

**ENTREPRENEURIAL BEHAVIOUR OF BETEL
FARMERS IN MANMUNAI SOUTH AND ERUVIL PATTU
DIVISIONAL SECRETARIAT DIVISION OF
BATTICALOA DISTRICT**

BY

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BATTICALOA DISTRICT**

ABSTRACT

A study on entrepreneurial behaviour of betel farmers in Manmunai South and Eruvil Pattu Divisional Secretariat division of Batticaloa district was carried out during the months of April and May, 2013. By following random sampling procedure 80 betel farmers were selected and structured interview schedule was used to collect the information through personal interview. Data were analyzed by using frequencies, percentages, correlation co-efficient and multiple regression of SPSS package.

The important findings of the study were: majority (36.2%) of betel farmers had low entrepreneurial behaviour. The personal and socio-economic characteristics of betel farmers revealed that majority (86.2%) were male, more than half of them (53.8%) belonged to old age category, 58.9% were educated up to secondary school and majority (53.8%) of the respondents depended mainly on betel cultivation. More than half of the respondents (62.5%) had land size less than 2 acres. Majority (82.5%) of respondents obtained low income (below Rs 20,000) from betel cultivation, 47.5% of betel farmers obtained low income (below Rs 20,000) from other sources and half (50.0%) of the total number of respondents belonged to medium (Rs 20,000 to 40,000) total income group. More than half (58.8%) of the betel farmers had medium family size (4 to 6 members) and majority (47.5%) of betel farmers had high (above 20 years) experience in betel

cultivation. Majority (36.2%) of the respondents had low extension participation, 38.8% of the respondents had low social participation, while 47.5 % of betel farmers belonged to medium gender participation category. Correlation coefficient between information seeking behaviour of betel farmers and their entrepreneurial behaviour was 0.071 and there was no significant relationship between information seeking behaviour of betel farmers and their entrepreneurial behaviour.

A positive and significant relationship at 0.01 level of probability was observed between entrepreneurial behaviour of betel farmers and their personal and socio-economic characteristics such as family size, size of land holding, total monthly income, extension participation, social participation, whereas education of betel farmer showed positive and significant correlation at 0.05 level of probability with entrepreneurial behaviour.

Multiple regression analysis was carried out for determining the contribution of independent variables with entrepreneurial behaviour of betel farmers and the coefficient of determination (R^2) of the independent variables was 0.683. Major constraints faced by betel farmers in Manmunai South and Eruvil Pattu DS division of Batticaloa district were non-availability of supporting poles, high cost of supporting poles and manure, fluctuation in price of betel leaves, lack of extension services for betel cultivation and lack of support from the government side for betel cultivation.

Keywords: co-efficient of determination, correlation coefficient, entrepreneurial behaviour, multiple regression analysis, significant relationship

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