



## Item Analysis of Marketing Management Behaviour of Self Help Group Leaders

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### ABSTRACT

Marketing plays a crucial role for better performance of the enterprise. Marketing management behaviour holds good to think and plan effectively with good quality of finished product, holds good consumer favour products that offer the most quality features, deals with needs and wants of target markets and delivering desired satisfactions most effectively (Musser *et al.*, 1996). The present was conducted in East Godavari district of Andhra Pradesh. Findings showed that majority of the self help group leaders were under high category of grading the products. It could also be observed that majority of self help group leaders possess moderately favorable attitude in marketing their products.

**Key words :** Marketing management behaviour, Self help group leaders.

Marketing management behaviour involves analysis, planning, implementation, getting information regarding market demand, risk taking behaviour, innovativeness, grading, pricing and selling the product. Marketing of the product depend upon number of factors like market information source utilization, market prices and accessibility, innovativeness, skills in planning, organizing and maintaining its demand ( Swaroop 1993) An enterprise will be successful only when all the techniques of marketing are put together and acquainted with all practices of marketing. All the components of marketing should be kept in mind to get more market demand and for the product connectivity to the local markets. Keeping these facts the study was taken up.

### MATERIAL AND METHODS

The study was conducted in East Godavari district of Andhra Pradesh. Expost-facto research design was followed for the study. Simple random sampling procedure was used for selection of respondents. A total of 45 self help group leaders were selected randomly from three mandals for the study. Data was collected with the help of pre-tested interview schedule. The specific objectives for the study are as under.

1. To find out the marketing management behaviour of self help group leaders
2. Relational analysis between selected characteristics of self help group leaders and their marketing management behaviour.

### RESULTS AND DISCUSSION

The finding of the study are presented in Table 1 in which frequencies and percentages for each item were calculated and ranks were assigned based on their magnitude.

The findings in the Table 1 reveal that the component namely "grading of products" received first rank with a mean score of 3.71 followed by other components such as marketing "management"(3.67), "planning management"(3.57), "production management"(3.57), "pricing"( 3.53), "packaging"(3.48), "Place of sale"(3.44).

Table 2 is an indicator of distribution of respondents based on their attitude towards marketing their products. The respondents are selling their produce to local agents because of their lack of awareness of marketing facilities within the reachable distance. An economic activity can be more successfully established in an area where there is market demand for its product. Findings reveal that majority of the self help group leaders possess favourable attitude (46.66%) in marketing their products followed by more favourable attitude (33.33%) and less favourable attitude (20.01%).

Table 3 reveals there was a positive and significant relationship between extension contact and planning management of self help group leaders (**0.418\*\***). Contact with extension agencies result in high exposure to knowledge which in turn helps in improving their economic status.

There was a positive and significant relationship between education and production

Table1: Marketing management behaviour of self help group leaders

S.No	Components	SA		A		UD		DA		SDA		Total score	Rank
		F	%	F	%	F	%	F	%	F	%		
1.	Planning management	14	31.2	10	22.2	12	26.7	06	13.3	03	06.6	161	III
2.	Production management	14	31.2	11	24.4	11	24.4	05	11.1	04	08.9	161	III
3.	Marketing management	15	33.4	11	24.4	11	24.4	04	08.9	04	08.9	164	II
4.	Pricing	15	33.4	10	22.2	09	20.0	06	13.3	05	11.1	159	V
5.	Grading	15	33.4	11	24.4	12	26.6	05	11.1	02	04.5	167	I
6.	Packaging	14	31.2	10	22.2	10	22.2	06	13.3	05	11.1	157	VI
7.	Place of sale	12	26.7	12	26.7	10	22.2	06	13.3	05	11.1	155	VII

Table 2. Attitude of self help group leaders towards marketing their products

(n=45)

S.No	Category	Frequency	Percentage
1	Less favourable	9	20.01
2	Moderately favourable	21	46.66
3	More favourable	15	33.33
	Total	45	100.00

management of self help group leaders (**0.349\***). Education enables individuals to gain knowledge and helps to develop thinking and analyzing capacity.

There was a positive and significant relationship between education (**0.421\*\***) and extension contact (**0.303\***) with marketing management. One should maintain good contacts with extension officers for the prosperity of the enterprises and to obtain relevant and timely information regarding marketing the products.

There was a positive and significant relationship between extension contact and grading of products by self help group leaders (**0.314\***). Extension contact improves the knowledge and makes them aware of new practices keeping the consumers taste and purchasing capacity in mind.

There was a positive and significant relationship between training received (**0.309\*\***) and innovativeness (**0.423\***) with packaging of products by self help group leaders. Training programs helps to gain knowledge on use of various types of innovative packing materials to attract the attention of the consumers.

There was a positive and significant relationship between education (**0.312\***) extension contact (**0.306\***) and training received (**0.327\***) with marketing behaviour of self help group leaders. Women with better education, more contacts with extension agency and training might had high knowledge of marketing and utilizing market information given by the officials.

Table 3. Relationship between selected characteristics of self help group leaders and their marketing management behaviour

Variables	Planning management	Production management	Marketing management	Pricing	Grading	Packaging	Place of sale	Marketing management behaviour
Education	0.015	<b>0.349*</b>	<b>0.421**</b>	0.077	0.270	0.217	0.143	<b>0.312*</b>
Family size	-0.223	-0.089	-0.254	0.072	0.072	0.097	0.071	0.166
Social status	0.185	0.226	0.275	0.132	0.134	0.137	0.136	0.030
Extension contact	<b>0.418**</b>	0.098	<b>0.303*</b>	-0.121	<b>0.314*</b>	0.085	0.174	<b>0.306*</b>
Training received	0.055	0.045	0.008	0.210	0.241	<b>0.309**</b>	0.230	<b>0.327*</b>
Decision making ability	0.050	0.049	0.060	0.184	0.110	-0.060	0.109	0.037
Innovativeness	0.075	0.106	0.224	0.033	0.040	<b>0.423*</b>	0.003	0.152
Risk orientation	-0.113	-0.189	0.013	0.084	0.023	0.143	-0.064	-0.152
Achievement motivation	0.050	0.047	0.048	0.028	0.149	0.120	0.219	0.194

\* Significant at 0.05 level of probability ( $r > 0.304$ )

\*\* Significant at 0.01 level of probability ( $r > 0.393$ )

NS – Non significant

## CONCLUSION

Marketing plays a crucial role both in establishment as well as better performance of the enterprise. Self help group leaders should be trained in areas like costing, grading, labeling, packaging and quality control of products. They also should be encouraged to participate in the trade fairs time to time. An awareness on connectivity to local market has to be created for better marketing of their products.

## LITERATURE CITED

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