



AN EMPIRICAL STUDY ON INFLUENCING FACTORS OF MANAGEMENT EFFICIENCY: EVIDENCE FROM DAIRY ENTREPRENEURS IN KADAPA

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Abstract

The present study was conducted in the Kadapa district in Andhra Pradesh. Data were collected personally from 60 dairy-owning households hailing from different areas of the Kadapa district using convenience sampling. A structured questionnaire comprised of knowledge about dairy activities, economic motivation, scientific orientation, self-confidence, achievement motivation, and Proneness. The collected data set was analyzed with the help of suitable statistical techniques like multiple regression analysis with jamovi. The results stated that all the factors were significantly influencing the management efficiency of dairy entrepreneurs and knowledge, economic motivation, and scientific orientation influenced largely than other components in the study area.

Keywords: Management efficiency; Dairy entrepreneurs; entrepreneurship; influencing factors, Kadapa

INTRODUCTION

Dairying in India plays a crucial role in the rural economy that has the highest potential of generating income and employment through augmenting the productivity of milch animals. Planners and policymakers have viewed it as an effective instrument of social and economic change. The rural people strongly believe in employment and income from the dairy business. All over the world Indian dairy sector is in front of dairy products but entire production to meet local demands (Raja, S., & Sehgal, S. 2015).

The implementation of various dairy development programmers/schemes by the Government of India has changed the dairy farming scenario tremendously and helped the dairy entrepreneurs to obtain higher profits. The sustainability of dairy enterprise however largely depends on the efficient management of the

resources by the entrepreneurs running the dairy units (Ohe, Y., 2017). A study encompassing various components underlying the concept is essential as many of the earlier studies on the management of dairy enterprise have been fragmentary and covered only few aspects of this multi-faceted concept. The location of dairy farm in an urban, semi-urban and rural area also has a definite influence on the efficiency of dairy farmers in the management of their dairy enterprise as a whole besides the effect of situational, personal and psychological factors (Patel, R. N., Patel, V. T., & Prajapati, M. M., 2013). A clear understanding of all those factors influencing the management efficiency of the dairy farmers is, therefore, of paramount importance in augmenting the productivity of milch animals and generating family employment and income. The study based on these perspectives is framed with the following specific objectives:

To study the influencing factors of management efficiency among dairy farmers in the Kadapa district

LITERATURE REVIEW

Mandala, G. N., Verma, M., Verma, A., Siriseti, S., & Gandreti, V. R. R. (2021) have conducted to know the innovative conduct of dairy farmers in Vizianagaram District of Andhra Pradesh in 2020 with 240 dairy entrepreneurs. The significant discoveries of the investigation were that a large portion of the prepared dairy farmers was in the medium to the high enterprising class and that lion's share of dairy farmers had an undeniable degree of pioneering qualities viz: self-confidence, achievement motivation, innovativeness, and risk-orientation.

Selvakumar, M., & Yoganandan, G. (2019) This paper concentrates on problems and practices of micro level entrepreneurship in Salem district of Tamilnadu. The data collected from 119 respondents and interpret thorough descriptive analysis, garret ranking and factor analysis. The outcome of results shows about due to investment problems, minimum amount of income from dairy business, treated as female business and dairying any members from family for that reason serious issue for the dairy business. The dairy entrepreneur ready to invest in secured amount of investment with support from bank loans, supportive income of family from dairy business, employment and known business for encouraging dairy activity

Manivannan, C., & Tripathi, H. (2016), The present study was conducted in urban, peri-urban and rural localities of Thanjavur district in Tamil Nadu. Data were collected personally from 150 dairy owning households hailing equally from urban, peri-urban, and rural areas. Family education status, herd size, input availability, market facilities, level of knowledge about improved dairy husbandry practices, economic motivation, scientific orientation, achievement motivation, self-confidence and innovation proneness were found to have positive and significant relationship with management efficiency of overall sample of respondents, irrespective of the localities.

Letha Devi, G., Khandekar, P., & Chandrappa, T. (2014). The present study was conducted in peri-urban and rural localities of Rural Bangalore district of Karnataka. Data were collected personally from 180 dairy owning households hailing equally from peri urban and rural areas.

Family education status, herd size, input availability, market facilities, level of knowledge about improved dairy husbandry practices, economic motivation, scientific orientation, achievement motivation, self-confidence and innovation proneness were found to have positive and significant relationship with management efficiency of overall sample of respondents, irrespective of the localities.

Shah, A. K., Malik, B. S., & Yadav, V. K. (2010) have conducted a study in the Haryana and Uttar Pradesh, to assess the entrepreneurial behavior of dairy entrepreneurs. A total of 180 respondents from selected using stratified random sampling. The data were collected by conducting personal interview of respondents with the help of modified interview schedule. Entrepreneurial behaviour of respondents was measured by executing entrepreneurial Self-Assessment Scale. The results revealed that large majority of dairy entrepreneurs are moderate in their entrepreneurial ability. The individuals rich in entrepreneurial attributes can be role models for an isolated group of dairy farmers who are still to venture out in dairy entrepreneurship. As a result of relational analysis, it was found that herd size, milk yield, total income, mass media exposure, knowledge, and economic motivation of the respondents had positive and significant contributions to entrepreneurial behaviour.

Hence, the present study is aimed to exhibit the influencing factors of management efficiency among dairy farmers in the Kadapa district. The following hypotheses are formulated as

- H1: Knowledge significantly and positively influences management efficiency*
- H2: Economic motivation significantly and positively influences management efficiency*
- H3: Scientific orientation significantly and positively influences management efficiency*
- H4: Self-confidence significantly and positively influences management efficiency*
- H5: proneness significantly and positively influences management efficiency*

METHODS AND MATERIALS

The present study targets to highlight the influencing factors of management efficiency among dairy entrepreneurs in the Kadapa district. A convenience sampling technique has been adopted for the study to collect the data from the entrepreneurs in the YSR Kadapa district. The structured questionnaire was used to collect the data. Out of 75 distributed questionnaires, A total of 60 questionnaires from respondents are found valid and suitable to perform analysis. Reliability and descriptive statistics are used for the analysis using Jamovi.

RESULTS AND DISCUSSIONS

For achieving the hypotheses, a regression model with dimensions of social media impact on the purchase decision is developed. social media dimensions are treated as the independent variable and purchase decision is treated as the dependent variable in the model. multiple regression analysis is carried out through jamovi. The results are mentioned below.

Regression model fit, Reliability, and Validity

Various measures are used to assess the model fit of the regression model, influencing factors of management efficiency like R^2 , Adjusted R^2 , and Root Mean Squared Error (RMSE).

Table:1
Model summary

| Model | R | R Square | Adjusted R Square | AIC | BIC | RMSE |
|-------|-------|----------|-------------------|-----|-----|-------|
| ME | 0.798 | 0.813 | 0.813 | 984 | 847 | 0.799 |

The results of the regression model influencing factors of management efficiency are presented in the above table1. R^2 explains the proportionate variance explained by dimensions in the prediction of management efficiency among dairy farmers. It means that 0.81 or 81% of the variation in management efficiency is explained by these dimensions. Adjusted R^2 describes the explanatory power of multiple predictors in the regression model.

Item factor loadings and Cronbach's alpha are used to assess the reliability and validity of the regression model.

Table:2
Reliability and Validity

| Dimension | Avg Loading | Cronbach Alpha |
|------------------------|-------------|----------------|
| Dairy Knowledge | 0.882 | 0.777 |
| Economic Motivation | 0.769 | 0.876 |
| Scientific Orientation | 0.816 | 0.877 |
| Self-confidence | 0.679 | 0.869 |
| Proneness | 0.847 | 0.846 |
| Achievement Motivation | 0.871 | 0.789 |

The reliability and validity results of the regression model influencing factors of management efficiency are presented in the above table. Factor loadings and average factor loadings indicate convergent validity and Cronbach alpha denotes the reliability of the model. All the factor loadings and average factor loading were well and above the standard value >0.5 . Cronbach alpha for all six

dimensions is also meeting the minimum requirement of > 0.7 . Hence, it is deemed that the regression model possesses reliability and validity.

Regression Estimates

Regression estimates and effects with significant values are presented in table 3. Standardized estimates, t statistic, and p values are used for assessing the path effects in the linear regression model.

Table:3
Regression estimates

| SNo | Dimension | Regression Beta Value | t-value | p-value |
|-----|----------------------------------|-----------------------|--------------|-------------|
| | <i>Intercept</i> | <i>1.122</i> | <i>2.216</i> | <i>.001</i> |
| 1 | Knowledge (x_1) | 0.886 | 3.889 | 0.001 |
| 2 | Economic Motivation(x_2) | 0.878 | 3.612 | 0.001 |
| 3 | Scientific orientation (x_3) | 0.786 | 3.15 | 0.010 |
| 4 | Self-confidence (x_4) | 0.541 | 2.37 | 0.018 |
| 5 | Proneness (x_5) | 0.416 | 2.26 | 0.032 |
| 6 | Achievement Motivation (x_6) | 0.690 | 2.89 | 0.001 |
| 7 | R^2 | 0.798 | | |
| 8 | Adjusted R^2 | 0.813 | | |
| 9 | F | 3.88 | | 0.04 |
| 10 | N | 60 | | |

The results show that knowledge, economic motivation, and achievement motivation are positively influencing the level of management efficiency among dairy entrepreneurs at a one percent level of significance, scientific orientation, self-confidence, and proneness also positively influence the level of management efficiency of dairy entrepreneurs at a five-cent level of significance. Therefore, all the framed hypotheses are supported. Among all the dimensions, knowledge about dairy (beta value 0.886), economic motivation (0.878), and Scientific orientation (0.786) were contributing highly to the management efficiency among the dairy entrepreneurs in the Kadapa district.

CONCLUSION

The study apprehended the responses of dairy farmers or entrepreneurs in the Kadapa district. A total of 60 responses were analyzed using Jamovi. The study resulted that, all the entrepreneurial motivation dimensions like the Knowledge, Economic Motivation, Scientific orientation, Self-confidence, Proneness, and Achievement Motivation were significantly influencing the management efficiency among dairy farmers in the study area.

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