The Role of Entrepreneurial Orientation of Rapeseed Farmers in their Adoption Level

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Abstract

The present study aimed to investigate the role of entrepreneurial orientation of rapeseed farmers in their adoption level. This study is applied in terms of study direction and field in terms of degree of variables control and cross section in terms of time and is descriptive-correlation in terms of data collection method. Survey method is used for data collection. The study population is including 471 rapeseed growers in Kazerun town. The sample size is computed as 115 by Cochran's formula and to increase the precision of the study, 120 people are selected as sample size. The data collection instrument is questionnaire and this tool is investigated, corrected by the view of farmers, experts, researchers and some of the faculty members of University and its validity are supported. Reliability of questionnaire is estimated by initial test and calculation of Cronbach's alpha coefficient as 84 and it showed good reliability of the study measure. The data analysis is done by SPSS software. The study findings showed that entrepreneurial orientations of rapeseed had direct and significant relation with their acceptance level.

Keywords: Adoption, Entrepreneurial orientation, Rapeseed farmers

Introduction

In the era we live, the changes, progress, speed and movement to the actualization of thoughts and subjectivity are the features of the index. The creativity and entrepreneurship process as one of the fundamental issues of change and progress, play key role in achieving a bright future. This role has received much attention from all classes and communities. In recent years, referring to entrepreneurship has been with the economic growth and development. Now, theorists found that entrepreneurship is not the only economic development of the countries and we can achieve human development by entrepreneurship. There is no limitation in entrepreneurship and it can be in all fields as increasing quality, creating new products, updating old products, producing a product with new function and etc. Entrepreneurship requires some factors as research and development and giving value to new ideas and it also needs investment in these fields [1]. Entrepreneurship with its positive functions and outcomes is considered as the basic solution to eliminate most of the domestic crises and problems and to survive in global competition field from most of the developed and developing countries [2]. Some of the theorists consider entrepreneurship as a multi-dimensional phenomenon with multiple analysis levels as interdisciplinary [3]. It can be said, comprehensiveness of entrepreneurship is among the various communities and groups. The term entrepreneurship covers all principles of society namely the villages and farmers [4]. Agriculture is one of the main sectors of economic activities in the country and despite its considerable economic relative advantages, it is a sector with serious limitations in terms of employment development. In agriculture sector, due to having features contrary to industry,

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entrepreneurship is slow and difficult [5]. Entrepreneurship in agriculture fields is not different from general concept of entrepreneurship, only its specific conditions including high risk taking, shortage of facilities and management weakness cause that entrepreneurship fields are different from other fields and activities [4]. Now, we need entrepreneurship developed in all fields including agriculture sector (Karbalayi et al., 2013). Fransva Kene and Nicholas Budo consider earth as the only wealth source and farmers are called entrepreneurs and they know entrepreneurs of importance [7]. It can be said that agriculture entrepreneurship means the processes of identification of opportunities, threats and strengths and weaknesses of activity environments as agriculture by specific and new methodology and policy selection to create change in agriculture [7], and entrepreneur farmer is the one who identifies, evaluates and discovers the best and latest economic situations and market by a specific futuristic method and considering environmental resources and limitations, taking example of theirs and others past consistent with the local and new knowledge by changing personality with high risk taking, innovation and creativity. Also, they apply potential and actual opportunities of agriculture appropriately and economically based on their taste and external guiding and observing the spatial, human being and place rights. One of the features of farmer entrepreneurs is a method considered for problem solving. They believe that to achieve creative solution, it is required that the main problem or real problems are defined. The farmer entrepreneurs consider any problem including two components of risk and opportunity and believe that to achieve a good solution, it is required to recognize both risks and opportunities of problem and their view to the problem is both from the view of a researcher (to identify the opportunities) and from the view of a detective (to discover the risks)(Roknedin Eftekhari et al., 2007). It can be said Iran is one of the 5 countries in the world and its economic system structure is mostly governmental. 80% of existing economic activities in society are focused on state or general sectors and participation share of private sector in economy doesn't exceed 20%. This condition means the serious weakness of entrepreneurship in economic sectors. In present structure of Iran economy and based on exploitation system condition, majority of agriculture units is dedicated to farmers, it means that the activity of this group has private nature [5].

Thus, one of the fundamental issues to develop entrepreneurship in farmers is creating entrepreneurship morale. Having entrepreneurship morale is one of the most important effective factors on success of an individual or society in entrepreneurship trend. To achieve strong entrepreneurship morale, we need the improvement of entrepreneurial orientations. In this study, by investigation of entrepreneurial orientations of rapeseed farmers as entrepreneur farmers, entrepreneurship of these farmers is evaluated by their adoption level.

Entrepreneurial Orientation

Entrepreneurship is a term that is more common today. Various people, theorists or those people relate to entrepreneurship define and describe entrepreneurship [4]. Entrepreneurship is the process in which an entrepreneur based on his personality features can solve a problem consciously and by his innovation and creativity morale can present a solution, tool or design and to actualize it can make efforts by accepting the relevant risk takings and presents the product and develop a new trend [1]. Entrepreneurship is the process of creating new and valuable thing by dedicating much time and accepting financial, mental and social risk taking to achieve financial benefits, personal satisfaction and

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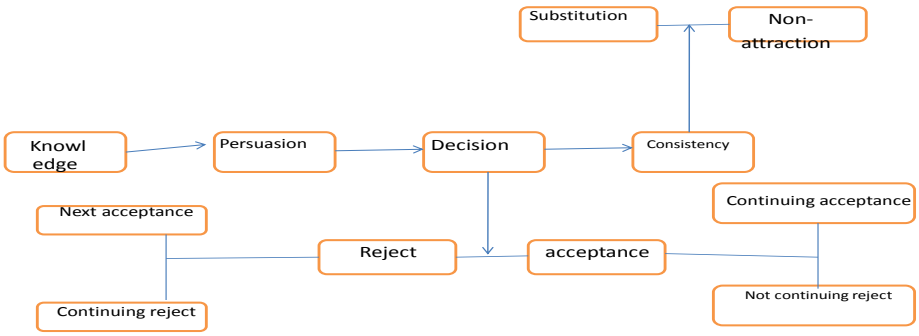
autonomy [5]. Among entrepreneurial orientation, a key concept of entrepreneurship [9] means people ability to distinguish the new opportunities , services and goods [10]. Various researchers investigated the role of entrepreneurial orientation in various factors. For example, some people proved the positive effects of this orientation on growth and implementation of SMEs [11], [12]. Some studies also had significant role in export amount [13], [14]. Generally, according to some of the researchers including Wiklund et al[12], entrepreneurial orientation has three dimensions of innovation, proactiveness and risk taking. However, Lumpkin & Dess believed that besides the mentioned items, autonomy and competition are included in these dimensions and orientation is based on 5 dimensions.

Adoption Rate and Innovation Decision Process

Innovation decision is a mental process in which an individual passes awareness of innovation and reaches deciding to adopt or reject or consistency (Fig. 1).



Source: Fanayi Karami

Figure 1- Innovation decision process

Adopters are divided based on innovation and adoption level into five groups innovators, early adopters, early majority, late majority and laggards. Rate of adoption is the relative speed with which an innovation is adopted by members of a social system and is measured based on the number of innovation adopters accepting innovation in a definite time (Fanayi and Karami, 2000).

Study Method

This study is applied in terms of study direction and field in terms of degree of variables control and cross section in terms of time and is descriptive-correlation in terms of data collection method. Survey method is used for data collection. The study population is including 471 rapeseed farmers in Kazerun town. The sample size is computed as 115 by Cochran's formula and to increase the precision of the study, 120 people are selected as sample size. The data collection instrument is questionnaire and it is distributed randomly among the sample members. This questionnaire is including two main variables of

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entrepreneurial orientation and adoption level and entrepreneurial orientation is investigated in five dimensions presented by Lumpkin & Dess. The questions are collected by standard questionnaire and library studies. To evaluate the adoption level of farmers, rapeseed farmers of Kazerun town are introduced as adopters of a newly introduced product as entrepreneur and their adoption level are investigated during five consecutive years and these entrepreneurs are grouped in five classifications of innovation or adoption level based on adoption year (Figure 2).

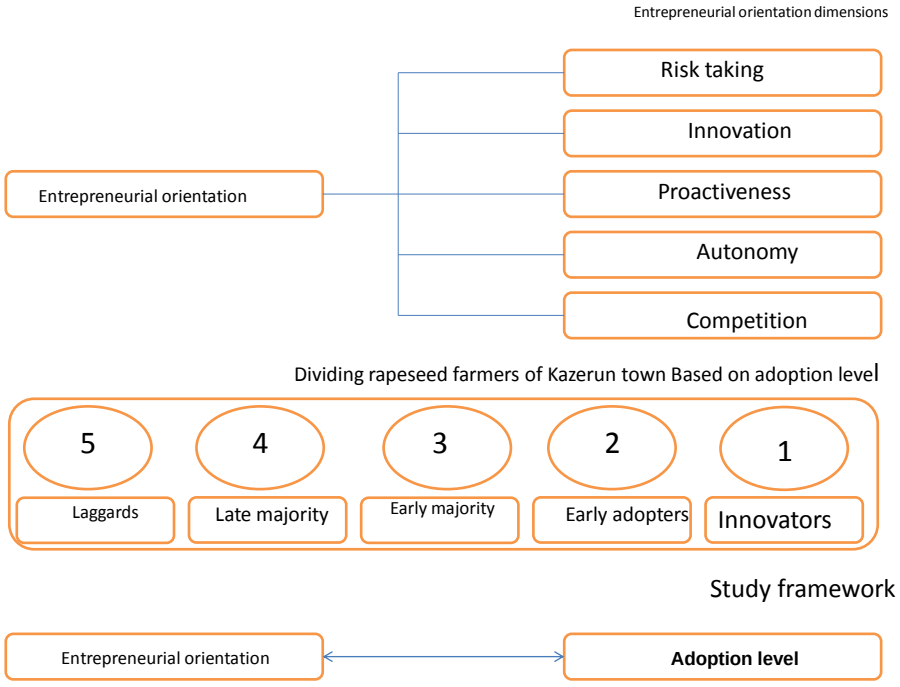

Figure 2- Study framework

The questionnaire is investigated, corrected by the view of farmers, experts, researchers and some of the faculty members of University and its validity are supported. Reliability of questionnaire is estimated by initial test and calculation of Cronbach's alpha coefficient as 84 and it showed good reliability of the study measure. The data analysis is done by SPSS software.

Discussion and Results

Among 120 distributed questionnaires, 115 questionnaires are extracted. The entrepreneurial orientation variable was investigated in 5 dimensions of innovation (12 items), risk taking (11 items), proactiveness (20 items), autonomy (11 items) and competition (13 items) in five scales of very low, low, average, much and very much. The adoption level is analyzed in five dimensions of innovators (5), early adopters (4), early majority (3), late majority (2) and laggards (1) based on adoption year (Table 1).

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Table 1- Frequency of rapeseed farmers in determined adoption level

Laggards		Late majority		Early majority		Early adopters		Innovators	
N	%	N	%	N	%	N	%	N	%
52	45.22	15	13.04	28	24.35	12	10.43	8	6.96

Then, to investigate the role of entrepreneurial orientation in adoption levels, correlation coefficient is applied (Table 2).

Table 2- The results of correlation coefficient between entrepreneurial orientation and adoption level

	Competition	Autonomy	Pro-activeness	Risk taking	Innovation	Entrepreneurial orientation
Adoption level	0.795**	0.911**	0.789**	0.843**	0.808**	0.875**

The results of correlation coefficient showed that all entrepreneurial orientation dimensions had positive and significant relation with adoption level and the farmers with high entrepreneurship morale had high adoption level.

Conclusion

This study is including all the hypotheses and the test of these hypotheses showed that entrepreneurship morale and entrepreneurial orientation have key role in new innovation and ideas adoption. Adopting new ideas provides the growth and it achieves success in long-term. Thus, by training the audiences to improve entrepreneurship level, achieving this path becomes shorter. Training entrepreneurship is necessary for entrepreneurship development. In entrepreneurship development, training has unavoidable position beside other factors and training entrepreneurship is raised as one of the tools to achieve economic and social development goals in communities. In addition, entrepreneurship training by analyzing the components of entrepreneurship process, guides the entrepreneurs to risk taking, responsibility, empathy, collaboration and other relevant entrepreneurship components as by changing the morale, goals, values and beliefs, entrepreneurship is established in their working behavior and it improves entrepreneurship culture. The need to innovation and creativity in all business fields turned entrepreneurship training into a global necessity and entrepreneurship training requires correct planning in education system. As agriculture sector is one of the basic manufacturing and economic sectors in each society and agriculture development plans are not successful without training, we should consider agriculture training for development in agriculture sector specially. Agriculture training in agriculture knowledge chain can improve agriculture in operation and change in job combination by various methods. Entrepreneurial agriculture training makes people self confident and creative and it improves autonomy morale in business. Thus, the authorities should prepare the required grounds for training and supporting the farmers to increase entrepreneurship morale.

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