MARKETING CONSTRAINTS AS PERCIVED BY BANANA GROWERS

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ABSTRACT

Banana is the major fruit crop of Anand district and therefore, present study was conducted in Anand district of Gujarat state. 15 villages of 3 taluka were selected purposively based on higher area under banana cultivation. 10 banana growers from each village were selected at random, thus total sample size of the study was 150. Lack of risk bearing capacity (0.673 MS), low price of banana (1.020 MS) , lack of reliable updated information on marketing (0.747 MS) and lack of storage facilities (0.853 MS) were the prime constraints faced by the banana growers in relation to personal-social, economical, communicational and physical-technical marketing constraints respectively. Independent variables like age, education, occupation, training received and market orientation had significant correlation with marketing constraints of the banana growers. The banana growers suggested major marketing constraints such as supporting price of the banana should be determined in advance (65.33 per cent), banana based agro-processing industries should be started (55.33 per cent) and agricultural extension system should be cover marketing aspect (41.33 per cent).

INTRODUCTION

The fruit crops differ from the other food crops like cereal with respect to certain natural characteristics like moisture content, texture and unit size, which makes them perishable, resulting in huge post harvest losses. That is why, it can be said that the process of commercial fruit growing cannot stop with the production of fruits of high quality, but must extend to the distribution of the produce to the ultimate users. This shows the importance of marketing of fruit crops. Marketing of banana fruits has several distinct features because of the nature of the crop itself. Because of its perishable nature, seasonality and bulkiness, it requires special care and attention in providing time, form and place utilities. Defective system of marketing results in heavy loss to the growers and he may not receive an adequate reward for his efforts. Hence, looking to the importance of marketing of banana, some marketing constraints of banana growers were studied

METHODOLOGY

The present investigation was under taken to study the marketing constraints of respondents in Anand district of Middle Gujarat. Anand district was purposively selected for the present study where banana is grown extensively. Further Anand, Borsad and

Anklav talukas of Anand district were considered for the present investigation on the basis of their share to banana area in the district. Then 15 banana growing villages comprising of five from each taluka were randomly selected on the basis of maximum area under banana cultivation. Ten respondents from each of selected villages were chosen. In all, 150 respondents were selected for detailed study.

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RESULTS AND DISCUSSION

With regard to personal- social marketing constraints, lack of risk bearing capacity was the major constraint faced by respondents with mean score 0.673, followed by lack of cooperation among farmers (0.653). Among economical marketing constraints, major constraints endorsed by respondents were low price of banana (1.020) and fragmented production of banana (0.967)

Table 1 : Distribution of the respondents according to the marketing constraints faced by them in selling of banana   n = 150

Sr. No.	Marketing constraints	Total score	Mean score	Rank
	I Personal-social marketing constraints			
1	Lack of foresight and vision of marketing	58	0.387	V
2	Lack of decision making capability of selling	75	0.500	III
3	Lack of risk bearing capacity	101	0.673	I
4	Lack of cooperation among farmers	98	0.653	II
5	Un-availability of trained labours	60	0.400	IV
	II Economical marketing constraints			
1	High cost of transportation	104	0.693	V
2	High rate of labour charges	108	0.720	IV
3	Fragmented production of banana	145	0.967	II
4	Low price of banana	153	1.020	I
5	High cost of grading and packaging	72	0.480	VIII
6	Lack of reasonable support price	127	0.847	III
7	Unpredictable price of banana	94	0.627	VI
8	Delayed payment of money	89	0.593	VII
	III Communicational marketing constraints			
1	Inadequate contact with buyers/ middlemen	76	0.507	V
2	Inadequate guidance and co-operation from buyers/middle-men	99	0.660	III
3	Lack of information about sources of marketing	82	0.547	IV
4	Poor marketing knowledge of extension workers	69	0.460	VI
5	Weak extension system regarding Agril. Marketing	110	0.733	II
6	Insufficient training programmes regarding Agril. Marketing	64	0.427	VII
7	Lack of reliable updated information on marketing	112	0.747	I
	IV Physical-technical marketing constraints			
1	Lack of storage facilities	128	0.853	I
2	Low weighing of banana	85	0.567	VIII
3	Un-availability of transport facilities	109	0.727	III
4	Market is away from village	63	0.420	IX
5	Lack of co-operative/ APMC market	102	0.680	IV
6	Lack of grading and packaging facilities	85	0.567	VII
7	Lack of open auction	95	0.633	VI
8	Un-availability of processing units	126	0.840	II
9	Lack of ancillary facilities	99	0.660	V

ranking first and second respectively. In respect of communicational marketing constraints, it becomes clear that lack of reliable updated information on marketing (0.747) was the main constraint followed by weak extension system regarding agricultural marketing (0.733). In relation to physical - technical marketing constraints, lack of storage facilities (0.853) and un-availability of processing units (0.840) were the main constraints faced by the respondents ranking first and second respectively.

Relationship between selected characteristics of respondents and their marketing constraints

The data in this regard were collected and statistically analyzed by using Karl Pearson's Correlation Co-efficient Method (r). The results obtained in this regard are presented in Table 2.

Table 2 : Relationship between selected characteristics of banana growers and their marketing constraints

Sr. No.	Independent variables	' r ' value
1	Age	0.17094 *
2	Education	-0.26660 *
3	Occupation	-0.19277 *
4	Size of family	0.13688
5	Social participation	0.01420
6	Use of information sources	0.02016
7	Training received	-0.21659 *
8	Extension participation	0.05064
9	Size of land holding	0.07095
10	Land under banana cultivation	0.11487
11	Irrigation facilities	-0.09210
12	Annual income	0.10412
13	Economic motivation	0.00239
14	Scientific orientation	0.04584
15	Market orientation	-0.20638 *
16	Cosmo politeness	-0.06967

* Significant at 0.05 percent level of probability, Critical value (2 tail, 0.05) = 0.1603

The result in Table 2 indicates that there was positive significant relationship between age and their marketing constraints. It implies that old aged respondents experienced more marketing constraints. The old aged respondents have lower level of education, modern vision, enthusiasm, scientific inspiration, activeness and ability to understand present marketing system than young respondent, which might have played role to have more marketing constraints.

The data also reveal that there was negative significant relationship between education, occupation, training received as well as market orientation of the respondents and their marketing constraints. It means higher level of education and more training provide better ability to an individual to know and solve the marketing constraints. This may be due to their progressive outlook, power and ability to come out from difficult situation. It can be also said that occupation and market orientation of respondents increases, then their marketing constraints decreases. This might be due to they get more opportunity to receive latest knowledge and information from the different persons, institutions, organizations etc.

The characteristics viz. size of family, social participation, use of information sources, extension participation, size of land holding, land under banana cultivation, irrigated land, irrigation facilities, estimated production of banana, estimated selling price of banana, annual income, economic motivation, scientific orientation, and cosmopoliteness were not found to be related with the marketing constraints. This indicates that above characteristics had no influence on the respondents.

Suggestions made by the respondents to overcome the marketing constraints

Finally to overcome various marketing constraints, suggestions were invited from the respondents. The respondents were requested to offer their valuable suggestions against marketing constraints faced by them in the selling of banana produce. The suggestions so offered are presented in Table 3.

Table 3 : Suggestions made by the respondents to overcome the marketing constraints   n = 150

Sr. No.	Suggestions	Frequency	Percent	Rank
1	Setting up banana based agro-processing industries	83	55.33	II
2	Marketing banana through regulated market	37	24.67	VII
3	Bringing more Co-operative marketing	49	32.67	V
4	For marketing, free telephone help-line facilities should be created	54	36.00	IV
5	Encouragement of export oriented production of ba-nana	42	28.00	VI
6	To determine support price for banana	98	65.33	I
7	Agril. Extension system should cover marketing of vari-ous crop	62	41.33	III

The data from the Table 3 indicates that the major suggestions endorsed by respondents were "to determine support price for banana (65.33 percent)" followed by "setting up banana base agro-processing industries (55.33 percent)" and "agril. extension system should be cover marketing of various crop (41.33 percent)".

CONCLUSION

To optimize the results it can be said that lack of risk bearing capacity, low price of banana, lack of reliable updated information on marketing and lack of storage facilities were the prime constraints faced by the banana growers in relation to personal-social, economic, communicational and physical-technical marketing constraints respectively. Age, education, occupation, training received and market orientation had significant influenced on marketing constraints faced by the banana growers. Although supporting price should be determined in advance and banana based agro-processing industries should be set up were the major suggestions offered by the banana growers to address problems related to marketing of banana crop.

"It is interesting to contemplate a tangled bank, clothed with many plants of many kinds, with birds singing on the bushes, with various insects flitting about, and with worms crawling through the damp earth, and to reflect that these elaborately constructed forms, so different from each other, and dependent upon each other in so complex a manner, have all been produced by laws acting around us....There is grandeur in this view of life"

-Charles Darwin