

A STUDY ON MARKETER'S PERSPECTIVE ON THE PROBLEMS FACED DURING THE MARKETING OF COCONUT PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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Abstract

The present study analysed the problems faced by the coconut product manufacturers and marketers. This study is based on secondary and primary data. The sampling plan is based on simple random sampling followed by random technique, the researcher has selected randomly 300 samples in entire Coimbatore district. The study were employed statistical tools were employed to analyze and interpret the data. Simple frequency, Factor Analysis, Cluster, Discriminant Analysis, Anova and Chi-square test. Over the years the Marketers have faced different environments which made them survived in high latitudes, drought, soil, resistance and so on, of all these problems, the coconut industry has grown significantly by producing, marketing with the available infrastructure facilities. The farmers have to diverse their farming practices. This will give the additional revenue and ways for sustaining profit. The researchers, scientists, farmers have to be in a forum to exchange ideas and transmit the ideas in to action for enhancing sustainability. Coconut marketing will bring addition revenue, if the market segmentations are properly made by concentrating the expectation of different customers groups. As the products of coconuts are lined up, different marketing strategies have to be adopted for better sales. The aspects of branding, customised marketing and reorienting towards value addition will fetch better results.

Keywords: Coconut Product, Marketers, producer

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Introduction

Agriculture is back bone of India. It has been predominant role play in socio economic development of all countries. Coconut is considered to be the most important and useful tree among the tropical palms which gives coconut water, kernel, oilcake for cattle etc. The major portion of coconut cultivation is from the four south Indian states, namely Kerala, Tamil Nadu, Andhra Pradesh and Karnataka, which comes up to 90 per cent of total coconut production. This crop has a significant impact on social and cultural impact on the coconut cultivators. Marketability and price established of coconut and it by products determine the economic condition of farmers. Tamil Nadu is one of the most important states in country in terms of coconut production after the state of Kerala. Tamil Nadu is one of the leading coconut producing states in India.

The coconut palm is botanically referred to as the 'Coco's nucifera'. It is a member of the arecaceae or palm family. In fact, the coconut palm is the only member of the genus *Coco's*. The palm thrives in the tropical regions and is a major trade component due to its various decorative, culinary and other non-culinary uses. The coconut fruit and palm are believed to have their roots on South Asian soil. Research reveals that the palm is native to the Ganges Delta, in Asia. There are a number of studies that also claim that the fruit has its origin in the northwestern region of South America. There are a number of fossil records that are being researched upon. Some of the fossils found in New Zealand are indicative of the fact that the palm thrived along the New Zealand coast as far back as 15 million years ago.

COCONUT PRODUCTS

Primarily, early stage coconuts are harvested from coconut trees for the purpose of coconut water. It is called Tender coconut. The dried coconuts are harvested and stored until the fibrous husks are completely dry. The following main products are produced from the coconut trees. Tender Coconut Water, Copra, Coconut Oil, Raw Kernel, Coconut, Cake, Coconut Toddy,

Coconut Shell based Products, Coconut Wood based Products, Coconut Leaves and Coir Pith. Other than these, Coconut Product are manufactured from the coconut like, Activated carbon, Ball copra, Coconut, Coconut biscuit, Coconut chips, Coconut chutney powder, Coconut honey, Coconut husk, Coconut husk handicrafts, Coconut jaggery, Coconut jam, Coconut milk and cream, Coconut milk powder spraydried, Coconut oil, Coconut oil - Medicated, Coconut shell handicrafts, Coconut shell ice cream cups, Coconut shell powder, Coconut squash, Coconut sweets, Coconut vinegar, Coconut water concentrate, Coconut water soda, Coconut wood handicrafts, Coir pith briquet, Coir products, Copra, Desiccated coconut, Nata de cocoa, Technology Source, Tender coconut, Tender coconut Minimal processed, Tender coconut snowball, Tender coconut water – packed, Theyal mix. These products manufacturers are availed required support from the local area. Even though, they are facing many problems in production and marketing.

Review of literature

Chandran, D. (2010) Toanalyse about the marketing problems faced by coconut processing units in Thrissur District. the data collected from 20 coconut processing units located at Thrissur district and analysed using descriptive statistics and factor analysis. The findings obtained from the study will be useful for the coconut industrialist to frame policies and strategies for the revival of the coconut-processing sector and their marketing segment

Kumajas, B. M., & Tuerah, P. (2010).aims at figuring out the condition of resource aspects in their influence upon the development of farm enterprises. The research shows that the geographical factors such as physical environment, social economic factors and human resources in the two research sites determine the development of farm enterprises

Mwachiro, E. C., & Gakure, R. W. (2011) To investigate the factors hindering the local community from benefiting from this cash crop The data collected from 150 respondents and tested using ANOVA. The results indicated that low prices of the coconut products, unclear legal framework, lack of proper markets, poor farming methods, low productivity and lack of financial support from the government and financial institutions are some of the factors that hinder the indigenous community from benefiting from the coconut products in the region.

Oleke, J. M et.al 2012, analysed farmers perceptions of the effects of coconut mite in their livelihood and assessed crop diversification, The result indicated that the damaged nuts cause a loss of more than 30% of the cash income from coconut.

Chinniah, M., & Suresh, G. (2013) objectives of this study is to know about the marketing channels prevailing among the coconut producers, It clearly shows that the marketing system is not favourable to the farmers. If the government takes necessary steps to regulate coconut marketing process and gives, financial assistance to make value added products from core products it may encourage the coconut production

Kumar, N., & Kapoor, S. (2013).examines the market chains for coconut to find the flow of product from farmers through different intermediaries to the consumers. suggested that coconut based industries should be jointly promoted by State Industry Department, State Agriculture Department and Coconut Development Board.

Sangeetha, P., & Nadu, T. (2016) analyse the various problems faced by the producers while marketing coconut products. Finding depicts that the Capital, working capital, sales man, coconut product supply in time, consumer demand and taste are major factors affects coconut products and marketing promotional activities.

Yamuna, S. M., & Ramya, M. R. (2016) examine the awareness of respondents about the coconut marketing and analyse the problems in coconut cultivation and marketing using Chi-square Analysis Average Ranking analysis Average Scoring Analysis. Finding clearly shows that the marketing system is not favourable to the farmers. If the government takes necessary steps to regulate coconut marketing process and gives, financial assistance to make value added products from core products it may encourage the coconut production

Naik, J. N., & Nagaraja, G. (2017), analyse the impact on social and cultural impact on the coconut cultivators. To examine the awareness and problems of respondents about the coconut marketing, study has brought out the profitability involved in the cultivation and economic aspects of coconut. The present study has brought out the profitability involved in the cultivation and economic aspects of coconut.

SCOPE OF THE STUDY:

It was observed that the studies under review were based on large samples at the macro level with a limited scope of enquiry, and had certain major deficiencies. During the evaluation, it was found that these studies did not go into the aspects of performance of the coconut products

marketing, a few traders (Sellers) on actual problems faced by coconut products marketing and inland marketers and exporters. Hence the purpose of the present work is assessing the problems in coconut products marketing. The researcher has conducted interviews with few coconut products manufactures in Coimbatore city. They expressed many problems in term of finance, labour, raw material non-availability, insufficient technology and training, poor marketing etc. So, the concluded that required study to give solution for their problems.

. OBJECTIVES OF THE STUDY

- To analyse the demographic, business related information of marketers and producers.
- To analyse the various problems faced by the marketers while marketing the coconut products.
- To evaluate the problems faced by the manufacturer while producing coconut products.
- To assess the relationship between the demographic, business information with respect to production and marketing.

STATEMENT OF PROBLEM

The coconut products sellers are facing innumerable problems and some observed by the researcher as follows:

- Huge maintenance expenses are incurred by the sellers.
- The coconut products sellers are facing problems in getting good quality of coconut products in cheaper cost in throughout the year.
- Central and state governments are not providing necessary assistance to all coconut products manufacturers and sellers.
- Frequently coconut products prices are fluctuating without any reasons.
- Perishable and unsold coconut products are not taken by distributor/ manufacturers.

The present study was conducted by applying the random sampling technique for coconut product manufacturers and marketers.

LIMITATION OF THE STUDY

- ❖ The study is based upon the survey of opinion of traders and shopkeepers. By using appropriate sampling technique and hence subject to the limitations of any sample survey.

- ❖ The survey essentially relates to opinion on marketers of coconut products manufactures, and marketing of coconut products.

METHODOLOGY AND TOOLS

Sources of data : This study is based on secondary and primary data.

Primary Data : The researcher designed a questionnaire for collecting primary data, with the assistance of selected coconut Products marketers. Questions related to various aspects of source of coconut products, Items of products, nature of the shop, infrastructure facilities, marketing methods, insurance, marketing development assistance, source of export, and other facilities were incorporated in the questionnaire

Secondary Data : The required data were collected from Tamil Nadu Agriculture University (TNAU), Azhiyar coconut research center, Coimbatore District agriculture office, Primary agriculture centers (PAC), Coconut products production co-operative centers, offices of the apex bodies of foreign trade in India, such as Export Promotion Councils, a renowned research institute under Indian Council of Agricultural Research (ICAR), Ministry of Agriculture, Government of India, Coconut Development Board

Sampling method: The survey was conducted by applying the random sampling technique for coconut product manufacturers and marketers. The sampling plan is based on simple random sampling followed by random technique. The total number of the coconut products marketers in Coimbatore district population is unknown. So, the researcher has selected randomly 300 samples in entire Coimbatore district.

TOOLS OF ANALYSIS:

The following statistical tools were employed to analyze and interpret the data. Simple frequency, Factor Analysis, Cluster, Discriminant Analysis, Anova and Chi-square test.

ANALYSIS AND INTERPRETATION

To analyse the demographic profile of the marketers who are involved in the marketing activities of coconut products

Gender	Male	169	56.3
	Female	131	43.7
	Total	300	100
Residential	Own house	93	31.0
	Rented Building	110	36.7
	Leased house	97	32.3
	Total	300	100
Present status of family members	Studying	119	39.7
	Working in the same business	49	16.3
	Involved in other business	132	44.0
	Total	300	100
Nature of business	Retail shop	84	28.0
	Wholesale business	86	28.7
	Commission agent	98	32.7
	Running for lease	32	10.6
	Total	300	100
Items of Products sold	Coconut products only	153	51.0
	Multiproduct	39	13.0
	Part of coconut products	108	36.0
	Total	300	100
Mode of purchase	Cash	151	50.3
	Credit	49	16.3
	Both	100	33.3
	Total	300	100

It is inferred that from the table that 169 (56.3%) of the respondents are male and remaining 131 (43.7%) are female. There are 110 (36.7%) of the respondents are living in rented

building, 97 (32.3%) of the respondents are living in leased house and 93 (31%) of the respondent have own house. Out of 300 respondents,132 (44%) of the respondents family members are working in other business, 119 (39.7%) of the respondents family members are studying and 49 (16.3%) of the respondents family members are involved in other business. 32.7% of the respondents nature of business are commission agent.153 (51) percent of the respondent were selling coconut products only, 108 (36) percent of the respondents were selling part of coconut products and 13 percent of the respondent were selling multiproduct. . It was found that 151 (50.3%) of the respondent’s mode of purchase was through cash, 100 (33.3%) of the respondent mode of purchase was both cash and credit and 49 (16.3%) of the respondent mode of purchase was through credit.

Chi square Test

Association between the nature of business and business related information (Chi square)

H0: There is no significant association between the nature of business and the Items of product sold, place of purchase, mode of purchase, mode of payment when purchased on credit, type of coconut products sold, and percentage of profit.

S.No	Chi-square Test	Value	df	Asymp. Sig. (2-sided)	Result
1	Items of product sold	3.864 ^a	6	0.695	NS
2	Place of Purchase	9.837 ^a	9	0.402	NS
3	Mode of purchase	4.473 ^a	6	0.613	NS
4	Mode of payment when purchase on credit	3.681 ^a	6	0.720	NS
5	Type of coconut product sold	4.680 ^a	9	0.861	NS
6	Percentage of profit	9.274 ^a	6	0.159	NS

S – Significant, NS – Not Significant

It is found from the table, that the hypothesis is accepted (Not Significant) in all the 6 cases. Therefore, it can be concluded that the nature of business has no impact on business related information.

Marketing Problems – An Analysis

Table: KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.729
Bartlett's Test of Sphericity	Approx. Chi-Square	8870.383
	df	300
	Sig.	.000

Table : Communalities		
	Initial	Extraction
Lack of awareness on trade	1.000	.912
Lack of infrastructural facilities	1.000	.847
Paucity of funds for expansion	1.000	.795
Lack of co - ordinating agency to give market support	1.000	.753
Lack of procuring agency	1.000	.899
Inadequate market information	1.000	.877
Erratic fluctuation in price	1.000	.848
Lack of propaganda from the government	1.000	.902
High cost of packing	1.000	.891
High rate of damage in transit	1.000	.884
Frequent changes in taste and preference of consumers	1.000	.883
Frequent emergence of hybrid varieties	1.000	.928
Short supply to fulfil bulk orders	1.000	.889
Improper grading and packing procedure	1.000	.858
Inadequate facilities for quick and timely transportation	1.000	.684
Lack of storage facilities	1.000	.900
Absence of marketing network	1.000	.952
Low internal demand	1.000	.884
Lack of market intelligent service	1.000	.894
Poor copra quality	1.000	.837
Improper grading and packing procedure	1.000	.858
No possibility of branding	1.000	.847
High cost of packing	1.000	.827

Low reliability and trust over size of the coconut	1.000	.843
Human resource availability	1.000	.879
Extraction Method: Principal Component Analysis.		

In Table Bartlett’s test of sphericity and KAISER MEYER OLKIN measures of sample adequacy were used to test the appropriateness of the factor model. Bartlett’s test was used to test the null hypothesis that the variables of this study are not correlated. Since the approximate chi square value is 8870.383 which is significant at 5% level, the test leads to the rejection of the null hypothesis.

The value of KMO statistics (0.729) was also large and it revealed that factor analysis might be considered as an appropriate technique for analysing the correlation matrix. The communality table showed the initial and extraction values.

ANOVA (Analysis of Variance) for the factors of various marketing problems faced by the marketers

ANOVA						
Marketing problems	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
Absence of marketing strategy	2.173	2	.531	297	4.090	.018
Policy and packing support	4.907	2	.451	297	10.868	.000
Slide down in demand and hike in prices of raw materials	51.564	2	.209	297	246.754	.000
No efficient transport system	4.861	2	.268	297	18.138	.000
Lack of research and development in price and market	31.796	2	.313	297	101.701	.000
Emergence of new technologies	21.784	2	.455	297	47.928	.000

The final cluster centers table shows that the three clusters differ in mean value of all the six factors. The ANOVA table indicates that difference exists among the three clusters in the mean

values are significantly different. The significant value for the five factors is 0.000. This means that the five factors have significant contribution on dividing respondents into three segments based on their marketing problems

The clusters of various marketing problems faced by the marketers has been analysed with business-related details, financial assistance and customer relation through Analysis of Variance in order to find the significant difference.

H0: There is no significant difference among various marketing problems faced by the marketers and nature of business.

H1: There is significant difference among various marketing problems faced by the marketers and nature of business.

Table: ANOVA

Source of Variance		Sum of Squares	df	Mean Square	F	Sig.	Result
Absence of marketing strategy	Between Groups	2.997	3	.999	1.858	.137	NS
	Within Groups	159.163	296	.538			
	Total	162.160	299				
Policy and packing support	Between Groups	.598	3	.199	.412	.745	NS
	Within Groups	143.298	296	.484			
	Total	143.896	299				
Slide down in demand and hike in prices of raw materials	Between Groups	5.442	3	1.814	3.361	.019	S
	Within Groups	159.750	296	.540			
	Total	165.192	299				
No efficient transport system	Between Groups	.347	3	.116	.385	.764	NS
	Within Groups	88.964	296	.301			
	Total	89.311	299				
Lack of research and development in price and market	Between Groups	.328	3	.109	.207	.891	NS
	Within Groups	156.120	296	.527			
	Total	156.449	299				
Emergence of new	Between Groups	.888	3	.296	.493	.687	

technologies	Within Groups	177.667	296	.600			NS
	Total	178.555	299				

Source: Primary data * Significant at 5 percent level of significance

The above table indicates that various marketing problems faced by the marketers do not have significant differences across nature of unit. Hence, the null hypothesis is rejected with respect to various marketing problems faced by the marketers. The alternative hypothesis (H1) is accepted for other marketing problems and the alternate hypothesis is rejected for slide down in demand and hike in prices of raw materials factor.

H0: There is no significant difference among various marketing problems faced by the marketers and mode of purchase.

H1: There is significant difference among various marketing problems faced by the marketers and mode of purchase.

Table : ANOVA							
Sources of variance		Sum of Squares	df	Mean Square	F	Sig.	Result
Absence of marketing strategy	Between Groups	.951	2	.476	.876	.417	NS
	Within Groups	161.209	297	.543			
	Total	162.160	299				
Policy and packing support	Between Groups	.038	2	.019	.039	.962	NS
	Within Groups	143.858	297	.484			
	Total	143.896	299				
Slide down in demand and hike in prices of raw materials	Between Groups	1.699	2	.850	1.544	.215	NS
	Within Groups	163.492	297	.550			
	Total	165.192	299				
No efficient transport system	Between Groups	.233	2	.116	.388	.679	NS
	Within Groups	89.079	297	.300			
	Total	89.311	299				
Lack of research and development in price and	Between Groups	2.897	2	1.449	2.802	.062	NS
	Within Groups	153.551	297	.517			

market	Total	156.449	299				
Emergence of new technologies	Between Groups	.367	2	.183	.305	.737	NS
	Within Groups	178.189	297	.600			
	Total	178.555	299				

Source: Primary data * Significant at 5 percent level of significance

The above table indicates that various marketing problems faced by the marketers do not have significant differences across mode of purchase. Hence, the null hypothesis is rejected with respect to various marketing problems faced by the marketers. The alternative hypothesis (H1) is accepted for other marketing problems.

Conclusion

Agriculture is the main occupation of many in Tamilnadu district, It has given an opportunity for the agriculturists to lead their life in a self-contemptway. Over the years the Marketers have faced different environments which made them survived in high latitudes, drought, soil, resistance and so on, of all these problems, the coconut industry has grown significantly by producing, marketing with the available infrastructure facilities. The farmers have to diverse their farming practices. This will give the additional revenue and ways for sustaining profit. The researchers, scientists, farmers have to be in a forum to exchange ideas and transmit the ideas in to action for enhancing sustainability.Coconut marketing will bring addition revenue, if the market segmentations are properly made by concentrating the expectation of different customers groups. As the products of coconuts are lined up, different marketing strategies have to be adopted for better sales. The aspects of branding, customised marketing and reorienting towards value addition will fetch better results.

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