THE STUDY OF PROBLEMS FACED BY COCONUT GROWERS IN COIMBATORE DISTRICT DURING COVID-19 PANDEMIC

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ABSTRACT

The virus named “COVID-19” has gained more intention since it has caused more damages to all the people in several nations all over the world. This kind of pandemic has killed a greater number of people across the world. This leads to a quarantine process to control the virus. This problem has petrified the growth of the coconut. In this study, the problems of coconut growers are ranked and identified during COVID-19 in the Coimbatore district. For the data collection, 100 respondents were randomly selected. The production of coconut plays a vital role in the production of various products like coconut oil, husk production, and coir industries. Due to this pandemic, the problems faced by the coconut growers’ high cost, labor problem, lack of adequate finance, and lack of quality saplings. The marketing problems can be solved by online marketing, packaging, offering discounts, and touchless technology. The study helps to analyze the problems of coconut growers by percentage analysis method and Correlation analysis method.

Key words: COVID – 19, Coconut growers, Problems, Marketing

Cite this Article: O. Mathuthra and P. Arumugaswamy, The Study of Problems Faced by Coconut Growers in Coimbatore District during Covid-19 Pandemic, *International Journal of Management*, 11(12), 2020, pp 2137-2146.

<http://iaeme.com/Home/issue/IJM?Volume=11&Issue=12>

1. INTRODUCTION

The development of the 2019 novel Covid contamination, for example, spread, the study of disease transmission, clinical ailment, treatment, and the death rate has not been characterized [7]. Social distancing limitations and shifts from COVID-19 are projected to ruin many small-scale businesses, however, there is almost no early proof of effects. The closing of stores and organizations in the United States and around the globe due to the coronavirus is uncommon. Stores, processing plants, and numerous different organizations have been closed and this may be permanent because of the expenses. The effect on private companies far and wide is probably going to be extreme [8]. The impacts of COVID-19 on the economy showed up rapidly in the financial exchange, the land market, and joblessness claims, the consequences for a private company are not notable because of the absence of ideal business-level information delivered by the public authority. This work analyzes the problems faced by coconut growers and methods to improvise coconut marketing during this pandemic.

Among the tropical palms, coconut is viewed as a significant and valuable tree which gives oil cake for cows, kernel, etc. [6]. In India, every part of the coconut is essential and used by all in different ways. It is one of the prominent products in farming exports and hence the production department is responsible for enhancing the usage of its resources [5]. Since the COVID-19 pandemic has caused damage to many of the lives which have declined the growth of coconut. This pandemic has killed many lives and affected farming. Moreover, coconut growers have faced several problems due to this pandemic. The problems faced by the coconut growers are high cost, labor problem, lack of adequate finance, and lack of quality saplings. Hence the marketing can be improvised by various methods like providing online marketing various coconut products, packaging the products by sealing them, offering more discounts to the customer, and the usage of touchless technology.

The production of coconut plays a vital role in farming sectors which includes oil production, husk production, etc. [4]. The virus has destroyed coconut production by causing numerous problems to the farmers. The study is about the problems faced by coconut growers. The coconut growers adopt different methods of selling the coconut and the number of problems they are faced is also encountered. The current study is performed in Coimbatore district which is one of the abundant coconut production towns and the problems faced by the farmers during the pandemic while coconut cultivation and production.

2. REVIEW OF RELATED WORK

In [1] the authors said that the examination has been led to quantifying the components of coconut development in the Madurai area. Coconut is the main money crop in India. Coconut has been utilized for different purposes like cooking, oil pounding, and different reasons. This examination has been led with the example of 100 coconut cultivators. This examination has utilized essential information and it is accumulated from the cultivators having at least two years of involvement with developing coconut. The samples are gathered through the interview which is arbitrarily chosen coconut cultivators in the area. This examination has utilized an organized poll to gather information. The survey comprises three sections like individual profile, possibilities in development, and issue of coconut cultivators. The sample was analyzed by factor analysis, percentage analysis, and Friedman's test. The consequences of the investigation found that the cultivators have different possibilities with the development and coconut marketing. The coconut cultivators are fundamentally impacted by a few issues associated with development and coconut marketing.

In [2] the researchers stated that the natural effects of coconut might be both positive and negative. Coconut may affect the climate. Its negative effect may impact the coconut cultivating of the farmers overwhelmingly. The examination was done in Lanao del Norte

Province in the Philippines from October to November 2016. It was chosen purposively from coconut cultivating especially in smallholding cultivation. An aggregate of 400 respondents was used in this survey. It was felt important to recognize the effect of coconut creation on the climate, the inward and outside looked by coconut growers, the variables affecting the coconut yield, and the practices on coconut creations by coconut makers. The method exposed that the extreme issues experienced by the coconut makers on coconut creation for inner issues were the intercropping, significant expense of workers with low and fluctuating cost of coconut item for the clear issues. Moreover, issues, for example, vermin and infections, high transportation costs in promoting issues, and government charges for the conspicuous inquiry were found as serious issues. The results found that the size of the land (in hectare), number of coconut trees planted per hectare, the distance of the property from the market, and the recurrence of accumulating the nut have more impact on the production of the coconut.

In [3] authors stated that India is a rural nation and 33% rely upon the farming areas straightforwardly. Coconut is one of the most valuable trees on the planet, and it is frequently mentioned as the "Tree of Life". It is likewise called 'Kalpavriksha'. Promoting is the most ideal approach to make an incentive for the item. The essential capacity of marketing is to pull in and hold clients. Also, coconut marketing is fundamental for its sales. The farmers felt successful in coconut marketing, but they face certain issues over it. In this examination, and the task is made to discover the marketing issues faced by the farmers. The investigation would expose current problems over the marketing issues of coconut and it very well might be helpful to settle on a suitable choice over the issues in coconut marketing.

3. COCONUT PRODUCTS

The items from coconut are dried up coconut, coconut milk, cream, flour, and yogurt. Parched coconut is gotten from drying of destroyed, ground coconut which is isolated from the earthy colored testa. The newly developed coconuts are de-husked and deshelled. The de-shelling is executed by a sharp, and the portion is crumbled into a more modest size by utilizing the hammer factory or pin plant. The coconut chips are steam whitened for around 20 minutes to lessen the microbial check [9]. Coconut milk is a characteristic and extremely flexible fixing extensively utilized in Asian and Indian cooking. It is an oil-water emulsion acquired from the fluid concentrate of coconut meat. The coconut kernel is crumbled by turning wedge shaper, and it is squeezed constantly with heated water to separate the milk from the kernel. Coconut cream is essentially utilized as a fat source, and however, had a thicker and glue-like consistency than coconut milk. Expansion of food added substances like emulsifiers and stabilizers to the coconut milk are included during the creation of cream. Coconut flour is an extraordinary item from coconut acquired after the extraction of coconut milk. It is a rich solid wellspring of dietary fiber that can be utilized as a substitute for wheat, rice, and potato flour at specific levels and the flour can likewise be joined into different food items like prepared items, expelled nourishments, and steamed items. Yogurt is an item acquired by the maturation of bovine milk utilizing lactic corrosive microorganisms [10]. Yogurt from the coconut milk can likewise be devoured by lactose prejudiced and enhanced the elements for processing of coconut yogurt.

4. PROBLEM STATEMENT

Coconut is one of the main items in farming, the creation program of the crop is of basic significance in improving the productive utilization of assets. The production cost per unit would decide the benefit of the crop. But the COVID 19 pandemic has caused major loss to the coconut growers. Thus, the current examination was taken up to analyze the problems faced by coconut growers and how to improvise coconut marketing.

5. OBJECTIVES OF THE STUDY

- To analyze the financial background of the coconut growers in the Coimbatore district
- To determine the methods for cultivation
- To examine the problems faced by the coconut growers

6. HYPOTHESIS OF THE STUDY

- H0: There is a significant relationship between educational qualification and the methods to improvise the coconut marketing during COVID-19
- H1: There is no significant relationship between educational qualification and the methods to improvise the coconut marketing during COVID-19

7. TOOLS USED FOR THE STUDY

The methods used for analysis are:

- Percentage Analysis
- Correlation Analysis

8. RESEARCH METHODOLOGY

“The Study on Problems Faced by Coconut Growers During COVID-19 in Coimbatore District” is performed by various methods. The study helps to examine the various problems faced by coconut growers and the methods used to enhance coconut marketing. The sample contains 100 respondents, and it adopts a convenience sampling method. The data is collected by primary data which consists of an interview with the coconut growers. From the collected data, analysis and interpretation are made. The analysis is performed by percentage analysis and correlation analysis method.

The data is gathered by survey technique. The primary data is collected by interviewing the farmers and also the survey is taken based on the questionnaire. The secondary data is collected with the help of books and magazines.

9. LIMITATIONS OF THE STUDY

- The study is restricted to the Coimbatore district only
- The study is limited to 100 respondents only
- The study is based on the primary data collection

10. RESULTS AND DISCUSSION

The analysis and interpretation are performed after collecting the samples and executed by percentage analysis and correlation analysis. The tables are constructed based on demographic variables like age, gender, income, educational qualification, family members, and problems faced by the coconut growers.

10.1. Percentage Analysis

The tables are constructed based on demographic variables like age, gender, income, educational qualification, problems faced by the coconut growers, and the methods to improvise the marketing problems.

Table 1 Age of the Respondents

Age	Number of Respondents	Percentage
Below 30 Years	13	13
31 – 40 Years	22	22
41 – 50 Years	32	32
Above 50 Years	33	33
Total	100	100

Figure 1 Age of the Respondents

The above Table 1 and Figure 1 shows that 13 percent of the respondents belong to the below 30 years category, 22 percent of the respondents belong to 31 – 40 years category, 32 percent of the respondents belong to the 41 – 50 years category and 33 percent of the respondents belong to the above 50 years category.

Table 2 Gender of the Respondents

Gender	Number of Respondents	Percentage
Male	87	87
Female	13	13
Total	100	100

Figure 2 Gender of the Respondents

The above Table 2 and Figure 2 shows that 87 percent of the respondents belong to the male category and 13 percent of the respondents belong to the female category.

Table 3 Educational Qualification

Educational Qualification	Number of Respondents	Percentage
Illiterates	34	34
HSC	26	26
Diploma	17	17
UG	13	13
PG	10	10
Total	100	100

Figure 3 Educational Qualification

The above Table 3 and Figure 3 shows that 34 percent of the respondents belong to the illiterate's category, 26 percent of the respondents belong to the HSC category, 17 percent of the respondents belong to the diploma category, 13 percent of the respondents belong to the UG category and 10 percent of the respondents belong to the PG category.

Table 4 Family Income

Family Income	Number of Respondents	Percentage
Below 15,000	8	8
15,001 – 25,000	12	12
25,001 – 35,000	37	37
Above 35,000	43	43
Total	100	100

Figure 4 Family Income

The above Table 4 and Figure 4 shows that 8 percent of the respondents belong to the below 15,000 categories, 12 percent of the respondents belong to the 15,001 – 25,000 category, 37 percent of the respondents belong to the 25,001 – 35,000 category, and 43 percent of the respondents belong to the above 35,000 categories.

Table 5 Problems Faced during COVID

Problems Faced During COVID	No. of Respondents	Percentage
Labour Problem	38	38
Lack of Quality Saplings	42	42
High Cost	13	13
Lack of Adequate Finance	7	7
Total	100	100

Figure 5 Problems Faced During COVID

The above Table 5 and Figure 5 shows that 38 percent of respondents have labor problems, 42 percent of the respondents have a lack of quality saplings, 13 percent of the respondents have problems with the cost and 7 percent of the respondents have financial problems.

Table 6 Problems and it's Rank

Problems	Rank
Labour Problem	II
Lack of Quality Saplings	I
High Cost	III
Lack of Adequate Finance	IV

The above Table 6 shows the problems faced by the coconut growers and they are ranked accordingly. The lack of quality saplings stands first, labor problem stands second, high cost stands third and lack of adequate finance stands fourth.

Table 7 Methods to Improve the Coconut Marketing During COVID

Methods to Improvise the Coconut Marketing	No.of Respondents	Percentage
Online Marketing	27	27
Packaging	18	18
Discounts	32	32
Touchless Technology	23	23
Total	100	100

Figure 6 Methods to Improve the Coconut Marketing During COVID

The above Table 7 and Figure 6 tells that 27 percent of the respondents say the marketing can be improved online, 18 percent of the respondents say the marketing can be improved through packaging, 32 percent of the respondents say the marketing can be improved by offering discounts and 23 percent of the respondents say the marketing can be improved by touchless technology.

10.2. Correlation Analysis

Educational qualification and methods for coconut marketing are correlated. Because the educators may provide the necessary marketing solution. Education influences improvisation methods.

Table 8 Relationship Between Education and Methods for Marketing

Source	DF	SS	MS	F
Between Groups	2	823.39	417.24	3.72
Within Groups	98	24701.12	105.21	
Total	100	25524.51		

The above Table 8 reveals the comparison between educational qualification and various marketing methods. The method is significant since the calculated value is 3.72 which is higher than the calculated value in Table 9.

Table 9 Comparison of Different Groups of Education

Groups Compared	Mean Difference	SED	Critical Difference	Significance
Illiterates and UG	0.43	1.543	3.321	Significant
Illiterates and PG	5.32	2.123	4.026	Not Significant
UG and Diploma	4.72	2.245	4.235	Not Significant

The satisfaction scores are shown in Table 9. Table 10 shows the comparison among illiterates and UG category, illiterates and PG category, UG, and diploma category. The sample growers are represented in table 10.

Table 10 Relationship Between Educational Qualification and Methods for Coconut Marketing

Level of Education	Improving Coconut Marketing			Total
	Low	Medium	High	
Illiterates	7	10	12	29
UG	9	8	14	31
PG	4	12	9	15
Diploma	3	2	15	20
Total	23	32	50	100

Table 11 Correlation Analysis

Simple Correlation Coefficient	Table Value of Correlation Coefficient	Significance
0.124	0.115	Significant

The correlation analysis shows that the value is significant in Table 11. It indicates that there is a significant relationship between educational qualification and methods for coconut marketing. Hence the null hypothesis is accepted which states that “There is a significant relationship between educational qualification and the methods to improvise the coconut marketing during COVID-19” and the alternate hypothesis is rejected.

11. CONCLUSION

The current work has put forth an efficient attempt on development and issues faced by coconuts producers in the Coimbatore district due to the COVID-19 pandemic. Concerning coconut spot installment and the sensible cost was the central point which has a major impact on coconut marketing by direct selling method. It is discovered that lack of quality saplings was the serious issue looked at by the coconut producers in the study. The other factors were finance, high cost, and labor problem was faced by the coconut growers during the pandemic period. Hence the problems can be solved by introducing various features like online marketing, packaging, discounts, and touchless technology. These features help to improvise coconut marketing during this pandemic. The department of agriculture must conduct various campaigns to teach the coconut growers regarding coconut farming and cultivation for standardizing the coconut price.

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