

Market Potential for Value Added Agro-Based Products in Thanjavur District

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Abstract: *This research article focuses on incremental market research for value added products in Thanjavur district. The purpose of this article is identified as completing the necessary market research needed to successfully implement the marketing strategies for emerging value added products. Well-managed information and public awareness campaigns are especially critical in the case of value added products in part because of the revolutionary potential of products in both rural and urban areas.*

Keywords: Market Research, Value Added Products, Marketing Strategies, Product Potentials

1. Introduction

The success of any product depends largely on the effectiveness of information and public awareness campaigns. Out of the country's total agriculture and food produce, only 2 per cent is processed. The highest share of processed food is in the Dairy sector, where 37 per cent of the total produce is processed, of which 15 per cent is processed by the organized sector. Tamil Nadu with Seven agro-climatic conditions and varied soil types is better placed for production of fruits, vegetables, spices, plantation crops, flowers, medicinal and aromatic plants. Tamilnadu is one of the largest producers of agro and horticulture products in India. (Source: Industries Department, Government of Tamilnadu). As far as the growing population and to meet the needs of the present requirements without compromising the ability of future generation to meet their own needs, on the other hand. Such a development requires taking long-term perspectives, integrating local effects and global change into the value added product development process, and using the best scientific and traditional knowledge. Achieving solutions to adequate product requirement problems, which we face today, requires long-term vision, planning and actions that will lead to sustainable development, as well as demands continuous supply of product requirements.

2. Statement of Problem

The Thanjavur district is one of the most famous places in Tamilnadu for agricultural activities and the produce are utilized for domestic and foreign consumption. Being the agricultural produce are seasonal based and perishable in nature, the produce could be used for a longer as a value added. An attempt is made to understand that if the produces are converted as valued added, it would be useful to fulfill the ever increasing demand. What are the possibilities for converting the agricultural produce as a valued added and

which marketing strategies could be adopted to increase more production possibilities. .

Objectives:

The research article focuses on the following objectives:

- To determine market research requirements and gather data on the market potential for Value added products.
- To identify the barriers associated in the production of value added products.

Methodology

Being an agrarian economy, industrial growth in the district is mainly confined to agro-based industries. A study of a representative sample of 150 agro-based value added products producers are taken on the basis of random sampling method.

Sources of Data

In tune with the objectives of the study the researcher depended on both primary and secondary data. The primary data have been collected from producers of value added products by visiting their locality with the help of an Interview Schedule. The Interview Schedule prepared was rational so that the respondents can understand easily and give their opinion freely and appropriately.

Limitations

- The research study was confined to the Thanjavur district. Hence, the overview of the study may not hold good for the entire universe.
- This study specifies the opinion on the producers of value added products and the opinion of consumers may not be true at all the times.
- The respondents were chosen from all around the district, and thus the sample selection was done randomly and may not represent the entire population.

3. Analysis and Interpretation

Socio –Economic Profile of the Respondents

| S.No. | Category | % | S.No. | Category | % |
|-------|----------|-------|-------|--------------------------------|-------|
| | Gender | | | Occupation status | |
| 1 | Male | 71.6 | 1 | Employed | 14.1 |
| 2 | Female | 28.4 | 2 | Agro-based Products production | 74.7 |
| | Total | 100.0 | 3 | Professionals | 11.2 |
| | Age | | 4 | Total | 100.0 |

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| | | | | | |
|---|---------------------------|-------|---|--------------------|-------|
| 1 | 21-30 | 18.3 | | Monthly income | |
| 2 | 31-40 | 49.3 | 1 | Below Rs. 25000 | 25.5 |
| 3 | Above 41 | 32.4 | 2 | Rs. 25001 to 50000 | 66.5 |
| | Total | 100.0 | 3 | above Rs. 50001 | 8.0 |
| | Educational qualification | | | Total | 100.0 |
| 1 | Up to school | 13.4 | | Marital status | |
| 2 | Graduate | 13.7 | 1 | Married | 80.6 |
| 3 | Postgraduate | 61.7 | 2 | Unmarried | 19.4 |
| 4 | Professional | 11.2 | | Total | 100.0 |
| | Total | 100.0 | | | |

Source: Primary data

The above table reveals that 71.6 per cent of customers are 'Male' and 28.4 per cent are 'Female' and a majority of customers in the study area were 'Male'.

The research portrays that 14.1 per cent of the respondents are employed in various organizations, 74.7 per cent are doing agriculture and agro based processes and the remaining 11.2 per cent are professionals.

It is identified that 25.5 per cent of the respondents earned a monthly income of less than Rs. 25000, 66.5 per cent of the respondents are found to be earning between Rs.25,001 and Rs.50,000, 8 per cent of them are earning a monthly income of more than Rs. 50,001. A maximum of 66.5 per cent of the respondents are earning more than Rs.25001 and less than Rs.50,000 as monthly income.

Production Possibilities of Valued Added Products in Thanjavur Reliability of Scales and Factors Related to Production in Thanjavur District

| S.No | Value Added Products | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Cronbach's Alpha if Item Deleted |
|------|---|----------------------------|--------------------------------|----------------------------------|
| 1. | Cucumber and Gherkins | 73.46 | 37.997 | 0.843 |
| 2 | Dried and Preserved Vegetables | 73.77 | 38.091 | 0.844 |
| 3 | Mango Pulp, Pulses and other processed fruits and vegetables | 73.67 | 35.915 | 0.843 |
| 4 | Groundnuts | 73.63 | 37.310 | 0.845 |
| 5 | Guargum | 74.03 | 38.161 | 0.850 |
| 6 | Jaggery & Confectionery | 73.70 | 34.540 | 0.835 |
| 7 | Cereal Preparations | 73.42 | 37.485 | 0.841 |
| 8 | Milled products | 73.37 | 35.485 | 0.830 |
| 9 | Cocoa products | 73.94 | 36.074 | 0.837 |
| 10 | Dried Vegetables | 73.96 | 31.073 | 0.816 |
| 11 | Berries, other fruits & nuts | 74.00 | 31.618 | 0.818 |
| 12 | Vegetables, Fruit, Nuts, Fruit-Peel & Other Parts of Plants, Preserved By Sugar | 73.66 | 34.290 | 0.827 |
| 13 | Banana Based Products | 73.42 | 37.485 | 0.841 |
| 14 | Beans | 73.37 | 35.485 | 0.830 |
| 15 | Other Processed Food Products | 73.94 | 36.074 | 0.837 |
| | Mean | | | 77.60 |
| | Variance | | | 38.824 |
| | Std. Deviation | | | 6.231 |
| | Cronbach's Alpha | | | 0.842 |
| | No. of Items | | | 15 |

Source: Primary data

It reveals that all the fifteen measurement scale products are reliable as the Cronbach's alpha coefficient of 0.842. It is greater than the threshold level of 0.70. It has provided good estimates of internal consistency reliability and also coefficient alpha values ranged from 0.853 to 0.813 for all the constructs. It indicates that the scales used in this study were reliable and the above scale items are consistent with each other and they are reliable measure of factors related to production possibilities of valued stated value added products in Thanjavur district.

Market potentials for agro-based value added products

In order to protect our economic resources from the increasing demand for food products sustainable products supply through expanding the potentials for valued added agro-based products is one of the solutions. Now-a-days producers are following various technology to preserve the products and convert them into valued added for future consumption. Prices, economical benefits to the producers, associated benefits to the consumers, transportation and preservation facilities are associated with marketing characteristics to expand market potentials for agro-based value added products.

Market potentials for Agro-based Value Added Products

| Market Potentials | R1 | R2 | R3 | R4 | R5 | R6 | R7 | R8 | R9 | Total Scores | Mean | Rank |
|---------------------------|-----|-----|-----|-----|-----|-----|-----|------|------|--------------|------|------|
| Associated Benefits | 52 | 263 | 131 | 19 | 16 | 56 | 20 | 33 | 40 | 2227 | 3.54 | 2 |
| | 52 | 526 | 393 | 76 | 80 | 336 | 140 | 264 | 360 | | | |
| More Calories | 192 | 112 | 117 | 89 | 52 | 22 | 15 | 9 | 22 | 1890 | 3.00 | 1 |
| | 192 | 224 | 351 | 356 | 260 | 132 | 105 | 72 | 198 | | | |
| Economical benefits | 137 | 88 | 109 | 67 | 52 | 65 | 55 | 39 | 18 | 2417 | 3.84 | 3 |
| | 137 | 176 | 327 | 268 | 260 | 390 | 385 | 312 | 162 | | | |
| Seasonal Barriers | 85 | 4 | 76 | 80 | 83 | 82 | 80 | 72 | 68 | 3296 | 5.24 | 4 |
| | 85 | 8 | 228 | 320 | 415 | 492 | 560 | 576 | 612 | | | |
| Economic Returns | 26 | 35 | 54 | 148 | 73 | 104 | 72 | 70 | 48 | 3335 | 5.29 | 5 |
| | 26 | 70 | 162 | 592 | 365 | 624 | 504 | 560 | 432 | | | |
| Short term Incentives | 79 | 3 | 45 | 69 | 128 | 67 | 137 | 55 | 47 | 3360 | 5.33 | 6 |
| | 79 | 6 | 135 | 276 | 640 | 402 | 959 | 440 | 423 | | | |
| Affordable input cost | 1 | 34 | 30 | 25 | 120 | 78 | 99 | 122 | 121 | 4085 | 6.49 | 9 |
| | 1 | 68 | 90 | 100 | 600 | 468 | 693 | 976 | 1098 | | | |
| Storage facilities | 28 | 58 | 6 | 74 | 61 | 42 | 84 | 130 | 147 | 3966 | 6.30 | 8 |
| | 28 | 116 | 18 | 296 | 305 | 252 | 588 | 1040 | 1323 | | | |
| Transportation facilities | 30 | 33 | 65 | 59 | 45 | 117 | 68 | 94 | 119 | 3753 | 5.96 | 7 |
| | 30 | 66 | 195 | 236 | 225 | 702 | 476 | 752 | 1071 | | | |

Source : Primary Data

The above Table shows market potentials for Agro-based Value Added Products among the producers in Thanjavur district, it is inferred that for the factor “More Calories derived from the products” highest mean rank is given with the Mean rank of 3.00, followed by “Associated Benefits” with the mean rank of 3.54 and the third rank is given to “Economical benefits for the producers” with the mean rank of 3.84. The least rank is given to “Affordable input cost” (6.49).

4. Conclusion

Agriculture is one of the primary sources of revenue generation in Tamilnadu. The Thanjavur district plays a major role in contributing revenue in this sector to the state of Tamilnadu. The growing population of India and across the globe has been demanding more products, the production possibilities and marketing practices could be improvised to expand the potentials for valued added products in Tamilnadu. Hence the processing costs, labour costs and seasonal barriers associated with value added products are identified as primary barriers which could be overcome to increase the market potential for the value added products. By creating mass awareness and promotional campaigns aid the market development of the valued added products, ensuring its strengths and benefits are appropriately conceived before the public.

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