

CHAPTER -5
Observations and Suggestions

Chapter –5

Observations and Suggestions

5.1 Observations

5.1.1 General Observations

5.1.2 Specific Observations

5.2 Suggestions

5.2.1 Suggestions to Farmers

5.2.2 Suggestions to Agri Input Companies

CHAPTER NO. 5 OBSERVATIONS AND SUGGESTIONS

5.1 Observations

Following are the observations researcher drawn after the study. These observations may be useful for the various agri-input companies and the dealers of agri- inputs operating in Satara Taluka.

5.1.1 General Observations

Following are the general observations researcher observed during the research.

1. Most of the farmers consult with the co- farmers while purchasing any agri-inputs.
2. Majority of them were found unaware about various information sources mentioned in the schedule, for getting information regarding agri-inputs.
3. Most of the farmers were found price sensitive while purchasing agri-input.
4. It is observed that though the use of Urea causes more disease occurrence, farmers continue to use it.
5. It was also observed that most of the farmers do not do soil testing for determining soil nutrient requirement before deciding on type of fertilizer to purchase.

5.1.2 Specific Observations

Specific observations are presented below as per the data analysis.

Part-I

Demographic Observations of Farmers.

1. Maximum no. of farmers i.e 80 (43 percent) are from age group 30-40 years while minimum i.e. 29(16 percent) are from age group 40-50 years. (Table No. 4.1.1)
2. Out of 184 famers, 39 (21percent) farmers have taken education up to less than 10th class. There are 83(45 percent) farmers who have taken education up to 12th class. 56 (30 percent) famers have taken education up to graduation. Only 6 (4 percent) famers have taken their education above post graduation. (Table No. 4.1.2)
3. Out of the sample respondents' majority i.e 106 (58 percent) farmers having landholding 1 acre to 5 acre.42 farmers (23 percent) having landholding that ranges between 5 acres to 10 acres. 36 farmers (19 percent) having landholding more than 10 acres. (Table No. 4.1.3)

Part-II

Observations about Farmer's Attitude towards Reliability of Information Sources.

4. Farmers showed more reliability towards the information received from Co-farmers with weighted average score 89.5. Next to co farmers, farmers showed reliability towards information received through Agricultural Exhibitions with weighted average score 89. Media also proved as a reliable information source to farmers. Towards Television, Newspaper and Radio, farmers showed reliability with weighted average 88.5, 88.33 and 82.83 respectively. Farmers also showed reliability towards the information they receive through Progressive Farmers with weighted average score 88.33.(Table No. 4.2.1)

Part-III

Observations Regarding Importance Given By the Farmers to Various Factors While Purchasing Agri Inputs.

5. Maximum importance was given to 'Price' by the farmers with mean score of 2.74. 'Availability' was given next importance with mean score 2.14. Next to price and availability, farmers gave importance to 'Brand' of agri-input with mean score 1.69. Farmers gave less importance to 'Credit' facility and 'Dealer Relation' with mean scores 1.35 and 1.29 respectively, while buying agri-input. (Table No.4.3.1)
6. All the farmers gave importance to 'High Yielding Variety' with mean score of 3.00. 'Purity' was given next importance with mean score 2.01 at the time of purchasing seed. (Table No.4.3.2)
7. Maximum importance was given to selecting the fertilizer 'According to Crop Type Requirement' by the farmers with mean score of 3.00. Next importance was given to purchasing 'Fertilizers that Fulfill Soil Nutrient Requirement' with mean

score 2.47. Purchasing fertilizer with 'Disease Resistance Power' was given lesser importance with mean score 1.67. (Table No.4.3.3)

8. Maximum importance was given to purchasing plant protecting chemicals which are 'Easy and Safe to Use' by the farmers with mean score of 2.14. Farmers gave importance to purchasing 'Less Toxic Plant Protecting Chemical' with mean score of 1.82. Farmers gave less importance to purchasing 'Certified Plant Protecting Chemical' with mean score of 1.63. It shows that farmers do not consider it whether the plant protecting chemical is certified or not. (Table No.4.3.4)

Part-IV

Observations Regarding Impact of Age, Educational Qualification And Landholding of Farmers on Agri-Input Buying Behaviour of Farmers

9. There is no significant difference between preferences towards buying variables between farmers from age group 20 years to 30 years and 30 years to 40 years. (Table No. 4.4.1)
10. There is no significant difference between preferences towards buying variables between farmers from age group 30 years to 40 years and 40 years to 50 years. (Table No. 4.4.2)
11. There is no significant difference between preferences towards buying variables between farmers from age group 40 years to 50 years and 50 years and above (Table No. 4.4.3)
12. There is no significant difference between preferences towards buying variables between farmers from age group 20 years to 30 years and 50 years and above. (Table No. 4.4.4)
13. There is no significant difference between preferences towards buying variables between farmers from education group 'less than 10th' and '10th to 12th'. (Table No. 4.4.5)

14. There is no significant difference between preferences towards buying variables between farmers from education group '10th to 12th' and '12th to Graduate'. (Table No. 4.4.6)
15. There is significant difference between preferences towards buying variables between farmers from education group '12th to Graduate' and 'Post Graduate'. (Table No. 4.4.7)
16. There is no significant difference between preferences towards buying variables between farmers from education group 'less than 10th' and 'Post Graduate'. (Table No. 4.4.8)
17. There is no significant difference between preferences towards buying variables between farmers with landholding 1 acres to 5 acres and farmers with landholding 5 acres to 10 acres. (Table No. 4.4.9)
18. There is no significant difference between preferences towards buying variables between farmers with landholding 5 acres to 10 acres and farmers with landholding more than 10 acres. (Table No. 4.4.10)
19. There is no significant difference between preferences towards buying variables between farmers with landholding 1 acres to 5 acres and farmers with landholding more than 10 acres. (Table No. 4.4.11)

5.2 Suggestions

Following are the suggestions given by the researcher on the basis of general observations made while conducting a research and on the basis of specific observations of research.

5.2.1 Suggestions to Farmers

- 1 Farmers should collect information about agri inputs from all the available sources to improve their buying decisions.
2. Farmers should frequently look after for the advanced information about agri inputs, like farmers can continuously keep in contact with the agricultural research centre for getting the information about new and improved seed variety of any crop.
3. Though the price is observed to be the major determining factor in agri input buying, farmers can also consider the other factors also, like the brand , whether the input is of trusted company etc.
4. After understanding the ill effects of chemical pesticides, farmers should try to follow the integrated pest management practices.
5. It is advisable to farmers to carry out the soil testing for determining the nutrient and consequently the fertilizer requirement of soil.
6. Similarly farmers need not use the heavy doses of fertilizers. In cases like, urea, use of urea can cause disease occurrence on crop, so farmers should take proper care while using it.

5.2.2 Suggestions to Agri Input Companies

1. Agri input companies should create brand awareness among the farmers.
2. Agri input companies may arrange training programme for farmers regarding demonstration of usage of fertilizers and pesticides.
3. Soil testing facility should be provided by the fertilizer companies.
4. Pesticide companies can arrange farmers education programme for safety use of pesticides.
5. Seminar of agri scientists should be organized for farmers for guiding them about new and improved farming practices.
6. Care should be taken that all the inputs should be made available to farmers in optimum quantity, in right time and at right place.

Summary

To understand the buying behaviour of farmer, it is necessary to understand the profile of farmers and also the nature of farming business in general. While studying the buying behaviour of farmers regarding agricultural inputs one need to understand the current scenario of agricultural input industry. To determine the farmer's preferences towards various variables, researcher used age, education and landholding of farmer as a base for comparison. Hypothesis were made on these bases and tested to draw a conclusion. Test results showed that age, education and landholding of farmers do not play significant role in farmer's buying behavior. When farmers asked to rank the information sources on the basis of their perceived reliability, it was observed that majority of farmers ranked "co-farmers" as more reliable source of information. Therefore marketer of agricultural input should carefully analyse the farmers buying behaviour in this regard too. Such kind of study should be done in regard to other inputs also like, machinery and financial resources. At the end it can be concluded that findings of this research will be beneficial for the manufacturers of agri-inputs.