

Construction of Attitude Scale for Rural Youth towards Agri Entrepreneurship

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Received: 21.07.2017 | Revised: 30.07.2017 | Accepted: 31.07.2017

ABSTRACT

Agri entrepreneurship. Due to the non-availability of a proper scale to measure rural youth attitude towards agri entrepreneurship, it was thought necessary to construct a scale for the purpose. Keeping this in view, an attempt has been made to develop a scale for measuring the attitude of rural youth towards agri entrepreneurship. Method of summated rating scale, by Likert³ (1932) was used. Seventeen statements were selected from 35 statements for which 't' values were worked out, whose values were highest i.e., with t-values more than 1.75, with equal number of both positive and negative statements.

Key words: Rural youth, Attitude scale, Agri entrepreneurship.

INTRODUCTION

Indian economy is basically agrarian economy. Uneducated and unskilled mass of India's population living in rural area is not fitting in to the employment market created by service sector growth. Large number of persons employed in agriculture are of disguised nature. They seem to be employed but their marginal productivity is zero. Even if some of the farm rural youth shift from primary agriculture production activities to secondary agriculture (processing, value addition) and agri entrepreneurship, the present level of agriculture production may not get affected at all. Proportionate share of agriculture in employment during 1999- 2000

was 59.9 per cent and during 2009- 2010 it was about 53.2 per cent⁴.

Considering the growing unemployment in rural areas and slow growth of the agricultural sector, it is necessary to tap the opportunities for promoting entrepreneurship in agriculture.

Hence there is need to study the attitude of rural youth towards agri entrepreneurship. Edwards¹ defines attitude as the degree of positive or negative affect associated with some psychological object. Attitude in this study was operationally defined as the degree of positive or negative feeling of rural youth towards agri entrepreneurship.

Cite this article: Shivacharan, G., Sudharani, V., Vasantha, R. and Supriya, K., Construction of Attitude Scale for Rural Youth towards Agri Entrepreneurship, *Int. J. Pure App. Biosci.* 5(4): 1117-1121 (2017). doi: <http://dx.doi.org/10.18782/2320-7051.5638>

MATERIALS AND METHODS

To measure the attitude of rural youth towards agri entrepreneurship a scale has been developed by the following procedure.

Method of summated rating scale, by Likert³ (1932) was used to construct the attitude scale of rural youth towards agri entrepreneurship.

The steps used in construction of attitude scale are as follows:

1 Collection and editing of items

A set of 90 statements representing the attitude of rural youth towards agri entrepreneurship were collected initially from various sources viz., literature and interaction with experts and then edited on the basis of criteria suggested by Edwards¹. Finally 35 statements were selected after the editing.

The statements representing the attitude of rural youth towards agri entrepreneurship were administered to 60 respondents. The respondents were asked to indicate their degree of agreement or disagreement with each statement on five-point continuum ranging from “strongly agree” to “strongly disagree”. The scoring pattern adopted was 5 weight to strongly agreed response, 4 to agreed

response, 3 to undecided response, 2 to disagreed response and 1 to strongly disagreed response, if it was a favourable attitude statement and for unfavourable attitude statement the scoring pattern was reversed viz. Strongly agree response with 1 weight, agree with 2, undecided with 3, disagree with 4 and strongly disagree with 5 weights in that order. Their response was recorded and the summated score for the total statements was obtained. For each individual the maximum possible score on 35 statements is 175 and the minimum possible score is 35. The scores of the respondents were arranged in descending order. 25 percent of the highest and 25 per cent of the lowest scores were taken for the item analysis, meaning 15 respondents from the high group and 15 from the low group. These responses were subjected to item analysis for selection of the items that constitute the final attitude scale.

The critical ratio, i.e., t-value which is a measure of the extent to which a given statement differentiates between the high and low groups of respondents for each statement, was calculated by using the formula suggested by Edwards¹.

$$t = \frac{\bar{x}_H - \bar{x}_L}{\sqrt{\frac{S^2_H}{n_H} + \frac{S^2_L}{n_L}}}$$

Where, x_H = the mean score on a given statement for the high group.

x_L = the mean score on a given statement for the low group.

S^2_H = the variance of the distribution of the responses of the high group to the statement

S^2_L = the variance of the distribution of the responses of the low group to the statement

n_H = the number of respondents in the high group.

n_L = the number of respondents in the low group.

As n_H was equal to n_L (15 each) the modified formula for calculating the t- values of the statements was used. The formula was:

$$T = \frac{(\bar{X}_H - \bar{X}_L)}{\sqrt{\frac{(\sum (X_H - \bar{X}_H)^2 + (\sum (\bar{X}_L - \bar{X}_L)^2)}{n(n-1)}}$$

$$\frac{(X_H - X_H)^2}{n} = \frac{X_H^2 - (X_H)^2}{n}$$

$$\frac{(X_L - X_L)^2}{n} = \frac{X_L^2 - (X_L)^2}{n}$$

After calculating the t- values for all the items of the attitude scale, the values of the statements were arranged in descending order from the highest to the lowest and 17 statements were selected from attitude scale whose values were highest i.e., with t- values more than 1.75, for both positive and negative statements.

Reliability of attitude scale

According to Kerlinger² “Reliability is the accuracy or precision of measuring instrument”. To know the reliability of the Test-retest method was used.

Test and retest method:

The set of 17 statements which represent the attitude of respondents towards agri entrepreneurship was arranged with the five-point response continuum and was administered to fresh group of 50 respondents. After a period of 15 days the scale was again administered to the same respondents and thus a set of score was obtained. The correlation

coefficient for both the sets were worked out which was 0.86 respectively indicating that the attitude scale was highly suitable for administration to the rural youth as the scale was stable and dependable in its measurement.

Validity of attitude scale

Content validity: The validity of the test depends upon the fidelity with which it measures what is expected to measure. This method was used in the present scale to determine the ‘content validity’ of the scale. As the scale value differences for almost all statements included had a very high discriminating value, it seemed reasonable to accept the scale as a valid measure of the attitude.

Administration of the scale:

The scale thus met the reliability and validity test satisfactorily indicated its ability as an instrument for measuring attitude of rural youth towards agri entrepreneurship.

Table 1: Final scale administered to the respondents

S. No.	Statements	S A	A	U D	D A	SD A	t- value
1	Running an agri-enterprise is very risky as compared to enterprises of other sectors.						1.625
2	I feel having job either private/ public is better than starting enterprise.						1.757*
3	Constant advisory services and adequate knowledge are essential in agri-entrepreneurship.						0.318
4	I feel subsidies and incentives provided by the Government for young agri entrepreneurs were not adequate and supporting.						1.875*
5	Agri-entrepreneurship is better option for the rural poor in the present context of global challenges posed in agriculture sector.						1.855*
6	Rural youth requires experience in establishing and running of an enterprise before he actually starts an agri-enterprise.						1.926*
7	Entrepreneurship development programmes conducted from time to time provide adequate knowledge and expertise in rural youth to start an enterprise.						1.820*
8	Proprietorship is better than joint venture/ partnership.						0.309
9	I feel rural youth need more trainings and technical support from Govt. / NGOs.						2.114*

10	Agri-entrepreneurship is a possible solution to support agriculture processing/ minimise post-harvest loss.					1.624
11	Rural youth are being inspired by successful entrepreneurs/ success stories of other entrepreneurs.					0.640
12	The enterprises selected by rural youth should meet the needs of customer/ clientele/ beneficiaries.					1.729
13	Agri-entrepreneurship is the only source of self-employment for rural youth to arrest their migration to nearby cities.					1.820*
14	I would like to give my ideas and take the other ideas for the benefit of enterprise.					1.725
15	I want to become a role model for other entrepreneurs by succeeding in my own enterprise.					1.770*
16	To start an agri-enterprise it requires family/ Government/ political support.					1.172
17	Entrepreneurship is not essentially a creative activity.					2.083*
18	Expert advice makes enterprise activities productive.					1.774*
19	Seasonal agri-enterprises are not remunerative.					1.788*
20	Urban youth are more interested towards entrepreneurship than rural youth.					1.423
21	Agri-entrepreneurship is not suitable to youth.					1.952*
22	An entrepreneur should be a self-motivated in achieving his goals.					2.105*
23	Successful entrepreneurs always tend to think ahead.					0.170
24	Agro processing enterprises should be encouraged more to reduce post-harvest losses.					0.254
25	Entrepreneurs should be optimistic/ positive in nature.					1.773*
26	Agri-entrepreneurship decreases self confidence in youth.					1.826*
27	Selecting a proper marketing channel helps to increase the income of enterprise.					0.580
28	The entrepreneurs do not get help from the entrepreneurship related programmes/ schemes/ organisations.					2.024*
29	The rural people will not be adversely affected if the Entrepreneurial Development Programmes were stopped.					1.217
30	Entrepreneur always tries to compete with other entrepreneurs.					1.630
31	Agri-entrepreneurship could not develop analytical skill in rural youth.					1.936*
32	Entrepreneurs anticipate future trends basing upon their past experience and exposure.					1.735
33	Entrepreneurs have got strong desire to achieve higher goals.					0.347
34	Entrepreneur is the person who introduces new things in the economy.					1.714
35	Agri-entrepreneurship is a good option for rural youth in the present scenario of employment opportunities.					0.169

*Statements which were selected for the study.

SA- Strongly Agree

A- Agree

UD- Undecided

DA- Disagree

SDA- Strongly Disagree.

CONCLUSION

This study aims at constructing a scale to measure the attitude of rural youth towards agri entrepreneurship. The affective aspect of attitude scale consisted of 17 items, with high reliability, and more predictive validity. This scale can be used in future studies on perceptions and feeling about the rural youth towards agri entrepreneurship. It will help to the policy makers and administrators to develop suitable coping strategies towards agri entrepreneurship by knowing the attitude of rural youth towards agri entrepreneurship.

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