



# “An Analysis of Dealers Perception on Regulated Markets – A Study of Selected APMC Markets of Gujarat”

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**Abstract:** This paper presents a detailed analysis of Dealers opinion of regulated market or controlled market of Gujarat. The study has been conducted for selected APMC markets of Gujarat. This paper is based on primary data collection. The survey has been done for the APMC Ahmadabad, Anand, Unjha and Rajkot for 400 farmers' about their opinion for selected APMCs.

**Keywords:** Dealers, APMCs of Gujarat

## I. INTRODUCTION

Agriculturalists and dealers are the identical supports for the fruitful operative of controlled markets. The dealers' lively contribution in controlled market is indispensable for its achievement. It is also a motivational factor to agriculturalists' participation in controlled market. The agriculturalists use the controlled market to get a remunerative value and to evade complex marketing incidentals. It is likely for the agriculturalists to get a better price for their product only if there are frequent dealers in the controlled market. The gratification of the agriculturalists in the controlled market is important for its accomplishment but it should not be at the cost of dealers. The dealers have to get a reasonable reappearance for their incessant support. We examined the dealers' view on the amenities in controlled market, the glitches met, their approach towards controlled market and the obligatory actions to augment the working of controlled market. Based on nature of business dealers of three kinds are recognized in the current study. They are Wholesalers, Retailers and Minor dealers.

### 1. Age of the Dealers:

The age of the dealers indicates the level of adulthood they have reached to offer view on the operative of the controlled market. The elder dealers may have more information to deliver opinions on the operative of the controlled market. At the same time, the young dealers may be highly capable of examining the numerous features connecting to the controlled market. As such, the age of the dealers is included as one of the shape variable for the study. The age of the dealers is classified in table 1.

**Table 1**  
**The age of the Dealers**

Age	Type of dealers			
	Wholesalers	Retailers	Minor Dealers	Total
20 - 25	5	0	25	30
25 - 35	6	12	28	46
35 - 45	30	15	30	75
Above 45	19	13	42	74
Total	60	40	125	225

The table 1 presents that out of 225 mainstream of the total dealers 75 (33.3 %) belong to the category of 35 - 45 years of which 30 (50%) are wholesalers and 15 (37.5 %) are retailers and 30 (24%) are minor dealers. There are none in the category of 20 - 25 age group among the retailers, whereas 5 (8.3%) of the wholesalers and 25 (20%) of the minor dealers belong to this group. Among the wholesalers 19 (31.7%) and between the retailers 13 (32.5 %) and between the minor dealers 42 (33.6%) are above 45. Of the four groups identified mainstream (33.3%) are in the age group of 35-45. Least (13.3%) are in the age group of 20-25. It is the same with all kinds of dealers.

### 2. Involvement of Dealers:

The involvement of dealers takes into account the years of experience collected by the dealers in the controlled markets. Since the experience of the dealers divulges their information and sentiments in the operative of the controlled markets, it is comprised as

one of the shape variables. The circulation of the dealers on the basis of their experience in the controlled market is shown in Table 2.

**Table 2**  
**Experience in the Controlled Market**

Experience	Type of dealers			
	Wholesalers	Retailers	Minor Dealers	Total
Less than 5	17	5	23	45
05-Oct	15	21	27	63
Above 10	28	14	75	117
Total	60	40	125	225

The table 2 indicates that majority of the dealers 117 (52 %) have the experience of above ten years. Among the wholesalers 28 (46.7%), retailers 14 (35%) and Minor dealers 75 (60%) belong to this group.

Among the wholesalers highest 17 (28.3%) have less than five years and 15 (25%) have 5 - 10 years' experience. Among the retailers highest 21 (52.5%) have 5 - 10 years' experience and only five (12.5 %) belong to the group of less than five years. Among the minor dealers 23 (18.4%) have less than five years' experience and 27 (21.6%) have 5 - 10 years of experience. As mainstream of dealers 117 have above ten years' experience the info providing by them is truly earnest causative for the study work.

### 3. Frequency of Dealers Meeting the Agriculturalists

The dealers meeting the agriculturalists are extremely important to found a pleasant affiliation among them. Apart from that, the possibility of direct discussion avoids confusion. While exchange takes place, the dealers have to meet the agriculturalists and try to gratify their requirements. Since the requirements and the necessities of the agriculturalists are steadily changing, the dealers should be in continuous touch with the agriculturalists. Table 3 shows the distribution of dealers on the basis of their frequency of meeting the agriculturalists.

**Table 3**  
**Classification of Dealers on the basis of Frequency of Meeting**

Frequency of meeting	Type of Dealers			
	Wholesalers	Retailers	Minor Dealers	Total
Once a week	5	7	37	49
Once in fortnight	22	11	48	81
Once a month	15	13	26	54
Once in two	18	9	14	41
Total	60	40	125	225

Table 3 presents that out of total dealers 81 (36 %) meet once in fortnight, 54 (24 %) meet once a month, 49 (21.8 %) meet once a week and 41(18.2 %) meet once in two months. Out of 60 wholesalers 22 (36.7 %) meet the agriculturalists once in fortnight 18 (30 %) meet once in two months, 15 (25 %) meet once a month and 5 (8.3 %) meet once a week. Out of 40 retailers 13 (32.5 %) meet the agriculturalists once a month, 11 (27.5 %) meet once in fortnight, 9 (22.5 %) meet once in two months and 7 (17.5 %) meet once a week. Out of 125 minor dealers 48 (38.4 %) meet the agriculturalists once in fortnight, 37 (29.6 %) meet once a week, 26 (20.8 %) meet once a month and 14 (11.2 %) meet once in two months. From the study it is incidental that highest number of frequency of meeting is noticed in case of minor dealers 48 and least five in case of wholesalers.

### 4. Dealers Opinion on Competition of Controlled Market Compared to Open Market:

The operative of controlled market is resolute to a large amount upon the marketing excess carried by the agriculturalists and the dealers' important of buying. The dealers' tactic the controlled markets only when it is modest likened to the open market. Table 4 shows the dealers belief of rivalry accessible by the controlled market to open market.

**Table 4**  
**Classification of Dealers on the Basis of Nature of Competition**

Nature of competition	Type of Dealers			Total
	Wholesalers	Retailers	Minor Dealers	
Less competitive	12	10	18	40
Competitive	20	14	40	74
Equally	18	10	32	60
Highly	10	6	35	51
Total	60	40	125	225

Out of 225 dealers 74 (32.9%) feels controlled market as competitive to open market, 60 (26.7 %) feels it as equally competitive, 51 (22.6%) feels it highly competitive and 40 (17.8%) feels it as less competitive.

Among the wholesalers, retailers and minor dealers 20 (33.3%), 14 (35%) and 40 (32%) feels controlled market as competitive to open market respectively. 12(20%) of wholesalers feel controlled markets as less competitive and 10 (16.7%) feels controlled markets as highly competitive. Among the retailers 10 (25%) feels it as less competitive and six (15%) feels controlled markets as highly competitive. Among the minor dealers 18 (14.4%) feels it as less competitive and 35 (28%) feels controlled markets as highly competitive. From the analysis it is inferred that only 40 respondents feel that controlled markets are less competitive. Hence controlled markets are playing a key role in attracting the dealers.

### 5. Mode of Payment by Dealers:

The whole system of controlled markets was presented to defend the farmers from the operation of the dealers. This does not mean that the dealers should be stressed. The dealers also face the trouble of insufficient money. The products cannot be unconfined from the patch until the disbursement is achieved in full and the receiving from the seller is found. Hence details of mode of disbursement are examined and shown in table 5.

**Table 5**  
**Taxonomy of Dealers on the basis of Mode of Disbursement**

Mode of payment	Type of dealers			Total
	Wholesalers	Retailers	Minor Dealers	
Lump sum advance	12	10	12	34
Lump sum advance	10	13	25	48
Full payment while	38	17	88	143
Total	60	40	125	225

The table 5 shows that mainstream of the dealers 143 (63.6%) make full disbursement while buying, 48 (21.3%) make lump sum advance after purchasing and 34 (15.1%) make lump sum advance before purchasing, of which includes wholesalers, retailers and minor dealers amounting 38 (63.3%), 17 (42.5%) and 88 (70.4%) separately.

12 (20 %) of wholesalers, 10 (25 %) of retailers and 12 (9.6 %) of minor dealers make lump sum advance before purchasing. 10 (16.7 %) of wholesalers, 13 (32.5 %) of retailers and 25 (20 %) of minor dealers make lump sum advance after purchasing. Mainstream of defendants 143 (63.6 %) make full payment. This is an reassurance for the agriculturalists to sell in the controlled markets.

### 6. Dealers Opinion on Profits in Controlled Markets:

The purpose of the market committee is to see that the agricultural harvest carried by the seller is vended at best likely price to the agriculturalists. At the same time it is important that the dealings accepted by the dealers are lucrative to them. The main reason of any trader is to attain concentrated profit. The dealers of controlled market are not an lapse to this. But they differ from the dealers in the open market in the way they go to attain the concentrated profit. Table 6 shows the dealers view on the productivity of the trade accepted within controlled market.

**Table 6**  
**Classification of Dealers on the basis of Opinion of Profits**

Opinion	Type of dealers			Total
	Wholesalers	Retailers	Minor Dealers	
Not remunerative	13	10	15	38
Less remunerative	15	12	18	45
Remunerative	18	11	35	64
Equally	12	5	45	62
Highly	2	2	12	16
Total	60	40	125	225

Among the wholesalers, retailers and minor dealers mainstream of the dealers 18(30%), 11(27.5%) and 35(28%) find trading in controlled market as remunerative. However among the minor dealers mainstream 45 (36.0 %) opinion controlled market as equally remunerative. Only 12 (20%) of the wholesalers and 5 (12.5%) of the retailers feel it as equally remunerative. 12(9.6%) of the minor dealers opinion trading in controlled market as highly remunerative. Whereas only 2(3.3%) of the wholesalers and 2(5%) of the retailers view it as highly remunerative. 13(21.7%) of the wholesalers, 10(25%) of the retailers and 15(12 %) of the minor

dealers find controlled market as not remunerative. From the study it is clear that negative opinion is uttered by only 83(38+45) respondents. Hence majority (142) have positive opinion.

**7. Factors Leading to Price Fortitude:**

Price fortitude plays a very significant role in controlled markets. No two years are comparable. The agricultural charges regularly vary for various causes. Given table below shows the many means by which the charges in the controlled markets are fixed by the dealers.

**Table 7**  
**Classification of Dealers on the Basis of Factors Leading to Price Determination**

Factors	Type of dealers			Total
	Wholesalers	Retailers	Minor Dealers	
Interaction with agriculturalists	12	10	20	42
Mediation of administrators	15	5	25	45
Demand and supply	23	13	38	74
Price in open market	10	12	42	64
Total	60	40	125	225

Table 7 presented that 74 (32.9 %) of the total dealers regulate the price with respect to demand and supply. However, the minor dealers 42(33.6%) control by comparison with the price in open market. Among the wholesalers, retailers and minor dealers 12 (20%), 10 (25%) and 20(16%) fix the price by interface with agriculturalists. Mediation of administrators account for 15 (25%), 5 (12.5%), and 25 (20 %) among the wholesalers retailers and minor dealers separately. It is contingent from the examination that it is mostly demand and supply situations and charge in the open market picks the vending price.

**8. Satisfaction Index:**

Table 8 shows the general fulfillment of the dealers who deal with controlled market.

**Table 8**  
**General Fulfillments of Dealers in Controlled Market**

Level of Satisfaction	Type of agriculturalists			Total
	Wholesalers	Retailers	Minor Dealers	
25-50	16	10	32	58
50-75	35	22	54	111
75-100	9	8	39	56
Total	60	40	125	225

The table 8 presented that 111(49.3%) of the dealers are pleased with the general recital of controlled market to the extent of 50-75 %. Among 225 agriculturalists 56 (24.9%) are pleased to the extent of 75 - 100 %. 58 (25.8 %) are pleased only to the extent of 25-50%. As only 24.9% defendants have more than 75 % gratification, controlled markets necessity to be better from the dealers' opinion.

**9. Attitude of the Dealers to the Amenities Available in Controlled Market:**

The attitudes of dealers are likewise important with the attitudes of the agriculturalists of controlled markets. Only the gratified trader can execute better. The attitude towards many amenities at the controlled market has been unhurried to show their attitude to the controlled market. In order to analyze the important alteration among the three groups of dealers about their attitudes in the direction of controlled market 13 variables are measured. The 13 variables are controlled markets delivers cleaning amenities, controlled market has dispensation amenities, controlled market arranges for grading, controlled market has excellence confirming capacity, has electronic weighing scheme, controlled market offers for storing, controlled market arranges promising finance, controlled market has insects, insecticide control, controlled market has infection control, controlled market has market gen system, controlled market has proper linking roads, controlled market has telephone-Fax amenities, and controlled market arranges space for shop.

The dealers were requested to rate the amenities on a five point scale highly agree, agree, moderately agree, disagree and highly disagree. The assigned scores on these scales are 5, 4, 3, 2 and 1 one-to-one.

The F-value has been obtained to find the significant change between the three clusters of dealers regarding their opinion of the various amenities at the controlled market. The F-value on each parameter gained from wholesalers, retailers and minor dealers is individually calculated. The corresponding mean score and the respective F- value of each facility at the controlled market are presented in Table 9

**Table 9**  
**Dealers' Perception on Amenities in Controlled Markets**

Facilities	Mean Score				F- value
	Wholesalers	Retailers	Minor Dealers	Total	
Controlled markets provides cleaning	2	2.625	2.72	2.511	32.220*
Controlled market has processing facilities	1.917	2.625	2.68	2.467	53.900*
Controlled market arranges for grading	2.083	2.625	2.88	2.622	26.653*
Controlled market has quality certifying facility	3.833	4	3.64	3.756	5.634*
Controlled market has electronic weighing system	4	4.625	4	4.111	10.232*
Controlled market provides for storage	4.5	3.96	4.625	4.222	27.638*
Controlled market arranges pledging finance	1.917	2.75	2.68	2.488	27.362*
Controlled market has insects pesticide control	2	2.625	2.68	2.489	32.758*
Controlled market has temperature control	2.25	2.625	2.76	2.6	10.349*
Controlled market has market information system	4.583	4.375	4.16	4.311	9.129*
Controlled market has proper connecting roads	3.833	2.75	2.6	2.956	29.992*
Controlled market has telephone/Fax	2.583	2.625	2.8	2.711	1.445 <sup>ns</sup>
Controlled market arranges space for stall	2.083	2.5	2.96	2.644	27.601*

Concerning the attitude of the dealers to the amenities providing in the controlled market the wholesalers perceived more on market info, since their mean scores are 4.583. Among the retailers the variable is electronic weighing scheme since the mean score is 4.625. Among the minor dealers the highly apparent variable is adequate storage since its mean score is 4.625.

#### 10. Problems Faced by the Dealers in the Controlled Market

An examination of the glitches faced by the dealers in exchange within the controlled market was approved out and the consequences are accessible in Table 10

**Table 10**  
**Problems Faced by the Dealers in the Controlled Market**

Problems	Garrett Mean score	Rank
Low bulk of market influxes	52.3	1
Higher value due to rivalry	47.6	2
Too short retro to judge the quality	43.5	3
Too short period to make sum	40.3	4
Unwieldy process	38.9	5
Negative mind set of agriculturalists	35.4	6
Indifferent attitude of market administrators	33.1	7

The examination discloses Low volume of market influxes as the major problem with the mean score of 52.3. Higher value due to rivalry is the second problematic confronted by the dealers with a mean score of 47.6. Too short period to judge the quality is the third problem with a mean score of 43.5. The fourth problem is too short period to make payment and the mean score is 40.3. Unwieldy procedure with a mean score of 38.9 is the fifth problem. Negative mind set of agriculturalists with a mean score of 35.4 is the sixth problem. Uncaring attitude of market administrators is the last problem with a mean score of 33.1.

11. Important Suggestions by the Dealers to Improve the Functioning of Controlled Markets:

**Table 11**  
**Rotated Component Matrixes**

Factors	Component			
	1	2	3	4
Confirming incessant and continuous stock of market influxes	<b>0.8</b>	0.176	0.058	0.094
Timely info about market influxes	<b>-0.663</b>	0.233	0.196	0.162
Accessibility of standardized influxes	<b>0.529</b>	-0.176	0.277	0.161
Delivery of adequate, current cold storing amenities	-0.043	<b>-0.83</b>	0.124	-0.212
To recover dispensation ability to recover the worth of product	-0.20	<b>0.816</b>	0.127	-0.272
To give incentive to dealers in the form of discount to trade in controlled market	-0.07	0.163	<b>0.792</b>	-0.111
Growth financial aid	0.137	-0.195	<b>0.732</b>	0.193
Cumulative the number of dealers in the market committee	-0.21	0.048	-0.249	<b>-0.707</b>
Instant response of administrators to the complaints of dealers	-0.25	0.142	-0.195	<b>0.642</b>
Effectual operative of market committee to bring agriculturalists and dealers composed	0.409	-0.31	0.088	<b>0.492</b>

The table 11 shows the rotated factor loading for the ten declarations of the dealers to recover the functioning of controlled markets. It is clear from the table that all the ten counsels.

Factor analysis of ten variables connecting to the significant propositions by the dealers to recover the operative of controlled markets have been mined into four factors and the results are presented in Table 12

**Table 12**  
**Important Suggestions by the Dealers to Improve the Functioning of Controlled Markets**

	Number of variables	Reliability Co-efficient	Eigen Value	% Variation
Influxes	3	0.825	2.356	23.561
Facility	2	0.763	1.451	14.515
Finance	2	0.687	1.23	12.297
Human Relations	3	0.715	1.128	11.277

KMO Measure of Sampling Adequacy	0.627
Barlett's Test of Sphericity Approx Chi-Square	343.78
Degree of Freedom	45
Significance	0.0001

The ten qualities comprised for the study of the significant counsels of the dealers to recover the controlled market have caused in four factors namely influxes, facility, finance and human relations. The discussed factors explain the view of the dealers towards the development of controlled Markets to the degree of 61.65%.

The presented important first factor is influxes which entails of three variables in it. The three variables included in influxes clarify the factor to the size of 82.5 %. The Eigen value and the percent of variation of this factor are 2.356 and 23.561 correspondingly. In order to be fruitful in enticing the dealers all events should be taken to recover the quantity and quality of influxes in controlled markets. Incessant and continuous supply and its opportune allusion to the dealers go extended way to improve their trade in controlled market.



The second factor facility account for 14.515 % variance. The Eigen value of this factor is 1.451. This factor contains of two variables and it clarifies the factor to the size of 76.3 %. As the current facilities in the controlled market are insufficient way should be made to modernize and appraise the facilities.

The third factor finance has also two variables and it clarifies the factor to the size of 68.7 %. This factor accounts for 12.297 % variance and the Eigen value is 1.230. Monetary assist is to be given not only to the agriculturalists but also to the dealers.

The fourth factor human relations have three variables and it clarifies the factor to the size of 71.5 %. This factor accounts for 11.28 % variance and the Eigen value is 1.128. All the factors market influxes should be measured as the major factor to be better through radical paces.

## 12. Administrators Perception on Controlled Markets:

The administrators are the people accountable to arbitrate and fulfill the supplies of both agriculturalists and dealers. The administrators may have their own sentiments in the functioning of the controlled market system, on the agriculturalists and the dealers. Since they have substantial information in the operative of the controlled market they may offer suitable facts for the real working of the controlled market. Hence the contemporary research focuses in the administrators' opinions and attitudes.

## 13. Sex of Administrators:

The sex of the administrators has its own role in the opinion of the operative of controlled market in the tricky to be solved and the counsel to improve the efficiency of the controlled market. Hence, the present works consider sex as an important profile variable.

**Table 13**  
**Classification of Administrators on the Basis of Sex**

Sex	Cadre		Total
	Executives	Supervisors	
Male	8	16	24
Female	2	4	6
Total	10	20	30

Table 13 shows the frequency of the administrators on the basis of sex. Priory of the administrators 24 (80%) are male and the rest 6 (20%) are female. The same amount smears to the frequency of the executives and supervisors. 80% of the executives and supervisors are male and 20 % are female.

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