

Original Research Article

Relationship between Selected Profile Characteristics of Respondents and Their Entrepreneurial Behaviour

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ABSTRACT

Keywords

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The study on relationship between the profile characteristics and entrepreneurial behaviour shows that profile characteristics like age, education, income, material possession, mass media exposure, training received, extension contact, creativity, self-confidence, management orientation and market facilities have close association with entrepreneurial behaviour of rural women of Podupu Laxmi Ikya Sangam in study area. The regression analysis indicates that material possession, training received, self-confidence, market facilities, management orientation were significantly influencing entrepreneurial behaviour of the respondents. Hence it is concluded that extension agencies like Podupu Laxmi Ikya Sangam should aim to manipulate these profile characteristics in order to promote entrepreneurial behaviour of the respondents.

Introduction

Rural women constitute 70 per cent of total female population of India. Their development is a multi-dimensional process that affects society in multiple ways. It is well documented that women constitute about half of the world's population but their share in the economy and other development spheres remain neglected. In order to resolve these emerging challenges the Podupu Laxmi Ikya Sangam provides a platform to the socially and economically deprived sections and encourages them for economic participation. However, it is also equally important that the performances of members of Podupu Laxmi Ikya Sangam under different parameters are evaluated from time to time to measure their intended efficacies so that constant changes and modifications can be introduced. Keeping

the above facts in view, the study was designed to critically analyze the entrepreneurial behaviour of rural women of Podupu Laxmi Ikya Sangam.

Materials and Methods

The study was conducted in Kurnool district of Andhra Pradesh during the year 2016-17. Ex-post facto research design was followed. Three mandals and two villages from each mandal viz., Hussainapuram and Nannuru villages from Orvakallu mandal, Bramhanakotkur and Bollavaram villages from Nandikotkur mandal and Lakshmiapuram and Pandipadu villages from Kallur mandal were selected by using simple random sampling method from which 120 women entrepreneurs as sample was

selected. Pre tested interview schedule was used to collect the primary data and statistical techniques like Arithmetic mean, Standard deviation, Frequencies and percentage were used.

Results and Discussion

Relationship between selected profile characteristics of respondents and their entrepreneurial behaviour

In order to study the nature of relationship between the selected profile characteristics of Podupu Laxmi Ikya Sangam members and their entrepreneurial behaviour, correlation co-efficient were computed and the values are presented in Table.1.

Age Vs Entrepreneurial behaviour

From the Table1 it is evident that co-efficient of correlation ($r = -0.260$). Hence it could, therefore be inferred that there was a negatively significant relationship between age and entrepreneurial behaviour of Podupu Laxmi Ikya Sangam members. The negatively significant relationship between age and the entrepreneurial behaviour supports the general view that middle age people who are more diligent, flexible and enthusiastic and have more aspiration, self-confidence and they are willing to adopt new innovative technologies than the old aged group. The present finding is in conformity with the finding of Suneetha (2003) and Thakur (2015).

Education Vs Entrepreneurial behaviour

From the Table 1 it is noticed that the co-efficient of correlation ($r = 0.393$).Hence it could, therefore be inferred that there was a positive significant relationship between education and entrepreneurial behaviour of Podupu Laxmi Ikya Sangam members. The

possible reason for the existence of positive significant relationship between education and the entrepreneurial behavior might be due to the fact that education enlighten the individual, improves his awareness, brings behavioural changes in an individual, contributes to their self-development, change his knowledge about the unknown areas and motivates him to try the untried ideas, moreover,educated respondent have better leadership ability, self-confidence which is essentially contributing to the entrepreneurial behaviour. The finding is in conformity with the finding of Suneetha (2003) and Thakur (2015).

Income Vs Entrepreneurial behaviour

From the Table 1 it is clear that the co-efficient of correlation ($r = 0.652$). Hence it could, therefore be inferred that there was a positive significant relationship between income and entrepreneurial behaviour of Podupu Laxmi Ikya Sangam members. The reason for positive relationship between income and entrepreneurial behaviour might be due to the fact that higher and medium income groups have more investment opportunities to start a venture when compared with lower income groups. Besides, higher income always helps to cover the risk factor associated with the enterprise to a great extent. They also have better chances to avail loans from various sources due to the better financial status. The result obtained is in conformity with the finding of Ravi (2007).

Social Participation Vs Entrepreneurial behaviour

From the Table 1 it is observed that the co-efficient of correlation ($r = -0.008$) was found non-significant relationship with the entrepreneurial behaviour of respondents. Hence it could, therefore be inferred that

there was a non-significant relationship between social participation and entrepreneurial behaviour of Podupu Laxmi Iky Sangam members. The possible reason behind non-significant relationship between social participation and entrepreneurial behaviour might be due to their busy schedule of their enterprises and had medium contact with the outside community and they have less time available with them to actively participate in other social organizations after their work. The finding gain support from the findings of Chidananda (2008).

Caste Vs Entrepreneurial behavior

From the Table 1 it is observed that the coefficient of correlation ($r = 0.091$) was found non-significant relationship with the entrepreneurial behaviour of respondents. Hence it could, therefore be inferred that there was a non-significant relationship between social participation and entrepreneurial behaviour of Podupu Laxmi Iky Sangam members. The possible reason behind non-significant relationship between caste and entrepreneurial behaviour might be medium caste people faced problems like poverty, indebtedness, lack of property, investment etc. which made them to join the Podupu Laxmi Iky Sangam group whereas the forward castes people due to their better social economic status and public relations are able to prosper well in the society compared to other castes. The findings are in conformity with Suneetha (2003).

Material possession Vs Entrepreneurial behavior

From the Table 1 it is observed that the coefficient of correlation ($r = 0.614$) was found positively significant relationship with the entrepreneurial behaviour of respondents. Hence it could, therefore be inferred that

there was a positive significant relationship between material possession and entrepreneurial behaviour of Podupu Laxmi Iky Sangam members. The possible reason behind significant relationship between material possession and entrepreneurial behaviour might be higher the socio economic status then higher the material possession as most of the respondents had medium income levels they have medium material possession. The findings gain support with findings of Hrudayranjan (2013).

Mass Media Exposure Vs Entrepreneurial behaviour

From the Table 1 it is found that the coefficient of correlation ($r = 0.669$). Hence it could, therefore be inferred that there was a positive significant relationship between mass media exposure and entrepreneurial behaviour of Podupu Laxmi Iky Sangam members.

The positive relationship between mass media exposure and entrepreneurial behaviour might be due to the fact that it makes them aware about various development programmes, entrepreneurial opportunities and formal sources of assistance. It makes them to keep abreast with the changes occurring around them and motivate them by showing the success of other enterprises. The present finding was in conformity with the findings of Lawrance and Ganguly (2012).

Training Received Vs Entrepreneurial behaviour

From the Table 1 it is evident that the coefficient of correlation ($r = 0.270$) was found positively significant relationship with the entrepreneurial behaviour of respondents. Hence it could, therefore be inferred that

there was a positive significant relationship between training received and entrepreneurial behaviour of Podupu Laxmi Ikya Sangam members. The trend can be explained on the fact that training brings changes in knowledge and skill and provides defreezing of old knowledge and behavior and refreezing of new behavior for application to improve enterprise, and imparts variety of technical skills which are necessary to run an enterprise and enhances the entrepreneur's confidence. Because they are aware about the practical aspects of an enterprise, they may be able to run the enterprise smoothly and efficiently. Ultimately it will contribute to the profitability of the enterprise. The finding is in line with the finding of Chidananda (2008).

Extension Contact Vs Entrepreneurial Behaviour

From the Table 1 it is noticed that the coefficient of correlation ($r = 0.609$). Hence it could, therefore be inferred that there was a positive significant relationship between extension contact and entrepreneurial behaviour of Podupu Laxmi Ikya Sangam members.

The positive and significant relationship between extension contact and entrepreneurial behaviour of respondents can be due to the fact that it will provide them with various information relevant to their enterprise. Besides contact with various extension personnel will help them to legitimize their decisions regarding their venture. It will give them a chance to know about the 'bureaucratic know-how' and various developmental initiatives of the Government. Hence the above trend is noticed. The obtained result is in conformity with the finding of Lawrence and Ganguly (2012).

Creativity Vs Entrepreneurial behaviour

From the Table 1 it is noticed that the coefficient of correlation ($r = 0.892$). Hence it could, therefore be inferred that there was a positive significant relationship between creativity and entrepreneurial behaviour of Podupu Laxmi Ikya Sangam members. The positive and significant relationship between creativity and entrepreneurial behaviour of respondents can be due to the fact that majority of the respondents had high creativity because these enterprises demand more creativity so they should be in constant touch with new fashions in order to excel others. These results were similar to that of Azhar Kazmi (1999).

Self-confidence Vs Entrepreneurial behaviour

From the Table 1 it is noticed that the coefficient of correlation ($r = 0.819$). Hence it could, therefore be inferred that there was a positive significant relationship between self-confidence and entrepreneurial behaviour of Podupu Laxmi Ikya Sangam members. The positive and significant relationship between creativity and entrepreneurial behaviour of respondents can be due to the fact that the women entrepreneurs had high self-confidence. The reason for this is most of them were sole proprietors of their units and they were responsible for every aspect in their enterprise and they have to meet higher officials and different other people. These results were similar to the findings of Swetha (2013).

Management orientation Vs Entrepreneurial behaviour

From the Table 1 it is revealed that the coefficient of correlation ($r = 0.935$). Hence it could, therefore be inferred that there was a

positive significant relationship between management orientation and entrepreneurial behaviour of Podupu Laxmi Ikya Sangam members. The observed trend of positive and significant correlation between management orientation and entrepreneurial behaviour of respondents may be due to the fact that one can make the enterprise a profitable one only by means of better management. It will enable the entrepreneur to optimize the production with the available resources. The observed result is in conformity with the finding of Vidyadhari (2007).

Marketing Facilities Vs Entrepreneurial behaviour

From the Table 1 it is clear that the coefficient of correlation ($r = 0.807$). Hence it could, therefore be inferred that there was a positive significant relationship between marketing facilities and entrepreneurial behaviour of Podupu Laxmi Ikya Sangam members. The positive and significant relationship with the marketing facility and entrepreneurial behaviour can be due to the fact that better facilities to sell their products will enhance the entrepreneur's confidence and willingness to carry out sustained production. Assured markets will always reduce the risk factor associated with an enterprise and will enhance the profitability. The valuable market information will also help to regulate the output according to the market demands. The finding is not in conformity with the finding of Vidyadhari (2007).

Combined effect of all independent variables on entrepreneurial behaviour of members of podupu laxmi ikya sangam

To determine the combined effect of all the selected independent variables in explaining variation in entrepreneurial behaviour of

members of Podupu Laxmi Ikya Sangam, Multiple Linear Regression analysis was carried out. The computed co-efficient of determination (R^2) value and partial regression co-efficient (b) values with their corresponding 't' values were presented in Table 2. The R^2 and 'b' values were tested statistically for their significance.

From the Table 2 it is evident that all the selected thirteen independent variables put together explained nearly 93 per cent of the variation in the entrepreneurial behaviour, as indicated by their R^2 value. When partial regression coefficients were tested, it further revealed that material possession, self-confidence, management orientation, market facilities were found to be positively significant, as evident from their significant 't' values. It indicates that material possession, self-confidence, management orientation, market facilities had positively and significantly contributed to the most of the variation in entrepreneurial behaviour of members of Podupu Laxmi Ikya Sangam.

Material possession contributes to the quantum of materials (household articles) possessed by the respondent at the time of enquiry. The members of Podupu Laxmi Ikya Sangam with high self-confidence the respondent's belief in his own abilities in getting the things done in his enterprise.

Management orientation contributes to the skillful management of the enterprise, by combining optimum level of inputs to give maximum outputs and thereby profits. Hence management orientation was found to be positively significant. Good market facilities will facilitate purchase of inputs of good quality from nearby sources and selling of the products at economic prices. Further it will ensure assured markets for the products produced. Hence there is a positive and significant relationship.

From Table.1. It reveals that social participation and caste has non-significant relationship whereas age has negatively significant relationship and education, income, material possession, mass media exposure, training received, extension contact, creativity, self-confidence, management orientation and market facilities had positively significant relationship with entrepreneurial behaviour of Podupu Laxmi Iky Sangam members. Table 2 reveals that the coefficient of determination 'R²' value was significant. The 'R²' value of 0.932 depicted that all the

selected thirteen independent variables put together explained about 93.2 per cent variation in the entrepreneurial behaviour of Podupu Laxmi Iky Sangam members.

The partial regression coefficients presented in Table 4.16 further reveals that the independent variables viz. material possession, self-confidence, management orientation, marketing facilities are positively and significantly contributed to the most of the variation in entrepreneurial behaviour of members of Podupu Laxmi Iky Sangam.

Table.1 Relationship between selected profile characteristics of respondents and their entrepreneurial behaviour

S.No.	Variable	Correlation co-efficient 'r' value
X ₁	Age	-0.260 ^{**}
X ₂	Education	0.393 ^{**}
X ₃	Income	0.652 ^{**}
X ₄	Social participation	-0.008 ^{NS}
X ₅	Caste	0.091 ^{NS}
X ₆	Material possession	0.614 ^{**}
X ₇	Mass media exposure	0.669 ^{**}
X ₈	Training received	0.270 ^{**}
X ₉	Extension contact	0.609 ^{**}
X ₁₀	Creativity	0.892 ^{**}
X ₁₁	Self confidence	0.819 ^{**}
X ₁₂	Management orientation	0.935 ^{**}
X ₁₃	Market facilities	0.807 ^{**}

** : Significant at 0.01 level of probability

NS : Non-significant

Table.2 Multiple Linear Regression analysis of independent variables with the entrepreneurial behaviour of members

S.No.	Variable	Std. error	'b' values	't' values	Partial regression co-efficient values	Sig
X ₁	Age	0.114	-0.010	-0.364	-0.041	0.717
X ₂	Education	0.659	0.006	0.195	0.129	0.845
X ₃	Income	0.410	0.081	1.484	0.608	0.141
X ₄	Caste	1.822	0.035	1.278	2.329	0.204
X ₅	Social participation	1.012	-0.017	-0.563	-0.570	0.575
X ₆	Material possession	0.928	0.112	3.428**	3.181	0.001
X ₇	Mass media exposure	0.656	0.043	0.688	0.451	0.493
X ₈	Training received	0.321	0.115	4.176**	1.341	0.000
X ₉	Extension contact	0.437	-0.031	-0.715	-0.313	0.476
X ₁₀	Creativity	0.361	0.093	1.284	0.463	0.202
X ₁₁	Self confidence	0.204	0.201	4.318**	0.882	0.000
X ₁₂	Management orientation	0.204	0.457	5.442**	1.111	0.000
X ₁₃	Market facilities	0.599	0.114	2.498**	1.497	0.014

R² = 0.932; ** Significant at 1% level of probability. NS Non significant

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