

A scale to measure the attitude of rural youth towards entrepreneurial ventures

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ABSTRACT

Attitude of an individual determines one's knowledge gain about any technology and its acceptance, adoption, continuance and rejection as well. Thurstone (1946) defines attitude as the degree of positive or negative effect associated with some psychological object. This study was designed to develop a scale to measure the attitude of rural youth of Krishnagiri district towards entrepreneurial ventures. Edward's equally appearing intervals scale was adopted to develop the scale. The final scale comprised of ten statements. This scale was standardized for administration.

Keywords: Attitude; rural youth; entrepreneurial venture; scale

INTRODUCTION

Youth are the most potent segment of the population of a country. They are the backbone of the country. Rural youth entrepreneurship is the prime solution for today's unemployment. This situation necessitates studying the attitude of rural youth towards entrepreneurial ventures. Hence an attitudinal study was conducted among 210 rural youths with farming background for assessing their attitude towards entrepreneurial ventures. An attitude scale was developed by using equal appearing interval method. Moreover Krishnagiri district has excellent scope for

agribusiness, export potential for mango—fresh and processed products and for flower crops like rose, gerbera, carnation etc. Krishnagiri district is more suitable for cultivation of horticultural crops particularly vegetables, fruits, spices and flowers. These crops grow well in its moderate climate, high altitude and fertility of the soil.

METHODOLOGY

Computation of attitude scale

The scale was constructed by following 'equal appearing interval' scaling technique developed by Thurstone and Chave (1929). For the purpose of the

study attitude was operationalised as psychological disposition of the rural youth about entrepreneurial ventures in varying degrees of favourableness or unfavourableness. Possible statements concerning the psychological object ie 'entrepreneurial ventures' with respect to the psychological and economical domains were collected based on review of literature and discussion with scientists and extensionists. Totally 85 statements were collected which were organised and structured in the form of attitude items.

The items were screened by following the informal criteria suggested by Edwards (1969) for editing the statements to be used in the construction of the attitude scale. Based on the screening 76 items were selected which formed the universe of content. The 76 statements were then subjected to judges' opinion on a five point continuum ranging from most unfavourable to most favourable. The list of statements was sent to 65 judges who comprised of extension specialists of state agricultural universities of Tamil Nadu, Kerala, Andhra Pradesh, Karnataka and Gandhigram Rural University. Of the 65 judges 30 judges responded by sending their judgements. Based on the judgements the scale values and Q values for each statement were calculated by applying the 'equal appearing interval scale' formula as suggested by Thrustone and Chave (1929).

$$S = l + \left[0.50 - \frac{\sum pb}{pw} \right] i$$

where

S= The median or scale value of the statement

l= The lower limit of the interval in which the median falls

$\sum pb$ = The sum of the proportions below the interval in which the median falls

pw= The proportion within the interval in which the median falls

i= The width of the interval and is assumed to be equal to 1.0

$$Q = C_{75} - C_{25}$$

where

Q= Interquartile range

$$C_{75} = \text{The 75th centile} \\ C_{75} = l + \left[0.75 - \frac{\sum pb}{pw} \right] i$$

$$C_{25} = \text{the 25th centile,} \\ C_{25} = l + \left[0.25 - \frac{\sum pb}{pw} \right] i$$

The computed scale and Q values are tabulated in Table 1.

Selection of attitude items

The attitude items to be included in the final attitude scale were selected based on the distribution of scale values uniformly along the psychological continuum and high scale values and smaller Q values. The scale values were arranged in descending order of magnitude and the difference between

the successive scale values and the cumulative total of the computed differences were worked out. Considering the time limitation from rural youth's point of view it was decided to select ten statements to constitute the attitude scale. Since the selected scale values should have equal appearing interval and distributed uniformly along the psychological continuum it was necessary to form ten compartments so as to select ten statements at one statement from each compartment. The basis for forming the compartments was that each compartment should be equally spaced in the continuum.

For this purpose (Table 1) the difference between the highest (4.62) and the lowest scale value (1.98) was worked out. The difference value (0.264) was divided by ten. This formed the width of the first class interval. The second interval was worked out by adding the value 0.264 with the width of the first class interval (1.98). Adding the value 0.264 with the width interval of second class (2.24) gave the third interval (2.50). Subsequently all the ten intervals were worked out. Each class interval represented a compartment for the selection of the attitude items.

To select the attitude items from the ten compartments the scale values and the corresponding Q values were considered. Based on the criteria already mentioned items having high scale values and low Q values were selected at one item from each

compartment. Care was taken to ensure that the selected items represented the universe of content and covered the psychological and economical domains of entrepreneurial ventures. Thereby ten items were selected with equal appearing interval and with a uniform distribution along the psychological continuum. The attitude scale thus constructed is given in Table 2.

Reliability and validity of the scale

The reliability of the scale was determined by 'split-half' method. The nine selected attitude items were divided into two equal halves by odd-even method (Singh 2008). The two halves were administered separately to 30 rural youths in a non-sample area. The scores were subjected to product moment correlation test in order to find out the reliability of the half test. The half test reliability coefficient 'r' was 0.785 which was significant at one per cent level of probability. Further the reliability coefficient of the whole test was computed using the 'Spearman-Brown prophecy' formula. The whole test reliability r_{tt} was 0.82. According to Singh (2008) when the purpose of the test is to compare the mean scores of two groups of narrow range a reliability coefficient of 0.50 or 0.60 would suffice. Hence the constructed scale is reliable as the r_{tt} was >0.60 .

Content validation was carried out by subjecting the selected ten items to judges' opinion. The responses were obtained on a four point continuum of most

Table 1. Computation of equal appearing intervals

S/N	Statement #	Scale value	Q value	Difference between successive scale values	Cumulative value of the differences	Equal appearing class intervals	Compartment
1.	61	4.62	1.96				1
2.	2	4.56	1.07	0.06	0.06		
3.	1	4.5	1.07	0.06	0.12		
4.	73	4.43	1.13	0.07	0.19		
5.	76	4.38	1.05	0.05	0.24		
6.	34	4.27	1.19	0.11	0.35	0.26	
7.	43	4.25	1.04	0.02	0.37		2
8.	37	4.2	0.98	0.05	0.42		
9.	49	4.2	0.84	0	0.42		
10.	18	4.17	1.27	0.03	0.45		
11.	68	4.17	1.27	0	0.45		
12.	5	4.15	0.8	0.02	0.47		
13.	71	4.14	0.96	0.01	0.48		
14.	11	4.12	1.02	0.02	0.5		
15.	22	4.12	1.23	0	0.5		
16.	23	4.12	1	0	0.5		
17.	75	4.1	1.22	0.02	0.52		
18.	20	4.1	1.07	0	0.52		
19.	48	4.1	0.92	0	0.52	0.52	
20.	32	4.07	0.97	0.03	0.55		3
21.	33	4.07	0.98	0	0.55		
22.	39	4.07	0.78	0	0.55		
23.	66	4.07	1.13	0	0.55		
24.	7	4.05	0.84	0.02	0.57		
25.	51	4.03	0.87	0.02	0.59		
26.	4	3.97	0.88	0.06	0.65		
27.	45	3.96	1.65	0.01	0.66		
28.	74	3.96	2.67	0	0.66		
29.	12	3.95	0.75	0.01	0.67		
30.	67	3.9	1.38	0.05	0.72		
31.	9	3.87	0.82	0.03	0.75		
32.	65	3.87	0.86	0	0.75		
33.	72	3.85	1.35	0.02	0.77		
34.	10	3.84	1.19	0.01	0.78	0.78	
35.	31	3.8	1.1	0.04	0.82		4
36.	15	3.78	1.35	0.02	0.84		

Scale to measure attitude of rural youth

37.	70	3.75	2.18	0.03	0.87		
38.	13	3.71	1.18	0.04	0.91		
39.	56	3.69	1.77	0.02	0.93		
40.	26	3.58	2.08	0.11	1.04	1.04	
41.	64	3.57	1.84	0.01	1.05		5
42.	16	3.5	2.01	0.07	1.12		
43.	62	3.5	2.76	0	1.12		
44.	24	3.31	2.21	0.19	1.31	1.3	
45.	60	3.27	2.01	0.04	1.35		6
46.	63	3.24	1.95	0.03	1.38		
47.	69	3.13	1.96	0.11	1.49		
48.	55	3.12	2.86	0.01	1.5		
49.	14	2.93	2.29	0.19	1.69	1.56	
50.	29	2.76	1.9	0.17	1.86	1.82	7
51.	8	2.73	2.61	0.03	1.89		8
52.	54	2.73	2.64	0	1.89		
53.	46	2.68	2.15	0.05	1.94		
54.	38	2.56	2.09	0.12	2.06		
55.	19	2.5	1.86	0.06	2.12		
56.	17	2.5	2.62	0	2.12		
57.	21	2.5	1.93	0	2.12		
58.	44	2.5	2.58	0	2.12		
59.	40	2.5	2.28	0	2.12		
60.	53	2.5	2.25	0	2.12	2.08	
61.	59	2.42	1.96	0.08	2.2		9
62.	58	2.41	1.99	0.01	2.21		
63.	25	2.4	1.89	0.01	2.22		
64.	47	2.4	2.25	0	2.22		
65.	30	2.36	1.8	0.04	2.26		
66.	52	2.35	2.34	0.01	2.27		
67.	57	2.35	2.31	0	2.27		
68.	36	2.34	2.26	0.01	2.28		
69.	35	2.25	2.01	0.09	2.37	2.34	
70.	28	2.2	2.64	0.05	2.42		10
71.	42	2.2	2.05	0	2.42		
72.	6	2.13	1.78	0.07	2.49		
73.	3	2.06	2.08	0.07	2.56		
74.	41	2.02	2.36	0.04	2.6		
75.	27	2	2.68	0.02	2.62		
76.	50	1.98	2.17	0.02	2.64	2.6	

Table 2. Final set of attitude items selected with corresponding scale and Q values

S/N	Statement #	Scale value	Q value	Statement	Nature of the statement
1.	76	4.38	1.05	Entrepreneurial venture creates courage and self confidence among the rural youth entrepreneurs	Favourable
2.	5	4.15	0.8	Entrepreneurial venture creates good future for rural youth	Favourable
3.	12	3.95	0.75	Running my own business would be more prestigious than working for others	Favourable
4.	64	3.57	1.84	Entrepreneurial behaviour is hereditary	Favourable
5.	29	2.76	1.9	Entrepreneurial venture brings back the alienated marginalized youth into the economic mainstream	Favourable
6.	63	3.24	1.95	Experience is not an important criteria to start a venture	Unfavourable
7.	19	2.5	1.86	Running an entrepreneurial venture does not involve risk	Unfavourable
8.	31	3.8	1.1	Entrepreneurial ventures could not help to address the socio-psychological problems that arise from joblessness	Unfavourable
9.	30	2.36	1.8	Entrepreneurial venture cannot help the rural youth to develop new skills and experiences	Unfavourable
10	6	2.13	1.78	Entrepreneurial ventures do not influence on social and economic development of our country	Unfavourable

adequately covers, more adequately covers, less adequately covers and least adequately covers. Scores of 4, 3, 2 and 1 were given for the points on the continuum respectively. Totally 30 judges responded by sending their judgments. The mean score of 2.5 was fixed as the basis for deciding the content validity of

the scale. If the overall mean score of the attitude items as rated by the judges was above 2.5 the scale would be declared as valid and if not it was otherwise. In the present case the overall mean score was worked out as 3.26 and therefore the constructed attitude scale was said to be valid.

Administration of the scale

The ten attitude items selected were arranged randomly in order to avoid biased responses. The scale was administered on a five point continuum as strongly agree, agree, undecided, strongly disagree and disagree. The scores for favourable statements were given as strongly agree- 5, agree- 4, undecided- 3, disagree- 2 and strongly disagree- 1. For unfavourable statements the scoring procedure was reversed. The score obtained for each statement was summed up to arrive at the attitude score for the respondents. The score ranged from 50 (maximum) to 10 (minimum). The responses were grouped as less favourable, moderately favourable

and highly favourable based on the cumulative frequency method.

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