

Market Orientation and Market Perception of Coconut Growers Tiruppur District of Tamil Nadu.

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Abstract

The study was conducted among a sample of 120 coconut growers in Tiruppur District of Tamil Nadu. From the list of farmers in each villages, farmers cultivating coconut were identified and selected from the selected six villages by using the proportionate random sampling technique. The results revealed that nearly forty five percent of the respondents had medium level of market orientation. In case of market perception more than one- third of the respondents had medium level of marker perception

Introduction

Traditional areas of coconut cultivation in India are the states of Kerala, Tamil Nadu, Karnataka, Puducherry, Andhra Pradesh, Goa, Maharashtra and West Bengal, The coconut tree has multiple uses, besides being an important oil seed crop, its raw nur and edible copra are important items of food. The present investigation was designed to determine the market orientation and market perception of coconut growers. The study was undertaken in selected six villages of udumalpettaluk in Tiruppur District of Tamil Nadu. One hundred and twenty respondents were selected by using proportionate random sampling technique from the selected villages. The results of this study showed that majority of the respondents has medium level of market orientation, and high level of market perception. Moreover, the findings of the study would help the extension workers and policy makers to formulate specific strategies to disseminate the coconut cultivation practices and proper stream lining of channalsto promote coconut marketing.

Research Methodology

Measurement of Market orientation

This scale focuses on orienting crop planning to the needs followed Sivajiganesan (2011) was used in this study. The market orientation scale insists of six statements out of which three negative statements. This variables has been measured using a three point continuum of 'Agree', 'Undecided' and 'Disagree' with weightages of 3, 2 and 1 for positive statements and 1,2 and 3 negative statements respectively.

Measurement of Market perception

Singh and Prabakaran (1989) defined a market perception as the process by which an individual selects organizes and interprets stimuli into a meaningful and coherent picture of the world, “It is based on this perception that the consumers will ultimately decide to buy “This bring to sharplyfocus on the importance of the thorough understanding of buyers perception by the marketing personal.

Market perception of the coconut growers was operationalized with the help of the following question on the need of marketing, prevailing price and the difficulties in marketing. The questions and the scoring procedure were adopted as used by Somasundaram (1976) followed by Sudhakar (2007). The questions were slightly modified to suit for coconut cultivation.

S.No	Questions	Responses	Score
1	Whether it is possible for a farmer to get high price if he chooses to cultivate the Coconut Which is in demand?	Yes	2
		No	1
2	Do you think the selection of coconut suit Consumer demand and preference?	Yes	2
		No	1
3	What would be the price fixed by coconut When compared to other crops?	Low price	3
		Medium price	2
		High price	1
		Very difficult	4
4	How do you feel about the sale of high Value coconut?	Difficult	3
		Easy	2
		Very easy	1

Finding and discussion

Table 1. Distribution of respondents according to their market orientation
(n=120)

S.No	Category	Number of respondents	Per cent
1.	Low	44	36.66
2.	Medium	52	43.34
3.	High	24	20.00
	Total	120	100.00

It could be observed from the Table 1 that nearly forty five per cent of the respondents (43.34 per cent) had medium level of market orientation followed by low (36.66 per cent) and high level (20.00 per cent) of market orientation. It could be interpreted that the medium level of market orientation of coconut growers may be due to their lack of awareness and knowledge regarding how to get highest price for their product. So it needs to create awareness and educate them to have a better market orientation. This finding derives support from the findings of Prathapsingh (2012).

Market perception

The results on distribution of respondents according to their market perception is presented in Table 2.

Table 2. Distribution of respondents according to their market perception
(n=120)

S.No	Category	Number of respondents	Per cent
1.	Low	22	17.50
2.	Medium	52	44.17
3.	High	46	38.33
	Total	120	100.00

It could be inferred from the Table 2 that more than one-third of the respondents (44.17 per cent) had medium level of market perception followed by high (38.33 per cent) and low (17.50 per cent) level of the market perception. Hence, it could be concluded that majority of the coconut growers had medium level of market perception. It might be due to the positive attitude of the coconut growers in understanding and utilizing the market sources. This finding is in line with the findings of prabhakar (2000)

Conclusion

From the above analysis it could be concluded that the medium level of market orientation and market perception of coconut growers may be due to their lack of awareness and Knowledge regarding how to get highest prices for their products. So it need to create awareness and educate them to learn a better marketing.

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