

## **STUDY OF MARKETING OF SELECTED VEGETABLES AND BUYER BEHAVIOUR IN VEGETABLE MARKETS**

**Ramlal Mansaram Gahane**

Jagat Arts, Commerce and Iniraben Hariharbhai Patel Science College, Goregaon, District  
- Gondia

### **Abstract :**

Vegetables provide vital protective nutrients like vitamins and minerals in the balanced diet of human beings. It is not an exaggeration to say that there is no human being in the world who does not consume vegetables. In India Agriculture was practiced formerly on a subsistence basis; the villages were self sufficient, people exchanged their goods, and services within the village on a barter basis. With the development of means of transport and storage facilities, agriculture has become commercial in character; the farmer grows those crops that fetch a better price. This paper focuses on the marketing of selected vegetables and buyer behavior.

*Keywords : marketing, behavior, vegetable market*

### **Introduction :**

India has 168 million hectares of arable land, second only to the United States, with diverse climatic conditions, India also hosts a range of crops spanning. Those grown at some of the highest altitudes in the world in the Himalayas in the north, to rice fields on the coastal plains in the south. India is among the top three global products including tea, potatoes, tropical fruits, wheat, rice, lentils, spices, pulses, sugarcane, fresh vegetables, bananas and mangoes. However, India's exports of agro produce are small and its impact on the global agri trade has been mixed (ponder over the statistics given below).

- It accounts for 10% of global fruit output and 14% of global vegetable output.
- Horticulture exports account for less than 1% of the world trade in fresh produce..
- Less than 15% of agro-products reach food-processing units.
- Almost 30% of total production is wasted.

India can become the food supplier of the world. It has the cultivable land. All the seasons for production of all varieties of fruits and vegetables, and agribusiness system that works although it needs to be vastly improved. The single most important problem facing the Indian agricultural industry is the highly inefficient marketing system.

The increasing trend of globalization has brought new challenges in terms of finding a market for the marketed surplus. There is also a need to respond to the challenges and opportunities, that the global markets offer in the liberalized trade regime. The farming community, to reap benefits, needs to access the new global market opportunities. Also the internal agricultural marketing system in our country needs to be integrated and strengthened. The Government of India is striving to prepare the Indian agricultural markets and marketing environment so as to provide maximum benefits to the producers and in turn to compete with the global markets. Agriculture and agricultural marketing needs to be re-oriented to respond to the market needs and consumer preferences. Agricultural marketing reforms and creation of marketing infrastructure has been initiated to achieve the above purpose.

This chapter will discuss the basic elements of agriculture marketing covering its meaning, definition, scope, importance, function. This chapter will also throw light on how agricultural marketing differs from other forms of marketing.

### **Definition and Scope of Agricultural Marketing**

Rural marketing can be defined as a function which manages all those activities involved in assessing, stimulating and converting the purchasing power into an effective demand or specific products and services, and moving them to the people in rural areas to create satisfaction and a standard of living to them and thereby achieve the goals of the organization.

Agricultural Marketing is a part of rural marketing, the only difference is that agricultural marketing does not cover the exchanges of the products and services which are not related with agriculture. E.g. FMCG products like soap, tooth paste, consumer durables, etc.

Agricultural marketing has two aspects i.e.

1. Input marketing refers to marketing of products required for agricultural production.
2. Output marketing includes the marketing agro produce like food grains, vegetable, milk etc.

The table below shows the various agro based inputs and outputs

### **Scope of Agricultural Marketing**

<b>Agricultural Marketing Inputs</b>	<b>Agricultural Marketing Outputs</b>
(a) Consumable Inputs <ul style="list-style-type: none"><li>• Nutrition (Fertiliser, Water, Manure)</li><li>• Seed Care.</li></ul>	Horticulture Items <ul style="list-style-type: none"><li>• Flowers (Rose, Jasmine, aromatic plants).</li></ul>

<ul style="list-style-type: none"><li>• Soil care (Calcium,Gypsum,Fertilisers)</li><li>• Animal Food (Poultry Feed,Cattle Feed).</li><li>• Power (Electricity, Diesel).</li><li>• Tools (Spade,Sickle,Crowbar).</li></ul> <p>(b) Durable Inputs</p> <ul style="list-style-type: none"><li>• Facilities (Tractor,Power,Tiller, Thresher)</li><li>• Water Supply (Pump Set,Motor, Sprinkler).</li><li>• Sheds (Tiles,Sheets,Cement)</li><li>• Transport (Cart, Tractor, Trailer).</li><li>• Livestock (Bullocks,Cows,Sheep)</li><li>• Spares (Tyres, Maintenance Tools &amp; Spares).</li></ul>	<ul style="list-style-type: none"><li>• Spices (Cashew nuts, Medicinal Plants, Arcanuts).</li><li>• Vegetables (green leaf, Brinjal, Potato, Cabbage, Peas, etc.).</li><li>• Fruits (Mango,grapes, Oranges, Papya, Sapota etc.).</li></ul> <ul style="list-style-type: none"><li>- Food grains(Wheat, Rice,Pulses).</li><li>- Oil seeds (Sunflower,Soyabean, castor)</li><li>- Fibre Products (Cotton, Jute)</li><li>- Beverage Items(Tea,Coffe, Tobacco).</li><li>- Cash items(Rubber,Sugarcane).</li><li>- Animal Products (Milk, Fish, Eggs, Meat).</li></ul>
---	--

Agricultural marketing comprises all the operations involved in the movement of food (agro inputs) from the place of production to the place of consumption.

Agricultural marketing involves in its simplest form the buying and selling agricultural produce.

### Importance of Agricultural Marketing

The farmer has realised the importance of adopting new techniques of production and is making efforts for more income and higher standards of living. As a consequence, the cropping pattern is no longer dictated by what he needs for his own personal consumption but what is responsive to the market in terms of prices received by him. The marketing of agricultural produce is regarded as unique and deserving of specialized attention due to the perishability and bulkiness of the products involved.

The marketing function is especially critical in allowing new farmers into the main stream for their success and sustainability will be determined more by their equitable participation in markets rather than by their increasing competence in production. There should therefore be no doubt that the creation of a prosperous and equitable agricultural sector depends on the agricultural marketing environment.

1. Contributor in National GDP Growth: In developing economics in general and in particular, agriculture is mainstay. To sustain growth of the non-agricultural sector, resources have to be obtained from the agricultural sector. Physical resources guarantee supply of food for masses and raw materials for agro based industries. It also provides financial resources for investment in economy and also for reinvestment in allied agricultural sectors.
2. Optimisation of Resource Use and Output Management : An efficient marketing system leads to the potimisation of the use of resources. The reductions in wastages lead to increase in marketable surpluses.
3. Increase in Farm Income : An efficient marketing system ensures a higher level of income by reducing distribution costs by eliminating intermediaries, and demand generation.
4. Widening of Markets : A well knit marketing system always widens the marks by reaching to remote markets and places. Widening markets will again insure increase in demand of the products.
5. Growth of Agro based Industries : An improved and efficient agricultural marketing works in favour of the agro processing industry. It ensures that the agro processing industry will get quality raw material at competitive/ reasonable prices.

6. **Adoption and Spread of New Technology** : Agricultural marketing helps the farmers in the adoption of new technologies and scientific methods and technologies in farming / cultivation.
7. **Employment Creation** : A good marketing system works as an employment generator for various activities like packaging, transportation, storages, processing.
8. **Addition to National Income** : Marketing activities add value to the product thereby increasing the nations GDP and GNP.
9. **Creation of Utility** : Any production is complete when final product reaches a palce in the right form and at the right time as required by the consumers Marketing plays a vital role in this regard. Marketing adds four utilities in any product. These four utilities are discussed in the table below:-

## **Profile of Gondia Agricultural Produce Market Committee**

Gondia APMC was notified on dated 16th Nov 1974 under section 39A of Maharashtra Agricultural Produce Marketing (Regulation) Act 1963, and started working on dated 21st January 1975.

Before & even some years after the formation of Gondia A.P.M.C., different markets like Grain market, Orange & Fruit market, Potato-Onion market, Chilli & Cattle market were existing at different places in Gondia city. The founder members were of opinion that all the markets should be at one place near to the city. Having this objective in mind, the founder members requested the Gondia Improvement Trust for allotment of a bigger land near Gondia. Considering the aspect seriously, allotment of around 110 acres land was done in the year 1981.

After allotment of land to APMC, M/s Kirloskar Consultants, Pune were engaged for preparation of Physibility and Zonal plan report and it was produced by them in 1981-82.

After getting the physibility and Zonal plan report, the market committee approached the famous Architect of India M/s Shivdanmal Mokha, Gondia for preparing the plan for construction of market. As the plan was ready by the architect and sanctioned by the Gondia Improvement Trust, the market committee constructed the said Jawaharlal Nehru Market Yard by spending around 34 crore rupees during 1988 to 1992. All the submarkets existing in different parts of Gondia city were shifted (except Itwari grain & Vegetable market) as per the govt. resolution to Kalamna Market Yard.

The development & construction made on the market yard are done from the own fund of APMC. There is not debt, subsidy or hypothecation on the committee from any bank, organization or any govt. institute and the facilities made available on the market yard are from the own source of the committee. Specially it is necessary to mention the efforts and contribution of the officers and the staff members of the APMC for making it a success.

## **Conclusions:**

1. Majority of consumers feels are not aware about the recent government policies related to the marketing of food grain product.
2. Majority of consumers are unaware about the any impact of government policies on regular vegetable market..
3. Present marketing system does not provide proper compensation to the farmers.
4. Fluctuating prices cause immediate effect on buyer's behaviour.
5. Buyer's behaviour keeps changing with the income and changing pattern of food habits.

## **Suggestions and Recommendations :**

1. Agricultural marketing is developing fast but more importance should be given to vegetable markets.
2. On-line marketing of vegetables should be made more popular and consumer friendly.
3. Scope of APMC (Agriculture Produce Market Committee) should be widened with more powers.
4. Vegetable marketing policy should be reviewed before and after every kharif and rabi season.

## **References**

Acharya, S.S. (1998). "Agricultural marketing in India: some facts and emerging issues", Indian Journal of Agricultural Economics, 53(3): 311-32.

Alam, A. (2001). "Production, processing and marketing of fruits and vegetables by small farmers: Problems and prospects", Farmers' Education and Welfare Society. New Delhi. 11-23.

Amarasinghe, Upali A., Tushaar Shah & O. P. Singh (2007). "Changing consumption patterns: implications on food and water demand in India", Research Report: 119, International Water Management Institute, Colombo

Chauhan, B.K, Lily Mitra & H.K. Dabas, (1997). Facts and Figures, Indian F&V, NHB, Ministry of Agriculture, GOI.

Gopalan, Sarla (1988). "Planning and designing of Fruit and vegetables wholesale markets in India-Present status", Agricultural Marketing, 30(4): 9-12.

Kumar P & Mruthyunjaya(1995). "Demand for fruits and vegetables", Agricultural Economics Research Review.



Ram, G.S., & Gupta, A.K. (1980). "A comparative analysis of business structure of vegetable traders in Delhi", *Agricultural Marketin*

Sood, Archana (1989). "Fruit and vegetable marketing: a welcome change", *Kurukshetra*, 37(8), 43-45.