



RESEARCH ARTICLE :

Socio-economic factors affecting entrepreneurial behaviour of agripreneurs of KAU technology

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SUMMARY : Socio-economic factors influencing entrepreneurial behaviour among agripreneurs of Kerala Agricultural University's technology were analysed. The specific objective was to study the factors affecting entrepreneurial behaviour of agripreneurs. Data were collected from 100 respondents who had adopted KAU technology were selected using simple random sampling technique. Structured interview schedule was used to collect the data. Data collected were analysed using Karl Pearson's correlation co-efficient. The result revealed that socio-economic factors such as education, attitude towards self-employment, mass media contact, social participation and economic motivation were significantly and positively influencing the entrepreneurial behaviour of agripreneurs. Whereas age, annual income, trainings received, self-reliance and occupational status had no significant relationship with entrepreneurial behaviour of agripreneurs.

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Agripreneurs, Socio-economic factor, KAU technology

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