

Original Research Article

Factors Affecting Marketing Behaviour of Pea Farmers

ABSTRACT

Pea is rich source of protein as well as income and employment in Jabalpur. Pea production is highly good source of economic importance in Jabalpur. The study was conducted purposively during 2019-2020 in Shapura block of Jabalpur district, Madhya Pradesh (India) to find out marketing behaviour of pea farmers. 120 pea farmers were selected for studying marketing behavior of pea farmers. The primary data were collected through personal interview method with the help of per-tested interview schedule which was prepared on the basis of objectives of investigation and variables. The statistical tests and procedures were used for analyzing the data with the help of statistical tools like-mean, standard deviation, percentage, and Karl Pearson's coefficient of correlation. The result of the current study revealed that majority of the respondents had medium (53.33%) to high level of marketing behaviour.

Keywords: Pea Farmers, Marketing Behavior, Storage, packaging.

INTRODUCTION

Field pea (2n=14) *Pisum sativum* (L.) var *arvense* is second most consumed legume after chickpea. It is an annual crop belongs to Leguminace or Fabaceae family. In India it is a important legume crop after chickpea and pigeon pea. It is native of South Western Asia and widely grown in temperate countries.[5] Marketing behaviour envisages all the activities involved in the flow of goods and services from production point till it reaches the ultimate consumer. The marketing activities involve the function of buying, selling, preparation of produce for marketing, assembling, transportation, grading, packaging, storage, processing, retailing, marketing, credit, distribution, quality assurance, market news and intelligence, extension and training, development of market network.

India is principally a vegetarian's country and second largest producer of vegetables, next to china. Vegetables is an edible plant or its part, intended for cooking or eating raw, as vegetables forms an important part of our daily diet. Vegetables are most often consumed as salads or cooked in savory or salty dishes. Indian agriculture marketing is mainly the buying and selling of agriculture products. Presently, agriculture marketing has to undergo a series of exchanges or transfers from one person to another before it reaches the consumer. There are three marketing functions involves in this, i.e., assembling, preparation for consumption and distribution. Selling of any agriculture produce depends on some couple of factors like the demand of the product at that time, availability of storage etc. The task of distribution system

is to match the supply with the existing demand by whole selling and retailing in various points of different markets like primary, secondary or terminal markets.

Marketing systems are dynamic, competitive, and characterized by constant change and improvement. Businesses with lower profit margin costs are lower, they are more efficient, and they can deliver. Those who succeed are those who produce high-quality goods. Those that have high costs and are unable to respond to changes in the market. Market demand is higher, but the quality is low. Often, businesses are forced out of business. It is necessary for marketing to be effective. Customers must be prioritized, and services must be provided. The farmer, the transporter, the trader, the processor, and so on. making a profit necessitates the participation of everyone concerned. To comprehend the buyer, use marketing chains both in terms of product and service requirements and business circumstances.

Government should give fair deal in establishing markets at the village level and dissemination of latest market information to the farmers in the village level in order avoid price fluctuation. Arrange a adequate and timely transport facilities for the smooth moment of vegetables from the palace of production to market. The present was carry out know the various factors that are affecting marketing behavior of pea growers.

MATERIALS AND METHODS

The present study was conducted in Shahpura block of Jabalpur district. The Shahpura block comprises of 203 villages. Out of which 10 villages was selected randomly. A list of pea growers was prepared with the help of RAEO's from the selected 12 respondent from each village 120 respondents was selected as a sample of study. The data were collected with the help of pre-structured interview schedule which was prepared on the basis of objectives of the study before the actual collection of the data. The data was organized, analyzed, tabulated and presented in such a way that they may give proper representation and answers to the specific objectives of the study. For certain statistical tools like frequency, percentage, mean, standard deviation and correlation of coefficient were also used.

RESULTS AND DISCUSSION

The study revealed that half of the respondents belonged to middle age (56.67%) category. Majority of the respondents (48.00%) were educated to middle school, majority of the respondents (95.83%) were irrigation potentiality to high level, that more number of respondents belonged to medium level of farming experience(49.17%), the results regarding the annual income indicated that majority of the respondents (53.34%) belonged to medium annual income category, that 42.50 per cent of the respondents were large farmers, the result of the present study showed that the majority of respondents (70.00%) had farming as their main occupation, 40.00 per cent of pea farmers had medium level of extension participation, majority of pea farmers had medium level (45.00%) of mass media exposure, 49.17 per cent were in the category of medium market orientation, the data presented in table that 40.00 per cent of them belonged to medium level of innovativeness category, 42.50 per cent pea farmers had medium level of knowledge about pea production.

Marketing behavior of pea farmers:

Table- 1: Marketing behaviour

S. No.	Category	Frequency	Percentage
1	Reasons for selling at a particular period / time		
a.	Highly perishable	110	91.67
b.	Quality was not good	64	53.33
c.	No cold storage facilities available	75	62.5
d.	Financial urgency	95	79.17
e.	Indebtedness to trader	16	13.33
2	Whom do you sell the produce		
a.	Directly to the consumer	61	50.83
b.	To the wholesaler through commission agents	100	83.33
c.	To the traders through co-operative societies	0	0
d.	To the Govt. agencies such as hostels	0	0
3	Reasons to sale a particular agency		
a.	The agency is very nearer one	104	86.67
b.	The agency is worthy credit	86	71.67
c.	I have no time to engage myself in selling directly to consumers	108	90
d.	Immediate cash payment	85	70.83
e.	Previous agreement	96	80
f.	Better price	89	74.16
4	Where do you sell the produce		
a.	In the village	35	29.17
b.	In the nearby bazaar	99	82.5
c.	In mandy level market	102	85
d.	In the distant market	10	8.33
5	Reasons for selling at a particular place		
a.	Market is very near to place	99	82.5
b.	The better transport facilities available in the market	88	73.33
c.	Better price are available in the market	105	87.5
d.	Better market facilities available in the market	57	47.5

The data presented in the table 1 reveals that highly perishable (91.67%) was the major reason for selling vegetables at particular period followed by 79.17, 62.50, 53.33 and 24.17 percent of them disposing their produce as it is financial urgency, non availability of cold storage facilities, quality was not good and indebtedness of traders, respectively. Majority of them (83.33%) expressed that they sold their produce to wholesalers through commission agents followed by 50.83, 00.00 and 00.00 per cent sold their produce directly to the consumers, to the traders through co-operative societies and to the government agencies such as hotels, respectively.

Most of the respondents (90.00%) expressed that their selling the produce to the particular agency is due to the fact that they have no time to engage themselves in selling directly to the consumers, followed by 86.67, 71.67, 70.83, 80.00 and 74.16 per cent of them sold to particular agency mainly because of nearness to agency, better price, immediate cash payment, worthiness of the agency for credit settlement and previous agreement respectively, around 85.00 per cent of them sold their produce in mandi, whereas 82.50, 29.17 and 8.33 per cent of them sold in nearby bazaars, in their own villages and distant markets, respectively.

Majority of them (87.50%) expressed that they sold their produce at particular markets because of better price and 82.50 per cent expressed that the markets were very near to them, 73.33 per cent told that, it was because of better transport facility, while 47.50 per cent opined that it was because of better market facility, respectively.

Overall marketing behaviour:

S.No.	Categories	Frequency	Percentage	Mean	S.D.
1.	Low (up to 8)	25	20.83	12.8166	4.6957
2.	Medium (9 to 16)	64	53.33		
3.	High (17 to 23)	31	25.84		
Total		120	100		

Table 2 :- Distribution of respondents according to their overall marketing behaviour

The data present in table 2. represents the percentage and frequency distribution of marketing behaviour of pea farmers. It is clear that the maximum 53.33 per cent of the respondents had medium level of marketing behaviour followed by 25.84 per cent respondents had high level of marketing and only 20.83 per cent of respondent had low level of marketing behavior. The present findings are supported by the findings of Maratha and Badodiya [3] and Rai and Dubey [4].

Relationship between attributes of pea farmers and their marketing behaviour:-

Table 3 :- Correlation coefficient between independent variables and marketing behaviour of pea farmers :-

S.No.	Independent variables	“r” value
1	Age	0.774**
2	Education	-0.632**
3	Irrigation%	-0.771*
4	Farming experience	0.746**
5	Occupation	-0.495**
6	Land holding	-0.138
7	Annual pea income	-0.187*
8	Extension participation	-0.006
9	Mass media exposure	- 0.661**
10	Market orientation	-0.697**
11	Innovativeness in pea production	-0.227*
12	Knowledge about pea production	0.662**

S* = Significant at 0.01 level of probability

S** = Significant at 0.05 level of probability

Table 3 represented the relationship between the independent variables and marketing behavior of pea growers. Variables like age, education, Irrigation potentiality, farming experience, annual income, occupation, mass media exposure, market orientation, innovativeness in pea production and knowledge about pea production of pea farmers shows significant relationship with marketing behavior of pea farmers. Whereas ,Land holding and extension participation were having non- significant relationship with the marketing behaviour of the pea farmers. The present findings are supported by the findings of Prashant Maratha and S.K. Badodiya [3] who studied on Marketing Behaviour and Other Attributes of Vegetable Growers at Kota Block of Kota District in Rajasthan who revealed in their study that Age, Education, Farming Experience, Irrigation percentage and Knowledge about pea

production is a very crucial and important variable and it is responsible for better marketing behavior and profit maximization and Awareness regarding Vale Addition.

Conclusion

The 56.67 percent of the pea farmers belonged to middle age category with middle level school of education (48.00%), majority of the respondents of pea farmers high irrigation potentiality (95.83%), more number of respondents belong to medium level of farming experience (49.17%), relatively majority of respondents had annual income range 5,00,001 to 10, 00,001 Rs. 42.50 percent of the respondents were large farmers (land holding above 4ha.), majority of respondents (70.00%) had farming as their main occupation, 40.00 per cent of pea farmers had medium level of extension participation, majority of pea farmers had medium level (45.00%) of mass media exposure, 49.17 per cent were in the category of medium market orientation, 40.00 per cent of them belonged to medium level of innovativeness category, pea farmers had medium level (42.50%) of knowledge about pea production technology. Majority of the respondents had medium level of marketing behaviour (53.33%) followed by high level and low level of marketing behaviour.

References -

1. Bhaskar MU, Rao MS, Gopal PS. Entrepreneurial behaviour of commercial floriculture nursery owners in Kadiyam of Andhra Pradesh. *Indian Journal of Extension Education*. 2019 Oct;55(4):1-6.
2. Gaikwad J.H. and Lalhriatpuii V. Entrepreneurial Behaviour of Anthurium Growers in Aizawl District of Mizoram State, *Indian Journal of Extension Education*, 2018;54(3), 123-126.
3. Maratha P, Balodiya SK. Study on Marketing Behaviour and Other Attributes of Vegetable Growers at Kota Block of Kota District in Rajasthan. *International Journal of Pure & Applied Bioscience*. 2017; 5(1) : 329-337.
4. Rai K, & Dubey MK. Marketing Behaviour of vegetable growers of Jabalpur district of Madhya Pradesh. *International Journal of Chemical Studies*. 2018; 6(4): 499-501.
5. Tiwari Abha, Markam Neha and Dubey, M.K. 2019. Factors Responsible for Adoption of Improved Pea Production Technology among the Pea Growers. *Int.J.Curr.Microbiol.App.Sci*. 8(03): 933-938