

# Knowledge about the Marketing Aspects by the Betel Vine Growers in Karur District of Tamil Nadu State

<sup>1</sup>B.S. Sharanya & <sup>2</sup>Dr.B.Sudhakar

<sup>1</sup>P.G Student, Dept. of Agrl. Extension, Faculty of Agriculture, Annamalai University, Chidambaram, Tamil Nadu (India)

<sup>2</sup>Assistant Professor , Dept. of Agrl. Extension, Faculty of Agriculture, Annamalai University, Chidambaram, Tamil Nadu (India)

## ARTICLE DETAILS

### Article History

Published Online: 15 April 2019

### Keywords

Betelvine, Constraints, Farmers, Knowledge, Marketing.

### \*Corresponding Author

Dr. B. Sudhakar

Email: ban1974sudh[at]gmail.com

## ABSTRACT

The betel plant is an evergreen perennial, with glossy heart-shaped leaves and white catkin. The betel plant originated in South and South East Asia. In India and Srilanka a sheaf of betel leaves is traditionally offered as a mark of respect and auspicious beginnings. Occasions include greetings elders at wedding ceremonies, celebrating the New Year, and offering payment to Ayurvedic physicians and astrologers (to whom money and/or areca nut, placed on top of the sheaf of leaves, are offered in thanks for blessings). 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 knowledge level of betelvine growers on marketing aspects in the present scenario.

## 1. Introduction

The major states in India cultivating Betelvine are Karnataka 8700ha, Tamil Nadu 5500ha and Bihar 3200ha (Kaleeswari and Sridar, 2013). Since it is a creeper, it needs a compatible tree or a long pole for support. Fertile soil is the best for betelvine cultivation. The farm yard is fenced with Bamboo sticks and Agathi leaves. The creeper cuttings are planted after proper dressing in the months of May-June, at the beginning of the monsoon season. The plants are nearly arranged in parallel rows about two feet apart, and the saplings are twined around uprights sticks of split bamboo and reeds. Proper shade be done in alternate days and trench method is followed in this cultivation. Within five months of planting crop reaches seven feet and after five months the crop will further grow up to the height of one feet. Later banana trees are grown as border crop to prevent betelvine from severe winds and to absorb water in the field. Then inverted V shaped cuttings are made with the use of bamboo sticks to make a round creeper. Training method is made by using banana strip. After seven months pruning is done to prevent the crop from insect and pest attack. 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 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 knowledge level of betelvine growers in the present scenario.

## 2. Specific Objective of the Study

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

## 3. Review of Literature

**Aski et al., (2011)** observed that 61.50 per cent of the respondents had medium level of knowledge followed by 25.17 per cent of the respondents had high level of knowledge and 13.33 per cent of the respondents had low level of knowledge.

**Dhruw et al., (2012)** noticed that majority of the respondents (62.50 per cent) had medium level of knowledge regarding recommended betelvine production technology followed by 20.00 per cent and 17.50 per cent respondents who were having high and low levels of knowledge.

**Ajayi et al., (2013)** revealed that half of the extension agents have high level of knowledge on betelvine production followed by low level of knowledge (36.00 per cent) and moderate knowledge (14.00 per cent)

**Madhan kumar (2013)** reported that medium level of knowledge was observed among 51.96 per cent on betelvine growers. Regarding the sources of knowledge 47.24 per cent were sought the knowledge.

**Yekinni and Akinbile (2014)** reported that (34.10 per cent) of the respondents had high level of knowledge on betelvine production followed by 65.00 per cent of respondents had low level of knowledge.

**Siddam (2016)** reported that majority of the respondents possessed medium level of knowledge (55.00 per cent).

## 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, Knowledge as those behaviour and test studies, which emphasize remembering either by recognition to recall of ideas, materials and phenomena. In this study, knowledge is defined as the understanding of betelvine farmers about the marketing aspects.. Following the approach, eight main items and twenty sub-items were selected for testing the knowledge level of the respondents. The respondents were categorised into low, medium and high by using cumulative frequency.

## 5. Results and Discussion

### 5.1 Overall knowledge about marketing aspects of the betelvine growers

Knowledge is the pre-requisite for adoption of any innovation. Insufficient knowledge about any idea prevents an individual to avail of its benefits. Perfect knowledge about an idea or practice helps an individual to relate it to his needs in terms of profitability and productivity. Hence, as prior step to assess the extent of adoption of marketing aspects by the farmers, the knowledge level of respondents was studied and the salient findings are presented in the section. The results on distribution of respondents about their overall knowledge level on marketing aspects of betelvine are given in the Table1.

**Table 1. Distribution of respondents according to their overall knowledge level on marketing aspects of betelvine farmers (n=120)**

| S. No. | Category     | Number     | Per cent      |
|--------|--------------|------------|---------------|
| 1.     | Low          | 25         | 20.83         |
| 2.     | Medium       | 75         | 62.50         |
| 3.     | High         | 20         | 16.67         |
|        | <b>Total</b> | <b>120</b> | <b>100.00</b> |

The Table 1 reveals that 62.50 per cent of the respondents come under medium level of knowledge followed by 20.83 per cent of the respondents have low knowledge on marketing of betelvine and 16.67 per cent of the respondents come under high level category. The reason for most number of respondents in medium level knowledge is that practical knowledge on betelvine cultivation and marketing is procured

sufficiently by the betelvine farmers. This finding is supported with the findings of Dhruw *et al.*, (2012).

### 5.2. Knowledge about the marketing aspects by the betel vine growers

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

**Table 2. Distribution of respondents according to their knowledge about the marketing aspects of the betelvine growers. (Multiple Response)**

| S. No | Marketing Aspects   | Number | Percent      |
|-------|---|--------|--------------|
| 1.    | Knowledge about the mode of transport used for marketing of Betel vine                                |        |              |
|       | 1. Two wheelers   | 116    | 96.67        |
|       | 2. Tractor  | 97     | 80.83        |
|       | 3. lorry  | 97     | 80.83        |
|       | <b>Mean percentage</b>  |        | <b>86.11</b> |
| 2.    | Knowledge on types of marketing channel are being used  |        |              |
|       | <b>Channel I</b><br>Producer- auction method- commission agent- wholesaler- retailer- consumer        | 116    | 96.67        |
|       | <b>Channel II</b><br>Producer- vineyard merchant-wholesaler- retailer- consumer                       | 107    | 89.17        |
|       | <b>Channel III</b><br>Producer- farmers association- commission agent- wholesaler- retailer- consumer | 65     | 54.17        |
|       | <b>Mean percentage</b>  |        | <b>80.00</b> |
| 3.    | Knowledge about standard method of units of sale  |        |              |
|       | 1. 1kavuli = Rs.35  | 101    | 84.16        |
|       | 2. 1kottai = Rs.3500  | 103    | 85.83        |
|       | <b>Mean percentage</b>  |        | <b>85.49</b> |
| 4.    | Knowledge about the standard method of picking operation  |        |              |
|       | 1. Youngest leaves are picked out   | 97     | 80.83        |
|       | 2. Only 2 or 3 matured leaves are picked out  | 105    | 87.50        |

|    |  |     |              |
|----|--|-----|--------------|
|    | <b>Mean percentage</b>   |     | <b>84.17</b> |
| 5. | Knowledge about standard method of packaging practices followed in Betelvine cultivation |     |              |
|    | 1. 100 leaves = 1kavuli  | 101 | 84.16        |
|    | 2. 1kavuli =1 kottai   | 103 | 85.83        |
|    | <b>Mean percentage</b>   |     | <b>85.49</b> |
| 6. | Knowledge on the financial sources for Betel vine cultivation                            |     |              |
|    | 1. Own money   | 112 | 93.33        |
|    | 2. Co-operative society  | 97  | 80.83        |
|    | 3. Bank and other sources  | 97  | 80.83        |
|    | <b>Mean percentage</b>   |     | <b>85.00</b> |
| 7. | Knowledge about the different Price forecasting methods for Betel vine leaf              |     |              |
|    | 1 Commission agents price  | 102 | 85.00        |
|    | 2 Mandi price  | 105 | 87.50        |
|    | 3 Newspaper or other media   | 67  | 55.83        |
|    | <b>Mean percentage</b>   |     | <b>76.11</b> |
| 8. | Knowledge about the different methods of sales mode                                      |     |              |
|    | 1. Bargaining method   | 102 | 85.00        |
|    | 2. Auction method  | 107 | 89.16        |
|    | <b>Mean percentage</b>   |     | <b>87.08</b> |

### 1. Mode of Transport

It is observed from the Table 2 that 86.11 per cent of the respondents have knowledge on mode of transportation. The respondents opined that the transportation facilities are vital for betelvine growers. As betel leaves are delicate and have a shorter post-harvest life compared to other perishable commodities, should be marketed quickly, the adequate transport facility is a needed one. The picked leaves should be marketed quickly without any delay. If the produce remains longer the quality of the leaves deteriorates, when leaves are transported far away from the farm. From that mode of transportation through two wheelers (96.67 per cent) are know by the respondents, this was followed by tractor and lorry (80.83 per cent).

### 2. Marketing Channel

It is concluded from the Table 2 that in average 80.00 per cent of the respondents have knowledge on marketing channel. From that most of the betelvine growers (96.67 per cent) have known about channel I, where auction method for betel leaves marketing. This was followed by 89.17 per cent knowledge about channel II and half of the respondents (54.17 per cent) about channel III. The reason might be due to the farmers opined that the only few members are in farmers association and with lesser knowledge on channel III.

### 3. Units of Sales

From the Table 2 it is recorded that in an average 85.49 per cent of the respondents are known about the standard method of units of sales. From that 85.83 per cent of the respondents know about 1kotti=Rs.3500 and 84.16 per cent known about 1kavuli= Rs.35. The more number of respondents are known about both the units of same might be due to that for larger scale marketing the units of sale is very important for the betelvine growers.

### 4. Picking Operations

It is observed from the Table 2 in average 84.17 percent of the respondents have knowledge on standard method of picking operations. From that 87.50 per cent of the respondents known about 2-3 matured leaves for picking and 80.83 per cent known about youngest leaves are picked out. The respondents reported that based on the seasonal requirements both the methods were important in betelvine marketing.

### 5. Packing Practices

From the Table 2 it is observed that 85.49 per cent of the respondents have knowledge about standard method of packing practises of betel leaves. From that 85.83 per cent of respondents known about 1kavuli =1 kottai and 84.16 per cent of the respondents have knowledge about 100 leaves= 1kavuli. The respondents opined that where 100 leaves are packed with dried banana stem and sold to commission agents. Packing cost of betel leaves includes banana leaves, bamboo basket and gunny threads.

### 6. Financial Sources

It is observed from the Table 2 that eighty five per cent have knowledge on financial sources. From that 93.33 per cent of the respondents had knowledge on own money as financial source, this was followed by co-operative society and banks as a source known by 80.83 per cent of the respondents

### 7. Price Forecasting

It is observed from the Table 2 that 76.11 percent of the respondents have sufficient knowledge on price forecasting, from that 87.50 percent of the respondents have known about mandi price. High percent is due to the fact that most of the farmers are known about the mandi price for betel leaves marketing. This was followed by 85.00 per cent known about

commission agent price and half of the respondents known about the price by newspaper or other media.

### 8. Method of Sales

It is observed that from the Table 2 that in average 87.08 per cent of the respondents have knowledge on method of sales, from that 89.16 percent of the respondents are known about the auction methods and 85 per cent were known about bargaining method. These two methods are only known by the majority of the respondents.

### 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 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 knowledge level of betelvine growers in the present scenario. It was conclude from the study that overall knowledge level on marketing aspects on betelvine, 62.50 per cent of the respondents come under medium level of knowledge followed by 20.83 per cent of the respondents have low knowledge and 16.67 per cent of the respondents come under high level category. In marketing aspects, 86.11 per cent of the respondents have knowledge on mode of transportation, 80.00 per cent of the respondents have knowledge on marketing channel, 85.49 per cent of the respondents are known about the units of sales, 84.17 per cent of the respondents have knowledge on picking operations. 85.49 per cent of the respondents have knowledge about the packing practices of betel leaves, eighty five per cent have knowledge on financial sources and 87.08 per cent of the respondents have knowledge on method of sales.

### References

1. Kaleeswari V and Sridhar T.S. (2013). A Study on Betelvine cultivation and market crises in Karur district, Indian J. Appl. Res., 3 (10): 1-3.
2. Aski, S. G, Gotyal. S. H, M. B and R.H.Hanumanaikar. (2011). A study on knowledge and adoption behaviour of improved cultivation practices of bajra Growers in Bijapur district of Karnataka. Journal of Agriculture Update, Vol.6(1): 95-97.
3. Dhruw, K. S, Sengar R.S and K.N. Yadav. (2012). Level of knowledge and adoption about recommended maize production technology, Agricultural Update, Vol.7(3&7): 311-315.
4. Ajayi, A.O., Alabi, O.S. and T.O. Akinsola.(2013). Knowledge and Perception of Extension Agents on Information and Communication Technologies (ICTs) use in Extension Services Delivery in Ondo State, Nigeria, African Journal of Agricultural Research, 8(48): 6226-6233.
5. MadhanKumar, M. (2013). information and Communication Technology (ICT) Utilization Pattern by the Extension Personnel of Nagapattinam District. Unpublished M.Sc (Ag.,) Thesis, Annamalai University, Annamalai Nagar.
6. Yekinni, O.T. and L.A. Akinbile. (2014). Comparison of Use of Information and Communication Technologies between Agricultural Researchers and Extension Personnel in Nigeria, Journal of Agricultural Extension,18(1) 27-35.
7. Siddam Siva Ganga Yeshwanth. (2016). Attitude, Knowledge and Extent of Utilization of ICT Tools Among the Staff and Students of Faculty of Agriculture. Unpublished M.Sc Thesis, Annamalai University, Annamalai Nagar.