

RESEARCH PAPER

A study on market potential and buying behaviour of micronutrient fertilizers in Vadodara and Bharuch districts of Gujarat

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ABSTRACT

The agricultural micronutrients market growth has increased progressively because of increased global micronutrient deficiency in soil, shrinkage in the world's agricultural land, intensive cropping pattern, extensive use of chemical fertilizers, mining of micronutrient reserves and extensive irrigation facilities. The micronutrients include iron, manganese, zinc, boron, copper and molybdenum required by most plants in small amounts are not less important in plant growth than the other essential nutrients. In order to understand market potential and buying behaviour of micronutrient fertilizers in different districts, the present study was undertaken during 2016. Data were collected through personal interview from 120 farmers and 50 retailers in two districts of Gujarat *i.e.* Vadodara and Bharuch. Majority of the respondents were medium farmers having land of 4 to 10 acre and were observed growing banana, sugarcane, cotton, castor and chilli. Eighty three per cent of the respondents of Vadodara district and 92 per cent of Bharuch district were found using micronutrient fertilizers. The farmers who were not using the micronutrient fertilizers gave the reasons like they did not need, they were aware but did not use and they knew the importance but did not want to use in any way. Market potential for different categories of micronutrient fertilizers varied from approximately 3 lakhs to 71 crore in both districts. Most of the farmers received information regarding micronutrient fertilizers from retailers (62% in Vadodara and 72% in Bharuch) and were observed purchasing the micronutrient fertilizers from local private dealers/retailers (82% in Vadodara and 75% in Bharuch). Farmers used their past experience for purchase of micronutrient fertilizers. Many of the retailers faced the problems of unawareness of farmers, orthodox mind of farmers, delay in payment of credit and less understanding about micronutrient fertilizers.

KEY WORDS : Micronutrient fertilizers, Market potential, Farmer's buying behaviour

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