

SOCIO-PERSONAL, ECONOMIC AND PSYCHOLOGICAL DETERMINANTS OF THE ATTITUDE OF THE VETERINARY ASSISTANT SURGEONS TOWARDS IMPROVED DAIRY HUSBANDRY

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ABSTRACT

A study was conducted in ten districts of Assam on 50 Veterinary Assistant Surgeon (VASs) in order to find out their attitude towards improved dairy husbandry and to see the relational analysis of attitude with the socio-personal, economic and psychological variables of the VASs. It was found that almost all the VASs had neutral attitude towards improved dairy husbandry. Out of the twelve variables only job satisfaction had highly positive and significant ($p < 0.01$) correlation with attitude and also had significant contribution effect on the variation of attitude. None of the twelve variables were good predictors of variation of attitude. They together could predict only 27.99 of variation in attitude.

INTRODUCTION

Attitude had been defined by Thustone (1946) as the degree of positive or negative effect associated with some psychological object which means any symbol, slogan, person, institution, ideal or idea toward which people differ with respect to positive or negative affect. Kemelger (1982) had defined attitude as an organized pre disposition the think, feel perceive and behave towards a referent or cognitive objective. The attitude of the Veterinary Assistant Surgeon towards improved dairy husbandry was thought to be important for efficient implementation of various dairy development programmes. It was also considered important to know as to whether any of the socio-personal, economic and psychological trait has any bearing on attitude. Therefore, the present study was conducted with the following two objectives:

- i) to find out the attitude of the VASs towards improved dairy husbandry.
- ii) to see the relational analysis of attitude of the VASs towards improved dairy husbandry with their socio-personal, economic and psychological traits.

MATERIALS AND METHODS

The study was conducted in the state of Assam. There were five Zones in the state. From each of the Zones two districts were selected at random. From each of the selected ten districts five VASs were selected at random and thus a total 50 VASs constituted the respondents of the study. The socio-personal and economic variables were studied by direct questions listed in a questionnaire but some scales measured the psychological variable. A scale was developed by the researchers to measure motivational work preference. The professional perception was measured by the scale developed by Rao (1976). Professional aspiration and job satisfaction were measured by the scale developed by Cantrill and Free (1962) and Brayfield and Rathe (1951) respectively.

The attitude of the respondents was measured by scale developed Saharia (1990). In this scale there were 7 positive statements and 7 negative statements arranged alternately. The respondents were asked to respond to each of these statements in a five point Likert continuum starting from strongly agree to strongly disagree. Scoring was done by giving 5,4,3,2 and 1 for the strongly agree, agree undecided, disagree and strongly disagree responses respectively for the positive statement and the reverse order was followed for the negative statements. The scores of all items were added and the aggregate represented the attitude score of an individual respondent. The test-retest method was used to see the reliability and the content validity method was used to ascertain validity of the scales.

RESULT AND DUSCUSSION

Attitude of the VASs : A perusal of data Table 1 revealed that almost all (88.00 %) the VASs had neutral attitude towards improved dairy husbandry in comparison to 4.00 % and 8.00 % having unfavorable and favorable attitude towards improved dairy husbandry. From this it could be opined that VASs in Assam possessed attitude ranging from neutral to positive baring a few who exhibit negative attitude towards improved dairy husbandry. This finding is corroborated by those reported by Rao (1982) and Saharia (1990). The fact that the scores of respondents from 39 to 58 by itself is a positive sign as the minimum and maximum obtained scores ranged from 14 to 70 respectively. This might, therefore, be considered as an overall inclination towards positive direction. Further, the over all scenario in dairying in India might have some impact in the mindset of the VASs.

Relational Analysis : A perusal in table 2 revealed that out of the twelve variables in the study only one variable viz. Job satisfaction was found to have highly significant ($p < 0.01$) and positive relation with attitude of the VASs towards improved dairy husbandry. This goes to imply that when attitude is favorable the level of job satisfaction shows an increasing trend. The multi regression analysis exhibit that only one variable i.e. job satisfaction showed significant. Contributing effect in the variation of attitude. The significant F value indicated that there were no good predictors among the variables taken I the variation of attitude. Further co-efficient of determination (R^2) indicated that these twelve variables together could predict only 27.99 % of variation in attitude.

From the foregoing discussion it can be concluded that almost all the VASs had neutral attitude toward improved dairy husbandry and job satisfaction had positive and highly significant correlation with attitude of the VASs towards improved dairy husbandry.

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Table 1. Frequency distribution of the VASs on the basis of their attitude towards improved dairy husbandry

Categories	Frequency (percentage)	Mean	S.D.	Range
Unfavorable (up to 44)	2 (4.00)			
Neutral (45 - 53)	44 (88.00)	48.30	4.25	39 - 59
Favorable (54 and above)	4 (8.00)			

Table 2. Correlation and Regression Co-efficient of attitude of the VASs towards improved dairy husbandry with their socio-personal, economic and other psychological variables

Variables	r value	b value	t value
Age	- 0.0049	0.0278	0.169
Education	- 0.0001	0.0392	0.581
In service training	0.1019	1.2678	0.973
Experience in dairying	- 0.1501	- 0.5831	- 1.139
Social participation	- 0.1974	- 0.4262	- 1.342
Family type	0.1501	0.1575	0.793
Family size	0.0850	- 0.4010	- 0.273
Annual income	0.0050	0.1052	0.424
Motivational work preference	0.0060	0.2904	1.302
Professional perception	0.0842	- 0.0495	- 0.332
Professional aspiration	0.0078	- 0.2603	- 0.893
Job satisfaction	0.3422**	0.4201	2.996**

R² = 0.2799 F = 1.1985