



BRAND PREFERENCE OF FARMERS FOR MAIZE SEED

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ABSTRACT

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For farmers, selecting a dependable brand seed from many maize seed brands available has become a difficult task. A farmer can learn more by getting knowledge from a variety of sources, including dealers, other farmers and agricultural institutes. A farmer can select the best brand based on his budget and the appropriateness of the soil. In the eyes of farmers, a powerful and high-quality brand inspires confidence, comfort, trust, and dependability. The farmers perception of a brand is based on its appearance, functionality, emotional appeal and associations the brand creates with the customer..

KEYWORDS: Brand preference, brand loyalty, buying behaviour.

INTRODUCTION

Maize is referred as the "Queen of Cereals" internationally because it has largest genetic yield potential of all the cereals. The origin of maize crop is in tropical zone of South America. It is a tropical plant and prefers warm humid weather. Maize serves as a basic raw material for hundreds of industrial goods, including starch, protein, oil, food sweeteners, alcoholic beverages, cosmetic, pharmaceutical, film, gum, textile, packaging, and paper sectors.

Seed is a fundamental resource that plays a crucial role in agriculture. These seeds serve as the foundation for successful agricultural production and contribute significantly to the quality and productivity of the harvested crops. Consumer buying behaviour refers to the actions and decisions made by individuals when purchasing products. Several factors influence consumer buying behaviour like personal factors, psychological factors and situational factors. Consumers go through a decision making process when making a purchase. This process is known as their buying behaviour.

METHODOLOGY

Bapatla district was purposively selected as it is one of the highest maize producing district. Bapatla district has a total area of 29,260 hectares and production of 3,05,913 tonnes. (District handbook of statistics Bapatla - 2022). In the second step two mandals with highest production were selected purposively. The two selected mandals in the district were Tsundur and Bhattiprolu. In the third step two villages from each mandal were selected based on highest maize production. Thus totally four villages were selected for the study. The

selected villages were Edlapalli, Pedagadelavarru, Peddapulivarru and Bhattiprolu. From each village 30 farmers were selected randomly. The total sample size of farmers was 120.

Weighted Average Score Method

Weighted average score method was used to rank preference of different brands used by the farmers in the study area.

$$\text{Weighted average score} = \frac{\sum wx}{\sum w}$$

where ,

w : Weighted factor

x : No of factors

RESULTS AND DISCUSSION

Brand preference was analyzed and from the Table 2., P 3396 has score of 17.67 which ranked first, Deklab 9108 ranked second with score 17.22, NK 6802 ranked third with score 16.72, PAC 751 ranked fourth with score 16.14, NS 8585 ranked fifth with score 15.44, KMH 8333 ranked sixth with score 14.64, Siri 4527 ranked seventh with score 14.58 and Rasi 4212 ranked eighth with score 13.61. P 3396 brand is mostly preferred by many farmers in the study area because of its high yield and resistance to pest and disease.

The data revealed that the most common source of information for farmers is their relatives and fellow farmer friends,(37.5%). Agri fairs are the second most significant source, providing information to 18.33 per cent of the farmers, followed by dealers, demonstration, television, newspaper, booklets with 16.67, 10.00, 8.33, 5.00, 4.17 respectively.

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Table 1. Sample farmers ranking for different brands of maize seed

S. No.	Brand name (variety)	Rank								Total
		1	2	3	4	5	6	7	8	
1.	P 3396	27	18	17	15	11	14	13	5	120
2.	Deklab 9108	23	22	15	12	14	15	12	7	120
3.	NK 6802	21	23	13	9	15	19	13	7	120
4.	PAC 751	25	10	19	12	10	18	17	9	120
5.	NS 8585	13	14	23	14	18	12	12	14	120
6.	KMH 8333	14	10	19	13	18	16	16	14	120
7.	Siri 4527	18	4	17	20	23	6	9	23	120
8.	Rasi 4212	9	15	14	13	17	13	18	21	120
Total		120	120	120	120	120	120	120	120	

Table 2. Ranking for different Brands of maize seed through weighted average score method

S. No.	Brand name (variety)	Rank								$\sum wx$	$\frac{\sum wx}{\sum w}$	Rank
		8	7	6	5	4	3	2	1			
1	P 3396	216	126	102	75	44	42	26	5	636	17.67	1
2	Deklab 9108	184	154	90	60	56	45	24	7	620	17.22	2
3	NK 6802	168	161	78	45	60	57	26	7	602	16.72	3
4	PAC 751	200	70	114	60	40	54	34	9	581	16.14	4
5	NS 8585	104	98	138	70	72	36	24	14	556	15.44	5
6	KMH 8333	112	70	114	65	72	48	32	14	527	14.64	6
7	Siri 4527	144	28	102	100	92	18	18	23	525	14.58	7
8	Rasi 4212	72	105	84	65	68	39	36	21	490	13.61	8

It is inferred that P 3396 brand for 4kg is Rs.1700, study shows that because of its characteristics pest and disease resistance and high yield potential it is preferred by majority of farmers in the study area. The cost of Deklab 9108, NK 6802, PAC 751, NS 8585, KMH 8333 and Siri 4527 was 2000,1400,1300,1000,1640 and 1482 respectively. The cost of Rasi Rs.4212 was Rs.750 and it was least in the study area.

Based on mean scores farmers preference for different maize brands ranked P 3396 of PIONEER in first position with highest score, followed by Deklab of Bayer in second position.

Table 3. Sources of information utilized by farmers in buying Maize seed Brands

S. No.	Source of information	Frequency (No. of farmers)	Per cent (%)
1	News paper	5	5.00
2	Television	10	8.33
3	Agri fairs	22	18.33
4	Dealers	20	16.67
5	Demonstration	12	10.00
6	Booklets	6	4.17
7	Peer group/Relatives and fellow farmer friends	45	37.50
Total		120	100.0

Table 4. Prices of different brands available in the study area

S. No.	Brand/ variety Name	Price of the seed in Rs.	Packet size (quantity in kg)	Company Name
1	Siri 4527	1482	4	Siri seeds
2	NS 8585	1000	4	Namdari seeds
3	NK 6802	1400	4	Syngenta
4	P 3396	1700	4	Pioneer
5	PAC 751	1300	4	Advanta
6	KMH 8333	1640	4	Kaveri
7	Rasi 4212	750	4	Rasi seeds
8	Deklab 9108	2000	4	Bayer

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