CHAPTER V

SUMMARY AND CONCLUSION

In any industry customer satisfaction measurement is essential for moving the product from manufacture unit to customer. Ultimately manufacture firm must have knowledge of quality of products produced as per the views of purchaser/users of the product. Study of consumer satisfaction is very important to both customer as well as supplier point of view. Due to lack of literacy information and identification of quality of product purchase, selection of product, customers are not fully acquainted with the product and faced the problem. In crop production numbers of purchased inputs are used to produce the product. Seeds are an important input which play an important role to enhance the crop productivity. At present numbers of companies are existing in the market, which supplied the different brand of seeds. Ankur seeds is one of the leading seeds Company, which supply the seeds to all corners of the India and implementing number of training and social programmes. Quality of input is prime consideration when farmers purchased the seeds from the reliable suppliers.

Keeping in view of above aspects the study on consumer satisfaction is essential to improve the sole quantity of seeds varieties. The proposed study is confined to Amravati and Wardha District of Maharashtra state allotted by the regional office of the company. The primary data were obtained from the respondents by personal interview with the help of pre-tested interview schedule. The data pertain to the agriculture year 2017-18. The classification and tabulation of these data were done on the basis of simple average and percentage method.

Agriculture plays an important role in economic development and the progress made by agriculture in last four decade in the form of increasing the productivity. The enhancement of production has been brought by extension of irrigation facilities use of yield, high variety of seeds, and plant protection measures through judicious use of resources. There is a vital role of Quality Seeds for improving the productivity of crops which shows that Seeds business having good potential. Every manufacturing unit / business man always are interested to improve the market share and to assess the market potential of B.T cotton varieties with the consideration of these aspect the project work is taken under following specific objectives.
Summary and Conclusion

1. To forecast the Area and Production of Cotton in Amravati District of Maharashtra
2. To study the farmer's expectation about a new variety of Bt cotton
3. To identify the factors affecting the purchase of Bt cotton seed in Amravati District of Maharashtra
4. To study the satisfaction level of farmers regarding 3028 variety of Bt cotton
5. To assess the constraints faced by dealers and farmers regarding 3028 variety of Bt cotton

The present study was carried out in Amravati and Wardha district which includes thirteen taluka’s with respect to find relationship with the company, farmers buying behavior, dealers and farmer’s relation and the expectation of the market from the company.

To study the socio-economic characteristics and expectation of farmers in Amravati district tabular method was used. To study the factors affecting the purchase of Bt cotton seed of Ankur Seeds Company the linear multiple regression was used. To analysis the satisfaction level of farmers, the liker’s scale was used. The Garrett’s ranking technique was used to study the problem faced by dealers and farmers in marketing of Bt cotton seeds. For collection of data two methods were followed i.e. for primary data collection survey method was selected and secondary data was collected from published materials, internet, company annual report and company website.

5.1 The major finding of study are summarized here under

- In Amravati district area and production of cotton increases next three year.
- There is a great scope for the increasing the market share of Ankur BT cotton seeds in Amravati district.
- Farmers expect new Bt variety from company having high ginning percent, short duration, more bolls bearing, less irrigation requirement etc.
- Farmer’s increases purchasing of Bt cotton due to increase in yield and farming experience.
- Farmers are highly satisfied with 3028 variety because of availability, price and quality.
- Farmers are highly dissatisfied with 3028 variety because of pest and disease attack.
- Farmers are satisfied after using Ankur BT cotton seeds as it gives good results.
• Constraints faced by the dealers regarding 3028 variety was competition among the dealers and delay in payment by the farmers.

• Constraints faced by the farmers regarding 3028 variety was insect and disease attack and higher labor charges.

5.1.1 To forecast the Area and Production of Cotton

According to SPSS, best fitted model for forecasting yearly cotton area is ARIMA (0, 2, 1). The value for BIC (13.48) and value of $R^2$ is 07.60. MAPE RMSE is 10.01 and 378.97 respectively. The forecasted value for the next three years i.e. of 2018, 2019 and 2020 is 2241, 2694, and 3149 ha respectively. It can be seen that forecasted cotton cultivated area were to increases in the next three years.

According to SPSS, best fitted model for forecasting yearly cotton production is ARIMA (1, 2, 1). The value for BIC (17.64) and value of $R^2$ is 0.691. MAPE and RMSE is 33.07 and 2199.75 respectively. The forecasted value for the next three years i.e. of 2018, 2019, 2020 are 7302, 8458 8560 kg/ha respectively. It can be seen that forecasted cotton cultivated production were to increases in the next three years.

5.1.2 To study the farmer's expectation about a new variety of Bt cotton

A changing concept of farming and increasing awareness about cost, quality and other factors, affects on buying behavior of the farmers which leads to increase the expectation of the farmers towards company. The comparative response of relation with the farmer’s expectation from company in improving the market of seeds. Study illustrates that maximum number of farmers were expecting the medium range of price, good quality of seed, short duration of crop, less risk of crop failure, disease resistance, more profit, pest resistance, less irrigation requirement, bollworm resistance variety of new variety of Bt cotton.

5.1.3 To identify the factors affecting the purchase of Bt cotton seed

The factors affecting the purchasing of Bt cotton seeds are presented in Table The coefficient of multiple determinations (R2) was 0.92. This shows that the selected eight variables explained 92 per cent variation on the quantity of Bt cotton seeds purchased in the study area. The coefficient of yield (31.92) was positive and highly significant at 5 and 1 per cent level.

It is clearly indicated that increase in the yield the Bt cotton seeds purchased has increased in the study area.
It indicated that with increase in irrigated and rain fed farming both, the purchased of Bt cotton seeds has increased. It is also to be noted that in the study area, the most of the farmers followed irrigated as well as rain fed farming both.

5.1.4 To study the satisfaction level of farmers regarding 3028 variety of Bt cotton

The result showed that 58 respondent farmers out of 60 are answered they are highly dissatisfied for the Pest and disease resistance, as well as 2 respondent, are given answer they are “dissatisfied” with Pest and disease resistance of 3028 variety. It was observed that the majority of the respondent (28 farmers) are answered that they are “highly satisfied” with the “Availability” of 3028 variety. Followed by 23 are satisfied with this statement.

The statement of “Brand image” has also added to know the satisfaction level of farmers regarding the Bt cotton out of 60 respondent farmers 21 respondent answered that they are highly satisfied. It was also observed that 22 respondent are answered that are dissatisfied with the statement.

5.1.5 To assess the constraints faced by dealers and farmers regarding 3028 variety of Bt cotton

The problem faced by dealers in the marketing of 3028 variety of Bt cotton of Ankur Seeds Company in Wardha district. the problem faced by dealers in the marketing of 3028 variety of Bt cotton of the Ankurs seeds company was competition among dealers and delay in payment by the farmers is occupied first and second place with a mean score of 79.1 and 74.55, respectively, followed by the higher price of seeds with a mean score 63.4. nonavailability of seeds in time, poor quality of product, promotional scheme, and packing quality is poor of 3028 variety of Bt cotton seeds were the minor problems in their order.

The problem faced by 3028 variety Bt cotton farmers of Ankurs Seeds Company in Wardha. Problems like Insect pest and disease attack and high charges for labor work secured first and second place with a mean score 70.7 and 69 respectively, followed by the higher price of seeds with a mean score 47.06, low production with a mean score 42.48. Difficulty in weed control, improper vegetative growth were the minor constraints with a mean score 34.91 and 35.13 respectively.
5.2 Conclusion

The project was undertaken to assess the market study of Bt cotton in Maharashtra state. The farmers expect from company variety having characteristics of more boll bearing, bollworm, sucking pest, disease resistant, high ginning percentage, more profit, good yield and less irrigation requirement. Highest number of farmers belongs to the age group 36-50 years and majority of them small size farmers. Majority of the farmers had income level between Rs 1,00,000-200,000, majority was educated up to secondary level. Dealers were facing problems such as the major problem was competition among dealers. and farmers were facing the problems like Insect pest and disease attack and high charges for labor work.