

MARKETING BEHAVIOUR OF KESAR MANGO AMONG THE MANGO GROWERS

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ABSTRACT

India is the second largest producer of fruits in the world and holds first position in production of mangoes. As per the second advance estimate of National Horticulture Board, mango is growing on 2291 thousand hectares area and produce 20444 thousand MT in India. The share of mango in total fruit production of Gujarat is 15.90 per cent and contributing 06.70 per cent share in the total production of Indian mango. The study was conducted in Navsari district and the 3 talukas were covered under the study. Two villages were selected from each selected taluka, thus selecting of six villages by simple random sampling technique. From each village 20 respondents were selected through randomly. Thus, total sample of 120 mango growers were drawn for study. The study concluded that majority of the Kesar mango growers under the study were found middle age, high school in education, medium farming experience, semi medium land holding, small area under kesar mango, medium level of annual income and medium farming experience. It was also found that majority of the Kesar mango growers had medium level of source of information, economic orientation, innovativeness, risk orientation, and scientific orientation. Further, majority of the Kesar mango growers were found to have medium level of marketing behaviour.

Keywords: marketing behaviour, personal profile, kesar mango, kesar mango farmers

INTRODUCTION

India is the second largest producer of fruits in the world and holds first position in production of mangoes. As per the second advance estimate of National Horticulture Board, mango is growing on 2291 thousand hectares area and produce 20444 thousand MT in India. The share of mango in total fruit production of Gujarat is 15.90 per cent and contributing 06.70 per cent share in the total production of Indian mango. (Anonymous, 2020-21).

The Gujarat Mango Hybrid-1 (GMH-1) was released in the year 2000 from Agriculture Experimental Station, Paria by giving the name Sonpari. This mango hybrid was developed by taking Alphonso as female parent and Baneshan as male parent. (Tala V. G. 2020).

Navsari is an important district of Gujarat which occupies not only vital position in South Gujarat but also in whole of the state as far as agricultural and industrial development is concerned. Navsari district stands second with respect to area and production of mango in Gujarat. Mango is the choicest fruit of India and also known as “pride of the garden” which may be consumed in all stages of growth. Mango is recognized as one of the most vital and well accepted fruit all over the world due to its taste, flavour, attractive colour, nutritive and aesthetic value. Besides taste

and good quality, it is also known as ‘The King of Fruits’ and also the National fruit of India. Mango is one of the important horticulture crops which have sound international demand as well as domestic demand also, so it has different marketing behaviour of growers than other crops.

Marketing plays a vital role in the mango. Hence, the present study has been undertaken in order to know the marketing behaviour by kesar mango growers in selected district. The results of the study would be useful for policy makers for making appropriate policy decisions and also for kesar mango growers to take up appropriate marketing decisions

OBJECTIVES

- (1) To study the personal profile of mango growers
- (2) To analyze the marketing behaviour of mango growers

METHODOLOGY

Ex-post-facto research design was used in the present investigation. The study was conducted in Navsari district purposively because of higher area under mango cultivation. The Navsari district consists of six talukas, on the basis of higher area under mango cultivation out of six,

three talukas Navsari, Gandevi and Chikhli were selected for study purpose. Two villages were selected from each selected taluka, thus a total six villages have selected randomly. A list of mango growers were prepared from selected villages. Out of those 20 respondents were selected from each village by simple random sampling technique. Thus, total sample of 120 mango growers were drawn for study. Finally, those mango growers were selected who have cultivated at least twenty mango trees. The well structured interview schedule was used for data collection. The data was tabulated and analyzed in the light of the objectives.

To analysis the data statistical tools viz., frequency, percentage, rank, arithmetic mean, correlation co-efficient and

standard deviation will be used with the use of Microsoft excel.

RESULTS AND DISCUSSIONS

Personal profile of mango growers

Based on the previous research studies, review of literature, discussion with scientists and consultation with experts in the field, the probable variables influencing directly or indirectly on the marketing behaviour of kesar mango by the growers were identified. These were age, education, land holding, area under mango, annual income, farming experience, source of information, economic orientation, innovativeness, risk orientation and scientific orientation.

Table1: Distribution of the kesar mango growers according to their personal profile

(n=120)

Personal profile	Categories	Frequency	Percentage
Age	Young (Up to 35 years)	19	15.83
	Middle (Between 36-50 years)	63	52.50
	Old (Above 50 years)	38	31.67
Education	Graduation and above	09	07.50
	High school (11th and 12th class)	49	40.84
	Middle school (9th to 10th class)	32	26.67
	Primary school (1st to 8th class)	19	15.83
	Functionally literate	11	09.16
	Illiterate	00	00.00
Land holding	Big (Above 10.00 ha)	04	03.33
	Medium (4.01 to 10.00 ha)	15	12.50
	Semi medium (2.01 to 4.00ha)	42	35.00
	Small (1.01 to 2.00 ha)	37	30.84
	Marginal (0.01 to 1.00 ha)	22	18.33
	Landless	00	00.00
Area under mango	Large (Above 10.00 ha)	00	00.00
	Medium (4.01 to 10.00 ha)	07	05.83
	Semi medium (2.01 to 4.00 ha)	29	24.17
	Small (1.01 to 2.00 ha)	57	47.50
	Marginal (Up to 1.00 ha)	27	22.50
Annual income	Low (Up to ₹ 50,000/-)	27	22.50
	Medium (₹ 50,001 to 1,00,000/-)	53	44.17
	High (Above ₹ 1,00,000/-)	40	33.33
Farming experience	Low	26	21.67
	Medium	74	61.67
	High	20	16.66
	Mean=16.74	SD= ± 8.42	
Source of information	Low	21	17.50
	Medium	82	68.33
	High	17	14.17
	Mean=19.97	SD= ± 2.59	

Personal profile	Categories	Frequency	Percentage
Economic orientation	Low	25	20.84
	Medium	75	62.50
	High	20	16.66
	Mean=18.99	SD= ± 2.52	
Innovativeness	Low	19	15.84
	Medium	81	67.50
	High	20	16.66
	Mean=15.34	SD= ± 3.42	
Risk orientation	Low	32	26.67
	Medium	66	55.00
	High	22	18.33
	Mean=18.75	SD= ± 2.67	
Scientific orientation	Low	35	29.17
	Medium	65	54.17
	High	20	16.66
	Mean=19.10	SD= ± 3.05	

The data in Table 1 reveals that slightly more than half (52.50 %) of the Kesar mango growers belonged to middle age category of 36 to 50 years, respectively. The probable reason for the higher demand for Kesar mangoes in the market is that most of the middle and young age Kesar mango growers are involved in mango cultivation. The findings are similar with Vinaya et al (2018) and Padaliya et al (2023).

Less than half (40.84 %) of the Kesar mango growers had high school level education. It is obvious from above finding that the Kesar mango growers have experienced and understood the significance of education as the means to improve their overall living standard. The educated person can handle any business smoothly and can take a right decision at right time. In this preview this is good sign.

Slightly more than one-third (35.00 %) of the Kesar mango growers belonged to semi medium category of land holding. The probable reason might be due to economic advantage derived in Kesar mango cultivation, growers are interested in increasing land holding.

Less than half (47.50%) of the Kesar mango growers had small area under Kesar mango cultivation. The probable reason might be due to growers are interested in cultivating major area of their land holding under Kesar mango.

Less than half (44.17 %) of the Kesar mango growers had medium annual income. The probable reason might be due to their good education and experience in Kesar mango growing and majority of Kesar mango growers could

get high annual returns from Kesar mango growing so they found with medium to high level of annual income.

Majority (61.67 %) of the Kesar mango growers had medium level of farming experience. The reason might be due to over the year of Kesar mango growers have adopted modified among new production technologies to decrease cost of cultivation. The findings are similar with Ranoliya P. D. (2022) and Padaliya D. N. (2023).

Majority (68.33 %) of the Kesar mango growers had medium level of source of information. The finding are similar with Kanwal (2019) and Manjunath *et al.* (2019).

Majority (62.50 %) of the Kesar mango growers had medium level of economic orientations. The reason might be due to Kesar mango growers are now adopting low cost production technologies and are also exploring new marketing channels to derive more profit level.

Slightly more than two third (67.50 %) of the Kesar mango growers had medium level of innovativeness. The reason might be due to growing awareness among growers they are more feasible in adopting new production technologies and marketing ways. The findings are similar with Padaliya D. N. (2023).

More than half (55.00 %) of the Kesar mango growers had medium level of risk orientation. The reason might be due to mango growers ready to take calculated risk in finding new ways for marketing Kesar mango. The finding are similar with Kanwal (2019), Manjunath *et al.* (2019) and Padaliya D. N. (2023).

More than half (54.17 %) of the Kesar mango growers had medium level of scientific orientation. The reason might be due to growers having faith in advices given by different scientist belonging to agriculture institute and FPO, growers are ready to test and follow their new advices. The findings are similar with Padaliya D. N. (2023) and Ranoliya P. D. (2022).

Marketing behaviour of kesar mango growers

The study aimed at understanding the marketing behaviour of the Kesar mango growers from Navsari district of Gujarat.

Table2: Distribution of the kesar mango growers according to their overall marketing behaviour

(n=120)

Sr. No.	Categories	Frequency	Percentage
1	Low	25	20.84
2	Medium	74	61.66
3	High	21	17.50

(Mean=67.02)

(SD= ± 12.33)

It is evident from table 2 that majority (61.66 %) of Kesar mango growers had medium marketing behaviour, followed by 20.84 and 17.50 per cent had low and high marketing behaviour. it could be concluded that majority of the Kesar mango growers were found to medium level of marketing behaviour. The possible reasons for the above trend might be due to the fact that majority of the kesar mango trend might be due to the fact that majority of the kesar mango farmers had medium levels of Land holding, Source of information, Innovativeness, Risk orientation and Scientific which resulted in medium level of marketing behaviour. The findings are similar with Patil (2018), Sapate (2018), and Bahubali (2020).

CONCLUSION

Majority of the Kesar mango growers under the study were found to have middle age, high school in education, medium farming experience, semi medium land holding, small area under kesar mango, medium level of annual income and medium farming experience. It was also found that majority of the Kesar mango growers had medium level of source of information, economic orientation, innovativeness, risk orientation and scientific orientation. Finding of the study would help planners and administrators of the department of horticulture, researchers and extension personnel's, to provides basis for enhancing marketing behaviour along with other identified significant traits in

different identified contexts. Marketing behaviour of the Kesar mango growers was found to be influenced by their personal profile characteristics. The concerned organizations and personnel may manipulate those characteristics for improving the marketing behaviour of the mango growers. Fluctuation in market prices was the major constrain occurred in the study area. Therefore, it is suggested that efforts to minimize the commission charges by the concerned authorities. And the study was confined only to one district in the state therefore the results cannot be generalized. Similar studies can be taken up in other districts in order to generalize the results comprising more number of mango growers. A similar study can be conducted to know the marketing behaviour of farmers growing other fruits crops, flowers and commercial crops. Similar studies can be repeated after a conclusive period of five years to assess the marketing behaviour of the Kesar mango growers.

CONFLICT OF INTREST

All authors express no conflict of interest in any part of the research.

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