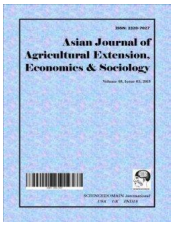

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Marketing Behavior of Dryland Farmers – An Gender Analysis

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Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

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ABSTRACT

This study is about marketing behaviour of dryland farmers and the challenges that the dryland farmer, as well as farming, is facing. Nowadays dry land farming is facing one of the major challenges regarding the recurrent drought occurrences. Dryland farming is a part of agriculture which generates one-fourth of total income to the agro-industry. If dryland crop is cultivated properly, it can contribute much to the economy of the nation [1]. In India, 68 percent of the total net sown area (136.8 ha) comes under dry land which spreads over 177 districts [2,3]. Food growing area of, Dry land crops account for about 48 percent, whereas crops that do not grow is 68 percent. Nearly 50 percent of the total rural work force and 60 percent of livestock in the country are concentrated in dry districts [4]. In general, the economic policies of developing countries in past years were having negative effects on the development of the dry land cropping cultures [5,6]. So to develop the strategies of dry land cropping; it is important to generate newer methodologies, in response to the benefit of stake holders and it is equally important to generate an optimum outcome with minimum resources. So that the economy can also build up properly.

India is contributing much efficiently to the international market, with utilizing the changing pattern of the nation. The present scenarios show a decrease in the area of dryland farming. At this juncture,

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marketing behaviour of these dryland farming systems was considered as an important thing and it was being analysed. The finding concluded that they are existing medium marketing behaviour among the growers.

Keywords: Dryland farmers; marketing behavior; gender.

1. INTRODUCTION

Dryland crops demand always have neutral marketing trend all over the season. But due to the drought prevails in Tamil Nadu, India, the demand is increased and from the past months, it has been regaining the normal market. The demand for crop occurring is in both developing and developed countries.

India has been a traditional exporter of agro goods for the past several decades and ranks one of the foremost suppliers in the world.

Now a day the marketing is inefficient, informal, secretive and opportunistic. As a result, the raw material supply situation is shaky, unsustainable and exploitative.

Hence the marketing behaviour of the respondents was studied, which includes mode of transport, place of sale, mode of sale, terms and condition for sale, selling a pattern of farm produce, payment pattern, packing material used, opinion about existing market facilities, price etc.,

2. MATERIALS AND METHODS

Tiruppur district of Tamil Nadu, India was purposively selected for the study, because it is one of the districts, where the rainfall percentage has been at the minimum level for ten years. Pongalur, Palladam, Kundadam blocks were selected based on the highest unirrigated area. Based on this, thirty farm women and thirty farm men holding land from each block were selected and they comprise a total sample size of 180.

Data collections were done with the use of a semi-structured and pre-tested interview schedule. The data were collected by personally interviewing the respondents. Necessary efforts were made to check and to cross-check the data collected from the respondents. The statistical tool used in this study was simple percentage analysis. Percentage analysis was used in the descriptive analysis for making simple comparisons. By using the cumulative frequency, their marketing behaviour was classified into low, medium, high.

3. RESULTS AND DISCUSSION

Marketing behaviour referred to, the term capacity or tendency of an individual farmer, possessing farming to identify the market and trend to sell the produce for obtaining greater returns [7,8].

In this study, marketing behaviour was attempted to study under different dimensions via marketing decision, marketing surplus, place of sale, mode of sale, transport, the term of sale, the condition of sale and middlemen involvement.

From Table 1 it can be inferred, that the majority of the respondents have medium marketing behaviour (55.00%) followed by low and high (49.00% and 26.00%) levels of marketing behaviour respectively.

The attributed reason for the medium marketing behaviour among respondents might be due to the involvement of intermediaries in the marketing channel, secretive trade, no proper market awareness and unstable price.

The findings derive support from the findings of [9-12].

3.1 Marketing Decision

From the Table 2, it is clear that 60.00 percent of farmers are taking self-decision and there is no difference in the level of gender. This might be the reason because the respondents are very experienced and old age, so they are taking their own decision regarding marketing.

3.2 Marketing Surplus

Table 2 reveals that half of the respondents are keeping harvested products for consumption and home use and they are selling only 26% – 50% of the commodity.

Table 1. Overall marketing behavior

Sl. No.	Variables/categories	Male (90)		Female (90)		Total (180)	
		No.	%	No.	%	No.	%
	Overall marketing behaviour						
1	Low	24	26.67	29	32.22	53	49.0
2	Medium	54	60.0	45	50.0	99	55.0
3	High	12	13.33	16	17.78	28	26.0

Table 2. Marketing behaviour of the respondent

Sl. no.	Variables/categories	Male (90)		Female(90)		Total (180)	
		No.	%	No.	%	No.	%
1	**Marketing decision**						
	Consulting village merchants	2	2.2	-	-	2	1.1
	Consulting commission agents	8	8.9	13	14.4	21	11.7
	Consulting marketing officials	3	3.3	-	-	3	1.7
2	**Marketing surplus**						
	<25% of commodity	2	2.2	8	8.9	10	5.6
	26% – 50% of commodity	45	50.0	48	53.3	93	51.7
	51% - 75% of commodity	5	5.6	3	3.3	8	4.4
	76%- 99% of commodity	9	10.0	10	11.1	19	10.6
	All commodities	29	32.2	21	23.3	50	27.8
3	**Place of sale**						
	Village merchant	24	26.7	28	31.1	52	28.9
	Commission agents	5	5.6	3	33	8	4.4
	Regulated market	10	11.1	-	-	10	5.6
	Farmers shandy	2	2.2	-	-	2	1.1
	Nearby shops	5	5.6	10	11.1	15	8.3
	Cooperatives	7	7.8	6	6.7	13	7.2
	Agent + nearby shops	37	41.1	43	47.8	80	44.4
4	**Mode of sale**						
	Wholeseller	36	40.0	38	42.2	74	41.1
	Retailer	5	5.6	-	-	5	2.8
	Both	49	54.5	52	57.7	101	56.1
5	**Transport**						
	Bicycle	10	11.1	3	3.3	13	7.2
	Citybus	9	10.0	9	10.0	18	10.0
	Tempo / tractor	37	41.1	36	40.0	73	10.6
	Two/ four wheeler	34	37.8	42	46.7	76	42.2
6	**Term of sale**						
	Credit	33	36.7	35	38.9	68	37.8
	Contract	15	16.7	3	3.3	18	10.0
	Ready cash	5	5.6	9	10.0	14	7.8
	Combination of factors	37	41.1	43	47.8	80	44.4
7	**Condition of sale**						
	Partially	33	36.7	35	38.9	68	37.8
	Fully	20	22.2	12	13.3	32	17.8
	Fully + partially	37	41.1	43	47.8	80	44.4
8	**Middlemen involvement**						
	Full	10	11.1	16	17.8	26	14.4
	Partial	47	52.2	32	35.6	79	43.9
	Nil	33	36.7	42	46.7	75	41.7

3.3 Place of Sale

From Table 2, 44.44 percent of the respondents are selling their produce to agents and nearby shop. The contract firms/brokers could have involved in collecting the produce, directly from the growers and helping in reducing marketing burden like transport, physical work etc.; this might be the reason for the result.

3.4 Mode of Sale

Table 2 reveals that 56.1 percent of respondents are selling in both wholesale and retail mode, because of the benefits in both modes of sale.

3.5 Transport

Nearly 44.4 percent of respondents suggest four wheelers like van, own car and two-wheelers are so effective in marketing aspect because it helps in reducing vehicle and labour charges and also regarding easy availability.

3.6 Term and Condition of Sale

From the table it can be observed that 44.44 percent of respondents are doing a combination of factors in terms and sale, it shows the experience in the marketing aspect of the respondents.

3.7 Middleman Involvement

Most of the farmers are saying that they have sold their produce, whereas the remaining shows less involvement of the middleman.

4. CONCLUSION

From the above result, it is concluded that dryland respondents have no difference regarding the marketing behaviour and respondents are experienced and they are having favourable opinions towards local marketing as well as upon the international markets. Even though they are experienced, they are facing constraints about identifying the marketing policies and opportunities with newer ICT gadgets. Locality-based training can be given to enhance their marketing behaviour and recover them from unwanted myths with newer ventures which may enhance the pattern of dry land farming. It is one of the major triumphs to cope up economically with the international market.

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COMPETING INTERESTS

Authors have declared that no competing interests exist.

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