



RESEARCH PAPER

Purchasing behavior of farmers towards hybrid watermelon seeds in North Gujarat

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Abstract : Over the last few years, farmers have become more aware of the benefits of utilising certified/quality seeds leading to increase in demand of seeds. Present study was conducted during 2018-19 in north Gujarat to examine the buying behaviour of farmers towards hybrid watermelon seeds. A multi-stage sampling design was employed for the study and required data were collected from 180 water melon farmers spread over 18 villages of 6 talukas, covering two watermelon growing districts namely Banskantha and Aravali. Primary data was collected using a structured questionnaire. Simple tools such as weighted mean average and Garrett ranking technique were employed to analyse the data. Finding indicates that the quality parameters of the seed like the yield, germination, disease resistance were the important factors influencing the purchase decision of the farmers regarding watermelon hybrid seeds. It was also observed that farmers were highly satisfied with the availability, price and better germination but raised concerns about the the yield aspect of the hybrid seed. The study pointed towards the need for progressive seed quality improvement by the private companies as well as regular capacity building for dealers to increase the awareness of using hybrid watermelon seeds.

Key Words : Purchasing behaviour, Hybrid watermelon seeds, Source of awareness, Seed companies

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