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AN EMPIRICAL INVESTIGATION ON PROBLEMS IN AGRICULTURAL MARKETING WITH SPECIAL REFERENCE TORURAL BANGALORE

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Abstract Agricultural marketing plays an important role not only in stimulating production and consumption, but also in accelerating the pace of economic development. It is the most important multiplier of agricultural development. Many research and studies reflected that the rural marketing is poor due to number of problems, such as lack of knowledge, the high degree of congestion at market yards, a smaller number of traders and non-availability of supporting services etc. This study identifies studies the level of awareness and problems faced by the farmers in agricultural marketing.

***Keywords* : *Agricultural marketing*.**

I. INTRODUCTION

Agricultural marketing brings producers and consumers together through a series of activities and thus becomes an essential element of the economy. The scope of agricultural marketing is not only limited with the final agricultural produce. It also focuses supply of agricultural inputs (factors)to the farmers. India's age-old farming practices have taken a turn in recent decades. There has been a technological breakthrough – the evolution of high-yielding variety seeds, increasing use of fertilizers, insecticides, pesticides, the installation of pumping sets, and tractorization. This technological breakthrough has led to a substantial increase in production on the farms and to the larger marketable and marketed surplus. To maintain this tempo and pace of increased production through technological development, an assurance of remunerative prices to the farmer is a prerequisite, and this assurance can be given to the farmer by developing an efficient marketing system.

II. OBJECTIVES OF THE STUDY

- To know the socio-economic background of farmers in rural Bangalore.
- To study the level of awareness of farmers towards marketing of their produce.
- To analyse the problems faced by the farmers in marketing their produce and finally.

III.SCOPE OF THE STUDY

Now we are in technological era. But still in agriculture sector don't have that much awareness about new technologies and their utilization. Hence, the present study is undertaken to find out the awareness among farmers in marketing their Agri produce in Bangalore Rural. The data were collected through structured Schedule. The scope of the study covers the problems faced by farmers in Agri marketing in rural Bangalore.

Research Questions

1. What is the level of awareness among farmers in marketing their produce in rural Bangalore?
2. What are the problems faced by farmers in marketing their produce?

IV. STATEMENT OF THE PROBLEM

There are several challenges involved in marketing of agricultural produce. There is limited access to the market information, literacy level among the farmers is low, multiple channels of distribution who charges more commission, that to be borne by both farmers and consumers. Although we say that technology has improved but it has not gone to the rural levels as it is confined to urban areas alone. Presently there is no organized and regulated marketing system for marketing the agricultural produce in India. Because of this farmer are facing many problems in marketing their produces in the market.

V.REVIEW OF LITERATURE

Rekha Dabbara, M. Chandrakumar, V. Anandhiand D. Muruganandhi, (2020), Warden office, Tamil Nadu Agricultural University, Coimbatore-641003, India,*"Data Driven Marketing Applications for Agriculture Services"* , in this article the authors gives idea about current digital services in marketing of agricultural produce and also stated that encourage digital agripreneurship, companies need to create pool of digitally skilled employees. Young agripreneurs have a key role to play in digitization of agriculture sector.

Dr. S. Jerome,(2017) St. Joseph's College, (Autonomous) , Tiruchirappalli, ***"****A Study on Agricultural Marketing Strategies and Challenges Faced by the Ponmalai Santhai (Local Market) Farmers in Tiruchirappalli"*, in this article the major objectives are a) To understand the benefits and problems of Santhai farmers b) To understand the farmers awareness about agricultural marketing c) To study the impact of Santhai agricultural marketing on the farmer's livelihood. The major suggestion given in the article farmers should be provided support in the form of necessary infrastructure of grading, sorting and packaging that will help in increasing farmer to fork linkages. There is also a need for training/orientation/sensitization of food traders, including small wholesalers, retailers, and hawkers, on new technologies of packaging, sorting, quality maintenance, regulatory framework and related aspects of marketing.

Poonam (2017) Hindu Girls College, Sonipat, Haryana, India, *"Agricultural marketing in India"*, in this article the researcher highlights the problems faced by agricultural marketing in India. The paper also describes the importance & new trends in Agricultural marketing. Concludes that in India agricultural marketing is not efficient. There is lack of operational efficiency, Pricing efficiency and distributive justice efficiency.

Dr G Karthikeyan, (2016) AVC College, Mannampandal,Nagapattinam,Tamilnadu, "*Problems in the marketing of Agricultural Goods*" in that study researcher focussed on problems in the marketing agri goods and gave some ideas like, government and farmers want to work together, strong policies to be made, special incentives to be given to farmers.

VI.ANALYSIS AND INTERPERTATION

A: SIMPLE PERCENTAGE ANALYSIS

Particulars	Frequency	Percent
Gender		
Male	483	96.6
Female	17	3.4
Age		
20 to 30 years	53	10.6
31 to 40 years	81	16.2
41 to 50 years	137	27.4
Above 50 years	229	45.8
Educational Qualification		
No Formal Education	170	34
SSLC and below	199	39.8
Higher Secondary	94	18.8
Graduation	37	7.4
Type of land possessed by the farmers		
Bore well	169	53.82
Lending from others	4	1.27
Rain water	137	43.63
Rainwater/Bore well	4	1.27
Years of involvement in agriculture		
Up-to 5 years	39	7.8
6 to 10 years	9	1.8
More than 10 years	452	90.4
Area of Cultivation		

Up-to 2.5 acres	309	61.8
2.5 to 5 acres	136	27.2
6 to 10 acres	39	7.8
More than 10 acres	16	3.2
Amount spent for cultivation in a year		
Below Rs.50000	335	67
Rs.50000 to Rs.100000	108	21.6
Above Rs.100000	57	11.4
Annual income earned by the farmers		
Below Rs.100000	334	66.8
Rs.100000 to Rs.150000	96	19.2
Rs.150000 to Rs.200000	54	10.8
Above rs.200000	16	3.2

Source: Primary Data

The above table reveals that most 96.6 percent of the respondents are male, majority 45.8 percent of the respondents belongs to above 50 years, 39.8 percent of the respondents are comes under SSLC& below, majority 53.82 percent of the respondents are using bore well for irrigation, most 90.4 percent of respondents are doing agriculture more than 10 years, majority 61.8 percent of the respondents are having acres upto 2.5, majority of the respondents 21.6 percent are spent 50000-100000 for cultivation in a year & most of the respondents 66.8 percent income falls below 100000.

B: AWARENESS

Farmers level of awareness on marketing their produces is examined using Exploratory factor analysis based on Principal Component Analysis (PCS) method and the results are presented hereunder:

Particulars	Mean	Std. Deviation	Cronbach's Alpha
Facility for sale of Produce	4.04	1.085	.852
Local Mandi	4.12	1.042	
Contract Company	3.81	1.220	
Farmers Market	4.10	.952	
Local Shop	4.01	1.182	
Exporter	3.80	1.077	
Direct to Trader	3.94	1.056	
Direct to Retailer	3.88	1.195	
Group Marketing	4.06	.989	
Co operative Marketing	3.89	.990	
Spot Marketing	3.70	.934	
Futures Market	3.73	.896	
Pre Harvest Contractor	3.86	.905	
Retail Chains	3.85	.981	

Fourteen items measuring awareness of farmers considered for exploratory factor analysis shows the overall mean of all statements recorded above 3.00 which ensures reasonable level of awareness. The mean and standard deviation ranges from 3.70 (spot marketing) to 4.12 (Local Mandi) and the standard deviation ranged between 0.896 ti 1.220 respectively. Reliability of the awareness construct consists of fourteen items confirms high reliability with the Cronbach's α=0.852.

Factorability of all 14 items measuring awareness examines which reveals correlation used to identify criteria ensured factorability, means that out of 14 items correlation achieved atleast for 3 with other one item that assures reasonable factorability.

C: PROBLEMS IN MARKETING

Farmers perception about problems in marketing their produces is examined using Exploratory factor analysis based on Principal Component Analysis (PCS) method and the results are presented hereunder:

Items	Mean	Std. Deviation	Analysis N
Lack of Knowledge in Marketing the produces	3.86	1.024	500
No stable prices for agricultural commodities	3.93	0.933	500
Lack of information about market prices	3.79	1.042	500
Lack of Knowledge in Marketing policies	3.8	1.058	500
Availability of Cold Storage	3.6	1.009	500
Lack of Knowledge in Grading	3.35	1.194	500
Delay in Payment	3.66	1.054	500
Intervention of Middleman	3.66	1.052	500
No variety of produces are produced	3.71	1.042	500
Problem of Perishable nature	3.54	1.141	500
Packaging Facilities	3.6	1.143	500
Lack of transport and Storage Facilities	3.49	1.194	500
Lack of Market Produces and news	3.52	1.096	500
Lack of regulated market and co-operative marketing societies	3.79	1.09	500
Shortage of Labour	4.47	0.744	500
Control of Middlemen in the market	4.4	0.803	500
Inadequate Minimum Support price	4.3	0.797	500
Lack of government policies	4.27	0.827	500
Lack of Government support	4.27	0.839	500
Market Infrastructure	4.32	0.88	500

Twenty items measuring problems faced by farmers in marketing their products considered for exploratory factor analysis shows the overall mean of all statements recorded above 3.00 which ensures reasonable level of perception towards problems. The mean and standard deviation ranges from minimum 3.35 (Lack of Knowledge in Grading) to 4.47 (Shortage of Labour) and the standard deviation ranged between 0.744 to 1.194 respectively. Reliability of the entire construct (problems) consists of twenty items confirms high level of reliability with the Cronbach's α=0.871. Factorability of all 20 items measuring problems faced by farmers in marketing their products examines which reveals correlation used to identify criteria ensured factorability, means that out of 20 items correlation achieved atleast for 3 with other one item that assures reasonablefactorability.

VII. MAJOR FINDINGS & IMPLICATIONS

Most 96.6 percent of the respondents are male, majority 45.8 percent of the respondents belongs to above 50 years, 39.8 percent of the respondents are comes under SSLC& below, majority 53.82 percent of the respondents are using bore well for irrigation, most 90.4 percent of respondents are doing agriculture more than 10 years, majority 61.8 percent of the respondents are having acres upto 2.5, majority of the respondents 21.6 percent are spent 50000-100000 for cultivation in a year & most of the respondents 66.8 percent income falls below 100000.

Reliability of the awareness construct consists of fourteen items confirms high reliability with the Cronbach's α=0.852. The diagonals of the anti-image correlation matrix were all over .5, supporting the inclusion of each item in the factor analysis.

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VIII. CONCLUSION

The most unnoticed mass of this country whose background education, occupation and the dependent growth is farming, and only farming, which implies the older generations do not take any opportunity to diversify their occupation apart from farming whereas, younger generation slowly and consistently vanishing in this regard and moving towards urban environment to improve their lifestyle. However, now-a-days, digital revolution in the universe have significant impact among people, where, farmers are not exception who are slowly and steadily catching up with this digital world, irrespective of their educational background, farmers are gradually gaining knowledge which is a good sign of growth in the field of agriculture. Farmers expect more improvement through policies that can help achieve greater heights are such as grading their produce (organic / inorganic), flow of information, improvement in market infrastructure through government facilities, storage and warehouse facilities, cooperative marketing methods, online trading, export support, crop insurance which are the most needed areas for immediate improvement.

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