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## A study on relationship between the characteristics of the banana growers with their entrepreneurial behaviour

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### Abstract

The present study is a pioneering venture aimed to study the relationship between the characteristics of the banana growers with their entrepreneurial behaviour. The study was undertaken in one block of Tiruchirapalli district in Tamil Nadu. By resorting to proportionate random sampling method, 120 farmers were selected as respondents. The collected data were tabulated and analyzed using appropriate statistical tools. The characteristics like age, educational status, experience in banana cultivation, information source utilization, training programmes attended and perceived profitability showed positive and highly significant relationship with the entrepreneurial behavior of respondents. The variables namely caste, occupation, farm size, annual income family type, family size, farm power possession, livestock possession have Non-significant relationship with entrepreneurial behavior of respondents.

**Keywords:** entrepreneurs, banana growers, production, marketing, entrepreneurial behaviour

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### Introduction

Consuming fruits gives several benefits to human body. Even in the modern world with packed foods most of the people like to consume fruits. Among various fruits mango gets an important place and which is followed by banana. Banana is easy to consume and it is a packed by nature itself. Banana is one of the important fruits consumed all over the world. Banana is a part of meal in most of the home in India.

Our state Tamil Nadu is supposed to be the largest producer of banana in India. Banana (*Musa sp.*) is a large perennial herb with leaf sheaths that form trunk like pseudo stem. Banana has their origin in tropical region of South East Asia. Banana is a nutritious gold mine. It has Vitamin B6, Manganese, Vitamin C, Fiber, Biotin and Copper. They are also rich in potassium and are of a great source of fiber. In recent years, considering the adverse impact of indiscriminate use of chemicals, new trend for organic production of banana is increasing in the country. A new name, i.e. "Green Foods" for this has been coined. World banana was produced in the total area of 50,07,520 hectares, of this India stood first in area under banana, which was 7,75,995 hectares and it accounted 15.50 per cent of the total area under banana production in the world. In India, banana and plantain are widely grown in both tropical and subtropical regions comprising Tamil Nadu, Kerala, Karnataka, Andhra Pradesh, Maharashtra, Gujarat, Orissa, Bihar, eastern U.P, West Bengal, Assam and North eastern states with considerable socio-economic and cultural importance. Tiruchirappalli is the leading banana producing district in the state of Tamil Nadu with the production of 4,57,200 million tonnes in a land area of 8,870 hectares and it stood second place with the productivity of 51.54 million tonnes per hectare. The entrepreneurial components selected to know the entrepreneurial behavior of banana growers were innovativeness, decision making, achievement motivation, risk orientation, self-confidence leadership ability, coordinating ability, knowledge about banana cultivation and marketing ability.

### Research Methodology

Trichy block has nine taluks out of which Thottiyam block was selected as it has the maximum area, production and productivity under banana. Out of 17 villages of Thottiyam block, four villages were selected based on the maximum area under banana cultivation. The selected four were Thottiyam, Alagarai, Sriramasamudiram, Kattuputhur. Fourteen independent variables were selected for the study. Data has been collected with a pre-tested interview schedule. The collected data were tabulated and analyzed.

### Findings and Discussion

The results on zero correlation of characteristics of banana growers with their entrepreneurial behavior are presented in Table 1.

**Table 1:** Relationship of characteristics of banana growers with their Entrepreneurial Behavior.

(n = 120)

S. No	Variables	Correlation Value
X1	Age	0.207*
X2	Educational status	0.265**
X3	Caste	0.101NS
X4	Occupation	0.081NS
X5	Farm size	0.074NS
X6	Experience in banana cultivation	0.197*
X7	Annual income	0.107NS
X8.1	Family type	0.121NS
X8.2	Family size	0.062NS
X9	Farm power possession	0.137NS
X10	Livestock possession	0.052NS
X11	Information source utilization	0.219*
X12	Training programmes attended	0.198*
X13	Perceived profitability	0.187*

\*Significant at 0.05 level

\*\*Significant at 0.01 level

NS - Non- significant

It could be seen from Table 1 that out of thirteen variables considered for the study, six variables viz., age (X1) educational status (X2), experience in banana cultivation (X6), information source utilization (X11), training programme attended (X12), perceived profitable (X13) were found to have positive and significant relationship with the knowledge level.

From table 1 it is interesting to observe that out of the thirteen characteristics studied, the correlation values of one values were found to be highly significant at 0.01 level of probability with the entrepreneurial behavior of banana growers, except Non-significant variables alone were taken for discussion. The relationship between age and entrepreneurial behavior was found to be positive significant. This explains that if the farmer is young in age, his entrepreneurial behavior would be high. As already discussed majority of the respondents selected for the study were young in age and this would have resulted in high entrepreneurial behavior.

Occupation had a positive and Non-significant relationship with entrepreneurial behavior of banana growers. This may be explained as follows. As seen under Table 1, almost all the respondents had agriculture either as the primary or secondary occupation. As agriculture continues to be a traditional occupation, people engaged in agriculture fail to recognize the scope for entrepreneurial achievement in agriculture. Moreover farmers are not much aware of entrepreneurship on agriculture. This may be the reason for the positive Non-significant relationship reported.

The positive and significant relationship between experience in banana cultivation and entrepreneurial behavior may be due to the fact that majority of the respondents in the sample possessed only low to medium level of experience in banana cultivation. This might have ignited their desire to achieve better and hence would have resulted in positive significant relationship.

Educational status of the respondents was found to have positive and highly significant relationship with the entrepreneurial behavior. It is clear that education is an important factor determining the entrepreneurial orientation of individuals as cited by many researchers.

As majority of the respondents were found to be educated, their educational status would have helped them to improve their entrepreneurial behavior. This finding is in line with the findings of De and Rao (2001).

Family type and family size were positively and Non-significantly related with the entrepreneurial behavior. This otherwise means that if a respondent's family is a joint family with more than 5 members, his entrepreneurial behavior would be high. This could be substantiated as follows. A respondents can make use of the man power resource if the belongs to joint family. Moreover he can concentrate fully on his enterprise without spending much time on family commitments as that will be taken care of by his family members. Further he can also get moral support from his family.

The variables viz., farm power possession and livestock possession were found to have positive and Non-significant relationship with the entrepreneurial behavior. This indicates that if the respondent is resourceful regarding farm power and livestock, his entrepreneurial behavior would be high. He need not hire these resources for farming operations thereby ensuring timely operations and this would have resulted in more profit. The finding is in line with the findings of Janani (2016) [3].

Farm size was positively and Non-significantly related to the entrepreneurial behavior of banana growers. This could be explained as follows. Farm size is one of the important factors while taking farm decisions, risk, cultivation of crops etc., If the farmer is having larger holdings, his farming operations would be different. He may think of diversification of crops, he may adopt the ideas earlier, and even he may take risk. All would lead to the entrepreneurial orientation of farmer. Hence the respondents with larger holding could have acquired high entrepreneurial behavior.

The relationship between annual income and entrepreneurial behavior of the respondents was found to be positive and Non-significant. This otherwise means that if the annual income is high, the entrepreneurial behavior would also be high. The farmers would be encouraged only when the enterprise is profitable. As already seen under the Table 1, many of the respondents perceived that banana cultivation as profitable enterprise, which in turn would have enabled them to get involved in entrepreneurial activities.

Information source utilization had a positive and significant relationship with the entrepreneurial behavior of respondents. Because a person could become an entrepreneur only when he is highly informative and has utilized all possible source of information. This finding is in line with the finding of Eswaran (2012) <sup>[2]</sup>.

The positive and highly significant relationship of training programmes attended by the respondents with their entrepreneurial behavior can be explained as follows, Training imparts knowledge and skill and also self-confidence in doing farm operations. This finding is in line with the finding of Silambarasan (2015) <sup>[7]</sup>.

### **Conclusion**

It could be noted from the above study that, the characteristics like age, educational status, experience in banana cultivation, information source utilization, training programmes attended and perceived profitability showed positive and highly significant relationship with the entrepreneurial behavior of respondents. The variables namely caste, occupation, farm size, annual income family type, family size, farm power possession, livestock possession have Non-significant relationship with entrepreneurial behavior of respondents.

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