



Research Article

FARMERS BUYING BEHAVIOUR OF CUMIN SEEDS IN BANASKANTHA DISTRICT OF GUJARAT STATE

RAJGOR HITESH¹, PATEL JATIN^{2*}, SHASHTRI HASUMATI³, PATEL G.R.⁴ AND JOSHI K.M.⁵

^{1,2}Department College of Agribusiness Management, Sardarkrushinagar Dantiwada Agricultural University, Sardarkrushinagar, 385506, Gujarat

³ICAR-Krushi Vigyan Kendra, Deesa, 385535, Sardarkrushinagar Dantiwada Agricultural University, Sardarkrushinagar, 385506, Gujarat

⁴Office of Registrar, Sardarkrushinagar Dantiwada Agricultural University, Sardarkrushinagar, 385506, Gujarat

⁵C. P. College of Agriculture, Sardarkrushinagar Dantiwada Agricultural University, Sardarkrushinagar, 385506, Gujarat

*Corresponding Author: Email-jatinpatel1743@gmail.com

Received: November 23, 2016; Revised: January 16, 2017; Accepted: January 17, 2017; Published: January 30, 2017

Abstract- The study was conducted to analyze farmers' buying behaviour of cumin seeds in Banaskantha district of Gujarat state. The primary data were collected through personal interview with the help of an interview schedule. To fulfill the objectives of the study, 120 cumin growers were selected randomly from Tharad and Kankrej talukas of Banaskantha district. It was found that farmers gave more preference to the quality and yield followed by price, timely availability and brand image while purchasing cumin seeds. Farmers gave a more preference to the cost and availability of seeds while selection of seed dealer. About 40.00 per cent farmers purchased cumin seeds from retailers' shop. Nearly 70.00 per cent farmers purchased cumin seeds on cash payment. Relatives, dealers, demonstration and newspaper were the major sources of information used by farmers for purchasing cumin seeds in the study area.

Keywords- Agriculture, Buying behaviour, Cumin seeds.

Citation: Rajgor Hitesh, et al., (2017) Farmers Buying Behaviour of Cumin Seeds in Banaskantha District of Gujarat State. International Journal of Agriculture Sciences, ISSN: 0975-3710 & E-ISSN: 0975-9107, Volume 9, Issue 5, pp.-3767-3769.

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Introduction

Agriculture is a dynamic unit where the free gifts of nature namely land, light, air, temperature and rainfall, are integrated into single primary unit essential for human beings as well as animals. Agriculture helps to meet the basic needs of human beings and their civilization by providing food, clothing, shelters, medicine and recreation.

Coloured aromatic spice. Cumin is the seed of a small umbelliferous plant. The seed is uniformly elliptical and deeply furrowed. The seeds come as paired or separate carpels, and are 3-6 mm long [1].

India is the largest producer of cumin followed by Turkey, Syria and Iran. It is also produced in very small quantities in countries like Pakistan, Egypt, Afghanistan and Chile. Rajasthan and Gujarat states together contribute more than 95.00 per cent of total country's cumin production and the rest is contributed by Himachal Pradesh, Uttar Pradesh and Andhra Pradesh. Gujarat is the largest producer of cumin seeds contributing about 70.00 per cent of the country's total production, followed by Rajasthan[3].

Consumer buying behaviour is the total sum of a consumer's attitudes, preferences, intentions and decisions regarding the consumer's behaviour in the marketplace when purchasing the product or service. The study of consumer behaviour draws upon social science disciplines of anthropology, psychology, sociology and economics.

Objective:

To analyze the farmers' buying behaviour of cumin seeds

Materials and Methods

As per the objectives of the study, purposive and simple random sampling

technique was adopted. At the first stage Tharad and Kankrej talukas of Banaskantha district of Gujarat state were selected for the present study. From each taluka 6 villages were selected randomly. From each village, 10 farmers were interviewed personally for the present study.

Primary data were collected through personal interview with the help of interview schedule. Interview schedule was prepared with help of experts and scientists of Sardarkrushinagar Dantiwada Agricultural University and secondary data were collected from the journals, research papers, Agriculture department of government of Gujarat and authentic websites.

The statistical tools such as frequency and percentage were used for research study.

Results and Discussion

Farmers' buying behaviour of cumin seeds

Factors considered by the farmers in purchasing cumin seeds

The data regarding factors considered by the farmers in purchasing cumin seeds are presented in [Table-1]. It reveals that 86.70 per cent, 79.20 per cent, 50.80 per cent, 45.80 per cent and 34.20 per cent of farmers highly considered quality, yield, brand image, timely availability and price respectively while purchasing cumin seeds. On the other hand, 49.20 per cent and 47.50 per cent farmers moderately considered timely availability and price respectively. It was further observed that 18.30 per cent and 7.50 per cent farmers less considered price and brand image respectively while purchasing cumin seeds. These results are in conformity with the finding of Bansal et. al. (2013) [2].

Sources of information

The data in [Table-2] reveals that most of the farmers got information from the

relatives (79.20%) and dealer's recommendations (67.50%) as followed by product demonstration (55.80%), newspaper (55.00%), television (47.50%), wall

painting (35.80%), posters (27.50%), agri-fairs (21.60%), booklets (18.30%) and radio (12.50%).

Table-1 Factors considered by the farmers in purchasing cumin seeds(n=120)

Sr. No.	Factors	Highly considered		Moderately considered		Less Considered	
		Freq.	Per.	Freq.	Per.	Freq.	Per.
1	Quality	104	86.70	15	12.50	01	00.80
2	Price	41	34.20	57	47.50	22	18.30
3	Timely availability	55	45.80	59	49.20	06	05.00
4	Yield	95	79.20	19	15.80	06	05.00
5	Brand image	61	50.80	50	41.70	09	07.50

Table-2 Sources of information utilized by farmers in purchasing cumin seeds(n=120)

Sr. No.	Particulars	Yes		No		Rank
		Frequency	Per cent	Frequency	Per cent	
1	News paper	66	55.00	54	45.00	4
2	Tele vision	57	47.50	63	52.50	5
3	Radio	15	12.50	105	87.50	10
4	Agri -fairs	26	21.60	94	78.30	8
5	Posters	33	27.50	87	72.50	7
6	Dealers	81	67.50	39	32.50	2
7	Demonstration	67	55.80	53	44.20	3
8	Booklets	22	18.30	98	81.70	9
9	Wall painting	43	35.80	77	64.20	6
10	Relatives	95	79.20	25	20.80	1

Factors considered by the farmers in selection of seed dealer

Table-3 Factors considered by the farmers in selection of seed dealer(n=120)

Sr. No.	Particulars	Highly considered		Moderately considered		Less considered	
		Fre.	Per.	Fre.	Per.	Fre.	Per.
1	Cost	75	62.50	37	30.80	8	06.70
2	Distance	41	34.16	62	51.67	17	14.17
3	Relation with seed dealers	35	29.20	40	33.30	45	37.50
4	Availability	85	70.80	29	24.20	6	05.00
5	Goodwill of Supplier	66	55.00	39	32.50	15	12.50

[Table-3] represents the factors considered by the farmers in selection of seed dealer. It reveals that 70.80 per cent, 62.50 per cent, 55.00 per cent and 34.16 per cent farmers highly considered availability, cost, goodwill of supplier and distance respectively in selection of seed dealer. It was further observed that 51.67 per cent farmers moderately considered distance while selection of seed dealer whereas, relation with seed dealers, goodwill of supplier and cost considered moderately by 33.30 per cent, 32.50 per cent and 30.80 per cent farmers respectively. Further, 37.50 per cent farmers less considered relation with seed dealers followed by distance (14.17%) and goodwill of supplier (12.50%) in selection of seed dealer.

Mode of payment made by farmers in purchasing cumin seeds

Table-4 Mode of payment for purchasing cumin seed(n=120)

Sr. No.	Particular	No.	Per cent
1	By Cash	89	74.20
2	By Credit	31	25.80
Total		120	100.00

The data in [Table-4] reveals that majority of the farmers (74.20%) purchased cumin seeds on cash payment followed by 25.80 per cent farmers who purchased cumin seeds on credit.

Conclusion

From the entire study, it can be concluded that cumin is a major spice crop in the Banaskantha district. Farmers gave more preference to the quality and yield. Relatives, dealers, demonstration and newspaper were the major sources of information used by the farmers for purchasing cumin seeds. Farmers highly considered availability and cost factors in selection of seed dealer. Nearly 70.00

per cent farmers purchased cumin seeds on cash payment.

Suggestions

In the study area, it was found that the farmers were most focusing on quality and yield rather than price and other factors. Therefore, to sustain in the market companies have to improve the quality of product for positive result.

Most of farmers selected dealers/retailers on the basis of availability of cumin seeds and dealers faced constraint of demand and supply gap, so company should provide seed timely to seed dealers/retailers

Acknowledgement

Indeed, the words at my command are not enough to convey the depth of my feeling and gratitude to the advisor, Dr. K. M. JOSHI, Assistant Professor, Sardarkrushinagar Dantiwada Agricultural University, Sardarkrushinagar for his most valuable guidance, keen interest and constructive suggestions during the course of investigation and help in preparation of this manuscript. I feel gratified to record abimopecto to the reviewers for assessing my article. Last but far from the least, I bow my head in extreme regards to the almighty and my parents whose blessings enabled me to reach this destination.

Author Contributions

This article is based on my final project for the award of degree of MBA (Agribusiness) but without contributions of my co-authors this is next to impossible because they helped me in finding of some information, editing and giving me valuable suggestions to prepare this manuscript

Ethical approval: This article does not contain any studies with human participants or animals performed by any of the authors

Conflict of Interest: None declared

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