

A Study on Agricultural Marketing in India

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ABSTRACT

Agriculture is the backbone of our country. India is currently the world second largest producer of several fruits and vegetables. A agricultural marketing Information listen essential input for a boosting agricultural growth rural areas. Agriculture in India has directly or indirectly continued to be the source of livelihood of major of the population. India has been a culture as a precious tool of economic development as other sectors of production depend on it. Co operatives seem to be well position to coordinate product differentiation at the farm level and to integrate forward into value added processing activities. The present study brings out past and present scenario of agriculture marketing prevailing in India it challenges and future recommendations. Moreover the opportunities provided by agriculture marketing should be tapped effectively by the marketers.

Key Words: Agricultural marketing information, regular markets, retailers, customer satisfaction, India

I. INTRODUCTION OF THE STUDY

Agriculture is the backbone of our Indian economy out of 42.6% are Under workforce. India ranked are first in the world in terms of milk production, and ranks second in the most arable land in the world. Agricultural marketing is mainly the buying and selling of agricultural products .In earlier days. When the village economy was more or less Self sufficient The marketing of agricultural product presented no difficulty as the farmer sold his produce to a consumer on a cash or barter basis. Agricultural marketing is a process of bringing a farmer and a consumer on a same platform. This becomes an important element of the economy. The scope of agriculture marketing is not only limited with the final agricultural produce, it also focuses supply of Agricultural inputs to the farmers. The main concept of agricultural marketing is off all the activities, agencies, and policies Involved in the procurement of farm inputs by the farmers on the movement of

agricultural products from the farms to the consumer. The agricultural marketing system is a link between the farm and nonfarm sectors. Markets are of fundamental importance in the livelihood Strategy of most rural households, rich and poor a like. They suffer from a exist on an Organisation that could give them the bargaining power they require to sell their produce.

II. REVIEWS OF LITERATURE

1. **Pathak (2009)**, “found that the growth in agriculture depend upon the growth of their produce. The researcher states that the contribution of agriculture in growth of a nation is constituted by the growth of the products within the sector.
2. **Tripathi and Prasad(2009)**, “in their paper reported that Indian agriculture has progressed not only in output and yield terms but the structural changes have also contributed.
3. **Brital(2007)**, “In their study suggested that by building efficient and effective supply chain using state of the art techniques it is possible to serve the population with value added food, while Simultaneously ensuring remunerative prices to farmers.
4. **Royce(2004)**, “reported, Even though state agencies continued to be the main buyers of output and supplies of input limiting cooperatives management authority within.
5. **Ramkishan(2004)**, “in his research paper Argued that because of the lack of food processing and storage, the growth is deprived of a good price for his produce during the peak marketing season while the consumer needlessly pay a higher price during lean season.
6. **Sivanappan(2000)**, “In his study stated that with moderation of existing first harvest processing, establishment of suitable infrastructural facilities, huge amount of countries excuser can be saved and further helps in feeding the teeming population in the country

STATEMENT OF THE PROBLEM

Mainly, There is an absence of proper warehousing facilities in their villages. Approximately, 1.5 percentage of the produce get rotten and only a small number of villages are joined by railways and roads. Obviously such means of Transport cannot be used to carry produce to far off and the farmer has to dump his produce in nearby markets even if the price obtained in the market is low. As there are large number of middle men, the farmer has to pay their Commission from their profit. He has to pay to the middle men like brokers, wholesalers, village traders etc.. It is often not possible for the farmers to know the market price for their product they have to accept what the trade is offered to them. Brokers, taking the advantage of ignorance and illiteracy of the farmers, use unfair means to cheat becomes unfit for human consumption. Transport facilities are highly inadequate in India. Wrong weight is continued to be used in some markets to cheat the farmers. First of all, the farmers should not sell their products in market they have to sell their produce directly to the consumers to earn more profit.

OBJECTIVES OF THE STUDY

1. To examine consumer preferences on agriculture products.

2. To analyze the customer level of satisfaction on agricultural products.

SCOPE OF STUDY

The aim of this study is to know preference and satisfaction level of customers on agricultural products.

RESEARCH METHODOLOGY

Sampling and sample size

The random convenient sampling is used for this research method. The sample of 106 responses were studied gathering their demographic variables such as age, occupation, location and so on.

Data source and method of collection

This study involves primary data. Primary data is the one which is collected by the researcher as directly from the principle origin through interviews, experiments, service, etc... In this research, the primary data will be gathered directly from the respondents through online questionnaire which comprises of 17 questions including demographic information.

LIMITATIONS OF THE STUDY

1. The study limited to the responses of 106.
2. This study conducted around the Tirupur district.
3. The consumer preference and satisfaction would change over a period of time.

III. PERCENTAGE ANALYSIS

Table No.1

PROFILE OF THE RESPONDENTS

VARIABLES	FACTORS	FREQUENCY	PERCENTAGE
AGE	15 – 20	45	42.5%
	20 -25	42	39.6
	25-35	12	11.3
	ABOVE 35	7	6.6
GENDER	MALE	79	74.5
	FEMALE	27	25.5
MARITAL STATUS	MARRIED	83	78.3
	UNMARRIED	23	21.7
EDUCATIONAL	HIGH SCHOOL	11	10.4
	UG	75	70.8
	PG	6	5.7
	OTHERS	14	13.2
FAMILY SIZE	1	2	1.9
	2-4	73	68.9
	5-7	28	26.4
	ABOVE 7	3	2.8
AREA OF RESISTANCE	URBAN	68	64.2
	RURAL	38	35.8
FAMILY INCOME	BELOW 100000	35	33

	100000-200000	34	32.1
	200000-300000	24	22.6
	ABOVE 300000	13	12.3

Source: Secondary data

It can be gathered from the above table the majority of the respondents are male 74.5%, 42.5% of the respondents belongs to the age group of 15-20 years, 70.8% of the respondents from the

UG level, 64.2% of the respondents from the urban areas, 33% of the respondent's annual income is below 100000.

Table No. 1.2
CONSUMER PREFERENCE ON AGRICULTURE PRODUCTS

VARIABLES	FACTORS	FREQUENCY	PERCENTAGE
BASIS TO BUY	PRICE	18	17%
	FRESHNESS	60	56.6%
	TASTE	13	12.3%
	AVAILABILITY	15	14.2%
BUYING A PRODUCT IN A WEEK	BELOW 3KG	22	20.8%
	3KG-5KG	57	53.8%
	5KG-10KG	22	20.8%
	ABOVE 10KG	5	4.7%
MOST BUYING AGRICULTURAL PRODUCTS	MILK PRODUCTS	18	17%
	SPINACH	13	12.3%
	VEGETABLES	69	65.1%
	MEAT	6	5.7%
CONSUMING AGRICULTURAL PRODUCTS	EVERY DAY	48	45.7%
	ONCE IN A WEEK	25	23.8%
	SEVERAL TIMES A WEEK	28	26.7%
	ONCE IN A MONTH	4	3.8%
WHERE YOU BUY	RETAIL SHOP	32	30.2%
	MARKET	51	48.1%
	DIRECTLY FROM FARMER	18	17%
	OTHERS	5	4.7%

Source: Secondary data

It is revealed from the above table, majority of the respondents 56.6% said freshness is the basis to buy, 53.8% of the respondents said 3kg-5kg of product will be bought in a week, 65.1% of the respondents said they will buy

vegetables often, 45.7% of the respondents said they will buy agri product everyday, 48.1% of the respondents said that they will often buy a agricultural products from market.

Table No.1.3
CONSUMER LEVEL OF SATISFACTION

VARIABLES	FACTORS	FREQUENCY	PERCENTAGE
PRICE OFFERED BY FARMER IS AFFODABLE	YES	88	83%
	NO	18	17%
SATISFACTION OF	PRICE	15	15.9%
	QUALITY	65	68.9%

CONSUMERS	TASTE	16	16.9%
	AVAILABILITY	10	10.6%
RANK ON AGRICULTURAL PRODUCTS	1	26	24.5%
	2	17	16%
	3	23	21.7%
	4	25	23.6%
	5	15	14.2%
CONSUMERS FROM AGRICULTURE BACKGROUND	YES	61	57.5%
	NO	45	42.5%

Source: Secondary data

It is circulated from the above table, majority of the respondents 83% said the price offered by the farmer in the market is affordable, 68.9% of the respondents satisfied on quality of the product, most of the respondents 24.5% given 1st rank for agricultural products, 57.5% the respondents are from agricultural background.

IV. FINDINGS OF THE STUDY

1. Majority of the respondents are male 74.5%,.
2. 42.5 % of the respondents belongs to the age group of 15-20 years.
3. 70.8% of the respondents from the UG level.
4. 64.2% of the respondents from the urban areas.
5. 33% of the respondent's annual income is below 100000.
6. 56.6% of the respondents buy product only on freshness basis.
7. Majority of the respondents 65.1% mostly buy vegetables.
8. 83% of the respondents said price offered by the farmer is affordable
9. 68.9% of the respondents satisfied on agricultural products.

V. SUGGESTIONS OF THE STUDY

1. The availability of the products should be increased.
2. The elimination of mediators is necessary for agricultural marketing.
3. The transport facility must be developed in rural areas for agricultural marketing.
4. Markets must be increased for welfare of the consumers and farmers.
5. Storage godown should be increased to store cultivated products.

VI. CONCLUSION

The agricultural marketing plays a vital role in easy way agro produce distribution to the consumers. Like all the marketing activities, it also aims to profit making. It helps the farmer to reach their customer within very short period. For the

development of the agricultural marketing the farmer should sell his produce directly to the consumers.

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