



Information sources used by the farmers for marketing

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ABSTRACT

Communication plays a vital role in dissemination of market information. In India where more than 75 per cent agricultural producers are small and marginal farmers. Marketing information services should ideally be available to all. In this globalization Indian farmers need to be updated with the latest knowledge to compete for global marketing. The study was undertaken in the year 2010-11. A sample of 120 farmers was randomly selected in 12 villages of Amravati and Bhatkuli Panchayat Samiti of Amravati district of Maharashtra. Majority of the farmers (66.67 per cent) had medium level of use of information sources for marketing. Among the selected characteristics, education, cosmopolitanism, extension contact, market orientation and economic motivation were positive and significantly related with level of use of information sources for marketing and age and farmers experience were negative and significant with use of information sources for marketing where as land holding and annual income were non-significant with level of use of information sources for marketing.

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INTRODUCTION

Business refers to any activity undertaken for getting maximum profit from the means of production but agriculture business experienced by means of farmers as a non profitable activity. In the world of modern agriculture and globalization, market plays vital role for getting more profit by using of information for trading goods. In India, farmers work very hard for getting maximum production in available resource but they do not expect price for their produce. This is due to non-availability of market or lack of knowledge about market. The farmers who assess agricultural information have better chance of succeeding than those who do not assess the same.

Market information is an important facilitating function in the agricultural marketing system. It facilitates marketing decisions, regulates the competitive market process and simplifies marketing mechanism. Regular, timely and reliable market information is needed by farmers in planning, production and marketing. It is necessary to disseminate agricultural information and technical knowledge to the farming community. The task

can be most effectively performed with the various information sources. Therefore, it was felt necessary to determine the information sources used by farmers for market information.

The specific objectives have been undertaken as follows :

To study the personal, socioeconomic psychological characteristics of the farmers.

To study the use of information sources by the farmers for seeking information about market.

To study the relationship between personal, socio-economic and psychological characteristics of farmers with the use of information sources for market information.

METHODOLOGY

Amravati block was properly selected for the study. The study was conducted in Amravati and Bhatkuli Tahsil of Amravati district. Farmers in 12 villages were contacted at their places of residence and data were collected by personal interview. From 12 villages, 120 respondents were

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selected. The interview schedule was constructed by formulating relevant questions in accordance with objectives of the study. The schedule included questions pertaining to age, education, land holding, annual income, cosmopolitaness, extension contact, farmer experience, market orientation and economic motivation as well as information sources used by the farmers for marketing and constraints faced by them while seeking information about marketing.

The information from respondents was collected by personal interview methods and their responses were considered for the purpose of the present study. Data related to the information sources used for marketing and constraints faced by farmers while seeking information about market were collected. Mean, standard deviation, correlation and test methods were used for analysis of the data.

OBSERVATION AND ANALYSIS

The findings of the study as well as relevant discussion have been summarized under the following heads:

Distribution of personal, socio-economic and psychological profile of respondents:

Table 1 depicts clearly that the age profile of respondents showed that majority (40.83 per cent) of respondents were from young age group. The education profile of respondents showed that majority of respondents (85.00 per cent) were having middle education level. The land holding profile of respondents observed that, majority (30.83 per cent) of the farmers had small size of holding. The annual income profile of respondents showed that 33.33 per cent of respondents had high annual income of Rs. 2, 00,001 and above.

The cosmopolite profile of respondents showed that majority of respondents (60.83 per cent) had medium level of cosmopolitaness. The extension contact profile of respondents showed that majority of respondents (70.83 per cent) had medium extent of extension contact. The farmer experience profile of respondents exhibited that majority of respondent (62.50 per cent) had medium farming experience. The market orientation profile of respondents experssed 83.33 per cent high market orientation. The economic motivation profile of respondents showed that majority of respondent (84.17 per cent) had high economic motivation.

Table 1 : Personal, socio-economic and psychological profile of respondents n=120

Sr. No.	Profile	No. of respondents	Percentage
	Age		
1.	Young	49	40.83
	Middle	43	35.83
	Old	28	23.33
	Education		
2.	Low	12	10.00
	Medium	102	85.00
	High	6	5.00
	Land holding		
3.	Marginal	17	14.17
	Small	37	30.83
	Semi medium	28	23.33
	Medium	24	20.00
	Large	14	11.67
	Annual income		
	Below poverty line	4	3.33
4.	Low	11	9.17
	Low medium	24	20.00
	Medium	23	19.17
	Moderately high	18	15.00
	High	40	33.33
	Cosmopolitaness		
5.	Low	40	33.33
	Medium	73	60.83
	High	7	5.83
	Extension contact		
6.	Low	26	21.67
	Medium	85	70.83
	High	9	7.50
	Farmer experience		
7.	Low	23	19.17
	Medium	75	62.50
	High	22	18.33
	Market orientation		
8.	Low	20	16.67
	High	100	83.33
	Economic motivation		
9.	Low	19	15.83
	High	101	84.17

Level of information sources used by farmer for marketing :

It is observed from findings presented in Table 2 that, 66.67 per cent of farmers had medium and 20.83 per cent of farmers had low level of use of information sources whereas only 12.50 per cent of farmers has high

level of use of information sources for marketing. It is evident from the findings that majority of farmers had medium level of use of information sources for marketing.

Table 2 : Distribution of respondent's according to level of use of information sources used for marketing. (n =120)

Sr. No.	Level	No. of respondents	Percentage
1.	Low	25	20.83
2.	Medium	80	66.67
3.	High	15	12.50

Relational analysis:

It could be seen from Table 3 that out of nine selected characteristics, two characteristics namely, land holding and annual income were found to be positive and non-significant correlation with level of use of information sources for marketing. Age and farmer experience characteristics group showed negative and significant relationship with level of use of information sources for marketing.

Table 3: Coefficient of correlation of selected characteristics of respondents with their level of use of information sources for marketing

Sr. No.	Variables	Use of information sources for marketing	
		'r'	t _{cal}
1.	Age	- 2.2575	2.8962**
2.	Education	0.24354	4.1464**
3.	Land holding	0.12560	1.4866 NS
4.	Annual Income	0.05705	0.62077 NS
5.	Cosmpoliteness	0.46917	5.7705**
6.	Extension contact	0.46992	5.7829**
7.	Farmer experience	- 0.21823	2.4890*
8.	Market orientation	0.29200	3.3168**
9.	Economic motivation	0.24297	2.7153**

** and * Indicate Significant of Values at 0.05 and 0.01, Respectively NS Non-significant

Table 2 also indicates that education, cosmopoliteness, extension contact, market orientation and economic motivation all showed positive and significant correlation with level of use of information sources for marketing. The level of use of information sources of respondent increase may be due to education,

cosmopoliteness, extension contact, market orientation and economic motivation of respondents and these would help to increase in level of use of information sources. Meena and Babal (2003), Singh and Malik (2003) and Waria (2004) also have made some contributions on utilization of imformation sources used by farmers and extension workers and communication sources used by extension perzonnels.

Conclusion:

These findings revealed that, 66.67 per cent of farmers had medium level of use of information sources for marketing. Out of nine selected characteristics, two characteristics namely, land holding and annual income were found to be positive and non-significant correlation with level of use of information sources for marketing. Age and farmer experience characteristics group showed negative and significant relationship with level of use of information sources for marketing.

The study also indicated that education, cosmopoliteness, extension contact, market orientation and economic motivation all showed positive and significant correlation with level of use of information sources for marketing and the level of use of information sources of respondent increase may be due to education, cosmopoliteness, extension contact, market orientation and economic motivation of respondents these would help to increase in level of use of information sources.

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