



Relationship between independent variables and Marketing behaviour of coconut growers

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Abstract—The present study was conducted in Tumkur district of Karnataka during the year 2022–23, adopting an ex-post-facto research design to examine the factors influencing the marketing behaviour of coconut cultivators. Tumkur was purposefully selected owing to its status as a leading coconut-producing region in the state. Among the ten taluks in the district, four taluks namely Tiptur, Turuvekere, Chikkanayakanahalli and Sira were chosen based on their varying levels of productivity. A total of 120 coconut farmers, comprising 30 from each of the selected taluks were randomly chosen as respondents. Correlation analysis was employed to determine the significant associations or relationship between the marketing behaviour and various independent variables. In the relationship between independent variables and marketing behaviour, it was found that education, management orientation, risk orientation, innovativeness, deferred gratification, scientific orientation were positively related with marketing behaviour at one per cent level of significance whereas information seeking behaviour, extension participation, credit orientation, cosmopolitanism were positively related with marketing behaviour at five per cent level of significance. While age, family size, land holdings, farming experience were non-significant with respect to marketing behaviour of coconut growers.



Keywords— Coconut growers, Independent variables, Relationship, Marketing behaviour, Tumkur

I. INTRODUCTION

Coconut cultivation plays a crucial role in the rural economy of many regions in India, particularly in Karnataka, where it serves as a significant source of livelihood for thousands of farming households. However, the success of coconut farming is not solely determined by production, even effective marketing practices are equally essential to ensure profitability and sustainability. Understanding the behavioural aspects that influence how farmers market their produce is therefore critical in designing interventions that enhance their income and market access. In this context, marketing behaviour among coconut growers can be shaped by a wide range of socio-economic, psychological and informational factors. Analyzing the relationship between these independent variables and marketing behaviour provides deeper insight

into what drives farmer's decisions post-harvest. So, it becomes imperative to study the relationships between these independent variables and marketing behaviour of coconut growers. Such an understanding can aid policymakers, extension agencies and development planners in formulating targeted programs and interventions that promote informed and efficient marketing practices among coconut cultivators, ultimately contributing to their socio-economic well-being.

II. MATERIALS AND METHODS

The present study was conducted in Tumkur district of Karnataka during the year 2022–23, adopting an ex-post-facto research design to examine the factors influencing the marketing behaviour of coconut cultivators. Tumkur

was purposefully selected owing to its status as a leading coconut-producing region in the state. Among the ten taluks in the district, four taluks namely Tiptur, Turuvekere, Chikkanayakanahalli and Sira were chosen based on their varying levels of productivity. A total of 120 coconut farmers, comprising 30 from each of the selected taluks, were randomly chosen as respondents. Correlation analysis was employed to determine the significant associations or relationship between the marketing behaviour and various independent variables. Fourteen attributes like the Age, Education, Family size, Land holding, Farming experience, Information seeking behavior, Extension participation, Management orientation, Risk orientation, Credit orientation, Innovativeness, Deferred gratification, Scientific orientation and Cosmopolitaness were selected as independent variables in the study and Marketing behaviour was selected as one of the dependent variables in the study. For understanding the Marketing behaviour Procedure followed by Gulshan Ekram (2022) [2] with suitable modifications was used for the study. Marketing behaviour refers to the behaviour of the coconut growers with respect to marketing aspects including time/period of selling coconut produce, place of sale, reasons for selling at a particular period/time, reasons for selling at a particular place, whom do they sell produce, source of acquiring market information, mode of transporting the coconut produce and selling pattern of farm produce.

III. RESULTS AND DISCUSSION

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In the relationship between independent variables and marketing behaviour presented in the table 1, it was found that education, management orientation, risk orientation, innovativeness, deferred gratification, scientific orientation were positively related with marketing behaviour at one per cent level of significance whereas information seeking behaviour, extension participation, credit orientation, cosmopolitaness were positively related with marketing behaviour at five per cent level of significance. While age, family size, land holdings, farming experience were non-significant with respect to marketing behaviour which might have no control on the marketing behaviour of coconut growers. In a similar type of study by Yogita (2016) [4], it was revealed that age was non-significantly associated with marketing behaviour of mogra and kagda growers in Palghar district.

Education: Lower education levels might hinder coconut growers understanding of marketing strategies, consumer

preferences and effective communication techniques, leading to medium to suboptimal marketing behaviour.

In a similar type of study by Raghuraja (2001) [3], revealed that education found to be significantly related to marketing

behaviour of teak growers. In another study by Yogita (2016) [4], it was revealed that education significantly associated with marketing behaviour of mogra and kagda growers in Palghar district.

Management Orientation: Insufficient focus on management practices might result in disorganized marketing strategies, inefficient resource allocation and missed opportunities in the market.

Risk Orientation: Averse to taking calculated risks, some growers might shy away from exploring innovative marketing methods or new market segments, limiting their marketing behaviour.

In a similar type of study by Raghuraja (2001) [3], risk orientation was found to be significantly related to marketing behaviour of teak growers.

Innovativeness: Lack of openness to innovation might prevent growers from adopting creative marketing approaches and adapting to changing consumer trends.

Deferred Gratification: Prioritizing immediate rewards over long-term gains could deter growers from investing time and effort in building robust marketing strategies.

Scientific Orientation: A lack of emphasis on data-driven decision-making might hinder growers ability to tailor marketing efforts effectively to consumer demands and market shifts.

In a similar type of study by Raghuraja (2001) [3], scientific orientation found to be significantly related to marketing behaviour of teak growers.

Information Seeking Behaviour: Growers who are less proactive in seeking information might struggle to stay updated on market trends, consumer preferences and effective marketing practices.

Extension Participation: Limited engagement with agricultural extension services might mean growers miss out on valuable insights into successful marketing techniques and strategies.

In a similar type of study by Raghuraja (2001) [3], extension participation found to be significantly related to marketing behaviour of teak growers.

Credit Orientation: Those reluctant to access credit might lack the financial resources needed to invest in marketing initiatives that could enhance their market access and reach to the better market.

In a similar type of study by Dhara *et al.* (2015) [1], credit orientation showed negative but significant correlation at 5 per cent level of significance with marketing behaviour of coconut growers in Thanjavur district of Tamil Nadu.

Cosmopolitanism: A lack of exposure to diverse ideas and cultures could lead to conventional marketing approaches that fail to go with a modern selling techniques.

Table 1: Relationship between independent variables and Marketing behaviour of coconut growers (n=120)

Sl. No.	Independent variable	Correlation co-efficient (r)
1	Age	-0.030NS
2	Education	0.316**
3	Family Size	0.108NS
4	Land-holdings	0.009NS
5	Farming experience	0.120NS
6	Information seeking behaviour	0.196*
7	Extension participation	0.182*
8	Management orientation	0.319**
9	Risk orientation	0.285**
10	Credit orientation	0.200*
11	Innovativeness	0.449**
12	Deferred gratification	0.259**
13	Scientific orientation	0.348**
14	Cosmopolitanism	0.179*

*=5% level of significance, **=1% level of significance and NS=Non-significant

IV. CONCLUSION

The study highlights that several socio-psychological and behavioural factors significantly influence the marketing behaviour of coconut growers. Strengthening these key behavioural and cognitive attributes can play a pivotal role in improving the marketing outcomes for coconut growers making them more progressive, better informed and open to new ideas which in turn can lead to adoption of more effective marketing strategies by them. Thus, understanding relationship between independent variables and marketing behaviour help in creating policy interventions and extension strategies that focus on enhancing farmer’s access to education, information and institutional support, while also encouraging innovation

and market-oriented thinking thereby contributing to their economic resilience and agricultural sustainability.

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