International Journal of Agriculture Extension and Social Development

Relationship between profile of turmeric growers with their marketing behaviour

[1]Kalyan N Borde, [2]Sunildutt R Jakkawad, [3]Rajesh P Kadam, [4]Anuradha S Lad and [5]Digamber S Perke

[1]M.Sc. (Agri.) Scholar, Department of Agricultural Extension Education, College of Agriculture, Parbhani, VNMKV, Parbhani, Maharashtra, India

[2]Associate Professor, Department of Agricultural Extension Education, College of agriculture, Parbhani, VNMKV, Parbhani, Maharashtra, India

[3]Professor and Head, Department of Agricultural Extension Education, College of Agriculture, Parbhani, VNMKV, Parbhani, Parbhani, Maharashtra, India

[4]Assistant Professor, Department of Agricultural Extension Education, College of agriculture, Parbhani, VNMKV, Parbhani, Parbhani, Maharashtra, India

[5]Associate Dean and Principle, CoA Dharashiv, VNMKV, Parbhani, Maharashtra, India

Corresponding Author: Kalyan N Borde

Abstract

The present study was conducted in Basmat and Aundha tehsils of Hingoli district from Marathwada region of Maharashtra State in 2024-2025, with an objective to study "Marketing behaviour of turmeric growers in Marathwada region". Six villages from each tehsil were selected. Total twelve villages were selected for research study. Ten respondents were selected from each village and hence 120 respondents were selected for the study. Ex post facto reseach design was followed in present investigation. As regard with the profile of turmeric growers it was observed that, majority of them (38.33%) turmeric growers were educated up to middle school, majority of them (67.50%) turmeric growers belonged to medium family, majority (65.00%) of the turmeric growers had medium farming experience, majority (48.33%) of turmeric growers belonged to semi medium land holding category, majority (73.33%) of turmeric growers had medium area under turmeric cultivation, majority (72.50%) of the turmeric growers had medium annual income, majority (63.33%) of the turmeric growers had medium level of social participation, majority of them (67.50%) of turmeric growers had medium extension contact with extension agency, majority (50.00%) of turmeric growers had medium level of mass media exposure, majority (66.67%) of turmeric growers had medium risk orientation. Regarding relationship between profile of turmeric growers with marketing behaviour, the education, farming experience, land holding, social participation, extension contact, mass media exposure and risk orientation were found to be positive and highly significant with marketing behaviour of turmeric growers. While size of family, area under turmeric crop, annual income had positive significant association with marketing behaviour of turmeric growers.

Keywords: Marketing, behaviour, turmeric, turmeric grower, Marathwada region

1. Introduction

Turmeric, scientifically known as *Curcuma longa*, is one of the most important spices in the global market, prized for its culinary, medicinal, and cultural applications. Known for its vibrant yellow colour and distinct flavour, turmeric is an integral part of various cuisines, particularly in India, where it is widely used in both food preparation and traditional medicine.

However, before turmeric can be used in culinary or medicinal applications, it must undergo a series of processing steps to enhance its flavour, colour, and shelf life. These processing techniques are crucial as they help transform raw turmeric rhizomes into a more refined and marketable product. In the traditional methods, turmeric rhizomes were boiled or steamed and then subjected to various curing methods to remove the raw odour, gelatinize the starch, and give the rhizomes a uniform golden colour. Initially, turmeric rhizomes were placed in earthenware pans filled with water, covered with leaves, and layered with cow dung. The ammonia in the cow dung would react with the turmeric to produce the desired colour and aroma. However, due to hygienic concerns, this traditional method has largely been replaced by more modern techniques.

Marketing behaviours defined as farmer or producer perform one or more marketing activities. It includes selling of produce at different places and volume, moving the produce from the point of production to the consumer and role of farmers in different stages of marketing of agriculture or horticulture produce.

Marketing behaviour includes all activities that help move goods and services from the producer to the final consumer. It covers a wide range of functions such as purchasing, selling, processing the produce for sale, collecting it in one place, transporting, sorting, packaging, storing, value addition, and retailing. Other crucial elements include marketing finance, distribution systems, quality control, market intelligence, and training. Building strong market linkages is also a part of this process. Marketing systems are

constantly evolving, shaped by competition and the need for ongoing innovation. One of the key enablers in this system is access to accurate and timely market information. It helps ensure better coordination, lowers marketing expenses, enhances productivity, and supports a more efficient and transparent market environment.

Materials and Methods
Ex-post facto research design was used to conduct the investigation. Purposive sampling techniques were employed in the multistage research sample drawing process. The state of Maharashtra's Marathwada region was chosen. The Hingoli districts is chosen from the Marathwada region. of them, two talukas Aunda and Basmat were purposively chosen for the study because maximum turmeric growers are from this area. Six villages were randomly chosen from each of the talukas that were chosen. For the study, a total of twelve villages were chosen. Ten farmers from each village were chosen as respondents based on a random sampling approach that was used for the selection of respondents. 120 growers of turmeric were therefore chosen for the study. These selections were done by using a simple random samping method. The ex post facto research design used for present study. An interview schedule was prepared in view of the ojective of the study and data were collected by personal interview of the selected soybean growers at their home or farms. The collected data was organised, tabulated and analyzed with help of statistical tools like frequency, mean, standard deviation, correlation of coefficient (r).

Results and Discussion

Table 1: Distribution of the turmeric growers according to their profile

SL. No.	Category	Respondents (n = 120)	
		Frequency	Percentage
A.	**Education**		
1.	Illiterate	2	1.67
2.	Can read only	6	4.17
3.	Can read and write	16	13.33
4.	Primary School	22	18.33
5.	Middle School	46	38.34
6.	Higher sec. School	24	20.83
7.	Graduate	4	3.33
B.	**Size of family**		
1	Small family (Up to 4)	22	18.33
2	Medium family (5 to 8)	81	67.50
3	Big family (above 8)	17	14.17
C.	**Farming Experience**		
1	Low (Up to 14)	20	16.67
2	Medium (15 to 28)	78	65.00
3	High (above 29)	22	18.33
D.	**Land holding**		
1	Marginal (Up to 1.00 ha.)	7	05.83
2	Small (1.01 to 2.00 ha.)	36	30.00
3	Semi medium (2.01 to 4.00 ha.)	58	48.33
4	Medium (4.01 to 10.00 ha.)	12	10.00
5	Large (above 10.00 ha.)	7	05.84
E.	**Area under turmeric crop**		
1	Low (Up to 0.41)	13	10.84
2	Medium (0.41 to 3.43)	88	73.33
3	High (Above 3.43)	19	15.83
F.	**Annual income**		
1	Low (Up to 119000)	13	10.83
2	Medium (119001 to 369700)	87	72.50
3	High (Above 369700)	20	16.67
G.	**Social participation**		
1	Low (Up to 3)	20	16.67
2	Medium (4 to 9)	76	63.33
3	High (above 9)	24	20.00
H.	**Extension contact**		
1	Low (Up to 5)	17	14.17
2	Medium (6 to 13)	81	67.50
3	High (above 13)	22	18.33
I.	**Mass media exposure**		
1	Low (Up to 3)	40	33.33
2	Medium (4 to 7)	60	50.00
3	High (above 7)	20	16.67
J.	**Risk orientation**		
1	Low (up to 18)	25	20.83
2	Medium (18 to 25)	80	66.67
3	High (above 25)	15	12.50

Table 2: Relationship between the independent variables and their marketing behaviour.

Sr. No.	Components	Correlation Coefficients
1	Education	0.273**
2	Size of family	0.256*
3	Farming experience	0.277**
4	Land holding	0.382**
5	Area under turmeric cultivation	0.209*
6	Annual income	0.204*
7	Social participation	0.389**
8	Extension contact	0.406**
9	Mass media exposure	0.436**
10	Risk orientation	0.294**

* Significant at 0.05 level of probability.
** Significant at 0.01 level of probability and NS- Non-significant.

It is evident from table 2 that, the results of correlation coefficient showed that independent variables namely size of family, area under turmeric cultivation, annual income had positive and significant relationship with marketing behaviour of turmeric growers. Whereas education, farming experience, land holding, social participation, extension contact, mass media exposure and risk orientation had positive and highly significant relationship with marketing behaviour of turmeric growers.

Conclusion
As regard with the profile of turmeric growers it was observed that, majority of them (38.33%) turmeric growers were educated up to middle school, majority of them (67.50%) turmeric growers belonged to medium family, majority (65.00%) of the turmeric growers had medium farming experience, majority (48.33%) of turmeric growers belonged to semi medium land holding category, majority (73.33%) of turmeric growers had medium area under turmeric cultivation, majority (72.50%) of the turmeric growers had medium annual income, majority (63.33%) of the turmeric growers had medium level of social participation, majority of them (67.50%) of turmeric growers had medium extension contact with extension agency, majority (50.00%) of turmeric growers had medium level of mass media exposure, majority (66.67%) of turmeric growers had medium risk orientation. Regarding relationship between profile of turmeric growers with marketing behaviour, the education, farming experience, land holding, social participation, extension contact, mass media exposure and risk orientation were found to be positive and highly significant with marketing behaviour of turmeric growers. While size of family, area under turmeric crop, annual income had positive significant association with marketing behaviour of turmeric growers.

Reference
1. Amaladeepan N, Pushpa J. Profile characteristics and constraints faced by banana growers. J Ext Educ. 2018;30(2):6083-6087.
2. Chengappa KK. Marketing behaviour of coffee growers in Kodagu district of Karnataka state [MSc thesis]. Rahuri (India): Mahatma Phule Krishi Vidyapeeth; 2017.
3. Darange AS. Marketing behaviour of turmeric growers in Akola district of Maharashtra state. Int J Chem Stud. 2018;6(5):9-12.
4. Ganapathi R. A study on factors affecting marketing of jasmine in Dindigul district. J Manag Res Anal. 2015;2(4):238-242.
5. Hameed TS, Sawicka B. Production and marketing problems of potato growers. Int J Curr Res. 2017;9(5):49729-49732.
6. Joshi AM. Marketing behaviour of mango growers [MSc thesis]. Dapoli (India): Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth; 2012.
7. Maratha P, Badodiya SK. Study on marketing behaviour and other attributes of vegetable growers at Kota block of Kota district in Rajasthan. Int J Pure Appl Biosci. 2017;5(1):329-337.
8. Nirban AJ. Analysis of agricultural produce market committees in Konkan and Western Maharashtra with reference to their potential role in agricultural marketing extension [PhD thesis]. Rahuri (India): Mahatma Phule Krishi Vidyapeeth; 2004.