



ISSN NO. 2320-5407

Journal homepage: <http://www.journalijar.com>

INTERNATIONAL JOURNAL
OF ADVANCED RESEARCH

RESEARCH ARTICLE

MARKETING PROBLEMS FACED BY BETEL LEAF CULTIVATORS

Dr.P.Mohanasundaram

Associate Professor of Commerce, Valluvar College of Science & Management, Karur, Tamilnadu

Manuscript Info

Manuscript History:

Received: 15 March 2015
Final Accepted: 11 April 2015
Published Online: May 2015

Key words:

*Corresponding Author

Dr.P.Mohanasundaram

Abstract

Marketing cannot be summarily dismissed either as a natural or passive factor in economic growth. It is rather a catalyst that accelerates the pace of development and facilitates the process of economic and social change. The concept of marketing is significantly applicable to the agricultural economy. The agricultural marketing occupies a dominant position in marketing economy as three-fourth of Indian population depends on agriculture for their livelihood. Hence, there is every need for sound agricultural marketing.

Production enhanced would be of no value. If sound marketing does not follow it. Marketing of goods normally implies their physical transfers as well as the economic terms on which these transfers are made. In any planned economic development programme exchange of goods assumes a very important role. Agricultural marketing is the combination of activities by which agricultural raw material and processed products are made ready for consumption in suitable form. This suitable form may be in channelizing the products in an efficient way so as to help the producer to get the major share of consumer's rupee. Hence, an attempt has been made to study the marketing problems faced by betel leaf cultivators.

Copy Right, IJAR, 2015.. All rights reserved

INTRODUCTION

OBJECTIVE OF THE STUDY

To study the marketing problems faced by the betel leaf farmers in Anthiyur Taluk.

METHODOLOGY

The study is based on primary data. The required primary data for the present study were collected from 100 sample respondents. They were selected by using non-random convenience sampling technique. Ranking technique has been used to analyse the marketing problems faced by the betel leaf farmers.

Marketing Problems Faced By Betel Leaf Cultivators: Garrett Ranking

On the basis of outcome of the investigation, only the problems like forced sales, perishable nature, lack of storage facilities, higher commission charges, irregular payment, fluctuation in price, high transportation charges, lack of credit facilities, waste and damages due to lack of infrastructure, malpractices, lack of market information, absence grading.

Garrett ranking techniques has been applied to rank the problems in marketing of betel leaf with the following formulas.

$$\text{Percent position} = \frac{100(R_{ij} - 0.5)}{N_j}$$

Where,

R_{ij} = rank is given for the i^{th} factor by j^{th} respondents.

N_j = number of problems ranked by j^{th} respondents.

By referring the Garrett ranking table, the per cent position estimated is added and then mean value calculated. The problem having highest mean value is considered to be the most important.

Scale value as per Garrett ranking techniques for first to 12 ranks are 83, 73, 66, 60, 56, 52, 47, 43, 39, 33, 27 and 16 respectively. The per cent position of each rank is made into score by referring problems are summed up assigning rank.

The table 1 shows the results of Garrett ranking technique.

TABLE 1
SCORE VALUE OF MARKETING PROBLEMS FACED BY THE BETEL LEAF CULTIVATORS: GARRETT RANKING TECHNIQUE

PROBLEMS	SCORE VALUE X	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL	MEAN SCORE	RANK
		83	73	66	60	56	52	47	43	39	33	27	16			
1. Forced sales	F	3	1	7	11	1	8	5	60	1	1	1	1	4846	48.46	VII
	Fx	249	73	462	660	56	416	235	2580	39	33	27	16			
2. Perishable Nature	F	41	3	2	25	2	5	2	11	5	1	1	2	6480	64.8	I
	Fx	3403	219	132	1500	112	260	94	473	195	33	27	32			
3. Lack of storage facilities	F	26	13	28	8	3	4	7	1	1	2	3	4	6433	64.33	II
	Fx	2158	949	1848	480	168	208	329	43	39	66	81	64			
4. Higher commission charge	F	10	37	10	6	8	11	7	4	1	2	1	3	6252	62.52	III
	Fx	830	2701	660	360	448	572	329	172	39	66	27	48			
5. Irregular payment	F	6	8	13	5	6	8	6	4	29	6	7	2	4996	49.96	VI
	Fx	498	584	858	300	336	416	282	172	1131	198	189	32			
6. Fluctuation in price	F	5	11	6	7	10	27	5	6	9	4	5	5	5189	51.89	V
	Fx	415	803	396	420	560	1404	235	258	351	132	135	80			
7. High transportation charges	F	3	13	7	1	4	7	32	5	7	5	2	14	4743	47.43	VIII
	Fx	249	949	462	60	224	364	1504	215	273	165	54	224			
8. Lack of credit facilities	F	2	6	16	28	10	9	9	1	8	4	4	3	5434	54.34	IV
	Fx	166	438	1056	1680	560	468	423	43	312	132	108	48			

9. Waste and damage due to lack of infrastructure	F	1	5	2	1	34	13	9	1	8	9	9	8	4666	46.66	IX
	Fx	83	365	132	60	1904	676	423	43	312	297	243	128			
10. Malpractices	F	1	1	5	5	11	2	4	2	12	35	13	9	3898	38.98	X
	Fx	83	73	330	300	616	104	188	86	468	1155	351	144			
11. Lack of market information	F	1	1	2	2	3	1	10	3	16	14	14	33	3219	32.19	XII
	Fx	83	73	132	120	168	52	470	129	624	462	378	528			
12. Absence grading	F	1	1	2	1	8	5	4	2	3	17	40	16	3344	33.44	XI
	Fx	83	73	132	60	448	260	188	86	117	561	1080	256			

Source: Primary Data Note: x-scale value F=Number of sample respondents Fx= score value

The Table 1 indicates that perishable nature is the major marketing problems faced by the sample respondents with the mean score of 64.8 followed by lack of storage facilities with the mean score is 64.33, higher commission charges with the mean score is 62.52, lack of credit facilities with the mean score is 54.34, fluctuations in price with the mean score is 51.89, irregular payment with the mean score is 49.96, forced sales with the mean score is 48.46, high transportation charges with the mean score is 47.43, waste and damages due to lack of infrastructure with the mean score is 46.66, malpractices with the mean score is 38.98, absence grading with the mean score is 33.44 and lack of market information with the mean score is 32.19.

It is concluded that perishable nature is the major problems faced by the sample respondents while marketing their betel leaf.

Conclusion

To identify the perishable nature problems, this is the most important one. Garret ranking analysis has been applied. It is found that perishable nature is the major marketing problems faced by the sample respondents while marketing their betel leaf producers followed by lack of storage facilities, higher commission charges, fluctuation in price, irregular payment, forced sales, high transportation charges, waste due to lack of infrastructure, malpractices, absence grading and lack of market information. It is concluded that perishable nature is an important marketing problems faced by the betel leaf producers.

BIBLIOGRAPHY

BOOKS

1. Mamoria C.B,1990. Agriculture problems of India. Allahabad: Kitabmahal.
2. Martin L.Bell 2002. Marketing concepts and strategy. London: macmillan company
3. Gandhi J.C 1989 marketing, New Delhi: Tata McGraw Hill Publishing company Limited.
4. Gupta S.P. 2009 statistical Methods, New Delhi: Sultan Chant and sons.
5. Kothari C.R , 1998, Research methodology, New Delhi: Wishwa Prakashan.
6. Memoria C.B and Joshi R.L., 1984. Principle and practice of marketing in India, Allahabad: Kitabmahal.

JOURNALS

1. Indian Journals of Agriculture marketing,
2. Indian Journal of Agriculture Economics.
3. Indian Journal of Horticulture.
4. Indian Journal of Marketing.
5. Kisan World.