



SOCIO-ECONOMIC DETERMINANTS OF TRADITIONAL TASAR COCOON MARKETING AGENTS OF ANDHRA PRADESH, INDIA

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ABSTRACT

Influence of socio - economic factors on business volume, marketing cost and prize spread in traditional cocoon marketing system of Andhra Pradesh was studied. Primary data have been collected from 72 marketing agents with pre-tested schedule. Marketing agents as defined in the main existing marketing system included primary purchasers, wholesalers (reeler cum weaver) and silk processors (processor of silk yarn to fabrics). Variables such as education, initial capital, type of trader, business ownership, and mode of business acquisition and financial capacity of agents had a direct and significant relationship with cocoon volume handled in the open market. Tasar cocoon producer received the price in the range of ₹ 1100 ~ 1622 for 1000 cocoons and shared accordingly 67.81 - 91.02 % of consumer's price. Primary purchaser doubled his margin by ₹ 150.00 through incurring marketing cost of ₹ 75.00 per 1000 cocoons. The price spread in trading was ₹ 871.00 per 1000 cocoons and the major shares come from wholesaler (34.10 %) and primary purchaser (26.00 %) indicating their important roles. Marketing efficiency (4.46 - 10.14) was found highly efficient as the unit was more than one. Establishing more reeling units, on line futures trading system and consciousness about cocoon quality will be instrumental in speedy marketing of tasar cocoons.

Key words: Marketing agents, marketing costs and margins, price spread, socio- economic factors.