




## A STUDY ON THE PROBLEMS AND PROSPECTS OF COCONUT PRODUCTS PRODUCTION AND MARKETING IN THE DISTRICT OF TIRUPATI


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### Abstract:

Coconut product marketing is one of India's oldest, most commonly recognized, and sophisticated valuable cultivations. This essay attempted to explain the issues and opportunities for selling coconut products in the Tirupati area. The sample of 100 respondents was purposefully drawn from Tirupati. The data was analyzed using simple percentage analysis and cross tabulation. Because of its broad use in a variety of culinary and food applications, the manufacture and marketing of desiccated coconut powder products has received considerable attention. The purpose of this study is to investigate merchants' perceptions of challenges in the production and marketing of desiccated coconut powder products. During the production phase, aspects such as acquiring high-quality coconuts, guaranteeing efficient drying procedures, and keeping consistent quality are important.

**Key words:** Coconut, Marketing, Production, Plantation, Profitability

**JEL CODE:** M31, L1, L11.

### 1 Introduction:

Coconut, known as the "tree of life," has been an integral part of various cultures and economies for centuries. The versatility of coconut products, ranging from food to cosmetics and industrial applications, has led to its widespread cultivation and utilization. In India, coconut holds

significant cultural, economic, and nutritional value. The Tirupati district, situated in the southern state of Andhra Pradesh, has a considerable presence of coconut cultivation and coconut-based product industries. This study aims to delve into the problems and prospects associated with coconut products production in Tirupati district. Coconut farming has long been a critical component of the Indian economy. Despite the fact that India ranks first in terms of coconut output and productivity, coconut producers in India were suffering a variety of issues, which resulted in a decline in quality nuts produced, reflecting the globally competitive nature of the market. Lack of awareness of new crop development advances, a lack of quality material from plants for farmers, a lack of suitable farming practises, and pest issues must all be properly addressed in order to make coconut production appealing. Disasters, fluctuating prices, bug infestations, and rainfall all have a big impact on a farmer's income. They couldn't always get the money they needed to grow or develop a business. The coconut fruit and palm are thought to have originated on South Asian soil. According to research, the palm is endemic to Asia's Ganges Delta. A number of studies have also claimed that the fruit originated in the northwestern part of South America. The amount of fossil records that are being investigated. Some of the fossils discovered in New Zealand indicate that the palm thrived along the New Zealand coast as long as 15 million years ago. Early-stage coconuts are mostly taken from coconut trees for the production of coconut water. Tender coconut is the name for it. The dried coconuts are picked and preserved until the fibrous husks of the coconuts are totally dry. They are grown across the tropics for fibre and fuel, but they are best recognised as a food source. They are also the world's fifth most important vegetable oil crop. The crop's annual contribution to the country's Gross Domestic Product (GDP) is projected to be more than Rs.7,000 crores. It also gets Rs.300 cores in foreign exchange each year through the export of coir and coir products. More than 10 million people in the country rely on coconut cultivation, processing, marketing, and other related economic activities.

**1.1 Importance of Coconut Products:** Coconut products are known for their nutritional benefits, culinary applications, and industrial uses. Coconut water, oil, milk, and various by-products contribute to the local and global economy. The increasing demand for natural and organic products has further boosted the market for coconut-based items, creating opportunities for both farmers and entrepreneurs.

## 2 Review of Literature

*S. Raj Kumar and R. Tamil Selvan (2022)* in their study entitled “Importance of Coconut Cultivation” pointed out the significance of coconut as a source of edible oil and as an agro-based raw material for many industries such as manufacture of shell powder, and handicrafts. Fermented coconut toddy is an intoxicant used widely in the west coast of India. Vinegar and jaggery are important by – products of coconut toddy. The tree trunk is used as a building material and for making furniture. Fifty percent of the total coconut production is converted into copra. Coconut crop is raised in India under varying soil and climatic conditions in 17 states and 3 Union Territories. As the coconut tree is versatile in its adaptability to wide range of soil conditions,

coconut cultivation has begun to spread from the west coast of India to interior regions of Tamil Nadu especially to Erode District and Thanjavur District. In an in-depth study of coconut development in India, Sugata Ghose traces the different stages of coconut development.

**Sugata Ghose (2020)** gives a brief sketch of the different stages in the progress of coconut production in India since independence and points out the encouraging trend after the formation of the Coconut Development Board in 1981. The efforts of the Board resulted in increase in production and productivity and by 1996 total production was 13.9 billion nuts with the index reaching the all-time high of 425.6 points. Productivity increased to 7779 nuts per hectare. Even though a slight decrease occurred during 1996 to 98 total production was maintained at the level of 13 billion nuts and India became the highest producer of coconut in the world.

**Jose Mathew (2019)** advocates the advantages of Drip Fertigation as a successful technology for integrating irrigation and fertilization. According to him irrigation and fertilization are the two most critical management factors that influence growth, yield and quality of agricultural crops. The use efficiency of these inputs is very low in India i.e. 30 to 40 percent. This leads to low crop productivity, degradation of soil health, and increased environmental pollution apart from the wastage of substantial quantity of these costly and scarce inputs. Adoption of Drip Fertigation technology has opened up new possibilities to optimize and integrate the use of water and fertilizer enabling to harness high crop yield and ensuring a healthy soil environment

**R. Veeraputhiran (2018)** suggests the following strategies to implement drip irrigation which will improve irrigation efficiency to 80 to 90 percent (1) Allocation of government subsidy for drip irrigation (2) simplified procedure for the disbursement of subsidy (3) reduction of gestation period to avail subsidy. Veeraputhiran recommends fertilization for applying fertilizers under drip irrigation and habitation as a new method of weed management. He concludes that drip irrigation system is highly suitable for adoption in growing trees and fruit trees, wide-spaced and commercial crops and that there is great prospect for rapid expansion of area under drip irrigation in the 21st century. Outlining the water saving irrigation methods followed to supplement the age-old surface irrigation method such as Sprinkler/Overhead Irrigation Method and Micro or Drip Irrigation.

**Shanthini, G., & Radjaramane, V. (2018)**, the objective of the study is accomplished with the help of secondary data considered for a period of 15 years from 2000-01 to 2015-16. From study it is observed that the growth rates of area, production and yield of coconut in India over the period were positive and significant except Kerala. The yield effect was the most important factor for an increase in production of coconut for all the states.

**Ashik, A. (2018)**, The objective of study is to find out the socio- economic conditions of coir industry in Kerala. The Result indicated that the problems faced by the coir industry are unavailability of labour, lack of government support towards traditional methods and labours face the problems of low wage rate, health issues.

**Hakimi, M., Shafiai, M., & Moi, M. R. (2017)**, This paper attempts to look at the possibility of collaboration of Islamic agricultural finance in agricultural land development realizing the farmers. It was found that the farmers at the survey areas faced the financial problems during the second cycle cultivating yet the farmers have the capability in saving at the financial institutions.

**Mohanraj, N., & Latha, S. (2017)**, to focus of the problems and prospects towards employment in coir industry, with special reference to Singampunari at sivagangai district, it is suggested that the government may enforce labour welfare measures such as provident fund and medical facilities for coir workers.

**Naik, J. N. (2017)**, The present study seeks to examine the growth trends in area, production and productivity in major coconut growing countries. The study is based on secondary data obtained from reports of Food and Agriculture Organization of the United Nations. The time period consider for this study is span of 15 years from 2005-06 to 2014- 15 and out of the 97 coconut producing countries. The results reveals that the leading coconut producing countries in world, viz. Brazil, Malaysia, Vanuatu, Ghana, Papua New Genuine.

**Naik, J. N., & Nagaraja, G. (2017)**, To analyse the impact on social and cultural impact on the coconut cultivators. To examine the awareness and problems of respondents about the coconut marketing. The present study has brought out the profitability involved in the cultivation and economic aspects of coconut. The present study has brought out the profitability involved in the cultivation and economic aspects of coconut.

**Vinodhini, C., & Deshmukh, K. V. (2017)**, This study attempts to examine the socio-economic profile and economics of coconut production in Karur district of Tamil Nadu. Socio economic status of coconut growers, Operation wise per hectare labour required, Per hectare values of inputs, Per hectare cost of cultivation, Per hectare yield, Per hectare profitability. A sample of 60 farmers was selected through multistage sampling technique. Finding indicated that the average size of land holding of coconut growers was 2.82 ha. An average amount of Rs.228082.40 was required for establishing one hectare of coconut orchard and it was observed that per hectare cost of cultivation of coconut orchard was worked out to Rs. 92272.75

**According to the Government of India's Ministry of Agriculture (2011)**, the country's coconut production and marketing scenario has seen phenomenal growth, particularly in terms of production efficiency, as evidenced by the development of improved dwarf varieties of high yielding cross coconut palms, traditional, non-traditional coconut products, and commercial and industrial coconut products. The present state of the coconut industry, as well as the issues faced by producers and merchants engaged in the coconut marketing process, were examined with a focus on the country's current shortcomings in the marketing of coconut and coconut products.

**Nair and Rajesh (2001)** offer a clear picture of the country's coconut area, output, and productivity, mentioning high yield kinds and hybrids, manures and fertilisers, irrigation, intercropping, and pests and diseases as contributors to improved production and productivity. They highlight major production constraints such as the large gap between demand and supply of high-quality plants; small farms where the farmer grows other crops to meet his needs, such as nuts, fruits, vegetables, tubers, and even fuel, leading to the coconut to be neglected; palm tree overcrowding; insufficient and inappropriate manure application; and irrigation constraints.

**Ramkumar (2001)** A field survey was carried out to collect data for this study in four districts of Kerala: Thiruvananthapuram, Alappuzha, Thrissur, and Kozhikode. In each of the four districts, a panchayat was chosen at random. In each of these panchayats, thirty farmers were selected at

random. As a result, 120 farmers were polled from the sample. Copra producers and oil mills were selected at random to provide information on startup and marketing costs, as well as marketing problems. These intermediaries were used to navigate the marketing paths to the oil mills. The most serious marketing problem was a lack of appropriate and fair prices for coconut and its products, as well as price fluctuations. Farmers were nervous to engage the processing business, which included copra farming and oil production.

**3 Significance of the Study:** The findings of this study can contribute to a comprehensive understanding of the challenges and opportunities in the coconut product industry in Tirupati district. The recommendations and strategies proposed based on the study's results can guide policymakers, agricultural extension services, and industry stakeholders in making informed decisions for the sustainable growth of the coconut sector.

**3.1 Statement of the Problem:** While the coconut industry presents numerous opportunities, it also faces several challenges that need to be addressed. These challenges can include agricultural practices, supply chain issues, market access, processing techniques, and sustainability concerns. Additionally, factors such as climate change, pest and disease outbreaks, and fluctuating market trends can impact the stability of the coconut industry.

The coconut products sellers are facing in number able problems and some observed by the researcher as follows:

- Huge maintenance expenses are incurred by the sellers.
- The coconut products sellers are facing problems in getting good quality of coconut products in cheaper cost in throughout the year.
- Perishable and unsold coconut products are not taken by distributor/ manufacturers.

**3.2 Objectives of the Study:**

- To analyses the demographic, business related information of marketers and producers.
- To analyses the various problems faced by the marketers while marketing the coconut products.
- To evaluate the problems faced by the manufacturer while producing coconut products.
- To assess the relationship between the demographic, business information with respect to production and marketing.
- To offer suggestions for better production and marketing.

**4 Research Methodology:** The study will employ a mixed-method approach, combining qualitative and quantitative research techniques. Primary data will be collected through surveys, interviews, and field observations involving coconut farmers, processors, traders, and consumers. Secondary data will be gathered from government reports, academic papers, and industry publications.

**4.1 Research Design:**

Sampling design stands for advanced planning of methods to be adopted for collecting the relevant data and the techniques to be used in their analyse in view the objective of the research. The researcher has to describe the present situation.

**4.2 Sources of Data:** Data sources of any scientific research include both primary and secondary. To gather secondary data, the researcher reviewed various scholarly articles that are related to research objectives. Articles related to present topic of study were searched in journals national and international. The primary data was collected with the help of a questionnaire

**4.3 Primary Data:** The primary data has been collected through Questionnaire.

**4.4 Secondary Data:** The Secondary data has been collected from Journals, Research articles and Unpublished works etc.

**4.5 Sample Selection:** Framers cultivating coconut in the learn about area are popular for the research. Because the study is popular in the study area, 100 respondents were chosen at random from farmers involved in coconut production using a close sampling strategy.

**4.6 Study Period:** The find out about duration for the research work will cover 2-months duration.

**4.7 Study Area:** The Marketers list who are involved in the activity in Tirupati district, Andhra Pradesh, were collected from Tirupati and Nellore area traders' association. In this entire Tirupati district traders and shopkeepers are members in this association. The sample coconut producers were interviewed either in their coconut groves, coconut manufacturers at home, manufacturing their agriculture land and other than these manufacturers of coconut products. The interview was quite informal and in the natural conversational style.

**4.8 Sample Size:** Approximately 10 % of the total Retailer shops were selected based on random sampling. There are a total 40 Retailers in Tirupati district out of which 2 to 3 Retailers shops were selected. thus, the total number of sample responses collected for the study was 100

**Sample Unit:** First, the list of the coconut products manufacturers of Tirupati Revenue division only Using this list, the producers were randomly sampled, as detailed in the sampling plan.

**Sampling Technique:** The survey was conducted by applying the random sampling technique for coconut product manufacturers and marketers. The sampling plan is based on simple random sampling followed by random technique. The total number of the coconut products marketers in Tirupati district population is unknown. So, the researcher has selected randomly 100 samples in entire Tirupati district. The sampling plan is based on proportionate stratified sampling followed by random technique.

**Statistical Tools:** The data thus collected were posted in the master table for further processing. For applying statistical tools in the analysis, statistical packages have been

used. The following statistical tools were employed to analyse and interpret the data. Simple frequency and Chi- square test.

**Hypothesis of the Study:** Hypothesis is a supposition of a proposition assumed for the sake of argument or a theory to be proved or disproved by reference to fact and framing and testing hypothesis is a basic requirement for a research work.

## 5 Analysis and Interpretation:

**Table 1: Nature of wise classification**

S. No	Nature of business	No. of respondents	Percentage
1	Retail shop	30	28.0
2	Wholesale business	20	28.7
3	Commission agent	20	32.7
4	Running for lease	30	10.6
	Total	100	100

**Interpretation:** From the above table it is inferred that 20 (32.7%) of the respondents were commission agent, 20 (28.7%) of the respondents were doing wholesale business, 20 (28%) of the respondents were running retail shop and 30 (10.6%) of the respondents were running for lease. It is concluded that more 32.7% of the respondent's nature of business are commission agent.

**Table 2: Mode of payment when purchase on credit**

S.No	Mode of payment when purchase on credit	No. of respondents	Percentage
1	Single payment	30	61.2
2	Part payment	20	38.8
	Total	50	100

**Interpretation:** From the table, it is inferred that 30 (61.2%) of the respondents pay through single payment when purchase on credit. 20 (38.8%) of the respondents do part payment. It is concluded that majority 62.2% of the respondents do single payment when purchased on credit.

**Table 3: Type of coconut sold**

S.No	Type of coconut sold	No. of respondents	Percentage
1	Eatable Coconut Products	30	26.3
2	Coconut Wood based Products	30	31.3
3	Coconut leaf-based Products	20	27.7
4	Coconut shell-based Products	20	14.7
	Total	100	100

**Interpretation:** The table reveals that, out of 100 respondents, 30 (31.3%) of the respondents are selling coconut wood-based products, 20 (27.7%) of the respondents are selling coconut leaf-based products, 30 (26.3%) of the respondents are selling eatable coconut products and 20 (14.7%) of

the respondents are selling coconut shell-based products. It is concluded that majority 32.3% of the respondents are selling coconut wood-based products.

**Table 4: Percentage of profit**

S.No	% of Profits	No. of respondents	Percentage
1	Sufficient	50	33.0
2	Insufficient	30	29.0
3	Moderate	20	38.0
	Total	100	100

**Interpretation:** It is inferred from table, that 20 (38%) of the respondents are getting moderate profit, 50 (33%) of the respondents are getting sufficient profit and 30 (29%) of the respondents were not getting sufficient profit. It is concluded that most 40% of the respondents are getting mode rate of profit.

**Table 5: Position of Returned goods**

S.No	Position of Returned goods	No. of respondents	Percentage
1	Return to Supplier	52	53.1
2	Damaged Sold	17	17.3
3	Own use	11	10.2
4	Remake and sold	20	19.4
	<b>Total</b>	100	100

**Interpretation:** Table shows that, 52 (53.1%) of the respondents have opined that they will return it to their suppliers, 20 (19.4%) of the respondent's remake and sell the returned goods, 17 (17.3%) return the goods as damaged goods and 11 (10.2%) of the respondents use it for their own purpose. It is concluded that, majority 52.1% of the respondents return the goods to their suppliers.

**Table 6: Mode of purchase**

S.No	Mode of purchase	No. of respondents	Percentage
1	Cash	40	50.3
2	Credit	30	16.3
3	Both	30	33.3
	<b>Total</b>	100	100

**Interpretation:** Table shows the mode of payment of the respondents. It was found that 40 (50.3%) of the respondent's mode of purchase was through cash, 30 (33.3%) of the respondent mode of purchase was both cash and credit and 30 (16.3%) of the respondent mode of purchase was through credit. It is concluded that majority 50.3% of the respondent mode of purchase was through cash.

**Table 7: Association between the nature of business- and business-related information (Chi square)**

**H<sub>0</sub>:** There is no significant association between the nature of business and the Items of product sold, place of purchase, mode of purchase, mode of payment when purchased on credit, type of coconut products sold, and percentage of profit.



S.No	Chi-square Test	Value	d.f	Asymp.Sig. (2-sided)	Result
1	Items of product sold	3.864 <sup>a</sup>	5	0.698	NS
2	Place of Purchase	9.837 <sup>a</sup>	8	0.409	NS
3	Mode of purchase	4.473 <sup>a</sup>	7	0.613	NS
4	Mode of payment when purchase on credit	3.681 <sup>a</sup>	5	0.721	NS
5	Type of coconut product sold	4.680 <sup>a</sup>	9	0.858	NS
6	Percentage of profit	9.274 <sup>a</sup>	7	0.158	NS

**SPSS Calculation & S–Significant, NS–Not Significant**

It is found from the table, that the hypothesis is accepted (Not Significant) in all the 6 cases. Therefore, it can be concluded that the nature of business has no impact on business related information.

**H<sub>0</sub>:** There is no significant association between the financial assistance and the various problems faced during marketing of coconut products.

**Table 8: Association between the financial assistance and customer relation**

S.No	Chi-square Test	Value	d.f	Asymp.Sig. (2-sided)	Result
1	Source of capital	13.721 <sup>a</sup>	9	0.132	NS
2	Subsidy loan	2.974 <sup>a</sup>	2	0.394	NS
3	Rate of interest	4.352 <sup>a</sup>	5	0.627	NS
4	Working capital	0.749 <sup>a</sup>	3	0.861	NS
5	Source you avail	17.250 <sup>a</sup>	8	0.044	S
6	Mode of sale	11.091 <sup>a</sup>	6	0.086	NS
7	Bad debts	5.580 <sup>a</sup>	4	0.132	NS
8	Regula customer	2.643 <sup>a</sup>	3	0.450	NS
9	Customer returned any sold goods	3.541 <sup>a</sup>	2	0.314	NS
10	Strategy adopted on returned goods	6.544 <sup>a</sup>	8	0.686	NS
11	Main sale	15.065 <sup>a</sup>	9	0.088	NS
12	Place of huge sale	8.182 <sup>a</sup>	7	0.517	NS
13	Type of Which sales give More profit	12.409 <sup>a</sup>	8	0.053	NS

**SPSS Calculation & S–Significant, NS–Not Significant**

It is found from the table, that the hypothesis is rejected (significant) in 1 case and accepted (Not significant) in 12 cases. Hence it is concluded that nature of business has impact on sources of availing working capital. Remaining financial assistance and customer relation has no impact on

nature of business. With the above statistical tables, the inferences were drawn. On continuation the same problems were taken in to consideration and the statements and applied through factor analysis.

**(H<sub>0</sub>):** There is no significant relationship between nature of unit and coconut products producing.

**(H<sub>1</sub>):** There is significant relationship between nature of unit and coconut products producing.

**Table 9: chi-square test to find the significant relationship between nature of unit and  
Coconut products producing**

<b>Coconut Products Producing Nature of unit</b>	<b>Coconut based Products</b>	<b>Coconut Wood based Products</b>	<b>Coconut Leaf based Products</b>	<b>Coconut Coir based Products</b>	<b>Total</b>
Cottage Industry	2	2	2	1	2
Tiny Unit	5	1	1	2	9
Small Scale Unit	3	2	3	1	9
<b>Total</b>	10	5	5	3	20

**Table: 10 Chi-square test**

	<b>Value</b>	<b>d.f</b>	<b>Asymp. Sig. (2-sided)</b>
Pearson Chi-Square	191.513 <sup>a</sup>	7	.000
Likelihood Ratio	9.015	5	.000
Linear-by-Linear Association	.013	1	.113
N of Valid Cases	100		

**Interpretation:** Since the calculated value is higher than the table value and our hypothesis is proved, null hypothesis is rejected. Hence alternate hypothesis is accepted. So there is significant relationship between nature of unit and coconut products producing

**Table 11:** Marketing Problems:( Ha – highly applicable; A – applicable; N – neutral; DA – dis applicable; HDA – highly dis applicable)

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<b>Marketing Problems</b>	<b>HA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>HDA</b>	<b>Total</b>
Lack of Awareness on Trade	10	20	40	20	10	100
Lack of infrastructural facilities	20	15	15	20	30	100
Paucity of Funds for Expansion	10	20	25	25	20	100
Lack of Coordinating agency to give market support	10	30	20	20	20	100
Lack of Procuring Agency	10	20	20	20	30	100
Inadequate market information	10	20	10	40	20	100
Erratic Fluctuation in Price	20	20	20	10	30	100
Lack of propaganda from the government	10	30	20	20	20	100
High Cost of Packing	20	30	10	20	20	100
High rate of damage in transit	10	30	20	20	20	100
Frequent changes of in taste and preference of consumers	10	20	40	20	10	100
Frequent emergence of hybrid varieties	10	20	20	20	30	100
Short Supply to fulfil bulk orders	10	30	20	20	20	100
Improper grading and packing Procedures	10	30	20	20	20	100
Lack of Storage Facilities	10	20	20	30	20	100

**Table 12: Regression Analysis**

<b>Marketing Problems</b>	<b>HA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>HDA</b>	<b>Mean score</b>	<b>Mean</b>	<b>Rank</b>
Lack of Awareness on Trade	10	20	40	20	10	.555	51.80	1
Lack of infrastructural facilities	20	15	15	20	30	.605	40.47	7
Paucity of Funds for Expansion	10	20	25	25	20	.603	40.07	8
Lack of Coordinating agency to give market support	10	30	20	20	20	.465	30.93	10
Lack of Procuring Agency	10	20	20	20	30	.523	34.67	12
Inadequate market information	10	20	10	40	20	.594	39.67	9
Erratic Fluctuation in Price	20	20	20	10	30	.589	39.13	5
Lack of propaganda from the government	10	30	20	20	20	.667	44.33	4
High Cost of Packing	20	30	10	20	20	.640	42.60	5
High rate of damage in transit	10	30	20	20	20	.650	45.27	3
Frequent changes of in taste and preference of consumers	10	20	40	20	10	.513	34.33	11
Frequent emergence of hybrid varieties	10	20	20	20	30	.591	39.40	8
Short Supply to fulfil bulk orders	10	30	20	20	20	.696	46.40	2
Improper grading and packing Procedures	10	30	20	20	20	.566	37.67	9
Lack of Storage Facilities	10	20	20	20	30	.612	41.00	6

**Interpretation:** The above table result it is found that Lack of Awareness on Trade ranks 1, Short Supply to fulfil bulk orders ranks 2, High rate of damage in transit ranks 3, Lack of propaganda from the government ranks 4, High Cost of Packing ranks 5, Lack of Storage Facilities ranks 6, Lack of infrastructural facilities ranks 7, Paucity of Funds for Expansion ranks 8, Inadequate market information ranks 9, Frequent emergence of hybrid varieties ranks 10, Erratic Fluctuation in Price ranks 11, Improper grading and packing Procedures ranks 10, Lack of Procuring Agency ranks 12, Frequent changes of in taste and preference of consumers ranks 14 and Lack of Coordinating agency to give market support ranks 12

**Table 13: correlation coefficient**

To find relation between raw materials required and place of purchasing required raw materials

	Raw materials required	Place of Purchasing requiredraw materials
Spearman's rho Raw materials required Correlation Coefficient Sig. (2-tailed)	1.000	-.155 .092
N	100	100
Place of Purchasing required raw materials Correlation Coefficient Sig. (2-tailed)	-.155 .093	1.000
N	100	100

**Interpretation:** Positive correlation exists, hence there is significant relationship between raw materials required and place of purchasingrequired raw materials.

## 6 Findings:

- 41% of respondents' business units are in the cottage industry.
- 45% of responders make goods out of coconut wood.
- Coconut is the most often requested raw ingredient, accounting for 30% of responses.
- 34% of respondents get their raw materials on the open market.
- 39% of respondents favour things made from coconut shells.
- Family members provide information to 43% of respondents.
- The majority of respondents (56%), use a shift system.
- 42% of those polled worked for 12 hours or more.
- 42% of respondents produce because their company is a family business.
- 36% of respondents get their coconut goods mostly from coconut board.
- 34% of participants use a particular trainer board to create coconut goods.
- 47% of new product suppliers are mostly technological.

## 7 Suggestions:

- Marketers must focus on the quality of the coconut product, which is the most basic and highest expectation that people have.
- Creating a proper brand name will undoubtedly improve the image of the products.
- Marketers can focus more on positioning the point-of-sale strategy at the micro-level rather than the macro-level.
- Discounts, extra quantities, and home delivery of coconut items will be more beneficial to a consumer.
- Cultivators must receive appropriate financial help for planting and harvesting on various times.
- Women and men in self-help groups can be taught to alleviate workforce shortages.
- As the notion of Neera has grown in popularity in recent years, producers might focus on researching and practising it for added benefits.

## 8 Conclusion:

Agriculture is the primary occupation of many people in the Tirupati area, and it has allowed agriculturists to live their lives in a self-deprecating manner. Over the years, the producers have been obliged to live at high latitudes due to a variety of factors such as drought, soil, resistance, and so on. Despite these challenges, the coconut business has grown significantly by producing and marketing using the current infrastructure.

Farmers must diversify their agricultural practises. This will result in more money and strategies to keep profits. To promote sustainability, scientists, researchers, and farmers must convene in a forum to discuss and implement ideas. Coconut marketing will provide greater revenue if market segmentation is done properly by concentrating on customer demands.

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