



# A Study on Farmers Buying Behaviour and Marketing Potential of Tomato Seed in Adilabad District of Telangana.

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## Abstract

The present study entitled “Farmers Buying Behaviour and marketing potential of Tomato seed in Adilabad district of Telangana ” was intended to examine the farmer buying behaviour and factor influencing buying behaviour of farmers towards tomato seed and also to study about the different tomato seed brands available in the study area and reasons for farmers loyalty towards brands and also their brand switching behaviour.

Adilabad district was purposively selected for present study, as it is leading district in production of Tomato. Detail information was collected. Standard deviation, percentage, tabular presentation, frequencies and percentages, market share, market potential was employed to analyse the set objectives. Through factor analysis, it was found that farmer prefer the specific seed brands when it have high yield potential and resistance to pest and disease attack. From the statistical analysis it was found that the Dhannya Seed Godown 732 (71.97%) has highest Market potential. While Lotus seeds private limited was on top with (40%) Market share of Tomato among other tomato companies present in the study area.

**Key Words:** *Buying behaviour, Market Potential, Market Share, Tomato Seed.*

## 1. INTRODUCTION

Agriculture holds a prime importance in the socio-economic fabric of India. The sector has remained backbone of the Indian economy and presently accounts for ~17.3% of the country's GDP. Nearly 54% of the rural households rely on agriculture as their principal means of livelihood. Being a source of livelihood and food security of the nation, higher growth in agriculture assumes great importance and is a matter of concern. Thus to accelerate high growth and ensure sustainability, combined effort in terms of technology, policies and institutional support has to be adopted.

The tomato is the edible berry of the plant *Solanum lycopersicum*, commonly known as the tomato plant. Tomatoes are a significant source of umami flavor. It is consumed in diverse ways: raw or cooked, and in many dishes, sauces, salads, and drinks. While tomatoes are fruits—botanically classified as berries—they are commonly used culinarily as a vegetable ingredient or side dish. Numerous varieties of the tomato plant are widely grown in temperate climates across the world, with greenhouses allowing for the production of tomatoes throughout all seasons of the year. Tomato seeds are nutritious and will boost your immunity, reduce acne and pimple, improve digestion and maintain correct cholesterol levels. Tomato seeds were found to contain 8.5% moisture, 25% CP, 20.0% fat, 3.1% ash, 35.1% total dietary fiber, 0.12% Ca, 0.58% P, and 3,204 kcal/kg of TMEn.

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 efficient management of other inputs. The developments in the seed industry in India, particularly in the last 30 years, are very significant. A major re-structuring 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 infrastructure that was most needed and relevant around those times. This could be termed as a first turning point in shaping of an organized seed industry. Introduction of New Seed Development Policy (1988 – 1989) was yet another significant mile stone in the Indian Seed Industry, which transformed the very character of the seed industry.

The policy gave access to Indian farmers of the best of seed and planting material available anywhere on the world. The policy stimulated appreciable investments by private individuals, Indian Corporate and MNCs in the Indian seed sector with strong R&D base for product development in each of the seed companies with more emphasis on high value hybrids of cereals and vegetables and hi-tech products such as Bt. Cotton. As a result, farmer has a wide product choice and seed industry today is set to work with a 'farmer centric' approach and is market driven. However, there is an urgent need for the State Seed Corporations also to transform themselves in tune with the industry in terms of infrastructure, technologies, approach and the management culture to be able to survive in the competitive market and to enhance their contribution in the national endeavour of increasing food production to attain food & nutritional security.

## **BUYING BEHAVIOUR**

Buying Behaviour refers to the buying behaviour of the ultimate consumer. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behaviour, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc. and is influenced by cultural trends as well as his social and societal environment.

### **1.1 MEANING OF MARKET POTENTIAL**

The estimated maximum total sales a product in a market during a certain period.

### **1.2 MEANING OF MARKET SHARE**

Market share is the percentage of a market (defined in terms of either units or revenue) accounted for by a specific entity. In a survey of nearly 200 senior marketing managers, 67 percent responded that they found the "dollar market share" metric very useful while 61 percent found "unit market share" very useful.

## **2. MATERIALS AND METHODS**

### **2.1 Sampling Design**

In order to proceed with investigation as per the objectives stated, it was necessary to adopt an appropriate sampling design so as to focus the importance of objective in determining farmers purchase preference in tomato seed purchasing. It was proposed at the outset to study the area under tomato crop in primary stage, for this purpose the secondary source data published by the different seed companies as well as from Telangana state Agriculture Department was collected.

### **2.2 Selection of District**

Telangana has 33 districts. Adilabad district of Telangana is selected purposively for the study as the researcher belongs to the same locality and familiar with the local language. Adilabad district as it ranked first in the cultivation of tomato in Telangana.

### **2.3 Selection of Mandals**

In the second stage, purposively two mandals were selected which has highest area and production of tomato. The selected two mandals in the district were Indravelli and Utnoor.

### **2.4 Selection of Villages**

In third stage, three villages in each mandal were selected based on the area coverage under tomato production. Hence, total of six villages, Anukunta, Bheemseri, Chanda, Lokari, Mavala and Rampoor were selected for the study.

## 2.5 Selection of Respondents

From each Village twenty farmers have been selected randomly. Thus, the sample size of 120 farmers were selected.

## 3. RESULTS AND DISCUSSION

### 3.1 Market Potential:

Market potential is the entire size of the market for a product at a specific time. It represents the upper limits of the market for a product. Market potential is usually measured by sales volume.

In this section, effort has been made to explore the market potential of tomato seed in the study area. As mentioned in market potential has been estimated by multiplying cropped area under crop with per hectare recommended doses of tomato seed. In Adilabad district detail information of market potential of tomato in the study area have been provided in the following section.

**Table :1 Market potential of tomato seeds in Telangana**

Company name	Study area (ha)	Total Requirement of seed (kg)	Quantity sold (kg)	Actual Market potential
Lotus seeds Pvt ltd	3393	1017 kgs	550	467 (45.91)
Nairuthi seeds			630	387 (38.05)
Indus valley agro seed Pvt ltd			750	267 (26.25)
Dhannya seeds go down			285	732 (71.97)
Rohini seed Pvt ltd			300	717 (70.50)
S.j seeds			350	667 (65.58)
Kaveri seeds			650	367 (36.08)
Nagarjuna seeds			800	217 (21.33)
Sangeetha seed corporation			420	597 (58.70)

Above table 1 shows the market potential of different tomato seed companies. it is observed from the data the Dhannya seed godown 732 (71.97%) has highest market potential followed by Rohini seed Pvt. Ltd 7171 (70.50%), S.J seed 667 (65.58%), Sangeetha see corporation 597 (58.70%), Lotus seed Pvt. Ltd 467 (45.91%), Nairuthi seeds 387 (38.05%), Kaveri seeds 367 (36.08%), Indus valley agro seed Pvt. Ltd 267 (26.25%) and Nagarjuna seeds 217 (21.33%).

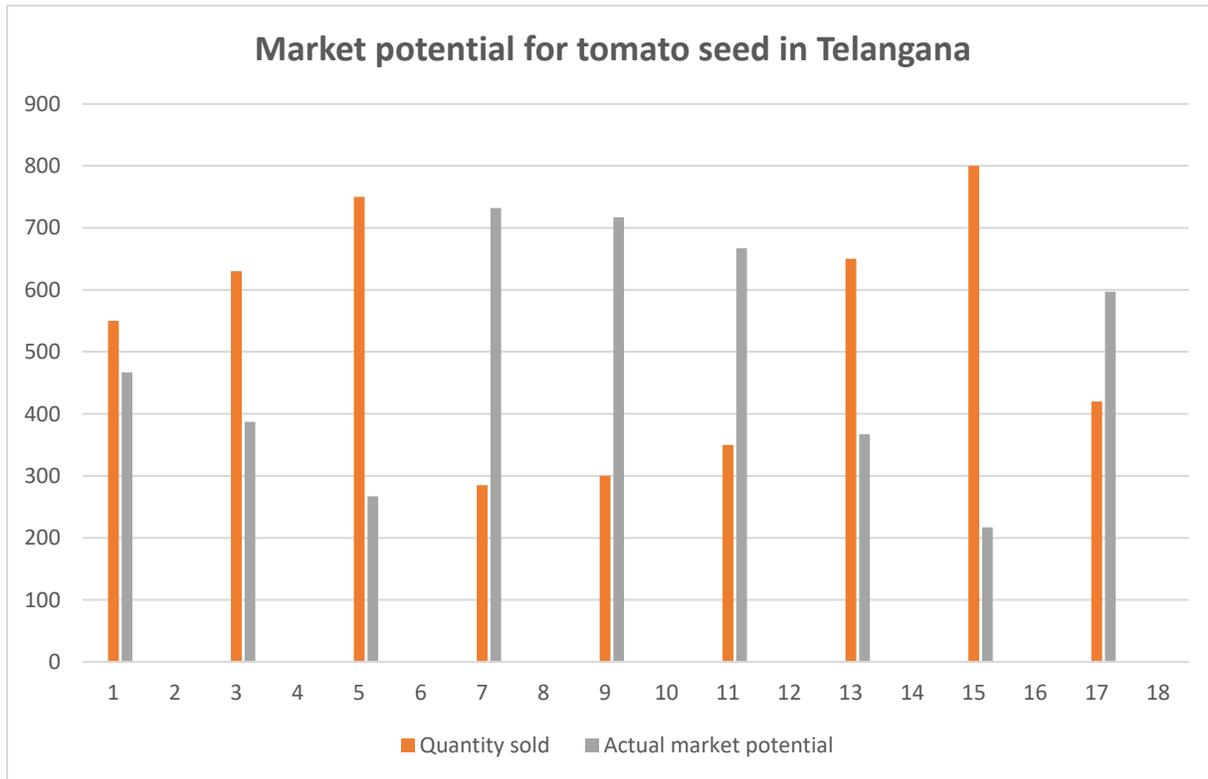


Figure : 1 Market potential for tomato seed in Telangana

### 3.2 Market Share:

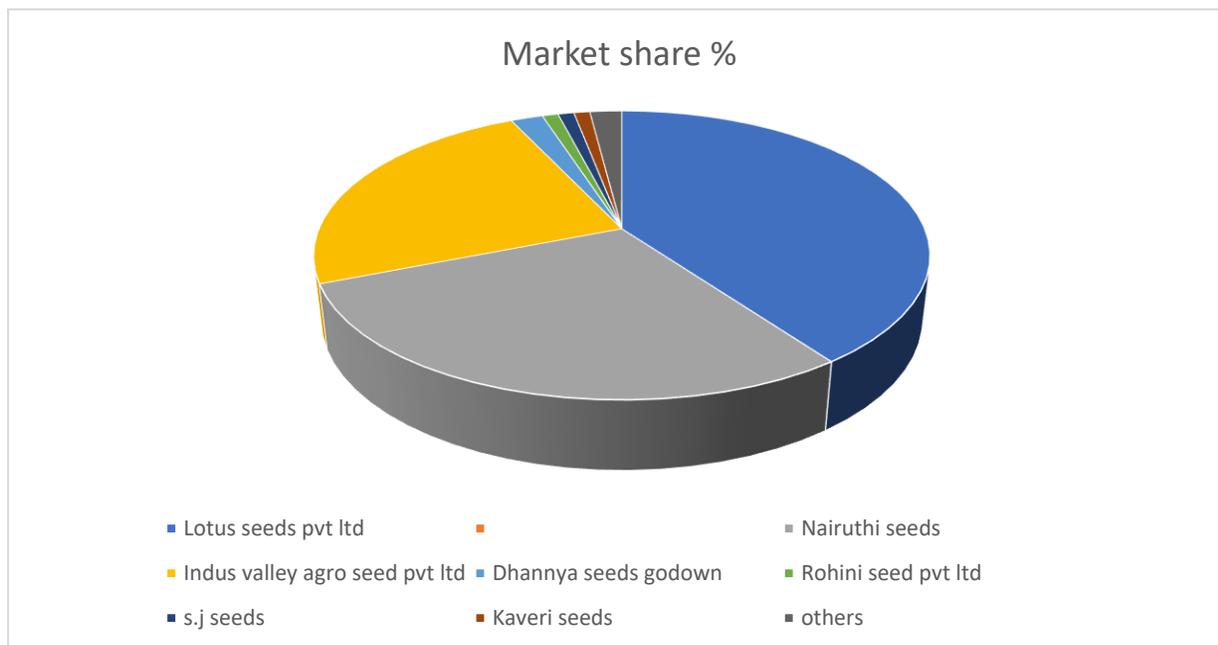
Market share is calculated by taking the company’s sales over the period and dividing it by the total sales of industry over the same period. Result is used to give a general idea of the size of the company to its market and its competitors. In this section, effort has been made to estimate the market share of different companies which are engaged in the study area.

The market share of tomato seed by major companies was estimated and given in this section. For estimated of market share, the sale quantity and its value of different tomato of major companies are required.

**Table: 2 The Market share of major seed companies in Telangana**

S.No	Company	Sales quantity in kg	Market share in (%)
1	Lotus seeds private limited	208.0	40
2	Nairuthi seeds	150.8	29
3	Indus valley agro seed pvt ltd	124.8	24
4	Dhannya seeds godown	10.4	2
5	Rohini seed pvt ltd	5.2	1
6	S.J seeds	5.2	1
7	Kaveri seeds	5.2	1
8	others	10.4	2
	<b>Total</b>	<b>520</b>	<b>100</b>

The table 2 showed the company wise share of major seeds company in Telangana. It can be seen from the table that the Lotus seeds private limited was the leading Seed company with 40% (208.0 Kg.) market share in Telangana follow up good marketing strategy followed by hard work of the field staff, followed by Nairuthi seeds (29%), Indus valley agro seed pvt. Ltd (24%), Dhannya seeds godown (2%), Rohini seed pvt ltd (1%), S.J seeds (1%) and Kaveri seeds were the minimum and contributed 1% (5.2 Kg.) market share.



**Figure: 2 Market share of major seeds companies in Telangana show by graph**

#### 4. CONCLUSION

From the above results, it can be concluded that among the different companies present in the study area the Dhannya Seed Godown 732 (71.97%) has highest Market potential. While Lotus seeds private limited was on top with (40%) Market share of Tomato among other tomato companies present in the study area.

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