



RESEARCH PAPER

Mapping channel operations in agri-input markets: An Indian context

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Abstract : India's agriculture input markets are undergoing significant changes in terms of size, participation, and diversification. The study was undertaken to map current operations of the agriculture input markets in two districts viz., Guntur and Kurnool districts of Andhra Pradesh state and two districts viz., Nalgonda and Khammam of Telangana state. Sixty agriculture input retailers were selected using a random sampling method for the study. The data were collected from each respondent through a personal interview method with the help of a structured schedule. Distribution of the respondents based on personal and socio-economic characteristics showed that the majority of the agricultural input dealers were middle-aged (50%), had education till intermediate level (58%), farming experience of more than 10 years (44%), solo proprietary (90%), business experience in a range of 5 - 10 years (44%), annual business turnover more than 1 crore (75%), had smartphones (93%), dealing with agrochemicals (96.7%), dealing with chemical fertilizers (86.7%), orders agriculture inputs weekly during the season (50%), preferred to buy inputs directly from the company (73%), fulfilling the local demand of farmers was the most preferable parameter while selecting a product line (4.18), farmer's choice as the most priority while selecting a particular brand in agriculture inputs (4.35), and the level of pests and diseases incidence during the current season while taking inventory holding decision.

Key Words : Agriculture input retailers, Agricultural inputs, Brand preference, Inventory holding

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