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Marketing behaviour of areca growers of Tota Utpannagala Marata Sahakara Sangha Niyamit (TUMCOS) in Davanagere district of Karnataka state

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Abstract

The study was conducted in Davanagere district of Karnataka state during 2020-2021. To analyse the marketing behaviour of member and non-member arecanut growers of TUMCOS. A total of 120 (60 members and 60 non-members) areca growers were selected by using simple random sampling technique from five branch areas of TUMCOS in Davanagere district. Personal interview method was used to collect data and appropriate statistical tools were applied to analyse the data. It was found that, more than two-fifth (40.83%), 30.00 and 29.17 percent of overall arecanut growers belongs to medium, low and high marketing behaviour. Variables such as education, land holding, area under Arecanut cultivation, Annual income, mass media exposure, social participation, extension contact and economic motivation were found to have significant association with the marketing behaviour of arecanut growers. This implies marketing of areca has got bearing on both personal and situational variables.

Keywords: TUMCOS, marketing behaviour

Introduction

Arecanut (*Areca catechu*), also known as betel nut, supari, adike, and other names, belongs to the Arecaceae family. India is a traditional areca growing country in the world, ranking first in arecanut production with 8.53 lakh tonnes, accounting for 52.30 percent of global arecanut production. Since 1991-1992, the area and production of arecanut in India have been steadily increasing. The area under arecanut has increased to 5.18 lakh hectares in 2018-19, nearly 2.35 times the area in 1991-1992. (2.2 lakh hectares).

Karnataka leads the way in arecanut production among Indian states. Around 2.79 lakh hectares of arecanut cultivation were planted in Karnataka, accounting for 57.85 percent of total arecanut areas in India. Among Karnataka's districts, Shivamogga leads the way in both area (92241 ha) and production (169305 tonnes) during 2018-2019, followed by Dakshina Kannada and Davanagere. Davanagere, Malnad, and the traditional districts of Channagiri, Honnali, Davanagere, and Harihar are well suited for commercial arecanut cultivation.

Farmers in Karnataka have responded positively to price stimulus by increasing the area under areca cultivation as arecanut prices have risen. According to Yadav (2007) [9], the area response by farmers to price stimulus was positive and significant in both traditional and non-traditional regions, particularly in command areas such as the Tungabhadra regions of the state.

Farmers in Karnataka process arecanut in to two ways; namely Red Boiled type (RBT) and White Chali type (WCT). In recent years, annual average arecanut prices have fluctuated dramatically, causing farmers and policymakers to be concerned. Supply (or market arrival) has been highly seasonal in all major markets. Prakash reported market imperfections, a demand and supply gap, and a low consumer rupee share of arecanut value added products. i.e. The farmer's share of the consumer rupee for value-added products such as Panbeeda and Scented Supari is only 9 to 26 percent, which is significantly lower than any other crop such as cereals, pulses, oilseeds, vegetable, fruit, and flower crops, where farmers receive at least 30 percent. However Naik and Patil reported that, arecanut marketing cooperatives are functioning in order to avoid malpractices during marketing of arecanut and helps to realize higher prices for their produce. So, present research paper considers one of the arecanut marketing cooperative called TUMCOS, and its role in overcoming marketing problems of arecanut growers of Davanagere district of Karnataka.

Tota Utpannagala Marata Sahakara Sangha Niyamith, popularly known as "TUMCOS," is a leading areca nut and black pepper growers' society in Karnataka. Established in 1984, with its registered office in Channagiri, Davanagere district, TUMCOS has successfully expanded its area of operation to four districts: Davanagere, Chithradurga, Chikkamagaluru, and Shivamogga. The society then encouraged growers to use the most appropriate technologies in production, primary processing at the producer level, bagging, and storage. The society has promoted areca e-auctioning through the Agriculture Produce Market Committee (APMC) electronic platform.

Grower members receive fair market prices as well as timely payment for their produce. It also sells agricultural inputs like fertiliser, herbicides, drip irrigation systems, and other accessories. It has established a semi-automated areca grading and packing unit to provide value addition to members, as well as adequate storage facilities, with assistance from the NCDC (National Co-operative Development Corporation), allowing it to conduct large-scale pledge loan operations. With this brief background the present study was farmed with following objectives:

1. To analyse the marketing behaviour of member and non-member arecanut growers of TUMCOS and
2. To study the association between personal, socio-economic and psychological characteristics of members and non-member arecanut growers with their marketing behaviour.

Materials and Methods

The research was carried out in the Davanagere district of Karnataka state between 2020 and 2021. The study area was chosen on purpose because of the high production and productivity of the areca nut crop, as well as the location of TUMCOS's headquarters. The ex-post facto research design was used in this study. TUMCOS has eight branches operating in the four districts of Karnataka state, including Channagiri, Santebennur, Tavarekere, Sagarapete, Holalkere, Tarikere, Arahatalalu-Kaimara, and Honnali, five of which were chosen for the study: Tavarekere, Santebennur, Honnali,

Sagarapete, and Channagiri in Davanagere. Each branch had 12 TUMCOS farmers and 12 non-TUMCOS farmers, for a total sample size of 24 farmers. As a result, the total sample size from the five branches will be 120.

Results and Discussion

Marketing behaviour among members and non-members arecanut growers of TUMCOS

Table 1 indicates the overall marketing behaviour of members and non-members arecanut growers of TUMCOS. In terms of member arecanut growers, less than half (41.66%) of areca growers belonged to high marketing behaviour. Less than one-third (31.66%) and more than one-fourth (26.68%) of growers belongs to medium and low marketing behaviour category. With regard to non-members arecanut growers, half (50.00%), of the non-member arecanut growers belonged to medium marketing behaviour category. One-third (33.32%) and 16.68 percent of the arecanut growers belonged to low and high marketing behaviour category. Among overall arecanut farmers, slightly more than two-fifth (40.83%) of total arecanut growers belongs to medium marketing behaviour categories. Less than one-third (30.00%) and more than one-fourth (29.17%) of total arecanut growers belonged to low and high marketing behaviour category. The trend among member arecanut growers was found to be high to medium, but the trend among non-members was found to be medium to low. Though, overall arecanut growers followed a medium to low category trend. One of the possible causes of the aforementioned trend among members could be due to obtaining essential market information on price trends on a daily basis through TUMCOS's short message services, keeping product quality in accordance with market needs and taking a risk in terms of produce storage in order to acquire a decent price. Non-members' medium to low marketing behaviour could be owing to their lack of education, small land holdings, limited material possibility, low social engagement, lack of market price information, and reliance on traditional marketing mechanisms for produce marketing. This is in line with Chengappa (2017)^[2], Abishek (2018)^[1].

Table 1: Overall marketing behaviour of member and non-member arecanut growers of TUMCOS

Indicators	Category	Members (n ₁ =60)		Non-members (n ₂ =60)		Overall (n=120)	
		f	%	f	%	f	%
Overall marketing behaviour Mean: 16.40 S.D: 3.54	Low(< 14.63)	16	26.68	20	33.32	36	30.00
	Medium (14.63-18.17)	19	31.66	30	50.00	49	40.83
	High(> 18.17)	25	41.66	10	16.68	35	29.17
	Total	60	100.00	60	100.00	120	100.00

f - Frequency, % - percent

Association between personal, socio-economic and psychological characteristics of member and non-member arecanut growers with their marketing behaviour

Table 2 indicates that, association between personal, socio-economic and psychological characteristics of members and non-members with their marketing behaviour. In terms of member arecanut growers, characteristics like, Mass media exposure and social participation had positive and significantly associated at one percent level of significance. Whereas, education, landholding, area under arecanut cultivation, annual income, mass media exposure, risk bearing ability, scientific orientation, extension contact and economic motivation had positive and significant association at five

percent level. However, age, family size, farming experience, farm material procession and innovative proneness had non-significant association with marketing behaviour.

Among non-member arecanut growers, characteristics like education, land holding, area under arecanut cultivation, annual income, mass media exposure, social participation, extension contact and economic motivation had positive and significant association at five percent level. However, age, family size, farming experience, farm material procession, risk bearing ability, scientific orientation and innovative proneness had non-significant association with marketing behaviour.

Table 2: Association between personal, socio-economic and psychological characteristics of member and non-member arecanut growers with their marketing behaviour.

(n=120)

SI. No.	Independent variables	Member (n ₁ =60)	Non-member (n ₂ =60)
		Chi- square Statistic	Chi- square Statistic
1.	Age	5.13 ^{NS}	2.38 ^{NS}
2.	Education	11.79*	10.35*
3.	Family size	3.51 ^{NS}	4.13 ^{NS}
4.	Farming Experience	9.18 ^{NS}	6.39 ^{NS}
5.	Land holding	11.67*	9.88*
6.	Area under arecanut cultivation	13.15*	10.47*
7.	Annual income	12.08*	11.34*
8.	Farm material possession	6.17 ^{NS}	5.83 ^{NS}
9.	Mass media exposure	14.58**	11.72*
10.	Social participation	17.46**	9.50*
11.	Extension contact	11.23*	10.88*
12.	Risk bearing ability	10.78*	3.42 ^{NS}
13.	Scientific orientation	10.37*	7.45 ^{NS}
14.	Innovative proneness	7.13 ^{NS}	4.28 ^{NS}
15.	Economic motivation	11.37*	10.82*

**-Significant at 1% level, *-Significant at 5% level, NS-Non Significant

The education of arecanut growers was discovered to be significantly related to their marketing behaviour. The advantages that an individual gains from education through knowledge acquisition, motivation toward higher achievement, and broadening of the vision are likely reasons. Literate Arecanut growers can gather, interpret, critically evaluate, and apply information appropriately. Education assists an individual in acquiring market-related information from various sources, allowing him to obtain a fair price for his produce. Nonetheless, education is regarded as a critical factor in determining economic prosperity. Sarvani *et al.* produced similar results (2021) [7]

Land holding and area under arecanut were both positively and significantly related to marketing behaviour. Possible explanations include large landholdings and more area under arecanut, which leads to bulk production of produce with good quality and staggered marketability. As a result, farmers have more bargaining power. With Chengappa, the results were promising (2017) [2].

Annual income and marketing behaviour are both positively and significantly related. If a farmer receives a fair price for his produce as a result of proper market planning, this will cover cultivation costs as well as family expenses. Arecanut farmers were of medium income, which would explain the above relationship. Deepika yielded similar results (2015) [3].

Exposure to mass media has a positive and significant association with marketing behaviour. Exposure to mass media is important for broadening one's experience and knowledge of marketing activities. Arecanut growers could gain access to various marketing information such as market quality preferences, marketing prices available in different markets on a daily basis, and electronic market opportunities for their produce. These could be the reasons for the above-mentioned positive relationship between mass media exposure and arecanut growers' marketing behaviour. Vinayak yielded similar results (2014) [8]

Social participation had a significant and positive relationship with marketing behaviour. Individuals who participate in social activities have the opportunity to interact with office bearers as well as members of formal and informal social organisations. Various issues relating to the community, as well as the participating individuals, will be discussed during

these discourses, as will solutions to problems and suggested action. Increased social participation means more opportunities for such fruitful debate. Farmers with higher social participation may have received such opportunities, as a result of which they may have solved their production and marketing problems. This could have improved their marketing behaviour significantly. These findings agreed with Vinayak (2014) [8].

Extension contact had a positive and statistically significant relationship with marketing behaviour. Extension personnel working at the village level or outside the village are considered knowledgeable sources of farm information because they have the necessary educational qualifications as well as training in crop production technology and communication skills. Frequent contact with them broadens the farmers' understanding of crop production and marketing. Farmers who maintain regular contact with extension personnel receive advice on a variety of issues, including those related to farm produce marketing. Farmers who have more extension contact obviously have better marketing behaviour than their counterparts who have less extension contact. This results are consistent with Sarvani *et al.* (2021) [7]

Risk-taking ability has been found to be positively related to marketing behaviour. Farmers who take more risks in stocking produce may face both price risk in terms of price fluctuation over time and physical risk in terms of weight loss. Despite these factors, he may be able to obtain a good price by avoiding distressed sales and using proper market planning.

Marketing behaviour was positively associated with scientific orientation and economic motivation. Arecanut farmers will also analyse the market scientifically based on market forecasting and market news for the marketing of their produce, which could be one of the reasons. Arecanut growers who are highly motivated to increase their profits will consciously select the marketing channel that will yield a high income and maximise their profits.

Conclusion

Areca growers who are members of TUMCOS receive daily market information via short message services. TUMCOS has

also expanded grading and packing facilities, which will provide members a benefit of value addition, as well as suitable storage facilities, allowing them to obtain large-scale pledge loans. Because member arecanut planters take advantage of all of TUMCOS's services, their marketing behaviour is better than that of non-member arecanut planters. As a result, TUMCOS should provide membership benefits to all interested arecanut planters.

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