



# A STUDY ON THE CHALLENGES FACED BY COCONUT WOLESELLERS EFFORT IN RE- ESTABLISHING THEIR BUSINESS POST COVID-19

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## ABSTRACT

Titled as "to study challenges faced by coconut wholesalers in re-establishing their business post covid -19". The objectives of the dissertation, a quantitative research was held. The main characteristic of quantitative research is that it is mostly appropriate for small samples, while its outcomes are not measurable and quantifiable. Some analytical test has been done such as ANNOVA etc., using SPSS tool among 150 respondents through survey and circulated among the buyers and sellers around to let know others shop is here. (hotel, temples, retailer shop, etc...). Let transportation easy to reach (transport to temple, transport to hotels, transport to retailers, etc.) Try to sell in online coconut business.

**Key words :** coconut wholesalers, challenges, overcome during COVID-19 ☐☐☐

## INTRODUCTION

### INTRODUCTION TO COCONUT INDUSTRY

To study about coconut wholesalers in the covid-19 period of time. To analyse the wholesaler's performance and also give the solution for the wholesalers. And also, to identify the needs of wholesalers in covid -19. To make sure their business is going clean or seamless and what problem did the face during covid -19 time and how they gave the solution and to analyse the needs. Kerala is the largest producer of coconut and copra in India.

The COVID-19 pandemic that has swept through the world this year has caused unprecedented health and economic distress globally. Coconut business is the one among them which faced a severe issue over the sales of product. Coconut is the one which has very short life period. The wholesalers on the purchase of large amount of coconuts during the pandemic which they used to store in their god owns were exhausted and that there will be no complications or supplements that can be done to recover food product. The financial effect faced by the whole sellers are been detailed in this report.

### OBJECTIVES OF STUDY:

Primary objectives is to study challenges faced by coconut wholesalers in re-establishing their business post covid -19. Secondary objectives is known the work experience of the coconut wholesaler . To find the loss faced by coconut wholesaler during post covid. To find the satisfaction level of the coconut wholesaler during post covid .

### REVIEW OF LITERATURE.

- **Jose K Joseph. N. (2020)** The coconut industry has vast growth opportunities, but the marketing strategy needs a restructuring in line with the growing trend. Awareness and awareness about coconut diversification should be given priority with the aim of recapturing the market. The product is the best option with wide development opportunities for diversification and value addition. This article highlights the complexities of marketing practices for coconut products
- **Robert, ajmail** 120-Apr-2020 Coconut is considered to be the most important and useful tree among the tropical palms which gives coconut water, kernel, coir pith, coir fiber, coconut milk, desiccated coconut, seed shell, leaves, fruit husk, oil cake for cattle etc. It has been in cultivation in India from time immemorial. It perhaps yields more products of use to mankind than any other tree. Since it is one of the leading commodities in agricultural exports, the production programme of the crop is of critical importance in improving the efficient use of resources. The cost of production and net return obtained per unit, would determine the profitability of the crop. Coconut is foremost important for domestic uses, Coconut grower to help marketable product which gain producer.

- **Susil kumar, mehtlt** 25-Aug-2020 — Among the coconut-based industries, coir manufacture, copra making and oil milling are significant and coir products are to export every year. Coconut occupies a place of importance in the social and religious functions of the people of India. Coconut contributes over Rs. 8000 Crores per year to the Gross Domestic Product of India and it earns foreign exchange to the value of Rs. 392 Crores by way of export of coir and coir products. Coconut based farming system provides large quantity of biomass to satisfy the fuel requirements of a small family.
- **Dr. P. C. Kavidayal** 20-Apr-2020 — Coconut palm provides food security and livelihood to large size of population in the world particularly in Asia Pacific Countries. Coconut is a source of food, beverage, medicine, natural fiber, fuel, wood and raw materials for units producing a variety of goods. Coconut is interlinked with socio economic life of large number of small and marginal farmers in the peninsular India. It is estimated that about 11 million people in India are dependent on the coconut sector in areas of cultivation, processing and trading activities.
- **Franklin** 05-Sep-2020 — Tamil Nadu stands second amongst the coconut growing states in India with respect to the area under cultivation and the production of coconuts. It does also mean that the State deserves its credentials with respect to production of tender coconuts too. Tender coconut, the God given natural soft drink to humanity, is abundantly offered particularly in its natural form in markets. The increased demand coupled with development of marketing channels for tender coconuts has accounted for large-scale supply and sale of tender coconuts in recent years. Tender coconuts witness an increasing demand as well as expanded markets.

## REACHERCH METHODOLOGY

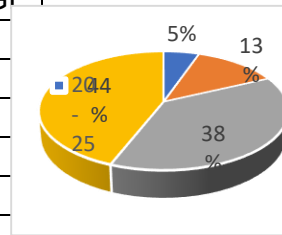
The study is based on coconut wholesaler. I had collected 150 respondents for the study. Source of data primary data collected from direct respondents secondary data collected from books and journals. The study has took three months. I used tools anova, output taken spss. I had used questionnaire has the primary data.

## DATA ANALYSIS AND INTERPRETATION

### 4.1 PERCENTAGE ANALYSIS:

**Table 4.1.1. AGE WISE CLASSIFICATION OF THE RESPONDENTS**

AGE	NO OF RESPONDENTS	PERCENTAGE
20-25	8	5%
25-30	19	13%
30-35	57	38%
AND ABOVE	66	44 %
TOTAL	150	100%

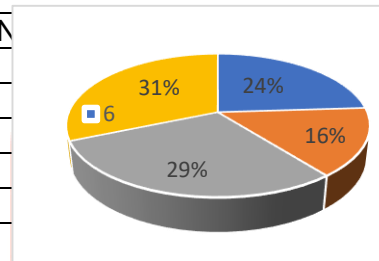


### INFERENCE:

The majority (66%) of respondents are and above.

**Table 4.1.4. EXPERIENCE OF THE RESPONDENTS IN THE BUSINESS.**

NO OF YEARS	NO OF RESPONDENTS	PERCENTAGE
6 YEARS	36	24%
8 YEARS	23	16%
9 YEARS	44	29%
ABOVE 10 YEARS	47	31%
TOTAL	150	100%

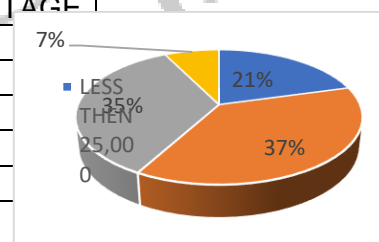


### INFERENCE:

The majority (31%) of respondents are 10 years experienced.

**Table 4.1.11. LOSS FACED BY THE WHOLESALER DURING COVID**

AMOUNT OF LOSS	NO OF RESPONDENCE	PERCENTAGE
LESS THEN 25,000	31	21%
25001- 50,000	56	37%
50,001-1, 00,000	52	35%
1,00,000 ARE ABOVE	11	7%
TOTAL	150	100%

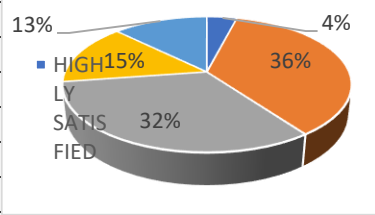


### INFERENCE:

The majority (37%) of respondent's losses 25001-50000.

**Table 4.1.16. RESPONDENTS SATISFACTION WITH THE COCONUT BUSINESS POST COVID 19**

PARTICULARS	NO OF RESPONDENCE	PERCENTAGE
HIGHLY SATISFIED	6	4%
SATISFIED	54	36%
NEUTRAL	49	32%
DISSATISFIED	22	15%
HIGHLY DISSATISFIED	19	13%
TOTAL	150	100%

**INFERENCE:**

The majority (36%) of respondents are highly satisfied with their business.

**ANOVA DATA ANALYSIS****Descriptive**

		N	Mean	Std. Deviation	Std. Error
Total number of year business	20-25	8	1.00	.000	.000
	25-30	19	2.11	1.286	.295
	30-35	57	2.65	.973	.129
	AND ABOVE	66	3.08	1.086	.134
	Total	150	2.68	1.155	.094
How much loss did you face during covid-time	20-25	8	2.00	1.309	.463
	25-30	19	2.47	.964	.221
	30-35	57	2.25	.714	.095
	AND ABOVE	66	2.30	.928	.114
	Total	150	2.29	.877	.072
What were the sources for getting credit?	20-25	8	2.38	.744	.263
	25-30	19	1.89	1.150	.264
	30-35	57	2.63	1.011	.134
	AND ABOVE	66	2.39	1.094	.135
	Total	150	2.42	1.070	.087

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Total number of year business	Between Groups	39.247	3	13.082	11.983	<b>.000</b>
	Within Groups	159.393	146	1.092		
	Total	198.640	149			
How much loss did you face during covid- time	Between Groups	1.436	3	.479	.617	.605
	Within Groups	113.238	146	.776		
	Total	114.673	149			
What were the sources for getting credit?	Between Groups	7.855	3	2.618	2.350	.075
	Within Groups	162.685	146	1.114		
	<b>Total</b>	<b>170.540</b>	<b>149</b>			

**Interpretation**

The significance value. 000 hypothesis rejected .

The significance value. 605 hypothesis accepted.

The significance value. 075 hypothesis accepted.

**FINDING**

44% respondents are and the above on from age.

31% respondents are above 10 years On experience in business.

36% respondents are 25001-50000 are faced loss during post covid.

36% respondents are satisfied and during business post covid.

**SUGGESTIONS**

- To let know others shop is here. (hotel, temples, retailer shop, etc...).
- Let transportation easy to reach (transport to temple, transport to hotels, transport to retailers, etc.)
- Try to sell in online coconut business.
- Correct price determination
- Opening another coconut shop.
- Give some discounts to them.

## CONCLUSION

The coconut based industry is growing in terms of production. However, its share in the fat trade has continued to decline over the past four decades. The coconut industry has vast growth opportunities, but the marketing strategy needs a restructuring in line with the growing trend. Awareness and awareness on coconut diversification should be given priority with the aim of recapturing the market. It is pertinent to mention that coconut has a bright future in India. Available infrastructure, trained manpower and the vast climatic conditions available in the country indicate the best capabilities.

## REFERENCE.

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- Franklin 05-sep-2022 —Financial express, coconuts whole sale production.
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