A CASE STUDY ON MARKETING CHALLENGES FACED BY COFFEE PROCESSING INDUSTRY IN COORG DISTRICT

Akkamma KK and Karuna Devi Mishra
Department of Management and Commerce, Amrita School of Arts and Science, Mysuru
Amrita Vishwa Vidyapeetham, Mysuru, Karnataka

ABSTRACT

Coorg is the hub for coffee production. It is the livelihood for 80% of its residents. Every farmer in Coorg produce around 50-500 bags of coffee each year. It is an annual crop. Most of the farmers depends upon the coffee. Coorg is the sixth immense coffee manufacturer in the globe. Cultivating coffee is slow meticulous process. Once the berries are plucked it is like an industry process. The coffee cherry is roasted up to coffee beans & finally converted into coffee powder. Coffee producers face many challenges like nature fury, no proper rains, labour problems, and marketing challenges. The demand for coffee also varies from year to year, and it is dependent on global prices too. The farmers work very hard and finally has to face challenges for marketing produce. This paper focuses on the marketing challenges and its support from coffee board and other sources in order to market the product and economically depend on the income.

Keywords: Marketing challenges, producers, prices, fluctuations.


1. INTRODUCTION

Coorg is a district in the southern state of Karnataka in India, whose residents primarily depend on coffee production. Coffee is one of the most preferred drinks across the world, & is a valuable export commodity. Despite, its value in the market, the producers of coffee rarely benefit from the sales & marketing of coffee. Several factors influence coffee production & its subsequent rates in the market, & the producer is affected by these factors, causing him to lose out on the profits of the crop. Also, the farmer may not be aware of the new strategies for pruning & receiving maximum benefits from the crops. In addition, the producer may be swindled by the middle man.
The study focuses in an in-depth analysis of conditions & problems faced by the coffee farmer, & the techniques he uses to overcome problems. Since the coffee in Kodagu has a unique & rich taste, an increased demand for the product is to be expected. Despite this, the farmer experiences complications to sell their produce to ultimately choose options to sustain their livelihoods. Both productivity & quality are at a risk of being compromised if the current situation prevails.

The cost of the coffee needs to be fixed keeping all the other factors view. Some labour difficulties may be overcome by mechanisation. But, not all process can be mechanised, & labour is essential for the up keep of the plantation. Thus, a comprehensive study was envisioned to determine the factors that trouble the grower, & make him a liability. This study would bring awareness in the community, & would help them in opting better methods to be get higher profits.

Objective of the study
1. To study & understand the challenges of coffee producers in selling their product
2. Analyse the best methods to solve the marketing challenges of coffee industry
3. Understand & educate the coffee processing industry and coffee planters to adopt the best possible routes to market the coffee.

Scope of the study
The study is compact to the Kodagu district. Out of many coffee producers only 50 coffee producers were selected. All type of producers was included for this study.

2. REVIEW OF LITERATURE

<table>
<thead>
<tr>
<th>Title of the paper</th>
<th>Author</th>
<th>Objectives</th>
<th>Observations</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Climate variability &amp; mitigation: and strategies adopted by traditional coffee producers in India”.</td>
<td>P.G.Chengappa, C.M. Devika &amp; C.S. Rudragowda</td>
<td>“The study deals with the perception of coffee growers of variability in climate &amp; the strategies to cop up with changing environment”.</td>
<td>“The ordered probity model estimated the age, size of holding, decrease in yield interruption in monsoon, increase in temperature &amp; unpredictability of coffee growers”.</td>
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<tr>
<td>“The future for sustainable coffee production in India: certified and organic coffee”.</td>
<td>P.G. Chengappa, Devika C.M, Arun Muniyappa, Pradeep Babu B. N</td>
<td>“Paper examines the measure as role of certification to improve the sustainability in view of emerging demand for certified &amp; organic coffees in global market for Indian coffee”.</td>
<td>“The examination from a example of predictable, expert and biological coffee cultivators, showed that approval of authorization plans in Kodagu is comparatively partial with a rare individual-level places in the area of qualified coffees. So, we have claimed that the possible for conservation-oriented guarantee for coffee in Kodagu as a hotspot of biodiversity as well as synchronisation among diversity of worldwide ideals to aggravate the sections’ socio-economic and natural ecosystem”.</td>
</tr>
<tr>
<td>No.</td>
<td>Title</td>
<td>Author(s)</td>
<td>Summary</td>
</tr>
<tr>
<td>-----</td>
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</tr>
<tr>
<td>3</td>
<td>“Liberalisation of coffee marketing &amp; rural change in Coorg”</td>
<td>Samuel Robert</td>
<td>“Paper studies the home-grown influence of the liberalization of coffee promotion in Coorg, extremely rural district in south west Karnataka”.</td>
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<tr>
<td>4</td>
<td>“Coffee conundrum: whither the future of small growers in India”</td>
<td>C. Upendrandh</td>
<td>“Paper emphasises on the condition &amp; uniqueness dangerous problems in the coffee sector in relations of manufacture conditions, promotion &amp; trade, labour promotional measures &amp; role of many performers with exact attention on small growers who explanation for bulk of plantation estates &amp; face numerous restraints”.</td>
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<td>5</td>
<td>“Interactive effects among ecosystem services &amp; management parties on crop production: pollination in coffee agroforestry systems”</td>
<td>Virginie Boreux, G.Kushalappa &amp; Jaboury Ghazonl</td>
<td>“This paper emphasises on the influence of fertilization facilities on coffee production, seeing difference in pollination, irrigation, shadow cover &amp; ecological variables such as rainfall, soil &amp; nitrogen accessibility”.</td>
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<tr>
<td>6</td>
<td>“Challenges affecting coffee marketing by coffee firms in Kenya”</td>
<td>Vitalis Nkonge Chokera</td>
<td>“The inquiry attentions to control the tasks moving coffee marketing by coffee firms in Kenya &amp; to control the marketing plans accepted by the firms to deal with the challenges”.</td>
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<td>7</td>
<td>“Impact of liberalisation measures in India’s coffee sector: An economic analysis”</td>
<td>M.R. Narayana</td>
<td>“This paper styles a expressive examination of the influence of liberalisation portion on India’s coffee sector in terms of recent changes in production, consumption, marketing, pricing &amp; exporting of coffee”.</td>
</tr>
<tr>
<td>Page</td>
<td>Title</td>
<td>Authors</td>
<td>Abstract</td>
</tr>
<tr>
<td>------</td>
<td>-----------------------------------------------------------------------</td>
<td>----------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------</td>
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<td>8</td>
<td>“Small growers &amp; coffee marketing issues &amp; perspective from the field”</td>
<td>C. Upendranadh &amp; C.A. Subbaiah</td>
<td>“Issues of marketing of &amp; trade in coffee assumes importance due to its export potential as well as the livelihood dependency of large number of small growers”.</td>
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<td>9</td>
<td>“Labour shortage in coffee plantation areas-coping strategies of small growers in Kodagu district”</td>
<td>C. Upendranadh &amp; C.A. Subbaiah</td>
<td>“Coffee plantations in Coorg district are reeling under the pressure of shortage of labour &amp; raising cost of labour”</td>
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<td>10</td>
<td>“Assessing risk &amp; risk mitigation strategies of small coffee growers: A study in Kodagu district”</td>
<td>Deepika M.G, Amalendu Jyotishi</td>
<td>“The paper attempts to analysis various risks among the small coffee growers in India through study conducted in Coorg district”.</td>
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<td>11</td>
<td>“How can high-biodiversity coffee make it to the mainstream market? The performativity of voluntary sustainability standards &amp; outcomes for coffee diversification”</td>
<td>Cecilia Sandstrom, Hanna skoog</td>
<td>“This article investigates the outcomes of mainstream coffee voluntary sustainability standards for high-biodiversity coffee diversification”.</td>
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</table>
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<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
<th>Authors</th>
<th>Summary</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>“Promoting conservation in India by greening coffee: A value chain approach”</td>
<td>P.G. Chengappa, Karl M. Rich, Arun Muniyappa, Yadava C. G</td>
<td>“To identify the potential entry points &amp; constraints to a conservation-oriented strategy of upgrading”.</td>
<td>“Suggests that integrating conservation principles in a broad-based branding strategy could be difficult at the level chain without institutional support or the entry chain champions”.</td>
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<tr>
<td>13</td>
<td>“Sustainable coffee marketing: challenges &amp; the way forward”</td>
<td>Gana Shruthy M.K, Pramod Kumar, Jyothi Pravin Yadav</td>
<td>“This paper analysed markets for sustainable coffee by taking into account five individual sustainable coffee initiatives, that is, 4C, RFA, FLO”.</td>
<td>“At a micro level in India, coffee certification is still at an infancy stage, contributing to just 2% of total global sustainable production. The Indian coffee board &amp; apex coffee organisations need to work in this direction to encourage both sustainable production &amp; marketing, so as to assist growers in assessing preferential market benefits, besides supporting high quality ‘Indian coffee’ being traded at both the global &amp; domestic levels”.</td>
</tr>
<tr>
<td>14</td>
<td>“Export marketing practices, problems &amp; prospective of Oromia coffee farmers’ cooperative union Ethiopia”</td>
<td>Tamiru Kumsa Deresa</td>
<td>“The study is to assess the export marketing practices, problem &amp; prospective Oromia coffee farmers’ cooperative union &amp; to identify the key factors for the success of exporting coffee through cooperatives”.</td>
<td>“The factors that influence unions export performances are competition, long duration of export documents processing, incapable to supply coffee in time by members etc”.</td>
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<tr>
<td>15</td>
<td>“The price of liberalisation: Smallholder coffee producers in the era of globalisation”</td>
<td>Michele L. Crumley</td>
<td>“This article examines whether smallholder coffee have wanted or been able to benefit from free trade &amp; whether they support institutions that support greater free trade”.</td>
<td>“This article finds that theoretical model requires modifications for fully understanding coffee producers’ preferences. Increases in retail prices were not reflected at the farm gate level. More ever, the theory does not account for variables such as the international financial institutions, &amp; fair trade, which influence price signals &amp; opportunity costs”.</td>
</tr>
</tbody>
</table>

### Data collection

To reach the objectives the data was collected from primary sources. A structured questionnaire was prepared to collect the primary data from the 50 coffee processing industries and coffee planter respondents in Kodagu district. And secondary sources were reviewed to know modern coffee marketing techniques adopted across the world were also used.
3. COFFEE PROCESSING INDUSTRY

Challenges
As we all know Coorg is one of the largest coffee producing districts. But, nowadays the coffee producers are facing many problems in marketing the coffee. The lack of proportion of stock and demand have many times eroded from high prices to low levels worldwide production quality have overblown the trade of coffee from India. The coffee disaster from 1999-2003 issue in monetary issue for number of producers and prices keep soared in the past few years. In mixture with unfavourable climatic conditions as well as increased cause of diseases & pest, have resulted in the production & marketing of coffee. Coffee producers poses many problems high-flown by the coffee disaster in the early years, which are not been recovered. Changes in the international market prices, downfall of price have affected the coffee producers. Increase in the cost of labour is a major problem for the coffee producers, it is one of the premium price factor the producers are facing. The coffee producers have to gain confidence in them for marketing their produce through various channels of distribution. Coffee is being export crop, trade policies affect the production of these crops. So, it is better to look after the trade policies during production of the coffee. If there is no more demand from the consumers automatically the demand of the coffee also comes down.

Coffee & Barista coffee chain which has promoted the coffee industry across the world
Indian coffee production is influenced in the southern states of the country. Indian coffee is said as the finest coffee in the world, which is sprout in the semidarkness. The Indian coffee house expanded its branches in various parts of the country such as Lucknow, Jaipur etc. Indian coffee as more demand in Europe, as it contains less acidic substances. Now coffee bars have promoted Indian coffee industry across the world with Barista coffee chain.
Consumption of coffee is more in south India. Barista coffee is one of the coffee bar that operates on other nations. It fascinates the youths who are exposed to the contemporary lifestyle & gains the true flavours & sensitivities of coffee. India as 200 Barista coffees over 30 cities. Was provided by Indian roaster. Barista was wildest product to make the list of super products & graded among topmost 50 wonders that changed India. Some of the coffee house chains around the globe are Barista Lavazza, Biggby coffee, Bourbon coffee etc. Cafe coffee day & Barista is the greatest current cafe’s. They also tea and other food beverages. Barista is the cable of espresso bars in the country. Through the help of Barista coffee chain, we are able to promote the coffee industry across the world.

4. RESULTS AND DISCUSSIONS
The important dimensions for first objective were considered from the literature survey for the market challenges faced by coffee producers. Those are: Warehouse, Price, Transportation, Support and Market knowledge. The sample size was restricted to fifty due to feasibility, ease and involvment of cost. The reliability test or Cronbach’s Alpha was conducted for the above said dimensions. This test generally used for internal consistency of data collected using the questionnaire. The reliability test was conducted using SPSS (Software Package for Social Sciences) version 14 and results were shown in the Table 1.1.

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warehouse</td>
<td>0.65</td>
</tr>
<tr>
<td>Price</td>
<td>0.69</td>
</tr>
<tr>
<td>Transportation</td>
<td>0.63</td>
</tr>
<tr>
<td>Support</td>
<td>0.67</td>
</tr>
<tr>
<td>Market knowledge</td>
<td>0.72</td>
</tr>
</tbody>
</table>

Cronbach’s Alpha values obtained in the Table 1.1 are more than 0.60 and this was considered acceptable level for small size of data. In the questionnaire, questions were framed to measure these dimensions. These dimensions were analysed based on the average ratings given by the coffee producers. Initially, average ratings were considered for each variable with respect to each dimension. Then the average of each dimension was calculated with respect to all variables of that dimension. The results were shown in the Table 1.2.

After getting the average of the dimensions, then it has given ranks based on the average. Higher the average indicates the most higher rank and this has been considered as most influencing dimension for the market challenges faced by coffee producers. According this “Warehouse” dimension was the highest rank and this was considered as most influencing dimension for market challenges faced by coffee producers. Other reasons followed this in the order; Price, Support, Transport and Market knowledge. This indicates Warehouse facility is the main problem faced by coffee producers in Coorg district. Number of warehouses in Coorg district is not sufficient in the present scenario. This is a major storage problem facing coffee producers in Coorg district. Coffee price was also major problem because there was no real control to the fluctuating nature of coffee prices, since the market price of Robusta and Arabica are determined by the futures exchanges in London and New York respectively. Other problems, support and transportation facility faced by coffee producers at medium level. Government and other agencies should give more focus on these issues.
The second objective that is to analyse influence of education on marketing challenges faced by the coffee producers in the Coorg district. The education of the coffee producers was not significantly different (P > 0.05) on the dimensions of Warehouse, Price, Transport and Market Knowledge. This result was shown in the Tables 1.3 to 1.6. But education of the coffee producers has significant difference (P < 0.05) on support dimension and this was shown in the Table 1.7. It has significance difference between the education group with the support dimension. This significance difference within group was clearly explained with the ANOVA post hoc result (Tukey post hoc method) in the Table 1.8. In this table SSLC (10 class) education group has significance difference (P < 0.05) with PG (Post Graduate) education group on support dimension. This may be due to SSLC group has not more explore on the support facility by the government and allied agencies compared PG education group.

<table>
<thead>
<tr>
<th>Table 1.2</th>
<th>Average ratings for dimensions</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Variables</th>
<th>Average of variables</th>
<th>Average</th>
<th>Rank</th>
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<tbody>
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<td>Warehouse</td>
<td>Warehouse Q1</td>
<td>3.62</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Warehouse Q2</td>
<td>3.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Warehouse Q3</td>
<td>3.72</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Warehouse Q4</td>
<td>3.64</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Warehouse Q5</td>
<td>4.60</td>
<td></td>
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<tr>
<td>Price</td>
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<td>4.58</td>
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<tr>
<td></td>
<td>Price Q2</td>
<td>4.36</td>
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<td></td>
<td>Price Q3</td>
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<td></td>
<td>Price Q4</td>
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<td>Price Q5</td>
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<td>Transport</td>
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<td></td>
<td>Transport Q2</td>
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<td>Transport Q3</td>
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</tr>
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<td></td>
<td>Transport Q5</td>
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<tr>
<td>Support</td>
<td>Support Q1</td>
<td>1.78</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Support Q2</td>
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<td></td>
<td>Support Q3</td>
<td>4.46</td>
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<td></td>
<td>Support Q4</td>
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<td></td>
<td>Support Q5</td>
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<td>Market Knowledge</td>
<td>Market knowledge Q1</td>
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<td>Market knowledge Q2</td>
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<td></td>
<td>Market knowledge Q3</td>
<td>1.38</td>
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</tbody>
</table>

The second objective that is to analyse influence of education on marketing challenges faced by the coffee producers in the Coorg district. The education of the coffee producers was not significantly different (P > 0.05) on the dimensions of Warehouse, Price, Transport and Market Knowledge. This result was shown in the Tables 1.3 to 1.6. But education of the coffee producers has significant difference (P < 0.05) on support dimension and this was shown in the Table 1.7. It has significance difference between the education group with the support dimension. This significance difference within group was clearly explained with the ANOVA post hoc result (Tukey post hoc method) in the Table 1.8. In this table SSLC (10 class) education group has significance difference (P < 0.05) with PG (Post Graduate) education group on support dimension. This may be due to SSLC group has not more explore on the support facility by the government and allied agencies compared PG education group.
A Case Study on Marketing Challenges faced by Coffee Processing Industry in Coorg district

Table 1.4 ANOVA Results: Market Education Score

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
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<td>3</td>
<td>0.002</td>
<td>0.024</td>
<td>0.995</td>
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<tr>
<td>Within Groups</td>
<td>4.085</td>
<td>46</td>
<td>0.089</td>
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<tr>
<td>Total</td>
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Table 1.5 ANOVA Results: Price Score

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<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
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</thead>
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<tr>
<td>Within Groups</td>
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<td>46</td>
<td>0.076</td>
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<td>Total</td>
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Table 1.6 ANOVA Results: Transport Score

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<th>Mean Square</th>
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<th>Sig.</th>
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</thead>
<tbody>
<tr>
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<td>0.337</td>
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<td>Within Groups</td>
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<tr>
<td>Total</td>
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Table 1.7 ANOVA Results: Support Score

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<th>df</th>
<th>Mean Square</th>
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<th>Sig.</th>
</tr>
</thead>
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<tr>
<td>Between Groups</td>
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<td>0.294</td>
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<tr>
<td>Within Groups</td>
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<td>46</td>
<td>0.103</td>
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<td>Total</td>
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Table 1.8 Post Hoc Test Results: Support Score

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<tr>
<th>(I) Education</th>
<th>(J) Education</th>
<th>Mean Difference (I-J)</th>
<th>Std. Error</th>
<th>Sig.</th>
<th>95% Confidence Interval</th>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>Lower Bound</td>
</tr>
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<td>PUC</td>
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<td>.12124</td>
<td>.145</td>
<td>-0.5869</td>
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<tr>
<td></td>
<td>UG</td>
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<td>.12454</td>
<td>.148</td>
<td>-0.6020</td>
</tr>
<tr>
<td></td>
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<td>.16078</td>
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<td>UG</td>
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<td>1.000</td>
<td>-0.2974</td>
</tr>
<tr>
<td></td>
<td>PG</td>
<td>-.14667</td>
<td>.15533</td>
<td>.781</td>
<td>-0.5607</td>
</tr>
<tr>
<td>PG</td>
<td>SSLC</td>
<td>.41667</td>
<td>.16078</td>
<td>.049</td>
<td>-0.0119</td>
</tr>
<tr>
<td></td>
<td>PUC</td>
<td>.15294</td>
<td>.15269</td>
<td>.749</td>
<td>-0.2541</td>
</tr>
<tr>
<td></td>
<td>UG</td>
<td>.14667</td>
<td>.15533</td>
<td>.781</td>
<td>-0.2674</td>
</tr>
</tbody>
</table>

The first objective that is to find and analyse the market challenges faced by the coffee producers was analysed based on the ranks given to the dimensions. The ranks are given based the averages of the dimensions and average of the dimensions were calculated based on ratings given by the coffee producers. Finally, the dimensions were emerged out from this result are: Warehouse, Price, Support, Transport and Market knowledge. In these dimensions
“Warehouse” is most critical problem faced by the coffee producers in Coorg district. In the second objective, influence of education of the coffee producers on market challenges was analysed by the AVOVA test. In this test SSLC education group has significant difference with PG education group on support dimension. This may be due to SSLC education group has not much explore compared with PG education group on support facilities given by the government and allied agencies.

**Table 1.3 Reliability test for Career choices among youth**

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest</td>
<td>0.60</td>
</tr>
<tr>
<td>Luxury</td>
<td>0.63</td>
</tr>
<tr>
<td>Opportunity</td>
<td>0.66</td>
</tr>
<tr>
<td>Finance Problem</td>
<td>0.72</td>
</tr>
</tbody>
</table>

**Table 1.4 Average ratings for dimensions / reasons**

<table>
<thead>
<tr>
<th>Reasons / Dimensions</th>
<th>Variables</th>
<th>Average of variables</th>
<th>Average</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest</td>
<td>Interest Q1</td>
<td>3.96</td>
<td>3.62</td>
<td>III</td>
</tr>
<tr>
<td></td>
<td>Interest Q2</td>
<td>3.86</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Interest Q3</td>
<td>3.06</td>
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</tr>
<tr>
<td>Luxury</td>
<td>Luxury Q1</td>
<td>3.56</td>
<td>3.53</td>
<td>IV</td>
</tr>
<tr>
<td></td>
<td>Luxury Q2</td>
<td>3.88</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Luxury Q3</td>
<td>3.62</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Luxury Q4</td>
<td>3.08</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity</td>
<td>Opportunity Q1</td>
<td>4.40</td>
<td>3.73</td>
<td>II</td>
</tr>
<tr>
<td></td>
<td>Opportunity Q2</td>
<td>3.90</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Opportunity Q3</td>
<td>2.92</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finance problem</td>
<td>Finance Q1</td>
<td>2.90</td>
<td>3.85</td>
<td>I</td>
</tr>
<tr>
<td></td>
<td>Finance Q2</td>
<td>4.34</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Finance Q3</td>
<td>4.34</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The first objective was analysed based on the average of each dimension and ranks was also given based these averages. Based on the ranks, reasons for downfall of coffee plantation in the regions of Karnataka were found as: Maintenance, Climatic conditions, Labour and Marketing. For the second objective also, same methodology was used to find reasons for career choices of youth in the regions of coffee plantations in Karnataka. Based on the ranks of the dimensions, reasons for shifting of career choices among youth were found as: Finance problem, opportunity, interest and luxury. This indicates that downfall of coffee plantation, career choices among youth was shifted from coffee plantation to new choices.

**Discussion**

Currently numerous innovative techniques are used for selling the produce. Government, Coffee board and many other sectors are providing perception of marketing to the planters. They also can use different strategies for marketing. Producers have to emphasis more on the operational strategy. Coffee Board have elaborated in various development of variation with sufferece to prime pests & disease, and standardisation of technology for better production & quality. Coffee board has marketing unit which handles various undertakings such as providing market details & intellect, Crop forecasting & Coffee economic strand. It also
implemented the” price stabilisation fund scheme of govt. of India & rainfall insurance scheme for coffee growers”. Coffee board plays a maint role of supporter of Indian coffee exports. The board engage in the shows which are governed in the other countries to develop realisation about the standard of Indian coffee to roasters, buyers & customers. Also conduct conflict to reveal the coffee to export market.

5. CONCLUSION:
The main aim of every coffee planter is to make sustainable desire, disposal. Producers have to market fine quantity & quality of coffee, so the rates also rise. There are many coffee manufacturing industries which have their unique labs, they can visit them & gain some awareness, how to sell their crop. In other countries such as Brazil etc., they use operational strategies. The manufacturer has to notice the new tendency of marketing & adopt them. Government, coffee board have to give some programmes about marketing. Because there is less demand for coffee in aboard countries, there is no export of coffee. So, there is less demand for the crop, & the market price also keeps on fluctuating year to year. The government have to assist the coffee producers by providing recognition programmes, subsidies, export of coffee etc. At present coffee board is producing many bustles such as 1. improvement of production, efficiency & quality, 2. Export encouragement 3. Supporting home market develops the coffee industry. Coffee board has to provide financial support to coffee growers.

REFERENCES


