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## A case study on marketing of pineapple on the behalf of marketing margin, marketing cost, marketing efficiency, price spread, producer's share in consumer rupee in Gomati District of Tripura

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#### Abstract

A study was conducted to analyze the marketing of pineapple in Gomati District of Tripura, both primary and secondary data were used. This study was conducted by the 2021-2022 agriculture year. Out of 100 percent 39 percent pineapple growers were selected for the study. 9 wholesalers out of 16 were selected & out of 46 retailer 15 retailer were selected for information assortment. Present study revealed Marketing margin 0% channel-I, 18.01% channel-II, 25.78% channel III. Marketing cost 6.96% channel I, 8.27% channel II, 9.87% channel III. Marketing Efficiency 14.6 channel I, 3.80 channel II, 2.80 channel III. Price spread 6.96% channel I, 26.28% channel II, 35.65% channel III. Producers share in consumer rupee 93.41% channel-I, 79.23% channel -II, 69.10 channel-III. Marketing efficiency and producers share in consumer rupee were found highest in channel I follow by channel II, III. Marketing cost, marketing margin merging as well as price spread were found highest in channel III followed by channel II, I.

**Keywords:** Marketing margin, marketing cost, marketing efficiency, price spread, producer's share in consumer rupee

#### Introduction

Pineapple (*Ananas comosus*) is a tropical fruit, and it is commercially cultivated worldwide as a high-value crop. Pineapple is a very important fruit crop in Tripura. The fruit has additionally been exported not solely to alternative states among however additionally on the far side the national borders. Last year (2021), 300 Metric ton of queen pineapples were exported to Dubai and Doha as part of the state government's aggressive push for the pineapple variety. This is the first time it has been exported from Tripura to Germany via pineapple waterways. Farmers normally sell their turn out simply when harvest at undesirable terms and conditions to the commission agents/traders/wholesalers/ Mahajan's thanks to their impoverishment, liability, and inadequate information, lack of retaining and storage capacity and paucity of finance. The economically sound farmers receive better price for their produce as they have hoarding capacity. The farmers, who vend their produce at village level, receive less price as compared to those, who sell in mandies because of various malpractices prevail in villages. During this article the research worker desires to search out the assorted factors that influences the analysis marketing margin, marketing cost, market efficiency, price spread, and consumers share in producers' rupees of pineapple in the study area.

#### Materials and Method

##### Selection of District

Gomati District of Tripura were selected for the study. Tripura comprises 8 District out of which Gomati District were purposively selected for research work. Total area of Gomati District 1522.8 sq.km and number of tehsil & Subdivision 29 & 3.

##### Selection Blocks

There are a total 8 blocks in Gomati District namely Matabari, Tepania, Killa, Kakraban, Amarapur, Ompi, Karbook & Silachhari. Killa block were purposively selected for research work.

**Selection of village**

There are a total of 173 villages in Gomati District, five villages under killa block were selected for Research Work. The names of those villages are khupilong, Dkshin Baramura Deotamura R.F, killa, Bagma, photamati.

**Analytical tool**

The stated objectives of this study were fulfilled through tabulation and analysis of the data will pertain to study. To work out the cost of marketing of pineapple various costs associated with it will be aggregate.

**Marketing margin**

It is the profit earned by the market intermediaries in moving the commodity from producers to consumer while performing various market functionalities.

Absolute Margin=  $p_{Ri} - (p_{pi} + C_{mi})$   
 Percentage Margin=  $\frac{p_{Ri} - (p_{pi} + C_{mi})}{p_{Ri}} * 100$

Where,  
 $p_{Ri}$  = Total value of goods (purchase price) and  
 $C_{mi}$  = Cost incurred in Marketing.

**Marketing Cost**

It is the costs incurred by the producers and other intermediaries to perform various functions in the marketing channel.

**Marketing cost**

$C = CF + CM1 + CM2 + CM3 + \dots + CMN$

Where,  
 C is Total Marketing cost.  
 CF is cost paid by producer.  
 CM1 is cost incurred by 1<sup>st</sup> middleman.

**Marketing Efficiency**

Marketing Efficiency refers to the degree to that market costs mirror all obtainable, relevant info. If markets area unit economical, then all info is already incorporated into costs, and then there's no thanks to "beat" the market as a result of there are not any undervalued or overvalued securities obtainable.

$MME = FP / MC + MM$

Where,  
 MME is modified measure of marketing effectiveness  
 FP = Price received by farmer  
 MC = Marketing cost  
 MM = Marketing margin

**Price Spread**

Price spread can be defined as the difference between the price paid by the consumer and price received by the farmer.

Price spread=  $(\text{consumer price} - \text{Net price of producer}) * 100$   
 Consumer price

**Producer Share in Consumer's Rupee**

Its price received by the farmer expressed as a percentage of retail price i.e. price paid by the consumer's rupee.

$FS = (FP \div CP) \times 100$

Where,  
 FS = Farmer share in Producer's rupee (percentage)  
 Fp = Consumer net selling price.  
 Cp = Consumers price

**Result and Discussion**

To analysis marketing margin, marketing cost, market efficiency, price spread, consumers share in producers' rupees of pineapple.

**Table 1:** Channel-I (Producer-Consumer)

S. No	Particular	Expense Rs/qt	Percentage to consumer's price
<b>Charges borne by the producer</b>			
1.	Transportation cost	282	2.56
2.	Loading and unloading charges	160	1.45
3.	Market entry fee	50	0.45
4.	Miscellaneous charges	274	2.49
5.	Total cost incurred by the producer	766	6.96
6.	Net price received by the producer	10234	93.03
7.	Consumers price or producers' price	11000	100
8.	Producer's share in consumers Rupee (%)		93.41
9.	Price spread		766 (6.96%)
10.	Marketing efficiency		14.36

**Table 2:** Channel-II (Producer-Consumer-Retailer)

S. No	Particular	Expense Rs/qt	Percentage to consumer's price
<b>A. Charges borne by the producer</b>			
1.	Transportation cost	282	2.03
2.	Loading and unloading charges	160	1.15
3.	Market entry fee	50	0.36
4.	Miscellaneous charges	274	1.97
5.	Total cost incurred by the producer	766	5.51
6.	Net price received by the producer	10234	73.71
7.	Sale price of producer	11000	79.23
<b>B. Charges borne by Retailer</b>			
1.	Loading & unloading charges	160	1.15

2.	Transportation charges.	150	1.08
3.	Market entry fee	50	0.36
4.	Miscellaneous charges	23	0.16
5.	Total cost incurred by the Retailers	383	2.76
6.	Sale price of Retailer or Consumers paid Price	13883	100
7.	Retailers Margin	2500	18.01
8.	Producer 's sharing Consumers Rupee%	79.23	
9.	Price spread	3649 (26.28%)	
10.	Marketing efficiency	3.80	

**Table 3:** Channel- III (Producer-Wholesaler-Retailer-Consumer)

S. No	Particular	Expense Rs/qt	Percentage to consumer's price
<b>A. Marketing cost incurred by producer</b>			
1.	Transportation cost	282	1.77
2.	Loading and unloading charges	160	1.01
3.	Market entry fee	50	0.31
4.	Miscellaneous charges	274	1.72
5.	Total cost incurred by the producer	766	4.81
6.	Sale price of producer	10234	64.34
7.	Net price received by producer	11000	69.16
<b>B. Marketing cost incurred by wholesaler</b>			
1.	Transportation cost	112	0.70
2.	Loading and unloading charges	160	1.01
3.	Market entry fee	50	0.31
4.	Miscellaneous charges	100	0.63
5.	Total cost incurred by the Wholesaler	422	2.65
6.	Wholesaler Margin	1800	11.32
7.	Sale price of wholesaler	13222	83.13
<b>C. Marketing cost incurred by Retailer</b>			
1.	Transportation cost	160	1.01
2.	Loading and unloading charges	150	0.95
3.	Market entry fee	50	0.31
4.	Miscellaneous charges	23	0.14
5.	Total cost incurred by the Retailers	383	2.41
4.	Retailers Margin	2300	14.46
5.	Sell price of Retailer or Consumers paid Price	15905	100
6.	Producer 's share in Consumers Rupee%	69.10	
7.	Price spread	5671 (35.65%)	
8.	Marketing efficiency	2.80	

**Table 4:** Different Marketing channels of pineapple

S. No	Particulars	Channel-I	Channel-II	Channel-III
1.	Total marketing cost	766 (6.96%)	1149 (8.27%)	1571 (9.87%)
2.	Total marketing margin	0	2500 (18.01%)	4100 (25.78%)
3.	Price spread	766 (6.96%)	3649 (26.28%)	5671 (35.65%)
4.	Producers share in consumer Rupee (%)	93.41	79.23	69.10
5.	Marketing efficiency	14.36	3.80	2.80

- The market channel I, in which there are no intermediaries involved. It shows that producer's sale price to consumer is Rs 11000/qt and after paying transportation charges of Rs 282/qt, loading and unloading charges of Rs 160/qt, Market entry fee of Rs 50/qt, and miscellaneous charges of Rs 274/qt, net price received by the producer was Rs 10234/qt. Producer's share in consumer's rupees is 93.41%, Price spreads were Rs 766/qt and marketing efficiency are 14.36.
- The market channel II, in which there are one intermediary involved i.e., Retailer. It shows that producer's sale price to retailer is Rs 11000/qt Total cost

incurred by the producer is Rs 766/qt, which includes paying transportation charges of producers Rs 282/qt, loading and unloading charges of Rs 160/qt, Market entry fee of Rs 50/qt, and miscellaneous charges of Rs 274/qt. The retailer sale price to consumer is Rs 13883, total cost incurred by the Retailers is Rs 383/qt, which includes paying transportation charges of producers Rs 150/qt, loading and unloading charges of Rs 160/qt, Market entry fee of Rs 50/qt, and miscellaneous charges of Rs 23/qt, and retailer's margin was Rs 2500/qt. Producer's share in consumer's rupees was 79.23%, Price spreads were Rs 3649/qt and marketing efficiency is 3.80.

- The market channel III, in which there are two intermediaries involved i.e., Retailer and Wholesaler. It shows that producer's sale price to wholesaler is Rs 11000/qt. Total cost incurred by the producer is Rs 766/qt, which includes paying transportation charges of producers Rs 282/qt, loading and unloading charges of Rs 160/qt, Market entry fee of Rs 50/qt, and miscellaneous charges of Rs 274/qt. The wholesaler sale price to retailer is Rs 13222/qt, total cost incurred by the Wholesaler is Rs 422/qt, which includes paying transportation charges of producers Rs 112/qt, loading and unloading charges of Rs 160/qt, Market entry fee of Rs 50/qt, and miscellaneous charges of Rs 100/qt, and wholesaler margin was Rs 1800/qt. The retailer sale price to consumer is Rs 15905/qt, total cost incurred by the Retailers is Rs 383/qt, which includes paying transportation charges of producers Rs 150/qt, loading and unloading charges of Rs 160/qt, Market entry fee of Rs 50/qt, and miscellaneous charges of Rs 23/qt, and retailer's margin was Rs 2300/qt. Producer's share in consumer's rupees was 69.10%, Price spread were Rs 5671/qt and market efficiency is 2.80.
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### Conclusion

The present study it was concluded that Marketing of pineapple is a profitable business. It provides good returns in short span of time. The study pertains to the marketing of pineapple in Gomati District main objective of the study is to analysis marketing costs, Marketing margin, Marketing efficiency, Producers share in consumer rupee & price spread Most of the respondents were exporting Marketing of pineapple through wholesalers and retailer and the price spread was channel II (producer-retailer-consumers) as compared channel I (producer-consumer) and III (producer-wholesaler-retailer-consumer) respectively. Marketing efficiency and Producer share in consumer rupee Channel-I (producer-consumer) shows the most preferences.

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