

A Study on Agricultural Marketing in India

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Abstract

Agriculture is the backbone of our country. India is currently the world's second largest producer of 4,444 varieties of fruits and vegetables. Agricultural marketing information is essential information to promote agricultural growth in rural areas. Her agriculture in India continued to support, directly or indirectly, most of the population. Indian culture has served as a valuable tool for economic development as other sectors of production depend on it. Cooperative appears to be well positioned to coordinate product differentiation at the farm level and integrate into value-added processing activities. His current study focuses on past and current scenarios, challenges and future recommendations for prevalent agricultural marketing in India. Additionally, marketers need to effectively leverage the opportunities offered by agricultural marketing.

Keywords: Agriculture Marketing Information, Regular Market, Retailers, Customer Satisfaction, India

Introduction of the Study

Agriculture is the backbone of the Indian economy. Among them, people, or 42.6%, are employed. India ranks first in the world in terms of milk production and second in the world in cultivated area. Agricultural marketing is primarily the buying and selling of agricultural products. In the old days. At a time when village economies were more or less self-sufficient, farmers had no difficulty selling their produce to consumers for cash or barter. Agriculture Marketing is the process of integrating farmers and consumers on the same platform. This will be an important element of the economy. The scope of agricultural marketing is not only limited to agricultural end products, but also focuses on supplying agricultural inputs to farmers. The main concept of agricultural marketing consists of all activities, institutions and policies involved in the procurement of agricultural inputs by farmers for the transportation of agricultural products from farms to consumers. Agricultural marketing system is the link between agricultural and non-agricultural sectors. Market is the cornerstone of his Livelihood Strategy for most rural households, whether rich or poor. They struggle with the presence of his organization, which could give them the bargaining power they need to sell their products.

Reviews of Literature

Pathak (2009), “found that the growth in agriculture depend upon the growth of their produce. The researcher states that the contribution of agriculture in growth of a nation is constituted by the growth of the products within the sector.

Tripathi and Prasad(2009), “in their paper reported that Indian agriculture has progressed not only in output and yield terms but the structural changes have also contributed.

Brithal(2007), “In their study suggested that by building efficient and effective supply chain using state of the art techniques it is possible to serve the population with value added food, while Simultaneously ensuring remunerative prices to farmers.

Royce(2004), “reported, Even though state agencies continued to be the main buyers of output and supplies of input limiting cooperatives management authority within.

Ramkishan(2004), “in his research paper Argued that because of the lack of food processing and storage, the growth is deprived of a good price for his produce during the peak marketing season while the consumer needlessly pay a higher price during lean season.

Sivanappan(2000), “In his study stated that with moderation of existing first harvest processing, establishment of suitable infrastructural facilities, huge amount of countries excuser can be saved and further helps in feeding the teeming population in the country.

Statement of the Problem

Mainly, villages do not have proper storage facilities, about 1.5 percent of products are spoiled, and very few villages are connected by railways or roads. Clearly such means of transport cannot be used to transport the product to great distances and the farmer has to unload the product at a nearby market, even if the price available at the market is low. Due to the large number of middlemen, farmers have to pay commissions out of their profits. He has to pay his to intermediaries such as brokers, wholesalers and village merchants. Farmers often do not know the market price of their products. They must accept what the deal offers. Intermediaries take advantage of farmers' ignorance and illiteracy, and use unfair means to deceive them and render them unfit for human consumption. India's transport system is extremely inadequate. Some markets continue to use wrong weights to trick pawns. First, farmers should not sell their products in markets where they sell their products directly to consumers in order to get more profit.

Objectives of the Study

1. To examine consumer preferences on agriculture products.
2. To analyze the customer level of satisfaction on agricultural products.

Scope of Study

The aim of this study is to know preference and satisfaction level of customers on agricultural products

Research Methodology

Sampling and sample size

The random convenient sampling is used for this research method. The sample of 106 responses were studied gathering there demographic variables such as age, occupation, location and so on.

Data source and method of collection

This study involves primary data. Primary data is the one which is collected by the research as directly from the principle origin through interviews, experiments, service, etc... In this research, the primary data will be gathered directly from the respondents through online questionnaire which comprises of 17 questions including demographic information.

Limitations of the Study

1. The study limited to the responses of 106.

2. This study conducted around the Bikaner district.
3. The consumer preference and satisfaction would change over a period of time.

Percentage Analysis
Table No.1
Profile of the Respondents

VARIABLES	FACTORS	FREQUENCY	PERCENTAGE
AGE	15 – 20	45	42.5%
	20 -25	42	39.6
	25-35	12	11.3
	ABOVE 35	7	6.6
GENDER	MALE	79	74.5
	FEMALE	27	25.5
MARITAL STATUS	MARRIED	83	78.3
	UNMARRIED	23	21.7
EDUCATIONAL	HIGH SCHOOL	11	10.4
	UG	75	70.8
	PG	6	5.7
	OTHERS	14	13.2
FAMILY SIZE	1	2	1.9
	2-4	73	68.9
	5-7	28	26.4
	ABOVE 7	3	2.8
AREA OF RESISTANCE	URBAN	68	64.2
	RURAL	38	35.8
FAMILY INCOME	BELOW 100000	35	33
	100000-200000	34	32.1
	200000-300000	24	22.6
	ABOVE 300000	13	12.3

Source: Secondary data

It can be gathered from the above table the majority of the respondents are male 74.5%, 42.5% of the respondents belongs to the age group of 15-20 years, 70.8% of the respondents from the UG level, 64.2% of the respondents from the urban areas, 33% of the respondent's annual income is below 100000.

Table No. 1.2
Consumer Preference on Agriculture Products

VARIABLES	FACTORS	FREQUENCY	PERCENTAGE
BASIS TO BUY	PRICE	18	17%
	FRESHNESS	60	56.6%
	TASTE	13	12.3%

	AVAILABILITY	15	14.2%
BUYING A PRODUCT IN A WEEK	BELOW 3KG	22	20.8%
	3KG-5KG	57	53.8%
	5KG-10KG	22	20.8%
	ABOVE 10KG	5	4.7%
MOST BUYING AGRICULTURAL PRODUCTS	MILK PRODUCTS	18	17%
	SPINACH	13	12.3%
	VEGETABLES	69	65.1%
	MEAT	6	5.7%
CONSUMING AGRICULTURAL PRODUCTS	EVERY DAY	48	45.7%
	ONCE IN A WEEK	25	23.8%
	SEVERAL TIMES A WEEK	28	26.7%
	ONCE IN A MONTH	4	3.8%
WHERE YOU BUY	RETAIL SHOP	32	30.2%
	MARKET	51	48.1%
	DIRECTLY FROM FARMER	18	17%
	OTHERS	5	4.7%

Source: Secondary data

It is revealed from the above table, majority of the respondents 56.6% said freshness is the basis to buy, 53.8% of the respondents said 3kg-5kg of product will be bought in a week, 65.1% of the respondents said they will buy vegetables often, 45.7% of the respondents said they will buy agri products everyday, 48.1% of the respondents said that they will often buy a agricultural products from market.

Table No.1.3
CONSUMER LEVEL OF SATISFACTION

VARIABLES	FACTORS	FREQUENCY	PERCENTAGE
PRICE OFFERED BY FARMER IS AFFORDABLE	YES	88	83%
	NO	18	17%
SATISFACTION OF CONSUMERS	PRICE	15	15.9%
	QUALITY	65	68.9%
RANK ON AGRICULTURAL PRODUCTS	TASTE	16	16.9%
	AVAILABILITY	10	10.6%
CONSUMERS FROM AGRICULTURE BACKGROUND	1	26	24.5%
	2	17	16%
	3	23	21.7%
	4	25	23.6%
	5	15	14.2%
CONSUMERS FROM AGRICULTURE BACKGROUND	YES	61	57.5%
	NO	45	42.5%

Source: Secondary data

It is circulated from the above table, majority of the respondents 83% said the price offered by the farmer in the market is affordable, 68.9% of the respondents satisfied on quality of the product, most of the respondents 24.5% given 1st rank for agricultural products, 57.5% the respondents are from agricultural background.

Findings of the Study

1. Majority of the respondents are male 74.5%,.
2. 42.5 % of the respondents belong to the age group of 15-20 years.
3. 70.8% of the respondents from the UG level.
4. 64.2% of the respondents from the urban areas.
5. 33% of the respondent's annual income is below 100000.
6. 56.6% of the respondents buy product only on freshness basis.
7. Majority of the respondents 65.1% mostly buy vegetables.
8. 83% of the respondents said price offered by the farmer is affordable
9. 68.9% of the respondents satisfied on agricultural products.

Suggestions of the Study

1. The availability of the products should be increased.
2. The elimination of mediators is necessary for agricultural marketing.
3. The transport facility must be developed in rural areas for agricultural marketing.
4. Markets must be increased for welfare of the consumers and farmers.
5. Storage godown should be increased to store cultivated products.

Conclusion

The agricultural marketing plays a vital role in easy way agro produce distribution to the consumers. Like all the marketing activities, it also aims to profit making. It helps the farmer to reach their customer within very short period. For the development of the agricultural marketing the farmer should sell his produce directly to the consumers.

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