FACTORS INFLUENCING MARKETING BEHAVIOUR OF TAPIOCA GROWERS

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Abstract

Tapioca is an important tuber crop cultivated in many tropical countries of the world. In India while it used as food crop in some state, *viz.*, Kerala and North Eastern State. This crop also sustains many agro-based food processing and starch industries and plays a vital role in the rural development of the country. It supports small scale industrial units in the State of Tamil Nadu. Hence this study was conducted with a sample size of one hundred and twenty tapioca growers at Dharmapuri district of Tamil Nadu State to study the factors influencing marketing behaviour of tapioca growers. The results of correlation analysis indicated that out of fourteen independent variables, seven variables *viz.*, educational status, area under tapioca cultivation, experience in tapioca cultivation, mass media exposure, innovativeness, risk orientation and scientific orientation had shown positive and significant association with marketing behaviour of tapioca growers. In case of regression analysis, the variables *viz.*, educational status, experience in tapioca cultivation, mass media exposure, innovativeness and risk orientation had shown positive and significant contribution towards marketing behaviour of tapioca growers.

Key words: Factors influencing, Marketing behaviour and Tapioca growers.

Introduction

Tapioca (*Manihot esculenta crantz*) branded as the poor man's crop, is particularly valued for its drought tolerance, ability to grow on poor soils and relative resistance to disease and insect pests. The role of tapioca in supplementing food grain deficit has been growing since 1880. At first it was only used by the poorer people to supplement their rice diet during periods of scarcity, but gradually it became a subsidiary food even in normal years. During food scarcity it played a major role in averting famines. In Kerala, tapioca is grown mainly for human consumption. It has emerged as a cash crop in Tamil Nadu, Andhra Pradesh and Maharashtra since it caters to the needs of the massive starch and sago industry in these states.

In India, tapioca is cultivated in an area of 0.173 million hectares producing 4.95 million tonnes with a productivity of 28. 64 t / ha. Tamil Nadu is highest area 0.089 million hectares for tapioca cultivation and producing 2.86 million tonnes with a productivity of 31.94 t / ha in

India (Horticulture Statistics at a Glance, 2018). At present, this country is meeting about 80 per cent demand of the tapioca food products of the country and has generated employment for over 5 lakh persons in rural areas. In fact, this industry is the backbone of the rural economy in Tamil Nadu. Hence this study was taken up in the tapioca predominant district of Dharmapuri in Tamil Nadu State in order to know the factors influencing marketing behaviour of tapioca growers.

Materials and Methods

The study was conducted in Dharmapuri district of Tamil Nadu State. Pappireddipatti taluk was purposively selected since it has the largest area under tapioca cultivation in Dharmapuri district. A sample of 120 tapioca growers were selected from seven revenue villages based on proportionate random sampling method. Data were collected with the help of a well-structured and pre-tested interview schedule. The collected data were properly analysed using statistical procedures like zero-order correlation and multiple regression and the results are tabulated.

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Results and Discussion

Relationship of characteristics of the respondents with their marketing behaviour

To find out the association and contribution of independent variables with their marketing behaviour. Zero-order correlation and multiple regression analysis were carried out and the results are presented in table 1.

• Association of characteristics of the respondents with their marketing behaviour: From the table 1, it could be revealed that out of fourteen independent variables, seven variables were found to have positive and significant association with the marketing behaviour. Among the seven variables educational status, area under tapioca cultivation, experience in tapioca cultivation, mass media exposure, innovativeness, risk orientation and scientific orientation had shown positive and significant association with marketing behaviour at 0.05 percent level of probability. The other variables *viz.*, age, annual income, farm size, social participation, extension agency contact, economic motivation and market perception had shown non-significant association with the marketing behaviour of tapioca growers.

Educational status had a positive and significant relationship with marketing behaviour of tapioca growers. This might be due to reason the education facilities acquistation and understanding of new items and it might have enabled marketing. This finding is in line with the findings of Rajeswari, (2011).

Mass media exposure was found to have positive and significant relationship with marketing behaviour of tapioca growers at 0.05 percent level of probability. It plays an important role in increasing ones horizons of experience and knowledge about marketing behaviour. This finding is in line with the findings of Prashant Maratha and Badodiya, (2017).

Innovativeness was found to have positive and significant relationship with marketing behaviour at five per cent level of probability. The reason might be due to the fact that it allows the person to think beyond the boundaries. An innovative person is always ready to bear the risk with some level of extent. This finding is in line with the findings of Prashant Maratha and Badodiya (2017).

Risk orientation had shown positive and significant association at five per cent level of probability. This might be due to the fact that the most of them had medium level of risk orientation, high risk bearing tendency would have increased the marketing behaviour of the respondents in tapioca cultivation. Thus, it may be stated that the individual with high degree of risk taking behaviour would aspire for more marketing in tapioca. This finding is in line with the findings of Pradeep Kumar, (2015).

• Contribution of characteristics of the respondents towards marketing behaviour: In order to find out which of the independent variables explained the variation in the marketing behaviour and also to know the extent of contribution made by these variables multiple regression analysis was carried out and the results are presented in table 1.

It could be observed from table 1, that all fourteen variables together explained 50.90 percent of the variation in the marketing behaviour. The 'F' value was found to be significant at one per cent level probability. And

Table 1: Relationship of characteristics of the respondents with their marketing behaviour.

Variable number	Variables	'r' values	Standardized regression co-efficient	Standard error	't' values
X_1	Age	0.180NS	0.132	0.013	1.281NS
X_2	Educational status	0.210*	0.213	0.138	2.388*
X_3	Annual income	0.096NS	0.417	0.321	1.299NS
X_4	Farm size	0.136NS	1.496	1.218	1.228NS
X_5	Area under tapioca cultivation	0.194*	0.916	0.798	1.147NS
X_6	Experience in tapioca cultivation	0.255*	0.241	0.116	2.021*
X_7	Social participation	0.172NS	0.108	0.072	1.140NS
X_8	Extension agency contact	-0.046NS	1.392	1.108	1.256NS
X_9	Mass media exposure	0.193*	0.156	0.104	1.798*
X_{10}	Innovativeness	0.245*	2.786	1.319	2.112*
X_{11}	Risk orientation	0.193*	1.100	0.600	1.679*
X_{12}	Scientific orientation	0.252*	0.130	0.014	1.457NS
X_{13}	Economic motivation	-0.151NS	0.496	0.398	1.246NS
X_{14}	Market perception	0.027NS	-0.044	0.042	-0.580NS

R^2=0.509   A=9.539   F= 6.498**

* Significant at 5.00 per cent level, ** Significant at 1.00 per cent level, NS- Non Significant.

dependent variables could be established.

Of the fourteen variables, the variables namely educational status, experience in tapioca cultivation, mass media exposure, innovativeness and risk orientation contributed significantly and positively at 0.05 percent level of probability towards their marketing behaviour. All other variables were found to be non-significant.

Hence, it may be concluded that a unit increase in educational status, experience in tapioca cultivation, mass media exposure, innovativeness and risk orientation would increase marketing behaviour by 0.213, 0.241, 0.156, 2.786, and 1.100 units respectively.

Hence, it could be inferred that the marketing behaviour of tapioca growers would be significantly contributed by their educational status, experience in tapioca cultivation, mass media exposure, innovativeness and risk orientation.

The prediction equation is as follows:

$$Y = 9.539 + 0.132X_1 + 0.213X_2 + 0.417X_3 + 1.496X_4 + 0.916X_5 + 0.241X_6 + 0.108X_7 + 1.392X_8 + 0.156X_9 + 2.786X_{10} + 1.100X_{11} + 0.130X_{12} + 0.496X_{13} - 0.044X_{14}.$$

Conclusion

From this study, it could be concluded that variables like educational status, area under tapioca cultivation, experience in tapioca cultivation, mass media exposure, innovativeness, risk orientation and scientific orientation had shown positive and significant relationship with marketing behaviour of tapioca growers. The study further revealed that the variables like educational status, experience in tapioca cultivation, mass media exposure, innovativeness and risk orientation had shown positive and significant contribution towards marketing behaviour of tapioca growers.

Acknowledgement

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