

ENTREPRENEURIAL BEHAVIOUR AND MOTIVATIONAL SOURCES OF ORNAMENTAL NURSERY OWNERS

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ABSTRACT

The ornamental nursery owners are small- or large-scale entrepreneurs who raise and market their ornamental plant commodities. The ornamental nursery is an enterprise undertaken by a nursery owner to gain self-employment and earn some profit. The present study was conducted using an ex-post facto research design in four talukas of the Navsari district of South Gujarat namely Khergam, Chikhli, Gandevi and Vandsa during the year 2022-23. From each selected taluka 25 respondents were randomly selected. Thus, for the present study total of 100 sample size was obtained. The study was conducted to find out the entrepreneurial behaviour and motivational sources for the entrepreneurial behaviour of ornamental nursery owners of the study area. The entrepreneurial behaviour of ornamental nursery owners was assessed from risk orientation, achievement motivation, scientific orientation, management orientation, innovativeness and decision-making ability. The study revealed that the majority of ornamental nurseries had a medium level of entrepreneurial behaviour. The study also revealed that the majority of ornamental nursery owners had a medium level of risk orientation, achievement motivation, scientific orientation, management orientation, innovativeness and decision-making ability. Additionally, the study revealed that among the six components of entrepreneurial behaviour management orientation contributed the highest in calculating entrepreneurial behaviour, followed by scientific orientation, risk orientation, achievement motivation, decision-making ability and innovativeness based on their mean percentage ranking. The study further revealed that less than half of the ornamental nursery owners had progressive nursery owners, followed by self and neighbours/friends/relatives as their motivational sources for entrepreneurial behaviour.

Keywords: entrepreneur, behaviour, motivation, sources, navsari, ornamental nursery

INTRODUCTION

An ornamental nursery raises seedlings under protected conditions until plants are prepared for actual field planting (Patel *et al.*, 2023). Nurseries are crucially important for the many socio-forestry, orchard plantation, landscaping/gardening and other forestry/agricultural plantation programs (Roshetko *et al.*, 2010). Recently, the ornamental plant nursery enterprise has emerged as a lucrative profit-earning business. There is a wide range of ornamental nurseries based on wholesale or retail, indoor or shade-loving plants, tissue culture plants, commercial flowering plants, shrubs, climbers and tree seedlings for landscaping, annual plants, bulbous flowers, *etc.*, which are flourishing throughout the country (Chawla *et al.*, 2016). In India's urban and rural areas, there has been increasing demand for horticultural crops particularly fruit and ornamental ones. Therefore, the demand for good-quality planting materials has increased. Hence, the nursery business has developed rapidly in recent years in India (Anonymous, 2023). In the Indian economy, the small-scale industries (SSI) generate employment, reduce

regional imbalances and promote linkages of intersections, increase the export rate and promote growth of the economy. (Banik, 2018; Rathwa *et al.*, 2023; Ekhande *et al.*, 2023)

In India, a high percentage of active adults face problems in gaining and maintaining employment. Here people need to be aware of hidden opportunities of employment present in the economy to reduce the pressure on the government for employment generation (Larinde and Santus, 2014; Gulkari & Dohat *et al.*, 2022; Patel *et al.*, 2022). An ornamental nursery enterprise is a feasible option for first-generation entrepreneurs.

Entrepreneurs are individuals who are always looking for opportunities in the marketplace, once they find an opportunity in a marketplace, they utilize their resources and also mobilize resources from outside. They take the risk and invest in the resources to exploit the existing opportunities to make a profit. (Dangi *et al.*, 2014).

Simply, behaviour is the response of an individual to a stimulus (Chole *et al.*, 2012). Entrepreneurial behaviour

is a psychological parameter. Entrepreneurial behaviour is the capacity of individuals to identify opportunities in the marketplace (stimulus) and convert them into profit-making businesses (response) (Anonymous,2023_p). Entrepreneurial behaviour is the root cause of the growth and development of any business. It is a holistic entity of an individual which describes their goals, decisions and activities for the realization of their ultimate vision. Entrepreneurial behaviour is one of the important performance indicators of the success of any business.

Innovativeness, achievement motivation, decision-making ability, risk-taking ability, scientific orientation, management orientation *etc.*, are components of entrepreneurial behaviour (Shirur *et al.*, 2019). Entrepreneurs take the risk of adopting new ideas, products, processes and methods, they give their time, resources and efforts to see the success of the venture (Nirjay, 2011). Innovativeness is a continuous activity for the entrepreneurs (Dileep, 2015). Achievement motivation is the desire of an individual to attain the goal (Mankar *et al.*, 2013). Decision-making is the process of selecting an alternative, from the available pool of alternatives. It's crucial for initiating and maintaining the enterprises (Mankar *et al.*, 2013). Management orientation is the degree to which individuals are oriented towards scientific enterprise management comprising planning, production, and marketing functions (Samanta, 1977). Scientific orientation is the degree to which a farmer is oriented to the use of scientific methods in decision-making and farming (Supe, 2007).

Motivation of individuals, encourages them initiating to initiate conscious and purposeful action. Motivation leads individuals to think, behave or act favourably (Patel, 1995). Motivation includes both, internal and external

factors which stimulate the desires and energy in individuals to be continuously interested and committed to their job, role, subject or to try to attain their goals (Vanparia, 2018). Since 1990, The Navsari district of South Gujarat has been flourishing in the ornamental nursery business (Anonymous, 2018). The success of the ornamental nursery of Navsari district is eye-catching, that is reported in various news agencies *i.e.*, BBC NEWS Gujarati, ANI NEWS and social media blogs. The present study was made with the following objective to get insight into the prevailing situation of the ornamental nurseries.

OBJECTIVES

- (1) To study the entrepreneurial behaviour of ornamental nursery owners
- (2) To know the motivational sources for the entrepreneurial behaviour of ornamental nursery owners

METHODOLOGY

The present study was conducted using an *ex-post-facto* research design during the year 2022-23 in the Navsari district of South Gujarat. South Gujarat has seven districts namely Surat, Navsari, Valsad, The Dangs, Tapi, Bharuch and Narmada among them only Navsari district was purposively selected due to the greater number of nurseries in this area. The Navsari district has six *talukas* namely Navsari, Chikhli, Gandevi, Vansda, Khergam and Jalalpore among them Khergam, Chikhli, Gandevi and Vansda *talukas* were purposively selected due to a greater number of nurseries in these *talukas*. Among each selected *talukas* 25 respondents were randomly selected. Thus, a total of 100 sample size was obtained for the present study.

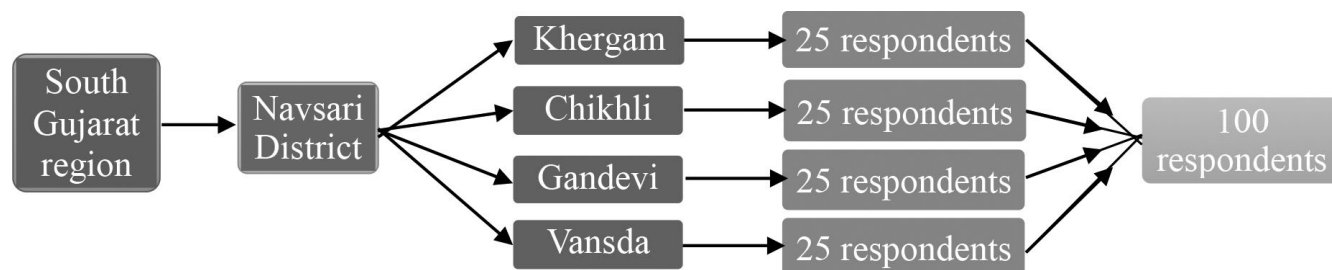


Fig. 1: Operational structure of selection of respondents

An interview schedule was developed according to the objectives of the study. The data were collected through the personal interview method.

The entrepreneurial behaviour of ornamental nursery owners was assessed from the Entrepreneurial Behaviour Index (EBI), which is calculated from six components

of entrepreneurial behaviour namely risk orientation, achievement motivation, scientific orientation, management orientation, innovativeness and decision-making ability with the following formula.

$$I = \frac{\sum \text{Total obtained score of six components}}{\sum \text{Maximum obtainable score of six components}} \times 1$$

Where,

EBI = Entrepreneurial Behaviour Index

Further, an attempt was made to identify the rank of these six components based on their contribution in calculating EBI. Therefore, the scores of individual respondents were converted into the percentage and the total mean of each component was derived. Based on their mean percentage, a ranking was given to each component.

For present study self, neighbours/relatives/friends,

progressive nursery owners, training programmes, radio, television, newspaper, agriculture/horticulture magazines, co-operative/commercial banks, village level workers, horticultural officer, market agents, gram sevak and family business were taken into consideration as a motivational source for entrepreneurial behaviour. The ornamental nursery owners were asked to indicate the source by which they were motivated towards the ornamental nursery. The responses were counted in frequency and converted into a percentage. Lastly, the same motivational sources were ranked.

RESULTS AND DISCUSSION

Table 1: Distribution of the entrepreneurial behaviour and its components (n=100)

Sr. No.	Components of EBI		Categories	f and Percentage
1	Risk orientation	n = 100 = 20.51 SD = 03.95	Low (up to 17 score)	18 (18.00 %)
			Medium (between 17 to 25 score)	65 (65.00 %)
			High (above 25 score)	17 (17.00 %)
2	Achievement motivation	n = 100 = 21.86 SD = 04.68	Low (up to 18 score)	18 (18.00 %)
			Medium (between 18 to 27 score)	67 (67.00 %)
			High (above 27 score)	15 (15.00 %)
3	Scientific orientation	n = 100 = 20.54 SD = 04.74	Low (up to 16 score)	18 (18.00 %)
			Medium (between 16 to 25 score)	66 (66.00 %)
			High (above 25 score)	16 (16.00 %)
4	Management orientation	n = 100 = 49.54 SD = 09.90	Low (up to 40 score)	16 (16.00 %)
			Medium (between 40 to 60 score)	70 (70.00 %)
			High (above 60 score)	14 (14.00 %)
5	Innovativeness	n = 100 = 02.51 SD = 01.14	Low (up to 1 score)	27 (27.00 %)
			Medium (between 1 to 4 score)	52 (52.00 %)
			High (above 4 score)	21 (21.00 %)
6	Decision-making ability	n = 100 = 16.96 SD = 05.18	Low (up to 12 score)	17 (17.00 %)
			Medium (between 12 to 22 score)	63 (63.00 %)
			High (above 22 score)	20 (20.00 %)
Entrepreneurial behaviour (dependent variable)				
EBI	n = 100 = 56.99 SD = 10.31	Medium (between 47 to 67 score)	Low (up to 47 score)	17 (17.00 %)
				65 (65.00 %)
				18 (18.00 %)
f = Frequency, = Mean, SD = Standard deviation				

The data from Table 1 indicates that the majority (65.00 %) of respondents had a medium level of risk orientation, followed by 18.00 and 17.00 per cent had a low and a high level of risk orientation, respectively.

% of the respondents had a medium level of achievement motivation, followed by 18.00 and 15.00 per cent had a low and a high level of achievement motivation, respectively.

The study further points out that the majority (67.00

Moreover, the study discloses that the majority (66.00 %) of respondents had a medium level of scientific

orientation, followed by 18.00 and 16.00 per cent had a low and a high level of scientific orientation, respectively.

Further, the study displays that the majority (70.00 %) of respondents had a medium level of management orientation, followed by 16.00 and 14.00 per cent had a low and a high level of management orientation, respectively.

The result exhibits that the majority (52.00 %) of respondents had a medium level of innovativeness, followed by 27.00 and 21.00 per cent had a low and a high level of innovativeness, respectively.

Also, the data from Table 1 reveals that the majority (63.00 %) of respondents had a medium level of decision-making ability, followed by 20.00 and 17.00 per cent had a high and a low level of decision-making ability, respectively.

Additionally, the study describes that the majority (65.00 %) of respondents had a medium level of entrepreneurial behaviour, followed by 18.00 and 17.00 per cent had a high and a low level of entrepreneurial behaviour, respectively.

Table 2: Ranking of Different components of entrepreneurial behaviour

(n=100)

Sr. No.	Components of entrepreneurial behaviour	Mean percentage	Rank
1	Risk Orientation	68.37	III
2	Achievement motivation	62.46	IV
3	Scientific motivation	68.47	II
4	Management orientation	68.81	I
5	Innovativeness	50.20	VI
6	Decision-making ability	56.53	V
Overall entrepreneurial behaviour (Risk Orientation+ Achievement motivation+ Scientific motivation+ Management orientation+ Innovativeness+ Decision-making ability/6)		62.47	

The data from Table 2 reveals that management orientation (68.81 %) had the highest mean percentage as rank I, Followed by scientific motivation (68.47 %) as rank II, risk orientation (68.37 %) as rank III, achievement motivation (62.46 %) as rank VI, decision-making ability (56.53 %) as rank V and innovativeness (50.20 %) as rank VI.

Among the six components of entrepreneurial behaviour management orientation component contributed the highest to calculating entrepreneurial behaviour, followed by scientific motivation, risk orientation, achievement motivation, decision-making ability and innovativeness.

Table 3: Distribution of the ornamental nursery owners according to motivational sources

(n=100)

Sr. No.	Name of the source	Frequency	Percentage	Rank
1	Self	27	27.00	II
2	Neighbours/Relatives/Friends	9	09.00	III
3	Progressive nursery owners	48	48.00	I
4	Training programmes	1	01.00	VI
6	Radio	0	00.00	VII
7	Television	1	01.00	VII
8	Newspapers	3	03.00	V
9	Agriculture/Horticulture magazines	3	03.00	V
10	Co-operative/Commercial banks	0	00.00	VII
11	Village level workers	0	00.00	VII
12	Horticulture officer	0	00.00	VII
13	Market agents	0	00.00	VII
14	Gram sevak	0	00.00	VII
15	Family business	8	08.00	IV

The data from Table 3 reveals that out of 15 suggested motivational sources progressive nursery owners (48.00 %) were ranked I, followed by self (27.00 %) ranked II, neighbours/relatives/friends (09.00 %) were ranked III, family business (08.00 %) were ranked IV, newspapers (03.00 %) and agriculture/horticulture magazines (03.00 %) were ranked V collectively, training programmes were ranked VI and radio (00.00 %), co-operative/commercial banks (00.00 %), village level workers (00.00 %), horticulture officer (00.00 %), market agents (00.00 %) and gram sevak (00.00 %) were ranked VII collectively as motivational source for entrepreneurial behaviour of ornamental nursery owners.

CONCLUSION

Ornamental nursery enterprises are potential profit-generating businesses that can pave the way for an improved rural economy and better employment opportunities. However, the study reveals that most ornamental nursery owners had a medium level of entrepreneurial behaviour. The study also reveals that the majority of ornamental nursery owners had a medium level of risk orientation, achievement motivation, scientific orientation, management orientation, innovativeness and decision-making ability. This study indicates there is a major scope for improvement in the entrepreneurial behaviour of ornamental nursery owners of the study area. To improve the entrepreneurial efficiency of nursery owners, systematic efforts are required on the part of extension agencies. The present study revealed that less than half of the ornamental nursery owners had progressive nursery owners, followed by self and neighbours/relatives/friends as the major motivational sources for entrepreneurial behaviour. The present study indicates that nursery owners are motivated by informal sources rather than formal sources. This indicates that there is good local communication in the study area and they have good peer influence in the locality. On the other hand, formal communication channels had very little influence on ornamental nursery owners of the study area. Therefore, the study reveals that improvement is required in the extension system to influence the entrepreneurial behaviour of ornamental nursery owners.

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CONFLICT OF INTEREST

All authors declare that they have no conflict of interest.

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