



A STUDY ON PROBLEMS IN MARKETING OF AGRICULTURAL GOODS WITH REFERENCE TO KUMBAKONAM (KOTTIYAPADUGAI VILLAGE)

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ABSTRACT

BACKGROUND

Agriculture is essential for human life. The basic necessities in human life, Food is the first one. The basic objective of this study is to study the problems faced by the farmers in marketing of agricultural goods. In agriculture producer does not determine the price. Number of middleman are involved in sale of agricultural products to the customer, So they enjoyed huge profit. They fixed the price. As to find the problems questionnaires were collected from the farmers in Kottiyapadugai village, Kumbakonam Taluk, Thanjavur district.

METHODS

A total of 30 respondents were selected to survey regarding problems in marketing of agricultural goods. Simple random techniques were used. A set of questionnaire was used to collect data. With the help of collected questionnaires statistical tools were used to find the problems using Excel Spread sheet.

OUTCOMES

In the present study analysed the farmers faced the problems in marketing of agricultural goods. The main problem faced by the farmers was large number of middleman, in marketing of agricultural goods. Because of that farmers get low profit. Due to poor infrastructure of marketing was also a problem for farmers. They need a good market place for their produced goods. The infrastructure was not good. The farmers was also outdated in technologies.

Key words: Middleman, Information Technology, Anova, Regression, Correlation Coefficient.

INTRODUCTION

Agriculture began independently in different parts of the world. The grains were collected and consumed at 20,000 BC. The rice was cultivated in china between 11,500 and 6,200 BC. Agriculture is a very ancient activity. Food is essential for life. Without food nobody can live. Agriculture is the livelihood of many human beings. Agriculture is the main source of income for many developing countries. Indian economy is also based on agriculture to a great extent. Agriculture is the backbone of Indian economy. According to 2001, census over 56.6% of the workers are engaged in agriculture and its allied activities. Farmers put all efforts on production of agricultural goods. But, they don't get huge profit because, they don't fix the price, they don't do the agricultural marketing. In the

case of industrial goods, the producer fix the price. Agricultural marketing is essential for farmers to get huge revenue. Agricultural marketing means the agricultural product move from the farm to the consumer. Farmers don't sell the product directly to the customers. Number of intermediaries was involved during the sale. The intermediaries fixed the price they enjoyed huge profit. Farmers faced many problems in marketing of agricultural goods such as lack of finance, Middleman, Transportation, price Fluctuation and Branding. To promote agricultural marketing, the government established the 'Uzhavar Sandhaigal' for farmers in Tamil nadu. In Kumbakonam 1 'Ulavar Sandhai' are operating by farmers. In 'Ulavar Sandhai' farmers directly sale their product to the consumers. Farmers fix the price in 'Ulavar Sandhais'. No Intermediaries are involved in this place. 'Ulavar Sandhai' is a place where farmers sale their products directly to the consumers. There are 104 'Ulavar Sandhais' in Tamilnadu. Only few farmers have the opportunity to enjoy this benefits. In Thanjavur numbers of farmers are there. But, only 3 'Ulavar Sandhais' in Thanjavur district located in Thanjavur, Kumbakonam and Pattukottai. Many farmers are not aware about the agricultural marketing because of illiteracy and outdated. Agricultural marketing help the farmers to get huge profit and improve standard of living and it helps to reduce poverty. It also provided employment. So it is very important to study the problems faced by farmers in agricultural marketing.

LITERATURE REVIEW

Karthikeyan (2016) discussed about the problems faced by the farmers in marketing of agricultural goods. Agricultural marketing involves many processes but farmers in India unable to do that all processes .Because they were illiterate. The middlemen enjoy more profit. This paper focused on the problem of marketing of agricultural goods and provided some valid suggestions to overcome the problems.

Jagadeesh (2015) mentioned challenges faced by the small farmers in India. This paper focused on raising agriculture growth, food security, and livelihoods in India. According to 2001 census there were 121 million agricultural holdings in India. Small holdings play important role in reduction of poverty and it help to increase country's GDP rate

Pallavi and Nagaraj (2013) researched on 'opportunities & challenges for agricultural marketing' their paper mentioned the challenges behind agricultural marketing. Agriculture is an important sector gives more revenue to the Indian economy. Farmers find market for the increased production. In most of the rural areas farmers had no market place to sell their product. Farmers faced the problem of inadequate information relating to their product. To expand all the services which will develop agricultural marketing.

Parathasarathi (2014) researched on 'A study of agricultural inputs marketing in India' this paper focused on increasing of agricultural productivity. It help to reduce poverty and give employment to more people. This paper highlighted the recent changes happened in the agri-input marketing. It also suggested some strategies and recommendations help to develop an efficient inputs in agriculture.

Roy (2012) researcher explained the various problems affected the development of agriculture such as poverty, food security and unemployment. This paper focused the new agricultural challenges regarding marketing of agricultural goods. Investment in agricultural retailing help to flow of capital in rural economy of a country. This investment help to increase the income of farmers in agriculture.

OBJECTIVES

1. To study the problems faced by the farmers in marketing of agricultural goods
2. To study the different aspects of constraints, and challenges of farmers in marketing of agricultural goods
3. To study the problems in market infrastructure of agricultural goods

SCOPE OF THE STUDY

The main objective of this study is to know the problems faced by the farmers in marketing of agricultural goods. This study helps to understand the present scenario of farmers regarding the problems in marketing of agricultural goods. The Sample was taken from the farmers in kottiyapadugai village in kumbakonam (TALUK), Thanjavur (district).

METHODOLOGY OF THE STUDY

(1) AREA OF THE STUDY

This study is confined to the Kottiyapadugai village, Kumbakonam taluk, Thanjavur district only.

(2) SAMPLING DESIGN

SAMPLING DESIGN

Simple random sampling technique was used to select the sample. The respondents were randomly selected.

SAMPLING UNIT

The sampling unit is the individuals who are farmers in the Kottiyapadugai village, Kumbakonam Taluk, Thanjavur district.

SAMPLE SIZE

The sample size is 30. The questionnaire were prepared and distributed to the farmers. However, the questionnaires were translated in Tamil language to the farmers.

SOURCE OF STUDY

The data for this paper were collected from primary and secondary sources.

- Primary data was collected from the farmers by used questionnaires
- Secondary data was collected from Journals and websites.

STATISTICAL TOOLS

The following were the statistical tools used in this study.

- Cronbach's alpha(reliability test)
- ANOVA analysis
- Correlation coefficient
- Regression analysis

RELIABILITY TEST

The studies related with problems in marketing of agricultural goods. It was three domains: problems faced by the farmers in marketing of agricultural goods, constraints and challenges faced by the farmers, problems in market infrastructure of agricultural goods. Five questions were made per each domain, totaling 20 questions. The respondents were asked to select items on the 5 - points likert scale. cronbach's alpha value in this research was 0.6.

REGRESSION ANALYSIS

Regression was used to identify the problems faced by the farmers in marketing of agricultural goods. In this the researcher analysis the problems faced by the farmers in marketing of agricultural goods such as lack of finance, large number of middleman, transportation, pricing and branding. Dependent variables were considered as agriculture and the Independent variables are problems faced by the farmers.

The regression results are shown below

Table : 1

REGRESSION ANALYSIS

Variables	Coefficient	std.error	P value
Lack of finance	-0.501	0.19	0.01
Large number of middleman	-0.106	0.20	0.60
Transportation	-0.573	0.26	0.08
Pricing	0.398	0.20	0.06
Branding	0.190	0.18	0.31

$R^2=0.323$ $F=2.291$ $\text{sig } f=0.007$ $\text{constant}=6.473$

The regression model was used to investigate to discover problems faced by the farmers in marketing of agricultural goods. The above table value 1 shows $R^2=0.323$, significant value of p is 0.007 and it is statistically significant 32.3% this study reveals the large number of middleman are more regressive.

HYPOTHESIS DEVELOPMENT

H_0 : Problems in market infrastructure of agricultural goods are independent

H_1 : Problems in market infrastructure of agricultural goods are dependent

Table: 2

Source of variance	Ss	Df	Mean square	F Ratio	Sig p
Between sample	225.2	4	56.3	5.095	0.007
Within sample	176.8	16	11.05		
Total	402	24			

P value =0.007

From the above table 5% F-Ratio=5.095 with significance P level of 0.007. The calculated value greater than table value and calculated value comes in rejection region of H_0 . Thus H_0 is rejected. And H_1 is accepted.

CORRELATION COEFFICIENT

Correlational studies can suggest that a relationship exists between variables.

Table: 3

Variables	A	B	C
Use of information technology	1		
Promotion and selling process	0.972	1	
Marketing is not given due importance in agriculture	0.901	0.943	1

From the above table the variables, use of information technology, promotion and selling process and marketing is not given due importance in agriculture are all strong positively correlated.

CONCLUSION

Food is essential for everyone. So agriculture is necessary for all human beings. In this paper the researcher studied the problems faced by the farmers in marketing of agricultural goods such as lack of finance, Transportation, large number of middleman, pricing and branding.

Based on this study analyzed the main problem faced by the farmers is large number of middleman, problems in market infrastructure of agricultural goods. The variances use of information technology, promotion and selling process, and marketing is not given due importance in agriculture are correlated.

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