

International Journal of Statistics and Applied Mathematics

ISSN: 2456-1452
Maths 2023; SP-8(5): 95-97
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<https://www.mathsjournal.com>
Received: 18-07-2023
Accepted: 21-08-2023

Choudhary Kuldeep
Assistant Professor, ASPEE
Agribusiness Management
Institute, Navsari Agricultural
University, Navsari, Gujarat,
India

Swati Sharma
Assistant Professor, ASPEE
Agribusiness Management
Institute, Navsari Agricultural
University, Navsari, Gujarat,
India

Thorat Vishal
Assistant Professor, ASPEE
Agribusiness Management
Institute, Navsari Agricultural
University, Navsari, Gujarat,
India

Solanki Jyoti
MBA (ABM) Student, ASPEE
Agribusiness Management
Institute, Navsari Agricultural
University, Navsari, Gujarat,
India

Corresponding Author:
Choudhary Kuldeep
Assistant Professor, ASPEE
Agribusiness Management
Institute, Navsari Agricultural
University, Navsari, Gujarat,
India

Market potential and farmer's purchasing behaviour towards chilli seeds in Rajkot District

Choudhary Kuldeep, Swati Sharma, Thorat Vishal and Solanki Jyoti

Abstract

The purpose of the study was to understand the socio-economic profile of consumers, their buying behaviour, factors affecting purchase decision, Market potential, competitor analysis in Rajkot city. The results showed that the majority of the consumers were comes in 36-50 age group and 87% farmers were married. Study found that most of the farmers were completed 12th it was around 38% farmers and 68% has agriculture and animal husbandry as an occupation. Most of the farmers has 2-4 acres around 41% out of 100. According to survey it was found that market potential for chilli seeds in rajkot taluka were higher than gondal taluka, Farmers consider quality of product on priority followed by price and brand. According to study seed companies received more response from farmers for the price of seeds and availability of seeds but it has get lower response for promotional facility.

Keywords: Market potential, purchasing behavior, competitor analysis

Introduction

Seed is the most significant input among all Agri-inputs. Seed is the input that sets the agricultural production and agro industry cycle into motion. Within the absence of excellent quality seeds, the effect of other agricultural inputs like fertilizers, pesticides etc. increasing crop yields are going to be to a limited extent. Thus, for raising the productivity levels in crops, "good quality seed may be a must". Production and distribution of excellent quality seeds particularly of hybrids (hybrids tolerant to pests and droughts) in required quantities are the need of the hour. Quality seeds of improved varieties can increase crop yields to the extent of 15-20%.

Seeds are an essential input for farm productivity to continue to expand, as they often encourage the employment of new technologies, machinery, and yield-enhancing agro inputs. The seed industry's responsibility is to assure not only adequate seed quality but also varietal diversity. The importance of quality seed has been realized by mankind long ago.

India is the 5th largest seed market in the world estimated at Rs. 15000 crores, accounting for 4.4% of the global seed market after the U.S. (27%), China (20%), France (8%) and Brazil (6%). In terms of global trade, India is almost self-sufficient in flowers, fruits and vegetables and field crops seeds. The most significant input in agricultural productivity is seed. The growth of the seed industry has coincided with an increase in agricultural production. Given that ongoing expansion to meet rising demand will be dependent on the speed with which new technologies are developed and adopted, the seed will continue to have a significant impact.

Objectives of the study

1. To examine the market potential of chilli seeds
2. To study farmers' purchasing behaviour towards chilli seeds

Research Methodology

Descriptive research design was used for the present study. Primary as well as secondary data were collected to meet the stipulated objectives of the study. A structured questionnaire was used to obtain primary data from the respondents. Secondary data were collected from Literature, Private and Government publications and Websites. Multi stage sampling technique was used for the study. After compiling, the data were analysed using Likert scale Weighted

Average Mean, Frequency and Charts. The study was conducted at selected talukas (Gondal, Rajkot) in the Rajkot district.

Results and Discussion

1. To Conduct the Market Potential of Chilli Seeds

Market potential for Chilli seed in Rajkot taluka was estimated by the information collected from agriculture office and it is presented in table 1.

Table 1: Market potential of Chilli seed in Rajkot Taluka

The total area under the chilli crop	237 ha
Average seed rate	0.30kg/ha
Average price	55,000 Rs/kg
Total market potential	39,10,500/-Rs.

The market potential of chilli seeds in Rajkot taluka is shown in Table 1. In Rajkot, a total of 237hectares were cultivated with chilli, with an average seed rate of 0.30 kg per hectare. The average cost of a kilogram of chilli seed was 55,000 rupees. According to secondary data, the overall market potential of the Rajkot taluka for the chilli seeds was 39.10lakh.

Table 2: Market potential of Chilli seed in Gondal Taluka

The total area under the chilli crop	150 ha
Average seed rate	0.30kg/ha
Average price	55,000 Rs/kg
Total market potential	24,75,000/-Rs.

The market potential of chilli seeds in Gondal taluka is shown in Table 2. In Gondal, a total of150 hectares were cultivated with chilli, with an average seed rate of 0.30 kg per hectare. The average cost of a kilogram of chilli seed was 55,000 rupees. According to secondary data, the overall market potential of the Gondal taluka for the chilli seeds was24.75 lakh.

2. To study farmers’ purchasing behaviour towards chilli seeds

Table 3: Mode of Purchase (n=100)

Mode of Purchase	Frequency	Percentage
Cash	63	63.00
Credit	09	09.00
Both Cash and Credit	28	28.00
Total	100	100.00

According to the survey it was found that out of 100 farmers 63% farmers were purchase using cash and 9% were purchase chilli seeds using credit and rest were purchase seeds by using both cash and credit.

Table 4: Since how many years farmers grow chilli (n=100)

Years	Frequency	Percentage (%)
0-2	11	11.00
2-4	17	17.00
4-6	33	33.00
Above 6	39	39.00
Total	100	100.00

Farming experience is essential to farmers as it provides them with an in-depth understanding of crop and livestock production, pest and disease management, as well as efficient use of resources. Above given table shows the farmers

experience of practicing chilli cultivation. It was found that 39 farmers were practicing chilli cultivation from more than 6 year and 11 farmers were having least experience of cultivating the chilli.72 percent of farmers had major experience of cultivating the chilli more than 4 years.

Table 5: Factors consider while purchasing seed of chilli (n=100)

Factors	Frequency	Percentage (%)
Availability of product	80	80.00
Brand Image	69	69.00
Price of the product	86	86.00
Quality of the product	92	92.00
Availability of credit	73	73.00
Dealer opinion	84	84.00
Past experience	91	91.00
Promotional activity	77	77.00

The quality of Seed was the major factor to make purchase decision because, poor or substandard seed, leading to poor growth, reduced yield, and lower quality of the produce. Past experience helps them to make informed decisions about the type of seeds to use and the application methods that are most effective. Table 5 revealed the factor that had been considered which purchasing seeds for chilli. Table shows that Quality of product was most common factor in farmer’s community. Past experience of product was reported to be the second most important factor and followed by other factor like price of the product, dealer opinion, availability of product, promotional activity, availability of credit, brand image. The primary concern of farmers while buying seeds is the quality, and price of the product. Brand name of the seeds company may not be a determining factor in this decision- making process because there were many smaller companies or local manufacturers that produce high-quality seeds which may not had a recognizable brand name, but still had a loyal customer base.

Conclusion

According to survey it was found that market potential for chilli seeds in rajkot taluka were higher than gondal taluka, Farmers consider quality of product on priority followed by price and brand. According to study seed companies received more response from farmers for the price of seeds and availability of seeds but it has get lower response for promotional facility.

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