



Research Paper

A study of market structure and conduct of cotton seed market in Karnataka

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ABSTRACT : The cotton seed industry has emerged as an important component in the seed market basically due to its ability for development of hybrids and diversity of production so with this background study was conducted to study the market structure and conduct of cotton seed market in Karnataka. A multistage random sampling was adopted as appropriate sampling procedure and a total of 270 farmers were selected for the study and Gini ratio analysis was used to know market structure. The results of the study on market structure showed that there is in less inequality as indicated by the gini co-efficient ratio. This indicates that the market for cotton seeds is well distributed among different dealers and shows high competitive nature in the cotton seed trade. Adequate policy measures need to be directed towards stabilization of cotton seed trade in the interest of the farming community. The brand loyalty results showed that farmers wished to buy good seeds from the companies with good quality, timely supply, comparison of yield etc. which makes them more popular among private dealer as compared to KSDA and thus KSDA need strategies to become professional in seed marketing. To make KSDA brand loyal to avoid exploitation by MNCs and other indigenous private companies, it needs to gear up its activities. The State Department of Agriculture can make arrangement for supply cotton seeds with good quality and timely so that the farmers could procure seeds at lower prices.

KEY WORDS : Diversity, Multistage random sampling, Gini co-efficient ratio, Brand loyalty

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