



# A STUDY ON MARKETING OF AGRICULTURAL PRODUCTION WITH SPECIAL REFERENCE ON GROUNDNUTS

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## ABSTRACT

*Groundnut is one of the important oil seed.As an oil seed it contains 46-50% of oil. It is a type of cash crop, and water requirement of the crop is enough of drip irrigation. And India is one of the leading producers of groundnuts. Groundnut is called as the king'of oilseeds.Groundnut is particularly valuable for its protein content of (26%).And it also plays an vital role in the development of economy*

**KEYWORDS:** *Groundnut, Cash crop, India, Oil seeds, Development of economy*

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## INTRODUCTION

Agriculture is defined as art, science, and livestock for the economic and business purposes of producing crops. It uses all the modern techniques developed on scientific principles such as crop improvement / breeding, crop production, crop protection, economics etc. to maximize yield and profit. Agriculture helps in meeting basic needs of human beings. After green revolution, farmers started using improved cultural practices and agricultural inputs to enhance the production potential per unit land, time and input.

## OBJECTIVES OF THE STUDY

- To know the marketing methodology covered only Pollachi.
- To know the present condition of groundnuts.

## RESEARCH METHODOLOGY

### Research design

Research design is the set of methods and procedures used in collecting and analysing measures of variables specified in research problem. Descriptive research design has been followed to conduct the research study.

### Sample size

The sample size for the study is 120 respondents.

### Sampling method

Convenience sampling techniques was used to select the respondents.

## METHODS OF DATA COLLECTION

The are two types of data which are used for collecting information's.

1. Primary data
2. Secondary data



## LIMITATIONS

- Sample size has been limited to 120 respondents.
- Inferences have been framed based on the Information given by the respondents.

## PROFILE OF GROUNDNUTS

Groundnut(peanut) is one of the important oilseed in the world. India is one of the most important producer of groundnut in world. It contains protines, fiber, minerals, and vitamins and it contains 46-50% of oil. In our country groundnut is one of the most important cash crop. Groundnut is grown more than 26 million hectares in the world, with a total production above 37 million metric tons . Worldwide ground nut is grown over 100 countries. In the world developing countries contributes for 97% of the global area and 94% of the global production of groundnuts. The production of groundnut in Asia and Africa is 56% & 40% of the area and 68% and 25% of the production.

## IMPORTANCE OF GROUNDNUT

Groundnut is called as the king<sup>4</sup> of oilseeds. It is one of the most important cash and food crop of India. Being a valuable source of all nutrient contents, it is a low priced commodity. Groundnut is also called as **peanut, wonder nut and poor men's cashew nut.**

- ♣Peanut is particularly valuable for its protein content of (26%).
- ♣ On equal weight basis of (Kg for Kg), groundnuts contain more protein than meat and about two and a half times more than a egg.
- ♣It contains addition protein, peanuts are a good source of iron ,zinc ,calcium , phosphorus , and boron.
- ♣ It contain vitamin 'E' and small amounts of vitamin 'B' complex.
- ♣Each nut has 5.6 calories, which is high in calories (calorific value of 567).
- ♣ Being an oil seed crop, it contains 46to 50% of oil.

## SCENARIO OF GROUNDNUT CROP

Stylosanthinae, a sub-tribe of the cultured peanut family, belongs to the genus *Arachis* of the family *Aeschynomeneae* of *Leguminosae*. It is a self-pollinated, tropical annual legume. In places where bee activity is high, some cross-pollination may occur. Cultured peanuts have two subspecies,

*Hypogea* and *Fastigita*, which in turn have two vegetative varieties. Each of these vegetable varieties has different plant, pod, and seed characteristics However, most of the commercially cultivated varieties belong to the *Hypogea* (common name / market type: *Virginia* or *Sprinter*), *Fastigita* (*Valencia*), and *Vulgaris* (*Spanish*) vegetation diversity groups.

## GROUNDNUT OIL

The groundnut oil is used several purpose but it is mainly used as cooking oil. Groundnut oil is also used in fatty acids manufacturing and making *vanaspati ghee* . It is used as a medium of preservative for preparation of pickles, chutney, etc.

Peanut oil is used in making various types of medicated ointments, syrups and medicated emulsions. It is used to prepare butter, milk, candy and various foods like chocolate, chutney, peanut packs, laddus, barfi (chukki), etc. It is used in many preparations, such as soap making, fuel, shaving cream, leather dressings, furniture creams, etc.

## ECONOMIC AND SOCIAL IMPACT OF GROUNDNUT

Groundnut is cultivated more than 26 million hectares in the world, with average annual production above 35 million Metric tones. The average yield world over is 1348 kg/ha. India is one of the largest producers of oilseeds in the world and holds an important place in the Indian agricultural economy.

It is estimated that 26 23.444 ha area is accounted for with production of nine oilseeds, groundnut, rapeseed-mustard, soybean, sunflower, safflower, sesame, Niger, castor and linseed. of 25.14 million tons during the year 2004-05.

Similarly, in other developing countries, most peanuts are used for extraction of oil for export and domestic consumptions. For example, Sudan contributes 17 percent of the worlds groundnut export trade. Groundnuts is an important component of the Nigerian diet and contributes about 5 percent of the 58.9 grams of raw protein available per liter per day for groundnuts.

In most developing countries it provides high quality cooking oil and is an important source of protein for both human and animal food.

Exporting kernels and cakes provides much needed foreign exchange. In literature, groundnut as a cash crop dominates its role as a fully subsistence food crop. Despite the importance of peanuts for diets and their growth in many developing countries.

## CHI-SQUARE

**Table.1**  
**Chi-Square Result Test Analysis of Gender**

Factor	Chi-Square Tests			Asymptotic Significance (2-sided)
		Value	Df	
Price	Pearson Chi-Square	3.634 <sup>a</sup>	3	0.304
Labour	Pearson Chi-Square	2.602 <sup>a</sup>	4	0.626
Profit	Pearson Chi-Square	10.032 <sup>a</sup>	4	0.040
Demand	Pearson Chi-Square	7.951 <sup>a</sup>	5	0.159
Storage facilities	Pearson Chi-Square	9.555 <sup>a</sup>	4	0.049

Source: Primary Data

### Interpretation

- In the above table, the price value (0.304) is greater than the significant value (0.05), so the null hypothesis is accepted. We conclude that there is no relationship between Gender and satisfaction with the price.
- In the above table, the Labour value (0.626) is greater than the significant value (0.05), so the null hypothesis is accepted. We conclude that there is no relationship between Gender and satisfaction with the labour.
- In the above table, the Profit value (0.040) is greater than the significant value (0.05), so the null

hypothesis is Rejected. We conclude that there is relationship between Gender and satisfaction with the Profit.

- In the above table, the Demand value (0.159) is greater than the significant value (0.05), so the null hypothesis is Rejected. We conclude that there is relationship between Gender and satisfaction with the Demand.
- In the above table, the Storage facilities value (0.049) is greater than the significant value (0.05), so the null hypothesis is Rejected. We conclude that there is relationship between Gender and satisfaction with the Storage Facilities.

## LIKERT SCALE

**Table.2**  
**Distribution of Sample Respondents According Satisfaction Level of Price**

Satisfaction Level	Respondents	Likert Scale	Total
Highly satisfied	40	4	160
Satisfied	28	3	84
Neutral	32	2	64
Highly dissatisfied	20	1	20
Total	120	10	328

Source: Primary Data

$$\begin{aligned} \text{Likert Scale} &= \sum (FX) / \text{Total No of respondents} \\ &= 328/120 \\ &= 2.73 \end{aligned}$$

Likert scale value is 2.73 and it is greater than the mid value, so the respondents are satisfied with the price.



**Table.3**

**Distribution of Sample Respondents According Satisfaction Level Of Labour**

Satisfaction level	Respondents	Liked scale	Total
Highly satisfied	56	5	280
Satisfied	37	4	148
Neutral	17	3	51
Highly dissatisfied	7	2	14
Dissatisfied	3	1	3
Total	120	15	493

Source: Primary Data

$$\begin{aligned} \text{Likert Scale} &= \sum (FX) / \text{Total No of respondents} \\ &= 493/120 \\ &= 4.10 \end{aligned}$$

Likert scale value is 4.10 and it is greater than the mid value, so the respondents are satisfied with the Labour.

**SUMMARY OF FINDING,  
 SUGGESTION AND CONCLUSION  
 FINDINGS**

**Chi-square**

- We conclude that there is no relationship between Gender and satisfaction with the price.
- We conclude that there is no relationship between Gender and satisfaction with the labour.
- We conclude that there is relationship between Gender and satisfaction with the Profit.
- We conclude that there is relationship between Gender and satisfaction with the Demand.
- We conclude that there is relationship between Gender and satisfaction with the Storage Facilities

**Likert Scale**

- ❖ Likert scale value is 2.73 and it is greater than the mid value, so the respondents are satisfied with the price.
- ❖ Likert scale value is 4.10 and it is greater than the mid value, so the respondents are satisfied with the Labour.

**Suggestion**

Based on the finding of the study it is suggested that the following measure may be taken by the government of tamilnadu to safe guard the interest of groundnuts in the sample area

- The groundnuts sample area is lacking availing in the institutional credit for the regular maintains of groundnuts gardens
- Heavy price of fluctuation causes unexpected loss in the income

- To stabilize a price of groundnuts and its product and the government should come forward for the implementation of price guarantee scheme.

**Conclusion**

The groundnuts industries growing a in terms of production however it share in oil and fats trade as consistently decline in the past four decades vast growth opportunities remain for the groundnut industry but the marketing strategy needs a reorientation to suit to emerging trend of awaking and alertness on diversification of groundnuts it a motive to recapture have to be provided priority.

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