

**RESEARCH ARTICLE :**

Marketing behaviour of groundnut farmers in Anantapuramu district of Andhra Pradesh

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SUMMARY : The present investigation was carried out to study the marketing behaviour of groundnut farmers in Anantapuramu district of Andhra Pradesh. *Ex-post facto* research design was followed for the study and a sample of 120 respondents were drawn. The results of the study revealed that 67.50 per cent of the groundnut farmers had medium marketing behaviour followed by high (18.33%) and low (14.16%) levels of marketing behaviour with medium planning orientation (79.16%), medium production orientation (79.16%), medium marketing orientation (69.16%), medium marketing information sources utilization (74.17%), medium decision making ability (70.83%), medium risk taking ability (68.33%).

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KEY WORDS:

Groundnut farmers,
Marketing behaviour,
Marketing orientation,
Innovativeness,
Risk taking ability

BACKGROUND AND OBJECTIVES

Groundnut is a major oilseed crop that has achieved tremendous popularity in the country. India is the world's leading producer of groundnut with 25.00 per cent share in the production. In Andhra Pradesh, the area covered under oilseeds was 12.29 lakh hectares covering 16.57 per cent of the total cropped area, while the groundnut crop alone covered an area of 82.39 per cent of the total area under oil seeds. Anantapuramu is the predominant groundnut cultivated district in the state with an extent of 624000 hectares with the production of 164000 tons. The groundnut farmers are at a disadvantage particularly in the marketing of groundnut as they lose their bargaining

strength and got exploited. Monthly data on minimum prices of groundnut in Anantapuramu regulated market yard show a highly erratic behaviour. Such kind of fluctuations in the prices of groundnut reflects on the poor with holding capacity of the marginal and small farmers while marketing their final produce. The present research paper focuses on the marketing behaviour of groundnut farmers actually studied in the main research study. The main study on the marketing behaviour of the groundnut farmers would provide better insight into the suggestions made by them which would help in improvement of marketing behaviour of groundnut farmers and strategies for better marketing.

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RESOURCES AND METHODS

Ex-post-facto research design was followed. The study was carried out in the year 2018. Anantapuramu district of Andhra Pradesh was purposively selected as groundnut was being extensively cultivated in the district. Out of 63 mandals of Anantapuramu district, three mandals were purposively selected based on the highest area under groundnut cultivation. Four villages from each mandal were selected based on highest area under groundnut cultivation, thus making a total of twelve villages for the study. From each of the twelve selected villages, 10 respondents were selected by following simple random sampling procedure, thus, making a total of 120 respondents. The data were collected by personal interview method through structured interview schedule and analyzed by employing suitable statistical tools like arithmetic mean, standard deviation, frequencies and percentages.

OBSERVATIONS AND ANALYSIS

Marketing behaviour of groundnut farmers comprises of ten components *viz.*, planning orientation, production orientation, marketing orientation, marketing information sources utilization, decision making ability, risk taking ability, innovativeness, mode of transport, place of sale and terms and conditions of sale.

Planning orientation:

It is found from the Table 1 that majority of the respondents (79.16%) had medium level of planning orientation, followed by high (14.16%) and low (6.66%) levels of planning orientation. The possible reason for the above trend might be due to the fact that, most of the farmers were not planned their activities timely and effectively. They possessed inadequate knowledge on the various activities involved in planning.

Production orientation:

The findings presented in Table 1 clearly indicated that majority of the respondents (79.16%) had medium level of production orientation followed by low (15.00%) and high (5.83%) levels of production orientation. The possible reason for this situation might be due to the fact that, majority of the farmers were not followed timely sowing of the crop, recommended seed rate given by the specialists and also recommended fertilizer doses for the crop. Application of biological control measures was

least preferred by the respondent farmers. These are some of the reasons for the medium level of production orientation of the respondents.

Marketing orientation:

The findings presented in Table 1 clearly indicated that majority of the respondents (69.16%) had medium level of marketing orientation followed by low (15.83%) and high (15.00%) levels of marketing orientation. This trend might be due to the reason that lack of good understanding by the farmers about current market demands and also their inability to market the produce effectively to avoid the distress sales at low prices and also their incapability in getting the remunerative price for the graded produce coupled with improper selection of the varieties which were not meeting the market demand (Babu, 2004; Dhara *et al.*, 2015 and Gangadhar, 2009).

Marketing information sources utilization:

It is found from the Table 1 that majority (74.17%) of the groundnut farmers had medium level of marketing information sources utilization followed by high (14.17%) and low (11.66%) levels of marketing information sources utilization. The reason for medium utilization of the information sources by higher proportion of groundnut farmers might be due to the fact that, the farmers were preferring more informal sources rather than formal sources to get the required information such as input dealers, commission agents, neighboring farmers, Panchayat members rather than the government officials. Retrieval of information was also very less (Johnson and Manoharan, 2009; Kad *et al.*, 2013; Madhudekhar, 2009 and Viresh *et al.*, 2010).

Decision making ability:

The findings presented in Table 1 clearly indicated that majority of the respondents (70.83%) had medium level of decision making ability followed by low (16.66%) and high (12.50%) levels of decision making ability. The possible reason for this situation might be that respondents had strong decision making ability for obtaining latest technical know-how from various sources followed by kind of activities to be taken up for groundnut cultivation and attending training programmes on income generating activity. It indicates, that the respondents are involved in deciding themselves in the matters where no financial commitment is involved. Poor decision making was observed in the matters where financial commitment was

Marketing behaviour of groundnut farmers

| Sr. No. | Variables | Category | Respondents | |
|---------|---|---------------------------------------|-------------|------------|
| | | | Frequency | Percentage |
| 1. | Planning orientation | Low | 8 | 6.66 |
| | | Medium | 95 | 79.16 |
| | | High | 17 | 14.16 |
| 2. | Production orientation | Low | 18 | 15.00 |
| | | Medium | 95 | 79.16 |
| | | High | 7 | 5.83 |
| 3. | Marketing orientation | Low | 19 | 15.83 |
| | | Medium | 83 | 69.16 |
| | | High | 18 | 15.00 |
| 4. | Marketing information sources utilization | Low | 14 | 11.66 |
| | | Medium | 89 | 74.17 |
| | | High | 17 | 14.17 |
| 5. | Decision making ability | Low | 20 | 16.66 |
| | | Medium | 85 | 70.83 |
| | | High | 15 | 12.50 |
| 6. | Risk taking ability | Low | 20 | 16.66 |
| | | Medium | 82 | 68.33 |
| | | High | 18 | 15.00 |
| 7. | Innovativeness | Low | 17 | 14.16 |
| | | Medium | 78 | 65.00 |
| | | High | 25 | 20.84 |
| 8. | Mode of transport | Bullock cart | - | - |
| | | Tractor | 32 | 26.66 |
| | | Bus | - | - |
| | | Tempo van | 8 | 6.66 |
| | | Lorry | 80 | 66.66 |
| 9. | Place of sale | Middle men | 49 | 40.83 |
| | | Local market | 16 | 13.33 |
| | | Wholesale market | - | - |
| | | Retail market | - | - |
| | | Market yard | 55 | 45.83 |
| 10. | Terms and conditions of sale | Prior payment before sale | - | - |
| | | Immediate payment at the time of sale | 85 | 70.83 |
| | | Payment after sale | 35 | 29.16 |

| Sr. No. | Category | Frequency | Percentage |
|---------|----------------------------|-----------|------------|
| 1. | Low marketing behaviour | 17 | 14.16 |
| 2. | Medium marketing behaviour | 81 | 67.50 |
| 3. | High marketing behaviour | 22 | 18.33 |

involved like utilization of profits for personal purpose, for future investments, amount of loan to be borrowed and changing the price of the product with changing demands with the consultation of their family members or other than family members.

Risk taking ability:

It is found from the Table 1 that majority of the respondents (68.33%) had medium level of risk taking ability followed by low (16.66%) and high (15.00%) levels of risk taking ability. The possible reason for this situation might be the failure and vagaries of monsoon for the past few years. Further, the farmers were financially not sound to face the risk and were dependent only on agriculture mostly to earn their livelihood so they wanted to minimize the risks to have better profits.

Innovativeness:

The findings presented in Table 1 clearly indicated that majority of the respondents (65.00%) had medium level of innovativeness followed by high (20.83%) and low (14.16%) levels of innovativeness. Majority of the groundnut farmers had medium innovativeness as they were showing resistance to adopt new technologies due to the common fact that, majority of the farmers had education upto middle school only and they were also not keen to take risks.

Mode of transport:

It is revealed from the Table 1 that majority (66.66%) of the respondents transported their groundnut produce to the markets by lorry followed by tractor (26.66 %) and tempo van (6.66%). It was observed that, most of the respondents preferred lorry for transporting the final produce. Bus was mostly not preferred by the farmers as the quantity of the produce for sale was more. Tractor was also preferred next to lorry by the respondents for transportation.

Place of sale:

It is revealed from the Table 1 that, 45.83 per cent of the groundnut farmers sold their groundnut produce in the market yards, followed by 40.83 per cent through middle men, 13.33 per cent in local markets and none of them sold in the wholesale and retail markets. Nearly half of the groundnut farmers sold their produce in the market yards in order to get immediate payment. Some of the respondents sold their produce to middle men within the village where

their villages were distant from the markets. Further, few farmers sold their produce in the local markets of the villages to cater their immediate needs.

Terms and conditions of sale:

The findings presented in Table 1 clearly indicated that, majority (70.83%) of the groundnut farmers belonged to 'immediate payment at the time of sale' category, followed by 'payment after sale' (29.16%) and none from the 'prior payment before sale' category. Nearly 70.00 per cent of the groundnut farmers sold their produce either to the traders or middle men by immediate payment at the time of sale as they had immediate payment arrangements to meet their day to day expenditure and also for repaying their debts.

Overall marketing behaviour of groundnut farmers:

Table 2 clearly indicated that, 67.50 per cent of the groundnut farmers had medium marketing behaviour followed by high (18.33%) and low (14.16%) levels of marketing behaviour and terms and conditions of the sale. Similar work related to the present investigation was also carried out by Chavda (2007); Ekhande and Patil (2015); Jaisridhar *et al.* (2012); Khodifad (2010); Kumar (2006); Ravi Shankar (2005); Saiva (2012); and Srinivas *et al.* (2014).

Conclusion:

The findings revealed that majority of the farmers had medium level of marketing behaviour. The possible reasons for that majority of the groundnut farmers had medium levels of planning orientation, production orientation, marketing orientation, marketing information sources utilization, decision making ability, risk taking ability and innovativeness which resulted in medium level of marketing behaviour. Hence, it is imperative to focus on the marketing behaviour of groundnut farmers while designing appropriate strategies with training programmes and demonstrations to strengthen their marketing behaviour.

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