

# Inter-Generational Attitude Differences towards Agricultural Entrepreneurship in Bengaluru

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**Abstract:** Agriculture hasn't been perceived as an attractive alternative of employment as compared to public, private or manufacturing sector. Also, prevailing research and government reports reveal a decline in pursuing agriculture as a career choice. The reasons for this declining interest across generations is investigated through this research by a comparison among X and Y Generations. 463 people from Bengaluru were nominated as respondents for this study. The Man Whitney test reveals that Gen X has more interest towards agricultural entrepreneurship. Education, Marital Status and Parental Occupation is also found to have a positive correlation with regard to the job aspirations of the youth, especially their interest towards agricultural entrepreneurship. What academic institutions, government officials and the ministry of agriculture can collectively do to increase awareness and interest towards agricultural entrepreneurship is suggested in this paper.

**Keywords:** Agricultural Entrepreneurship, Attitude, Generation X, Generation Y

## Introduction:

The historical backdrop of Indian agriculture goes back to 10000 years. The initial cultivation of floras and domestication of harvests and faunas resulted the Indian agriculture to start during 9000 BC. 60 per cent of the total Indian workforce are employed from agriculture sector, and it still remains the largest economic sector in India despite of its un-faltering decrease of share over the years in GDP. Agribusiness still assumes a significant share by and large in the financial improvement of India (Bhende, 2013).

“India is the second major producer of agrarian products and it also has second largest arable land. Accounting for 14% of the nation's GDP, agriculture is a significant area of the Indian economy. About 11% of its exports, and more than 60 percent of the inhabitants still depend on farming as its main source of income and is also a major resource for a large number of industries. Agriculture continues to be the major sector, supporting the livelihood of about 600 million rural populations” (Sultana, 2014). “However, agrarian development rate (constant prices 2004-05) has changed from a low of - 2.8 percent amid 2006-07 (over 2005-06) to a high of 13.3 percent in 2010-11 (over 2009-10) and again down to - 2.9 percent in 2011-12 as per the census report 2011” (Bhende, 2013). “But to the surprise, the National Sample Survey Organization (NSSO) report specified that about 40% of farm households preferred to quit agriculture, if only they had an alternative. Another sign of extending crisis is the unwillingness of youth to enter agriculture. Also, the share of agriculture to India's GDP was 46.3% in 1950, and it weakened to 16% in 2008” (Sultana, 2014).

## Research relevance and context:

“Karnataka is India's eighth largest state in topographical area covering 1.92 lakh km<sup>2</sup> accounting for 6.3% of the total geographical area of the country. A total of 123,100 km<sup>2</sup> of land is cultivated in Karnataka, constituting 64.6% of the topographical area of the state. The state is allocated into 30 districts and 176 taluks, spread over 27,481 towns. In Karnataka, agriculture is the chief occupation for a majority of the rural population. Agriculture still employs more than 60% of Karnataka's workforce” (Bhende, 2013).

“As per the population Census 2011, agriculture supports 13.74 million workers, of which 23.61% are cultivators and 25.67% agricultural workers. Farmers and agricultural labourers formed 7,203 Crore of the workforce of Karnataka” (Bhende, 2013). However, the interest towards agriculture especially among youth is showing a declining trend as per the above statistics. Therefore, we find a potential scope in researching about the present attitude of people towards agriculture in India.

“Today, India has been perceived as one of the potential start-up of tech new companies in the worldwide economy. In India, its 'Silicon Valley,' Bengaluru has been viewed as one of the nine 'Global Startup Hubs' outside the United States. Bengaluru is distinguished as one of the ten start-up capitals in the world. Further, of late it was recognized among the top twenty urban communities to have the fifteenth best ecosystem for new businesses in the world. This is an extensive change since Bengaluru was distinguished as having the 19th best ecosystem for new companies in 2012” (SUBRAHMANYA, 2017). The city of Bengaluru in Karnataka is therefore chosen for this study as a place where youth from different parts of the country are studying and job seekers come from all around India. We consider Gen X and Y as the representative group of samples of India who could give insights about the mind-set towards agriculture as a career, and their aspirations becoming agricultural entrepreneurs.

**Review of literature:**

“Cultivating can be characterized as the development of farming and raising of animals. A ranch is viewed as a social substance” (Rosairo & Potts, 2016). “Agriculture is the provider of sustenance and crude materials to the makers for maintainable financial development and improvement of a country. Agriculture industry has immense potential and flourishing business with full and dynamic government support to give huge chance to business people. Despite the fact that the general view of individuals towards agriculture is pessimistic, there still exist a few people who trust that farming can offer a high salary if it is worked in the correct way. The interest for farming items is high in every case. In spite of the fact that the change in horticultural segment is exceptionally promising, it is difficult for one to be actualized as it requires vitality from everyone, particularly among the youth” (Abdullah & Sulaiman, 2013).

“Entrepreneurship basically speaks to the distinguishing proof of chances and the execution of valuable thoughts into training” (Njegomir, Pejanović, & Keković, 2017). “Entrepreneurs are daring individuals, people who try to push the limits of traditional practices and knowledge. Entrepreneurship visionaries appreciate the test of wandering into obscure domains and practices. Entrepreneurs are profoundly energetic people. They are moved to begin new pursuits, dispatch new items, or open new markets. Entrepreneurs want to fabricate something of one's own. Entrepreneurs are frequently described as being able to keep up high vitality levels for expanded timeframes” (Knudson, Wysocki, Champagne, & Peterson, 2018).

“Entrepreneurs have a requirement for accomplishment, or a solid sense of self drive. Entrepreneurs endeavour to have any kind of effect in their own lives or the lives of others” (L, 1987). “Entrepreneurs are frequently overwhelming, that is, they have the need to impact others and coordinate the exercises of subordinates” (L, 1987). “These days it is underestimated that entrepreneurship is crucial for economic advancement. It has been asserted that entrepreneurship is the fundamental vehicle of financial advancement, the more entrepreneurs there are in an economy, the quicker it will develop, and the motor of fiscal development is the entrepreneur. An ongoing exceptional version of Small Business Economics was presented with the announcement that entrepreneurship is thought to be an imperative instrument for financial advancement through work, development and welfare impacts” (Naudé, 2010).

“As the careers constitute a variety of functions and benefits that colour the individual's life, it is important for every individual to choose the right one” (Abdullah & Sulaiman, 2013). “The choice to become a business person, and additionally the progress of people from one phase of an entrepreneurial procedure to another, is a consequence of the mix or integration of a few or all of the relevant and inalienable variables, from entrepreneurial inspiration, acknowledgment of chances, capacity and cognition, ecological, financial and statistical conditions, and so forth” (Davidsson & Honig, 2003). “The students who accomplish high academic outcomes have low entrepreneurial potential and state of mind compared with students who achieve lower academic outcomes. Entrepreneurship can enormously profit through observation and study of agribusiness part and zones in which it does its exploration” (Mohamed, Rezai, Shamsudin, & Mahmud, 2012). “Mentalities towards starting up own business is the distinction between perceptions of individual desirability to become independently employed or utilized by an organisation. In this way 'high' attitude towards independent work really demonstrates that the respondent is more for independent work than imposing business” (Lope Pihie, 2009).

**Concept of Entrepreneurship:**

“Etymologically the word *entrepreneur* comes from French word *entre*, that means ‘between’ and *prendre* that means ‘undertake’. The word was initially used to portray individuals who ‘take the risk’ amongst purchasers and merchants or who starts a new business. Entrepreneurship requires assignments that can be finished exclusively or in gatherings and these tasks require innovativeness, initiative and eagerness to take risk” (Njegomir, Pejanović, & Keković, 2017). “Business enterprise has been perceived as an imperative component in the elements of present-day economies. Numerous businesses, small and medium have turned into significant wellsprings of new employment creation. They have made in presenting significant new items and keeping the economy focused on the world markets” (E.A.Dionco-Adetayo, 2006)

**Gen X and Y:**

Generation X are the individual from the age who were born between 1981-1990 and are around 15.7% of India's population (Wikipedia as on eighteenth July 2018). “Gen X is the first to flourish with personal computers, they are seriously influenced by the social and financial issue, they are less enthusiastic than the past age yet they rely on themselves” (Yigit & Aksay, 2015). Generation Y (Gen Y): “This is the age of people who are born between 1991-2000 and is around 19.15% of India's population (Wikipedia as on eighteenth July 2018). They are also called Millennial, Generation Me, Echo Boomers and Nexters” (Yigit & Aksay, 2015). They are comfortable with innovation and would preferably speak with email or content than talking eye to eye. “Some report expresses that Gen X start in the mid 1960s and stretch out until 1975, though others end the Gen X years in 1982” (Fernandez, 2009). This study characterizes Gen X as the individuals who were conceived somewhere in the range of 1981 and 1990. With respect to Generation Y, considering they take after Gen X, their age starting year likewise has a tendency to fluctuate extending from 1978 to 2000” (Fernandez, 2009). With this in background, this study delves deep in finding the attitude of Gen X-ers and Y-ers towards agricultural entrepreneurship. And the year range that will describe Gen Y will be 1991 to 2000.

**Statement of Problem:**

As there is no existing literature on comparison of attitude towards agricultural entrepreneurship, we found it important to research about this topic. Also, the declining interest and attitude among generations despite agriculture being the traditional profession and the backbone of Indian economy also triggered our interest in this topic. And Bengaluru is a city where we can find students learning all management and IT subjects. Through this research, it will be helpful for the agriculture sector to recognise the aspects that lead the youth to entrepreneurship especially agricultural entrepreneurship.

**Research Methodology****Operational definitions:**

- **Agricultural entrepreneurship:** Agricultural Entrepreneurship can be characterized as being fundamentally identified with the generation and showcasing of different farming products. It is the procedure of a business visionary in making an incentive through perceiving the agribusiness opportunities. Instances of territories where farming business visionaries relate themselves incorporate dairy, ranger service, and cultivation.
- **Affective:** Affective component is the passionate or feeling portion of a state of mind. It is recognised with the explanation which effects someone else. It achieves sentiments or emotional state that are conveyed to the surface about something, for example, anxiety or heat.
- **Behavioural:** A person's inclinations to behave in a particular way toward an object describes Behaviour component of an attitude. It refers to the state of mind which reflects the anticipation of a man in short run or long run.
- **Cognitive:** The cognitive component of attitudes denotes to an individual's beliefs, thoughts, and attributes that we could connect with an object. It is the feeling or conviction fragment of a state of mind. General knowledge of a person is referred in cognitive component. Regularly these become visible in sweeping statements or generalizations, for example, 'all children are adorable'.

**Research Objectives:**

1. To study the attitude of Generation X & Y towards agricultural entrepreneurship.
2. To identify the effect of selected demographic variables (gender, education, marital status, parents occupation) on the attitudes of the respondents.

**Hypothesis:**

- 1) H<sub>0</sub>: There will be no significant difference in attitude between Gen x and Gen y on Affective, Behavioural and Cognitive
- 2) H<sub>0</sub>: There is no significant difference in attitude across Gender.
- 3) H<sub>0</sub>: There is no significant difference in attitude based on Education
- 4) H<sub>0</sub>: There is no significant difference in attitude based on Marital status
- 5) H<sub>0</sub>: There is no significant difference in attitude between respondents based on father's occupation
- 6) H<sub>0</sub>: There is no significant difference in attitude between respondents based on mother's occupation

**Participants:**

The study focuses on all the respondents who are aged between 18 to 37 were included as they represent Gen X and Gen Y for the analysis. Also few respondents whose parents were into agriculture is excluded as they wouldn't fit in to the classical definition of entrepreneurship that we considered for this research.

**Sampling:**

Snow ball sampling method was used as we shared the google forms for collecting the data and we collected the data from the people in Bengaluru. We shared the forms to approximately 650 plus respondents and we did not get responses for about 150 plus.

**Tool for data collection:**

Based on review of literature generated items we framed questionnaire consulting an expert for opinion and the necessary changes were made after consultation. It would take 3 minutes to fill the questionnaire. We had 5 questions in both affective and cognitive domain, 3 questions in behavioural domain, besides a few questions on demographic variables. The options such as strongly disagree, disagree, neutral, agree and strongly agree were used as per the Likert scale to collect the data.

**Method of data collection:**

Google forms were used to accumulate the data, later the data was exported to excel sheet and we recorded the data before entering the data to SPSS

**Data analysis:**

Using SPSS 21 We have conducted descriptive statistics such as frequency percentage, mean and SD. The data was tested for normality, as it was not normally distributed. Further, Mann Whitney and Kruskal Wallis test for the analysis. For all the inferential statistics the p value was determined at 0.05. That means anything coming lesser than 0.05 will be considered as significant.

**Results:**

The frequency was 218 male and 245 female respondents, the percentage was 47% male and 53% female respondents, 51.8% Gen X and 48.2% Gen Y population, 47.1% Undergraduates and 52.9% Postgraduates, 61.5% Single and 38.5% Married. The mean for affective 17.84, behavioural 10.79, cognitive 19.80 and the SD was 3.909 for affective, 2.76 for behavioural, 3.80 for cognitive.

**Hypothesis testing:****Table 1: Table showing the age distribution of respondents**

Age		N	Mean Rank	Mann-Whitney U	P value
		463			
Affective	18-27(Gen Y)	240	178.75	13980.5	<0.001
	28-37(Gen X)	223	289.31		
Behavioural	18-27(Gen Y)	240	166.04	10928.5	<0.001
	28-37(Gen X)	223	302.99		
Cognitive	18-27(Gen Y)	240	158.17	9041	<0.001
	28-37(Gen X)	223	311.46		

The above table shows the mean rank difference between Gen X and Gen Y on Affective, Behavioural and Cognitive scores. This table shows that there is significant mean rank difference between Gen X and Gen Y on Affective, Behavioural and Cognitive domains. This means that Gen X is having higher mean rank scores as compared to Gen Y on all the three domains. Hence, the null hypothesis is rejected and alternative hypothesis is accepted. This clearly illustrates that Gen X has better attitude towards agricultural entrepreneurship when compared to Gen Y.

**Table 2: Table showing the gender distribution of respondents**

Gender		N	Mean Rank	Mann-Whitney U	P value
		463			
Affective	Male	218	245.32	23801.5	<0.05
	Female	245	220.15		
Behavioural	Male	218	246.99	23436.5	<0.05

	Female	245	218.66		
Cognitive	Male	218	249.33	22926	<0.05
	Female	245	216.58		

The above table shows the mean rank difference between Male and Female on Affective, Behavioural and Cognitive scores. This table shows that there is significant mean rank difference between Male and Female on Affective, Behavioural and Cognitive domains, which means that Male are having higher mean rank scores as compared to Female on all the three domains.

Hence, the null hypothesis is rejected and alternative hypothesis is accepted. This clearly shows that Male respondents have a better attitude towards agricultural entrepreneurship when compared to Female respondents.

**Table 3: Table showing the distribution of educational qualification of respondents**

Education		N 452	Mean Rank	Mann-Whitney U	P value
Affective	Undergraduate	213	210.19	23110.5	<0.05
	Postgraduate	239	232.12		
Behavioural	Undergraduate	213	212.51	22474.5	<0.05
	Postgraduate	239	238.96		
Cognitive	Undergraduate	213	210.95	22140.5	<0.05
	Postgraduate	239	240.36		

**Footnote:** 11 responses were excluded as the respondents who have secondary education as their qualification is only 11 which is very less to compare with undergraduate and postgraduate.

The above table shows the mean rank difference between Undergraduate and Postgraduate on Affective, Behavioural and Cognitive domain scores. This table shows that there is significant mean rank difference between Undergraduate and Postgraduate on Affective, Behavioural and Cognitive domains. This means that the Postgraduates have high mean rank scores as compared to Undergraduates on all the three domains.

Hence, the null hypothesis is rejected and alternative hypothesis is accepted. This clearly shows that the Postgraduate respondents have a better attitude towards agricultural entrepreneurship when compared to Undergraduate respondents.

**Table 4: Table showing the distribution of marital status of respondents**

Marital Status		N 463	Mean Rank	Mann-Whitney U	P value
Affective	Married	285	249.93	20255	<0.001
	Single	178	203.29		
Behavioural	Married	285	250.09	20209	. <0.001
	Single	178	203.03		
Cognitive	Married	285	265.75	15745.5	. <0.001
	Single	178	177.96		

The above table shows the mean rank difference between Married and Single on Affective, Behavioural and Cognitive domains. This table shows that there is significant mean rank difference between Married and Single respondents on Affective, Behavioural and Cognitive domains. This means that Married respondents are having higher mean rank scores as compared to Single respondents on all the three domains.

Hence, the null hypothesis is rejected and alternative hypothesis is accepted. This clearly shows that Married respondents have a better attitude towards agricultural entrepreneurship when compared to the Single respondents.

**Table 5: Table showing the distribution of father's occupation of the respondents**

Fathers Occupation		N 463	Mean Rank	K value	P value
Affective	Business	220	234.97	16.246	<0.001
	Employee	149	202.21		
	Not working	94	272.27		
Behavioural	Business	220	232.73	21.866	<0.001
	Employee	149	199.78		
	Not working	94	281.38		
Cognitive	Business	220	234.03	32.005	<0.001
	Employee	149	191.88		

	Not working	94	290.84		
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The above table shows the mean rank difference between the father of the respondents who are doing business, who are employed, and who are not working. It shows that there is a significant mean rank difference between the groups which means that the father of the respondents who are doing business and who are not working are having significantly higher mean rank scores when compared to the father of respondents who are employed. Hence, the null hypothesis is rejected and alternative hypothesis is accepted. This clearly shows that there is a significant difference in attitude between respondents based on father's occupation

**Table 6: Table showing the distribution of mother's occupation of the respondents**

Mothers Occupation		N 463	Mean Rank	K value	P value
Affective	Business	56	283.54	14.753	<0.05
	Employee	104	199.39		
	Not working	303	233.67		
Behavioural	Business	56	273.39	8.363	<0.05
	Employee	104	209.88		
	Not working	303	231.94		
Cognitive	Business	56	288.4	12.112	<0.05
	Employee	104	205.35		
	Not working	303	236.53		

The above table shows the mean rank difference between the mother of the respondents who are doing business, who are employed and who are not working. It shows that there is a significant mean rank difference between the groups which means that mother of respondents who are doing business and who are not working are having significantly higher mean rank scores when compared to the mother of the respondents who are employed. Hence, the null hypothesis is rejected and alternative hypothesis is accepted. This clearly shows that there is a significant difference in attitude between respondents based on mother's occupation

#### Conclusion:

The existing research insights links the demographics and the influence of similar other prerequisites in developing attitude of the youth towards Agricultural Entrepreneurship. Most specifically, many researches investigate the link between education and family background as contributing factors towards pursuing entrepreneurship as a career. Using data from a sample of 463 people belonging the category of Gen X and, it was found from the Mann Whitney test conducted for this study, that Gen X shows a better attitude and propensity to pursue Agricultural Entrepreneurship as compared to Gen Y. This means that Gen Y is not finding significant interest towards pursuing agriculture as a career.

We also need to create a better, solid and conducive environment that fetches adequate returns for the farmers so that more youth gets attracted towards this. This is the need of the hour as there would be nothing left for consumption if the population grows on a faster pace corresponding to the decline in agricultural growth. As per the literature reviewed, India is also found to have the right climate for agriculture. Therefore, people should also consider being an agriculturist than choosing other professions. More educational and awareness schemes / programmes is likely to improve the knowledge about agriculture of the upcoming generations.

We also found that the postgraduates have a better attitude when compared to undergraduates. The Male respondents have a better attitude towards agricultural entrepreneurship when compared to Female respondents and Married respondents have a better attitude towards agricultural entrepreneurship when compared to the Single respondents. Also, from the Kruskal Wallis test conducted, we found that there is a significant difference in attitude between respondents based on father's occupation (*i.e., father of respondents who are not working and mother of respondents who are doing business*) have a better attitude in affective, behavioural and cognitive domains.

#### Managerial Implications:

The insights of this research have substantial consequences for prescribing policies in the domain. By incorporating modules on agricultural entrepreneurship and also by ensuring experiential learning, academic institutions, government and regulatory bodies like Ministry of agriculture, Ministry of skill development and entrepreneurship, has to look into inculcating and promoting a culture of agricultural entrepreneurship among the youth. The syllabus of entrepreneurship courses in academic institutions should also focus more on practice than theory.

#### Limitations of this study:

Considering the representativeness of the sample confined only to Bengaluru, the findings of this study cannot be generalised to Indian subcontinent. Data collection being based on interviews, another major limitation is the preciseness and accuracy of the data collected. However, the researchers have ensured the data accuracy to the extent possible and minimise the chances of data bias and erroneousness.

#### Scope for further study:

Further study can be conducted as on why the new generation are not interested towards agriculture and find-out the reasons of what changes can be brought in so as to increase the traction towards pursuing agriculture as a career. It is expected that these insights can act as a guideline in exploring further areas of research in this domain.

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