



Marketing Behaviour of Women Agripreneurs in Kadapa District of Andhra Pradesh, India

C. Lakshmi Devi*, P.L.R.J. Praveena **, T. Lakshmi* and A.V. Nagavani******

Department of Agricultural Extension,

S.V. Agricultural College, Tirupati-517502, Chittoor District, Andhra Pradesh, India

E-mail: csubbu4498@gmail.com, nayanipraveena@gmail.com

ABSTRACT

The present investigation was carried out in Kadapa district of Andhra Pradesh. Ex-post facto research design was followed for the study and a sample of 120 respondents was drawn by simple random sampling technique. Marketing behaviour of women agripreneurs indicated that majority (60.00%) of the respondents had medium marketing behaviour, high (29.17%) and low (10.83%) levels of marketing behaviour respectively. The results of the study revealed that the independent variables viz., education, social participation, entrepreneurial experience, risk orientation, innovativeness, management orientation, decision making ability, annual income, extension contact, mass media exposure, training received, market intelligence had positive and significant relationship where as age, economic orientation, credit orientation and market facilities had positively non significant relationship with marketing behaviour of women agripreneurs.. All the selected 16 independent variables put together explained about 77.20 per cent variation in marketing behaviour of women in agripreneurial activities.

Key words: Women, Agripreneurs, Marketing behaviour, Profile characteristics, Entrepreneurship.

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INTRODUCTION

The facet of a women's life has undergone major transformation in recent times. They have broken the glass barrier in almost every field, be it technology, space science, sports or the armed forces. Almost every fifth woman is an Entrepreneur – both in urban and rural India. As a result of industrialization, urbanization and democratization, the women in India are moving towards emancipation and are seeking gainful employment in various fields. The association of women with economic enterprises would provide a healing touch in promoting peace and amity in the strife ridden world of today. An agripreneurs is an entrepreneur whose main business is agriculture or agriculture-related. Enterprises handled by women agripreneurs mostly include preparation of food products or value added products from food crops or horticulture crops as well as dairy. Besides paucity of funds, the women entrepreneurs are encountered with the problems of marketing, and price fluctuations. Stiff competition in the market and lack of mobility of women make the dependence of women entrepreneurs on middlemen indispensable. Many business women find it difficult to capture the market and make their products popular. Marketing of any agro based produce requires knowledge about the vast information and demand of particular commodity with which a person deals. An efficient marketing system is pre requisite for ensuring remunerative prices to the women agripreneurs for products and to deliver maximum satisfaction to the consumers for the price they pay. Under the present circumstances, there is a need for development of efficient marketing system along with efficient production management. Further, the agricultural marketing system should have provision for price information, marketing as well as forward and backward linkages for increasing market access. This requires intensified efforts on marketing policy research, market intelligence and trade programme mission, centres of excellence, mode of operations and new approaches to generate appropriate marketing technologies. Hence, an attempt was made to study the marketing behaviour of women entrepreneurs with the following objectives:

1. To determine the marketing behaviour of women involved in agripreneurial activities.
2. To study the relationship between the profile of women entrepreneurs with marketing behaviour in agripreneurial activities

MATERIAL AND METHODS

The study was conducted in Kadapa district of Andhra Pradesh during the year 2018-19. *Ex-post facto* research design was followed for the study. Three mandals of Kadapa district and two villages from each mandal were selected randomly. A sample of 120 women respondents were selected from six villages randomly. The data were collected by personal interview method through structured interview schedule and analyzed by employing suitable statistical tools like Arithmetic mean, Standard deviation, Frequencies and percentages. Correlation coefficient was used to find out the relation between the independent variables and marketing behaviour so as to know the degree of association between the variables. Multiple regression analysis was also carried out to find out functional relationship between independent variables and marketing behaviour.

RESULTS AND DISCUSSION

The findings from Table 1 indicated that most of the women entrepreneurs in the study area were having medium level of marketing behaviour (60.00%) while 29.17 per cent had high level of marketing behaviour and a small per cent (10.83) had low level of marketing behaviour. Marketing behaviour implied the degree to which the respondents were oriented towards marketing of their produce to get remunerative prices. Most of the women entrepreneurs in the study area were trained by the local KVK and exposed to different channels of marketing. The respondents were also frequently contacting the KVK scientists and other successful entrepreneurs for raw material enquiries, packing material and price fixation, processing machinery and also for certification. The results indicated that they were capable of using the market intelligence in analyzing the market trends, channels of marketing and demand for the products. Thus they were very optimistic in forecasting the price and choosing the appropriate markets for selling their products. This might be the probable reason for most of the women agripreneurs having medium and high marketing behaviour. The obtained result is in conformity with the findings of Maratha and Badodiya [4] with respect to their study on marketing behaviour of vegetable growers in Rajasthan.

Table 1. Distribution of Respondents According to their level of Marketing Behaviour (n=120)

S.No.	Category	Frequency	Percentage
1.	Low	13	10.83
2.	Medium	72	60.00
3.	High	35	29.17
Total		120	100.00
		Mean=78.25	SD=5.98

Relationship between the profile of women agripreneurs with their marketing behaviour

Correlation coefficient was computed to know the relation between the profile of women agripreneurs with their marketing behaviour and the results are presented in table 2. From the computed 'r' values, the inferences drawn were as follows:

Age Vs Marketing behaviour

From the Table 2, it is evident that co-efficient of correlation ($r = 0.180$) between age and marketing behaviour was found to be less than the table value of 'r' at 0.05 level of significance. Irrespective of the age of the respondent, marketing behavior of the women agripreneurs was dependent on individual's personal interest. Profit maximization is the ultimate goal of the women agripreneurs and irrespective of the age, the respondents gathered information on demand for the product, availability of raw material, consumer's needs and preference, who the competitors are so that they could choose right type of enterprises and enhance their sales to earn profits indicating that marketing behavior is not independent of age of the respondents. This conclusion is supported by the findings of Vineetha [7].

Education Vs Marketing behaviour

It is evident from the Table 2 that co-efficient of correlation ($r = 0.387$) between education and marketing behaviour was found to be greater than the table value of 'r' at 0.01 level of significance. Most of women entrepreneurs in the study area were educated at least upto high school and could gather information relating to marketing from various sources for profit maximization. Thus, education exhibited positive and significant relationship with marketing behaviour. Similar results were reported by Hameed and Sawicka [2].

Entrepreneurial Experience Vs Marketing behaviour

From the Table 2, it is found that co-efficient of correlation ($r = 0.389$) between entrepreneurial experience and marketing behaviour was found to be greater than the table value of 'r' at 0.01 level of significance. Experienced entrepreneurs are well aware about market intelligence and have more contacts with various market related agencies. Hence, they can take appropriate decisions about the market related issues and achieve the goals of their business in time. Thus, higher the entrepreneurial experience higher will be the marketing behaviour. Similar results were reported by Hameed and Sawicka [2].

Social Participation Vs Marketing behaviour

The findings in Table 2 indicate that co-efficient of correlation ($r = 0.328$) between social participation and marketing behaviour was found to be greater than the table value of 'r' at 0.01 level of significance. Therefore, it could be inferred that there was positive and significant relationship between social participation and marketing behaviour of women agri-preneurs. Women agripreneurs having membership in or more organizations have a scope to interact and exchange ideas on marketing information, consumer's preferences, demand and competition aspects. As a result, they can decide the prices, marketing channels, marketing mix and make profits by choosing best options from the available sources indicating that they have good marketing behavior. This finding was in conformity with the findings of Vineetha [7].

Risk Orientation Vs Marketing behaviour

From the Table 2, it is apparent that co-efficient of correlation ($r = 0.273$) between risk orientation and marketing behaviour was found to be greater than the table value of 'r' at 0.01 level of significance. Therefore, it could be inferred that there was positive and significant relationship between risk orientation and marketing behaviour of women agri-preneurs. Women agripreneurs with high risk orientation might be seeking information and implement new ideas in their ventures which are crucial for the growth of the business. This improves the marketing behaviour of women agripreneurs. This conclusion is supported with the findings of Yavanapriya [8].

Innovativeness Vs Marketing behaviour

The data presented in Table 2 reveals that co-efficient of correlation ($r = 0.797$) between innovativeness and marketing behaviour was found to be greater than the table value of 'r' at 0.01 level of significance. Most of the women entrepreneurs in the study area were educated and enthusiastic to expand their business activities with the aim of achieving profits. This attitude of the women entrepreneurs might have motivated them to gather information related to marketing their products and this might be the reason for positive and significant relationship between innovativeness and marketing behaviour.

Management Orientation Vs Marketing behaviour

From the Table 2 it is evident that co-efficient of correlation ($r = 0.431$) between management orientation and marketing behaviour was found to be greater than the table value of 'r' at 0.01 level of significance. Most of the women agri-preneurs have undergone trainings on various managerial aspects such as production, processing and marketing. They were well aware about various issues about managerial aspects so that they can effectively tackle the problems in time and could gain more profits by adopting the best techniques of marketing. Hence, there existed positive significant relationship between management orientation and marketing behaviour.

Decision Making Ability Vs Marketing behaviour

The findings from Table 2 indicated that co-efficient of correlation ($r = 0.686$) between decision making ability and marketing behaviour was found to be greater than the table value of 'r' at 0.01 level of significance. Women agri-preneurs ability to take right and timely decisions depends on experience. As they gain more experience as entrepreneurs, they make prompt and effective decisions regarding market trends independently. This might be the probable reason for the variable showing positive and significant relationship with marketing behaviour. This finding of the study was in agreement with the findings of Yavanapriya [8] and Dhara [1].

Annual Family Income Vs Marketing behaviour

As seen in Table 2 the co-efficient of correlation ($r = 0.336$) between annual family income and marketing behaviour was found to be greater than the table value of 'r' at 0.01 level of significance. Women entrepreneurs who belonged to high income group might have tried new methods by adopting improved technology for profit maximization. When women agripreneurs try new products, they also enquire about various channels to sell the products, create demand for the product and plan the strategies to earn maximum profit. Such attitude directly influences the marketing behaviour of an individual and this contributed for the variable showing positive significant relationship with marketing behaviour. The conclusion is supported by the findings of Vineetha [7].

Economic Orientation Vs Marketing behaviour

From the Table 2 it is evident that co-efficient of correlation ($r = 0.107$) between economic orientation and marketing behaviour was found to be less than the table value of 'r' at 0.05 level of significance. The results indicated that economic orientation had no influence on the marketing behavior of the respondents. In spite of the financial constraints faced by the women agripreneurs, the respondents being educated and having received trainings from different institutions. utilized the information from mass media as well as contacted experienced people to study the markets, consumer preferences and acted tactfully in marketing their products so as to earn profits. This has resulted in positive and non significant relationship between economic motivation and marketing behavior. The observed result is in conformity with the findings of Yavanapriya [8].

Credit Orientation Vs Marketing behaviour

From the Table 2 it is evident that co-efficient of correlation ($r = 0.120$) between credit orientation and marketing behaviour was found to be less than the table value of 'r' at 0.05 level of significance.. The findings indicated that credit orientation had no influence on marketing behaviour of the respondents. The enterprises owned by the women agripreneurs in the study area are mostly micro enterprises and they were unaware of the different schemes implemented by the government for the benefit of entrepreneurs. They mostly approached the non institutional sources for credit as the procedures and norms to be followed for institutional sources were very rigid.

Extension Contact Vs Marketing behaviour

From the Table 2 it is evident that co-efficient of correlation ($r = 0.422$) between extension contact and marketing behaviour was found to be greater than the table value of 'r' at 0.01 level of significance. The results indicated that contact with the extension personnel and experienced entrepreneurs are the one of the trusted ways to get market related information. The women agripreneurs revealed that they regularly contacted successful entrepreneurs and KVK scientists and this might have resulted in acquisition of the knowledge related to marketing and to generate new ideas in their ventures. This might be the probable reason for positive and significant relationship between marketing behaviour and extension contact. This finding of the study was in agreement with the findings of Johnson and Manoharan [4] and Kad *et al.* [5].

Mass Media Exposure Vs Marketing behaviour

From the Table 2 it is evident that co-efficient of correlation ($r = 0.330$) between mass media exposure and marketing behaviour was found to be greater than the table value of 'r' at 0.01 level of significance. Mass media is one of the potential sources of generating good ideas as well as widening the vision of the entrepreneurs. There is ample scope for the women agripreneurs to make use of market related information, success stories and price information which are disseminated through mass media in order to get a clear cut picture about the prevailing conditions as well as future outlook for various marketing aspects. This might be the probable reason for the variable showing positive significant relationship with marketing behaviour. The finding was in tune with Johnson and Manoharan [4] and Kad *et al.* [5].

Training Received Vs Marketing behaviour

The data in Table 2 revealed that co-efficient of correlation ($r = 0.277$) between training received and marketing behaviour was found to be greater than the table value of 'r' at 0.01 level of significance. Before starting an enterprise, the women agripreneurs revealed that they have undergone training either in KVK or DRDA or else contacted successful entrepreneurs to be trained not only on production, processing but also on marketing issues of the business. Thus, number of trainings undergone by the entrepreneurs influenced their marketing behavior resulting in positive significant relationship of the variable with marketing behaviour. This finding of the study were in tune with those of Vineetha [7].

Market Facilities Vs Marketing behaviour

It is observed from Table 2 that co-efficient of correlation ($r = 0.045$) between market facilities and marketing behaviour was found to be less than the table value of 'r' at 0.05 level of significance. The findings indicated that the market facilities had no influence on marketing behaviour of the respondents. The women entrepreneurs were aware of the consumers demand, quality aspects and strategies for attracting the consumers as they were trained and sought information from different sources. In spite of possessing knowledge on these aspects, the respondents being owners of small or micro enterprises were confined to the rural areas, the final products were either sold out in the local markets itself or the respondents approached the middle men or commission agents for selling the products as the transport charges was an additional burden for them. The findings of the study was in tune with Maratha and Badodiya [6].

Market Intelligence Vs Marketing behaviour

From the Table 2 it is evident that co-efficient of correlation ($r = 0.246$) between market intelligence and marketing behaviour was found to be greater than the table value of 'r' at 0.01 level of significance. Running an enterprise profitably indicates that the entrepreneur is able to execute appropriate strategies to satisfy the consumers needs, give them quality products, compete with other similar products and ultimately create a brand name for their products. Such strategies are a part of market intelligence and when entrepreneurs possess good market intelligence, they can design their products to meet the demands of the consumer, attract fabulous sales resulting in profit maximization. Thus, market intelligence can directly influence the marketing behaviour of the respondents. Similar trend was also exhibited in the study area wherein the women entrepreneurs having good market intelligence could create brand name for their products, create demand and earn good profits. The findings of the study was in tune with Jaisridhar [3].

Table.2 Correlation Coefficients between the Selected Profile Characteristics With the Marketing Behaviour of Women in Agripreneurial Activities

S. No.	Variable No.	Independent variable	Correlation coefficient (r) values
1	X ₁	Age	0.180 ^{NS}
2	X ₂	Education	0.387**
3	X ₃	Entrepreneurial experience	0.389**
4	X ₄	Social participation	0.328**
5	X ₅	Risk orientation	0.273**
6	X ₆	Innovativeness	0.797**
7	X ₇	Management orientation	0.431**
8	X ₈	Decision making ability	0.686**
9	X ₉	Annual family income	0.336**
10	X ₁₀	Economic orientation	0.107 ^{NS}
11	X ₁₁	Credit orientation	0.120 ^{NS}
12	X ₁₂	Extension contact	0.422**
13	X ₁₃	Mass media exposure	0.330**
14	X ₁₄	Training received	0.277**
15	X ₁₅	Marketing facilities	0.045 ^{NS}
16	X ₁₆	Market intelligence	0.246**

* : Significant at 0.05 level of probability

** : Significant at 0.01 level of probability

NS : Non-significant

Table.3 Multiple Linear Regression analysis of the selected independent variables with marketing behaviour of women in agripreneurial activities

S.No.	Independent variable	Std. Error	'b' values	't' values	'P' values
X ₁	Age	0.046	0.019	0.291 ^{NS}	0.771
X ₂	Education	0.264	0.096	1.270 ^{NS}	0.207
X ₃	Entrepreneurial experience	0.064	-0.147	-2.200*	0.030
X ₄	Social participation	0.491	0.033	0.526 ^{NS}	0.600
X ₅	Risk orientation	0.094	-0.088	-1.474 ^{NS}	0.144
X ₆	Innovativeness	0.095	0.481	6.679**	0.000
X ₇	Management orientation	0.113	0.071	1.178 ^{NS}	0.242
X ₈	Decision making ability	0.218	0.249	3.588*	0.001
X ₉	Annual family income	0.006	0.238	2.150*	0.034
X ₁₀	Economic orientation	0.112	-0.048	-0.811 ^{NS}	0.419
X ₁₁	Credit orientation	0.322	-0.180	-2.565*	0.012
X ₁₂	Extension contact	0.169	0.162	2.321*	0.022
X ₁₃	Mass media exposure	0.129	0.018	0.285 ^{NS}	0.776
X ₁₄	Training received	0.728	-0.060	-1.057 ^{NS}	0.293
X ₁₅	Marketing facilities	0.101	-0.142	-2.035*	0.044
X ₁₆	Market intelligence	0.208	0.050	0.588 ^{NS}	0.558

$R^2 = 0.772$

* : Significant at 0.05 level of probability

** : Significant at 0.01 level of probability

NS : Non-significant

The 'R²' value of 0.772 depicted that all the sixteen independent variables put together explained about 77.20 per cent variation in the marketing behaviour.

The partial regression coefficients presented in Table 3 further revealed that the independent variables viz., entrepreneurial experience, credit orientation and market facilities were found negatively significant as evident from their significant 't' values and innovativeness, decision making ability, annual income and extension contact were found positively significant as evident from their significant 't' values. This implied that education, innovativeness, management orientation, decision making ability, annual income and extension contact have contributed to most of the variation in the marketing behaviour of respondents.

CONCLUSION

Most of the women agripreneurs had medium level of marketing behaviour. The findings augment the need for encouraging the women folk to be educated, enroll as members in social institutions and also there is a need for conducting more number of skill oriented training programmes to the women entrepreneurs and linking them to financial institutes for getting loans and also empowering them through formation of self help groups.

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