

Study on consumer behaviour of the farmers and market potential of hybrid castor seeds in Banaskantha district of Gujarat state

■ NITIN KUMAR BANSAL, PRAGNESH K. PATEL AND CHIDANAND PATIL

Received : 02.10.2012; Revised : 12.01.2013; Accepted : 11.02.2013

ABSTRACT

The study was conducted in the Banaskantha district of Gujarat. It was observed that while purchasing seeds, the farmers consider various factors like yield, price, promotion, water requirement, etc. and 50 per cent of the farmers preferred high yielding variety seeds. It was found that most (95%) of the farmers were growing the castor crop for selling purpose. In present year, Pioneer, Syngenta, Kaveri are having more popular variety so it is very important to redevelop their marketing strategies and try to cover maximum market in Banaskantha. PHI Company is at top regarding sales promotion activity. Castor crop can be grown in all the seasons but 75% of farmers were growing castor in *Kharif* season. As 67 per cent of farmers were satisfied with varieties using currently, it was observed that they were glued to one variety *i.e.*, Western 66. Increase in promotion activity would be helpful to the Western Agriseeds Company to expand its market share.

KEY WORDS : Consumer behavior, Sales promotion, Market

How to cite this paper : Bansal, Nitin Kumar, Patel, Pragnesh K. and Patil, Chidanand (2013). Study on consumer behaviour of the farmers and market potential of hybrid castor seeds in Banaskantha district of Gujarat. *Internat. J. Com. & Bus. Manage.*, 6(1) : 18-22.

Consumer behaviour may be defined as the acts of individuals in obtaining and using goods and services including both the ultimate consumer and the purchaser of the industrial goods. Our approach is to view consumer behavior, we must examine the events that precede and follow from the purchase act. Consumers behavior results from individual and environmental influences. Consumers often influence goods and services with they want to accept, is therefore determined by the individual's psychological makeup and influences of others.

Castor seed is considered as a tropical crop and a non-

edible oilseed that is extracted from the castor plant. The plant's binomial name is *Ricinus communis*. High quality castor seed contains approximately. 47% of oil and the rest is converted to form a cake meal. Castor is a *Kharif* crop and is sown generally between June-July, the harvesting commences from December onwards and continues till January. Arrivals peak is the month of April and May.

There are varied uses of castor and its derivatives. Major uses of castor oil are in paint industries, cosmetic and perfumeries industry, pharmaceuticals industry and lubricant and biodeasel industry. Castor seed oil cake is used as manure for crops and is considered as a very fine alternative for fertilizer. Castor is produced in more than 30 countries across the globe. However, India is the major producer and holds a giant share of around 83% of the total global production, followed by China (6%), Brazil (5%) and Mozambique (4%). India is the largest exporter and China is the net importer of castor oil. In India, Gujarat is the top producing state which contributes 63% followed by Andhra Pradesh (19%), Rajasthan (14%) and Maharashtra (2%) (www.seaofindia).

MEMBERS OF THE RESEARCH FORUM

Correspondence to:

CHIDANAND PATIL, Department of Agribusiness Management, College of ABM, Sardarkrushinagar Dantiwada Agricultural University, Sardarkrushinagar, BANASKANTHA (GUJARAT) INDIA

Authors' affiliations:

NITIN KUMAR BANSAL AND PRAGNESH K. PATEL, Department of Agribusiness Management, College of ABM, Sardarkrushinagar Dantiwada Agricultural University, Sardarkrushinagar, BANASKANTHA (GUJARAT) INDIA