

A CHOICE-BASED CONJOINT ANALYSIS ON EVALUATING CONSUMERS' WILLINGNESS TO PAY FOR COTTON GROWN WITH INTEGRATED PEST MANAGEMENT

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ABSTRACT

This research identifies the consumer preferences for the seed cotton grown with Integrate Pest Management (IPM) in the study area. The model of sustainable agriculture mostly emphasizes on enhancing the efficacy of agrochemical usage by the implementation of integrated pest management (IPM) technology. Farmers produce cotton irrespective of the need and preferences of the ginners. So, this study would help the farmers in cultivating and selling their cotton with regard to the need of the consumers. Based on both primary and secondary data, the research was confined to Rajasthan state of India. Irrigated north western plain zone (zone 1b) was purposively selected based on considerable area and production of cotton. A total of 30 cotton ginners as the consumers of seed cotton from the study area were selected based on convenient sampling. Three preferences and two levels were identified and accordingly eight combinations from these were formulated and the consumers were asked to rank them, accordingly. Conjoint model was found suitable to analyse the eight alternative combinations formulated from the preferences and levels. From the research, it was found that, the total utility (7.61) of the combination, i.e. 'willingness to pay premium over market price' → 'organized source' → 'Bt variety', is highest among all alternative combinations. This outcome was suggested to be considered as an opportunity, through which the farmers could take benefit from premium pricing by supplying the IPM produce, with the preferred attributes.

KEYWORDS: Conjoint Analysis, IPM, Cotton, Willingness to Pay