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Marketing behaviour of ginger growers in Satara district of Maharashtra

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Abstract
The study conducted in Satara district of Maharashtra in the year 2022-23 aimed to investigate the marketing behaviour of ginger growers in the region. The study followed an ex-post facto research design and collected data from 140 respondents from 14 villages in two tehsils, Satara and Koregaon, which were selected purposively based on the maximum area under ginger cultivation. The data were collected through personal interviews and analysed using suitable statistical tools. The results revealed that 65.72% of the respondents showed medium marketing behaviour, while 18.57% exhibited low marketing behaviour and 15.71% displayed high marketing behaviour. The study identified several factors that could be responsible for the observed marketing behaviour, such as middle age, medium family size, marginal land holding, medium size of area under ginger cultivation, medium experience in ginger cultivation, medium annual income, medium income from ginger, medium level of social participation, medium risk orientation, and medium innovativeness. The study concluded that designing appropriate strategies with training to focus on the behaviour of ginger growers is essential to strengthen their marketing behaviour.

Keywords: Marketing behaviour, ginger growers, market

Introduction

Ginger is grown all over the world, including in Nigeria, West Indies islands, Indonesia, Australia, China, and Japan. India and China are among them, and they are the two main suppliers to the global market. Kerala, Karnataka, Mizoram, Arunachal Pradesh, Assam, Meghalaya, Nagaland, Manipur, Tripura, Sikkim, Orissa, and Madhya Pradesh are among the Indian states where ginger is grown. However, Madhya Pradesh, Karnataka, Assam, West Bengal, and Orissa are the top five states in India for ginger production. 72.6 percent of India's total ginger production is produced in these states. In India, there will be a total of 2,10,000 hectares and 2.5 million tonnes of ginger produced in 2020–21. Sikkim, which yields 26.3 tonnes of ginger per hectare, has the greatest production. Andhra Pradesh, which generates 9 tonnes per hectare, has the lowest yield.

Maharashtra is not one of India's top five producers of ginger. Madhya Pradesh, Karnataka, Assam, West Bengal, and Orissa are the top five states. About 1.35 percent of India's total ginger crop comes from Maharashtra. Compared to the national average of 10.74 tonnes per hectare, Maharashtra produces less ginger, at roughly 3.78 tonnes per hectare. The type of soil, climate, irrigation, control of pests and diseases, and harvesting techniques are some of the elements that influence ginger yield. (Source: India Stat 2021)

Satara is one of leading district in area and production of ginger. The area under ginger in Satara is 1913.19 hectors and production is 33519.19. The average productivity of ginger in Satara is 17.52 per hactor. Satara tehsil is leading tehsil followed by Koregaon Karad and Wai. There is no ginger area in Mahabaleshwar, Phaltan and Man.

The marketing behaviour was evaluated against four major components, including planning, action planning/ decision-making, implementation, and review, as well as a number of specific marketing activities.

Methodology

The present study was carried out in Satara district of Maharashtra in the year 2022 -23 purposively selected for the study as it had a maximum area under ginger cultivation in the Satara region. Ex-post facto research design was followed for the study. Out of 11 tehsils of Satara district, two tehsils namely Satara & Koregaon were purposively selected on the basis of the maximum area under ginger cultivation from each tehsil, seven villages and from each

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village 10 respondents were selected by using a random sampling method, which make 14 villages and 140 respondents respectively. The data were collected by personal interview method through structured interview schedule of analysed by employing suitable statistical tools like arithmetic mean, standard deviation, frequencies & percentage. The findings were meaningfully interpreted and relevant conclusion were drawn.

Results and Discussion
The marketing behaviour was evaluated against four major components, including planning, action planning/decision making, implementation, and review, as well as a number of specific marketing activities.
Table 1 shows that the three fourth of growers (75.00 percent) chose "yes" to the organisation or individual giving the largest

profit for the selling of ginger produce, 74.00 percent Choose the marketing strategy that will yield the greatest profit, 52.14 percent before growing a ginger crop understand the market needs, 72.14 percent before planting a ginger crop, study the local facilities and resources. 72.14 percent gather the necessary market data, such as demand, quality, rates, etc, 70.71 percent understand the ginger marketing system, 70.71 percent collect data on people or organisations involved in the marketing of ginger produce, Local traders were the primary source of market information used by 67.85 percent of respondents, followed by farmers in the village 67.14 percent, newspaper usage was 65.71 percent, mobile/msg/app usage was 57.85 percent, television usage was 50.71 percent, and there was no use of radio to collect information.
These results are line of the results of Chengappa (2017) [4].

Table 1: Planning component of ginger growers.

Marketing activities	No	%
Study available resources and facilities in the area before cultivation of ginger crop.	101	72.14
Understand market needs before cultivation of ginger crop.	73	52.14
Understand marketing system of ginger.	99	70.71
Collect information about institutions/persons engaged in marketing of ginger produce.	99	70.71
Decide the marketing channel that will give maximum profit	104	74.00
Select institution/person giving maximum profit through sale of ginger produce.	105	75.00
Collect required information about markets demand, quality, rates etc.	101	72.14
Use various sources for collecting market information		
Newspaper	92	65.71
Radio	00	00.00
Television	71	50.71
Progressive farmers in village	94	67.14
Internet	78	55.71
Local traders	95	67.85
Mobile/Msg/App	81	57.85

Decision making/ Action plan component.
Table 2 shows that 66.42 percent ginger growers decided ginger variety to be taken. 79.28 percent decided the area allocation under ginger crop. 68.57 percent decided cultivation technology to be followed. 64.28 percent decided source and methods of procuring inputs. 59.28 percent decided about capital management.
It was found that the majority of ginger growers 'yes'

employed progressive farmer (69.28 percent) for decision making followed by, successful marketer's (67.85 percent) extension person 65.71 percent, agriculture department 62.14 percent, family member 55.71 percent, self-intuition for decision making (44.28 percent), were contacted for decisions.
These results are line of the results of Chengappa (2017) [4] and Sapate (2018) [5].

Table 2: Decision making/ Action plan component

Marketing activities	No	%
Issues decided after planning		
Ginger variety to be taken	93	66.42
Area allocation under ginger crop	111	79.28
Cultivation technology to be followed	96	68.57
Sources and methods of procuring inputs	90	64.28
Capital management	83	59.28
Sources consulted while taking decision		
Progressive farmers	97	69.28
Self-intuition	62	44.28
Successful marketers	95	67.85
Family members	78	55.71
Extension person	92	65.71
Agril. Department	87	62.14
University Scientist	82	58.57

Implementation of action plan component
Table 3 displays the marketing strategies used by ginger growers. 64.28 percent of ginger growers cultivate the varieties that are decided. For assistance in resolving field

issues, 67.14 percent of ginger producers consult Extension personnel. 87.85 percent ginger growers follow the marketing system as decided.
The majority of the ginger growers use wholesalers (49.28

percent) market for selling ginger followed by local traders (32.14 percent) and distant market (18.57 percent) and there were no ginger growers sell their ginger in E- market. (30.00 per cen)t ginger growers sell ginger within village followed by within district (26.42 percent), within taluka (23.57 percent), within state13.57 percent and outside state 6.42 percent. no ginger growers export their ginger outside of their nation.

No ginger growers sell their produce after processing or adding value. 100 percent ginger growers clean the produce before selling. 93.57 percent ginger growers grading the ginger. 65.71 percent ginger growers use own godown to store the ginger followed by local traders godown (26.42 percent) and hire godwon (7.87 percent). 63.58 percent ginger growers use tractor to transportation of ginger followed by

lorry (27.14 percent) and jeep (9.28 percent). 63.57 percent ginger growers select particular mode because available at door step followed by easy to load and unload (17.85 percent), less cost (11.42 percent), no other source available (7.16 percent). The majority of ginger growers (44.29 percent) sell ginger immediately after harvest followed by when price was high (41.43 percent), after considerable period of storage (13.57 percent) and when need of money (0.71 percent). 100 percent ginger growers weighing the ginger at the time of sale. The majority of ginger growers' sale ginger through wholesaler (42.14 percent) followed by village traders (30.00 percent), APMC (16.42 percent), self (11.42 percent).

The findings of the present study are similar to the findings of Chengappa (2019) [4].

Table 3: Implementation of action plan component

Marketing activities	No	%
Steps in implementing action plan		
Cultivate the ginger varieties as decided	90	64.28
Seek advice of extension personnel for solving field problems	94	67.14
Follow the marketing system as decided	123	87.85
Marketing activities performed		
Type of market used for selling ginger produce		
Local traders	45	32.14
Wholesalers	69	49.28
Distant market	26	18.57
E-Market	00	00.00
Place of market		
Within village	42	30.00
Within taluka	33	23.57
Within district	37	26.42
Within state	01	13.57
Outside state	09	6.42
Export	00	00.00
Sale after processing and value addition	00	00.00
Clean all the produce	140	100.00
Grading of ginger produce	131	93.57
Place of storage		
Own godown	92	65.71
Local traders	37	26.42
Hire godown	11	7.87
Mode of transportation		
Transportation of produce to market by		
Lorry	38	27.14
Tractor	89	63.58
Jeep	13	9.28
Reasons for selecting particular mode		
Available at door step	89	63.57
Less cost	16	11.42
It is easy to load and unload	25	17.85
No other mode	10	7.16
Time of sale of produce		
When prices are high	58	41.43
When in need of money	01	0.71
After considerable period of storage	19	13.57
Immediately after harvest	62	44.29
Weighing the ginger produce at the time of sale	100	100.00
Agency for sale of ginger produce		
Self	16	11.42
Through cooperatives	00	00.00
Wholesalers	59	42.14
Through APMC	23	16.42
Through village traders	42	30.00
E-Marketing/social media	00	00.00
Sale by creating their own branding	00	00.00

From Table 4. it is clear that 65.72 percent ginger growers showed medium marketing behaviour, while 18.57 percent exhibited low marketing behaviour and 15.71 percent displayed high marketing behaviour.

Near about two third (65.72 percent) ginger growers belong to medium marketing behaviour due to fact of medium level of source of information they also exhibited most of ginger growers complete their high school education, medium level of innovativeness and risk-taking ability.

These results are line of the results of Chengappa (2017) [4] and Sapate (2018) [5].

Table 4: Distribution of respondents according to their overall marketing behaviour.

Marketing behaviour index	No of respondents (N = 140)	
	No	**%**
Low (Up to 66)	26	18.57
Medium (66 to 86)	92	65.72
High (87 and above)	22	15.71
Total	140	100.00
Mean = 76.19	SD = 10.11	

Conclusion
The findings revealed that majority of the ginger growers had medium level of marketing behaviour. The possible reasons for that middle age, with a medium family size, marginal land holding, medium size of area under ginger cultivation, medium experience in ginger cultivation, medium annual income, medium income from ginger, medium level of social participation, medium risk orientation, and medium innovativeness. The majority of responders showed medium marketing behaviours. Therefore, in order to strengthen the marketing behaviour of ginger growers, it is essential to focus on their behaviour when designing appropriate strategies with training programmes, demonstrations, and the development and regulation of marketing policies like Minimum Support Price, provision for storage facilities, etc. from the state government.

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