CHAPTER - II

REVIEW OF LITERATURE

A brief review of studies, which have a direct or indirect bearing on the objectives of the present study, is attempted in this chapter. Commensurate with the objectives of the present study, the available literature was scanned and is briefly reviewed and presented under following heads.

1. The socio-economic characteristics of farmers.
2. The factors discriminating users with other herbicide users.
3. The marketing channel, price spread, marketing margin, marketing cost and marketing efficiency of product.
4. The constraints faced by dealers in sales.

2.1 The socio-economic characteristics of farmers.

Bolarinwa and Fakoya (2011) studied the impact of farm credit on farmers’ socio-economic status in Ogun state, Nigeria. The study was carried out in Ogun state of Nigeria, the data were collected from total of 250 farmers. Structured and pre tested set of questionnaires were used to collect the data. The various analysis carried out by use of frequency and correlation analysis. The study showed that inadequate provision of loan from formal credit institutions with about 40 per cent of beneficiaries securing loan from formal credit institution and 80 per cent from informal credit institution. Also they found that farmers’ economic productivity is based on the several factor like: age, education, social participation, productive land and household size of the farmer and also depend upon family member same characteristics. The study recommends that for positive impact to be recorded on farmers’ socio-economic status, credit should be given to the farmers and research should be intensified at the farm level for farmers to benefit.

Sarma (2013) studied the socio economic condition of Self Help Group (SHG) members in Golaghat district of Assam. For that 180 members were selected to collect the necessary primary data. The Chi-square test and average method was used for analysing the data and testing the hypothesis. The study revealed that most of the women of the SHGs in the study area are belonged to the age group of 21-40 years, most of the women of the SHG have secondary and higher- secondary level of education, 25.56 percent of the SHGs members were
unemployed and 67.78 per cent of the members were self-employed in unorganized sector, income of the SHG members is increased from 3.89 per cent to 21.67 per cent for the income group of above Rs. 2500/-after joining the self-help group and majority of the SHGs members are highly satisfied with the activities of SHG in the study area.

Neethi and Sailaja (2014) studied the socio economic profile of farmers in Mahabubnagar district of Andhra Pradesh. The state of Andhra Pradesh was selected purposively for the study as the investigator hails from the state. Four mandals from the state was selected randomly, and one village from each mandals selected randomly, from each village 30 respondents were selected randomly thus making a sample of 120 respondents for the study. The profile characteristics were using standard procedures and appropriately categorizes. The appropriate statistical method were used such as percentage and frequency to analysed the data. The majority of the respondents belonged to middle age 40 per cent, illiterate 38.33 per cent, had small farm size 26.67 per cent, medium farming experience 48.34 per cent, medium annual income 40.83 per cent, labour in own land hired agriculture as main and subsidiary occupation 49.17 per cent, medium achievement motivation 51.67 per cent, medium information seeking behavior 56.67 per cent.

Patil et al. (2014) studied the personal, socio-economic and psychological profile of kohl crop growers of Belgaum district of Karnataka state. Belgaum district was purposively selected for the study because, it ranks first in area and production of khol crops in north Karnataka. Primary data for the study were collected through a sample of 100 khol crop growing farmers in 10 villages in the study area during cropping season (Rabi season). Multistage random sampling procedure was used in collecting data. Appropriate statistical method were used, such as percentage (%), tabular analysis to interpret the data. The 7 findings of the study reveals that, majority of the respondents 64.00 per cent were having 8 years of farming experience. The study also reveals that, 78.00 per cent of the khol crop growers regularly participated in KrishiMela. In case of Mass media participation, 56.00 per cent and 21.00 per cent of the respondents were listening radio programmes occasionally and regularly viewing television respectively.

Mishra and Ghadei (2015) studied the socio economic profile of vegetable farmers in eastern Uttar Pradesh. The study was conducted in Arazieline and Chakiya blocks of Varanasi and Chandauli district of Uttar Pradesh state in India. A sample of 205 vegetable farmers were
selected randomly from ten villages from the selected blocks. The pre-tested interview schedule was used for collection of data and the data was analyzed by using appropriate statistical method such as percentage (%), mean and standard deviation. The study is revealed that the majority (59.51 per cent) vegetable farmers were middle age (36 to 50) group and the majority (35.61 per cent) of the vegetable farmers had up to high school level and the annual income of 56.59 per cent vegetable farmers was found in the medium category of Rs. 55001 to Rs. 190000 and 54.63 percent have medium level of extension contact, while 21.95 percent of vegetable farmers had high level of extension contact.

Subba and Saha (2016) studied the socio-economic profile of orchid growers of East Sikkim. The socio-economic profile was studied with respect to age, education, family size, annual income, operational land holding and mass media exposure. The study was conducted among the farmers of East district of Sikkim as it has the maximum area and production under orchid. Two blocks namely Assam Lingzey block and Pakyong block from this district were chosen purposively for the study. From each block villages were chosen purposively and the sample size consisted of 100 farmers. The socio-economic profile of orchid growers was measured on the basis of mean and standard deviation. Majority of respondents belong to middle age category and medium level of education. Majority of respondents according to their family size belong to medium size of category. Orchids are not grown commercially by most of the respondents so the annual income of them was up to medium level.

2.2 The factors discriminating users with other herbicide users.

Lwayo (2007) studied the characteristics that distinguish between fully-certified organic, partially-certified organic and non-organic farmers. Umbumbulu district of 8 Kwazulu-Natal (KZN), South Africa is selected for the study, 200 farmers interviewed were drawn by purposively selecting the 151 members of the Ezemvelo Farmers’ Organisation (EFO), and by random sampling 49 non-organic farmers inwards neighbouring EFO of Kwazulu-Natal, South Africa. The discriminant analysis were used to analysed the data. Results from the two estimated discriminant functions suggested that farmers with higher household sizes, incomes, input costs per hectare and number of chickens owned, locations further from innovators and less risk aversion were more likely to be certified as organic. Household location should be considered in delineating target domains for introducing new
technologies especially where resources are limited. There is a need for key stakeholders to increase smallholder’s capacity to bear risk by decreasing the perceived risk of adoption of certified organic farming.

Sinha and Dhaka (2013) studied the factors that discriminate defaulters from non-defaulters in the credit market. The Ranchi district of Jharkhand state was selected for the study. The study is based on a sample of 240 farmers, covering 120 beneficiaries and 120 non-beneficiaries of dairy loan. The multi sampling technique were used to collect the data a discriminant function was employed to analysed the data. The study has suggested that lower income from crop production (38.72%), higher per-capita income from dairying (31.62%), percentage of expenditure in total income (16.87%), off farm income sources (6.43%) and more earning adults in the family (6.36%) are the important factor to make the borrowers non-defaulters and vice versa for defaulters.

Adam et al. (2014) studied the determining factor which correctly classified adopters of Yam Minisett Technology (YMT) from non-adopters. Nanumba North and Gushiegu district of northern region of Ghana were selected for the study. Data were collected from a sample of 180 farmers, 90 farmers from each district. The discriminant analysis were used to identifying the discriminating factors. The study revealed that the high level of awareness among the yam farmers in two district about Yam Minisett Technology (YMT). The average farm size of adopters and non-adopters were found to be 2.65 acres and 3.36 acres respectively. The study revealed that young farmers are more likely to be adopter with a mean age of 35.87 years compare with non-adopters mean age of 44.53 years.

Gandhimathi and Mukambigai (2014) studied the interlinked credit contracts in informal agricultural credit market. Coimbatore district was selected for the study, the data for the study were collected from primary sources. A two stage random sampling procedure was followed in selecting the sample of borrower’s farmers. Discriminant analysis was used 9 to analyse determinants of inter-linked credit contracts. The study revealed that the crops such as banana, Flower Plant and Curry Leaves were cultivated. The study revealed that there were four type of inter linked credit transaction such as cash to cash, cash to labour, seed to cash and fertilizer to cash. In the cash to cash transaction, the lender offers loan in cash and allows the repayment by the borrowers in terms cash alone. Among all category of farmers, all 100
per cent of them were involved in cash to cash contract. The semi-medium farmers, only 95.65 percent of them were involved in cash to labour contract.

Mohan (2014) studied the discriminant analysis–patient satisfaction measure of government and private hospitals. The study was conducted in Andhra Pradesh. The study was based on primary and secondary data. Primary data is collected from the identified sample of respondents. Respondents for the study are patient who visited government and private hospital in Kadapa district of Andhra Pradesh. Two different samples are taken in equal size of 100 patients each from government and private hospitals. Patient who obtained treatment from both type of hospitals are selecting using convenience sampling approach and organized exit interviews using a structured interviews. The study concluded studied that user satisfaction measures that discriminate between the two groups are faith towards company and best practices received. The satisfaction felt due to best practices are spread across the users population through word of mouth communication and provide positive image both to user and non user.

Mufliha (2016) studied that the discriminant analysis on the level of role stressors between the public and private sector banks employees. The study was conducted in Kerala state. Discriminant analysis function is used to compare the level of role stressor between the public and private sector of bank employees. 21 public and 15 private sector banks considered for study of Coimnture, Tamilnadu. It is used to access the unique contribution of all predictor variables to the discriminant function. For the purpose of the study, 438 public sector bank employees and 324 private sector bank employees were considered from 6 Municipal Corporation in Kerala through disproportional stratified random sampling method. For the purpose of selecting banks, researcher fixed the criteria that the bank which is having more than 100 branch in kerala. Discriminant analysis is a statistical technique were used to analysed the data. The study shows that role stress among bank employees occur mostly due to excess work pressure and spending much time with the customers creates an unpleasant situation between employee and work environment that threatens to deviate from the normal functioning.
2.3 The marketing channel, price spread, marketing margin, marketing cost and marketing efficiency of product.

Bahirat and Jadhav (2011) studied the marketing channel and price spread of rose in Satara district of Maharashtra. The study was conducted in Satara and Koregaon tehsil of Satara district, selected purposively, which covers 79 per cent area of the district. The list of villages having area under rose cultivation was collected from taluka agricultural officer of each tehsil. The villages were selected on the basis of area of rose production in each tahsil. The data were analyzed with the help of tabular analysis and mathematical tools like averages, percentages, ratios etc. for work out cost, returns and profitability. The study revealed that there are three channels of marketing of rose. Producer to consumer, producer to florist to consumer, and producer to wholesaler cum commission agent to florist to consumer. The study revealed that in marketing of rose, producers share in consumers rupee was maximum in 3rd channel of marketing of rose (Rs.23.6), followed by channel 1st and 2nd (22.2) and (19.44) respectively. Out of three marketing channel major of rose growers sold their flowers through retailers in local market of Satara. Retailer’s gross margin was more than that of other agent in marketing of rose.

Kumar and Burark (2011) studied the marketing of coriander in Jhalawar district of Rajasthan. A sample of sixty farmers was drawn from four randomly selected villages in the Jhalarapatan tahsil. The data collected from the selected farmers were analyzed using tabular method to achieve the objective of the study. Four channel of marketing of coriander were identified during survey period, among these channel 80 per cent quantity of coriander moved through 1st channel (Producer to Commission agent to Wholesaler to Retailer to Consumer), 18.62 percent from 2nd channel (Producer to Commission agentcum wholesaler 10 to Retailer to Consumer), 1.25 per cent through 3rd channel (Producer to Retailer to Consumer) and 0.13 percent through the 4th channel (Producer to Consumer) of marketing.

Shaikh and Zala (2011) studied the marketing channel, price spread, marketing margin, marketing cost and marketing efficiency of broiler in Anand district of Gujarat. The broiler farms of Anand district which had been in production continuously for at least one year were identified with the help of poultry complex of AAU. Hatchery personnel, feed manufacturers, poultry services representatives and dealers and a list such farms where proper basic records are being maintained. The list was stratified into three size of groups, small (below 3000 birds),
medium (3000-5999 birds), large (6000 and above birds) farms. Out of 125 farms, the sample of 60 farms were selected randomly ensuring proportionate representation of the three strata. The shepherd formula were used for measure the marketing efficiency of broiler in Anand. Out of five marketing channel three channel were observed for the movement of broiler from different places of Anand district to Anand city. The study revealed that the 10 per cent of farmers resorted to direct marketing. 53.33 per cent through middlemen and 36.67 per cent both direct as well as middlemen. The marketing through middlemen was most adopted system.

Sidhu et al. (2011) studied the marketing efficiency of green peas under the different supply chain in Punjab. The Hoshiyarpur district was selected for the study because about 29 per cent of green pea area of the state was concentrated in this district during the survey period. The price spread was work out by using the “Mode Method”. The marketing efficiency was worked out by using the Acharya’s modified method. The study revealed that the maximum quantity of green peas was sold by the growers in the wholesale market i.e. 89 per cent, and the rest was sold at the farm, in village and Apni Mandi. The marketing of green peas was studied with the help of three supply chains i.e. 1. Producer to wholesaler to retailer to consumer, 2. Producer to retailer to consumer and 3. Producer to retailer. The net price received by producer was 67 per cent, 69 per cent, 94 per cent in supply chains 1, 2 and 3, respectively. The marketing efficiency of green peas under different supply chain was worked out by Acharya Modified method. The 3rd supply chain was found to be most efficient with marketing efficiency of 14.83 per cent compared to 2.70 per cent in 2nd supply chain and 2.38 per cent in 1st supply chain. The low marketing efficiency in 1st supply chain was on account of a higher number of market intermediaries in that chain.

Sain et al. (2013) studied the marketing of guava in districts of Haryana state. The study was conducted in Barwala block of Hisar district, Fatehabad district, and Sirsa district of Haryana state, which was selected purposively on basis of highest area and production under guava cultivation. Finally 60 growers from randomly selected two blocks from each district were selected for the study. On the basis of the nature of the data various economic tools were used for estimation of marketing channel, margins and price spread. The marketing efficiency according to Acharya’s method (Modified Measure of Marketing Efficiency) under different marketing channels i.e. Channel I, Channel II, Channel III, Channel IV and Channel V were
0.28, 0.31, 0.49, 0.60 and 16.57 in overall average respectively. From this efficiency index it could be observed that channel V was the most efficient among all marketing channels. This was because of the intermediaries were not involved in the channel and hence this channel was most efficient than all other channels.

Aswathy et al. (2014) studied the marketing costs, margins and efficiency of domestic marine fish marketing in Kerala. The study was conducted in Ernakulum District in Kerala. The data on marine fish prices, marketing channels, marketing costs and margins were collected from different landing centres, wholesale and retail markets in Ernakulum District in Kerala. The wholesale price details were collected from wholesale market in Aluva and Champakara. The retail price detail were collected from Champakara market, Ernakulum market and Matsyafed retail outlet. Marketing efficiency was analysed using Shepherd formula. The comparative analysis of various marketing channel showed that intermediaries received the highest margin per kg. of fish for high value fishes like seer fishes and pomfrets. The channel 1 was one of the main marketing channel were retailers directly purchased fish from the commission agent who took part in the auctioning at the landing centres. The marketing efficiency was highest for oilsardines which involve women vendors followed by pomfrets, they received the highest margins for pomfrets.

2.4 The constraints faced by dealers in selling.

Kumar and Kumar (2008) studied the problems, prospect and its effect on income in contract farming. The primary data was collected from two taluka Sira and Tiptur, The Tumkur district of Karnataka was selected purposively for their highest share in area covered under contract farming in the district. Constraints in contract farming were prioritized by using garret ranking technique. The study concluded that the total income of contract farmers is almost double than non-contract farmers. Delayed in payment for crop produce, lack of credit for crop production, scarcity of water, irregular power supply and difficulty in meeting quality requirement are the major constraints faced by farmer, whereas scarcity of water, erratic power supply, lack of credit and lower price for crop produce are the major constraints expressed by non-contract farmers. But income from livestock was higher on non-contract farms i.e. Rs. 13080/-, contributing 18.8 per cent towards gross farm income, whereas in case of contract farms, the income from livestock was Rs 11683, which accounted 8.6 per cent of gross farm
income. The total income from all sources was found higher on contract (Rs 141534) than non-contract (Rs 77680) farms by 82 per cent.

Surjit et al. (2012) studied the retailers and customers: problems and perspectives. The study was based on various retail markets available in Pollachi Town and the problems in retail marketing. The data collected for the study includes only primary data collected through the survey method by direct personal interview with the sample respondents. The required primary data for the study was collected from 100 sample respondents. Weighted ranking analysis were used. It concluded that higher price is the major problem faced by the customers in terms of product followed by adulterated products, poor quality of products and poor package also unavailability of branded products is identified as the major problem in terms of accessibility followed by non-availability of goods at all time, poor after sales service and no door delivery, the price discrimination is the major problem faced by the customers from employees and retailers followed by lack of knowledge, doing adulteration, poor reply on enquiry, selling expired products and poor co-operation of the employees.

Kolekar et al. (2013) studied that the constraints perceived by contract dairy farmers and integrating firm under contract dairy farming system. A detailed interview schedule in relation to various aspects of production and marketing constraints involved in dairy farming were enlisted by asking non respondent sample from study area through open ended questions during pilot study and the contract dairy farmers and functionaries of integrating firm in the study area were asked to rank the each constraint which was analyzed using Garret’s ranking technique. Study revealed that under contract dairy farming major constraints perceived by contract dairy farmers were difficulty in meeting quality requirements, followed by pressure for maintaining quality of milk, delayed payment of milk produce, difficulty in maintaining communication with farmers, difficulty in arranging quality inputs and violation of terms and conditions by the farmers.

Rahaman et al. (2013) studied the problems and constraints in production and marketing of fish in West Bengal. Primary information collected from purposively selected six villages of Birbhum district of West Bengal. 120 fish farmers are selected by simple random sampling without replacement (SRSWOR) technique. A well-structured and pre-tested schedule has been used to collect primary information related to production and marketing of fish. The garret ranking technique was used to analysed the data. The study reveals that the
incidence of theft and pilferages are the most important factor causing huge loss and a potential threat against the survival of fish farming occupation. The fish growers placed this problem in the top of the list having Garrett score of 41.17. The second place is assigned to the problem of non-availability of quality fish seed in right time leading to low production and thereby less income. These two dominant problems are far ahead of other nineteen identified constraints.

Waghmode et al. (2015) studied the type of advice given and constraints experienced in running the agricultural input centres by the agricultural input dealers. The research study was carried out in 9 tehsil of Ratnagiri district in Konkan region of Maharashtra State during 2011-2012. Konkan region was selected purposively, as the 12 number of agricultural input dealers in these district was comparatively more than those of other district in the respective region. For study purpose, the proprietor of agricultural input dealers was selected as respondents by random sampling, for the study, 75 agricultural input dealers were drawn from selected tahsil of district with help randomization. The garret ranking technique were used to analyze the data. Result of this study revealed that that two-third (65.33%) of the respondents from region had ‘fair’ advisory service about their role in transfer of farm technology while, 18.67 per cent of the respondents had ‘good’ advisory service about their role in transfer of farm technology.

Dhaka and Dhaka (2016) studied that the constraints faced by the farmers in agricultural production. The study was conducted in Tonk district of Rajasthan. A multi-stage sampling design was used to select the sample respondents. In all, 140 key informants were selected as respondents. In first stage, all seven agro-ecological situations of the Tonk district were selected purposively. In second stage, two representative villages form each agro-ecological situation were purposively selected to ensure good representation of the district. Finally in third stage, 10 farmers from each selected village, representing households, were selected. The selected respondent farmers were interviewed personally with the help of a well-structured and pre-tested interview schedule. The quantification of data was done by first ranking the constraints based on the responses obtained from the respondents and then calculating the Rank Based Quotient. Findings of the study indicated that dependence on monsoon, low and erratic rainfall, lack of knowledge about improved crop production practices, biotic stress, lack of suitable varieties, high cost of inputs and poor infrastructures were emerged as important constraints faced by the farmers.