

RESEARCH PAPER

To assess the brand preference in hybrid cotton seeds in North Karnataka

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ABSTRACT

Cotton often referred as “White gold” or the “King of fibres” enjoys a predominant position amongst all cash crops in India and is closely linked to human civilization itself. Haveri and Dharwad districts were selected for the study from each district 60 farmers were selected. Among the ten factors considered for the study of Brand preference, in Dharwad and Haveri first preference given to High yield compared to other brand is the important and major factor where with the mean score (77.6) and (79.6) of the farmers considered this factor before they go for purchasing the seeds and least preference was given to price is less with mean score (28.3) and (25.2). The hybrid cotton seeds tends to be less popular in Dharwad district (265 kg) compared to Haveri district (318.5 kg). Kanaka brand was more popular among the different brands in both the districts, which was to the extent of 50 per cent followed by super star, Pratap and Rasi. The 50 per cent of the farmers prefer kanaka variety because important characteristics of Kanaka hybrid such as big size of boles, more number of boles per plant, higher yield and resistant to bollworms as compared to other hybrids etc.

KEY WORDS : Hybrid cotton seeds, Brand preference, Brand loyalty

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Cotton often referred as “White gold” or the “King of fibres” enjoys a predominant position amongst all cash crops in India and is closely linked to human civilization itself. There are about 42 species of the genus *Gossypium* out of these only four species, viz., *Gossypium arboreum*, *Gossypium*

herbaceum, *Gossypium hirsutum* and *Gossypium barbadense* are cultivated and rest are wild. The *G. hirsutum* is also known as American cotton or upland cotton and *G. barbadense* is also referred to as Sea Island cotton or Egyptian cotton. The *G. hirsutum* is the predominant species, which alone contributes about 95 per cent to the global production, *G. barbadense* which contributes about 3 per cent to the global production, while *G. arboreum* and *G. herbaceum* account for about 2 per cent of global production.

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Cotton scenario in India:

In India, cotton is grown mainly in the nine major states in three different zones. Punjab, Haryana and

Rajasthan in north zone, Madhya Pradesh, Maharashtra and Gujarat in central zone and Karnataka, Andhra Pradesh and Tamil Nadu in south zone. North zone accounts area of about 13.65 lakh ha, Central zone accounts area of about 71.84 lakh ha, and south zone accounts area of about 28.37 lakh ha with the total area is 115.53 lakh ha. North zone contributes in terms of production of 51.4 lakh bales (18.44%), central zone contributes production of 206.35 lakh bales (57.96%), and south zone contributes production of 85.2 lakh bales (23.93%) with the total production of 356.02 lakh bales. (All India Co-ordinated Cotton Improvement Project – Annual Report, 2013-14).

Cotton scenario in Karnataka :

In Karnataka cotton is grown in all the districts, the state is having the total area of 4.98 lakh ha produced 12.02 lakh bales during the year 2011-12. Among all the districts, Haveri is the largest producing district in the state in terms of both area (65659 ha) and production (305886 bales) of cotton, followed by Dharwad (40910 ha and production 106844 bales), Gadag in terms of (33095 ha and production 60206 bales) Haveri contributes 18.66 per cent of area and 25.43 per cent of production and followed by Dharwad (12.13 % of area and 8.88 % of production) to the state. (Directorate of Economics and Statistics 2013-14).

METHODOLOGY

A multistage random sampling was adopted as appropriate sampling procedure for the study. The data on area under cotton in Karnataka was collected, which comprising of two northern districts of Karnataka namely Dharwad and Haveri, these two districts were occupied highest area under cotton that contributed about 29 per cent of the total area under cotton during the study period. Hence, it was proposed to select these two districts for the study so as to investigate into the research problem. From each district two taluks were selected. These taluks were ranked in descending order in order of their area under cotton crop. It was decided to select two taluks in each of the district based on area of cotton seeds, hence, total of four taluks were selected. Kundagol and Navalgund taluks were selected in Dharwad district and Haveri and Hirekerur Taluks were selected in Haveri district. In third stage, two villages in each of the selected taluks were selected based on the highest

area coverage under cotton production. Hence, in all a total of 8 villages were selected for the study. From each village 15 farmers who were growing cotton from each village were selected on random basis accounting for 60 sample farmers in each of the selected districts. Hence, in all a total of 120 farmers were selected for the study.

Analytical techniques employed:

Garrett's ranking technique:

Garrett's ranking technique was adopted for studying factors influencing brand loyalty for hybrid cotton seeds.

Assess the brand preference for hybrid cotton seeds:

To know the brand preference of cotton seeds in the study area and fulfil the objective 10 factors were selected they are:

Factors influencing brand loyalty for hybrid cotton seeds are.

- High yield compared to other brand
- Resistant to bollworm
- Quality of staple is good compared to other brands
- Friends/neighbours influence
- Dealers influence on brand
- Availability of brands
- Availability on credit
- Attractive package and unit size
- Influence of advertisement
- Price is less.

Considering the above 10 factors, we concluded which factor is more influencing the brand loyalty in our study.

In the first stage:

Ranking given by 60 respondents for each factor was analyzed (Shreedevi, 2012).

Table A: Rank given by the respondents									
Respondent No.	Factors								
	1	2	3	4	5	6	7	8	9
1	5	6	4	7	1	3	2	9	8
2	4	7	3	6	2	1	5	9	8
49									
50	6	7	1	5	2	3	4	9	8

In the second stage:

Thus, assigned ranks by the individual respondents

were counted into per cent position value by using the formula:

$$\text{Per cent position} = \frac{100(R_{ij}-0.5)}{N_j}$$

where,

R_{ij} = Rank given for the i^{th} item by the j^{th} individual.

N_j = Number of items ranked by j^{th} individual.

The per cent position value for the same assigned ranks by the respondents as follows.

In the stage third:

For each per cent position scores were obtained with reference to Garrett's Ranking Conversion Table (Appendix II) and each per cent position value was converted into scores by reference to Garret's Table (Fisher, 1970). Eg: Garrett's Table scores for the per cent position values as follows.

In the fourth stage:

Summation of these scores for each factor was worked out for the number of respondents who ranked for each factor.

In the fifth stage:

Mean scores were calculated by dividing the total score by the number of respondents.

In the last stage:

Overall ranking was obtained by assigning ranks I, II, III.... IX etc. in the descending order of the mean score.

ANALYSIS AND DISCUSSION

The findings of the present study as well as relevant

discussion have been summarized under the following heads :

Factors influencing brand loyalty in Dharwad district:

The results of factors influencing brand loyalty of hybrid cotton seeds were depicted in the Table 1 the study was based on analysing the factors with the use of Garrett ranking technique. Among the ten factors considered for the study of Brand preference, the High yield compared to other brand is the important and major factor where with the mean score (77.6) of the farmers considered this factor before they go for purchasing the seeds (Table 1). The high yield compared to other brand is the major factor because as farmers are ready to pay higher prices for seeds to get better germination, good quality and increased yield of cotton and they always look for high profit so they go for the hybrid cotton seeds which the yield is higher compared to other brands.

In the study area most of the times there was an incidence of pests attack, to overcome this problem the farmers prefer hybrids which are resistant to bollworms and it was given II rank, III rank was given to quality of staple because as the quality and length of the staple is good it will have more demand and value of that hybrid will be more. The Friends/neighbourers accursed and experienced the good results by using the particular brand so their influence for buying that brand by the farmers given IV rank. The similar findings were observed in case of Ramaswamy and Chandrashekar (1999). At the time of purchasing the dealer also suggest a good brand for the farmers keeping in a view that price of that brand is less. Farmer's decision of purchasing a

Table 1 : Factors influencing brand loyalty for hybrid cotton seeds in Dharwad district			
Sr. No.	Factors	Garrett mean score	Ranks
1.	High yield compared to other brand	77.6	I
2.	Resistant to bollworm	75.4	II
3.	Quality of staple is good compared to other brand	56.9	III
4.	Friends/Neighbourers influence	55	IV
5.	Dealers influence on brand	51.9	V
6.	Availability of brands	47.2	VI
7.	Availability of credit	45	VII
8.	Attractive package and unit size	34.7	VIII
9.	Influence on advertisement	29	IX
10.	Price is less	28.3	X

particular brand which is more suitable in the available brands is given VI rank. Some times farmer need to purchase seeds on credit basis so on which brand farmer get credit that brand is preferred more by the farmer. Today in the competitive situation, the attractive packages and unit size also play a vital role in deciding purchase of brand followed by impact of advertisement and less price brand are given less importance. The similar findings were observed in case of Nandagopal and Chinnaiyan (2003).

Factors influencing brand loyalty in Haveri district:

In Haveri district the factors influencing brand loyalty for hybrid cotton seeds depicted in the Table 2 showed the results that among all the ten factors, first rank given by respondents to High yield compared to other brand with the mean score (79.6) of the farmers. The high yield compared to other brand is the major factor because as farmers are ready to pay higher prices for seeds to get better germination, good quality and increased yield of cotton and they always look for high profit so they go for the hybrid which gives higher yield compared to other brands. Second rank given to Resistant to bollworm which scored a mean value of (72.4). In the study area most of the times there was an incidence of pests attack, to overcome this problem the farmers prefer hybrid seeds which are resistant to bollworms, followed by Friends/neighbourers influence Third rank with a mean score of (60) The Friends/neighbourers accursed and experienced the good results by using the particular brand so their influence for buying that brand by the farmers given III rank.

Quality of staple is good compared to other brand

given fourth rank with a mean score of (58.8), Dealers influence on brand has given fifth rank with a mean score of (51.4) At the time of purchasing the dealer also suggest a good brand for the farmers keeping in a view that price of that brand is less. Farmers decision of purchasing a particular brand which is more suitable in the available brands is given V rank, Availability on credit given sixth rank with a mean score of (48.4) Some times farmer need to purchase seeds on credit basis so on which brand farmer get credit that brand is preferred more by the farmer, Availability of brands is scored 43.4 with seventh rank, Attractive package and unit size has eighth rank with a mean score of 34.2, farmers Influence on advertisement and price is less are the less preferred factors, in the study area (Table 2). In the present competitive world, the attractive packages and unit size also play a vital role in deciding purchase of brand followed by impact of advertisement and less price brand are given less importance. The similar findings were observed in case of Padmanaban and Sankaranarayanan (1999) and Thimmanna (2007).

Farmers buying behaviour- purchasing behaviour of hybrid cotton seeds:

The market for cotton seed being monopolistic represented unique buying behaviour with respect to the various brands in the market found alone farmers had about Twenty three important brands which were major players in the overall cotton seed market.

The popularity of the hybrid cotton seeds was found to be popular in Haveri as compared to Dharwad district. Table 3 represents Purchasing behaviour of different brands of hybrid cotton seeds by the farmers. The

Table 2: Factors influencing brand loyalty for hybrid cotton seeds in Haveri district			
Sr. No.	Factors	Garrett mean score	Ranks
1.	High yield compared to other brand	79.6	I
2.	Resistant to bollworm	72.4	II
3.	Friends/neighbourers influence	60	III
4.	Quality of staple is good compared to other brand	58.8	IV
5.	Dealers influence on brand	51.4	V
6.	Availability of credit	48.4	VI
7.	Availability of brands	43.4	VII
8.	Attractive package and unit size	34.2	VIII
9.	Influence on advertisement	26.6	IX
10.	Price is less	25.2	X

purchase of hybrid cotton seeds tends to be popular in Haveri district (318.5 kg) compared to Dharwad district (265 kg).

The hybrid cotton seeds tends to be less popular in Dharwad district (265 kg) compared to Haveri district (318.5 kg), however in Dharwad district the farmers have purchased (265 kg) of hybrid cotton seeds of which more per cent of the farmers 29.43 per cent of them purchased Kanaka brand, super star is purchased by 17.16 per cent of the farmers, Pratap by 12.07 per cent and Rasi by 10.75 per cent. The other brands like ATM by 1.13 per cent, Force by 1.50 per cent, Jackpot by 1.13 per cent, Dr. Brent by 5.84 per cent, Jadhoo by 1.69 per cent, Druva by 3.01 per cent, *Tulasi* by 0.75 per cent, Azura by 2.26 per cent, Paras Bharna by 2.07 per cent, Ganga kaveri by 2.26 per cent, Shalimar by 5.28 per cent, first class by 3.01 per cent and the Bullet brand of hybrid cotton seeds is less purchased by the farmers

i.e., 0.56 per cent.

In case of Haveri district the hybrid cotton seeds tend to more popular (318.5 kg) compared to Dharwad district, the highest per cent of farmers purchased kanaka hybrid cotton seeds with 67.03 per cent, followed by Cheeranjeev by 6.59 per cent and the other brands like ATM by 0.62 per cent, Rasi by 0.31 per cent. Jackpot by 1.41 per cent, Paras Bharna by 0.47 per cent, Shalimar by 0.31 per cent, first class by 5.65 per cent, Ajit by 3.61 per cent, Trinetra by 2.82 per cent, Krish by 5.18 per cent, Neeraja by 5.33 per cent, Mahajansi by 0.62 per cent and the both Rasi and Shalimar accounts for 0.31 per cent of the hybrid cotton seeds and while these two hybrids are less preferred by the farmers. The overall picture of hybrid cotton seeds marketing, it was found that Kanaka brand was more popular among the different brands in both the districts, which was to the extent

Table 3: Purchase behaviour of farmers for different brands of hybrid cotton seeds				(Quantity in kg)
Sr. No.	Name of the bands	Dharwad district	Haveri district	Over all
1.	Kanaka	78 (29.43)	213.5(67.03)	291.5(49.95)
2.	Super star	45.5(17.16)	—	45.5(7.80)
3.	Pratap	32 (12.07)	—	32(5.48)
4.	Rasi	28.5(10.75)	1(0.31)	29.5(5.06)
5.	First class	8(3.01)	18(5.65)	26(4.46)
6.	Cheeranjeev	—	21(6.59)	21(3.60)
7.	Neeraja	—	17(5.33)	17(2.91)
8.	Krish	—	16.5(5.18)	16.5(2.83)
9.	Dr.Brent	15.5(5.84)	—	15.5(2.66)
10.	Shalimar	14(5.28)	1(0.31)	15(2.57)
11.	Ajit	—	11.5(3.61)	11.5(1.97)
12.	Trinetra	—	9(2.82)	9(1.54)
13.	Druva	8(3.01)	—	8(1.37)
14.	Jackpot	3 (1.13)	4.5(1.41)	7.5(1.29)
15.	Paras Bharna	5.5(2.07)	1.5(0.47)	7(1.20)
16.	Azura	6(2.26)	—	6(1.03)
17.	Ganga kaveri	6(2.26)	—	6(1.03)
18.	ATM	3 (1.13)	2(0.62)	5(0.86)
19.	Jadhoo	4.5(1.69)	—	4.5(0.77)
20.	Force	4 (1.50)	—	4(0.69)
21.	Mahajhansi	—	2(0.62)	2(0.34)
22.	Tulasi	2(0.75)	—	2(0.34)
23.	Bullet	1.5 (0.56)	—	1.5(0.26)
	Total	265(100)	318.5(100)	583.5(100)

(Note: one packet = 450 g)

of 50 per cent followed by Super star, Pratap and Rasi. The 50 per cent of the farmers prefer Kanaka variety because important characteristics of Kanaka hybrid such as big size of boles, more number of boles per plant, higher yield and resistant to bollworms as compared to other hybrids etc. The similar findings were observed in case of Timmanna (2007).

Conclusion:

The brand loyalty results showed that farmers wished to buy good cotton seeds from the companies with good quality, timely supply, comparison of yield etc. which makes them more popular among private dealer. The companies should strive hard to go for customer retention management strategy to improve further the loyalty of the customers. The farmers were facing problems of incidence of sucking pests attack in spite of guarantee provided by the dealers/agencies and lower yields noticed in the hybrids. There is need to have a check on the quality of seeds market through strengthening government control.

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