Factors Influencing the Information Management Behaviour of Groundnut Growers in Salem District of Tamil Nadu

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Abstract

Groundnut is called as the king of oil seeds. Groundnut is major oil seed in India and it plays a major role in bridging the vegetables oil deficit in the country. It's haulms and leaves serve as a rich source of cattle feed and raw material for preparation of silage. Groundnut shell is used as fuel for manufacturing coarse boards, cork substitutes etc. Information management is an activity of primarily increase the knowledge level of the groundnut farmers, secondly it reduces or decreases uncertainty for decision-making process and thirdly, it can serve as representation of situation. A study was undertaken to analyze the factors influencing Information Management Behaviour of groundnut growers in groundnut cultivation. The study was taken-up in Sankari and Magudanchavadi blocks of Salem district of Tamil Nadu. A sample size of 120 groundnut cultivating farmers were selected by using proportionate random sampling technique There are thirteen variables selected for this study and they were measured by using appropriate tools and techniques The study focused on the association of the characteristic variables with the information management behaviour of the respondents in groundnut cultivation. As the result of the study, out of thirteen independent variables, seven variables viz., educational status, experience in groundnut cultivation, extension agency contact, mass media exposure, innovativeness, risk orientation and scientific orientation were found to have positive and significant association with information management behaviour of groundnut growers.

Groundnut is called as the king of oil seeds. It is also called as wounder nut, peanut and poor men's cashew nut. The botanical name of groundnut is *Arachis hypogaea* Linn, derived from two Greek words, Arachis meaning a legume and hypogaea meaning below ground, referring to the formation of pods in the soil. It is one of the most important oil and cash crop of our country [1]. Indian groundnut is available in different varieties: bold or runner, java or Spanish and red natal. Groundnut is major oil seed in India and it plays a major role in bridging the vegetables oil deficit in the country. Groundnut in India can be grown in both rabi and kharif seasons. In India, they due to change in climatic conditions and rainfall patterns, production of peanuts is also varying accounting to that. India is also known for exporting groundnut kernals, shells and oil cake forms to all countries including Indonesia, Malaysia, Philippines, Vietnam and Thailand. It plays a vital role in the oil seed economy of India [2]. India is also known for exporting groundnut kernals, shells and oil cake forms to all countries including Indonesia, Malaysia, Philippines, Vietnam and Thailand. It plays a vital role in the oil seed economy of India.

Agricultural information management was defined as the process of identifying and collection of information on agricultural technologies of origin, storing, updating and retrieving it whenever necessary to process manipulate and disseminate the processed information to various users [3]. The information management behaviour has been conceptualized as a composite measure of information seeking, evaluation, preservation, utilization and dissemination behaviour of the individual growers and each dimension of information management behaviour was analysed under selected agriculture operations and the growers selected for study were such that by performing all these four major operations they do cultivation. Information explosion in modern technologies had created a unique situation, making the recipients unable to understand and cope up with the vast amount of information [4]. There is a gap between those who use ideas and those who produce them. Information management is an activity of primarily increase the knowledge level of the groundnut farmers, secondly it reduces or decreases uncertainty for decision-making process and thirdly, it can serve as representation of situation [5].

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The quality of information is determined by how it can motivate human action and contribute to effective decision making. Further, the magnitude of modern technologies seems to be in advance of the capacity of the society for using and understanding them. Information to be 'value' for groundnut cultivators, it must possess certain desirable quantitative and descriptive characteristics. The primary characteristics which information must possess are relevance, availability and timeliness. Besides, certain desirable and necessary variable attributes of information are objectivity, sensitivity, comparability, consciousness and completeness [6-7]. The information has the quality dimension as well. Adoption of improved agricultural technology by groundnut cultivators mainly depends on effective utilization of sources of agricultural information and channels to which they are exposed directly or indirectly. Keeping in view, this study was conducted to analyse the factors influencing information management behaviour of groundnut growers in Salem district of Tamil Nadu.

MATERIALS AND METHODS

A research design is the detailed plan of investigation and it is the most important and critical aspect of research methodology. An appropriate research design enables the investigator to answer research questions as objectively, accurately and economically as possible and also to control variance. It is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. It constitutes the blue print for the collection, measurement and analysis of data [8]. The critical analysis, meaningful interpretation and conclusion can be brought out when justifiable variables are selected and appropriate measurement of the variables is followed.

Instead of creating a treatment, the researcher evaluates the effects of a naturally occurring phenomenon after their occurrence. In this process, the causes were earthed out, considering sociological and behavioural studies. The causes might be due to the personal and impersonal variables for the resultant behaviour. Since groundnut cultivation was an already existing phenomenon in the study area over a period of time, the *ex-post-facto* type of research was employed.

Salem district is surrounded by Villupuram district in east, Erode district in west, Dharmapuri district in north and Namakkal district in south. The major soil types found in Salem district are red calcareous, black soil, brown calcareous soil, red collurial calcareous, alluvial calcareous and brown soil non-calcareous is furnished. The major irrigation sources are canals and tube wells in Salem district. The other sources of irrigations are tanks and ordinary wells. The principal crops grown in this district are paddy, ragi, sorghum, and maize. Further, vegetable crops like tomato, bhendi, brinjal, chillies and flower crops like jasmine, rose, crossandra and chrysanthemum are grown. Major fruit crops cultivated are mango, guava and banana and groundnut is major oilseed crop in this district.

The study was taken-up in Sankari and Magudanchavadi blocks of Salem district of Tamil Nadu. A sample size of 120 groundnut cultivating farmers was selected by using proportionate random sampling technique. By having discussion with social scientists and on perusal of past researches, a list of variables was identified and sent to judges opinion to ascertain the degree of relevancy of each of these variables for the study. The responses of judges were quantified by assigning scores of 3,2 and 1 for most relevant, relevant and irrelevant respectively. The variables with 80.00 per cent relevancy and above the scores were selected for the study. They were age, educational status. occupational status. annual income, area under groundnut cultivation, experience in groundnut cultivation, extension agency contact, social participation, mass media exposure, innovativeness, risk orientation, scientific orientation and training undergone. Zero-order correlation was worked out to find out the degree of relationship of independent variables with dependent variable.

RESULTS AND DISCUSSION

Relationship of characteristics of the respondents with their information management behaviour

This section gives the association of the characteristic variables with the information management behaviour. For studying the correlation of independent variables towards dependent variable information management behaviour, the statistical tool namely zero-order correlation analysis was employed and the results have been presented and discussed from (Table 1).

Table 1 Association of characteristics of the respondents with their information management behaviour (n=120)

Var. No.	Variables	'r' value
X_1	Age	-0.076NS
X_2	Educational status	0.271**
X_3	Occupational status	0.142NS
X_4	Annual income	0.017NS
X_5	Area under groundnut cultivation	0.106
X_6	Experience in groundnut cultivation	0.267**
X_7	Extension agency contact	0.207*
X_8	Social participation	0.145NS
X_9	Mass media exposure	0.231*
X_{10}	Innovativeness	0.181*
X_{11}	Risk orientation	0.209*
X_{12}	Scientific orientation	0.298**
X_{13}	Training undergone	-0.102NS

**Significant at 0.01 per cent level of probability
*Significant at 0.05 per cent level of probability
NS- Non-significant

Association of characteristics of the respondents with their information management behaviour

It could be seen from (Table 1), exhibited that out of the thirteen independent variables considered for the study, only seven variables namely educational status (X_2), experience in groundnut cultivation (X_6), extension agency contact (X_7), mass media exposure (X_9), innovativeness (X_{10}), risk orientation (X_{11}) and scientific orientation (X_{12}) had positively and significantly associated towards the information management behaviour of the respondents.

Out of above seven variables, three variables had shown positive and significant relationship with their information management behaviour at one per cent level of probability and they were educational status (X_2), experience in groundnut cultivation (X_6) and scientific orientation (X_{12}). The variables extension agency contact (X_7), mass media exposure (X_9), innovativeness (X_{10}) and risk orientation (X_{11}) were found to be positive and significant association at five per cent level of probability.

The correlation value for the rest of the six variables showed non-significant association with the information management behaviour. All these characteristics that had exhibited significant relationship with their information management behaviour of the groundnut growers were taken for discussion and presented here under. Education had created a positive and significant association with their information management behaviour of groundnut grower at 0.01 per cent level of probability respectively. This might due to the fact that majority of the respondents had acquired education and situation might have influenced the respondents to involve themselves intensively in information techniques. The impact of the respondents was assessed mainly in terms of improvement in literacy level. The respondent with higher education would have easily understood the information acquiring on groundnut cultivating practices [9-10].

Experience in groundnut cultivation had shown positive and significant association at 0.01 per cent level of probability. A majority of the respondents were having medium level of experience in groundnut cultivation. This might have influenced them to realise higher information management in groundnut cultivation. It may be stated that more experience in groundnut farming would have enhanced the information needs of the respondents [11].

Extension agency contact of the respondents had positive and significant association with their information management behaviour of groundnut grower at 0.05 per cent level of probability. Majority of the respondents having medium level contact with extension agency and it might have influence to get more information for better information management behaviour by the groundnut growers. It may be stated that more extension agency contact increases the information seeking behaviour of the respondents [12].

Mass media exposure of the respondents had positive and significant with their information management behaviour of groundnut growers at 0.05 per cent level of probability. Majority of the respondents having medium to high level of

mass media exposure in groundnut cultivation. The respondents with more mass media exposure would have easily acquiring information on groundnut cultivation practices. It stated that more exposure to various kinds of mass media makes an individual to have more orientation on information management [13].

Innovativeness of the respondents had positive and significant with their information management behaviour of groundnut growers at 0.05 per cent level of probability. Most of the respondents had medium level of Innovativeness. The high level of positive significant relationship would engage the groundnut farmers to acquire adequate information regarding the groundnut practices [14-15].

Risk orientation had shown positive and significant association at 0.05 per cent level of probability. Most of the respondents had medium level of risk orientation. Thus, it is quite obvious for the respondents with high risk bearing tendency to have increased information management in groundnut cultivation for better utilisation of information, resources and for getting additional income. Thus, it may be stated that increase the information management behaviour [16].

Scientific orientation had a positive and significant association with their information management behaviour of groundnut growers at 0.01 per cent level of probability. The farmers who had higher aspiration to adopted more scientific method of groundnut cultivation practices. Practices would have adopted the technologies to a higher extent. As most of the farmers had medium to low level of scientific orientation. Hence, it may be stated that the respondents who had high level of scientific orientation were having higher information management in groundnut farming [17].

CONCLUSION

A sample size of 120 groundnut cultivating farmers were selected by using proportionate random sampling technique. Thirteen socio-economic and psychological variables were measured by using appropriate tools and using techniques. The information management behaviour was considered as a dependent variable. Similarly, to identified the relationship of characteristics of the respondents with information management behaviour. Out of Thirteen independent variables, seven variables viz., educational status, experience in groundnut cultivation, extension agency contact, mass media exposure, innovativeness, risk orientation and scientific orientation were found to have positive and significant association with information management behaviour of groundnut growers. Hence, the extension agencies should consider these characteristics, while selecting the trainees for training. The findings on characteristics of the groundnut growers and its association with information management behaviour would help the extension personnel of the department of agriculture and government of Tamil Nadu in understanding the groundnut growers and designing appropriate strategies to increase the groundnut production in Salem district.

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