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Marketing Behaviour of Turmeric Farmers in Kadapa District of Andhra Pradesh

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ABSTRACT

The present study was carried out purposively in Kadapa district of Andhra Pradesh during the year 2020-21 as it is having the maximum area under turmeric cultivation. The main objective of the study was to analyze the marketing behavior of turmeric farmers. The study followed Ex post facto research design. The purposive sampling technique was administered and two mandals namely Mydukur and Duvvur were selected on the basis of maximum area under the turmeric cultivation and data were collected from a randomly drawn sample of 90 respondents by personal interview method through structured interview schedule. The results of the study revealed that 66.67 per cent of the turmeric farmers had medium marketing behaviour followed by high (17.77%) and low (15.56%) levels of marketing behaviour with medium planning orientation (62.22%), medium production orientation (73.33%), medium marketing orientation (73.33%), medium market information sources utilization (61.11%), medium decision-making ability (72.22%), medium risk-taking ability (63.33%) and medium innovativeness (67.78%).

Key words: *Turmeric farmers; Marketing behaviour; Marketing orientation; Innovativeness; Risk taking ability.*

India is the leading producer, consumer, and exporter of turmeric in the world with a global share of 78 per cent and 60 per cent of production and export respectively. It occupies a distinct place in the national as well as international spice market. It has been estimated that in India, turmeric is cultivated nearly 2.57 lakh ha with a production of 9.46 lakh tonnes. Andhra Pradesh is one of the leading producers of turmeric with an area of about 17,800 hectares and producing 80,100 metric tonnes with average productivity of 4.16 Mt ha^{-1}. Among various districts of Rayalaseema zone of Andhra Pradesh, Kadapa district is well known for turmeric production as well as its marketing.Among various constraints in turmeric farming, marketing is the major one and the turmeric farmers lose their bargaining strength and get exploited as whole produce will emanate to market at a time. Monthly data on minimum prices of turmeric in Kadapa regulated market yard shows highly erratic behavior. In this backdrop, it has been increasingly felt that providing market extension services would be an option to mitigate the aforesaid problems. Market extension services should be provided to guide the farmers about the enterprise and the varieties suitable to the area based on the market demand. Besides these, the marketing behavior of the turmeric farmer is considered as one of the vital aspects which play a significant role in achieving the remunerative price.

Agricultural marketing system should have provision for price information, marketing technology transfer, forward and backward linkages for increasing market access. This requires intensified efforts on marketing policy research, market intelligence and trade programme mission, centres of excellence, mode of operations and new approaches to generate appropriate marketing technologies *(Marbaniang et al., 2020)*. Hence, the present investigation was undertaken with the following objectives to investigate the marketing behavior of turmeric farmers actually studied in the main research study.

METHODOLOGY

The present investigation was carried out in Kadapa district of Andhra Pradesh in the year 2020-21 and was purposively selected for the study as it had a maximum area under turmeric cultivation in the Rayalaseema region. *Ex post facto* research design was followed for the study. Out of 51 mandals of the Kadapa district, two mandals namely Mydukur and Duvvur were purposively selected on the basis of the maximum area under turmeric cultivation. From each mandal, three villages, and from each village 15 respondents were selected by using a simple random sampling procedure which make a total of 6 villages and 90 respondents respectively. 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. The findings were meaningfully interpreted and relevant conclusions were drawn.

RESULTS AND DISCUSSION

Planning orientation : It is found from the Table 1 that majority (62.22%) of the respondents had medium level of planning orientation followed by high (20.00%) and low (17.78%) levels of planning orientation. The possible reason for the above trend might be due to the fact that, an individual with middle and young age with enough experience will normally possess ability to think and plan their activities timely and effectively in a proper way. They possessed adequate knowledge on the various activities involved in planning. Turmeric being an important spice crop, it requires lot of attention in procuring inputs and attending to field operations on time and hence, there is every need to improve planning orientation of the farmers to fetch more yields and income. Extension officers need to organize training programs on management aspects in turmeric cultivation. These findings are in line with the results of *Babu (2004), Gangadhar (2009)*, *Madhusekhar (2009)* and *Vineetha (2018).*

Production orientation : The findings presented in Table 1 clearly indicated that majority (73.33%) of the respondents had medium level of production orientation followed by low (14.44%) and high (12.23%) levels of production orientation. The possible reason for this situation might be due to the fact that, majority of the farmers were not following timely sowing of the crop, recommended seed rate given by the specialists and also

Table 1. Distribution of turmeric farmers according to their marketing behaviour (N=90)

Variables/Category	No.	%	Mean	S.D.
Planning orientation				
Low	16	17.78		
Medium	56	62.22	32.11	2.69
High	18	20.00		
Production orientation				
Low	13	14.44		
Medium	66	73.33	27.46	2.87
High	11	12.23		
Marketing orientation				
Low	17	18.89		
Medium	66	73.33	24.71	2.51
High	7	7.78		
Market information sources utilization				
Low	17	18.89		
Medium	55	61.11	42.98	3.97
High	18	20.00		
Decision making ability				
Low	14	15.56		
Medium	65	72.22	29.36	2.12
High	11	12.22		
Risk taking ability				
Low	12	13.33		
Medium	57	63.33	20.91	2.02
High	21	23.34		
Innovativeness				
Low	13	14.44		
Medium	61	67.78	27.49	2.96
High	16	17.78		
Mode of transport				
Bullock cart	10	11.10		
Bus	-	-		
Tractor	14	15.56	-	-
Mini van	24	26.67		
Lorry	42	46.67		
Place of sale				
Middle men	7	7.78		
Traders	-	-		
Local market	2	2.22		
Wholesale market	-	-	-	-
Retail market	-	-		
Market yard (APMC)	81	90.00		
Online marketing	-	-		
Terms and conditions of sale				
Prior payment before sale	-	-		
Immediate payment	-	-	-	-
Payment after sale	90	100.00		

recommended fertilizer doses for the crop. Application of biological control measures was least preferred by the farmers. This opinion might be expressed due to the absence of sufficient bio-agents and failure to understand the mechanism of using various bio-agents. These are some of the reasons for the medium level of production orientation of the respondents. Hence officials of State Department of Agriculture should create awareness among the farmers on production techniques and advantages of using biological control along with supplying bio-agents. The preferred areas should be well addressed by the departmental officials to improve the production levels of the turmeric farmers. These findings were in conformity with the results of *Vineetha (2018).*

Marketing orientation : The findings presented in Table 1 clearly indicated that majority (73.33%) of the respondents had medium level of marketing orientation followed by low (18.89%) and high (7.78%) levels of marketing orientation. Majority of the farmers possess medium marketing orientation this might be due to 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. In this connection State Department of Agriculture has to provide guidance to the farmers about crops and varieties to be selected according to the market demand. These findings were in line with the results of *Katole et al., (2018), Kiran (2018)* and *Vineetha (2018).*

Market information sources utilization : It is found from the Table 1 that majority (61.11%) of the turmeric farmers had medium level of market information sources utilization followed by high (20.00%) and low (18.89%) levels of market information sources utilization. The reason for medium utilization of the information sources by higher proportion of turmeric farmers might be due to the fact that, the majority of farmers were preferring 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. Very few big farmers had access to agricultural officials and scientists. So it is desirable to create awareness on utility and credibility of various information sources among the farmers. The government should also initiate the steps to transfer the valid, reliable and latest market information through highly preferred sources like television, newspapers, and radio etc. These findings were in line with the results of *Gangadhar (2009)*, *Viresh et al., (2010)* and *Vineetha (2018).*

Decision making ability : The findings presented in Table 1 clearly indicated that majority (72.22%) of the respondents had medium level of decision-making ability followed by low (15.56%) and high (12.22%) levels of decision-making ability. Making good decision is a crucial skill at every level of turmeric production. Truly successful decision making relies on a balance between deliberate and instinctive thinking. Taking right decisions at the right time is the key success for any farmer. The possible reason for the above trend might be that most of the farmers are from rural household. They are not capable of taking strong decisions for obtaining latest technical know-how from various sources followed by kind of activities to be taken up for turmeric cultivation and attending training programs on income generating activity due to anticipation of risk and failures. Poor decision making was observed among respondents in the matters where financial commitment is 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. On the other hand, the respondents who were well educated could take timely decisions as they were knowledgeable and had good access to information. Hence the above trend was noticed. Decision making ability shows the mentality of the farmers to decide when, where, whom and how to sell. A farmer may decide accordingly by contacting his neighbour, friends, relatives and progressive farmers to decide for that condition. So he gets more information of it and decides it in favour of himself. This finding was in conformity with the findings of *Johnson and Manoharan (2009), Kumar (2015)* and *Vineetha (2018).*

Risk taking ability : It is found from the Table 1 that majority (63.33%) of the respondents had medium level of risk-taking ability followed by high (23.34%) and low (13.33%) levels of risk-taking ability. Majority of the turmeric farmers had medium risk-taking ability this might be attributed to medium level of economic status, medium extension contacts, which led them not venture to take risk. In general, farmers do not prefer

to take risk especially in financial matters. In addition to this inherent attitude and price fluctuations in market might have restrained the turmeric farmers from taking risk. The other 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 take the risk and were dependent majorly on agriculture to earn their livelihood so they wanted to minimize the risks to have better profits. However, respondents with high farming experience in managing farming activities were willing to take risk by adopting new farming practices and to increase their farm income. Unless there is a risk, there is no chance for growth and development in farming. Hence, the extension officers need to demonstrate the technologies and build confidence on the part of the farmers. This finding was in line with the results of *Gangadhar (2009)*, *Madhusekhar (2009)*, *Devde (2017), Sapate (2018)* and *Devi (2019).*

Innovativeness : The findings presented in Table 1 clearly indicated that majority (67.78%) of the respondents had medium level of innovativeness, followed by high (17.78%) and low (14.44%) levels of innovativeness. Majority of the turmeric 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 up to high school only and they were also not keen to take risks. Innovativeness involves an element of risk and uncertainty and is the prime requisite for any sort of modernization and this can be improved among the turmeric farmers by making them to adopt modern agricultural technologies with high predictability. It is desirable to increase innovativeness by taking up suitable awareness programs through social media, advertisements and success stories. Moreover, a greater number of result demonstrations need to be conducted by the extension agents to build confidence among the farmers to take up new technologies. This finding was in line with the results of *Kumar (2015), Maratha and Badodiya (2017)* and *Vineetha (2018).*

Mode of transport : It is revealed from the Table 1 that majority (46.67%) of the respondents transported their turmeric produce to the markets by lorry, followed by mini van (26.67%), tractor (15.56%) and bullock cart (11.10%). It was observed that, most of the respondent's preferred lorry for transporting their final produce as the quantity of the produce for sale was more. Mini van and tractor was also preferred next to lorry by the respondents for transportation. It was observed that farmers mostly plan their transport of the produce based upon the distance from the market. This finding was in line with the results of *Vineetha (2018).*

Place of sale : It is revealed from the Table 1 that, 90.00 per cent of the turmeric farmers sold their turmeric produce in the market yards, followed by 7.78 per cent through middle men, 2.22 per cent in local markets and none of them sold in the wholesale market, retail market, online marketing and also to traders. It indicates that almost all the turmeric farmers are habituated to sell their produce in the market yards, in order to get good remunerative price and also due to existence of market yard near to their village premises. 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. These results were in tune with the findings of *Vineetha (2018).*

Terms and conditions of sale : The findings presented in Table 1 clearly indicated that, cent per cent of the turmeric farmers belonged to 'payment after sale' and none belonged to 'prior payment before sale' and 'immediate payment at the time of sale' categories. Almost all the turmeric farmers sold their produce in market yard by payment after sale. In this method the payment would be credited to the farmers' bank accounts only after two months. So, they had no immediate payment arrangements to meet their day to day expenditure and also for repaying their debts.

Overall marketing behaviour : The overall marketing behaviour of turmeric farmers was attained by summing up the scores of the ten components viz., planning orientation, production orientation, marketing orientation, market information sources utilization, decision making ability, risk taking ability, innovativeness, mode of transport, place of sale and terms and conditions of sale. The classification of respondents was done into three categories based on mean and standard deviation.

Table 2 clearly indicated that, majority (66.67%) of the turmeric farmers had medium level of marketing behaviour, followed by high (17.77%) and low (15.56%) levels of marketing behaviour. Medium to high level of marketing behaviour of the respondents was observed in the study area followed by low level of marketing behaviour. This indicates that the farmers were knowing that turmeric is a commercial crop and need to be cultivated and marketed with little bit care and

Table 2. Distribution of turmeric farmers according to overall marketing behaviour (N=90)

Category	No.	%	Mean	S.D.
Low marketing behaviour	14	15.56		
Medium marketing behaviour	60	66.67	216.14	12.29
High marketing behaviour	16	17.77		

they also had a good knowledge about the marketing trend so as to get good price for their produce. The other reason for the above trend might be due to the fact that majority of the turmeric farmers had medium levels of planning orientation, production orientation, marketing orientation, market information sources utilization, decision making ability, risk taking ability and innovativeness which resulted in medium level of marketing behaviour. This result was in tune with the findings of *Gangadhar (2009)*, *Devde (2017), Maratha and Badodiya (2017)*, *Vineetha (2018) Devi (2019)* and *Marbaniang et al., (2020*).

CONCLUSION

The findings revealed that majority of the turmeric farmers had medium level of marketing behaviour. The possible reasons for that majority of the turmeric farmers had medium levels of planning orientation, production orientation, marketing orientation, market 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 turmeric farmers while designing appropriate strategies with training programmes, demonstrations, develop and regulate marketing policies like Minimum Support Price, provision for storage facilities etc. from the state government to strengthen their marketing behaviour.

CONFLICTS OF INTEREST

The authors have no conflicts of interest.

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