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To determine the market share of marketing channels involving in marketing of tomato seed (VNR) in Meerut district of Uttar Pradesh

Abhishek Deshwal, Sanjay Kumar, Pratyasha Tripathi and Vikash Singh

Abstract

This study established attractive attributes and consumer desires for fresh tomatoes. Three focus groups (n = 28 participants) were conducted to explore how consumers perceived tomatoes, including how they purchased and consumed them. Subsequently, an Adaptive Choice Based Conjoint (ACBC) survey was conducted to understand consumer preferences toward traditional tomatoes. The ACBC survey with Kano questions (n = 1037 consumers in Raleigh, NC) explored the importance of colour, firmness, size, skin, texture, interior, seed presence, flavor, and health benefits. The most important tomato attribute was colour, then juice when sliced, followed by size, followed by seed presence, which was at parity with firmness. An attractive tomato was red, firm, medium/small sized, crisp, meaty, juicy, flavorful, and with few seeds. Deviations from these features resulted in a tomato that was rejected by consumers. Segmentations of consumers were determined by patterns in utility scores. External attributes were the main drivers of tomato liking, but different groups of tomato consumers exist with distinct preferences for juiciness, firmness, flavor, and health benefits. Face-to-face interviews of produce customers at Markets in UP yielded data on consumers' tastes and preferences, quantities purchased, and prices paid for fresh tomatoes. Purchase behavior indicated that during the local season, consumers preferred tomatoes grown in UP to tomatoes from other origins. Data were fitted to demand equations to determine the factors affecting demand for fresh tomatoes. Tomato origin significantly influenced consumer purchases. Consumer perceptions of product characteristics such as colour, freshness, nutrition, and appearance do not appear to significantly influence tomato purchase patterns.

Keywords: Consumer Behavior, Market Share, Marketing Channels

Introduction

Agriculture holds a prime importance in the socio-economic fabric of India. The sector has remained backbone of the Indian economy and presently accounts for ~17.3% of the country's GDP. Nearly 54% of the rural households rely on agriculture as their principal means of livelihood. Being a source of livelihood and food security of the nation, higher growth in agriculture assumes great importance and is a matter of concern. Thus, to accelerate high growth and ensure sustainability, combined effort in terms of technology, policies and institutional support has to be adopted. The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year due to its immense potential for value addition, particularly within the food processing industry. Indian food and grocery market is the world's sixth largest, with retail contributing 70% of the sales. The Indian food processing industry accounts for 32% of the country's total food market, one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth. The total agricultural and allied products exports stood at US\$ 41.25 billion in FY21. India is the second largest producer of vegetables that account for 16 percent of the world production. More than 40 kinds of vegetables belonging to different groups, namely cucurbits, Cole crops, solanaceous, etc. are grown in different agro climatic situations of the country. Major vegetables grown in India are potato, onion, tomato, cauliflower, cabbage, bean, egg plants, cucumber, gherkin, frozen peas, garlic and okra. In India, the area under vegetables accounted for 94 lakh hectare and with a production of 16.2 crores metric tons in the year of 2013-14. Export of vegetables has increased from Rs. 4138.76 crores in the year of 2010-11 to Rs. 5462.93 crores in the year of 2012-13. The major importing countries of Indian vegetables are U.A.E, Pakistan, Sri Lanka, Nepal and Bangladesh. Adoption of high yielding cultivars namely F1 hybrids along with advanced production technologies has resulted in

increased production and productivity. Per capita consumption of vegetables per person has also increased from 293 grams to 363.2 grams per day.

2. Research Methodology

Research methodology is the systematic way to do research. It is a science of studying and how research is to be carried further. Essentially, the procedures by which research go forward for their work of the describing, explaining and predicting phenomena is called research methodology. This chapter explicates and the research design of the study, introduces factor and variables included, sample size and statistical tools which are used for analysis in the study. Following multistage sampling procedure was used for the study.

Selection on block

There are a total 12 block in Meerut district in which Hastinapur block was selected purposely.

Selection of village

There are total 215 villages present in Hastinapur development block. 5% of villagers from this block will be selected randomly for present the study.

Selection of respondents

A list of respondents of seed market will obtained from village panchayat/village pradhan in all selected village the list of total respondents will arranged in ascending order out of farmers will be categorized on the basis of land holder total selected respondents was selected randomly, 5% respondents was selected for study.

Selection of market functionaries

Table 1: Selection of market functionaries

S.No.	Market Functionaries	Company opted
1	Producer-Wholesaler-Retailer-Consumer	Yes
2	Producer-Wholesaler-Consumer	Yes
3	Producer-Primary Wholesaler-Secondary Wholesaler-Retailer-Consumer	Yes

Data collection

For the study, both primary and secondary data was collected from different sources

2.1 Tools of Analysis

The collected data were analyzed with reference to the objectives set forth for the study. The analytical techniques employed in this study are explained.

(1) Chi -square test

A chi-square statistic tool is one way to show a relationship between two categorical variables. The chi-squared statistic is a single number that tells you how much difference exists between your observed counts and the counts you would expect if there were no relationship at all in the population. It is used for data that consist of variables distributed across various categories and is denoted by χ^2 . This formula will be used for identifying the demographic pattern of the consumers. The chi-square formula is:

$$\chi^2 = \sum (O_i - E_i)^2 / E_i,$$

were,

O_i = observed value (actual value)

E_i = expected value.

(2) Standard deviation

It is the degree of dispersion or the scatter of the data points relative to its mean, in descriptive statistics. It tells how the values are spread across the data sample and it is the measure of the variation of the data points from the mean. The standard deviation of a sample, statistical population, random variable, data set, or probability distribution is the square root of its variance. The population standard deviation formula is given as:

$$s = \sqrt{\frac{\sum (x - \bar{x})^2}{n - 1}}$$

Here,

σ = Population standard deviation

μ = Assumed mean

(3) Percentage

Percentage was used for standardization of sample size by calculating the number of individuals this would be under a given category. If the total number cases were hundred.

(4) Likert scale

A Likert scale is a rating scale used to assess opinions, attitudes, or behaviors of the respondents. Likert scales allow us to easily operationalize personality traits or perception. To collect data, you present participants with Likert-type questions or statements and continuous of possible responses, usually with 5 or 7 items. Each item is given a numerical score so that the data can be analyzed quantitatively.

2.2 Objective of the Study

To determine the market share of marketing channels involving in marketing of tomato seed (VNR).

Market share of Various Seed Brands

Table 2: Market share of Various Tomato Seed Brands

S. No.	Insecticide Brand Name	Total sales in number	Percentage
1	VNR Seeds	1179	18%
2	Syngenta seeds	962	14%
3	Shanker seeds	751	11%
4	Kalash seeds	941	14%
5	Kaveri seeds	673	10%
6	Krishidhan seeds	561	8%
7	Nuziveedu seeds	814	12%
8	Rasi Seeds	847	13%
	Total	6728	100%

(Source: Researcher's computation from field data)

Table 2 reveals about the market share of various seed companies in the study area in which 18% of the respondents responded for VNR seeds followed by 14% for syngenta seeds, 11% for Shanker seeds, 14% for Kalash seeds, 10% for Kaveri seeds, 8% for Krishidhan seeds, 12% for Nuziveedu seeds and 13% for seeds Rasi seeds.

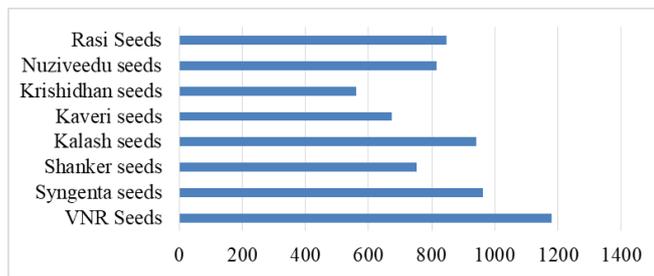


Fig 1: Market share of Various Tomato Seed Brands

Marketing channels for Tomato seeds

Channel 1



In the Channel 1, Company manufactures the seeds and supplies to Wholesaler which is distributed to Retailer and farmer buys it from retailer.

Channel 2



In the Channel 2, company manufactures the seeds and supplies it to Wholesaler and farmers buys seeds directly from wholesale.

Conclusion

Tomato is one of the major cash crops, which is of considerable social and economic significant to the world at large and India in particular, especially in term of employment creation to people at the rural areas. Based on the findings of the study it was concluded that in order to improve production levels in Tomato production it is needed to increase seeds quality, fertilizer and agro chemicals used, expanding land size, access to credit facilities, modernized agricultural mechanism etc. were all required. The study revealed that socio-economic characteristics of Tomato farmers need to be considered as very important variables impacting and enhancing effectiveness and inefficiency in production of Tomato in the study area. Based on the analysis of the present study it is indicated that there were ample avenue to improve the present level of effectiveness and efficiency of Tomato production in the study area. This can be realized through improved farmer-specific input factors which comprised educational level, access to credit, extension contract, access to government and non- governmental supports especially in terms of fertilizer and pests' control. It was revealed that there were high commission charge on the producers and sellers of Tomato crops. Based on the findings of the study it was indicated that to tackle the problems of Tomato marketing all mentioned variables such as better physical activities in the market, better access to Tomato market, access to adequate information about Tomato price, also based on the findings of the study in order to improve or increase in the supply of quality Tomato seeds at subsidized price is needed, more supply of fertilizer and pesticides at subsidized prices were required, credit distribution to Tomato farmers in the study area was needed, provisions of compensated prices to Tomato crops is required, extensive activities were required and 100 respondents representing 83.33% said that all options are required. Hence, to tackle the

problems of Tomato production alternatives mentioned above were extremely required.

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