

A Comparative Study of Supermarket and Traditional Market Supply Channels of Brinjal in Medak District of Andhra Pradesh

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ABSTRACT

The present investigation was undertaken with a view to assess the marketing system through comparing marketing costs, marketing margins, price spread, producer's share in consumer rupee and marketing efficiency of supermarket supply and traditional market supply channels of brinjal in Medak district of Andhra Pradesh. A sample of 39 growers who are supplying brinjal to supermarkets and 39 growers who are supplying brinjal to traditional markets were selected randomly. Three marketing channels were identified in the study area i.e., Supermarket supply channel I: Farmer- collection centre- distribution centre- retail outlet- consumer, Traditional markets supply channel II: Farmer-commission agent (wholesaler) - retailer-consumer and channel III: Farmer-commission agent -retailer-consumer. The results revealed that among the three marketing channels the producer's share in consumer's rupee and the value of marketing efficiency was highest in supermarket channel I compared to the other two traditional channels. Promotion of competitive agricultural markets in private and cooperative sectors is required to encourage direct marketing and contract marketing programmes that facilitate industries and large trading companies to undertake procurement of agricultural commodities directly from the farmers field and to establish effective linkages between the farm production and retail chains.

Key words : Comparative study, Supermarket, Traditional Market.