

# Effect of Personal Variables on the Overall Satisfaction of Grape Marketing in Theni Districts

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## Abstract

India is a nation about peasants and more than two-thirds of the Indian populace is supported with the aid of agriculture. In this paper, an try has been performed in accordance with study the grasp about the growers toward grapes marketing of Theni district. For it cause 420 growers had been select out of 7 blocks concerning the Theni district. No enormous relationship is discovered amongst the satisfaction degrees over the respondents belonging in conformity with extraordinary beget then distances in imitation of want area closer to advertising regarding grapes. However, a sizeable kinship is determined amongst the delight levels concerning the respondents belonging in conformity with unique age groups, instructional status, annual income, category, timing concerning sale, and channels on advertising towards advertising and marketing concerning grapes.

## Keywords:

## Introduction

India is a nation about peasants and more than two-thirds of the Indian populace is supported with the aid of agriculture. Durability Agriculture is the spine on the Indian economy, and without increasing the predial sector, no guidance because of monetary development be able remain fruitful. In the connection of the population explosion, it quarter assumes particular importance then that is necessary that arable planning be planned of such a course so much agricultural productiveness may keep rate with the rising population. Effective praedial administration pleasure perform a treasured exploit in imitation of the balanced boom regarding the Indian financial system into kilter to secure higher then higher productivity. In the Indian economy, agriculture occupies a mean role. stability in the arable sector, like are a range about sub-fields, inclusive of sericulture, floriculture, yet horticulture. Horticulture plays a imperious function in India amongst those areas. In their region, horticulturalists criticize a variety regarding fruits. Among the exceptional consequence evolved with the aid of farmers, grape study is higher within phrases over area then manufacturing compared after other fruits. An extensive issue contributing after the nation's improvement is albumen production. In reality, by capita blasting and albumen manufacturing are often made as much measures of people's dwelling requirements of a region. longevity The respect on agriculture has been universally identified between a growing country kind of India. The trouble concerning the advertising about praedial produce, particularly then the creation on arable modernization, has double introduced significance. Without lowlife effective advertising equipment as should warranty a practical comeback after the producer-seller, the call after outturn more finished little conviction together with the farmer. In collection in conformity with higher productiveness yet production, predial advertising is an essential economic activity, influencing growers' incomes then contributing in accordance with the increase over the arable economy. All things to do involved out of the moment the predial product leaves the agriculturist or enters the consumer are

acknowledged after keep arable marketing. The activities regarding agricultural advertising include pricing, funding, transport, refining, grading, etc. longevity durability

## Review of Literature

Senam Raju (2002) within his education over 'Fruits Marketing between India' elaborate the problems and possibilities on crop advertising with specific mention in imitation of mango yet adroitness fruits. He gives a proper estimate of one of a kind factors regarding crop manufacturing or advertising and marketing kind of suitable climate and floor circumstance required because thriving output trends, then the function over middlemen, virtue fixing methods, troubles over growers then the like.

HalilKızılslan and Ozkan Elmali (2012) investigated the results over marketing structure of grapes on the consumers. The advertising outskirts was deliberated based about the creator traffic worth or the need value on grape. Besides, of system in conformity with consider the prevalence stage concerning the grape manufacturing activities, the profitability regarding the grape manufacturing care of soloist region used to be determined. The statistics from 70 businesses had been present through capacity concerning advise interview. In the examined arable enterprise, such is viewed that decare propagate on grape is 381.66 kg, its production worth is 78.77 TL, its generality production cost is 232.81 TL, its heart earnings is 174.40 TL and its aggregate on net income is 154.04 TL. While the price about a kilo grape is 0.21 TL, its promoting cost is successful so 0.61 TL. In that situation 2.96 TL hold been profited contrary in imitation of the rate involving 1 TL performed between grape production. According after this results, the manufacturing of grape is a profitable activity. But that has been determined so much the mediators within producers and customers provide a greater income when in contrast in accordance with producers. The outskirts concerning mediator is determined in imitation of keep namely 77.05%. For this circumstance according to stay worthwhile because of the producer, the advertising chain in the factor and the customer in imitation of lie short then an wonderful business enterprise to remain among the producers should lie provided.

The study suggests that in order to prevent the product and quality losses during the processes carried out after the harvest and develop the market opportunities for the product, cold storage depots, packaging facilities and appropriate transport infrastructures should be built in the region. They suggest that organization of the producers in production and marketing should be supported in order to allow them to be able to find solutions to their common problems, to better utilize their products, to obtain their input requirements in a cheaper and sufficient way, and to increase their marketing power.

### **Statement of the Problem**

The grape culture is one of the nearly vital segments in horticultural verb within India. However, the grape growers are economically yet socially weaker people facing a number of problems. Marketing regarding grapes poses extra problems in contrast in imitation of vile predial goods as like that hold a high quantity about perishability, steady turn within price, larger variety concerning middlemen or then on. durability Due after poverty regarding demand records regarding prices, arrivals, etc. prevailing in mean markets, growers sell their grapes in imitation of the contractors. Due according to insufficient cold tankage facilities enormous amount over grape is lost so that is a incredibly transitory crop. Growers are forced to promote theirs occurrence at lower rate. The middlemen manipulate the state of affairs via presenting mean charge after the growers under the imprest on ignoble demand or falsely rejecting the produce of the fame over sub-standard.

There is a lack about pre-cooling, refrigerated wing then ignoble services beyond granary level in accordance with purchaser point. Sometimes, the grapes also reach accrued among a precise location appropriate in imitation of climatic conditions and strike with the aid of transport owners. Grading concerning grapes ensures higher fees in conformity with producers yet better quality in imitation of consumers. However, nearly of the markets are lagging at the back of of presenting grading service. Lack concerning need finance is certain regarding the main advertising constraints within running advertising and marketing chain. The just momentous problems faced through the growers amongst the other things

are economic accountability to others, yet no guarantee between grape yield. toughness Besides, fit after insufficient advertising and marketing infrastructural facilities together with producers, traders or at want level, the marketing effectivity is affected adversely. Due after inadequate variety or ability about technology units, extra manufacturing at some stage in peak epoch is sold at imminency rate then also receives perished at threshing floor level. longevity Also, in that place is no well-organized advertising rule and co-operation among the growers. Therefore, the grape growers are exploited by using marketing intermediaries. Generally grape expenditures are constant with the aid of the middlemen, no longer by means of the growers along the result up to expectation that default theirs due section among the grape business. Commission sellers yet middlemen are exploiting the illiterate farmers by putting the expenditures below the virtue concerning production.

Though grape exercise is no longer a profitable one, growers are constantly doing the criticism fit in accordance with the non-availability concerning choice occupation. advantageous advertising and marketing law generally ensures greater level over producer's share, lowering the range over middlemen, limiting the marketing charges, and malpractices at some point of advertising over farm products. So far, dead not many researches regarding grape hold been done, specifically concerning marketing factors over grape into our country. durability Keeping that within view, the current discipline was undertaken in accordance with analyze the problems or potentialities associated along the marketing about grapes of the select blocks over Theni District. Outcome over the lesson intention hand over extra views then potential according to the grape growers then governance regarding the problem and pleasure help within redesigning the agri marketing in general and grape marketing in particular.

#### **Objectives of the Study:**

- ❖ To study the effect of personal variables on the overall satisfaction of grape marketing in Theni Districts.
- ❖ To offer suitable suggestions to improve the prospects of grape marketing in Theni district based on the findings of the study.

#### **Period of Study:**

The primary data were collected for a period of 6 months from September 2018 to March 2019.

#### **Sampling Technique:**

This study is empirical in nature supported survey method. The study aims at checking out the issues and prospects of the growers concerning grape marketing in Theni district. For the study purpose, convenience sampling technique is adopted. There are 7 main blocks wherein grapes are largely cultivated in Theni district. Therefore, the researcher has selected these 7 blocks and 60 growers are selected in each block i.e. 420 growers were selected for this study. the subsequent table shows the sampling distribution.

Table 1 Block-wise Distribution of Sample

<b>Name of the Block</b>	<b>No. of Sample</b>
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<b>THENI</b>	60
Bodi	60
Periakulam	60
Aundipatti	60
Myladumparai	60
Uthamapalayam	60
Cumbum	60
<b>Total</b>	<b>420</b>

**Effect of Personal Variables on the Overall Satisfaction**

The impact regarding private variables about the sample growers such as like age, education, annual income, reach to market place, timing about sale, share over advertising and marketing cost, then present approach about pricing might have an effect on the usual pleasure over the growers over the advertising and marketing concerning grapes within Theni district. Therefore, an attempt is performed in accordance with look at the effect about the non-public variables on the average delight over the growers concerning grapes advertising within Theni district.

Table 2 Effect of Personal Variables on the Overall Satisfaction

Personal Variables	B	Std. Error	t	Sig.
(Constant)	56.617	1.179	-	-
Age	-0.755	0.297	-2.541	*
Educational status	-0.693	0.225	-3.086	**
Annual income	-0.291	0.295	-0.984	Ns
Distance to market place	0.052	0.290	0.182	Ns
Timing of sale	-1.170	0.448	-2.609	**
Percentage of marketing cost	-0.080	0.231	-0.350	Ns
Present method of pricing	0.790	0.405	1.948	Ns

Source: Primary Data

Ns: Not significant \* Significant at 5 % level \*\* Significant at 1 % level

R	R Square	F	Result
0.331	0.109	7.223	Significant

The upon table indicates as there has been a low degree of correlation (0.331) within the overall satisfaction on grapes marketing and the elected personal variables. The R square suggests 10.90% on variation of the normal pride is explained with the aid of whole private variables instituted together. The F value indicates that the correlation coefficients are significant at 1% level. Annual income, distance after market place, percentage concerning marketing cost, then current method concerning pricing bear no great impact regarding the general delight concerning the growers on advertising over grapes fruits. Age at 1 per

cent degree concerning significance, or instructional status yet timing of traffic at 5 through cent degree of magnitude have extensive effect about the growers’ overall satisfaction on marketing of grapes.

Table 3 Respondents’ Level of Satisfaction on Grapes Marketing

Statements	Level of Satisfaction					Total	Mean Score
	Highly Satisfied	Satisfied	Neither Satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied		
Price for grapes	19 (4.50)	76 (18.10)	172 (41.00)	149 (35.50)	4 (1.00)	420 (100.00)	2.90
Payment procedure	73 (17.40)	96 (22.90)	211 (50.20)	24 (5.70)	16 (3.80)	420 (100.00)	3.44
Storage facilities	57 (13.60)	142 (33.80)	100 (23.80)	61 (14.50)	60 (14.30)	420 (100.00)	3.18
Facilities for processing	39 (9.30)	139 (33.10)	171 (40.70)	56 (13.30)	15 (3.60)	420 (100.00)	3.31
Prevailing marketing set up	46 (11.00)	179 (42.60)	110 (26.20)	67 (16.00)	18 (4.30)	420 (100.00)	3.40
Government support marketing in	75 (17.90)	145 (34.50)	128 (30.50)	53 (12.60)	19 (4.50)	420 (100.00)	3.49
Govt. assistance for the growth of industry	64 (15.20)	169 (40.20)	114 (27.10)	44 (10.50)	29 (6.90)	420 (100.00)	3.46
Availability of packing materials	135 (32.10)	155 (36.90)	82 (19.50)	33 (7.90)	15 (3.60)	420 (100.00)	3.86
Market information	63 (15.00)	179 (42.60)	123 (29.30)	41 (9.80)	14 (3.30)	420 (100.00)	3.56
Transport facilities	55 (13.10)	148 (35.20)	130 (31.00)	74 (17.60)	13 (3.10)	420 (100.00)	3.38

Commission and incidental charges	53 (12.60)	123 (29.30)	166 (39.50)	63 (15.00)	15 (3.60)	420 (100.00)	3.32
Market finance	53 (12.60)	213 (50.70)	103 (24.50)	38 (9.00)	13 (3.10)	420 (100.00)	3.61
Export facilities	82 (19.50)	278 (66.20)	43 (10.20)	8 (1.90)	9 (2.10)	420 (100.00)	3.99
Existence of growers' associations	46 (11.00)	97 (23.10)	213 (50.70)	59 (14.00)	5 (1.20)	420 (100.00)	3.29
Availability of skilled labourers	112 (26.7)	132 (31.40)	93 (22.10)	67 (16.00)	16 (3.80)	420 (100.00)	3.61
Overall	65 (15.47)	151 (35.95)	131 (31.19)	56 (13.33)	17 (04.04)	420 (100.00)	3.45

Source: Primary Data

Figures in parenthesis refer to percentage

Table 3 brings to light the respondents' level of satisfaction towards various grapes marketing practices among Theni district. Out of 420 respondents, Percentage regarding the respondents are satisfied (35.95%) with grapes marketing, followed by neither satisfied nor dissatisfied (31.19%) and highly satisfied (15.47%). 13.33% and 4.04% of the respondents are dissatisfied and highly dissatisfied respectively towards grapes marketing in Theni district. The average satisfaction score exhibits to that amount the respondents bear higher satisfaction level towards the export facilities (3.99), followed by availability of packing materials (3.86). On the vilehand, the respondents have low mean score towards price for grapes (2.90), followed by the storage facilities.

### .Suggestions

From the foregoing analysis and findings,the following suggestions are made by the researcher for the prospects of grapes marketing:

✓ The pricing sample regarding the grapes varies beside time in conformity with epoch and place-to-place influenced via much factors. When the furnish on grapes is at greater level the worth automatically comes below together with the end result grapes growers are seriously affected of many ways. According after the farmers' opinion, price over grapes is very vile at height harvesting period. For solving the on problem, that is recommended that the cost of grapes have to keep fixed then reading the authentic conditions prevailing among the market. It is additionally felt so the cost about the grapes should on no account go under the level on the virtue of production.

✓ Grape is some amongst the temporary consequence then such should stand consumed within brief rhythm on time. There is ample jeopardy regarding contaminating the result fit according to unlikely hot temperature then mangy value over conduction facilities. Very not many pre-cooling then bloodless tankage services are accessible then they are old normally because of other commodities. They ought to stay increased or adopted for makes use of including grapes. Therefore, it is critical in imitation of establish storage easiness at obstruction headquarters, because it is interconnected with sufficient transport and

advertising and marketing amenities and the grapes growers be able successfully take advantage of applications concerning bloodless storage.

✓ The advertising system because grapes is aged and subject by means of middlemen anybody exploit each the producers then the consumers. Though the grapes are offered by auction, such is solely eyewash. The customers are frequently selling the origin in accordance with commission agents whoever after sell the production to the outlets then vendors. Therefore, it is advised up to expectation the regimen rule should purchase the grapes production from the growers without delay yet quotation the par value because of grapes in accordance to the market condition. Otherwise a regulation must lie flourished the place the growers execute promote the outturn directly in imitation of the customers at retail retailers except the involvement about middlemen.

✓ The grapes cultivators require cash because of meeting practice or marketing activities. It is therefore cautioned so much the banks need to undertake bendy lending insurance policies to go well with the wishes on the grapes growers.

### Conclusion

Though India occupies extensive role among the production concerning grapes into the world, nonetheless the prevailing system concerning cultivation, harvesting, storage, marketing, etc. are not developed. The advertising regarding grapes is nevertheless a important problem. In this paper, an try has been performed in accordance with study the grasp about the growers toward grapes marketing of Theni district. For it cause 420 growers had been select out of 7 blocks concerning the Theni district. No enormous relationship is discovered amongst the satisfaction degrees over the respondents belonging in conformity with extraordinary beget then distances in imitation of want area closer to advertising regarding grapes. However, a sizeable kinship is determined amongst the delight levels concerning the respondents belonging in conformity with unique age groups, instructional status, annual income, category, timing concerning sale, and channels on advertising towards advertising and marketing concerning grapes

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