



MARKETING BEHAVIOUR AND OTHER ATTRIBUTES OF VEGETABLE GROWERS-A STUDY AT TUMAKURU DISTRICT IN KARNATAKA

MUJAMMIL PASHA

M.com, M. Phil, PGDBA

 Assistant Professor of Commerce,
Government Arts College (Autonomous),
Chitradurga, Karnataka.

Dr. P. PARAMASHIVAIAH

M.com, M.B.A, M. Phil, Ph.D

Professor,

 Dept. of Studies and Research in Commerce,
Tumkur University, Tumakuru, Karnataka

Abstract:

In recent trends, the importance of consuming vegetables for the maintenance of normal health is being realized in all parts of the world. Out of nearly 300 commercial cultivated crops in the world, about half were vegetables. Comparatively, vegetables are one of the cheapest sources of natural nutritive foods. Their consumption in sufficient quantity provides taste, palatability and increases appetite. Improved nutrition through increased intake of vegetables will necessitate a considerable increase in the production of vegetables which in turn demands an increase in the area under cultivation and production of vegetables. The increased supply of vegetables brought about through improved techniques will bring down the cost of cultivation. Normally, vegetable crops give higher yield per unit area as compared to cereal crops. Further, increase in vegetable production can provide more farm employment. Marketing behavior of a farmer is influenced by several factors. The study was conducted purposively in Tumakuru district to assess the marketing behaviour of vegetable growers. The total of 100 vegetable growers were formed the sample for the study. The primary data were collected through personal interview method with the help of pre-tested interview schedule which was prepared on the basis of objectives of investigation and variables. The statistical tests and procedures were used for analyzing the data.

Keywords: Vegetable production, Commercial cultivation, Vegetable growers, Marketing behavior.

I. INTRODUCTION:

Vegetables provide most protective nutrients like vitamins and minerals in the balanced diet of human beings. It is not an exaggeration to say that there is no human being in the world who does not consume vegetables. Besides, vegetable cultivation is more laboured intensive and remunerative for small and marginal farmers. Despite its utility, vegetable cultivation, consumption and marketing- in India remain a relatively neglected aspect. Though India is the second largest country in terms of production of vegetables in the world next to China, the average per capita intake of vegetables is much below the requirements of a balanced diet. This is mainly due to several difficulties associated with production and marketing of vegetables. The production problems include low productivity, traditional cultivation practices etc. On the marketing side, there are many imperfections and inadequacies while the perishable nature of vegetables poses some vital problems of marketing, the traditional and exploitative marketing practices pose some more problems. Some of the serious problems in

marketing of vegetables include unfair trade practices by middlemen, price uncertainty, price manipulations, lack of proper transport, storage facilities etc. As a result, Indian vegetable growers are considered to be bad marketers. Under this situation, they are forced to accept the price offered by the traders. Though some attempts are made to regulate the market practices and develop marketing facilities, a greater part of the vegetable marketing remains unorganized and underdeveloped.

II. REVIEW OF LITERATURE:

M.S.Jairath (2008) has estimated the extent of investment made in promotion of marketing infrastructure in the country and growth in public and private investments and he also examined state-wise spread of private and public investments in agricultural marketing infrastructure, its composition and share and has investigated whether private investment induces public investment or vice versa. Of the total investment of Rs 157652.30 lakh made for the development of agricultural marketing infrastructure, Madhya Pradesh has accounted for the maximum (36%) share, followed by Tamil Nadu (18%) and Andhra Pradesh (13.5%). West Bengal has accounted for the lowest share. The analysis has indicated that there is a strong complementarity between private and public investments and as soon as private investment comes, public investment also starts pouring in. The study has revealed that private investment induces public investment and private investment has taken a lead, which is a welcome change because private investment is more efficiently used as compared to public investment. He further suggested that barriers encountered in boosting of the private investment should be removed, awareness should be created at grass root level about the scheme, Entrepreneurial Bank for promotion of agricultural marketing infrastructure units should be established for mobilizing investment, fiscal incentives in the form of progressive taxation should be provided and on the overseas front, Foreign Direct Investment may be allowed.

Planning commission (2007) report of the working group on agricultural marketing infrastructure and policy required for internal and external trade for the XI Five Year Plan 2007-12 have suggested to develop agricultural marketing and market related infrastructure namely rural Primary Markets/Rural Periodic Markets/Rural Haats and setting up of new wholesale markets, Terminal Markets under PPP mode, Farmers Markets, commodity specific markets for fruits and vegetables, specialized flower markets, markets for medicinal and aromatic plants, specialized markets for spices, livestock markets, modern abattoirs under PPP format, modern meat retail markets, cool chain infrastructure and increased warehousing capacity. And, also related infrastructure like farm roads, national Electronic Spot Markets, automated weather stations, centers of Perishable Cargo, food safety infrastructure, good agricultural practices for India gap certification, farmers' organizations should be developed. They estimated total investment requirement for all the above suggested infrastructure items is Rs 64,312 crores. Of this, private sector investment has been estimated to the tune of Rs 30,652 crores. Besides, estimated investment for food processing sector is Rs 43,000 crores during the XI Five Year Plan.

L.P. Singh (2005) has analyzed the maladies prevailing in food marketing in India and has suggested several measures for improving this system. According to him "A market mechanism can be a source of considerable development leverage or can be a barrier to development. The needed, improved performance of food (Agriculture) marketing system is no more likely to occur without investment in research, education and training than in fanning and such programme should receive same priority consideration as agricultural production".

S. Shanmuga Sundaram (2005) revealed that many vegetable growers realize that income from growing vegetables is higher than from growing cereals. They also recognize that since vegetables are perishable, risks associated with growing vegetables are higher.

Mathura Rai and A.K. Pandey (2005) point out there is a need to improve the productivity of quality vegetables meeting the requirements of WTO standards, develop the cool chain, establish the linkages with the importing countries and modernize efficient cargo services to tap the international markets.

G.Venkataramani (2005) revealed that the new opportunities to participate in the production and marketing of high-value livestock products, fruits and vegetables and fishing should be exploited. The nation should work towards establishing and strengthening rules- based multi-lateral trading system through WTO negotiations and explore second-best options for bilateral or regional free trade agreements with other major developing countries according to the International Food Policy Research Institute IFPRIJ team.

III. STATEMENT OF THE PROBLEM

The major players in agricultural marketing are farmers, middlemen and the ultimate consumers. More specifically, the study of vegetable marketing and its practices is the need of the hour. Hence this study raises various research issues from viewpoints of the major players of vegetable marketing. As far as the producer is concerned, what are the various functions performed by him? How is he financed? How does he market the vegetables? What are the various problems faced by him?

IV. OBJECTIVES:

- i. To study the vegetable growers marketing behaviour in Tumakuru district.
- ii. To analyze the relationship between attributes of vegetable growers and their marketing behaviour.
- iii. To offer suitable suggestions to overcome the problems faced by the producers, middlemen and consumers.

V. RESEARCH METHODOLOGY:

Sources of Data:

Primary data: It is collected from vegetable growers in the Tumakuru district through a structured questionnaire.

Secondary data: It is collected from reference books, articles from newspapers, research papers and various websites.

V.I. Sampling Framework:

The researcher adopted random sampling method to select the sample observation for the vegetable growers. In this research study 100 vegetable growers were selected.

V.II. Determination of Sample size:

The Sample size for this research study was scientifically determined by substituting the sample standard deviation (S) computed from the pilot study regarding the performance of the vegetable growers ($S_1=0.2589$), in the following formulae.

$$n_1 = \left(\frac{Z \times S_i}{e} \right)^2 \quad (i=1,2,3,\dots) \dots \dots \dots (1)$$

Where n_1 is the required sample size of the vegetable growers

Where Z is the standard normal variate value at 95% confidence Level

Where e is the allowable sampling error at 5% level

By substituting the value of S_1 , Z and e in (1) we get the required sample size of farmers (100) the sample size computed in the lower limit for this research study.

VI. SCOPE OF THE STUDY:

The scope of the present study covers the marketing behaviour of vegetable growers and other attributes. Hence, the scope of the present study is restricted to marketing behaviour of vegetables only.

VII. LIMITATIONS OF THE STUDY:

The following are the limitations of the study.

1. The study area is restricted to Tumakuru District only.
2. Due to time and financial constraint the sample size taken is limited to 100 only.
3. The scope of the study is restricted to vegetables growers only.

VIII. OBSERVATIONS AND DISCUSSIONS:

The findings, suggestions based on the analysis and interpretations carried out in the research from the viewpoints of farmers:

1. A maximum of 39.8 percent of the vegetable produced areas belong to 1 to 1 ½ acres category.
2. A majority of 46.6 percent of the farmers viewed that the overall performance was good.
3. A majority of 62.6 percent of the middlemen were doing their inherited vegetable business.
4. A majority of 54.2 percent of the middlemen were doing the vegetable business only in the morning.
5. A maximum of 46.6 percent of the farmers were incurring an expense between 500 to 750 rupees towards labour cost.
6. A majority of 35.9 percent of the farmers incurred between 500 to 750 rupees per acre towards plant protection.
7. A majority of 47.6 percent of the farmers incurred between 750 to 1000 rupees per acre towards pesticides.
8. A majority of 43.6 percent of the farmers spent between 250 to 500 rupees per acre towards cost of picking the vegetables.
9. A maximum of 61.2 percent of the farmers spent between 250 to 500 rupees per acre towards its maintenance.
10. The majority of 40.7 percent of the farmers incurred between 3000 to 4000 rupees per acre for cultivation of vegetables.
11. A majority of 33 percent of the farmers were expecting the yield from one acre worth 5000 to 7000 rupees.
12. A majority of 72.8 percent of the farmers were not aware of the yield of hybrid variety seeds.
13. A majority of 45.6 percent of the farmers opined that the overall performance of cultivating function was moderate.
14. A maximum of 53.4 percent of the farmers viewed that the cost of labour was low.
15. A maximum of 53.4 percent of the farmers viewed that of plant protection was low.
16. A maximum of 44.7 percent of the farmers viewed that the cost of pesticide was low.
17. A maximum of 48.5 percent of the farmers viewed that the packing cost of vegetables was low.
18. The maximum of 30.1 percent of the farmers were viewed that the maintenance cost was high in the vegetable business.
19. A maximum of 35.9 percent of the farmers viewed that the total cultivation cost per acre was high.
20. A maximum of 44.7 percent of the farmers viewed that the total yield of vegetables per acre was low.
21. 43.7 percent of the farmers viewed that the information provided by the village extension officer was useless.
22. A maximum of 96.1 percent of the farmers opined that the yield from hybrid seeds was very low.
23. Most of 72.8 percent of the farmers did not get information from the village extension officer.
24. A majority of 35.9 percent of the farmers sold the vegetables to the retailer.
25. A Majority of 38.8 percent of the farmers sent the vegetables to the market by bus.
26. A maximum 30.1 percent of the farmers spent between 200 to 300 rupees for transporting the vegetables to the market.
27. A majority of 40.8 percent of the farmers sold the vegetables against credit sales.
28. Most of 45.6 percent of the farmers incurred an expense between 200 to 300 rupees for storing the vegetables.

29. A majority of 35 percent of them made sales and per acre it was above 5000 rupees.
30. A majority of 47.6 percent of the farmers viewed that the selling price was moderate.

IX. SUGGESTIONS:

Based on the observations, the following suggestions are given to the farmers in the marketing of vegetables in Tumakuru district.

1. It is suggested that inculcation of education to bring awareness among the farmers about the application of the latest technological development and methods, and it is recommended the farmers to contact the horticulture officers whenever they face ordinary and technical problems in their business.
2. It is suggested that the farmers make use of the barren land to cultivate appropriate vegetables according to the fertility of that land which can lead to the productivity of vegetables.
3. In order to borrow money with meager interest, it is advised the farmers to approach the commercial banks and financial institutions instead of local money lenders.
4. In order to reduce the cost of production of vegetables per acre, the farmers may opt for bulk purchase of fertilizers, seeds, manure etc., along with their co-farmers.
5. The methods of proper planning reduce the expenses incurred for maintenance, picking of vegetables and transport purposes.
6. The farmers are advised to know about the benefits of using the Hybrid variety seeds.
7. It is advised the farmers to update and make use of the latest information provided by the Village Extension Officers.
8. In order to reduce the transport expenses for carrying the vegetables to the market, the researcher suggests cheap means of transport like Bus, and a combined transport along with the co-farmers.
9. The researcher recommends that the Government must come forward to increase proper storage facilities to the farmers for season wise supply of vegetables.
10. It is advised to the farmers that they should carry clean and Size-based vegetables to the market in order to increase the selling price.

X. CONCLUSIONS:

Most of the farmers agreed that the performance of the cultivating function was moderate. The researcher identified the factors such as cost of picking information received from village extension officer, total cultivation cost and maintenance cost which were considered to be the best predictors of performance of cultivating function. On the other hand, the researcher also scrutinized the problems such as cost of picking, maintenance cost, cultivation cost and poor information provided by village extension officers reducing the performance of this functional area.

Most of the farmers agreed that the overall performance was good. The researcher has also found that there are some personal and business factors influencing and affecting the overall performance of the farmers. The researcher also identified some general problems like non-availability of fertilizers, shortage of storage facilities, shortage of transport facilities, insufficient rain, inadequate pesticide and fluctuation in price due to seasonal glut reducing the performance.

XI. REFERENCES

Books

- Stanley J. Shapiro and Jean-Charles Chebat, [1974], Marketing Management, Harper & Row Publishers, New York.
- C. 13. Memoria and R. L. Joshi, [1985], Principles and Practice of Marketing in India, Kitab Mahal. Allahabad.
- Dr. Rustom S. Davar, [1975], Modern Marketing Management, Progressive Corporation Private limited, Bombay.
- William J. Stanton [1981], Fundamentals of Marketing, McGraw-Hill Kogragusha, Tokyo.
- C. N. Sontakki, [1999], Marketing Management, Kalyani Publishers, Ludhiana.
- S.K. Gupta, [1993], Development of Agro-Industries, Deep & Deep Publications, New Delhi.
- S. Sankaran, [2006], Indian Economy, Margham Publications, Chennai.
- S. M. Jha & L. P. Singh, [1988], Modern Marketing Management in Indian Perspective, Himalaya Publishing House, Bombay.

Websites

- Tumkur Census (2011) retrieved from <http://www.indiamapia.com>
- Population Census (2011) retrieved from <http://www.census2011.co.in/census>
- Jeevan Chinnappa (2011, Oct 27), 'Middlemen are not allowed in this vegetable market'
- published in the newspaper "The Hindu" retrieved from <http://www.thehindu.com>

Journals

- N. Agarwal and T.C. Sami, [1995], Vegetables Marketing, **Indian Journal of Agricultural Marketing, 9(1), 1195.**
- Push Karnath, [1998], Potato in India, **Indian Council of Agricultural Review, New Delhi.**
- D. S. Thakur, Sanjay and D.R. Thakur, [1994], Economics of Off-Season Vegetable and Marketing in Hills, **Indian Journal of Marketing, Vol.8 (1), 1994.**
- Srivastava G.C., [1983] Dynamics of Vegetable Marketing: A micro-study, **Agricultural University Research Journal, 1983.**
- K.G. Shanmugavelu, [1984], Production technology of vegetable crops, Oxford Publications, New Delhi.