

International Journal of Agriculture Extension and Social Development

Volume 7; SP-Issue 8; August 2024; Page No. 231-234

Received: 19-06-2024
Accepted: 30-07-2024

Indexed Journal
Peer Reviewed Journal

Association between profile characteristics and entrepreneurial behaviour of women entrepreneurs producing value-added products of millets

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DOI: <https://doi.org/10.33545/26180723.2024.v7.i8Sd.986>

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Abstract

The study was conducted in Bengaluru rural and Bengaluru urban districts of Karnataka state during 2020-21 to analyze the association between profile characteristics and entrepreneurial behaviour of women entrepreneurs actively involved in producing value-added products of millets. From each district, thirty women entrepreneurs were randomly selected constituting a sample of 60 respondents for the study. Chi-square test was employed to find out the association between the profile characteristics of women entrepreneurs with their entrepreneurial behavior. The variable annual income, mass media exposure and financial support was found to have significant association with the entrepreneurial behaviour of women entrepreneurs at five Percent level of significance. Whereas, education and extension participation were found to be significant at one Percent level of significance. The remaining variables such as age, marital status, family type, family size, organization participation, cosmopolitaness, economic motivation, deferred gratification, experience in enterprise, employment generation were found to have non-significant association with entrepreneurial behaviour of women entrepreneurs.

Keywords: Association, entrepreneurial behaviour, women entrepreneurs, value-addition and millets

Introduction

Entrepreneurship is the driving force behind economic activity and a critical component for growth. Entrepreneurship is responsible for activating, utilizing and coordinating various elements that contribute to economic growth and development. Entrepreneurship is the attitude of mind in taking measured risks with confidence in order to attain a defined business goal. It's about looking forward and spotting opportunities, forming a vision for the future of the company, innovating and taking risks.

The concept of entrepreneurship is acknowledged as a function of several factors. Entrepreneurship is considered to be a composite variable meaning that people with entrepreneurial behavior may possess some specialized characteristics. Entrepreneurial behaviour has been defined as package of personality characteristics and environmental factors related to dynamic agent of change for transforming physical, natural and human resources into corresponding production possibilities (De.2010) ^[1].

Hence, considering the increasing importance of women entrepreneurship association of profile characteristics of women entrepreneurs with their entrepreneurial behaviour was taken as one of the objective in the study entitled "Entrepreneurial behaviour of women producing value added products of millets in Bengaluru rural and urban districts".

Methodology

The study was conducted in Bengaluru rural and Bengaluru

urban districts of Karnataka. Women entrepreneurs who were actively involved in the preparation of value-added products of millets and generating income majorly from this enterprise were selected. From each district, thirty women entrepreneurs were randomly selected constituting a sample of 60 women entrepreneurs for the study. Chi-square test (χ^2 test) was employed to find out the association between the profile characteristics of women entrepreneurs with their entrepreneurial behavior.

Hypothesis of the study

The study was conducted with the following null hypothesis

- There is no significance difference between entrepreneurial behaviour of women entrepreneurs.
- There is no association between personal, socio-economic and psychological characteristics of women entrepreneurs with their entrepreneurial behaviour.

Results and Discussion

It is apparent from Table -1 that majority of the women entrepreneurs are middle aged (76.67%), educated up to graduation (36.67%), married (90%), having medium sized (65%) and joint family (55.00%). Similar findings were reported by Sinha (2016). The majority of rural respondents were middle aged (73.33%), educated up to PUC (33.33%), married (83.33%), having medium sized (73.33) and joint family (70.00%). While urban respondents were middle aged (80.00%), graduated (60.00%), married (96.67%), having medium sized (56.67%) and nuclear family (60.00%).

Table 1: Personal characteristics of rural and urban women entrepreneurs producing value-added products of millets

Sl. No	Characteristics	Category	Women entrepreneurs					
			Rural (n ₁ =30)		Urban (n ₂ =30)		Total (n=60)	
			No (f)	Percent (%)	No (f)	Percent (%)	No (f)	Percent (%)
1.	Age	Young (<35 years)	07	23.33	06	20.00	13	21.67
		Middle (35 – 50 years)	22	73.33	24	80.00	46	76.67
		Old (>50 years)	01	3.33	00	0.00	01	1.67
2.	Education	Illiterate	03	10.00	00	0.00	03	5.00
		Primary school	04	13.33	00	0.00	04	6.67
		Middle school	03	10.00	02	6.67	05	8.33
		High school	06	20.00	00	0.00	06	10.00
		Intermediate/PUC	10	33.33	08	26.67	18	30.00
		Graduation	04	13.33	18	60.00	22	36.67
		Post-graduation & above	00	00	02	6.67	02	3.33
3.	Marital status	Married	25	83.33	29	96.66	54	90.00
		Unmarried	03	10.00	01	3.33	04	6.67
		Divorced	00	0.00	00	0.00	00	0.00
		Widow	02	6.67	00	0.00	02	3.33
4.	Family size	Small (<4 members)	05	16.67	13	43.33	18	30.00
		Medium (4-8 members)	22	73.33	17	56.67	39	65.00
		High (> 8 members)	03	10.00	00	0.00	03	5.00
5.	Family type	Joint	21	70.00	12	40.00	33	55.00
		Nuclear	09	30.00	18	60.00	27	45.00

With regard to socio-economic characteristics, as indicated in Table-2 majority of women entrepreneurs belong to low level of annual income (36.67%), organizational participation (56.67%), extension participation (36.67%) followed by medium level of mass media exposure (43.33%) and cosmopolitaness (38.33%). Majority of rural respondents (53.33%) and urban respondents (63.33%) belonging to low and high category of annual income, respectively. Higher Percent of rural women were exhibiting

low level of organization participation (36.67%) and high level extension participation (36.67%) followed by medium level of mass media exposure (40.00%) and cosmopolitaness (50.00%). On other side, urban women entrepreneurs were having low level of organization participation (76.67%) and extension participation (43.33%) followed by high level of mass media exposure (53.33%) and cosmopolitaness (40.00%).

Table 2: Socio- economic characteristics of rural and urban women entrepreneurs producing value-added products of millets

Sl. No	Characteristics	Category	Women entrepreneurs					
			Rural (n ₁ =30)		Urban (n ₂ =30)		Total (n=60)	
			No (f)	Percent (%)	No (f)	Percent (%)	No (f)	Percent (%)
1.	Annual income	Low (< 2lakhs)	16	53.33	06	20.00	22	36.66
		Medium (2-8 lakhs)	13	43.33	05	16.67	18	30.00
		High (> 8 lakhs)	01	3.33	19	63.33	20	33.33
2.	Organization participation Mean = 1.83 SD = 2.57	Low (< 0.543)	11	36.67	23	76.67	34	56.67
		Medium (0.543 – 3.122)	09	30.00	01	3.33	10	16.67
		High (>3.122)	10	33.33	06	20.00	16	26.67
3.	Extension participation Mean = 7.95 SD = 3.39	Low (< 6.253)	09	30.00	13	43.33	22	36.67
		Medium (6.253– 9.646)	10	33.33	10	33.33	20	33.33
		High (> 9.646)	11	36.67	07	23.33	18	30.00
4.	Mass media exposure Mean = 9.68 SD = 2.17	Low (< 8.596)	11	36.67	00	0.00	11	18.33
		Medium (8.596– 10.77)	12	40.00	14	46.67	26	43.33
		High (> 10.77)	07	23.33	16	53.33	23	38.33
5.	Cosmopolitaness Mean = 9.8 SD = 4.25	Low (< 7.673)	08	26.67	10	33.33	18	30.00
		Medium (7.673-11.926)	15	50.00	08	26.67	23	38.33
		High (> 11.926)	07	23.33	12	40.00	19	31.67

As regard to Psychological characteristics, it is evident from Table-3 that most of the respondents had high level of economic motivation (63.33%) and medium level of deferred gratification (38.33%). In specific rural women had

high level and medium level of economic motivation (60.00%) and deferred gratification (43.33%), respectively. while urban women had high economic motivation (66.67%) and low level deferred gratification (43.33%).

Table 3: Psychological characteristics of rural and urban women entrepreneurs producing value-added products of millets (n=60)

Sl. No	Characteristics	Category	Women entrepreneurs					
			Rural (n ₁ =30)		Urban (n ₂ =30)		Total (n=60)	
			No (f)	Percent (%)	No (f)	Percent (%)	No (f)	Percent (%)
1.	Economic motivation Mean = 21.11 SD = 1.16	Low (< 20.53)	04	13.33	00	0.00	04	6.67
		Medium (20.53 – 21.69)	08	26.67	10	33.33	18	30.00
		High (> 21.69)	18	60.00	20	66.67	38	63.33
2.	Deferred gratification Mean = 33.61 SD = 2.83	Low (< 32.19)	07	23.33	13	43.33	20	33.33
		Medium (32.19 – 35.03)	13	43.33	10	33.33	23	38.33
		High (> 35.03)	10	33.33	07	23.33	17	28.33

Considering enterprise related variables in Table-4, majority of women entrepreneurs had moderate experience in enterprise (66.67%). More than half of rural (83.33%) and urban (50.00%) respondents were having moderate level of experience in enterprise. Majority of women entrepreneurs had medium level of employment generation (88.33%) and low level of financial support (45.00%). A greater proportion of rural (83.33%) and urban (93.33%) women entrepreneurs had medium level of employment generation. While, majority of rural (43.33%) and urban (53.33%)

respondents were belonging to medium and low category of financial support, respectively. More than one third (36.37%) of rural women entrepreneurs had undergone trainings other than EDP/enterprise related trainings. In contrast, one hundred Percent of urban women had undergone enterprise related and EDP (83.33%) training programmes. Most of the rural respondents (36.67%) sell their product at their own house/production site. While majority of urban respondents (70.00%) sell their product at wholesale /retailer shops.

Table 4: Enterprise related characteristics of rural and urban women entrepreneurs producing value-added products of millets (n=60)

Sl. No	Characteristics	Category	Women entrepreneurs					
			Rural (n ₁ =30)		Urban (n ₂ =30)		Total (n=60)	
			No (f)	Percent (%)	No (f)	Percent (%)	No (f)	Percent (%)
1.	Experience in enterprise	Less (< 4 years)	02	6.67	14	46.67	16	26.66
		Moderate (4-7 years)	25	83.33	15	50.00	40	66.67
		High (> 7 years)	03	10.00	01	3.33	04	6.67
2.	Employment generation Mean = 1.98 SD = 0.34	Low (< 1.81)	04	13.33	00	0.00	04	6.67
		Medium (1.81- 2.15)	25	83.33	28	93.33	53	88.33
		High (> 2.15)	01	3.33	02	6.67	03	5.00
3.	Financial support Mean = 6.8 SD = 6.05	Low (< 3.77)	11	36.67	16	53.33	27	45.00
		Medium (3.77 – 9.83)	13	43.33	03	10.00	16	26.67
		High (> 9.83)	06	20.00	11	36.67	17	28.33

The association of 17 profile characteristics of women entrepreneurs with their entrepreneurial behaviour is presented in Table 5. Chi square test was applied to find out the association between the profile characteristics of both rural and urban women entrepreneurs with their entrepreneurial behaviour.

The variable annual income, mass media exposure and financial support was found to have significant association with the entrepreneurial behaviour of women entrepreneurs

at five Percent level of significance. Whereas, education and extension participation were found to be significant at one Percent level of significance. The remaining variables such as age, marital status, family type, family size, organization participation, cosmopolitaness, economic motivation, deferred gratification, experience in enterprise, employment generation were found to have non-significant association with entrepreneurial behaviour of women entrepreneurs.

Table 5: Association of profile characteristics of women entrepreneurs and the entrepreneurial behaviour

Sl. No	Characteristics	Women entrepreneurs	
		Degree of freedom	Chi-square value
1.	Age	4	4.401 ^{NS}
2.	Education	12	27.24 ^{**}
3.	Marital status	4	8.552 ^{NS}
4.	Family size	4	5.398 ^{NS}
5.	Family type	2	3.780 ^{NS}
6.	Annual income	4	12.778 [*]
7.	Organization participation	4	6.567 ^{NS}
8.	Extension participation	4	20.026 ^{**}
9.	Mass media exposure	4	10.406 [*]
10.	Cosmopolitaness	4	3.318 ^{NS}
11.	Economic motivation	4	7.307 ^{NS}
12.	Deferred gratification	4	4.421 ^{NS}
13.	Experience in enterprise	4	4.797 ^{NS}
14.	Employment generation	4	7.970 ^{NS}
15.	Financial support	4	10.551 [*]

^{**} Significant at 1% level of significance

^{*} Significant at 5% level of significance

NS Non-significant

The explanation for the profile characteristics of women entrepreneurs having significance to high significant association with the entrepreneurial behaviour is presented in the ensuing paragraphs.

Education and entrepreneurial behaviour

Chi-square test indicates a significant association at one Percent level of significance between education and entrepreneurial behaviour of women entrepreneurs. The probable reason might be the advantages that an individual gets from education through knowledge acquisition, motivation towards higher accomplishment and broadening of the vision. Literate women entrepreneurs have the ability to gather, interpret and use information in an appropriate manner. Education helps an individual in proper planning, precise decision making and managing the production and marketing activities.

Annual income and entrepreneurial behaviour

The chi-square analysis was showed significant association between annual income and entrepreneurial behaviour at five Percent level of significance. The reason might be that respondents with more annual income would have more opportunities and potentialities to try and adopt variety of technological innovations. As a result, it is quite possible that women entrepreneurs with more annual income show keen interest in investing in the enterprise.

Extension participation and entrepreneurial behaviour

The chi square test revealed a significant association between extension participation and entrepreneurial behaviour of women entrepreneurs at one Percent level of significance. Extension participation exposes women entrepreneurs to new practices and methods with a quest to gain knowledge and develop entrepreneurial ability to obtain higher returns and profit in the enterprise. Because, greater participation in extension activities helps the respondents to gather information from different sources.

Mass media exposure and entrepreneurial behaviour

Chi-square test revealed a significant association at five Percent level between mass media exposure and entrepreneurial behaviour of women entrepreneurs. The mass media play a vital role in diffusion of information. The mass media participation develops modern orientation among women entrepreneurs, making them more efficient in acquiring knowledge, awareness, retaining and evaluating the effectiveness of an entrepreneur. Women entrepreneurs with high mass media exposure are able to get acquainted with knowledge of improved technologies and marketing aspects which help them for proper planning and decision making in taking up farm operations.

Financial support and entrepreneurial behaviour

The chi-square analysis was found to have significant association between financial support and entrepreneurial behaviour of women entrepreneurs at five Percent level. Financial support allows entrepreneurs to estimate the quantity and the timing of money needed to start their venture and keep it running and also securing funds for longer-term investments. It also makes sure that there are enough funds to operate and that the respondents are

spending and investing wisely.

Conclusion

The study reveals that middle-aged, married women with moderate entrepreneurial experience dominate both rural and urban entrepreneurship in millet value-added products, with urban women generally better educated and earning higher incomes. Key factors such as education, annual income, extension participation, mass media exposure, and financial support significantly influence entrepreneurial behavior, with education and extension participation being particularly impactful. There is difference among the women entrepreneurs with respect to the entrepreneurial behaviour, hence the set forth hypothesis i.e., There is no difference among the women entrepreneurs with respect to the entrepreneurial behaviour is rejected. The variables which are significant with entrepreneurial behaviour of women entrepreneurs need to be focused and strengthened in order to increase the efficiency in production, management and marketing of millets value-added products of millets.

Author's contribution

This work was carried out in collaboration among all authors. Author RB designed the study, performed the statistical analysis, wrote the protocol and first draft of the manuscript. Author CM and VH managed the analyses of the study. Author HS managed the literature searches. All author's read and approved the final manuscript.

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