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A STUDY ON MARKETING PROBLEMS FACED BY COCONUT PRODUCERS WITH SPECIAL REFERENCE TO KRISHNAGIRI DISTRICT

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ABSTRACT:

This study delves into the intricate landscape of marketing problems faced by coconut producers in Krishnagiri District. Through a comprehensive analysis, we aim to identify and analyze the key challenges hindering the marketing success of coconut producers in this region. By understanding these issues, we strive to propose strategic solutions that can empower coconut producers to overcome the obstacles and enhance their market presence. The study also emphasizes the importance of governmental support, capacity-building initiatives, and technological integration in revitalizing the coconut industry and ensuring sustainable growth for local farmers.

INTRODUCTION:

India is an agricultural country and one third of population depends on the agricultural sector directly or indirectly. Agriculture remains as the main stay of the Indian economy since times immemorial. The coconut crop has a significant impact on social and cultural impact on the coconut cultivators. Marketability and price established for the coconut and it by products determines the economic condition of farmers. Tamilnadu holds foremost share in coconut area and production after the state of Kerala. Coconut cultivation is considered to be one of the major livelihoods which support 60 % farmers in the state.

OBJECTIVES OF THE STUDY:

- To examine the awareness of respondents about the coconut marketing.
- To analyze the problems in coconut cultivation and marketing.
- To explore the returns realized by the growers in the study area.

SCOPE OF THE STUDY:

Tamil Nadu is one of the leading coconut producing states in India. Tamil Nadu cultivates coconut around 5365 million nuts from 389900 hectares. Tamil Nadu shows highest coconut productivity among other coconut producing the states of India. Almost all the districts producing coconut in Tamil Nadu among those top three districts are Coimbatore, Thanjavur and Dindigul. Agriculture has been playing a predominant role in the economic development of all developed and developing countries. Ever since India's independence agriculture in India has taken strides owing to the varietal and agronomic interventions of agricultural research and the resourcefulness of the farming community.

STATEMENT OF THE PROBLEM:

The increasing trend of coconut production has brought new challenges in terms of finding new market for the surplus. There is also a need to respond to the challenges and opportunities, that the global markets offer in the liberalized trade regime. During past two decades the coconut

plantation crop has received ample research and development attention in the country and as the result of these concerted efforts is well exhibited in terms of increase in area of production and productivity of coconut in the country. Even though, India is the third largest coconut growing country in the world all round efforts are made for integrated development of coconut sector in the areas of production, processing and marketing after establishment of a statutory body

RESEARCH METHODOLOGY:

A research design is the overall plan or programme of research. The research design adopted by the researcher is discussed in the following paragraphs. The study is confined to Krishnagiri taluk. The primary data is collected from the farmers with the help of structured questionnaire using convenient sampling method among 150 respondents. The questionnaire was prepared in such a way that they are simple and understandable. The secondary data is collected by referring to journals, articles and magazines and various relevant websites.

LIMITATIONS OF THE STUDY

- This study is restricted to Krishnagiri taluk only. Its findings and suggestions may not be applicable to all other regions.
- Time and cost are the factors which have limited the size of sample as 150.

REVIEW OF LITERATURE

1. **Tewari, S.C. and M.G, George, (2012)**, Regarding marketing of coconut spot payment and reasonable price was the major factor influencing the marketing of coconuts through direct selling. It is found that climatic condition was the major problem faced by the coconut growers in the study area. Lack of storage facility and avoiding risk was the major factor influencing the marketing of coconuts through intermediaries. Price fluctuations and forced sales were the main problems faced by the farmers in the marketing of coconuts.
2. **Mathur, B.S. (2012)**, The coconut-based industry is growing in terms of production. However, its share in oil and fats trade has consistently declined in the past four decades. Vast growth opportunities remain for the coconut industry, but the marketing strategy needs a reorientation to suit to emerging trend. Awakening and alertness on diversification of coconut, with a motive to recapture the market have to be provided priority.
3. **Muniramappa, S.M. (2014)**, his study analyses the costs and margins in coconut marketing analysed the marketing of coconut and its products viz., copra and coconut oil in Kerala. The most important problem identified in marketing was the lack of adequate and fair price for coconut and its products and the fluctuation-annual and seasonal- in the prices. Three major reasons were identified. First, price instability led to a decline in the consumption pattern of coconut and coconut oil among its different users in the industrial and household sectors.

OVERVIEW OF THE STUDY

VARIOUS BY- PRODUCTS OF COCONUT:

The various products manufactured out of coconut are as follows:

TENDER COCONUT

The tender coconut is valued both for the sweet water and the delicious gelatinous kernel it contains. The drink is at its optimum level of acceptability when the nuts are of 6- 7 months of maturity. Nuts of dwarf palms such as Chowghat Dwarf Orange, Chowghat Dwarf Green, Malayan Yellow Dwarf, Malayan Orange Dwarf and Gangabondom are suitable for use in the tender stage. Water of tender nuts of palms grown under rained condition is reported to be sweeter than water of nuts of palms grown under irrigated condition. It is also reported that water of tender nuts of palms grown in places where the water is not saline is sweeter than water of nuts from palms grown in areas where the water is saline.

MARKET

Tender coconut has market throughout the country as a health drink. The major assembling markets of tender coconut are located in Kolkata in West Bengal and Maddur in Karnataka. Most of the tender coconuts arriving in the upcountry markets originate from Karnataka, Andhra Pradesh, Tamil Nadu and West Bengal.

MATURE COCONUT

Mature raw coconuts are used for culinary uses, religious purposes, making copra and manufacturing convenience products such as Desiccated Coconut (DC), coconut milk, spray dried coconut milk powder, etc. Matured nuts from selected trees are also used for raising seedlings. Mature coconuts are also exported mainly to Gulf countries. But compared to the processed coconut products, the share of raw coconuts in the export market is negligible. The mature nuts are classified as water nuts and dry nuts according as they contain water inside.

CHI - SQUARE ANALYSIS

A chi-square (χ^2) statistic is a test that measures how a model compares to actual observed data. Chi-square tests are often used to test hypotheses. The chi-square statistic compares the size of any discrepancies between the expected results and the actual results, given the size of the sample and the number of variables in the relationship. For these tests, degrees of freedom are used to determine if a certain null hypothesis can be rejected based on the total number of variables and samples within the experiment. As with any statistic, the larger the sample size, the more reliable the results.

FORMULA:

$$\text{CHI-SQUARE VALUE } (\Sigma) = \frac{(\text{OBSERVED VALUE} - \text{EXPECTED VALUE})^2}{\text{EXPECTED VALUE}}$$

$$\text{EXPECTED VALUE} = \frac{\text{ROW TOTAL} * \text{COLUMN TOTAL}}{\text{GRAND TOTAL}}$$

GRAND TOTAL

$$\text{DEGREE OF FREEDOM} = (\text{ROW} - 1) * (\text{COLUMN} - 1)$$

Table showing Relationship Between Gender and Marketing Problems Prevailing in Krishnagiri District

Gender	Marketing Problems				Total
	Lack of market access	Price fluctuations	Limited market information	Poor infrastructure for transportation and storage	
Male	34	21	34	15	104
Female	9	14	19	4	46
Total	43	35	53	19	150

O	E	O – E	(O-E) ²
34	29.81	4.19	17.55
9	13.18	-4.18	17.47
21	24.26	-3.26	10.62
14	10.73	3.27	10.69
34	36.74	-2.74	7.50
19	16.25	2.75	7.56
15	13.17	1.83	3.34
4	5.82	-1.82	3.31
150	149.96	0.04	78.04

EXPECTED VALUE

$$\frac{\text{EXPECTED VALUE}}{(\text{OBSERVED VALUE} - \text{EXPECTED VALUE})^2} = \text{CHI - SQUARE VALUE } (\Sigma)$$

$$= 78.04/149.96$$

$$= 0.52$$

DEGREE OF FREEDOM = (ROW – 1) * (COLUMN – 1)

$$= (4 - 1) * (2 - 1)$$

$$= 3 * 1$$

$$= 3$$

CALCULATED VALUE $X^2 = 0.52$. TABLE VALUE = 7.81

INTERPRETATION

In the above analysis, the calculated value {0.52} is less than the value {7.81} at the level of 5% significance. Hence, null hypothesis is accepted, thus, there is no significant relationship between Gender and Marketing problems of the respondents.

FINDINGS, SUGGESTION, CONCLUSION

FINDINGS

CHI SQUARE ANALYSIS

- In the above analysis, the calculated value {0.52} is less than the value {7.81} at the level of 5% significance. Hence, null hypothesis is accepted, thus, there is no significant relationship between Gender and Marketing problems of the respondents.

SUGGESTIONS

- The study insists heavy price fluctuation causes unexpected loss in the expected income due to retailers and middleman.
- Therefore middleman and retailers should be avoided.
- The study suggest to stabilize the price of the coconut and its product, the government should come forward for the implementation of price guarantee scheme.

CONCLUSION

- The study is based on the marketing problems of coconut faced by coconut producers. The study results about majority of producers are willing to extent their coconut cultivation but there is also a drawback such as unexpected losses, lack of price fluctuations.
- The study was conduct through surveys, collected many information regarding my study and analysis where made for the responses given by the respondents. It also conclude that improvement over farmers association and government intervention is also important for solving the marketing problems faced by coconut product.