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## PRESENT SCENARIO OF CASHEW MARKET AND FACTORS AFFECTING ON PURCHASE OF CASHEW: SOUTH GUJARAT RETAILERS PERSPECTIVES

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### ABSTRACT

India is one of the major producer and exporter of the cashew. The study considered the determinants of present scenario of cashew and factors affecting on purchase of cashew. Data collection was through well structured questionnaire administered on 100 respondents were contacted. The simple statistics were used to analyse data. The present study will identify various factors affecting on purchase of cashew, attitude and opinion regarding cashew. Results showed that majority of retailers were age group of 30-40 years i.e. 30% of total respondents and also there are having more than 20 years of experience in business. Result further showed that majority of respondents say that margin, quality, time availability, support for company, and consumers acceptance, this all parameters are important when purchase of cashew. It is also revealed that price, taste, and availability these are the parameters which are important for customer while purchasing of cashew according to retailer's opinion.

### KEYWORDS

Cashew Purchase, Factors affecting on cashed purchase, Retailers.

### INTRODUCTION

Cashew is popularly, known as the 'Gold Mine' of wasteland. Cashew is primarily an export-oriented commodity in India. (A. Balamurugan et.al. (2013)). The cashew tree is native to coastal areas of Brazil. In the 16th century, Portuguese explorers took cashew trees from this South American country and introduced them into other tropical regions such as India and some African countries, where they are now also cultivated. The cashew tree has always been a prized resource owing to its precious wood, cashew balm and cashew apple, but the cashew nut itself did not gain popularity until the beginning of the 20th century. Today, the leading commercial producers of cashews are India, Brazil, Mozambique, Tanzania and Nigeria. (<http://www.whfoods.com/genpage.php?tname=foodspice&dbid=98>)

India is the largest producer of raw cashew nut in the world, with a share of 29 per cent of global raw cashew production during 2013. However, the domestic production is not enough to meet its processing demand. Hence India imports equivalent or even more than its production from other producing countries, mainly African countries. (Cashew Handbook 2014)

**TABLE 1: INDIA'S EXPORT OF CASHEW KERNELS**

Countries	2011	2012	2013	2014 (upto April- May
	QTY( in MT)	QTY( in MT)	QTY( in MT)	QTY( in MT)
U.S.A	47611	33898	30106	17.62
U.A.E	14173	17437	13625	9.52
Netherlands	11515	9934	8589	5.09
Saudi Arabia	5135	7195	5862	4.48
Japan	7055	6703	6370	5.51
Others	45379	39937	35553	31.73
<b>Total</b>	<b>130869</b>	<b>115104</b>	<b>100105</b>	<b>73.95</b>

Source: Press Information Bureau GOI ministry of Commerce & Industry (11<sup>th</sup> July 2014)

Most of the Indian kernels go to American zone and West European zone. The other areas catered by India are South East and Far East Asia, West Asian zone, Oceanic zone and East European zone. To a very limited extend Indian cashew goes to African zone also. (Press information bureau, GOI, Ministry of commerce & Industry)

Cashew kernels are the most important item of domestic as well as international trade. The globalization has provided dual impact as one is with inculcating number of opportunities to various countries but another is with throwing challenges before developing countries as well as underdeveloped countries. The globalization has made an impact on the trade of different agricultural commodities like cashew. The cashew trade has an important contribution in India's international trade. India is major player in the international cashew market. (Shrikrishna et.al. 2012).

TABLE 2: ALL – INDIA AREA, PRODUCTION AND YIELD OF CASHEW NUT

Year	Area in '000 hector	Productive Area '000 hector	Production in '000 Tonnes	Yield (kg/ha)
1990-91	532	464	295	636
1991-92	534	482	305	633
1992-93	560	508	349	687
1993-94	565	517	348	673
1994-95	577	510	322	631
1995-96	635	485	418	862
1996-97	659	515	430	835
1997-98	675	512	360	703
1998-99	706	573	460	803
1999-00	686	601	520	865
2000-01	720	627	450	710
2001-02	750	666	470	710
2002-03	770	675	500	760
2003-04	780	684	535	800
2004-05	820	700	544	810
2005-06	837	760	573	815
2006-07	854	765	620	820
2007-08	868	770	665	860
2008-09	893	835	695	773
2009-10	923	882	613	695
2010-11	945	906	653	720
2011-12	979	924	725	749
2012-13	992	944	753	760

Source: The Directorate of Economics and statistics. (2013)

TABLE 3: AREA, PRODUCTION AND YIELD OF CASHEW NUT IN MAJOR CASHEW NUT PRODUCING STATES IN 2012-13

State	Area in '000 hector	Production in '000 Tonnes	Yield (kg/ha)
Andhra Pradesh	184	118	641
Maharashtra	184	225	1221
Odisha	164	101	616
Tamil Nadu	136	62	454
Karnataka	122	75	611
Kerala	85	77	906
Goa	57	30	526
Jharkhand	12	5	417
West Bengal	11	12	1091
Others	36	49	1357
All India	992	754	760

Source: The Directorate of Economics and statistics. (2013)

In Andhra Pradesh and Maharashtra the total area under cashew is 184000 hectare with an annual production of 118000 and 225000 respectively tons. The area under cashew of Odisha, Tamil Nadu, Karnataka, Kerala, Goa, Jharkhand and West Bengals are as follows 164000, 136000, 122000, 85000, 57000, 12000 and 11000 tonnes respectively.

The production of Odisha, Tamil Nadu, Karnataka, Kerala, Goa, Jharkhand and West Bengals are as follows 101000, 62000, 75000, 77000, 30000, 5000 and 12000 tonnes respectively.

The yields from the cashew kernels is 641000, 1221000, 616000, 454000, 611000, 906000, 526000, 417000, and 1091000 Kg/ha in Andhra Pradesh, Maharashtra, Odisha, Tamil Nadu, Karnataka, Kerala, Goa, Jharkhand and West Bengal respectively.

The Cashew processing is a highly labour intensive activity. (V.V. GIRI, 2014) The cashew processing industry is highly dependent on imported raw materials for value addition. The export marketing is highly competitive for India. Hence, growth in the indigenous production is a must for the existence and growth of the industry currently, domestic production is hardly half of the requirement. There is good market in India for cashew nut & tremendous export potential too. The markets for processed cashew nuts are growing. (NIIR Project consultancy services)

Thus, apart from its economic significance cashew industry has the potential to play a leading role in social & financial uplift of rural poor for this reason; cashew is generally described as poor man's crops and rich man's food. (Shrikrishna et al. 2012)

## REVIEW OF LITERATURE

Retailers view is a new emerging trend that studies the *factors affecting for purchase of cashew*.

Robert L. Degner & Kary Mathis (1977) in the study entitled "*Point of purchase advertising materials for fresh produce: Retailers' preference*" has been analyze the advertising material affecting on the point of purchase for fresh produce of retailers preference. After analysis of interpretation of data it is concluded that according to retailers' preference the *Quality, quantity, size, and price* are point of purchase advertising materials for fresh produce. Here in this study of factors affecting for purchase of cashew, include quality, price, quantity, size etc. parameters which affecting for purchase of cashew.

Valarie A. Zeithaml (1988) concluded that price, quality and value which affecting consumers as well as retailers purchasing decision, the researcher research in this area about *Consumer perceptions of price, quality and value: A means- end model and synthesis of evidence* has been analyzed that the consumer perceptions towards the price, quality and value. Consumers perceived price, quality, and value of the product or services. The study has made an attempt to understand the consumer perceptions of price, quality and value. The result of these studies through perception on consumer about related price, perceived quality, and perceived value and the factors determining their purchase of products such as price, quality, and value. The study will be useful to the marketers to understand the consumer perceptions towards the related price, perceived quality and perceived value and the study would also be informative to the consumers.

Luanne Lohr (2001) in the study entitled "*Factors affecting international demand and trade in organic food products*" has been analyzed the factors which affecting the international demand of organic food products and the trade of organic food products. The result of these studies price premiums is expressed to the percentage by which the price of organic product is more than the price of the similar conventional product which has been affecting to the international demand. Price-quality trade off, country of product origin and social goals which factors affecting international demand of organic food products.

Ike, P.C. and Chukwuji, C.O. (2005) in the study entitled, "*Efficiency measurement of cashew nut marketing in Enugu state, Nigeria*" has been analyzed the efficiency measurement of cashew nut marketing. It is concluded that in Enugu state, Nigeria the performance of cashew nut marketing. It also measurement of



the effect of inputs which involved in the cashew nut marketing on the variable profits and also measured the sellers structure has been measured by the *market margin analysis of the sellers concentration*. This study of cashew nut marketing through profitable measurement from the viewpoint of markets structure and profit functions.

Aglrongiarhuoyi Anthony E., Aigbekaen E. O., and Akinbile L.A. (2008) in the study entitled, "*Awareness of cashew products potentials and market information among farmers in Kogi state, Nigeria*" has been analyzed the awareness of cashew products potential and market information among farmers and also the study of the factors influencing cashew marketing. It is concluded that the factors influencing of cashew marketing has been poor price of nuts, inappropriate government policies, poor extension contacts, inadequate processing and small nut sizes also affect the cashew marketing.

T. Vilasachandra (2007) in the study entitled, "*Supply chain analysis of raw cashew nuts in Goa*" has been analyzed that the supply chain of the raw cashew nuts. It is concluded that there are three marketing channels in cashew raw nuts. The first one is co-operatives intermediary between producer and processor. The co-operatives are playing a role of intermediary in cashew raw nuts. The second channel of marketing of cashew raw nut is direct marketing by producer to processor. There are no intermediaries between producer and processor. And the last channel of marketing of raw cashew nut is traders as intermediary between producer and processor. It indicates that the *intermediaries are playing an important role for the cashew nut products*. An intermediary includes *retailers, traders, co-operatives* etc.

A Balamurugan, Dr. S.K.Nagarajan (2013) in the study entitled, "A marketplace investigation of cashew nut in Cuddalore" has been undertaken with the objectives to marketing analysis of cashew in Cuddalore district in Tamil Nadu analysis of the study was undertaken with the help of survey conducted. After analysis and interpretation of data it is concluded that in cuddalore irrespective land size the farmers are not get sufficient support from the government for the cashew marketing. It also concluded that there are lacking in information channel to get the more awareness about the cashew markets. The retailers or intermediaries are the best sources (channel) for the marketing of cashew nut and cashew products.

Naik Amita Namdeo, K. Koulagi and L.K.Wader (2007) in the study entitled, "Grade development and study of price –quality relationship of cashew nut in north district of Goa" has been concluded that the grade of the cashew nut standard based on their price-quality relationship. The price and quality relationship are based on the different parameters. The price and quality these two parameters are important for the cashew nuts. And the cashew nut price is based on the quality of cashew.

## OBJECTIVES OF THE STUDY

The present study is undertaken with objective to know the present scenario of cashew market and to analyse the various factors affecting for purchase of cashew. It will also investigate the factors focused by on purchase of cashew by consumers.

## STATEMENT OF THE PROBLEM

India is one of the major producers and processor of cashew. Cashew is one of the important dry fruit in food basket. The present study focuses on the present status of cashew industry. As intermediaries are playing an important role for the cashew nut products (Vilasachandra (2007)) the study will investigate on various factors affects on cashew purchase from retailers point of view. Thus the study entitled "*Present Scenario Of Cashew Market And Factors Affecting On Purchase Of Cashew: South Gujarat Retailers Perspectives*" will reveals the insights of it.

## RESEARCH METHODOLOGY

The research methodology includes data and the sources of data, sample size, area of the study and framework of analysis. The present study is empirical in nature and it is based on primary and secondary data. Primary data had been collected from 100 respondents through a structure questionnaire covering different groups of retailers in Valsad and Navsari districts. The secondary data have been collected from various books, magazines, journals, news paper, internet and published and unpublished thesis. The sample sizes of 100 respondents were taken for the research work in Valsad and Navsari districts. The sampling technique follows in this study is purposive sampling. The Retailers engaged in selling cashew were contacted to get desired information for the study.

## RESULT AND DISCUSSION

For the present study the retailers were surveyed in the study area having characteristics shown in table no.4.

TABLE -4: PROFILE OF RESPONDENTS

Age of Respondents		
Parameters	Frequency	Percent
Below 20 Years	1	1.0
20-30 Years	27	27.0
30-40 Years	30	30.0
40-50 Years	22	22.0
50-60 Years	15	15.0
More than 60 Years	5	5.0
Education of Respondents		
Below SSC	28	28.0
SSC	28	28.0
HSC	27	27.0
Graduate	14	14.0
Post Graduate	1	1.0
Others	2	2.0
Annual Turnover		
Less Than 50000	48	48.0
50000-100000	34	34.0
100000-150000	7	7.0
150000-200000	4	4.0
200000-250000	3	3.0
More Than 250000	4	4.0
Experience in Business		
Less Than One Year	5	5.0
1-5 Year	11	11.0
5-10 Year	19	19.0
10-15 Year	15	15.0
15-20 Years	19	19.0
More than 20 years	31	31.0

Source : Primary Data

Out of the total respondents majority are of 30-40 years group followed by 20-30 years age. There are 79% of respondents having age between 20-50 years while, 56 % of respondents having SSC or below SSC in education. There are 48 % retailers in study area having less than 50000 annual turnover through cashew while 34 % respondents are there having annual turnover through cashew in range of 50000-100000. Majority of retailers were having more than 20 years of experience in cashew business.

TABLE 5: TYPE OF STORE/SHOP

Type of Store	Frequency	Percent
Provision Store	23	23.0
Kirana Store	56	56.0
Departmental Store	16	16.0
Bakery	5	5.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary Data

As shown in table no 5 majority of respondents were from Kirana store followed by provision store. There are 51 % retailers doing business in cash and 49 % retailer doing business in credit and out of that 65 % retailers get more than 25 days credit.

TABLE -6: CORRELATION BETWEEN ANNUAL TURNOVER AND MARGIN EXPECTED BY RETAILERS

Spearman's rho	Margin Expected	Correlation Coefficient	Margin Expected	Annual turnover
		1.000		.332(**)
		Sig. (2-tailed)	.	.001
	Annual turnover	N	100	100
		Correlation Coefficient	.332(**)	1.000
		Sig. (2-tailed)	.001	.
		N	100	100

\*\* Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data

Table 6 shows the Correlation between Annual Turnover and Margin Expected by retailers. The correlation co efficient is significant at the 0.01 level. It can be concluded that there is significant positive weak correlation between Margin Expected by retailers and Annual Turnover.

TABLE -7: CORRELATION BETWEEN ANNUAL TURNOVER AND EXPERIENCE IN BUSINESS BY RETAILERS

Spearman's rho	Annual turnover	Correlation Coefficient	Annual turnover	Experience in business
		1.000		-.211(*)
		Sig. (2-tailed)	.	.035
	Experience in business	N	100	100
		Correlation Coefficient	-.211(*)	1.000
		Sig. (2-tailed)	.035	.
		N	100	100

\* Correlation is significant at the 0.05 level (2-tailed).

Table 7 shows the Correlation between Annual Turnover and Experience in Business by retailers. The correlation co efficient is significant at the 0.01 level so, It can be concluded that there is significant negative weak correlation between Annual Turnover and Experience in Business by retailers.

TABLE 8: FACTORS AFFECTING ON ORDERING OF CASHEW

Parameters	Mean
Past Experience	2.52
Margin	1.00
Quality	1.00
Discount	5.00
Packaging	2.46
Replacement	2.60
Time availability	1.00
Support for company	1.00
Credit period	2.47
Varieties	1.04
Consumer acceptance	1.00

As shown in table no 8 it is surveyed various factors affecting on retailers decision on cashew purchase are Margin, Quality of cashew, Timely Availability, Consumer Acceptance and various varieties.

TABLE 9: FACTORS AFFECTING ON CASHEW PURCHASE (Consumer from retailer point of view)

Parameters	Mean
Price	1.00
Discount	5.00
Packaging	2.49
Taste	1.04
Availability	1.00
Color	1.40
Size	1.40
Shelf life	1.28

The information regarding various parameters on which consumers take decision for cashew purchase was surveyed and its revealed that consumers focuses on Price, Availability, Shelf life, Colour and Size while purchasing cashew.

## FINDINGS AND IMPLICATIONS

In present study it is revealed that majority of respondents were young and educated up to HSC. More than 82 % respondents generate less than Rs.100000 turnover through cashew. Majority of retailers are having rich experience in cashew business. In the study it is also find out that there is correlation between Margin Expected by retailers and Annual Turnover. The Correlation between Annual Turnover and Experience in Business by retailers was also identified.

Margin, Quality of cashew, Timely Availability, Consumer Acceptance and various varieties are the factors that affect on retailers purchase decisions. The consumers giving importance to factors like Price, Availability, Shelf life, Colour and Size while purchasing cashew.

The cashew processors need to focus on above said parameters which processing of cashew. It is also implied that it is meaningful to appoint retailers having rich experience in cashew business

## CONCLUSION

India is the one of the major producer, processor , exporter and consumer of cashew kernel in the world. The study on present scenario of cashew market indicates the great opportunity for cashew. The study concluded that retailers are one of the important member of supply chain. There are various factors that affects on purchase decision of retailers like Margin, Quality of cashew, Timely Availability, Consumer Acceptance and various varieties available.

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