Effect of Motivation on Decision Making Related to Dairy Practices

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ABSTRACT

The present study was conducted in Varanasi district of Uttar Pradesh with the objective to find out the effect of motivation and knowledge on decision making and adoption of dairy practices. The recognition motive, security motive, scientific motive, affiliation motive and total score of motivation found to be significantly correlated with adoption. It was found that 86.3 per cent of the growers of medium category had knowledge about the dairy and motivation was significantly correlated with decision making component and adoption of dairy practices.

Key words: Motivation; Decision making;

Motivation initiates a conscious for a purposeful action and satisfying behavior. Some dairy farmers accept while some reject the new innovation in dairying. The main reason being the lack of motivation to learn. Needs are prerequisites for effective motivation. However, absence of need leads to rapid deterioration of motivation. According to the theory of 'work motivation', needs arrange themselves in a sort of pyramid or hierarchy in the order of their importance. The need, which is at or near the pinnacle get the attention of the individual until it is somehow satisfied. Knowledge is the body of understood information possessed by an individual or by a culture". Knowledge is that part of a person's information which is in accord with established fact. The present study was designed to measure the motivation and knowledge of dairy farmers.

METHODOLOGY

The study was conducted in Varanasi district of Uttar Pradesh. 8 blocks were selected. 3 villages were randomly selected having at least 10, innovative growers. In each selected block, minimum of 30 respondents were selected on the basis of multistage stratified random sampling technique. In all, 240 respondents were finally selected for the present study.

RESULTS AND DISCUSSION

The affiliation, pleasure, achievement, recognition and economic motives showed high percentage of milk producers in medium categories group than in low categories, medium and high groups like 32.1, 37.0 and 30.8 per cent, respectively. But scientific motives were 70.8 percent in medium group, 12.1 and 17.1 percent in low and high groups, respectively. It shows insignificant difference in between the low and high group of the beneficiaries.

The overall motive was 65.0 per cent in medium group, 21.3 per cent in low and very less number of beneficiaries were placed in high group. In respect of knowledge, it was found that 86.3 per cent of the beneficiaries belonging to medium category had knowledge about the dairying.

The family education status was medium. The beneficiaries belonging to lower caste categories (scheduled caste and scheduled tribe) had medium herd size. They were educated up to primary and middle classes. The economic motive, achievement motive and motivation with the decision making were positively correlated at 0.05 per cent level of probability, but decision making at 0.01 per cent level of probability. Economic motive, achievement motive and scientific motive were significantly correlated with decision making (Table 1). Economic background appeared to be more directly involved in measurement of achievement motivation with scientific motivation. The recognition, pleasure, security and affiliation were not significant but these were to cover the particular goal to achieve or to try the particular kinds of goal. The total score of overall motivation was also significantly correlated with decision making. (Table 2).

The knowledge of dairy practices of growers was positively correlated at 0.05 per cent level of probability

with decision making behavior. Similar findings were also reported by *Rogers and Shoemaker (1971), Linson, J.W. (1954) and Rogers. E.M. (1962)*. They conceived decision making component as beginning with the knowledge functions, which commences when the individual is exposed to the innovation. The knowledge of innovation can create motivation for their decision making.

The recognition motive, security motive, scientific motive, affiliation motive and total score of motivation were significantly correlated with the adoption at 0.01 per cent level of probability and achievement motive correlated with the adoption at 0.05 per cent level of probability but pleasure motive and economic motive were non-significantly correlated with the adoption (Table 3). Recognition motive, security motive, affiliation motive, scientific motive, achievement motive were significantly correlated with adoption of dairy practices. The affiliation motive and adoption were found to be positively correlated.

Table 1. Frequency distribution of respondents based on overall motivation and knowledge.

Motive	Categories	Total	Page	Mean	S.D.
Recognition	Low	56	23.3		
	Medium	136	56.7		
	High	48	20.0	6.8	1.16
Pleasure	Low	54	22.5		
	Medium	130	54.2		
	High	56	23.3	7.0	1.66
Economic	Low	65	27.1		
	Medium	135	67.9		
	High	40	16.6	6.7	1.64
Security	Low	77	32.1		
	Medium	89	37.1		
	High	74	30.8	6.5	1.5
Scientific	Low	29	12.1		
	Medium	170	70.8		
	High	41	17.1	6.6	1.6
Affiliation	Low	54	22.5		
	Medium	127	52.9		
	High	59	24.6	7.0	1.6
Achievement	Low	55	22.5		
	Medium	139	57.9		
	High	46	19.2	6.8	1.6
Overall	Low	51	21.3		
Motive	Medium	156	65.0		
	High	33	13.8	47.1	8.1
Knowledge	Low	21	9.6		
of Dairy	Medium	207	86.3		
Practices	High	10	4.2	14.7	2.4

Table 2. Product moment correlation between motivation and knowledge with decision making

Variable	'r'
Recognition motive	0.1084
Pleasure motive	0.1253
Economic motive	0.1342*
Security motive	0.1203
Scienticism motive	0.1928**
Affiliation motive	0.1120
Achievement motive	0.1280*
Overall Motivation	0.1315*
Knowledge	0.1320*

* Significant at 0.05 percent level of probability., ** Significant at .01 percent level of probability.

Table 3. Product moment correlation between motivation and knowledge variables and adoption

Cartable	'r'
Recognition motive	0.1923**
Pleasure motive	0.0907
Economic motive	0.0309
Security motive	0.2432**
Cartable	'r'
Scienticism motive	0.2382**
Affiliation motive	0.2692**
Achievement motive	0.1280*
Overall Motivation	0.1699**
Knowledge	0.1582*

* Significant at 0.05 percent level of probability

** Significant at .01 percent level of probability

Affiliation motive is related to establishing, maintaining and responding positive relation with the beneficiaries. Scientific motive was significantly correlated with adoption. The overall score of motivation was positively correlated with adoption of dairy practices . Achievement motive was found to have positive correlation with adoption.

CONCLUSION

The study concluded that 86.3 per cent of the growers of medium category had knowledge about the dairy and their motivation was significantly correlated with decision making component and adoption of dairy practices.

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