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Study on Brand Promotion Strategy of Pre-emergence (Herbicide) in Hoshiarpur District of Punjab, India

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

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ABSTRACT

Based on information gathered from 120 respondents, a study carried out in the Hoshiarpur area of the Punjab state discovered numerous Rifit Plus herbicide promotional methods. Henry Garrett's ranking test was employed in the study's analysis. The study's main goal was to determine how best to market herbicides to farmers. According to the study, the first, second, third, fourth, fifth, sixth, and seventh-ranked methods were farmer meetings, demonstrations, company person visits, wall posters, literature displays, phone calls, and van campaigns. Which shows that the respondents' preferred major advertising technique is farmers' meetings.

Keywords: Brand promotion strategy; herbicides; promotional tools.

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1. INTRODUCTION

India's agricultural production has shown a growth of 2.7% p.a. in last 40 years, contributing today to a one fifth of its GDP. From a mere 52 tons in 1951-52, the food grain production in has increased to 232 million tonnes [1]. "Globally, herbicides represent the largest group within agrochemicals" [2]. "India is being an Agrarian economy. Optimum utilization of agri-inputs is necessary to achieve food security and sustainability of farm business. Adoption of modern farming techniques, high yielding varieties, farm mechanization has made a significant contribution towards raising production. At the same time the intense cultivation of high yielding varieties, monoculture of commercially important crops and overlapping of cropping season have resulted in high incidences of pests and diseases. In the process of development of agriculture. pesticides have become an important tool as a plat protection agent for boosting food production. Crop Chemicals can result in a range of benefits including wider social outcomes with benefits being manifested in increased income and reduced risk, plus the ability to hire labour and provide employment opportunities" [3]. **"**In India, on an average, 33 per cent of crop loss occurs due to pests and diseases and runs to an estimated Rs 200 billion. Pesticides are under-utilized in agriculture despite the generally held believe that these inputs are substantially over-utilized" [4]. "Over the last 50 years, agriculture has deeply changed with a massive utilization of pesticides and fertilizers to enhance crop protection and production, food quality and food preservation. Pesticides are also increasingly employed for public health purposes and for domestic use" [5]. "Today a major challenge to the agro-chemical industry is the spurious products available in the market that not only eat away major chunk of the market but also exhibit more serious environmental hazards" [6].

"Brand marketing strategy is a long-term plan whose purpose is to increase a brand's position and positive perception in the market. The strategy can include several media channels, campaign types, and a variety of tactics to reach its goals" [7]. Good promotional schemes attracted new customers to some extent. This has also made the brands being liked more by the farmers. Farmers, purchase decisions were also found to be greatly influenced by others recommendations like friends and fellow farmers. Avinash and Abhay [8]. "Dealers' recommendation plays very crucial role for the purchasing of the herbicide and all the related goods. They trust dealers as compare to other sources which influence their buying behaviour because most of these farmers purchase the pesticide at credit. Farmers from these regions are found to be very loyal to the product which they are using. Most of the farmers were found to be using the same product which they have been using since long back. That is the reason they are using Eros and it's a bit tedious job to make them understand that Eros is having more advantages over the pretilachlor. Price of the product is also one of the important factors which determine the behaviour of the farmers" [9]. "The best promotional tool was Farmer's meeting with 40% of the respondents of the study area was influenced. Other promotional tools that influence the farmers were Demonstration by the company people, literature display, poster presentations etc. The study also shows the major constrains in marketing of the insecticides in the study area and results shows that the major constrains were lack of market information at farm level, lack of storage facilities, lack of knowledge related to the product etc" [10].

2. MATERIALS AND METHODS

A questionnaire was created to address the objectives, and respondents were asked to complete it. In addition to conducting in-person interviews, a thorough analysis of the prior research report was performed. The information gathered using these techniques was then used to determine the study's findings. In total, 120 respondents were requested to complete the questionnaire for the study, which was conducted in the months of June and July 2022. Additionally, 32 respondents were personally interviewed.

3. ANALYSIS

Garrett's Ranking Technique Garrett's ranking technique was used to rank the preference Indicated by the respondents on different factors. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula-

$$\text{Percentage position} = 100 * \frac{(\text{Rij} - 0.5)}{\text{Nj}}$$

Where-

Rij = Rank given for the ith variable by jth respondents.
Nj = Number of variables ranked by jth respondents

4. RESULTS AND DISCUSSION

4.1 Identification of Effective Promotional tools for Enhancing the Use of Rifit Plus

Table 1. Rank given by respondents to tools

Promotional Tools	Ranking given by respondents						
	1	2	3	4	5	6	7
Farmer meeting	25	19	16	14	17	17	12
Wall postering	20	18	12	18	17	18	17
Phone call	14	12	18	17	21	18	20
Company person	17	18	14	18	23	17	13
Van campaign	7	17	18	22	21	16	19
Demo	18	19	19	21	11	18	14
Literature display	19	17	23	10	10	16	25

Table 2. Percent position & garrett value

S. NO.	100*(Rij-0.5)/Nj)	Garrett's value
1	7.14	78
2	21.43	66
3	35.71	57
4	50.00	50
5	64.29	43
6	78.57	35
7	92.86	22

Table 3. Calculated value & ranking

Promotional Tools	Rank after Garrett's Value							Total	Average Value	Ranking
Farmer meetings	1950	1254	912	700	731	595	264	6406	53.38	1
Wall postering	1560	1188	684	900	731	630	374	6067	50.56	4
Phone call	1092	792	1026	850	903	630	440	5733	47.78	6
Company person	1326	1188	798	900	989	595	286	6082	50.68	3
Van campaign	546	1122	1026	1100	903	560	418	5675	47.29	7
Demo	1404	1254	1083	1050	473	630	308	6202	51.68	2
Literature display	1482	1122	1311	500	430	560	550	5955	49.63	5

5. INTERPRETATION

The detail of factors affecting behaviour of respondents is shown in (Table 1), after calculation (Table 3) it was found that farmer meetings ranked first with (average value 53.38), followed by demonstration (average value 51.68) ranked second, company person (average score 50.68) ranked third, wall postering (average value 50.56) ranked fourth, literature display (average value 49.63) ranked fifth, phone call to the farmers (mean score 47.78) ranked sixth and van campaign (average value 47.29) ranked seventh.

6. CONCLUSION

In order to understand the various promotional strategies that influence the farmer's attitude when purchasing herbicide for paddy crops, a study titled " Study on Brand Promotion Strategy of Pre-Emergence (Herbicide) in Hoshiarpur District of Punjab, India" was conducted. With a total of 120 respondents, a random sampling research was conducted in the chosen location. Based on the findings, it was determined that farmer meetings, product demonstrations, and company representatives' visits to farmers were the three tactics most chosen by the respondents. As a result, the businesses should concentrate on increasing farmer meetings and product demonstrations to gain a larger market share.

CONSENT

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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