To find Brand and consumer awareness about cottonseed- A case study in Sabarkantha in Gujarat State.

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Abstract:

Seed is the basic and most critical input for sustainable agriculture. The response of all other inputs depends on quality of seeds to a large extent. It is estimated that the direct contribution of quality seed alone to the total production is about 15-20% depending upon the crop and it can be further raised upto 45% with the efficient management of other inputs. The developments in the seed industry in India, particularly in the last 30 years, are very significant. The present study is about the consumer awareness of the consumers, farmers about cotton seed. The place for the study is Sabarkantha, in Gujarat district. The reason to select the particular location is, Sabarkantha is a major cotton producing area in Gujarat. To know the farmers awareness about the cotton seed. The data is collected through questionnaire developed by the researcher to know the awareness and the other factors which determine in purchasing the seeds for cotton cultivation. Descriptive statistical methods are used for analysis. The study is concluded that the farmers totally depend on the distributors for purchasing the cottonseed. Some of them even never know that which organization has produced the cotton seed.

Key words: Cotton seed, awareness, brand preference.

Introduction:

Seed is the basic and most critical input for sustainable agriculture. The response of all other inputs depends on quality of seeds to a large extent. It is estimated that the direct contribution of quality seed alone to the total production is about 15-20% depending upon the crop and it can be further raised up to 45% with the efficient management of other inputs. The developments in the seed industry in India, particularly in the last 30 years, are very significant. A major restructuring of the seed industry by government of India through the National Seed Project Phase-I 1977-78, Phase –II 1978-79 and Phase – III 1990-1991, was carried out, which strengthened the seed industry. Introduction of New Seed Development Policy (1988-1989) was also a major milestone in the Indian seed industry.

The policy gave access to the Indian farmers to the best seed and planting material available in the market. As a result farmer has a wide product choice and seed industry has become a farmer centric and market driven.

The Indian seed programme largely adheres to the limited generations. The system recognizes three generations namely breeder, foundation and certified seeds.

Companies operating in Sabarkantha:

Mahyco seeds pvt. Ltd.

Nuziveedu seeds Ltd.

Pioneer seeds pvt. Ltd

J.K. seeds pvt Ltd.

Ajeet seeds pvt Ltd.

Raasi seeds pvt ltd.

Sagar seeds pvt.Ltd

Avani seeds pvt. Ltd.

Shivam seeds pvt . Ltd.

Bhumi seeds pvt .Ltd,

Nandi seeds Pvt .Ltd,

Ankur seeds pvt.Ltd.

Objectives:

1.   To find the brand preference and consumer awareness about cotton seed.
2.   To know the purchase behavior of the farmers

Research Methodology:

The location selected for this study, was Sabarkantha District of Gujarat, because it is a major cotton producing in Gujarat. The research methodology followed for the study is exploratory, which includes surveys and fact finding enquiries. Primary data was collected through questionnaire, and the secondary data is collected on the cotton seed from different blogs, websites, and journals. The sample size was 280 farmers.

Scope of the Study:

The study helps to identify the buying behavior of the farmers and also the awareness of the farmers towards cottonseed. The study also helps the industry to manage the requirements and the preferences' of the customer.

Limitations of the study:

1.   The farmers were illiterate and the data cannot be considered as accurate.
2.   The farmers were not willing to share the information for few questions.

Literature Review:

•   Santhilal Subhash (2013), has expedited that   the major factors influencing brand preference were high yield, peer group influence and disease and pest resistance. The brand loyalty of the farmers was weak because all brands have similar productivity, disease/pest resistance and retailers influence over preference of brands

•   C. Velavan, S. Naveen Kumar, Subbiah Varadha Raj (2015) has discussed about the brand preference and brand awareness of the farmers in Andhra Pradesh for BT cotton cultivation. The study concluded that the farmers depend on private dealers for purchasing the seeds. They trust the dealers and purchase those brands, which dealer promote

•   Shravan Kumar Gogulamanda, T.Samasai and S. Praveena (2017) has discovered that the farmers in Guntur district even though they are illeterates they have complete awareness of the cotton seeds. The dealers also promote the cotton seeds with all the marketing strategies.

•   Srividyarani Sajjan, N. M. Kerur (2018), has discussed about the brand preference and brand loyalty of the farmers in North Karnatka. They emphasized that yield, big size of the boles, resistenat to bole warms are the main characteristics which the farmer looks into, while purchasing the seed.

•   Krushnkumar Pramodrao Kulkarni, Sarman Lal Chaudhari, Zainab Sharief, Ronitha A(2018) has observed that pest resistant, high yield varieties, are the factors which are responsible for buying behavior of the farmer.

•   GJ Rana, Inayathaider A Momin and Uday Birari (2019) has opined that quality ,yield, and past experience for brand loyalty, price, yield, and availability for brand preference are the factors which affect the brand preference of the farmers to buy BT cotton seeds.

•   M.   Periyasamy,   Karthikeyan Chandrasekaran (2019) has emphasized on the study of climate before deciding about brand and Characteristics of seed. They emphasized that climatic conditions are also important for Cotton crop.

Data Analysis and Interpretation: A questionnaire was distributed among the farmers and the data was collected. The data was tabulated   and   analyzed   based   on   the questionnaire.

1. Qualification of the farmers:

.S.No.	Qualification	No. of farmers.	In percentage
.1.	Illiterate	42	16%

2.	1-10th	139	50%
3.	Hsc	69	25%
4.	Graduate	30	11%
Total		280	100

Interpretation:

16% of farmers are illiterate, 50% are in between 1-10th standard, 25% have completed HSc, and 11% are graduates.

2. Land Holding

S. No	Land holding	No. of farmers	In percentage.
1.	Less than 1 acre	21	8%
2.	1-5 acre	144	51%
3.	5-10 acre	68	24%
4.	More than 10 acre.	47	17%
	Total	280	100%

Interpretation:

8% of farmers are holding less than 1 acre. 51% farmers are holding 1-5 acres.24% of farmers are holding 5-10 acre.17% of farmers are holding more than 10 acres.

3. Farmers sowing Cotton.

| S. No	Crops	No. of Farmers	In percentage.
1.	Cotton	125	48%
2.	Maize	51	18%
3.	Paddy	39	15%
4.	Jowar	45	13%
5.	Other crops	15	6%
	Total	280	100

Interpretation:

48% of farmers cultivate cotton crops. 18% and 15% farmers cultivate maize and paddy. Jowar crop is preferred by 13% of farmers. 6% farmers cultivate other crops.

4. How many farmers know about the Brands?

brands

— brands

54%

46%

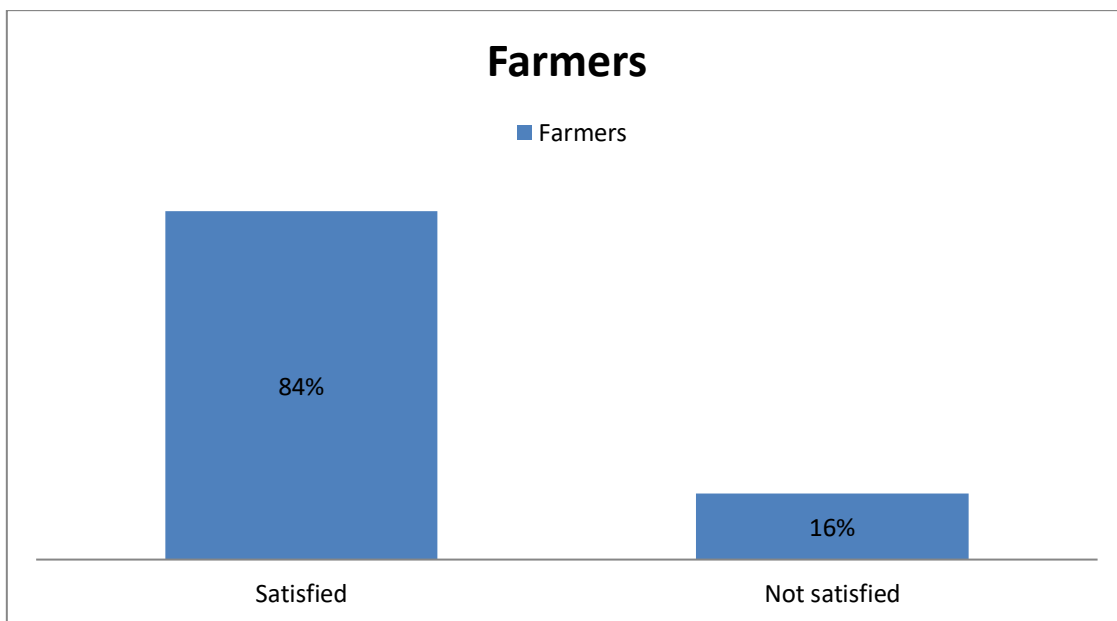Know   dont Know
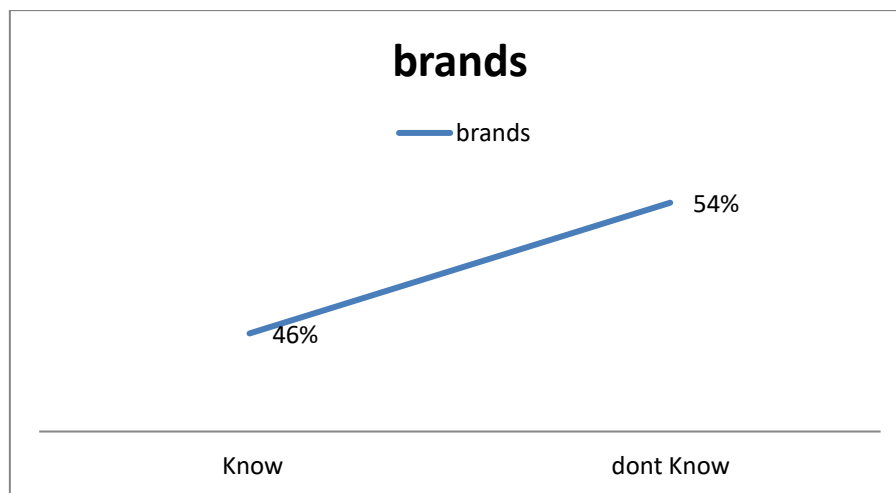
Interpretation:

Only 46% farmers know about the brands of cotton seeds. And the rest 56% are not aware of Brands.

5. Varieties of cotton seeds used by Farmers.

Farmer usage.

■ 1st Qtr ■ 2nd Qtr

22%

78%
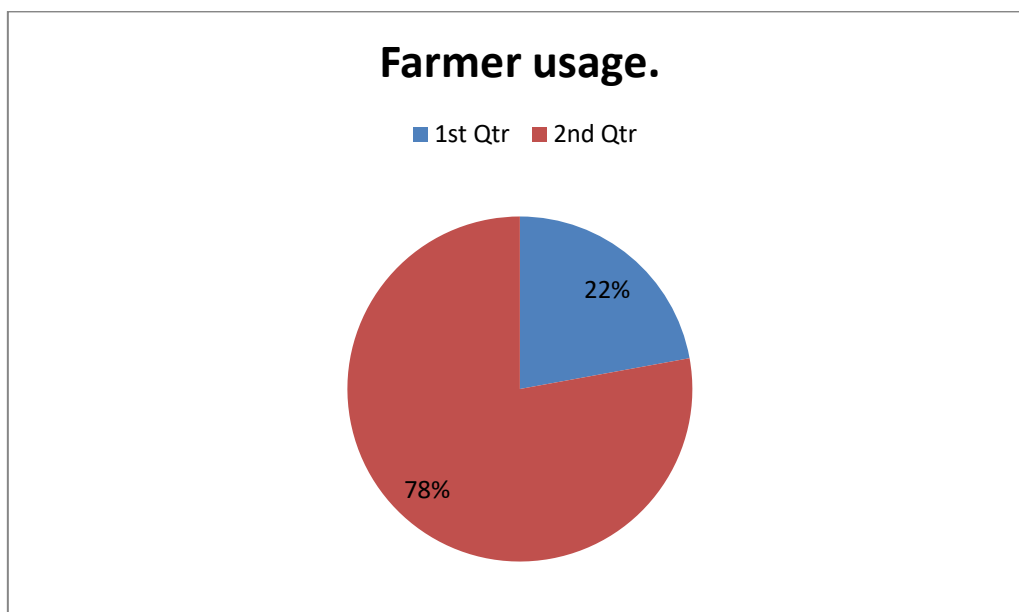
Interpretation:

62 farmers use different varieties of cotton seeds. And the rest 218 use the same variety.
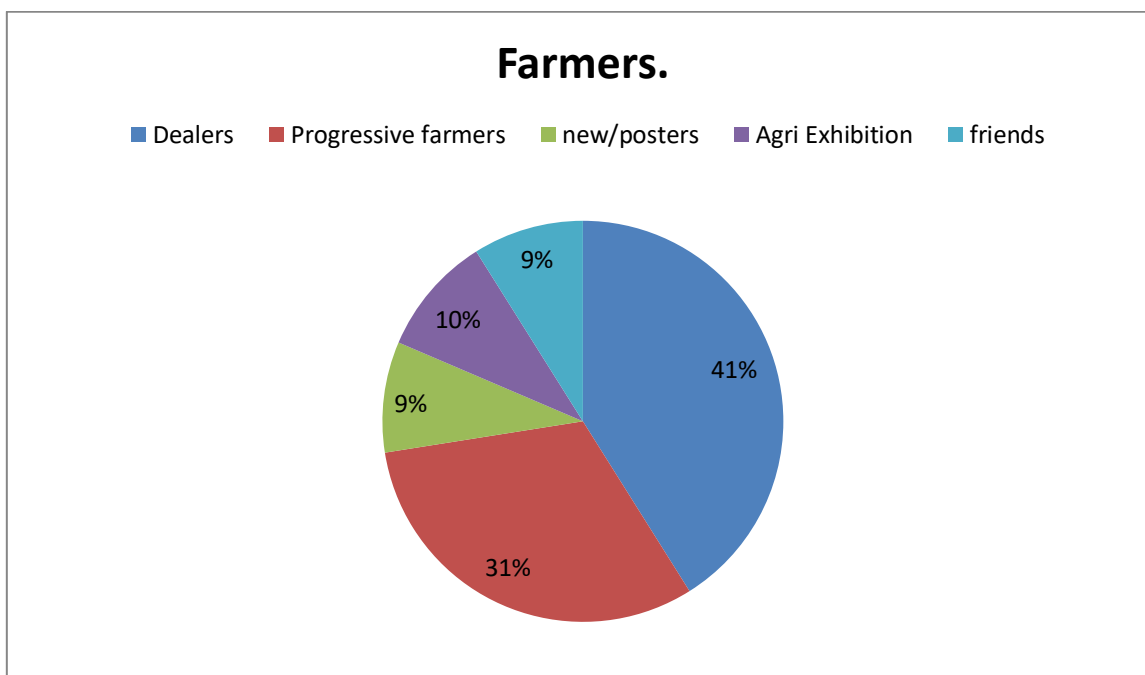
6. Farmers Satisfaction towards Cotton seeds.

Farmers

Intepretation:

84% of farmers are satisfied with the products available

16% of the farmers face problems with the products.

7. Advice taking to Purchase the cotton seed:

Interpretation:

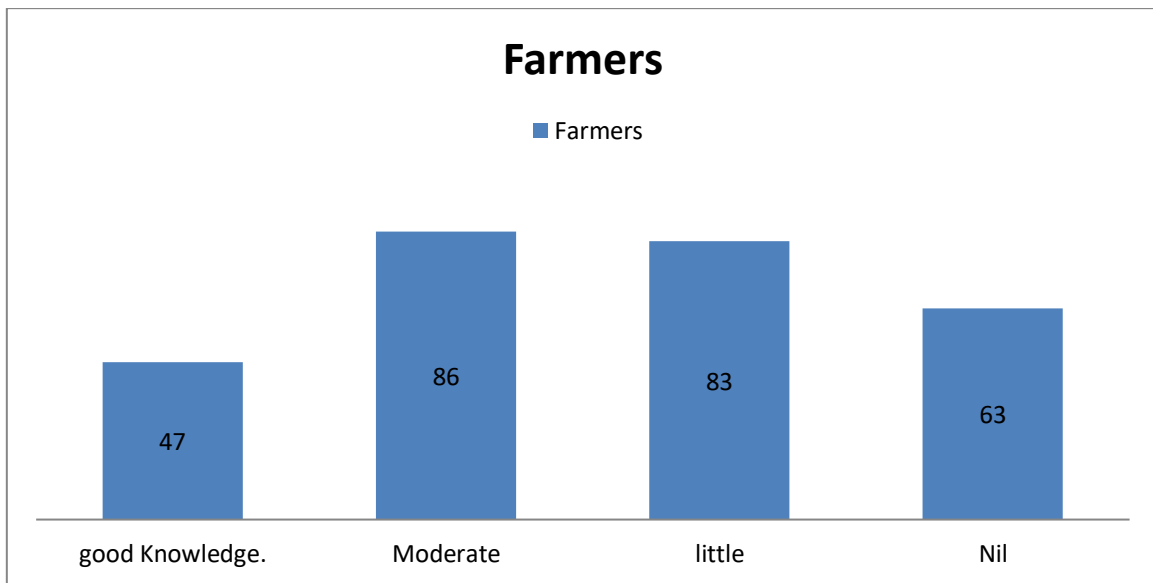115 farmers take advice from the dealers.

88 from the progressive farmers.

25 follow news papers, posters and others.

27 follow agri exhibition.

25 follow their friends.

8. Awareness about Cotton seed products.

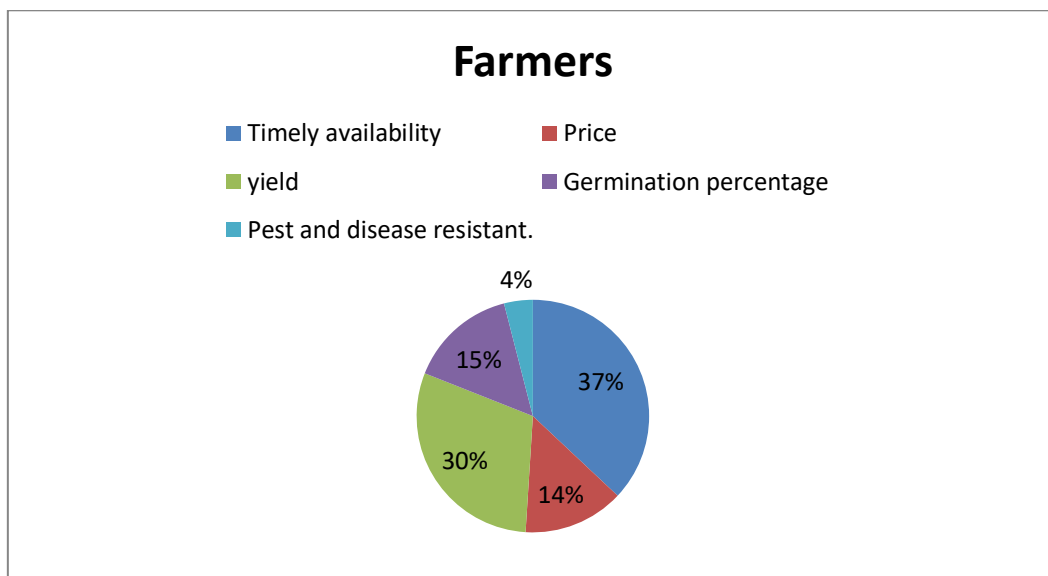## Farmers

Interpretation:

47 farmers have good knowledge about the products available.

86 farmers having moderate knowledge about the products available.

83 farmers have little knowledge about the products available.

63 farmers have nil knowledge about the products available.

9. Attributes preferred to purchase cotton seed.

Farmers
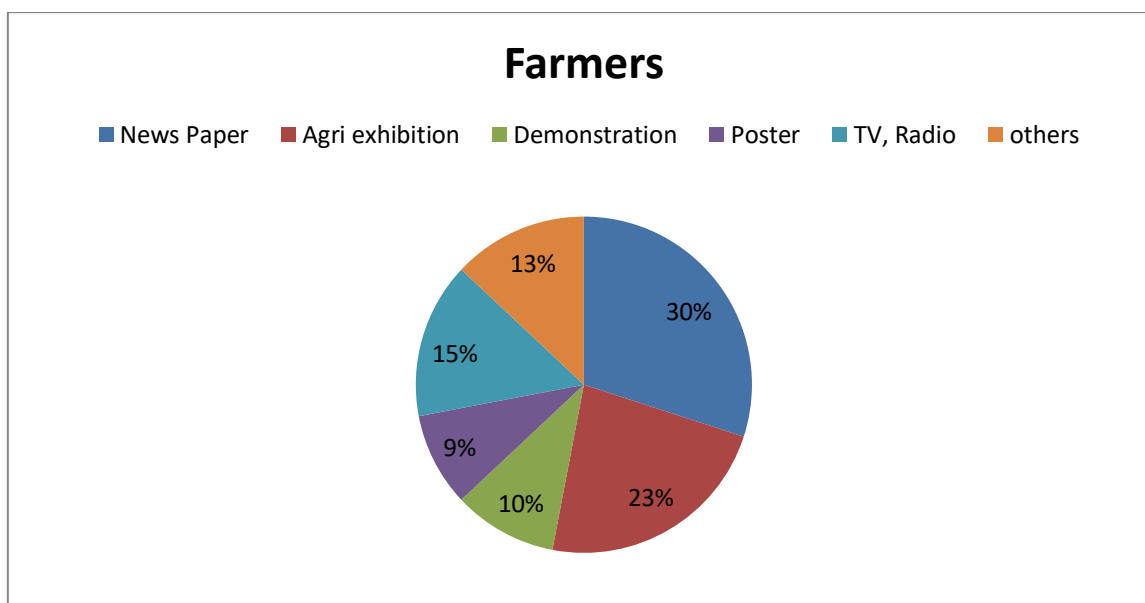

Interpretation:

37% of farmers consider yield, 14% of farmers consider germination

30% of farmers consider pest & disease resistant.

15% of farmers consider timely availability

4% considers price for purchasing.

10. Brand preference through different media:

Interpretation:

30% farmers go through the advertisements in news papers.

23% farmers go through the advertisements in Agri exhibitions.

10% follow demonstration

9% follows posters by the companies.

15% considers advertisements in TV/radio

13% farmers follow radio..

Findings:

Maximum farmers are marginal farmers.

Some of the farmers have better understanding of technology and products due to their educational background.

Majority of farmers take advice from the retailers, dealers and growth promoters.

Most of the farmers are unaware of the brand they are using.

Market is based on push market; whatever the distributor promotes the farmer will buy that product.

Conclusion:

The farmers in Sabarkantha District are more dependent on the retailers, distributors etc., in selecting the seeds for cotton crop. The companies have to promote the brands extensively through push strategies and also the live demonstrations on the plots. Majority of the farmers expect after sales services from the companies. If the companies provide, the after sales service, they can retain the farmer as customer.

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