

Vol 6 Issue 12 Sept 2017

ISSN No : 2249-894X

*Monthly Multidisciplinary
Research Journal*

*Review Of
Research Journal*

Chief Editors

Ashok Yakkaldevi
A R Burla College, India

Ecaterina Patrascu
Spiru Haret University, Bucharest

Kamani Perera
Regional Centre For Strategic Studies,
Sri Lanka

Review Of Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial Board readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

Regional Editor

Dr. T. Manichander

Advisory Board

Kamani Perera Regional Centre For Strategic Studies, Sri Lanka	Delia Serbescu Spiru Haret University, Bucharest, Romania	Mabel Miao Center for China and Globalization, China
Ecaterina Patrascu Spiru Haret University, Bucharest	Xiaohua Yang University of San Francisco, San Francisco	Ruth Wolf University Walla, Israel
Fabricio Moraes de Almeida Federal University of Rondonia, Brazil	Karina Xavier Massachusetts Institute of Technology (MIT), USA	Jie Hao University of Sydney, Australia
Anna Maria Constantinovici AL. I. Cuza University, Romania	May Hongmei Gao Kennesaw State University, USA	Pei-Shan Kao Andrea University of Essex, United Kingdom
Romona Mihaila Spiru Haret University, Romania	Marc Fetscherin Rollins College, USA	Loredana Bosca Spiru Haret University, Romania
	Liu Chen Beijing Foreign Studies University, China	Ilie Pinteau Spiru Haret University, Romania
Mahdi Moharrampour Islamic Azad University buinzahra Branch, Qazvin, Iran	Nimita Khanna Director, Isara Institute of Management, New Delhi	Govind P. Shinde Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai
Titus Pop PhD, Partium Christian University, Oradea, Romania	Salve R. N. Department of Sociology, Shivaji University, Kolhapur	Sonal Singh Vikram University, Ujjain
J. K. VIJAYAKUMAR King Abdullah University of Science & Technology, Saudi Arabia.	P. Malyadri Government Degree College, Tandur, A.P.	Jayashree Patil-Dake MBA Department of Badruka College Commerce and Arts Post Graduate Centre (BCCAPGC), Kachiguda, Hyderabad
George - Calin SERITAN Postdoctoral Researcher Faculty of Philosophy and Socio-Political Sciences Al. I. Cuza University, Iasi	S. D. Sindkhedkar PSGVP Mandal's Arts, Science and Commerce College, Shahada [M.S.]	Maj. Dr. S. Bakhtiar Choudhary Director, Hyderabad AP India.
REZA KAFIPOUR Shiraz University of Medical Sciences Shiraz, Iran	Anurag Misra DBS College, Kanpur	AR. SARAVANAKUMAR LAGAPPA UNIVERSITY, KARAIKUDI, TN
Rajendra Shendge Director, B.C.U.D. Solapur University, Solapur	C. D. Balaji Panimalar Engineering College, Chennai	V. MAHALAKSHMI Dean, Panimalar Engineering College
Awadhesh Kumar Shirotriya	Bhavana vivek patole PhD, Elphinstone college mumbai-32	S. KANNAN Ph.D , Annamalai University
	Awadhesh Kumar Shirotriya Secretary, Play India Play (Trust), Meerut (U.P.)	Kanwar Dinesh Singh Dept. English, Government Postgraduate College , solan

More.....



MARKETING PROMOTION OF HORTICULTURE PRODUCTS

Dr. Vaibhav J. Dhere¹ and Mr. Alim A. Jafar²

¹Assistant Registrar, Shivaji University, Kolhapur.

²Research Fellow, Department of Commerce, Shivaji University Kolhapur.

ABSTRACT

Marketing plan is essential for every horticultural business and for efficient and effective marketing of any horticultural product or service. The objective of the study which practices adopted for the promotion of horticulture products. The data was collected on the basis of quota convenient sampling method. This study analyzed for the promotion practices of the fruits farmers. The present study is useful for the marketing agencies in the field of horticulture marketing.



KEYWORDS :Marketing plan , fruits farmers , promotion of horticulture products.

INTRODUCTION

'Marketing of horticultural crops has several distinctive features due to the special nature of the crop itself. Because of their high perishability, seasonality and bulkiness, these crops require special care and attention in providing time, form and place utilities, which in turn adds to the marketing costs.' Due to prevalence of imperfect market structure and also existence on a few traders, the marketing system of horticultural crops is influenced by the ultimate price realized for these crops by the growers. Perishability, seasonality in production, scattered production on small scale, high marketable surplus in relation to total production, localized consumption and relatively less inclination on the part of the consumers towards consumption of processed products, involve a large number of intermediary for performing different marketing activities like assembling, packing, storing and transportation etc. Hence, effective marketing of horticultural crops is as important as their production.

2. OBJECTIVES OF THE STUDY

1. To study the promotion practices of the horticulture products.
2. To analyses the promotion strategy adopted by the farmers and marketing intermediaries towards horticulture products.

3. HYPOTHESIS OF THE STUDY

H₀ – There is no significant differences in agreement rating for advertising in bulletins and publication are of no use.

H₁ - There is a significant difference in agreement rating for advertising in bulletins and publications are no use.

4. RESEARCH METHODOLOGY

A) Data Collection

This study is based on both primary and secondary data. The primary data of the fruits cultivator were collected from a sample of 45 Cultivators drawn from the three villages of the Koregoan taluka of Satara District. The questionnaire was so designed as to overcome bias to the possible extent with various checks. The required primary data were collected from the selected cultivators with the help of an enquiry schedule, through the personal interview method. Care was taken to avoid bias and several cross checks were applied to ensure accuracy of data.

The secondary data were made available from the Directorate of Economics and Statistics, District statistical office, Horticulture office, and season and crop Reports, various journals, books and websites.

B) Sample Selection

The following table explains the selection of the sample for the present study.

Table No- 1
Selection of the Sample

Villages	Sample
Circulwadi	15
Choudharwadi	15
Wagholi	15
Total	45

The researcher adopted the quota-convenient sampling method for the selection of farmers. For the present study the researcher has selected total 45 various fruits farmers i.e. grape growers and strawberry growers and to finalize these farmers, researcher selected 15 farmers from each villages, the total number of villages is 3. The villages have been selected on the basis of largest fruits cultivators' villages in the Koregoan tehsil of Satara District.

5. RESULT AND DISCUSSION

5.1. MODE OF SALE

The following table explains the details of mode of sales used by the fruits growers.

Table 2.
Mode of Sale

Sr. No	Modes	Frequency	Percent
1	Cash	10	22.2
2	Credit	22	48.8
3	Both	13	29.0
	Total	45	100.0

Source: Survey Data

The above table reflects the mode of sale by farmers, Out of 45 respondents 48.8 percent respondents have sold fruits on credit 29.0 percent respondents have sold by cash and credit, and remaining 22.2. Percent respondents sell the fruits for cash payments. It is noted that, majority of the farmers are selling fruits on credit.

5.2. CREDIT PERIOD

The following table explains the classification as per credit period for sales transaction of strawberry farmers.

Table 3.
Classification as per Credit Period

Sr. No	Variables	Frequency	Percent
1	1 Month	12	26.6
2	2 - 3 Months	25	55.6
3	Above 3 Months	8	17.8
	Total	45	100

Source: Survey Data

The present study inferred the period of payment , 55.6 percent farmers have been getting period of payments for 2 to 3 months , 26.6 percent farmers have been getting period of payment for within one months and remaining 17.8 percent farmers get payment above 3 months. It is understood that most of the farmers get payment for 2 to 3 months after the sale of fruit.

5.3. SELLING METHODS OF FRUITS GROWERS

The farmers have sent their produce to local market, rural and urban market, and domestic market. The farmers sell their produce through direct method or with the help of commission agent, traders and the like. The following table reveals the details of different ways of selling of fruits.

Table. 4
Distribution of Selling Method by Fruits Farmers

Sr.No	Variables	Frequency	Percent
1	Direct Selling (Local Market)	4	8.8
2	Commission Agents (CA)	24	53.0
3	Processing Unit	5	11.1
4	Wholesaler Traders (WT)	9	20.0
5	For Retailer	3	6.6
	Total	45	100.0

Source: Survey Data

It is clear from table that, the majorities (53.3%) of the farmers have sold their product through commission agents, 20 percent farmers have sold their products through wholesale traders, and 8.5 percent farmers have direct selling the market. 11.1 percent farmers have sold through wholesaler and processing unit. Researcher has observed that most of the farmers have sold their fruits through commission agents.

5.4. STRATEGY ADOPTED FOR GROWTH OF SALES

The following table explains the opinion about strategy adopted for growth of sales by farmers.

Table .5
Distribution of Respondents for Strategy Adopted for growth of Sales Promotion

Sr.No	Opinion	Frequency	Percent
1	Yes	14	31.2
2	No	31	68.8
	Total	45	100.0

Source: Survey Data

It is found that out of 45 respondents, 31.2 percent respondents have adopted strategy for growth of sales promotion, and 68.5 percent respondents have not adopted for growth of sales promotion strategy. Researcher has observed that maximum numbers of farmers are not adopted for sales promotion because there is no awareness about sales promotion strategy to the farmers. They have poor knowledge about sales promotion strategy.

5.5. PROMOTION PRACTICES ADOPTED BY FARMERS

Promotion mix is the final elements horticulture marketing. After the Nature of the product is decided its price fixed and method of distribution adopted. The most widely used method of promotion are personal selling Advertising and any other. The following table explains the types of promotion practices adopted by the farmers.

Table 6.
Promotion Practices Adopted by Farmers

Sr. No	Variables	Frequency	Percent
1	Do not adopted	25	55.6
2	Direct sales	5	11.2
3	Stalls	7	15.6
4	Festival	6	13.2
5	Advertising	2	4.4
	Total	45	100.0

Source: Survey Data

The above table indicates that, for the sales promotion practices adopted by farmers among the 45 respondents, only small percentage was found that promotion practices out of them (55.6 %) majority were participating in horticulture products festival, and also the farmers have adopted two direct selling, among them, (15.6 %) have operated stall for promoting horticulture products.

5.6. NEED TO DEVELOP WEBSITE FOR PROMOTION

Here, the farmers asked the need of develop special website for fruits promotion. The following table explains details.

Table 7.
Opinion about Need of Develop Website for Strawberry

Sr.No	Opinion	Frequency	Percent
1	Yes	28	62.2
2	No	17	37.8
	Total	45	100.0

Source: Survey Data

From the above table reflects that farmers opinion about developing website for promotion of fruits. Out of 45 farmers, the majority (62.2%) farmers opined that there is need of website for fruits promoting of website for fruits promotion and among them 37.8 percent farmers opinioned that, they have no need develop the website for fruits promotion.

5.7. TESTING OF HYPOTHESIS

H₀ – There is no significant differences in agreement rating for advertising in bulletins and publication are of no use.

H₁ - There is a significant difference in agreement rating for advertising in bulletins and publications are no use.

Table 8.
Table showing Avertising in Bulletins and Publications are No Use.

Response on Impact	Observed Number	N	Observed Proportion	Observed Cumulative Proportion	Null Proportion	Null Cumulative Proportion	Absolute Difference Observed Com. Prop. & Null Cum Prop.
Strongly Agree	38	45	0.844444	0.844444	0.2	0.2	0.644444
Agree	4	45	0.088889	0.933333	0.2	0.4	0.533333
Indifferent	3	45	0.066667	1.000000	0.2	0.6	0.400000
Disagree	0	45	0.000000	1	0.2	0.8	0.200000
Strongly Disagree	0	45	0.000000	1	0.2	1	0.000000

The above table shows that the largest absolute difference is 0.644444, which is known as the Kolmogorov-Smirnov *D* value. For the purpose of present study the sample size is 45 and the critical value of *D* at an alpha of 0.05 level of significance is, $\frac{1.36}{\sqrt{45}}$ Hence, the calculated *D* value is more than the critical value of

0.20, the null hypothesis that there is no significant differences in agreement rating for advertising in bulletins and publication are of no use is rejected.

6. SUGGESTIONS

Advertising and publicity media should be expanded within the country and outside the country. It is strongly suggested that there should be international company launched by the various fruits growing states with foreign marketing association and organization.

Industry owners and marketing intermediaries should focus on the local media of advertisement like cable, TV, Radio. Newspaper digital banner, poster, and wall painting wherever possible with due permission concerned owners of houses buildings.

7. CONCLUSIONS

It is concluded that large numbers of the farmers are not adopted sale promotion Strategy for horticulture products .The small percentages of the farmers employ sales people in their farming to facilitate marketing. The majority of the farmers do not participate in special events. Like exhibition trade fairs etc. asa method of sales promotion.

REFERENCES

PatiS.L (2005) A Study of Export of Horticulture Products: With special reference to selected fruit crop, Ph. D Thesis, Shivaji University, Kolhapur.
 Berry G.C (2008) Marketing Research, Tata McGraw Hill publication, New Delhi, Pp.281-284, Fourth Edition.
 Kothari C.R. (2012) Research Methodology, New Age International Publication, New Delhi.pp-218-219
 National Horticulture Board, Statistics Annual Report 2012-13, 2013-14, 2014-15.

Publish Research Article

International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Books Review for publication, you will be pleased to know that our journals are

Associated and Indexed, India

- ★ Directory Of Research Journal Indexing
- ★ International Scientific Journal Consortium Scientific
- ★ OPEN J-GATE

Associated and Indexed, USA

- DOAJ
- EBSCO
- Crossref DOI
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Database
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database

Review Of Research Journal
258/34 Raviwar Peth Solapur-
413005, Maharashtra
Contact-9595359435

E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com