MARKETING ANALYSIS OF GRAPES IN TAMIL NADU

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ABSTRACT

A marketing intermediary create the is link with the producer to the end consumer. the intermediary are an agent, distributor, wholesaler or a retailer. intermediaries occupy an indispensable and pivotal space in present capital market. while some trade dealings may involve only a single intermediary entity, more complex transactions comprise networks and chains of intermediaries at different levels. These market dynamics are further critical by proprietary dealings by such intermediaries, where the thin line of distinction between investors and intermediaries as individual market players gets diluted. The market complexities, market intermediaries often tend to put themselves in conflict of interests situations. given the market scenario, it is imperative to keep a vigil on the growth of intermediaries, especially the new categories of intermediaries who may or may not be included by the existing regulatory framework, particularly in the context of the new, create innovative, and hybrid products that are frequently launched. thus, it is essential to revisit the significance of fair play by intermediaries in the context of their different operations, the issues related to conflict of interests, and contemporary challenges from a practical standpoint.

1.INTRODUCTION

A marketing intermediaries are create link between producer and end consumer. The intermediary are agent, distributor, wholesaler or a retailer. These parties are used in the selling, sales promotion or the availability of the goods/services through contractual agreements with the manufacturer. They get the products at a particular price point, add their margins to it and move it to the next link in the supply chain at the maximum price point. They are also called as middlemen or distribution intermediaries.

1.1.GRAPES-MARKETING

In India nearly 80 percent of the total production is taken as table grapes,morethan 7 Percent of total production is grater than in the month of March – April due to shortage of cold storage facilities there is bulk arrival of grapes to the market in the month of March- April this reason leads to fail in the price of grapes. Nearly, 2.5 percent (22,000 t) of fresh grapes are exported to the Middle East and European

countries. The rest of the produce is marketed within the country. Grapes are exported through three different agencies viz. Grower Exporters, Growers' Cooperatives and the Trader exporters. These agencies have their own cold storage facilities in the near area of major cultivation sites.

Grape is one of the important fruits covering an area of 116 thousand hectares occupying 1.70% of the total area. The country exported 2,14,440.577 quantity of Grapes to the world for the worth of Rs. 2,14,621.94 crores during the year 2016-17.

Table1.3

Grapes

Value in Rs. Lacs

Quantity in MT

Year	Quantity	Exported Value
2013-2014	**1,92,616.92**	**1,66,647.40**
2014-2015	**1,07,257.86**	**1,08,649.02**
2015-2016	**1,61,029.04**	**1,57,668.69**
2016-2017	**2,31,116.87**	**2,06,528.96**
2017-2018	**2,14,440.57**	**2,14,621.94**

1.3.STATEMENT OF THE PROBLEM

Growers are exploited by marketing intermediaries like Local traders, grower's association. Most of the farmers are illiterate and therefore they are not aware of marketing strategies to market their produce. Moreover, they are not aware of the prevailing price trend in different countries. Further the study of marginal value productivity of inputs and returns to scale shall help the farmers in using the resources efficiently.

Grape is an important fruit to the farmers and to the nation as a whole .To the farmers, it is a way of life and to the country, as it fetches foreign-exchange through export. Based on this, it is essential to study the cultivation of grapes and the marketing problems faced by the farmers and the merchants in Tamil Nadu.

1.4. SIGNIFICANCE OF THE STUDY

The country exported 214440.6 MT of grapes to the world for the worth of Rs.2146.22 crores/ 332.75 USD millions during the year 2017-18, and the rest was consumed in India. Grapes are exported through different agencies viz.[2] Grower Exporters, Growers' Cooperatives and the Trader Exporters. All the

previous studies deal with fruits production and cost (investment) related problems. Hence its essential to analyze the problems in marketing of fruits particularly grapes from the point of view of farmers and merchants in Tamil Nadu.

The present study entitled **"MARKETING ANALYSIS OF GRAPES IN TAMIL NADU"** made an economic analysis of the fruits and the problems faced by the farmers in cultivation and marketing of grapes.

1.5. OBJECTIVES OF THE STUDY

On the basis of the problems identified and their relevant significance, the present study aimed at fulfilling the following objectives.

1) To identify the level of satisfaction of the growers about the existing marketing system and problems faced by them.

2) To examine the efficiency of different marketing channels.

3) To analyse the opinion of the intermediaries about their business and problems faced by them.

4) To offer suggestions to overcome the problems of cultivation and marketing of grapes and efficient marketing system for grapes marketing**.**

1.6. SCOPE AND UTILITY OF STUDY

At present, even though the grapes growers have acquired the skills in cultivation of grape still large number of grapes growers are lacking in adoption of improved production technologies and efficient marketing management.

Marketing management of grapes is also an important activity along with production. The marketing management practice included number of activities which can be broadly included under two heads viz. pre-harvest and post-harvest management. This study will be useful to grape growers in knowing the importance of various marketing management practices, specific markets, their marketing cost and price spread in the marketing channels preferred by them. Thus, it will be useful to them in selecting market and marketing channels which will give better price to their produce with minimum cost and undertaking various marketing practices which would be useful in getting better price and return from grape marketing.

Thus, the study will be useful in identifying the problems in production and marketing management, their seriousness and effects on production of grapes and net returns received by grapes growers.

The scope of the present study is limited to the outlined specific objectives; however the findings of the study would be relevant and applicable under similar situations.

1.7. HYPOTHESES

H_0: The null hypothesis in ANOVA is always that there is no significant difference in means. There is no significant difference in the mean opinion level of satisfaction regarding grapes cultivation, level of satisfaction regarding marketing.

These hypotheses have been tested by using x^2 test, 'F' test (ANOVA) at 5% level of significance.

1.8. METHODOLOGY AND DATA COLLECTION

Research methodology could be a science of learning however analysis is to be dispensed. Essentially, the procedures by that researchers set about their work of describing, explaining and predicting phenomena are known as analysis methodology. It is also defined as the study of methods by which knowledge is gained.[3]

The present study is predicated on each primary and secondary information.

Primary Data:

The primary data were collected through grape growers of Tamil Nadu state with the help of a face-to-face interview using pre - tested schedule.   schedule was used to collect data from intermediaries dealing with them.

During the second stage, the data was collected from the grapes intermediaries about their nature of business and problems.

Secondary Data:

The secondary data were collected from various journals, records of merchants and Horticulture Department Information, Indian Research Center Information for grapes, Tamil Nadu State Agricultural University-Coimbatore, and various related websites.

1.9. PILOT STUDY AND PRE-TESTING

Reliability refers to consistency, stability, and precision of test scores. The reliability tests are important when the derivative variables are intended to be used for subsequent predictive analysis. If the scale shows poor reliability then individuals within the scale must be re-examined and modified or completely changed as needed.

Cronbach's Alpha is Associate in Nursing index of dependableness related to the variation accounted for by truth score of the underlying construct. Construct is the hypothetical variable that is being valued. Normally when alpha is greater than 0.7(70%), then the result is considered to be an acceptable one and with regard to the present study the alpha is 0.84 (84%) which reveals that the collected data are reliable and can be proceeded for further analysis.[4]

1.10 SAMPLE DESIGN

This section is devoted to the presentation of the methodology, which includes the sampling technique, the collection of data, the period of study, the method of analysis, the tools for analysis and the measurement of variables used in the present study.

Selection of intermediaries

Totally 200 intermediaries were selected for the purpose of measuring the marketing efficiency, and data relating to marketing costs. The required data have been collected from 60 village traders, 17 commission agent cum-traders, 68 direct marketers, 39 growers associations, and 16 cooperative societies.

2.REVIEWS OF LITERATURE

VE Nethaji Mariappan, VS Pooja, B Prabhu Dass Batvari, R Indirani [5] (2017) cultivation and its importance, rootstock development, vineyard establishment, canopy management, pest and disease monitoring are deliberated both by field approach and its evaluation through remote sensing and Geographic Information System. Thus remote sensing and GIS tools provide valuable information to vine growers and study planners to take suitable measures for optimal growth and development of vine for sustainable cultivation.

Tiffany Maughan, Mike Pace, and Brent Black [6] (2017) This fact sheet introduces grape planting and management. The tolerance factsheets, Grape Varieties for Utah,Grape cultivation practice and Trellising Basics and Grape Irrigation provide additional information.

Neeraj1*, Akshay Chittora2, Vinita Bisht1 and Vishal Johar3 [7] (2017) The study also made an attempt to identify the prevailing value chain from the Farmer → Pre-harvest contractor → Commission Agent → Wholesaler → Retailer → Consumer in terms of payment, prices and their shares in the particular markets.

Fruit and vegetable ingredients [8] (2017) are projected to be higher and are expected to takeover fresh fruits and vegetables in the future, for the prevention of many diseases. The global fruit & vegetable ingredients market is documents to be USD 164.69 billion in 2016, growing at a CAGR of 4.5% from 2018 to 2023.

3.MARKETING PROBLEMS IN GRAPES

Agricultural marketing plays an important role not only in stimulating production and consumption, but also in accelerating the pace of economic development. The agriculture marketing system plays a dual role in economic development in countries whose resources are primarily agricultural. It is the performance of all business activities included in the flow of products from the beginning of agricultural production until they are in the hands of end users.

LEVEL OF SATISFACTION REGARDING CULTIVATIONS OF GRAPES

Null Hypothesis:

There is no significant difference in the mean score of satisfaction on cultivation of grapes among the respondents.

ANOVA TABLE

SOURCE	DF	S S	M S	F
Between groups	13	6522.219	501.709	439.73**
Within groups	11186	12762.410	1.141	

*- Significant at 5 % level

Since the F is significant the null hypothesis of no difference in the mean score of satisfaction among the respondents is rejected and there is a significant difference in the mean scores of satisfaction regarding grape cultivation among the respondents. The mean score of satisfaction regarding grape cultivation among the respondent is furnished below:

Level of satisfaction regarding existing marketing system

The following table shows the opinion of the sample growers regarding the existing marketing system. It is classified as existing method of marketing structure, existing finance facility, interest charged by financial institutions, input cost, incurring market cost, availability of packing materials, existing cold storage facility, weighting procedure in selling, methods of price fixation, distance between form and marketing, existing transport facility, payment after marketing, support given by the government for marketing, availability of marketing information.

Table 3.1

LEVEL OF SATISFACTION REGARDING MARKETING

S.NO	STATEMENTS	WEIGHTED AVERAGE SCORE	RANK
1	Existing method of marketing structure	5.00	1
2	Existing finance facility	3.17	8
3	Interest charged by financial Institutions	3.83	3
4	Input cost	1.84	14
5	Incurring market cost	3.80	4
6	Availability of packing materials	2.47	13
7	Existing cold storage facility	3.77	5
8	Weighting procedure in selling	3.27	6
9	Methods of price fixation	2.63	11
10	Distance between farm and marketing	3.24	7
11	Existing transport facility	4.10	2
12	Payment after marketing	3.17	9
13	Support given by Government for marketing	3.00	10
14	Availability of marketing information	2.63	12

Source : Primary data

The above table shows that the 14 mean scores of satisfaction regarding marketing of grapes among the respondents ranged from 1.84 to 5.00, and *Existing method of marketing structure* secured higher mean score of 5.00 and stood at top, *Existing transport facility* secured next mean score of higher 4.10 and stood at second, *Interest charged by financial Institutions* secured next higher mean score of 3.83 and stood at third and finally *Input cost* secured the least mean score of 1.84 and stood at the last position.

Chart 3.1

LEVEL OF SATISFACTION REGARDING MARKETING
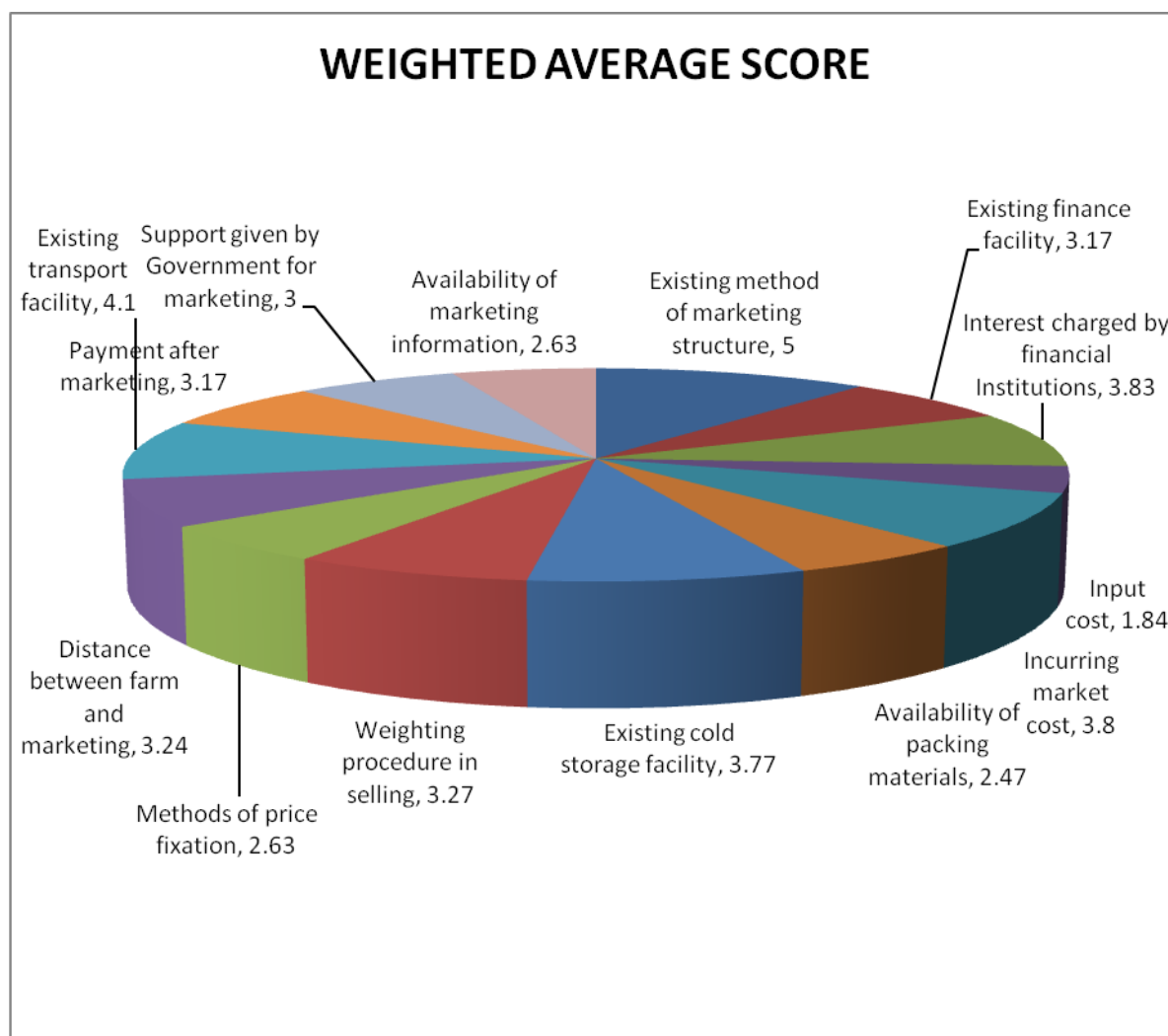
4. PROBLEMS FACED BY INTERMEDIARIES IN GRAPES MARKETING

Channel of distribution is the means by which products are moved from producer to the ultimate customer. Producers need to consider not only the needs of the ultimate customers but also the requirements of channel intermediaries. Marketing **intermediaries** fulfil an information **role** and a logistics **role**. They create value by adding efficiency to marketplaces for goods or services which are inherently "many-to-many" in nature.

This chapter is divided into two parts. The first part deals with the problems in grspes marketing and the second part comparises the difference between the socio – economic characteristics of the sample intermediaries and opinion about their business.

PROBLEMS IN MARKETING GRAPES

The following table shows the marketing problems in grapes of the intermediaries taken for the study.   **Garrett Ranking Technique** was used to rank the problems in marketing the grapes among the respondents.

Table 4.1

MARKETING PROBLEMS IN GRAPES

S.NO.	PROBLEMS	Total Score	Mean Score	Rank
1	Lack of Co-operative marketing societies	12800.00	64.00	1
2	Lack of market news and intelligence about market opportunities	11433.33	57.17	2
3	Lack of minimum support price	11400.00	57.00	3
4	Irregular payment of commission agents	11116.67	55.58	4
5	Lack of cold storage facilities in growing area	10966.67	54.83	6
6	Lack of transport facilities	10816.67	54.08	7
7	Small quantity of produce	6383.33	31.92	11
8	Poor quality	9533.33	47.67	9
9	Intervention of middlemen	7650.00	38.25	10
10	Lack of market awareness	5100.00	25.50	12
11	Non - availability of proper market facilities	11033.33	55.17	5
12	Lack of grading	10566.67	52.83	8

The above table shows that among the 12 problems of marketing of grapes, the mean score ranged from 25.50 to 64.00 and the marketing problem 'Lack of Co-operative marketing societies' secured higher mean score and stood at top, followed by the problem 'Lack of market news and intelligence about market opportunities' secured next higher mean score and stood at second, the problem 'Lack of minimum support

price' secured next higher mean score and stood at third and finally the problem 'Lack of market awareness' secured the least score and stood at the last position.

The majority of the mean score of 64.00 Lack of Co-operative marketing societies is secured high mean score.

Table 4.2

LEVEL OF SATISFACTION REGARDING THE CULTIVATION OF GRAPES

S.NO.	STATEMENTS	WEIGHTED AVERAGE SCORE	RANK
1	It requires less working capital	4.37	1
2	It ensures good standard of living	3.49	3
3	It offers job to all family members	3.49	4
4	Basic education is enough	3.18	8
5	Finance is easily available	3.32	6
6	It requires less risk	2.97	11
7	Cold storage and transport facilities are adequate	3.59	2
8	People are giving due response	3.07	10
9	It is prestigious job	3.37	5
10	Always there will be a cordial relationship with farmers	2.14	12
11	It guarantees regular income	3.18	9
12	It requires reasonable marketing expenses	3.22	7

Source : Primary data

The above table shows that the 12 mean scores of opinion on statements among the respondents ranged from 2.14 to 4.37, and *It requires less working capital* secured higher mean score and stood at top, *Cold storage and transport facilities* are adequate secured next higher score and stood at second, *It ensures good standard of living* secured next higher score and stood at third and finally *Always there will be a cordial relationship with farmers* secured the least score and stood at the last position.

It concluded "it requires less working capital" secured higher mean score of 4.37.

Chi-square Analysis

In order to study whether there is any significant association between the two attributes, namely family size, means of mediation, year of experience, nature of venture, annual income, nature of purchase, this attributes are associated with overall agreeability scores attributes using the source to get information to form **Chi-square Analysis** performed and the results are presented below:

Table 4.3

FAMILY SIZE AND OVERALL AGREEABILITY SCORE

Family size	OVERALL AGREEABILITY SCORE			Total
	Low	Medium	High	
Upto 2 members	8	4	10	22
3-4 members	32	16	14	62
5-6 members	10	16	12	38
Above7 members	26	16	36	78
Total	76	52	72	200

$X^2_{CAL. VAL} =$ **16.15*** $X^2_{TAB. VAL FOR 6 DF} =$ **5.99**

The significant Chi-square indicates that there is a significant association between family size and overall score of agreeability score and it is concluded that the overall score of agreeability dependents on the family size of the respondents

Table 4.4

KIND OF MEDIATION AND OVERALL AGREEABILITY SCORE

Kind of mediation	OVERALL AGREEABILITY SCORE			Total
	Low	Medium	High	
Village traders	16	12	32	60
Commission agents	10	5	2	17
Direct marketing	18	22	28	68
Growers association	20	13	6	39
Co-operative society	12	-	4	16
Total	76	52	72	200

$X^2_{CAL. VAL =}$ **34.28** $X^2_{TAB. VAL FOR 8 DF}$ = **5.99**

The significant Chi-square indicates that there is a significant association between kind of mediation and overall score of agreeability and it is concluded that the overall score of agreeability dependents of the kind of mediation of the respondents.

Table 4.5

YEARS OF EXPERIENCE IN BUSINESS AND OVERALL AGREEABILITY SCORE

Years of experience in business	OVERALL AGREEABILITY SCORE			Total
	Low	Medium	High	
Below 2 years	34	26	32	92
2-4 years	20	20	36	76
5-7 years	12	6	4	22
More than 7 years	10			10
Total	**76**	**52**	**72**	**200**

$X^2_{CAL. VAL =}$ **25.56** $X^2_{TAB. VAL FOR 6 DF}$ = **5.99**

The significant Chi-square indicates that there is a significant association between years of experience and overall score of agreeability and it is concluded that the overall score agreeability dependents on the years of experience of the respondents.

Table 4.6

NATURE OF YOUR VENTURE AND OVERALL AGREEABILITY SCORE

Nature of your venture	OVERALL AGREEABILITY SCORE			Total
	Low	Medium	High	
Sole traders	36	34	62	132
Partnership	40	18	10	68
Total	**76**	**52**	**72**	**200**

$X^2_{CAL. VAL =}$ **24.74** $X^2_{TAB. VAL FOR 2 DF}$ = **5.99**

The significant Chi-square indicates that there is a significant association between nature of venture and Overall score of agreeability and it is concluded that the Overall score of agreeability dependents on the nature of venture of the respondents.

Table 4.7

ANNUAL INCOME AND OVERALL AGREEABILITY SCORE

Annual income	OVERALL AGREEABILITY SCORE			Total
	Low	Medium	High	
Upto Rs.50,000	18	8	26	52
Rs.50,001-1,00,000	20	14	14	48
Rs.1,00,001-2,00,000	20	24	30	74
Above Rs.2,00,001	18	6	2	26
Total	**76**	**52**	**72**	**200**

$X^2_{CAL. VAL}$ =   22.71 $X^2_{TAB. VAL FOR 6 DF}$ = 5.99

The significant Chi-square indicates that there is a significant association between Annual income and Overall score of agreeability and it is concluded that the Overall score of agreeability dependents on the annual income of the respondents

Table 4.8

NATURE OF PURCHASE AND OVERALL AGREEABILITY SCORE

Nature of purchase	OVERALL AGREEABILITY SCORE			Total
	Low	Medium	High	
Cash	16	18	44	78
Credit	46	28	24	98
Both	14	6	4	24
Total	**76**	**52**	**72**	**200**

$X^2_{CAL. VAL}$ =   26.59** $X^2_{TAB. VAL FOR 4 DF}$ = 5.99

The significant Chi-square indicates that there is significant association between nature of purchase and overall agreeability score and it is concluded that the overall agreeability score dependents on the nature of purchase of the respondents.

INTERMEDIARIES OVERALL OPINION ABOUT CULTIVATION OF GRAPES

Table 4.9

AGE AND LEVEL OF AGREEMENT

Age	Level of Agreement			
	Mean	Range		SD
		Min	Max	
Upto 35 years	3.31	2.75	4.17	0.31
36-45 years	3.33	2.67	4.5	0.43
Above 46 years	3.44	2.25	4.67	0.47
Total	3.38	2.25	4.67	0.43
	F val.(df:2,197)= 1.89 ns			

NS – Non - Significant at 5% level

The analysis of variance showed that there is no significant difference in the overall mean score of agreeability among age groups of intermediaries so the hypothesis is accepted, The overall mean score of agreeability ranged from 3.31 to 3.44 and it is on a par with age group of intermediaries.

Table 4.10

MARITAL STATUS AND LEVEL OF AGREEMENT

Marital status	Level of Agreement			
	Mean	Range		SD
		Min	Max	
Married	3.37	2.25	4.50	0.40
Unmarried	3.43	2.67	4.67	0.55
Total	3.38	2.25	4.67	0.43
	Z val= 0.182<1.96 ns			

NS - Non - Significant at 5% level

The Z test showed that there is no significant difference in the overall mean score agreeability among marital group of intermediaries, so the hypothesis is accepted. The overall mean score of agreeability ranged from 3.37 to 3.43 and it is on a par with marital group of intermediaries.

Table 4.11

SIZE OF FAMILY AND LEVEL OF AGREEMENT

Size of Family	Level of Agreement			
	Mean	Range		SD
		Min	Max	
Upto 2 members	3.64	2.67	4.67	0.67

3-4 members	3.27	2.25	4.50	0.41
5-6 members	3.42	3.00	4.25	0.37
Above 7 members	3.36	2.75	4.00	0.35
Total	3.38	2.25	4.67	0.43
	F val.(df:3,196)= 10.52**			

**- significant at 1 % level

       The analysis of variance showed that there is a significant difference in the overall mean score of agreeability among family size group of intermediaries, so the hypothesis is accepted. The overall mean score of agreeability ranged from 3.27 to 3.42 and it is higher among 5-6 members in the family group of intermediaries.

Table 4.12

EDUCATION AND LEVEL OF AGREEMENT

Education	Level of Agreement			
	Mean	**Range**		**SD**
		Min	**Max**	
No formal education	3.54	2.83	4.67	0.50
Higher secondary	3.29	2.92	4.08	0.33
Professionals	3.34	2.67	4.50	0.40
Graduates	3.35	2.75	4.17	0.35
Others	2.86	2.25	3.25	0.48
Total	3.38	2.25	4.67	0.43
	F val.(df:4,195)= 5.01**			

**- significant at 1% level

       The analysis of variance showed that there is a significant difference in the overall mean score of agreeability among education group of intermediaries, so the hypothesis is accepted. The overall mean score of agreeability ranged from 2.86 to 3.54 and it is higher in no formal education group of intermediaries.

Table 4.13

TYPE OF FAMILY AND LEVEL OF AGREEMENT

Type of Family	Level of Agreement			
	Mean	**Range**		**SD**
		Min	**Max**	
Nuclear	3.37	2.25	4.67	0.51
Joint	3.38	2.75	4.25	0.36
Total	3.38	2.25	4.67	0.43

	Z val= 0.182<1.96 ns

**- significant at 1 % level

The Z test showed that there is no significant difference in the overall mean score of agreeability among age group of intermediaries. The overall mean score of agreeability ranged from 3.37 to 3.38 and it is on par with type of family group of intermediaries.

Table 4.14

MEANS OF MEDIATION AND LEVEL OF AGREEMENT

Means of mediation	Level of Agreement			
	Mean	Range		SD
		Min	Max	
Village traders	3.49	2.75	4.50	0.42
Commission agent	3.24	2.67	4.50	0.54
Direct marketing	3.42	2.92	4.25	0.36
Growers' association	3.26	2.92	4.50	0.35
Co-operative society	3.20	2.25	4.67	0.66
Total	3.38	2.25	4.67	0.43
	F val.(df:4,195)= 4.46**			

**- significant at 1 % level

The analysis of variance showed that there is a significant difference in the overall mean score of agreeability among mediation group of intermediaries, so the hypothesis is accepted. The overall mean score of agreeability ranged from 3.20 to 3.49 and it is higher in village traders group of intermediaries.

Table 4.15

Nature of venture and level of agreement

Nature of venture	level of agreement			
	Mean	Range		SD
		Min	Max	
Sole trader	3.43	2.25	4.5	0.39
Partnership	3.26	2.75	4.67	0.47
Total	3.38	2.25	4.67	0.43
	Z val= 0.182<1.96 ns			

**- significant at 1 % level

The Z test showed that there is a significant difference in the overall mean among nature of venture groups of the respondents, so the hypothesis is accepted. The overall mean score ranged from 3.26 to 3.43 and it is higher in business group of respondents.

Table 4.16

ANNUAL INCOME AND LEVEL OF AGREEMENT

Annual income	Level of Agreement			
	Mean	Range		SD
		Min	Max	
Upto Rs.50,000	3.46	2.25	4.67	0.56
Rs.50,001-1,00,000	3.31	2.92	4.5	0.34
Rs.1,00,001-2,00,000	3.45	2.67	4.25	0.38
Above Rs.2,00,001	3.14	2.75	3.92	0.27
Total	3.38	2.25	4.67	0.43
	F val.(df:3,196)= 4.46**			

**- significant at 1 % level

The analysis of variance showed that there is a significant difference in the overall mean score among annual income groups of the respondents, so the hypothesis is accepted. The overall mean score ranged from 3.14 to 3.46 and it is higher in business group of respondents.

Table 4.17

NATURE OF PURCHASE AND LEVEL OF AGREEMENT

Nature of purchase	Level of Agreement			
	Mean	Range		SD
		Min	Max	
Cash	3.53	2.83	4.50	0.40
Credit	3.30	2.25	4.67	0.44
Both	3.21	2.75	4.00	0.31
Total	3.38	2.25	4.67	0.43
	F val.(df:2,197)= 8.99**			

**- significant at 1 % level

The analysis of variance showed that there is a significant difference in the overall mean score among nature of purchase groups of the respondents, so the hypothesis is accepted. The overall mean score ranged from 3.21 to 3.53 and it is higher in business group of respondents.

SUGGESTION

- In this study area there is no cold storage facilities available in order to ensure the quality of grapes. In the absence of such facilities the majority of the farmers are forced to market their grapes soon

after the harvest at prevailing lower prices. In order to avoid such practices it is vital on the part of the Department of Horticulture, Government of Tamil Nadu to make provision for setting up suitable number of cold storage units in the state. This will improve the marketing power of the grape growers.

- In the total marketing cost the transport cost constitutes a major portion. This affects the operational viability of grape cultivation. Therefore the transport cost may be controlled by adopting the system like co-operative transportation by a group of grape growers by entering in to a concurrence with local transport agencies to transport the grape to the desired places at cheaper rates.

- It is suggested that current marketing procurement price for grapes at different parts of the country should be intimated to the knowledge of the growers through the media.

- To improve marketing operation for grapes steps may be taken by the government for establishing agro-processing estates with basic marketing facilities for grading, storing transporting etc.

- While marketing the grape through the intermediaries a portion of the price paid by the buyer is taken as a commission by the intermediaries. This will reduce the final price received by the growers. In this regard it is recommended that the middlemen role should be minimized in order to help the growers to get fair prices for their output.

Conclusion

Increasing the productivity and production of grapes, strengthening the channels of marketing, establishment of processing units for extraction of raisin and export promotion activities will encourage the grapes growers to a great extent. The respective government and Horticulture Department are to take up sustained efforts to safeguard the interests of the grape growers. The suggestions made in the present study are of immense use to the policy makers to make appropriate decision for mitigating the problems faced by the grapes growers

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