

A Study of Tomato Growers' Marketing Behaviour in The Dindigul Area of Tamil Nadu, India

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

Article Information

DOI: 10.9734/AJAEES/2021/v39i1130725

Editor(s):

(1) Dr. Wang Guangjun, Chinese Academy of Fishery Sciences, China.

Reviewers:

(1) Feliks Anggia Binsar Kristian Panjaitan, Universitas 17 Agustus 1945 Surabaya, Indonesia.

(2) Hotman Panjaitan, University of 17 August 1945 Surabaya, Indonesia.

Complete Peer review History: <https://www.sdiarticle4.com/review-history/75524>

Original Research Article

Received 06 August 2021
Accepted 13 October 2021
Published 19 October 2021

ABSTRACT

The present study was carried out in Dindigul district of Tamil Nadu, India by using random sampling method with 120 respondents and data collected by well structured interview schedule. There are 8 blocks of Dindigul district (Tamil Nadu, India) out of which 4 blocks were selected on the basis of maximum area (1568 ha) and production (18002 MT). Objective of this research is to study the Marketing behaviour of tomato growers. Consumers' marketing behaviour when looking for, buying, selling, using, evaluating, and discarding products and services that they believe will meet their requirements. According to the findings, the majority of respondents (64.16 per cent) had a medium level of overall marketing behaviour, followed by 23.34 per cent of them having high and only 12.5 percent of them having low level of marketing behaviour.

Keywords: Random sampling; tomato growers; marketing behaviour and consumers.

1. INTRODUCTION

Because of its high nutritional value, tomatoes are one of the most important preventive foods. It is one of the most adaptable vegetables, with a long history of use in Indian cuisine. Tomatoes are high in the antioxidant lycopene, which has been linked to a number of health advantages, including a decreased risk of heart disease and cancer. They're also high in vitamin C, potassium, folate, and vitamin E [1,2].

The annual production of tomatoes 21 million metric tonnes in the country, Tamil Nadu is one of the major producing states in tomato production in India, with 7.74% share of the total production.

In Tamil Nadu, the use of plastic mulching has increased tomato farm output by nearly fourfold. In Dindigul, Tamil Nadu, mulching is used in tomato cultivation beneath playhouses', as well as drip irrigation.

2. BACKGROUND OF THE RESEARCH

Marketing of tomato is more complicated as majority of the farmers are unorganized and scattered. There are inadequate arrangements for grading, standardization, value addition, market information, storage and transport. Agricultural marketing is saddled with a long of middlemen between the farmers and ultimate consumers and they take away the lion's share of the consumer's price. So it will emerge as the need of the hour to study the marketing behaviour of tomato growers.

3. MATERIALS AND METHODS

The present study was carried out in Dindigul district of Tamil Nadu, India. 120 respondents were selected under simple random sampling method and data collected from the respondents in tomato production by well structured interview schedule. There are 8 blocks of Dindigul district out of which 4 blocks were selected on the basis

of Dindigul district secured 5th place in maximum area (1568 ha) and production (18002 MT) of tomato and also Batlagundu is one of the major market for vegetables in Tamil Nadu.

3.1 Selection of Respondents in Dindigul District

S. No	Villages	No. of respondents selected
1.	Chinnalapatti	17
2.	Kalikkampatti	17
3.	Kilakottai	8
4.	Panjanpatti	19
5.	Alamarathupatti	30
6.	Chinnamanaickankottai	6
7.	Jambuthuraikottai	9
8.	Batlagundu	14
Total		120

The collected data were analyzed by descriptive statistics and Karl Pearson's coefficient of correlation using SPSS software.

4. RESULTS AND DISCUSSION

The study of dependent variable was made with reference to marketing behaviour of tomato growers.

The Table 1 shows that the category of mode of transport majority of the respondents (71.66 per cent) had used to tempo van or tractor because this having affordable and low cost of transportation [3].

Mode of sale aspect most of them (51.66 per cent) sold their produce through commission agents only by reason of there is no other possibilities of marketing in their around such as factories, value addition unit and transport facilities and then nature of borrowing 61.66 per cent of respondents borrowed from Non institutional borrowing as things so lack of accessible institutional borrowing [4].

Table 1. Response of tomato growers based on their marketing behavior

S. No	Responses	Number	Percentage
I	Mode of transport		
1.	Sale at farm gate	30	25.00
2.	Bullock	4	3.33
3.	Tempo Van / Tractor	86	71.66
4.	Lorry	0	0

S. No	Responses	Number	Percentage
II	Mode of sale		
1.	Local merchant	28	23.33
2.	Retailer	0	0
3.	Commission agent	62	51.66
4.	Institutional markets	0	0
5.	Brokers	0	0
6.	Whole sale merchant	30	25.00
III	Nature of borrowing		
1.	Institutional borrowings	12	10.00
2.	Non - Institutional borrowings	74	61.66
3.	Own capital investment	34	28.33
IV	Distance of the market (KM)		
1.	Village it self	0	0
2.	2.5 - 10 Km	18	15
3.	10 - 15 Km	44	36.66
4.	15 - 20 Km	46	38.33
5.	20 - 25 Km	12	10.00
6.	More than 25 Km	0	0
V	Time of sale		
1.	Immediately after harvest	102	85.00
2.	After initial storage	18	15.00
3.	Whenever price high	0	0
VI	Grading behaviour		
1.	Grading	112	93.33
2.	Not Grading	8	6.66
VII	Purpose of storage		
1.	For domestic use	44	36.66
2.	Lack of transport facilities	52	43.33
3.	High cost of transport	24	20
4.	To get better price later	0	0
VIII	Terms and conditions of sale		
1.	Credit	74	61.66
2.	Contract	4	3.33
3.	Ready cash	42	35.00
XI	Payment pattern		
1.	Partially	0	0
2.	Fully	120	100.00

(Source: Annual monthly report June, 2020 <https://agricoop.gov.in>)

Distance of the market from their native place to sold their produce 38.33 per cent go for 15 – 20 km due to marginal profit and reduce the cost of transportation [5].

In the case of Time of sale condition 85 per cent of them prefer to sell immediately after harvest of their produce because of lack of storage facilities.

According to grading behaviour 83.88 per cent promote grading before they sold so that it enhances the quality which price will hike [6].

Purpose of storage (43.33 per cent) of them using their produce for domestic production

due to lack of transport facilities and low price [7].

Terms and conditions of sale 61.66 per cent are turned on to sold for credit settlement and payment pattern aspect (100 per cent) of them get their amount fully at the time of marketing.

4.1 Overall Marketing Behavior of Tomato Growers

It is considered as quality which can be acquired by an individual. It refers to the behaviour of the farmers with respect to marketing aspects of vegetables including time of sale, place of sale, marketing channels used and market prices.

Table 2. Response of tomato growers based on their overall marketing behavior (n = 120)

S.No	Overall level of Marketing Behaviour	Frequency	Percentage
1.	Low (< 19)	15	12.5
2.	Medium (19 – 22)	77	64.16
3.	High (> 22)	28	23.34

Using Percentile
 25th percentile = 19 (Q1)
 75th percentile =22 (Q3)

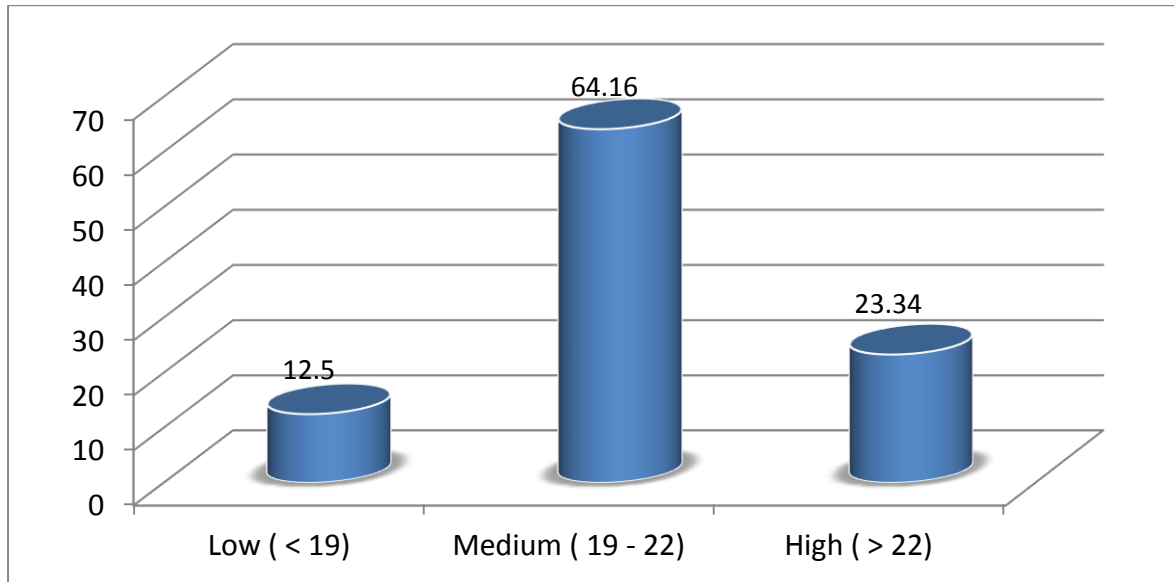


Fig. 1. Distribution of respondents based on overall level of Marketing Behaviour (N = 120)

Table 3. Relationship between the predictors and marketing behaviour of Tomato growers

S.NO	Predictors	Coefficient of Correlation (r)
1.	Age	.244**
2.	Education	.046
3.	Occupation	.483**
4.	Farm size	.064
5.	Experience	.342**
6.	Information seeking behaviour	-.292
7.	Economic Motivation	.061
8.	Credit Orientation	-.046
9.	Market Perception	.278**
10.	Market Orientation	-.002
11.	Market Decision	.286**
12.	Market Intelligence	.267**
13.	Innovativeness	.002

** .Correlation is significant at the 0.01 level;

*.Correlation is significant at the 0.05 level; NS- Non Significance

From Table 2, the majority of respondents (64.16 per cent) had a medium level of overall marketing behaviour, followed by 23.34 per cent of them having high and only 12.5 percent of them having low level of marketing behaviour.

The perishable nature of tomato, the lack of market information, the high volatility of tomato prices in the market, and market commanding by the middle man and commission agents may be the reasons for the majority of them

having a medium degree of marketing behaviour.

From Table 3 it could be observed that out of thirteen characteristics taken for the study six characteristics namely age, occupation, experience, market perception, market decision and market intelligence had exhibited significant and positive correlation with marketing behaviour [8,9].

Marketing behaviour is inversely connected with information seeking behaviour, credit orientation, and market orientation factors.

Other characteristics associated with marketing behaviour were found to be non-significant.

5. CONCLUSION

Most of the respondent comes under medium level of marketing behaviour, implying that government agencies should make special efforts to build distinct markets for tomato production at the tahsil and district levels in tomato farming pockets. The majority of them sold their produce as soon as it was harvested. As a result, suitable packing, transportation and storage facilities are required.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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Peer-review history:

The peer review history for this paper can be accessed here:
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