



Consumer Buying Behaviour towards Agriculture Culture Inputs: An Empirical Study in Rural Area of Bardoli

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ABSTRACT

This paper aims to identify the factors that affect consumers purchasing behavior towards Agriculture inputs like fertilizer, seeds, agrochemicals, oils and lubricants etc. Buying behavior refers to the act of consumers obtaining and using goods and services and the decision process that determines these acts. Buying decision is a set of many decisions which may involve a product, brand, style, quality, dealer, time, price and mode of payment. Price is the most important consideration at the time of purchasing agriculture inputs followed by packaging and branding, fair billing and home delivery are considered relatively less important.

An attempt had been made to find out the problems faced by the farmers and this study will also help to understand the factors affecting the buying behavior of farmers toward Agriculture inputs.

KEYWORDS: Agriculture Inputs, farmers, buying behavior

INTRODUCTION

Agriculture inputs are broadly classified into consumable and durables. Consumables comprises inputs like seeds, fertilizers, agrochemicals, oils and lubricants, whereas durables includes tractor, Agriculture machinery (threshers, harvesters etc.), agro implements and tools like cultivators, wheel harrow etc. In Gujarat both cooperative societies and retail outlets provides a wide range of product assortments such as fertilizers, pesticides, farm implements, seeds, lubricants and also provide financial services. BY the view point of farmer buying decision of agriculture inputs is a set of many decisions which may involve a product, brand, style, quality, dealer, time, price and mode of payment. This study helps to company, to set up the price for their agri products, also company can approach to co-operative society to sell their product because most of the farmer purchases agri inputs from co-operative society.

OBJECTIVE OF STUDY:

a. Primary objective:

To study the buying behavior of agriculture culture input customer, their responsiveness towards the agriculture cultural information, and the problems they face while the purchase.

b. Secondary Objectives:

- Studying factors such as sources of information.
- Factors important while purchasing agriculture inputs.
- Problems faced by customers in purchasing agriculture inputs.

RESEARCH METHODOLOGY:

Sampling Design

Sample size: 100

Sampling unit: Farmer of Bardoli region

Sampling Method: Non-Probability convenience

Instrument for Data Collection: Structured questionnaire

LIMITATION OF STUDY:

- This study is limited only for the Bardoli regions.
- The sample size is very small and the result of research may not be applied to the population.
- Sometimes respondents may give biased opinion.

TOOLS AND TECHNIQUES OF DATA ANALYSIS

The Statistical Analysis carried out in the study is being done using MS-Excel and SPSS (Statistical Package for Social Science) Software. The Statistical techniques like: Chi-square test. Analysed & interpreted data have been presented in the form of tables, charts and figures.

DATA ANALYSIS AND FINDINGS:

Table No: 1 Sources of information.

Sources of information.	N.O.R	Percentage
T.V	43	43
Internet	3	03
Radio	7	07
Posters	26	26
Magazine	19	19
Others	2	02

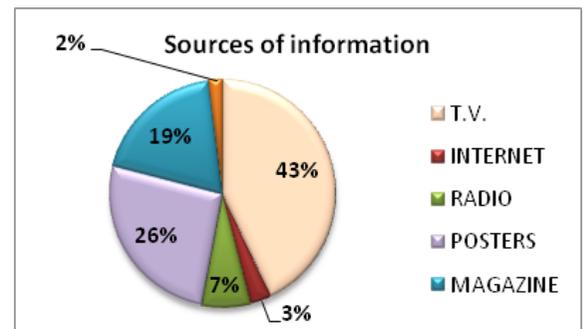


Figure 1 Sources of information.

A study suggests that out of 100 respondents 43% of the respondents preferred T.V. as their main source of information under the media sector, next came posters with 26%, 19% of the total was occupied by magazines as more and more young people were joining this sector, radio accounted for around 7%, less were inclined towards internet which ranged only 3% and 2% got information from other sources.

The above analysis shows that majority of respondents got agro information from T.V. as their media source.

Table No: 2 Importance Factors while purchasing Agri-Inputs.

Importance Factors	N.O.R
Price	87
Packaging	25

Quality	80
Brand	50
Credit Facility	68



Figure 2 Importance Factors while purchasing Agri-Inputs.

From above analysis on basis of multiple responses, find that 87 respondents consider price was importance factor, 25 respondents packaging, 80 respondent's quality, and 50 brands while 68 credit facility.

The study show that most of customers focus on Price, Quality and Credit facility while purchasing agri-inputs.

Table No: 3 Problems faced by customers in purchasing agriculture inputs.

Problems faced by customers	N.O.R
Price	75
Different Names	29
Less Knowledgeable	33
Bargain With Quality	53
No Other Medium	38
Less Expert Advice	45
No discounts	50
Inconvenience	46

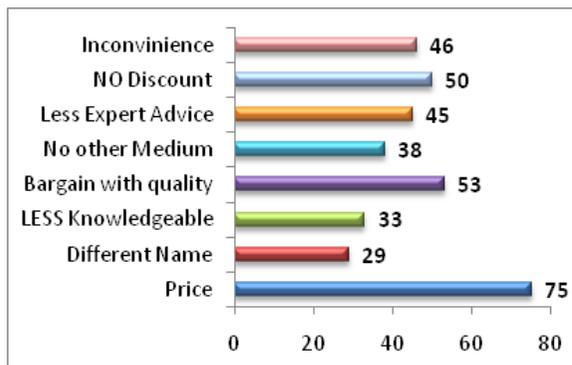


Figure 3 Problems faced by customers in purchasing agriculture inputs.

The above analysis shows most of customers face price problems when purchase agri inputs and quality related with price.

SUGGESTIONS

- The various agri input related companies should focus more on price reducing concepts and focus less on packaging.
- Companies can introduce various selling techniques through their private caravan as remote area farmers aren't privileged with the various agri input services.
- The concept of E – SELLING is in emergence of introduction as more and more literate people are entering the farming field.
- Those companies wanting to establish their name in agro sector can start with various price incentive schemes as more farmers are dependent on the price of the product.
- To focus more on T.V. and radio related advertisement as they are mainly preferred.

CONCLUSIONS

Conclusions are the actual results of the study. It is guide the company as well as researcher to act accurately for future course of action. The conclusion of above study is given below.

- It can be concluded from the result that the respondents were mainly purchasing the agri inputs from the cooperative societies of their area.
- Major reasons for purchasing from cooperative societies included fairness in billing and credit facilities given to the farmers.
- From the above results, it can be stated that agri inputs remain a price-sensitive market as factors like quality; brand and packaging are considered less important.

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