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An analytical study of market potential and consumer perception of Godrej cattle feed in Kolhapur District

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Abstract

The compound feed market in India is one of the fastest-growing in the world, because to increased demand from the dairy, poultry, and aquaculture industries. This study examines the purchasing patterns of dairy farmers in the Kolhapur area of Maharashtra, with a particular focus on the cattle feed items sold by Godrej Agrovet Limited. 50 farmers from ten villages and ten societies participated in the study, which was carried out in the Shahuwadi and Karveer tahsils. Descriptive research techniques, questionnaires, and statistical tools like frequency distribution and chi-square analysis were used. According to the findings, 48% of farmers buy Godrej cow feed, and 24% use it regularly and 40% regularly. The chi-square test revealed a strong correlation between farm size and frequency of purchases (calculated value 16.93 > tabular value 9.488). While small-scale farmers had lesser usage, larger-scale farmers with more livestock demonstrated higher purchasing frequency. In order to improve adoption among marginal farmers, the study emphasizes the significance of focused marketing methods and the possibility for market expansion. These revelations provide strategic guidance for the expansion of the sector and aid in the knowledge of the dynamics of cattle feed consumption.

Keywords: Compound feed, poultry feed, aqua feed, cattle feed, desi bird, backyard, poultry

1. Introduction

One of the world's biggest and fastest-growing markets for compound feed is India. Around 1965, medium-sized feed factories were established in northern and western India, marking the beginning of commercial and scientific feed manufacturing in that country. The primary purpose of feed production was to meet the demands of dairy cattle. The desi (or native) bird was kept primarily for its eggs, and the poultry industry was still in its infancy and limited to backyard production. For the next ten years, the Indian feed sector is going through an extremely exciting expansion phase. The feed sector in India is now expanding at a compound annual growth rate of 8%. The largest portion of the total feed requirement is accounted for by the poultry, aqua, and dairy industries.

Despite the enormous potential feed requirement of around 96 million tonnes, only 20.3 million tonnes were produced in 2012–2013. As the industry becomes more organized, there is a great deal of room for growth in this sector. In the upcoming years, India will surpass all other feed markets due to its rapid growth rate. Compound feed only satisfies 11 percent of the feed industry's requirements for cattle feed, 14 percent for aqua feed, and 55 percent for poultry feed. Feed Industry in India 14 Revitalizing Nutritional Security in the Indian Feed Industry The structure of the Indian animal feed market for Animal Feed Aqua, Poultry, Cattle, and Other.

2. Literature Review

Kapil *et al.* conducted a study on consumer preference and buying behaviour for cattle feed in Uttar Pradesh. They found that *quality, availability, and packaging* were major factors influencing farmers' purchasing decisions. Their research emphasized the growing popularity of *branded compound cattle feed (CCF)* even in rural areas, driven by nutritional awareness and organized marketing.

Kumar and Kumar (2023–24) studied the market share and consumer behaviour for Kapila cattle feed in Muzaffarpur, Bihar. Their findings revealed that 74.5% of farmers followed dry matter feeding practices, but only 3% used mineral mixtures, indicating low awareness of balanced nutrition. The study highlighted the dominance of *homemade feed* and the need for better outreach to promote branded products.

John and Manoj (2014) [3] examined the cattle feed market in Kerala, focusing on purchasing patterns and brand significance. They reported that 58.33% of farmers expected an increase in animal population, which would directly boost feed consumption. Their work suggested strategic marketing approaches to tap into the growing demand and improve brand penetration.

Manoj (2015) [4] explored the overall trend and growth pattern of cattle feed demand in India. Using secondary data from government sources, he analyzed the sector's significance in the Indian economy and proposed *exploratory strategies* for faster development, including improved distribution and farmer education.

Chaturvedi *et al.* (2024) investigated consumer behavioural patterns in the dairy supply chain. Though focused on milk products, their findings showed that *product quality and price* significantly influenced buying decisions, which parallels cattle feed purchasing behaviour among dairy farmers

Objectives of the Study

To study the buying behaviour of dairy farmers for cattle feed.

3. Research methodology of the Study

3.1 Research Design

- Descriptive Research
- Questionnaire and Schedule

3.2 Research Universe: the study was conducted in Shahuwadi tahasil and Karveer tahasil of Kolhapur district. Study was conducted for Cattle Feed of Godrej Agrovet Limited, Pune. Hence this company was selected purposively for the present study.

3.3 Sampling: 50 farmers spread over 10 villages were selected randomly and 10 societies were selected purposively due to their limited numbers, the details of selection of farmer's and societies, study was located in Kolhapur district, which was selected as per the suggestion of the company, Shahuwadi and Karveer tahsil was selected purposively as per the suggestion of the company, Sample comprises of marginal farmers as well as farmers with high land holding.

3.4 Analytical tools: The collected data were analysed by using simple statistical techniques such as average, percentage, Gantt chart, chi square method, frequency distribution method presented in tabular and graphical methods. Collected data was analysed according to the objective.

Sr. No.	Response	Respondents	Percentage (%)
1	Yes	24	48
2	No	26	52
	Total	50	100

4. Analysis and Discussion

4.1 Frequency of Product Purchase

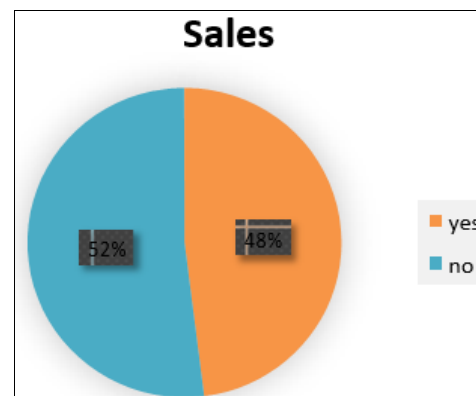


Chart 1: Do you Purchase the product

Chart: 1 Purchase of the product shows that 'Godrej dairy farmers' purchaser's godrej cattle feed more than 50%. According to table Out of 50 surveyed farmers, 48% purchase Godrej cattle feed, while 52% do not. This indicates a nearly balanced market presence, with scope for expanding customer base.

Sr. No.	Response	Respondent	Percentage (%)
1	Habituate	12	24
2	Frequently	20	40
3	Rarely	10	20
4	Never	8	16
	Total	50	100

4.2 How often do you prefer Godrej Agrovet product?

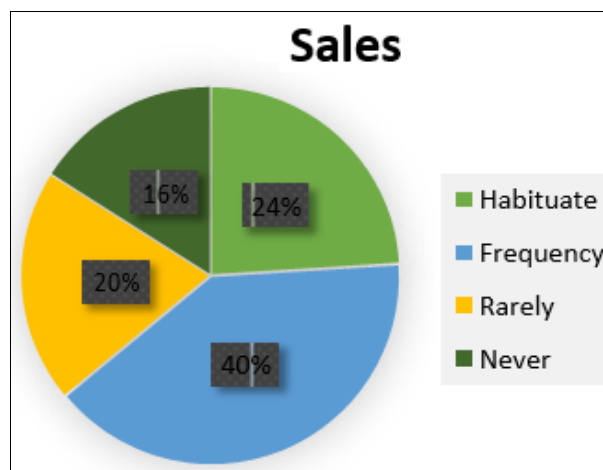


Chart 2: Preference of the farmers

Chart 2 shows that 40% of farmers prefer the product frequently, and 24% are habitual users, showing strong brand loyalty among a significant portion of users. 20% use it rarely, and 16% never use it, suggesting potential barriers or lack of awareness among some segments

4.3 Frequency of Purchase of Products

Framers/Frequency	Small Scale	Medium Scale	Large Scale	Total
Habitual	0	4	9	13
Frequently	2	10	14	26
Rarely	6	3	2	11
Total	8	17	25	50

Expected Value

Framers/Frequency	Small Scale	Medium Scale	Large Scale
Habitual	2.08	4.42	6.5
Frequently	4.16	8.84	13
Rarely	1.76	3.74	5.5

Observed Value	Expected Value	(O-E)	(O-E) ²	(O-E) ² /E
0	2.08	-2.08	4.32	2.07
4	4.42	-0.42	0.17	0.038
9	6.5	2.5	6.25	0.961
2	4.16	-2.16	4.66	1.120
10	8.84	1.16	1.34	0.151
14	13	1	1	0.07
6	1.76	4.24	17.9	10.17
3	3.74	-0.74	0.54	0.144
2	5.5	-3.5	12.25	2.22
			Total=	16.939

Degree of Freedom= (coloum-1) (Row-1)

= (3-1) (3-1)

= (2) (2)

=4

X square tabular= 9.488

X square calculated= 16.93

X square tabular < X square calculated 9.488<16.93

According to above chi-square test result shows that 9.488<16.93 it means there is relation between the two variables, Hence it is clearly showing that the relation between frequency of purchase of the cattle feed and size of the farmers i.e. Number of cattle holders of the farmers. it indicates that if small farmer means less number of cattle holder i.e.2-3 its cattle feed purchasing frequency is less & large scale farmers have cattle feed purchasing frequency is more.it show direct relation between variables.

5. Findings

1. Spending Patterns: Of the 50 farmers polled, 48% buy Godrej livestock feed, whilst 52% don't. This suggests a fairly balanced market presence with room to grow the clientele.
2. Product Preference Frequency: A sizable percentage of consumer's exhibit strong brand loyalty, with 40% of farmers stating that they prefer the product regularly and 24% being regular users. of those segments, 20% use it infrequently and 16% never use it, indicating possible hurdles or ignorance.
3. Scale-wise Usage Pattern: There is a substantial association between feed consumption and farm size, with large-scale farmers exhibiting the highest habitual and frequent usage (9 habitual, 14 frequent).
4. Small-scale farmers exhibit higher rare usage (6) and less habitual usage (0), which may indicate restricted purchasing power or a lack of awareness.
5. The computed chi-square value (16.93) is higher than the tabular value (9.488) at four degrees of freedom, according to the results of the chi-square test. The frequency of cattle feed purchases and the farmer's size (number of cattle) are found to be statistically significantly correlated.
6. Brand Influence: Godrej Agrovet Limited exhibits a significant level of penetration across larger farms, highlighting the significance of product type and brand in purchasing decisions.

6. Conclusion

The study provides valuable insights into the buying behavior of dairy farmers in Kolhapur district regarding Godrej Agrovet cattle feed. While nearly half of the respondents are active purchasers, a significant portion remains untapped, indicating room for market expansion. The frequency of product usage is notably higher among medium and large-scale farmers, suggesting that farm size and cattle population directly influence purchasing behaviour.

The chi-square analysis confirms a statistically significant relationship between the size of the farm and feed purchase frequency, reinforcing the need for targeted marketing strategies. With a majority of farmers anticipating growth in cattle numbers, the demand for branded cattle feed is poised to rise. Godrej Agrovet Limited enjoys strong brand recognition among larger farms, but there is potential to increase penetration among small-scale farmers through awareness and accessibility initiatives.

Conflict of Interest

Not available

Financial Support

Not available

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