

Marketing behavior of Dryland farmers – An Gender analysis

Sindhuja . P¹ and Asokhan. M²

Department of Agricultural Extension and Rural Sociology, TNAU,

Coimbatore- 641003, Tamil Nadu, India

Dryland farming facing more challenges because of recurrent drought occurrences, dryland farming is a part of agriculture which generates one-fourth of total income in agriculture if dryland crop cultivated properly then, it can contribute significantly to the agricultural development. The dry land agriculture plays an important role in the progress of agriculture in the Indian economy. In India 68 per cent of total net sown area (136.8 mha) comes under dry lands spread over 177 districts. Dry land crops account for 48 per cent area under food crops and 68 per cent area under non-food crops. Nearly 50 per cent of the total rural work force and 60 per cent of livestock in the country are concentrated in the dry districts (DHAN Foundation, 2006). In general, the economic policies of developing countries in past years have had negative effects on development in the dry land regions. Development strategies have shifted resources away from dry land to irrigated production and from rural to urban areas. Since dry land farmers are poorer and politically less influential, the effects of adverse macroeconomic policies fall disproportionately on them in spite of the fact that they are often the primary producers of food crops (Ramakrishnana 2008). 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 produces, payment pattern, packing material used, opinion about existing market facilities, price etc.,

Materials and methods

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

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

Results and Discussion

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

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

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

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

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

Table 1 : Overall marketing behaviour

SI.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

Table 2 : Marketing behaviour of the resppondent

SI.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

Marketing decision

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

Marketing surplus

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

Place of sale

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

Mode of sale

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

Transport

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

Term and condition of sale

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

Middleman involvement

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

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

References

Baria, B.G., 2002. Exploiting the potential of medicinal plants need for formulating action plan. Financing medicinal plants development (Special issue). Financing Agriculture, 34(3), 30-33.

Dhan Foundation (2006), Themes - Rain fed Farming -, <http://www.dhan.org/rainfed.php.6k>.

Rajamani, K., 2004. Annual consumption rate of medicinal plants increased by fifteen per cent. Dinamani (Tamil Daily), p6

Ramakrishnan, R., 2008. Strengthening Indian Agriculture through Dryland Farming: Need for Reforms. Ind. Jn. of Agri.Econ. 63(3):460-476.

Ramasubramanian, M., 2000. A Study on Training Needs and Constraints Analysis in Mango Production. Unpub. M.Sc. (Ag.) Thesis, AC & RI, TNAU, Madurai.

Sindhuja. P and Shanthasheela, 2017, Profile of Precision farming vegetable beneficiaries in Ongur subbasin under TN-IAMWARM Project, International journal of research in Agriculture and forestry 4(2), p.10-15.

Shanthasheela, Rubina, Sindhuja, Balaji. 2017. Perception of Farm Women and Men Towards Climate, Progressive Research an international. J., (11-5): 3450-3453

Suganthi, N., P. Balasubramaniam and Sujeetha, T.N. 2017. Marketing Behaviour of Glory Lily Growers. Int.J.Curr.Microbiol.App.Sci. 6(8): 3068-3073.

Supe, S. V. 1969. Factors related to direct degree responsibility in Decision – Marketing among Farmers. Unpub. Ph.D Thesis, Division of Agri. Extn. IARI, New Delhi.

Bagya Janani, P. 2013. Tehcnology adoption and marketing behaviour of Jasmine growers – A critical analysis. Unpub. M.Sc. (Ag.) Thesis, AC & RI, TNAU, Coimbatore.

Namboothiripad, P. (2000) A study of commercial vegetable cultivation in oddanchathiram area and its social economic impact on the growers. Unpub. M.Sc. (Ag.) Thesis, AC & RI, TNAU, Coimbatore.

Thenmathi, N (2001) Functioning of famers' market (uzhavar sandhai) – a critical analysis Unpub. M.Sc. (Ag.) Thesis, AC & RI, TNAU, Coimbatore.

