

FACTORS INFLUENCING SEED PURCHASE DECISIONS IN RURAL AREAS OF GUJARAT

BRIJESH PATEL¹ & KIRIT CHAVDA²

¹Research Scholar, G. H. Patel Postgraduate Institute of Business Management,
Sardar Patel University, Vallabh Vidyanagar, Gujarat, India

²Research Scholar, Department of Business Management, M. J. College of Commerce,
MK Bhavnagar University, Bhavnagar, Gujarat, India

ABSTRACT

The paper presents farmers purchasing decision process of the seed. The paper suggests that certain demographic factors of farmers will influence their purchase decision process. Several characteristics are hypothesized and tested using multivariate techniques. The analysis indicated that the all factors are influencing or affect purchase decision of farmers in rural areas. The results revealed that null hypothesis is perfectly ignored.

KEYWORDS: Purchase Decision, Seeds, Rural, Farmers, MANOVA