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## Marketing behavior of turmeric growers in Akola district of Maharashtra state

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**Abstract**

The present study conducted at Patur and Murtizapur tahsils of Akola district of Vidarbha region of Maharashtra with the objective to ascertain to study the profile of turmeric growers, to study the marketing behaviour of turmeric growers, to study the relationship between profile of turmeric growers and their marketing behaviour, to enlist the problems faced by turmeric growers for seeking information about market. Exploratory research design of social research was used for this study. From two tahsils, 120 turmeric growers were selected as respondents for the study and data was collected by personal interview method.

The findings of the study revealed that majority of the respondents (86.67%) sold their produce because of their financial urgency. Majority of the respondents (93.33%) sold their produce through wholesalers. Majority of the respondents (83.33%) sold their produce because of lack of time to engage themselves to sell directly to the consumers. Most of the respondents (91.67%) sold their produce in the distant market. Most of the respondents (100.00%) selling his produce at a particular place because of immediate payment and better market facilities available.

The results revealed that education, land holding, annual income, area under turmeric cultivation, source of information, risk preference, market orientation, extension contact and innovativeness were found to be positively and significantly correlated with the marketing behaviour at 0.01 per cent level of probability. The variables age and family size were found to be non-significantly correlated with the marketing behaviour of turmeric growers.

**Keywords:** marketing behaviour, turmeric

**Introduction**

Turmeric is one of the most important and ancient spices of India and a traditional crop having very good commercial value for spice oils and oleoresins. The origin of turmeric is believed to be South Asia and a few species are naturalized in North Eastern regions of India. Turmeric is one of the most important and ancient spices of India and a traditional crop having very good commercial value for spice oils and oleoresins. India is the largest producer and exporter country of turmeric crop. Out of the total production of the world 78 per cent of Turmeric is produced in India. The annual production of spices is around 2464 lakh ha which is valued at Rs. 5560 crores about 93 per cent of these absorbed by the domestic market. (The Hindu-survey of agriculture 2009-10).

Maharashtra is also one of the important states in turmeric production. In the Maharashtra about 113.60 thousand hectares of cultivation area under turmeric crop and produce 96.60 thousand tones of turmeric. The district growing turmeric in Maharashtra are mainly Satara, Sangli, Kolhapur, Hingoli, Parbhani, Nanded and some part of Vidarbha region. The people from Akola district change their attitude towards the production of turmeric. The total area under turmeric is 720 ha in Akola district.

**Material and Method**

Exploratory design of social research was used for this study. Five villages from each tahasil were selected purposively on the basis of maximum area under turmeric cultivation. Five villages selected from each tahasils for the study. Out of them 10 villages were selected purposively based on more area under turmeric cultivation during 2016-2017. Thus, total 120 turmeric growers were selected for the present study. Structured interview schedule was prepared in accordance with the study objective and survey method of data collection was used.

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**Result and Discussion**

The results obtained from the analysis of the data in accordance of the study objectives along with the logical

discussion have been given to interpret the observed phenomena.

**Table 1:** Distribution of the respondents according to their characteristics

Sr. No.	Variables and category	Respondents (N=120)	
		Number	Percentage
1.	<b>Age</b>		
	Young (Up to 35 years)	35	29.17
	Middle (36 to 50 years)	59	49.17
	Old (Above 50 years)	26	21.66
2.	<b>Education</b>		
	Illiterate	-	-
	Primary school	15	12.50
	Secondary school	47	39.17
	High school	27	22.50
	Higher secondary	19	15.83
3.	<b>Land holding</b>		
	Marginal (Up to 1 ha.)	26	21.67
	Small (1.01 to 2 ha.)	25	20.83
	Semi-medium (2.01 to 4 ha.)	46	38.33
	Medium (4.01 to 10 ha.)	23	19.17
4.	<b>Annual income</b>		
	Up to Rs. 50,000	41	34.16
	Rs. 50,000 to Rs. 1,00,000	36	30.00
	Rs. 1,00,001 to Rs. 1,50,000	25	20.84
	Rs. 1,50,001 to Rs. 2,00,000	12	10.00
5.	<b>Family size:</b>		
	Small (up to 4 members)	28	23.34
	Medium (5 to 7 members)	77	64.16
	Large (above 7 members)	15	12.50
6.	<b>Area under turmeric cultivation</b>		
	Small (up to 1.0 ha.)	22	18.33
	Medium (1.01 to 3.0 ha)	79	65.83
7.	<b>Sources of information</b>		
	Low (up to 12)	21	17.50
	Medium (13 to 18)	75	62.50
8.	<b>Risk preference</b>		
	Low (Up to 16)	21	17.50
	Medium (17 to 22)	77	64.17
9.	<b>Market orientation</b>		
	Low (up to 12)	19	15.83
	Medium (13-18)	83	69.17
10.	<b>Extension contact</b>		
	Low (up to 9)	20	16.67
	Medium (10 to 14)	76	63.33
11.	<b>Innovativeness</b>		
	Low (up to 6)	46	38.33
	Medium (7 to 9)	56	46.67
	High (Above 9)	18	15.00

The age wise distribution of the farmer in Table 1 shows, that majority (49.17 %) of the turmeric growers belonged to middle age group of 36 to 50 years. The result indicated that most of the turmeric growers were of middle age. The maximum number (39.17 %) of the turmeric growers has secondary school education; the average educational level of the turmeric growers was 8<sup>th</sup> standard. The maximum number (38.33 %) of the turmeric growers had 'semi-medium' land holding, the average land holding was 2.7 ha. It can be

concluded that majority of turmeric growers had semi-medium land holding. The majority (34.16%) of the turmeric growers had up to Rs. 50,000/- annual income; the average annual income was Rs.88,254/-. The majority (65.83 %) of the turmeric growers had 'medium' area under cultivation. The majority of the respondents (62.50%) had medium level of source of information. The maximum per cent of the respondents (64.17%) were observed under medium level of risk preference category. The majority of the respondents

(69.17%) were observed under medium level of market orientation category. Majority of the respondents (63.33%) were having medium level of extension contact. It was depicted that majority (46.67%) of the farmers were belonged to medium category of innovativeness.

### Marketing behaviour of turmeric growers

The result pertaining to marketing behaviour of turmeric growers are presented in this part.

**Table 2:** Distribution of the respondents according to their overall marketing behavior

Sl. No	Marketing behaviour index	Respondents (N=120)	
		Frequency	Percentage
1	Low (up to 33.33)	0	00.00
2	Medium (33.34 to 67)	35	29.16
3	High (Above 66.67)	85	70.84
	Total	120	100

It is observed from the findings that, majority 70.84 per cent of the respondents had High level of marketing behaviour, while 29.16 per cent respondents reported medium and no

respondent having low level of marketing behaviour of turmeric growers.

**Table 3:** Distribution of turmeric growers according to their marketing behavior

Sl. No	Particulars	Respondents (N=120)	
		Frequency	Percentage
<b>I</b>	<b>Reason for selling at a particular period/time</b>		
1	To get higher price	90	75.00
2	No storage facility available	88	73.33
3	Financial urgency	104	86.67
4	Indebtedness to trader/bank	15	12.50
<b>II</b>	<b>Whom do you sell produce?</b>		
1	Directly to the consumer	10	08.33
2	To the whole seller through commission agent in the weekly market	112	93.33
3	To the trader through cooperative societies	19	15.83
<b>III</b>	<b>Reason for selling to a particular agency</b>		
1	The agency is very nearer to field	19	15.83
2	the agency is worthy credit	10	08.33
3	I have no time to engage myself in selling directly to consumer	100	83.33
4	Immediate cash payment from commission agent	35	29.17
5	Previous agreement	03	02.50
6	Better price	60	50.00
<b>IV</b>	<b>Where do you sell the produce?</b>		
1	In the village market	08	06.67
2	In the town market	80	66.67
3	in the distant market	110	91.67
<b>V</b>	<b>Reason for selling at a particular place</b>		
1	Market is very nearer to the place	10	08.33
2	The better transport facilities available for the place	100	83.33
3	Farmer get immediate payment of his produce and better market facilities available in the market	120	100

The contents presented in Table 3 indicated that 86.67 per cent of the farmers expressed that the financial urgency was the major reason for selling turmeric at a particular period followed by 75.00, 73.33, and 12.50 per cent of them for getting higher price, unavailability of storage facility, indebtedness to trader/ banks, respectively.

Majority of the respondents (93.33%) expressed that they sold their produce to wholesaler through commission agents in weekly market. Majority of them (83.33%) expressed that they have no time to sell their produce directly to the consumer. Around 91.67 per cent of them sold their produce to distant market, whereas, 66.67 and 06.67 per cent of them sold in the town market and in the village market respectively. All the respondents (100.00%) expressed that they sold their produce at particular markets because the immediate payment of his produce and better market facility is available in the market, 83.33 per cent expressed that it was because of better transport facility available for the place and 08.33 per cent sold their produce because the market is very nearer to the place, respectively.

### Relational analysis

In order of find out the relationship of the selected characteristics of the farmer with their marketing behavior, correlation coefficient was worked out. The results obtained from the relation analysis have been presented as below.

**Table 4:** Relationship of selected characteristics of respondents with their marketing behavior

Sl. No.	Characteristics	'r' value
1	Age	0.0699 NS
2	Education	0.8785**
3	Land holding	0.2294**
4	Annual Income	0.4182**
5	Family size	0.1802 NS
6	Area under Turmeric cultivation	0.4423**
7	Source of information	0.8506**
8	Risk preference	0.8929**
9	Market orientation	0.9545**
10	Extension contact	0.8679**
11	Innovativeness	0.9076**

\*\* Significant at 0.01 per cent level, \*Significant at 0.05 per cent level, NS – Non significant

It was observed from the Table 4 the education, land holding, annual income, area under turmeric cultivation, sources of information risk orientation, market orientation, extension contact and innovativeness had positive and significant relationship with marketing behaviour of turmeric growers. Land holding shows positive and significant relationship with

marketing behaviour of turmeric growers. While, age and family size has non significant relationship with marketing behaviour of turmeric growers.

### Problems as perceived by turmeric growers

**Table 5:** Problems faced by Turmeric growers for seeking information about market

Sl. no	Problems	Frequency	Percentage
1	Markets are far away	100	83.33
2	High cost of transportation	95	79.16
3	Fluctuation in market price	81	67.50
4	Loading and unloading charges are more	60	50.00
5	Inadequate of storage facilities	77	64.16
6	No grading machinery availability	90	75.00
7	Lack of market information	87	72.50
8	Lack of processing facilities	65	54.16

The contents presented in Table 5 revealed that market are far away was the major problem (83.33), followed by high cost of transportation (79.16%), no grading machinery availability (75.00%), lack of market information (72.50%), fluctuation in market price (67.50%), inadequate of storage facilities (64.16%), lack of processing facilities (54.16%) and loading and unloading charges are more (50.00%) were the problems in marketing of turmeric.

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### Conclusion

Maximum numbers of the respondents (49.17%) were included in the middle age category of 36-50 years. About 39.17 per cent of the respondents were educated up to middle school. The respondents (38.33%) were found to in the semi-medium land holding category. Most of the (34.17%) respondents belonged to very low annual income category. It was found that (64.17 %) of the respondents were from medium category of family size. Over fifty (65.83%) of the respondents had put their area under turmeric crop up to 0.68 ha to 3.29 ha. Over fifty (62.50%) per cent of the respondents had medium level of source of information. Over fifty (64.17%) of the respondents were noticed in medium risk preference category. Over fifty (69.17%) per cent of the respondents had medium level of market orientation. Over fifty (63.33%) per cent of the respondents had medium extension contact. Relatively higher proportion of the respondents (46.67%) belonged to medium category of innovativeness. Majority (70.83%) of the respondents had high level of marketing behaviour. Majority of the respondents (83.33%) had faced the problem that market is far away.

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