

**Original Research Article**  
**ATTITUDE OF THE FARMERS TOWARDS THE AGRICULTURAL  
SERVICES DISSEMINATED BY MOBILE PHONE IN  
DINDIGULDISTRICT OF TAMIL NADU**

**ABSTARCT**

Mobile phone plays a vital role to share the various information related to agricultural activities. The method of communication is very easy and understandable for the farming community and helps them to share the information in timely manner and they directly keep in touch with the marketing agencies. Especially the mobile phone is used for to get aware about the marketing prices and weather forecast for agricultural operations. The research was conducted in cuddalore district of Tamil Nadu. The respondents were 120 farmers selected by using the random sampling technique and collected information by using the interview schedule. The major findings of the study revealed majority of the farmers 43.33 per cent had favourable attitude about agricultural services disseminated by mobile phone. And the relationship of profile characterises revealed that out of ten characteristics revealed that the five characteristics namely educational status, mass media exposure, extension agency contact economic motivation and Innovativeness were found to have positive and significant relationship with the attitude of farmers towards the agricultural services disseminated by mobile phone.

**Key words:** Mobile phone, Agricultural services, Attitude, Profile characteristics

**1. INTRODUCTION**

ICT advancements can be used to provide farmers with accurate, timely, and relevant information and services, facilitating a more profitable agricultural environment. However, all the ICT initiatives are not uniform with disparities between regions in the level and quality of telecommunications, information and the effort of individuals, public and private organizations and differentiated nature of demand of the farmers in different areas (Pudke *et al.* 2020). Among the all ICT tools Mobile phone plays a vital role in exchanging and sharing the information, Mobile phone is becoming one of the basic necessities now days for all types

of rural and urban people. A mobile phone is an Information Communication Technology (ICT) tool used for two-way communication (Shankaraiah *et al.* 2012).

This rapid growth of Mobile telephony has emerged as a successful communication tool which has not only transformed the working style of many sectors but also created new professional dimensions in various businesses including agriculture (Asongu & Asongu, 2018). It was widely recognized as a potentially transformative technology platform for developing nations. Mobile phones are transforming the lives of many users in developing countries and are widely recognized as an important current and future technology platform for developing nations.

The Government of India spent nearly USD 60 million on public agricultural extension programs from 2009 to 2010. The Indian Council of Agricultural Research, state agricultural universities, and networks of public extension agents make up the government's extensive research and development infrastructure. However, fewer than 10% of farmers say they receive agricultural technology information from public extension agents. One potential alternative to costly individual extension agents going from village to village is to deliver agricultural information to farmers via low-cost information and communications technologies (ICT) like mobile phones (Cole, 2012). The study was taken up with following objectives.

- To Study the profile of farmers using Mobile phones.
- To access the attitude of farmers about agricultural services disseminated by mobile phone
- To Study the relationship between profile of the farmers and their attitude

## **2. METHODOLOGY**

The study was conducted in Dindigul district of TamilNadu, since the district had highest, production and productivity. Hence, the study was conducted in Veda sandur taluk of Dindigul district. Snowball sampling procedure was followed to select the respondents of the study. The study was an ex post-facto survey research. Standardized data collection tools were utilized to collect the data from farmers. The responses were coded, tabulated and subjected to descriptive statistical analysis comprising percentage analysis. Correlation

coefficient was used to find out the relationship between profile of the farmers and their attitude.

### 3. RESULTS AND DISCUSSIONS

#### 3.1. Profile of Farmers using Mobile phone

**Table 1. Profile of farmers using Mobile phone**

(n = 120)

S.No	Variables	categories	No of respondents	Percentage
1	Age	Young	10	08.33
		Middle	70	58.33
		Old	40	33.33
2	Educational status	Primary	65	54.16
		Higher secondary	40	33.33
		College	15	12.50
3	Occupation	Agriculture	120	100.00
		Labour	0	00.00
4	Farm size	Small	64	53.33
		Marginal	25	20.83
		Big	31	25.83
5	Farming Experience	Low	30	25.00
		Medium	68	56.66
		High	22	18.33
6	Mass media Exposure	Low	30	25.00
		Medium	70	58.33
		High	20	16.66
7	Extension agency contact	Low	30	25.00
		Medium	65	54.16
		High	25	20.83
8	Economic	Low	9	07.50

	<b>Motivation</b>	Medium	82	68.33
		High	29	24.16
9	<b>Innovativeness</b>	Low	35	29.16
		Medium	65	54.16
		High	20	16.66
10	<b>Training Undergone</b>	One training	36	30.00
		Two training	64	53.33
		More than two training	20	16.66

### 3.1.1. Age

A number of profile characteristics were selected as independent variables to find out profile of the respondents of the study area. Majority (58.33 per cent) of the respondents belonged to the middle age group followed by 33.33 per cent belonged to old age group and 08.34 per cent were found in young age group. This finding is in line with findings of Hashemi (2012).

### 3.1.2. Educational status

As regards education, the majority (54.16 per cent) of the respondents had higher secondary school followed by primary school (33.33 per cent) and collegiate (12.50 per cent). It may be inferred that majority of the respondents had completed the school education.

### 3.1.3. Occupational status

It is evident from the Table 1 that all the 120 respondents were following agriculture as their main occupation for their livelihood. It is needless to say that farmers had Agriculture as the major occupation since ages. This finding is in parallel with the findings of Priyanka and Jayasankar (2020).

### 3.1.4. Farm size

As regards farm size, majority (53.33 per cent) of the respondents belonged to the category of marginal farmer followed by 25.83 per cent of the respondents were big farmers and 20.83 per cent of the respondents were small farmers.

### **3.1.5. Farming Experience**

Majority (56.66 per cent) of the respondents had medium level of farming experience followed by 25.00 per cent of respondents belonged to low level of farming experience and 018.33 per cent exhibited to high level of farming experience

### **3.1.6. Mass media exposure**

Major portion (58.33 per cent) of respondents had medium level of mass media exposure followed by 25.00 per cent of the respondents with low level of mass media exposure and 16.66 per cent with low level of exposure towards mass media.

### **3.1.7. Extension agency contact**

As regards extension agency contact, major portion (54.16 per cent) of respondents had medium level of extension agency contact followed by 25.00 per cent of the respondents had low level of extension agency contact and 20.83 per cent had low level of extension agency contact. This finding is in line with the findings of Priyanka and Jayasankar (2022).

### **3.1.8. Economic motivation**

The results revealed from Table 1, that majority (68.33 per cent) of the respondents were observed to have medium level of economic motivation followed by 24.16 per cent of the respondents spotted in high level of economic motivation and remaining 07.50 per cent of respondents had low level of economic motivation.

### **3.1.9. Innovativeness**

From Table 1 the results concluded that, majority (54.16 per cent) of the respondents were attained to medium level of innovativeness whereas 29.16 per cent of respondents had low level of innovativeness and 16.66 per cent of the respondents had high level of innovativeness.

### **3.1.10. Training Undergone**

It is evident from the Table 1, that more majority (53.33 per cent) of the respondents have attended two trainings. Followed by 30.00 per cent of respondents attended one trainings and 16.66 per cent of respondents had attended more than two trainings.

### 3.2. Attitude of farmers about agricultural services disseminated by mobile phone

The results observed from Table 2 reveal that majority of the farmers 43.33 per cent had favourable attitude about agricultural services disseminated by mobile phone. However, 29.17 per cent of farmers had most favourable attitude followed by 27.50 per cent had least favourable attitude. This finding is accordance with the findings of Pudke *et al* (2018).

**Table 2. Attitude of farmers about agricultural services disseminated by mobile phone**  
(n = 120)

Sl. No.	Category	Frequency	Per cent
1.	Least Favourable	33	27.50
2.	Favourable	52	43.33
3.	Most Favourable	35	29.17
	Total	120	100.00

The reason may be the farmers are getting timely and accurate messages from mobile phone based on their needs and the scientists are also sending the correct messages to the needy farmers and obtaining feedback from them about efficiency of various applications used in mobile phone.

### 3.3. Relationship between profile of the farmers and their attitude

**Table 3. Relationship between profile of the farmers and their attitude**

(n = 120)

S.No	Independent Variable	Correlation Coefficient r value
1	Age	-0.154NS
2	Educational Status	0.327**
3	Occupation	-0.075NS
4	Farm Size	0.052NS
5	Farming Experience	0.0137NS
6	Mass Media Exposure	0.255**
7	Extension Agency Contact	0.227**
8	Economic Motivation	0.253**

9	Innovativeness	0.031**
10	Training Undergone	0.081NS

Out of ten characteristics studied, five characteristics namely educational status, mass media exposure, extension agency contact, economic motivation and Innovativeness were found to have positive and significant relationship with the attitude of farmers towards the agricultural services disseminated by mobile phone . The remaining characteristics like Age, occupation, farm size, farming experience, innovativeness and training undergone were found to be non- significant. This finding is in line with the findings of Chauhan (2010) and Jaswanth Naik *et al* (2020).

#### 4. CONCLUSION

The study concluded that majority of the farmers 43.33 per cent had favourable attitude about agricultural services disseminated by mobile phone. And the relationship of profile characterises revealed that out of ten characteristics studied, five characteristics namely educational status, mass media exposure, extension agency contact economic motivation and Innovativeness were found to have positive and significant relationship with the attitude of farmers towards the agricultural services disseminated by mobile phone. Thus the study concluded mobile phone had positive attitude among the farming community and in the field of agricultural extension. Mobile ICT devices and services are rapidly becoming available to rural agriculture communities worldwide, including the poorest and also providing easy timely and convenient access to customized content.

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