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Marketing behaviour of tomato growers in northern Madhya Pradesh

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Abstract

The present study was carried out in Shivpuri district (M.P.) due to the maximum area and production of tomato in this district. There are 8 blocks of Shivpuri district out of which 3 blocks were selected on the basis of maximum area and production. 120 respondents were selected with the help of simple random sampling without random sample. Objective of this study is to find out the association between profiles of tomato growers with their marketing behaviour. The present study was conducted in marketing behavior of tomato growers of improved tomato production technology. This study revealed that majority of the respondents (65%) sold their produce to middle man whereas, 21.66 per cent respondents sold their produce to cooperative society, 11.67 per cent respondents sold their wholesaler and 1.67 per cent respondents sold their produce to retailer.

Keywords: tomato growers, marketing behaviour, knowledge and adoption, cosmo politeness, and respondents

Introduction

There is a huge gap between the production of tomato crop at the national and state-level per unite area. The reason for this gap is due to farmers not planting at the appropriate time, not providing adequate fertilizers, and not having sufficient irrigation facilities. There has been a significant change in agricultural development with the introduction of new varieties of tomatoes and new technology. In Madhya Pradesh tomato grown an area of 72300 ha, with the production of 2746770 MT). According to 2015-16 major tomato growing districts are Chhindwara (with the area – 7680 ha, production – 215120 MT), Shivpuri (with the area – 5870, production - 129210 MT), Jhabua (with the area – 2140 ha, production – 128400 MT), Shajapur (with area – 17000 ha, production – 110030 MT), Raisen (with area – 4000 ha, production – 99880 MT). (Source – Department of Horticulture).

Consider to production of Tomato is the highest production in the Shivpuri district compared to Madhya Pradesh. And the production of tomato is quite low. However, the level of profitability of tomato crops depend upon the ways and manner in which the farmer market their produce in addition to technology adopted by them in growing the crop, time of sale, prices at which they sell and agency through whom they sell are some of the important factors which influence the net income received by the farmers for their surplus produce. Agricultural commodities produced have to undergo a series of operations such as harvesting, threshing, winnowing, bagging, transportation, storage, processing, and exchange before they reach the market, there are considerable losses in crop output at all these stages. Intensified efforts are needed to identify specific problems related to the marketing of perishable and nonperishable produce. Perishable and nonperishable produce are handled by different small stakeholders. The perishable nature of products makes it necessary to have temperature-controlled hygienic storage facilities, efficient handling, transportation, and distribution networks.

Methodology

This study was carried out in Shivpuri district of Madhya Pradesh. Shivpuri district is situated in the central India state of M.P. due to the maximum area (8145 ha) and production (252495

MT) of tomato in this district. 8 blocks come under Shivpuri district out of which 3 blocks (Pohari, Kolaras and Shivpuri) were precast on the basis of maximum area and production. 120 respondents were selected with the help of simple random sampling without random sample. Primary data were gathered from the respondents by using the semi structured interview schedule, which was pretested before actual applications. In order to understand the farmer well and answer, Hindi was used in the interview Schedule. The knowledge 3 for complete, 2 for partial and 1 for low knowledge of each practice was assigned.

Result and Discussion

Association between profiles of tomato growers with their marketing behavior

Among the tomato growers, it could be observed from the Table 1 that the variables such as education (0.360**), farming experience (0.274**), training participation (0.320**), size of land holding (0.255**), occupation (0.232**), annual income (0.299**), material possession (0.240**), Cosmo politeness (0.261**), knowledge towards improved tomato production technology (0.261**), adoption towards improved tomato production technology (0.219**) and attitude towards improved tomato production technology (0.213**) had positive and highly significant relationship with marketing behaviour of tomato growers whereas, variables like farm mechanization (0.195*) had positive and significant relationship with marketing behaviour of tomato growers and age (0.032NS) had no significant relationship with the marketing behaviour of the tomato growers.

Table 1: Association between profiles of tomato growers with their marketing behavior

S. No.	Characteristics	Correlation coefficient 'r' value	't' value
Socio personal			
1	Age	0.032	0.347 ^{NS}
2	Education	0.360	4.192**
3	Farming experience	0.274	3.095**
4	Training participation	0.320	3.669**
Socio economic			
5	Land holding	0.255	2.865**
6	Occupation	0.232	2.591**
7	Annual income	0.299	3.404**
8	Material possession	0.240	2.685**
9	Farm mechanization	0.195	2.159*
Communicational			
10	Cosmo politeness	0.294	3.341**
Psychological			
11	Knowledge towards improved tomato production technology	0.261	2.936**
12	Adoption towards improved tomato production technology	0.219	2.438**
13	Attitude towards improved tomato production technology	0.213	2.368**

**Significant at 0.01 level of probability NS = Non significant

*Significant at 0.05 level of probability

Conclusion

The value of correlation coefficient of attributes namely education (0.360), farming experience (0.274), training participation (0.320), size of land holding(0.255), occupation (0.232), annual income (0.299), material possession (0.240), Cosmo politeness (0.261), knowledge towards improved tomato production technology (0.261), adoption towards improved tomato production technology (0.219) and attitude towards improved tomato production technology (0.213) had positive and highly significant relationship with marketing behaviour of tomato growers whereas, variables like farm mechanization (0.195) had positive and significant relationship with marketing behaviour of tomato growers and age (0.032) had no significant relationship with the marketing behaviour of the tomato growers.

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