

# Marketing Behaviour of Cashew Farmers

Mr. G. Prabhakaran<sup>1</sup>, Dr. G. Nedumaran<sup>2</sup>

<sup>1</sup>Full Time Research Scholar, Department of Commerce, Alagappa University, Karaikudi, India

<sup>2</sup>Professor, Department of Commerce, Alagappa University, Karaikudi, India

**Corresponding Author:** Mr. G. Prabhakaran

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## ABSTRACT

Cashew nut marketing is not well-organized. The channel is composed of the producer, regional retailers, wholesalers, agents, and exporters. There are no specific merchants for raw cashew nuts because the trade is only permitted for three months out of the year. Frequently, wholesalers or middlemen who assist sales and offer information services stand between retailers and manufacturers. As a result, the involvement of middlemen in the marketing of nuts has significantly increased, which lowers the margin or earnings for cashew producers. The current study's goal was to determine the marketing strategies used by both new and experienced farmers in Tamil Nadu's Pudukkottai District. The study showed how the characteristics of cashew growers and their marketing strategies are related. The study was conducted in the Pudukkottai District. Two communities from each block were picked for the study's goal. In total, 120 people participated in the sample, and 60 farmers were selected from each block. Blocks in Gandharvakottai and Alangudi. Respectively, the old garden and the new garden. The great majority of respondents to the poll exhibited marketing behavior at a medium level. The fresh garden respondents had better marketing behavior than the more experienced garden respondents. Without adding any value, the nuts were being distributed to nearby retailers. The respondents said they hardly ever sold cashew nuts. Before marketing, the majority gave recommendations to their friends and relatives. Few gave extension officials any advice. Age, yearly income, decision-making approach, and progressiveness were found to be significant and determining elements in marketing behavior.

## Keywords:

*Marketing Behaviour, Decision-Making Behaviour, Distribution of Cashew nut farmers, Problems, Market, Cashew farmers*

## Introduction

Cashew nut marketing is not well-organized. The channel is composed of the producer, regional retailers, wholesalers, agents, and exporters. Because it is normal to do so. There are no exclusive traders for raw cashew nuts because they are only available for three months out of the year. Middlemen, also known as wholesalers, typically serve as dealmakers and information providers between dealers and manufacturers. As a result, the involvement of middlemen in the marketing of nuts has significantly increased, which lowers the margin or earnings for cashew producers. (Kalam, 1994). Analyzing the marketing tactics employed by cashew producers is essential. Middlemen now play a significant role in the marketing of nuts as a result, which reduces the margin or rewards for cashew growers. This crop is widely grown in the Pudukkottai district of Tamil Nadu, particularly in two blocks in Alangudi and Gandharvakkottai. Cashew is one of the principal plantation crops, with production of 57,988 metric tonnes (MT) in Alangudi and 91,058 MT in Gandharvakkottai, respectively. Contrary to popular belief, just two blocks—the first in Gandharvakkottai and the second in Alangudi—were dedicated to the cultivation of cashews. The marketing for cashew nuts is disorganized. The channels are made up of the producer, local merchants, wholesalers or agents, and exporters. Due to the industry's seasonality (three months each year), there are no exclusive traders for cashew nuts. In February, May, and June, as well as again in December, cashews were harvested. Since cashew nuts are produced in dry regions of Tamil Nadu and provide revenue for small and marginal farmers, they are of great economic significance. The second-largest cashew nut producer in the nation is Tamil Nadu. However, due to low productivity, the country's production only accounted for 7% of the total output.

## Marketing Behaviour

Businesses can use marketing behavior, also known as behavioral marketing, as a way to create targeted marketing strategies based on their evaluations of client indicators, such as their online behaviors, interests, and geolocation. There are numerous uses for consumer information that companies gather via search histories, internet cookies, and IP addresses. By using this information, firms may create unique profiles for website visitors and deliver marketing materials that are tailored to their online behaviors and previous purchases.

## Importance of Consumer Behaviour Marketing

Understanding consumer behavior is essential for a company to succeed with its current products and upcoming product releases. Regarding the buying of a specific product, consumer attitudes and thought processes vary. If a business does not understand how a consumer would respond to a product, there are various dangers for product failure.

As fashion, technology, trends, lifestyles, disposable income, and related factors change, so do consumer behaviors. A marketer needs to be aware of the changing factors to properly align marketing efforts.

How important is consumer behavior in terms of buying decisions? Several of them are listed in this article.

1. Consumer Differentiation;
2. Retention of Consumers;
3. Design a Relevant Marketing Program;
4. Predicting Market Trends;
5. Competition;
6. Innovative New Products;
7. Improve Customer Services.

## Determinants of Marketing Behaviour

The way a person engages in marketing activities and can rationally defend their decisions is known as their marketing behavior. The conclusions of studies on marketing behavior reemphasized the significance of taking into account the reasons for choices when assessing farmers' marketing behavior. According to studies on the topic, the type of goods, as well as the time, place, and format in which it is advertised, are the main factors influencing marketing behavior. According to other reports, planning orientation, information source utilization, value addition, produce grading, mode of packaging, mode of transportation, distance to market, place of sale, storage facilities, quality orientation, terms and conditions for sale and export orientation, as well as the farmer's risk-taking attitude towards production and marketing, are the main factors influencing marketing behavior.

Research also revealed the challenges farmers had in marketing their produce, in addition to drivers and influencing factors. Additionally, the restrictions are a result of the unfair role middlemen played in reducing the producer's portion of the consumer price. According to studies, farmers are growing increasingly interested in value addition and shorter marketing channels for larger margins. This trend in first-step marketing has also changed. As a result, it is proof that the farmer is ready to make a difference on their own with the correct assistance.

## Changing roles of extension professionals

As a developing agrarian country after winning independence, India has gone through a transactional age. During this time, guaranteeing food security came first, and to ensure sustainable growth, the agriculture sector was commercialized in the end. Extension services have always been crucial in advancing and mainstreaming agriculture during the traditional phase of development, which is linked to the goal of rural development. Agriculture extension is well known all over the world for helping to develop agriculture. When it comes to completing agricultural or rural development initiatives in India, agriculture extension has proven its worth. It has actively supported the creation of several development projects, including the High Yielding Variety Programme (1966), the Intensive Agricultural District Programme (1964), and the CDP (1952).

## Importance of cashews

A fantastic source of fiber, protein, and other healthy nutrients is cashews. They also include a variety of vitamins, minerals, and vital plant compounds that protect human health. Like other nuts, cashews may help with weight loss, blood sugar regulation, and heart health. Contrarily, less research has been done on cashews than on other types of nuts.

## NUTRITIONAL FACTS OF CASHEWS

Like all nuts, cashews are a fantastic source of nutrients and energy. They significantly impact both your physical and mental health. Contains 18 cashews, or 28.35 grams, in one serving of cashews.

- 157 calories
- 8.56 g of carbohydrate
- 0.9 g of fiber
- 5.17 g of protein
- 12.43 g of total fat
- 1.68 g of sugar

## OTHER NUTRIENTS INCLUDE

- 10 mg of calcium
- 0.62 mg of copper
- 1.89 mg of iron
- 1.64 mg of zinc
- 83 mg of magnesium
- 168 mg of phosphorus
- 187 mg of potassium
- 3 mg of sodium

Apart from these nutrients, it is rich in several minerals and healthy compounds.

- Cashew is a rich source of Vitamin B and C,
- They are also a great source of protein and contain a sample amount of unsaturated fats,
- Minerals like copper, magnesium, and manganese present in cashews are essential for energy production, brain, health and immunity.

## Cashew health benefits

The cashew is a well-liked snack, topper, and ingredient in sauces and butter all across the world because of its adaptability and rich flavor. Cashews are frequently consumed by people who are unaware of their history. When presented as a snack, the nut may seem raw and natural, but it is harmful when it is still in the field. It needs to be roasted before it may be eaten without harm. The exterior of the cashew must still be removed to access the delectable product inside, even after the required heat treatment. Cashews are pricey and highly appreciated even among other nuts because of this laborious process. The cashew is a native of several Caribbean Islands, Central America, and South America. They have always been held in high regard in these areas. The nut was originally made known to Europeans in the late 1500s. They then soon spread to portions of Africa and India. Before the General Food Corporation started importing them in large quantities in the 1920s, they were not well-known in the United States. But nowadays, Americans are among the greatest consumers of cashews worldwide. A nutrient-rich food is the festival's well-known cashew nut. It can assist in the treatment of several medical conditions. The advantages of cashew nuts for health are supported by numerous studies. Consuming cashew nuts promotes muscle building. It also keeps diabetes under control. Let's look more closely at a few of

cashews' health benefits. In addition to being a dietary powerhouse in terms of vitamins, minerals, and disease-preventive plant components, cashews are also high in fiber, protein, and healthy fats. Cashews, like other nuts, may promote blood sugar control, weight loss, and heart health. Contrarily, compared to other nuts, cashews have not received as much research.

### **BENEFITS**

- High in protein, fiber, and healthy unsaturated fats,
- Contains generous amounts of magnesium, iron, and vitamin E,
- Cashews also hold zeaxanthin, an important antioxidant,
- Cashew nuts can reduce hunger and help in weight management.

### **CASHEW BENEFITS FOR MEN**

- ❖ Increase fertility,
- ❖ Dietary supplements,
- ❖ Prevent cancer,
- ❖ Healthier eyesight,
- ❖ Boost testosterone levels,
- ❖ Enhanced blood circulation,
- ❖ Fiber production.

### **CASHEW BENEFITS FOR WOMEN**

- ❖ Improve heart health,
- ❖ Improves fetal growth,
- ❖ Enhance mood,
- ❖ Support bone health,
- ❖ Regulate blood sugar in pregnancy,
- ❖ Reduce inflammation,
- ❖ Boost immune function,
- ❖ Support weight loss,
- ❖ Cashew benefits for hair.

### **Objective of the study**

1. To study the marketing behavior of the cashew cultivators in Pudukkottai District.
2. To identify the problem faced by cashew farmers in Pudukkottai District.

### **Distribution of cashew nut farmers**

A range of tasks are performed by participants in marketing channels. To facilitate clients' access to products, indirect marketing channels in particular (wholesalers, retailers, and agents) perform several functions. Due to their features, both manufacturers and consumers obtain benefits or services. Both producers and end consumers value the marketing channel. Between the initial producers and the end consumers, it plays a critical role as a conduit. The four primary marketing channels were listed to the cashew nut growers, who were then asked to score them according to efficacy. The necessary data was acquired, and Table I provides a summary of the findings.

SI.No	Channel No	Description	Garrett Score	Rank
1	Channel 1	Producer-Consumer	87.5	I
2	Channel 2	Producer-Retailer-Consumer	62.5	II
3	Channel 3	Procedure –Wholesaler-Retailer- Consumer	37.5	III
4	Channel 4	Procedure- Commission agent-Wholesaler-Retailer-Consumer	12.5	IV

### Review of literature

(Johnson and Manoharan)<sup>1</sup> in their paper titled “Marketing Behavior of Cashew Farmers” Cashew nut marketing is not well-organized. The channel is composed of the producer, regional retailers, wholesalers, agents, and exporters. There are no specific merchants for raw cashew nuts because the trade is only permitted for three months out of the year. There are frequently wholesalers or intermediaries who conduct business and offer information services between the traders and the manufacturers. There are no specific merchants for raw cashew nuts because the trade is only permitted for three months out of the year.

(Bannor et al., 2022)<sup>2</sup> in this paper “Land tenure system and harvesting time’s influence on the marketing behavior of cashew farmers” In terms of communication, the respondents' preferred personal cosmopolitan sources for learning about cashews were the Rural Welfare Officer and Block Development Officials. Since cashew nuts are produced in dry regions of Tamil Nadu and provide revenue for small and marginal farmers, they are of great economic significance. The second-largest cashew nut-producing state in the nation is Tamil Nadu. The authors made an effort to analyze the information needs, access to information sources, and information search behavior of cashew farmers in nontraditional areas where the area under the crop is expanding given the significance of cashews to the Indian economy and the government's efforts to promote the crop.

(Rajkala & Jansirani, 2020)<sup>3</sup> in her paper analyzed the “study on marketing behavior of the cashew nut farmers” As a result, the involvement of middlemen in the marketing of nuts has significantly increased, which lowers the margin or earnings for cashew growers. Understanding the marketing tactics used by the cashew growers in Tamil Nadu's Pudukkottai District was the aim of the current study. The nuts were sold to neighborhood traders as soon as they were harvested without any value enhancement. When the price was fair and based on the market's demand, most respondents sold cashew nuts. The effect is that the middleman now has a big say in how nuts are sold, which reduces the margin or dividends for cashew farmers. The government may place a high priority on creating a suitable cashew-produce marketing channel to cut out middlemen and increase the price paid to cashew producers.

(Anusuya et al., 2020)<sup>4</sup> in his paper entitled “Socio-economic characteristics of the cashew growth of Tamil Nadu” The crop cashew is widely grown in India and can provide a living. Tamil Nadu significantly impacts the cashew industry in the country. Vietnam, India, Ivory Coast, Philippines, and Benin are the top five producers of cashews. To cover arid hills and safeguard the land, cashew was originally planted in India. It wasn't until the 1950s the cashews' market and commercial possibilities were fully appreciated. The crop cashew is widely grown in India and can provide a living. Tamil Nadu significantly impacts the cashew industry in the country. Vietnam, India, the Ivory Coast, the Philippines, and Benin are the top five cashew-producing nations. Have received medium- to high-level decision-making and cashew farming training. It was determined that in this way, their judgment regarding the production-related issues was independent.

### A problem faced by cashew farmers

- India produces far less nuts on average than other major producers. This may be due to the nation's higher-than-average population of elderly and senile generals, the bulk of whom perform poorly while planting orchards.
- The cashew crop hasn't been able to produce as much as it could because a significant percentage of the cashew growing region is situated in a location with poor soil fertility.
- The fragmented land holdings have limitations in adapting innovative technologies in the cultivation of cashews.
- Much of the supply comes from small-holders, processing is a difficult task.

- Higher initial investment cost for setting up the processing industry.
- Non-availability of sufficient raw materials domestically and uneven supply of raw materials.
- Fluctuating domestic prices and higher costs of imported raw nuts.

### Methodology of the Study

The current study's main focus is on cashew farmers (MCCG), which is both analytical and descriptive. Descriptive research features including survey questions and observational techniques were used in this study. Using a convenience sampling technique, direct communication with cashew growers from the sample respondents is possible. The sample contained 120 replies.

### STATISTICAL TOOLS USED

The researcher has used Frequency Distribution Descriptive Statistics and Correlation.

### DATA ANALYSIS AND FINDINGS

S. No	Factors	Variables	No. of Respondents	Percentage
1.	Gender	Male	69	57.5
		Female	51	42.5
2.	Age	Below 30	25	20
		31-40	24	20
		41-50	23	19
		51-60	21	18
		Above 60	27	23
3.	Marital Status	Married	72	60
		Unmarried	48	40
4.	Resident	Rural	70	58
		Urban	50	42
5.	Education	Educated	46	38
		Uneducated	74	62
6.	Income	Below 1 lakh	30	25
		1 lakh – 5 lakh	36	30
		5 lakh- 10 lakh	22	18
		Above 10 lakh	32	27

Source: Primary Data

### INTERPRETATION

The following information is inferred from Table II:

**Gender:** It indicates that 69 respondents are male and the remaining 51 respondents are female. It referred major 57.5% of cashew farmers belonging to the male category. **Age:** it indicates that 27 respondents are Above 60 and the remaining 21 respondents are 51-60 age respondents. It referred major 23% of the cashew farmers belong to the age category. **Marital Status:** it indicates that 72 respondents are married and the remaining 48 respondents are unmarried. It referred major 60% of cashew farmers belong to the married category. **Resident:** it indicates that 70 respondents are rural area cashew farmers and the remaining 50 respondents are urban areas cashew farmers. It referred major 58% of the cashew farmers belong to the resident category. **Education:** it indicates that 74 respondents are uneducated cashew farmers and the remaining 46 respondents are educated cashew farmers. It referred major 62% of the cashew farmers belong to the uneducated cashew farmers category. **Income:** it indicates that 36 respondents have 1 lakh- 5 lakh high cashew season income earned from cashew farmers and the remaining 22 respondents have 5 lakh -10 lakh low cashew

season income earned by cashew farmers. It referred to the major 30% of cashew farmers belonging to the cashew season period income earned in the cashew farmer's category.

**Table III**  
**Correlation of marketing behavior of cashew farmers**  
**Correlation**

	Gender	Age	Marital	Resident	Education	Income	Satisfaction
<b>Gender:</b>							
Pearson Correlation	1	.571**	0.076	.250**	.376**	0.046	-.364**
Sig. (2-tailed)		0.000	0.412	0.006	0.000	0.615	0.000
N	120	120	120	120	120	120	120
<b>Age:</b>							
Pearson Correlation	.571**	1	-0.057	-0.122	-0.020	0.047	-0.121
Sig. (2-tailed)	0.000		0.538	0.186	0.829	0.608	0.187
N	120	120	120	120	120	120	120
<b>Marital:</b>							
Pearson Correlation	0.076	-0.057	1	-.690**	-0.056	.438**	0.003
Sig. (2-tailed)	0.412	0.538		0.000	0.546	0.000	0.978
N	120	120	120	120	120	120	120
<b>Resident:</b>							
Pearson Correlation	.250**	-0.122	-.690**	1	.477**	-.388**	-.182*
Sig. (2-tailed)	0.006	0.186	0.000		0.000	0.000	0.047
N	120	120	120	120	120	120	120
<b>Education:</b>							
Pearson Correlation	.376**	-0.020	-0.056	.477**	1	0.170	-.262**
Sig. (2-tailed)	0.000	0.829	0.546	0.000		0.063	0.004
N	120	120	120	120	120	120	120
<b>Income:</b>							
Pearson Correlation	0.046	0.047	.438**	-.388**	.170	1	.477**
Sig. (2-tailed)	0.615	0.608	0.000	0.000	0.063		0.000
N	120	120	120	120	120	120	120
<b>Satisfaction:</b>							
Pearson Correlation	-.364**	-0.121	0.003	.182*	-.262**	.477**	1
Sig. (2-tailed)	0.000	0.187	0.978	0.047	0.004	0.000	
N	120	120	120	120	120	120	120

## INTERPRETATION

The correlation coefficient is an indicator of the strength of the linear relationship between the demographic details of the cashew farmers and their satisfaction. The linear correlation coefficient greater than zero indicates a positive relationship and less than zero indicates a negative relationship.

The farmer's gender variable is age (.571\*\*), marital (0.076), resident (0.250\*\*), education (.376\*\*), and income (0.046), positively correlated with all other demographic variables and negatively correlated with their satisfaction (-.364\*\*) levels.

The farmer's age variable is gender (.571\*\*), income (0.047) positively correlated with all other demographic variables and negatively correlated with their material (-0.057), resident (-0.122), education (0.047), and satisfaction (-0.121) levels.

The farmer's marital variable is gender (0.076), income (0.438\*\*), and satisfaction (0.003) positively correlated with all other demographic variables and negatively with their age (-0.057), resident (-.690\*\*), education (-0.056) levels.

The farmer's resident variable is gender (.250\*\*) and education (.477\*\*) positively correlated with all other demographic variables and negatively correlated with their age (-0.122), marital (-.690\*\*), income (-.388\*\*) and satisfaction (-.182) levels.

The farmer's education level variable is gender (.376\*\*), resident (.477\*\*), and income (0.170) positively correlated with all other demographic variables and negatively correlated with their age (-0.020), marital (-0.056) and satisfaction (-.262\*\*) levels.

The farmer's income variable is gender (0.046), age (0.047), marital (.438\*\*), education (0.170), and satisfaction (.477\*\*) positively correlated with all other demographic variables and negatively correlated with their resident (-.388\*\*) levels.

The farmer's satisfaction variable is marital (0.003) and income (.477\*\*) positively correlated with all other demographic variables and negatively correlated with their gender (-.364\*\*), age (-0.121), resident (-.182\*) and education (-.262\*\*) levels.

## Research Gap

In this study, many literature, journals, articles, and books relevant to the present research work were reviewed. Many researchers have already studied it. The economic analysis and importance of cashew, constraint analysis of cashew nut growers, problems of small-scale cashew nut processing units, growth rate performance of cashew analysis, and also cashew development in India. Moderation of cashew processing, cashew productivity performance, and export performance of cashew nut. No study has so far been found specifically on the production and marketing problems faced by cashew farmers in Pudukkottai District. Therefore, the present study is undertaken to fulfill this gap.

## Conclusion and Recommendations

Nuts are being sold without value addition. Infrastructure facilities are required for value addition. The government may take necessary steps to establish cashew processing industries and cashew oil extraction units considering the available export avenues. The cashew garden owners felt a lack of proper marketing channels and a lack of price policy as the major constraints. Hence the government can give property in the establishment of proper marketing channels for cashew produce to prevent the intervention of intermediaries and to ensure a better price for cashew-growing farmers. In addition, the non-existence of cashew processing as a marketing outlet implies that farmers and the country may be lost from such an essential outlet in the cashew supply chains.

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