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A STUDY ON MARKETING PROBLEMS FACED BY COCONUT PRODUCERS WITH SPECIAL REFERENCE TO SULUR TALUK

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ABSTRACT

India is an agricultural country and one third depends on the agricultural sectors directly or indirectly. Coconut is one of the most useful tree in the world, and it is often referred to as the "Tree of Life". It is also called as 'Kalpavriksha'. Marketing is the best way to create a value to the product. The basic function of marketing is to attract and retain customers. Similarly coconut marketing is essential for its enormous sales. Even though the producers concentrate in marketing of coconut, they face certain problems over it. In this study an endeavor is made to find out the marketing problems faced by the coconut producers. The study would reveal the facts over the marketing problems of coconut and it may be useful to make appropriate decision over the problems in marketing of coconut.

KEYWORDS: *Coconut, Marketing problem, Channels of distribution, Price fluctuation, Farmers Association.*

INTRODUCTION

The Coconut palm is one of the most valuable plants. Coconut, the adaptable palm prevalently known as the 'Tree of Life', 'Tree of Paradise', 'Tree of Bounty', 'Lord of Palms', 'Kalpavriksha' just as 'God's Blessing to Humankind'. It is developed in excess of 80 nations of the world. Indonesia and the Philippines are the first and the second biggest coconut delivering nation on the planet. India is the third biggest coconut delivering nation having a zone of about 1.78 million hectares under the harvest. India is an agrarian nation and 33% of populace relies upon the rural part straightforwardly or in a roundabout way. Agribusiness stays as the fundamental wanderer of the Indian economy since times prehistoric. There is no palm right now, excellent than the coconut.

The Coimbatore district is one of the areas which develop measure of coconut in Tamilnadu.Further the farmers face number of issues in developing and advertising of coconut in the examination territory. It is accounted for that the farmers couldn't ready to get satisfactory cost for the coconut in numerous events.

STATEMENT OF PROBLEM

Coconut is one of the leading commodities in agricultural exports; the production programme of the crop is of critical importance in improving the efficient use of resources. The cost of production and net return obtained per unit, would determine the profitability of the crop. Though production is the initiation of the developmental process, it could bring less gain to the producers unless there exists an efficient marketing system.Marketing is as important as production to any producer. Because it creates value to the product; it pays revenue to the producer; and more than these, it directs the producer as to whether continue or stop production. The producers depend upon the market conditions to fulfill their hopes and expectations. But lack of price stability, less government intervention and price fluctuation

due to retailers are the problems faced by the cultivators. Though coconut has a pride, not only for its diverse uses but also for its special preference to consumers, both rich and poor, it is subjected to the above stated marketing problems. Hence the present study was taken up for research purpose.

SCOPE OF THE STUDY

The present studies aims at assessing and analyzing the existing marketing practices and problems of coconut growers and examine the channels of distribution of coconuts in the study area.

It covers only the marketing of coconuts and does not go with the industrial activities involving coconuts. The study has been undertaken from the point of view of the coconut growers, and market functionaries.

OBJECTIVES OF THE STUDY

- To examine the awareness of coconut producers about the coconut market.
- To understand the marketing practices used by the coconut producers.
- To study the marketing problems faced by the coconut producers.

LIMITATIONS

- The present study is based only on the sample selected.
- The result of the analysis is fully depend on the information given by the respondents.

TOOLS FOR ANALYSIS

The primary data were coded, classified, tabulated and analysed. The statistical tools used for the analysis are:

- Simple percentage analysis
- Rank analysis

REVIEW OF LITERATURE

Dr.N.Palanivelu,   G.Muthukrishnan (2019) Coconut cultivation is chiefly confined to India because of the congenial agro-climate condition of the coconut-growing region. In India coconut is mostly grown in the West and East Coast regions of the country, ie. Kerala, Tamil Nadu, Karnataka, Andhra Pradesh and Maharashtra. Tamil Nadu is considered as an important coconut producing state after Kerala, which holds the first position in terms of production and area of coconut cultivation. In Tamil Nadu, coconut is cultivated in around 410149 hectares with 58942 lakhs Nuts production. Even though the coconut production is technically and economically viable in Tamil Nadu, the cultivating area of coconut in Coimbatore which stands first among the coconut producing districts is decreasing

year by year. So it is evident that the growers of coconut in Coimbatore are giving up coconut cultivation and they are concentrating on other agricultural products. In order to highlight this problem, a study on the marketing practice with regard to coconut is to be carried out. The study would reveal the facts related to marketing cost, marketing margin, producers share, and the marketing.

Dr.S.M.Yamuna, Ms.R.Ramya(2016) India is an agricultural country and one third of population depends on the agricultural sector directly or indirectly. Agriculture remains as the main stray of the Indian economy since times immemorial. The coconut crop has a significant impact on social and cultural impact on the coconut cultivators. Marketability and price established for coconut and it by products determines the economic condition of farmers. Tamilnadu holds foremost share in coconut area and production after the state of Kerala. Coconut cultivation is considered to be one of the major livelihoods which support 60 % farmers in the state. The coconut is not only significant in socio cultural needs of our society, but also has gained considerable importance in the national economy as a potential source of rural employment and income generation among the plantation crops. . The increasing trend of coconut production has brought new challenges in terms of finding market for the surplus. There is also a need to respond to the challenges and opportunities, that the global markets offer in the liberalized trade regime. The present study has brought out the profitability involved in the cultivation and economic aspects of coconut. This study may be useful to make appropriate decision for mitigating the problems faced by coconut growers.

Vijayalakshmi N (2016) Agriculture continues to be the core sector in the rural economy of Karnataka, providing livelihood security for vast majority of the population. In the crop production sub sector. It is principal crops namely coconut that too on account of the large scale area expansion through the shift in cropping pattern. The manufacturing units procure raw materials from coconut farmers. Some local traders supplies raw materials to these manufacturing units and in returns they procure the finish products. Considering the huge production of coconut husk in the region, individual artisans and ITI graduates can be encouraged to set up their one de-timbering and yarn making units with advanced machineries. In recent years, improvements in cultivation practices and breeding have produced coconut trees that can yield more. An attempt is made in this paper to analyse the production and marketing of coconut in Tumkur area.

DATA ANALYSIS AND INTERPRETATION

The data collected from the samples have systematically applied and presented in tables under various headings in the following pages. They were also arranged in such a way that a detailed analysis can be made so as to present suitable interpretations for the same. The statistical tools namely simple percentage analysis and rank correlation analysis are used for interpretation of data.

SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. It particularly useful method of expressing the relative frequency of survey responses and other data.

FORMULA:

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total no. of. respondents}} \times 100$$

Table 1
TABLE SHOWS THE RESPONDENTS WITH RESPECT TO THEIR GENDER

S.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Male	67	55.8%
2	Female	53	44.2%
	Total	**120**	**100%**

(Source: Primary Data)

INTERPETATION

It is revealed that 55.8% of the respondents are male and the 44.2% of the respondents are female

INFERENCE

Majority (55.8%) of the respondents are male.

TABLE 2
TABLE SHOWS THE RESPONDENTS WITH RESPECT TO THEIR
SALES PRACTICES FOLLOWED

S.NO	SALES PRACTICES FOLLOWED	NO. OF RESPONDENTS	PERCENTAGE
1	Wholesale	33	27
2	Retail	21	18
3	Direct to consumer	43	36
4	Mixed	23	19
	Total	120	100

(Source: Primary Data)

INTERPRETATION

It is revealed that 27% of the respondents are selling to the Wholesaler, 18% of the respondents are selling to the Retailer, 36% of the respondents are selling Direct to consumers and 19% of the respondents are selling as Mixed practices.

INFERENCE

Majority (36%) of the respondents are selling Direct to the consumers.

TABLE 3
TABLE SHOWS THE RESPONDENTS WITH RESPECT TO THEIR REASON FOR THE COCONUT CULTIVATION

S.NO	FACTORS	NO. OF. RESPONDENTS	PERCENTAGE
1	Source of water	26	21.7%
2	Profitability	19	15.8%
3	Less labour force	20	16.7%
4	Less maintenance	20	16.7%
5	Permanent Income	35	29.2%
	Total	120	100

(Source: Primary Data)

INTERPRETATION

It is revealed that 21.7% of the respondents reason for coconut cultivation is Source of water, 15.8% of the respondents reason for coconut cultivation is Profitability, 16.7% of the respondents reason for coconut cultivation is Less labour force, 16.7% of the respondents reason for coconut cultivation is Less maintenance and 29.2% of the respondents reason for coconut cultivation is Permanent income.

INFERENCE

Majority (29.2%) 0f the respondents reason for coconut cultivation is Permanent inco

RANK CORRELATION

The Karl Pearson's method is based on the assumption that population being studied is normal or when the shape of the destruction is not known, there is need for a measure of correlation i.e. need for correlation that involves no assumption above the parameter of population. It does not matter which way the items are ranked ,item number one may be the largest or it be smallest using ranks rather than actual observation gives the coefficient rank correlation.

TABLE 4
TABLE SHOWS THE RESPONDENTS WITH RESPECT TO THEIR PROBLEMS IN COCONUT INPUT MARKETING

S.NO	FACTORS	RANK 1	RANK 2	RANK 3	RANK 4	TOTAL	RANK
1	High cost	45(4)	35(3)	29(2)	11(1)	354	1
2	Non-availability	20(4)	59(3)	34(2)	7(1)	332	2
3	Low quality	11(4)	37(3)	49(2)	23(1)	276	3
4	Durability	17(4)	24(3)	38(2)	41(1)	257	4

(Source: Primary Data)

INTERPRETATION

The above table shows that out of total 120 respondents, High cost has ranked 1st, Non- availability has ranked 2nd, Low quality has ranked 3rd, Durability has ranked 4th.

INFERENCE

Majority respondents problems in coconut input marketing is High cost.

TABLE 5
TABLE SHOWS THE RESPONDENTS WITH RESPECT TO THEIR PROBLEMS IN MARKETING OF COCONUT

S.NO	FACTORS	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	RANK 6	TOTAL	RANK
1	Absence of stabilized price	46(6)	26(5)	24(4)	13(3)	7(2)	4(1)	559	1
2	Increased cost of marketing	14(6)	53(5)	28(4)	16(3)	7(2)	2(1)	525	2
3	Absence of standardization and grading	12(6)	23(5)	55(4)	13(3)	15(2)	2(1)	478	3
4	Less facilities for coconut processing	11(6)	35(5)	31(4)	22(3)	15(2)	6(1)	467	5
5	Ineffective Institutional organization	13(6)	32(5)	29(4)	16(3)	23(2)	7(1)	455	6
6	Forced sales	23(6)	33(5)	26(4)	10(3)	9(2)	19(1)	474	4

(Source: Primary Data)

INTERFERENCE

The above table shows that out of total 120 respondents, Absence of stabilized price has ranked 1st, Increased cost of marketing has ranked 2nd, Absence of standardization and grading has ranked 3rd, Forced sales has ranked 4th, Less facilities for coconut processing has ranked 5th, Ineffective Institutional organization has ranked 6th.

INFERENCE

Majority respondents problems in marketing of coconut is Absence of stabilized price.

FINDINGS, SUGGESTIONS AND CONCLUSION
FINDINGS
PERCENTAGE ANALYSIS
- Majority (56%) of the respondents are male.
- Majority (53 %) of the respondents are at the age group of 36-50 Years.
- Majority (42%) of the respondents educational qualification is upto HSC.
- Majority (54%) of the respondents are 4-5 Members.
- Majority (42%) of the respondents Annual income are Rs 2,00,001-Rs 3,00,000.
- Majority (55%) of the respondents are Married .

- Majority (38%) of the respondents acres of cultivation is below 2-3 acres.
- Majority (29%) 0f the respondents reason for coconut cultivation is Permanent income.
- Majority (92%) of the respondents are using Organic fertilizer.
- Majority (41%) of the respondents are using the technical know-how by Experience.
- Majority (36%) of the respondents are selling Direct to the consumers.
- Majority (83%) of the respondents are saying that coconut cultivation is better than other crops.
- Majority (86%) of the respondents are saying that they will extend coconut cultivation.
- Majority (53%) of the respondents suggestions to overcome the marketing problems is Farmers association.
- Majority (52%) of the respondents feels that the price offered by buyers is Average.
- In this study majority respondents ranked 1 for high cost as the problem in coconut input marketing.
- In this study majority respondents ranked 1 for absence of stabilized price as the problem in marketing coconut.

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SUGGESTIONS

➤ The study insists heavy price fluctuation causes unexpected loss in the expected income due to retailers and middleman. Therefore middleman and retailers should be avoided.

➤ The study suggest to stabilize the price of the coconut and its product, the government should come forward for the implementation of price guarantee scheme.

➤ This study suggest that coconut cultivation is better than cultivation of other crops.

➤ The study suggests that the development of Farmers association of coconut for further improvement in marketing of coconut.

➤ The study suggests that the government could provide warehouse facilities in their nearest area for storing coconut and they could also provide subsidies for unexpected losses.

CONCLUSION

The study is based on the marketing problems of coconut faced by coconut producers. The study results about majority of producers are willing to extent their coconut cultivation but there is also a drawback such as unexpected losses, lack of price fluctuations. The study was conduct through surveys, collected many informations regarding my study and analysis where made for the responses given by the respondents. It also conclude that improvement over farmers association and government intervention is also important for solving the marketing problems faced by coconut producers.

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