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A study on marketing channels preference of Dayal cattle feed and constrains in marketing in Meerut district of Uttar Pradesh

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Abstract

The Study entitled A study on Marketing Channel Preference of Dayal Cattle feed and constrains in marketing in Meerut District of Uttar Pradesh was conducted in the agricultural year 2021-22. Various marketing Parameters were taken and data was collected as per the objective of the study. An extended survey was conducted to access the various marketing charges and cost incurred in different marketing channels of paddy and constrains associated with marketing of paddy. For selection of district, block, villages and respondents multi stage sampling technique was employed to know about the various marketing charges incurred during marketing of Dayal Cattle feed. A total of 120 respondents were selected using multi stratified sampling technique. Three major channels were identified during the study and Channel 2 was found to be most preferred channel among the other channels. The major constrains in marketing of cattle feed were Competition from new feed, packaging, high transportation cost, price range etc.

Keywords: Marketing, Dayal, constrains, Meerut, Cattle

Introduction

Livestock farming is crucially important for provision of animal-based food products for the population, and as a source of income for many resource-poor farmers in developing countries. With the increase in human population and economic growth of many Asian countries, the demand for livestock products is likely to double in the coming 20 years. However, the main constraint to livestock development in these countries is the scarcity and fluctuation in the quality and quantity of the year-around animal feed supply. India has a long tradition of keeping milch animals as a part of the farming household. Animals were cared for and considered a great wealth even at the time of Harappa civilization. The cattle feed is produced in more than 130 countries globally and is one of the most important components of the animal rearing as it adds considerable cost to the production system. India is one of the largest and fastest growing cattle feed markets in the world with poultry, aqua and dairy industries occupying the major share in overall feed demand. Cattle feed manufacturing on a commercial and scientific basis started around 1965 in India with the setting up of medium-sized feed plants in northern and western India to cater to the needs of dairy cattle sector. In India, at present, cattle accounts for 7.5 million tonnes, poultry industry consumes around 13 MT of the feed with soy meal and corn being the prime consumables.

Dayal Group is one of the leading agriculture groups in India. They are one of the leading producers and Marketers of Plant Fertilizers and Nutrients, Animal Feeds & Supplements and Seeds. Their partnership with the farming community is vital. Serving as an imperative link between farmers and consumers, we strive to improve the yield and productivity of the crops and hence help the farmer get better price for their produce. They facilitate this through collaboration and innovation, and are committed to sharing our global knowledge and experience to help meet economic, environmental and social challenges. Established in 1979, we are headquartered in Meerut, employing more than 1,000 people. Their extensive distribution facilities span across various states of India and abroad. We make a significant contribution to the India's economy and quality of life. With the mission of putting a smile on every farmer's face, we constantly engage with the farmers and are committed to promote Socio-economic growth of the farmer's community. Our network scales to more than 550 distributors and 10,000 dealers in India and neighboring countries.

Research Methodology

Sampling Methods

Multistage sampling procedure was adopted for the sampling for present study.

1. Selection of District
2. Selection of Block
3. Selection of Village
4. Selection of Respondents

Selection of District

Meerut district of Uttar Pradesh was selected purposively for the study. Uttar Pradesh comprises of 75 district out of which Meerut district is selected purposely for the present study.

Selection of Block

There are 12 blocks in Meerut District, out of which 1 block name Hastinapur block was purposively selected for the study on the basis of maximum number of cattle and more user of cattle feed products of Dayal Group.

Selection of Village

List of villages was procured and such villages were sorted out of 5% which has maximum no. of cattle and more user of cattle feed products of Dayal Group.

Selection of Respondent

- Marginal farmer- Size 1 hectare or less
- Small farmer - Size 1 to 2 hectare
- Semi Medium - Size 2 to 4 hectare
- Medium farmer - Size 4 to 10 hectare
- Large farmer - Size above 10 hectare

Out of total respondents 10% of farmers were select randomly from all the different size group.

Data Collection

To meet the objectives of the study both primary and secondary data was collected and used for the study.

Primary Data: The data needed for the study was collected from the farmers by personal interview method using pre-structured schedule.

Secondary Data: The secondary data was obtained from the published sources like journals, internet, Directorate of Agriculture.

Period of Study: The data was collected for the agriculture year 2021-2022.

Analytical Tools

1. Garrett’s Ranking Techniques

Garrett’s Ranking Technique was applied to study the preference, change of orders of constraints and advantages into numerical scores. The prime advantage of this technique over simple frequency distribution is that the constraints are arranged based on their severity from the point of view of respondents. The orders of merit given by the respondents were converted in to rank by suing the formula. To find out the most significant factor which influences the respondent, Garrett’s ranking technique was used. This tool will use to identify the constraints. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the

help of the following formula:

$$\text{Percent position} = 100 (R_{ij} - 0.5) / N_j$$

Where,

R_{ij} = Rank given for the ith variable by jth respondents

N_j = Number of variable ranked by jth respondents

2. Averages and Percentage methods are used as and when required to analyze the results of the study.

Results and Discussion

Marketing channels for Dayal cattle feed

Channel 1



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

Channel 2



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

Channel 3



Table 1: Preferences of Different Marketing Channels of Dayal Cattle feed

Marketing Channel	Frequency	Percentage
C1	32	27%
C2	52	43%
C3	36	30%
Total	120	100%

Table 1 reveals about the marketing channel prevailing in selected area in which 27% respondents prefer for channel 1, 43% respondents prefer for channel 2 and 30% of respondents prefer for channel 3.

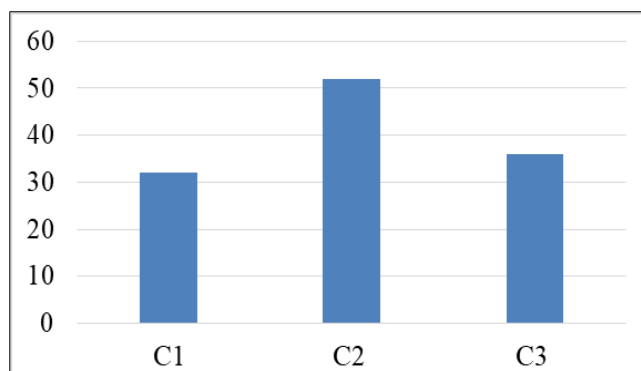


Fig 1: Graph showing preferences of respondents for different marketing channels.

Table 2: Aspects LED to the Choice of Dayal Cattle Feeds

SL. No.	Aspects	No. of respondents	Percentage
1	Availability	22	18%
2	Personal experience	36	30%
3	Price	23	19%
4	Quality	27	23%
5	Recommendation	12	10%
	Total	120	100%

Table 2 shows aspects that led to the choice of thinking about Dayal cattle seeds in which 21.33 responded for availability, 15.33 responded for price, 24.66 responded in the favor of

quality, 8 percent responded for recommendation by others and 30.66 responded in the favours of personal experience which was the highest.

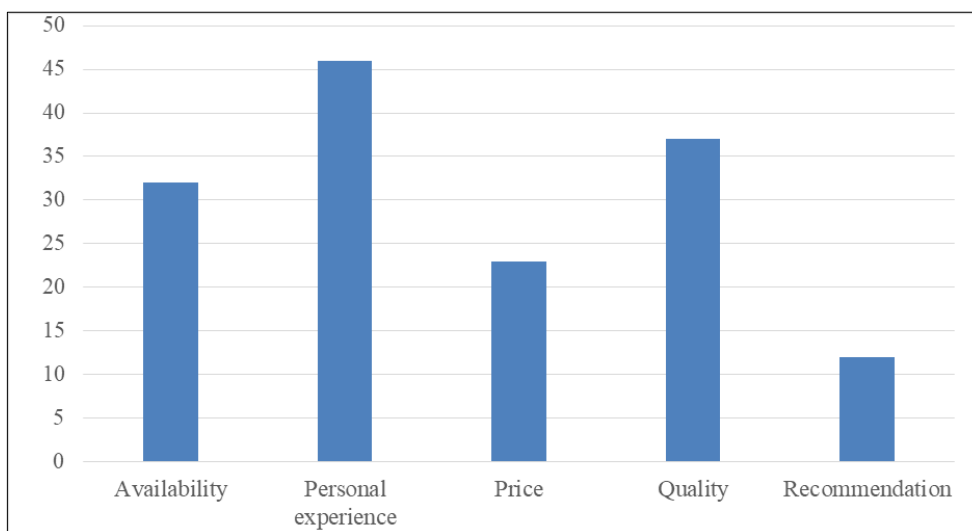


Fig 2: Graph showing aspects lead to choice of Dayal Cattle feed.

Table 3: Constraints in marketing of Cattle feed

SL. No.	Constraints	Frequency	Average	Rank
1	Competition from new feed	435	4.58	I
2	Consumer conscious about milk production	295	3.1	VI
3	Packaging	391	4.12	II
4	Price range	344	3.62	IV
5	Poor storage facilities	301	3.17	V
6	High transportation cost	354	3.73	III
7	Less margin to retailers	268	2.82	VII

Table 3 reveals about the constraints in the marketing of Cattle feed in which Competition from new feed ranks I followed by packaging ranks II, High transportation cost ranks III, Price range ranks IV, Poor storage facilities ranks V, Consumer conscious about milk production ranks VI and Less margin to retailers ranks VII.

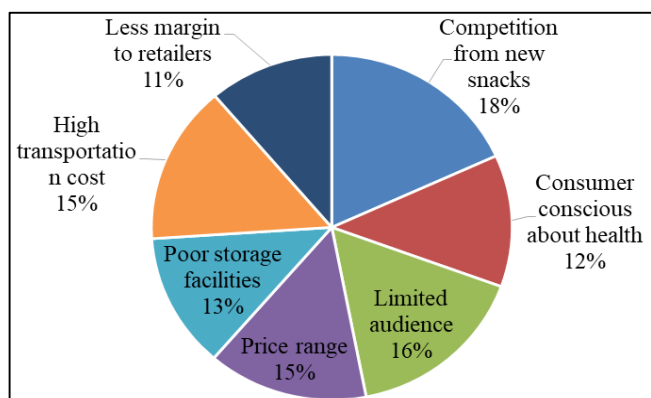


Fig 3: Constrains in marketing of Cattle feed in the study area.

Conclusion

The study on preference of farmers about the marketing Channels of Dayal cattle feed and constrains in marketing of cattle feed shows that the most preferred channel for marketing as choose by the respondents was Channel no 2 with 43% of the respondents prefer it. The aspects that led to the preference of Dayal cattle feed over its other competitors was because of personal experience of the respondents, the quality of the feed and the price of the feed. The respondents found the feed cost effective and quality was good compared to other company’s feed. The study also pertains to the study of the constrains of marketing of cattle feed and found out that the major constrains in marketing of cattle feed were Competition from new feed, packaging, high transportation cost, price range etc.

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