

A Study on Attitude towards Self Employment of Agri-Entrepreneurs in Kottayam District

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Abstract: The success of an enterprise is highly depended on the disposition and attitude of the entrepreneur. Entrepreneurs are often described in terms of their strength and weakness in areas like risk taking, decision making etc. This paper investigates the relationship of the entrepreneur's attitude on factors like financial management, production management, human resource management, marketing management, problem solving attitude and acquiring of technical knowhow towards self employment. The researcher used data from a sample of 400 agri-entrepreneurs of Kottayam district in the state of Kerala to test this hypothesis. The main research tool for data gathering was a questionnaire. Confirmatory Factor Analysis (CFA) was used to determine the significance and impact of attitude towards these factors on self employment of agri-entrepreneurs in agri allied sectors. The results revealed that the attitude towards all the factors like financial management, production management, human resource management, marketing management, problem solving attitude and acquiring of technical knowhow has a significant impact towards self employment on progressive agri-entrepreneurs in agri based allied sectors.

Index Terms: Agri based allied sectors, agri-entrepreneurs, Confirmatory Factor Analysis, Self employment.

I. INTRODUCTION

An entrepreneur is a person who is able to look at the environment, identify opportunities, organize resources and implement action to maximize the opportunities, while taking on risk. The term agri-entrepreneurship is similar with entrepreneurship in agriculture and describes agri business establishment in agriculture and allied sectors (Bairwa et al., 2014). Agri-entrepreneurs are those who classify all activities that help farmers to adjust to a free market economy as entrepreneurial (Richards and Bulkley, 2007) and who introduces changes which directly or indirectly lead to higher

agricultural inputs (Haredero, 1979).

At a global level the scope and opportunities in agri-enterprises have significantly expanded due to globalization of trade and agriculture and this has led to an exponential interest in this sector. In India, Atmanirbhar Bharat Abhiyan, (Self-reliant India Movement) is a mission to encourage manufacturing in India. Agriculture, for which three landmark reforms are made, play a crucial role in Aatmanirbhar Bharat. These three reforms are: (a) Farmers' Produce Trade and Commerce (Promotion and Facilitation) Ordinance, this allows liberal trade, removes barriers in interstate trade, and more options to sell and buy. (b) The Farmers' (Empowerment and Protection) Agreement on Price Assurance and Farm Services Ordinance, this facilitates visibility and assurance of price, minimizing market risks and solves erratic food pricing and encourages contract farming. (c) The Essential Commodities (Amendment) Ordinance 2020 boosting private investments in agri supply chains, food processing industries, export infrastructure. (Ministry of Law and Justice, 2020)

Furthermore, the National Agriculture Market (eNAM), a pan-India electronic trading portal is expected to create a unified national market for agricultural commodities. This opens a path for more agri-entrepreneurs to enter the agriculture sector.

Along with the change in governmental attitude towards the agriculture sector, the entrepreneur's attitude towards the agri-enterprise is also important. Attitude is a manner of thinking, feeling, or behaving that reflects a state of mind or disposition. Attitude is relevant as it drives the enterprise while creating long lasting positive change and inculcating a sense of meaning and completion to the entrepreneurship. Entrepreneurial skills and the right attitude towards entrepreneurship enhance each other, "The higher experience or skill in entrepreneurial, the higher interest for self-employment and the perceived feasibility of self-employment" (Davey et al., 2011). Rather than individual traits

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of an entrepreneur, this study is focused on the supportive traits of the entrepreneur such as attitude towards financial management, production, human resource, marketing, problem solving, and acquiring of technical knowhow.

Kottayam district has a diverse topography consisting of midlands, wetlands, lowlands and highlands. This facilitates agri-entrepreneurs to set up enterprises in various agri allied sectors like value addition, fisheries, animal husbandry and other enterprises like mushroom, apiculture, floriculture etc. Entrepreneurs who have established businesses in the aforementioned sectors and sustained the business through a minimum of three years and reached a certain level of maturity, were considered as the respondents for the study.

II. OBJECTIVES OF THE STUDY:

The main objective of the study is to investigate the agri-entrepreneur's attitude towards self employment.

The specific objectives include:

- 1) Evaluation of the agri-entrepreneurs' attitude towards financial management.
- 2) To study the attitude of agri-entrepreneurs towards production management.
- 3) To find the attitude of agri-entrepreneurs towards human resource management
- 4) To know the attitude of agri-entrepreneurs towards marketing management.
- 5) To analyze the problem solving attitude of agri-entrepreneurs.
- 6) To find the Technical knowhow and understanding and the attitude of agri-entrepreneurs towards its acquisition.

III. SIGNIFICANCE OF THE STUDY:

Being self employed is a richly rewarding experience and being self employed in agriculture is doubly rewarding due to its peculiar circumstances but this field is a risky proposition and agri-entrepreneurship is dotted with failures. A proper disposition and orientation towards self employment in agriculture is a key component of success.

Majority of the studies had concentrated on the entrepreneurs' characteristics. On the other hand this study concentrates on the entrepreneurs' attitude towards specific aspects of an enterprise, which are indispensable. These aspects are a deep understanding of financial management, organizing managing and controlling the process of production, management of human resources, acquiring and retaining a market, a proper cognitive, emotional, and behavioural approach towards problem solving and acquisition, distribution, storage and interpretation of technical knowhow.

IV. RESEARCH METHODOLOGY

*A Selection of Area:-*The present study was carried out in Kottayam district in the state of Kerala because the district have good potential for agri-entrepreneurs who had set up their enterprises in various agri allied sectors.

*B Selection of Sample:-*The sampling technique used was purposive sampling 400 entrepreneurs in Kottayam district who had set up their enterprises in various agri allied sectors were selected as the sample for the study The various agri allied sectors were classified into four groups like value addition, fisheries, animal husbandry and other enterprises and 100 samples from each group were selected for the study.

*C Design of the Study:-*The study was conducted in two phases. In the first phase a survey was conducted to collect the data from the selected sample. In the second phase the data collected were coded, tabulated, analysed and interpreted with the help of appropriate procedures and statistical techniques.

D Tools and Techniques of Data collection:- An online survey was conducted among the selected agri-entrepreneurs to collect the information. A questionnaire schedule was used as the method of collecting data.

*E Data Analysis and Interpretation:-*Data obtained were analyzed through the SPSS 20.0 for windows .Descriptive statistics were used to describe and summarize the properties of the mass of data collected from the sample. Parametric statistics like one way ANOVA and Z-test were used for comparison of the factors considered between different levels of the demographic variables. ANOVA tests are a series of statistical techniques used to determine whether two or more means are equal. Post hoc test or multiple comparison test is used where an ANOVA test is found to be significant. Multiple comparison procedures are frequently used to test differences in all possible pairs of means.

Confirmatory Factor Analysis (CFA) was used to determine the significance and impact of attitude towards the factors on self employment. CFA is a type of structural equation modelling that deals specifically with measurement models that is the relationships between observed measures or indicators and latent variables or factors.

V. RESULT AND DISCUSSION

A. Demographic profile of the agri-entrepreneurs

To analyze the general details of the selected agri-entrepreneurs, data pertaining to the demographic profile was collected. Data related to age, level of education, income, gender, caste have been presented in Table-5.1.

Table 5.1 Demographic Profile of the Agri-Entrepreneurs

<i>Sl. No.</i>	<i>Age</i>	<i>Frequency</i>	<i>Percent</i>
1	20-30 years	4	1.0
2	30-40 years	48	12.0
3	40-50 years	136	34.0
4	50 and above	212	53.0
	Total	400	100.0
<i>Sl. No</i>	<i>Level of education</i>	<i>Frequency</i>	<i>Percent</i>
1	High school	100	25.0
2	Intermediate	158	39.5
3	Graduation	106	26.5
4	Post-Graduation	36	9.0
	Total	400	100.0
<i>Sl. No.</i>	<i>Annual income</i>	<i>Frequency</i>	<i>Percent</i>
1	Upto 50000	36	9.0
2	50001-100000	48	12.0
3	100001-500000	216	54.0
4	500000-1000000	68	17.0
5	Above 10 lakhs	32	8.0
	Total	400	100.0
<i>Sl. No.</i>	<i>Gender</i>	<i>Frequency</i>	<i>Percent</i>
1	Male	288	72.0
2	Female	112	28.0
	Total	400	100.0
<i>Sl No</i>	<i>Caste</i>	<i>Frequency</i>	<i>Percent</i>
1	General	320	80.0
2	OBC	68	17.0
3	SC /ST	12	3.0
	Total	400	100.0

The data pertaining to the age of the agri-entrepreneurs reveals that it ranged from 20 to 50 and above. And it can be inferred that among the agri-entrepreneurs the highest

percentage belonged to the age group of 50 and above. It is also observed from the above table that the majority of the agri-entrepreneurs have an education at the intermediate level. And that a majority of the sample respondents had the annual

income in the range of Rs.100001-500000. The majority of agri-entrepreneurs were male and belonged to the general category.

B. Classification of entrepreneurs based on agri allied sectors

The entrepreneurs selected as sample of the study were

engaged in different type of agri based allied sectors. They were classified into four groups like value addition, fisheries, animal husbandry and other enterprises. Data related to the classification of entrepreneurs based on agri allied sectors have been presented in Table-5.2

Table 5.2 Classification of Entrepreneurs Based on Agri Allied Sectors

<i>Type of agri based enterprise engaged in</i>	<i>Value addition</i>		<i>Fisheries</i>		<i>Animal husbandry</i>		<i>Other enterprises</i>	
	<i>Frequency</i>	<i>%</i>	<i>Frequency</i>	<i>%</i>	<i>Frequency</i>	<i>%</i>	<i>Frequency</i>	<i>%</i>
Dairy management					48	48.0		
Dairy products	4	4.0						
Poultry					28	28.0		
Duck rearing					8	8.0		
Floriculture							28	28.0
Apiculture							40	40
Value addition	96	96.0						
Mushroom							32	32.0
Fisheries.			100	100.0				
Goat rearing.					16	16.0		
Total	100	100.0	100	100.0	100	100.0	100	100.0

The above table shows the different types of agri allied sectors practiced in Kottayam district and the classification of identified agri-entrepreneurs based on value addition, fisheries, animal husbandry and other enterprises.

1) Demographic profile of the agri-entrepreneurs.

a) Age

The table 5.3 analyses the influence of demographic variable, that is, age, on attitude towards self employment. Age was considered to be the independent variable, and ANOVA was used to compare the mean scores of different age groups and the result is exhibited in Table .5.3

Table 5.3 Means, Standard Deviation and F Value for Age.

<i>Variables</i>	<i>Age</i>	<i>N</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>F</i>	<i>P value</i>
Attitude towards self employment	20-30 years	4	24.00	0.00	4.630	0.003
	30-40 years	48	22.08	4.77		
	40-50 years	136	21.29	4.64		
	50 and above	212	19.98	4.55		

Since the statistical value of p is less than 0.05 for the variable attitude towards self employment, it is concluded that the mean score of attitude towards self employment differs with age groups.

The ANOVA test indicates that there is a significant difference among the age groups for attitude towards self

employment. Therefore, a post hoc test or multiple comparison test was conducted to identify which among the age groups differs significantly and the result is exhibited in the Table 5.3(a).

Table 5.3(a) Multiple Comparison Test

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.
Attitude towards self employment	20-30 years	30-40 years	1.917	2.389	0.423
		40-50 years	2.706	2.329	0.246
		50 and above	4.019	2.317	0.084
	30-40 years	20-30 years	-1.917	2.389	0.423
		40-50 years	0.789	0.771	0.307
		50 and above	2.10220*	0.734	0.004
	40-50 years	20-30 years	-2.706	2.329	0.246
		30-40 years	-0.789	0.771	0.307
		50 and above	1.31299*	0.504	0.010
	50 and above	20-30 years	-4.019	2.317	0.084
		30-40 years	-2.10220*	0.734	0.004
		40-50 years	-1.31299*	0.504	0.010

The result of the analysis indicates that for the variable attitude towards self employment, the age group 50 and above differs significantly with age groups 30-40 years and 40-50 years. This finding is in accordance with studies conducted by (Azoulay et al., 2019), where 45 was the mean age of the successful entrepreneur. The majority of the respondents of this study were also above the age group of 45.

b) *Level of education*

Level of Education was considered to be the independent variable, and ANOVA was used to compare the mean scores of different levels of education and the result is exhibited in Table 5.4

Table 5.4 Means, Standard Deviation and F Value for Level of Education

<i>Variables</i>	<i>Level of education</i>	<i>N</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>F</i>	<i>P value</i>
Attitude towards self employment	High school	100	20.64	4.18	2.072	0.103
	Intermediate	158	20.71	4.49		
	Graduation	106	20.23	5.42		
	Post-Graduation	36	22.44	3.92		

The ANOVA test depicted in Table 5.4 reveals that a statistical value of p is more than 0.05 for the variable attitude towards self employment. Hence it is concluded that the mean score of attitude towards self employment does not differ with educational qualifications.

There is a positive relationship between education and nascent entrepreneurship or new venture creation but at the same time, there is evidence for a nonlinear relationship

between education and mature entrepreneurship (Antoncic et al., 2007). Furthermore, the total literacy rate of the Kottayam district is 97.21 percent which would be an advantage for nascent entrepreneurship.

c) *Annual Income*

Annual income was considered to be the independent variable, and ANOVA was used to compare the mean scores of different ranges of annual income and the result is exhibited in Table 5.5

Table 5.5 Means, Standard Deviation and F Value for Annual Income

<i>Variables</i>	<i>Annual income</i>	<i>N</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>F</i>	<i>P value</i>
Attitude towards self employment	Upto 50000	36	18.11	3.26	18.445	<0.001
	50001-100000	48	17.08	3.99		
	100001-500000	216	20.96	4.45		
	500000-1000000	68	22.94	4.10		
	Above 10 lakhs	32	22.75	5.02		

The results of the ANOVA test reveals that a statistical value of p is less than 0.05 for the variable attitude towards self employment. So we conclude that the mean score of the variable attitude towards self employment differs with different annual income groups.

Since the ANOVA test indicate that the significant difference exist among the annual income for attitude towards self employment, a post hoc test or multiple comparison test

was conducted to identifying which income level differs significantly and the result is exhibited in the Table 5.5(a). The majority of the entrepreneurs were from the middle income group. One of the reasons the middle income group shows a larger number of entrepreneurs because entrepreneurship is an alternative to wage and salary and also it may yield a double income (Edmiston, 2008).

Table 5.5(a) Multiple Comparison Test

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.
Attitude towards self employment	Upto 50000	50001-100000	1.028	0.947	0.278
		100001-500000	-2.85185*	0.773	0.000
		500000-1000000	-4.83007*	0.885	0.000
		Above 10 lakhs	-4.63889*	1.043	0.000
	50001-100000	Upto 50000	-1.028	0.947	0.278
		100001-500000	-3.87963*	0.685	0.000
		500000-1000000	-5.85784*	0.809	0.000
		Above 10 lakhs	-5.66667*	0.980	0.000
	100001-500000	Upto 50000	2.85185*	0.773	0.000
		50001-100000	3.87963*	0.685	0.000
		500000-1000000	-1.97821*	0.597	0.001
		Above 10 lakhs	-1.78704*	0.813	0.029
	500000-1000000	Upto 50000	4.83007*	0.885	0.000
		50001-100000	5.85784*	0.809	0.000
		100001-500000	1.97821*	0.597	0.001
		Above 10 lakhs	0.191	0.920	0.836
	Above 10 lakhs	Upto 50000	4.63889*	1.043	0.000
		50001-100000	5.66667*	0.980	0.000
		100001-500000	1.78704*	0.813	0.029
		500000-1000000	-0.191	0.920	0.836

The difference between the groups is indicated by (*).

The result of the analysis indicates that for the variable Attitude towards self employment, 100001-500000 income group differs with all other income groups. No difference is observed between Upto 50000 and 50001-100000 group as well as 500000-1000000 and above 10 lakhs.

d) *Gender*

An independent sample Z test was used to compare the mean scores of variables the two different groups that is males and females and result is exhibited in Table 5.6 The table analyses the influence of demographic control variable, that is, gender, on attitude towards self employment.

Table 5.6 Means, Standard deviation and Z Value for Gender

<i>Variables</i>	<i>Gender</i>	<i>N</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>Z</i>	<i>p value</i>
Attitude towards self employment	Male	288	21.50	4.47	5.574	<0.001
	Female	112	18.71	4.53		

The results of the Z test reveals that the statistical value of p is less than 0.05 the variable attitude towards self employment. So we conclude that the mean score of the variable attitude towards self employment differs with males and females.

The Census 2011 shows an average sex ratio in Kottayam district of 1,039. This majority of females in the population do not however reflect on the number of female entrepreneurs.

The number of male entrepreneurs stood at 72 percent in this study against only 28 percent being females.

e) *Caste*

Caste was considered to be the independent variable, and ANOVA was used to compare the mean scores of different caste and the result is exhibited in Table 5.7.

Table 5.7 Means, Standard Deviation and F Value for Caste

<i>Variables</i>	<i>Caste</i>	<i>N</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>F</i>	<i>p value</i>
Attitude towards self employment	General	320	20.63	4.47	1.969	0.141
	OBC	68	20.71	5.61		
	SC/ST	12	23.33	2.61		

The results of the ANOVA test reveals that a statistical value of p is more than 0.05 the variable attitude towards self employment. So we conclude that the mean score of the variable attitude towards self employment does not differ with caste. However, in Kottayam district of the total population, scheduled caste and scheduled tribes were only 8.9 percent.

2) *Type of agri allied sector*

Type of agri allied sector was considered to be the independent variable, and ANOVA was used to compare the mean scores of different type of agri allied sectors and the result is exhibited in Table 5.8.

Table 5.8 Means, Standard Deviation and F Value for Type of Agri Allied Sector

<i>Variables</i>	<i>Type of agri allied sector</i>	<i>N</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>F</i>	<i>p value</i>
Attitude towards self employment	Value Addition	100	18.32	4.77	21.177	<0.001
	Fisheries	100	22.96	3.48		
	Animal husbandry	100	21.56	4.53		
	Other enterprises	100	20.04	4.45		

The ANOVA test on Table 5.5 reveals that a statistical value of p is less than 0.05 the variable attitude towards self employment. So we conclude that the mean score of the variable attitude towards self employment differs with different type of agri allied sectors. Kottayam district is particularly suited for different agri allied sectors due to its topography consisting of midlands, wetlands, lowlands and highlands.

Since the ANOVA test indicate that the significant difference exist among the different type of agri allied sectors for Attitude towards self employment, a post hoc test or multiple comparison test was conducted to identify which among the different type of agri allied sectors differs significantly and the result is exhibited in the Table5.8 (a).

Table 5.8(a) Multiple Comparison Test

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.
Attitude towards self employment	Value Addition	Fisheries	-4.64000*	0.613	0.000
		Animal husbandry	-3.24000*	0.613	0.000
		Other enterprises	-1.72000*	0.613	0.005
	Fisheries	Value Addition	4.64000*	0.613	0.000
		Animal husbandry	1.40000*	0.613	0.023
		Other enterprises	2.92000*	0.613	0.000
	Animal husbandry	Value Addition	3.24000*	0.613	0.000
		Fisheries	-1.40000*	0.613	0.023
		Other enterprises	1.52000*	0.613	0.014
	Other enterprises	Value Addition	1.72000*	0.613	0.005
		Fisheries	-2.92000*	0.613	0.000
		Animal husbandry	-1.52000*	0.613	0.014

The difference between the groups is indicated by (*)

The result of the analysis indicates that for the variable attitude towards self employment, each allied sector differs significantly with all the others.

C. Model Fit Indices for CFA

Table 5.9 Model Fit Indices for CFA – Attitude towards Self Employment

	χ^2	DF	P	Normed χ^2	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Attitude towards self employment	6.737	5	.241	1.347	.995	.977	.990	.992	.997	.022	.030
Recommended value				<5	>0.9	>0.9	>0.9	>0.9	>0.9	<1	<1

All the attributes loaded significantly on the latent constructs. The value of the fit indices indicates a reasonable fit of the measurement model with data.

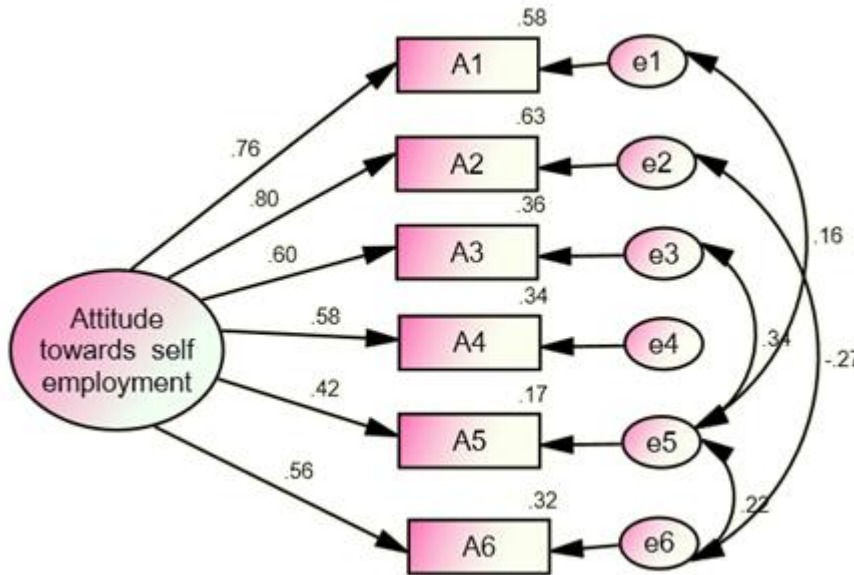
D. The Regression Coefficients

The regression coefficient is presented in table 5.10

Table 5.10 The Regression Coefficients - Attitude towards Self Employment

Factors/ Latent Variables (Dependent Variable)	Construct (Independent Variable)	Regression Coefficient	C.R.	P	Variance explained (%)	Rank
Attitude towards self employment	1) Financial management (A1)	0.761	19.897	<0.001	58.0	2
	2) Production management (A2)	0.796	21.670	<0.001	63.4	1
	3) Human Resource management (A3)	0.596	13.687	<0.001	35.6	3
	4) Marketing management (A4)	0.579	13.169	<0.001	33.6	4
	5) Problem solving Attitude (A5)	0.416	8.824	<0.001	17.3	6
	6) Acquiring of technical Knowhow (A6)	0.562	12.667	<0.001	31.6	5

Fig 1.CFA Graphical Representation: Attitude of Agri-Entrepreneurs towards Self Employment



1) Financial Management

Financial management is important because a better understanding of financial issues leads to better opportunities in realizing business ideas, financing the venture, and leading the company to success. (Cumurovic & Hyll, 2017).

The evaluation of the results in Table 5.10 revealed that the independent variable financial management shows a significant impact on attitude towards self employment as the

standardized direct effect of this construct on depended variable attitude towards self employment is 0.761, which is more than the recommended value of 0.4 (p value significant).

So it is concluded that financial management has a significant impact on attitude towards self employment of agri-entrepreneurs in Kottayam district.

2) Production Management

Production management is similar in level and scope to marketing and financial management. (Holstein, 2008)

The results of the study in Table 5.10 revealed that the independent variable production management shows a significant impact on attitude towards self employment as the standardized direct effect of this construct on depended variable attitude towards self employment is 0.796, which is more than the recommended value of 0.4 (p value significant).

And it is concluded that production management has a significant impact on attitude towards self employment of agri-entrepreneurs in Kottayam district.

3) Human Resource Management

Human resource management is seen as an important managerial operation that can affect the outcome of an entrepreneurship (Morris & Jones, 1993).

Table 5.10 revealed that the independent variable human resource management shows a significant impact on attitude towards self employment as the standardized direct effect of this construct on depended variable attitude towards self employment is 0.596, which is more than the recommended value of 0.4 (p value significant).

Therefore, it is concluded that human resource management has a significant impact on attitude towards self employment of agri-entrepreneurs in Kottayam district.

4) Marketing Management

Marketing is seen as one of the greatest problems faced by small- and medium-sized enterprises, but it is also one of the most important activities for their growth and survival. (Franco et al., 2014)

Results exhibited in Table 5.10 reveal that the independent variable marketing management shows a significant impact on attitude towards self employment as the standardized direct effect of this construct on depended variable attitude towards self employment is 0.579, which is more than the recommended value of 0.4 (p value significant).

So it is concluded that marketing management has a significant impact on attitude towards self employment of agri-entrepreneurs in Kottayam district.

5) Problem Solving Attitude

Opportunities equate to valuable problem-solution pairings, and opportunity discovery relates to deliberate search or recognition over this solution space (Hsieh et al., 2007).

The results in Table 5.10 reveal the independent variable problem solving attitude to have a significant impact on attitude towards self employment as the standardized direct effect of this construct on depended variable attitude towards self employment is 0.416, which is more than the recommended value of 0.4 (p value significant).

So it is concluded that problem solving attitude has a significant impact on attitude towards self employment of agri-entrepreneurs in Kottayam district.

6) Acquiring of Technical Knowhow

Failure to acquire new knowledge and learn can interrupt technological progress and the ability to anticipate shifts in customer requirements. (Erzetic, 2008)

The independent variable acquiring of technical knowhow shows a significant impact on attitude towards self employment as the standardized direct effect of this construct on depended variable attitude towards self employment is 0.562, which is more than the recommended value of 0.4 (p value significant).

So it is concluded that acquiring of technical knowhow has a significant impact on attitude towards self employment of agri-entrepreneurs in Kottayam district

CONCLUSION

This study points out that the entrepreneurs' attitude towards factors like financial management, production management, human resource management, marketing management, problem solving attitude and acquiring of technical knowhow has a significant impact towards self employment.

The highly significant factor was the production management and least significant factor was the problem solving attitude. This study also reveals the influence of demographic control variables like age, level of education, annual income, gender, caste and type of agri allied sectors on attitude towards self employment.

According to hypothesis tests conducted, the mean score of attitude towards self employment differs for the demographic variables of age, annual income gender, and type of agri allied sectors. But mean score of attitude towards self employment does not differ for the demographic variable of level of education and caste.

For an entrepreneur to be successful in his enterprise the above mentioned factors play a major role. Therefore, it is suggested that necessary steps should be taken to strengthen these skills. So far the various interventions taken by governments have mainly dealt with obstacles related to finance and regulations. Other programs have concentrated on building up the skills of the entrepreneurs through courses, seminars and other methods. While these have been helpful, it is now necessary to foster the correct attitude among entrepreneurs to enable them to be successful.

Attitude is a manner of thinking, feeling or behaving that reflects a state of mind and personality and therefore difficult to change. Attitudinal training which focus on cognitive skills, mentorship programme, witnessing programme, organizing global and local events on entrepreneurship, and by using

multiple channels to promote entrepreneurship. Advertising, TV and radio programmes, social media are some of the measures that can be adopted by the government to change the mentality and personality of the entrepreneurs. Therefore, it is recommended that the government; while implementing policies, schemes and training programmes for agri-entrepreneurs must be streamlined in such a way to facilitate the various factors that affect the entrepreneurial attitude towards self employment. This will lead to a greater success for entrepreneurs who venture into an agricultural field.

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