Indian Journal of Extension Education
Vol. 55, No. 4 (October-December), 2019, (1-6)

Entrepreneurial Behaviour of Commercial Floriculture Nursery Owners in Kadiyam of Andhra Pradesh

M. Uday Bhaskar*, M. Srinivasa Rao and P.V. Sathya Gopal

ABSTRACT

The study was conducted during the year 2018-19 in Kadiyam of Andhra Pradesh to measure the entrepreneurial behaviour of commercial floriculture nursery owners. Kadiyam mandal was purposefully selected since locale is nationally and internationally known for commercial floriculture nurseries. Three villages with highest number and area under commercial floriculture nurseries namely Kadiyam, Vemagiri and Veeravaram were purposively selected for the study and later 120 nursery owners were selected randomly from the three villages in proportion to the number of nurseries in each village. To quantify the entrepreneurial behaviour of commercial floriculture nursery owners, twelve components like innovativeness, decision making ability, leadership ability, achievement motivation, risk orientation, management orientation, scientific orientation, competition orientation, critical thinking, entrepreneurial self-efficacy, resiliency and locus of control were selected. It was found that more than three-fifth (67.50%) of the commercial floriculture nursery owners possessed medium entrepreneurial behaviour followed by 16.67 per cent of them with high level of entrepreneurial behaviour and only 15.83 per cent of them with low level of entrepreneurial behaviour.

Keywords: Component matrix, Entrepreneurial behaviour, Factor analysis, Nursery owners

INTRODUCTION

Kadiyam nurseries, the brand value of floriculture nursery industry in Andhra Pradesh had got its global attention and was prestigiously placed in the International market through valuable foreign exchange. Nurseries at Kadiaym Mandal were a combination of several small, medium and large nurseries covering an area of 1555 hectares of land and leading to an annual turnover of more than 200 crores. Kadiyam nurseries have occupied a special place in horticulture and this growth and development is not an individual effort, but it is an effort of all the stakeholders involved in its bloom, primarily the floriculture nursery owners at Kadiyam. The nursery owners at Kadiyam were striving hard to be on the platform of floriculture nursery business not only from the production point of view but also in exploring exemplary opportunities to market their plants. In this context, they are reaching to different states as well as different countries to introduce new varieties and are meeting the passion of the people all across the world. Literally, they are trying to become the source of new generation plants that are innovative and unique to the customers.

Entrepreneurial behaviour of nursery owners was found to be one of the important performance indicators for the success, which can influence the trademark of floriculture nurseries at Kadiyam. The entrepreneurial behaviour is purely a psychological parameter, which can be determined and assessed by using social science tools with appropriate analysis. Thus, considering the importance of entrepreneurship and role played by the nursery owners in the horticultural growth and

Department of Agricultural Extension, Agricultural College, Bapatla-522101, Guntur, Andhra Pradesh
*Corresponding author email id: udaybhaskar1347@gmail.com

development, it was felt necessary to conduct the study on entrepreneurial behaviour of nursery owners in order to study the components of entrepreneurial behaviour and to find out the components which have more impact and direct relation with entrepreneurial behaviour of nursery owners of nursery owners

METHODOLOGY

The study was conducted in the year 2018-19 and Ex-Post-Facto research design was followed in the present investigation. Kadiyam mandal of East Godavari district in Andhra Pradesh is purposively selected for the study as the locale is nationally and internationally known for commercial floriculture nurseries and was dominant with more area under floriculture. Three villages with the highest number and area under commercial floriculture nurseries namely Kadiyam, Vemagiri and Veeravaram were purposively selected for the study and later 120 nursery owners were selected randomly from the selected three villages in proportion to the number of nurseries in each village. An interview schedule was prepared for data collection. In the present study, entrepreneurial behaviour was operationally defined as cumulative outcome of twelve trait components namely innovativeness, leadership ability, achievement motivation, decision making ability, risk orientation, management orientation, scientific orientation, competition orientation, critical thinking, resiliency, entrepreneurial self-efficacy and locus of control. Factor analysis was carried out in the present study to extract the important and the most impacting trait components that have a direct relation with entrepreneurial behaviour.

The twelve components under entrepreneurial behaviour were measured with different scales of various continuum and were categorized into three groups keeping mean and standard deviation as the standard of the check.

In order to study the overall entrepreneurial behaviour of a nursery owner the twelve components were uniformed by converting obtained score of each component into percentage by using the formula given below:

$$\text{Percentage of } n^{th} \text{ component} = \frac{\text{Obtained score}}{\text{Max. obtainable score}} \times 100$$

Where, n= component of entrepreneurial behaviour

After arriving percentages of all the twelve components of entrepreneurial behaviour, the overall percentage of entrepreneurial behaviour was calculated by using the formula:

Overall percentage of entrepreneurial behaviour

$$\frac{(A+B+C+D+E+F+G+H+I+J+K+L)}{12}$$

Where, **A** is Innovativeness, **B** is Decision making ability, **C** is Leadership ability, **D** is Achievement motivation, **E** is Risk orientation, **F** is Management orientation, **G** is Scientific orientation, **H** is Competition orientation, **I** is Critical thinking, **J** is Entrepreneurial self-efficacy, **K** is Resiliency and **L** is Locus of control

Thus, the total percentage of each nursery owner in his overall entrepreneurial behaviour ranges from 0-100. Based on the percentages obtained the nursery owners were categorized into three groups keeping mean and standard deviation as the standard of the check.

RESULTS AND DISCUSSION

Entrepreneurial behaviour component wise distribution of nursery owners

It can be inferred from Table 1 that nearly two-third (65.00%) of the nursery owners had medium level of innovativeness and nearly two-third (60.83%) of the nursery owners had medium level of decision making ability. In the study area majority of the nursery owners were middle aged, educated upto high school, small farmers, with medium mass media exposure and low extension contact, which might had restricted them to go for new things in their land holding which finally contributed for medium level of innovativeness. This result are in line with findings of Gupta *et al.* (2013); Shewale (2017); Shreekant and Jahagirdar (2017); Swati *et al.* (2017); Gaikwad and Lalhriatpuii (2018) and Bindu *et al.* (2019). More than half (57.50%) of the nursery owners had medium level of leadership ability and majority (80.83%) had medium level of achievement motivation. Majority of the nursery owners might be so impressive in

Table 1: Distribution of nursery owners according to different components of entrepreneurial behaviour (n=120)

Components of Entrepreneurial Behaviour	Category			Mean	S.D.
	Low	Medium	High		
Innovativeness	23 (19.17)	78 (65.00)	19 (15.83)	29.35	4.31
Decision making ability	20 (16.67)	73 (60.83)	27 (22.50)	21.68	3.26
Leadership ability	32 (26.67)	69 (57.50)	19 (15.83)	12.86	1.81
Achievement motivation	18 (15.00)	97 (80.83)	05 (04.17)	15.28	1.72
Risk orientation	16 (13.33)	89 (74.17)	15 12.50)	24.94	3.32
Management orientation	18 (15.00)	83 (69.17)	19 (15.83)	65.93	6.10
Scientific orientation	16 (13.33)	78 (65.00)	26 (21.67)	22.76	3.01
Competition orientation	10 (08.33)	68 (56.67)	42 (35.00)	4.93	0.97
Critical thinking	16 (13.33)	88 (73.34)	16 (13.33)	71.08	7.63
Entrepreneurial self-efficacy	15 (12.50)	82 (68.33)	23 (19.17)	18.54	2.90
Resiliency	21 (17.50)	81 (67.50)	18 (19.17)	38.59	3.56
Locus of control	10 (08.33)	98 (81.67)	12 (10.00)	1.72	0.72

Note: Values indicated in parenthesis are the percentages

getting the attention of the customers towards their business through different strategies. In due course of time they might be utilizing their experiences and communication dynamism to lure the customers. On the other side, the nursery owners with low leadership ability might be taking up their business with a more mechanistic approach. Once a nursery owner is energized with lot of zeal and enthusiasm to do an activity, it will lead to strengthen the self-confidence and ultimately lead to success of the nursery business making owner economically sound. Similar results were reported by Thakare (2013); Wadekar (2016); Shreekant and Jahagirdar (2017); Shewale (2017) and Gaikwad and Lalhriatpuii (2018).

Nearly three-fourth (74.17%) of the nursery owners had medium level of risk orientation. The factors like experience, expert opinions, shifting trends in the society and the intuition might have played a major role in determining the extent of taking risk. The result obtained was in congruence with the findings of Raghunath (2014); Singh *et al.* (2014); Singh *et al.* (2016); Swati *et al*. (2017) and Bindu *et al.* (2019). More than two-third (69.17%) of the nursery owners had medium level of management orientation. As a good manager, the nursery owners might be properly applying the different principles of management so as to reach their destination. Nearly two-third (65.00%) of the nursery owners had medium level of scientific orientation. Cognitive approach for technological and managerial deeds is needed to have high success rate in a nursery business. As nursery owners, they might be more alert in updating the latest developments both in science and so as to take more appropriate decisions with high precision. Hence, the above trend was noticed. The result obtained was in agreement with findings of Shreekant and Jahagirdar (2017) and Bindu *et al.* (2019). More than half (56.67%) of the nursery owners had medium level of competition orientation. Being entrepreneurs, the nursery owners might be so alert in obtaining the information about the fellow nursery owners, in terms of their customer details, new plant varieties, advertisement strategies, pricing strategies and manpower utilization strategies to make their business to be in the competition. Majority of the nursery owners might be so keen in devising suitable competitive strategies to enhance their share in the market. The nursery owners with low technical competence might be routine in their daily business activities and leading it just for a livelihood. The result obtained was in accordance with findings of and Patel (2010).

Nearly three-fourth (73.34%) of the nursery owners had medium level of critical thinking. Critical thinking requires a profound logic which is acquired through sound knowledge. Being entrepreneurs, the nursery owners

might be so keen on analyzing the environment to design appropriate strategies to aggrandize the profit from the business. The nursery owners with low knowledge background might be poor in their critical thinking in running their business and deriving low profits. Similarly, more than two-third (68.33%) of the nursery owners had medium level of entrepreneurial self-efficacy. Since most of the nursery owners were having high school education (46.67%), medium mass media exposure (80.83%), medium level of management orientation (69.17%) and medium risk orientation (74.17%) they might have the ability to solve the problems in business and effectively handle financial resources whenever required for business and also can recognize opportunities in the business and perform efficiently under continuous stress, pressure, tough competitions and challenges. The result obtained was in contradictory with the findings of Gupta *et al*. (2013); Deepika (2014); Deepthi (2016) and Priyadarshini *et al*. (2016).

More than two-third (67.50%) of the nursery owners had medium level of resiliency. As an entrepreneur, majority of them might be having high resilience due to their strong economic status as well as perceived experiences. On the other side small size nursery owners might be facing the problem of undue stress which might be because of their low economic status as well as less exposure to such different situations. The result thus obtained was in contradictory with the findings of Deepika (2014). Majority (81.67%) of the nursery owners are with moderate internality/ externality. During the course of action, some of them might be so keen on analyzing the SWOT of the innovation and also prepare a contingency in case of failure of the technology. This requires a lot of cognition and telescopic faculty among the nursery owners. Some of the nursery owners might be so alert in bringing such interventions in their enterprise with due consideration for the alternative course of action. On the other side, the nursery owners with imitative type of culture might be neglecting the consequences for innovations brought out in the business. This result was in line with the findings of Deepika (2014).

Overall Entrepreneurial Behaviour of Nursery Owners

It can be revealed from the Table 2 that, more than three -fifth (67.50%) of the nursery owners had medium level of entrepreneurial behaviour followed by 16.67 per cent of them with high level of entrepreneurial behaviour and only 15.83 per cent of them with low level of entrepreneurial behaviour. This result was in confirmation with the findings of Thakare (2013); Wadekar (2016); Shewale (2017); Gaikwad and Lalhriatpuii (2018) and Bindu *et al*. (2019).

Table 2: Distribution of nursery owners based on their overall entrepreneurial behaviour (n=120)

Category	Frequency	Percentage
Low entrepreneurial behaviour	19	15.83
Medium entrepreneurial behaviour	81	67.50
High entrepreneurial behaviour	20	16.67
Total	**120**	**100.00**

Mean: 63.13; S.D: 6.14

Factor Analysis of Entrepreneurial Behavioural Components

Usually each major component under entrepreneurial behaviour acts as an important factor having an impact on other components of entrepreneurial behaviour. Hence, factor analysis was done to extract the important and the most impacting ones that have a direct relation with high intensity. Table 3 depicts the details of Eigen values and the percentage of variance explained by the components of entrepreneurial behaviour. The

Table 3: Factor analysis of entrepreneurial behaviour components

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1.	5.910	49.254	49.254
2.	1.135	9.458	58.712
3.	0.950	7.920	66.632
4.	0.717	5.974	72.606
5.	0.580	4.831	77.437
6.	0.541	4.511	81.949
7.	0.493	4.106	86.055
8.	0.448	3.736	89.792
9.	0.380	3.169	92.961
10.	0.375	3.128	96.089
11.	0.260	2.166	98.255
12.	0.209	1.745	100.00

Table 4: Component matrix of entrepreneurial behaviour of the nursery owners

Component matrix[a]		
	Component	
	1 (Innova-tiveness)	2 (Decision making ability)
Innovativeness	0.758	-0.064
Decision making ability	0.626	-0.427
Leadership ability	0.609	0.367
Achievement motivation	0.616	0.150
Risk orientation	0.803	-0.048
Management orientation	0.785	-0.285
Scientific orientation	0.722	0.039
Competition orientation	0.388	0.717
Critical thinking	0.846	-0.210
Entrepreneurial self-efficacy	0.780	-0.196
Resiliency	0.720	0.120
Locus of control	0.640	0.309

Extraction method: Principal component analysis- 2 components where extracted

components which are usually having Eigen value more than one are selected. Thus from the 12 major components under entrepreneurial behaviour, two major components having Eigen value greater than one i.e., innovativeness and decision making ability are extracted which were explaining a total variance of 58.72 per cent towards entrepreneurial behaviour of nursery owners. Further, an effort was made to find out the component factors of the above two extracted components of entrepreneurial behaviour under a component matrix by using principle component analysis method.

At a glance on Table 4 it can be revealed that, component 1 i.e., innovativeness had a greater impact on decision making ability, leadership ability, achievement motivation, risk orientation, management orientation, scientific orientation, critical thinking, entrepreneurial self-efficacy, resiliency and locus of control. Whereas component 2 i.e., decision making ability had a greater impact on competition orientation.

CONCLUSION

Research results revealed that majority of the nursery owners had medium entrepreneurial behaviour means it is a clear indication of their progressiveness. Therefore, sufficient incentives should be given to the small nursery owners by the government under National Horticulture Mission (NHM) to make them more successful entrepreneur. It was also found majority of the nursery owners had medium decision making ability, achievement motivation, management orientation, risk orientation and entrepreneurial self-efficacy. Hence utmost concern should be given to enhance these traits by educating the farmers with more training capacity building activities and exposure to mass media.

Results from factor analysis had shown that innovativeness and decision-making ability were the most impacting components on entrepreneurial behaviour on nursery owners; but yet most of the nursery owners had medium innovativeness and decision making ability and hence, there is a need to conduct intensive training programmes to expose the nursery owners on entrepreneurial opportunities, decision making, innovations, time and financial management etc.

Paper received on : November 05, 2019
Accepted on : November 23, 2019

REFERENCES

Bindu, N., Shivalingaiah, Y.N. and Shwetha, N.V. (2019). Entrepreneurial Behaviour of Flower Growers in Tumkur District of Karnataka State, *International Journal of Current Microbiology and Applied Sciences*, **8**(3), 656-663.

Deepika, H. (2014). A study on Agri entrepreneurship behaviour of farmers. *Ph.D. Thesis*. Indian Agricultural Research Institute, New Delhi.

Deepthi, V. (2016). A critical study on entrepreneurial behaviour of agripreneurs in Andhra Pradesh. *Ph.D. Thesis*. Acharya N.G. Ranga Agricultural University, Guntur.

Gaikwad, J.H. and Lalhriatpuii, V. (2018). Entrepreneurial Behaviour of Anthurium Growers in Aizawl District of Mizoram State, *Indian Journal of Extension Education*, **54**(3), 123-126.

Gupta, B., Kher, S.K. and Nain, M.S. (2013). Entrepreneurial Behaviour and Constraints Encountered by Dairy and Poultry Entrepreneurs in Jammu Division of J&K State, *Indian Journal of Extension Education*, **49**(3&4), 126-129.

Patel, D.D. (2010). Management efficiency of rose growers. *Ph. D. Thesis*. Anand Agricultural University, Anand, Gujarat.

Priyadharshini, M., Pirabu, J.V., Sujeetha, T.N. and Ashokhan, M. (2016). Innovativeness, Self-Confidence and Trainings Undergone by the Organic Vegetable Farmers, *Journal of Extension Education*, **28**(2), 5669-5671.

Raghunath, A.K. (2014). Entrepreneurial Behaviour of the Nursery Owners. *M.Sc. (Ag.) Thesis*, Mahatma Phule Krishi Vidyapeeth, Maharashtra.

Shewale, A.S. (2017). Entrepreneurial attributes of nursery owners in Marathwada region. *M.Sc. (Ag.) Thesis*. Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani.

Shreekant and Jahagirdar, K.A. (2017). An analysis of entrepreneurial behaviour of dry grape (raisin) producers of Vijayapura district, *Journal of Farm Sciences*, **30**(4), 491- 495.

Singh Rashmi, Nain, M.S., Sharma, J.P. and Mishra, J.R. (2016). Developing agripreneurship for sustainable farm income: action research study on women farmers of Hapur district, Uttar Pradesh, *Journal of Community Mobilization and Sustainable Development.* 11(1):127-135.

Singh Rashmi, Nain, M.S., Sharma, J.P., Mishra, J.R. and Burman, R.R. (2014). Institutional convergence of synergistic strengths for developing women agripreneurs, *Indian Journal of Extension Education*, **50**(3&4): 1-7.

Swati, K. Prajapati, M.R. and Patel, V.T. (2017). Entrepreneurial attributes of nursery growers, *Gujrat Journal of Extension Education*, **28**(2), 418-421.

Thakare, A.K. (2013). Entrepreneurial behaviour of floriculturists. *M.Sc. (Ag.) Thesis*, Dr. Punjabrao Deshmukh Krishi Vidyapeeth, Akola, India.

Wadekar, A.R. (2016). Entrepreneurial attributes of nursery growers. *M.Sc. (Ag.) Thesis*. Dr. Punjabrao Deshmukh Krishi Vidyapeeth, Akola, India.