

Original Research Article

Marketing behavior of Dryland farmers – An Gender analysis

Dryland farming facing more challenges because of recurrent drought occurrences, dryland farming is a part of agriculture which generates onefourth of total income in agriculture if dryland crop cultivated properly then, it can contribute significantly to the agricultural development. This study was conducted in Tiruppur district of Tamil Nadu, from the selected district nine villages was taken for the study.

Regarding the export, India's contribution to the international market is increasing rapidly (Kumar 2004). Utilizing our biodiversity with a proper planning, Indian products can very well enter the overseas markets (Suganthi 2017). This can be attained through increased or maintaining the cultivation of dryland crops but the present scenarios showing decrease in area of dryland farming. At this juncture, marketing behaviour of these dryland farming system was considered important and analysed. The finding concluded that they existed medium marketing behaviour among the growers.

Keywords: Dryland farmers, marketing behavior, Gender.

Introduction

Dryland crop demand always have neutral marketing trend all over the season but due to the drought prevails in Tamil Nadu the demand increased and now for the past months it regaining the normal market. The demand for crop occurring in both developing and developed countries.

India has been a traditional exporter of agro goods for the past several decades and ranks one of the foremost suppliers in the world.

Now a day the marketing is inefficient, informal, secretive and opportunistic. As a result, the raw material supply situation is shaky, unsustainable and exploitative.

Hence the marketing behaviour of the respondents was studied, which includes mode of transport, place of sale, mode of sale, terms and condition for sale, selling pattern of farm

Comment [U1]: The title should be reframed bearing in mind the study location. Also capitalize the first words. Remove "An" and replace with "A"

Comment [U2]: Delete and replaced by occurrences.

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Comment [U5R4]: mplete the study location by adding the country.

Comment [U6]: Delete and use were.

Comment [U7]: Add "for the purpose of this study".

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28 produces, payment pattern, packing material used, opinion about existing market facilities, price
29 etc.,

30 **Materials and methods**

31 Tiruppur district of Tamil Nadu was purposively selected for study because it is one of the
32 districts where the percentage of rainfall is minimum for past ten years. Pongalur, Palladam,
33 Kundadam blocks were selected based on the highest unirrigated area. Based on this thirty farm
34 women and thirty farm men holding land from each block was selected and comprises total
35 sample size of 180.

Comment [U11]: Use female farmers (women)

Comment [U12]: Use Male farmers (men)

36 Data collection was done with the use of a semi -structured and pre-tested interview schedule.
37 The data were collected by personally interviewing the respondents. Necessary effort was made
38 to check and cross check the data collected from the respondents. The statistical tool used in this
39 study was simple percentage analysis. Percentage analysis was used in descriptive analysis for
40 making simple comparisons. By using the cumulative frequency, their marketing behaviour was
41 classified into low, medium, high.

42 **Results and Discussion**

43 Marketing behavior referred to the term capacity or tendency of an individual farmer possessing
44 farming to identify the market and trend to sell the produce for obtaining greater returns.

45 In this study marketing behaviour was attempt to study under different dimensions viz.
46 marketing decision, marketing surplus, place of sale, mode of sale, transport, term of sale,
47 condition of sale and middlemen involvement

48 From table 1 it can be inferred, that the majority of the respondents had medium marketing
49 behaviour (55.00%) followed by low and high (49.00 % and 26.00%) levels of marketing
50 behaviour respectively.

51 The attributed reason for the medium marketing behaviour among respondents might be due to
52 the involvement of intermediaries in the marketing channel, secretive trade, no proper market
53 awareness and unstable price.

54 The findings derive support from the findings of Ramasubramanian(2000) and Suganthi (2017).

55 Table 1 : Overall marketing behaviour

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Sl.No.	Variables/categories	Male (90)		Female(90)		Total (180)	
		No.	%	No.	%	No.	%
	Overall Marketing behaviour						
1	Low	24	26.67	29	32.22	53	49.0
2	Medium	54	60.0	45	50.0	99	55.0
3	high	12	13.33	16	17.78	28	26.0

56 Table 2 : Marketing behaviour of the respondent

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Sl.No.	Variables/categories	Male (90)		Female(90)		Total (180)	
		No.	%	No.	%	No.	%
1	Marketing decision						
	Consulting village merchants	2	2.2	-	-	2	1.1
	Consulting commission agents	8	8.9	13	14.4	21	11.7
	Consulting marketing officials	3	3.3	-	-	3	1.7
2	Marketing surplus						
	<25% of commodity	2	2.2	8	8.9	10	5.6
	26% – 50% of commodity	45	50.0	48	53.3	93	51.7
	51% - 75% of commodity	5	5.6	3	3.3	8	4.4
	76%- 99% of commodity	9	10.0	10	11.1	19	10.6
	All commodities	29	32.2	21	23.3	50	27.8
3	Place of sale						
	Village merchant	24	26.7	28	31.1	52	28.9
	Commission agents	5	5.6	3	3.3	8	4.4
	Regulated market	10	11.1	-	-	10	5.6
	Farmers shandy	2	2.2	-	-	2	1.1
	Nearby shops	5	5.6	10	11.1	15	8.3
	Cooperatives	7	7.8	6	6.7	13	7.2
	Agent + nearby shops	37	41.1	43	47.8	80	44.4
4	Mode of sale						
	Wholeseller	36	40.0	38	42.2	74	41.1
	Retailer	5	5.6	-	-	5	2.8
	Both	49	54.5	52	57.7	101	56.1
5	Transport						
	Bicycle	10	11.1	3	3.3	13	7.2
	Citybus	9	10.0	9	10.0	18	10.0
	Tempo / tractor	37	41.1	36	40.0	73	10.6
	Two/ four wheeler	34	37.8	42	46.7	76	42.2

6	Term of sale						
	Credit	33	36.7	35	38.9	68	37.8
	Contract	15	16.7	3	3.3	18	10.0
	Ready cash	5	5.6	9	10.0	14	7.8
	Combination of factors	37	41.1	43	47.8	80	44.4
7	Condition of sale						
	Partially	33	36.7	35	38.9	68	37.8
	Fully	20	22.2	12	13.3	32	17.8
	Fully + partially	37	41.1	43	47.8	80	44.4
8	Middlemen involvement						
	Full	10	11.1	16	17.8	26	14.4
	Partial	47	52.2	32	35.6	79	43.9
	Nil	33	36.7	42	46.7	75	41.7

57 **Marketing decision**

58 From the table 2 it is clear that 60.00 per cent of farmers taking self decision and regarding
59 gender there is no difference in level of gender. This might be the the reason because the
60 respondents are very experienced and old age so the taking their own decision regarding
61 marketing.

62 **Marketing surplus**

63 Table 2 reveals that half of the respondents keep harvested products for consumption and home
64 use and sold only 26% – 50% of commodity.

65 **Place of sale**

66 From table 2, 44.44 per cent of the respondents sold their produce to agents and nearby shop,
67 The contract firms/brokers could have involved in collecting the produce directly from the
68 growers and helps in reducing marketing burden like transport, physical work etc., this might be
69 the reason for the result.

70 **Mode of sale**

71 Table 2 reveals that 56.1 per cent of respondents sale in both wholesale and retail mode because
72 of benefits in both mode of sale.

73

74 **Transport**

75 Nearly half 44.4 per cent of respondent suggested four wheeler like van , own car and two
76 wheeler was so effective in marketing aspect because it help in reducing vechicle and labour
77 charge and also regarding easy availability

78 **Term and condition of sale**

79 From the table it can be observed that 44.44 per cent of respondents doing combination of factors
80 in terms and sale, it shows the experience in marketing aspect of the respondent

81 **Middleman involvement**

82 Most of the farmers told they have sold their produce and remaining shows the less involvement
83 of the middleman

84 From the above result it concluded that dryland respondent regarding has no difference in
85 marketing behavior and respondents was experienced and have favorable opinion towards local
86 marketing, even though they are experienced they facing constraints about identifying marketing
87 opportunities through new ICT gadgets. Localite based training can be given to enhance their
88 marketing behaviour and recover them from constraint.

Comment [U15]: Use respondents.

Comment [U16]: Delete this.

89 **References**

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