



ENTREPRENEURIAL BEHAVIOUR OF COCONUT GROWERS IN KANYAKUMARI DISTRICT

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ABSTRACT

KEYWORDS:

coconut growers, entrepreneurial behavior, cultivation, economic motivation, human resources,

The study was undertaken with the objectives of entrepreneurial behaviour of coconut growers in Kanyakumari district. The study was taken-up in Kanyakumari district of Tamil Nadu. Out of the nine blocks in Kanyakumari district, Rajakkamangalam block was selected based on the maximum area under coconut cultivation. A sample size of 120 coconut cultivating farmers was selected by using proportionate random sampling technique. The required data were collected by personal interview utilising a well structured and pre-tested interview schedule. The result revealed, that more than fifty per cent of the respondents (55.00 per cent) came under medium level of entrepreneurial behaviour of coconut farming. Nearly one-third of the respondents (30.83 per cent) came under high level of entrepreneurial behaviour and only a small proportion of the respondents (14.17 per cent) were under low level of entrepreneurial behaviour of coconut cultivation.

INTRODUCTION

Development of any economy depends primarily on the important role played by entrepreneurs. Their importance is much more vital in a developing country like India, where there is ample opportunity for using innovations to exploit the available resource. Thus, in all economic development activities more and more emphasis is being given on entrepreneurship of people. Entrepreneur play a pivotal role in catalysing economic growth of a country and the same is recognised world over. This is because entrepreneurs are by nature job-creators instead of job seekers. They are also innovators who increase the productivity of business enterprise they established.

Entrepreneurship play a critical role in the growth of India, which has abundance of natural and human resources. Besides, being the vehicle of agricultural development, entrepreneurship can solve acute problem like unemployment, concentration of wealth in few selected hands, imbalance in regional development, increasing wastage of youth in destructive activities, etc., Agriculture oriented occupations promote the national economy and these occupations are becoming more complex and complicated and therefore development of entrepreneurial ability is a key to face problems. All these factors call for development of entrepreneurship on the part of farmers to survive and succeed in the present day world of competition. Keeping these things in view, the objectives were

set to study the entrepreneurial behaviour of coconut growers in Kanyakumari district.

METHODOLOGY

The study was taken-up in Kanyakumari district of Tamil Nadu. Out of the nine blocks in Kanyakumari district, Rajakkamangalam block was selected based on the maximum area under coconut cultivation. A sample size of 120 coconut cultivating farmers was selected by using proportionate random sampling technique. The required data were collected by personal interview utilising a well structured and pre-tested interview schedule. The collected data were tabulated and analysed using appropriate statistical tools. The selected entrepreneurial component were innovativeness, decision making, risk orientation, self confidence, marketing ability, achievement motivation, management orientation, competition orientation, knowledge about coconut cultivation and economic motivation. The respondents were categorised into low, medium and high by using cumulative frequency method.

FINDINGS AND DISCUSSION

Entrepreneurial behaviour of coconut growers

The second objective of the investigation is to assess the entrepreneurial behaviour of coconut growers. The results obtained in this regard are presented in Table-1 to 11.

Overall entrepreneurial behaviour of coconut growers

The data on overall entrepreneurial behaviour of coconut growers are presented in Table-1. Entrepreneurial were categorised into three levels viz., low, medium and high

based on ten dimension viz., innovativeness, decision making, risk orientation, self confidence, marketing ability, achievement motivation, management orientation, competition orientation, knowledge about coconut cultivation and economic motivation the results are presented in Table-1.

Table -1. Distribution of respondents according to their overall entrepreneurial behaviour of coconut growers (n=120)

| S.No. | Category | Number | Per cent |
|--------------|----------|------------|---------------|
| 1 | Low | 17 | 14.17 |
| 2 | Medium | 66 | 55.00 |
| 3 | High | 37 | 30.83 |
| Total | | 120 | 100.00 |

A glance at the data in Table-1, showed that more than fifty per cent of the respondents (55.00 per cent) came under medium level of entrepreneurial behaviour of coconut farming. Nearly one-third of the respondents (30.83 per cent) came under high level of entrepreneurial behaviour and only a small proportion of the respondents (14.17 per cent) were under low level of entrepreneurial behaviour of coconut cultivation.

From the results, it was observed that more than eighty per cent of the respondents fell under medium to high level of entrepreneurial behaviour. This might be due to the fact that majority of the respondents have got formal training, personal interest in entrepreneurial activity and sufficient time for involving farming and entrepreneurial activities. Which is resulted in increase of their knowledge and attributes of entrepreneurial behaviour.

This finding is supported by the findings of Tamilselvi and Balakrishnan (2016) who also found that majority of the respondents had medium level of overall entrepreneurial behaviour.

Table-2. Distribution of respondents according to their innovativeness (n=120)

| S.No. | Category | Number | Per cent |
|--------------|----------|------------|---------------|
| 1 | Low | 10 | 8.33 |
| 2 | Medium | 30 | 25.00 |
| 3 | High | 80 | 66.67 |
| Total | | 120 | 100.00 |

It was observed from Table-2, showed that two-third of the respondents (66.67 per cent) belonged to high level of innovativeness, whereas one-fourth of the respondents (25.00 per cent) were in low-level of innovativeness followed by 8.33 per cent of the respondents with medium level of innovativeness category.

Innovativeness reflects the means by which an individual might pursue new technologies. The most important cause of innovative proneness in an underlying willingness to change and try to new ideas. A high innovative farmer will be different from his predecessors in a radical way in adoption of a product or process that is new to him and is relatively earlier in adoption new ideas, compared to others. With respect to innovativeness more than ninety per cent of the respondents agreed that they confidently believe in the abilities for achieving success. This shows their positive attitude and will power to manage and win any situation demanding efficient work. Thus, majority of the coconut growers are optimistic in facing the problems and approach them innovatively.

The finding is in line with the findings of Vasanthakumar (2014) who also reported that majority of the respondents had high level of innovativeness.

Dimensionwise entrepreneurial behaviour of coconut growers

The entrepreneurial behaviour of coconut growers may vary from individual to individual and from region to region. Hence, an attempt was made to analyse the dimensionwise entrepreneurial behaviour of coconut growers are given in following Tables from 2-11

Innovativeness

Lerner (1981) indicated that, concern for success in an activity and optimism that will be attained, can only be sustained by a commitment to the activism, which requires, not only passive acquiescence towards innovations from the outside but also a vigorous sense of initiative from within one self to activate new ways, which is usually referred to as innovativeness. The innovativeness of the respondents was measured and shown in the Table-2.

Decision making ability

Decision making refers to the activity involved or the procedure followed by the coconut growers in choosing the best alternatives from among the available number of alternatives relating to entrepreneurial activities and marketing behaviour. Under production and marketing activities totally sixteen areas were considered for decision making ability by respondents. The results are presented in Table- 3.

A glance at the data in Table-3, showed that majority of the respondents had taken self-decision with the percentage ranged from 55.00 per cent to 95.00 per cent, while 4.17 per cent to 28.34 per cent of respondents consulted their family members for taking decision. A minimum of 0.83 per cent to 26.67 per cent of respondents had taken joint decision with spouse on all the farming and marketing activities.

In this process, most of the respondents reported that they were involved self-decision making, which earlier they were consulting with spouse and family members. Now all the respondents were getting support from their family member and they were involved in entrepreneurial activities, they got self-confidence and more knowledge about farming and marketing. Hence, it may be concluded that a majority of them belonged to self- decision making pattern.

This finding is on parallel with the findings of Sulaja and Palanisamy (2015) who found that majority of the respondents had self-decision making in farm practices.

Risk orientation

Risk orientation reflects one’s readiness or willingness to use recommended technologies. The data relevant to the risk orientation of the respondents are given in Table-4.

Table-3. Distribution of respondents according to their decision making ability (n=120)

| S. No. | Areas of decision making | Self- decision | | Jointly with spouse | | Consulting with family members | | Total |
|--------|----------------------------------|----------------|----------|---------------------|----------|--------------------------------|----------|--------|
| | | Number | Per cent | Number | Per cent | Number | Per cent | |
| 1 | To try new varieties | 68 | 56.67 | 27 | 22.50 | 25 | 20.83 | 100.00 |
| 2 | To try new practice | 76 | 63.33 | 15 | 12.50 | 29 | 24.17 | 100.00 |
| 3 | To change cropping pattern | 92 | 76.67 | 8 | 6.66 | 20 | 16.67 | 100.00 |
| 4 | Buying/selling of land | 80 | 66.67 | 10 | 8.33 | 30 | 25.00 | 100.00 |
| 5 | Credit procurement and marketing | 90 | 75.00 | 10 | 8.33 | 20 | 16.67 | 100.00 |
| 6 | To buy equipment | 114 | 95.00 | 1 | 0.83 | 5 | 4.17 | 100.00 |
| 7 | Land improvement | 66 | 55.00 | 20 | 16.66 | 34 | 28.34 | 100.00 |
| 8 | Hiring of labour | 91 | 75.83 | 18 | 15.00 | 11 | 9.17 | 100.00 |
| 9 | Time of harvest | 88 | 73.33 | 12 | 10.00 | 20 | 16.67 | 100.00 |
| 10 | Time of planting | 79 | 65.83 | 21 | 17.50 | 20 | 16.67 | 100.00 |
| 11 | Mode of transport | 110 | 91.67 | 2 | 1.67 | 8 | 6.66 | 100.00 |
| 12 | Place of marketing | 62 | 51.67 | 32 | 26.67 | 26 | 21.66 | 100.00 |
| 13 | Choosing the market channel | 90 | 75.00 | 2 | 1.67 | 28 | 23.33 | 100.00 |
| 14 | Determining the price of produce | 76 | 63.33 | 24 | 20.00 | 20 | 16.67 | 100.00 |
| 15 | To go for value addition | 70 | 58.33 | 24 | 20.00 | 26 | 21.67 | 100.00 |
| 16 | Profit reinvestment | 75 | 62.50 | 32 | 26.67 | 13 | 10.83 | 100.00 |

Table-4. Distribution of respondents according to their risk orientation (n=120)

| S. No. | Category | Number | Per cent |
|--------------|----------|------------|---------------|
| 1 | Low | 30 | 25.00 |
| 2 | Medium | 70 | 58.33 |
| 3 | High | 20 | 16.67 |
| Total | | 120 | 100.00 |

On perusal of data from Table-4, showed that around sixty per cent of the respondents (58.33 per cent) had medium level of risk orientation followed by one-fourth of the respondents (25.00 per cent) with low level of risk orientation. Whereas, 16.67 of them had high level of risk orientation.

It could be observed from the Table-4, that majority of the respondents belonged to medium risk orientation category. The coconut growers in this category would make their mind to take risk and put efforts to adopt a new technology and entrepreneurial activities. The coconut growers who are prone to risk generally will have higher innovativeness and orientation

towards entrepreneurial activities. This would have contributed for more respondents to fall under medium level of risk orientation.

This finding derives support from that of Janusia (2017) who also reported that majority of the respondents had medium level of risk orientation in coconut cultivation.

Self-confidence

To know the extent of which respondents had high degree of confidence towards coconut production and marketing. The data was analysed and the results are presented in Table-5.

Table-5. Distribution of respondents according to their self - confidence (n=120)

| S.No. | Category | Number | Per cent |
|--------------|----------|------------|---------------|
| 1 | Low | 24 | 20.00 |
| 2 | Medium | 44 | 36.67 |
| 3 | High | 52 | 43.33 |
| Total | | 120 | 100.00 |

It could be seen from Table-5, that majority of the respondents (43.33 per cent) were having high level of self-confidence and 36.67 per cent of the respondents had medium level of self-confidence. Whereas, 20.11 per cent of the respondents were found to have low level of self-confidence.

The probable reason might be for such findings might be that coconut enterprise is totally dependent on natural environment, further there is no control of the producer on

market prices of their agricultural produce. This derives support from the findings of Tamilselvi and Balakrishnan (2016) who also reported that majority of the respondents had medium level of self-confidence.

Marketing ability

The relevant data regarding the marketing ability of the respondents are presented in Table-6.

Table-6. Distribution of respondents according to their marketing ability (n=120)

| S. No. | Category | Number | Per cent |
|--------------|----------|------------|---------------|
| 1 | Low | 28 | 23.33 |
| 2 | Medium | 78 | 65.00 |
| 3 | High | 14 | 11.67 |
| Total | | 120 | 100.00 |

A glance at the data in the Table-6, showed that almost two- third of the respondents(65.00 per cent) had medium level of marketing ability towards coconut cultivation followed by low(23.33 per cent) and high (11.67 per cent) levels of marketing ability.

The coconut growers had medium level of marketing abilities due to the following reasons. The respondents had involve the maximum marketing activities because of the well-developed marketing system through farmers market by the collective action and because most of the respondents had

medium to high level of marketing behaviour towards coconut cultivation.

The result is in agreement with the results of Gokul Pranesh (2017) who also reported that majority of the respondents had medium level of marketing ability in turmeric enterprise.

Achievement motivation

The information on the achievement motivation of the respondents in entrepreneurial and marketing activities and the results are collected and presented in Table-7.

Table-7. Distribution of respondents according to their achievement motivation (n=120)

| S.No. | Category | Number | Category |
|--------------|----------|------------|---------------|
| 1 | Low | 28 | 23.33 |
| 2 | Medium | 60 | 50.00 |
| 3 | High | 32 | 26.67 |
| Total | | 120 | 100.00 |

It could be found from the Table-7, inferred that half of the respondents (50.00 per cent) had medium level of achievement motivation. About 26.67 per cent and 23.33 per cent of the respondents possessed high and low levels of achievement motivation.

It could be observed from the above Table-7, that majority of the respondents belonged to medium to high level of achievement motivation. The obtained results might be due to the fact that achievement motivation is the desire or need of excel in reaching certain goal. Generally entrepreneur

with enterprise will have the desire to extend their enterprises for increasing their socio-economic level.

This finding fall in line with the findings of Vasanthakumar (2014) who found that majority of the respondents had medium level of achievement motivation.

Management orientation

To know the extent of which the respondents had management oriented towards coconut production and marketing. The data was analysed and the results are presented in Table-8.

Table-8. Distribution of respondents according to their management orientation (n=120)

| S.No. | Category | Number | Per cent |
|--------------|----------|------------|---------------|
| 1 | Low | 23 | 19.27 |
| 2 | Medium | 62 | 51.67 |
| 3 | High | 35 | 29.16 |
| Total | | 120 | 100.00 |

It could be seen from Table-8, inferred that more than fifty per cent of the respondents (51.67 per cent) had medium level of management orientation followed by 29.16 per cent of the respondents with high level of management orientation and 19.17 per cent of them with low level of management orientation.

From the results, it could be interpreted that more than eighty per cent of the respondents had medium to high level of management orientation. This might be due to the reason that management orientation which comprises of planning, production and marketing of enterprises may be having some influence on factors like entrepreneurial experience, education, socio – economic status etc., Hence, the entrepreneur with

medium level of these factors may had medium level of management orientation. The another possible reason for above trends might be due to the fact that the entrepreneurs were mostly trained formally or informally in all aspects. This shows that given an opportunity the entrepreneurs can explore new avenues to achieve their aspired roles as potential entrepreneurs.

The finding is in parallel with the findings of Sundar Ram and Sreedaya (2016) who also reported that majority of the Self Help Group farm women had medium level of management orientation in farm enterprise.

Competition orientation

The competition orientation of the respondents have been analysed and discussed in Table-9.

Table-9. Distribution of respondents according to their competition orientation

(n=120)

| S.No. | Category | Number | Per cent |
|--------------|----------|------------|---------------|
| 1 | Low | 19 | 15.83 |
| 2 | Medium | 49 | 40.83 |
| 3 | High | 52 | 43.34 |
| Total | | 120 | 100.00 |

On perusal of data from Table-9, showed that 43.34 per cent of the respondents had high level of competition orientation followed by medium(40.83 per cent) and low (15.83 per cent) levels of competition orientation respectively.

This might be due to fact that majority of the respondents had undergone formal training which enhanced their ability in competition with other enterprise. The other reasons behind such a result might be due to their experience is not prerequisite and essential but it plays a crucial role for

successfully completion with other enterprise. Hence, it may be concluded that a majority of the respondents had high level of competition orientation.

This finding falls in line with findings of Eswaran (2012) who also reported that majority of the respondents had high level of competition orientation.

Knowledge about coconut cultivation

The relevant data regarding their knowledge gained on coconut cultivation are presented in Table-10

Table-10. Distribution of respondents according to their knowledge about coconut cultivation

(n=120)

| S.No. | Category | Number | Per cent |
|--------------|----------|------------|---------------|
| 1 | Low | 26 | 21.66 |
| 2 | Medium | 62 | 51.67 |
| 3 | High | 32 | 26.67 |
| Total | | 120 | 100.00 |

It could be observed from Table-10, that more than half of the respondents (51.67 per cent) had medium level of knowledge about coconut cultivation. While remaining 26.67 per cent and 21.66 per cent of the respondents had low and high levels of knowledge on coconut cultivation respectively.

From the above findings, it could be inferred that majority of them belonged to medium level of knowledge category about coconut cultivation practices. The reason behind such a high level of knowledge towards the various cultivation aspects were high level of literacy, positive attitude towards entrepreneurial activity and high level of information seeking behaviour. In totality, around 80.00 per cent of the respondents had medium to high level of knowledge was due to their interest and high level of dependency on agriculture.

That findings of this study are in line with Aitochopi (2016) was found that nearly fifty per cent of the respondents had medium level of knowledge about rubber cultivation. The result of this study agree to this.

Economic motivation

Motivation is the inner urge or need satisfying goal directed behaviour. When the behaviour is directed towards the goal of earn more or being economically well off them the behavioural aspects is termed as economic motivation. In general, every human being has a desire to earn more, irrespective of their occupation. Hence, the data were collected to understand the nature of economic motivation possessed by the respondents. The results are presented in Table-11.

Table-11. Distribution of respondents according to their economic motivation

(n=120)

| S.No. | Category | Number | Per cent |
|--------------|----------|------------|---------------|
| 1 | Low | 40 | 33.33 |
| 2 | Medium | 55 | 44.67 |
| 3 | High | 25 | 22.00 |
| Total | | 120 | 100.00 |

On perusal of data from Table-11, showed that 46.67 per cent of the respondents had medium level of economic motivation followed by one- third of the respondents (33.33 per cent) had low level of economic motivation and 22.00 per cent of the respondents had high level of economic motivation.

The possible reason might be due to the assured, regular and sustained income obtained from the coconut cultivation. Thus, it could be interpreted that majority of them fell under medium level of economic motivation. This finding is supported by the findings of Arulraj (2013) who found that majority of the respondents had medium level of economic motivation.

The results obtained accepted the null hypothesis starting that there existed no significant difference in the entrepreneurial behaviour of coconut growers. Among the ten dimensions there is no significant difference produced between the characteristics of entrepreneurial behaviour in coconut cultivation. Based on the percentage analysis was worked out to the identified the no significant difference in the entrepreneurial behaviour. As there existed no significant difference in the dimensionwise, risk orientation, marketing orientation, achievement motivation, management orientation, knowledge about coconut cultivation and economic motivation were came under medium level categories.

CONCLUSION

The overall entrepreneurial behaviour as well as the components of the entrepreneurial behaviour of the coconut growers were found to be medium. Hence, it is necessary to improve their entrepreneurial behaviour by designing Entrepreneurship Development Training Programmes (EDTPs) suitable for coconut growers. These entrepreneurial characteristics of the coconut growers may be improved training, exposure visit and educational programmes and also by involving them in various development programme.

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