
FACTORS AFFECTING BANANA MARKETING IN THIRUVAIYARU TOWN

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ABSTRACT

The retail sector is growing well in Tamil Nadu. This sector provides huge business opportunities for the entrepreneurs. This study has done with banana sellers in Thiruvaiyaru town. This study has identified the variables affecting banana's perishability in the study area. The objective of the research paper is to find the factors affecting banana's perishability in Thiruvaiyaru town. The factors are storage, labor and marketing. The Thiruvaiyaru town and surroundings areas were selected for data collection. The sample size is 135. The questionnaire was prepared and data were collected from the banana sellers. This study use both primary and secondary data for this research paper. The respondents' opinion was collected by using Likert five point scale. The factors storage, labor and marketing positively correlated with each other. The regression analysis shows labor and marketing influence on banana's perishability in the study area. There is need from the government support for the retailers to save the perishability for the banana fruit.

Key words: Investor, Stock exchanges

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1. INTRODUCTION

The Indian retail sector is growing well after Independence. The Tamil Nadu state is one the developed states in India for retail marketing. The business entrepreneurs know the business model for various business segments and performing well (Kavitha & Gopinath, 2020). The retailers do the business based on their own style to earn profit. The consumer buys the goods from the retails (Gopinath, 2019b). The retailers have known well the taste of the end users.

The banana sellers' major issue is the goods perishability. The perishability goods always have a common problem from procurement to marketing(Gopinath, 2011).

2. STATEMENT OF THE PROBLEM

There is a need to save the perishable goods and better provisions for the banana sellers in the study area. There are various factors affecting banana sellers in Thiruvaiyaru town. The purpose of this research paper is to find the factors affecting the perishability goods in the study area. This study selects storage, labor and marketing as variables.

3. OBJECTIVES OF THE STUDY

1. To identify the factors affecting banana's perishability in the study area.
2. To investigate the variables which influence on the retailers
3. To measure the impact of storage, labor and marketing on perishability in Thiruvaiyaru town.

4. REVIEW OF LITERATURE

Nath and Spriggs (2007) and Gopinath (2019c) studied fresh fruits are spoiling due to lack of poor-harvest techniques. Farmers are expecting safer storage facility for their perishable goods. Cold storage helps to maintain perishability for fruits and vegetables.

Farooq Khan *et al.* (2017) analyzed the storage methods for fruits and vegetables. Proper storage will help to maintain quality, color and flavor for the perishable goods.

ZbigniewKowalczyk and KatarzynaGrothiewicz (2018) investigated the fruit business. Fruits business is labor intensive. The labor requirement may also fluctuate based on the demand. The mechanization activities can reduce the labor force in certain areas.

MulunehBekele *et al.* (2016); Usharani & Gopinath (2020 a & b) have analyzed the marketing factors affecting perishability goods. This study has chosen onion, tomato and banana. The credit facility, product handling problems, pest control problems, unfair pricing and lack of standards were identified by the researchers.

Jaekwon Chung (2019) studied perishable goods retailers. The effective retailer strategies help them to gain more profit.

Hu *et al.* (2003) studied the retailer's job on keeping the fresh goods for their customers. There is a demand for fresh fruits and vegetables.

Prashant P. Bornare *et al.* (2016) studied the freshness of vegetables and fruits. The shortest transport route will reduce the damages. There is a need for coordination among the channel distributors.

Mohammad Rehan Masoom *et al.* (2016) studied the food perishability. The lack of infrastructure spoils the goods perishability. The price of the goods is decided based on the perishability of the fruits and vegetables.

5. RESEARCH METHODOLOGY

This study has used descriptive research design. There are 135 retailers selected for the survey. The researcher has used simple random sampling to choose the samples. This study use both primary and secondary data collection method. A well-structured questionnaire was used to collect the responses from the retailers in Thiruvaiyaru town. This study has used storage, labor and marketing as independent variables and perishability as a dependent variable.

6. RESULTS AND DISCUSSION

There are three parts in the research instrument. They are demographic details, business details and study variables. There are three variables used in this research paper. They are storage, labor and marketing (Karthick *et al.* 2020a; 2020b)

The demographic details questions are gender, age, marital status, education, number of dependents and residence location. The business details part contains type of business, source of capital, sales location and procurement.

Table 1 Demographic Details

S. No.	Demographic Profile	Options	Frequency	Percentage
1.	Gender	Male	97	71.9
		Female	38	28.1
2.	Age	Less than 30 years	23	17.0
		31 to 40 years	42	31.1
		41 to 50 years	48	35.6
		Above 50 years	22	16.3
3.	Marital status	Single	42	31.1
		Married	78	57.8
		Others	15	11.1
4.	Education	10 th Std	28	20.7
		12 th Std	49	36.3
		College Degree	13	9.6
		P.G. Degree	6	4.4
		Illiterate	39	28.9
5.	Number of dependents	2 members	32	23.7
		3 to 5 members	66	48.8
		Above 5 members	30	22.1
		Nil	7	5.2
6.	Residence Location	Urban	12	8.9
		Semi-Urban	78	57.8
		Rural	45	33.3

The gender has two options. The above table shows 71.9 percent of the retailers are male and 28.1 percent of the retailers are female. There are four classifications for the age category. 17 percent of the retailer are less than 30 years, 31.1 percent of the retailers are between 31 to 40 years old. 35.6 percent of the retailers are between 41 to 50 years old and 16.3 percent of the retailers are above 50 years old. The marital status has classified into three options. 31.1 percent of the retailers are single, 57.8 percent of the retailers are married and 11.1 percent of the retailers are in others option. There are five options given for education. 20.7 of the retailers have studied 10th standard, 36.3 percent of the retailers have studied 12th standard, 9.6 have completed college degree, 4.4 percent of the retailers have completed Post Graduation degree and 28.9 percent of the retailers are illiterate. The number of dependents has classified into four options. 23.7 of the retailers have 2 family members, 48.8 of the retailers have 3 to 5 family members, 22.1 of the retailer have above 5 members in their family and 5.2 percent of the retailers are living alone without any legal dependents. There are three options given for the residence location. 8.9 percent of the respondents are living in urban, 57.8 percent of the respondents are living in semi-urban and 33.3 percent of the retailers are living in rural areas.

Majority of the respondents are male. The major age group is between 31 to 40 years in the study area. Most of the retailers are in married category. The retailers have studied 12th standard in the study area. Most of the retailers have dependents in their family. The retailers are mostly located in semi-urban areas.

Table 2 Business Details

S. No.	Business Details	Options	Frequency	Percentage
1.	Type of business	Individual	68	50.3
		Partner	33	24.4
		Family business	34	25.1
2.	Source of capital	Own money	32	23.8
		Bank	24	17.8
		Private money lender	46	34.1
		Other source	33	24.4
3.	Sales location	Market	35	26.0
		Individual shop	23	17.0
		Street vendor	77	57.0
4.	Procurement	Farmers	29	21.5
		Wholesaler	39	28.9
		Commission agent	67	49.6
5.	Number of Years in this business	Less than 2 years	24	17.8
		2 to 5 years	78	57.8
		Above 5 years	33	24.4

The business details have four questions. They type of business question has three options. 50.3 percent of the retailers are doing individual business, 24.4 of the retailers are doing partnership business and 25.1 percent of the retailers are doing family business. There are four options given for the source of capital. 23.8 percent of the retailers invest their own money, 17.8 percent of the retailers got loan from the bank, 34.1 percent of the retailers receives money from the private money lenders and 24.4 of the retailers have other source to invest in this business. The bananas are procured from farmers, wholesalers and commission agents. 21.5 percent of the retailers procure from the farmers, 28.9 percent of the retailers procure from wholesaler and 49.6 percent of the retailers procure from the commission agents. The retailers are doing business in various numbers of years. 17.8 percent are doing the same business for less than 2 years 57.8 percent of the retailers are doing between 2 to 5 years and 24.4 percent of the retailer are doing the same business above 5 years.

Most of the retailers are doing their business individually. The retailers mostly find the source of capital from the private money lenders. The major sales location is street for the banana sellers. The retailers mostly procure bananas from commission agents (Jaya & Gopinath, 2019).

Table 3 Mean Analysis

S. No.	Variable	Mean Score
1.	Storage	4.08
2.	Labor	3.53
3.	Marketing	3.81

The above table shows the mean values for storage (4.08), labor (3.53) and marketing (3.81) from the data analysis. This shows the mean values are above average.

Table 4 Correlation Analysis

		STORAGE	LABOR	MARKETING
STORAGE	Pearson Correlation	1	.685**	.786**
	Sig. (2-tailed)		.000	.000
	N	135	135	135
LABOR	Pearson Correlation	.685**	1	.675**
	Sig. (2-tailed)	.000		.000
	N	135	135	135
MARKETING	Pearson Correlation	.786**	.675**	1
	Sig. (2-tailed)	.000	.000	
	N	135	135	135

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

The correlation analysis shows the relationship between storage, labor and marketing variables. Storage is positively correlated with labor (0.685) and marketing (0.786). Labor is positively correlated with storage (0.685) and marketing (0.675). Marketing is positively correlated with storage (0.786) and labor (0.675).

Table 5 Regression Analysis

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.079	.233		-4.630	.000
	STORAGE	-.135	.097	-.090	-1.384	.169
	LABOR	.705	.063	.610	11.162	.000
	MARKETING	.570	.082	.448	6.960	.000

a. Dependent Variable: PERISHABILITY

The regression analysis shows storage, labor and marketing are the predictors for perishability. The beta value shows labor (0.610) and marketing (0.448) influence on perishability.

7. CONCLUSION

This research study has chosen storage, labor and marketing as independent variables for perishability. The correlation analysis shows storage, labor and marketing are positively correlated with each other (Gopinath & Irismargaret, 2019). The regression analysis shows labor and marketing are the major predictors for perishability in the study area. The retailers should improve the storage facility, reduce labor cost and promote new marketing initiatives to reduce perishability and improve their business performance. The government should support the banana sellers to save the perishable goods in a safe location (Gopinath, 2019a).

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