

A Study on Farmer's Attitude towards Marketing of Turmeric with Special Reference to Erode District in Tamil Nadu

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Abstract

The salient feature of marketing of turmeric in Tamil Nadu is that the sale of turmeric produce is performed only through the market intermediaries and there is no direct sale taking place. The important market intermediaries playing a dominant role in the marketing of turmeric are the Co-operative marketing societies, regulated markets and commission agents. Among these three Intermediaries, 65 percent of the turmeric produce is sold through commission agents. While analyzing the importance of co-operative marketing societies, one can find that the provisions of credit facilities alone do not help the farmers to the extent of getting out of the clutches of commission agents. The turmeric growers are unable to get an attractive return on their investment. This is purely due to the wide price fluctuations prevailing in the market, there is no stable environment in pricing of turmeric produce and the farmers are unable to make good their total expenditure incurred on turmeric production. These wide fluctuations on pricing and other factors demotivate the interest of the farmers to cultivate the turmeric produce continuously. Thus a study in this regard is necessary and farmers attitude in marketing of turmeric.

Key words: *turmeric marketing, farmer attitude, Commission Agents, productionTrading*

INTRODUCTION

India is primarily agricultural country and nearly 69 percent of the people are directly engaged in agricultural work or in its allied occupations like agro-industries and this excessive dependence on agriculture is not a good sign of economic development. Nearly 40 percent of the national income of India is derived from agriculture. Thus agricultural sector occupies a pivotal in the economic development of the country. The economic history of many developed countries of the world like U.K, U.S.A, Japan, Germany etc, demonstrates that agricultural development helped and smoothed the process of industrialized nations of the present day world. In the sphere of international trade and foreign exchange earnings, the place of Indian agriculture is very significant. India exports mostly agricultural products like, jute, tea, oilseed, spices, tobacco and millets. Thus, all sectors of the economy in India depend on agriculture, both agriculture and industries are interdependent and agricultural development promotes industrial expansion.

The increase in agricultural production and productivity leads to an increase in the production level of industries. In view of the importance of the agricultural sector, the governments at the centre and at the state have introduced many measures and programmes for strengthening this sector. In order to help the farmers, many agencies have been created and the co-operative movement is also strongly promoted by the government.

Spices and turmeric

Among many commercial crops shown in India, spices occupy an important place. They have been famous for their fine quality and flavour and the demand for these items has gone up considerably in the international market. Turmeric, cardamom, chillies, ginger, peppers, coriander, are the important spices grown in India. The total output of Indian spices has shown positive increase. Turmeric is a traditional crop grown in India which occupies a distinct position in Indian spices market as well as in the international market. Our country is the world's largest producer and exporter of turmeric which accounts for more than 5 percent of the international trade.

Farmers attitude

A farmer is a person engaged in agriculture, raising living organisms for food or raw materials. The term usually applies to people who do some combination of raising field crops, orchards, vineyards, poultry, or other livestock. A farmer might own the farmed land or might work as a laborer on land owned by others, but in advanced economies, a farmer is usually a farm owner, while employees of the farm are known as farm workers, or farmhands. However, in the not so distant past, a farmer was a person who promotes or improves the growth of (a plant, crop, etc.) by labor and attention, land or crops.

Agriculture is the mainstay of Indian economy, where in a tone of grave respect refers to the farmer as the ‘annadata’ –the provider of grain. This is because in India, agriculture has been the life and the means of sustenance for the majority of the people. Even today, more than half of the country's population is directly and indirectly dependent upon agriculture (Onima et al., 2017). Attitude is the degree of positive or negative disposition / association towards an innovation, object, programme, enterprise etc. (Likert, 1932). There is no limit to the topics which people may have attitudes. Hence, it can be persuasively argued that everything in life depends on attitude. The success and failure of any enterprise mainly depends upon the people's mindset or attitude towards a particular enterprise, hence attitude of a farmer plays an important role in accepting or rejecting the enterprise. In this background, the present was undertaken with the following specific objectives: To analyse the attitude of farmers towards agriculture and To understand the relationship and the extent of contribution of personal, socio-economic, psychological and communication characteristics of farmers on their attitude towards agriculture. Also the factors influencing the attitude of farmers.

Objectives of the study

The study is carried with the following objectives.

- To know the profile of turmeric production in Erode district.
- To study the socio economic factors of the respondents.
- To ascertain the existing marketing practices of the turmeric growers in Erode district.
- To examine the factors influencing the turmeric growers.
- To know the faced by the selected sample respondents in the study area.

RESEARCH METHODOLOGY

A scientific approach to the research methodology is very much essential to evaluate the research problem systematically. In the present study an extensive use of both the primary and secondary data is made.

Sample design

In order to identify the sample respondents the following process are performed. Erode district covers 7 taluks out of which 4 major turmeric growing taluks have been selected namely, Gobichettipalayam, Bhavani, Sathyamangalam and Erode for the collection of primary data. In regard to selection of sample respondents 200 farmers from the taluks have been selected on the basis of convenient sampling technique.

DATA COLLECTION

Primary data

A structured questionnaire was used for collection of primary data. The gathered information was then transferred to Master Table to facilitate an analysis of the study.

Secondary data

The secondary data was also collected from various sources like news papers, books, magazine, journals, published reports and website.

STATISTICAL TOOLS

To analyze the data the following tools were applied:

- ❖ Percentage Analysis
- ❖ Ranking
- ❖ Chi square Test

The formula used for percentage analysis and chi-square test is furnished as follows:

PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio percentages are used in making comparison between two or more series of data. Percentages are used to describe relationship since the percentage reduces everything to a common base and there by

allows meaningful comparisons to be made.

No. of Respondents

Percentage analysis = ----- X 100

Total No. of Respondents

RANKING METHOD

Ranking or comparative method we make relative judgments against other similar objects. The respondents under this method directly compared two or more objects and make choices among them.

METHOD OF RANK ORDER

Under this method of comparative the respondents are asked to rank their choices. This method is easier and faster than the method of paired comparisons.

CHI-SQUARE TEST

The chi-square analysis is mainly used to the test the interdependence data of two factors. In other words the chi-square analysis is performed to tell the signification of one factor over the other

In this study the demographic factors like age, yearly income and Education qualification. Such of the personal factors considered are compared with the study factors and chi square test was performed.

The entire test carried out with 5% Percentage level of significance.

Chi square test =
$$\frac{(O-E)^2}{E}$$

Degree of freedom = $(R-1)(C-1)$

Where as,

O = Observed frequency

E = Expected frequency

R = No. of rows

C = No. of columns

REVIEW OF LITERATURE

Lucimar Santiago de Abreu. et.al., (2008), study focused on the consumption of agro-ecological products, based on a socioeconomic and anthropological approach which focus was on the motivation and the spending practices in the metropolitan region of Campinas, Sao Paulo State, Brazil. The purpose was to confirm that what level the consumer behavior shows, cultural and economic values with reference to current ecological culture. Therefore, the understanding of the cultural dynamics of each and every expenditure process can give meaningful insight to the current circumstance of local relations and global exchanges.

JorisAertsens. et.al., (2009), paper aims to provide an overview, within a framework linking Schwartz values theory and the theory of planned behaviour (TPB). It seeks to focus on the importance of affective attitude, emotions, personal custom, involvement and ambiguity related to organic food consumption. Both the values theory and the theory of planned behaviour have been referred to related theories for better understanding consumer's choice for organic food.

Douglas H.Costance and Jin Young Choi (2010), their paper investigates the predictors of interest and the perceived blockade to organic acceptance among pragmatic conventional producers in Texas, compared to organic and conventional producers. The results indicate that more than forty percent of producers who currently have conventional operations have some interest in organic production. The paper concludes that increased institutional support facilitates organic adoption.

Jan P. Voon. et.al., (2011), study investigated the determinants of incentive to purchase organic food products among consumers in a Malaysian city, using a survey. This indicates the efforts to promote consumption should focus on influencing consumer attitudes.

Justin Paul and Jyoti Rana (2012), the present study is to know about the behaviour of consumers and their intention to purchase organic food. The study is also to determine the factors influencing consumer behaviour towards organic food. The result indicates that consumer attitude towards buying organic food are positively influencing by health, availability and education from demographic factors. The overall satisfaction of consumers for organic food is more than non-organic food but the satisfaction level varies depends on different factors. This study suggests that retailers can develop strategies and effective marketing program to influence consumers positively.

Sonia Attanasio. et.al., (2013), their paper examines the consumer's intention to purchase the organic food products in Pontina Province, Italy and 280 respondents were interviewed using semi-structured questionnaires .Thus, the results indicate that the intention to buy organic products is influenced by the perception about the value of organic food products and belief on the health and safety of the product.

Ravi Nandi. et.al., (2014), paper examines to gain knowledge about consumers preferences regarding the organic products purchased in Bangalore, India. The results revealed that the most preferred purchase places for organic products were specialized organic stores and supermarkets.

Tah Poh Leong and Laily Paim (2015), study focuses on the analysis of the factors that affect Chinese college students and their intention to use organic food; 500 samples were assessed through an online questionnaire mailed. Thus the findings would assist increasing the local availability of organic food products in Malaysia

Tatiana Abusuniva (2016), study focuses on increasing consumer awareness about organic foods among Australia. The sample size chosen for the study is 1011 through online survey; based on demographic profile that support for the research hypotheses by revealing positive and significant effects of the healthiest, hedonism and trust on consumer purchase intention.

Bo Chen and Sayed Saghaian (2017), study examines the consumer preference for organic food can affect choice of retailing format in California. Thus the study findings are based on regular organic user (households) and are more likely to support organic specialty store and discount store. Whereas they shop less in warehouse clubs and convenience store. This has strong managerial implication for retailers.

CHI - SQUARE ANALYSIS

AGE GROUP AND LEVEL OF SATISFACTION OF THE RESPONDENTS

Null Hypothesis (H_0)	-	There is no significant relationship between age and level of satisfaction towards marketing of turmeric.
Alternative Hypothesis (H_1)	-	There is a close relationship between age and level of satisfaction towards marketing of turmeric.

(CHI-SQUARE TEST)

Variable	Calculated χ^2 Value	Table Value	D.F	Remarks
Age Group	42.645	21.02	6	Significant at 5% level

It is found from the above analysis that calculated chi-square value is greater than the table value at 6 degree of freedom and null hypothesis rejected. So, we conclude that, there is a close significant relationship between the age group and satisfaction towards marketing of turmeric.

GENDER OF THE RESPONDENTS AND OPINION ON WORKING CONDITION

Null Hypothesis (H_0) : There is no significant relationship between gender of the respondents and level of satisfaction towards marketing of turmeric

Alternative Hypothesis (H_1) : There is a close significant relationship between gender of the respondents and level of satisfaction towards marketing of turmeric

RESULT

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Gender	13.310	13.276	4	Significant at 1 % level

INFERENCE

It is determined from the above analysis that the calculated chi-square value is greater than the table value. So the Null hypothesis is rejected. Hence, there is a close significant relationship between gender of the respondents and level of satisfaction towards marketing of turmeric.

FINDINGS

The study identifies that the respondents were influenced by a variety of factors like gender, age, educational qualification, nature of employment and monthly income showed positive results.

- The study brings to light the fact that maximum (96%) of the Turmeric farmers are male when compared to female.
- Majority(41%) of the respondents are 36-45 years old.
- 51% of the respondents are educated up to School level.
- Majority (46%) of the respondents are in the income level of ` 15,001 to 20,000 per month.
- Majority (95%) of the respondents are married
- All the respondents are satisfied in cultivation of Turmeric.
- Majority (46%)of the respondents are procure the turmeric seed through the traders.
- Majority (45%) of the respondents are cultivating 3 years to 5 years.
- Majority (69%) of the respondents are having own land for turmeric cultivation.
- The maximum(50%) of the respondents are using 2- 4 acres of land for turmeric cultivation.
- The maximum(48%)of the respondents are earning ` 1,00,001 to ` 1,50,000 from turmeric cultivation per acre.
- The majority (60%) of the respondents are cultivating turmeric year by year.
- The majority (66%) of the respondents are using chemical fertilizers.
- Majority (65%) of the respondents are spending amount of ` 50,001 to ` 1,00,000 for turmeric cultivation.
- Majority (45%) of the respondents are selling the turmeric through the regulated market.
- Majority (52%) of the respondents are immediately marketing their turmeric.
- Out of 200 respondents of marketing turmeric, 105 respondents are immediately marketing turmeric and 95 respondents are not marketing immediately.
- Among 105 respondents are immediately marketing turmeric, majority of the respondents are selling their turmeric for immediate better price.

- Among 95 respondents not marketing the turmeric immediately because majority of the respondents delayed sales to fetch better price.
- Majority (31%) of the respondents are storing their turmeric in co-operative marketing society.
- 31% of the respondents turmeric's are graded on the basis of hardness.
- Majority(41%) of the respondents are selling their turmeric through bargaining method.
- Majority(59%) of the respondents are satisfied in Price.
- Majority (48%) of the respondents are satisfied in Expenses.
- All the respondents are having some problem in turmeric cultivation.
- Majority(32%) of the respondents are facing the problem due to natural calamities.

SUGGESTIONS

- In turmeric markets long term storage fetches better price. The farmers are in need of better storage facility. So it is recommended that co-operative organizations and regulated markets shall come forward to construct their godowns in villages.
- Major problem of agriculture is labour scarcity, if the government come forward to supply the labours through “100 day’s employment opportunity programme” it will be beneficial to all.
- To solve the problem of seed procurement from private agents.
- Turmeric processing requires lot of works and long time. To overcome these problems, the government should take necessary steps to innovative new technology.
- Agriculture is the backbone of our nation. Due to urbanization agricultural lands are converted into industries. So government should come forward to protect the agricultural land.
- To overcome the financial problems, farmers should come forward to receive agricultural loans from commercial and co-operative banks.

CONCLUSION

The analysis of the marketing practices reveals that there is a good future and golden opportunities for Erode district turmeric growers. Since Erode stands at the top in turmeric production. In India's export trade, turmeric has got a maximum share. But farmers faced lot of problems in production. So further the government should take effort to overcome the labour, expenses, transport, and natural calamities problems. Turmeric is a traditional crop grown in India which occupies a distinct position in Indian spices market as well as in the international market. Our country is the world's largest producer and exporter of turmeric. The increase in agricultural production and productivity leads to an increase in the production level of industries. If the above suggestions are duly carried out by the parties concerned, the turmeric production would go up, giving employment to thousands of people besides earnings foreign exchange for the country. It would also result in effective marketing giving the legitimate share to the growers.

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