



# STUDY ON FARMERS BUYING BEHAVIOUR FOR TOMATO SEEDS IN BAREILLY DISTRICT UTTAR PRADESH

Suresh Gangwar<sup>1</sup> and Nitin Barker<sup>2</sup>

<sup>1</sup>MBA (Agribusiness), Department of Agricultural Economics

Sam Higginbottom University of Agriculture Technology and Sciences, Prayagraj, U.P.

<sup>2</sup>Assistant Professor, Department of Agricultural Economics

Sam Higginbottom University of Agriculture Technology and Sciences, Prayagraj, U.P.

Corresponding author: [sureshgangwar198@gmail.com](mailto:sureshgangwar198@gmail.com)

<https://doie.org/10.0726/AE.2024459709>

## ABSTRACT

*This study determines the attractive characteristics and consumer preferences of fresh tomatoes. Our focus group (n = 28 participants) explored how consumers view tomatoes, including their purchasing and eating habits. An alternatives analysis (ACBC) was then conducted to better understand consumers' tomato preferences. ACBC's Canoe Matters study (1,037 consumers in Raleigh, North Carolina) explored the importance of color, hardness, size, shell, texture, seed, seed content, flavor and health benefits. The most important characteristics of the tomato are its color, its juice when cut, its size and its beautiful seeds, which are red, hard, medium/small, crisp, fleshy, juicy, sweet and have few seeds. Consumers do not accept tomatoes because these products are different. Customer segmentation is done on the basis of utility model. External qualities are important in liking tomatoes, but many tomato consumers have specific preferences regarding juice, firmness, flavor, and the health benefits of clean drinking. Face-to-face interviews with producers in the UP market revealed information about consumer preferences and preferences, purchase volume and price of fresh tomatoes. During winter months, consumers prefer tomatoes grown in UP over tomatoes from other regions as part of the purchasing process. Analyze data using the demand equation to estimate the impact of demand for fresh tomatoes. The tomato's country of origin has a big impact on buyers. Consumers' approval of product quality (color, freshness, nutritional value, etc.) does not appear to have a significant impact on tomato purchases. However, the price of the tomato or the income from other sources is important in the purchasing decision.*

**Keywords:** Marketshare, Marketing expense, Profit margin, efficiency in marketing.

## INTRODUCTION

Market share, market value, market value, market economy, market, tomato. Trade remains the backbone of Indian economy, accounting for approximately 17.3% of GDP. Agriculture is the main source of income for more than 54% of rural households. Since agriculture is important for the country's economy, human health and food security, the expansion of agriculture is

also, important and worrying. Coordination of business, management and domestic support is required to ensure rapid growth and stability. The Indian food industry will continue to expand and its contribution to the global food industry will increase with each passing year, especially the food industry will become increasingly profitable.

The Indian food and grocery market is the sixth largest in the world, accounting for 70% of retail sales. The IFIA for 32% of the country's total food industry and is one of the largest companies in India, ranking 5<sup>th</sup> in terms of product, usage, distribution and development. Exports of agricultural and similar products reached 49.6 billion dollars in FY22. Tomato (*Lycopersicon esculentum*) is generally an important part of the daily diet in India and is in high demand throughout the year. In recent years, the commercial value of tomatoes for direct consumption, production and sale has increased. The commercial value of hybrid tomatoes continues to increase as they replace open-pollinated varieties. Hybrids produce higher yields, mature earlier, are more versatile, have better fruit quality and are more disease resistant. Despite all these benefits, most farmers prefer hybrid planting despite the high cost of seeds. For this reason, the market share of tomato seeds has increased in recent years. The top ten countries in terms of tomato production worldwide include China, India, USA, Turkey, Italy, Egypt, Spain, Iran, Brazil and Mexico. China has 1 million hectares of land with an annual production of 50 million rupees. The second largest producer in terms of tons is India, with an area of 880,000 hectares and an annual production of 180,000 tons. With the cultivation of many hybrid varieties, the average annual yield in open fields in India has increased steadily and the gap with developed countries is narrowing. Customers benefit from a better combination of visibility, storage quality and

most importantly nutrition. Realize the benefits of productivity along with the ability to earn more. A seed is an embryonic plant with an outer shell. Seed development is part of the growth process of seed plants, also known as seed plants, including gymnosperms and angiosperms.

## **MATERIALS AND METHODS**

This study was conducted to determine consumer preference for Toxi pro insecticide in Sambhar district of Uttar Pradesh. Primary data for the 2021-2022 agricultural year was collected from selected farmers and agricultural markets, and secondary data was collected from various sources. Staff's interviews with users of Neosafe products reveal consumer attitudes and product preferences. Use analytical tools such as tables, graphs, simple rankings and percentage models. The final sample was selected using a multilevel stratified random sampling method. Each selected community received a list of Neosafe chemical users from the local development office, from which approximately 5% of farmers were selected. Collect business information using surveys and programs. We conducted personal interviews and surveys to collect data on performance, price, quantity and brand awareness from farmers, copy marketers and people growing asmoli. Secondary data was collected from various sources such as block and regional directorates, relevant newspapers and the internet. This study was chosen because it focuses on important agricultural areas in the Sambhar region.

## RESULTS AND DISCUSSION

**Table 1: Cost of marketing, profit margin and efficiency of distributional channel.**

S.No.	DATA	Value InRs.
A	Wholesaler acquiring price	140
1.	Producer's Expense	
i	Price of packaging material	1.50 (0.88)
ii	Shipping expense	2.50 (1.47)
iii	Market expense	1 (0.58)
iv	Labor expense	0.60 (0.35)
v	Loading and unloading expense	1.20 (0.70)
vi	Weighing expense	1 (0.58)
vii	Diverse expense	1.20 (0.70)
viii	Filling expense	3 (1.76)
2.	All expense (i-viii)	12 (7.05)
3.	Actual expense procured	128 (75.29)
B	Acquiring price of wholesaler	140
i	Expenses by the trader	
ii	Shipment expense	2 (1.17)
iii	Transportation expenses	1.5 (0.88)
iv	Weighing expenses	1 (0.58)
v	Market expenses	2.5 (1.47)
vi	Shipping	1.5 (0.88)
vii	Damages and Assorted expenses	1.5 (0.88)
4.	Total expenses	10 (5.88)
5.	Selling price of wholesaler	170
6.	Profit margin	17.64
7.	Cost paid by farmer in acquiring	170 (100)
8.	Marketing efficacy	5.66

vi	Weighing expense	1 (0.45)
vii	Assorted expense	1.20 (0.54)
viii	Packing expense	3 (1.35)
2.	Total expense	12 (5.40)
3.	Actual price Received	128 (57.65)
4.	Wholesaler Acquiring cost	140
5.	Expenses by the supplier	
i	Burden expenses	3 (1.35)
ii	Scoring	2 (0.90)
iii	Filling	3 (1.35)
iv	Bazaar fee	1 (0.45)
v	Commission of trader	14 (6.30)
vi	Misplaces and assorted expenses	1 (0.45)
vii	trader profit	14 (6.30)
6.	Total expenses (i-vii)	24 (10.81)
7.	Sale price of trader to vender	164 (73.87)
8.	Expenses by the trader	
i	Weighing expenses	1 (0.45)
ii	Consignment expenses	2 (0.90)
iii	Municipality expenses	1.20 (0.54)
iv	Shipping expense	2.70 (1.21)
v	Assorted charges	1.10 (0.49)
vi	vendor profit	50 (22.52)
9.	Total expense (i-vi)	58 (26.12)
10.	Farmers acquiring cost	222
11.	profit Brim	26.12
12.	Grower spends cost	222 (100)
13.	<b>Marketiing efficacy</b>	<b>2.70</b>

Table 1, It can be seen that the total price paid by the manufacturer is Rs.12/10g while the wholesaler pays Rs.10 as the market price. After paying these expenses the seller's profit is Rs 8/10 g respectively. Its business value is 17.64 and its business value is 5.66. These results are consistent with Suryavanshi et al. It is supported by a review conducted by . (2006)

**Table 2: Cost of marketing, profit margin and efficiency of distributional channel.**

S.N.	DETAILS	VALUE In Rs.
A	Wholesaler acquiring price	140
1.	Marketing expenses manufacturer	
i	Quantifiable cost	1.50 (0.67)
ii	Transportation cost	2.50 (1.12)
iii	Market cost	1 (0.45)
iv	Labor cost	0.60 (0.27)
v	Delivery charges	1.20 (0.54)
vi	Pondering charges	1 (0.45)
vii	Assorted charges	1.20 (0.54)
viii	Filling cost	3 (1.35)
2.	Total expense	12 (5.40)
3.	Actual money gained by manufacturer	128 (57.65)
4.	Wholesaler acquiring value	140
5.	Marketing expenses by the vender	
i	shipping expense	3 (1.35)
ii	Marking	2 (0.90)
iii	Wadding	3 (1.35)
iv	Bazaar fee	1 (0.45)
v	Charge of trader	14 (6.30)
vi	Misplaces and assorted custodies	1 (0.45)
vii	trader brim	14 (6.30)
6.	Total expenses	24 (10.81)
7.	Deal worth of trader to vendor	164 (73.87)
8.	Marketing expenses by venders	

i	Scaling expenses	1 (0.45)
ii	shipment charges	2 (0.90)
iii	Municipality expenses	1.20 (0.54)
iv	Shipment expense	2.70 (1.21)
v	Assorted charges	1.10 (0.49)
vi	Venders profit	50 (22.52)
9.	Total expenses	58 (26.12)
10.	Farmers acquiring price	222
11.	Profit margin	26.12
12.	Farmer paid price	222 (100)
13.	<b>Marketing efficacy</b>	<b>2.70</b>

Table 2, The total cost paid by the seller is Rs 10 Cr while the retailer is charging the market price of Rs 8 per 10 grams. After paying these charges, the profit made by wholesalers and retailers was Rs 14 (6.30) and Rs 50 (22.52) per 10 grams. Though, market efficacy is 2.71. These results are consistent with those of Sharma et al. It is supported by a review conducted by. (2006).

**Table 3: Market cap of Numerous Tomato Seed Varieties**

Company name	Size of Respondents					Total no. of sales	%
	Marginall	Small	Semi Medium	Medium	Large		
Hybrid seeds	311	241	211	191	243	1175	19
Syngenta seeds	251	211	192	164	154	966	13
Shanker seeds	213	142	132	118	154	749	12
Kalash seeds	241	205	185	170	141	943	13
Kaveri seeds	191	172	148	88	75	670	11
Krishidhan seeds	145	122	112	103	88	564	7
Nuziveedu seeds	248	192	168	118	96	810	11
Rasi seeds	226	188	162	138	139	851	14
<b>Total</b>	<b>1800.44</b>	<b>1467</b>	<b>1307</b>	<b>1097</b>	<b>1065</b>	<b>6727</b>	<b>100</b>

Table 3, In the marketing presentations of various companies in the study area, 18% of the respondents responded as hybrid seeds, followed by Syngenta Seeds (14%), Shank Seeds (11%), Kalash Seeds (14%), Kaveri Seeds (10%). 8% for Krishidhan seeds, 12% for Nuziveedu and 13% for Rasi seeds. This result is supported by the review conducted by Dinesh Kumar, N. and Prathap Kumar, M. (2019).

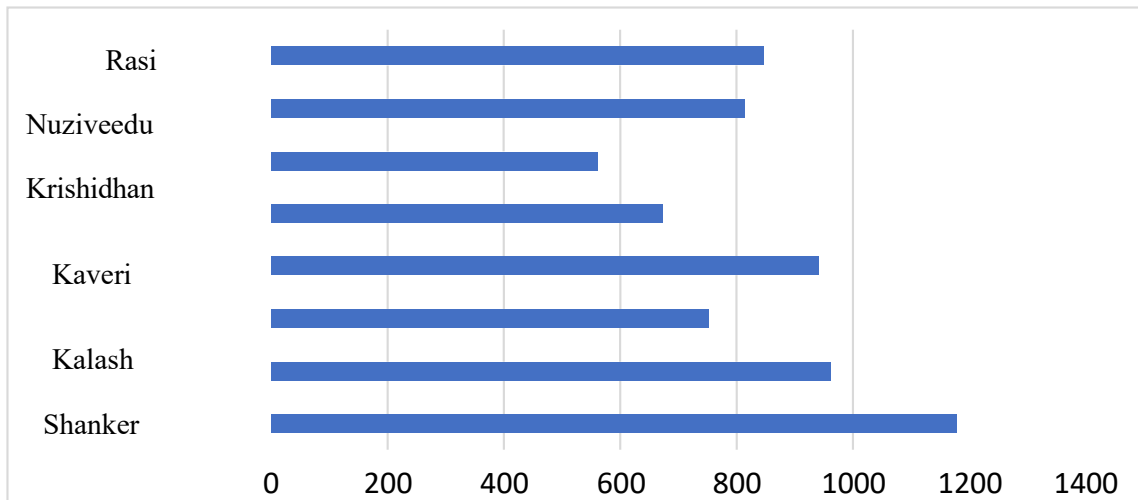


Fig. 1 Market share of Various Tomato Seed Brand

## CONCLUSION

Tomato is one of the most vital harvests that provides huge health and economic benefits to the world and India, providing employment opportunities to people, especially in rural areas. According to the research results, increasing the number of tomatoes, improving seed quality, use of fertilizers and pesticides, expansion of land, access to credit opportunities, modern agriculture, etc. issues have been decided. It is thought to be a very important factor that affects and increases tomato yield in the study area. Based on the results of this study, several opportunities were identified to improve the current level and production of tomato production in the study area. This can be done by developing specific strategies such as education for farmers, financing, extension agreements, and connections with the government and organizations, especially on the use of

fertilizers and pesticides. Determine the minimum price for companies and businesses that produce tomato seeds. The findings suggest that all the changes mentioned above (better trade, easier access to the tomato seed market, and access to appropriate harvest information) are necessary to solve tomato seed problems. The findings also show that farmers need loans to increase pesticide use and crop quality and pay for tomato seeds.

## REFERENCES

- Agarwal, P.K. (2006).** Principles of Seed Technology. Directorate of Information and Publication of Agriculture: New Delhi, pp: 44.
- Bellman, Lawrence, M. (2009).** Fashion Accessory Buying Intentions Among Female Millennial. Review of Business; 30(1): 46-57

**Coulter, K.S. and Coulter, R.A. (2002),**  
—Determinants of trust in a service  
provider: the moderating role of length  
of relationship, *Journal of Service  
Marketing*, Vol. 16.

**Christopher, M., Payne, A., and  
Ballantyne, D. (1991).** Relationship  
marketing. Oxford 'Butterworth-  
Heinemann

**Finch, Andrew, Acting Assistant  
Attorney General, and Dear Acting  
Assistant Attorney General Finch.  
(2017)"The Anticompetitive Impact  
of The Proposed Bayer-Monsanto  
Merger on Vegetable Seed Markets.**

**Gedgaew, Chalee, Suchint Simaraks,  
and A. Rambo.** "Factors influencing  
long term tomato seed production  
under contract farming." *Forest and  
Society* 2, no. 2 (2018): 150-161.

**Gairhe, S., K. P. Timsina, Y. N. Ghimire,  
D. B. Thapa Magar, and S. L.  
Shrestha.** "Tomato hybrid seed  
production: initiation of public  
private partnership approach in  
agriculture." *Nepalese Horticulture*  
11, no. 1 (2016): 21-28.

\*\*\*\*\*