

International Journal of Agriculture Extension and Social Development

Volume 8; Issue 6; June 2025; Page No. 659-661

Received: 07-03-2025
Accepted: 09-04-2025

Indexed Journal
Peer Reviewed Journal

Entrepreneurial behavior of coffee growers

¹Bharath HL, ²Bharath Kumar TP, ³Praveen P, ⁴Basavaraj Beerannavar and ⁵Narayana S Mavarkar

¹M.Sc. Scholar, Department of Agricultural Extension Education, KSNUAHS, Shivamogga, Karnataka, India

²Assistant Professor, Department of Agricultural Extension Education, College of Horticulture, Mudigere, KSNUAHS, Shivamogga, Karnataka, India

³Assistant Professor, Department of Agricultural Engineering, College of Agriculture, Mandya, Karnataka, India

⁴Professor, Department of Agricultural Extension Education, KSNUAHS, Shivamogga, Karnataka, India

⁵Dean (PGS), KSNUAHS, Shivamogga, Karnataka, India

DOI: <https://www.doi.org/10.33545/26180723.2025.v8.i6i.2091>

Corresponding Author: Bharath HL

Abstract

The importance of Horticultural sector in Indian economy can be visualized from the fact that it accounts for 30 per cent of India's agricultural GDP. Coffee is the world's second most traded commodity. Indian coffee is known to be "The world's best shade-grown 'mild' coffees". The development of any nation depends primarily on the role played by entrepreneurs. An entrepreneur organizes the economic ventures for producing goods and services at lower cost with setting up new business. Entrepreneurship is the capacity for innovation and caliber to introduce innovative techniques in business operations. Since coffee crop is one of the major horticultural exports crop the coffee growers are looking the coffee cultivation has an enterprise/industry and also for the reason that huge amount of finance, manpower, land, input is involved in coffee production. Subsequently, there is an involvement of much entrepreneurial behaviour in the production of the coffee. Hence, the objective is to analyze the entrepreneurial behaviour of coffee growers. The study was conducted in Chikkamagaluru and Kodagu District of Karnataka in to study the adoption practices of coffee growers. Random sampling method was used to select 120 respondents. The primary data was collected from respondents using pre-tested interview schedule. In Overall Entrepreneurial behaviour of coffee grower's it is clear that majority (40.00%) of the respondents belonged to the medium entrepreneurial behaviour category. Whereas, 30.84 per cent of them are in high entrepreneurial behaviour category and 29.16 per cent are of low entrepreneurial behaviour category. In case of different components of Entrepreneurial Behaviour of Coffee Growers it could be observed that most (42.50%) of the respondents had medium levels of innovativeness, decision-making ability (40.00%), achievement motivation (44.16%), economic motivation (42.50%) and risk orientation (53.34%), majority (45.84%) of the respondents had a low level of leadership ability and nearly half (49.17%) of respondents had a high level of scientific orientation.

Keywords: Entrepreneurship, behavior, coffee growers, innovativeness, innovativeness

Introduction

The importance of horticultural sector in Indian economy can be visualized from the fact that it accounts for 30 per cent of India's agricultural GDP from only 8.5 per cent of the cropped area. The major horticultural crops exported from India are mango, grapes, orange, apple, banana, coffee, tea, arecanut, sweet lime, onion, potato, tomato and pumpkin. Coffee is the world's second most traded commodity. Indian coffee is known to be "The world's best shade-grown 'mild' coffees". Coffee belongs to the genus *Coffea* of the family Rubiaceae. There are over 70 commercially cultivated species under the genus *Coffea*, most of which are native to Africa including two species in India viz., *Coffea arabica* and *Coffea canephora*. Coffee is cultivated as a silvi-horti cropping system under a tree cover for better yield. The development of any nation depends primarily on the role played by entrepreneurs. An entrepreneur organizes the economic ventures for producing goods and services at lower cost with setting up new

business. Entrepreneurship is the capacity for innovation and caliber to introduce innovative techniques in business operations. Entrepreneurship behavior components include viz., innovativeness, decision making ability and achievement motivation, knowledge of farming enterprise, risk orientation, information seeking behaviour and ability to co-ordinate farm activities, economic motivation, leadership ability, scientific orientation and management orientation. Since coffee crop is one of the major horticultural exports crop the coffee growers are looking the coffee cultivation has an enterprise/industry and also for the reason that huge amount of finance, manpower, land, input is involved in coffee production. Subsequently, there is an involvement of much entrepreneurial behaviour in the production of the coffee. Hence, the objective is to analyze the entrepreneurial behaviour of coffee growers.

Methodology

The study was conducted in Kodagu and Chikkamagaluru

district of Karnataka. These districts were selected purposively because it had large area under coffee. Considering maximum area under coffee cultivation as criteria, two taluks were selected from each district namely Virajpet and Ponnampet from Kodagu district and Chikkamagaluru and Mudigere taluks in Chikkamagaluru district were selected for conducting the study. Three villages having maximum area under coffee cultivation were selected from each taluk and from each village 10 farmers growing coffee were selected by simple random sampling procedure. Thus, sample from each taluk was 30 making a total sample size of 120 respondents. Personal interview method was followed to collect the information in the light of objectives of the study. A schedule was developed and pretested in non-sample area was considered for the study. For this purpose, an ex-post facto research design was employed. The data collected were coded, analyzed and tabulated by using statistical tools such as frequency, percentage, mean, standard deviation and chi-square test.

Results and Discussion

The summation of scores of all the seven selected components constitutes the entrepreneurial behaviour score of the respondents. It was clear from Table 1 that, majority (40.00%) of the respondents belonged to the medium entrepreneurial behaviour category. Whereas, 30.84 per cent of them are in high entrepreneurial behaviour category and 29.16 per cent are of low entrepreneurial behaviour category. The reason may be that the results of the study with respect to components of entrepreneur viz., innovativeness, achievement motivation, economic motivation, decision-making ability and risk orientation were found that a medium level of entrepreneurial behavior and high level of scientific orientation. Perhaps these variables contributed to the overall medium entrepreneurial behavior of the respondents. To support the above variables few variables were also showed a significant association with their entrepreneurial behavior, put together these findings might be the reason for having a medium level of entrepreneurial behavior.

Table 1: Distribution of respondents based on overall Entrepreneurial behavior (n=120)

Category	Respondents	
	Frequency	Percentage
Low (<69.99)	35	29.16
Medium (69.99-73.25)	48	40.00
High (>73.25)	37	30.84
Total	120	100.0

It could be observed from Table 2 that most (42.50%) of the respondents had medium levels of innovativeness. Whereas, 32.50 per cent of the respondents had high innovativeness and 25.00 per cent of them had low levels of innovativeness respectively. A perusal of Table 2 also shows that the majority (40.00%) of the respondents had medium decision-making ability. Whereas, 36.66 per cent of the respondents had high decision-making ability followed by 23.34 per cent of them had low decision-making ability. It is evident from Table 2 that majority (44.16%) of the respondents had medium achievement motivation, followed by 35.84 per cent of the respondents who had high achievement motivation and 20.00 per cent of them had low achievement motivation. Table 2 reveals that majority (42.50%) of the respondents have a medium level of economic motivation. While, 36.66 per cent and 20.84 per cent of respondents have high and low levels of economic motivation respectively. It is also observed in Table 2 that, majority (45.84%) of the respondents had a low level of leadership ability. While, 31.66 per cent and 22.50 per cent have medium and high levels of leadership ability. From Table 2, it was observed that nearly half (49.17%) of the respondents had a high level of scientific orientation, followed by 34.16 per cent of the respondents who had low level of scientific orientation and 16.67 per cent of them had a medium level of scientific orientation. The data with respect to risk orientation presented in the Table 2 reveals that the majority (53.34%) of the respondents had medium risk orientation, followed by 25.00 per cent and 21.66 per cent of the respondents had high and low-risk orientation.

Table 2: Distribution of respondents according to their entrepreneurial behavioural components (n=120)

Sl. No	Component	Categories	Frequency	Percentage
1.	Innovativeness	Low (<10.40)	30	25.00
		Medium (10.40-11.70)	51	42.50
		High (>11.70)	39	32.50
2.	Decision making ability	Low (<14.96)	28	23.34
		Medium ((14.96-16.59)	48	40.00
		High (>16.59)	44	36.66
3.	Achievement motivation	Low (<7.88)	24	20.00
		Medium (7.88-9.69)	53	44.16
		High (>9.69)	43	35.84
4.	Economic motivation	Low (<9.21)	44	36.66
		Medium (9.21-10.25)	51	42.50
		High (>10.25)	25	20.84
5.	Leadership ability	Low (<7.39)	55	45.84
		Medium (7.39-8.49)	38	31.66
		High (>8.49)	27	22.50
6.	Scientific orientation	Low (>8.62)	41	34.16
		Medium (8.62-9.89)	20	16.67
		High (>9.89)	59	49.17
7.	Risk orientation	Low (<8.54)	26	21.66
		Medium (8.54-9.37)	64	53.34
		High (>9.37)	30	25.00

It can be observed from Table 3 that land holding, mass media exposure and extension contact had significant association with entrepreneurial behaviour of Coffee growers at a 1 per cent level of significance. Education, farming experience, annual income, extension participation, credit orientation and market orientation are also significantly associated with Entrepreneurial behaviour of Coffee growers at a 5 per cent level of significance. Other variables like age, family size and occupation were non-significant with the Entrepreneurial behaviour of Coffee growers.

Table 3: Association between personal, socio-economic, psychological, and communication characteristics with the Entrepreneurial behaviour of Coffee growers

Sl. No	Independent variables	p-value	Chi-square statistic
1	Age	0.060	9.049 ^{NS}
2	Education	0.015	12.381*
3	Family size	0.187	6.266 ^{NS}
4	Occupation	0.287	5.003 ^{NS}
5	Land holding	0.005	14.822**
6	Annual income	0.013	12.742*
7	Farming experience	0.028	10.892*
8	Market orientation	0.037	10.197*
9	Mass media exposure	0.008	13.811**
10	Extension participation	0.047	9.628*
11	Extension contact	0.008	13.706**
12	Credit orientation	0.018	11.856*

*Significant at 5% level of probability, ** Significant at 1% level of probability

^{NS} -Non significant

Conclusion

A medium level of overall entrepreneurial behavior and medium level in different entrepreneurship components was found among the coffee growers. The growers are more potential in learning and adopting new technologies both in backward and forward linkages of coffee production. Periodic and intensive entrepreneurship development capacity building programmes need to be organized by the Government and other extension agencies for creating awareness about entrepreneurial opportunities, followed by vigorous follow-up, guidance and counseling for the sustainability of the entrepreneurial activity. There is also need of establishing a separate Entrepreneurial Development Centre (EDC) in the traditional belts of coffee growing areas to train growers on different components of entrepreneurship for the development of coffee production in the country.

References

1. Anonymous. Database on coffee 2021. Bangalore: Coffee Board, Government of India; 2021. p. 2–64.
2. Bharathkumar TP. Decision making and time utilization pattern among women vegetable growers in Kolar district [MSc thesis]. Bengaluru: University of Agricultural Sciences; 2010.
3. Bennur AK. A study on entrepreneurial qualities and adoption behaviour of banana growers [MSc thesis]. Dharwad: University of Agricultural Sciences; 2011.
4. Chandrapaul K. A study on entrepreneurial behaviour of vegetable growers in Krishna district of Andhra Pradesh [MSc thesis]. Hyderabad: Acharya N. G.

Ranga Agricultural University; 1998.

5. Murali K, Jhamtani A. Entrepreneurial characteristics of floriculture farmers. Indian J Ext Educ. 2003;39(1&2):19–25.