

## **MAKING MARKETING SOCIETIES VIABLE THROUGH CO-OPERATIVE WAY**

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### **Abstract**

General Co-operative Marketing Societies are established for the purpose of collectively marketing the product of the members. They arrange for the sale of the produce brought by the members. The scope of the study is limited to the General co-operative marketing societies in Kerala. In order to analyse profile-raising operations performed by general co-operative marketing societies in Kerala, certain variables like advertisement, providing off seasonal employment, attending of training programs, providing of trading programs and practice of collecting feedback were selected.

Key words: Co-operation, co-operatives, General co-operative marketing Societies and Marketing co-operatives.

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## **Introduction**

The typical problems in agricultural markets are due to typical characteristic of products, production and consumption of agricultural produce. These special problems hinder the agricultural producer in marketing his produce. In addition to this, agricultural products by nature lack uniformity and standardization. They are bulky and perishable. They are produced by millions of small- scale farmers scattered over very wide regions. Agricultural production depends upon geographical area. It is limited by fertility of soil, rainfall, climate etc. Therefore volume of output varies from season to season. In general, the supply of agricultural produce is more elastic but demand for most agricultural produce is constant. In order to overcome such problems of varied nature general co-operative marketing societies were established.

General co-operative marketing societies are established for the purpose of collectively marketing the product of the members. They arrange for the sale of the produce brought by the members. These societies also enter the market as buyers. The commodities, thus, purchased are sold again when the prices are higher. Marketing co-operatives being the farmers' own organization are interested in agricultural development by maintaining a steady price level through their activities in the agricultural market. An integrated co-operative marketing system must perform the marketing functions of assembling, grading, pooling, processing, storage, transportation, financing, insurance, selling and risk bearing.

## **Statement of the Problem**

The poor performance of Co-operative Marketing Societies not only affects the standard of living of agriculturalists. Most of the Co-operative Marketing Societies are not financially strong enough to meet credit needs of artisans. Due to the lack confidence among members in co-operative organizations and the failure of members to support the societies. To identify operations related to profit raising of General Co-operative Marketing Societies, it is essential to assess the performance of the existing ones and draw practical lessons from their critical problems and hence the study.

## **Objective of the Study**

Objective of the present study is to analyse profile-raising operations performed by general co-operative marketing societies in Kerala.

## **Hypothesis of the Study**

Hypothesis formulated to test the above objective is there is no significant relationship between profile-raising operations performed by general co-operative marketing societies and their characteristics.

## **Methodology**

Present study is analytical and empirical in nature. The present study covers 107 sample general co-operative marketing societies. Both primary data and secondary data were collected for the purpose. The analysis of the data has been done with the help of SPSS version 23. Descriptive analysis like average, standard deviation, frequency and percentage distribution are used for summarizing data. After descriptive analysis has been carried out, the tools of inferential statistics like ANOVA test and cramer's v test were used to test hypothesis formulated for the study.

## **Results and Discussion**

The focal point of investigation is the general co-operative marketing societies. For a close examination of the societies, audit classification, experience, depots, staff, membership strength and type of products are taken in to consideration. A total of 107 General Co-operative Marketing Societies were selected for detailed investigation.

## **Advertisement**

The ultimate aim of general co-operative marketing society is to make sales. Modern marketing depends up on advertisement for promotion of marketing. It is also regarded as a tool of non-price competition. Society can increase and maintain their market through proper advertisement.

**Table No. 1****Extent of advertisement**

		Great extent	Some extent	Not at all	Mean	S D	F	Sig.
Class	A Class	0	3	9	2.7500	.45227	1.668	0.194
	B Class	0	7	26	2.7879	.41515		
	C Class	0	6	56	2.9032	.29806		
Experience	Up to 20 years	0	8	53	2.8689	.34036	0.216	0.806
	21-40 years	0	5	22	2.8148	.39585		
	Above 40 years	0	3	16	2.8421	.37463		
Size	Small size	0	4	35	2.8974	.30735	1.154	0.319
	Medium size	0	4	28	2.8750	.33601		
	Large size	0	8	28	2.7778	.42164		
Membership Strength	Up to 1500	0	5	32	2.8649	.34658	3.769	0.026
	1501-3000	0	2	36	2.9474	.22629		
	Above 3000	0	9	23	2.7188	.45680		
Type of products	Agricultural	0	11	48	2.8136	.39280	0.695	0.502
	Non agricultural	0	1	9	2.9000	.31623		
	Both	0	4	34	2.8947	.31101		

Source: Survey data

The analysis of Table No. 1 show that 3 A Class societies, 7 B Class societies and 6 C Class societies doing advertisement in some extent. Whereas 9 A Class societies, 26 B Class societies and 56 C Class societies not doing such kind of promotional activity. The mean values of extent of advertisement for A Class, B Class and C Class societies are 2.75, 2.78 and 2.90 respectively. Their corresponding standard deviations are 0.45, 0.41 and 0.29. The P value (sig) for this problem is 0.194, which is greater than 0.05, the level of significance. The result indicates that

the extent of advertisement is significantly varied among A Class, B Class and C Class general co-operative marketing societies.

It is observed from Table No. 1. that 8 societies have up to 20 years of experience, 5 societies have 21-40 years of experience and 3 societies have above 40 years of experience doing advertisement in some extent. While 53 societies have up to 20 years of experience, 22 societies have 21-40 years of experience and 16 societies have above 40 years of experience did not doing such kind of activity. The mean values of extent of advertisement for Up to 20 years, 21-40 years and Above 40 years experienced societies are 2.86, 2.81 and 2.84 respectively. Their corresponding standard deviations are 0.34, 0.39 and 0.37. The P value (sig) for this problem is 0.806, which is greater than 0.05, the level of significance. The result indicates that the extent of advertisement is significantly varied among Up to 20 years, 21-40 years and Above 40 years experienced general co-operative marketing societies.

It is observed from Table No. 1 that 4 small size societies, 4 medium size societies and 8 large size societies doing some extent of advertisement activities. At the same time 35 small size societies, 28 medium size societies and 28 large size societies did not doing advertisement activities. The mean values of extent of advertisement for small size, medium size and large size societies are 2.89, 2.87 and 2.77 respectively. Their corresponding standard deviations are 0.30, 0.33 and 0.42. The P value (sig) for this problem is 0.319, which is greater than 0.05, the level of significance. The result indicates that the extent of advertisement is not significantly varied among small size, medium size and large size general co-operative marketing societies.

It is observed from Table No. 1 that 5 societies come under up to 1500 membership strength, 2 societies come under 1501-3000 membership strength and 9 societies come under above 3000 membership strength is not doing advertisement activities. Likewise 32 societies come under up to 1500 membership strength, 36 societies come under 1501-3000 membership strength and 23 societies come under above 3000 membership strength is not doing advertisement activities. The mean values of extent of advertisement for Up to 1500 membership strength, 1501-3000 membership strength and Above 3000 membership strength are 2.86, 2.94 and 2.71 respectively. Their corresponding standard deviations are 0.34, 0.22 and 0.45. The P value (sig) for this problem is 0.026, which is less than 0.05, the level of significance. The result indicates

that the extent of advertisement is significantly varied among Up to 1500 membership strength, 1501-3000 membership strength and Above 3000 membership strength general co-operative marketing societies.

It is seen from Table No. 1 that 11 societies deal agricultural goods only, 1 societies deal non-agricultural goods and 4 societies deal both agricultural and non agricultural goods did not doing advertisement activities. As well as 48 societies deal agricultural goods only, 9 societies deal non-agricultural goods and 34 societies deal both agricultural and non agricultural goods did not doing advertisement activities. The mean values extent of advertisement for Agricultural products only dealing societies, non-agricultural products dealing societies and agricultural and non agricultural products dealing societies are 2.81, 2.90 and 2.89 respectively. Their corresponding standard deviations are 0.39, 0.31 and 0.31. The P value (sig) for this problem is 0.502, which is greater than 0.05, the level of significance. The result indicates that extent of advertisement is not significantly varied among Agricultural products only dealing societies, non-agricultural products dealing societies and agricultural and non agricultural products dealing general co-operative marketing societies.

Figure No: 1 represents extent of advertisement operations performed by general co-operative marketing societies

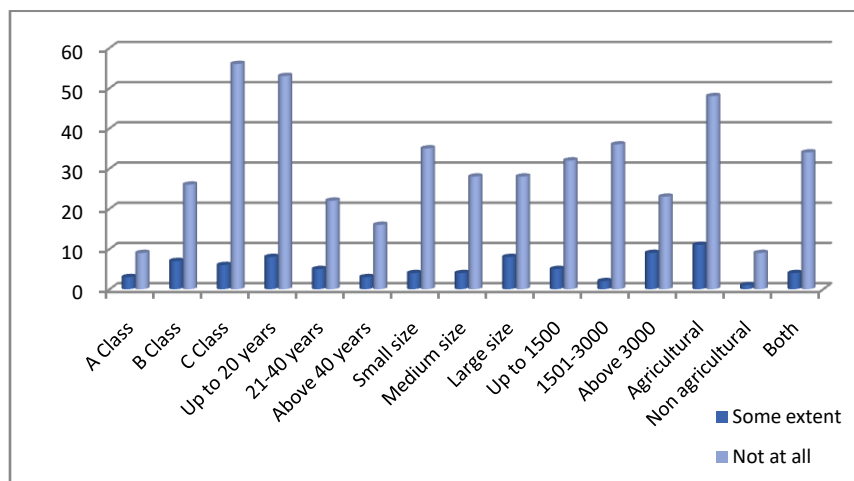


Figure No. 1: extent of advertisement operations

### Providing of off-seasonal employment

Income of the farmer is derived from sale of his agricultural output. Most of the crops are seasonal in nature. Seasonal crops producers earn income only at the time of season. Therefore it is very essential to identify general co-operative marketing societies in Kerala whether providing any kind of off-seasonal employment to farmer members who take agriculture as primary occupation.

**Table No. 2**

#### Off seasonal employment

Response	Frequency	Percent
No	107	100.0
Yes	0	0

Source: Survey data

From the Table No. 2, it is clear that none of the general co-operative marketing societies providing off-seasonal employment to its members.

### Attending of training programmes

Training is the most significant elements of strong and self-reliant general co-operative marketing societies in Kerala. The purpose of training program is to make professionally competent managerial and other personnel with appropriate knowledge, skills and abilities. Training helps to impart fresh knowledge and skills, develops ability for analyzing and interpreting new situations that emerge in the day-to-day functioning of general co-operative marketing societies, develop an attitude to tackle problems with patience and cool mind and it make professionally competent personnel working in all levels.

**Table No. 3**

#### Attending of training programmes.

Characteristics		Yes	%	No	%	Cramer's V	Sig.
Class	A Class	7	58.33	5	41.67	0.069	0.778
	B Class	19	57.58	14	42.42		

	C Class	40	64.52	22	35.48		
Experience	Up to 20 years	31	50.82	30	49.18	0.259	0.028
	21-40 years	21	77.78	6	22.22		
	Above 40 years	14	73.68	5	26.32		
Size	Small size	27	69.23	12	30.77	0.135	0.380
	Medium size	17	53.13	15	46.88		
	Large size	22	61.11	14	38.89		
Membership Strength	Up to 1500	23	62.16	14	37.84	0.032	0.946
	1501-3000	24	63.16	14	36.84		
	Above 3000	19	59.38	13	40.63		
Type of products	Agricultural	34	57.63	25	42.37	0.095	0.614
	Non agricultural	7	70.00	3	30.00		
	Both	25	65.79	13	34.21		

Source: Survey data

It is seen from the above table that secretaries of 7 A Class societies, 19 B Class societies and 40 C Class societies have attended training programs. Whereas secretaries of 5 A Class societies, 14 B Class societies and 22 C Class societies did have not attended training programs. The p value of CramersV test is 0.778. Which is greater than 0.05 the level of significance. This shows that there is no significant relationship between attending of training programmes and audit class of the society.

It is observed from Table No. 3 that 31 secretaries of up to 20 years of experienced societies, 21 secretaries of 21-40 years of experienced societies and 14 secretaries of above 40 years of experienced societies have attended training programs. While 30 secretaries of up to 20 years of experienced societies, 6 secretaries of 21-40 years of experienced societies and 5 secretaries of above 40 years of experienced societies have not attended training programs. The p value of CramersV test is 0.028. Which is less than 0.05 the level of significance. This shows that there is significant relationship between attending of training programmes and years of experience of the society.



It is observed from Table No. 3 that Secretaries come under 27 small size societies, 17 medium size societies and 22 large size societies have attended training programs. At the same time secretaries come under 12 small size societies, 15 medium size societies and 14 large size societies have not attended training programs. The p value of Cramers V test is 0.380. Which is greater than 0.05 the level of significance. This shows that there is no significant relationship between attending of training programmes and size of the society.

It is observed from Table No. 3 that 23 secretaries come under up to 1500 membership strength, 24 secretaries come under 1501-3000 membership strength and 19 secretaries come under above 3000 membership strength have attended training programs. Likewise 14 secretaries come under up to 1500 membership strength, 14 secretaries come under 1501-3000 membership strength and 13 secretaries come under above 3000 membership strength have not attended training programs. The p value of Cramers V test is 0.946. Which is greater than 0.05 the level of significance. This shows that there is no significant relationship between attending of training programmes and membership strength of the society.

It is observed from Table No. 3 that Secretaries of 34 societies deal agricultural goods only, Secretaries of 7 societies deal non-agricultural goods and Secretaries of 25 societies deal both agricultural and non agricultural goods have attended training programs. As well as Secretaries of 25 societies deal agricultural goods only, Secretaries of 3 societies deal non-agricultural goods and Secretaries of 13 societies deal both agricultural and non agricultural goods have not attended training programs. The p value of Cramers V test is 0.614. Which is greater than 0.05 the level of significance. This shows that there is no significant relationship between attending of training programmes and type of products of the society.

Figure No 2 represents attending of training programs by secretaries of general co-operative marketing societies.

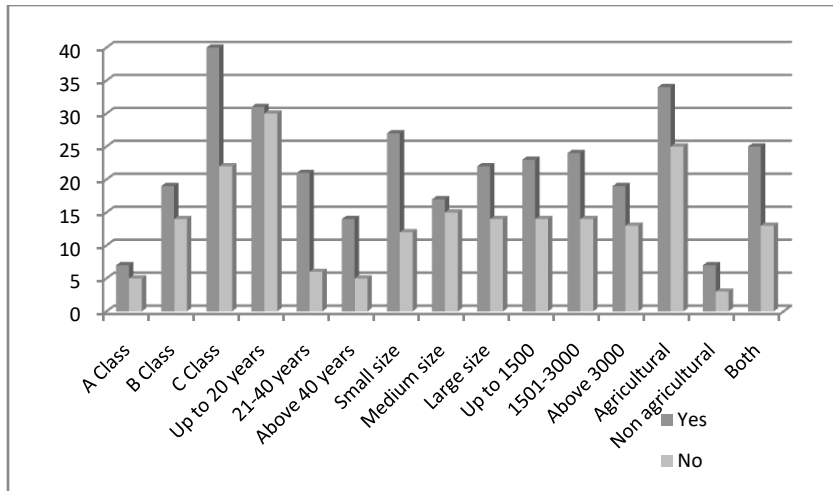


Figure No. 2: attending of training programs by secretaries of general co-operative marketing societies.

### Providing of training programmes

Members are the key factor in achieving its goals. Business environment has been changing, proportionately its pitfalls also increasing. Training must be provided to various areas like usage of innovative technology, seasonable crops production, application of fertilizers and manures, co-operative Societies Act and By-Laws and agricultural financing. This necessitates sound training programmes to find a solution to the complications faced by farmers of the general co-operative marketing societies in Kerala.

Table No. 4

### Providing of training programmes

Status	n	%
No	107	100.0
Yes	0	0

Source: Survey data

The analysis of Table No. 4 show that none of the general co-operative marketing societies provides training programs to members.

### Practice of collecting feedback

Unless the entire operations of co-operative marketing societies are perfected, quality services cannot be offered. The better method of identifying the present condition of marketing society is the practice of collecting feedback. Therefore co-operatives should realize and manifest themselves as an effective business enterprise so that they can maximize their contributions for uplifting farmers.

**Table No. 5**

### Practice of collecting feedback

Characteristics		Yes		No		Cramer's V	Sig.
		n	%	n	%		
Class	A Class	8	66.67	4	33.33	0.079	0.714
	B Class	23	69.70	10	30.30		
	C Class	47	75.81	15	24.19		
Experience	Up to 20 years	45	73.77	16	26.23	0.047	0.889
	21-40 years	20	74.07	7	25.93		
	Above 40 years	13	68.42	6	31.58		
Size	Small size	30	76.92	9	23.08	0.108	0.533
	Medium size	21	65.63	11	34.38		
	Large size	27	75.00	9	25.00		
Membership Strength	Up to 1500	30	81.08	7	18.92	0.143	0.337
	1501-3000	27	71.05	11	28.95		
	Above 3000	21	65.63	11	34.38		
Type of products	Agricultural	41	69.49	18	30.51	0.088	0.661
	Non agricultural	8	80.00	2	20.00		
	Both	29	76.32	9	23.68		

Source: Survey data

Table No. 5 show that 8 A Class societies, 23 B Class societies and 47 C Class societies have collected feedback from members. Whereas 4 A Class societies, 10 B Class societies and 15 C

Class societies have not collected feedback from members. The p value of Cramers V test is 0.714. Which is greater than 0.05 the level of significance. This shows that there is no significant relationship between practice of collecting feedback and audit class of the society.

It is observed from Table No. 5 that 45 societies have up to 20 years of experience, 20 societies have 21-40 years of experience and 13 societies have above 40 years of experience collected feedback from members. While 16 societies have up to 20 years of experience, 7 societies have 21-40 years of experience and 6 societies have above 40 years of experience not collected feedback from members. The p value of Cramers V test is 0.889. Which is greater than 0.05 the level of significance. This shows that there is no significant relationship between practice of collecting feedback and years of experience of the society.

It is observed from Table No. 5 that 30 small sized societies, 21 medium sized societies and 27 large sized societies engaged in feedback collection. At the same time 9 small sized societies, 11 medium sized societies and 9 large sized societies did not engaged in feedback collection. The p value of Cramers V test is 0.533. Which is greater than 0.05 the level of significance. This shows that there is no significant relationship between practice of collecting feedback and size of the society.

It is observed from Table No. 5 that 30 societies, 27 societies and 21 societies come under up to 1500 membership strength, 1501-3000 membership strength and above 3000 membership strength respectively collected feedback from members. Likewise 7 societies, 11 societies and other 11 societies come under up to 1500 membership strength, 1501-3000 membership strength and above 3000 membership strength respectively collected feedback from members. The p value of Cramers V test is 0.337. Which is greater than 0.05 the level of significance. This shows that there is no significant relationship between practice of collecting feedback and membership strength of the society.

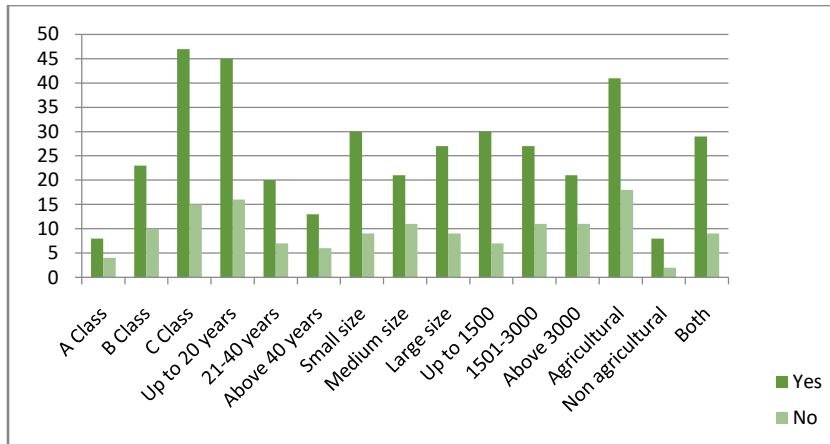


Figure 3 feedback collection of general co-operative marketing societies.

It is observed from Table No. 5 that forty one societies deal agricultural goods only, 8 societies deal non-agricultural goods and 29 societies deal both agricultural and non agricultural goods have collected feedback from members. As well as 18 societies deal agricultural goods only, 2 societies deal non-agricultural goods and 9 societies deal both agricultural and non agricultural goods have not collected feedback from members. The p value of Cramers V test is 0.661. Which is greater than 0.05 the level of significance. This shows that there is no significant relationship between practice of collecting feedback and type of products of the society.

### Testing of Hypothesis

From the analysis it is found that out of 5 components of profile raising operations performed by general co-operative marketing societies, one component is found to be varying with respect to the experience characteristics of the general co-operative marketing societies. Variations with respect to membership strength are significant for the components advertisement. From the result, it is clear that the important components of business operations of the general co-operative marketing societies vary significantly with respect its characteristics. Hence, the result reject the null hypothesis that there is no significant relationship between profile-raising operations performed by general co-operative marketing societies and their characteristics and accept the alternative hypothesis that there is significant relationship between profile-raising operations performed by general co-operative marketing societies and their characteristics.

## Conclusion

Unless the entire operations of co-operative marketing societies are perfected, quality services cannot be offered. The better method of identifying the present condition of marketing society it is very essential to assess profile-raising operations performed by general co-operative marketing societies. For a close examination of the societies, audit classification, experience, depots, staff, membership strength and type of products are taken in to consideration. A total of 107 General Co-operative Marketing Societies were selected for detailed investigation. From the analysis it is found that out of 5 components of profile raising operations performed by general co-operative marketing societies, one component is found to be varying with respect to the experience characteristics of the general co-operative marketing societies. Variations with respect to membership strength are significant for the components advertisement. From the result, it is clear that there is significant relationship between profile-raising operations performed by general co-operative marketing societies and their characteristics.

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