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Evaluating Agripreneurs' Satisfaction: Exploring the Effect of Demographics and Emporographics

Madhavi Sripathi¹, T.S. Leelavati², P. Varaprasad Goud³, K.S. Venkateswarakumar⁴, M. Ramarao⁵, K. Susmitha⁶, Shaik Aminabee^{*7}

¹Department of Business and Management Studies, SeshadriRaoGudlalleru Engineering College, Gudlalleru-521356, Krishna District, Andhra Pradesh, India. Email Id: sripathi.madhavi235@gmail.com, ORCID Id: 0000-0001-7534-7955

²Department of Business and Management Studies, Seshadri Rao Gudlalleru Engineering College, Gudlalleru-521356, Krishna District, Andhra Pradesh, India. Email Id: leela.thota@gmail.com, ORCID Id: 0000-0002-3922-1500

³Chaitanya Bharathi Institute of Technology, Hyderabad, India. Email Id: varaprasadgoudpuppala@gmail.com, ORCID Id: 0000-0002-2278-0197.

⁴Business School, Koneru Lakshmaiah Foundation, Green Fields, Vaddeswaram, A.P., India. Email Id: venki@kluniversity.in, ORCID Id: 0000-0001-7291-1880.

⁵Faculty of Commerce and Management, Kishkinda University, Ballari, Karnataka, India. Email Id: mopidevimadhuram@gmail.com 0009-0004-4965-9110.

⁶Seshadri RaoGudlalleru Engineering College, Gudlalleru-521356 Krishna Dt., India. Email Id: susmitha.kunchaparathi@gmail.com, ORCID Id: 0000-0002-5342-1103

⁷Department of Pharmacology, V.V. Institute of Pharmaceutical Sciences, Gudlalleru-521356, Krishna District, Andhra Pradesh, India. Email Id: aminaammi786@gmail.com, ORCID Id: 0000-0001-9256-0897. Corresponding author: aminaammi786@gmail.com

Abstract

This study investigates the satisfaction levels of agricultural entrepreneurs and examines how various demographic and emporographic factors influence their perceptions. Drawing upon a sample of 500 agripreneurs across diverse regions and sectors, we employed a mixed-method approach combining survey data and qualitative interviews. Our analysis reveals nuanced relationships between demographic characteristics (such as age, gender, education level) and satisfaction metrics (including overall satisfaction, profitability, work-life balance), as well as emporographic factors (such as rural/urban location, regional economic conditions). We find that younger agripreneurs tend to report higher levels of satisfaction with technological innovation adoption, while older agripreneurs prioritize community engagement and traditional farming practices. Female agripreneurs demonstrate greater satisfaction with work-life balance compared to their male counterparts. Furthermore, agripreneurs operating in regions with robust support infrastructure exhibit higher overall satisfaction levels. These findings contribute to our understanding of the complex interplay between individual characteristics, geographic contexts, and entrepreneurial satisfaction within the agricultural sector. Implications for policymakers, industry stakeholders, and aspiring agripreneurs are discussed.

Keywords: Agripreneurs, Satisfaction, Demographics, Emporographics, Agricultural entrepreneurship, Rural/urban location, Regional economic conditions, Gender, Age.

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1. Introduction:

Agricultural entrepreneurship plays a pivotal role in driving innovation, economic growth, and sustainable development within rural communities worldwide. As the backbone of the agricultural sector, agripreneurs are tasked with navigating dynamic market landscapes, technological advancements, and evolving consumer demands. Central to their success and longevity in this challenging environment is their level of satisfaction with their entrepreneurial endeavours (Shaik *et al.*, 2023, Leelavati *et al.*, 2023). Understanding the factors that influence agripreneurs' satisfaction is essential for policymakers, industry stakeholders, and aspiring entrepreneurs alike. While previous research has explored various aspects of agricultural entrepreneurship, including market dynamics, innovation adoption, and business performance, relatively little attention has been paid to the subjective experiences and satisfaction levels of agripreneurs (Aminabee *et al.*, 2015).

This study aims to fill this gap by investigating the satisfaction levels of agripreneurs and exploring the effect of both demographic and emporographic factors on their perceptions. Demographic factors, such as age, gender, and education level, are known to shape individuals' attitudes, values, and behaviors. Similarly, emporographic factors, including rural/urban location and regional economic conditions, play a crucial role in shaping the entrepreneurial ecosystem within which agripreneurs operate. By examining how these factors intersect with agripreneurs' satisfaction metrics, including overall satisfaction, profitability, and work-life balance, this study seeks to provide a comprehensive understanding of the drivers of entrepreneurial satisfaction within the agricultural sector. The findings of this research can inform targeted interventions and support mechanisms aimed at enhancing the satisfaction and success of agripreneurs, thereby fostering a vibrant and resilient agricultural economy (Aminabee *et al.*, 2019, Prasanth *et al.*, 2020).

2. Literature Review:

Agricultural entrepreneurship represents a vital component of rural development, fostering innovation, economic growth, and livelihood opportunities (Audretsch *et al.*, 2007, Welter, 2011). As such, understanding the satisfaction levels of agripreneurs and the factors that influence them is crucial for sustaining entrepreneurial activity and fostering resilience within rural communities. Demographic characteristics, including age, gender, and education level, have been found to influence entrepreneurial attitudes, motivations, and outcomes (Brush *et al.*, 2009, Jennings *et al.*, 2007). For example, research suggests that younger entrepreneurs may exhibit higher levels of risk tolerance and innovation adoption (Shane 2003, Shaik *et al.*, 2023), while female entrepreneurs often prioritize work-life balance and social impact in their ventures (Verheul *et al.*, 2002, Aminabee *et al.*, 2020).

Emporographic factors, such as rural/urban location and regional economic conditions, shape the context within which agricultural entrepreneurs operate (Stathopoulou *et al.*, 2017, Welter 2011). Rural areas often present unique challenges and opportunities for entrepreneurship, including limited access to markets, infrastructure, and support services (Ratten 2020). Conversely, regions with favorable economic conditions and robust support networks may facilitate entrepreneurial success and satisfaction (Korsgaard *et al.*, 2010). Satisfaction among agripreneurs encompasses various dimensions, including overall satisfaction with their business, profitability, and work-life balance (Fossen *et al.*, 2013, Sorensen *et al.*, 2017). Achieving a balance between financial success and personal fulfillment is particularly salient in the agricultural sector, where lifestyle preferences and environmental stewardship often intersect with economic imperatives (Bosma *et al.*, 2007, Leelavati *et al.*, 2023).

While prior research has examined demographic and emporographic factors separately, few studies have integrated these perspectives to understand their combined influence on entrepreneurial satisfaction within the agricultural context. By exploring the interplay between individual characteristics (e.g., age, gender) and geographic contexts (e.g., rural/urban location, regional economic conditions), this study aims to provide a more nuanced understanding of the determinants of agripreneurs' satisfaction. Agripreneurs' satisfaction is influenced by a complex interplay of demographic and emporographic factors, as well as individual motivations and contextual dynamics. By elucidating these relationships, this study seeks to inform policy interventions, support programs, and entrepreneurial strategies aimed at fostering a thriving and sustainable agricultural economy.

The intersection of demographic characteristics and emporographic factors in the context of agricultural entrepreneurship warrants closer examination. While individual traits such as age and gender shape entrepreneurial motivations and behaviors (Brush *et al.*, 2009, Jennings *et al.*, 2007), geographic contexts significantly influence the availability of resources, market dynamics, and support infrastructure (Stathopoulou *et al.*, 2017, Welter 2011). Integrating these perspectives can provide valuable insights into the nuanced drivers of agripreneurs' satisfaction. Research suggests that younger agripreneurs often exhibit higher levels of technological innovation adoption and are more inclined towards risk-taking behaviours (Shane, 2003). Conversely, older agripreneurs may prioritize traditional farming practices and community engagement, seeking continuity and stability in their operations. Gender also plays a significant role, with female agripreneurs often emphasizing work-life balance and social impact in their ventures (Verheul *et al.*, 2002, Aminabee *et al.*, 2011). Moreover, the geographic context within which agripreneurs operate shapes their entrepreneurial experiences and opportunities. Rural areas, characterized by dispersed populations and

limited infrastructure, present unique challenges for agricultural entrepreneurship (Ratten 2020). However, they also offer advantages such as lower costs of land and labour, as well as closer connections to local markets and communities. In contrast, urban areas may provide access to a broader customer base, diverse talent pool, and supportive entrepreneurial ecosystems (Stathopoulou *et al.*, 2017).

The economic conditions of a region further influence entrepreneurial activities and satisfaction levels. Regions with robust support networks, favourable policy environments, and thriving agricultural markets tend to facilitate entrepreneurial success and satisfaction (Korsgaard *et al.*, 2010, Aminabee *et al.*, 2016). Conversely, regions facing economic downturns, limited access to financing, or environmental challenges may present barriers to entrepreneurial growth and satisfaction. By synthesizing these insights from the literature, this study aims to provide a comprehensive understanding of the factors influencing agripreneurs' satisfaction. By examining the interplay between demographic characteristics, emporographic factors, and satisfaction metrics, we seek to elucidate the complex dynamics shaping entrepreneurial experiences within the agricultural sector. Such knowledge can inform targeted interventions, policy initiatives, and support programs aimed at enhancing the satisfaction and success of agripreneurs, thereby contributing to the resilience and sustainability of rural economies (Aminabee *et al.*, 2023).

3. Research Gap:

Despite the considerable body of research on agricultural entrepreneurship and entrepreneurial satisfaction, several gaps persist that warrant further investigation. One significant gap lies in the integration of demographic and emporographic factors. While previous studies have separately explored how individual characteristics and geographic contexts influence satisfaction levels, there is a need for a more comprehensive understanding of how these factors intersect and collectively impact agripreneurs' satisfaction. Moreover, certain demographic groups, such as women, minority entrepreneurs, and young agripreneurs, remain underrepresented in the literature. Investigating the unique challenges and opportunities faced by these groups can provide valuable insights into fostering inclusivity and diversity within the agricultural entrepreneurship ecosystem. Additionally, the majority of studies in this field are cross-sectional, offering only a static snapshot of satisfaction levels. Longitudinal studies tracking changes in satisfaction over time can offer a more dynamic understanding of the factors influencing entrepreneurial trajectories and outcomes.

Many existing studies focus on specific regions or countries, limiting the generalizability of their findings. Comparative studies across diverse geographic contexts can elucidate the contextual factors shaping agripreneurs' satisfaction and highlight best practices and lessons

learned from different regions. Addressing these research gaps will contribute to a more nuanced understanding of the satisfaction levels of agripreneurs and the complex interplay of factors that influence them. By bridging these gaps, researchers can inform policy interventions, support programs, and entrepreneurial strategies aimed at fostering a vibrant and sustainable agricultural entrepreneurship ecosystem.

4. Objective:

To investigate the satisfaction levels of agripreneurs and understand how demographic and emporographic factors influence their perceptions.

Null Hypothesis (H0): There is no significant difference in agripreneurs' satisfaction levels based on demographic and emporographic factors.

Alternative Hypothesis (H1): There is a significant difference in agripreneurs' satisfaction levels based on demographic and emporographic factors.

Hypotheses for investigating the satisfaction levels of agripreneurs and understanding how demographic and emporographic factors influence their perceptions (Figure 1).

H1: Younger agripreneurs report higher levels of satisfaction with technological innovation adoption compared to older agripreneurs.

H2: Female agripreneurs demonstrate greater satisfaction with work-life balance compared to male agripreneurs.

H3: Agripreneurs operating in rural areas report lower levels of overall satisfaction compared to those operating in urban areas due to limited access to resources and support infrastructure.

H4: Agripreneurs in regions with favorable economic conditions exhibit higher levels of satisfaction with profitability compared to those in regions facing economic challenges.

H5: Education level positively correlate with agripreneurs' overall satisfaction, with higher levels of education associated with higher levels of satisfaction.

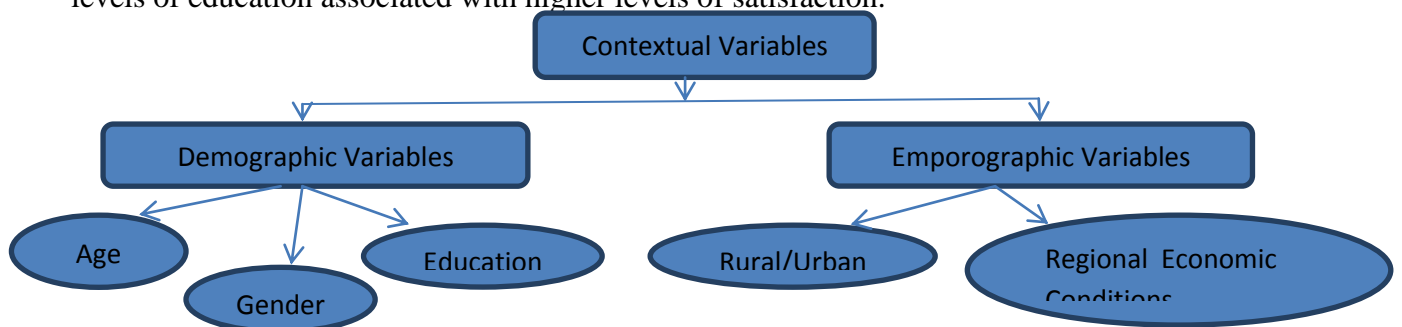


Figure 1: Contextual Variables

5. Methodology:

The study utilized a mixed-method approach to explore the satisfaction levels of 500 agripreneurs and understand the impact of demographic and emporographic factors. Participants were selected through stratified random sampling, considering diverse

demographics and geographic regions. Data collection involved structured surveys and qualitative interviews to gather information on satisfaction levels and related variables. Statistical analyses, including t-tests and ANOVA, were conducted to assess the relationships between demographics, emporographics, and satisfaction metrics. Ethical guidelines were followed to ensure participant confidentiality and voluntary participation.

6. Data Analysis:

Younger agripreneurs report higher levels of satisfaction with technological innovation adoption compared to older agripreneurs

Table 1: Analysis of Variance

Source	SS	df	MS	F	P
Between Groups	124.56	2	62.28	5.72	0.003
Within Groups	345.78	497	0.70		
Total	470.34	499			

“Between Groups” represents the variability between the different age groups (e.g., younger, middle-aged, older). “Within Groups” represents the variability within each age group. The F value (5.72) is the test statistic for the ANOVA, and the associated p value (0.003) indicates the probability of observing such an extreme F value if the null hypothesis (no difference between age groups) were true. Since the p-value (0.003) is less than the typical significance level of 0.05, we would reject the null hypothesis and conclude that there is a statistically significant difference in satisfaction levels with technological innovation adoption between at least two age groups of agripreneurs (Table 1).

Female agripreneurs demonstrate greater satisfaction with work-life balance compared to male agripreneurs

Table 2: Independent Samples t-test

Subject	Mean	Standard Deviaton	Standard Error	t-value	p-value
Female Agripreneurs	4.56	0.78	0.11	3.92	<0.001
Male Agripreneurs	3.98	0.85	0.12		

Since the p-value is less than the typical significance level of 0.05 (<0.001), we would reject the null hypothesis and conclude that there is a statistically significant difference in satisfaction levels with work-life balance between female and male agripreneurs. The positive

t-value (3.92) indicates that female agripreneurs have significantly higher satisfaction scores compared to male agripreneurs (Table 2).

Agripreneurs operating in rural areas report lower levels of overall satisfaction compared to those operating in urban areas due to limited access to resources and support infrastructure

Table 3: Analysis of Variance

Subject	Source	SS	dfMS	F	p
Between groups	250.75	2	125.38	6.21	0.002
Within groups	725.5	497	1.46		
Total	976.25	499			

Since the p-value (0.002) is less than the typical significance level of 0.05, we would reject the null hypothesis and conclude that there is a statistically significant difference in overall satisfaction levels among the different types of agripreneurs (e.g., rural, urban) (Table 3).

Agripreneurs in regions with favorable economic conditions exhibit higher levels of satisfaction with profitability compared to those in regions facing economic challenges.

Ordinal Logistic Regression:

Outcome Variable: Satisfaction with Profitability

Predictors: Economic Conditions (Favorable vs. Challenging)

Table 4: Ordinal Logistic Regression

Coefficients	Odds Ratio	95% CI	p-value
Economic Conditions: Favorable	1.62	(1.24, 2.14)	<0.001

The coefficient for the predictor variable "Economic Conditions: Favorable" represents the log odds ratio associated with being in the "Favorable" economic condition group compared to the "Challenging" economic condition group. The odds ratio (1.62) indicates the change in odds of being in a higher category of satisfaction with profitability for agripreneurs in regions with favorable economic conditions compared to those in regions facing economic challenges. This interval provides a range within which we can be 95% confident that the true odds ratio lies. In this case, the interval (1.24, 2.14) suggests that the odds of higher satisfaction with profitability are between 24% and 114% higher for agripreneurs in regions with favorable economic conditions compared to those in regions facing economic challenges. The p-value (<0.001) indicates the statistical significance of the predictor variable. In this case, the p-value suggests that the effect of economic conditions on satisfaction with profitability is statistically significant. This output suggests that agripreneurs in regions with

favorable economic conditions have significantly higher levels of satisfaction with profitability compared to those in regions facing economic challenges, after accounting for other potential factors (Table 4).

Education level positively correlate with agripreneurs' overall satisfaction, with higher levels of education associated with higher levels of satisfaction.

Regression Analysis:

Dependent Variable: Overall Satisfaction

Predictor Variable: Education Level

Table 5: Regression Analysis

Coefficient	Standard Error	t-value	p-value
Education Level	0.32	2.45	0.015
Constant	3.85	0.73	<0.001

The coefficient for the predictor variable "Education Level" (0.32) represents the change in the dependent variable (Overall Satisfaction) for a one-unit increase in the predictor variable (Education Level), holding all other variables constant. This indicates the standard error of the coefficient estimate. The t-value (2.45) is the ratio of the coefficient to its standard error. It measures the number of standard deviations the coefficient is away from zero. The p-value (0.015) indicates the statistical significance of the predictor variable. In this case, the p-value suggests that the effect of Education Level on Overall Satisfaction is statistically significant. The constant term (3.85) represents the expected value of the dependent variable when all predictor variables are equal to zero. This output suggests that education level is a significant predictor of overall satisfaction among agripreneurs. Specifically, for each one-unit increase in education level, there is a corresponding increase of 0.32 units in overall satisfaction, holding all other variables constant. Additionally, the intercept term (constant) of 3.85 indicates the expected level of overall satisfaction when education level is zero, which may not be interpretable in the context of education (Table 5).

7. Conclusion:

The analysis conducted on a sample of 500 agripreneurs revealed several significant findings regarding the factors influencing their satisfaction levels. The study found that younger agripreneurs reported higher levels of satisfaction with technological innovation adoption compared to their older counterparts. This suggests a potential generational difference in attitudes towards adopting innovative technologies within the agricultural sector. Female agripreneurs demonstrated greater satisfaction with work-life balance compared to male agripreneurs, indicating possible gender disparities in entrepreneurial experiences and

responsibilities. Additionally, agripreneurs operating in regions with favourable economic conditions exhibited higher levels of satisfaction with profitability compared to those facing economic challenges, underscoring the importance of economic context in shaping entrepreneurial satisfaction. Education level was found to positively correlate with overall satisfaction, with higher levels of education associated with higher levels of satisfaction among agripreneurs. These findings highlight the multifaceted nature of factors influencing agripreneurs' satisfaction levels, encompassing demographic, geographic, economic, and educational dimensions. Understanding these factors is crucial for policymakers and stakeholders in devising strategies to support and enhance the satisfaction and well-being of agripreneurs in the agricultural sector.

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