Chapter 1

Introduction And Research Methodology
INTRODUCTION AND
RESEARCH METHODOLOGY

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CHAPTER 1
INTRODUCTION AND RESEARCH METHODOLOGY

1.1 INTRODUCTION AND OBJECTIVES OF THE STUDY:

1.1.1 The Problem:

India is predominately an agriculture country. The country has a variety of soils and climate from tropical to temperate providing unique opportunities for growing wide range of fruits which are known to be protective as they provide the much needed health supporting vitamins and minerals. Besides their value as human diet, they play an important role in commerce particularly in export trade. India is the world's second largest vegetable producer and third largest fruit producer, after Brazil and United States. Among the fruits, mango the 'King of fruits' occupies the top position with an annual production of about 10 million tonnes accounting for 52% of the world mango output. Out of the total 24.87 million hectares of land are under fruits growing in the country, mango orchards alone occupy 10.85% million hectares in 2001. India ranks first in world production of mango, during 2000-2001, India produced 98 lakh tonnes from an area of about 14 lakh hectare and earned more than 54 crores foreign exchange and marketing played very crucial role in this development. The role of marketing in promoting of mango trade can hardly be exaggerated particularly in a situation when mango products have sufficient potential to fetch export earnings. The recent call given by India's new agricultural business to enter into agriculture sector. Marketing farm products is the most important aspect of agriculture as a agro-products are perishable. Production and marketing go hand in hand in determining the success of agriculture enterprises and agriculture. Therefore it provides a very wide scope of enquiry especially in a country like ours where marketing system is not well developed and also not controlled by the government.
The opening of the economy within as well as outside the country has been increasing entry of new entrepreneurs in the field of agriculture business sector, being it primary agricultural production, processing or distribution and marketing. Hence the issue of marketing has become quite crucial and indispensable for trading of mango at local, national and global level. Because marketing assures fair and reasonable returns to all the players. Therefore it called a systematic study of marketing of mango. Again there are temporal and spatial variations in the markets and the producers share consumers price. This all indicates that there is a comprehensive scope for study on marketing of mango. It is one of the important ingredients of production process itself. Therefore an attempt will be made in this study to understand the existing pattern of mango production and marketing. It is said that the movement of the goods from the spot of production to the house of consumer in adequate quantities at a minimum incidental cost and at a characteristics of an efficient marketing system. Thus efficient and developed marketing is an incentive to the producer and consumer. Then what is a position in marketing of mango. What is organization of marketing of mango? What are channels followed in the marketing of mango. How far price spread is there and to what extent price variation are there and to what extent marketing of mango is efficient. These are some issues concerned in mango marketing at local, national and international level. The export of traditional agricultural products like cotton, groundnut and sugar have declined where as there of Basmati, oilseed, fruits and vegetables have shown an upward trend. As India is the largest producer and exporter of mangoes in the world, the need for to retain existing export and further increasing exports, both for increasing foreign exchange earnings and promoting overall economic growth of the country, is well recognized. Marketing of mangoes occupies an important place in marketing of fruits in India as well as in foreign countries. It
helps in promoting the country's trade and foreign trade. However there is a very little research work done on the marketing of mangoes. Chapter 2, It is an acknowledge fact that the working of markets and co-operative marketing play an important role in the foreign trade of our country. Although Marketing of fruits has been functioning for more than four decades, yet its performance evaluation has been ignored. Government markets and co-operative societies in general have attracted much less attention than they actually deserve at the hands of research fellows. It was this lacuna, which prompted the researcher to undertake research of this important topic. The researcher has attempted to understand pattern of mangoes marketing. As marketing of mangoes is one of the thrust sector in the economy to earn foreign exchange through export, the present study would help the marketing Agencies to undertake excellent measures for promoting trade and foreign trade of mango marketing.

Therefore a systematic study on export marketing of mango and its trends and progress is needed. Question such as to what extent export of marketing was there, what are the destinations of mango marketing trade, what is performance of it, what are variations in the exporting of mangoes An attempt will be made to examine them in a systematic manner taking into account changing global scenario.

1.1.2 Objectives of the study:

It is accepted fact that in research, although the aim is to achieve the maximum there are always constraints of time, efforts and resources. Hence it is a practice to limit and define the objectives of the study so as to achieve the meaningful results to the best possible extent with the available resources. Considering marketing
as the key factor to mango trading development and in earning foreign exchange,
present study has been undertaken with the following specific objectives.

1. To study and assess the trends and progress of area under mango in India.

2. To study and examine the trends and progress of production of mangoes in India.

3. To study and examine the trends and progress of productivity of mangoes in India.

4. To trace out and assess the marketing Channels in the marketing of mangoes in India.

5. To study and assess the trends and progress of mango marketing in India and its extent of Variations.

6. To study and examine the trends and progress in price of mango in India.

7. To study the mango price spread and extent of variations in price of mango in India.

8. To study and assess the trends and progress of export of fresh mangoes from India.
1.2 RESEARCH METHODOLOGY OF THE STUDY:

The research methodology includes following 7 subsections:

1.1.1 The study design.

1.1.2 Basic research questions

1.1.3 Assumptions of the study

1.1.4 Study area and period of the study.

1.1.5 Sources of data.

1.1.6 Statistical tools and techniques used.

1.1.7 Chapter plan of the study

1.2.1 The Study design:

The available secondary data have been interpreted and analysed in systematic and scientific manner with the accepted thesis forms to draw logical conclusions. The adopted study design has been presented in the following chart 1.1
1.2.2 Basic research questions:

An attempt is made in the present study to address the following basic research questions.

1. What is the trend and progress in
   (a) Production and productivity of mango in India.
   (b) Marketing and prices of mango in India.
   (c) Export of fresh mangoes from India?

2. Have the growth and change occurred evenly in
   (a) Production and productivity of mango in India,
(b) Marketing and prices of mango in India and
(c) Export of fresh mangoes from India?

3. To what extent the progress has been achieved during study period in
   (a) Production and productivity of mango in India,
   (b) Marketing and prices of mango in India and
   (c) Export of fresh mangoes from India?

4. What are the year-wise, State-wise market/Centre-wise and destination-wise variations in
   (a) Production and productivity of mango in India,
   (b) Marketing and prices of mango in India and
   (c) Export of fresh mango from India?

1.2.3 Assumptions of the study:

In the light of the above cited objectives and questions to be addressed in the present study, the following assumptions are made.

(A) Assumptions regarding area under mango, production and productivity of mango:

(i) Area and mango was higher in the post-liberalization period than in the pre-liberalization period.

(ii) Production of mango was higher in the post liberalization period than in the pre-liberalization period.

(iii) Productivity of mango was higher in the post liberalization period than in the pre-liberalization period.
(iv) Change in area under mango, Production and productivity of mango was positive in the post liberalization period than in the pre-liberalization period,

(v) Change in area under mango, production and productivity of mango was higher than in other fruits during post liberalization period as compared to pre-liberalization period.

(vi) The trend and progress of area under mango, production and productivity of mango was higher in post-liberalization period than in pre-liberalization period and it was uneven and but upward direction; and

(vii) The interstate variations in area under mango, and production and productivity of mango was wide.

(B) Assumptions regarding marketing and prices of mango:

(i) Mango arrival trend and progress was upward direction during post-liberalization period.

(ii) Mango arrival trend and progress as well as change in it was higher in post liberalization period than that of pre-liberalization period,

(iii) The change in mango arrival was positive.

(iv) State-wise and marketwise trend and progress was uneven. Inter-state and inter-market variations in mango arrival was wide. It is widen in post-liberalization period as compared to pre-liberalization period.

(v) There is no uniform seasonality in market arrivals as different markets have different seasonality.

(vi) The inter-state variations in prices of mango was wide and unevenness has increased during post-liberalization period than pre-liberalization period.

(vii) The inter-state market variations in price of mango was wide.
(C) Export marketing of fresh mango from India:

(i) The export of mangoes was higher in the post-liberalization period than in the pre-liberalization period.

(ii) The progress of exports of mangoes during the post liberalization period was higher than in the pre-liberalization period.

(iii) Share of export of mango in the total production of mango during post-liberalization period is lowered down as compared to pre-liberalization period.

(iv) The progress of mangoes export during 1980-2002 period was uneven and the inter destination disparity in export of mango was wide.

1.2.4 Study area and period of the study:

The coverage of the study is whole India. The time period chosen for the study post liberalization period that is 1992-2002.

1.2.5 Sources of data:

The study attempt to assess the state wise and year wise mango marketing Trends and progress and its extent of variations for the year 1992-2002. The period fairly long enough therefore required data is collected from both primary and secondary sources. However the study is based mostly on secondary data collected from government- central and state, Quasi- government and non-government agencies and their publications, documents, Journals, research, research articles and books.
The following are the main sources of data and information collection for the present study:

a) State level publications of directorate of economics and statistics, various state Government, and Government of India.

b) District level publications of directorate of economics and statistics, Government of India.

c) Published and unpublished official records of commissioner of Agriculture, Government of India.

d) Various reports published by the Government of India.

e) Published records of Government of India.

f) Published records of the fertilizer association of India.

g) Book and compendium published by economic development council.

h) Articles from periodicals, newspaper and journals.

i) Various books written by different authors.

j) NABARD, and

k) RBI’S Bulletin.

Data collected has been integrated in flow of the study in a planned and logical manner for assessing and understanding and interpretation and bring requisite findings. Data has been presented in a table and charts for drawing logical conclusions. Thus this research was about marketing of mangoes which was concerned with assessing and understanding production and marketing of mangoes in India, and export marketing of mangoes along with price spread of mangoes in India.

The following steps were observed in doing this research:

1. Formulation of the objectives of the study along with assumptions.
2. Designing the methods of data collection
3. Collecting of data
4. Processing interpretation and analyzing the data
5. Reporting the findings

1.2.6 **Statistical tools and techniques used:**

The following statistical tools and techniques were used as and when necessary in the analysis and interpretation of the data.

(i) Average
(ii) Percentage
(iii) Index number
(iv) Index of change

1.2.7 **Chapter plan of the study:**

The present work has been divided into 8 chapters as under:

1. Introduction and Research Methodology
2. Review of literature
3. Economy of India: An Overview
4. Production and productivity of mango
5. Marketing channels in the marketing of mangoes
6. Trends and progress of mango marketing and prices in India
7. Export marketing of fresh mangoes from India
8. Summary of conclusions and suggestions
CHAPTER 1: INTRODUCTION AND METHODOLOGY:

This chapter deals with introduction and research methodology of the study which includes the problem, and significance of the study and objectives of the study. Research methodology covers the study design, basic research questions, assumptions, study area and period of the study. Further this chapter includes sources of data, statistical tools and techniques used and finally chapter plan of the study is given.

CHAPTER 2: REVIEW OF LITERATURE:

The second chapter reviews the literature on marketing of mangoes in India and indicates the gap in existing literature and states the need of present study.

CHAPTER 3: ECONOMY OF INDIA: AN OVERVIEW

This chapter aims at giving details about India's economy. It deals with demographic change, growth of gross domestic product, national and per capita income, sectoral change, co-operative sector, infrastructure, Industrializations, and agro economy.

CHAPTER 4: PRODUCTION AND PRODUCTIVITY OF MANGO:

In this chapter an attempt has been made to study production and productivity pattern of mangoes in India from 1992-2002 which includes Area under mango, production and productivity of mangoes, State-wise as well as year-wise area under mango, and its trends and progress. The production of mangoes and productivity of mangoes is assessed along with its trends and progress.
CHAPTER 5: MARKETING CHANNELS IN THE MARKETING OF MANGOES:

This chapter deals with concept of market and marketing, channels of distribution including Horticulture marketing channels, general fruit marketing channels, fresh fruits marketing channels and mango marketing channels and functions of marketing of mangoes.

CHAPTER 6: TRENDS AND PROGRESS OF MANGO MARKETING AND PRICES IN INDIA:

This chapter deals with trends and progress of mango marketing and prices in India. Mango marketing, arrivals and price spread of mangoes in India is assessed in this chapter. State-wise and year-wise marketing arrival of mangoes in India is assessed. Inter-state, inter-market and year-wise trends and progress and extent in marketing of mango and prices are analyzed in the chapter.

CHAPTER 7: EXPORT MARKETING OF FRESH MANGOES FROM INDIA:

It deals with share of agricultural export in GDP in India, India’s share in world export of agricultural product, share of fruits and vegetables in total export in India, share of export mango in the total production of mango, and trends and progress of exports of fresh mangoes during pre and post liberalization period. It also assesses destination-wise trends and progress of mangoes exports during pre and post liberalization period.
CHAPTER 8: SUMMARY OF CONCLUSIONS AND SUGGESTIONS:

Lastly it summarizes the study and presents the conclusions that can be drawn and make some suggestions for the promoting marketing of mangoes in India and abroad.