

Relationship between Affordability to pay for the Veterinary Services and profile characteristics of Dairy farmers

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Abstract

An Ex-post facto research design was adopted to study the affordability of dairy farmers to pay for the veterinary services and their relationship with personal and selected psychological characteristics. Majority of the dairy farmers possessed medium affordability followed by less affordability to pay for the veterinary services. Correlation analysis indicated that all the variables except age have got positive and significant correlation with the affordability to pay for the veterinary services. The variable age was negative and significantly correlated with affordability to pay for the veterinary services. Regression analysis indicated that all the variables selected for study put together contributed for explaining 74.5% of variation in the dependent variable i.e affordability to pay for the services. The profile characteristics of dairy farmers like education, information seeking behaviour, scientific orientation, economic orientation and market orientation had significantly positive influence on their affordability to pay for the veterinary services; while age and management orientation had significant negative impact on the same. The contribution of the remaining 5 variables were not significant.

Key words: Affordability , Privatisation, Veterinary services, Relationship

Introduction

In India, the veterinary services have been funded, managed and delivered by the public sector. But in recent past the government's financial resources for the provision of veterinary services have not kept pace with the increased livestock population (Carney, 1998) and production resulting in deterioration of quality services by the public sector agencies (Anteneh, 1984; dehaan and Nissen, 1980). Hence privatisation of veterinary services is considered as one strategy that could be implemented to improve the quality of the services and to decrease the financial and administrative burden on scarce public resources. Therefore, the time has come to make transitional shift to private sector for support, though not for total substitution. Intermediate steps do exist between a solely public veterinary service system along with private partnership.

Keeping the above facts in view, the present study has been designed to know the relationship between affordability to pay for the veterinary services and profile and selected psychological characteristics of dairy farmers in Andhra Pradesh.

Material and Methods

An Ex post facto research design was adopted to

conduct the present study in 3 mandals comprising 9 villages of Mahaboobnagar districts of Andhra Pradesh. A total of 90 farmers were selected based on stratified random sampling method. A structured interview schedule was developed and used for the study. Sufficient rapport was established with the respondents before collection of the data. Responses of the respondents were collected personally and appropriate statistical tests like frequencies and percentages were used for arriving meaningful conclusions.

Results and Discussion

The affordability to pay for the veterinary services by the dairy farmers was ascertained and the results were presented in Table 1. From the table 1, it could be inferred that, majority of the dairy farmers (60.00%) had medium affordability to pay for the veterinary services. About 23 percent of the dairy farmers had low affordability, while 16.67 percent had high affordability for the veterinary services. It could be inferred that, farmers were affordable to pay for the profitable and result oriented veterinary services because of the reason that they rear the animals for their livelihood security. Hence there is a need to generate the competent technological services so as to formulate the privatisation strategies accordingly. The

Table-1: Distribution of the respondents according to their affordability to pay for the veterinary services

S.No	Category	Dairy farmers N=90	
		F	%
1	Less affordable	21	23.33
2	Medium affordable	54	60.00
3	High affordable	15	16.67
	Total	90	100

Mean :36.14, S.D. : 9.68

results were in accordance with the findings of Ahuja (2004) and Ravi Kumar et al. (2006).

Correlation analysis between the affordability to pay for the veterinary services and profile characteristics:

Further the data was subjected to correlation analysis to understand the nature of relationship between the profile characteristics viz., age, education, socio-economic status, innovativeness, achievement motivation, decision making ability, information seeking behaviour, deferred gratification, rationality, scientific orientation, economic orientation, value orientation, marketing orientation and management orientation and the scores of dependent variable affordability to pay for the veterinary services and is presented in Table 2.

Out of the 14 independent variables except the age, all the variables showed positive and significant correlation with the affordability to pay for the veterinary services at 1 percent level of significance. Age was having negative correlation with the affordability to pay for the services at 1 per cent level. The findings were in accordance with the results of Ahuja et al. (2000) and Woodford JD (2003). Regression analysis between the affordability to

pay for the veterinary services and profile characteristics:

The data was analysed to quantify the contribution of independent variables with the variation in the dependent variable and the results were presented in the Table 3.

From the table 3, it could be inferred that the overall regression coefficient or coefficient of determination (R^2) is 0.745 i.e., 74.5 per cent of the variation is contributed by all the independent variables and the remaining 25.5 per cent of the variation is due to the external factors or the factors which are not controlled in the research design like climatic factors, prevailing disease incidence rates etc. Among the independent variables in the relationship, education, information seeking behaviour, scientific orientation, economic orientation and market orientation had significantly positive influence on the dependent variable; while age and management orientation had significantly negative impact on the dependent variable. The contribution of the remaining 5 variables was not significant.

The analysis clearly indicates that the farmers with high and medium profile characteristics had shown high and medium affordability to pay for the services.

Table-2 : Correlation analysis between affordability to pay for the veterinary services and profile characteristics of the dairy farmers.

S.No	Variables	'r' values
1	Age	-0.887**
2	Education	0.411**
3	Socio economic status	0.279**
4	Innovativeness	0.686**
5	Achievement Motivation	0.800**
6	Decision making ability	0.279**
7	Information seeking behaviour	0.932**
8	Deferred gratification	0.351**
9	Rationality	0.875**
10	Scientific orientation	0.770**
11	Economic orientation	0.874**
12	Value orientation	0.274**
13	Marketing orientation	0.671**
14	Management orientation	0.470**

** Significant at 0.01% level

Table-3: Regression analysis between independent variables and affordability to pay for the veterinary services in dairy farmers

Sr.no	Variables	Coefficients	't' value
	(Constant)	23.887	2.454**
1	Age	-0.149	-2.908**
2	Education	0.568	1.994*
3	Socio economic status	0.761	1.358
4	Innovativeness	-0.376	-0.965
5	Achievement motivation	0.303	0.762
6	Decision making ability	0.011	0.148
7	Information seeking Behaviour	1.318	6.192**
8	Deferred gratification	0.011	0.088
9	Rationality	0.092	0.169
10	Scientific Orientation	-0.501	-1.991*
11	Economic Orientation	1.292	3.062**
12	Value orientation	-0.117	-0.587
13	Market Orientation	0.049	2.146*
14	Management Orientation	-0.232	-3.092**

R2 – 0.745, ** Significant at 0.01% level, * Significant at 0.05% level

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