



Research Article

MARKETING BEHAVIOUR OF KUSUMI LAC GROWERS OF KANKER DISTRICT OF CHHATTISGARH

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Received: January 04, 2023; Revised: January 26, 2023; Accepted: January 28, 2023; Published: January 30, 2023

Abstract: Marketing behaviour of lac growers is influenced by several factors. Lac is one of the most important NTFPs (Non-Timber Forest Products), that provide benefits and high profits to the poor. Lac (is a natural resin secreted by the lac insect,) and Kusumi are strains of lac (*Kerria lacca*). The current study was conducted in Kanker District of Chhattisgarh State during 2021-22 to assess the marketing behaviour of Kusumi lac growers. The study was conducted with 112 Kusumi lac growers as respondents by using proportionate random sampling in 2 primary committees out of 17 primary committees in Antagarh Block of Kanker district. Statistical tests and procedures were used to analyze the data using statistical tools such as mean, SD, percentage, and multiple correlations. The findings of the study revealed that 66.96 percent of respondents had a medium level of marketing behaviour. The majority of lac growers sell their output as brood lac at the same time after harvesting facilities and their payment was in cash and received all at once. Majority of respondents were not having storage. All 13 selected attributes of Kusumi lac growers, were found to have a positive and significant relationship with marketing behaviour except for age, family size, and scientific orientation. Based on the findings of the study, it can be concluded that the socioeconomic and communicational status of Kusumi lac growers influence their marketing behaviour.

Keywords: Kusumi lac growers, Marketing behaviour, NTFPs, correlation analysis

Citation: Shubham Kumar, *et al.*, (2023) Marketing Behaviour of Kusumi Lac growers of Kanker District of Chhattisgarh. International Journal of Agriculture Sciences, ISSN: 0975-3710 & E-ISSN: 0975-9107, Volume 15, Issue 1, pp.- 12179-12181.

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Academic Editor / Reviewer: K.D. Gharde, Dr D.K. Kashyap, Dr Aparna Jaiswal, Dr Dilip Bande

Introduction

It employs about 40% of the active labour force globally. India's forests are rich in biodiversity and provide a wide range of benefits to its populace. A large number of poor people living in and around forest regions have relied largely on these forests for their livelihood since the beginning of humanity. Forests play a vital role in enhancing people's socioeconomic status and providing raw materials to many industries. For millions of people, the forest provides direct and indirect income. Lac is one of the most important NTFPs (Non-Timber Forest Products), that provide benefits and high profits to the poor.

Lac is a natural resin secreted by the lac insect. It belongs to the Tachardidae family of the order Hemiptera's super family Coccoidea. Only three species, *Kerria lacca*, *Kerria chinensis*, and *Kerria sharda*, are used to produce lac in India. Rangeeni and Kusumi are two strains of *Kerria lacca* that play an important role in lac production. Both the strains produce two crops in each year. The two-lac corps of Rangeeni insects are produced in summer season (Baisakhi) and rainy season (Katki) which mature in June-July and October-November respectively. Similarly, Lac crop of Kusumi insects is grown in summer (Jethwi) and winter (Aghani) each of which take around six months, maturing in June-July and January- February respectively. The volatile and complex environment in which firms operate leads them constantly to adjust their capabilities or to create new sources of value. To gain competitiveness, managers seek to improve business performance by identifying and adopting strategic approaches. A great deal of current research has been done on marketing and management aspects. However, some studies indicate that market orientation is not the only viable strategic orientation or approach, suggesting that other business strategies may also have considerable impact on competitive advantages and firms' performance.

One of these alternatives is the innovation process. Moti *et al.*, (2010) defined market orientation in agriculture as the degree of allocation of resources (land, labour and capital) to the production of agricultural produce that are meant for exchange or sale.

Specific objectives of the study

1. To determine the Marketing behaviour of Kusumi lac growers.
2. To ascertain the relationship between attributes of Kusumi lac growers and their Marketing behaviour.

Materials and Methods

The study was conducted in Antagarh block of Kanker district of Chhattisgarh due to highest number of Kusumi lac growers among the other blocks of the district. And this block comprises 17 primary committees out of which Kaleparsh and Amabeda were selected because both committees had highest number of Kusumi lac grower. A list of Kusumi lac growers was prepared with the help of forest department, Kanker. 10 per cent respondents were selected on the basis of proportionate random sampling method from both the primary committees. Thus a total of 112 Kusumi lac growers were selected as the sample for the study. The statistical tests and procedures were used for analyzing the data with the help of statistical tools like- frequency, percentage, mean, standard deviation, and coefficient of correlation.

Result and Discussion

Marketing behaviour of Kusumi lac growers [Table-1] shows that 66.96 per cent of respondents had a medium level of marketing behaviour. However, we can see that 17.86 per cent of people exhibit a high level of marketing behaviour.

The low level of marketing behaviour accounts for 15.18 per cent of the total sample size. Thus, it can be concluded a significant majority of respondents had medium level of marketing behaviour of Kusumi lac growers.

Table-1 Overall marketing behaviour of Kusumi lac growers

SN	Categorise	Frequency	percent
1	Low level	17	15.18
2	Medium level	75	66.96
3	High level	20	17.86
	Total	112	100.00
Mean =13.09		SD = 2.31	

Table-2 Marketing behaviour of Kusumi lac growers

Behaviours	Categories	Frequency	Per cent
Distance of market	a. Above 5 km	22	19.65
	b. Up to 5 km	90	80.35
Source of price	a. Traders	2	01.78
	b. Institutional agency	74	66.08
	c. Other lac growers	36	32.14
Sale agency	a. Village traders/ traders in haat	39	34.82
	b. NGO/ Forest Department	39	34.82
	c. Open market	34	30.36
Storage system	a. Absent	75	66.96
	b. Present	37	33.04
Sale of output	a. Brood lac	106	94.65
	b. Shellac	6	05.35
Time of sale	a. Immediately after harvest	18	16.08
	b. Sometime after Harvest	94	83.92
Payment pattern	a. Partially on time	22	19.65
	b. Completely one time	90	80.35
Market decision Indicator	a. Selling to a particular private trader	23	20.54
	b. Selling independently to Institution	65	58.04
	c. Selling independently to any private traders	24	21.42

Table-3 Correlation coefficient of marketing behaviour with their attributes.

Independent variables	Coefficient of correlation "r" value
Age	-0.143 NS
Education	0.233*
Family size	-0.178 NS
Social participation	0.264**
Occupation	0.198*
Land holding	0.189*
Annul income	0.210*
Scientific orientation	0.010 NS
Knowledge about Kusumi Lac production technology	0.599**
Extension contact	0.344**
Mass media exposure	0.248**
Adoption of recommended Kusumi lac production technology	0.582**

[Table-2] shows the marketing behaviour of respondents in different categories. 80.35 per cent of the respondents reported that market distance was up to 5 km and 19.65 per cent of respondents said that market distance was above 5 km. 74 per cent respondents said that sources of price were institutional agencies, followed by other lac growers (32.14%) and traders (1.78%). The selling agency as reported by most of the of most respondents (34.82%) were village traders/traders in haat, and the forest department each followed by open market (30.36%). 66.96 per cent of the respondents said that they had no storing system available for storage Kusumi lac and remaining 33.04 per cent had storage system available. Most of the lac growers (94.64%) said that they sell their output in the form of brood lac and only 5.35 per cent of respondents sold their output in the

form of shellac. Majority (83.92%) of the lac growers sold their produce sometime after harvest and 16.8 per cent of respondents sold their produce immediately after harvest. As regards payment pattern it was reported by 80.35 percent of respondents that payment was completely on time and 19.65 per cent of respondent reported that payment pattern was partially on time. 58.04 per cent of respondents reported that market decision indicator was selling independently to institutions, 21.42 per cent respondent's market decision indicator was selling independently to any private traders and 20.54 per cent respondent's market decision indicator was selling to a particular private trader.

Relationship between attributes of Their Marketing behaviour

The result presented in [Table-3] shows that variables age, family size and scientific orientation were found to have non significant relationship with the marketing behaviour of Kusumi lac growers while education, occupation, land holding, annual income have positive and significant relationship with their marketing behaviour at 0.05 level of significance. However, the variables social participation, knowledge about Kusumi lac production technology, extension contact, mass media exposure and adoption of recommended Kusumi lac production technology were found to have positive and significant relationship with their marketing behaviour at the 0.01 level of significance.

Conclusion

It was found that 66.96 per cent of respondents had a medium level of marketing behaviour. 80.35 per cent of the respondents reported that market distance was up to 5 km. 74 per cent respondents said that sources of price were institutional agencies. Most of the lac growers (94.64%) said that they sell their output in the form of brood lac. Majority (83.92%) of the lac growers sold their produce sometime after harvest. the variables social participation, knowledge about Kusumi lac production technology, extension contact, mass media exposure and adoption of recommended Kusumi lac production technology were found to have positive and significant relationship with their marketing behaviour.

Application of research

The research findings would serve as a guideline to devise marketing strategies for lac.

Research Category: Agriculture Extension

Abbreviations

NTPF-Non Timber Forest Products, NS-Non Significant

Acknowledgement / Funding: Authors are thankful to Department of Agricultural Extension, Indira Gandhi Krishi Vishwavidyalaya, Raipur, 492012, Chhattisgarh, India and Department of Agricultural Extension, Jawaharlal Nehru Krishi Vishwa Vidyalaya, Adhartal, Jabalpur, 482004, Madhya Pradesh, India

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Research project name or number: MSc Thesis

Author Contributions: All authors equally contributed

Author statement: All authors read, reviewed, agreed and approved the final manuscript. Note-All authors agreed that- Written informed consent was obtained from all participants prior to publish / enrolment

Study area / Sample Collection: Antagarh block of Kanker district of Chhattisgarh

Cultivar / Variety / Breed name: Kusumi lac

Conflict of Interest: None declared

Ethical approval: This article does not contain any studies with human participants or animals performed by any of the authors.

Ethical Committee Approval Number: Nil

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