



## MARKETING PROBLEMS OF STRAWBERRY IN SATARA DISTRICT

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### Abstract

The objectives of this study is to examine the level of awareness among the strawberry growers about export marketing of strawberry and marketing problems of Strawberry. The data were collected from 330 farmers growing strawberry in the Satara district by using a face to face interview schedule. There are twelve problems being faced by the farmers, out of the problems, there are 10 major marketing problems facing by the strawberry farmers. The major problems are lack of training, delay of cash payment, Lack of technical knowledge, Problem of price fixation by the middlemen and agent, export procedure is complicated etc.

**Key words: Strawberry, Farmers, Marketing, Export**

### Introduction

Marketing of horticultural crops has several distinctive features due to the special nature of the crop itself. Because of their high perishability, seasonality and bulkiness, these crops require special care and attention in providing time, form and place utilities, which in turn adds to the marketing costs. Due to prevalence of imperfect market structure and also existence on a few traders, the marketing system of horticultural crops is influenced by the ultimate price realized for these crops by the growers. Perishability, seasonality in production, scattered production on small scale, high marketable surplus in relation to total production, localized consumption and relatively less inclination on the part of the consumers towards consumption of processed products, involve a large number of intermediary for performing different marketing activities like assembling, packing, storing and transportation etc. Hence, effective marketing of horticultural crops is as important as their production.



### **Objectives of the Study**

1. To explore the marketing problems of strawberry.
2. To examine the level of awareness among the strawberry growers about export marketing of strawberry.

### **Hypothesis of the Study**

There is significant difference in agreement rating for marketing problems faced by the farmers.

### **Methodology**

#### **Primary Data**

The primary data have been collected using the structured interview schedule. Interview schedule for the farmers contains. Farmers details, crop protection and risk management, harvesting and packaging practices and production Problems etc.

#### **Secondary Data**

The secondary data have been trapped to know insight about the India agriculture sector and various agriculture marketing agencies world over. The secondary data necessary for the present research work especially for the theoretical analysis has been gathered by the review of past literature and the statistical information is collected by personal visit to: Agriculture University and Colleges, APMC Satara, Wai, Jalavi, Koregoan and Mumbai, National Horticulture Board, (Annual Report) and Various Website etc.

#### **Selection of the Sample**

The researcher has calculated sample size of farmers by using Yemenes formula for finite population is given below.

$$n = \frac{N}{1+N(e)^2}$$

n = Number of sample

N= Total Population

e =Margin of error       $n = \frac{1883}{1+1883*0.0025}$

$$= \frac{1883}{5.7075} = 330$$



The sample size has been calculated by using above formula with a 5% level of significance. The calculated sample size came to 330. The total samples were categorized in four Talukas, as per equal proportion. After using Yemenes formula, the researcher adopted 'multi stage random sampling technique' for designing sample framework for the present study. In the first stage the Satara district was selected as strata. On the basis of potentiality and highest area, cultivation of four talukas have covered under Satara district and in each talukas four zones such as East, West, South and North, were considered as strata. After considering each zone villages have been selected. The researcher has selected farmers as respondents randomly from each zone/ strata.

### Analysis and Interpretation of Data

#### Marketing Problems of Strawberry Farmers

Marketing Problems were stated through relevant statement under 13 major heads were considered. The farmers were asked to indicate their response on five point scales ranging from 1 for strongly disagree, to 5 for Strongly Agree the higher the score, the higher will be the problem in practice. The following table provides information relating to marketing problems of strawberry farmers.

**Table. 1**

#### Marketing Problems of Strawberry Farmers

Sr. No.	Problems	Statistics	SA 5	A 4	I 3	D 2	SD 1	Total	Modal Value
1	Problem of price fixation by the middlemen / Agent	Frequency	197	117	16	0	0	330	5
		Percentage	59.7	35.5	4.8	0	0	100.0	
2	Direct selling is difficult	Frequency	37	275	14	4	0	330	4
		Percentage	11.2	83.3	4.2	1.2	0	100.0	
3	Lack of training facility to maintain	Frequency	114	185	31	0	0	330	4
		Percentage	34.5	56.1	9.4	0	0	100.0	



	cold storage.								
4	The Cost of Cold storage is high.	Frequency	49	252	29	0	0	330	4
		Percentage	14.8	76.4	8.8	0	0	100.0	
5	Advertising in bulletins and publication are of no use	Frequency	68	228	30	4	0	330	4
		Percentage	20.6	69.1	9.1	1.2	0	100.0	
6	Agents are high commission charged	Frequency	46	230	54	0	0	330	4
		Percentage	13.9	69.7	16.4	0	0	100.0	
7	Export procedure is complicated	Frequency	45	232	50	3	0	330	4
		Percentage	13.6	70.3	15.2	.9	0	100.0	
8	Brand name helps in sales promotion	Frequency	40	236	48	3	3	330	4
		Percentage	12.1	71.5	14.5	.9	.9	100.0	
		Percentage	6.7	77.9	6.7	8.8	0	100.0	
9	Need of special market	Frequency	11	289	27	3	0	330	4
		Percentage	3.3	87.6	8.2	.9	0	100.0	

Source: Survey Data

The above table reveals the marketing problems of strawberry faced by the farmers in the Satara district. There are thirteen problems enlisted by the researcher and asked to the strawberry farmers. The price of every product is an important factor and in strawberry products there are 59.7 percent farmers who strongly agree that the price of the strawberry has been fixed by the middleman or agents. There are 117 respondents who have agreed that the price of strawberry has been fixed by the agents. Only 4.8 percent respondents have not responded on the price fixation of a strawberry product. There are 83.3 percent respondents who have agreed that they are facing difficulties in direct selling of a strawberry in the market. Only 11.2 percent respondents have strongly agreed to face the problems of direct selling. The 56.1 percent respondent has facing the problem of training facility to maintain the cold storage and related to this 34.5 percent have strongly agreed for facing the training facility as how to maintain cold storage of strawberry



products. It is observed that there 76.4 percent respondents have agreed that the cold storage is high. There are 14.8 percent respondents have strongly agreed that the cost of cold storage is high. It is clear from the above table that there 65.2 percent respondents have agreed that they having less knowledge about define the standard of strawberry again 23 percent respondents have strongly agreed on this same problem of lacking the knowledge about define that the respondents have disagreed that the skilled workers is not available ;for strawberry grading. There are 15.15 percent respondents have strongly disagreed to unavailability of skilled workers for strawberry. There are only 21.21 percent respondents have agreed that the skilled workers are not available for grading because of not using the advertisement and publication the 69.1 percent farmers have facing the problem of marketing of strawberry. There are 20.6 percent respondents have strongly agreed on the same problem of marketing of strawberry. Only 9.1 respondents don't have opinion about the marketing problems of strawberry. The high quality strawberry products have been exportable to other countries agreed by the 73.3 percent respondents. The 16.4 percent respondents have strongly agreed that the production of a strawberry has been qualitative in nature. The middle men and agents have charged the high commissions for the strawberry products respondents have been strongly agreed that the gents have charged high Commission for the strawberry selling in the market as per the literacy of export the strawberry have been very less among the farmers. There are 70.3 percent respondents have agreed that they have facing the problem of export procedure of their products. 13.6 percent have strongly agreed about the export procedure is complicated. But the 15.2 percent respondents don't have any opinion about the export procedure. The brand of any products increases the sale of that particular product. There are 71.5 percent respondents have agreed that the brand name of a products helps to sales promotion. The 14.5 percent respondents don't have idea about the brand name of a product. It is observed that the farmers have been sold out the strawberry products to the agents and middlemen. But there are 84.5 percent respondents have responded that the payment of selling the strawberry is received on the time there are 6.7 percent respondents have strongly agreed about the delay of cash payment of strawberry. It is reveals that there are 87.6 percent respondents have agreed that for their strawberry production the special market is not available hence there is highly need of a strawberry market for the



farmers in the Satara District. It is concluded that the farmers have facing the number of problems but still they have farming the strawberry production in their farms efficient.

### Export Awareness of Strawberry Farmers

The following table explains the awareness of strawberry farmers about strawberry export.

**Table 2 :Awareness of Farmers about Export Marketing of Strawberry**

Parameters	Opinion	Frequency	Percent
Have you export of strawberry?	Yes	85	25.8
	No	245	74.2
	<b>Total</b>	<b>330</b>	<b>100.0</b>
If Yes, Where you export of strawberry			
	Domestic export	73	22.1
	Foreign export	12	3.6
	<b>Total</b>	<b>85</b>	<b>25.70</b>
Have you aware about foreign export of strawberry.	Yes	49	14.8
	No	281	85.2
	<b>Total</b>	<b>330</b>	<b>100.0</b>
Have you information about procedure of foreign export.	Yes	49	14.8
	No	281	85.2
	<b>Total</b>	<b>330</b>	<b>100.0</b>

Source: Survey Data

The above table awareness of farmers about export marketing of strawberry represents that there are 74.2 percent farmers are don't have export of strawberry but 22.1 percent farmers among them are export their strawberry in to the domestic market and only 3.6 percent are export their strawberry as foreign markets. It also clear here that the 85.2 percent farmers are not aware about foreign export of strawberry and it cause to that they 85.2 percent are don't have any information about the procedure of foreign export. It means the maximum numbers of the farmers of the farmers are unaware about the export marketing of strawberry.



### Testing of Hypothesis

**H<sub>0</sub>:** There is no significant difference in agreement rating for marketing problems faced by the farmers.

**H<sub>1</sub>:** There is a significant difference in agreement rating for marketing problems faced by the farmers.

Kolmogorov-Smirnov D Test used for the all parameters related facing the marketing problems by the strawberry farmers in Satara district.

**Table 3: Result of Testing of Hypothesis-(Kolmogorov-Smirnov D test)**

Sr. No.	Sub Hypothesis	Calculated D Value	Critical value	Result
1.	Problem of Price fixation by the Middlemen / Agents.	0.551515	0.074.	Ho <sub>1</sub> . Reject
2	Direct Selling is difficult	0.545455	0.074.	Ho <sub>2</sub> . Reject
3	Lack of training facility to maintain cold storage.	0.506061	0.074.	Ho <sub>3</sub> . Reject
4	Cold Storage Cost is high.	0.512121	0.074.	Ho <sub>4</sub> . Reject
5	Advertising in Bulletins and Publications are no use.	0.618182,	0.074.	Ho <sub>7</sub> . Reject
6	Exportable products require high quality standard of Strawberry.	0.496970	0.074.	Ho <sub>8</sub> . Reject
7.	Agents are High Commission charged.	0.436364	0.074.	Ho <sub>9</sub> . Reject
8.	Export Procedure is Complicated.	0.433333	0.074.	Ho <sub>10</sub> . Reject
9.	Brand name helps in Sales Promotion	0.436364	0.074.	Ho <sub>11</sub> . Reject
10	Need of Special Market for Strawberry.	0.266667	0.074.	Ho <sub>13</sub> . Reject



From the table it is clear that, for each of sub hypothesis the calculated value of test statistics is less than the table value of test statistics (0.074). Thus we reject all null hypotheses (**H<sub>01</sub> to H<sub>013</sub>**). (For the purpose of present study the sample size is 330 and the critical value of *D* at an alpha of 0.05 level of significance is,  $\frac{1.36}{\sqrt{330}} = 0.074$ ). It is concluded that, **H<sub>0</sub>** – There is no significant difference in agreement rating for marketing problems faced by the farmers is being **rejected**.

### Findings

1. Maximum numbers of the farmers are being agreed for facing problems of lack of training facilities and to maintain cold storage.
2. It is observed that in satara district there are few cold storage and pre coiling unit. A compare to the total product, thought the production is 180000 tones. In Satara area precooling and cold storage facilities is a not sufficient.
3. It is found that majority of the farmers have agreed for not available for skilled workers for grading of strawberry
4. There are majority of the farmers agreed that they have been facing problems of export procedure is complicated.
5. It observed that, majority of the farmers have been facing problems of the price fixation by the Agents/ middlemen.
6. There are most of the farmers facing problems of direct selling is difficult.
7. There is potentiality for the marketing of strawberry and its growth required the specify export techniques
8. The maximum numbers of the farmers of the farmers are unaware about the export marketing of strawberry. In rural areas, the strawberry growers are illiterate and they do not the export producers a problem is that they are not interested in export of strawberry because they have unaware about export of strawberry.



### **Suggestions**

1. Horticulture Board should create the awareness among the strawberry farmers and intermediaries on the issues related to strawberry export by arranging workshop at the district level.
2. Direct marketing should be encouraged among the strawberry farmer which involves marketing at strawberry produce by the farmers directly to consumers without any intermediaries. It provides better marketing techniques to producers and encourages direct contact between producers to customers.
3. For the development of strawberry market a holistic approach aiming at removing all weak links to the marketing chain is essential, and also there is need to develop the marketing research programs to develop on orderly and efficient marketing structure.
4. It is suggested that strawberry producer and processing unit owner in Satara district should be increase the total manufacture products of strawberry. The sale of strawberry products outside the state but within the country should increase by setting proper distribution channels and motivational schemes for effective marketing. The strawberry producer and owner of processing unit in the Satara district should adopt a common platform to motivate and to promote export of strawberry and its products in the international market. It is suggested that capture the foreign market, the fruit processing industry should be established shops at tourist station and airport, railway station. It is necessary to organize exhibitions on a national and international level which help to attract the customers.

### **Conclusion**

An analysis into the marketing practices. Pricing of products is important in marketing. The common methods of pricing followed by the farmers are fixed price by varieties and colors, determination of price is primarily based on the quality of the produce. Farmers option price information from the go traders and commission agents. The strawberry sales are confined to the domestic market. The most preferred channels of distribution in the domestic market are farmer's commission agents, retailer, and consumer chain. The



small percentages of the farmers employ sales people in their farming to facilitate marketing. The majority of the farmers do not participate in special events. Like exhibition, trade fairs etc. as a method of sales promotion. There are thirteen Marketing problems identified during the survey among selected respondents. The major problems are lack of training, delay of cash payment, Lack of technical knowledge, Problem of price fixation by the middlemen and agent, export procedure is complicated etc.

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