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## Relational analysis of entrepreneurial behavior of banana growers

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#### Abstract

Entrepreneurship is the process of identifying and utilizing available opportunities and resources to convert an idea into the form of a product or service to market. Entrepreneurial behavior is the package of personality characteristics and environmental factors related to dynamic agent of change for transforming physical, natural and human resources into corresponding production possibilities. Biggest banana producing countries are hardly involved in the international banana trade at all. Banana is the fourth most important staple crop in the world, critical for food security in many tropical countries. The highest consumption per person is in Uganda, where bananas are produced solely for local consumption. The objective of this study was to study the profile of banana growers. The present study was conducted in Ardhapur, Mudkhaed and Nanded tahsils of Nanded district from Marathwada region of Maharashtra state. The sample constituted 120 banana growers from three tahsils. Multistage sampling was used. Collected data were classified, tabulated and analyzed by using statistical methods like frequency, percentage, mean, standard deviation, correlation coefficient and multiple regressions. The rural women entrepreneurs were personally interviewed with the help of a specially designed interview schedule. The major findings of this study that, majority (67.50 percent) farmers medium farming experience, banana growers were educated to higher secondary school level (32.50 percent), family size of the farmer (62.50 percent), banana growers medium social participation (70.00 percent), mass media use (66.66 percent), farmers medium market orientation (72.50 percent), entrepreneurial behavior, majority of the growers medium level of innovativeness (63.33%), achievement motivation (67.50%), farm decision making ability (60.00%), risk taking ability (61.67%), information seeking behaviour (71.67%), leadership ability (65.83%) and Cosmopolitaness (74.16%). medium entrepreneurial behavior (45.00 percent). Little more than two third (67.50 percent) of the banana growers were medium level Entrepreneurial Behavior Index (EBI). The variables namely education, land holding, family size, occupation, annual income, farming experience in banana cultivation, mass media use, social participation, economic motivation and market orientation were found important in influencing the entrepreneurial behaviour of the banana growers. The coefficient of correlation the selected variables viz., education, family size, annual income, social participation, mass media use, economic motivation and market orientation had positive and highly significant relationship with their entrepreneurial behavior. Also independent variables of farming experience, occupation and land holding had positive significant relationship with their entrepreneurial behavior. The value of coefficient of multiple regressions (R<sup>2</sup>) in this case was 0.540 indicating thereby, that 54.00 percent variation in the entrepreneurial behaviour of the banana growers was explained by the ten independent variables selected for the study.

**Keywords:** Behavior, entrepreneur, banana, 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. The scientific name of Banana is *Musa acuminata* and *Musa balbisiana*. But the old scientific names of banana are *Musa sapientum* and *Musa paradisiacal*. Bananas are rich source carbohydrates and potassium. These are the first choice of athletes owing to its high energy potential. Banana is a large perennial herb with leaf sheaths that form the trunk like pseudo stem. Banana was first domesticated in the tropical regions of South East Asia. Banana is a nutritious gold mine. Its high Vitamin B6 content helps fight infection and is essential for the synthesis of 'heme', the iron containing pigment of hemoglobin.

The fruit is also rich in potassium and a great source of fibre too. In the recent years, considering the adverse impact of indiscriminant use of chemicals, new trend of organic banana production has been adopted worldwide. A novel name, i.e. "Green Foods" for this has been coined. World banana production amounts to some 65 million tonnes per year concentrated in Africa, Asia, the Caribbean and Latin America because of the climatic conditions. More than 85 countries produce bananas and plantains, but for at least 15 Latin American and Caribbean producer countries, the Cavendish variety of banana is a crucial source of export income. Several million people depend on the banana trade for their livelihood. About 20% of the 65 million tons of bananas produced each year enter world trade; in fact Brazil and India, the two Biggest banana producing countries are hardly involved in the international banana trade at all. Banana is the fourth most important staple crop in the world, critical for food security in many tropical countries. The highest consumption per person is in Uganda, where bananas are produced solely for local consumption. The total area under cultivation of banana India is 822.00 thousand ha and production is around 2921.00 thousand tons. And Maharashtra banana is planted an area 74.03 (00 Ha), it has production of 4030.580(000 Mt). (Annual report 2014-2015, NHB).

**Methodology**

The present study was conducted during the year 2015-2016 by following Ex-post-Facto research design. Study was carried out in Nanded district of Maharashtra which is located between 18016 to 19055 N latitude and 76056 to 78019 E longitudes with a mean height of 489 m above mean sea level. Study area is part of the tropical monsoon land and shows a significant seasonal variation in temperature as well as rainfall condition. Jowar, cotton, wheat, gram, soybean, groundnut and sugarcane are the major aspect of agro ecosystem in these districts, which also comprise fruit crops like grape, sapota guava, mosambi, banana, mango etc. There are sixteen tahsils in Nanded district, out of which three tahsils namely Ardhapur, Mudkhaed, Nanded were selected purposively on the basis of maximum area under banana cultivation. Four villages from each selected thasil randomly selected for the study, from each village ten banana growers were selected randomly by lottery method thus the total sample comprised of 120 respondents for the study

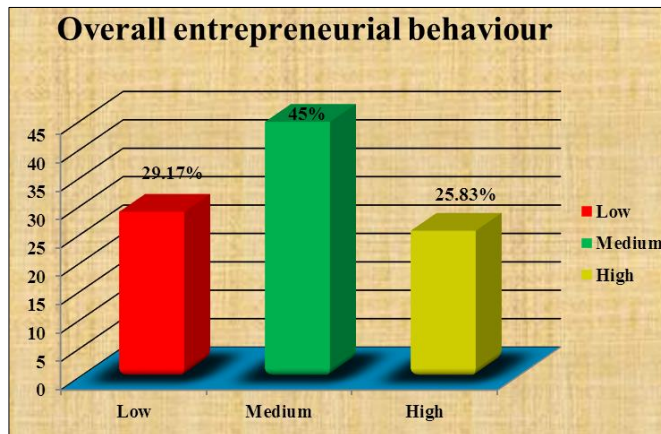
**Result and Dictation**

**Overall Entrepreneurial Behaviour of Banana Growers**

**Table1:** Distribution of respondents according to their overall entrepreneurial behavior

Categories	Frequency (F)	Percentage (%)
Low	35	29.17
Medium	54	45.00
High	31	25.83
	120	100.00

It could be seen from Table 1 that 25.83 percent of farmers belonged to high entrepreneurial behaviour and 45.00 percent of farmers had medium entrepreneurial behaviour, followed by 29.17 percent of farmers had low entrepreneurial behaviour.



**Fig 1:** Distribution of banana growers according to their overall entrepreneurial behaviour

The possible reason for majority of respondents having medium entrepreneurial behaviour might be due to their medium financial condition, medium size of land holding to take risk and late adoption of new technologies besides medium in innovativeness and medium information seeking behaviour. These are in the line with the results of Archana. K. and Natikar. K.V. (2014) [1] and Kulkarni, Neha. P. and Jamagirda, K. A. (2015) [10]

**Entrepreneurial Behaviour Index of Banana Growers Measurement of dependent variable i.e. entrepreneurial behaviour banana grower**

For measurement of entrepreneurial behaviour banana grower, the scale developed by Chaudhari *et al.* (2007) [5] was used with slight modification. He has given the formula for calculation of Entrepreneurial Behaviour Index (EBI) of the respondents.

$$\text{Entrepreneurial Behaviour Index (EBI)} = \frac{\sum_{n=1}^7 \frac{T_n}{M_n} \times R_{cn}}{\sum_{n=1}^7 R_{cn}} \times 100$$

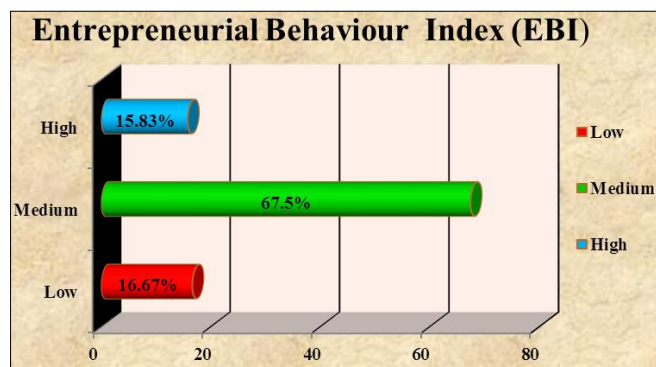
Where,

- Tn = Total obtained score of the component “n”
- Mn = Maximum obtainable score of the component “n”
- Rcn = Scale value of the component “n”
- n = Number of components which are eight in this context
- n1 = Innovativeness
- n2 = Farm decision making
- n3 = Achievement motivation
- n4 = Risk taking ability
- n5 = Information seeking behaviour
- n6= Leadership ability
- n7 = Cosmopolitaness

**Table 2:** Distribution of respondents According to their Entrepreneurial Behaviour Index (EBI)

Categories	Frequency (F)	Percentage (%)
Low	20	16.67
Medium	81	67.50
High	19	15.83
	120	100.00

It is evident from Table 2, that 15.83 percent of farmer's belonged to high level category of entrepreneurial behaviour, followed 67.50 percent respondents had medium level of entrepreneurial behaviour. And 16.67 percent farmers categorized under high level category of entrepreneurial behaviour



**Fig 2:** Distribution of respondents according to their Entrepreneurial Behaviour Index (EBI)

The possible reason might be due to medium innovativeness, farm decision making, achievement motivation, risk taking ability, information seeking behaviour, and cosmopolitanism of the respondents. The findings of present study are in the line with the studies of Chaudhari Ratan Ranuji. (2006).<sup>[4]</sup> Sable, A.N. (2013)<sup>[19]</sup> and Janmoni Shyam and Atul Borgohain. (2012)<sup>[9]</sup>.

### Relational analysis

#### Coefficient of correlation between profile of banana grower and entrepreneurial behaviour

It could be observed from Table 3 that amongst independent variables of farmers, seven variables *viz.*, education, family size, annual income, social participation, mass media use, economic motivation and market orientation had positive and highly significant relationship with their entrepreneurial behavior. Also independent variables of farming experience, occupation and land holding had positive significant relationship with their entrepreneurial behavior

**Table 3:** Coefficient of correlation between profile of banana grower and entrepreneurial behaviour.

	Variables	Correlation (r)
1.	Farming Experience	0.229*
2.	Education	0.369**
3.	Family size	0.444**
4.	Occupation	0.237*
5.	Land holding	0.225*
6.	Annual Income	0.421**
7.	Social Participation	0.468**
8.	Mass Media Use	0.478**
9.	Economic motivation	0.432**
10.	Market orientation	0.451**

\* Significant at 0.05 level of probability

\*\* Significant at 0.01 level of probability

#### Farming experience with entrepreneurial behaviour

It was observed from table 3 that farming experience found to have positive and significant relationship with entrepreneurial behaviour of the farmers. Longer experience allows to efficient management under differing and different situations or contexts. Increase in experience of an individual would help in minimizing the expenditure required to manage the

enterprise and ultimately resulting in increase in income level. The above finding is supported by Gamit, M.P *et al.* (2015).<sup>[7]</sup> and Sable, A.N. (2013)<sup>[19]</sup>

#### Education with entrepreneurial behaviour

With respect to education of farmers, there was positive and highly significant relationship with their entrepreneurial behaviour. Education broadens the vision of an individual. The educated persons develop more access to extension agencies, mass media, farm decision making, cosmopolitanism, and inclined to use innovations by taking the high risk. Thus, these factors help an individual to manage his enterprise. Hence, education was the influencing factor for entrepreneurial behaviour of farmers. These findings are in accordance with the findings of Singh B.K *et al.* (210)<sup>[22]</sup> and Boruah Rituraj *et al.* (2015)<sup>[3]</sup>.

#### Family size with entrepreneurial behaviour

Family size of farmer had shown have positive and significant correlation with entrepreneurial behaviour. The size of family plays an important role for taking a rational decision regarding adoption of innovation. In present study it was found family size had positive and significant relation this might be due to more interest of the family members in the banana growing. Above finding is supported by Kulkarni, Neha. P. and Jamagirda, K. A. (2015)<sup>[10]</sup>.

#### Occupation with entrepreneurial behaviour

Occupation of the farmers had showed positive and significant correlation with entrepreneurial behaviour of the farmers.

Majority of respondents were engaged in agriculture. Hence, less variation in their occupation might be the reason for significant relationship. These findings are in accordance with the findings of Mohar, Y. M.S, Singh, J and Kishore, K. (2007),<sup>[13]</sup> and Prakalpa, Sand Arora, M. (2011).<sup>[17]</sup>

#### Land holding with entrepreneurial behaviour

Land holding of the respondents had shown positive and significant relationship with entrepreneurial behaviour of farmers. Land holding provides the economic base for the farmer to practice new agricultural technologies. Land holding also provides regulated impetus to make optimum utilization of resources on farm through efficient decision making to apply new ideas for achieving maximum profits. Further, it helps the farmer to bear risk and uncertainty as they cannot cause much damage to him. The similar findings were reported by Shah A.K *et al.* (2010)<sup>[20]</sup>, Shivashankary, V. and Thivahary, Geretharan. (2014)<sup>[21]</sup> and Gamit, M.P *et al.* (2015)<sup>[7]</sup>.

#### Annual income with entrepreneurial behaviour

Annual income of the respondents had shown positive and highly significant relationship with entrepreneurial behaviour of farmers. Annual income provides the economic base for the farmer; this was due to positive and good risk taking ability, decision making ability, leadership ability and achievement motivation. The similar findings were reported by Daya Ram, Margaret N. and Singh, M.K. (2014)<sup>[6]</sup> and Nikam, Vinayak Ramesh and Singh, Premlata. (2016)<sup>[14]</sup>.

#### Social participation with entrepreneurial behaviour

Social participation of the respondents had showed positive and highly significant relationship with entrepreneurial behaviour of farmers. Better social participation of respondent

would have enabled them to contact various sources of information for increasing the knowledge about management of their banana growing. These findings are in accordance with the findings Hajare Sonali Abasaheb. (2010) [8] and Radhakrishnan, A., Meti, S.K and Goudappa, S.B. (2014) [18].

#### Mass media use with entrepreneurial behaviour

Mass media use of the respondents had showed positive and highly significant relationship with entrepreneurial behaviour. The similar findings were reported by Manjunath, Kumar *et al.* (2015) [12], Borate, H.V *et al.* (2010) [2] and Radhakrishnan, A., Meti, S.K and Goudappa, S.B. (2014) [18].

#### Economic motivation with entrepreneurial behaviour

Economic motivation of the respondent had positive and highly significant relationship with entrepreneurial behaviour. These findings are in accordance with the findings of Lawrence, C and Ganguli, Debasis. (2012) [11] and Patel, P *et al.* (2014) [15].

#### Market orientation with entrepreneurial behaviour

Market orientation of the respondent had shown positive and highly significant relationship with entrepreneurial behaviour of banana grower.

Probable reason might be that banana grower were medium cosmopolite as result they were more interested to know current market information, market trend, demand and supply of banana. Hence better market orientation was the influencing factor for entrepreneurial behaviour as compared to lower market orientation of banana grower. The above result is in accordance with the findings of Chaudhari Ratan Ranuji. (2006) [4], Pisure, B.L. (2012). [16] and Patel, P *et al.* (2014) [15].

#### Coefficient of correlation between components of banana grower with their entrepreneurial behaviour

The coefficient of correlation of each of the component of entrepreneurial behaviour banana grower with their entrepreneurial behaviour has been furnished in Table 4.

**Table 4:** Coefficient of correlation between components of entrepreneurial behaviour of farmers with their entrepreneurial behaviour

Sl. No.	Component	Correlation Coefficient (r)
1.	Innovativeness	0.552**
2.	Farm decision making	0.664**
3.	Achievement motivation	0.535**
4.	Risk taking ability	0.637**
5.	Information seeking behavior	0.608**
6.	Leadership ability	0.573**
7.	Cosmopoliteness	0.639**

\* Significant at 0.05 level of probability.

\*\* Significant at 0.01 level of probability.

It is evident from Table 4, that all the components of entrepreneurial behaviour *viz.*, innovativeness, and farm decision making, and achievement motivation, risk taking ability, information seeking behaviour, leadership ability and cosmopoliteness of farmers were positively and highly significantly related with their entrepreneurial behaviour. that all the components of entrepreneurial behaviour *viz.*, innovativeness, and farm decision making, and achievement motivation, risk taking ability, information seeking behaviour, leadership ability and cosmopoliteness of farmers were

positively and highly significantly related with their entrepreneurial behaviour

#### Multiple regression analysis

#### Multiple regression analysis between profile of banana grower and their entrepreneurial behavior

**Table 5:** Multiple regression analysis between profile of banana grower and their entrepreneurial behavior

	Variables	Regression Coefficients (B)	Standard Error (SE)	't' value
1.	Farming Experience	0.123	0.149	0.829*
2.	Education	1.086	0.569	1.908**
3.	Family size	0.545	0.356	1.533**
4.	Occupation	-3.601	2.095	-1.719 NS
5.	Land holding	0.062	0.178	0.349**
6.	Annual Income	1.772	0.769	2.305**
7.	Social Participation	0.496	0.252	1.967**
8.	Mass Media Use	0.832	0.290	2.867**
9.	Economic motivation	0.208	0.148	1.403**
10.	Market orientation	0.613	0.189	3.239**

$R^2 = 0.540$   $F = 1.597$

\* Significant at 0.05 level of probability

\*\* Significant at 0.01 level of probability

NS = non-significant

It could be observed from Table 5 that co-efficient of determination ( $R^2$ ) of the independent variables was 0.540. It means that 54.00 percent of total variation in the entrepreneurial behaviour of banana growers was explained by the 10 selected independent variables

#### Conclusion

Significant and positive correlation was found between profile of banana grower and entrepreneurial behavior indicators namely education, family size, annual income, social participation, mass media use, economic motivation and market orientation. Regression coefficient of occupation was found to be negative and significant for the total sample under study

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