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Factors Associated with Pattern of Source Utilisation Among Cumin Growers

C. P. Desai* M. R. Patel and Arun A. Patel

Directorate of Extension Education, Gujarat Agricultural University, Ahmedabad

ABSTRACT

The present study was carried out in five talukas of Bhavnagar district to study the factors associated with pattern of source utilization among cumin growers. The results indicated that the source utilization pattern among the respondents having different levels of personal socio-economic characteristics was different at initial stage. While the respondents possessing different personal socio-economic characteristics (except education) had same pattern of information source utilization at detailed information seeking as well as decision taking stage.

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INTRODUCTION

The information sources utilized by the farmers play an important role in adopting the new technology thereby increasing farm production and improving farmers' conditions. Farmers of different categories differ in their utilization of information sources.

Singh and Singh (1976) reported that small farmers mostly used the localite sources such as progressive farmers, neighbours relatives and friends. Chole and Rahudkar (1978) found that education and social participation were found to be associated with source utilization. It has been observed from the previous studies that different socio-economic characteristics of farmers are important factors influencing utilization of different information sources. Therefore, it is necessary to know the association of socio-economic characteristics with utilization of information sources. Hence, the present investigation was planned and undertaken to study the factors associated with pattern of source utilization among cumin growers.

MATEIRIALS AND METHODS

This investigation was carried out in five talukas of Bhavnagar district of Gujarat State during the year 1990-91. Two stage random sampling design was used to select a sample for the study. Thus, 205 respondents were randomly selected and the data were collected by arranging personal interview.

The sources of information utilized by the respondents at various stages of adoption process viz., initial detailed information seeking and decision taking stage were worked out. To

*Present address : Technical Officer, Directorate of Extension Education, GAU, Ahmedabad.

determine the relationship between sources of information utilized at initial, detailed information seeking and decision taking stages of adoption and the selected personal socio-economic characteristics of the cumin growers, spearman correlation (rs) was worked out by using the following formula of George W. Snedecor and William G. Cochran :

$$Rs = 1 - \frac{6 \sum d^2}{n (m^2 - 1)}$$

where,

rs = Ordinary correlation co-efficient rank value between different categories of farmers.

d = Difference between ranking of two pairs.

n = Number of pairs.

RESULTS AND DISCUSSION

(a) Initial stage of adoption

The information regarding association of some selected personal socio-economic characteristics and sources of information used by cumin growers at initial stage of adoption is presented in table 1.

The rank co-relation co-efficient (rs) was computed on the basis of rank assigned to each source of information according to its frequency in different categories of farmers. Therefore, value of rs provides a means which is generally accepted for the measurement of relationship between different categories of farmers.

Thus, it is evident from the non-significant values of rs presented in table 1 that there existed no co-relation

TABLE 1

Relationship between some personal socio-economic characteristics and sources of information used at initial stage.

Relationship	*rs Value*	
Sources of information and age	0.524	N.S.
Sources of information and education	0.601	N.S.
Sources of information and highest level of education in family	0.345	N.S.
Sources of information and average educational level of family	0.452	N.S.
Sources of information and size of family	0.458	N.S.
Sources of information and type of family	0.452	N.S.
Sources of information and social participation	0.351	N.S.
Sources of information and size of land holding	0.327	N.S.
Sources of information and economic status	0.595	N.S.

N. S. = Non Significant.

between the respondents of different categories in their source utilization at initial stage of adoption. In this way, the respondents of different age groups having different levels of education, different average educational level of the family, different sizes of family, different types of family, differential social participation, different sizes of land holding, different categories of economic did differ in source utilization for information at initial stage of adoption.

(b) Detailed information seeking stage of adoption

The data (table 2) reveal that 'rs' value (0.434) for relationship between sources of information and education was found non-significant. It means the farmers having different levels of education did differ regarding the rank order of information sources used by them at detailed information seeking stage.

It is also indicated from the data presented in table 2 that 'rs' values (0.705, 0.835, 0.668, 0.912, 0.820, 0.686 and 0.874) were found highly significant at 0.01 level of significance. It means that greater similarity between two groups of respondents of different age having different average educational level of family, different sizes of family, differential social participation and different sizes of land holding regarding their source utilization at detailed information seeking stage.

Moreover, it is obvious from the data (Table 2) that the respondents possessing different categories of economic status (i.e. below and above mean score) had used almost similar sources of information at detailed information seeking stage.

TABLE 2

Relationship between some socio-economic characteristics and sources of information used at detailed information seeking stage.

Relationship	*rs Value*
Sources of information and age	0.705**
Sources of information and education	0.434 N.S.
Sources of information and highest level of education in family.	0.835**
Sources of information and average educational level of family.	0.668**
Sources of information and size of family.	0.912**
Sources of information and type of family.	0.820**
Sources of information and social participation	0.686**
Sources of information and size of land holding	0.874**
Sources of information and economic status	0.515*

N.S. — Non Significant.
* — Significant.
** — Highly Significant.

(c) Decision taking stage of adoption

The findings obvious from the data presented in Table 3 are as under :

(i) The calculated 'rs' value (0.767) was found to be highly significant, indicating thereby similarity between two different age groups of the respondents (i.e. below and above mean age) in their pattern of source utilization at decision taking stage.

(ii) The computed 'rs' value (0.883) highly significant reflecting that the respondents having different levels of education did not differ in their source utilization at decision taking stage.

(iii) It can be said from the highly significant 'rs' (0.883) that the source utilization pattern was similar among two groups of respondents having highest level of education in the family upto primary and above primary at decision taking stage.

(iv) The computed 'rs' value (0.862) was found to be highly significant stating source utilization pattern was almost similar between the two groups of respondents having different levels of average education of the family.

(v) The calculated 'rs' value (0.854) was found to be highly siginificant indicating the respondents having different sizes of family did not differ in their source utilization at decision taking stage.

(vi) The rank co-relation co-efficient value (0.967) was found to be highly significant, stating thereby high closeness between two different groups of respon-

TABLE 3

Relationship between some personal socio-economic characteristics and sources of information used at decision taking stage.

Relationship	*rs Value*
Sources of information and age	0.767**
Sources of information and education	0.883**
Sources of information and highest level of education in family.	0.883**
Sources of information and average educational level of family.	0.862**
Sources of information and size of family	0.854**
Sources of information and type of family	0..967**
Sources of information and social participation	0.971**
Sources of information and size of land holding	0.867**
Sources of information and economic status	0.950**

**Highly significant.

dents (i.e. nucleous and joint type of family group) in source utilization at decision taking stage.

(vii) The 'rs' values (0.971, 0.862, 0.950) were also found to be highly significant indicating similarity between two groups of respondents having different levels of social participation (i.e. no participation and participation group), different sizes of land holding and different economic status (i.e. below and above mean score) in their source utilization at decision taking stage.

Implication

The pattern of source utilization was similar among the respondents having different levels of personal and socio-economic characteristics at detailed information seeking and decision taking stage. Hence, the counselling agencies should approach uniformly to all types of farmers and should not make any discrimination between gropus of farmers while working out the plan for providing information and guidance to them. Moreover, the variation in the selected personal socio-economic characteristics had caused variation in the information sources utilized by the respondents at initial stage of adoption. Therefore, it is desirable for counselling agencies to consider the differentiative effects of personal socio-economic characteristics of farmers during planning for dissemination of information at initial stage of adoption.

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