

Highlighting The Attitudinal Exposure of Rural Entrepreneurs for Appropriate Management of Rural Entrepreneurship

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ABSTRACT

In the changed entrepreneurial developmental scenario, the predisposition of entrepreneur's behaviour can create an enabling environment for appropriate enterprise management. In such a research associated with enterprise management the attitude of entrepreneur always plays a critical role. Under this context, the present study was conducted to analyze the attitude of rural entrepreneurs towards appropriate entrepreneurship development and management. The present study was conducted in three villages namely Kalarayer Kuthi, Basdaha Natibari and Sajherpar Ghoramara under Cooch Behar-II block in Cooch Behar district of West Bengal. Purposive as well as multistage sampling and random sampling procedures were followed for the selection of the respondents. The data were collected with the help of structured interview schedule through personal interview method. The collected data were processed into statistical analyses like coefficient of correlation, multiple regression analysis. The attitude of entrepreneurs is considered as the consequent variable for the study and the sixteen other variables were considered as antecedent variables for the study. The variables annual income, land holding, house type, adoption leadership, management orientation, risk orientation, social participation and mass media exposure are positively and significantly associated with the attitude of the entrepreneurs towards enterprise development and management. The R^2 value 0.408, it is to infer that the sixteen predictor variables put together have explained 40.80 per cent variation embedded with the predicted variable attitude of entrepreneurs towards entrepreneurship development and management. The unexplained variation embedded with the predicted variable attitude of entrepreneurs towards entrepreneurship development and management is 59.20 per cent.

Key words: Attitudinal exposure; Entrepreneurship development; Rural enterprise; Entrepreneurial behaviour;

In the era of rural entrepreneurship development and management India has immense potential for entrepreneurship development as diversified livelihood opportunities exists in the rural areas all over the country. The responsibility of economic growth through technological change is shouldered by a rural entrepreneur. The development of a successful entrepreneurship always leads to the socio-economic upliftment of the society. An individual is primarily motivated towards entrepreneurship development to become self-employed and self-reliant. The entrepreneurial attitude orientation consists of four broad dimensions such as achievement, self esteem, personal control and innovation (Stimpson et al.1991). The

emergence of entrepreneurs in a society depends upon closely interlinked social, religious, cultural, psychological and economic factors prevailing in the rural areas. Understanding the role of these factors is essential for creating an environment which can facilitate the development of entrepreneurial behavior (Amarnath and Samvel 2008). In general, individuals desiring more income, more independence, and more net perquisites are more enchanting to engage themselves in developing a positive attitude towards appropriate entrepreneurial behavior. Likewise, an individual with a higher tolerance for risk and less aversion to work effort should be expected to be more likely to want to engage in entrepreneurial behavior (Douglas & Shepherd,

2000). In this context, it is essential to determine the factors that play an important role in transforming the farmers into entrepreneurs. To make an enterprise more successful there is a need to develop a positive entrepreneurial attitude towards enterprise development for promoting the small scale enterprises in the rural areas to make the product much more viable in the global market. In such a research climate, there is a need to analyze the attitude of rural entrepreneurs towards entrepreneurship development and management. The present study also explores the factors contributing towards developing the attitude of rural entrepreneurs in establishment and managing a small scale enterprise.

METHODOLOGY

The study was conducted in the villages of Kalarayerkuthi, Basdaha Natibari and Sajherpar Ghoramara under the block Cooch Behar-II of Cooch Behar district in West Bengal. The block Cooch Behar-II of Cooch Behar district is purposively selected for the study. Purposive as well as multistage sampling and random sampling procedures were followed for the selection of the respondents. The attitude of entrepreneurs towards entrepreneurship development and management is considered as the consequent variable for the study and the sixteen other variables were considered as antecedent variables for the study. The data were collected with the help of structured interview schedule through personal interview method. The collected data were processed into statistical analyses like mean, standard deviation, range, coefficient of variation, coefficient of correlation and multiple regression analysis.

RESULTS AND DISCUSSION

Table 1 Presents the distribution of the entrepreneurs in Terai region of West Bengal according to their attitude towards enterprise development and management. The results show that majority of the respondents are under the attitudinal group of 44-49 (43%) followed by attitudinal group 38-43 (37%) and attitudinal group 32-37 (20%) respectively. The mean score of total distribution is 42.02 and standard deviation of the distribution is 4.53. The coefficient of variation value within the distribution 10.78% signifies the very high consistency level of the distribution for the variable 'attitude towards enterprise development and management'.

Table 1. Distribution of the respondents according to their attitude towards enterprise development and management (Y_4)

Category	Score	No.	%
Low	32-37	20	20
Medium	38-43	37	37
High	44-49	43	43

Mean = 42.02 S.D=4.53 Range= 32-49 C.V= 10.78%

Table 2. Correlation co-efficient of attitude of the entrepreneurs towards enterprise development and management (Y_4) with sixteen causal variables

Variables (X)	(r)
Age (X_1)	0.039
Education (X_2)	-0.008
Family size (X_3)	0.064
Family education status (X_4)	-0.020
Primary occupation (X_5)	0.059
Annual income (X_6)	0.378**
Land holding (X_7)	0.216*
Material possession (X_8)	0.149
House type (X_9)	0.225*
Adoption leadership (X_{10})	0.267**
Management orientation (X_{11})	0.407**
Risk orientation (X_{12})	0.475**
Social participation (X_{13})	0.224*
Cosmopliteness (X_{14})	0.165
Training exposure (X_{15})	0.147
Mass media exposure (X_{16})	0.271**

** significant at 1% level * significant at 5% level

Table 2 reflects the Pearson's coefficient of correlation among the dependent variable i.e. attitude of the entrepreneurs towards enterprise development and management (Y_4) and sixteen causal variables. The result shows that the variables annual income, land holding, house type, adoption leadership, management orientation, risk orientation, social participation and mass media exposure are positively and significantly associated with the attitude of the entrepreneurs towards enterprise development and management.

Annual income, land holding, house type and attitude of the entrepreneurs towards enterprise development and management: Annual income, land holding and house type are the three expressions of economic dimensions in rural settings. These are the three variables that reflect the resource richness of an individual. The resources endowment always makes an individual more

perfect in case of risk taking ability for appropriate management of an enterprise through positive attitude development. That is why the variables annual income, land holding and house type are positively and significantly associated with the attitude of the entrepreneurs towards enterprise development and management.

Adoption leadership and attitude of the entrepreneurs towards enterprise development and management: Adoption leadership means the quality trait of an individual to lead the followers from the front by adopting new approaches, methods etc. To be a successful entrepreneur, one must have high level of adoption leadership and the individuals with high level of adoption leadership always have a positive attitude towards enterprise development and management. That is why the variable adoption leadership is positively and significantly associated with attitude of the entrepreneurs towards enterprise development and management.

Management orientation, risk orientation and attitude of the entrepreneurs towards enterprise development and management: The motivation for managing an enterprise and taking the risk for an innovation are the two pillars of smooth and effective running of enterprise. The entrepreneur with high level

of management orientation and risk orientation always concentrates on developing a need base approach for addressing the challenge embedded with the enterprise through development of the positive attitude towards entrepreneur development and management. That is why the variable management orientation and risk orientation is significant and positive association between the attitude of the entrepreneurs towards enterprise development and management.

Social participation, mass media exposure and attitude of the entrepreneurs towards enterprise development and management: These two variables are the indicators of exposure towards communication sources. All these variables also build the capacity which deals with the complex occurrence in the enterprise. The information gathering, information sharing as well as capacity building develops a positive attitude towards entrepreneurship development and management in an efficient manner. That may be the possible reason behind the significant and positive association between the social participation, mass media exposure and attitude of the entrepreneurs towards enterprise development and management.

Table 3 reflects the multiple regression analysis of the predicted variable i.e. attitude towards enterprise development and management with sixteen predictor variables. From the table it is observable that the variables annual income and management orientation are positively and significantly contributing towards characterizing the attitude towards enterprise development and management.

Annual income and attitude of the entrepreneurs toward enterprise development and management: Annual income is the expression of economic dimension in rural settings. The variable annual income reflects the resource richness of an individual. The resources endowment always makes an individual more perfect in case of risk taking ability for appropriate management of an enterprise through positive attitude development. That is why the variable annual income is positively and significantly contributing in case of characterizing the attitude of the entrepreneurs toward enterprise development and management.

The variable annual income is directly contributing 55.30 per cent in case of characterizing the attitude of the entrepreneurs toward enterprise development and management. One unit change of

Table 3. Multiple regression analysis of attitude of the entrepreneurs towards enterprise development and management (Y_i) with sixteen predictor variables

Variables	(β)	B	S.E of 'b'	t-value
Age (X ₁)	0.082	0.033	0.040	0.832
Education (X ₂)	-0.120	-0.490	0.479	-1.023
Family size (X ₃)	0.090	0.828	0.938	0.882
Family edu. status (X ₄)	0.005	0.024	0.563	0.043
Primary occupation (X ₅)	-0.103	-0.453	0.468	-0.968
Annual income (X ₆)	0.553	0.200	0.076	2.621**
Land holding (X ₇)	-0.339	-0.207	0.126	-1.638
Material possession (X ₈)	-0.075	-0.086	0.129	-0.667
House type (X ₉)	0.071	0.408	0.653	0.626
Adoption leadership (X ₁₀)	0.123	0.214	0.180	1.187
Management orientation (X ₁₁)	0.292	0.339	0.138	2.451**
Risk orientation (X ₁₂)	0.235	0.248	0.131	1.896
Social participation (X ₁₃)	0.041	0.198	0.519	0.381
Cosmopolitaness (X ₁₄)	-0.201	-0.283	0.201	-1.410
Training exposure (X ₁₅)	0.031	0.042	0.129	0.329
Mass media exposure (X ₁₆)	0.077	0.099	0.178	0.555

** significant 1% level, * significant at 5% level
R²=0.408

the variable annual income is delineating the 0.200 unit change in the predicted variable attitude of the entrepreneurs toward enterprise development and management.

Management orientation and attitude of the entrepreneurs toward enterprise development and management: Management orientation is the psychological activity of individual to become conversant for managing his enterprise in effective manner. The entrepreneur with positive attitude, proper planning and management contribute his enterprise reach to the peak profit level.

That may be possible reason behind the significant and positive association between the management orientation and attitude of the entrepreneurs in presence of other fifteen predictive variables. In the present study it is found that, the management orientation is positively and significantly associated with the attitude of an entrepreneur. The variable management orientation is directly contributing 29.20 per cent in case of characterizing the attitude of an entrepreneur. One unit change of the variable management orientation is delineating the 0.339 unit change in the predicted variable. The R^2 value being 0.408, it is to infer that the sixteen predictor variables put together have explained 40.80% variation embedded with the predicted variable attitude of the entrepreneurs towards enterprise development and management. Still 59.20 per cent variable embedded with predicted one is unexplained. Thus it would be suggested that inclusion of some more contextual variables possessing direct bearing on the attitude of the entrepreneurs towards enterprise

development and management could have increased the level of explicability.

CONCLUSION

Globalization and free trade liberalization pave the way to establish a system within a rural society for getting the maximum profit from their products. In the present context, rural people can prosper in life only through establishing and managing the small scale enterprises in a proper way. However, the primary concern of the farming community is to change their economic status in such a manner that the process of changing does not hamper their normal course of action. The predictability and manageability of profitable small scale business are always hovering around the attitudinal development of an entrepreneur for making the enterprise more sustainable for a long run. The present study rightly insights into the concept of attitudinal development towards rural enterprise management. The high level of entrepreneurial attitude influences the entrepreneur for maximizing the profit of enterprise which ultimately reflects the conditional change of the farming communities economy, exactly which is supported by the present study. For promotion of the dimension and the concept related to entrepreneurship management always seeks support from the inherent attributes of the entrepreneurs psyche namely, management orientation, risk orientation, adoption leadership etc. The future intervention and policy support towards accurate establishment and management of small scale industries in rural areas may be sort on the basis of the present research revelation.

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