

Economic and marketing supply chain analysis of guava

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ABSTRACT : The present study was conducted in Kaushambi district, India during October, 2014 to February, 2015 to perform the economic and marketing supply chain analysis of guava. A comprehensive survey was conducted to collect information on fixed and variable cost as well as to examine the existing marketing supply chains (SC_1 : Producer → Consumer; SC_2 : Producer → Retailer → Consumer; SC_3 : Producer → Commission agent → Retailer → Consumer and SC_4 : Producer → Commission agent → Wholesaler → Retailer → Consumer) in relation to net profit of producer, marketing cost, marketing loss, marketing margin, marketing efficiency and producer share in consumer price of two varieties of guava. The per cent share of fixed and variable cost in total cost of cultivation were 52.27% and 47.73% respectively. In spite of higher cost of cultivation and cost of production, gross return, net return and benefit cost ratio were higher in guava variety Surkha as compared with Allahabad Safeda. The net profit of the producer was significantly higher in marketing supply chain SC_1 , followed by SC_2 , SC_3 and SC_4 . The marketing cost, marketing loss and marketing margin of fresh guava were significantly higher in marketing supply chain SC_4 , followed by SC_3 , SC_2 , and SC_1 . The results revealed that the net profit of the producer decreased significantly with increase in number of intermediaries in marketing supply chains, whereas marketing cost, marketing loss and marketing margin increased significantly with increase in the number of intermediaries in marketing supply chains. The standardized beta co-efficient showed that commission charges by commission agent was most dominant factor influencing marketing cost of guava, followed by transportation charges, packaging costs, rent, electricity and labour expenses and loading and unloading charges. The marketing efficiency and producer share in consumer price for both varieties of guava was significantly higher in marketing supply chain SC_1 , followed by SC_2 , SC_3 and SC_4 . The results revealed that the marketing efficiency as well as producer's share in consumer price decreased significantly with increase in the number of intermediaries in marketing supply chain.

Key Words: Supply chain (SC), net return, marketing cost, marketing loss, marketing efficiency, consumer price, guava.