01$). Further, it is interesting to note that the relationship of family size found to be negatively significant with attitude ($r = -0.278^{**}$, $p < 0.01$).

The medium annual income improves the respondents standard of living is comparatively good, it influences to adopt innovativeness. The results of the study are in line with the findings of Gowda (2005), Netravathi (2007). Extension participation encouraging their participation in different extension activities like krishimela, exposure visits, demonstrations, training and field days, which provide opportunity for contrived experience and interaction with extension personnel and progressive farmers lead to more favourable attitude towards value added products of ragi. The findings were in line with Prasad (1995). Trained farm women had more frequent contacts with extension functionaries might have learned more about the value addition thus leading to more

favourable attitude towards value added products. The findings were in line with findings of Prasad (1995). More exposure to mass media will develop a favourable attitude through mass media. The finding was in conformity with the research findings reported by Prasad (1995).

Age indicating non-significant relationship with attitude of respondents towards value added products. This enables us to draw an inference that the respondents had developed favourable attitude towards value added products irrespective of their age (Perumal *et al.*, 1988).

Majority small land holdings whose annual income was comparatively medium, it may be due to their lower socio-economic status. The farm women with medium land holding cannot adopt the technologies, in the light of above fact indicates less favorable attitude with landholdings (Sinha *et al.*, 1988).

The relationship between decision making and attitude had non-significant relationship, because the respondents won't take any decision alone in the family and not involved in financial matter so it not develop favourable attitude with decision making (Shreeshailaja, 2000). Aspiration showed non-significant relation with attitude level of respondents, the results gained the support from the findings of Neelaveni *et al.*, (2002).

The medium level of social participation might reason to the not favourable attitude with social participation. The findings of present study are in conformity with the findings of Kumar (2005) and Hiremath (2007).

Cosmopolitanism had non-significant relation with attitude level, the possible reason is low cosmopolitanism that farm women might have felt that the responsibility of getting information on improved practices of

agriculture is left to male folk. It may not be possible for the farm women to visit other places to get information on agriculture and entrepreneurial activity of value addition in between their busy schedule of house hold and farm activities. The results of the study are in line with the findings of Waman and Rahane (2005).

Association of qualitative variables with attitude of trained farm women towards value added products of Ragi

The association of qualitative variables with attitude level on value added products of ragi is depicted in table 4. The results revealed

that, education ($\chi^2=26.93^{**}$, $p<0.01$) and type of family ($\chi^2= 9.62^{**}$, $p<0.01$) showed significant association with attitude level. On the other hand marital status ($\chi^2= 1.74$, $p>0.05$) indicated non-significant association with attitude level.

The association between education and attitude level was found to be significant. Higher formal education might have helped to a greater extent in absorption and understanding of the very purpose of the value addition, which might have enabled to develop favourable attitude towards value added products of ragi.

Table.1 Profile of trained farm women on value added products of Ragi

n=120

Characteristics	Category	Respondents	
		Number	Percent
Age (Years)	Below 35.6	49	40.9
	35.6-42.0	40	33.3
	Above 42.0	31	25.8
Educational level	Illiterate	22	18.3
	Up to primary	20	16.7
	Middle school	38	31.7
	High school	30	25.0
	PUC and above	10	8.3
Marital status	Married	112	93.3
	Widow	8	6.7
Family Size	2-3 members	57	47.5
	4-5 members	37	30.8
	Above 6 members	26	21.7
Type of family	Nuclear	83	69.2
	Joint	37	30.8
Land holding (acres)	Less than 2.5	37	30.8
	2.5 to 5.0	53	44.2
	More than 5.0	30	25.0
Family income/month	Below Rs. 5,200	42	35.0
	Rs. 5,200-7,400	48	40.0
	Above Rs. 7,400	30	25.0

Table.2 Overall attitude of trained farm women towards value added Products of Ragi
n= 120

Attitude level	Score	Respondents	
		Number	Per cent
Less favourable	<52.70	37	30.8
Favourable	52.70-55.00	33	27.5
More favourable	>55.00	50	41.7
Total		120	100.0

Mean = 53.85, SD= 2.3, Min. Score = 16, Max. Score = 80

Table.3 Inter relationship between independent variables with attitude level towards value added products of Ragi
n=120

No.	Aspects	Independent variables	Correlation Coefficient (r)
I	Personal	Age	-0.140 ^{NS}
II	Socio-economic	Family size	-0.220*
		Annual income	-0.079 ^{NS}
		Land holding	-0.028 ^{NS}
		Social participation	0.112 ^{NS}
		Cosmopolitaness	0.070 ^{NS}
III	Psychological	Decision making	-0.172 ^{NS}
		Aspiration	0.130 ^{NS}
		Innovative proneness	0.284**
IV	Communication	Extension participation	0.358**
		Extension contact	0.273**
		Mass media exposure	0.361**

* Significant at 5 % level, ** Significant at 1 % level, NS: Non-Significant

Table.4 Association of qualitative variables attitude of trained farm Women towards value added products of Ragi
n=120

Qualitative variables	Category	Total	Attitude level						X ² Value
			Less favourable		Favourable		More favourable		
			N	%	N	%	N	%	
Marital status	Married	112	44	39.3	53	47.3	15	13.4	1.74 ^{NS}
	widow	8	4	50.0	2	25.0	2	25.0	
Education	Illiterate	22	14	63.7	5	22.7	3	13.6	26.93**
	Up to primary	20	6	30.0	12	60.0	2	10.0	
	Middle school	38	14	36.8	15	39.5	9	23.7	
	High school	30	8	26.7	20	66.6	2	6.7	
	PUC and above	10	8	80.0	1	10.0	1	10.0	
Type of family	Nuclear	83	39	46.9	37	44.7	7	8.4	9.62**
	Joint	37	9	24.3	18	48.7	10	27.0	
Combined		120	68	56.7	33	27.5	19	15.8	

** Significant at 1 % level, NS: Non-Significant

In joint families there will be division of work among the members of the family. Hence, it develops favourable attitude towards value added products.

It can conclude that higher trained farm women had more favourable attitude (41.7 %) and favourable attitude (27.5 %) towards value added products of ragi. The result indicate that there exists a positive significant ($p < 0.01$) relationship between attitude with innovative proneness, extension participation, extension contact and mass media exposure. Further, it is interesting to note that the relationship of family size found to be negatively significant with attitude. The association between education and type of family with attitude level was found to be significant ($p < 0.01$) enabled to develop favourable attitude towards value added products of ragi among trained farm women.

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