

TO ANALYSE THE LEVEL OF SATISFACTION TOWARDS CULTIVATION AND MARKETING OF COCONUT GROWERS IN COIMBATORE DISTRICT.

Mrs.V.Malathi, Part time Ph.D., Research Scholar, Department of Economics, Nallamuthu Gounder Mahalingam College, Pollachi- 642 001.

Dr.P.Krishnathulasimani, Research Supervisor, Associate Professor and Head, Department of Economics, Nallamuthu Gounder Mahalingam College, Pollachi- 642 001.

ABSTRACT

The cost of production and net return obtained per unit, would determine the profitability of the crop. Coconut is foremost important for domestic uses, Coconut grower to help marketable product which gain producer. It has been cultivation marketing in India from long time. Majority of the growers, prefer to sell their produce to the village traders because the village traders operate in the interior areas close to them, which facilitates personal contacts. Besides, they provide advance money to the growers, on condition, that the produce should be sold to them only. Objectives of the study, To analyse the levels of satisfaction towards cultivation and marketing of Coconut growers in Coimbatore district. Methodology of the study, The study is an empirical analysis of the role of institutional and noninstitutional agencies in coconut marketing in Tamil Nadu. The data both qualitative and quantitative were gathered through Field Survey Method and Personal Interview Technique. The secondary data were collected from the journals, reports, books, internet etc.,

Convenience sampling method has adopted in this study. Coimbatore district is sampling unit. 120 respondents has selected from polochi taluk. All are minimum 5 years experience of coconut cultivation and marketing. ANOVA method has used in this study. Suggested this study, Since the availability of water is insufficient, the purchase of water from fellow farmers is inadequate. As a result there is a sizable reduction in the output. In order to increase the water resources, the Government should come forward to help the farmers through subsidy for digging well and bore wells.

Key words: price fixation method, availability of labourers, availability of water & power supply etc.,

Received 01 November 2021, Accepted 17 November 2021, Published 30 November 2021
Correspondence Author: V.Malathi

1. INTRODUCTION

Agriculture is back bone of India. It has been predominant role play in socio economic development of all countries. Coconut is considered to be the most important and useful tree among the tropical palms which gives coconut water, kernel, coir pith, coir fiber, coconut milk, desiccated coconut, seed shell, leaves, fruit husk, oil cake for cattle etc. It has been in cultivation in India from time immemorial. It perhaps yields more products of use to mankind than any other tree. Since it is one of the leading commodities in agricultural exports, the production programme of the crop is of critical importance in improving the efficient use of resources. The cost of production and net return obtained per unit, would determine the profitability of the crop. Coconut is foremost important for domestic uses, Coconut grower to help marketable product which gain producer. It has been cultivation marketing in India from long time. Most of leading commodities export the world countries. Coconut is an important tree crop with diverse end-uses, grown in many states of India. In India, coconut is grown in an area of 1.90 million hectare, producing 14744 million nuts with a per hectare productivity of 7747 nuts. Kerala's share in area as well as production of coconut in the country is declining over time Coconut contributes to more than rupees 83,000 million to the country's GDP and about 6 per cent to the edible oil pool. Similarly, the industry helps to earn foreign exchange to the tune of ` 13,000 million per annum by exporting coconut and coconut products. About 10 million people are dependent on coconut farming and its allied activities. Besides, coconut is a perennial source for raw materials to a number of other industries like oil milling, coir and coir based industries. Much potential exists for shell charcoal, shell powder,

coconut milk powder and so on. Coconut processing and allied industries provides continuous employment to nearly 8 Lakhs workers of which 80 per cent are women folk. The production of coconut in India during 2014-2015 stood at 17729.75 million nuts and 10303 nuts per hectare, the area of coconut decreased by 0.45 percentages, whereas the production and productivity increased to 6.69 and 7.18 percentages respectively. The sweet cake can be eaten raw or used in most cooking recipes. A single coconut has as much protein as a quarter pound of beefsteak. Copra, the dried meat of the kernels, when crushed is the source of coconut oil. The husk, known as coir, is short, coarse, elastic fibers used to make an excellent thatch roofing material for houses. This very tree is also an excellent producer of charcoal which is derived from the shells, and is used not only as a cooking fuel, but also in the production of gas masks and air filters.

2.MARKETING PRACTICES OF COCONUT

Majority of the growers, prefer to sell their produce to the village traders because the village traders operate in the interior areas close to them, which facilitates personal contacts. Besides, they provide advance money to the growers, on condition, that the produce should be sold to them only. They assemble the produce purchased from the growers and pass them to the wholesalers in the assembling market. Primary village traders operate in the assembling market. The wholesalers purchase coconuts both from the village traders and growers. Growers, having more stock and good holding capacity, directly contact the wholesalers and sell their produce. They are in a position to take advantage of the better price offers. The wholesalers do not hold coconut stock for a long period. They transport the stock to the terminal mark Mannargudi, the wholesalers deposit the coconut in the godown of commission agents and entrust the task of selling the coconuts to them. The commission agents make an advance of about 60 per cent to 80 per cent of the market value of the coconuts deposited by the wholesalers. The commission agents do not charge interest on this advance, if the sale is affected within 3 days. If the stock remains unsold for more than 3 days, interest is charged, for the excess period. The duration of the interest-free stocking period and rate of interest charged normally depend on the business relations that exist between them. The commission agents have to locate suitable buyers with price offers that are acceptable to their clients. The buyers are either exporters or secondary wholesalers. The commission agents get a commission for their services.

3.MARKETING EFFICIENCY

The marketing efficiency refers to the effectiveness or competence with which a market structure performs its designated function. Marketing efficiency is directly related to the cost involved in transporting goods from the producer to the consumer and the quantity of service offered. A reduction in marketing cost, without reduction in consumer satisfaction, indicates improvement in efficiency. A higher level of consumer satisfaction, at higher marketing cost, might have increased efficiency, if the additional satisfaction derived by consumer, outweighs the additional cost incurred on the marketing process. But a change that reduces cost as well as consumer satisfaction need not indicate increase in marketing efficiency.

REVIEW OF LITERATURE

Haridass R. and Muthuraj M. (2004) conducted a study on Economics of coconut cultivation in Tamil Nadu - A comparative analysis of Tall and Dwarf Variety with the objective of to analyse and compare the cost and return structure of tall and dwarf variety of coconut. The results of the net present value, benefit cost ratio, internal rate of return and pay back period showed that dwarf variety of coconut is quickly yielding and economically viable than tall variety.

Subburaj B. (2004) conducted a Research Study on "Markets of nonconventional coconut products" with a objective of studying demand, supply and consumers behaviour in Tamil Nadu. The study estimates that the marketed surplus at farm level is 1562 million nuts while it is 1111.35 million nuts at market level. Nearly 414.33 million nuts are consumed with in Tamil Nadu for culinary and religious purposes. About 969.63 million nuts are consumed by way of coconut oil,

50.08 million nuts as tender nuts and 56 million nuts for manufacture of non-traditional coconut products. The market surplus for the year 2003-04 is estimated at 35.64 million nuts.

4.STATEMENT OF THE PROBLEM

Marketing is as important as production to any producer. Because it creates value to the product; it pays revenue to the producer; and more than these, it directs the producer as to whether to continue or stop production. To a farmer, marketing is something more than production, due to certain inherent features that neither the production can be controlled/ regulated in tune to market changes due to predominance of natural forces affecting production functions nor can marketing be performed in tune to market requirements due to his own internal constraints. Hence growers remain with chronic problem that they can neither derive the advantages of their production/ productivity increase nor the advantages of better marketing. It is apt to remember the findings of Dantwala Commission on Cooperative Marketing (1966) and FAO (1988) that agricultural production is abundant in our country while the problem is with distribution (Marketing). In all the years growers were deprived of the benefits of increased production in terms of market price and vice versa. Equalization of demand and supply functions in agricultural marketing is far from any body's guess. Coconut growers are not exempted from the above phenomenon.

The coconut growers in the study area were left with two options while marketing their produce. The first option was selling coconut to the village traders and the second one was selling through wholesalers. The factors that influenced the coconut level of satisfaction of growers, availability of leased land, price fixation method, availability of labourers, availability of water & power supply, soil condition, availability of packing material, availability of financial support, availability of fertilizer and pesticides, cultivation method, crop yield, availability of market information, selling price, return on investment, sales in auction market, sales to regulated market, sales to co-operative societies, sales to commission agent, intermediaries support and government support.

5.OBJECTIVES OF THE STUDY

To analyse the levels of satisfaction towards cultivation and marketing of Coconut growers in Coimbatore district.

6.METHODOLOGY OF THE STUDY

The study is an empirical analysis of the role of institutional and noninstitutional agencies in coconut marketing in Tamil Nadu. The data both qualitative and quantitative were gathered through Field Survey Method and Personal Interview Technique. The secondary data were collected from the journals, reports, books, internet etc., Convenience sampling method has been adopted in this study. Coimbatore district is the sampling unit. 120 respondents have been selected from Polochi taluk. All are minimum 5 years experience of coconut cultivation and marketing. ANOVA method has been used in this study.

7.ANALYSIS AND INTERPRETATION.

ANALYSIS OF VARIANCE

The analysis of variance is a powerful statistical tool for tests of significance. The test of significance based on t-distribution is an adequate procedure only for testing the significance of the difference between two sample means. In a situation when we have three or more samples to consider at a time, an alternative procedure is needed for testing the hypothesis that all the samples are drawn from the populations with the same mean. The basic purpose of the analysis of variance is to test the homogeneity of several means.

The ANOVA used for studying the differences among the influence of various categories of one independent variable on a dependent variable is called one-way ANOVA. The ANOVA is designed to test whether a significant difference exists among the three or more sample means. In

this analysis, the total variance in a set of data is divided into variation within groups and variation between groups. The analysis of variance technique is used when the independent variables are of nominal scales and the dependent variable is metric or least interval scaled.

TABLE 1 :LEVEL OF SATISFACTION TOWARDS CULTIVATION AND MARKETING OF COCONUT – MEAN SCORE ANOVA

Descriptive Statistics						
	N	Minimum	Maximum	Sum	Mean	Std. Deviation
VAR00001	120	34.00	62.00	17837.00	42.4690	7.12497

(Based on the above table Low, Medium, High was arrived)

The above table shows that the shopping behaviour scores of respondents vary from a minimum of 34 to a maximum of 62. It is intended to group the respondents into 3 major types namely low, medium and high level of satisfaction. For this purpose Mean and S.D are calculated. The respondents who have obtained scores of Mean – 0.5 S.D were classified into low satisfaction and the respondents who score more than Mean+0.5 S.D were classified into high satisfaction. The scores of the respondents falling between Mean-0.5 S.D and Mean+0.5S.D are grouped as Medium level of shopping behaviour. The various level of satisfaction scores of various factors were compared across the Low, Medium and High overall satisfaction of respondents and the results are discussed below.

TABLE 2 ;VARIOUS ATTRIBUTES INFLUENCE THE LEVEL OF SATISFACTION TOWARDS CULTIVATION AND MARKETING OF COCONUT

Null Hypothesis (H0) The Availability of leased land scores do not differ based on the low, medium and high groups overall satisfaction of growers.

Null Hypothesis (H0) The price fixation method scores do not differ based on the low, medium and high groups overall satisfaction of growers.

Null Hypothesis (H0) The Availability of labourers scores do not differ based on the low, medium and high groups overall satisfaction of growers.

Null Hypothesis (H0) The Availability of water and power supply scores do not differ based on the low, medium and high groups overall satisfaction of growers.

Null Hypothesis (H0) The Soil condition scores do not differ based on the low, medium and high groups overall satisfaction of growers.

Null Hypothesis (H0) The Availability of packing materials scores do not differ based on the low, medium and high groups overall satisfaction of growers.

Null Hypothesis (H0) The Availability of financial support scores do not differ based on the low, medium and high groups overall satisfaction of growers.

Null Hypothesis (H0) The Availability of fertilizers and pesticides scores do not differ based on the low, medium and high groups overall satisfaction of growers.

Null Hypothesis (H0) The cultivation method scores do not differ based on the low, medium and high groups overall satisfaction of growers.

Null Hypothesis (H0) The Crop yield scores do not differ based on the low, medium and high groups overall satisfaction of growers.

Null Hypothesis (H0) The Availability of market information scores do not differ based on the low, medium and high groups overall satisfaction of growers.

Null Hypothesis (H0) The selling price scores do not differ based on the low, medium and high groups overall satisfaction of growers.

Null Hypothesis (H0) The Return on investment scores do not differ based on the low, medium and high groups overall satisfaction of growers.

Null Hypothesis (H0) The Sales in auction market scores do not differ based on the low, medium and high groups overall satisfaction of growers.

Null Hypothesis (H0) The Sales to Regulated Market scores do not differ based on the low, medium and high groups overall satisfaction of growers.

Null Hypothesis (H0) The Sales to Co-operative Societies scores do not differ based on the low, medium and high groups overall satisfaction of growers.

Null Hypothesis (H0) The Sales to Commission Agent scores do not differ based on the low, medium and high groups overall satisfaction of growers.

Null Hypothesis (H0) The intermediaries support scores do not differ based on the low, medium and high groups overall satisfaction of growers.

Null Hypothesis (H0) The Government support scores do not differ based on the low, medium and high groups overall satisfaction of growers.

**COMPARISON OF FACTOR SCORES BY OVERALL SATISFACTION
(Low, Medium, High)**

**TABLE NO.4.40 :ANOVA-OVERALL SATISFACTION OF CULTIVATION AND
MARKETING AMONG THE GROWERS**

LEVEL OF SATISFACTION		N	Mean	Std. Deviation	F VALUE	P VALUE	S/NS
Availability of leased land coconut	LOW<42	41	3.1806	.38599	236.880	.000	S
	MEDIUM 42-49	37	4.3488	.47846			
	HIGH>49	42	3.4762	.50114			
Price fixation method	LOW<42	41	1.0000	.00000	2810.69 6	.000	S
	MEDIUM 42-49	37	2.3566	.48086			
	HIGH>49	42	4.4762	.50114			
Availability of labourers	LOW<42	41	2.6667	.47305	224.648	.000	S
	MEDIUM 42-49	37	1.5039	.50193			
	HIGH>49	42	2.8912	.71318			
Availability of water& power supply	LOW<42	41	1.0000	.00000	14.083	.000	S
	MEDIUM 42-49	37	1.2791	.69571			
	HIGH>49	42	1.2041	.40441			
Soil Condition	LOW<42	41	2.5139	.74783	11.834	.000	S
	MEDIUM 42-49	37	2.7054	.45763			
	HIGH>49	42	2.3419	.47638			
Availability of packing materials	LOW<42	41	2.0278	1.00310	87.335	.000	S
	MEDIUM 42-49	37	1.3488	.47846			
	HIGH>49	42	2.4762	.50114			
Availability of financial support	LOW<42	41	1.4861	.50155	190.016	.000	S
	MEDIUM 42-49	37	2.2791	.69571			
	HIGH>49	42	2.9320	.68905			
Availability of fertilizer and pesticides	LOW<42	41	2.0000	.60302	3.246	.040	S
	MEDIUM 42-49	37	1.7984	.68897			
	HIGH>49	42	1.9320	.68905			
Cultivation method	LOW<42	41	1.5417	1.15798	85.629	.000	S
	MEDIUM 42-49	37	2.5891	.91526			
	HIGH>49	42	2.9320	.68905			
Crop yield	LOW<42	41	2.7917	.91510	40.920	.000	S
	MEDIUM 42-49	37	2.7674	1.22163			
	HIGH>49	42	1.8912	.71318			
Availability of market information	LOW<42	41	1.6944	.75981	220.674	.000	S
	MEDIUM 42-49	37	1.2946	.45763			
	HIGH>49	42	2.8912	.71318			
Selling price	LOW<42	41	2.7917	.91510	46.869	.000	S
	MEDIUM 42-49	37	2.2171	.67270			

	HIGH>49	42	1.9320	.68905			
Return on investment	LOW<42	41	1.3333	.47305	450.484	.000	S
	MEDIUM 42-49	37	1.5736	1.04414			
	HIGH>49	42	3.0612	.69464			
Sales in auction market	LOW<42	41	1.1806	.38599	48.689	.000	S
	MEDIUM 42-49	37	2.4884	.50181			
	HIGH>49	42	3.1020	.71897			
Sales to Regulated Market	LOW<42	41	1.6389	1.07490	42.074	.000	S
	MEDIUM 42-49	37	2.3488	1.40118			
	HIGH>49	42	2.8912	.71318			
Sales to Co-operative Societies	LOW<42	41	2.3056	.75981	451.336	.000	S
	MEDIUM 42-49	37	1.8527	.91088			
	HIGH>49	42	1.5170	.50142			
Sales to Commission Agent	LOW<42	41	1.6667	.47305	23.275	.000	S
	MEDIUM 42-49	37	1.9612	.98745			
	HIGH>49	42	4.0612	.69464			
Intermediaries support	LOW<42	41	1.5139	.50155	251.250	.000	S
	MEDIUM 42-49	37	1.9690	1.38032			
	HIGH>49	42	2.3469	1.08951			
Government Support	LOW<42	41	1.1806	.38599	450.484	.000	S
	MEDIUM 42-49	37	3.1860	1.04409			
	HIGH>49	42	1.9320	.68905			

S- Significant at 1 per cent level.

It is clear that, One- way ANOVA was applied to find whether significant difference exists between Low, Medium and High groups of overall satisfaction score with respect to attributes influence cultivation and marketing of coconut. All the 'F' test that the p-value (.000) has been less than 0.01 and the result has significance at 1 per cent level. Hence, the null hypothesis (H_0) has been rejected and the alternative hypothesis (H_1) has been accepted. It is inferred that there is significant difference among the Low, Medium and High groups of overall satisfaction with respect to the availability of leased land, price fixation method, availability of labourers, availability of water & power supply, soil condition, availability of packing material, availability of financial support, availability of fertilizer and pesticides, cultivation method, crop yield, availability of market information, selling price, return on investment, sales in auction market, sales to regulated market, sales to co-operative societies, sales to commission agent, intermediaries support and government support. It has been concluded that there is a relationship between level of satisfaction towards cultivation and marketing of coconut growers in Coimbatore District.

8. SUGGESTIONS OF THE STUDY

Coconut growers can reduce the huge investment in production. They should use vermicompost prepared by themselves instead of readymade chemical manure and use cuttings of old Coconut plant instead of new saplings.

Government and agricultural department should plan and arrange for easy availability of quality planting materials to Coconut growers. By giving more offers to the labours the Coconut growers can easily solve the labour scarcity problem.

Coconut growers should concentrate on avoiding water losses. Drip irrigation is the only solution to face scarcity of water. The topmost five problems in marketing faced by Coconut growers are Price fluctuations, Seasonal demand, Absence of organised retail markets, Lack of adequate cold storage facilities, Irregular payment by commission agents. Based on the study results, the suggestions for these problems are follows.

Steps must be taken to encourage Coconut growers to produce such value added Coconut goods. Proper storage of Coconut also decreases the price fluctuation. If the Coconut growers follow above suggestions the main problems of price fluctuation and seasonal demand will be removed.

Proper Cooperative societies can remove the commission agents' irregular payment. The size of the farm holdings has a direct effect on the output of Coconut. Sub-divisions and fragmentation of the farms leading to uneconomic holdings result in lower output. Necessary steps should be taken to consolidate the smallholdings of the farmers to make the agricultural holdings more economic so that it will increase the output. The uneconomic holdings may be converted into economic holdings through co-operative farming.

Since the existing marketing networks are dominated and controlled by private marketing functionaries, farmers are deprived of the major chunk of the consumers' price for coconuts. Farmers know each and every disadvantage of sale through the existing channel members. However, they depend on them by compulsion. Non-availability of organised credit for production, marketing and consumption purposes, absence of organised marketing institutions and difficulties in the adoption of off-farm value addition, processing and marketing technologies on coconuts are the major reasons for the 'forced sale' of coconut either through lease practices or on-farm sale of coconuts to marketing intermediaries. They, therefore, demand rejuvenation of organised marketing institutions such as cooperatives and regulated markets and promotion of a network of micro-enterprises of coconut farmers facilitating for collective bargaining and direct marketing of coconuts in places where the organised marketing institutions are defunct. Since the availability of water is insufficient, the purchase of water from fellow farmers is inadequate. As a result there is a sizable reduction in the output. In order to increase the water resources, the Government should come forward to help the farmers through subsidy for digging well and bore wells.

If the farmers undertake subsidiary occupations like dairying, it will give natural manures, dung etc., and this can be used for coconut cultivation.

9.CONCLUSION

The coconut 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. The best option with vast growth opportunities for product diversification and value addition exists. Despite this vast potential, the industry can flourish only through strategic initiatives and synergy among the organised and unorganised market outlets function. Strategic marketing has to include product diversification, marketing intelligence backed by market research to widen the market base in different coconut growing region. Cooperation from the organisations and upfront approach is needed in partnership mode to address the issues in penetrating the existing markets.

REFERENCES

1. Dr. R. Haridass and M. Muthuraj., "A study on Economics of Coconut Cultivation in Tamil Nadu - A comparative Analysis of Tall and Dwarf Variety", Indian Coconut Journal, May 2004. p.3.
2. Subburaj B., "Markets of Non-Conventional Coconut Products", Research Monograph, Gandhigram Rural Institute, January 2004, p.34.
3. Anitha Kumari .P and Jissy Geroge., "a study on Gender Perspectives In Coconut Product Diversification - An Analysis", Indian Coconut Journal, October 2003. p.17.
- 4) H.P.Singh., "Augmentation of Coconut Marketing", Indian Coconut Journal, October 2003, p.3.
- 5) Thomas Mathew, Hameed Khan and Shivapuje., "a study on Coconut in Konkan", Indian Coconut Journal, November 2003. p.9