

# A study on farmers buying behaviour of cotton seeds in northern Karnataka

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## ABSTRACT

A study was conducted to know the farmers buying behaviour of cotton seeds in northern Karnataka. A multistage random sampling was adopted as appropriate sampling procedure and a total of 270 farmers were selected for the study. The popularity of the Bt cotton was found to be popular in Haveri as compared to Dharwad and Gadag district. In the case of non-Bt cotton, the purchase behaviour showed the popularity of adoption in Dharwad and Gadag districts as Jayadhar cotton seed occupied the major position (42.20%) among the other types of non-Bt cotton available in the market. Nearly 50 per cent of the farmers opined about their preference to private dealers for their purchases for availability, timely nearness of the stores, quality seed material and the technical advice received from private dealers. The KSDA was popular in Dharwad district due to the better services provided by them. However, the farmers were also approaching crops in Gadag district as the co-operatives are performing well in the district with better services in time supply and adequate quantities. The farmers of Haveri clarified to private dealer due to almost 100 per cent adoption of Bt cotton.

**KEY WORDS :** Buying behaviour, Multistage random sampling, Purchase behaviour

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