

## **FORMERS' ATTITUDE TOWARDS PROBLEMS IN GRAPES MARKETING**

---

**Dr.D. PAUL DHINAKARAN**

Assistant Professor  
PG & Research Department of commerce  
Joseph arts and Science College,

Thirunavalur-607204

### **Introduction**

Indian prosperity depends upon the agricultural prosperity. The basic elements of the agricultural system are production and marketing. Marketing of agriculture produce is important as the production itself. As a link between producer and consumer, marketing plays an important role not only in stimulating and consumption but also in increasing the pace of economic development. Marketing of agricultural produce is considered an integral part of agriculture, since an agriculturist is encouraged to make more investment and to increase production. This is an interesting aspect to find out the various trends happening in the field of marketing of agricultural produce. But due to his illiteracy, ignorance and financial weakness, the farmer possesses a weak bargaining power and on the other hand the trader takes the advantage of the farmer's weakness because he is generally well informed, well organized, financially sound and very tactful in his dealings. The market also is deprived of healthy and fair competition. Some of the unfair practices are short weights, considerable delay in payment, high market charges, taking away substantial quantity under the name of sample, underhand dealings, and the incorrect and false weights, fairly known in agricultural marketing in India.

### **Statement of the Problem**

The grape cultivation is one of the most important segments in horticultural operation in India. However, the grape growers are economically and socially weaker people facing various problems. Marketing of grapes poses more problems compared

to other agricultural commodities as they have a high degree of perishability, steady decline in price, greater number of middlemen and so on. Due to lack of market information regarding prices, arrivals, etc. prevailing in other markets, growers sell their grapes to the contractors. Due to inadequate cold storage facilities substantial quantity of grape is lost as it is a highly perishable crop. Growers are forced to sell their produce at lower rate. The middlemen manipulate the situation by offering low price to the growers under the pretext of low demand and falsely rejecting the produce in the name of sub-standard.

There is a lack of pre-cooling, refrigerated van and other facilities from farm level to consumer point. Sometimes, the grapes also get accumulated in a particular region due to climatic conditions and strike by transport owners. Grading of grapes ensures better prices to producers and better quality to consumers. However, most of the markets are lagging behind in providing grading service. Lack of market finance is one of the major marketing constraints in operating marketing chain. The most serious problems faced by the growers among the other things are financial indebtedness to others, and no guarantee in grape yield. Besides, due to inadequate marketing infrastructural facilities with producers, traders and at market level, the marketing efficiency is affected adversely. Due to inadequate number and capacity of processing units, excess production during peak season is sold at distress rate or even gets perished at farm level. Also, there is no well-organized marketing system and co-operation among the growers. Therefore, the grape growers are exploited by marketing intermediaries. Generally grape prices are fixed by the middlemen, not by the growers with the result that they lose their due share in the grape business. Commission agents and middlemen are exploiting the illiterate farmers by fixing the prices below the cost of production.

Though grape cultivation is not a profitable one, growers are continually doing the cultivation due to the non-availability of alternative occupation. Efficient marketing system usually ensures higher level of producer's share, reducing the number of middlemen, restricting the marketing charges, and malpractices during

marketing of farm products. So far, very few researches on grape have been done, especially on marketing aspects of grape in our country. Keeping this in view, the present study was undertaken to analyze the problems and prospects associated with the marketing of grapes in the select blocks of Theni District. Outcome of the study will give more perspectives and knowledge to the grape growers and government on the subject and will help in redesigning the agricultural marketing in general and grape marketing in particular.

### **Objectives of the Study**

The main objective of this study is to examine the perception of the grape growers towards grape marketing in select blocks of Theni district. Besides, the study has the following broad objectives:

1. To study the satisfaction level of the growers towards marketing of grapes in select blocks of Theni district.
2. To find out the problems of the growers in marketing of grapes in Theni district.

### **Testing of Hypothesis**

In order to examine the perception of the growers towards marketing of grapes in Theni district, the following null hypotheses have been formulated and tested:

**H<sub>01</sub>:** The demographic variables of the growers do not have any influence on their level of acceptance towards problems in grape marketing.

### **Scope of the Study**

The present study attempts to examine the problems and prospects of grape marketing in Theni District. The study is confined only to grape growers in select blocks of Theni District. Grape marketing is a vast subject; therefore, the most common practices followed by the growers in grape marketing and their problems only are analyzed in this study.

### **Selection of Study Area**

The area of study is Theni district of Tamil Nadu. Theni district, predominantly agrarian in nature, is emerging gradually but steadily as an industrially promising district. It is evident from the fact that Theni is one of the districts of Tamil Nadu in grape production and occupies first place in this regard. The other districts cultivating grapes in Tamil Nadu are Coimbatore, Dindigul and Dharmapuri. The Theni district has been selected for the present study for the following reasons: the geographical position, agro-climate and the economic resources of this district are very favourable and very suitable for grape cultivation; the district has more rural population and they are engaged in agriculture; the farmers in this area are specialized in grape cultivation; and this district occupies the first position in area under cultivation and production of grapes in Tamil Nadu.<sup>1</sup> With this background, the researcher decided to conduct the study in his native district, Theni.

### **Sampling Technique**

This study is empirical in nature based on survey method. The study aims at finding out the problems and prospects of the growers pertaining to grape marketing in Theni district. For the study purpose, convenience sampling technique is adopted. There are 7 main blocks wherein grapes are largely cultivated in Theni district. Therefore, the researcher has selected these 7 blocks and 60 growers are selected in each block i.e. 420 growers were selected for the present study.

### **Data Collection**

The study encompasses both the primary and secondary data. As an essential part of the study, the primary data are collected from 420 growers in select 7 blocks of Theni district. The study was based mainly on primary data. On account of low level of education and poor comprehension of the growers towards marketing activities, schedule method has been employed to collect primary data. A pilot study was conducted with 25 growers during July 2016. The information contained in the

---

<sup>1</sup> HORTI STAT- 2003, Directorate of Horticulture and Plantation Crops, Chennai

schedule has been tested and the necessary changes were incorporated in the revised schedule in the light of the experience gained from the pilot study. Finally a well designed schedule is framed to collect primary data. The secondary data are collected mainly from journals, magazines, government reports, books and unpublished dissertations. The data so collected are entered into a master table and tabulated to arrive at useful conclusion.

### Framework of Analysis

The ultimate object of the study is to examine the problems of grape marketing in Theni District. In order to study the perception of the growers towards grape marketing, chi-square test, analysis of one-way variance, student t test, analysis of co-efficient of variation, multiple regression analysis, multiple discriminant function analysis and percentage have been employed. The analysis of one-way variance and student t test are employed to measure the relationship among the satisfaction levels of the growers belonging to different demographic variables towards grape marketing in Theni district.

**TABLE 1**

**Respondents' Ranking on Various Problems in Grapes Marketing**

<b>Problems</b>	<b>Mean Score</b>	<b>Rank</b>
Higher cost of transportation	3.792	1
Lack of communication facility	3.785	2
Bargaining by the traders	3.766	3
Lack of market information	3.738	4
Delay in executing field work	3.728	5
Lack of consultation before price fixation	3.673	6
Non-availability of labour	3.633	7
Lack of shed in the market	3.626	8

Exorbitant charges levied by private vehicle operators	3.626	8
Lack of feeder roads	3.623	9
Poor storage facility	3.566	10
Inadequate transport facility	3.562	11
Demanding grapes for a very low prices	3.550	12
Demanding grapes at free of cost	3.507	13
Demanding grapes beyond actual weight	3.478	14
Lack of processing plant	3.478	15
Preservation problem	3.359	16
Sale of grapes in open space	2.730	17

Source: Primary Data

In regards various problems in marketing of grapes, higher cost of transportation, lack of communication facility, bargaining by the traders, lack of market information and delay in executing field work stand at the first, second, third, fourth and fifth places with a mean rank of 3.792, 3.785, 3.766, 3.738 and 3.728 respectively. Lack of consultation before price fixation, non-availability of labour, lack of shed in the market, exorbitant charges levied by private vehicle operators, lack of feeder roads, poor storage facility and inadequate transport facility are the other problems faced by the grape growers in marketing of grapes. For lack of processing plant, preservation problem and sale of grapes in open space, the respondents assign the least ranks.

### **Respondents' Attitude towards Problems in Grapes Marketing**

There are many problems relating to the marketing of grapes. In order to find out the most important problems of marketing, the number of problems was identified

with the help of respective growers. The growers were asked to state their level of acceptance to different problems faced by them.

### Gender and Acceptance towards Problems in Grapes Marketing

The male and female farmers were requested to state their level of acceptance towards problems in marketing of grapes in Theni district, and an attempt has been made to find out the association between gender and level of acceptance in this regard.

**TABLE 2**  
**Association between Respondents' Gender and Acceptance towards Problems in Grapes Marketing**

Gender	Level of Acceptance					Total	Mean Score
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree		
Male	88 (22.50)	97 (24.80)	93 (23.78)	64 (16.36)	49 (12.53)	391 (100.00)	3.283
Female	4 (13.79)	8 (27.58)	7 (24.13)	5 (17.24)	5 (17.24)	29 (100.00)	3.034
Total	92 (21.90)	105 (25.00)	100 (23.80)	69 (16.40)	54 (12.90)	420 (100.00)	3.266
<b>Chi Square Value</b>		<b>1.497</b>		<b>P Value</b>		<b>0.245</b>	<b>NS</b>

Source: Primary Data

The calculated chi square value (1.497) is not significant ( $P = 0.245$ ) at 5 per cent significance level. Therefore, no significant association is found between the acceptance level of the respondents belonging to different genders and problems in

marketing of grapes in Theni district. Therefore, the null hypothesis ( $H_0$ ) is accepted. The mean score of the male respondents (3.283) is high followed by female respondents (3.034). It reveals that male respondents have higher level of acceptance than female respondents towards problems in marketing of grapes in Theni district.

### Age and Acceptance towards Problems in Grapes Marketing

The respondents in different age groups were requested to state their level of acceptance towards problems in marketing of grapes in Theni district, and an attempt was made to find out the association between age and acceptance level towards problems in grapes marketing.

**TABLE 3**  
**Association between Respondents' Age and Acceptance towards Problems in Grapes Marketing**

Age (in years)	Level of Acceptance					Total	Mean Score
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree		
Up to 30	8 (29.60)	3 (11.10)	7 (25.90)	1 (3.70)	8 (29.60)	27 (100.00)	3.074
31-40	33 (20.40)	50 (30.90)	28 (17.30)	30 (18.50)	21 (13.00)	162 (100.00)	3.271
41-50	47 (22.20)	48 (22.60)	63 (29.70)	34 (16.00)	20 (9.40)	212 (100.00)	3.320
Above 50	4 (21.10)	4 (21.10)	2 (10.50)	4 (21.10)	5 (26.30)	19 (100.00)	2.894
Total	92 (21.90)	105 (25.00)	100 (23.80)	69 (16.40)	54 (12.90)	420 (100.00)	3.266
<b>Chi Square Value</b>		<b>27.165</b>		<b>P Value</b>		<b>0.001</b>	<b>S</b>

Source: Primary Data



The calculated chi square value (27.165) is significant ( $P = 0.001$ ) at 5 per cent significance level. This means that there is a significant association between the acceptance levels of the respondents of different age groups and the problems in marketing of grapes in Theni district. Therefore, the null hypothesis ( $H_{01}$ ) is rejected. The average acceptance score of the respondents of the age group 41-50 years was high (3.320) followed by the mean score of the age group 31-40 years (3.271). As a result, the respondents of the age group 41-50 years have higher level of acceptance towards problems in marketing of grapes.

### **Education and Acceptance towards Problems in Grapes Marketing**

The respondents who have different educational qualifications were requested to state their level of acceptance towards problems in marketing of grapes in Theni district, and an attempt was made to find out the association between the level of acceptance and problems in grapes marketing.

**TABLE 4**

**Association between Respondents' Educational Status and Acceptance towards Problems in Grapes Marketing**

Educational Status	Level of Acceptance					Total	Mean Score
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree		
Up to Primary education	19 (21.10)	21 (23.30)	16 (17.80)	14 (15.60)	20 (22.20)	90 (100.00)	3.055
S.S.L.C	23 (18.00)	37 (28.90)	29 (22.70)	24 (18.80)	15 (11.70)	128 (100.00)	3.226
H.Sc	44 (25.10)	42 (24.00)	48 (27.40)	24 (13.70)	17 (9.70)	175 (100.00)	3.411
Degree and	6 (22.20)	5	7	7	2	27	3.222

above		(18.50)	(25.90)	(25.90)	(7.40)	(100.00)	
Total	92 (21.90)	105 (25.00)	100 (23.80)	69 (16.40)	54 (12.90)	420 (100.00)	3.266
<b>Chi Square Value</b>		<b>16.601</b>		<b>P Value</b>		<b>0.342</b>	<b>NS</b>

**Source: Primary Data**

The calculated chi square value (16.601) is not significant ( $P = 0.342$ ) at 5 per cent significance level. It is inferred that there is no significant association between the acceptance levels of the respondents having different educational qualifications and problems in grapes marketing. Therefore, the null hypothesis ( $H_{01}$ ) is accepted. The mean score shows that the respondents belonging to H.Sc qualification have higher level of acceptance (3.411) with the problems of grapes marketing, followed by the respondents who have S.S.L.C qualification (3.226).

### **Annual Income and Acceptance with Problems in Grapes Marketing**

The respondents of different income groups were requested to state their level of acceptance towards problems in marketing of grapes in Theni district. In this context an attempt is made to find out the association between the levels of acceptance of the respondents towards problems in grapes marketing.

**TABLE 5**

**Association between Respondents' Annual Income and Acceptance towards Problems in Grapes Marketing**

Annual Income (Rs.)	Level of Acceptance						Total	Mean Score
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree			
25000	3	3	3	2	7	18	2.611	

and below	(16.70)	(16.70)	(16.70)	(11.10)	(38.90)	(100.00)	
25001 - 50000	24 (21.60)	41 (36.90)	21 (18.90)	13 (11.70)	12 (10.80)	111 (100.00)	3.468
50001 - 75000	47 (20.30)	53 (22.90)	64 (27.70)	39 (16.90)	28 (12.10)	231 (100.00)	3.225
Above 75000	18 (30.00)	8 (13.30)	12 (20.00)	15 (25.00)	7 (11.70)	60 (100.00)	3.250
Total	92 (21.90)	105 (25.00)	100 (23.80)	69 (16.40)	54 (12.90)	420 (100.00)	3.266
<b>Chi Square Value</b>	30.641			<b>P Value</b>		<b>0.002</b>	<b>S</b>

**Source: Primary Data**

The calculated chi square value (30.641) is significant ( $P = 0.002$ ) at 5 per cent significance level. This means that a significant association is found between the acceptance levels of the respondents belonging to different annual income groups towards problems in grapes marketing in Theni district. Therefore, the null hypothesis ( $H_{01}$ ) is rejected. The average acceptance score of the respondents belonging to annual income group Rs.25001-50000 was high (3.468) followed by the respondents' annual income is above Rs.75000. It reveals that the respondents having annual income Rs.25001-50000 have higher level of acceptance towards problems in marketing of grapes.

**Reference:**

1. Agarwal, N.L and Saini, T.C (1995). "Vegetables Marketing: A Case Study of Jaipur Market", *Indian Journal of Marketing*, Vol.9, No.1, January-June.
2. Akbar, M.A and Rahman, M.L (1991). "Marketing of Banana by Farmers in Select Areas of Bangladesh", *Journal of Training and Development*, Vol.4, No.1.

3. Brahmabhatt, D.M (1983). Mango Marketing in Valsad District, Paper Presented at the Fifteenth Gujarat Economic Conference held at Surat during October-November.
4. Chandrasekar, G.S (1978). “Economics of Production and Marketing of Mangoes in Karnataka”, *Karnataka Journal of Agricultural Sciences*, No.3, November.
5. Dhillon, B.S (1994). “An Economic Analysis of Grapes Production in Punjab”, *Indian Economic Panorama*, Vol.4, No.3, April.
6. Gopal (1978). “An Analysis of Problems of Marketing a Few Vegetables in Bangalore City”, *Thesis Abstracts*, Vol. 4, No.1.
7. Jeyarathinam, M (2002). “Farmers Market in Tamilnadu: A SWOT Analysis”, *Indian Journal of Marketing*.