



## Snapshot of direct apple Marketing in Quetta District, Balochistan: Myths and Reality

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### Abstract

In order to determine and check the respondent's perception about the direct marketing trends of apple fruits, the present research was carried out. The simple size and target population of current research were comprised of direct marketing beneficiaries (respondents). A sample size of 15 respondents from Quetta district of Balochistan province were selected by using the convenience sampling procedure. Cronbach's Alpha program was run so as to determine the reliability of coefficients, in this connection the ranged from reliability was .752 to .643 that demonstrate the interval consistency of the research instrument was good. A correlation bivariate and comparison were made between and among the constructs as variables about direct marketing by using corrections bivariate and One-Way ANOVA (analysis of variance). The results show that most of respondents were fall in age category 31 to 40 years (6%). Most of the respondents were illiterate (10%). Most 9% of the respondents were of the view that they preferred or adopted the business by themselves. Comparatively direct marketing trends with the term of profit margin was low in Hazargangi/ Sariab road as compare to Alamo Chowk and Khucklok. Spearman's correlation is also applicable for two categorical scales as items/ variables. Pearson's  $r = 0.908$  ( $p < 0.001$ ). Hence, it seen that the correlation coefficient ( $r$ ) equals 0.908, representative a robust relationship was existed between the variables. Means for groups in homogeneous subset were: Mastung+Dasht ( $F = .047$ ;  $P.01$ ); and Khanozia+Bostan ( $F = .867$ ;  $P.01$ ) respectively. Non-significant differences were observed between the perceptions of the respondents at 0.01 alpha level regarding the diverse items. Based on results following recommendations put forward. In order to improve the socio-economy condition of middle men, the government should improve the marketing channel or distribution system so as to obtained comparatively better revenue and income generation benefits.

**Keywords:** Apple, Balochistan, Direct marketing, Quetta, Myths and Reality.

### 1.1 Overview

Agriculture is the salvation of Pakistan's economy which accounting for 19.5 percent of the gross domestic product (GDP), employing 42.3 percent of the labor force and presenting raw industries for several cost-brought industries. It thus plays an effective and relevant role in countrywide development with the term of poverty reduction.

The government of Pakistan is looking forward to boom the yield for rural growers through primary infrastructure investments which includes dependable transport networks and other constructing blocks for modern agricultural supply chains. China-Pakistan Economic Corridor (CPEC) will cross a long manner inside the enhancement of agribusiness blessings with

the aid of exploitation of value-brought product innovation and supply chain. During 2016-17, overall performance of the agriculture quarter remained up to the mark and performed boom of 3.46 percentage near the goal of 3.5 percentage and last 12 months' meager boom of 0.27 percentage (GoP, 2016-17).

This become viable by better harvesting of important vegetation through more availability of agriculture inputs like water, agriculture credit and extensive fertilizers off take. The increase in crops turned into registered at 3.02 percent against the negative growth of 4.97 percent for the duration of the equal duration last 12 months. The growth of sub region of vital vegetation, different crops and cotton ginning posted growths of 4.12 percentage, 0.21 percent and 5.59 percentage, respectively against last year growths of 5.47 percent, 0.59 percent and -22.12 percentage respectively. Other sub-sectors of Agriculture like Livestock, Forestry and Fishery published a growth of 3.43 percent, 14.49 percent and 1.23 percent, respectively. The upturn in crop yields by massive margins took place both attributable to increase in manufacturing and advanced yields (GoP, 2016-17).

However, the government is specializing in enhancing agricultural productivity through growing vegetation yield, systematic application of higher inputs and boost generation to enhance profitability of the farming community, improve competitiveness and ensure the environmental sustainability of agriculture. The overall goal is to achieve a sustained agriculture boom rate of four to five percent in line with annum to assist the general GDP growth arc (GoP, 2016-17).

Balochistan province is the largest portion of country with the term of fruits production, which known as the fruit basket of Pakistan. In Pakistan, 0.991 million tons of total fruits are produced yearly from area of 0.239 million hectares. However, in this regard. The province shares 32.6% and 17.4% of the country area and yield, respectively (Shah *et al.*, 2011).

## 1.2 Rationale of study

Balochistan is the largest province of Pakistan with the term of land masses, Agriculture and livestock sector is the most important sectors of the province economy. Both agriculture and livestock sectors provide the advisory services to the intended benefactors and stakeholders but unfortunately fruits of these efforts have not been harvested as yet as compare to other province of country, that indicate the information

system and communication ties between system actors have not been activated as proper manner (Mengalet *al.*, 2014; Mengalet *al.*, 2016). In order to accelerate the present information system, this research was carried out in Quetta and surrounding areas so that to record the respondent's perception regarding direct marketing of apple fruit.

## 1.3 Objectives

1. To record the demographic information of the respondents as independents variable.
2. To explore the direct marketing channel of the apple fruit in the study areas.
3. To determine the sources of information as used by respondents.
4. To develop the compact suggestions based on achieved outcomes for planners and policy makers.

## 1.4 Methodology

Research design in the current study was descriptive type of survey method, because the descriptive method was most suitable to acquiring the person's perception snapshot on social facts and figure (Gall *et al.*, 2007; Trochim 2000) and is measured as the most correct methods to determine the socio-economic evidences on existing condition (Cohen *et al.*, 2007). The sample size and target population of current research were comprised of direct marketing beneficiaries (respondents). A sample size of 15 respondents from Quetta district of Balochistan province were selected by using the non-probability sampling technique i.e. convenience sampling, where the subjects are carefully chosen on account of their convenient approachability and proximity to the researcher (Saunders, *et al.*, 2012). The sample size of respondents was determined by using (McCall 1980) table of "selecting sample sizes" at the 0.01 percent error rate. A comprehensive opinion poll as research instrument was settled keeping in view the objectives of the current research. In current research the Likert scaling was used for rating of attitude on 5-point scales so as to discover the perception of the respondents (Likert 1932). Cronbach's Alpha program was applied in order to test the reliability for the questionnaire used in present research (Ary *et al.*, 1996). The reliability coefficients ranged from 0.643 to 0.752 demonstrating that the interval consistency of the research instrument was good. (Nunnally, 1967). Henceforth; the raw data was tabularized and set out for analysis by quantitative and standard statistical techniques, with the assistant of Statistical Packages for Social Sciences (SPSS) and

Excel, 2016. A correlation and comparison were made between and among constructs about direct marketing by using Bivariate Correlation and One-Way ANOVA (analysis of variance).

information. In this regard the figure-1 results depict that most of respondents were falling in age category 31 to 40 (6%), followed by 3% of the respondents were fall in (41 to 51).

## 1.5 Results

### 1.5.1 Demographic profile

Age composition was considered as the imperative variable and most important socio-economic

Figure-1 Age of the respondents.

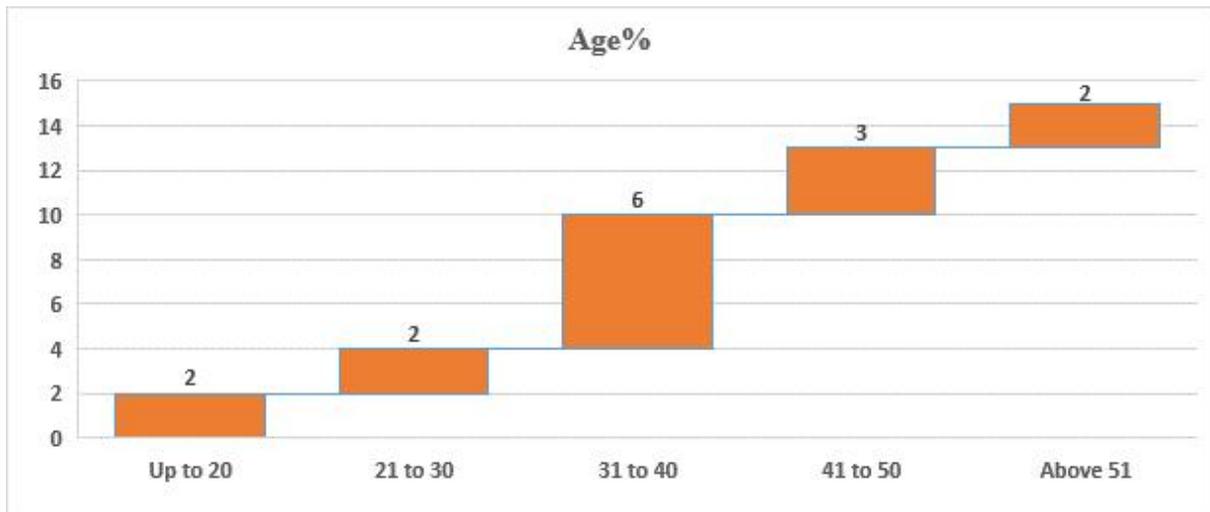
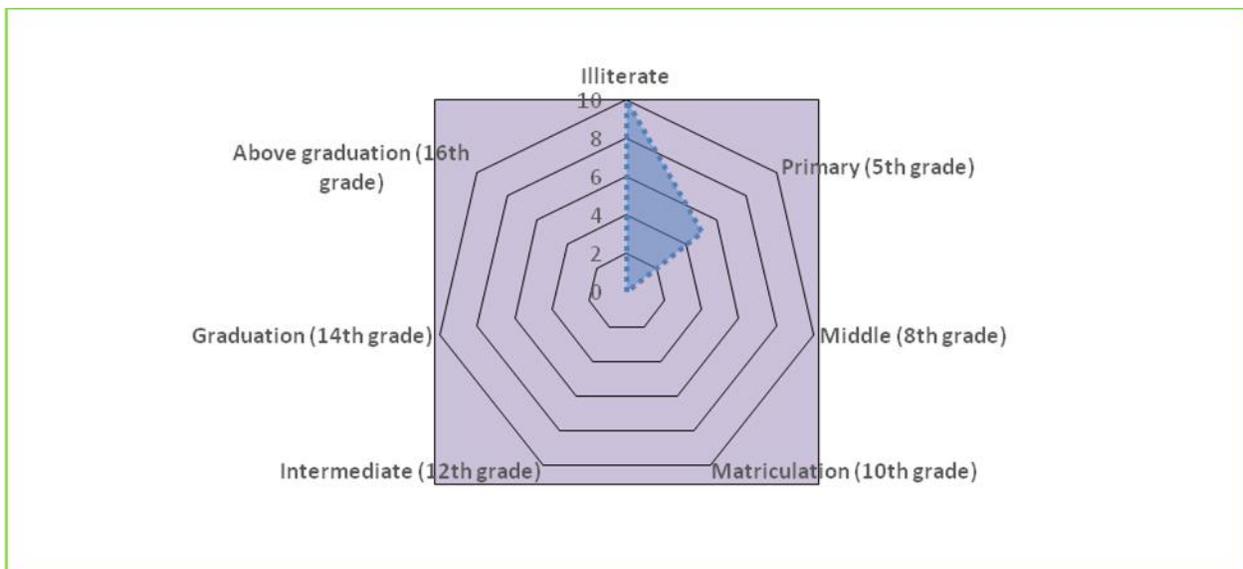


Figure-2 Educational level of the respondents.

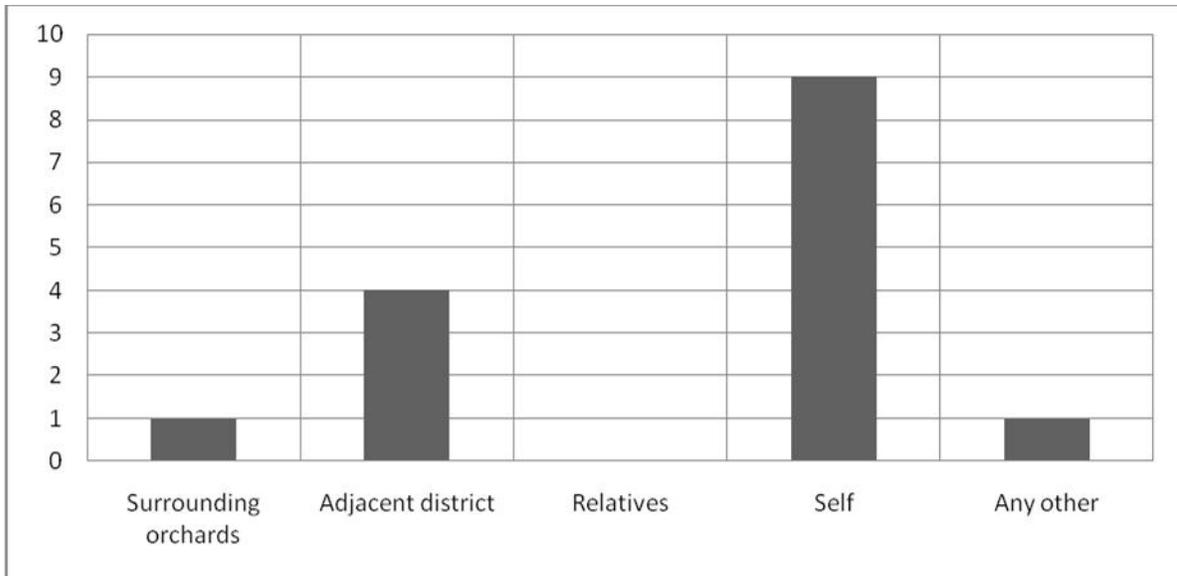


The main theme of education was bringing about the desirable changes in human behavior. Educational aspects not only alteration the attitude of the human being but also reflect the positive impact on motivational length of the individuals. In this regard, the education level were categorized s into seven

groups. The results of figure-2 reveals that most of the respondents were illiterate (10%) followed by only 5% of the respondents holding primary certificate. It was worth mentioning that there were no respondents acquired the education level above primary stage.

### 1.6 General information

Figure-3 Soursesor ways of the respondents regarding transport.



The most prominent aspect of present study was to explore the perception of the respondents regarding sources of information as shown in figure-3. Most 9%

(9 out of 15) of the respondents were of the view that they preferred or adopted the business by themselves.

Figure-4 perceptions of respondents regarding profit margin.



The respondents were further asked to provide their perceptions regarding the profit margin of their product as shown in figure-4. The data reveals that there were small profit margins about income enhancement process between 50 to 100(Rs).

Comparatively direct marketing trends with the term of profit margin was low in Hazargangi/ Sariab road as compare to Alamo and Khucklok. Whereas the profit margin was little bit higher.

**Table-1 Correlations between the sale and purchase**

Correlations		Sale	Purchase
Sale	Pearson Correlation	1	.908 <sup>**</sup>
	Sig. (2-tailed)		.000
	N	15	15
Purchase	Pearson Correlation	.908 <sup>**</sup>	1
	Sig. (2-tailed)	.000	
	N	15	15

**\*\*Correlation is significant at the 0.01 level (2-tailed).**

For both sale and purchase are usually distributed, by using the Pearson's Correlation; otherwise Spearman's correlation coefficient was presented. Spearman's correlation is also applicable for two categorical scales as items or variables as shown in table I. In this regard the correlation coefficient between sale

and purchase (both variables are normally distributed): Pearson's  $r = 0.908$  ( $p < 0.001$ ). Hence, it seen that the correlation coefficient ( $r$ ) equals  $0.908$ , representative a robust relationship was existed between the variables.

**Table-2: Item-wise comparison between respondent's perceptions.**

Categories	Diverse items				MS	f-value	Sig*
	Sources of information		Frequency of days				
	M	SD	M	SD			
Mastung+Dasht	2.0000	1.30931	1.2500	.70711	1.604	.047	.831 <sup>NS</sup>
Khanozia+Bostan	1.8571	1.21499	1.0000	.00000	.269	.867	.369 <sup>NS</sup>

**Scale:** 1= Very low effective, 2= Somehow Effective, 3= Moderate, 4= High effective, 5= Most effective  
**SD** = Standard: **MS** = Mean square: **M** = Mean\* **Significant**      **NS** Non-significant

The respondents were asked to identify their perceptions regarding diverse items on 5 point Likert scale whereas 1 stand for "very low effective", 2 stand for "effective", 3 stand for "moderate", 4 stand for "high effective" and 5 stand for "most effective". Table-2 depicts the result. Means for groups in homogeneous subset were: Mastung+Dasht ( $F = .047$ ;  $P.01$ ); and Khanozia+Bostan ( $F = .867$ ;  $P.01$ ) respectively. Non-significant differences were observed between the perceptions of the respondents at 0.01 alpha level regarding diverse items.

### 1.7 Conclusions and recommendations

Marketing aspect either in qualitative features or quantitative quantum aspects considered as the

fundamental tools for the development hierarchy. Most of the respondents were perceived that they faced at problem at market level. Based on results following are commendations put forward. In order to improve the socio-economy condition of middle men, the government should improve the marketing channel or distribution system so as to obtain comparatively better revenue and income generation benefits. Still there was gap between potential and actual yield experienced not only national level but also local scale, in this regard concrete and firm initiatives regarding the price share transmission from client area to producer's region within market domains.

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	Website: <a href="http://www.ijarbs.com">www.ijarbs.com</a>
	Subject: Agricultural Sciences
Quick Response Code	
DOI:10.22192/ijarbs.2018.05.04.004	

### How to cite this article:

Ahmed Ali Mengal, Akhtar Ahmed Siddiqui, Muhammad Azam Tareen. (2018). Snapshot of direct apple Marketing in Quetta District, Balochistan: Myths and Reality. *Int. J. Adv. Res. Biol. Sci.* 5(4): 31-36.  
DOI: <http://dx.doi.org/10.22192/ijarbs.2018.05.04.004>