

ABSTRACT

AYDIN PROVINCE OF EVALUATION OF ASPECTS OF ENTREPRENEURSHIP IN AGRICULTURE

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Individual skills, knowledge, experience and creative development capability that can be defined as human capital that occurs as a result of entrepreneurial capability. Changing consumer preferences, decreasing agricultural supports, understanding of importance of ecological function leads to formation new agricultural policies. In the rural areas only to agricultural production areas will not be accurate. Agricultural policies that was implemented in recent years, supports the agricultural enterprises that are competitive and integrated with industry and service sectors at least at the local level. This situation has revealed the agricultural enterprises to the necessity of being entrepreneur beyond being a manufacturer. The main purpose of this research is to make an assessment of entrepreneurship, which is one of the necessary conditions of rural development, in Aydin province. In this study data were used which were collected with face to face survey method from 121 enterprises. 94 producers, 14 input dealers, 6 product processing firms and 7 project development and consulting firms were randomly selected from 12 districts. Simple descriptive statistics, factor analysis and structural equation modeling was applied to the collected data. As a result of the calculations made across enterprises, 64% of business owners have not non-agricultural income, 65% uses loan and 82% be glad to deal with agriculture are the striking findings. In research findings, six components were obtained as a result of factor analysis. Over-accumulation has been found in "personal characteristics and self-confidence" and "business ambition and success request" components. In the application of Structural Equation Modeling, which was made according to the theory of planned behavior, has emerged as a significant relationship between "attitudes toward the behavior" and "agricultural purposes for entrepreneurship".

Key Words: Entrepreneurship in Agriculture, Factor Analysis, Theory of Planned Behavior, Structural Equation Modeling, Aydin.