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Marketing Behaviour of Mango Growers in Dindigul District of Tamil Nadu

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ABSTRACT

India is the largest mango producing country, accounting for 45% of world production. India's share in the world mango market is about 15%. Mango accounts for 40% of the total fruit exports from the country. There is good scope for increasing the area and the productivity of mango in the country. Fresh mangoes and mango pulp are the important items of Agri-exports from India. The major mango producing districts in Tamil Nadu are Krishnagiri, Dharmapuri, Dindigul, Vellore and Tiruvallur. Mango offers good scope for commercial marketing. Hence this research study was undertaken to know the marketing behaviour of the mango growers in Dindigul district of Tamil Nadu State with a sample size of one hundred and twenty respondents. The respondents were selected based on proportionate random sampling method. The study revealed that majority of the mango growers had medium level of marketing behaviour. Further the study revealed that majority of the mango growers used grade for packing, utilized lorry as their transport facility and they sold nearby towns through local merchants and sold their produce soon after harvest.

Key words: Marketing behaviour, Mango growers, Dindigul District, Tamil Nadu

Mango (*Mangifera indica* L.) is well adopted in tropical and sub-tropical climates but it can be grown up to 1,100 meters above sea level [1]. Different types of processed products are prepared from mango are mango pickle, mango chutney, squash, jam, juices, mango leather and mango pulp. its refined taste and its diverse qualities, places it as the king of all fruits in the world. These products are outstanding sources of Vitamin A and Vitamin C [2]. A large variety of fruits are grown in India, of which mango, banana, citrus, guava, grape, pineapple and apple are the major ones. India is the topper in mango production in the world [3]. The major mango producing states in India are Andhra Pradesh, Uttar Pradesh, Karnataka, Bihar, Gujarat and Tamil Nadu [4]. The area and production of mango in Tamil Nadu during 2017-18 was 152,570 ha and 1.23 million tonnes respectively. Dindigul is one of the major mango producing districts in Tamil Nadu State. The area and production of mango in Dindigul district during 2016-17 was 37,960 ha and 0.29 million tonnes respectively [5]. The large number of mango processing units are being established, which would generate the employment and make value addition [6]. The marketing of mango fruits and its prices are fluctuating from high

to low during the production season. After the harvest, the fruits have to pass through several agencies before reaching the consumers at high prices where as the producer farmer who will get only minimum prices. More than 50 per cent of world mango production is contributed by India, but unfortunately mango productivity in the country is declining over the years. Horticulture oriented occupations promote the national economy and these occupations are becoming more complex and complicated and therefore development of entrepreneurial ability is a key to face more problems in the mango cultivation and processing. The productivity of mango in Tamil Nadu State was found to be low when compared to the National Average Productivity. The reason for this may be the farmers are facing problems in processing and getting market information. Marketing behaviour is the capacity or tendency of an individual farmer to identify the market trend to sell the produce for greater returns [7]. Hence this research study was undertaken to know the marketing behaviour of mango growers in Dindigul District of Tamil Nadu.

MATERIALS AND METHODS

The present study was conducted in Dindigul district of Tamil Nadu. Among the fourteen blocks, Natham block was selected based on the maximum area under mango cultivation. From the block, six villages namely Lingavadi, Nadumandalam, Pudur, Punnaipatti, Reddiyappatti and Sathampatti were selected based on the maximum area under mango cultivation. A sample size of 120 mango growers was

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selected by using proportionate random sampling technique. Data were collected using a well - structured and pre - tested interview schedule. Percentage analysis and cumulative frequency were used for analyzing and interpreting the data and the results are tabulated.

RESULTS AND DISCUSSION

The results of the analysis with regard to overall marketing behaviour and item-wise marketing behaviour are presented as follows:

Overall marketing behaviour

The distribution of respondents according to their marketing behaviour is given in the (Table 1).

Table 1 Distribution of respondents according to their overall marketing behaviour (n=120)

S. No.	Category	Number	Per cent
1.	Low	35	29.17
2.	Medium	52	43.33
3.	High	33	27.50
	Total	120	100.00

It is observed from (Table 1) that more than two-fifth (43.33 per cent) of the mango growers had medium level of overall marketing behaviour, followed by low (29.17 per cent) and high (27.50 per cent) levels of overall marketing behaviour. Hence, it could be concluded that majority of the mango growers had medium level of marketing behaviour. Since the respondents had medium level of extension agency contact, mass media exposure and social participation, which

leads for medium level of information about the market and selling and it resulted in medium level of marketing behaviour [8-9].

Item-wise marketing behaviour

The item-wise marketing behaviour of respondents is presented in (Table 2).

Table 2 Distribution of respondents according to their item-wise marketing behaviour (n=120)

S. No.	Category	Number	Percent
I Time of sale			
1	Soon after harvest	95	79.17
2	When the price is attractive	5	4.17
3	When in need of cash	20	16.67
II Mode of packing			
1	Wooden box	10	8.33
2	Grade	110	91.67
3	Plastic boxes	-	-
4	Gunny bag	-	-
III Mode of transport			
1	Head load	-	-
2	Bi-cycle	-	-
3	Bullock cart	-	-
4	City bus	20	16.67
5	Tempo	45	37.50
6	Lorry	60	50.00
IV Place of sale			
1	Locally	35	29.17
2	Nearby town	75	62.50
3	Distant town	10	8.33
V Mode of sale			
1	Local merchant	60	50.00
2	Retailer	26	21.67
3	Commission agent	11	9.17
4	Contractor	6	5.00
5	Wholesalers	7	5.83
6	Regulated market	10	8.33

Time of sale

It is observed from the Table 2 that about four-fifth of the mango growers (79.17 per cent) had sold their produce soon

after harvest followed by less than two-fifth of the respondents (16.67 per cent) had sold their produce when in need of cash. The remaining a meagre percentage of the

respondents (4.17 percent) had sold their produce when the price is attractive. This finding is in accordance with the findings of Janusia [10] who reported that majority of the respondents sold their produce soon after harvest.

Mode of packing

An overwhelming majority of the respondents (91.67 per cent) used grade and 8.33 per cent of the respondents used wooden box for packing. Compared to all other mode of packing, grade was found to be cheaper and easier, this might have been the possible reason for a fairly high majority of the respondents to use grade as their packing material.

Mode of transport

Half of the respondents (50.00 per cent) utilized lorry for transporting their produce. 37.50 percent and 16.67 percent of the respondents utilized tempo and city bus respectively for transporting their produce.

Place of sale

More than two-third of the respondents (62.50 per cent) sold their produce in nearby town, followed by 29.17 per cent of the respondents, who sold in local markets. The

remaining 8.33 per cent of the respondents sold the produce in the distant town. This finding is in accordance with the findings of Prathapsingh [11] who reported that majority of the respondents sold their produce in nearby town.

Mode of sale

Nearly half of the respondents (50.00 percent) sold their produce to local merchants followed by 21.67 percent by retailer, 9.17 percent by commission agent, 8.33 percent by regulated market, 5.83 percent by wholesalers and 5.00 percent by contractor.

CONCLUSION

The study revealed that majority of the mango growers possessed medium level of marketing behaviour. Hence, it should be definitely noted down by planners and policy makers at State and District level to make arrangement for marketing the products for maximum price. It is also necessary to streamline all the marketing channel. An effective marketing strategy also needs to be framed by the State Department of Horticulture in co-ordination with the regulated markets, commission agents and other marketing organizations functioning at village level.

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