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Marketing behaviour of vegetable growers of Jabalpur district of Madhya Pradesh

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Abstract

The study was conducted purposively in Panagar block of Jabalpur district to find out marketing behaviour of the vegetable growers in marketing of vegetable produce. The total number of 120 vegetable growers were formed the sample for the study. The primary data were collected through personal interview method with the help of 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. With the help of statistical tools like- mean, S.D. and percentage were used for analysis of data. Results revealed that majority of the respondents had medium (56.67%) level of marketing behaviour.

Keywords: Vegetable growers; Marketing behaviour

Introduction

Marketing behaviour envisages all the activities involved in the flow of goods and services from production point till it reaches the ultimate consumer. The marketing activities involve the function of buying, selling, preparation of produce for marketing, assembling, transportation, grading, packaging, storage, processing, retailing, marketing, credit, distribution, quality assurance, market news and intelligence, extension and training, development of market network. Marketing systems are dynamic; they are competitive and involve continuous change and improvement. Businesses that have lower costs, are more efficient, and can deliver quality products, are those that prosper. Those that have high costs, fail to adapt to changes in market demand and provide poorer quality, are often forced out of business. Marketing has to be customer-oriented and has to provide the farmer, transporter, trader, processor, etc. with a profit. This requires those involved in marketing chains to understand buyer requirements, both in terms of product and business conditions. Today's agricultural marketing has to undergo a series of exchanges or transfers from one person to another before it reaches the consumer. There are three marketing functions involved in this, i.e., assembling, preparation for consumption and distribution. Selling on any agricultural produce depends on some couple of factors like the demand of the product at that time, availability of storage etc. Sometime processing is done because consumers want it, or sometimes to conserve the quality of that product. The task of distribution system is to match the supply with the existing demand by whole selling and retailing in various points of different markets like primary, secondary or terminal markets. Products are sold in various ways. For example, it might be sold at a weekly village market in the farmer's village or in a neighboring village. If these outlets are not available, then produce might be sold at irregularly held markets in a nearby village or town, or in the mandi.

Material and methods

The study was conducted purposively in Panagar block of Jabalpur district due to highest vegetable production among the other blocks of the district 6 villages were selected randomly. Thus, a total number of 120 farmers were formed the sample for the study. The primary data were collected through personal interview method with the help of 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 with the help of statistical tools like-frequency, mean, S.D., and percentage were used for analysis of data. For measuring the marketing behaviour, the statements used to analyze marketing behaviour of farmers are as follows: Reasons for selling at a particular period/time, whom do you sell the produce,

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Reasons to sell to a particular agency, Where do you sell the produce and Reasons for selling at a particular place. The scores were assigned to the respondent on the basis of numbers of reasons for a particular statement. On the basis of these responses, respondents were classified into low, medium and high categories.

Results and discussion

The data presented in the table 1 that majority of the vegetable growers 83.33 per cent expressed that highly perishable was the major reason for selling vegetables at particular period followed by 71.67 per cent of them disposing their produce as they have financial urgency, 57.50 per cent told that quality was not good, 50.83 per cent have non-availability of cold storage facilities and 12.50 per cent had indebtedness of traders, respectively.

Majority of them 86.67 per cent expressed that they sold their produce to wholesalers through commission agents followed by 21.67 per cent sold their produce directly to the consumers. Most of the respondent 87.50 per cent expressed that their selling the produce to the particular agency is due to the fact that they have no time to engage themselves in selling directly to the consumers, followed by 77.50 per cent of them sold to particular agency mainly because of nearness to agency, 73.33 per cent of them for better price, 71.67 per cent of them due to immediate cash payment, 55.00 per cent told that trader is worthy credit and 10.00 per cent have previous agreement.

Around 84.17 per cent of them sold their produce to nearby markets, whereas 15.83 per cent of them sold direct to consumer at village, 15.00 per cent of them in block/ tehsil level markets and 7.50 per cent of them district level markets. Majority of them 85.83 per cent expressed that they sold their produce at particular markets because of better price and 80.00 per cent expressed that better market facilities available

in the market, 77.50 per cent told that, it was because of better transport facility, while 38.33 per cent opined that it was because of worthiness of the market.

Overall marketing behaviour

The responses were obtained on a five-marketing aspects namely 1.Reasons for selling at a particular period/time, 2.Whom do you sale the produce, 3.Reasons to sell to a particular agency, 4.Where do you sell the produce, and 5.Reasons for selling at a particular place. Total score for all the items gave marketing behaviour score of an individual. Based on the total score obtained by the respondents, following categories of marketing behaviour were made.

The overall marketing behaviour of the vegetable growers is presented in table: 2.

The data of the table 2 present the percentage and frequency distribution of marketing behaviour of vegetable growers. It is clear that the majority 56.66 per cent of the respondents had medium level of marketing behaviour followed by 23.33 per cent respondents had high level of marketing behaviour and only 20 per cent of respondent had low level of marketing behaviour. The present findings are in accordance with the results of Madhushekar (2009) [2], Priya (2014) [5], Maratha (2015) [4] and Devde (2017) [1].

The probable reason for these results may be the low level of mass media participation, and extension contact of the vegetable growers. And majority of them had lack of knowledge about schemes and facilities provided by the APMCs and about government agencies which are procuring the produce. This may be because of the farmers not visiting frequently to the nearby regulated markets. And majority of farmers dependent on others for getting market price information. Might be it is another reason.

Table 1: Marketing Behaviour of Vegetable growers

S. No.	Category	Frequency	Percentage
1.	Reasons for selling at a particular period /time		
a.	Highly perishable	106	83.33
b.	Quality was not good	69	57.50
c.	No availability of cold storage	61	50.83
d.	Financial urgency	86	71.67
e.	Indebtedness to trader	15	12.50
2.	Whom do you sell your produce		
a.	Directly to the consumer	26	21.67
b.	Wholesaler through commission agents	104	86.67
c.	Traders through co-operative societies	00	00
d.	Govt. agencies	00	00
3.	Reasons to sale on a particular agency		
a.	Trader is very near	93	77.50
b.	Trader is worthy credit	66	55.00
c.	I have no time to engage myself in selling directly to consumers	105	87.50
d.	Immediate cash payment	86	71.67
e.	Previous agreement	12	10.00
f.	Better price	88	73.33
4.	Where do you sell the produce		
a.	Self direct to consumer at village	19	15.83
b.	Nearby market	101	84.17
c.	In block/ tehsil level market	18	15.00
d.	In level district market	09	7.50
5.	Reasons for selling at a particular market		
a.	The better transport facilities available in the market	93	77.50
b.	Better price are available in the market	103	85.83
c.	Better market facilities available in the market	96	80.00
d.	Worthiness of the market	46	38.33

*Multiple responses

Table 2: Distribution of respondents according to their overall marketing behaviour

S. No.	Categories	Frequency	Percentage	Mean	S.D.
1.	Low (Upto7 score)	24	20.00	11.53	3.46
2.	Medium (8 -15 score)	68	56.67		
3.	High(Above 15 score)	28	23.33		
Total		120	100.00		

Conclusion

It can be concluded from the above discussion that, to make vegetable production more profitable and sustainable in the context of globalization. Government should give fair deal in establishing markets at the village level and dissemination of latest market information to the farmers in the right time. Establishing cold storage and processing units at the village level in order avoid price fluctuation. Arrange adequate and timely transport facilities for the smooth movement of vegetables from the place of production to market. These measures which may help not only to improve efficiency of marketing vegetables but also increase the producer share in the consumer rupee.

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