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An Examination Of Antecedents Of Social Entrepreneurial Enterprise: A Case Of Agripreneurs From Ncr Region

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Abstract
Currently, there is a growing inclination towards entrepreneurship. Indian businesses are capitalizing on agricultural prospects due to the nation's reliance on this sector. Agripreneurs refer to entrepreneurs who specifically operate in the agriculture industry or sector. This inquiry focuses on the underlying motives for individuals who aspire to establish a farm or engage in other agricultural ventures. The study employed a survey questionnaire to examine probable factors, and 180 farmers in the NCR region contributed their responses. The study primarily focused on organic items due to their high demand in the NCR. The data sets were diminished in size by employing factor analysis. The research model was expanded to include two more factors: market orientation and attitude orientation. Four antecedents, namely attitude orientation, market orientation, social support, and empathy, are identified by factor analysis. This suggests that agribusiness owners are actively working to change consumer attitudes towards organic foods. Furthermore, it substantiated the existence of untapped possibilities for these products that might be capitalized upon by agricultural entrepreneurs.
Keywords: *Agripreneurs, empathy, market potential ,organic products, social support*

INTRODUCTION

The current market environment has provided a greater impetus for entrepreneurship. Due to the importance of agriculture to India's economy, initiatives that foster entrepreneurialism in the agricultural sector are given special attention. Entrepreneurs working in the agricultural industry are often referred to as Agripreneurs. The number of businesses participating in the organic market has increased dramatically, from 200,000 in 2010 to 2.4 million in 2017 (Willer & Lernoud, 2017). Additionally, global consumption trends indicate shoppers are increasingly drawn to chemical-free options (Tandon et al.,2021). Thus, the demand and supply in this market are complementary and emphasize the need for more players. Therefore, this research attempts to identify the factors that affect the decision to transition to organic farming and assess the most pressing knowledge gaps associated with this process.

REVIEW OF LITERATURE

The research on entrepreneurship suggests that external and internal factors influence entrepreneurial intentions (Pramila et al., 2017). Attributes like empathy, societal obligations, and support from society are known to impact social entrepreneurs (Garaika, 2020). Several studies focus on other attributes like perceptual values, attitude, personality, and technology adoption on entrepreneurial intentions (Mittal & Bhandari, 2021; Omar et al., 2018; Salhi, 2018; Sihombing, 2017).

A study conducted in South Africa among youths depicted that apart from financial gains, societal embeddedness is a key factor for their intention to venture as agripreneurs. Seed finances and proper training among youths can guide them toward lucrative business opportunities and motivate them (Magagula & Tsvakirai 2020).

A study (Yoganandan et al., 2022) proposed a dimension level of a satisfaction measurement tool for agripreneurs called "AprenSAT" and found that the agripreneural containment was affected by both demographic and empirical factors. Government assistance is one factor that significantly impacts the prestige, prosperity, reputation, cultivation, and production of farms. Strategies must be framed relating to the factors that can boost the satisfaction level, whether it relates to demographic or the emporographic factors of agricultural entrepreneurs. As a result, several variables affect prospective entrepreneurs' motivations.

However, the perspective of agripreneurs and the underlying motivations that lead to intention building have yet to be fully explored. Demographic factors do not show a significant correlation among the factors

leading to the consumption of organic foods; premium prices hold back the consumer from consumption of organic foods. Thus, transparency in production and reasonable prices can play a significant role in consumers' adoption of organic purchases (Shafie & Rennie, 2012). Agriculture entrepreneurs can thus focus on such factors, which can lead to more and more demand for organic products.

One important motivating intention for agripreneurs would be their earning; studies reveal that the unawareness of the consumers and the unavailability of organic products is a big challenge ((Rousseau & Vranken, 2013) and thus fewer purchases lead to lesser revenue for producers, social media presence can a tool to mitigate such problems as per the result of a research on 663 companies involved in production of either organically and inorganically grown products indicated presence of major statistical outliers in the extent of the reach of social media which noted that the organic producers being more active than the non-organic producers. (Juradoa et al., 2019). Complex variables of cognitive and psycho-social factors contribute to the satisfaction level among farmers (Higuchi et al., 2020), accessibility, availability of services and information to cater to the needs of the agripreneurs is again important for the farmer's satisfaction (Kassem et al., 2021; Sharma 2014).

The literature review depicts a gap in exploring the antecedents of the argipreneurs. More literature is needed, especially about organic products. Assorted studies reveal that consumers' positive perception of organic products and their likeliness to purchase organic produce is growing daily. With such a growing need and to cater to the challenges, the study can focus on the factors that can help the policymakers, social groups, etc., focus on agripreneurs and motivate them to move towards organic production.

RESEARCH METHODOLOGY

The study spans a period of six months, is empirical, and was conducted over the course of that time. This research uses the social entrepreneurship intention model proposed by Mair and Nooba (2006) to assess the factors that might have led to the shift to organic product production. This study takes a producer-centric perspective to understand what factors lead producers to create organic goods. Antecedents to desirability were self-efficacy and social support, and facilitators included empathy and moral judgment. Perceived feasibility was also influenced by the two additional enablers of market orientation and attitude orientation. The cultivation of socially entrepreneurial behavior is the result of thoughtful planning. The outcome is the social enterprise of the agripreneurs depicting such significant intentions.

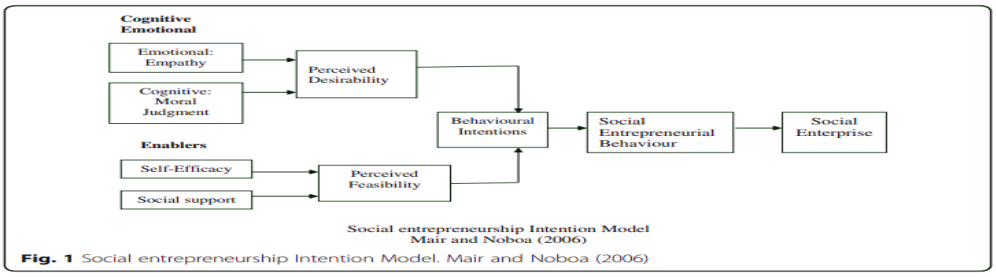

Fig. 1 Social entrepreneurship Intention Model. Mair and Noboa (2006)

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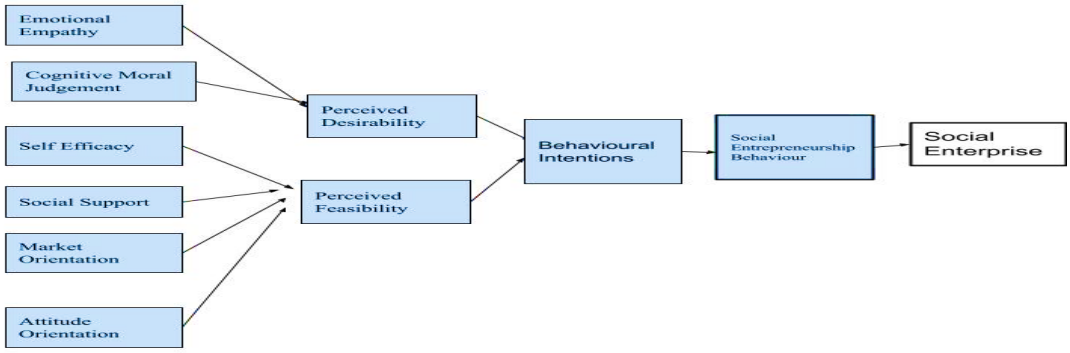


Figure 2: Research Model Used for the Study

Data Collection

Farmers in the NCR area was the primary focus of the research. In the second quarter of 2023, 180 farmers were surveyed for the study, and their responses were analyzed using factor analysis. The research model incorporated two additional enablers: market orientation and attitude orientation. The study used a questionnaire to investigate potential causes. Since there is a concentrated space for organically produced categories in NCR, farmers of the area were the primary respondents. Ninety-four percent of the farmers were male, and the average age was thirty-five; only five percent were forty or older. Seventy-six percent of these homes had five to seven people, 13% had six to eight, and the rest had three to four people.

Data Analysis And Interpretation

Market orientation and emotional empathy seem to have a moderate correlation (.68), and attitude orientation and emotional empathy seem similar (.68). (.69). Adequate sampling, as determined by the KMO index, is at 0.79. This proves that the analysis of the factors was performed correctly on the set of data. The value of Bartlett's test of sphericity is also less than 0.05, so the research can be considered valid. The similarities primarily reflect the shared nature of the variance variable with all of the other variables used in the analysis. An eigenvalue is the value of a study's independent variables greater than 1. Attitude orientation, market orientation, social support, and empathy were the four antecedents gleaned from the study. The intention of agribusiness owners was the dependent variable, and these four factors explained 75.23 percent of the variation. This data suggests that most agribusiness owners view organic goods favorably. Most of the agripreneurs in this study cited an emotional need to help others as a driving force behind their decision to start their businesses.

Table: 1 Demographic Characteristic

Correlation Matrix

	EC	MJ	SE	IS	MO	AO
EC	1					
MJ	0.34	1				
SE	-0.32	1				
IS	-0.29	0.39	1			
MO	0.68	-0.49	-0.44	1		
AO	0.692	.093	-0.50	0.51	1	1

TABLE 1. KMO and Bartlett's Test.

KMO measure of Sampling Adequacy.		.79
Bartlett's Test of Sphericity	Approx. Chi-Square	68.161
	Df	177
	Sig.	.000

TABLE 2.Communalities.

	Initial	Extraction
Organic farming has superior environmental sustainability compared to conventional farming.	1.000	.759

Organic farming is more beneficial for one's health.	1.000	.794
Successful cropping can be achieved without the reliance on synthetic fertilizers and biocides.	1.000	.819
Adopting sustainable farming practices is a priority for me, and I am willing to sacrifice a portion of my earnings.	1.000	.860
Family work can adequately fulfill the labor requirements of organic farming.	1.000	.825
Organic farming satisfies my need for a more demanding approach to agriculture	1.000	.808
Organic farmers command elevated pricing for their products.	1.000	.820
Organic farmers enjoy a stable and guaranteed market for their product.	1.000	.783
Organic farming incurs less input expenses.	1.000	.688
	1.000	.584
Organic farming has a low productivity.	1.000	.875
Organic fruit does not introduce chemical poisons into the body.	1.000	.412

TABLE 3. Compoent Matrix.

	Component			
	1	2	3	4
Organic farming has superior environmental sustainability compared to conventional farming.	.782	-.193	-.320	.085
Organic farming is more beneficial for one's health.	.823	-.237	-.238	-.055
Successful cropping can be achieved without the reliance on synthetic fertilizers and biocides.	.850	.248	.043	-.181
Adopting sustainable farming practices is a priority for me, and I am willing to sacrifice a portion of my earnings.	.815	.167	.278	-.300
Family work can adequately fulfill the labor requirements of organic farming.	.367	.698	.359	.274

Organic farming satisfies my need for a more demanding approach to agriculture	.851	-.140	-.151	.203
Organic farmers command elevated pricing for their products.	-.043	.547	-.329	.641
Organic farmers enjoy a stable and guaranteed market for their product.	.064	.832	.183	.231
Organic farming incurs less input expenses.	.146	-.020	.816	.013
	.032	-.700	.266	.146
Organic farming has a low productivity.	-.019	-.734	.252	.522
Organic fruit does not introduce chemical poisons into the body.	.390	-.398	.082	.308

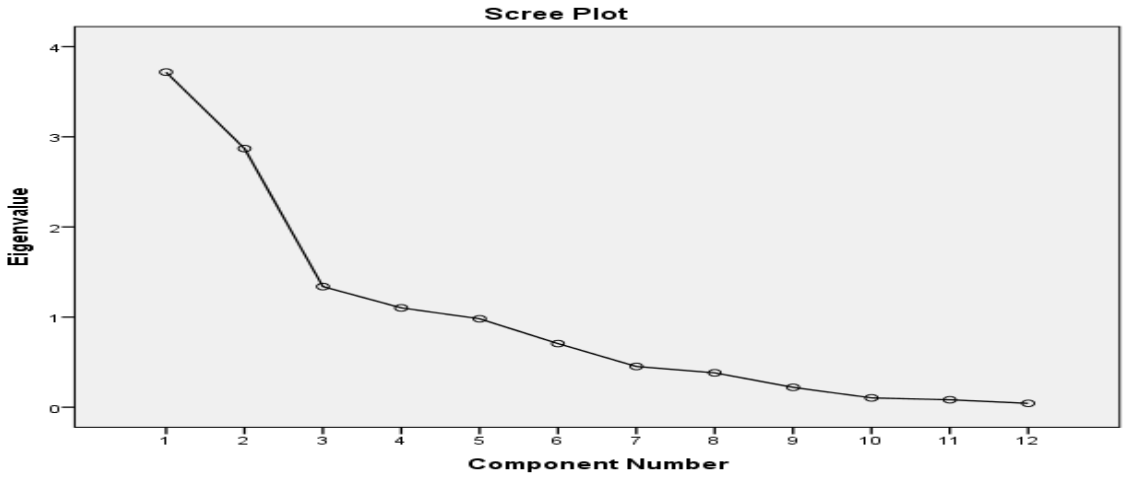
Extraction Method: Principal Component Analysis.

TABLE 4.Total Variance Explained.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %
1	3.729	31.981	31.981	3.718	31.981	31.981
2	2.879	23.912	54.892	2.879	23.912	54.892
3	1.339	11.157	77.147	1.339	11.157	77.147
4	1.112	9.185	75.232	1.112	9.185	75.232
5	.981	8.177	83.419			
7	.717	5.885	89.294			
7	.453	3.771	93.175			
8	.381	3.178	97.244			
9	.221	1.841	98.185			
11	.114	.877	98.951			
11	.183	.788	99.738			
12	.143	.372	111.111			

Extraction Method: Principal Component Analysis.

FIGURE: 2 Scree Plot.



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LIMITATIONS

Even though organic products are the primary product in the NCR region, further research into the potential of organic products in other regions may be warranted. Given the time and other resource constraints, the research model used in this study only had room for two enablers. Still, future work could expand this to include more, allowing for the extraction of additional antecedents that could help agripreneurs break into the market.

CONCLUSION

So, the research finds that agripreneurs are the up-and-coming social entrepreneurs who can capitalize on the growing organic food market. As a result, there's a growing need to encourage more agripreneurs in this sector and enhance the sector's practices and processes. Based on the data, four potential predictors—attitude, market, social support, and empathy—were identified. This indicates that the enablers and the cognitive factors can work together to motivate agripreneurs to pursue their goals deliberately. They can be steered toward this expanding industry with the right dose of market and attitude orientation. The upscaling of the country's organic produce scenario can benefit greatly from this.

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