



# A STUDY ON PROBLEMS AND PROSPECTS OF COCONUT PRODUCT PRODUCTION AND MARKETING STRATEGIES AT PALLADAM TALUK

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## ABSTRACT

*The Purpose of this study is to find the problems and prospects of coconut product production and marketing strategies. Questionnaires were distributed to both men and women who were doing coconut products and new marketing strategies. Using Convenience Sampling Technique, a total sample of 120 were obtained. The Result showed that improvement over farmers association and warehouse facilities is also important for solving the marketing problems faced by coconut producers.*

**KEYWORDS:** Coconut Products, Production, Marketing Strategies

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## 1. INTRODUCTION

The coconut palm may be the most useful tree in the world. If you could count the stars, then you could count all the ways the coconut tree serves us” It is true in India Coconut industry is contributing more than Rs. 8300 million to the Indian GDP and this industry helps to earning foreign exchange to tune of Rs. 13000 million per annum. The major portion of coconut cultivation is from the four south Indian states, namely Kerala, Tamil Nadu, Andhra Pradesh and Karnataka, which comes up to 90 per cent of total coconut production. Coconut is cultivated in 93 countries of seven continents in an extent of 12.78 million ha. With an annual production of 54 billion nuts. Indonesia, Philippines, India, Sri Lanka together account for 78% of total world production. The other important coconut producing countries are Bangladesh, Thailand, Vietnam,

## 2. STATEMENT OF THE PROBLEM

Coconut is one of the leading commodities in agricultural exports; the production programmed of the crop is of critical importance in

improving the efficient use of resources. The cost of production and net return obtained per unit, would determine the profitability of the crop. The constraints in enhancing productivity among the coconut cultivators are lack of awareness on recent development related to crop improvement, lack of quality planting materials to farmers, lack of proper management practices and pest problems are to be tackled consciously to make coconut farming attractive.

## 3. OBJECTIVE OF THE STUDY

- To study the trends of production of coconut in Tamil nadu and in palladam taluk
- To examine the present marketing practices of coconut in palladam taluk
- To analyses the marketing practices and problems faced by the marketing of coconut palladam taluk
- To offer suggestion for improving the retail marketing of coconut on the basis of the finding of the study



#### 4. RESEARCH METHODOLOGY

<b>Research Design</b>	Descriptive Research Work
<b>Sample Size</b>	120 Respondents
<b>Source of Data</b>	Primary and Secondary Data
<b>Sampling Technique</b>	Convenience Sampling Technique
<b>Proposed Tools</b>	Percentage Analysis, Likert - Scale,

#### 5. STATISTICAL TOOLS

- Percentage Analysis
- Likert – Scale

#### 6. REVIEW OF LITERATURE

**Rethinam P.** (2003) in the export of coir and coir products is sizeable whereas the export of other coconut based products is very negligible. Increasing global population and demand for coconut products, changing consumer preferences, intensifying safety and security concerns and shifting marketing networks have significant impact on the character and shape of the global market for coconut products. At the same time critical develop India's share in the export of coir and coir products is sizeable whereas the export of other coconut based products is very negligible.

**Subburaj B. and Sing R.K.** (2003) conducted a study on marketing mix for coconut products – consumers' perception. This study conclude that majority of consumers do not have high perception on coconut products. High income category finds difficulties with distribution with distribution mix, whereas others than the high income category finds problems with price mix. Coconut products have high market potential for coconut products require effective marketing strategies meant for the both creating and fulfilling the demand.

**Prabhu M. J.** (2002), says that coconut yield is comparatively low especially in coastal area. Referring to the experiment conducted by the Central Plantation Crops Research Institute, Kasargod, Kerala, Prabhu points out that the reason for the poor nut yield is the poor sandy soils, poor retentive capacity for water and nutrients.

#### 7. TABLE

S.NO	Overcome marketing problems	No of respondents	Percentage (%)
1	Effective institutional arrangement	28	24%
2	Farmers association	55	45%
3	Government intervention	37	31%
	<b>Total</b>	<b>120</b>	<b>100</b>

#### PERCENTAGE ANALYSIS

- ▲ Majority (78%) of the respondent are male.
- ▲ Majority (54%) of the respondent of the study are between 25-35 years of the age.
- ▲ Majority (63%) of the respondents of this study are unmarried.
- ▲ Most of the (37%) Of the study respondents of this study are employed in under graduate.
- ▲ Majority (55%) of the respondents of the size of the family.
- ▲ Most of the (43%) of the respondents of this study is fall between Rs 150000-200000.
- ▲ Most of the (41%) of the respondents have 2-3 acre.
- ▲ Most of the (32%) of the respondents of this study is less labour charge.
- ▲ Most of the (45%) respondents of this study are 6 to 10 years.
- ▲ Majority (40%) of the respondents of this study use non-availability.
- ▲ Most of the (47%) of the respondents of this study have selected retail.
- ▲ Most of the (36%) of the respondents of this study were choose commission agent.
- ▲ Most of the (40%) of the respondents have the problems in marketing are increased cost of marketing.
- ▲ Most of the (49%) of the respondents are offered by buyers are average.
- ▲ Most of the (45%) of the respondents are overcome the marketing problems are farmers association.
- ▲ Most of the (42%) of the respondents depend upon for market information are ask others farmers.
- ▲ Most of the (45%) of the respondents are product discount.
- ▲ Most of the (42%) of the respondents are weather conditions.
- ▲ Most of the (38%) of the respondents are media promotion.
- ▲ Majority (50%) of the respondents are publicity.



- Majority (52%) of the respondents are direct sales methods.

#### LIKERT SCALE ANALYSIS

- Majority of 4.3 is the highest value in Likert scale which is the price.

#### 8. SUGGESTIONS

- The study insists heavy price fluctuation causes unexpected loss in the expected income due to retailers and middleman. Therefore, middleman and retailers should be avoided.
- The study suggests to stabilize the price of the coconut and its product, the government should come forward for the implementation of price guarantee scheme.
- This study suggest that coconut cultivation is better than cultivation of other crops.
- The study suggests that the development of Farmers association of coconut for further improvement in marketing of coconut.

#### 9. CONCLUSION

The study is based on the marketing problems of coconut faced by coconut producers. The study results about majority of producers are willing to extent their coconut cultivation but there is also a drawback such as unexpected losses, lack of price fluctuations. The study was conduct through surveys, many information's regarding my study and analysis where made from the responses given by the respondents. As the coconut palm is in declining stage, the government has to take necessary steps to increase the productivity. It also concludes that improvement over farmers association and warehouse facilities is also important for solving the marketing problems faced by coconut producers.

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