



FACTORS AFFECTING THE UTILIZATION OF INTER-PERSONAL LOCALITE SOURCES BY THE RICE FARMERS

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ABSTRACT

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With a view to know the utilization and credibility of various inter-personal localite sources as perceived by the rice growers, the study was conducted with Ex-post facto research design in SPSR Nellore district of Andhra Pradesh over a randomly drawn sample of 120 rice growing farmers as respondents. The results of the study revealed that educational status, social participation, mass media exposure, innovativeness, and scientific orientation were positively correlated with frequency of use of information sources and association was found significant at 1 per cent level. The r-values of farm size, annual income, extension contact showed positive correlation with frequency of use and association was found significant at 5% level of probability. Multiple Linear Regression (Step wise) of selected profile characteristics with the extent of use of information sources revealed that the the last model revealed only educational status i.e., intermediate; degree/post-graduation, secondary education and risk orientation had contributed significantly towards the extent of use of information sources. Further the Multiple Linear Regression (Step wise) of selected profile characteristics with the extent of use of information sources revealed that the last model revealed only educational status i.e., intermediate; degree/post-graduation, secondary education and risk orientation had contributed significantly towards the extent of use of information sources.

KEYWORDS: Inter-Personal Localite Sources, Correlation, MLR, Rice Farmers

INTRODUCTION

Information is considered as a vital resource, along with land, labour, capital and skills. People need information for their day-to-day activities and for the development of their environment and their selves. Information serves as the cornerstone of successful socio-economic development because it plays a key role in decision making. Access to reliable, timely and relevant information can help significantly and in many ways to reduce farmers' risk and uncertainty, empowering them to make good decisions. Information is vital for increasing production and improving marketing and distribution strategies. Hence timely, relevant, and accurate information collection is crucial to farmers. Information also opens windows of sharing experiences, best practices, sources of financial aids and new markets. Present Extension system is already under pressure due to wide ratio between the extension worker and farmers. In this situation, it is very difficult to provide latest information and farm technologies to the farmers in short time. To solve such problems, cost effective and efficient information support systems like Inter-personal localite, Inter-personal cosmopolite and Mass media sources/

Impersonal cosmopolite sources are very much required. Keeping in view the factual position, it was felt necessary to investigate the information source utilization pattern by the rice farmers.

MATERIAL AND METHODS

The study was conducted with expost-facto research design to study the information source utilization pattern of rice farmers. The SPSR Nellore district of Andhra Pradesh was purposively selected for the study because maximum number of rice farmers were involved in rice farming and having agriculture as main occupation. SPSR Nellore district comprises of 46 mandals out of which four mandals namely Nellore, Venkatachalam, Allur and Vidavalur mandals were purposively selected for the study. From each of the selected mandals, two villages were selected based on random sampling procedure. Thus, totally eight villages were selected for the study. A total sample of 120 rice farmers were selected by selecting 15 farmers from each village through simple random sampling procedure. Keeping in view the objectives of the study, a well structured interview schedule was developed and pretested. This was administered to sample respondents through personal investigation.

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RESULTS AND DISCUSSION

Correlation between the selected profile characteristics and frequency of use of information sources

In order to study the nature of relationship between the selected profile characteristics and the frequency of use of information sources by the rice farmers, correlation coefficients ('r' values) were computed and the values were presented in Table 2.

The r-values in Table 1 indicated that educational status (0.9429**), social participation (0.9042**), mass media exposure (0.4109**), innovativeness (0.3664**), and scientific orientation (0.3083**) were positively correlated with frequency of use of information sources and association was found significant at 1 per cent level. The r-values of farm size (0.1816*), annual income (0.2043*), extension contact (0.1864*) showed positive correlation with frequency of use and association was found significant at 5% level of probability. These results are in line with the findings of Arathy (2011) and Sriharinarayana (2013)

The r-values of age (-0.3623**) and farming experience (-0.3473**) were negatively correlated with frequency of use and association was found significant at 1% level of probability. These findings are in consonance with the findings of Meena and Sharma (2012) and Kumar *et al.* (2012)

The r-values of occupational status (-0.2283*) was negatively correlated with frequency of use and association was found significant at 5% level of probability.

The r-values of cosmopolitaness (0.1517) and risk orientation (0.0896) showed non-significant relation with frequency of use of information sources. These findings are in line with the findings of Meena and Aishwarya (2011), Ashok(2012) and Sahu *et al.*(2012).

From the above findings it could be inferred that, higher the educational status, social participation, mass media exposure, innovativeness and scientific orientation, higher would be the frequency of use information sources by the rice farmers. The variables age, farming experience and occupational status were negatively correlated with frequency of use of information sources. This could be explained as, younger the respondents, higher would be the frequency of use of information sources and vice versa. Similarly, lower the farming experience of the respondents, higher would be the frequency of use of

information sources. The same trend was revealed in case of occupational status which could be explained as, the respondents with agriculture alone as main occupation lower would be their frequency of use of information sources.

As the cosmopolitaness increased, the frequency of use is increased but the relationship was non-significant. As the risk orientation increased, the frequency of use increased but the relationship was non-significant. It could be concluded that the frequency of use was independent of cosmopolitaness and risk orientation.

Correlation between the selected profile characteristics and extent of use of information sources

The r-values in Table 1 indicated that educational status (0.9729**), social participation (0.9325**), mass media exposure (0.3605**), innovativeness (0.3416**) and scientific orientation (0.2726**) were positively correlated with extent of use of information sources and association was found significant at 1 per cent level of probability. These findings are in consonance with the findings of Arathy (2011) Sahu *et al.* (2012).

The r-value of age (-0.3574**), farming experience (-0.3492**) and occupational status (-0.2558**) were negatively correlated with extent of use of information sources and association was found significant at 1 per cent level of probability.

The r-values of farm size (0.1165), annual income (0.1509), extension contact (0.1217), cosmopolitaness (0.1594) and risk orientation (0.0689) showed non-significant relation with extent of use of information sources. These findings are in line with the findings of Meena and Aishwarya (2011) and Sahu *et al.* (2012)

The above findings could be explained as, the higher the educational status, social participation, mass media exposure, innovativeness and scientific orientation, higher would be the extent of use information sources by the rice farmers.

The variables age, farming experience and occupational status were negatively correlated with the extent of use of information sources. This could be explained as, younger the respondents higher would be the extent of use of information sources and vice versa. Similarly, lower the farming experience of the respondents higher would be the extent of use of information sources. The same trend was revealed in case of occupational status

Table 1. Correlation between selected profile characteristics and the information source utilization pattern (frequency of use and extent of use) by the rice farmers

(n= 120)

S. No.	Variable No	Independent variables	Correlation coefficients	
			Frequency of use ('r' value)	Extent of use ('r' value)
1	X ₁	Age	-0.3623**	-0.3574**
2	X ₂	Educational status	0.9429**	0.9729**
3	X ₃	Farming experience	-0.3473**	-0.3492**
4	X ₄	Farm size	0.1816*	0.1165 ^{NS}
5	X ₅	Occupational status	-0.2283*	-0.2558**
6	X ₆	Annual income	0.2043*	0.1509 ^{NS}
7	X ₇	Social participation	0.9042**	0.9325**
8	X ₈	Extension contact	0.1864*	0.1217 ^{NS}
9	X ₉	Mass media exposure	0.4109**	0.3605**
10	X ₁₀	Cosmopolitaness	0.1517 ^{NS}	0.1594 ^{NS}
11	X ₁₁	Innovativeness	0.3664**	0.3416**
12	X ₁₂	Risk orientation	0.0896 ^{NS}	0.0689 ^{NS}
13	X ₁₃	Scientific orientation	0.3083**	0.2726**

** : Correlation is significant at the 0.01 level

* : Correlation is significant at the 0.05 level

NS : Non significant

which could be explained as, the respondents with agriculture alone as main occupation lower would be their extent of use of information sources.

As the farm size increased, the extent of use is increased but the relationship was non-significant. As the annual income increased, the extent of use increased but the relationship was non-significant. As the extension contact increased the extent of use is increased but the relationship was non-significant. As cosmopolitaness increased, the extent of use is increased but the relationship was non-significant. As the risk orientation increased, the extent of use increased but the relationship was non-significant.

Multiple Linear Regression (Step wise) of selected profile characteristics with the information source utilization pattern

Step wise multiple linear regression has been carried out on 'frequency of use' and 'extent of use' separately by means of independent variables viz. age, educational status, farming experience, farm size, occupational status, annual income, social participation, extension contact, mass media exposure, cosmopolitaness, innovativeness, risk orientation and scientific orientation and results are summarized.

Factors affecting inter-personal localite resources of rice farmers

Table 2. Multiple Linear Regression –Coefficient table (Frequency of use)

Model		Unstandardized Coefficients		Standardized Coefficients	t-value	p-value
		B	Std. Error	Beta		
1	(Constant)	131.719	3.968		33.193	0.000
	Social participation	4.875	0.212	0.904	22.995	0.000
2	(Constant)	116.478	6.780		17.180	0.000
	Social participation	4.824	0.207	0.895	23.272	0.000
	Extension contact	0.562	0.206	0.105	2.736	0.007
3	(Constant)	123.777	7.284		16.992	0.000
	Social participation	4.361	0.278	0.809	15.690	0.000
	Extension contact	0.539	0.202	0.101	2.675	0.009
	Degree/PG	10.794	4.426	0.126	2.439	0.016
4	(Constant)	141.822	7.757		18.283	0.000
	Social participation	3.004	0.389	0.557	7.731	0.000
	Extension contact	0.485	0.186	0.091	2.604	0.010
	Degree/PG	31.172	5.991	0.363	5.203	0.000
	Inter	17.480	3.764	0.252	4.644	0.000
5	(Constant)	165.611	7.553		21.925	0.000
	Social participation	-0.197	0.589	-0.037	-0.334	0.739
	Extension contact	0.540	0.159	0.101	3.390	0.001
	Degree/PG	92.488	10.632	1.078	8.699	0.000
	Inter	59.887	7.203	0.864	8.314	0.000
	Secondary	29.182	4.434	0.463	6.581	0.000
6	(Constant)	163.721	4.988		32.826	0.000
	Extension contact	0.539	0.159	0.101	3.395	0.001
	Degree/PG	89.088	3.088	1.038	28.849	0.000
	Inter	57.652	2.669	0.832	21.601	0.000
	Secondary	27.958	2.491	0.444	11.222	0.000
7	(Constant)	161.839	4.925		32.862	0.000
	Extension contact	0.504	0.156	0.094	3.238	0.002
	Degree/PG	87.896	3.051	1.024	28.811	0.000
	Inter	57.304	2.610	0.827	21.959	0.000
	Secondary	27.374	2.443	0.434	11.204	0.000
	Farm Size	4.954	1.926	0.075	2.572	0.011

Table 3. Multiple Linear Regression –Coefficient table (Extent of use)

Model		Unstandardized Coefficients		Standardized Coefficients	t-value	p-value
		B	Std. Error	Beta		
1	(Constant)	67.526	2.845		23.737	0.000
	Social participation	4.262	0.152	0.932	28.043	0.000
2	(Constant)	70.002	2.541		27.554	0.000
	Social participation	3.960	0.143	0.866	27.643	0.000
	Inter	10.904	1.841	0.186	5.922	0.000
3	(Constant)	89.996	3.233		27.836	0.000
	Social participation	2.416	0.225	0.529	10.735	0.000
	Inter	23.626	2.177	0.402	10.855	0.000
	Degree/PG	27.668	3.461	0.380	7.994	0.000
4	(Constant)	105.277	3.505		30.038	0.000
	Social participation	0.489	0.336	0.107	1.453	0.149
	Inter	49.179	4.115	0.837	11.950	0.000
	Degree/PG	64.638	6.076	0.888	10.639	0.000
	Secondary	17.555	2.530	0.329	6.938	0.000
5	(Constant)	110.083	1.163		94.683	0.000
	Inter	54.729	1.538	0.932	35.584	0.000
	Degree/PG	73.083	1.776	1.005	41.151	0.000
	Secondary	20.591	1.434	0.385	14.356	0.000
6	(Constant)	119.644	4.522		26.458	0.000
	Inter	55.184	1.528	0.939	36.119	0.000
	Degree/PG	73.277	1.750	1.007	41.872	0.000
	Secondary	20.683	1.412	0.387	14.647	0.000
	Risk orientation	-0.929	0.425	-0.044	-2.185	0.031

Multiple Linear Regression (Step wise) of selected profile characteristics with the frequency of use of information sources

A close view of the Table 3 revealed that the last model revealed only three variables *viz.*, extension contact, educational status i.e. degree/Post-graduation; intermediate; secondary education and farm size had contributed significantly towards frequency of use of information sources.

Extension contact, educational status i.e. degree/Post-graduation; intermediate; secondary education levels

and farm size were the major variables to explain the frequency of use of information sources by the rice farmers. The combined effect of these three variables might had contributed to the behavior pattern of the rice farmers towards achieving the high frequency of use information sources.

Multiple Linear Regression (Step wise) of selected profile characteristics with the extent of use of information sources

The table 3 revealed that the the last model revealed only educational status i.e., intermediate; degree/post-

graduation, secondary education and risk orientation had contributed significantly towards the extent of use of information sources.

Educational status i.e. intermediate; degree/Post-graduation, secondary education levels and risk orientation were the major variables to explain the extent of use of information sources by the rice farmers. The combined effect of these two variables might had contributed to the behavior pattern of the rice farmers towards achieving the high extent of use of information sources.

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