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Marketing behaviour of turmeric growers in Marathwada region

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Abstract
The present study was conducted in Basmat and Aundha tehsils of Hingoli district from Marathwada region of Maharashtra State in 2024-2025, with an objective to study "Marketing behaviour of turmeric growers in Marathwada region". Six villages from each tehsil were selected. Total twelve villages were selected for research study. Ten respondents were selected from each village and hence 120 respondents were selected for the study. Ex post facto research design was followed in present investigation. It was found that 63.33 percent of respondents had medium marketing behaviour followed by 20.00 percent of them had low marketing behaviour and 16.67 percent of them had high marketing behaviour.

Keywords: Marketing, behaviour, turmeric, turmeric grower, Marathwada region

Introduction

Turmeric, scientifically known as *Curcuma longa*, is one of the most important spices in the global market, prized for its culinary, medicinal, and cultural applications. Known for its vibrant yellow colour and distinct flavour, turmeric is an integral part of various cuisines, particularly in India, where it is widely used in both food preparation and traditional medicine.

However, before turmeric can be used in culinary or medicinal applications, it must undergo a series of processing steps to enhance its flavour, colour, and shelf life. These processing techniques are crucial as they help transform raw turmeric rhizomes into a more refined and marketable product. In the traditional methods, turmeric rhizomes were boiled or steamed and then subjected to various curing methods to remove the raw odour, gelatinize the starch, and give the rhizomes a uniform golden colour. Initially, turmeric rhizomes were placed in earthenware pans filled with water, covered with leaves, and layered with cow dung. The ammonia in the cow dung would react with the turmeric to produce the desired colour and aroma. However, due to hygienic concerns, this traditional method has largely been replaced by more modern techniques.

Marketing behaviours defined as farmer or producer perform one or more marketing activities. It includes selling of produce at different places and volume, moving the produce from the point of production to the consumer and role of farmers in different stages of marketing of agriculture or horticulture produce.

Marketing behaviour includes all activities that help move goods and services from the producer to the final consumer. It covers a wide range of functions such as purchasing, selling, processing the produce for sale, collecting it in one place, transporting, sorting, packaging, storing, value addition, and retailing. Other crucial elements include marketing finance, distribution systems, quality control, market intelligence, and training. Building strong market linkages is also a part of this process. Marketing systems are constantly evolving, shaped by competition and the need for ongoing innovation. One of the key enablers in this system is access to accurate and timely market information. It helps ensure better coordination, lowers marketing expenses, enhances productivity, and supports a more efficient and transparent market environment.

Materials and Methods

Ex-post facto research design was used to conduct the investigation. Purposive sampling techniques were employed in the multistage research sample drawing process. The state of Maharashtra's Marathwada region was chosen. The Hingoli districts is chosen from the Marathwada region. of them, two talukas Aunda and Basmat were purposively chosen for the study because maximum turmeric growers are from this area. Six villages were randomly chosen from each of the talukas that were chosen. For the study, a total of twelve villages were chosen. Ten farmers from each village were chosen as respondents based on a random sampling approach that was used for the selection of respondents. 120 growers of turmeric were therefore chosen for the study. These selection were done by using a simple random samping method. The ex post facto research design used for present study. An interview schedule was prepared in view of the ojective of the study and data were collected by personal interview of the selected soybean growers at their home or farms. The collected data was organised, tabulated and analyzed with help of statistical tools like frequency, mean, standard deviation, correlation of coefficient (r).

Results and Discussion

Table 1: Planning component of turmeric growers

Sr. No.	Marketing activities	Respondents		
		Always	Sometimes	Never
	1.Planning			
1.1	Study available resources and facilities in the area before cultivation of turmeric plants	69 (57.50)	31 (25.83)	20 (16.67)
1.2	Understand consumer needs before cultivation of turmeric plants	63 (52.50)	33 (27.50)	24 (20.00)
1.3	Understand distribution system of turmeric plant	76 (63.33)	29 (24.17)	15 (12.50)
1.4	Decide the marketing channel that will give maximum profit	60 (50.00)	35 (29.17)	25 (20.83)
1.5	Collect required information about markets eg. Demand, quality, rates etc	61 (50.83)	37 (30.83)	22 (18.34)
1.6	Use various sources for collecting market information	50 (41.67)	50 (41.67)	20 (16.66)

It was observed from Table 1 that majority of the growers 'always' selected the Understanding distribution system of turmeric plant (63.33%), 57.50 percent 'always' studied available resources and facilities in the area before cultivation of turmeric and also 50.00 percent of the respondent 'always' decided the marketing channel that will give maximum profit.

Table 2: Decision making/Action plan component of turmeric growers

Sr. No.	Marketing activities	Respondents		
		Always	Sometimes	Never
1.	Decision making/Action plan			
1.1	Issues decided after planning			
A	turmeric variety to be taken	80 (66.67)	30 (25.00)	10 (8.33)
B	Management of markets	70 (58.33)	31 (25.83)	19 (15.84)
C	Area allocation under turmeric	84 (70.00)	20 (16.67)	16 (13.33)
D	Cultivation technology to be followed	74 (61.67)	34 (28.33)	12 (10.00)
E	Sources and methods of procuring inputs	40 (33.33)	60 (50.00)	20 (16.67)
1.2	Sources consulted while taking decision			
A	Progressive farmers	69 (57.50)	37 (30.83)	14 (11.67)
B	Successful marketeers	78 (65.00)	24 (20.00)	18 (15.00)
C	Extension personnel	44 (36.67)	33 (27.50)	43 (35.83)
D	Turmeric association personnel's	22 (18.33)	37 (30.83)	61 (50.84)

From table 2 it was revealed that majority of growers 'always' used suggestions from Successful marketeers for decision making (65.00%), 70.00 percent 'always' decided the area allocation under turmeric, 50.00 percent 'sometimes' decided Sources and methods of procuring inputs and 66.67 percent 'always' decided turmeric variety to be taken.

Table 3: Implementation behaviour of turmric growers

Sr. No.	Marketing Activities	Respondants		
		Always	Sometimes	Never
1	Implementation of action plan			
1.1	Steps in implementing action plan			
A	Cultivate the turmeric varieties as decided	76 (63.33)	34 (28.33)	10 (08.34)
B	Seek advice of extension personnel for solving field problems	70 (58.33)	31 (25.83)	19 (15.84)
C	Follow the marketing system as decided	62 (51.67)	34 (28.33)	24 (20.00)
1.2	Marketing activities performed			
1.2.1	Type of market used for selling turmeric produce			
A	Local traders	67 (55.83)	36 (30.00)	17 (14.17)
B	Wholesalers	45 (37.50)	60 (50.00)	15 (12.50)
C	Distant market	17 (14.17)	46 (38.33)	57 (47.50)
1.2.2	Place of market			
A	Within village	32 (26.67)	51 (42.50)	37 (30.83)
B	Within taluka	73 (60.83)	25 (20.83)	22 (18.34)
C	Within districts	57 (47.50)	40 (33.33)	23 (19.17)
D	Within state	00 (00)	00 (00)	120 (100)
E	Outside state	00 (00)	00 (00)	120 (100)
1.2.3	Clean all the produce	72 (60.00)	29 (24.17)	19 (15.83)
1.2.4	Place of storage			
A	Own godown	45 (37.50)	48 (40.00)	27 (22.50)
B	Local traders	37 (30.83)	54 (45.00)	29 (24.17)
1.2.5	Sale of turmeric after processing	52 (43.33)	46 (38.33)	22 (18.33)
1.2.6	Mode of transportation			
1.2.6.1	Transportation of produce to market by			
A	Lorry	71 (59.17)	29 (24.17)	20 (16.66)
B	Tractor	56 (46.67)	38 (31.67)	26 (21.66)
C	Jeep	34 (28.33)	28 (23.33)	58 (48.34)
1.2.6.2	Reasons for selecting particular mode			
A	Available at door step	72 (60.00)	30 (25.00)	18 (15.00)
B	Less cost	57 (47.50)	35 (29.17)	28 (23.33)
C	It is easy to load and unload	56 (46.67)	54 (45.00)	10 (08.33)
D	No other mode	43 (35.83)	55 (45.83)	22 (18.34)
1.2.7	Time of sale of produce			
A	When prices are high	71 (59.17)	38 (31.67)	11 (09.16)
B	When in need of money	59 (49.17)	43 (35.83)	18 (15.00)
C	After considerable period of storage	42 (35.00)	40 (33.33)	38 (31.67)
D	Immediately after harvest	51 (42.50)	47 (39.17)	22 (18.33)
1.2.8	Weighing the turmeric produce at the time of sale	100 (83.33)	15 (12.50)	5 (04.17)
1.2.9	Agency for the sale of produce			
A	Self	39 (32.50)	40 (33.33)	41 (34.17)
B	Through cooperatives	35 (29.17)	36 (30.00)	49 (40.83)
C	Through commission agent	20 (16.67)	29 (24.17)	71 (59.16)

Table 3 indicates that a majority (83.33%) of respondents always weigh their turmeric produce at the time of sale. Additionally, 63.33% of the respondents always cultivate turmeric varieties as predetermined. (60.00%) of the respondents always Clean all the produce. Notably, 59.16% reported that they never sell their produce through commission agent and (50.00%) of the respondents sometimes used wholeseller type of market for selling their turmeric.

Table 4: Review component of turmeric growers

Sr. No.	Marketing Activities	Respondents		
		Always	Sometimes	Never
1.	Review			
A	Documentation of market experiences	58 (48.33)	44 (36.67)	18 (15.00)
B	Analysis of changed market situation	63 (52.50)	43 (35.83)	14 (11.67)
C	Preparation of new action plan	42 (35.00)	56 (46.67)	22 (18.33)

From Table 4 it was revealed that, majority of turmeric growers 'always' analyzed the changes in market situation (52.50%), 44.33 percent 'always' documented of market experiences and 46.67 percent "Sometimes' used to prepare any new action plan.

Table 5: Distribution of respondents according to their marketing behaviour.

n=120

Sr. No.	Category	Frequency	Percentage
1	Low (Up to 53)	24	20.00
2	Medium (54 to 63)	76	63.33
3	High (Above 63)	20	16.67
Total		120	100.00

It is evident from Table 5 that about 63.33 percent of respondents had medium marketing behaviour followed by 20.00 percent of them had low marketing behaviour and 16.67 percent of them had high marketing behaviour.

The finding were similar with results of Chengappa (2017) [1], Maratha, P and Badodiya, S.K. (2017) [3] and Stephency TJ and Vengatesan D. (2018) [2]

Conclusion

The majority of respondents were found to exhibit a medium level of marketing behavior. This indicates that while there is awareness and engagement in marketing activities, there is still room for growth and improvement. The findings suggest that enhancing strategies to target this group could lead to better outcomes. Further research could explore factors influencing these marketing behaviors and how to shift respondents towards higher engagement levels.

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