A STUDY ON SOCIO-PERSONAL AND PSYCHOLOGICAL CHARACTERISTICS OF BANANA GROWERS IN THANJAVUR DISTRICT

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ABSTRACT

Objective: The study would reveal the socioeconomic profile of the banana growers which may be of great help to the extension workers in formulating different strategies.

Methods: The study was taken up in Thiruvidaimaruthur Taluk in Thanjavur district of Tamil Nadu. A sample size of 120 farmers cultivating banana formed the sample for the study. They were selected using the proportionate random sampling technique. 15 socioeconomic and psychological characteristics were selected.

Results: Majority of the respondents was middle aged and functionally literate and educated up to level primary. About 50% of the respondents had medium farming experience. Majority of the respondents had medium experience in banana cultivation. Nearly half of the respondents had medium extension agency contact. About 50% of the respondents possessed medium mass media exposure. Exactly one-third of the respondents possessed medium scientific orientation. More than one-fourth of the respondents had high economic motivation.

Conclusion: In social science, it is essential to analyze the profile characteristics of farmers, which would give a basic and clear picture about the background of the farmers. This would help in interpreting the data gathered in an effective way. It could be interpreted that the low level of information sources utilization of banana growers may be due to the lack of awareness and availability of the various information sources and failure of the sources providing various information's regarding banana cultivation.

Keywords: Banana growers, Profile characteristics, Personal, Economic, Psychological.

INTRODUCTION

Banana is one of the most important major fruit crops grown in India. In respect of area, it ranks second and first in production only after mango in this country [1]. India leads the world in banana production with an annual output of about 16.820 mt. In India, Tamil Nadu leads in total area and production with 2,514,729 tonnes from 71,088 ha [2]. The banana culture in India is as old as Indian civilization. It seems that it is one of the earliest fruit crops grown by humankind at the dawn of civilization. In India, bananas are so predominant and popular among people that poor and rich alike like the fruit. The study would reveal the socioeconomic profile of the banana growers which may be of great help to the extension workers in formulating different strategies. In social science, it is essential to analyze the profile characteristics of farmers, which would give a basic and clear picture about the background of the farmers. This would help in interpreting the data gathered in an effective way.

METHODS

The study was taken up in Thiruvidaimaruthur Taluk in Thanjavur district of Tamil Nadu. A sample size of 120 farmers cultivating banana formed the sample for the study. They were selected using the proportionate random sampling technique. 15 socioeconomic and psychological characteristics were selected. They were measured using appropriate tools and scoring procedure. Communication and marketing behavior were the dependent variables selected for the study. Communication behavior was measured using the communication quotient followed by Ramasamy [3]. Marketing behavior was studied under six dimensions, namely time of sale, place of sale, mode of sale, mode of transport, selling pattern of farm produce, and source of market information [4,5]. Data were gathered with the help of pre-tested interview schedule. Percentage analysis, cumulative frequency method, correlation coefficient, and multiple regressions were the statistical techniques used to analyze the data.

RESULTS AND DISCUSSION

The profile of the banana growers such as, age, educational status, farm size, farming experience, experience in banana cultivation, social participation, extension agency contact, mass media exposure, innovativeness, risk orientation, scientific orientation, economic motivation, market orientation information sources utilization, and market perception of the study area are discussed, respectively. The result shown that nearly half of the growers (45.84%) were middle aged followed by old-aged (35.83%) and young-aged (18.33%) categories. Hence, it could be concluded that majority of the banana growers belonged to middle age category. Nearly one-fourth of the growers (23.33%) were functionally literate and had primary education, the banana growers had less education because majority of them are distributed in illiterate, functionally literate, and primary education. It may be due to the lack of awareness about the importance of education and non-availability of more and higher level educational institutions in their surroundings (Table 1).

The banana growers were found to operate small-sized farms. It might be due to the Thanjavur district statistical figures on land size where it has been indicated more area of the land holdings are small farms. The majority of the banana growers had medium level of farming experience. This might be due to the fact that the respondents traditionally belonged to farm families. One-third of the growers (41.67%) had medium level of experience in banana cultivation, which was followed by low (40.83%) and high (17.50%) levels of experience. It could be concluded that the banana growers had medium level of experience in banana cultivation. It may be due to the factors, namely age and farming experience where the banana growers fell under middle age and medium farming experience.

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More than half of the growers (50.83%) had low level of social participation followed by medium (29.16%) level and high (20.00%) level. Hence, it could be concluded that the banana growers had low level of social participation. It may be due to the lack of enthusiasm and interest among the banana growers in participating various social and extension activities and availability of less number of social organization in their village surroundings. Nearly half of the growers (47.50%) had medium level of extension agency contact followed by low (30.00%) level and high level (22.50%) was found in high level. This might be due to the awareness, frequency, and purpose of utilizing the various services rendered through State Departments of Horticulture and nature of visit of horticulture extension officials (Table 2).

Nearly half of the growers had medium level of mass media exposure. It may be due to the awareness and utilization of various mass media sources and the availability of radio, television sets, and newspaper agencies. The medium level of innovativeness of banana growers may be due to the fact of confirming the success of the neighboring farmers after adopting the recommended technologies and also to avoid the risk involved in adopting the innovativeness. More than one-third of the growers had medium level of risk orientation. It could be concluded that medium level of risk orientation was observed among the banana growers. To increase the farm yield, it is necessary to the risk to certain extent and adopting the technology involving a less amount of risk may the reason for this kind of findings.

The medium level of scientific orientation may be due to the necessity of changing their attitude from traditional to scientific. It also might be due to the increased farm income while adopting the scientific production technologies. More than one-fourth of the had high level of economic motivation. The banana growers had high level of economic motivation. It may be due to the fact that the banana growers were operating small-sized farms, they might have been motivated to achieve economic aspiration. Low level of market orientation of banana growers may be due to their lack of awareness and knowledge regarding how to get highest price for their product. Hence, it needs to create awareness and educate them to have a better market orientation. Nearly half of the growers had low level of information sources utilization. It could be interpreted that the low level of information sources utilization of banana growers may be due to the lack of awareness and availability of the various information sources and failure of the sources providing various information's regarding banana cultivation. Exactly half of the growers had high level of market perception. Hence, it could be concluded that majority of the banana growers had high level of market perception. It might be due to the positive attitude of the banana growers in understanding and utilizing the marketing sources.

CONCLUSION

In social science, it is essential to analyze the profile characteristics of farmers, which would give a basic and clear picture about the background of the farmers. This would help in interpreting the data gathered in an effective way [6]. The study would reveal the socioeconomic profile of the banana growers which may be of great help to the extension workers in formulating different strategies. This study results majority of the respondents were middle aged and functionally literate and educated up to level primary. About 50% of the respondents had medium farming experience. Majority of the respondents had medium experience in banana cultivation. Nearly half of the respondents had medium extension agency contact. About 50% of the respondents possessed medium mass media exposure. Exactly one-third of the respondents possessed medium scientific orientation. More than one-fourth of the respondents had high economic motivation.

Since the banana growers varied in their socio-personal and psychological characteristics, the production technologies of banana should be improved and scientific, cost-effective and have sustained performance to satisfy all categories of farmers. It should also take care by the state department of agriculture while implementing any development schemes for banana growers in future. The characteristics, namely education status, information sources utilization, and market perception and farming experience were found to have significantly relationship with the communication and marketing behavior of banana growers. Hence, these factors may be considered while implementing various development programs for banana growers.

Table 1: Socio-personal characteristics of banana growers (n=120)

Particulars	Categories	Total frequency (%)
Age	Young (up to 35 years)	22 (18.33)
	Middle (36–45 years)	55 (45.84)
	Old (>46 years)	43 (35.83)
Education	Illiterate	27 (22.50)
	Functionally literate	28 (23.33)
	Primary education	28 (23.33)
	Middle education	17 (14.16)
	Secondary education	10 (8.34)
	Collegiate education	10 (8.34)
Farm size	Marginal	36 (30.00)
	Small	49 (40.53)
	Big	35 (29.17)
Farming experience	Low (up to 10 years)	21 (17.50)
	Medium (10–15 years)	51 (42.50)
	High (more than 15 years)	48 (40.00)
Experience in banana cultivation	Low (up to 5 years)	49 (40.83
	Medium (5–10 years)	50 (41.67)
	High (>10 years)	21 (17.50)

Table 2: Psychological characteristics of banana growers (n=120)

Particulars	Categories	Total frequency (%)
Social participation	Low	61 (50.83)
	Medium	35 (29.16)
	High	24 (20.00)
Extension agency contact	Low	36 (30.00)
	Medium	57 (47.50)
	High	27 (22.50)
Mass media exposure	Low	16 (13.34)
	Medium	59 (49.16)
	High	45 (37.50)
Innovativeness	Low	40 (33.33)
	Medium	46 (38.34)
	High	34 (28.33)
Risk orientation	Low	31 (25.84)
	Medium	47 (39.16)
	High	42 (35.00)
Scientific orientation	Low	30 (25.00)
	Medium	48 (40.00)
	High	42 (35.00)
Economic motivation	Low	37 (30.84)
	Medium	39 (32.50)
	High	44 (36.66)
Market orientation	Low	67 (55.83)
	Medium	43 (35.84)
	High	10 (8.33)
Information sources utilization	Low	59 (49.16)
	Medium	42 (35.00)
	High	19 (15.84)
Market perception	Low	32 (26.66)
	Medium	28 (23.34)
	High	60 (50.00)

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