

## RELATIONSHIP BETWEEN MARKETING BEHAVIOUR AND PERSONAL PROFILE OF MANGO GROWERS

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### ABSTRACT

*Mango plays a significant role in Gujarat's fruit cultivation, accounting for 15.90% of the state's total fruit production. On the national scale, Gujarat contributes 6.70% to India's overall mango output. India, recognized as the second largest fruit producer globally, holds the top position in mango production. According to the Second Advance Estimates released by the National Horticulture Board, mangoes are cultivated across 2,291 thousand hectares in the country, yielding a total production of approximately 20,444 thousand metric tonnes (MT). The mango, often hailed as the "king of fruits," blends tropical sweetness with cultural richness, symbolizing prosperity and delight across generations. Ex-post-facto research design was used in the present investigation. According to Robinson (1976), an ex-post-facto design is a systematic empirical inquiry in which the independent variables have not been directly managed because they have already occurred or inherently not manageable. 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. It was also concluded that the selected variables viz., education, land holding, area under mango, source of information, economic orientation, innovativeness, and scientific orientation were found positive and highly significant relationship with their marketing behaviour. Whereas, the variable annual income farming experience and risk orientation were positive and significantly. Only age had negative and non-significant relationship with the marketing behaviour.*

**Keywords:** relationship, marketing behaviour and personal profile

### INTRODUCTION

India ranks as the second largest fruit producer globally and proudly leads the world in mango production. According to the Second Advance Estimates by the National Horticulture Board, mango cultivation spans approximately 2,291 thousand hectares, yielding around 20,444 thousand metric tonnes nationwide. In Gujarat, mangoes make up 15.90% of the state's total fruit output, contributing 6.70% to India's overall mango production. (Anonymous, 2020-21).

Mango (*Mangifera indica* L.), a fruit with ancient origins and deep cultural significance in India, stands as a worthy contender for the title of the national fruit. Celebrated for its rich flavor and diversity, the mango is cherished across the country and rightfully commands its reputation as the "King of Fruits," symbolizing both abundance and tradition in Indian life. (Padaliya D. N. 2023).

India ranks as the second largest fruit producer globally, following China, with a total fruit output of 99.07 million metric tonnes. Remarkably, just five fruits—mango,

banana, citrus, guava, and apple—account for nearly 75% of the country's total fruit production, highlighting their dominant role in India's horticultural landscape. (Ranoliya P. D. 2022).

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.

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

**OBJECTIVE**

To ascertain the relationship between marketing behaviour and personal profile 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.

Word “variable” self-explicit about its varying behaviour. Different researchers noted that by nature an individual is behaving differently in same situation moreover, the independent variables may have influence on dependent variable. Considering this fact, an attempt was made to find out the association between selected independent and dependent variable. The relationship was worked out by using the correlation co-efficient (r).

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**

**Relationship between marketing behaviour and 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.

The coefficient of correlation of each of the independent variables with marketing behaviour of Kesar mango growers in Navsari district has been furnished in table 1.

**Table1: Relationship between the independent variables and their marketing behaviour (n=120)**

Sr. No.	Variables	‘r’ value
X <sub>1</sub>	Age	-0.124 <sup>NS</sup>
X <sub>2</sub>	Education	0.266 <sup>**</sup>
X <sub>3</sub>	Land holding	0.307 <sup>**</sup>
X <sub>4</sub>	Area under mango	0.341 <sup>**</sup>
X <sub>5</sub>	Annual income	0.219 <sup>*</sup>
X <sub>6</sub>	Farming experience	0.199 <sup>*</sup>
X <sub>7</sub>	Source of information	0.341 <sup>**</sup>
X <sub>8</sub>	Economic orientation	0.337 <sup>**</sup>
X <sub>9</sub>	Innovativeness	0.334 <sup>**</sup>
X <sub>10</sub>	Risk orientation	0.222 <sup>*</sup>
X <sub>11</sub>	Scientific orientation	0.342 <sup>**</sup>

\* Significant at 0.05 level of probability,  
 \*\* Significant at 0.01 level of probability and  
 NS Non-significant

The data presented in table 1 indicated that education (0.266\*\*), land holding (0.307\*\*), area under mango (0.341\*\*), source of information (0.341\*\*), economic orientation (0.337\*\*), innovativeness (0.334\*\*) and scientific orientation (0.342\*\*) were found to be positively and highly significant associated with marketing behaviour. Annual income (0.219\*), farming experience (0.199\*) and risk orientation (0.222\*) were found positive and significantly related. Age (-0.124<sup>NS</sup>) had negative and non-significant relationship with marketing behaviour. This indicated that marketing behaviour of kesar mango growers is influenced by the outlook of the kesar mango grower to take risk in mango cultivation.

Results shown that education, land holding, area under mango, source of information, economic orientation, innovativeness and scientific orientation were found positive and highly significant. Annual income, farming experience and risk orientation were found positive and significantly related. While, age had negative and non-significant relationship with marketing behaviour.

Similar finding by P. B. Khodifad (2024) in specific of age, education, land holding, scientific orientation. This finding has been supported by the findings of Chengappa (2017), Sapate (2018) and Bahubali (2020), Archit *et al.* (2023), Dharasanda *et al.* (2024), Dangi *et al.* (2024), Kavadi and Pandya (2024).

## CONCLUSION

It is also concluded that the selected variables viz., education, land holding, area under mango, source of information, economic orientation, innovativeness and scientific orientation were in positive and highly significant relationship with their marketing behaviour. Whereas, the variable annual income farming experience and risk orientation were in positive and significantly. Only age had negative and non-significant relationship with the marketing behaviour.

## IMPLICATIONS

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.

## CONFLICT OF INTEREST

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

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