

## ECONOMIC MOTIVATION AND ITS RELATIONSHIP WITH ATTITUDE OF AGRICULTURAL PERSONNEL TOWARDS E-AGRICULTURAL PORTAL

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### ABSTRACT

*Economic motivation plays an important role in shaping attitude of an individual. Keeping this in view, an attempt has been made to study Economic motivation and its relationship with attitude of agricultural personnel towards e-agricultural portal. The result of study revealed that slightly more than three-fourth (79.00 per cent) of the Agricultural Personnel were found with low to medium level of economic motivation. The result of study also revealed that the economic motivation of the agricultural personnel had positive and non-significant relationship with their attitude towards e-agricultural portal.*

**Keywords:** economic motivation, attitude towards e-agricultural portal, agricultural personnel

### INTRODUCTION

E-Agriculture is an emerging field focusing on the enhancement of agricultural and rural development through improved information and communication processes. E-Agriculture is a relatively new term and we fully expect its scope to change and evolve as our understanding of the area grows. Economic motivation plays an important role in shaping attitude of an individual (Vinaya et al. 2017). Keeping the above facts in view, an attempt has been made to study the economic motivation and its relationship with attitude of agricultural personnel towards e-agricultural portal.

### OBJECTIVE

To know the economic motivation and its relationship with attitude of agricultural personnel towards e-agricultural portal

### METHODOLOGY

The present study was undertaken in Gandhinagar district of Gujarat state. In the Gandhinagar district, personnel from departments of Agriculture, Horticulture, Animal Husbandry, Government of Gujarat working at Krushibhavan, Gandhinagar were selected purposively. From that 100 agricultural personnel were selected by using simple random sampling method for the study.

#### Economic motivation

Economic motivation of Agricultural Personnel was measured with the help of scale developed by Supe (1969) with due modifications. The responses of the respondents were obtained against each item in terms of their agreement or disagreement with statement on five-point continuum ranging from strongly agree to strongly disagree. Statement number 1, 2, 3 and 4 were positive statements 5 and 6 were negative. The positive and negative statements were scored as below:

Statement	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Positive	5	4	3	2	1
Negative	1	2	3	4	5

Maximum score one could obtain was 30 and minimum could be 6. On the basis of arbitrary method, the respondents were grouped into the following five categories:

No.	Category	Score Range
1	Very low	Up to 10.80
2	Low	>10.80 to 15.60
3	Medium	>15.60 to 20.40
4	High	>20.40 to 25.20
5	Very high	>25.20 to 30.00

Karl person coefficient of correlation(r) was calculated to find out the relationship between extension contact and attitude of agricultural personnel towards e-agricultural portal.

### RESULTS AND DISCUSSION

#### Economic motivation

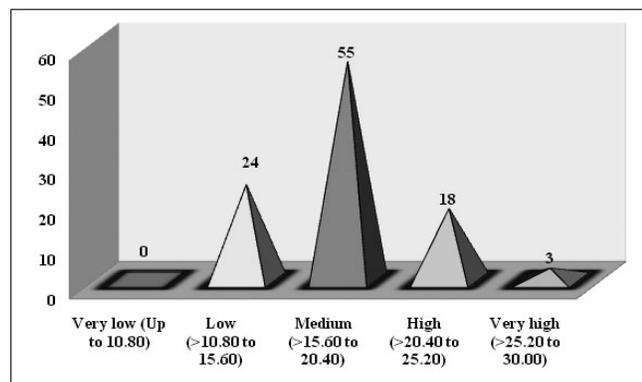
It is obvious that economically motivated Agricultural Personnel are more oriented towards maximization of profit from service with other occupation as

they place relatively more value on economic ends. The data in regards of economic motivation of respondents are shown in Table 1 and diagrammatically depicted in Figure 1.

**Table 1: Distribution of the respondents according to their economic motivation n=100**

No.	Economic motivation with Score	Frequency	Per cent
1	Very low (Up to 10.80)	00	00.00
2	Low (>10.80 to 15.60)	24	24.00
3	Medium (>15.60 to 20.40)	55	55.00
4	High (>20.40 to 25.20)	18	18.00
5	Very high (>25.20 to 30.00)	03	03.00

It is evident from the data reported in Table 1 that slightly more than half (55.00 per cent) of the Agricultural Personnel had medium level of economic motivation, followed by 24.00 per cent of them were with low level, 18.00 per cent were with high level and 03.00 per cent were with very high level of economic motivation. No one was with very low level of economic motivation. Probable reason might be that they all are Govt. employees.



**Fig. 1 : Distribution of respondents according to their economic motivation**

From the above table it can be concluded that slightly more than three-fourth (79.00 per cent) of the Agricultural Personnel were found with low to medium level of economic motivation. This finding is more or less in conformity with Desai (1997) and Damor (2014).

**Economic motivation and attitude**

It is clear from calculated value of  $r = 0.024$  that economic motivation of the agricultural personnel had positive and non-significant relationship with their attitude towards e-agricultural portal. Hence, the null hypothesis that “there is no relationship between economic motivation of the agricultural personnel and their attitude towards

e-agricultural portal” was accepted. Thus, it can be concluded that economic motivation of agricultural personnel had not played significant influence on their attitude towards e-agricultural portal. Probable reason might be that they all were Govt. employees belonged to low to medium economic motivation group.

This finding is not found in line to the findings reported by Patel (2006) and Dhole (2009).

**CONCLUSION**

From above study it is revealed that slightly more than three-fourth (79.00 per cent) of the Agricultural Personnel were found with low to medium level of economic motivation.

It is also revealed that the economic motivation of the agricultural personnel had positive and non-significant relationship with their attitude towards e-agricultural portal.

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