# COMMUNICATION BEHAVIOUR OF COCONUT GROWERS IN TIRUPPUR DISTRICT OF TAMIL NADU

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## Abstract

The present investigation was designed to determine the profile of coconut growers, to analyse the communication behaviour. The study was undertaken in selected six villages from Gudimangalam block of Tiruppur District in Tamil Nadu. Sixty farmers were selected by using proportionate random sampling technique from the selected six villages. Data were collected by using interview schedule and the collected data were analyzed by using appropriate statistical methods like percentage analysis, communicative frequency and zero order correlation were used for analyzing and interpreting the data. The results of this study showed that majority of the respondents were found to have medium level of communication behaviour. The utilization of personnel cosmopolite sources were relatively less when compared to personal localite and impersonal cosmopolite channel.

*Key words:* Communication behaviour, Coconut growers.

## Introduction

The growth and development of Agriculturally predominant nation like India mainly depends on the progress in science and technology. In the developing world today, it is not the lack of technology that worries, but is the rate of transfer of technology from the points of production to the clients of its utilization. In the field of Agriculture alone, farmers in most of the developing countries do not keep pace with the fast developing technology. So there is an increasing gap between innovations in the laboratories and their adoption in the field.

## Materials and Methods

The present investigation was designed to determine the profile of coconut growers, to analyse the communication behaviour. The study was undertaken in selected six villages from Gudimangalam block of Tiruppur District in Tamil Nadu. Sixty farmers were selected by using proportionate random sampling technique from the selected six villages. Data were collected by using interview schedule and the collected data were analyzed by using appropriate statistical methods like percentage analysis, communicative frequency and zero order

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## Results and Discussion

An attempt has been made in this study to analyse the communication behaviour of coconut growers.

**Over all communication behaviour of coconut growers:**

The distribution of respondents according to their communication are analysed and furnished in table 1 and fig. 1.

It could be seen from the table 1 that around fifty percent (50.00 percent) of the respondents had medium level of communication it behaviour followed by low (30.83 percent) and high level (19.17 percent) communication behaviour. This may be due to the more awareness about. He social organizations and frequent contact with the extension personal be the reason for more communication behaviour. This lead to more finding and discussion among the coconut growers. This finding is in line with findings of Prathap Singh, (2012).

**Table 1:** Distribution of respondents according to their overall communication behaviour (n = 120).

| S.No. | Category | Number of respondents | Percent |
|---|---|---|---|
| 1. | Low | 37 | 30.83 |
| 2. | Medium | 60 | 50.00 |
| 3. | High | 23 | 19.17 |
| | **Total** | **120** | **100.00** |

## Relationship between the Characteristics of the Respondents with their Communication and Marketing behaviour:

The findings related to association and contribution of socio-personal and socio-psychological characteristics with communication and marketing behaviour of coconut growers are presented and discussed in this section.

## Association and contribution of characteristics of coconut growers towards their communication behaviour

To find out the relative association and contribution of selected dependent variables towards communication behaviour, correlation co-efficient and multiple regression analysis were worked out. The results are resented in the table 2.

## Correlation analysis

From the table 2 it could be concluded that out of fifteen independent variables, four variables, *viz.*, social participation, innovativeness, information sources utilization, market perception had exhibited positive and significant association with the communication behaviour at 0.01 level of probability. Hence, these factors may be considered while implementing various development programmes for coconut growers. The other variables
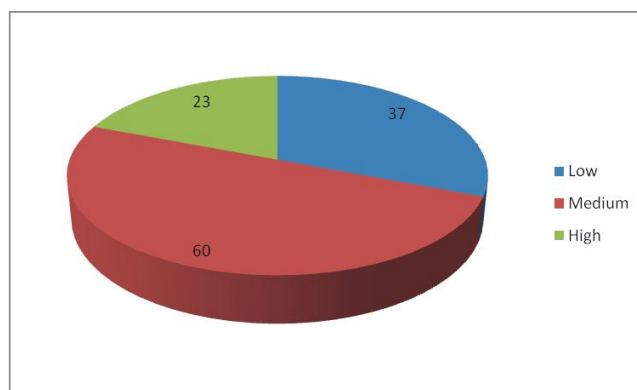


**Fig. 1:** Distribution of respondents according to their overall communication behaviour.

age, educational status, farming experience, mass media exposure, had shown positive and significant association with communication behaviour at 0.05 level of probability. The variable market orientation had negative significant association at 1 percent level. A non-significant association was observed "or other variables *viz.*, farm size, experience in coconut cultivation, extension agency contact, risk orientation, scientific orientation and economic motivation.

## Regression analysis

Simple correlations will explain only the nature of association. In order to find out the relative contribution of each variables towards the communication behaviour, multiple regression analysis was carried out. It could be observed from the table 2 that all the fifteen independent variables taken together explained to the extent of 73.10 percent variation in the communication behaviour of the coconut growers. The "F" value (3.510) was found to be

**Table 2:** Zero order correlation and multiple regression of Communication behaviour with independent variables (n = 120).

| Variables No. | Independent variables | r' value | Standard error and reg, co-efficient | Partial regression co-efficient (b) | t' value |
|---|---|---|---|---|---|
| $X_1$ | Age | 0.324 * | 0.701 | -0.821 | 1.201 NS |
| $X_2$ | Educational status | 0.325 * | 0.271 | 0.334 | 2.321** |
| $X_3$ | Farm size | 0.020 NS | 0.265 | -0.102 | -0.354 NS |
| $X_4$ | Fanning experience | 0.327 * | 0.090 | -0.230 | 2.541 ** |
| $X_5$ | Experience in coconut cultivation | -0.028 NS | 0.080 | -0.101 | -1.008NS |
| $X_6$ | Social participation | 0.337 ** | 0.045 | 6.483 | 0.140NS |
| $X_7$ | Extension agency contact | 0.123NS | 0.022 | 3.267 | 2.330 ** |
| $X_8$ | Mass media exposure | 0.231 * | 0.034 | 1.836 | 0.537 NS |
| $X_9$ | Innovativeness | 0.244 ** | 0.401 | -0.301 | -0.735 NS |
| $XI_{10}$ | Risk orientation | -0.035 NS | 0.033 | -0.803 | -1.401NS |
| $X_{11}$ | Scientific orientation | 0.070 NS | 0.037 | 5.464 | 2.507 ** |
| $X_{12}$ | Economic motivation | 0.059 NS | 0.038 | 1.391 | 0.389 NS |
| $X_{13}$ | Market orientation | -0.215* | 0.080 | -0.245 | -3.365 NS |
| $X_{14}$ | Information source utilization | 0.369 ** | 0.029 | -5.543 | -0.298 NS |
| $X_{15}$ | Market perception | 0.478 ** | 0.109 | 4.610 | 0.476 NS |
| $R^2$- 0.731; a = 29.522; F = 3.510; * Significant of 5 per cent level; ** Significant of 1 per cent level; NS = Non Significant | | | | | |

significant. The linear regression equation fitted was as follows.

$Y = 29.522 - 0.824 \, X! + 0.334 \, X_2 - 0.102 \, X_3 - 0.230 \, X« - 0.101 \, X_5 + 6.483 \, X* + 3.267 \, X_7 + 1.836 \, X_8 - 0.301 \, X_9 - 0.803 \, X_{10} + 5.464 \, X_n + 1.391 X_{,2} - 0.245 \, X_{13} - 5.543 \, xH + 4.610 \, X_{15}.$

So, it may be concluded that only four variables *viz.*, educational status, farming experience, extension agency contact and scientific orientation contributed significantly and positively towards communication behaviour.

In other words it may be interpreted that more educational status, high level of farming experience, extension agency contact, scientific orientation would result in increased level of communication behaviour of coconut growers. The regression equation was evaluated for significance of each variable for its influence on communication behaviour ($y_1$ both at mean level and ceteris paribus condition. The revealed that in an unit increase in educational status, farming experience, extension agency contact and scientific orientation the communication behaviour level would increased by 2.32 units, 2.54 units.

## Conclusion

On the basis of the major findings of this study, certain broad implication that may be useful for the improvement of the communication behaviour of the coconut growers. Moderate level of communication behaviour was observed among the coconut growers. The utilization of personal cosmopolite sources was relatively less when compared to other two sources. Hence, it is necessary to improve the credibility of gross root level extension services. The State Department of Agriculture should frame effective communication strategy in order to increase the utilization of various extension service by strengthening the number of extension workers and also proper consideration should be given while fixing the target for the extension workers to popularize the technologies.

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