“MARKETING AND SELLING CONSTRAINTS OF ZURA HERBICIDE IN JUNAGADH DISTRICT OF GUJARAT”

ABSTRACT

Key words: Discriminant function, Garrett’s Ranking Technique, Marketing efficiency

The study entitled “Marketing and Selling Constraints of Zura Herbicide in Junagadh District of Gujarat.” was undertaken with the objectives to study the socio-economic characteristics of herbicide users in wheat crop, identification of the factors discriminating Zura users with other herbicide users, study of the marketing channel, price spread, marketing margin, marketing cost and marketing efficiency of Zura herbicide and to identify the constraints faced by dealers in selling of Zura herbicide.

Total 20 dealers, 100 farmers using Zura herbicide in wheat cultivation and 50 farmers using herbicide of other companies in wheat cultivation were selected from four talukas viz., Keshod, Vanthli, Manavadar and Mendarda of Junagadh district using multistage sampling technique. The statistical tools employed were tabular analysis, discriminant function, various concepts of marketing cost, marketing margin and marketing efficiency and Garrett’s ranking technique.

It was found that in case of socio economic profile of sample farmers, majority of the farmers were small farmers and majority of the farmers had income between up to 3 lakh rupees. It was found that three variables viz., result of herbicide, price and cost of herbicide were responsible in discriminating the users and non-users of Zura herbicide. Total marketing cost incurred in channel-II was less than channel-I and further based on marketing efficiency it was concluded that channel-II was more efficient than channel-I as the marketing efficiency of channel-II was more than channel-I. The high price was the foremost problem faced by the dealers in marketing of Zura herbicide.