"RESOURCE USE EFFICIENCY AND FARMERS’ PREFERENCE OF MAGNESIUM SULPHATE IN JUNAGADH DISTRICT”

ABSTRACT

Key words: Resource use efficiency, factor influencing, preference, pattern

The present study was undertaken in Junagadh district to analysed resource use efficiency, factor affecting consumption of fertilizer, consumers’ preference and consumption pattern of magnesium fertilizer users. Primary data was collected from 100 farmers and 3 fertilizer companies. Majority of the farmers were having medium size of land holding thus their earning laid between one and half lakh to four lakh. Multiple linear regression analysis was used to study factor affecting consumption of fertilizer. The variables under study together were contributed 97 per cent variation in fertilizer consumption and total area under crop, farm gross income and irrigation were positive and significant impact on consumption of quantity of fertilizers at a 1 per cent significance level. Cobb-Douglas production function was used to analyse resource use efficiency. The elasticity of output in response to quantity of seed, expenses on plant protection chemicals, expenses on manure and fertilizer expenses were found positive and significant in Junagadh district. Conjoint analysis was used to know consumers’ preference towards fertilizer. Among all the attributes price of particular product had the greatest influence on farmers’ preference which accounts for 38.18 per cent. Majority of the farmers 39 per cent were preferred brand of Vanita Agro Pvt. Ltd. Performance and easy availability were preferred by farmers. Farmers have an importance of product quality compare to other criteria.