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ROLE OF MARKET INTERMEDIARIES IN BANANA MARKETING
IN TAMILNADU – WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI
AND THANJAVUR DISTRICTS



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Short Profile

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ABSTRACT:

Banana is one of the unavoidable foods in human life. It is easy to consume and eat. It is also known as fruit of poor. Bananas were originally found in South East Asia, mainly in India. They were brought west by Arab conquerors in 327 B.C. and moved from Asia Minor to Africa and finally carried to the New World by the first explorers and missionaries to the Caribbean. The mass production of bananas started in 1834 and really started exploding in the late 1880's . Banana is the leading fruit production followed by mango in the world. India, China, Philippines are the leading producers of banana in the world.

KEYWORDS

Market Intermediaries , Banana Marketing , Review of Literature.

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INTRODUCTION:

The following table gives area, production, productivity, percentage of banana producing area of a country on total banana producing area in the world and percentage of banana production on total world banana production for leading banana producing countries in the world. Cultivators of banana are marketing their products in the market directly and through market intermediaries. Market intermediaries are having more knowledge in the market. Their role in marketing of banana is unavoidable. Hence this paper has analysed the role of market intermediaries in marketing of banana and problems faced by them.

REVIEW OF LITERATURE

Bhalerao Amol et al (2010) found that education was an important factor affecting value addition, indicating that education efforts need to be taken up for training farmers for more value addition in banana. Ouma Emily and Jagwe John (2010) in their study found weak linkages within the banana value chains with poor integration of value chain actors and minimal involvement with regional markets and high-value domestic chains such as supermarkets. Umagouri M and Chandrasekaran M (2011) evidenced that the total cost of cultivation per hectare for these varieties ranged between Rs.86,624.62 and Rs.113,596.18. The net income realized ranged between Rs.74,975.38 and Rs.101,016.70 per hectare. The marketing efficiency for Nendran (2.4) was higher in Channel 1. Pednekar Achut P (2011) evidenced that pineapples, coconuts, and betel nuts reveal positive correlation whereas cashew nut and banana show negative correlation. Efficient functioning of market yards in a way was clearly ascertained by their technique of attracting the farmer's produces. Mathiyalagan G (2011) found that the experience in Rasthali banana cultivation is higher in the case of river area growers than that growers in other areas. Chi-Square test reveals that Years of Rasthali cultivation of sample growers do not significantly differ with regard to their type of cultivation.

OBJECTIVE

- To study the role of market intermediaries in banana marketing in Tiruchirappalli and Thanjavur districts of Tamilnadu and
- To assess the problems faced by market intermediaries in the study area.

METHODOLOGY

The study is based on primary data, which were collected from 80 market intermediaries from Tiruchirappalli and Thanjavur districts of Tamilnadu through interview schedule. The study used simple percentage as statistical tools to analyse the data.

RESULTS AND DISCUSSION

Table 1
Demographical Background of the Respondents

| Particulars | Frequency | Percentage |
|------------------|-----------|------------|
| Gender | | |
| Male | 69 | 86.2 |
| Female | 11 | 13.8 |
| Total | 80 | 100.0 |
| Age | | |
| Below 30 Years | 12 | 15.0 |
| 31 to 40 Years | 31 | 38.8 |
| 41 to 50 Years | 27 | 33.7 |
| Above 50 Years | 10 | 12.5 |
| Total | 80 | 100.0 |
| Education | | |
| Illiterates | 8 | 10.0 |
| Below SSLC | 29 | 36.2 |
| SSLC | 29 | 36.2 |
| HSC | 6 | 7.6 |
| Degree and above | 8 | 10.0 |
| Total | 80 | 100.0 |

Source: primary Data

It was observed from table 1 that 86.2 per cent of intermediary respondents were male and remaining 13.8 per cent of them were female. It was found that majority of intermediary respondents were male. It was also known from the table that 38.8 per cent of the intermediary respondents were between the age group of 31 and 40 years, 33.7 per cent of the respondents were between 41 and 50 years, 15 per cent of the respondents were below 30 years and 12.5 per cent of the respondents were above 50 years of age. Table 1 also shows that 36.2 per cent of the intermediary respondents educated below SSLC level, 36.2 per cent of the respondents' education level was SSLC level, 10 per cent of the respondents were illiterates, 10 per cent of the respondents completed degree and above and 7.6 per cent of the respondents completed Higher secondary level education.

Table 2
Type of Agency of the Intermediary Respondents

| Type of Agency | Frequency | Percentage |
|-----------------|-----------|------------|
| Wholesale Agent | 48 | 60.0 |
| Retail Agent | 32 | 40.0 |
| Total | 80 | 100.0 |

Source: primary Data

It was observed from table 2 that 60 per cent of the respondents were carrying wholesale agent business and 40 per cent of the respondents were carrying retail agent business. It was found that majority of the respondents (60 per cent) were carrying wholesale banana agent business.

Experience in Banana Agency

The following table gives results related to experience of the respondents in doing banana agency business.

Table 3
Experience in Banana Agency

| Experience | Frequency | Percentage |
|-------------------|------------------|-------------------|
| Below 5 Years | 19 | 23.8 |
| 5 to 10 Years | 33 | 41.2 |
| 11 to 15 Years | 21 | 26.2 |
| Above 15 Years | 7 | 8.8 |
| Total | 80 | 100.0 |

Source: primary Data

Table 3 shows that 41.2 per cent of the respondents had an experience of 5 to 10 years in doing banana agency business, 26.2 per cent of the respondents had 11 to 15 years of experience in doing the business, 23.8 per cent of the respondents had below 5 years of experience in doing the business and 8.8 per cent of the respondents had more than 15 years of experience in doing the business. It was found that a considerable portion of the respondents (41.2 per cent) had an experience of 5 to 10 years in doing banana agency business.

FREQUENCY OF PROCURING BANANA

Table 4 gives results related to frequency of procuring banana to their agency of the respondents.

Table 4
Frequency of Procuring Banana by Intermediary Respondent

| Frequency in procuring banana | Frequency | Percentage |
|--------------------------------------|------------------|-------------------|
| Daily | 33 | 41.3 |
| Twice in a Week | 26 | 32.5 |
| Weekly | 12 | 15.0 |
| Fortnightly | 6 | 7.5 |
| Monthly | 3 | 3.8 |
| Total | 80 | 100.0 |

Source: primary Data

Table 4 shows that 41.3 per cent of the respondents were procuring banana daily, 32.5 per cent of the respondents were procuring twice in a week, 15 per cent of the respondents were procuring weekly, 4.5 per cent of the respondents were procuring fortnightly and 3.8 per cent of the respondents were procuring monthly. A considerable portion of the respondents (41.3 per cent) were procuring

banana to the market daily.

Factor Determining the Price of Banana

Table 5 gives the results of Likert’s five point scalling technique of factors determining the price of banana in intermediary point of view.

Table 5
Likert’s Five Point Scalling Techniques of Factor Determining the Price of Banana

| Factor Rank | I | II | III | IV | V | Total | Points | Overall Rank |
|--------------------|----------|-----------|------------|-----------|----------|--------------|---------------|---------------------|
| Grading | 16 | 32 | 17 | 10 | 5 | 80 | 284 | II |
| Size | 11 | 38 | 24 | 5 | 2 | 80 | 291 | I |
| Demand | 4 | 15 | 30 | 26 | 5 | 80 | 227 | IV |
| Season | 4 | 17 | 39 | 15 | 5 | 80 | 240 | III |
| Others | 0 | 7 | 25 | 31 | 17 | 80 | 182 | V |

Source: Computed from Primary Data

Table 5 shows the results of ranking of factors which determine price of banana in the market according to intermediaries. It was found that size of banana stood first with 291 points followed by grading with 284 points, the factor season stood third with 240 points and demand was the factor which was ranked fourth by the intermediary respondents with 227 points. Other factors were least considered factor in determining price of banana in the market.

Problems Faced by Market Intermediaries

As a market intermediaries of banana are facing several problems from various aspects. The researcher identified 12 problems faced by market intermediaries and the results are presented in table 6.

Table 6
Problems Faced in Marketing Banana by Intermediary Respondents

| Sl. No. | Problems | Very High | High | Normal | Low | Very Low | Total |
|---------|--|--------------|--------------|--------------|--------------|--------------|-------------|
| 1 | Transport | 3 (3.8) | 16 (20.0) | 25 (31.2) | 26 (32.5) | 10 (12.5) | 80 (100) |
| 2 | Grading | 6 (7.5) | 23 (28.7) | 27 (33.8) | 18 (22.5) | 6 (7.5) | 80 (100) |
| 3 | Labour problem | 15 (18.7) | 29 (36.2) | 23 (28.8) | 11 (13.8) | 2 (2.5) | 80 (100) |
| 4 | Lack of storage facility | 8 (10.0) | 23 (28.7) | 24 (30.0) | 21 (26.3) | 4 (5.0) | 80 (100) |
| 5 | Price fluctuation | 9 (11.3) | 36 (45.0) | 24 (30.0) | 10 (12.5) | 1 (1.2) | 80 (100) |
| 6 | Lack of market information | 0 (0) | 10 (12.5) | 32 (40.0) | 30 (37.5) | 8 (10.0) | 80 (100) |
| 7 | Lack of demand | 9 (11.3) | 23 (28.7) | 28 (35.0) | 13 (16.3) | 7 (8.7) | 80 (100) |
| 8 | Producer | 2 (2.5) | 11 (13.8) | 30 (37.5) | 29 (36.2) | 8 (10.0) | 80 (100) |
| 9 | Consumer behaviour | 7 (8.7) | 21 (26.3) | 29 (36.2) | 15 (18.8) | 8 (10.0) | 80 (100) |
| 10 | Non availability of sufficient capital | 6 (7.5) | 32 (40.0) | 24 (30.0) | 13 (16.3) | 5 (6.2) | 80 (100) |
| 11 | High interest rate on loan | 4 (5.0) | 19 (23.8) | 19 (23.7) | 14 (17.5) | 24 (30.0) | 80 (100) |
| 12 | Unpredictable demand | 8 (10.0) | 19 (23.7) | 27 (33.8) | 18 (22.5) | 8 (10.0) | 80 (100) |

Source: Computed from Primary Data

Table 6 shows that 32.5 per cent of the respondents opined that the problem of transport was low, 12.5 per cent of the respondents opined that the problem was very low, 31.2 per cent of the respondents told that this problem was normal, 20 per cent of the respondents told that the problem was high and 3.8 per cent of the respondents told that the problem was very high. A considerable portion of the respondents (45 per cent) opined that transport problem was either low or very low. It was observed that the respondents told that the problem of grading was normal for 33.8 per cent respondents, 28.7 per cent of the respondents opined that the problem was high, 7.5 per cent told that it was very high, 22.5 per cent of the respondents opined that the problem was low and 7.5 per cent of the respondents opined that it was very low. Labour problems were considered high for 36.2 per cent of the respondents, it was very high for 18.7 per cent respondents, 28.8 per cent of the respondents opined that the labour problem was normal, 13.8 per cent of the respondents told that it was low and 2.5 per cent of the respondents told that it was very low. It was observed that majority of the respondents (54.9 per cent) opined the labour problem was either high or very high.

Lack of storage facilities faced by intermediaries was another major problem. 30 per cent of the respondents opined that the problem was normal, 28.7 per cent told that it was high, 10 per cent told that it was very high, 26.3 per cent told that it was low and 5 per cent told that it was very low. Price fluctuation was another major problem faced by intermediaries. It was found that 45 per cent of the respondents opined that the problem was high, 11.3 per cent told that it was very high, 30 per cent told

that it was normal, 12.5 per cent told that it was high and 1.2 per cent told that it was very high. It was also observed that 40 per cent of the respondents opined that the problem of lack of market information was normal for 40 per cent respondents, 37.5 per cent of the respondents told that it was low, 10 per cent of the respondents told that it was low and 12.5 per cent of the respondents told that the problem was high.

It was observed from table 6 that 35 per cent of the respondents told that the problem of lack of demand was normal, 28.7 per cent told it was high, 11.3 per cent told that it was very high, 16.3 told that it was low and 8.7 per cent told that it was very low. 37.5 per cent of the respondents opined that the problems from producer side was normal, 36.2 per cent told that it was low, 10 per cent told that it was very low, 13.8 per cent told that it was high and 2.5 per cent told that it was very high. It was also found from the table that 36.2 per cent of the respondents told that the problem of consumer behavior was found to be normal, 26.3 per cent told that it was high, 8.7 per cent told that it was very high, 18.8 per cent told that it was low and 10 per cent told that it was very low.

Non-availability of sufficient capital was the major problem faced by market intermediaries. It was observed that 40 per cent of the respondents told that the problem was high, 7.5 told that it was very high, 30 per cent told that it was normal, 16.3 per cent told that it was high and 6.2 per cent told that it was very low. The problem of high interest rate was found to be high for 23.8 per cent respondents, it was very high for 5 per cent respondents, it was normal for 23.7 per cent respondents, 17.5 per cent respondents told that this problem was low for them and 30 per cent respondents told that it was very low. Unpredictable demand was another problem faced by market intermediaries. It was known from table 6.34 that 33.8 per cent of the respondents opined that the problem was normal for them, 23.7 per cent told that it was high, 10 per cent told that it was very high, 22.5 per cent told that it was low and 10 per cent told that it was very low.

CONCLUSION

Cultivators of banana are marketing their products in the market directly and through market intermediaries. Market intermediaries are having more knowledge in the market. Their role in marketing of banana is unavoidable. Hence this paper has analysed the role of market intermediaries in marketing of banana and problems faced by them. The study collected primary data from 80 market intermediaries in the study area through interview schedule. The study found that that 36.2 per cent of the intermediary respondents educated below SSLC level. A considerable portion of the respondents (41.2 per cent) had an experience of 5 to 10 years in doing banana agency business. A considerable portion of the respondents (41.3 per cent) were procuring banana to the market daily. The study also observed that majority of the respondents (54.9 per cent) opined the labour problem was either high or very high, 45 per cent of market intermediary respondents opined that the problem of price fluctuation was high and 40 per cent of the respondents told that the problem of non-availability of sufficient capital was high, 7.5 told that it was very high.

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