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FACTORS AFFECTING INFORMATION SEEKING BEHAVIOUR OF TRAINED INPUT DEALERS

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ABSTRACT

*This present study entitled "Factor Affecting Information Seeking Behaviour of Trained Input Dealers" was conducted in the year 2022 in Gujarat state of India. A sample of 230 trained input dealers was selected from these states. The ex-post facto research design was used for the research study. The private sector plays a major role in the seeking of information about new technologies and new recommendations. The trained input dealers are one of them. Information needs may be realized from the trained input dealers or from the data expert on behalf of this information seeker. Thus, it may be stated that the information seeking behaviour differs with such characteristics. Hence, considering the importance of these characteristics and review of past research studies, an attempt has been made in this investigation to ascertain the relationship if any, between profile of trained input dealers and their information seeking behaviour. The result found that vast majority of the trained input dealers had very high information seeking behaviour and out of twenty independent variables thirteen variables viz. education, social participation, extension contact, cosmopoliteness, mass media exposure, input supply ability, innovativeness, economic motivation, scientific orientation, risk orientation, achievement motivation, planning orientation and market orientation were found to be positive and highly significantly correlated with information seeking behaviour. Regression analysis indicates that number of years of experience as dealer, social participation, mass media exposure, input supply ability, innovativeness, economic motivation and achievement motivation would affect 0.230 units, 0.171** units, 0.141* units, 0.212** units, 0.265** units, 0.152** units and 0.144** units change in information seeking behaviour of trained input dealers, respectively.*

Keywords*: trained input dealers, information, behaviour, correlation*

INTRODUCTION

The private sector plays a major role in the seeking of information about new technologies and new recommendations. The trained input dealers input dealers are one of them. Trained input dealers provide seeds. chemical fertilizer, bio-fertilizers, agricultural chemicals, types of machinery, implements, plant protection appliances, animal feed, poultry hatchery, veterinary medicines, landscaping, agricultural credit, custom service, bio-control units, and biotech units, bio-pesticides, etc. for the cultivation of crops, input dealers provide mainly seeds, pesticides, and fertilizers to the farmers. Information needs may be realized from the trained input dealers or from the data expert on behalf of this information seeker. The trained input dealers and a specialist might want to work collectively towards disentangling and setting the true information requirements, a person may take part in information seeking behaviour. Information seeking behaviour is purposive in nature and is a consequence of a necessity to meet some goals. Face to face or electronically. Therefore, the trained input dealers recognize an inadequacy in their understanding that has to be solved as way to manage an issue, which than contributes to information seeking behaviour. The Information Seeking Behaviour refers to the activities performed by an individual trained input dealer in relation to acquisition of scientific information with regards to the improved cultivation practices of crop from various information sources. Based on the available literature, discussion with extension functionaries all possible farm information sources were exhaustively listed under different heading namely personal contact, group contact and mass media sources. Hence, considering the importance of these characteristics and review of past research studies, an attempt has been made in this investigation to ascertain the relationship if any, between profile of trained input dealers and their information seeking behaviour. (Raju 2005)

OBJECTIVES

(1) To study the determination of trained input dealers towards information seeking behaviour

(2) To study the relationship between profile of trained input dealers and their information seeking behaviour

METHODOLOGY

The present study "Factor affecting Information Seeking Behaviour of Trained Input Dealers" was conducted in Gujarat state of India. A sample of 230 trained input dealers was selected from these states. An interview schedule based on objective of the study was developed and trained input dealers were interviewed personally and through google form for collection of information. Based on the arbitrary method for behaviour and Karl Pearson's coefficient correlation for relationship was assessed and analyze the data to draw the meaningful conclusion.

Regression analysis

The regression analysis was employed to predict the information seeking behaviour by independent variables.

In the stepwise method, the regression analysis was started with regression of y and $x_i \ldots x_k$ taken singly. The variate giving the highest accountability in sum of squares of y is first selected. The bivariate regression in which xi appeared were worked out. The variable which gives the highest additional accountability in sum of squares in y after fitting xi variable was selected. All the trivariate regression that includes both x_1 and x_2 were computed. The analysis was continued till the last variate of which additional contribution was the least of all variables.

The prediction equation used as:

$$\hat{y} = a + b_1x_1 + b_2x_2 + b_3x_3 + \ldots \ldots \ldots + b_kx_k$$

Where,

$\hat{y}$ = Dependent variable

a = Intercept

$b_1, \ldots, b_k$ = Partial regression co-efficient of respective independent variables.

$x_1, \ldots, x_k$ = Independent variable

After the regression equation, the 'F' values for partial regression co-efficient were tested for their significance.

RESULTS AND DISCUSSION

Information needs may be realized from the advice seeker or from the data expert on behalf of this information seeker. The information programmer and a specialist might want to work collectively towards disentangling and setting the true information requirements, a person may take part in information seeking behaviour. Information seeking behaviour is purposive in nature and is a consequence of a necessity to meet some goals. Face to face or electronically. Therefore, the person recognizes an inadequacy in their understanding that has to be solved as way to manage an issue, which than contributes to information seeking behaviour. The data regarding information seeking behaviour of the trained input dealers were categorized into five groups as shown in table 1.

Table 1: Distribution of the trained input dealers according to their information seeking behaviour (n = 230)

Sr. No.	Categories	Frequency	Per cent
1	**Very low** (Up to 20.00 Score)	00	00.00
2	**Low** (20.01 to 40.00 Score)	00	00.00
3	**Medium** (40.01 to 60.00 Score)	00	00.00
4	**High** (60.01 to 80.00 Score)	11	04.78
5	**Very high** (80.01 to 100.0 Score)	219	95.22

The data presented in Table 1 indicated that more than (95.22 per cent) of trained input dealers had very high information seeking behaviour, followed by 04.78 per cent had high information seeking behaviour, while no trained input dealers were categorized under medium, low and very low information seeking behaviour.

The result indicated that vast majority (95.22 per cent) of the trained input dealers had very high information seeking behaviour. This might be due to majority of the trained input dealers are mainly depending on the sources like personal contact with faculty trainer of DAESI programme, V.L.E.W, KVK scientists, friends and neighbours, contact with progressive farmer and agro services centers, internet, whatsapp training programmes and exhibition. The reasons for higher information seeking behaviour might be high education, high economic motivation and high innovativeness.

This result partially supported by Anwar (2016),

Aparna (2014) and Patel (2014).

Table 2: Relationship between profile of trained input dealers and their information seeking behaviour (n = 230)

Sr. No.	Variables	r value
X_1	**Age**	-0.015
X_2	**Education**	0.193**
X_3	**Land holding**	-0.085
X_4	**Farming experience**	0.011
X_5	**Number of years of experience as dealer**	0.061
X_6	**Annual income**	0.035
X_7	**Social Participation**	0.255**
X_8	**Extension contact**	0.201**
X_9	**Cosmopoliteness**	0.192**
X_{10}	**Mass media exposure**	0.236**
X_{11}	**Input supply ability**	0.212**
X_{12}	**Innovativeness**	0.192**
X_{13}	**Self confidence**	0.022
X_{14}	**Decision making ability**	0.032
X_{15}	**Economic motivation**	0.196**
X_{16}	**Scientific orientation**	0.232**
X_{17}	**Risk orientation**	0.245**
X_{18}	**Achievement motivation**	0.334**
X_{19}	**Planning orientation**	0.238**
X_{20}	**Market orientation**	0.254**

* Significant at 0.05 level of probability
** Highly Significant at 0.01 level of probability

Table 2 revealed that out of twenty independent variables thirteen variables viz. education, social participation, extension contact, cosmopoliteness, mass media exposure, input supply ability, innovativeness, economic motivation, scientific orientation, risk orientation, achievement motivation, planning orientation and market orientation were found to be positive and highly significantly correlated with information seeking behaviour. While age and land holding had negative non-significant relation, whereas farming experience, number of years of experience as dealer, annual income, self-confidence and decision-making ability had positive non-significant relation with information seeking behaviour. So, these variables were fails to show any significant correlation with information seeking behaviour.

This result partially supported by the Mamatha (2018) and Patel and Vinaya (2022).

Table 3 : Multiple regression analysis of information seeking behaviour (n = 230)

Sr. No.	Independent variables	Regression Co-efficient (b)	't' value
X_1	**Age**	-0.024	-0.015
X_2	**Education**	0.080	1.128
X_3	**Land holding**	-0.110	-2.013
X_4	**Farming experience**	-0.183	-1.116
X_5	**Number of years of experience as dealer**	0.230*	2.001
X_6	**Annual income**	0.100	1.590
X_7	**Social Participation**	0.171**	3.119
X_8	**Extension contact**	-0.024	-0.526
X_9	**Cosmopoliteness**	-0.005	-1.409
X_{10}	**mass media exposure**	0.141*	2.159
X_{11}	**Input supply ability**	0.212**	3.104
X_{12}	**Innovativeness**	0.265**	2.403
X_{13}	**Self confidence**	0.028	1.011
X_{14}	**Decision making ability**	0.002	0.122
X_{15}	**Economic motivation**	0.152**	2.415
X_{16}	**Scientific orientation**	0.016	0.227
X_{17}	**Risk orientation**	0.116	1.254
X_{18}	**Achievement motivation**	0.144**	3.110
X_{19}	**Planning orientation**	0.127	1.592
X_{20}	**Market orientation**	0.019	0.205

* Significant at 0.05 per cent level of probability
R^2=0.469 R = 0.679
** Significant at 0.01 per cent level of probability

It is concluded from the Table that 46.90 per cent of the total variation in the information seeking behaviour was explained through the variables considered as the regression equation. The unexplained variation was 53.10 per cent, which may be due to extraneous factors. The calculated 't' values of the partial regression coefficient were significant in case of number of years of experience as dealer (X5), social participation (X7), mass media exposure (X10), input supply ability (X11), innovativeness (X12), economic motivation (X15) and achievement motivation (X18).

From the regression analysis, it was concluded that out of twenty variables, seven variables namely number of years of experience as dealer, social participation, mass media exposure, input supply ability, innovativeness, economic motivation and achievement motivation would affect 0.230

units, 0.171** units, 0.141* units, 0.212** units, 0.265** units, 0.152** units and 0.144** units change in information seeking behaviour of trained input dealers, respectively.

CONCLUSION

The result indicated that vast majority of the trained input dealers had very high information seeking behaviour and out of twenty independent variables thirteen variables viz. education, social participation, extension contact, cosmopoliteness, mass media exposure, input supply ability, innovativeness, economic motivation, scientific orientation, risk orientation, achievement motivation, planning orientation and market orientation were found to be positive and highly significantly correlated with information seeking behaviour. While age and land holding, farming experience, number of years of experience as dealer, annual income, self-confidence and decision-making ability fails to show any significant correlation with information seeking behaviour. regression analysis indicates that number of years of experience as dealer, social participation, mass media exposure, input supply ability, innovativeness, economic motivation and achievement motivation would affect 0.230 units, 0.171** units, 0.141* units, 0.212** units, 0.265** units, 0.152** units and 0.144** units change in information seeking behaviour of trained input dealers, respectively.

IMPLICATION

Based on the outcome of the study main implications is are Government should provide special loan exclusively for input dealers for better investment in their business and for up gradation of their selling performance. Although there are few provisions for loans from different nationalized banks, the complicated procedures always act adversely and the government should come forward to create mutual understanding between co-operative societies and private service providers and by joint venture they may bring desirable results in this direction to provide the reliable inputs and information.

CONFLICT OF INTEREST

No conflict of interest among researchers.

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