Entrepreneurial Behavior of Vegetables Growers in Ferozepur district of Punjab

Abstract

The present study aims to analyze the entrepreneurial behavior of vegetables and factors influencing entrepreneurial behavior of vegetables growers in Ferozepur district of Punjab during 2024. Multistage sampling technique was used for the selection of the respondents. During the study total 120 vegetables were selected for the present study. The results of the study revealed that majority of the farmers (35 per cent) had experience of 5-10 years in vegetables cultivation. Farmers cultivated vegetables to avoid risk (4.26) and adopt recommended package of practices for vegetables cultivation (3.72). The study also revealed that access to reliable market and buyers greatly affect entrepreneurial behavior (4.57).

Key Words: Entrepreneurial behavior, Vegetables growers, Market, Factor influencing

1. Introduction

Vegetable growers' entrepreneurial behaviors are tangled with broader socio-economic changes, such as globalization, urbanization, and changing consumer tastes. Vegetable growers are required to regulate to changing market demands, standards of quality, and supply chain dynamics as agrarian economy becomes more integrated into both domestic and at global value chains level. Entrepreneurship and agriculture share a symbiotic relationship, with entrepreneurial behavior driving innovation and market development within the agricultural sector. (Dias *et al,* 2019). Cultivating vegetables provide opportunities for entrepreneurs to identify demand of the market, innovation in production technology, and value addition to their products (Mahawar *et al,* 2019). The innovative, competitive and sustainable practices of vegetable growers are propelling the industry's growth and profitability (Aguilar and Gabertan, 2017). As India continues to progress on its agricultural journey, prioritizing the cultivation of vegetables is essential for building resilient food value chain systems, alleviating poverty, and ensuring a healthy and prosperous future for new generations (Pingali *et al*, 2019).

Review of Literature

Higher education qualifications, experience, and use more extension services are more likely to have higher entrepreneurial attributes (Dulanjani *et al*, 2023). The overall entrepreneurial behavior of vegetables (96.8 per cent) reported non availability of labor in time of harvesting, followed by (91.2 per cent) of the growers which reported that markets were distantly located was major constraint (Iqbal *et al*, 2021). Yadav (2014) concluded that overall entrepreneurial behavior of majority respondents (92 per cent) was of low to medium level. Rai *et al*, (2014) concluded that the mean value of entrepreneurial behavior of small vegetable growers was lower than overall mean. Wankhade *et al* (2024) found majority of the vegetable growers had medium level in all entrepreneurial characteristics. Educational background of the farmers showed no significant association with innovation (Rosairo and Potts *et al*, 2014). There is a vast scope for developing entrepreneurial behavior of vegetable growers (Jaiswal *et al*, 2020). Marketing constraints are lack of transportation facilities, low market price of the produce are some important constraints in vegetables production (Rai *et al*, 2014). Parganiha *et al*, (2023) concluded that vegetable agri entrepreneurs possess high to medium level of entrepreneurial behavior. Entrepreneurship development programs may be taken up for selected beneficiaries identified within the agricultural sector based on the attributes and farmers may further be motivated for increasing production, income and employment thereby ensuring equitable regional development of the country (Wanyonil and Bwisa, 2015). In this context, the study on the entrepreneurial behavior of vegetables growers in Ferozepur district of Punjab was taken with the following objectives:

- To study entrepreneurial behavior of vegetable growers.
- To analyze factors affecting entrepreneurial behavior of vegetable growers.

3. Research Methodology

The population of the study consists of vegetable growers. Multistage sampling was used for the selection of the respondents. A total of 120 vegetable growers were selected from Ferozepur district randomly. The data was collected through a well-designed, structured, and pre-tested questionnaire. A literature review of previous studies was considered for the preparation of the questionnaire. The questionnaire contains questions related to demographics, age, educational qualification, number of family members, total

income of the family, and experience in farming, various entrepreneurial attributes, i.e., risk orientation, decision-making ability, innovativeness, motivation, profitability, and the factors affecting the entrepreneurial behavior of vegetable growers. The questions in the questionnaire were structured as scale-based questions on different parameters. Respondents were asked about their agreement or disagreement on a five-point Likert scale (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree). Questionnaires were examined and corrected several times before undergoing a pilot study with a group of five respondents. Data was collected during the months of February–March, 2024. The mean, frequency, percent, and one sample t-test were used for the analysis of the collected data.

4. Result and Discussion

The information on demographics like age, educational qualification, number of family members, total family income, experience in vegetable cultivation, land owned for cultivation, land holding and land under vegetable cultivation etc.

Table 1: Demographic profile of the respondents (n=120)

Particulars	Frequency	Percent
Age of respondent		
20-30	26	21.7
30-40	42	35.0
40-50	34	28.3
More than 50	18	15.0
Education qualification		
Illiterate	10	8.3
Primary schooling	11	9.2
Middle schooling	26	21.7
High schooling	39	32.5
Graduation and above	34	28.5
Number of family members		
2-4	24	20.0
4-6	71	59.2
6-8	22	18.3
>8	3.0	2.5
Income of the family		

0.5-1 lakhs	3.0	2.5
1-1.5 lakhs	4.0	3.3
1.5-2 lakhs	17	14.2
Above 2 lakhs	96	80
Experience of the farmers		
<1 year	12	10
1-5 years	27	22.5
5-10 years	42	35
>10 years	39	32.5
Land owned for cultivation		
Owned	117	97.5
Leased	3.0	2.5
Total	**120**	**100.00**

(Source: Primary Data)

Table 1 depicts the age of the respondents. The above data shows that the majority of the respondents i.e. 42 (35 per cent) are in age group of 30-40 years (Sahu *et al*, 2020) followed by 34 (28.3 per cent) 40-50 years, followed by 26 (21.7 per cent) 20-30 years, followed by 18 (15 per cent) more than 50 years of age group.

Table 2: Risk taking ability and Innovativeness

Statements	Mean	Std. Dev.	t-value	p-value
You cultivate more number of vegetable crops to avoid risks	4.29	0.79	17.78	<0.0001
You adopt recommended package of practices for Vegetables cultivation	3.72	0.69	11.38	<0.0001
You try to use new equipment/tools or technology	3.62	0.98	6.93	<0.0001
You go for new practice at small scale to avoid risk	3.57	0.76	8.25	<0.0001
Trying an entirely new practice by you involves risk but it is totally worth it	3.53	0.85	6.79	<0.0001
Decision making ability				
You adapt and take quick decisions in response to unpredicted challenges on the farm	4.05	0.77	15.05	<0.0001

You try to grow vegetables according demand of the market	3.85	0.93	9.99	<0.0001
You consider multiple perspectives and gather input before making decisions	3.74	0.69	11.74	<0.0001
You consider all possible alternative outcomes before making any decision	3.72	0.79	9.94	<0.0001
You follow other farmers or agricultural experts while making important decisions	3.71	0.77	10.06	<0.0001
Innovativeness				
You explore new farming techniques or technologies to improve productivity	4.33	0.81	17.96	<0.0001
Seeking out training to stay updated on the latest advancements in vegetable farming	3.71	0.70	11.21	<0.0001
You wait to see what results other farmers obtain before trying new farm practices in vegetable production	3.67	0.81	8.98	<0.0001
You consult with other farmers or agricultural expert to know about innovative ideas/method	3.48	0.72	7.33	<0.0001
You feel cautious about a new practices	3.40	0.80	5.56	<0.0001

***Significance at 5 per cent level of significance (p<0.05)**

According to the (Table 2) it can be seen that majority of the respondents cultivate more number of vegetable crops to avoid risks as involved in growing one or two crops, with the highest mean score (4.29), followed by the mean score of the statement "Adopting recommended package of practices in vegetables involves risk, but worth taking" (3.72), followed by the mean score of the statement "You invest in new equipment or technology" (3.62), followed by the mean score of the statement "You go for new practice at small scale to avoid greater risk" (3.57), followed by the mean score of the statement "Trying an entirely new practice by you involves risk but it is totally worth it" (3.53). Singh *et al* (2023); Nayak and Banerjee (2022) found similar results in their research result in contrast with study of Anthony *et al* (2014).

According to the (Table 2) we can see that majority of the respondents agree that they adapt and make quick decisions in response to unforeseen challenges on the farm, with the maximum mean score (4.05), followed by the mean score of the statement "You give importance to market demand and consumer preferences when making decisions about what vegetables to grow" (3.85), followed by the mean score of the statement "You consider multiple perspectives and gather inputs before making major decisions" (3.74) ,

followed by the mean score of the statement "You consider all possible alternative outcomes before making any decision" (3.72), followed by the mean score of the statement "You collaborate with other farmers or agricultural experts while making important decisions" (3.71). Similar findings were reported by Ram *et al* (2010); Tikariha and Soni, (2018); Pongener and Jha (2020); Nayak and Banerjee (2022)

According to the (Table 2) it can be seen that majority of the respondents explore new farming techniques or technologies to improve productivity with the highest mean score (4.33) followed by the mean score of the statement "Seeking out training to stay updated on the latest advancements in vegetable farming" (3.71) followed by the mean score of the statement "Youwait to see what results other farmers obtain before trying new farm practices in vegetable production" (3.67) followed by the mean score of the statement "You collaborate with other farmers or agricultural organizations to exchange innovative ideas" (3.48), followed by the mean score of the statement "You feel cautious about a new practice" (3.40).

Table 3: Motivation and Profitability

Statement	Mean	Std. Dev.	t-value	p-value
Motivation of the respondents				
The income of a farmer increases by vegetable cultivation	3.85	0.88	10.51	<0.001
You give importance to gaining more profit and production rather than vegetable growing	3.63	0.75	9.18	<0.001
You are motivated to go for vegetable cultivation	3.55	0.74	8.23	<0.001
You try any new idea which may earn you more money	3.54	0.81	7.47	<0.001
Vegetable farming can increase economic profit	3.53	0.74	7.85	<0.001
Profitability of the respondents				
Maximizing profitability is one of the top priorities for you	4.48	0.64	25.07	<0.001
You regularly analyze and track your farm's financial performance to ensure profitability	4.22	0.72	18.45	<0.001
Managing costs and expenses is crucial for maintaining profitable farm	4.21	0.85	15.64	<0.001
You are open to explore new market opportunities or value added ventures to increase profitability	4.11	0.75	16.13	<0.001

You invest in technology and modern farming practices toimprove farm's profitability	3.55	0.87	7.04	<0.001

***Significance at 5 per cent level of significance (p<0.05)**

Table 3 depicted that majority of the respondents agrees that income of a farmer increases by doing vegetable farming with the highest mean score of (3.85) followed by the mean score of the statement "You give importance to gaining more profit and production rather than vegetable growing" (3.63) followed by the mean score of the statement "You are motivated to do vegetable farming" (3.55) followed by the mean score of the statement "You try any new idea which may earn you more money" (3.54) followed by the mean score of the statement "Vegetable farming can increase economic profit" (3.53). Our results correspond with (Jaiswal *et al*, 2020; Nayak and Banerjee, 2022) reported similar findings.

It can be seen (Table 3) that majority of the respondents agrees that maximizing profitability is one of the top priorities for them with the highestmean score (4.48) followed by the mean score of the statement "You regularly analyze and track your farm's financial performance to ensure profitability" (4.22), followed by the mean score of the statement "Managing costs and expenses is crucial for maintaining a profitable farm" (4.21) followed by the mean score of the statement "You are open to explore new market opportunities or value added ventures to increase profitability" (4.11) followed by the mean score of the statement "You invest in technology andmodern farming practices to improve farm's profitability" (3.55). Jaiswal *et al* (2020) reported similar findings which depicted that profitability is one of the major attributes in the entrepreneurial behavior of the respondents.

Table 4: Factors affecting entrepreneurial behavior

Statements	Mean	Std. Dev.	t-value	p-value
Access to reliable markets and buyers greatly influence entrepreneurial behavior	4.57	0.68	25.3	<0.001
Government policies and regulations have a significan effect on entrepreneurial behavior	3.82	0.71	12.58	<0.001
Limited market opportunities or access to markets affect entrepreneurial behavior	3.82	0.92	9.79	<0.001
Lack of availability of modern farming technologies and knowledge influences entrepreneurial decisions	3.71	0.82	9.55	<0.001
Lack of availability of financial resources and access to credit affects entrepreneurial behavior	3.66	0.77	9.47	<0.001
High cost input acts as a hindrance in adoption of entrepreneurial behavior	3.65	0.85	8.31	<0.001

Lack of storage facilities affects the adoption o entrepreneurial behavior	3.63	0.82	8.36	<0.001
Unpredictable weather conditions pose significan challenges in adoption of entrepreneurial practices	3.53	0.83	6.95	<0.001
Lack of collaboration and networking opportunitie within the farming community hinders the entrepreneuria aspirations	3.41	0.85	5.33	<0.001
Level of education and technical knowledge plays a crucial role in shaping entrepreneurial behavior	3.34	0.91	4.1	<0.001

(Computation from primary data)

Table 4 represents that majority of the respondents agrees that access to reliable markets and buyers greatly influences entrepreneurial behavior with the highest mean score (4.57), followed by the mean score of the statement "Government policies and regulations have a significant effect on entrepreneurial behavior" (3.82) followed by the mean score of the statement "Limited market opportunities or access to markets affects entrepreneurial behavior" (3.82), followed by the mean scoreof the statement "Lack of availability of modern farming technologies and knowledge influences entrepreneurial decisions" (3.71). High input cost and lack of storage also influence entrepreneurial decision (3.65) and (3.63) respectively. "Unpredictable weather conditions pose significant challenges in adoption of entrepreneurial practices" (3.53), followed by the mean score of the statement "Lack of collaboration and networking opportunities within the farming community hinders the entrepreneurial aspirations" (3.41), followed by "Level of education and technical knowledge plays a crucial role in shaping entrepreneurial behavior" (3.34). Similar factors were reported by Anthony *et al* (2014); Dulanjani *et al* (2023); Bai *et al* (2023).

5. Conclusion

Motivation is driven by the potential for increased income and economic profit through vegetable cultivation. The important factors influencing entrepreneurial behaviors include access to reliable markets, limited marketing opportunities, lack of modern technologies knowledge, and financial resources constraints. Enhancement in income and profitability of the farmers are the important motivation toward vegetable cultivation. Favorable and supportive government policy also creates the favorable entrepreneurial ecosystem for vegetables growers.

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