

## Attitude of Agripreneurs towards Entrepreneurial Motivation – A Gender Analysis

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**ABSTRACT:** Agri entrepreneurship had contributed to growth of the economy. In order to develop the agri entrepreneurship, the entrepreneurs need certain motivational factor to start and run the enterprise. The study focused on to find out the entrepreneurial motivation of agripreneurs. The study identified the attitude of agripreneurs towards entrepreneurial motivation. An Expost facto research design has been used. The study was conducted in Namakkal, Madurai and Salem districts of Tamil Nadu. A sample of 204 agripreneurs was selected from the three districts by using Proportionate Random Sampling technique. To study the entrepreneurial motivation of agripreneurs, an attitude scale was developed by using Equal Appearing Interval scaling method. The result showed that most (43.63%) of the agripreneurs had moderately favourable attitude towards the entrepreneurial motivation followed by highly favourable and less favourable attitude towards the entrepreneurial motivation. From the results it concluded that among male agripreneurs, statements ‘better competitiveness’ (2.43) followed by ‘control upon the critical factors’ (2.42) had high mean score. With regard to female respondents, ‘agripreneurs are running their enterprise in their own way’ (3.82) and ‘self-directive and internal locus of control & achievement’ (3.74) had high mean score value. It is inferred from the results that the motivational factors viz., own interest, self-confidence, eagerness, risk bearing ability, achievement motivation, experience and education are the personal factors. Income, demand of the product and financial resources are the economical factor, which motivate the agripreneurs.

**Keywords:** Motivational factor, Agripreneurs’ motivation, agripreneurship, motivation scale.

### INTRODUCTION

Entrepreneurial motivation is the process that activates and motivates the entrepreneur to exert higher level of efforts for the achievement of his/her entrepreneurial goals (Robbins, 1996). Motivation is regarded as the inner state that energizes activities and directs or channels behavior towards the goal Yuni, (2019). Mahto and McDowell (2018) said that individual’s self-assessment of their identity is the primary factor in individuals developing entrepreneurial motivation.

Agripreneurship is an employment strategy, which lead to economic self-sufficiency of rural and urban people or farmers (Saikia, 2017). Training is a key element for the promotion of Micro, Small and Medium Enterprises (MSMEs) would results in generation of agripreneurs to develop agripreneurship. It improves the performance of a person, which contributed to generation of employment, reduction of poverty and development of

human resource. Ahmed *et al.*, (2011) stated that respondents attained medium level of achievement motivation followed by low level (16.67 %) and high level (13.33%) of achievement motivation.

Motivation is a stimulus that can encourage a person to perform an activity to achieve certain goals (Janani, 2015). While self-motivation that leads to entrepreneurial activities can be interpreted as a stimulus that can encourage a person to do a business in better, which done with a vigorous, creative, innovative, and dare to take risks in order to gain profit, either in the form of monetary term or others benefits (Santoso and Budi, 2018). Bairwa and Kushwaha (2012) stated that agripreneurship plays important roles in the growth and development of national economy through entrepreneurship development, which increases the income level and employment opportunities in rural as well as urban areas.

According to Hajong and Padaria (2016), an agripreneurship is a person or group to carryout agriculture, forestry, horticulture or mixed activities. Farmers want to become an entrepreneur; they should have certain entrepreneurial traits. The various agricultural enterprises including mushroom production, bee keeping, post-harvest processing, value addition products and marketing. Many studies showed that entrepreneur characteristics link with the attitude to start a business.

Nachimuthu *et al.*, (2015) stated that agri entrepreneurship created wide range of economic benefits like increase in agricultural productivity, starting new ventures; development of innovative products and services and employment generation in rural area. More than three-fifths (67.00%) of the agripreneurs attained medium level of motivation followed by low level of motivation (20.00%) and high level of motivation (13.00%).

According to Babu *et al.* (2020), Nearly 41.00 per cent of the respondents stated that for career development they began entrepreneurship, 29.00 per cent of them entered entrepreneurship because of family situation, 26.00 per cent of them stated that they had ambition to start business, 13.00 per cent of them stated that because of poverty they entered entrepreneurship and 7.00 per cent of them stated that they don't have any specific reasons.

Jayasudha and Shantha (2020) concluded that the majority of the respondents had a favorable attitude towards agripreneurship. Because the respondents had better conditions for entrepreneurship when compared to other graduates, there were lots of potential for the agricultural-based entrepreneurship in India and also lack of employment opportunities in the public sector had doubled the necessity for entrepreneurship

Motivation was the prime factor that urges us to do something and make our routine life. It may be from external sources or internal sources. For instance, family support was the foremost essential and most vital motivating factor for women entrepreneurs. Similarly, need for additional income, desire for independence, need to be one's own boss, need for achievement, financial support, need for achievement, to continue family business, innovative thinking and overcome unemployment were some of the strongest motivating factors that motivated women to start up their own business venture (Madhumitha and Karthikeyan, 2020).

Atitkar, (2021) indicated that success stories, previous association, inherited property, success in previous business and advice from family were the pull factors of entrepreneurs. Making money, self-employment, fulfilling the ambition, gaining social prestige, employment for children, unemployment, use of

technical skills, family circumstance were the push factors of entrepreneurs.

Khazami and Zoltan (2021) revealed that current motivational approach is generally embedded in economics and psychology but is still struggling. This approach is concentrated on push factors and the incentive approach is concentrated on the pull factors. Therefore, entrepreneurs are motivated by success in their entrepreneurial activities and avoid the risk of failure.

Mawoli and Peter (2021) concluded that individual decisions to start, sustain and grow entrepreneurial firms are stimulated by motivational factors, an inquiry regarding the effect of entrepreneurial motivation on the operational performance.

Subbarayudu and Srinivasa (2021) stated that the Primary motivations to women to get success as an entrepreneur not only in the form of financial assistance and government schemes, there should be psychological support from family members and husband.

Several studies examined the influence of entrepreneurial competencies on success of their business, factors influences to start the enterprise and motivational factors. This research's purpose is to identify the attitude of male and female agripreneurs through following research questions: what is the association between agripreneurs and entrepreneurial motivation? And further it reveals the attitude of male and female agripreneurs towards entrepreneurial motivation. This question probably retraces the contours of the research issues.

## METHODOLOGY

The selection of study area was done based on the highest number of ventures in districts. A total of three districts *viz.*, Namakkal, Salem and Madurai were selected for the study. The sample size was 204 by using Proportionate Random Sampling technique. An equal proposition of male (102) and female (102) agripreneurs were selected for the study. The data were collected by using pre-tested interview schedule. Each agripreneurs personally interviewed to collect the information. The data were analyzed by using statistical tools such as percentage analysis and mean score. Regarding gender analysis, Chi-square test carried out to find out the association between the agripreneurs and entrepreneurial motivation. The scale was developed for the study by using equal appearing interval scale. This scaling technique constructed by Thrustone & Chave (1929). By following this scaling procedure, entrepreneurial motivation scale was developed. The scale is said to be as valid and reliable. Cumulative frequency method was used to categorize into less favorable, moderately favourable and highly favourable. The scoring procedure as follows:

Nature of the statement	Continuum				
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Favourable statements	5	4	3	2	1
Unfavourable statements	1	2	3	2	1

## FINDINGS AND DISCUSSION

### Scale to assess the entrepreneurial motivation of agripreneurs

(a) **Overall entrepreneurial motivation.** Motivation is resulted from an unfulfilled need. It is a response of the agripreneurs when it affected by an internal or external factor. Entrepreneurial motivation is a driving force that

pulls or pushes people towards entrepreneurial actions (Nadire, 2018). The data collected was analyzed by using cumulative frequency method, percentage analysis. Chi square test was used to analyze the association between agripreneurs and entrepreneurial motivation. The distribution of agripreneurs as per their entrepreneurial motivation is elicited in Table 1.

**Table 1: Distribution of male and female according to their overall entrepreneurial motivation.**

Sr. No.	Entrepreneurial motivation	Male (n=102)		Female (n=102)		Total (n=204)	
		No	%	No	%	No	%
1.	Less favourable (<41.85)	9	8.82	25	24.51	34	16.67
2.	Moderately favourable (41.86-46.33)	48	47.06	41	40.20	89	43.63
3.	Highly favourable (>46.33)	45	44.12	36	35.29	81	39.71
<b>Chi square value</b>							<b>8.52**</b>

From the above Table 1 it is said that the chi square value is 8.52, which is significant at five per cent level. There is association between agripreneurs and entrepreneurial motivation. Less than half (47.06%) of the male agripreneurs had moderately favourable attitude towards entrepreneurial motivation followed by 44.12 per cent of them possessed highly favourable attitude and 8.82 per cent of them possessed less favourable attitude towards entrepreneurial motivation. Regarding female agripreneurs, slightly more than two-fifths (40.20%) of the female agripreneurs had moderately favourable attitude towards entrepreneurial motivation. About 35.29 per cent of them had highly favourable attitude and nearly one-fourth (24.51%) of them had less favourable attitude. Existing development programmes which motivated the women entrepreneurs to start an enterprise. Once enterprise established by them would develop their confidence, self-reliance and work motivation.

Overall, more than two-fifths (43.63%) of the agripreneurs had moderately favourable attitude towards entrepreneurial motivation followed by highly favourable (39.71) and less favourable (16.67%) attitude towards entrepreneurial motivation.

The study is in line with Kumar (2017). The study revealed that out of the overall level of attitude towards agricultural entrepreneurship of the respondents, the majority of the respondents (57.73%) had a moderately favourable attitude towards agricultural entrepreneurship, followed by 29.56 per cent who had less favorable attitude, while only 12.71 per cent of the respondents had favorable attitude towards agricultural entrepreneurship.

Most of the agri entrepreneurs possessed medium level of achievement and economic motivation, which resulted in moderately favourable attitude of agripreneurs towards the entrepreneurial motivation. Guidance from NGO, resource persons and fellow entrepreneurs, trainings attended, experiences, own interest, prior income, demand of the produce would be the positive factor towards entrepreneurial motivation. This findings is conformity with findings of Atitkar, (2021).

(b) **Statement wise entrepreneurial motivation.** Scale to assess the entrepreneurial motivation was developed for the study by using Equal Appearing interval scale. The scaling developmental procedure was followed by Thurstone and Chave (1929). The data was collected and analysed by using mean score method. The results are presented in the following Table 2.

Table 2 inferred that among male agripreneurs, statement 'Agripreneurs had better competitiveness' (2.43) had high mean score followed by 'control upon the critical factors (2.42)', 'running their enterprise in their own way (2.38)' and 'self-directive, internal locus of control and achievement (2.34)' were the factors with high mean score. 'Obstacles faced by them enhance the energy to overcome (2.33)' and 'strong urge to achieve something innovative (2.31)' were the motivational factors with above overall mean score (2.28).

With regards to female agripreneurs, 'agripreneurs had better competitiveness' (3.90) followed by 'control upon the critical factors' (3.84), 'running enterprise in their own way' (3.82) and 'self-directive and internal locus of control& achievement' (3.74) are the

statements with above overall means score. ‘Obstacles faced by them enhance the energy to overcome’ (3.76) and ‘strong urge to achieve something innovative’ (3.72) are the statements with above overall mean score (3.63). These statement measures the motivation of agripreneurs.

The motivation factors behind the choice to be an entrepreneur are highly in line with the Nadire (2018). These include the need for achievement, desire for independence and financial freedom, persistent love for doing something great, unemployment issue and a found business opportunity in the market (Vijaya and Kamalanabhan 1998).

The probable reason for the above findings would be, majority of the agripreneurs were under middle age category and had graduation & post-graduation education level. Almost all of them had smart phone, which would help them update in life and in business.

Agripreneurs started their start up innovatively to earn more profit. The risk taking behaviour and marketing behaviour were under medium level category. Almost all the agripreneurs attended five or less than five trainings, which would have motivated them to start business.

The study is conformity with the findings of Hani (2015) and Mota *et al.*, (2019). The study revealed that majority agripreneurs had self-motivation to become entrepreneurs. The probable reasons to start business would be that self-dependent, extra income for the family, to run the family business, for economic freedom, etc. Mota *et al.*, (2019) in his study found that motivations for entrepreneurship are strongly correlated with the socio-demographic characteristics of the entrepreneur viz., age, education, and family income.

**Table 2: Distribution of respondents according to statement wise entrepreneurial motivation n=204.**

Sr. No.	Statements	Mean score	
		Male (n=102)	Female (n=102)
1.	Agripreneurs had better competitiveness	2.43	3.90
2.	Agripreneurs exert control upon the critical factors that influence success	2.42	3.84
3.	Agripreneurs run their enterprise in their own way	2.38	3.82
4.	Agripreneurs tend to be self-directive and exhibit high internal locus of control & achievement	2.34	3.74
5.	The obstacles faced by agripreneurs enhance the energy to overcome it	2.33	3.76
6.	Agripreneurs possess strong urge to achieve something innovative	2.31	3.72
7.	Agripreneurs possess high self-esteem in running the enterprise	2.26	3.63
8.	Agripreneurs do not wish to take risk	2.04	3.26
9.	Agripreneurs cherish high level of economic motivation	2.07	3.36
10.	Agripreneurs are least interested in routine activities	2.01	3.27
	<b>Over all mean score</b>	<b>2.28</b>	<b>3.63</b>

## CONCLUSION

The study inferred that majority of the agripreneurs possessed a moderately favourable attitude towards entrepreneurial motivation followed by highly favourable. The scale covered different types of motivation viz., entrepreneurial core, work core, individual core, economic core, achievement core and environmental core. It clearly indicated the role of education and availability of training centers in entrepreneurship that to provide appropriate training in professional and personal grooming. It encourages the agripreneurs to do better in their business. Trainings undergone, guidance from NGOs and guidance from other institution are the technological factors motivating the agripreneurs. Own interest, self-confidence, eagerness, risk bearing ability, achievement motivation, experience and education are the personal factors. Income, demand of the product and financial resources are the economical factor, which motivate the agripreneurs. It concluded from the study, motivation is a desire needed to success in life and in business. This provides enthusiasm to work and motivate others to work or lead a successful life.

The suggestions for future studies are attitude of agripreneurs towards entrepreneurship development programs, entrepreneurship motivation index and motivational factors for sustainability in business.

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