

THE EXECUTIVE SUMMARY

It has been more than two decades that Bio-fertilizers were introduced in the country, though bio-fertilizers account for a small percentage of overall chemical fertilizers production and the market. That may be the reason that the limited people using bio-fertilizer as compare to the chemical. The total production of our fertilizer in the country is approximately 12000 to 15000 TPA.

In the overall development of farm business, the key concern for change in behavioral pattern and adoption of various entities, like giving more importance to scientific farm information and knowledge over physical inputs/resources and innovation over land and capital possession, understanding useful manures & bio-fertilizer, etc.

The project aims to identify factors that influence farmers while purchasing the bio-fertilizer and understand the level of satisfaction while purchasing the product. In addition, to study the adoption behavior farmer-oriented approach.

The objectives of the present study are as follows:

- To analyze the factors that influence the adoption behavior of farmers towards the Bio-Fertilizers. Factors like promotional activities created by the company, Dealer's Recommendation about Bio-fertilizer, farmer's past purchase experience, and perseverance of brand image.
- To assess influencing factor farmers, perception towards the purchase of Bio-Fertilizers like the price of the product, quality of the product, availability of the product and awareness of the bio-fertilizer product.

There is a great need to understand how farmers are being influenced by considering promotional activities of bio-fertilizers. Some of the consumers get attracted by offers of coupons, premiums, contests, buying allowances, etc. based on customer characteristics / and their buying behavior, provided by the company. Some farmers are more price-sensitive while making a purchase. Some farmers take the consideration of the quality and availability of the product.

The present research is, therefore, aimed to determine the “*Adoption Behaviour of farmers towards bio fertilizers in Western Maharashtra*” The analytical scope covers the fulfillment of the objectives set out for the study. The researchers have studied the constraints faced by the farmers in the adoption of bio-fertilizers.

The primary data was collected for the study with the help of structured interview questionnaires through field visits. The analysis conducted with farmers throws some light into the adoption behavior of bio-fertilizers. As the use of bio-fertilizer, till so far, is grossly inadequate in India, more emphasis on its production, consumption and proper distribution need to be taken into consideration as well as farmers requirements, quality, price effectiveness, availability in farmers village, and generating awareness about bio-fertilizer is also important.

However, most farmers are not aware of it; therefore, to popularize, and increase the utilization of bio-fertilizer, training should be provided to the farmers.

Moreover, more researches are needed to identify crop and location identified as individual company-oriented brand perception, affordability of farmers to make a purchase, gaps between distribution channels/unavailability in various regions, etc. It can be suggested that the government should introduce strict laws and policies against the quality of bio fertilizers so that farmers can get benefits and more farmers purchase them. Any attempt to fix a minimum price for the sake of quality or other considerations will only go against the spirit of competition and harm the interests of the industry and the farmers.