

RESEARCH PAPER

Determinants of Purchase Decision for Quality Declared Bean Seeds in Central Northern Zone of Tanzania

Mvungi H. A., Mishili F. J., Msolla S. N., Rubyogo J. C., Kweka S.



Presentation Outline

- Introduction
- Research problem
- Conceptual & Theoretical framework
- Methodology
- Analytical framework
- Results
- Conclusion and Recommendation

Introduction

- Beans represent an important component of legumes crops produced in Tanzania(Hillocks et al., 2006).



Consumption



Income



Production

- Implying regular demand for seeds
- Productivity and growth of agricultural sector relies on seed industry (EAT, 2013)

Cont...

- In Tanzania, certified seed accounts for less than 10% of seed supply to farmers (Swai, 2012)
- QDS system was adopted in 2001, to fill the supply-demand gap for quality seeds in rural areas (CIAT, 2012).
- QDS system first developed by FAO in 1981 to improve availability of quality seed at local level (FAO, 2006)
- According to ICARDA (2009) most of districts in Tanzania have included QDS production in their agricultural programs.

Research problem

- Despite of the adoption of QDS seed system, it accounts for small proportion of amount of seed sales
- For beans, QDS constitutes only 6.9% of quality seed sales (URT, 2012)
- Low participation of farmers in this seed system

Research Gap

- Most studies in Tanzania have focused on agronomic practices and production of bean seeds (Hillocks 2006; ICARDA 2009; CIAT 2008)

Cont...

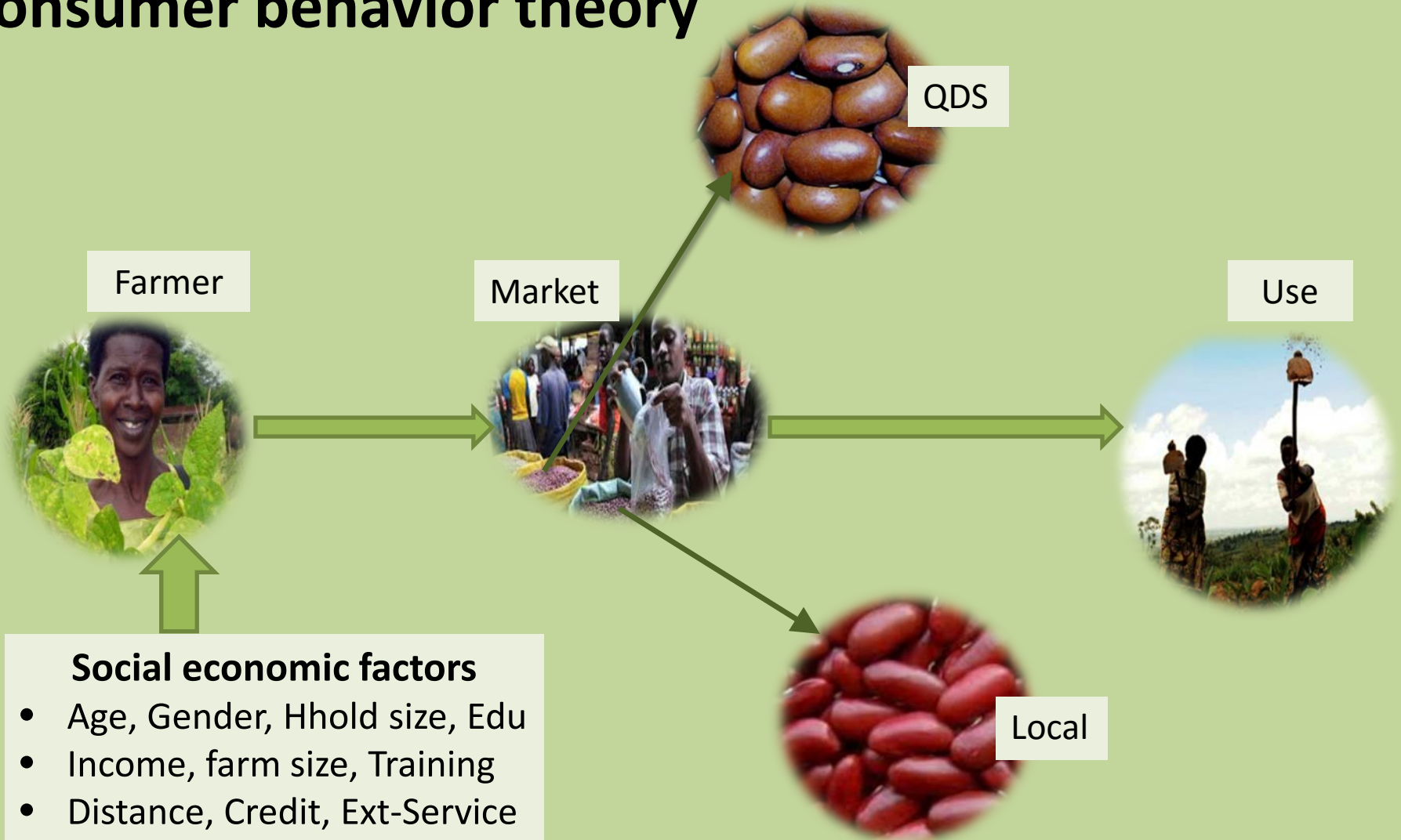
- Most of the marketing studies for common beans at least in TZ, have focus more on marketing of other bean varieties
- Less is known on marketing of QDS bean seeds in TZ

Objectives of the study

- **Overall objective;** Generation of evidence that will contribute towards sustainable distribution of QDS bean seeds
- **Specific objective;** To determine factors which influence purchase decision of QDS bean seeds
- **Research question;** What are the determinants that influence purchase decision of QDS bean seeds?

Theoretical framework

Consumer behavior theory



Methodology

- **Study area:** The study was conducted in the Central Northern zone of Tanzania
- **Research design:** Cross sectional research design
- **Sample size:** 135 respondents were interviewed



Methodology cont'

Regions	Districts	Wards	Villages
Arusha	Arumeru	Leguruki	Mbaseni
	Monduli	Lolkisale	NAFCO
			Lolkisale
	Karatu	Rhotia	Kilimatembo
			Kilimamoja
			Rhotia Kati
			Rhotia Juu
Manyara	Babati	Bashnet	Bashnet
			Long
			Guse
			Gabadow

Analytical framework

- **Regression:**

$$(P_{ij}) = \ln \left(\frac{p_i}{1 - p_i} \right) = B_0 + B_1 X_1 + B_2 X_2 \dots + B_i X_n + \epsilon_{ij}$$

- **Where**

- P_{ij} probability of farmer i , selecting j^{th} choice
- B_0 is the constant term
- $B_1 + B_2 + \dots + B_i$ Coefficients to be estimated
- ϵ_{ij} is the error term
- $X_1 + X_2 + \dots + X_n$ are sets of explanatory variables

Results

- The results on the use pattern of QDS seeds suggested that:
 - There is significant and positive relationship between use decision of QDS seeds and: Agric training one receive; Extension service received and; membership of society group
 - Also as hhold income increased, farmers tend to use more of QDS seeds
 - While as farmers were getting older, it was observed that they tend to use locally available seeds (own serve)

Conclusion

- It can be concluded that
 - ✓ **Age of household;** Increase in age rises the probability of a farmer to selecting local seeds
 - ✓ **Agriculture training;** farmers who have received agric-train are more likely to select QDS seeds
 - ✓ **Extension service;** farmers who have received ext-service are more likely to select QDS seeds
 - ✓ **Income;** Increase in income rises the probability of a farmer to select QDS seeds
 - ✓ **Membership on credit;** Being a member on credit society rises the probability to select QDS

Recommendations

- Promoting QDS bean seed purchase



Credit society



Agriculture Training



Income



Extension Service

Thank you for listening

