



DRIVERS OF BUSINESS INNOVATION AMONG AGRIPRENEURS

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Abstract : "Agriculture is our wisest pursuit because it will in the end contribute most to real wealth, good morals, and happiness." - Thomas Jefferson. The agricultural sector continues to progress through technological advancements as farmers increasingly embrace innovative practices. At present, numerous countries place considerable reliance on agricultural innovation systems to enhance productivity and ensure sustainability. Facilitating access to these innovations for producers, however, remains a significant challenge. In this context, fostering business innovation within agriculture is critical for sustaining competitiveness amid a rapidly evolving market environment. Due to these reasons, the study regarding drivers of business is conducted. Drivers of innovation can be mainly classified into social factors, economic factors, psychological factors and technical factors.

Key words: Agripreneurship, Drivers, Innovation

I. INTRODUCTION

The agricultural business now a days extends its growth and plays a vital role in India (Dhakshana & Rajandran, 2017). Agricultural field progress technologically, as farmers adopt more and more innovations. Presently, many countries have placed their hope in agricultural innovation system. It is a challenging task to provide producers with access to agricultural innovations. Innovation in agricultural business is a key aspect of staying viable in an over changing climate of competition. Innovation is crucial for companies to stay ahead in the competitive and rapidly changing market (Teece, Pisano, & Shuen, 1997). The extent to which farmers adopt available innovations and the speed by which they do so, determines the impact of innovations in terms of productivity growth.

Agripreneurship are a meaningful solution across the agricultural value chain. So, it is important to conduct study regarding various aspects of Agripreneurship. Agro start-ups are receiving a huge support from government. Developed economies have stepped up the mobilization of youth to engage in both agricultural and non-agricultural development activities. A substantial body of literature on agricultural entrepreneurship has emerged, discussing several aspects of agricultural entrepreneurship. Traditionally, problem solving and innovation in the agricultural sector is supported by so-called extension services, which are often funded and

provided by the state in line with food security and agricultural modernization policies (Kumar, 2015). Contemporary times have also blessed Agripreneurs with more resources for tackling the problems than ever before. The study is designed to analyze drivers of business innovation among Agripreneurs.

II. REVIEW OF LITERATURE

Singla(2018) conducted a study on innovations in agricultural market in India by linking small market with modern markets. The study explores emerging farm-firm linkages in fresh food supermarket with a case study of Reliance Fresh in Punjab and the study suggest that modern market such as food super market can only be effective in the procure through assured mechanism such as contract farming, besides extending the technical know-how, credit facilities etc..

Asliza, Ahmad and Halim(2018) in the study on unravelling agripreneurship activities among Malaysian Gen Y undertaken with the purpose to empirically investigate the impact of social, institutional and psychological variables on formation of agropreneurial intension and behavior found that a satisfactory percentage of the variance existed in all five dimensions of agropreneurial behaviour, intension and psychological variables.

Yusoff(2017)in his study on antecedents of Agripreneurship intention and behaviour among Malaysian Gen Y carried out an investigation on factors at individual, institution and social level that influence entrepreneurial drive among Malaysian Gen Y to examine relationship between agripreneurial intention and actual agripreneurship behaviour among Malaysian Gen Y. The study found that individual level, institutional and social level factors have significant positive impact on entrepreneurial drive and entrepreneurial drive has a significant positive relation with agripreneurial intention.

Fitz-Koch, Nordqvist and Carter(2017) conducted systemic study on entrepreneurship in agricultural sector and the result shows that three contextual dimensions of the agricultural sector: Identify family and institutions which provides promising opportunities for future research and potential to contribute to and extend current theoretical and empirical analysis of entrepreneurial research.

Vuorio, Puumalainen and Fellnhofer(2016)in his study on drivers of entrepreneurship intentions in sustainable entrepreneurship seeks to examine the drivers of entrepreneurial intentions. The study reveals that sustainability oriented entrepreneurial intentions are driven by activities towards sustainability and perceived entrepreneurial desirability.

III. OBJECTIVE OF THE STUDY

To analyse the drivers of business innovation among agripreneurs.

IV. HYPOTHESES OF THE STUDY

H₀: There is no significant difference in drivers of business innovation in agripreneurship among the male and female agripreneurs.

H₀: There is no significant difference in drivers of business innovation in agripreneurship among the age groups of agripreneurs.

V. RESEARCH METHODOLOGY

The study makes use of both primary and secondary sources of data to achieve a comprehensive understanding of the research topic. Primary data were gathered through a well-structured questionnaire and personal interviews with selected respondents. In addition, secondary data were obtained from relevant journals, magazines, project reports, and research works published by various scholars and professionals.

The study population comprises agripreneurs located in the Pathanamthitta district. From this population, 60 participants involved in different types of agricultural enterprises were chosen as the sample. Owing to time limitations and the nature of the population, a convenience sampling method was employed for data collection.

The primary data collected were subjected to analysis using percentage methods, Mann-Whitney U test, Wilcoxon rank-sum test and chi square test. The results were organized and interpreted with the assistance of MS Excel and SPSS version 20, accompanied by suitable tables for better presentation.

VI. RESEARCH GAP

There exist many factors that induce agripreneurs to go towards agro innovation. Only a few studies have explored business innovation in agripreneurship, leaving a noticeable gap in existing research. This study attempts to address that gap by identifying and analyzing the factors influencing business innovation among agripreneurs.

VII. DATA ANALYSIS AND RESULTS

1.PROFILE ANALYSIS

Table No.1
Participants' background attributes

Demographic Factors		Frequency	Percentage
Gender	Male	36	60.00
	Female	24	40.00
Age Group	Below 20	5	8.30
	20-35	12	20.00
	35-50	29	48.30
	Above 50	14	23.30

From the table 1 it is revealed that 60 per cent of the respondents are male and 40 per cent of the respondents are female. 8.3 per cent of the respondents belong to the age group below 5, 20 per cent of the respondents belong to age group 20-35, 48.3 per cent of the respondents belongs to age 35-50 and 23.3 percent of the respondents belong to age 50 and above.

2.HYPOTHESES TESTING

HYPOTHESIS 1

H₀: There is no significant difference in drivers of business innovation in agripreneurship among the male and female agripreneurs.

H₁: There is significant difference in drivers of business innovation in agripreneurship among the male and female agripreneurs.

Table No.2

Mean Table – Drivers of Business Innovation in Agripreneurship and Gender

Gender		N	Mean Rank	Sum of Ranks
Social Climate	Male	36	31.71	1141.50
	Female	24	28.69	688.50
	Total	60		
Economic Climate	Male	36	28.50	1026.00
	Female	24	33.50	804.00
	Total	60		
Psychological Climate	Male	36	28.38	1021.50
	Female	24	33.69	808.50
	Total	60		
Technical Climate	Male	36	27.90	1004.50
	Female	24	34.40	825.50
	Total	60		

Source: Primary Data

Table 2a

Test Statistic - Drivers of Business Innovation in Agripreneurship and Gender

	Social Climate	Economic Climate	Psychological Climate	Technical Climate
Mann-Whitney U	388.500	360.000	355.500	338.500
Wilcoxon W	688.500	1026.000	1021.500	1004.500
Z	-.665	-1.090	-1.164	-1.417
Asymp. Sig. (2-tailed)	.506	.276	.244	.156

Grouping Variable: Gender ,

Source: Table 2

Interpretation:

From tables 2 and 2a it is observed that at 5 per cent level of significance, as the p values are greater than 0.05 null hypothesis are accepted. It means that there is no significant difference in drivers of business innovation in agripreneurship among the male and female agripreneurs.

HYPOTHESIS 2

H₀: There is no significant difference in drivers of business innovation in agripreneurship among the age groups of agripreneurs.

H₁: There is significant difference in drivers of business innovation in agripreneurship among the age groups of agripreneurs.

Table 3

Mean Table – Drivers of Business Innovation in Agripreneurship and Age Groups

Age group		N	Mean Rank
Social Climate	Below 20	5	35.10
	20-35	12	29.88
	35-50	29	29.79
	Above 50	14	30.86
	Total	60	
Economic Climate	Below 20	5	26.90
	20-35	12	33.25
	35-50	29	30.10
	Above 50	14	30.25
	Total	60	
Psychological Climate	Below 20	5	30.70
	20-35	12	35.38
	35-50	29	29.55
	Above 50	14	28.21
	Total	60	
Technical Climate	Below 20	5	30.90
	20-35	12	38.58
	35-50	29	27.40
	Above 50	14	29.86
	Total	60	

Source: Primary data

Table 3a

Test Statistic - Drivers of Business Innovation in Agripreneurship and Age

	Social climate	Economic climate	Psychological climate	Technical climate
Chi-Square	.427	.531	1.283	3.539
Df	3	3	3	3
Asymp. Sig.	.935	.912	.733	.316

Grouping variables: Age Group

Source: Table 3

Interpretation:

From tables 4.8 and 4.8a it is observed that at 5 per cent level of significance, as the p values are greater than 0.05 null hypothesis is accepted. It means that there is no significant difference in drivers of business innovation in agripreneurship among the age of agripreneurs.

VIII. LIMITATIONS OF THE STUDY

The limitations of the study are:

- The study is limited to respondents from Pathanamthitta district; hence, the findings may not represent other regions.
- The scarcity of previous studies in this area restricted the availability of relevant literature.
- The study is also influenced by the inherent limitations of the statistical tools used.

IX. FINDINGS OF THE STUDY

The following are the findings of the study:

- It is revealed that 60 per cent of the respondents are male and 40 per cent of the respondents are female.
- 8.3 per cent of the respondents belong to the age group below 5, 20 per cent of the respondents belong to age group 20-35, 48.3 per cent of the respondents belongs to age 35-50 and 23.3 percent of the respondents belong to age 50 and above.

X. RESULTS OF HYPOTHESES TESTING**HYPOTHESIS 1**

H₀: There is no significant difference in drivers of business innovation in agripreneurship among the male and female agripreneurs.

H₁: There is significant difference in drivers of business innovation in agripreneurship among the male and female agripreneurs.

In order to test the significance of difference in the mean values of drivers of business innovation in agripreneurship among male and female agripreneurs hypothesis is formulated and tested using Mann-Whitney U test. It is found that at 5 per cent level of significance, as the p values are greater than 0.05 null hypothesis is accepted. Therefore, there is no significant difference in drivers of business innovation in agripreneurship among the male and female agripreneurs.

HYPOTHESIS 2

H₀: There is no significant difference in drivers of business innovation in agripreneurship among the age group of agripreneurs.

H₁: There is significant difference in drivers of business innovation in agripreneurship among the age group of agripreneurs.

This hypothesis is tested using Kruskal Wallis H Test in order to test the significance of difference in the mean values of drivers of business innovation in agripreneurship among the age group of agripreneurs. It is found that at 5 per cent level of significance, as the p values are greater than 0.05 null hypothesis is accepted.

Therefore there is no significant difference in drivers of business innovation in agripreneurship among the age group of agripreneurs.

X1 CONCLUSION

In conclusion, innovation in agriculture is increasingly vital for enhancing productivity and supporting national development. The adoption of new practices by farmers determines the effectiveness and impact of such innovations. Agripreneurs play a key role in driving business innovation, motivated by social, economic, psychological, and technical factors. However, their enthusiasm is not always effectively translated into practical implementation. Despite this, agripreneurs generally hold positive perceptions and demonstrate awareness about innovative practices. Therefore, with targeted strategies, policies, and support systems, agripreneurship and agricultural innovation can contribute significantly to sustainable growth and development in the sector.

X11 SUGGESTIONS

- Agricultural institutions and NGOs must act as pioneers in innovation and provide for the dissemination of novel technologies to the agripreneurs.
- Agripreneurs must make better use of information technology.
- The financial institutions should me more positive and provide loans and other financial assistance to agripreneurs for supporting innovation.

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