A Study on Vegetable Market atVizhulupuram District with special reference to Tamilnadu

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Introduction

Agriculture is one of the strongholds of the Indian economy and it accounts for 32% of the Gross Domestic Product (GDP), employing 64% of the country's workforce.[1] Agriculture draws its significance from the fact that it has vital supply and demand links with the manufacturing sector and is a source of livelihood for the rural population of India. To be precise, and it constitutes the backbone of rural livelihood security system. In 2015- 16, India achieved a record food grain production of 227 million tonnes, posing a growth of 20 to 35 million tonnes.

OBJECTIVES OF THE STUDY

1. To study the socio economic status of vendors in the study area.
2. To study the vegetable arrival patterns in the study area
3. To evaluate the exchange and physical function and, farmers in uzhavar sandhai.
4. To analyze the facilities and the problems faced by the traders
5. To suggest suitable measures to solve the problems and for further development.

NEED AND IMPORTANCE OF THE STUDY

Vegetable marketing is the process, which starts with a decision to produce the saleable vegetable and ends with prompt distribution of the produce securing high volume of consumption. It involves all aspects of market structure, both functional and institutional based on technical and economic consideration and includes pre-harvest and post-harvest operation, assembling, grading, storage, transportation and distribution. Increased production resulting in

greater percentage of increase in marketable surplus, accompanied by the increase in demand for urban population calls for rapid improvement in this existing vegetable marketing pattern.

STATEMENT OF THE PROBLEM

Marketing of goods from the place of production to the place of consumption is generally called market practice. Marketing practice is almost identical for all the goods in the market but for perishable goods there are deviations. The perishable goods are to be marketed at the earliest before the freshness is gone for fetching better price. For that, marketing practice needs high-tech commutation facilities apart from better and cheap transportation.

Vegetables in Tamil Nadu are sold in different methods and ways like hawkers, thattu rickshaw (fish cart), street vendors, panchayat and Corporation marketers, wholesalers etc.

The selected area for the study is Vizhuppuram district which was established during the British regime. The market place and the constructed building is owned at present by Kallakurichi and vizhuppupram and let out on lease basis every year to the marketers and the rent was collected by the Corporation and it keeps the market clean and tide. The number of commission agents cum wholesalers and retailers who are selling different types of vegetables occupied a portion of the building either by daily rent or weekly rent or monthly rental basis. Some of them sell their products on whole sale basis and majority of them on retail basis. The structure of the market has undergone various changes from its original construction. Formerly, vegetables were purchased by individual for their own consumption. Slowly, small vendors, hawkers and other local sellers started buying vegetable in bulk and selling them at different places of the city. After a period wholesalers from different places started purchasing at wholesale rate and transport the same to neighboring districts. On enquiry it has been learnt that no wholesome study has been conducted from the point of view of research regarding the structure, arrival of vegetables, method of pricing etc., about this market. This study is the first of its kind to analyze the recent market structure, marketing channel, pricing practices, distribution and functional aspects of intermediaries (commission agent cum wholesalers and retailers) in vizhuppuram district.

Data Analysis and Intrepretation

TABLE 1-PROBLEMS IN EXCHANGE AND PHYSICAL FUNCTION

SL.NO	FACTORS		SA	A	N	DA	SDA	Total
1	Expense on packing	Frequency	280	302	110	0	0	692

	materials	%	40.5	43.6	15.9	0	0	100.0
2	Transport expenses	Frequency	273	253	132	34	0	692
		%	39.5	36.6	19.1	4.9	0	100.0
3	Loading/unloading charges	Frequency	104	137	348	78	25	692
		%	15.0	19.8	50.3	11.3	3.6	100.0
4	Income	Frequency	119	167	225	147	34	692
		%	17.2	24.1	32.5	21.2	4.9	100.0
5	wastages	Frequency	36	77	155	339	85	692
		%	5.2	11.1	22.4	49.0	12.3	100.0
	Total	Frequency	812	936	970	598	144	3460
		%	23.47	27.05	**28.03**	17.28	4.16	100.00

Source: Primary Data

This study explains that pricing policy for the vegetables vendors. This study was covered five different factors like, expense on packing materials, transport expenses, loading/unloading charges, income and wastages. The above table observes that majority of the vendors 28.03% are neutral, followed by 27.05% are agree, 23.47% are strongly agree, 17.28% are disagree by vendors and rest of 4.16% are strongly disagree by vendors. *It is concluded that majority of the vendors said neutral the factors deciding problems in exchange and physical function in this study area.*

TABLE – 2SUMMARY OF STATISTICS

SL.NO	FACTORS	MIN.	MAX.	AVG.	SD	CV%
1	Expense on packing materials	0	302	138.4	146.57	**105.90**
2	Transport expense	0	273	138.4	123.84	89.48
3	Loading/unloading charges	25	**348**	138.4	124.12	89.68
4	Income	34	225	138.4	70.12	**50.66**
5	wastages	36	339	138.4	120.02	86.72

Source: Primary Data compiled by researcher

From the above table 2 observes that problems in exchange and physical function because of vendors can't measured expenses, transport expense, loading/unloading charges, income and wastages in this study area.

MATERIAL USED FOR PACKING OF THE VEGETABLES

H₀: There is no association difference in the mean score of *material used for packing of the vegetable vendors* in this study area.

H₁: There is association difference in the mean score of *material used for packing of the vegetable vendors* in this study area.

TABLE 3ANOVA- MATERIAL USED FOR PACKING OF THE VEGETABLES

Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	1417.06	4.00	354.26	390.92	0.00	2.37**
Within Groups	3131.04	3455.00	0.91			
Total	4548.09	3459.00				

Source: Primary data **5% level of significance   **(CV>TV=A)**

From the above table 3 shows that F ratio calculated value is more than table value and hence null hypothesis   is rejected and alternative hypothesis is accepted at 0.05 level of significant and hence there is association difference between differences in the material used for packing of vegetable vendors in this study area.

TARGET CUSTOMERS OF VEGETABLES VENDORS

Multiple regression analysis of X_1- form of business, X_2- expenses on packing materials, X_3- transport expenses, X_4- loading/unloading expenes, X_5- income, and X_6- wastages for the vegetable vendors, the following regression model is fitted for performance:

$$Y = bo + b1 \ X_1 + b2 \ X_2 + b3 \ X_3 + b4 \ X_4 + \ldots\ldots\ldots.$$

Where b1, b2, b3 and b4 are partial regression coefficients; bo-constant the results are presented in the following table.

TABLE - 4

Model Summary^b				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.142^a	.020	.013	.770
a. Predictors: (Constant), $X_2,X_3,X_4,X_5,X_6,$				
b. Dependent Variable: Form of business				

Source: Primary data

It seen above table model summary^b, the value 0.142^a given under the column R is multiple correlation coefficients. These five variables are correlated significantly.

TABLE- 5

	Model	Sum of Squares	Df	Mean Square	F	Sig.
		ANOVAᵃ				
1	Regression	8.326	5	1.665	2.805	.016[b]
	Residual	407.223	686	.594		
	Total	415.549	691			
Predictors: (Constant= X₁),X₂,X₃, X₄,X₅,X₆,						

Source: primary data

The step wise multiple regression models indicated that out of the religion of explanatory variables, 5 factors namely, $X_2, X_3, X_4, X_5,$ and X_6 have *significantly* contributing to X_1. The analysis of variance of multiple regression models for X_1 indicates the overall significance of the model fitted. The coefficient of determination R^2 value showed that these variables put together explained the variations of Y to the extent of 0.020.

TABLE- 6

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		Coefficientsᵃ				
		B	Std. Error	Beta		
1	Nature of business	**1.844**	.148		12.427	.000
	Expense on packing materials	**.114**	.043	.104	2.615	.009
	Transport expense	-.030	.034	-.034	-.877	.381
	Loading/unloading charges	.006	.032	.007	.174	.862
	Income	-.073	.028	-.105	-2.636	.009
	Wastages	.015	.031	.019	.474	.635
a. Dependent Variable: Nature of business						

The above table 6 shows that coefficients; these values are needed to formulate regression equation. The value under column B against constant is the "a" value (Y-intercept) in the regression equation and *target customer 'B' value* is (1.844) *and target hotels* (0.114) define the slope of the regression lines and are the values of b_1 and b_2 in the multiple regression equation.

Hence, the multiple regression equation is formulated as

$$Y= .114-.030+.006-.073+.015$$

TABLE- 7

FACTORS		Expense on packing	Transport expenses	Loading	Income	Wastages
Expense on packing materials	Pearson Correlation	1	-.118**	.247**	.173**	.083*
	Sig. (2-tailed)		.002	.000	.000	.029
Transport expenses	Pearson Correlation	-.118**	1	.076*	.034	.055
	Sig. (2-tailed)	.002		.046	.377	.148
Loading/unloading charges	Pearson Correlation	.247**	.076*	1	.171**	.230**
	Sig. (2-tailed)	.000	.046		.000	.000
Income	Pearson Correlation	.173**	.034	.171**	1	.277**
	Sig. (2-tailed)	.000	.377	.000		.000
Wastages	Pearson Correlation	.083*	.055	.230**	.277**	1
	Sig. (2-tailed)	.029	.148	.000	.000	

**. Correlation is significant at the 0.01 level (2-tailed).

N=692

*. Correlation is significant at the 0.05 level (2-tailed).

The above table observes that correlation problems in exchange and physical function for the vegetable vendors. It is concluded that the correlations between all the explanatory variables are highly significant and positive among 5 factors opinion by vendors in this study area. Further it is also seen that all these explanatory variables are highly significantly and positively correlated with the dependent variable connected load.

CONCLUSION

Vegetable markets play a crucial role in the process of economic development. Yet, by virtue of the spatial dispersion of producers and consumer, the temporal lags between input application and harvest, the variable perishability and storability of commodities, and the political sensitivity of basic staple food, vegetable markets are prone to high transaction costs, significant risks and frequent government interference. The relative power of developing country governments and private domestic or multinational firms in agricultural markets has varied over

time. But the fundamental functions of input and output distribution, post-harvest processing and storage, as well as the persistent challenges of liquidity constraints, contract enforcement and imperfect information; have characterized agricultural markets in developing countries under all forms of organization.Vegetable markets are supposed to create favourable climate and environment to facilitate the vendors as well as farmers to get their due share for their producers. They do exercise better regulations and control over the organs to ensure efficiency.