

RELATIONSHIP WITH PROFILE OF MOBILE OWNERS AND THEIR KNOWLEDGE

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ABSTRACT

Agriculture is an emerging field focusing on the empowerment of agricultural and rural development in India. Mobile technology has become quicker in the world for transmitting information in forms of voice, video, animated messages, photographs, written messages, maps, various data and services. It has given new way of thinking and approach to farmers for making their own decision. So, a study was conducted to know the relationship between personal profile of respondents and their knowledge about mobile phone. The Study was conducted in five talukas of Surat district and reveal that, out of fifteen independent variables, gender, education, scientific orientation, innovativeness, source of information, extension contact and group cohesiveness were positively and significantly related.

Keywords: mobile phone, relationship, knowledge

INTRODUCTION

Mobile phone is one of the major tool and source for communication around the world. It is one of the best forms of technology for transferring the information via SMS, MMS, animated message, photo or direct calling to concern person. Coverage of mobile phone and subscription were expanded day by day in developing countries. It was estimated that 80 per cent of the population live in the range of mobile phone network. Knowledge is a body of understood information possessed by an individual or by a community. Knowledge helps an individual to adopt it very easily. Knowledge to use mobile phone helps the farmers for improving their standard of living. Profile of respondents includes personal, economic, social and psychological characters. Thus, the study explores the new ways to reach out among the farming community through dissemination of useful information and strengthening the farmer community with latest technology. So, the present study was carried out to find out the relationship between profile of respondents and their knowledge about mobile phone with following objectives.

OBJECTIVES

- (1) To study the profile of mobile phoneowners
- (2) To ascertain the relationship between profile of mobile owners and their knowledge about mobile

phonetechnology

METHODOLOGY

Present study was conducted in Surat district of South Gujarat. Among ten talukas of Surat, five talukas viz.; Kamrej, Palsana, Olpad, Bardoli, Mandvi were selected for the study. The farmers of mobile phone owners were the respondents for the study. The name and mobile numbers was obtained from the record of KVK, Surat and taluka wise they were classified. From each lists, 10 farmers, was randomly selected hence, 50 respondents was the sample size for the study. An ex-post-facto research design was applied. Objective wise structural schedule was prepared and for data collection a personal contact method was followed. Data was analyzed with suitable statistics and relationship was obtained by the used of correlation of coefficient for inference.

RESULTS AND DISCUSSION

Profile of mobile phoneowners

On the basis of extensive review of literature and discussions with the experts, some important personal, economic, social and psychological characters have been selected in the present study. The data of these characteristics were analyzed and presented in the table 1 with an object to draw a general picture of the respondents having mobilephone.

Table 1: Distribution of mobile phone owners according to their personal profile

(n = 50)

Personal profile	Category	No.	Per cent
Age	Young age (Up to 30 year)	6	12.00
	Middle age (31 to 50 year)	37	74.00
	Old age (Above 50 year)	07	14.00
Gender	Male	45	90.00
	Female	05	10.00
Education	Illiterate	05	10.00
	Primary (1 st to 8 th standard)	13	26.00
	Secondary (9 th to 10 th standard)	12	24.00
	Higher secondary (11 th and 12 th standard)	17	34.00
	Graduate	03	06.00
	Post Graduate	00	00.00
Size of family	Small (up to 4 members)	22	44.00
	Medium (5 to 9 Members)	22	44.00
	Large (more than 9 members)	06	12.00
Land holding	Marginal (Up to 1.00 ha)	03	06.00
	Small (1.01 to 2.00 ha)	14	28.00
	Medium (2.01 to 4.00 ha)	22	44.00
	Large (above 4.00 ha)	11	22.00
Occupation	Farming	41	82.00
	Farming + Job	09	18.00
Annual income	Very Low (Up to ₹ 50,000)	03	06.00
	Low (₹ 50,001 to 1,00,000)	09	18.00
	Medium (₹ 1,00,001 to 2,00,000)	18	36.00
	High (₹ 2,00,001 to 3,00,000)	14	28.00
	Very High (Above ₹ 3,00,001)	06	12.00
Social participation	No membership	00	00.00
	Membership in one organization	20	40.00
	Membership in two organizations	17	34.00
	Membership in more than two organizations	10	20.00
	Membership along with position holding	03	06.00
Farming experience	Very low (Up to 5 years)	02	04.00
	Low (6 to 10 years)	10	20.00
	Medium (11 to 15 years)	06	12.00
	High (16 to 20 years)	13	26.00
	Very High (21 and above)	19	38.00
Economic motivation	Very low (6.00 to 10.80)	00	00.00
	Low (10.81 to 15.60)	00	00.00
	Medium (15.61 to 20.40)	02	04.00
	High (20.41 to 25.20)	15	30.00
	Very high (25.21 to 30.00)	33	66.00

Personal profile	Category	No.	Per cent
Scientific orientation	Very low (6.00 to 10.80)	00	00.00
	Low (10.81 to 15.60)	00	00.00
	Medium (15.61 to 20.40)	11	22.00
	High (20.41 to 25.20)	18	36.00
	Very high (25.21 to 30.00)	21	42.00
Innovativeness	Very low (8.00 to 14.40)	00	00.00
	Low (14.41 to 20.80)	03	06.00
	Medium (20.81 to 27.20)	07	14.00
	High (27.21 to 33.60)	19	38.00
	Very high (33.61 to 40.00)	21	42.00
Source of information	Hardly assess the information (Up to 24.4 score)	11	22.00
	Frequently assess the information (24.4 to 32.7 score)	30	60.00
	Regularly assess the information (Above 32.7 score)	09	18.00
Extension contact	Lower extension contact (Up to 07.54 score)	12	24.00
	Moderate extension contact (07.54 to 13.41 score)	28	56.00
	Higher extension contact (Above 13.41 score)	10	20.00
Group cohesiveness	Poor cohesiveness (up to 13.2388)	07	14.00
	Medium cohesiveness (13.2388 to 19.6812)	34	68.00
	High cohesiveness (above 19.6812)	09	18.00

Table 1 indicates that, Majority of the respondents belonged to middle age group. The probable reason might be that the parental occupation must have been shouldered by middle age group farmers. Most of the respondents were male because of women are still involved with household works and work as housewives in village area. More than one-half (58.00 per cent) of the respondents had secondary to higher level of education. This might be due to their fair awareness about the significance of education in overall development of their life and facilities of schooling are available in village of Surat district. While, 44.00 per cent of respondents were from small and medium size of family and majority (72.00 per cent) of the respondents had small to medium size of land holding with major (82.00 per cent) occupation as farming. The 36.00 per cent of the respondents had annual income ranging from rupees 1,00,001 to 2,00,000. Great majority (74.00 per cent) of the respondents had membership in one and two organization.

The data presented in Table 1 revealed that nearly two-third (64.00 per cent) of the respondents had high to very high level of farming experience. The probable reason for having high

to very high level of farming experience is due to majority of the farmers had farming as their ancestral occupation. Great majority (96.00 per cent) of the respondents had high to very high level of economic motivation. It could be due to the aspiration for higher returns from farming to have a better standard of living. Majority (78.00 per cent) of the respondents had high to very high level of scientific orientation, overwhelming 80.00 per cent of the respondents had very high to high level of innovativeness. This might be due to frequent contact with extension personals and scientists of Navsari Agriculture University of the respondents to seek change in forming their own operation as and when found practicable and feasible. Data reveal that, 60.00 per cent of the respondents were frequently assessing the information; Majority (56.00 per cent) of the respondents had moderate extension contact and more than two-third (68.00 per cent) of the respondents had medium group cohesiveness.

Relationship between profile of mobile owners and their knowledge about mobile phone technology

Relationship between the personal profile of mobile phone user viz.; age, gender, education, size of family, land

holding, occupation, annual income, social participation, farming experience, economic motivation, scientific orientation, innovativeness, source of information, extension contact and group cohesiveness with knowledge about mobile phone were worked out with the help of correlation coefficient (r). The data are presented in table 2.

Table 2: Relationship between profile of mobile owners and their knowledge about mobile phonetechnology (n = 50)

Sr. No.	Independent variable	Correlation of coefficient 'r'
X ₁	Age	-0.6043**
X ₂	Gender	0.3273**
X ₃	Education	0.7248**
X ₄	Size of family	0.1940
X ₅	Land holding	0.1540
X ₆	Occupation	0.0441
X ₇	Annual income	0.1537
X ₈	Social participation	0.1096
X ₉	Farming experience	0.2346
X ₁₀	Economic motivation	0.1290
X ₁₁	Scientific orientation	0.6276**
X ₁₂	Innovativeness	0.5912**
X ₁₃	Source of information	0.5476**
X ₁₄	Extension contact	0.6241**
X ₁₅	Group cohesiveness	0.2877*

** Significant at 0.01 level of probability

* Significant at 0.05 level of probability

Out of fifteen independent variable, seven viz.; gender (0.3273**), education (0.7248**), scientific orientation (0.6276**), innovativeness (0.5912**), source of information (0.5476**), extension contact (0.6241**), group cohesiveness (0.2877**) were positively and significantly related, while age (-0.6043**) was negatively and significantly related to their knowledge about mobile phone technology. Other seven variables viz.; size of family (0.1940), land holding (0.1540), farming experience (0.2346), occupation (0.0441), annual income (0.1537), social participation (0.1096), economic motivation (0.1290) could not establish any significant relation with the knowledge about mobile phone technology.

CONCLUSION

From the above results it can be conclude that, gender, education, scientific orientation, innovativeness, source of information, extension contact and group cohesiveness were positively and significantly related. This infers that the young

farmers were more prone towards mobile phone technology than older.

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