

RELATIONSHIP OF MARKETING BEHAVIOUR WITH CHARACTERISTICS OF COFFEE GROWERS

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ABSTRACT

An efficient marketing is depending up on the marketing behaviour of the coffee growers and it's greatly influenced by their different personal, socio-economic and psychological characteristics. In this context, this paper documents these characteristics and its relationship along with direct – indirect effect on marketing behaviour of coffee growers in Kodagu district of Karnataka. From the study it is concluded that, marketing behaviour of the coffee growers was found to be influenced by personal, socio-economic and psychological characteristics. The education, irrigation status, annual income, land holding, area under coffee, source of information, risk orientation, economic orientation, innovativeness and scientific orientation have positive and strong correlation with their marketing behaviour. The age has negative and strong correlation but farming experience is negative and non-significant with marketing behaviour. Therefore, the concerned organizations and personnel may manipulate those characteristics for improving the marketing behaviour of coffee growers. Government with coffee board should take necessary steps to improve use of information source by establishing information centers at village level and frequent visits by experts.

Keywords: characteristics, coffee growers, marketing behaviour, correlation coefficient and path analysis

INTRODUCTION

Coffee is one of the highest foreign exchange earning crops in the country. India with its great potential has 4.05 per cent share of total world coffee production, in that Karnataka contributes to about 70 per cent (Anonymous 2016). An efficient marketing of any produce is essential for developing and maximizing returns and it is depend on the marketing behaviour of the producer. Marketing behaviour is the involvement of mental activities like information seeking, gaining knowledge about the market situation, making decisions about the crops to be grown, management of resources, crop production technology to be used, selection of market for sale of produce, as well as, cleaning, grading, storing, processing, packing, transportation, weighing of produce, selling and reviewing the after sale situation, performed by the grower (Chengappa, 2017). Marketing behaviour is greatly influenced by the different personal, socio-economic and psychological characteristics of coffee growers.

OBJECTIVES

- (1) To document the personal, socio-economic and psychological characteristics of coffee growers
- (2) To ascertain the relationship between personal, socio-economic and psychological characteristics along with direct – indirect effect on marketing behaviour of coffee growers.

METHODOLOGY

The study was conducted in all three tahsils namely Madikeri, Somvarpet and Virajpet of the Kodagu district of Karnataka state. Kodagu district was selected for study as area, production and productivity under the coffee crop in Kodagu district stands first in Karnataka state. From each tahsil two villages were selected as per the area. Total 120 respondents coffee growers were selected from selected six villages. The data was collected with the help of well-structured interview schedule by personal interview with the coffee growers and analyzed with suitable statistical tools and

methods viz. frequency, percentage, correlation coefficient and path analysis.

summarized under following heads and Tables 1 to 5.

RESULTS AND DISCUSSION

The personal, socio-economic and psychological characteristics of coffee growers and their relationship along with direct – indirect effect were studied and the results obtained from the study as well as discussions have been

Personal characteristics of coffee growers

The personal characteristics of coffee growers were studied with reference to age, education and farming experience. The results obtained regarding personal characteristics from the study have been presented in Table 1.

Table 1: Distribution of coffee growers according to their personal characteristics

(n=120)

Sr. No.	Personal characteristics of coffee growers	Frequency	Percentage
1	Age (years)		
a	Young (up to 36 years)	30	25.00
b	Middle (37 to 55 years)	76	63.33
c	Old (56 and above)	14	11.67
2	Education		
a	Primary (Up to 4 th standard)	01	0.83
b	Middle school (5 th to 7 th standard)	02	1.68
c	High school (8 th to 10 th standard)	19	15.83
d	Pre University College (11 th to 12 th standard)	28	23.33
e	Graduation (13 th to 15 th standard)	66	55.00
f	Post-Graduation (16 th and above)	04	3.33
3	Farming experience (years)		
a	Low (Up to 6 years)	19	15.83
b	Medium (7 to 15 years)	81	67.50
c	High (16 years and above)	20	16.67

The data presented in Table 1 revealed that majority (63.33 %) of the coffee growers were belong to the middle age group (37 to 55 years), more than one half (55.00 %) of coffee growers were graduates and majority (67.50 %) coffee growers had medium farming experience. The results are in line with Deepak (2006) and Dheeraj and Kalyan (2015).

Socio economic characteristics of coffee growers

The socio-economic characteristics of coffee growers were studied with reference to irrigation status, annual income, land holding and area under coffee. The results obtained from the study regarding socio economic characteristics of coffee growers have been presented in Table 2.

Table 2: Distribution of coffee growers according to their socio-economic characteristics

(n=120)

Sr. No.	Socio-economic characteristics of growers	Frequency	Percentage
1	Irrigation status (score)		
a	Poor (Up to 13)	16	13.33
b	Fair (14 to 36)	87	72.50
c	Good (37 and above)	17	14.17
2	Annual income (l)		
a	Low (< l 206540/-)	12	10.00
b	Medium (l 206541/- to l 651116/-)	90	75.00
c	High (>l 651117/-)	18	15.00
3	Land holding (ha)		
a	Marginal (up to 1.00)	7	5.83
b	Small (1.01 to 2.00)	34	28.33
c	Semi-medium (2.01 to 4.00)	25	20.83
d	Medium (4.01 to 10.00)	34	28.33
e	Big (10.01 and above)	20	16.68

Sr. No.	Socio-economic characteristics of growers		Frequency	Percentage
4	Area under coffee (ha)			
a	Small		90	91.67
	i.	<2	30	25.00
	ii.	2 to 4	33	27.50
	iii.	4 to 10	47	39.17
b	Large		10	08.33
	i.	10 to 25	09	07.50
	ii.	>25	01	0.83
5	Source of information (score)			
a	Low (Up to 35)		25	20.83
b	Medium (36 to 57)		56	46.67
c	High (58 and above)		39	32.50

The data presented in Table 2 depicted that, majority (72.50 %) of the respondents had fair source of irrigation status. The findings are supported by the findings of Nirban (2004). The findings reported by Patil (2015) differ with those of the present study.

Majority (75.00%) coffee growers had annual income between ₹ 206541/- to ₹ 651116/-. It was also emphasized that similar percentage i.e., 28.33 per cent respondents had small and medium level of land holding, large majority of coffee growers (91.67%) were small growers, whereas negligible amount (8.33%) were large growers.

Regarding the use of source of information about one half (46.67 %) of the respondents were using medium source of information. Patil *et al.* (2016) have reported similar findings.

Psychological characteristics of coffee growers

The psychological characteristics of coffee growers were studied with reference to economic orientation, innovativeness, risk orientation and scientific orientation. The results obtained from the study regarding psychological characteristics of coffee growers have been presented in Table 3.

Table 3: Distribution of coffee growers according to their psychological characteristics

(n=120)

Sr. No.	Psychological characteristics of coffee growers	Frequency	Percentage
1	Economic orientation (score)		
a	Low (6 to 8)	19	15.83
b	Medium (9 to 14)	74	61.67
c	High (15 to 18)	27	22.50
2	Innovativeness (score)		
a	Low (0 to 10)	29	24.17
b	Medium (11 to 17)	69	57.50
c	High (18 to 24)	22	18.33
3	Risk orientation (score)		
a	Low (6 to 9)	24	20.00
b	Medium (10 to 15)	65	54.17
c	High (16 to 18)	31	25.83
4	Scientific orientation (score)		
a	Low (0 to 3)	24	20.00
b	Medium (4 to 8)	77	64.17
c	High (9 to 10)	19	15.83

The data presented in the table 3 indicates that, majority (61.67%) of the respondents had medium economic orientation, 57.50 per cent of respondents had medium level of innovativeness, 54.16 per cent respondents had medium level of risk orientation and majority (64.17 %) of respondents had medium level scientific orientation. The results of the present study are supported by studies of Balarubini and Karthikeyan

(2015) and Gaikwad and Patil (2019).

Relationship between personal, socio-economic and psychological characteristics and marketing behaviour of coffee growers

Correlation coefficient gives an idea of positive or negative relationship between two variables. The relationship

(coefficient of correlation) between personal, socio-economic and psychological characteristics and marketing behaviour of coffee growers has been furnished in Table 4.

Table 4: Correlation coefficients between personal, socio-economic and psychological characteristics with marketing behaviour of coffee growers

(n=120)

Sr. No.	Characteristics	Correlation Coefficients (r) with marketing behaviour
X ₁	Age	-0.2011*
X ₂	Education	0.2519**
X ₃	Farming experience	-0.1001 ^{NS}
X ₄	Irrigation status	0.2474**
X ₅	Annual income	0.5310**
X ₆	Land holding	0.5295**
X ₇	Area under coffee	0.5035**
X ₈	Source of information	0.2405**
X ₉	Economic orientation	0.1963*
X ₁₀	Innovativeness	0.2325*
X ₁₁	Risk orientation	0.3207**
X ₁₂	Scientific orientation	0.2026*

(* Significant at 0.05 level of probability and ** Significant at 0.01 level of probability)

Therefore, it can be interpreted from the table 4 that, the age had negative and strong correlation with marketing behaviour. This implies that with the increase in the age of the respondent their marketing behaviour decreases. Similarly farming experience is negative and non-significant correlation with marketing behaviour.

The other characteristics, viz. education, irrigation status, annual income, land holding, area under coffee, source of information and risk orientation had positive and very strong correlation with marketing behaviour. Economic orientation, innovativeness, and scientific orientation have positive and strong correlation with marketing behaviour. This means that with the increase in these variables there will be an increase in the marketing behaviour of coffee growers.

Direct and indirect effect of characteristics of coffee growers on marketing behaviour

In order to know the direct and indirect effect of characteristics of coffee growers on marketing behaviour the path analysis was carried out for the same set of characteristics. The results were obtained are presented in Table 5.

Table 5: Direct and indirect effect of characteristics of coffee growers on marketing behaviour

(n=120)

Sr. No	Characteristics	Direct effect	Indirect effect
X ₁	Age	-0.1033	0.0259
X ₂	Education	0.1259	0.0686
X ₃	Farming experience	-0.0101	0.0197
X ₄	Irrigation status	-0.0660	0.2611
X ₅	Annual income	0.1250	0.4929
X ₆	Land holding	0.5392	0.1143
X ₇	Area under coffee	-0.2377	0.5136
X ₈	Source of information	0.1477	0.1034
X ₉	Economic orientation	0.0286	0.0853
X ₁₀	Innovativeness	0.1933	0.0204
X ₁₁	Risk orientation	0.1863	0.1711
X ₁₂	Scientific orientation	0.0476	0.0887
R Square value (R ²)			0.425
Residual effect			0.758

From Table 5 it is revealed that out of twelve characteristics, eight characteristics viz., education, annual income, land holding, source of information, economic orientation, innovativeness, risk orientation and scientific orientation contributed significantly towards marketing behaviour of coffee growers. The calculated R² was 0.425, which meant that these eight characteristics could explain 42.50 per cent variation in marketing behaviour of coffee growers. Thus it is concluded that the marketing behaviour was determined by these selected characteristics.

Besides this, while looking towards the direct and indirect effects of these characteristics over the marketing behaviour of coffee growers it was observed that characteristics viz., land holding (0.5392), innovativeness (0.1933), risk orientation (0.1863), education (0.1259) and annual income (0.1250) had recorded highest positive and direct effect over marketing behaviour. Means these are most contributing factor for marketing behaviour. At the same time farming experience (-0.0101) and irrigation status (-0.0660) had highest direct but negative effect on marketing behaviour. From the above Table we can infer that 42.50 per cent of R² value is the total contribution of all the characteristics taken under study with marketing behaviour.

CONCLUSION

From the study it can be concluded that, marketing behaviour of the coffee growers was found to be influenced by their personal and socio-economic characteristics. Therefore, the concerned organizations and personnel may manipulate those characteristics for improving the marketing behaviour

of the coffee growers. More concentration should be given to middle aged group for imparting knowledge through conducting more training programmes and also encourage young coffee growers to continue maintaining or taking up of the coffee plantations.

It is proved from the study that majority of the respondents had medium level of source of information, had medium level of innovativeness and risk taking ability. Therefore,

State Government with coffee board should take necessary steps to improve the awareness by establishing information centers at village levels and frequent visits by experts. Besides this State Government should take initiative to improve the level of innovativeness by providing literature on success stories as majority of growers was well educated.

CONFLICT OF INTEREST

No conflict of interest among researchers.

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