

133-166,168-178,181-183,185-202

## **5.1 Introduction**

The area and production of fruits in general and mango in particular has increased many folds during the last fifteen years. This has also brought in many problems with regard to marketing of the fruits. The various marketing facilities necessary for economic disposal of the produce have, however not been able to keep pace with fast expanding fruit industry. The main characteristics of fruits like seasonality in production, bulkiness and perishable nature render the task of marketing of fruits more difficult and delicate. In the absence of any planned marketing programmes for these fruits, the producers are often deprived of good returns and at the same time the consumers suffer by not getting fruits at a reasonable price. Keeping all these in mind the major marketing problems of the mango growers are discussed in details in this chapter.

## 5.2 Marketing Problems of Mango Cultivation

The returns from mango cultivation depend on, along with several other factors, the quality of fruit which in turn is determined by the time of picking, care taken in grading and packing, time taken in transportation and the like. The packing material has also become a problem with the increase in production of mango in the state.

### 5.2.1 The Stages of Marketing the Mangoes

After harvesting the mango, the growers can sell their produces either on raw basis or after the change into fruits depending on the situation of mango market. Generally the mango grower could get the maximum profit only through the mango fruits compared to raw mango. Table 5.1 explains the stages of marketing the mangoes.

Table 5.1  
Stages of Marketing

Sl.No.	Particulars	Number of Cultivators		
		Small	Large	Total
1.	Soon after harvesting	104 (69.33)	121 (80.67)	225 (75.00)
2.	After ripening fruits	46 (30.67)	29 (19.33)	75 (25.00)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It is clearly understood from the Table 5.1 that the total number of 225 (75 per cent) respondents respectively 104 (69.33 per cent) small size growers and 121 (80.67per cent) large size growers sell their produce soon after harvest. It is also clear that the 75 (25 per cent) respondents sell their produce after ripening the fruit respectively out of which 46 (30.67 per cent) in small size and 29 (19.33 per cent) in large size growers. It is clearly known from the Table that a major section of mango growers felt that selling of mangoes soon after harvest is more profitable than ripening.

### 5.2.2 Reasons for Selling Mango Soon After Harvest

For selling, the mango growers sold their produce immediately after harvest due to clear debts, to meet the family expenditure, non-availability of storage facilities, perishable nature of products, anticipating price lowering, post harvest losses and the like. Table 5.2 exhibits the reason for selling mango soon after harvest by the growers.

Table 5 2

#### Reasons for Selling Mango Soon After Harvest

Sl.No.	Reasons	Number of Cultivators		
		Small	Large	Total

1.	To clear debts	41 (27.33)	12 (8.00)	53 (17.66)
2.	To meet family expenditure	33 (22.00)	9 (6.00)	42 (14.00)
3.	No storage facility	21 (14.00)	50 (32.67)	71 (23.67)
4.	Perishable nature of the product	26 (17.33)	14 (21.33)	40 (13.33)
5.	Anticipating price lowering	17 (11.34)	44 (18.00)	61 (20.34)
6.	Post harvest losses	12 (8.00)	21 (14.00)	33 (11.00)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It is known from the Table 5.2 that out of total 300 respondents 23.67 per cent mango growers have sold their produce soon after harvest due to non-availability of storage facility in the study area and followed by 20.34 per cent who have anticipated price lowering and 17.66 per cent of them for clearing debts. It is clear from the Table that the maximum of large growers (32.67 per cent) sold their produce due to non-availability of storage facility. In case of small growers the percentage was only 14 per cent.

### 5.2.3 Way of Selling Mango

The mango cultivators have sent their produce to local market, rural market and urban market. The growers sell their produce through direct method or with the help of middlemen including commission agents, local traders, whole sellers and the like. Table 5.3 reveals the details of different ways of selling mango.

**Table 5.3**

**Way of Selling Mango**

Sl.No.	Mode	Number of Cultivators
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		<b>Small</b>	<b>Large</b>	<b>Total</b>
1.	Direct	5 (3.33)	11 (7.33)	16 (5.33)
2.	Commission Agent	65 (43.33)	81 (54.00)	146 (48.67)
3.	Local Traders	16 (10.67)	10 (6.67)	26 (8.67)
4.	Wholesalers	13 (8.67)	31 (20.67)	44 (14.66)
5.	Direct and middlemen	51 (34.00)	17 (11.33)	68 (22.67)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It is very clear from Table 5.3 that the major parts of the mango growers have sold their produce through commission agents registering 48.67 per cent, followed by 22.67 per cent of them through direct and middlemen. The Table also indicates that a maximum number of mango growers accounting for 54 per cent in large and 43.33 per cent in small category have sold their mango through commission agents, followed by 20.67 per cent in large size mango growers through wholesalers.

#### **5.2.4 Mode of Transport**

For transporting mangoes to the market, the growers have been using various alternative transport facilities. The deciding of nature of transport is based on the distance of the market and area of cultivation. Table 5.4 explains the details of mode of transport used by the mango growers.

**Table 5.4**  
**Mode of Transport**

Sl.No.	Mode of Transport	Number of Cultivators		
		Small	Large	Total
1.	Bicycle	17 (11.33)	6 (4.00)	23 (7.66)
2.	Bullock cart	31 (20.67)	14 (9.33)	45 (15.00)
3.	Tractor and van	44 (29.33)	102 (68.00)	146 (48.67)
4.	Both Bicycle and Bullock cart	58 (38.67)	28 (18.67)	86 (28.67)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It is understood from the Table 5.4 that out of 300 respondents registering 48.67 per cent have chosen tractor and van for transporting the mango to the market.

It is quite interesting to note that 28.67 per cent of the farmers have chosen both

bicycle and bullock cart to market their produce. It is also noted from the Table that only 15 per cent and 7.66 per cent of the farmers have chosen bullock cart and bicycle to market their mango. Among both size growers, ranking first place in large size registering, 68 per cent have chosen tractor and van, it is compared to higher than the small size growers registering only 29.33.

### 5.2.5 Factors for Choosing the Mode of Transport

A number of alternative transport facilities are available in the study area. But the selection of mode of transport by the growers is based on many factors, which include cheap rate, quick runs, accessibility and safety of the mango. Table 5.5 depicts the details of factors of choosing the mode of transport.

**Table 5.5**

#### Reason for Selected such Mode of Transport

Sl.No.	Reasons	Number of Cultivators		
		Small	Large	Total
1.	Cheap rate	34 (22.67)	21 (14.00)	55 (18.33)
2.	Quick runs	47 (31.33)	63 (42.00)	110 (36.67)
3.	Accessibility	14 (9.33)	29 (19.33)	43 (14.33)



4.	Safety of the Mango	55 (36.67)	37 (24.67)	92 (30.67)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It is concluded from Table 5.5 that the maximum number of mango growers accounting for 36.67 per cent have selected their mode of transport based on the quickness of the vehicle and 30.67 per cent have selected bearing in the mind of safety of the mango. It is also clear that the 14.33 per cent of sample growers have selected their transport based on accessibility and the remaining 18.33 per cent of the respondents have chosen their mode of transport based on cheap rate. It is also noted that among the large size growers, 42 per cent of them had to choose the Mode of transport based on quick runs.

### **5.2.6 Problems in Storage Facilities of Mango by Growers**

Before transporting the mango, it should be stored in a certain shady space for improving the quality of mango. The sample orchards were asked regarding problems of storage, which they were facing. The Table 5.6 explains details regarding the problems in storage facilities of mango.

**Table 5.6**  
**Problems in Storage Facilities of Mango**

Sl.No.	Problems	Number of Cultivators		
		Small	Large	Total
1.	No storage facility	79 (52.67)	103 (68.67)	182 (60.67)
2.	Inadequate storage facility	57 (38.00)	38 (25.33)	95 (31.66)
3.	No problem	14 (9.33)	9 (6.00)	23 (7.67)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It is clear from Table 5.6 that the majority of the sample respondents registering 60.67 per cent had the problem of no storage facilities at their orchards and about 31.66 per cent confirmed that they have storage facility which was inadequate. Needless to add that absence of storage facilities at farm has direct relation with the size of farm. This means that as the size of holding increases the problem becomes more acute.

### **5.2.7 Problems in Transporting**

Transportation is the most important factor in the marketing of mango, which has to be carried from producing areas to the consuming markets. The problems faced by mango growers of Madurai district with regard to the transportation of mango have

been examined. The main problems identified by the growers with regard to transportation of mango were delay, loss in transport, inadequate transport facility, high cost of transport and frequent strikes. Table 5.7 shows the problems of transporting mangoes.

**Table 5.7**  
**Transporting Problems Faced by the Mango Growers**

Sl.No.	Problems	Number of Cultivators		
		Small	Large	Total
1.	Delay	23 (15.34)	19 (12.67)	42 (14.00)
2.	Loss in transport	29 (19.33)	6 (4.00)	35 (11.67)
3.	Inadequate transport facility	41 (27.34)	47 (31.33)	88 (29.33)
4.	High cost of transport	38 (25.33)	56 (37.33)	94 (31.34)
5.	Frequent strikes	11 (7.33)	17 (11.34)	28 (9.33)
6.	No Problems	8 (5.33)	5 (3.33)	13 (4.33)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

The problem faced by the mango growers with regard to transportation of the mango has been examined. Table 5.7 clearly shows that the majority of the mango

growers registering 31.34 per cent were affected with the problem of high cost of transport followed by 29.33 per cent of respondents having the problem of inadequate transport facility. Among the small and large size farmers, 27.34 per cent of small size growers have reported vehicles during the season are not enough to carry their produce and the same problem has also been experienced by 31.3 per cent of the large size farmers.

### **5.2.8 Problems in Procurement of Packing Material of Mango by Growers**

Mango needs certain packaging, which may ensure least damage during transportation from producing areas to the markets. Without proper packaging the mangoes would have been damaged due to transportation, which lead to heavy loss. The mango growers were asked about the problems faced by them regarding packing boxes and bags. The problems revealed by them were shortage of packing material, high price of these, non-availability in time and the like. Table 5.8 explains the problems in packing material processed by the mango growers.

**Table 5.8****Problems in Procurement of Packing Material of Mango Growers**

Sl.No.	Problems	Number of Cultivators		
		Small	Large	Total
1.	Shortage of boxes/bags	40 (26.67)	53 (35.33)	93 (31.00)
2.	Shortage of packing materials	31 (20.66)	22 (14.67)	53 (17.67)
3.	High price	57 (38.00)	38 (25.33)	95 (31.66)
4.	Material not available in time	18 (12.00)	24 (16.00)	42 (14.00)
5.	No problem	4 (2.67)	13 (8.67)	17 (5.67)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It is inferred from Table 5.8 that out of 300 respondents, maximum of 31.66 per cent of sample growers complained of high prices of packing material and 31 per cent of respondents have viewed that the shortage of packing boxes and bags was the main problem. It is also clear that 35.33 per cent of large farmers have the problem of

shortage of boxes and 38 per cent of the small growers were affected due to high price of packaging materials.

### **5.2.9 Problems of Getting Marketing Information**

Marketing information plays an important role in the marketing of mango. The prices of mango are dependent on the market situation. If the growers do not have proper information regarding the market, they cannot take advantages of high prices mango. Problems in this regard have been classified into different components like late information, information available in limited markets only, inadequate information, misleading information and the like. The problems of getting marketing information are presented in Table 5.9.

**Table 5.9**

**Problems of Getting Marketing Information**

<b>Sl.No.</b>	<b>Problems</b>	<b>Number of Cultivators</b>		
		<b>Small</b>	<b>Large</b>	<b>Total</b>

1.	Late Information	22 (14.67)	18 (12.00)	40 (13.33)
2.	Limited Information	48 (32.00)	33 (22.00)	81 (27.00)
3.	Inadequate Information	36 (24.00)	61 (40.67)	97 (32.33)
4.	Misleading Information	35 (23.33)	25 (16.66)	60 (20.00)
5.	No problem	9 (6.00)	13 (8.67)	22 (7.34)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It is understood from Table 5.9 that the majority of the farmers accounting for 32.33 per cent have complained of getting inadequate information as the main problem of marketing. It is also observed that 27 per cent and 20 per cent of the growers have reported limited and misleading information respectively.

It is also clear that more than 40 per cent of the large size growers have complained inadequate information is the main problem to market their produce. This problem was reported to be very low in the case of small size growers. In the case of small size growers, maximum of 32 per cent of the respondents have complained limited information is the problem of marketing their produce.

### 5.2.10 Reasons for Preferring Middlemen

For selling the mangoes, the mango growers have to use both direct method as well as middlemen. The selection of middlemen is based on many factors, which include immediate payment, advanced payment, purchase of bulk quantity and the like. Table 5.10 shows the particulars of reasons for preferring middlemen.

**Table 5.10**

#### Reasons for Preferring Middlemen

Sl.No.	Reasons	Number of Cultivators		
		Small	Large	Total
1.	Immediate Payment	28 (18.67)	32 (21.33)	60 (20.00)
2.	Provide finance facility in advance	68 (45.33)	51 (34.00)	119 (39.67)
3.	Bulk quantity	41 (27.33)	65 (43.33)	106 (35.33)



4.	Other reasons	13 (8.67)	2 (1.34)	15 (5.00)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

From the overall analysis of Table 5.10, it is clearly understood that the maximum number of growers 39.67 per cent have chosen their middlemen for providing finance facility in advance, followed by 35.33 per cent of the sample respondents due to bulk quantity. It is also clearly denoted from the Table that out of 150 small size growers registering 45.33 per cent, respondents choosing their middlemen is based on providing finance facility in advance and among the large size farmers 43.33 per cent of them have selected their middlemen based on bulk quantity.

### **5.2.11 Method of Pricing of Mango**

Sometimes the growers want to sell their produce through direct method. Therefore, the fixation of price is an important factor for success of any product. The method of price fixation is different from agricultural product to manufacturing

product. Therefore, different pricing strategy is required to market the mangoes. Table 5.11 shows the method of pricing of mangoes.

**Table 5.11**  
**Method of Price Fixation**

Sl.No.	Basis	Number of Cultivators		
		Small	Large	Total
1.	Demand and Supply	43 (28.67)	71 (47.33)	114 (38.00)
2.	Competition	27 (18.00)	10 (6.67)	37 (12.33)
3.	Size of Mango	28 (18.66)	31 (20.67)	59 (19.67)
4.	Other Mango Market	52 (34.67)	38 (25.33)	90 (30.00)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It is clear from the Table 5.11 that most of the mango growers registering 38 per cent have fixed a price based on the supply and demand of mangoes during the mango season. It is followed by 30 per cent of the respondents who have fixed their price based on comparison with to other mango market. It is also clear that the

maximum number of large size growers have fixed a price of mango based on demand and supply.

### 5.2.12 Approach for Price Fixation

The sample respondents have fixed the price of mango either independently or after consulting the wholesaler. The approach followed by the mango grower is varying from season to season and place to place. Table 5.12 explains the approach for the price fixation of mango growers.

**Table 5.12**

#### **Approach for Price Fixation**

Sl.No.	Particulars	Number of Cultivators		
		Small	Large	Total
1.	Consulting	69 (46.00)	93 (62.00)	162 (54.00)
2.	Not consulting	81 (54.00)	57 (38.00)	138 (46.00)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It is clear from Table 5.12 that 54 per cent of the total respondents have not fixed their prices independently but by depending on others. Remaining 46 per cent of the mango growers have fixed their mango prices independently, not consulting others. It is also clear that 62 per cent of the large size respondents have not fixed the prices of mango independently.

### 5.2.13 Measurable Unit of Mango

In order to fix the price of mango, the farmers have used two different cost unit namely physical quantity method and weight method. Normally the kind of cost unit is determined by the mango cultivation based on the mode of sales. Table 5.13 explains the details of measurable units of mango.

**Table 5.13**

#### **Measurable Unit of Mango**

Sl.No.	Measurement	Number of Cultivators		
		Small	Large	Total
1.	Physical quantity method	24 (16.00)	14 (9.33)	38 (12.67)
2.	Weight method	39 (26.00)	98 (65.34)	137 (45.66)
3.	Both	87 (58.00)	38 (25.33)	125 (41.67)

	Total	150 (100.00)	150 (100.00)	300 (100.00)
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Note: Figures in parentheses indicate percentages.

It is clear from Table 5.13 that the maximum of 45.66 per cent of respondents have undertaken sale transaction only based on weight method. It is also clear from the above Table that the weight method is very popular among the growers. In case of large size growers 65.34 per cent of them were following weight method. But the maximum number of small farmers have both physical quantity method and weight method.

#### **5.2.14 Problems Faced by the growers in the Market**

The mango growers are facing a number of problems during the marketing of their produce. The problems include getting unreasonable prices of mango, low demand, bad debts, delay in collection of dues and so on. Table 5.14 explains the details of various problems faced by the cultivator at the time of selling mangoes.

**Table 5.14**

#### **Nature of Problems**

	<b>Problems</b>	<b>Number of Cultivators</b>
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Sl.No.		Small	Large	Total
1.	Unreasonable Price	54 (36.00)	45 (30.00)	99 (33.00)
2.	Low Demand	68 (45.33)	59 (39.33)	127 (42.33)
3.	Bad debts	13 (8.67)	8 (5.33)	21 (7.00)
4.	Delay in collection of dues	4 (2.67)	31 (20.67)	35 (11.67)
5.	No Problem	11 (7.33)	7 (4.67)	18 (6.00)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It is clear from Table 5.14 that a majority of the sample growers have viewed that low demand was the major problem for their produce (42.33 per cent) followed by unreasonable price of mango registering 33 per cent. It is also noted from the Table that problems of low demand of mango was higher in the small size growers registering 45.33 per cent, whereas large size growers registering only 39.33 per cent have the same problem.

### 5.2.15 Problems of Expenses in Marketing of Mango

The problems faced by both size growers were analysed and the results are presented in Table 5.15

Table 5.15

#### Problems of Expenses in Marketing of Mango

Sl.No.	Expenses	Garrett's Mean score	Rank
1.	Commission charges	63.82	I
2.	Transportation	55.13	II
3.	Loading / unloading	51.05	III
4.	Plucking	44.87	IV
5.	Storage	43.75	V
6.	Incidental charges	40.39	VI

Table 5.15 shows the “Problems of Expenses in marketing of expenses” with the highest score of 63.82 was the main constraint in mango marketing faced by the farmers. Transportation, loading and unloading expenses were the other major constraints faced by them. Besides, “plucking,” storage and Incidental charges were the other minor problems faced by the farmers in the marketing of mango.

### 5.2.16 Problems in the Marketing of Mango

The mango growers met various problems at the time marketing of mango. The problem includes heavy price fluctuation, malpractices selling method, inadequate market finance, lack of transport facility, inadequate storage facility and competition from the exporters. The constraints faced by the respondents in the study area were analysed and the result presented in Table 5.16.

Table

5.16

**Problems in Marketing of Mango**

Sl.No.	Problems	Garrett's Mean score	Rank
1.	Price fluctuation	60.52	I
2.	Malpractices selling method	57.19	II
3.	Inadequate market finance	53.12	III
4.	Inadequate market information	46.77	IV
5.	Lack of transport facility	44.55	V
6.	Inadequate storage facility	44.34	VI
7.	Competition from exporters	39.92	VII

Table 5.16 shows that 'price fluctuation' with the mean score of 60.52 and malpractices selling method with the mean score of 57.19 were the major constraints faced by the mango growers in the marketing of mango. Inadequate market finance and lack of market information were the other major problems of mango growers. Besides, lack of transport facility, inadequate storage facility and competition from exporters were the minor problems faced while marketing of mango by the growers.



## **5.2.17 Problem of Sample Growers with Regard to Procurement of Mango by Middlemen**

Marketing of mango is not a simple thing, and therefore, the role of middlemen is unavoidable. The mango growers have experienced a number of problems at the time of marketing their produce. Table 5.17 explains the details of problems of sample growers with regard to procurement of mango by middlemen.

**Table 5.17**

**Problems of Sample Growers with Regard to Procurement of Mango  
by Middlemen**

Sl.No.	Problems	Number of Cultivators		
		Small	Large	Total
1.	Price not announced in time	33 (22.00)	27 (18.00)	60 (20.00)
2.	Price not paid in time	67 (44.67)	62 (41.33)	129 (43.00)
3.	Prices are low	48 (32.00)	51 (34.00)	99 (33.00)
4.	Don't give announced prices	--	3 (2.00)	3 (1.00)
5.	No Problem	2 (1.33)	7 (4.67)	9 (3.00)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It is concluded from Table 5.17 that nearly 43 per cent of the sample growers reported that prices of their produce is not paid in time and followed by 33 per cent of the growers have complained that the prices fixed by the middlemen are very low.

### **5.2.18 Problems of Malpractices by the middlemen**

Some times, mango growers would get very little amount out of their sale because of more charges, part payment, multiplicity of charges, malpractices by

commission agents and other market functionaries. The sample growers were asked to elicit their problems regarding various malpractices explained in Table 5.18

**Table 5.18**

**Problems of Malpractices of Mango as Perceived by Growers**

Sl.No.	Problems	Number of Cultivators		
		Small	Large	Total
1.	More charges	49 (32.67)	52 (34.67)	101 (33.67)
2.	Part payment	24 (16.00)	20 (13.33)	44 (14.67)
3.	Multiplicity of charges	20 (13.33)	23 (15.33)	43 (14.33)
4.	Delay in payment	24 (16.00)	11 (7.33)	35 (11.67)
5.	Do not take consent for farmers in selling	9 (6.00)	17 (11.34)	26 (8.66)
6.	Quote lower than actual prices	21 (14.00)	18 (12.00)	39 (13.00)
7.	No Problem	3 (2.00)	9 (6.00)	12 (4.00)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It is inferred from Table 5.18 that about 33.67 per cent of the growers have complained about more charges levied by the commission agents. It is also clear from the Table that 14.67 per cent and 14.33 per cent of the growers were exploited by the commission agents due to part payment and multiplicity of charges. It is very clear that the large and small size growers have opined that the amount charged by the middlemen is very high.

### 5.2.19 Sources of Finance

Finance is the lifeblood of any business. The sources of finance include own capital and borrowed capital. The mango growers mobilise their own capital as well as from outside sources. Table 5.19 explains the details of the sources of finance.

**Table 5.19**

#### Sources of Finance

Sl.No.	Sources	Number of Cultivators		
		Small	Large	Total
1.	Own Capital	20 (13.33)	22 (14.67)	42 (14.00)
2.	Borrowed Capital	93 (62.00)	16 (10.67)	109 (36.33)

3.	Both owned and borrowed capital	37 (24.67)	112 (74.66)	149 (49.67)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It could be seen from Table 5.19 that out of 300 respondents included in this study only 14 per cent of them used exclusively own capital and the maximum of 49.67 per cent of the respondents have used both borrowed capital and own capital and remaining 36.33 per cent of the respondents have used only borrowed capital for their mango business. Majority of large size growers (74.66 per cent) have used both owned and borrowed capital. But majority of small farmers (62 per cent) have used only borrowed capital for the cultivation purpose.

### **5.2.20 Sources of Borrowing**

In order to meet the various financial requirements, the mango growers have mobilised money from various sources apart from their own sources. The sources of borrowing include banks, moneylenders, wholesale merchants and their friends. Table 5.20 explains the details of the sources of borrowing by the mango growers.

**Table 5.20**

#### **Sources of Borrowing**

Sl.No.	Sources	Number of Cultivators		
		Small	Large	Total
1.	Bank	19 (12.67)	21 (14.00)	40 (13.33)
2.	Money lenders	67 (44.67)	44 (29.33)	111 (37.00)
3.	Wholesale Merchants	43 (28.66)	70 (46.67)	113 (37.67)
4.	From friends and relatives	21 (14.00)	15 (10.00)	36 (12.00)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It is concluded from Table 5.20 that the maximum of 113 (37.67 per cent) mango growers were getting money from wholesale merchants followed by 111 (37 per cent) sample growers who have got money from local moneylenders paying exorbitant interest rate. It is also noted that the growers who obtained loan from bank were only 40 (13.33 per cent) respondents and 36 (12 per cent) sample growers got money from their friends and relatives. It is quite obvious from the Table that a majority of large size growers representing 46.67 per cent of growers, depend upon the wholesale merchants for their financial requirement, whereas a minimum 10 per cent of the large size farmers have borrowed money from friends and relatives. In the case of small size

growers 44.67 per cent of them depend on moneylenders and only 12.67 per cent of the sample small growers borrowed money from bank for their cultivation practices.

### **5.2.21 Nature of Problems for Mobilising Finance**

During the period of mobilization of funds, the mango growers are facing various practical difficulties. The nature of the problems is varying from individual to individual. The problems include higher interest rate, providing of securities, non-availability of sufficient finance and the like. Table 5.21 presents the nature of problems.

**Table 5.21**

#### **Nature of Problem for Getting Finance from Unorganised Sector**

	<b>Nature</b>	<b>Number of Cultivators</b>
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Sl.No.		Small	Large	Total
1.	High rate of interest	59 (39.33)	42 (28.00)	101 (33.67)
2.	Requirement of security	48 (32.00)	18 (12.00)	66 (22.00)
3.	Insufficient of finance	18 (12.00)	60 (40.00)	78 (26.00)
4.	No flexibility of lending	21 (14.00)	28 (18.67)	49 (16.33)
5.	No Problem	4 (2.67)	2 (1.33)	6 (2.00)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It is clear from Table 5.21 that most of the mango growers registering 33.67 per cent have been affected by higher interest rate charged by the lenders. 26 per cent of the respondents were facing the problems of insufficient finance. It is also clear from the Table that the majority of the farmers belonging to large size growers registering 40 per cent have been affected by insufficient finance, whereas small size growers constituted only 12 per cent.



### 5.2.22 Interest charged by Unorganized Sector from the Growers

It is quite obvious that the mango growers do not plan their financial requirements well in advance. As a result, they always approach private moneylenders. The interest charged by the moneylenders is always higher than the other sources and usually the mango growers are repaying their dues to the lenders only after the completion of harvesting of mango. The moneylenders collect therefore very high rate of interest from the mango growers. Table 5.22 depicts the interest paid by the growers to unorganized sectors.

**Table 5.22**

#### **Interest Paid by the Cultivators to Unorganised Sector**

Sl.No.	Interest in Percentage	Number of Cultivators		
		Small	Large	Total
1.	Less than 24	12 (8.00)	21 (14.00)	33 (11.00)
2.	24 – 36	41 (27.34)	63 (42.00)	104 (34.67)
3.	36 – 60	74 (49.33)	51 (34.00)	125 (41.67)
4.	60 and above	23 (15.33)	15 (10.00)	38 (12.66)

	Total	150 (100.00)	150 (100.00)	300 (100.00)
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Note: Figures in parentheses indicate percentages.

It is evident from Table 5.22 that the maximum of 41.67 per cent of the respondents have paid the interest to the moneylenders between 36 to 60 per cent. It is also clear that 12.66 per cent of the mango growers have been charged high interest rate, which is above 60 per cent and only 11 per cent of the growers have paid below 24 per cent of the interest. In the case of small size growers 49.33 per cent have paid from 36 percent to 60 per cent of interest for their due. Next 27.34 per cent of the growers have paid 24 to 36 per cent of interest. It is clear that the vast majority of large size growers registering 42 percent have paid interest between 24 to 36 per cent.

### **5.2.23 Purpose of Getting Advance**

The mango growers have got money from various sources to meet agricultural requirements. The mobilized money is mainly used for the procurement of fertilizers and other requirements. Table 5.23 explains the details of purpose of getting advance.

**Table 5.23**

**Purpose of Getting Advance**

Sl.No.	Purpose	Number of Cultivators		
		Small	Large	Total
1.	To buy fertilizers	20 (13.33)	46 (30.67)	66 (22.00)
2.	To meet other requirements	33 (22.00)	41 (27.33)	74 (24.67)
3.	Both	97 (64.67)	63 (42.00)	160 (53.33)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It is clear from Table 5.23 that the maximum of 53.33 per cent of the respondents have expressed that the main purpose of getting loan is to meet both purchase of fertilizers and other requirements.

### 5.2.24 Period of Re-Payment

The mango growers are repaying their dues to the lenders only after the completion of harvesting of mangoes. The repayment period may be either one time basis or certain installment basis. Table 5.24 explains the details of the period of repayment of loan by the mango growers.

**Table 5.24**

#### Periods of Repayment

Sl.No.	Period	Number of Cultivators		
		Small	Large	Total
1.	At once	32 (21.33)	55 (36.67)	87 (29.00)
2.	Two installments	48 (32.00)	61 (40.67)	109 (36.33)

3.	More installments	70 (46.67)	34 (22.66)	104 (34.67)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It is well known from Table 5.24 that the maximum of 109 (36.33 per cent) respondents have repaid their dues in two installments followed by 104 (34.67 per cent) respondents who paid their dues in more installments. Remaining 87 (29 per cent) respondents have paid in one installment.

### 5.2.25 Problems in Getting Finance from the Organized Sector

The growers are procuring finance from various ways for his mango business. The problems in getting finance from the organised sector by the growers are furnished in Table 5.25.

**Table 5.25**  
**Problems in Getting Finance from the Organised Sector**

Sl. No.	Problems	Number of Small growers	Rank	Number of Large growers	Rank
1.	Procedural delay	51	I	20	III

2.	Limit for loan amount	8	V	41	II
3.	Complexity in procedure	46	II	54	I
4.	Requirement of security	28	III	19	IV
5.	Rigid payment procedures	14	IV	11	V
6.	No problem	3	VI	5	VI

Table 5.25 explains that the problem of procedural delay occupied the first rank (51 respondents) in small size growers whereas in the case of large size growers it occupied third rank only (20 respondents). Procedural complexity was the main constraint in the case of large size growers registering 54 respondents.

### **5.2.26 Reasons for Satisfaction of the Present Occupation**

The main motto of everybody's life is self-satisfaction. When an individual is satisfied with his job, it results in higher levels of motivation and ultimately the overall performance of the business is improved to a great extent. Though the mango cultivation is seasonal oriented, the production of the mango is based on various factors such as monsoon, fertility of the soil, type of mango grafts and so on. The involvement of the individual growers plays a major role apart from other major factors. Table 5.26 explains the reason for the satisfaction of the mango cultivators.

**Table 5.26**

### Reasons for Satisfaction of the Present Cultivation

Sl.No.	Reasons	Number of Cultivators		
		Small	Large	Total
1.	More profitability	18 (12.00)	30 (20.00)	48 (16.00)
2.	Less risk more return	9 (6.00)	38 (25.33)	47 (15.67)
3.	Well experienced in this line	4 (2.66)	28 (18.67)	32 (10.66)
4.	Don't know other job	35 (23.34)	19 (12.67)	54 (18.00)
5.	Non-satisfactory category	84 (56.00)	35 (23.33)	119 (39.67)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It could be seen from Table 5.26 that 60.33 per cent of the respondents felt higher level of satisfaction in the present cultivation. It is also noted that many of the growers (39.67 per cent) fall under non-satisfactory category. It is also derived from the Table 5.26 that out of the totally satisfied small size mango growers 23.34 per cent of them were satisfied with present occupation in the absence of the skills for any other job. In the case of large size growers this is only 12.67 per cent. It is quite interesting to note that 12 per cent of small size growers have been satisfied with their

present occupation due to getting more profitability, while large size growers are higher in this regard registering 20 per cent.

### 5.2.27 Reason for Dissatisfaction of the Present Occupation

The mango cultivation is a seasonal based activity. During the harvest season, the cultivators earn the maximum amount of revenue out of their mango production but in the other seasons, namely off-seasons, the mango growers use the entire time for maintaining the mango trees. As a result this occupation does not attract many mango growers. Table 5.27 explains the reasons for dissatisfaction with the present occupation.

**Table 5.27**  
**Reasons for Dissatisfaction of the Present Occupation**

Sl.No.	Reasons	Number of Cultivators		
		Small	Large	Total
1.	Uncertainty of income	34 (22.67)	13 (8.67)	47 (15.67)



2.	Increased cost	13 (8.67)	6 (4.00)	19 (6.33)
3.	Inadequate return	17 (11.33)	5 (3.33)	22 (7.34)
4.	Irregular employment	8 (5.33)	10 (6.67)	18 (6.00)
5.	Stiff competition	12 (8.00)	1 (0.66)	13 (4.33)
6.	Satisfaction category	66 (44.00)	115 (76.67)	181 (60.33)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

It is clear from Table 5.27 that about 39.67 per cent of mango growers have not been satisfied with the present occupation due to various reasons like uncertainty of income, increase cost, inadequate return and the like. It is also found that 22.67 per cent of the small size respondents have not been satisfied with the present occupation due to uncertainty of income whereas in the case of the large size growers, it is only 8.67 per cent.

### 5.2.28 Mango Growers Opinion Towards Their Future Action

The impact of production and marketing problems on the two aspects, the desire to increase area under mango cultivation and measures like regulated markets for solving some of the marketing problem, were ascertained from the sample farmers. Table 5.28 reflects the opinion of cultivators about future course of action.

**Table 5.28**

#### Opinion of Cultivators about Future Action

Sl.No.	Future Plan	Number of Cultivators		
		Small	Large	Total
1.	Desire to increase the area under mango cultivation	63 (42.00)	42 (28.00)	105 (35.00)
2.	Desire to establish a separate co-operative marketing society for mango growers	29 (19.33)	67 (44.67)	96 (32.00)
3.	Desire to start a separate regulated market for mangoes	58 (38.67)	41 (27.33)	99 (33.00)
	Total	150 (100.00)	150 (100.00)	300 (100.00)

Note: Figures in parentheses indicate percentages.

The analysis of Table 5.28 reveals that the majority of the farmers registering 35 per cent of the overall size growers desire to increase area under mango cultivation. The major reason for not being declined to increase area under mango cultivation seems to be lack of irrigation facilities and low returns. Land scarcity is also reported. 33 per cent of respondents have a desire to establish regulated markets in the study area. About 32 per cent of growers are of the opinion that there is a need to establish co-operative marketing society for mangoes, so that they could expand their business considerably.

It is to be noted that 42 per cent of the small size and 28 per cent in the large size category are willing to increase the area of mango cultivation. Support for establishing a separate co-operative marketing society for mango cultivation is about 19.33 per cent and 44.67 per cent respectively in the small and large size categories. There is no separate regulated market for their produce at present. Therefore, the remaining 38.67 per cent in the small and 27.33 per cent in the large size category of the sample respondents desire to start a separate regulated market for marketing their produce.

### **5.3 Factor Analysis**

Mathematically, factor analysis is somewhat similar to multiple regression analysis. Each variable is expressed as a linear combination of underlying factors. The amount of variance a variable shares with all other variables included in the analysis is

referred to communality. The co-variation among the variables is described in terms of a small number of common factors plus a unique factor for each variable. These factors are not over observed. If the variables are standardized, the factor model may be represented as:

$$X_i = A_{i1} F_1 + A_{i2} F_2 + A_{i3} F_3 + \dots + A_{im} F_m + V_i U_i$$

Where,

$X_i$  =  $i^{\text{th}}$  standardized variable,

$A_{ij}$  = Standardized multiple regression coefficient of variable  
i on common factor j

F = Common factor,

$V_i$  = Standardized regression coefficient of variable i on  
unique factor i

$U_i$  = The unique factor for variable i

m = Number of common factors

The unique factors are uncorrelated with each other and with the common factors. The common factors themselves can be expressed as linear combinations of the observed variables.

$$F_i = W_{i1} X_1 + W_{i2} X_2 + W_{i3} X_3 + \dots + W_{ik} X_k$$

Where,

$F_i$  = Estimate of  $i^{\text{th}}$  factor

$W_i$  = Weight or factor score coefficient

$K$  = Number of variables.

It is possible to select weights or factor score coefficients so that the first factor explains the largest portion of the total variance. Then a second set of weight can be selected, so that is the second factor accounts for most of the residual variance, subject to being uncorrelated with the first factor. This same principle could be applied to selecting additional weights for the additional factors. Thus, the factors can be estimated so that their factors scores, unlike the value of the original variables, are not correlated. Furthermore, the first factor accounts for the highest variance in the data, the second factor the second highest, and so on.

### **Rotated Factor Matrix for Marketing Problems of Mango (Factor Analysis)**

The Rotated Factor Matrix for the variables relating to marketing problems among the overall sample respondents is given in Table 5.29.

**Table 5.29**  
**Rotated Factor Matrix for Marketing Problems of Mango**

Sl. No.	Variable	F1	F2	F3	F4	F5	F6
1.	Marketing is not a difficult one	.7210	.1636	.0449	.0541	.0428	-.1407
2.	Easy to get packing material	.6815	.1387	-.1006	.0749	.2109	-.0926
3.	Sufficient local market for selling the mangoes	.6750	-.0513	.1056	.2122	.0082	-.1590
4.	Better or Competitive Price for mango is available	.6547	-.0016	.2279	-.0138	.2060	.0797
5.	Prices of mangoes keep fluctuating in every season	.6087	.0352	.2741	.0193	.1104	-.0646
6.	Easy to sell soon after harvest	.5635	.0744	.1639	.1449	-.0563	.1350
7.	Easy to sell after ripening	.5246	.4042	.3100	.0115	.0175	.0286
8.	Profit is high, it leads to cultivate more area	.5049	.1798	.0693	.2618	.4052	-.1378
9.	Information from Government about financial assistance is essential	.3254	.7169	.0960	-.0713	.0706	-.0377
10.	More labour is available for marketing of mangoes	.0621	.6348	.0944	.1802	-.1963	.0080
11.	Mode of transport is the most important factor for marketing	-.1085	.6003	.0531	-.0055	.1568	.1628
12.	Transport cost is higher than the expected cost	.2370	.5414	.1689	.1302	.3604	.1494
13.	Insufficient transport facilities exist in marketing of mango	-.0544	.5067	.3806	.3028	-.1808	-.2755
14.	Need for more information about marketing of mango	.0971	.4357	.2391	.20265	.0646	.0206
15.	Lack of information about marketing leads to misguide the farmers	.1966	.4150	.2939	.2884	-.0527	.1461
16.	Commission charges collected by intermediaries are too high	.2209	.2955	.6921	-.0932	-.0583	.0651
17.	Price difference among various markets are high	.1235	.0722	.6144	-.0007	-.0423	.0367
18.	Lack of Government assistance in mango marketing	.0427	.1632	.5777	.2473	.0094	-.1040
19.	Difficult to sell in peak season	.1402	.0084	.5735	.1535	.2178	.2053

**Table 5.29. Contd.**

Sl. No.	Variable	F1	F2	F3	F4	F5	F6
20.	Lack of information about better varieties of mango	.35971	-.1315	.1142	.6217	-.1522	.0311
21.	Middlemen assistance is very essential for mango marketing	-.0229	.3648	.0608	.6203	.1403	-.0797
22.	Difficult to get finance from organized sector than unorganized sector	-.0836	.0803	.0543	.6137	.0139	.5207
23.	Complexity procedure, while getting finance from organized sector	.2216	.1446	.2307	.4967	.3714	-.0540
24.	Getting of advance money from middlemen is not properly used	-.0593	.3784	-.2726	.4280	-.3982	.2807
25.	Selling through middlemen leads to malpractices in mango marketing	.3433	.0063	.3878	.4043	-.0251	-.3120
26.	Borrowed capital is a main source of assistance for mango marketing	.0801	-.0500	-.1270	.0268	.6175	.0430
27.	Interest is too high for borrowed capital	.3331	.3997	.1675	-.0823	.5755	.0330
28.	At the rainy season, more storage facilities is available	-.2225	-.0001	.0417	.0212	-.0720	.5627
29.	Information from Government about channel of marketing is essential	.2911	.2274	.1515	-.0297	.2171	.4506
	Eigen Value	5.9788	2.6896	1.9715	1.5752	1.4507	1.4126
	Percentage Variance	20.60	9.30	6.80	5.40	5.00	4.90
	Cumulative % Variance	20.60	29.90	36.70	42.10	47.10	52.00

Note: F = Factor

Table 5.29 exhibits the rotated factor loadings for the 29 statements (factors) of marketing problems of mango. It is clear from Table 5.29 that all the 29 statements have been extracted into six factors namely F<sub>1</sub>, F<sub>2</sub>, F<sub>3</sub>, F<sub>4</sub>, F<sub>5</sub> and F<sub>6</sub>. The factors with identified new names which influence marketing problems are discussed in the following.

### **Factor I (F<sub>1</sub>)**

Among the marketing problems of mango, the factors made regarding ‘marketing is not a difficult one’, ‘easy to get packing material’, sufficient local market for selling the mangoes’, ‘better or competitive price for mango is available’, ‘prices of mangoes keep fluctuating in every season’, ‘easy to sell soon after harvest’, easy to sell after ripening’ and ‘profit is high, it leads to cultivate more area’ are the factors with higher positive loadings on Factor I. The above said eight factors with high loadings on Factor I are characterized as “Accessibility”. Hence, F<sub>1</sub> is termed as *Accessibility*. The eigen value for the above Factor I is 5.9788 and the percentage variance is 20.60. It is to be concluded that the marketing of mango is easy to access among the respondents and it comes as the first important factor.

### **Factor II**

The second factor consists of marketing of mango such as ‘information from Government about financial assistance is essential’, ‘more labour is available for marketing of mangoes’, ‘mode of transport is the most important factor for marketing’, ‘transport cost is higher than the expected cost’, ‘insufficient transport facilities exist in



marketing of mango’, ‘ need for more information about marketing mango’, and ‘lack of information about marketing leads to misguide the farmers are the factors with higher positive loadings on Factor II. Therefore all the seven factors with high loadings on Factor II are characterized as “Infrastructure Facilities”. Hence, F2 is termed as ***Infrastructure Facilities***. The eigen value for the above Factor II is 2.6896 and the percentage variance is 9.30. It is to be concluded that the infrastructure facilities such as storage, transport, information about market and the like are needed more for marketing of mango. It is the second important factor.

### **Factor III**

The significant loading statements under third factor (F<sub>3</sub>) are ‘commission charges collected by intermediaries are too high’, ‘price difference among various markets are high’, ‘lack of government assistance in mango marketing’, and ‘difficult to sell in peak season’ are the important factors with higher positive loadings on Factor III. Therefore all the four variables with high loadings on Factor III are characterized as “Higher Charges”. Hence, F3 is termed as ***Higher Charges***. The eigen value for the above Factor III is 1.9715 and the percentage variance is 6.80. It is to be concluded from the above analysis, that marketing of mango leads to higher payment of commission charges, price difference, and the like.

### **Factor IV**

The statements made regarding ‘lack of information about better varieties of mango’, ‘middlemen assistance is very essential for mango marketing’, ‘difficult to get finance from organized sector than unorganized sector’, ‘complexity procedure, while

getting finance from organized sector’, ‘ getting of advance money from middlemen is not properly used’, and ‘selling through middlemen leads to malpractices in mango marketing’ are the factors with higher positive loadings on Factor IV. Therefore all the six variables with high loadings on Factor IV are characterized as “More Assistance”. Hence, F4 is termed as *More Assistance*. The eigen value for the above Factor IV is 1.5752 and the percentage variance is 5.40. It is to be concluded that the marketing of mango needed more assistance regarding varieties, middlemen, finance and the like. It comes under fourth important factor.

#### **Factor V**

It is understood that the statements made regarding ‘borrowed capital is a main source of assistance for mango marketing’ and ‘interest is too high for borrowed capital’ are the factors with higher positive loadings on Factor V. Therefore the above two variables with high loadings on Factor V are characterized as “Borrowed Capital”. Hence, F5 is termed as *Borrowed Capital*. The eigen value for the above Factor IV is 1.4507 and the percentage variance is 5.00. It is to be concluded that the borrowed capital is the main source for mango marketing and it comes under fifth dominant factor.

#### **Factor VI**

Among the statements of marketing problem of mango, the statements made regarding ‘at the rainy season, more storage facilities is available’ and ‘information from Government about channel of marketing is essential’ are the factors with higher positive loadings on Factor VI. Therefore the above two factors with high loadings on

Factor V are characterised as “Government Aid”. Hence, F6 is termed as *Government Aid*. The eigen value for the above Factor IV is 1.4126 and the percentage variance is 4.90. It is to be concluded from the above factor analysis, that the government assistance is very essential for financial assistance and channels of marketing.

The variables with highest loadings for marketing problems of mango are provided in Table 5.30.

Table 5.30

**Variables with the Highest Factor Loadings  
for the Marketing Problems  
of Mango**

<b>Factor</b>	<b>Name of newly Extracted Factor</b>	<b>Selected Statement (Variable)</b>	<b>Factor Loadings</b>
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F <sub>1</sub>	Accessibility	Marketing is not a difficult one	0.7210
F <sub>2</sub>	Infrastructure Facilities	Information from Government about financial assistance is essential	0.7169
F <sub>3</sub>	Higher Charges	Commission charges collected by intermediaries are too high	0.6921
F <sub>4</sub>	More Assistance	Lack of information about better varieties of mango	0.6217
F <sub>5</sub>	Borrowed Capital	Borrowed capital is a main source of assistance for mango marketing	0.6175
F <sub>6</sub>	Government Aid	At the rainy season, more storage facilities is available	0.5627

It is clear from Table 5.30 that ‘marketing is not a difficult one’ with a factor loading of 0.7210, ‘information from Government about financial assistance is essential’ with a factor loading of 0.7169, ‘Commission charges collected by intermediaries are too high’ with a factor loading of 0.6921, ‘lack of information about

better varieties of mango' with a factor loading of 0.6217, 'borrowed capital is a main source of assistance for mango marketing' with a factor loading of 0.6175 and 'at the rainy season, more storage facilities is available' with a factor loading of 0.5627 are the variables with the highest factor loadings under factors F<sub>1</sub>, F<sub>2</sub>, F<sub>3</sub>, F<sub>4</sub>, F<sub>5</sub> and F<sub>6</sub>. Therefore, these are the identified six variables which influence the marketing problems of mango among the respondents selected for the present study.

#### **5.4 Summary**

In this chapter the researcher has presented the various marketing problems of mango growers of Madurai District. It is found from the analysis that majority of the farmers still rely on non-banking financing sectors for their financial requirements. It is also found that 31.34 percent of the respondents have felt that the cost of transportation is very high and 32.33 percent of them were facing the problem of inadequate marketing information.

#### **6.1 Introduction**

**In this chapter the researcher has presented the summary of findings of this study and also discussed the various problems faced by the mango cultivators**