

"A Study of Purchase Behaviour of Pump-set Owners of Kheda District, Gujarat".

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The farmers of Gujarat are much more dependent upon lift irrigation. According to Government authorities, there are nearly 35 lakh pump-sets in Gujarat State at the end of 1973-74. According to a survey conducted by the Institute of Co-operative Management, Ahmedabad; more than 5 lakhs pump-sets are lifting water in the state and every year a considerable number of pump-sets are added for lift irrigation purpose. The most crucial problem is to study and understand the influence of various facets of the purchase behaviour of pump-sets owners in its 'whole' form. In this context research, searching to explore the various facets of the purchase behaviour of pump-set owner, was thought worthy with the following objectives. (1) To identify the various facets of the purchase behaviour of pump-set owners. (2) To know the variation if any, on the various facets of the purchase behaviour due to differential levels of age, education, land holding, social participation and family type of the pump-set owners.

Totally 21 villages from Kheda district of Gujarat State were selected randomly from the sample villages selected by the Institute of Cooperative Management for their study purpose. The pump-set owners were selected randomly from the villages having more than

ten pump-sets. Out of 202 pump-sets owners 167 were finally contacted and a structured interview schedule was used.

Major Findings :

Majority of the pump-sets owners were found to be middle aged having education above the primary level, having more than two hectares of land, low insocial participation and having joint family system.

Majority of the pump-sets owners cited failure of rain and non-availability of irrigation facilities as reasons for having pump-sets.

The most important legitimizer, either positive or negative, for the pump-set installation were family members. The use of various legitimizers by the pump-set owners was found independent of their personal characteristics.

By and large, it was found that the family members (informal persons) were the most important source of information at initial as well as decision stages, while other pump-set owners' (experienced farmers) were the most utilized source of information at the information stage.

The source of other pump-set owners (experienced farmers) was found to be the most trusted source at the information as well as decision stages.

A high majority of the pump-set owners preferred the information sources having moderate and high credibility.

A significant relationship was observed between the influence on purchase decision of the owners of pump-sets and their pattern of borrowed finance.

The maximum respondents (whose purchase was delayed) had taken 7 to 12 months in actual purchase of their pump-sets. The chief reason for delayed purchase was financial constraint due to delay in granting the loan by the financing agencies.

Slight to less than half of the total respondents had no knowledge about other makes and models of the pump-sets except the one they possessed.

Nearly one-fifth of the total pump-set owners had considered few criteria with less weightage while relatively less pump-set owners had accounted higher number of criteria and gave due weightage.

Majority of the pump-set owners skipped one or two steps, indicating that their purchase was somewhat irrational. Very few (8 per cent) of them were found completely irrational in their purchase. However, the young and educated pump-set owners were more rational in their pump-set purchase.

Above two-third of the pump-set owners were not correct in their selection of different major components of their pump-sets as one or more components were not suitable to

their wells and farms. It was found that relatively more educated pump-set owners purchased better components.

About two-thirds of the pump-set owners were found moderately satisfied with the pump-sets they possessed. Only 12.57 per cent of them were highly satisfied while 17.96 per cent of them had expressed less satisfaction with their pump-sets. The satisfaction derived from the pump-set by the farmers were not significantly related with the personal characteristics.

Implications:

The institutional financing agencies should simplify the process and avoid delay the in-granting the loans for lift irrigation machinery.

Government and Panchayat Agency of extension should provide the suitable guidance and help to the farmers on selection of pump-sets.

Instead of rigid approach of contacting only the head mans family centered approach should be practiced by the agencies as most of the pump-set owners' decisions were legitimized by their family members.