

# Adoption Level of Betelvine Growers on Marketing Aspects in Karur District of Tamil Nadu State

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## ABSTRACT

Betelvine is grown in moist tropical region in the world. It has been grown under two conditions i.e., natural conditions and controlled conditions. In natural condition in the tropical forest region on the tree it can grow as tall as the tree (Western regions & north eastern regions). Cultivation under controlled conditions (bareja) is in practice in the sub-tropics. The south region where humidity and temperature do not fluctuate abnormally and high humidity with moderate sunshine prevails throughout the year, the natural condition of betelvine growing is practiced. The most probable place of origin of betelvine is Malaysia but today the plants are mostly cultivated in India, Sri Lanka, Burma and Nepal. Chewing of betel leaves is an ancient habit of the people residing in the subtropical countries. It is used in the number of traditional remedies for the treatment of stomach ailments, infections, and generic tonic. It is often chewed in the combination with the betel nut as a stimulatory. Betelvine plays a significant role in the social and cultural aspects of India. The farmers faced difficulty in selling betelvine leaves in the markets due to changes in prices and the government not fixed the price for marketing of betelvine. Hence, there is an urgent need to reducing the constraints in betelvine marketing and the study was utmost needed to improve their adoption level of betelvine growers on marketing aspects in the present scenario.

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## 1. Introduction

Betelvine is cultivated intensively for the sake of it leaves, which are consumed by about 15-20 million people in the country. There are about varieties of betelvine in the world, of which about 40 varieties are found in India and 30 in west Bengal. Betelvine is an important medicinal and recreational plant in South East Asia. The most probable place of origin of betelvine is Malaysia but today the plants are mostly cultivated in India, Sri Lanka, Burma and Nepal. Chewing of betel leaves is an ancient habit of the people residing in the subtropical countries. It is used in the number of traditional remedies for the treatment of stomach ailments, infections, and generic tonic. It is often chewed in the combination with the betel nut as a stimulatory. Betelvine plays a significant role in the social and cultural aspects of India. Betelvine is grown in moist tropical region in the world. It has been grown under two conditions i.e., natural conditions and controlled conditions. In natural condition in the tropical forest region on the tree it can grow as tall as the tree (Western regions & north eastern regions). Cultivation under controlled conditions (bareja) is in practice in the sub-tropics. The south region where humidity and temperature do not fluctuate abnormally and high humidity with moderate sunshine prevails throughout the year, the natural condition of betelvine growing is practiced.

## 2. Specific Objective of the Study

The objective of the study was adoption level in marketing aspects by the betelvine growers in Karur district of Tamil Nadu State,

## 3. Review of Literature

**Deepa Bharathi (2003)** found most (88.33 per cent) of the senna growers sold their produce for immediate payment. Credit sale was found with 7.50 per cent of the respondents. Rest 4.17 per cent of them sold their produce on contract basis i.e., the price of senna were finalized before the harvest and amount will be paid at the time of harvest.

**Mankai (2005)** reported that 47.00 per cent of the respondents fell under high level of marketing behaviour followed by 27.00 per cent and 26.00 percent with medium and low level of marketing behaviour respectively in vegetablecultivation.

**Ganesha Moorthy (2005)** revealed that majority of the respondents (50.84 per cent) sold their produce through commission agents, followed by local merchant (21.67 per cent) and retailer in nearby town (16.67 per cent). Only 10.84 per cent of the respondents sold their produce through wholesale merchant.

**Parthiparaja (2007)** observed that cent per cent of the respondents sold their produce through commission agents in nearby town.

**Jai Sridhar (2009)** inferred that majority (57.78 per cent) of the maize growers received full payment followed by partial payment (42.22 per cent).

**Dhara (2010)** recorded that majority (86.70 per cent) of betelvine growers stored their produce for domestic use. Only few stored their produce to get better price later and due to lack of transport facilities. Majority (89.20 per cent) of the betelvine growers received full payment and 10.80 per cent received partial payment for their produce. Cent per cent of the

respondents were selling their produce through middlemen. Not selling their produce for direct sale. Majority of the respondents (93.00 per cent) sold their produce in the village itself. There were 5.83 per cent and 4.17 per cent of the respondents transported their produce to distance of 5-10 km and 10-15 km respectively.

#### 4. Research Methodology

Karur district occupies third position after Dindugal and Trichy in the production and productivity of Betelvine in Tamil Nadu. Karur district was selected for the study. In Karur district Krishnarayapuram taluk was selected for the study. The maximum area criterion was followed in the selection of block. Krishnarayapuram block was selected for the study. A list of villages for the selected block was collected from office of the Asst. Director of Agriculture, Karur. From the list of villages five villages were selected. Totally 120 respondents were selected for the study. In this study, adoption is defined as the make use of marketing aspects by the betelvine farmers. Following the approach, eight main items and twenty sub-items were selected for testing the adoption level of the respondents. The score were obtained for each of the recommended items by adding the scores obtained by the individual farmer on each item and indices were worked out. The items of the marketing aspects were also categorized into low, medium and high by Cumulative frequency method.

#### 5. Results and Discussion

##### 5.1 Overall adoption level on marketing aspects of the betelvine growers

In general, adoption was the final phase in the innovation decision process. To know whether such trend is exhibited in betelvine growers also, the present analysis was taken up. The overall adoption of marketing aspects by betelvine growers was worked out and the salient findings are given in Table 1.

**Table 1. Distribution of respondents according to their overall adoption level on marketing aspects**

(n=120)			
S. No.	Category	Number	Per cent
1.	Low	30	25.00
2.	Medium	72	60.00
3.	High	18	15.00
	<b>Total</b>	<b>120</b>	<b>100.00</b>

The Table 1 reveals that 60.00 per cent of the respondents had medium level of adoption followed by 25.00 per cent who had low level of adoption and 15.00 per cent of the respondents with high level of adoption. The reason for medium level category is that most of farmers adopt traditional marketing in betelvine.

##### 5.2. Adoption level on marketing aspects by the betelvine growers

The results for the distribution of the respondents based on their adoption level on marketing aspects of betelvine was presented in the table.2.

**Table 2. Distribution of respondents according to their adoption level on marketing aspects (Multiple Response)**

S. No	Marketing Aspects	Number	Per cent
1.	Mode of transport of betelvine leaves		
	1 Two wheelers	110	91.67
	2 Tractor	86	71.67
	3 lorry	54	45.00
	<b>Mean percentage</b>		<b>69.44</b>
2.	Marketing channel followed		
	1. Channel I	110	91.67
	2. Channel II	101	84.17
	3. Channel III	59	49.17
	<b>Mean percentage</b>		<b>75.00</b>
3	Standard unit of sale followed		
	1. 1kavuli = Rs. 35	98	81.67
	2. 1kottai = Rs.3500	102	85.00
	<b>Mean percentage</b>		<b>83.33</b>
4.	Standard method of picking operations followed		
	1. youngest leaves are picked out	97	80.00
	2. only 2 or 3 matured leaves are picked out	100	83.83
	<b>Mean percentage</b>		<b>82.00</b>
5.	Standard method of packaging practices followed		
	1. 100 leaves = 1kavuli	97	80.00
	2. 1kavuli = 1 kottai	97	80.00
	<b>Mean percentage</b>		<b>80.00</b>

6.	Type of financial sources arranged for cultivation		
	1. Own money	110	91.66
	2. Co-operative society	60	50.00
	3. Bank and other sources	21	17.50
	<b>Mean percentage</b>		<b>53.00</b>
7.	Type of price forecast followed		
	1 Commission agents price	97	80.83
	2 Mandi price	90	75.00
	3 Newspaper or other media	65	54.16
	<b>Mean percentage</b>		<b>69.99</b>
8.	Method of sales followed		
	1. Bargaining method	92	76.66
	2. Auction method	105	87.50
	<b>Mean percentage</b>		<b>82.08</b>

### 1. Mode of transport

From the Table 2, it is observed that in an average 69.44 per cent of the respondents adopt mode of transport, from that two wheelers (91.67 per cent), tractor (71.67 per cent) and lorry (45.00 per cent) was the sources of transportation by the respondents. The respondents opined that immediate transportation of the betel leaves from the farm to marketing area, since the quality of betel leaves progressively deteriorates if they stored in the house. When betel leaves markets are located far away from the farm tractor and lorry as the medium for transportation.

### 2. Marketing channel

From the Table 2, it is observed that in an average 75.00 per cent of the respondents adopt marketing channel, from that channel I 91.67 per cent was adopted, this was followed by Channel II was adopted by 84.17 per cent and by channel III adopted by 49.17 per cent. The respondents reported that mostly betelvine growers preferred the channel I and channel II as marketing of betelvine leaves. The commission agent charged at ten per cent of sales price, after deducting the commission the values of the produce is paid to the farmer immediately. In channel II, the farmers got more profit without commission agents they sell their product directly to the wholesalers. The channel III, half of the respondents followed and they opined that only fifty per cent of the farmers were the member of the farmers association and they only possible to sale their products in channel III.

### 3. Standard unit of sale

From the Table 2, it is observed that 83.33 per cent of the respondents adopted standard unit of sale for the sales of betel leaves. 1kottai= Rs.3500 was adopted by 85.00 per cent of the respondents and 1kavuli=Rs.35 was adopted by 81.67 per cent. The reason might be due to the fact that farmers prefer both the method for large scale marketing and small scale marketing of betelvine leaves.

### 4. Picking operations

From the Table 2, it is observed that 82.00 per cent of the respondents adopt standard method of picking operations for betel leaves. Among that 2-3 matured leaves are picked out by 83.83 per cent of the respondents and youngest leaves are

picked out by 80.00 per cent of the respondents. The respondents reported that the picking operation is very important for marketing of quality betelvine leaves and without wastage were very important in picking operations.

### 5. Packing practices

Of the total number of respondents 80.00 per cent adopt standard method of packing operations. The adopted farmers opined that packing of leaves is very essential for marketing of leaves. The improper packing leads to rejection by commission agents, whole sellers and retailers. The remaining non-adopted farmers reported that difficult to packing of leaves due to lack of skilled labour in the study area and they charged more money for packing.

### 6. Financial sources

Of the total number of respondents, mostly the respondents (91.66 per cent) using their own money for cultivation of betelvine. From that co-operative society (50.00 per cent) followed by bank side (17.50 per cent), The reason for the less percent might be due to that there is no finance is provided from the Bank side and rare seeking help from the co-operative society. The local money lenders provide finance but to a limited extent.

### 7. Price forecast

From the Table 2, it is observed that 69.99 per cent adopt price forecasting method, from that majority of the betelvine growers (80.83 per cent) adopt commission agents price, this was followed by 75.00 per cent of the respondents adopt mandi price and 54.16 per cent of the respondents adopt newspaper and other media. The respondents reported that the commission agent's main job is to assemble the produce from the producers for the wholesalers. The commission agents represent the interest of the wholesalers and sell the produce immediately.

### 8. Method of Sales

It could be observed from the Table 2, that 82.08 per cent of the respondents adopt sales method, from that 87.50 per cent adopted auction method of sales. This might be due to the fact that in auction method is preferred by the vineyard merchants traditionally and they depend upon the effective

performance by the market intermediaries. The bargaining method was adopted by 76.66 per cent of the farmers. These farmers opined that they agree to dispose of his produce for the price quoted by the traders.

### 6. Conclusion

The betelvine is important commercial crop in India. The leaves of the plant become ready for plucking after one year of planting and production lasts for several years from the date of planting. Betel needs constantly moist soil, but there should not be excessive moisture. Hence, frequent light irrigation is given. The farmers faced difficulty in selling betelvine leaves in the markets due to changes in prices and the government not fixing the price for marketing of betelvine. Hence, there is an urgent

need to reduce the constraints in betelvine marketing and the study was utmost needed to improve their adoption level of betelvine growers in the present scenario. It was concluded from the study that overall adoption level on marketing aspects of betelvine 60.00 per cent of the respondents had medium level of adoption followed by 25.00 per cent who had low level of adoption and 15.00 per cent of the respondents with high level of adoption. In adoption of marketing aspects, 75.00 per cent of the respondents adopt marketing channel, 82.08 per cent of the respondents adopt sales method, mostly the respondents (91.66 per cent) using their own money for cultivation of betelvine and 82.00 per cent of the respondents adopt standard picking operations for betel leaves.

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