

CONSUMERS' PREFERENCE TO PURCHASE INSECTICIDE ON CHILLI CROP IN KAUSHAMBI DISTRICT OF UTTAR PRADESH

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ABSTRACT

The present study has been conducted in order to access the consumers' preference to purchase insecticide on Chilli crop in Kaushambi district of Uttar Pradesh, India. Primary data was collected from chilli growers selected randomly and some agrochemical retail outlets. The study examined factors like quality, efficiency, effectiveness and also value for money are the criteria seen in purchasing of insecticides by the Chilli growers. Chilli covered a wide area under production in Kaushambi district. Mooratganj Block of Kaushambi district having largest area under chilli cultivation were purposively selected for the present investigation and five villages from Mooratganj Block were selected randomly. For evaluating the farmer's preference 4 parameters Product, Price, Place and Promotion were used in Likert's scale. According to Likert's scale score the factors are identified in this study. While purchasing the insect repellent product most of the farmers gave their preference to effectiveness of the product, followed by the price.

KEYWORDS: *Insecticide, Chilli, Repellent & Likert's scale.*

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