



RESEARCH ARTICLE

# Marketing Behavior of Agripreneurs in Tamil Nadu - A Gender Perspective

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## ABSTRACT

Marketing behavior refers to the capacity or tendency of the entrepreneur to identify the market trend to sell the produce for greater returns. The present study aimed on the marketing behavior of male and female agripreneurs in Tamil Nadu. The ex-post facto research design was used in this study. A sample of 204 respondents was selected using Proportionate Random Sampling Technique. The marketing behavior of agripreneurs was analyzed in the thirteen identified components viz., raw material, utilization of labor, price-fixing criteria, consumer segmentation, means of transport, expenditure incurred on transport, consumers of the product, place to sale, mode of payment, collection of money, value addition in the product, existing market facility, opinion about prevailing market price. The scoring procedure developed by Sakthivel (2011) was followed, and percentage analysis was used to interpret the results. The study inferred that majority of the male (62.75%) and female (66.67%) agripreneurs had medium levels of marketing behavior followed by the high and low levels of marketing behavior.

**Keywords:** *Marketing behavior; Agripreneurship; Agripreneurs; Market behavior*

## INTRODUCTION

A shift from agriculture to agribusiness is an essential pathway to revitalize Indian agriculture and make more attractive and profitable ventures. Agripreneurship can generate growth, diversify income, and provide widespread employment and entrepreneurial opportunities in rural areas. Stabilization and growth of agricultural production results in rapid advancement in output and employment in agro-industries. Marketing behavior indicates the mode of selling the products in the market. The agricultural sector contributes to more than one-third of the national income and provides livelihood to about 70 per cent of the population (Janani, 2015). It also provides a substantial portion of the country's export. An efficient agricultural marketing system can be an essential means for raising the income levels of the farmers and increasing consumer satisfaction.

Janani (2016) stated that an entrepreneur who could draw the right marketing strategy alone could excel in their business. Hence, marketing ability was considered another critical component of entrepreneurial performance. Marketing behavior was referred to the capacity or tendency of the entrepreneur to identify the market trend to sell the produce for greater returns. Thilagam (2012) concluded that more than half of the entrepreneurs

(64.67%) belonged to the group with medium level of marketing ability followed by low level (20.00%) of marketing ability and high level (15.33 %) of the marketing ability.

In the study area, food processing, bio inputs, agricultural machineries, export of agricultural produce, value addition, agri inputs, animal husbandry, agri clinics, by-products, bee keeping, mushroom production, nursery, sericulture, and vermi composting were the agri enterprises established by the agripreneurs. The previous research studies focused on the marketing behavior of the farmers. Analyzing gender perceptive would deliver insight into marketing behavior of male and female agripreneurs. Hence, the study was undertaken to assess the marketing behavior of the agripreneurs from gender perspective.

## MATERIAL AND METHODS

For this study, Namakkal, Salem, and Madurai districts in Tamil Nadu were selected based on the highest number of agripreneurs. A sample of 204 respondents was selected by using Proportionate Random Sampling Technique. An entrepreneur who can draw the right marketing strategy alone can excel in their business. Hence, marketing ability was considered another important component of entrepreneurial performance. Marketing behavior refers to the capacity or tendency of the entrepreneur

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to identify the market trend to sell the produce for greater returns. In this study, marketing behavior was studied under 13 dimensions, and the scoring procedure developed by Sakthivel (2011) and followed by Janani (2016) was used for the study. The data were collected by using pre-tested and well-structured interview schedule. The selected agripreneurs were personally interviewed to collect the information and the data were analyzed by using statistical tools such as percentage analysis.

## RESULTS AND DISCUSSION

Marketing behavior indicates the mode of selling the products in the market. The marketing behavior of agripreneurs was analyzed in the identified thirteen components viz., raw material, utilization of labor, price-fixing criteria, consumer segmentation, means of transport, expenditure incurred on transport, consumers of the product, place to sale, mode of payment, collection of money, value addition in the product, record-keeping, existing market facility, opinion about prevailing market price. The respondents were categorized into low, medium, and high based on the details collected. The results are presented in the following tables

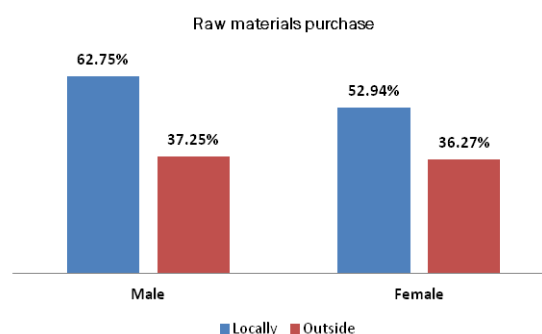
From Table 1, it is said that little less than two-thirds (62.75%) of the male agripreneurs had medium level of marketing behavior followed by 19.61 per cent of the male agripreneurs had low level of agripreneurs and 17.65 per cent of the male agripreneurs had high level of marketing behavior. Two-thirds (66.67%) of the female agripreneurs had medium levels of marketing behavior followed by high (21.57%) and low (11.76%) level of marketing behavior. Exposure to training, contact with fellow entrepreneurs, and institutional support had resulted in medium level of marketing behavior. The findings are in line with the findings of Thilagam (2012).

**Table 1. Distribution of respondents according to overall marketing behavior**

Category	n=204			
	Male (n=102)		Female (n=102)	
	No	%	No	%
Low	20	19.61	12	11.76
Medium	64	62.75	68	66.67
High	18	17.65	22	21.57

### Raw material

From Figure 1, it could be inferred that in gender analysis, less than two-thirds (62.75%) of the male agripreneurs got the raw material from local, followed by outside (37.25%). More than half (52.94%) of the female agripreneurs got the raw material from local, followed by outside (36.27%).



**Fig 1. Distribution of respondents according to raw materials purchase**

The agripreneurs were purchasing their raw material based on the availability and cost of the material. If the material cost is high in the local market, they go outside their district. The majority of the agripreneurs were graduates and post graduates. A small portion of them used online purchasing mode.

**Table 2. Distribution of respondents according to marketing behavior**

Category	n=204			
	Male (n=102)		Female (n=102)	
	No	%	No	%
<b>Utilization of labour</b>				
Based on cost of production	36	35.29	54	52.94
Based on demand for the produce	65	63.73	44	43.14
Based on personal need for the money	1	0.98	4	3.92
<b>Price fixing criteria</b>				
Based on cost of production	36	35.29	52	50.98
Based on demand for the produce	65	63.73	45	44.12
Based on personal need for the money	1	0.98	5	4.90
<b>Means of transport</b>				
Two wheeler	42	41.18	41	40.20
Van	57	55.88	58	56.86
Lorry	3	2.94	3	2.94
<b>Expenditure incurred on transport</b>				
Adjustable	50	49.02	51	50
Compatible	52	50.98	51	50

### Utilization of labor

From Table 2, it is said that less than two-thirds (63.73%) of the male agripreneurs had utilized labor based on the demand of the produce followed by based on the cost of production (35.29%). As

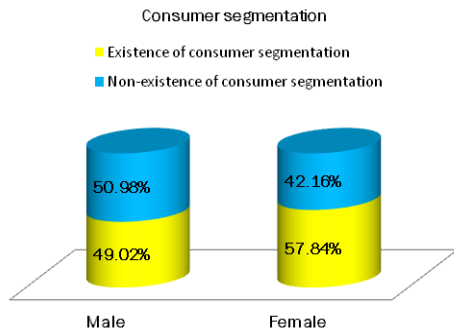
regards the female agripreneurs, more than half (52.94%) of the respondents utilized labor based on the cost of production followed by the demand for the produce (43.14). During a pandemic situation, the product demand shoots up and at that time, agripreneurs utilized labor based on demand.

**Price fixing criteria**

From Table 2, it is said that in gender analysis, less than two-thirds (63.73%) of the male agripreneurs preferred price fixation based on the demand of the produce followed by the cost of production (35.29%). In regard to female agripreneurs, slightly more than half (50.98%) of the respondents had preferred price fixation based on the cost of production followed by the demand for the produce (44.12%). Based on the cost of production and demand of the product in the market, the agripreneurs fixed the price.

**Consumer segmentation**

From Figure 2, gender analysis revealed that slightly more than half (50.98%) of the male agripreneurs said that the non-existence of consumer segmentation was followed by consumer segmentation (49.02%). Concerning female agripreneurs, more than half (57.84%) of the respondents said that the existence of consumer segmentation was followed by the non-existence of consumer segmentation (42.16%).



**Fig 2. Distribution of respondents according to consumer segmentation**

Customer segmentation is the practice of dividing business customers into groups that reflect similarities among customers in each group. The goal of segmenting customers is to decide how to relate to customers in each segment to maximize the value of each customer to the business. Male agripreneurs were used for consumer segmentation in their business. It is subject to customer need; the product varies in business *i.e.*, in coconut-related business, an entrepreneur can produce coir pith to one customer and coconut by-products (coco sweets, flakes), value-added products to another customer. This might be the probable reason for the findings.

**Means of transport**

From Table 2, it is said that in gender analysis, more than half (55.88%) of the male agripreneurs utilized van for transportation, followed by two-wheeler (41.18%) and lorry (2.94%). Regarding female agripreneurs, more than half (56.86%) of the agripreneurs utilized van for transportation, followed by two-wheeler (40.20%) and lorry (2.94%).

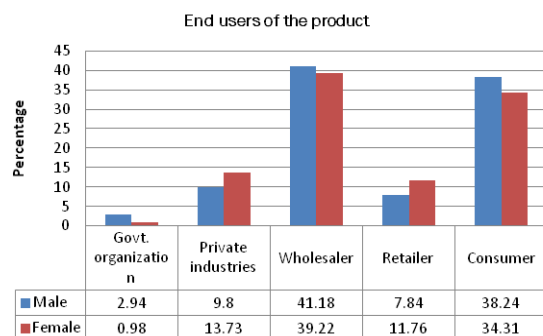
The mode of transport depends on the enterprise of the agripreneurs, consumers, and the volume of the produce. To local area and the quantity of the collected products is less, majority of the agripreneurs used two-wheelers for their transportation. Coir-related products, coconut flakes, and bio inputs were transported through lorry. Those selling to wholesalers and contractors arranged transportation, and they shared the cost of transportation. This might be the possible reason for the above findings.

**Expenditure incurred on transport**

From Table 2, it is said that slightly more than half (50.98%) of the male agripreneurs incurred their transport expenditure as compatible, followed by 49.02 per cent of them incurred their transport expenditure as adjustable. In female agripreneurs, an equal 50.00 per cent of the agripreneurs incurred their transport expenditure as adjustable and compatible, respectively.

**End users of the product**

From Figure 3, it is said that more than two-fifth (41.18%) of the male agripreneurs sold their produce to wholesaler followed by 38.24 per cent of them sold their produce to the consumer, and 9.80 per cent of them sold their produce to private industries. A meagre (7.84%) per cent of the male agripreneurs sold their produce to a retailer. Slightly lesser than two-fifth (39.22%) of the female agripreneurs sold their produce to wholesalers followed by 34.31 per cent of them sold their produce to consumers and 13.73 per cent of them sold their produce to private industries.

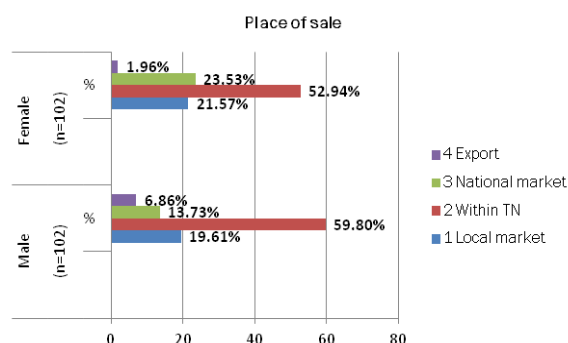


**Fig 3. Distribution of respondents according to end user of the product**

A group of the agripreneurs decided on the marketing of produce at the initial level. Before starting the business, agripreneurs had selected their marketing and consumer of their product like wholesaler, retailers, private industries etc. The cordial approach and frequent contact with the respondents would pave a path to sell their produce to contractors and wholesalers.

### Place of sale

From the Figure 4, it is said that about 59.80 per cent of the agripreneurs sold their produce within Tamil Nadu followed by local market (19.61%) and national market (13.73%). More than half (52.94%) of the agripreneurs sold their produce within Tamil Nadu followed by national market (23.53%) and local market (21.57%). Hence, they would have preferred the nearby and outside town for marketing.



**Fig 4. Distribution of respondents according to place of sale**

It depends upon the demand for the produce. Bio inputs related business is peak at sowing time of the crops. Vermi composting is required at the middle stage of crop growth. Therefore, the agripreneurs sold their produce based on demand and need of the produce. This might be the probable reason for the findings.

### Mode of payment

From Table 3, it is revealed that in gender analysis, less than two-thirds (64.71%) of the male agripreneurs had payment after sales followed by initial payment (35.29%). Less than two-thirds (63.73%) of the female agripreneurs had payment after sales followed by initial payment (36.27%). The findings revealed that most of them got their payment after-sales. Some of the agripreneurs got their initial payment. It depends on the contract between them and the enterprise. The agripreneurs who got their initial payment for the produce said that it creates enthusiasm and credibility.

### Promotional activities

From Table 3, it is said that about 55.88 per cent of the male agripreneurs incurred expenditure on publicity and 62.75 per cent of the agripreneurs

incurred expenditure on publicity. Both genders incurred their expenditure on publicity.

### Value addition in the product

From Table 3, it is inferred that in gender analysis, more than two-fifths (44.12%) of the male agripreneurs did partial value addition in their product, followed by 44.16 per cent of them did complete value addition in their product. More than half (54.90%) of the female agripreneurs did partial value addition followed by complete value addition in their product (37.25%). It depends upon the product produced by the agripreneurs. Through capacity development programmes, the agripreneurs would develop their technical knowledge on the value addition of the product.

**Table 3. Distribution of respondents according to marketing behavior**

Category	n=204			
	Male (n=102)		Female (n=102)	
Mode of payment	No	%	No	%
Initial payment	36	35.29	37	36.27
Payment after sales	66	64.71	65	63.73
<b>Promotional activities</b>				
Expenditure incurred on publicity	57	55.88	64	62.75
No expenditure incurred	45	44.12	38	37.25
<b>Value addition in the product</b>				
Complete value addition	43	42.16	38	37.25
Partial value addition	45	44.12	56	54.90
No value addition	14	13.73	8	7.84
<b>Existing market facility</b>				
Quite sufficient	39	38.24	42	41.18
Sufficient	58	56.86	52	50.98
Insufficient	5	4.90	8	7.84

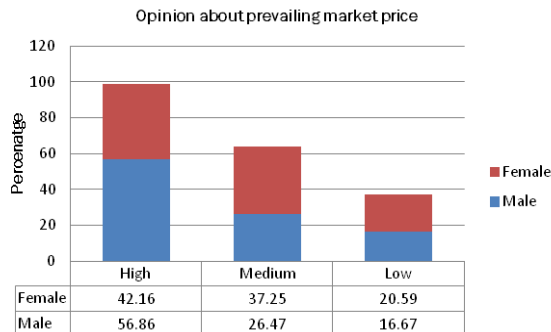
### Existing market facility

From Table 3, it is said that in gender analysis, more than half (56.86%) of the male agripreneurs had sufficient market facilities, followed by quite sufficient (38.24%). Slightly more than half (50.98%) of the female agripreneurs had sufficient market facilities, followed by quite sufficient (41.18%). The majority of the respondents felt that the available market facilities are sufficient.

### Opinion about prevailing market price

From Figure 5, it is said that more than half (56.86%) of the male agripreneurs felt that the prevailing market price was high, followed by medium price (26.47). More than two-fifths (42.16%)

of the female agripreneurs felt that the prevailing marketing price was high, followed by medium price (37.25%). Hence, the opinion about the prevailing market price was high, followed by the medium. It depends on the day-to-day price hike of other products and it differs for every enterprise.



**Fig 5. Distribution of respondents according to opinion about prevailing market price**

## CONCLUSION

Gender analysis revealed that among male and female agripreneurs, majority of them had market behavior at the equal level from purchasing raw material to the consumer end of the product. Most of the agripreneurs purchased their raw materials from local area. Regarding labor utilization and price fixing criteria, most of them utilized labour based on demand of the produce and price fixing based on the demand and cost of production. Half of the agripreneurs had consumer segmentation in their business. For transportation, agripreneurs utilized van and two-wheeler and they felt that the expenditure incurred on transportation as compatible and adjustable. Consumer of the product depends on the business of the agripreneurs. Majority of them sold their produce to wholesalers followed by direct selling to consumers and private industries. Agripreneurs sold their produce in local market followed by national market. Based on their business, they did value addition in their product. Half of the agripreneurs said that existing marketing facilities was sufficient. The study indicates that majority of the male and female agripreneurs had

medium level of marketing behavior. This is due to the institutional support and the information gathered from their fellow entrepreneurs. Once they established an enterprise, the innovation in product leads to successful marketing.

## Ethics statement

No specific permits were required for the described field studies because no human or animal subjects were involved in this research.

## Consent for publication

All the authors agreed to publish the content.

## Competing interests

There were no conflict of interest in the publication of this content

## Data availability

All the data of this manuscript are included in the MS. No separate external data source is required. If anything is required from the MS, certainly, this will be extended by communicating with the corresponding author through corresponding official mail; elakkimohanur@gmail.com

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