

## **Analysis of Demographic Profile of Investors in Agricultural Commodity Market of Narmadapuram Division Focused on Soyabean and Wheat Crop**

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### **Abstract**

Agriculture produce is subjected to various risks, which are not only confined to production risk pertaining to weather, pest but also the demand and supply of various countries, other policy and economic factors. With restricted knowledge to understand and comprehend the information, farmers can incur huge losses by selling their produce in distress. Farmers no longer have to contend with just local markets. They also have to account for competition from the world over. Harda, Betul and Hoshangabad district of Narmadapuram division was chosen for the present study. The districts were selected as per stratified random sampling. The above said districts were selected because Soyabean and Wheat crop are cultivated at large while comparing with other districts. The study pertaining about the commodity market covers the period of 3 years (2014-2016). In the present study the age and gender of 300 respondent were recorded.

**Key-words:** Narmadapuram, Demographic, Agricultural Commodity Market

### **Introduction**

India is a commodity based economy, where two-third of the one billion population depends on agricultural commodities. The role of commodity futures markets becomes even more compelling with India moving toward greater trade liberalization, particularly in the context of agriculture. [1-2] India commodity futures markets continue to grow at a rapid pace, with Improved understanding of the value of best regulatory practices and exchange operational procedures. Commodity derivative markets have traditionally been a contentious issue at various policy forums across the world. [3-5] In this chapter a comprehensive prologue to commodity market types of market, constituents of commodity market, its various features, functions and different types of traders, are presented. The proposed work deals with opportunity and

challenges of agricultural commodity market of Narmadapuram division for soyabean and wheat crop. For the same demographic profile of the study area was recorded.

## Methodology

### Study Area

Even though there are so many commodity centers in Narmadapuram division the following districts were selected for this study viz., Harda, Betul and Hoshangabad. The districts were selected as per stratified random sampling. The above said districts were selected because Soyabean and Wheat crop are cultivated at large while comparing with other districts.

### Period of the Study

The study pertaining about the commodity market covers the period of 3 years. (2014-2016)

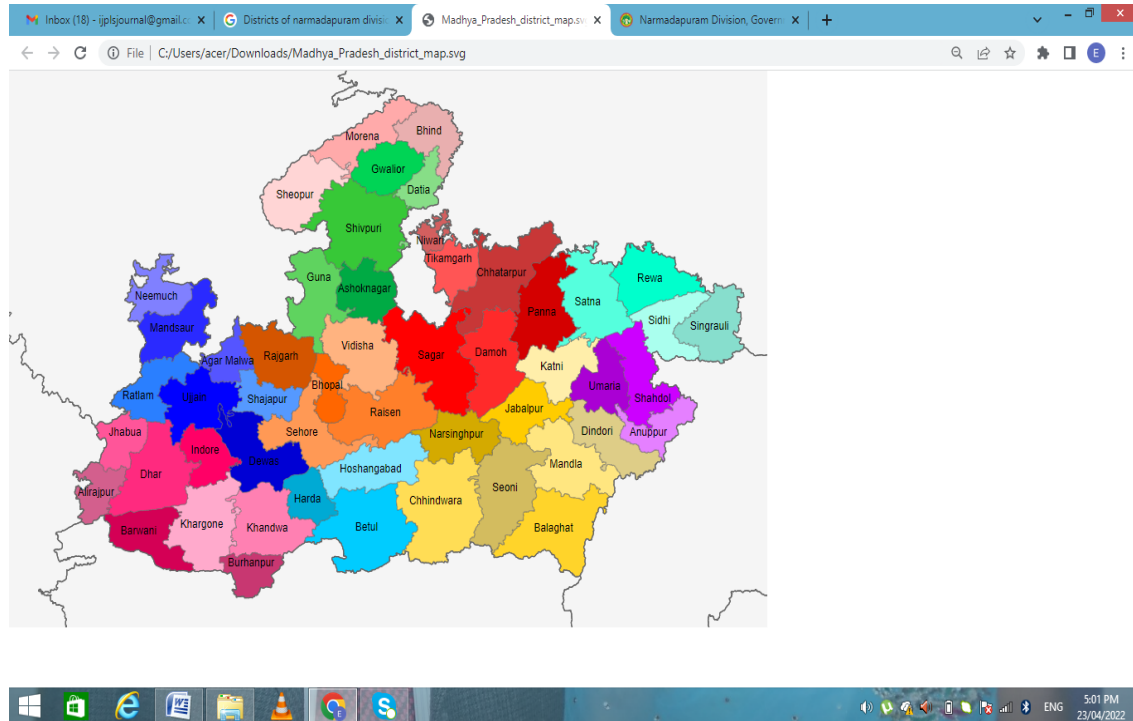
## Methodology

A research is conducted with the main purpose of contribution of something new and unique to the prevailing stock of knowledge in any field by developing a new concept or effecting advancement in the connotation of existing concepts. It can be properly accomplished through any study only through preplanned and well defined steps applying perfectly applicable methods in each steps there by facilitating the collection, analysis, and drawing conclusion smoothly and meaningfully. With a view to effectively carry out the study conceptually and methodologically structured research design is a must. [5-7]



Fig. 1: Narmadapura Division of Madhya Pradesh

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**Fig. 2: Districts (Betul, Harda & Hoshangabad) of Narmadapura Division of Madhya Pradesh**

## Research Design

As the present study is descriptive in nature, it is important to obtain conceptual clarity through explanation given in various books and contributions made by various research studies pertaining to the topic of the present study that concentrates on establishing the functions of commodity market. As the first step, literature relevant to the concepts is reviewed then objectives are formulated and hypotheses are framed. Based on the objectives, questionnaire is formulated for the collection of primary data which is paramount for the study. Primary data is collected by distributing questionnaire to the sample investors. Collected primary data are rigorously analyzed using suitable techniques to obtain true and reliable results which are interpreted to depict significant findings and draw into an appropriate conclusion. Hypotheses are framed and tested using suitable statistical tools. [8-10]

## Plan of Analysis

In order to accomplish the objectives of the study, the collected data are classified, grouped and presented in the forms of tables. These data are thoroughly analysed using relevant statistical tools viz., percentage analysis, one way ANOVA, Independent sample t-Test, Chi-square test SPSS packages to generate meaningful results. Results are interpreted to come out with findings and suggestions. Then conclusion is drawn based on the findings and suggestion offered in the study. [8-10]

**Results and Discussion**

Age is one of the vital socio-parameters in this field of commodity market. With the help of age group of the investor, one can know the experience of the investor. It is clearly shown in table 1

**Table 1: Age distribution of respondents**

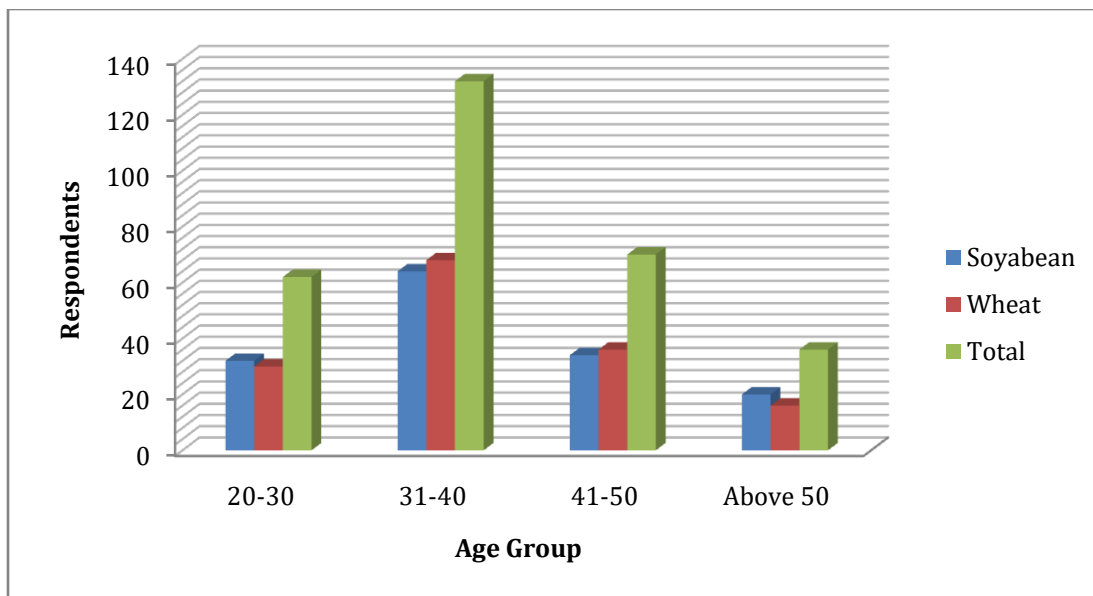
S/No.	Age group of investors (yrs)	Respondents of Soyabean	Respondents of Wheat	Total
1.	20-30	32 (21.3)	30 (20)	62 (20.6)
2.	31-40	64 (42.6)	68 (45.3)	132 (44)
3.	41-50	34 (22.6)	36 (24)	70 (23.3)
4.	Above 50	20 (13.3)	16 (10.6)	36 (12)
<b>Total</b>		<b>150 (100%)</b>	<b>150 (100%)</b>	<b>300 (100%)</b>

Sources: Primary Data

**Note:** Figures in parentheses are indicates percentage to total

H0: There is no relationship between the age and the experience of the sample investors.

Tool	Df	Level of Significance	Calculated Value	Tabulated Value	Results
X <sup>2</sup> test	5	0.05	1.1202	5.8990	H0 accepted



**Graph 1: Age distribution of respondents**

It is understood from the above table that, the majority of the respondents of both soyabean and wheat belonged to the middle age group of 31-40 years with 44 % per cent, in which it is 42.6 for soyabean and 45.3% for wheat respondents. It is followed by the respondents of age group 41-50

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with 23.3 % per cent and the respondents of 20-30 years with 20.6% and above 50 years was only with 12 %. So, it is clear that, the middle aged group of respondents were the majority to invest in soyabean and wheat commodities in Narmadapuram division. As the calculated chi-square value is less than the tabulated value, the stated hypothesis is accepted and hence, it is concluded that, there is no association between the age and the experience of the investors in investing on the agricultural commodities in Narmadapuram division.

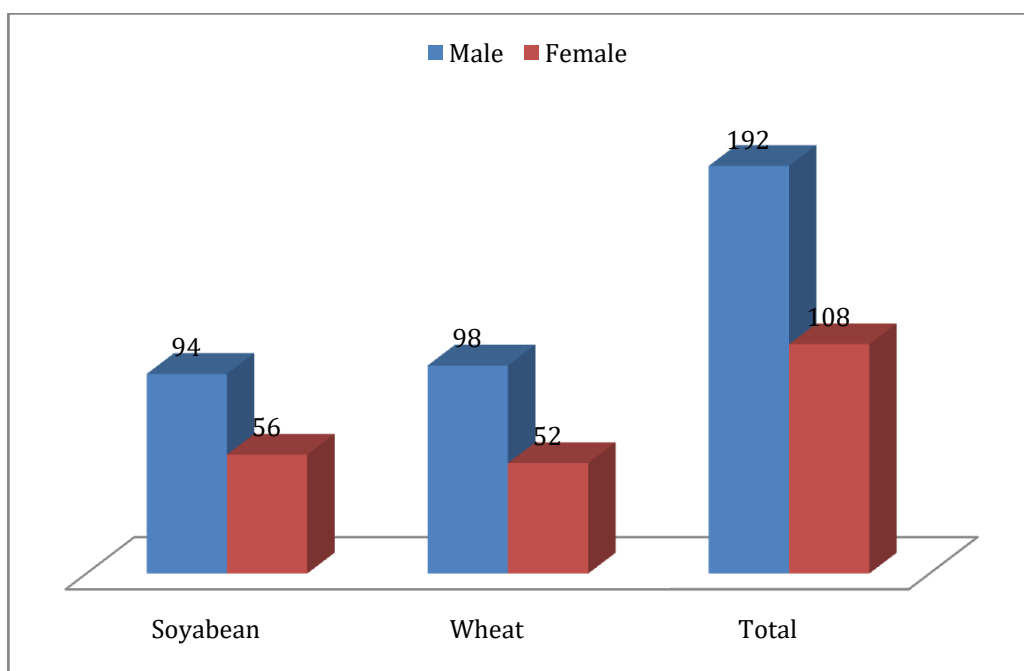
Gender wise classification is considered as an important factor influencing the creation of employment. The Gender wise composition of the investors in commodity market in the contribution of male investors is higher than the female investors. Gender classification details are given in table 2.

**Table 2: Distribution of Gender**

S/No.	Sex	Respondents of Soyabean	Respondents of Wheat	Total
1.	Male	94 (62.6)	98 (65.3)	192 (65)
2.	Female	56 (37.3)	52 (34.6)	108 (36)
<b>Total</b>		<b>150 (100%)</b>	<b>150 (100%)</b>	<b>300 (100%)</b>

Sources: Primary Data

**Note:** Figures in parentheses are indicates percentage to total



**Graph 2: Gender distribution**

H0: There is no relationship between the gender and the investors in the commodity market.

Tool	Df	Level of Significance	Calculated Value	Tabulated Value	Results
X <sup>2</sup> test	5	0.05	0.9245	4.3220	H <sub>0</sub> accepted

In the table 2 it is cleared referred that out of 300 investors in commodity market, male members were 192 investors and females were 108. It is evident that, women investors in the commodity market are very lesser with just 36% in the Narmadapuram division. It is also important to note that, the women investors were much interested in soyabean than when compared to wheat. Hence, the majority 65% of the investors were only male than female 36%. It is very obvious that, the male investors would be more interested on agricultural commodities than the other commodities. Whereas, the female members would be normally interested in gold or silver commodity and hence, their contribution to the agricultural commodity is quite lesser. As the calculated value ( $x^2 = 0.9245$ ) is less than the tabulated value ( $x^2 = 4.3220$ ), the stated hypothesis is accepted and it is concluded that, there is no relationship between the gender and the investors in the commodity market in Narmadapuram division.

### Conclusion

Based on well planned questioner, the data were taken and the results were presented. The conclusion drawn from the results were mentioned that the majority of the respondents of both soyabean and wheat belonged to the middle age group of 31-40 years with 44 % per cent, in which it is 42.6 for soyabean and 45.3% for wheat respondents. Also, the majority 65% of the investors were only male than female 36%.

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