

Communication Behaviour among the Cotton Growers in Kurnool District of Andhra Pradesh

G E Ravi, Daya Ram and G Dhanalakshmi

Department of Extension Education,
College of Agriculture, Central Agricultural University, Imphal - 795 004, Manipur, India
e-mail: eravigoud068@gmail.com

Received: 02 May 2017; Revised accepted: 20 August 2017

ABSTRACT

A study was conducted in Kurnool district of Andhra Pradesh with the objective of studying the relationship between selected socio-personal characteristics and communication behaviour among the cotton growers with a sample size of 120 respondents. Ex post facto research design was followed. The results showed that, in Kurnool district majority (61.67%) of cotton growers belonged to medium communication behaviour, 20.83 per cent of them belonged to high communication behaviour and 17.50 per cent of them belonged to low communication behaviour. Further, the Multiple Linear Regression analysis showed that all the selected independent variables put together explained about 60.08 per cent variation in communication behaviour among the grower's education, mass media exposure, and extension contact, were positively and significantly contributed to most of the variation in communication behavior among the growers in Kurnool district.

Key words: Cotton growers, Information seeking, Information processing, Information output behaviour

Cotton, the white Gold, is the world's leading fiber crop and the second most important oil seed crop. It plays a major role in sustaining the livelihood of 45 million cotton farmers and about 60 million people indirectly, including unskilled women engaged in related activities, such as cotton processing and trade. Export of raw cotton, yarn, textile garments, cotton seedcake, etc. earns valuable foreign exchange. Cotton plays an important role in the Indian economy as the country's textile industry is predominantly cotton based. The Indian textile industry contributes around 4 per cent to country's gross domestic product (GDP), 14 per cent to industrial production and 13 per cent to total export earnings (Anonymous 2016). Therefore, communication of farm innovation to farmer is the key to agricultural development in India. It is also essential to know how farmers get farm information from extension personnel and researchers, what sources they use for getting information, how they evaluate the received technology and after getting information, to what extent the farmer act upon. Hence, communication behaviour and farming performance are the important bilateral indicators for growth and development of agriculture in general and cotton crop in specific. Keeping this in view, the present study was taken up to study the Communication Behaviour among the Cotton Growers Kurnool District of Andhra Pradesh.

MATERIALS AND METHODS

The present study was conducted during the year 2015-16 by the following Ex-post-facto research design. The investigation was carried out in Kurnool district of Andhra Pradesh was purposively selected as it stands first in area and production of cotton. Out of 54 Mandals, three Mandals namely Adoni, Pattikonda and Nandyal were purposively selected based on highest production and productivity. From each selected Mandals, four villages were selected by simple random sampling procedure. From each selected village 10 cotton growers were selected equal randomly ($12 \times 10 = 120$) and a total 120 growers comprised the total sample. The variables were quantified by taking the frequency and percentage of respondents falling under a given statement. The dependent variable communication behaviour of the cotton growers are obtained by quantifying and then taking the frequency and percentage of response falling under the 3 components viz. information seeking behaviour, information processing behavior and sharing or dissemination or output behavior. Communication behaviour was operationally defined as his expression of results from information seeking, information processing and information dissemination behavior (Sandhu 1993). The scale developed by Dambazau *et al.* (2015) was used with suitable modifications to measure the communication behaviour.

RESULTS AND DISCUSSION

Communication behavior among the cotton growers

The (Table 1) shows that respondent's mostly getting information from friends and relatives, shopkeepers/input dealers and progressive farmers with mean weight scores 2.28, 2.27 and 2.20 respectively. Followed by newspaper, extension

agent, T.V, SMS of KVKs, farm magazines, and radio with mean values were 1.72, 1.70, 1.69, 1.44, 1.40, 1.21 and 0.83 respectively seeking information about cotton technologies.

(Table 2) explain that cotton growers store the received information by just knowing (2.14), by memorizing (1.73) and written in note book (1.58) were the most used methods.

Table 1 Distribution of the respondents according to information seeking behaviour

Sources of information	Extent of utilization					
	Always	Some time	Never	Weight score	MWS	Rank
Radio	7.5	31.67	60.83	146	1.21	IX
T.V	24.16	55.00	20.83	203	1.69	VII
News paper	35.00	36.67	28.33	207	1.72	IV
Extension agents	15.00	74.16	10.84	204	1.7	V
Friends/relatives	79.16	16.67	4.16	274	2.28	I
Progressive farmers	50.00	33.33	16.67	265	2.20	III
Shopkeepers/input dealers (fertilizer /pesticide shops)	77.50	18.33	4.16	273	2.27	II
Farm magazines	9.16	51.67	39.17	169	1.40	VIII
Internet	0.00	0.00	100	100	0.83	X
SMS of KVK	18.33	36.67	45.00	173	1.44	VII

Table 2 Distribution of the respondents according to information storage behaviour

Sources of information storage	Extent of utilization					
	Always	Some time	Never	Weight score	MWS	Rank
By memorizing	21.67	65.00	13.33	208	1.73	II
By written in note book	15.00	61.67	21.67	190	1.58	III
Keep information on computer memory	0.00	0.00	100.00	100	0.83	VII
Just knowing	66.67	24.17	9.16	257	2.14	I
Maintain farm publications	13.33	53.33	30.00	176	1.46	IV
Newspaper Clipping	5.83	54.17	40.00	165	1.37	V
Captured photograph	0.00	5.00	95.00	105	0.87	VI

Table 3 Distribution of the respondents according to information evaluation behaviour

Sources of information evaluation	Extent of utilization					
	Always	Some time	Never	Weight score	MWS	Rank
Discussed with friends/relatives	63.33	31.67	5.00	258	2.15	I
Discussed with extension personnel	10.83	55.00	34.17	176	1.46	III
Discussed with progressive farmers	21.67	71.67	6.67	215	1.79	II
Discussed with local leaders	10.00	36.67	53.33	156	1.30	IV
Discussed with NGO's/SHG's	6.66	41.66	51.67	154	1.28	V

The data depicted in (Table 3) revealed that for evaluating the received information the cotton growers mostly discussed with friends/relatives (2.15), discussed

with progressive farmers (1.79) and extension personal (1.46), followed by local leaders (1.30) and NGO's/SHG's (1.28).

Table 4 Distribution of the respondents according to information output behaviour

Sources of information output	Extent of utilization					
	Always	Some time	Never	Weight score	MWS	Rank
Speaking in local meetings	4.20	40.80	55.00	149	1.24	III
Conveying to local members/progressive farmers	61.67	36.67	1.67	260	2.16	II
At farm/home sharing information to others	98.33	1.67	0.00	298	2.48	I
By displaying of agriculture posters	0.00	0.00	100	100	0.83	IV
Writing article through agriculture magazines	0.00	0.00	100	100	0.83	IV

The results of the investigation in (Table 4) show that the cotton growers always disseminate the information at

farm/home sharing with others and conveying to local members were the most used methods, and also very few

Communication Behaviour among the Cotton Growers in Kurnool District

cotton growers disseminate through speaking in local meetings with mean weight scores 2.48, 2.16 and 1.24 respectively.

Information seeking behavior among the cotton growers

Data in (Table 5) shows that majority (73.33%) of the respondents had medium information seeking behaviour followed by high (16.67%) and low (10.00%) levels of information seeking behavior respectively. The possible reason for the above results is that most of the cotton

growers were primary to middle school education, medium to semi-medium land holding, high farming experience and also they were more aware on local farm magazines. These results are in line with results of Deepa (2016), Atul *et al.* (2015).

Information processing behavior

Data represented in (Table 5) shows majority growers (72.50%) were medium followed by high (15.83%) and low (11.67%) information processing behavior respectively.

Table 5 Distribution of the respondents according to overall communication behaviour among the cotton growers

Communication behaviour	Category	Frequency	Percentage	Mean
Information seeking	Low	12	10.00	20.50
	Medium	88	73.33	
	High	20	16.67	
Information processing	low	14	11.67	21.05
	medium	87	72.5	
	high	19	15.83	
Information out put	Low	11	9.17	8.83
	Medium	104	86.67	
	High	5	4.16	
Communication behaviour	Low	21	17.50	50.46
	Medium	74	61.67	
	High	25	20.83	

Information out put behavior

Data depicted in (Table 5) shows that majority growers (86.67%) had medium followed by low (9.17%) and high (4.16%) respectively. These findings are more or less similar with the findings of Drulson (2011), Aparna *et al.* (2014). Communication behavior among the cotton growers was found like majority (61.67%) had medium level of communication behavior followed by high and low respectively. The possible reason for the above findings was most of the growers had medium information seeking, medium information processing behavior and also most of the growers are frequently contact with input dealers, extension agents for subsidies and new technologies. The obtained results are in conformity with the findings of Drulson (2011).

In order to study the nature of relationship between the socio psychological profile and their communication behavior, correlation co-efficient were computed and the values are presented in (Table 6). A perusal of these reveals that age, risk preference and innovativeness had non-significant relationship whereas education, nature of family, land holding, farming experience, socio-economic status, income, extension contact, mass-media exposure, sources of information had positively and significantly correlated with communication behavior among the cotton growers. This indicates that communication behaviour of the cotton growers was not affected by their age this may be fact that old formers mostly used localite sources than cosmopolite and at the same time young and medium farmers mostly used cosmopolite sources than the localite sources. This finding was support with the findings of Drulson (2011). Also risk preference and innovativeness has nothing to do

with communication behavior of the growers these is because individual have free to seek, processed and share information regardless of the risk and innovativeness.

Table 6 Association of the socio-psychological profile among the cotton growers with their communication behaviour

Independence variables	'r' value
Age	0.101 (NS)
Education	0.426**
Nature of family	0.201*
Size of landholding	0.442**
Farming experience	0.225**
Socio-economic statuses	0.369**
Annual income	0.445**
Extension contact	0.291**
Mass-media exposure	0.640**
Risk preference	0.163 (NS)
Innovativeness	-0.108 (NS)
Sources of information	0.432**

**Correlation is significant at the 0.01 level of probability

*Correlation is significant at 0.05 level of probability

NS- Non Significant

Regression analysis was carried out. The significant 'R²' value of 0.608 depicted that all the selected twelve independent variables put together explained about 60.8 per cent variation in the communication behaviour among the cotton growers and the F value (13.84) was also found to significant at 0.01 level of probability. The multiple regression analysis presented in (Table 7) further reveals that the independent variables viz. education, extension

contact and mass media exposure are positively and significantly contributed to the most of the variation in communication behaviour among the cotton growers.

Table 7 Multiple regression analysis of independent variables with communication behaviour among the cotton growers

Variables	'b'	S.E	't' value
Age	0.158	0.697	1.663
Education	0.416	0.313	5.163**
Nature of family	-0.102	0.914	-1.394
Size of landholding	0.052	0.462	0.513
Farming experience	0.177	0.613	1.564
Socio-economic statuses	-0.040	0.066	-0.436
Annual income	0.063	0.629	0.705
Extension contact	0.238	0.261	3.288**
Mass-media exposure	0.374	0.236	4.484**
Risk preference	-0.072	0.219	-1.038
Innovativeness	-0.009	0.316	-0.146
Sources of information	0.146	0.270	1.863

*Significant at 5% level of probability,

**Significant at 1% level of probability

R² = 0.608, F=13.84

The cotton growers with high education tend to have wide knowledge about various enterprises that can be taken up. They might be also getting much information on various sources like print media and even internet on the subject of assistance, success stories of other growers as well as new initiatives of cotton crop. The cotton grower who having more extension contacts and mass media exposure they may

gain more knowledge than the average members of the community. Hence, they directly influence the communication behaviour of the growers. This finding was line with the findings of Sreeram *et al.* (2015).

In the Kurnool district majority of the cotton growers belonged to medium level of communication behaviour. These findings also indicate that, still in this current technological era also most of the growers getting information through friends/neighbors and input dealers. The reason might be that the functions of extension institutions like KVKs, ATMA and ATIC are permitted in to a limited area may be due to a large geographical area of the district and at the same time lack of interest from the farmers. Therefore, it may be concluded that there was a need to the policy makers and administrators should take care to design awareness programs regarding internet and agricultural based web sites, mobile apps and making easy accessibility of these sources at village level to make communication behaviour effective through using these precision forming in this era. Because the variables like mass media exposure, extension contacts are positively and significantly contributed to the most of the variation in communication behavior among the cotton growers.

Acknowledgment

The authors acknowledge the contributions of E. Ravi Goud, Daya Ram, and G. Dhanalakshmi, College of Agriculture, Central Agricultural University, Imphal, (Manipur) and Krishi Vigyan Kendra, Ygantipalle, Andhra Pradesh for their technical support and valuable contributions to the manuscript.

LITERATURE CITED

- Anonymous. 2016. Cotton industry in India. [https://www.ibef.org/ exports/cotton-industry-india.aspx](https://www.ibef.org/exports/cotton-industry-india.aspx). accessed on April 2017.
- Aparna R K, Metal S K and Goudapa S B. 2014. Information management of papaya growers of Karnataka. *Indian Research Journal of Extension Education* **14**(2): 31-35.
- Atul K S, Singh K K and Raj D P. 2015. Information seeking behaviour of soybean growers. *Journal of Communication Studies* **33**(2): 51-54.
- Dambazau S A, Srivastava J P and Tajudeen A. 2015. Communication behaviour of potato growers in Allahabad district of Uttar Pradesh. *Journal of Communication Studies* **33**(2): 48-55.
- Deepa T. 2016. Assessment of training programs through perception of KVK trainees in Imphal East district of Manipur. *M. Sc. (Agriculture) Thesis*, Department of Extension Education, COA, CAU, Imphal.
- Drulson R. 2011. A study on communication behaviour of potato growers in Eastkhasi district of Meghalaya. *M. Sc. (Agriculture) Thesis*, Department of Extension Education, COA, CAU, Imphal.
- Sandhu A S. 1993. *Text book on Agricultural communication process and methods*. Oxford and IBH publishing Co. Pvt. Ltd. pp 48-49.
- Sreeram V, Prasad S V and Lakshmi T. 2015. A study on entrepreneurial behaviour of Kudumbashree neighbourhood group (NHG) members in Kerala. *Indian Research Journal of Extension Education* **15**(2): 123-126.