"BRAND LOYALTY, BRAND SWITCHING AND PURCHASE DECISIONS OF CUMIN SEEDS OF WESTERN AGRI SEEDS AMONG THE FARMERS OF JUNAGADH DISTRICT"

ABSTRACT

Key words: Brand loyalty, degree of liking, brand switching and growth rate.

The present study entitled “Brand Loyalty, Brand Switching and Purchase Decisions of Cumin Seeds of Western Agri Seeds among the Farmers of Junagadh District” was undertaken with the objectives of socio-economic profile of farmers, brand loyalty, degree of liking and purchase decision of farmers towards Western Agri Seeds, response of farmers to non-availability of their preferred brand, brand switching and reasons for brand switching and Compound Annual Growth Rate of area and production of cumin in Junagadh district.

Multi stage sampling technique was adopted. At the first stage, Junagadh district was selected purposively for the study, because there was wide potential in cultivation of cumin in this area. At the second stage, two talukas from Junagadh district were selected and 5 dealers from each taluka were selected randomly. In third stage, 10 farmers were selected under each dealer. Hence, total 10 dealers and 100 farmers were selected for the study. The simple tabular analysis, percentage, graphical methods were used to interpret the analysis. The statistical tools employed for analysing the data were Garrett’s ranking technique and Compound Annual Growth Rate.

It can be concluded that in study area, the farmers who has experience between 5 to 15 years opted agriculture as their profession. Majority of the farmers belongs to the age group of 30 to 45 years. The majority of the sample farmers had annual income of up to Rs. 50000 to Rs.200000. The majority of the farmers in the study area had irrigated farming.

In brand loyalty most of the farmers were loyal to the brand from last two to six years. The main reason for being brand loyal was increased yield followed by peer group influence. The factors affecting purchase decision of cumin seeds of Western Agri Seeds Ltd. in which first rank was given to the quality of seeds by farmers.
shows that the company gives more priority to the quality of seeds. The main reason for switching the brand was peer group influence.

In compound annual growth rate of area and production of cumin seeds of Junagadh district there was increase and decrease in production of cumin seeds due to the weather uncertainties and cultivable land available every year.