



Marketing Management Behaviour of Self Help Group Leaders

K Dhanasree and P B Pradeep Kumar¹

College of Home Science, Guntur
Acharya N G Ranga Agricultural University, Andhra Pradesh-522002

ABSTRACT

The present study 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 was observed that majority of self help group leaders possess moderately favorable attitude in marketing their products.

Key words: Self Help Group Leaders, Marketing, Management, Behaviour.

INTRODUCTION

Marketing plays a crucial role for better performance of the enterprise. Marketing effectively (Musser *et al* 1996). It involves analysis, planning, implementation, getting information regarding market demand, risk taking behaviour, innovativeness, grading, pricing and selling of the product. Moreover, marketing of a product depends 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 the 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

in view these facts, the present study was taken up with the specific objective to find out the marketing management behaviour of self help group leaders and to find out relational analysis between selected characteristics of these leaders with their marketing management behaviour.

MATERIALS AND METHODS

The study was conducted in East Godavari district of Andhra Pradesh. Ex post-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 were collected with the help of pre-tested interview schedule.

RESULTS AND DISCUSSION

Marketing management behaviour

Table1: Marketing management behaviour of self help group leaders.

Sr.No	Components	SA		A		UD		DA		SDA		Mean Rank score	
		F	%	F	%	F	%	F	%	F	%		
1.	Planning Management	14	31.2	10	22.2	12	26.7	06	13.3	03	06.6	3.57	III
2.	Production management	14	31.2	11	24.4	11	24.4	05	11.1	04	08.9	3.57	III
3.	Marketing management	15	33.4	11	24.4	11	24.4	04	08.9	04	08.9	3.67	II
4.	Pricing	15	33.4	10	22.2	09	20.0	06	13.3	05	11.1	3.53	V
5.	Grading	15	33.4	11	24.4	12	26.6	05	11.1	02	04.5	3.71	I
6.	Packaging	14	31.2	10	22.2	10	22.2	06	13.3	05	11.1	3.48	VI
7.	Place of sale	12	26.7	12	26.7	10	22.2	06	13.3	05	11.1	3.44	VII

SA- Strongly agree

A- Agree

UD-Undecided

DA-Disagree

SDA-Strongly disagree

*Corresponding Author's Email: dhana.sree1@gmail.com

¹Scientist, DAATTC, Anakapalle, Acharya N.G.Ranga Agricultural University, Andhra Pradesh

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 data revealed 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).

Attitude of leaders towards marketing

The data regarding distribution of respondents based on their attitude towards marketing of the products indicated that the respondents were selling their produce to the local agents due to lack of awareness of marketing facilities within the reachable distance (Table 2). An economic activity can be more successfully established in an area where there is market demand for its product. Findings revealed that majority of the self help group leaders possess favourable attitude (46.7%) in marketing the products followed by more favourable attitude (33.3%) and less favourable attitude (20.0%).

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

n=45		
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

Relationship between selected characteristics and marketing management behaviour

The data (Table 3) reveals that there was a positive and significant co-relation of extension contact with planning management (0.418**), grading (0.314*) and market management behavior (0.306*). Contact with extension agencies result in higher exposure to knowledge which in turn helps in improving their economic status. Similarly, significant correlation was observed of education level with production management (0.349*), market management (0.421*) and marketing management behavior (0.312*). Education enables individuals to gain knowledge and helps to develop thinking and analyzing capability. It was also noticed that packaging and marketing management behavior was positively correlated with trainings received by the SHG leaders. Training programs helps to gain knowledge on use of various types of innovative packing materials to attract the attention of the consumers. In case of packaging techniques, innovativeness was of utmost importance and the correlation was found to be (0.423). All other parameters studied were found to be non significant (Table 3).

CONCLUSION

Table 3: Selected characteristics of self help group leaders and their marketing management behavior.

Variable	Planning management	Production management	Marketing management	Pricing	Grading	Packaging	Place of sale	Marketing management behaviour
Education	0.015	0.349*	0.421**	0.077	0.270	0.217	0.143	0.312*
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	0.418**	0.098	0.303*	-0.121	0.314*	0.085	0.174	0.306*
Training received	0.055	0.045	0.008	0.210	0.241	0.309**	0.230	0.327*
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	0.423*	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

Management Behaviour of Self Help Group Leaders

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 should also be encouraged to participate in the trade fairs from time to time. An awareness on

connectivity to local market has to be created for better marketing of the finished products.

REFERENCES

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