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## Analysis of information seeking behavior of women entrepreneurs in dairying enterprise

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### Abstract

It refers to the frequency with which the sources were consulted by the respondents in order to seek information regarding animal husbandry and agriculture related information. Sources of information included personal localite channels, personal cosmopolite channels and impersonal cosmopolite channels. Information seeking behavior size was categorized into three groups, viz., Personal localite, Personal cosmopolite and Impersonal Cosmopolite Channel, The result revealed that In Personal localite category information seeking behavior was found in 41.67 percent of the respondents having high personnel contact with family members and relatives. In personal cosmopolite (50 percent) respondents had contact with veterinary officers and extension workers. In impersonal cosmopolite channel category, 48.33 percent respondents had radio, TV, newspaper as sources of information. In this category, leaflets and poster were used very less as source of information. It might be due to the reason that the dairy farmers had fair formal education, better rapport with extension agencies, more exposure with different media etc. The findings are in tune with those of Kayensuza (2012) reported that 94.37% of the respondents had medium level of information, whereas Lawrence and Ganguli (2012) and Patel (2013), reported this figure to be 56 per cent and 73.75 percent, respectively.

**Keywords:** Information seeking behaviour, dairy farmers

### Introduction

Farm women need different type of the farming information as they are primarily involved in farming practices, information seeking behaviour of farm women depends on their need and frequency of information seeking. A detail analysis is needed to identify the information seeking behaviour of the farm women for agricultural information network. Farm women are greatly aided by the amount of information available to them about their felt needs. So that, training and dissemination of information to farm women will be a critical input for the modernizing of farm women production and home management in rural areas (World bank 1992) [17]. Keeping the role of farm women in mind, there is a need for training farm women regarding to necessary technologies, so that they can perform those activities with more competence. Meanwhile a pre requisite to reach this, is to access information needs and information seeking behaviour of the farm women. The growing number of studies on the farm women and their roles in dairy farming and home management helped us to generating a framework to the study, so, the main objective of this article was to identifying the information needs of farm women in the light of dairy farming and home management.

### Methodology

Ex post facto research design was used for the present study as the phenomena has already occurred. This study was conducted in Mathura district of Uttar Pradesh a total of 120 women entrepreneurs from four randomly selected block selling more than 50.00 per cent of produced milk for more than 150 days in a year were selected as respondent for the present study.

The sources were consulted by the respondents in order to seek information regarding animal husbandry and agriculture related information. Sources of information included personal localite channels, personal cosmopolite channels and impersonal cosmopolite channels. To find out the extent of consultation of information to each of these sources were fitted in three point continuum that is regularly, occasionally and never. The scoring of 2, 1 and 0 followed respectively. The sources of information were classified into following categories:

### Personal-localite

Personal localite is the people who belong to the farmers' own social system. It was measured in terms of family members, relatives, friends, progressive farmers and village quacks. The response of the respondents was obtained on three point continuum. The respondents were classified into low, medium and high on the basis of cumulative square root frequency method.

SL. No.	Category	Range
1.	Low	<4.0
2.	Medium	4.0 – 6.0
3.	High	>6.0

### Personal cosmopolite

Personal cosmopolites are the source of information from outside the social system of farmer. It includes veterinary officer, livestock extension officer, paravet, subject matter specialist, university personnel, dairy cooperatives, inputs dealers etc. The response of the respondents was obtained on three point continuum. The respondents were classified into low, medium and high on the basis of cumulative square root frequency method.

SL. No.	Category	Range
1.	Low	<5.0
2.	Medium	5.0 – 8.0
3.	High	>8.0

### Impersonal cosmopolite

Impersonal cosmopoliteness is the degree to which an individual is exposed to the mass media. It was measured in terms of exposure to newspaper, radio, TV, magazine, awareness campaigns, computer, mobile phone, CD/DVD etc. with respect to various aspects of dairying and animal husbandry. The respondents were classified into low, medium and high on the basis of cumulative square root frequency method.

SL. No.	Category	Range
1.	Low	<2.0
2.	Medium	2-4
3.	High	>4.0

### Results and Discussion

The results in Table 1 reveals that information seeking behavior size was categorized into three groups, viz., Personal localite, Personal cosmopolite and Impersonal Cosmopolite Channel.

**Table 1:** Distribution of respondents according to Information seeking behavior (n=120)

SL. No.	Variable	Categories	Frequency	Percentage
1.	Personal localite	Low (<4)	26	21.67
		Medium (4 – 6)	44	36.67
		High (>6)	50	41.67
2.	Personal cosmopolite	Low (<5)	48	40.00
		Medium (5 – 8)	62	36.67
		High (>8)	10	8.33
3.	Impersonal Cosmopolite Channel	Low (<2)	7	5.83
		Medium (2 – 4)	55	45.83
		High (>4)	58	48.33

The respondents in the study areas have high (41.67%) personal localite contact followed by medium contact

(36.67%) respectively.

The results of Personal cosmopolite shows that majority of the respondents (8.33% & 36.67%) have high and medium contact with service provider.

The respondents have high Impersonal Cosmopolite Channel 48.33 per cent followed by medium category 45.83 per cent and only 5.83 percent has low impersonal source of information respectively. Respondents mainly source of information is personal localite in this category they generally consult with family members, relatives, local leaders and friends. In impersonal cosmopolite source of information respondents like to gather their source of information from TV, radio and newspaper they prefer leaflet and poster occasionally.

### Conclusion

Information seeking behavior size was categorized into three groups, viz., Personal localite, Personal cosmopolite and Impersonal Cosmopolite Channel, The result revealed that In Personal localite category information seeking behavior was found in 41.67 percent of the respondents having high personnel contact with family members and relatives. In personal cosmopolite (50 percent) respondents had contact with veterinary officers and extension workers. In impersonal cosmopolite channel category, 48.33 percent respondents had radio, TV, newspaper as sources of information. In this category, leaflets and poster were used very less as source of information. It might be due to the reason that the dairy farmers had fair formal education, better rapport with extension agencies, more exposure with different media etc. The findings are in tune with those of Kayensuza (2012) reported that 94.37% of the respondents had medium level of information, whereas Lawrence and Ganguli (2012) and Patel (2013), reported this figure to be 56per cent and 73.75 percent, respectively.

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