



ISSN (E): 2277-7695  
ISSN (P): 2349-8242  
NAAS Rating: 5.23  
TPI 2023; 12(3): 1429-1434  
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Received: 24-01-2023

Accepted: 28-02-2023

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## Analysis of marketing status and buying behaviour of kharif green gram seeds in Banaskantha district of North Gujarat

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### Abstract

Green Gram (*Vigna radiata*) is one of the most important pulse crops. It is growing almost all parts of the country. It is the most dominant pulse having a share of around 40 per cent in the total production. The present study aimed to examine the analysis of marketing status and buying behaviour of Kharif Green Gram Seed growers. Total 120 green gram seed growers and 10 dealers were selected as sample respondents for the study. The present study has been undertaken in Tharad and Vav talukas of Banaskantha district, as both the talukas have higher area under kharif green gram cultivation. Multistage random sampling technique was adopted to select the districts, talukas and villages. The study was mainly based on primary data, which were collected through personal interview with the help of structured schedule. The results showed that highest market share was captured by Western Agri Seeds Company followed by Utsav Seeds Company and Avani Seeds Company. Majority of green gram seed growers purchased green gram seeds on cash payment. Most of green gram seed growers were purchasing seed from retailer's shop at the time of sowing. The overall finding of the study indicated that brand awareness is mainly spread out through dealers and which is a matter of concern as dealers can influence growers to purchase a specific brand with the higher margin and lower quality seeds. It is also observed that maximum growers are buying green gram seeds from retailers at the time of sowing only, which is causing them to pay high prices and hence it is suggested that growers should plan advance purchases to get required variety seeds well in time. The study also pointed out that large number of green gram seed growers were unsatisfied from the quality of previous year seed purchased. Hence there is a need to take initiative by government research institutes and green gram seed companies to reorient research work related with green gram seed.

**Keywords:** Green gram, seed, marketing, buying behavior and Kharif

### Introduction

Pulses are consumed as dal, which is a cheap source of plant protein. These are consumed because of body building properties having presence of various amino acids. Pulses are an important part of a sustainable cropping system. They fix nitrogen to the soil, reducing the need for water and improving soil health. Pulse crops are cultivated in kharif, rabi and summer seasons. Green Gram (*Vigna radiata*) is one of the most important pulse crops. It is growing almost all parts of the country. According to history, the origin of green gram is South West Asia. Green Gram is the most dominant pulse having a share of around 40 per cent in the total production. Green Gram is primarily a crop of rainy season. Middle of March to last week of June is the most suitable growing period, where there is a plenty of life-giving sunshine. During this period high temperature and low humidity keep insects and disease infestations at their lowest. Summer season offers an excellent opportunity for raising short duration pulses.

India is the major producer of green gram in the world and grown in almost all the States and contributing 10 per cent to the total pulses production. It is grown in the area about 4.5 million hectares with the total production of 2.5 million tonnes and productivity of 545 kg/ha during the year 2019-20. During the year 2020-21, there was steep decline in the area (0.15 million hectares) and production (0.11 million tonnes) of green gram, whereas yield (733 kg/ha) showed increasing trends. Green Gram is exclusively cultivated in Rajasthan, Madhya Pradesh, and Gujarat. Rajasthan state ranked 1<sup>st</sup> in area under green gram (23265.20 ha), Madhya Pradesh ranked 1<sup>st</sup> in production (2477.90 tonnes) and Gujarat ranked 1<sup>st</sup> in green gram yield (771 kg/ha) in overall India during the year 2019-20.

In Gujarat state major green gram producing districts are Banaskantha, Surendranagar, Kutch, Patan, Jamnagar and Porbandar.

Banaskantha district was selected purposively for conducting the study, as Banaskantha district ranks 1<sup>st</sup> in yield of kharif green gram in overall Gujarat and also Banaskantha district ranks 2<sup>nd</sup> in case of area and production of green gram crop in overall Gujarat state. The study was conducted purposively in Banaskantha district. Banaskantha District rank 1<sup>st</sup> in yield of kharif green gram in overall Gujarat and also Banaskantha district has 2<sup>nd</sup> rank in area and production of green gram crop in overall Gujarat State. Two talukas were selected in Banaskantha District. Tharad and Vav these two talukas have higher area under kharif green gram cultivation. Hence, these two talukas were selected purposively for the study. Taluka 6 villages were selected on the basis of pilot survey. Therefore, total 12 villages were selected for the study.

**Methodology**

- 1. The Database:** The primary data were collected through personal interview with the help of a structured. The schedule was designed with closed ended question, which used to collect data from growers and dealers in the study area. The secondary sources of data collected from: Website of company and University Library
- 2. Analytical Tools:** Analytical tools like frequency, percentage and tabular method were used for performing analysis of market share, buying behaviour and brand awareness. Market share was measured in terms of various companies' green gram seed availability on dealers' shop and major companies' seed purchased by the green gram growers. Buying behaviour of green gram growers was find out by percentage method. The various parameters which were consider to find out the buying behaviour of green gram growers were as mode of payment, sources of green gram seed purchased by green gram growers, time of purchase of green gram seeds, price of green gram seeds packets, satisfaction with the quality of previously used green gram seed. Brand awareness was also find out with the help of percentage

method by considering different variables *i.e.*, source of information, green gram growers awareness about companies green gram seed.

**Results and Discussion**

**Market share of the different Green Gram seed companies**

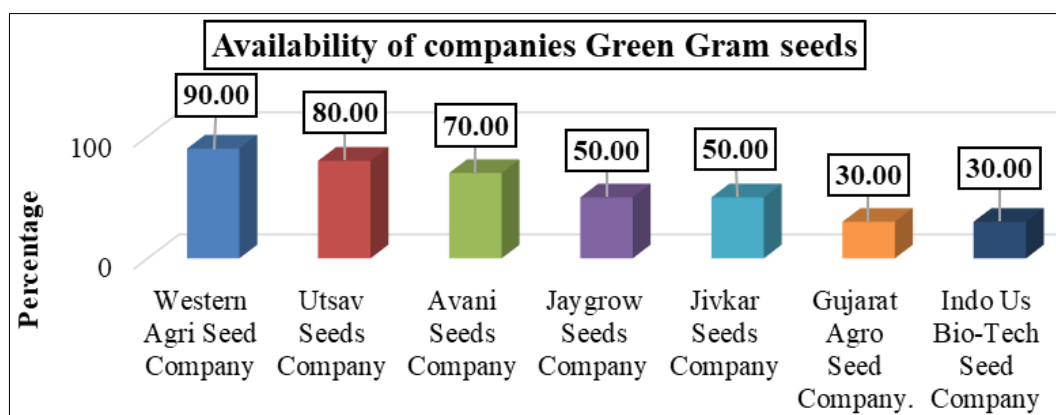
Market share is the percent of total sales in market generated by a particular company. Market share of company determine its reputation and dominance in the market. The present study is targeted to examine the green gram seeds market share of different companies in the selected market.

**Different company's Green Gram seed available in dealers' shop**

Dealers are keeping various companies' green gram seed at their shops because of various reasons like farmers demand of brand of seed, price of seed *etc.*, Therefore, it is important to know that which company's green gram seed dealers are keeping at their shops. Results are presented in Table 1 and Figure 1. The result of the study revealed that almost 90.00 per cent dealers were having Western Agri Seeds company's green gram seed followed by Utsav Seeds Company (80.00%), Avani Seeds Company (70.00%), Jay grow Seeds Company (50.00%), Jivkar Seeds Company (50.00), Gujarat Agro Seeds Company (30.00%) and Indo Us Bio-Tech Ltd. (30.00%) green gram seeds in their shops.

**Table 1:** Different company's Green Gram seed available in dealers' shop (n=10)

Sr. No.	Company name	Frequency	Percentage
1	Western Agri Seeds Company	9	90.00
2	Utsav Seeds Company	8	80.00
3	Avani Seeds Company	7	70.00
4	Jaygrow Seeds Company	5	50.00
5	Jivkar Seeds Company	5	50.00
6	Gujarat Agro Seeds Company	3	30.00
7	Indo Us Bio-Tech Ltd.	3	30.00



**Fig 1:** Different company's Green Gram seeds available in dealers shop

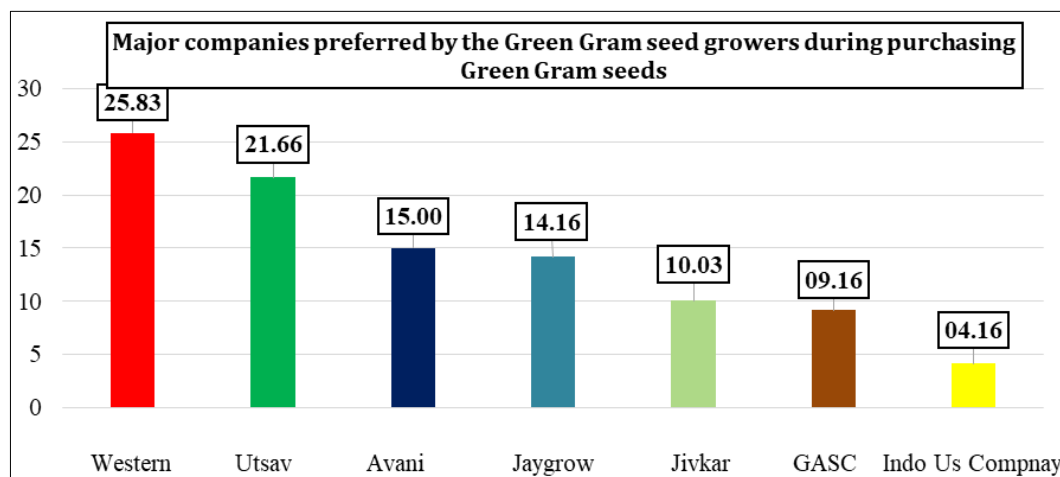
**Major companies preferred by the Green Gram seed growers during purchasing of Green Gram seeds**

The data regarding major companies preferred by the green gram seed growers during purchasing green gram seeds are presented in Table 2 and Figure 2. The results showed that highest green gram seed purchased volume accounted by Western Agri Seeds company *i.e.*, 25.83 per cent followed by

Utsav Seeds Company (21.66%), Avani Seeds Company (15.00%), Jaygrow Seeds Company (14.16%), Jivkar Seeds Company (10.03%), Gujarat Agro Seeds Company (09.16%) and Indo Us Bio-Tech Ltd. (04.16%). It is observed that almost 62.49 per cent market share was accounted by the prominent seed companies (*i.e.*, Western Agri Seeds Company, Utsav Seeds Company and Avani Seeds Company) in the study area.

**Table 2:** Major companies preferred by the Green Gram seed growers during purchasing Green Gram seeds (n=120)

Sr. No.	Company Name	Frequency	Percentage
1	Western Agri Seed Company	31	25.83
2	Utsav Seeds Company	26	21.66
3	Avani Seeds Company	18	15.00
4	Jaygrow Seeds Company	17	14.16
5	Jivkar Seeds Company	12	10.03
6	Gujarat Agro Seeds Company	11	09.16
7	Indo Us Bio-Tech Ltd.	05	04.16
Total		120	100.00



**Fig 2:** Major companies preferred by the Green Gram seed growers during purchasing Green Gram seeds

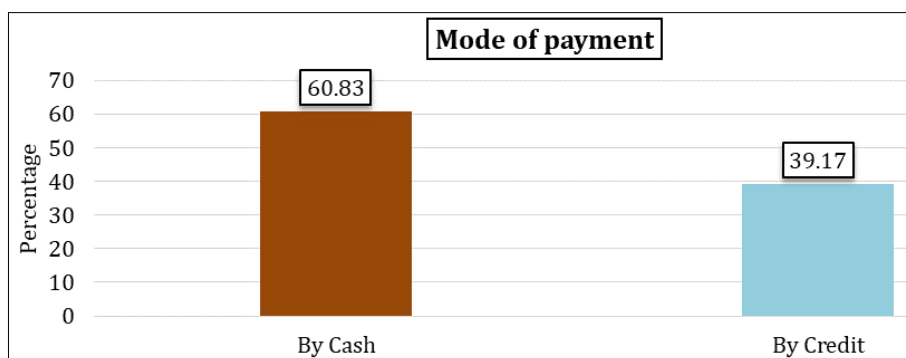
**Buying Behavior of Green Gram seed growers  
Distribution of Green Gram seed growers according to their mode of payment**

The data regarding distribution of green gram growers according to their mode of payment are presented in Table 3 and Figure 3. Result showed that majority of the green gram

seed growers *i.e.*, 60.83 per cent were purchased green gram seeds on cash payment followed by 39.17 per cent green gram seed growers who purchased green gram seeds on credit. It is noted that majority of farmers were preferred cash payments, which is a good sign for trade.

**Table 3:** Distribution of Green Gram seed growers according to their mode of payment (n=120)

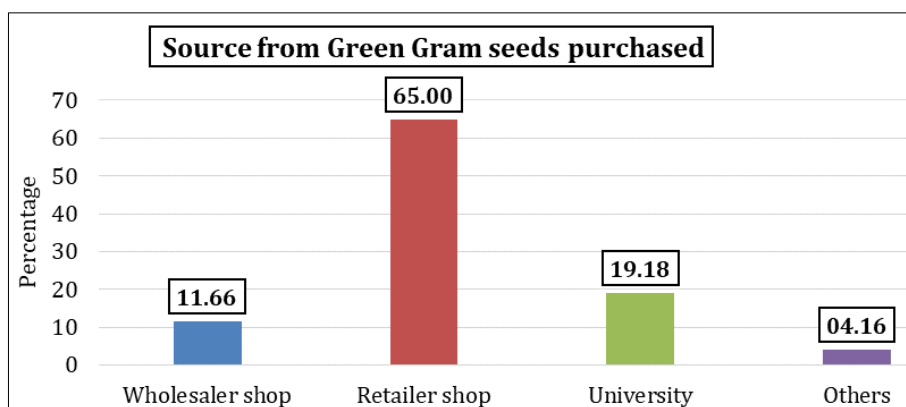
Sr. No.	Particular	Frequency	Percentage
1	By Cash	73	60.83
2	By Credit	47	39.17
Total		120	100.00



**Fig 3:** Distribution of Green Gram seed growers according to their mode of payment

**Table 4:** Sources of Green Gram seed purchased by Green Gram growers

Sr. No.	Particular	Frequency	Percentage
1	Wholesaler shop	14	11.66
2	Retailer shop	78	65.00
3	University	23	19.18
4	Others	05	04.16
Total		120	100.00



**Fig 4:** Distribution of Green Gram seed growers according to source from Green Gram seeds purchase

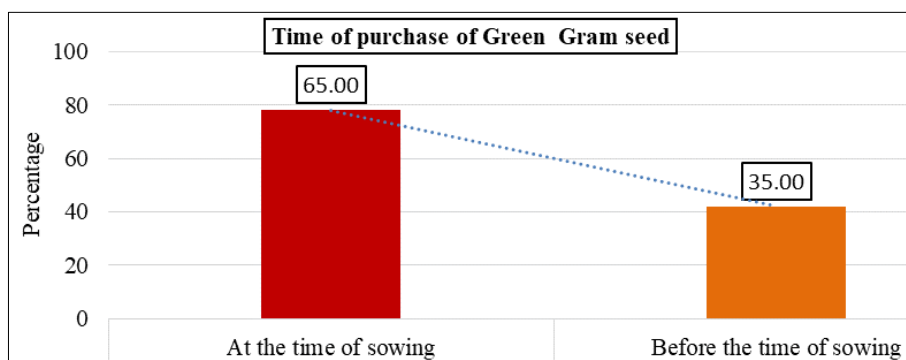
**Distribution of Green Gram growers according to their time of seed purchase**

The results related to distribution of green gram growers according to their time of seed purchase are presented in Table 5 and Figure 5. The revealed that near about 2/3<sup>rd</sup> i.e.,

65.00 per cent of green gram seed growers preferred to purchase green gram seed mostly at the time of sowing and 35.00 per cent of green gram seed growers were preferred to purchase it few days before the time of sowing.

**Table 5:** Time purchase of Green Gram seed (n=120)

Sr. No.	Particular	Frequency	Percentage
1	At the time of sowing	78	65.00
2	Before the time of sowing	42	35.00
Total		120	100.00



**Fig 5:** Distribution of Green Gram seed growers according to time of purchase Green Gram seed

**Price of Green Gram seeds packet preferred by green gram growers**

Price of green gram seed packets preferred by the growers are

presented in the Table 6 and Figure 6. It was observed that 60 growers preferred medium size Green Gram packets of worth Rs. 300 to 400 Rs.

**Table 6:** Price of Green Gram seed packets preferred by growers (n=120)

Sr. No.	Particular	Frequency	Percentage
1	Rs 200 to Rs 300	40	33.33
2	Rs 300 to Rs 400	60	50.00
3	More than Rs 500	20	16.67
Total		120	100.00

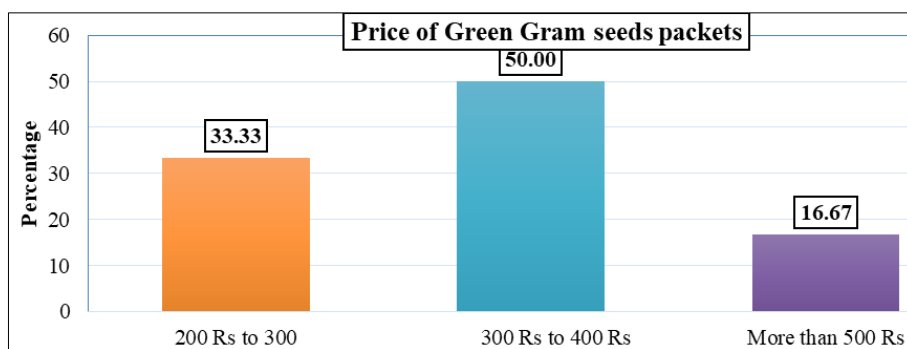


Fig 6: Price of Green Gram seed packets preferred by growers

**Satisfaction with the quality of previously used Green Gram seed**

Green Gram seed growers' satisfaction regarding green gram seed play a critical role in future purchased of brand green gram seed. Hence in this study, responses of green gram seed growers were accessed regarding the satisfaction realized

from previously used companies' green gram seed and results are presented in Table 7 and Figure 7.

It was observed from the result that 80.83 per cent green gram seed growers were unsatisfied about previous year seeds, only 19.17 percent green gram seed growers were satisfied with respect to green gram seed.

Table 7: Satisfaction with the quality of previously used Green Gram seed (n=120)

Sr. No.	Particular	Frequency	Percentage
1	Unsatisfied	97	80.83
2	Satisfied	23	19.17
Total		120	100.00

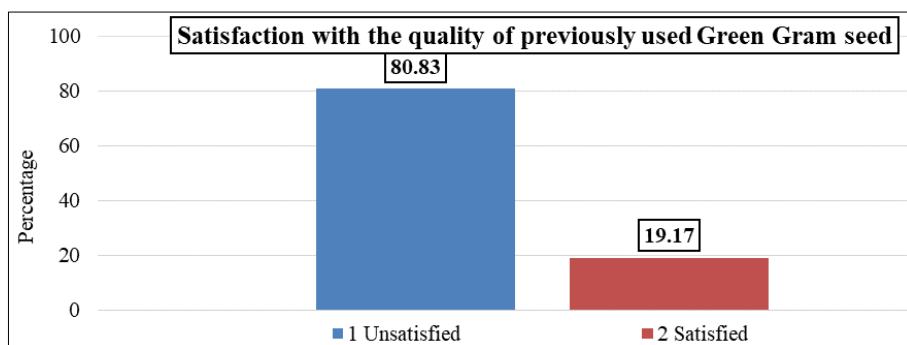


Fig 7: Satisfaction with the quality of previously used Green Gram seed

**Brand awareness among the Green Gram seed growers Distribution of Green Gram seed growers according to source of information access for awareness of particular brand**

Sources of information utilized by the green gram seed growers to prefer a brand are represented in Table 8 and Figure 8. In the table, sources were categorized as newspaper,

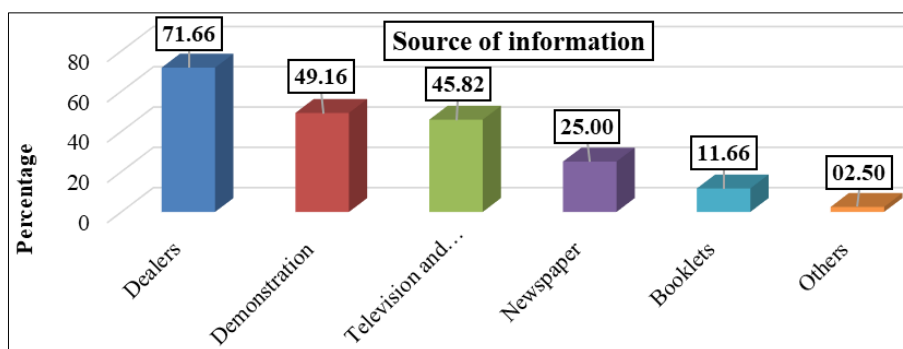
television, dealers, demonstrations, booklets and others.

It is revealed that most of the green gram seed growers got information for a particular brand from dealer's recommendations 71.66 per cent. green gram seed growers also obtained information for a particular brand from demonstration (49.16%), television and radio (45.82), newspaper (33.33%), booklets (11.66%) and others (02.50%).

Table 8: Distribution of Green Gram seed growers according to sources of information assess for particular brand (n =120)

Sr. No.	Particular	Frequency	Percentage
1	Dealers	86	71.66
2	Demonstration	59	49.16
3	Television and Radio	55	45.82
4	Newspaper	30	25.00
5	Booklets	14	11.66
6	Others	03	02.50

**Green Gram grower's awareness about the different Green Gram seed companies**



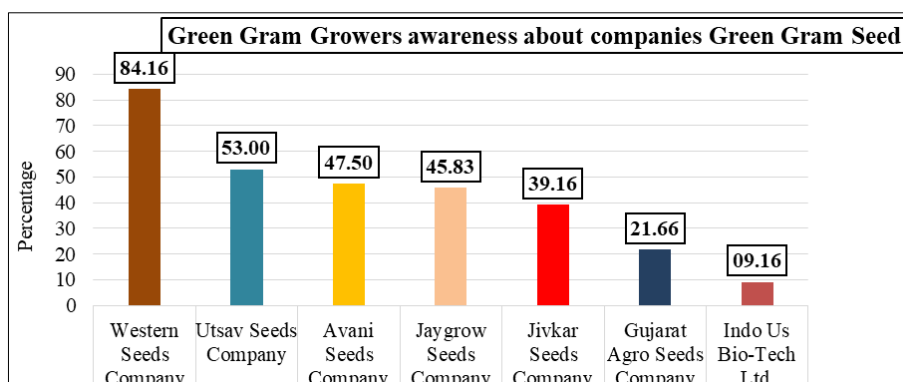
**Fig 8:** Distribution of Green Gram seed growers according to source of information access for particular brand

Growers decision to purchase particular brand of seed much more depends on the awareness of growers regarding it. Therefore, this study analyzed growers 's awareness regarding the different companies' green gram seed and results are presented in Table 9 and Figure 9. The results of study revealed that majority of 84.16 per cent green gram growers

were aware about the Western Seeds Company green gram seed, followed by Utsav Seeds Company (53.00%), Avani Seeds Company (47.50%), Jaygrow Seeds Company (45.83%), Jivkar Seeds Company (39.16%), Gujarat Agro Seeds Company (21.66%) and Indo Us Bio-Tech Ltd (09.16%).

**Table 9:** Green Gram grower’s awareness about various Green Gram seed companies (n=120)

Sr. No.	Name of Company	Frequency	Percentage
1	Western Seeds Company	101	84.16
2	Utsav Seeds Company	64	53.00
3	Avani Seeds Company	57	47.50
4	Jaygrow Seeds Company	55	45.83
5	Jivkar Seeds Company	47	39.16
6	Gujarat Agro Seeds Company	26	21.66
7	Indo Us Bio-Tech Ltd.	11	09.16



**Fig 9:** Green Gram Growers awareness about different companies Green Gram seed

**Conclusion**

Based on the finding of the study it is concluded that, brand awareness is mainly spread out through dealers and which is a matter of concern as dealers can influence growers to purchase a specific brand with the higher margin and lower quality seeds. Hence there is a need to have a centralized information system where growers can know about all the brands with respective quality and price features. The study also revealed that large number of green gram growers were unsatisfied from the quality of seed purchased. Hence there is a need to take initiative by government research institutes and green gram seed companies to reorient research work related with green gram seed

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