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

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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).

• Implying regular demand for seeds

• Productivity and growth of agricultural sector relies on seed industry (EAT, 2013)
• 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)
• 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

Social economic factors
- Age, Gender, Hhold size, Edu
- Income, farm size, Training
- Distance, Credit, Ext-Service
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
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Analytical framework

• Regression:

\[(P_{ij}) = \ln\left(\frac{p_i}{1 - p_i}\right) = B_0 + B_1X_1 + B_2X_2 \ldots + B_iX_n + \epsilon_{ij}\]

• Where

- \(P_{ij}\) probability of farmer \(i\), selecting \(j^{th}\) choice
- \(B_0\) is the constant term
- \(B_1 + B_2 + \cdots + B_i\) Coefficients to be estimated
- \(\epsilon_{ij}\) is the error term
- \(X_1 + X_2 + \cdots + X_n\) 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)
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