

# STUDY OF IMPACT OF DIFFERENT PROMOTIONAL STRATEGIES OF PESTICIDES ON PURCHASE DECISION OF FARMER'S OF AMRAVATI

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## ABSTRACT

Agriculture is the backbone of India's economy, and pesticides play a crucial role in protecting crops from pests and diseases, ensuring better yields and quality. In Amravati, Maharashtra, where farming is a key livelihood, the way pesticide companies promote their products significantly influences farmers' purchase decisions.

This study explores how different promotional strategies such as advertisements, field demonstrations, pricing tactics, and personal selling impact farmers' choices. With a mix of traditional and digital marketing approaches, companies attempt to create awareness and trust among farmers. However, factors like product quality, affordability, brand reputation, and accessibility of information also shape their decisions.

By analyzing these factors, this research aims to identify the most effective promotional techniques and provide insights that can help companies refine their marketing strategies. The findings will also assist policymakers in designing initiatives that align with farmers' needs. Ultimately, this study hopes to bridge the gap between the agricultural community and the pesticide industry, contributing to more informed purchasing decisions and the sustainable growth of farming in the region.

**Keywords:** Pesticides, Farmers, Purchase Decisions, Promotional Strategies, Marketing, Awareness, Product Quality, Pricing, Amravati, Agriculture

## 1. INTRODUCTION

Agriculture plays a vital role in the Indian economy, and pesticides are an essential part of modern farming practices to protect crops from pests and diseases. The Amravati district, situated in Maharashtra, is known for its agricultural productivity, with crops like cotton, citrus, pesticides to enhance crop yields and maintain quality, making the promotional strategies of pesticide companies highly influential in their purchase decisions.

In a competitive market, the success of a pesticide product is largely determined by how well it is marketed to its target audience. Promotional strategies in the pesticide industry typically involve a mix of traditional and modern techniques, including advertising, promotional campaigns, pricing strategies, field demonstrations, and the involvement of local distributors and retailers. Additionally, factors such as product quality, farmer education, and government policies play a significant role in shaping farmers' preferences.

This study seeks to explore how various promotional strategies influence the purchasing behavior of farmers in the Amravati district. It aims to identify the most effective strategies and understand the factors driving farmers' decisions. By examining the impact of these strategies, this research can provide valuable insights for pesticide companies to optimize their promotional approaches and for policymakers to align initiatives with farmers' needs. Ultimately, this study aspires to contribute to the sustainable development of agriculture in the region by bridging the gap between the needs of farmers and the offerings of the pesticide industry.

## 2. REVIEW OF LITERATURE

1. **Dr. S Senthilnathan, K Kanchana, Dr. B Vinothkumar and Dr. V Saravanakuma (2022)** highlighted that in their research paper Branding influence on farmers' decisions to purchase agrochemicals in Tamil Nadu. The Pharma Innovation Journal, SP-11(7), 3301–3303 agrochemicals are essential for pest control and crop productivity, making branding a critical factor in influencing farmers' purchasing decisions. A strong brand image fosters trust and loyalty, with farmers prioritizing products based on quality, cost, performance, and availability. Demonstrations and promotional activities play a significant role in showcasing product effectiveness and establishing trust. However, the fragmented and competitive market requires agrochemical companies to adopt farmer-centric strategies, focusing on product quality, competitive pricing, and addressing specific farmer needs to build loyalty and drive purchasing decisions.
2. **Mr. Nikitesh R. Nirmal (2022)** highlighted this in their research assessing the marketing strategies of agrochemical companies and their impact on farmer purchase decisions. A comprehensive analysis of Amravati district. IJFANS International Journal of Food and Nutritional Sciences, 11(12). Marketing strategies significantly influence the

adoption of agricultural inputs such as fertilizers, agrochemicals, and seeds, though the impact varies by category. Fertilizers respond most to marketing, followed by agrochemicals, while seeds require long-term trust. Effective approaches, such as demonstrations and localized outreach, help align products with farmers' needs, fostering trust and adoption. Tailored strategies considering demographic and geographic diversity enhance marketing success. Collaborative efforts between businesses and policymakers can promote sustainable practices through targeted campaigns. Addressing challenges like limited access and traditional resistance is vital for long-term effectiveness and sustainability.

3. **Dervishi, S. (2017).** Highlighted that in their research paper Farm use pesticides and factors that influence farmers' decision on it. *European Journal of Physical and Agricultural Sciences*, 5(1), 65–68. Farmers' pesticide purchase decisions are primarily influenced by advice from expert, followed by affordability and ease of payment methods. Farmers tend to prioritize factors such as performance improvement and cost-effectiveness, while considerations like consumer safety and environmental impact are less significant. Purchase channels also play a role, with preferences varying between cooperatives, specialized sales points, and individual traders.
4. **Tekade, A. B. (2018).** Highlighted that in their study A study of marketing of pesticides and its effect on agri products in Nagpur District (2000-01 to 2005-06). *International Journal of Commerce and Management Studies (IJCAMS)*, 3(1). The farmers' purchase decisions highlight that factor like product quality, brand reputation, and effective marketing strategies significantly influence their choices. Studies emphasize that farmers are often guided by recommendations from retailers, peers, and promotional campaigns.

### 3. RESEARCH PROBLEM FORMULATION

Farmers in the Amravati district base their purchasing decisions on several factors, including their financial situation, knowledge of the product, trust in the brand, and the way companies communicate with them. While pesticide companies use various promotional strategies, such as traditional advertisements, digital campaigns, and personal interactions, it remains unclear how effective these methods are in influencing farmers' choices. This gap in understanding makes it challenging for companies to create promotional plans that truly resonate with farmers and address their needs.

To bridge this gap, researchers could focus on identifying the factors that most influence farmers, such as economic conditions, product knowledge, and brand trust. They could also compare the effectiveness of different promotional approaches, including traditional advertising, digital tools, and relationship-based methods, to determine which are most effective. Understanding the challenges in communication—such as why farmers might not trust or fully understand promotional messages—is equally important. Gathering feedback directly from farmers through surveys or interviews could provide valuable insights into their preferences and opinions. Based on these findings, companies could design smarter, more tailored campaigns that align with the unique needs and behaviours of farmers in the region.

### 4. OBJECTIVES

- To identify the promotional strategies commonly employed by pesticide companies in the Amravati district.
- To evaluate the influence of various promotional channels (e.g., digital, traditional, and relationship-based) on farmers' purchase decisions.
- To analyze the role of promotional activities in shaping farmers' preferences for agricultural pesticides.

### SCOPE OF STUDY

- To focus on the geographical area of Amravati to understand regional factors influencing promotional effectiveness.
- To target farmers as the primary audience, considering their unique needs, preferences, and socio-economic background.
- To evaluate the impact of various promotional strategies, including advertisements, personal selling, sales promotions, and digital marketing.
- To identify key factors affecting the purchase decisions of farmers, such as affordability, product quality, trust, and accessibility of information.

### 5. RESEARCH METHODOLOGY

#### Research Design

This study adopts a descriptive research design, aiming to explore the promotional strategies employed by pesticide companies and their impact on the purchasing decisions of farmers in Amravati. A mixed-method approach, incorporating both quantitative and qualitative techniques, has been utilized to ensure comprehensive data collection and analysis.

## 6. DATA COLLECTION METHODS

- **Primary Data:** Collected through structured questionnaires and personal interviews with farmers and agricultural marketing officers.
- **Secondary Data:** Sourced from existing literature, industry reports, and sales data provided by pesticide companies.

### Data Analysis Techniques

The collected data were edited, coded, and organized into tabular format for clarity. Statistical tools such as mean, median, mode, averages, and ranking techniques were employed to analyze the responses. The results are interpreted using tables, figures, and appropriate descriptive statistics to identify patterns and insights.

### Sampling

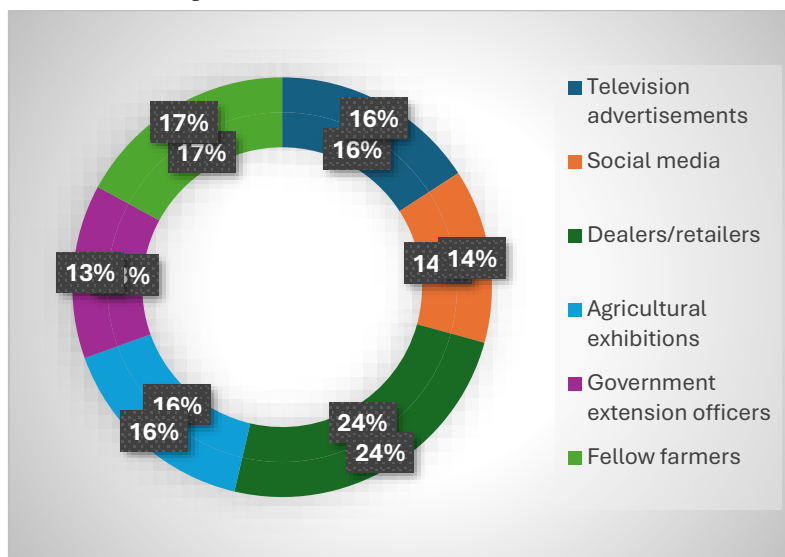
- **Universe:** Farmers using pesticides within the Amravati district.
- **Population:**
  1. Farmers in Amravati who purchase pesticides for agricultural use.
  2. Agricultural marketing officers involved in designing and executing promotional strategies for pesticide companies.

### Sampling Technique and Sample Size

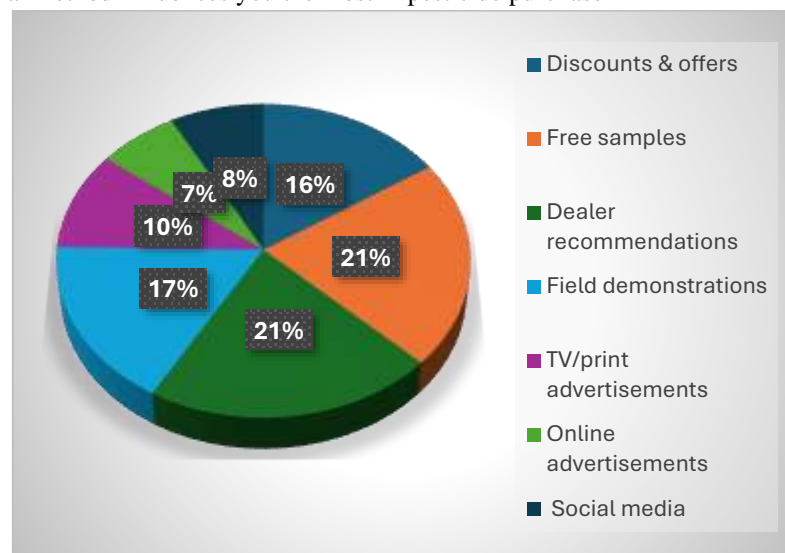
A simple random sampling technique was used to select participants, ensuring a representative sample based on factors such as farm size, crop type, and pesticide usage. The sample included 100 farmers and 5 agricultural marketing officers, providing a balanced perspective for analysis and ensuring the reliability and validity of the study.

### Data analysis and interpretation

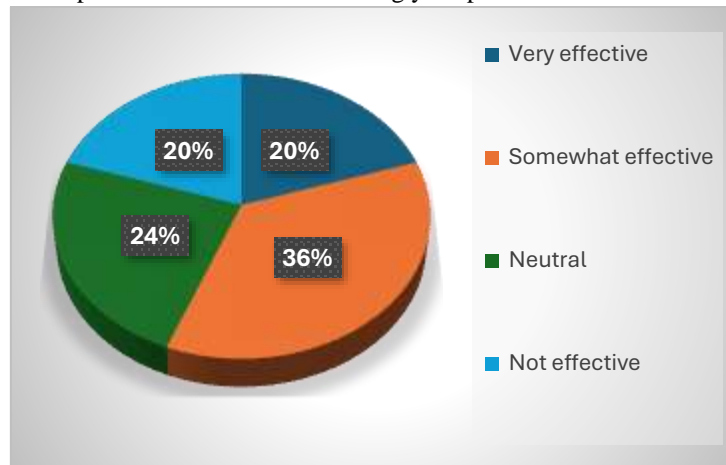
- How farmer get information about pesticides



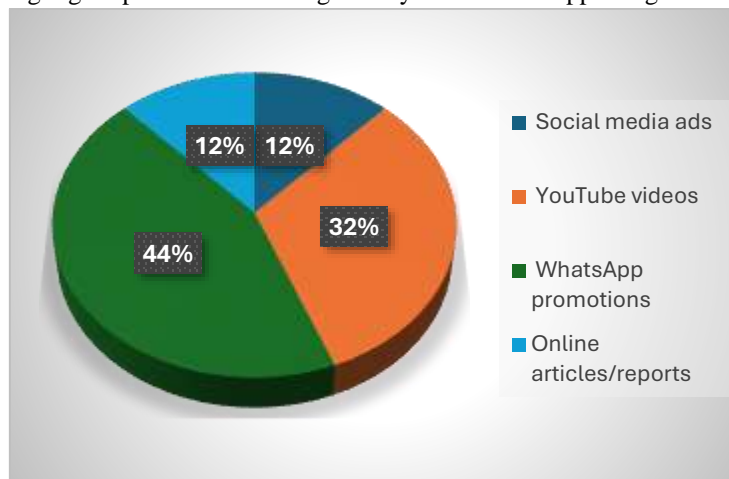
- Which promotional method influences you the most in pesticide purchase



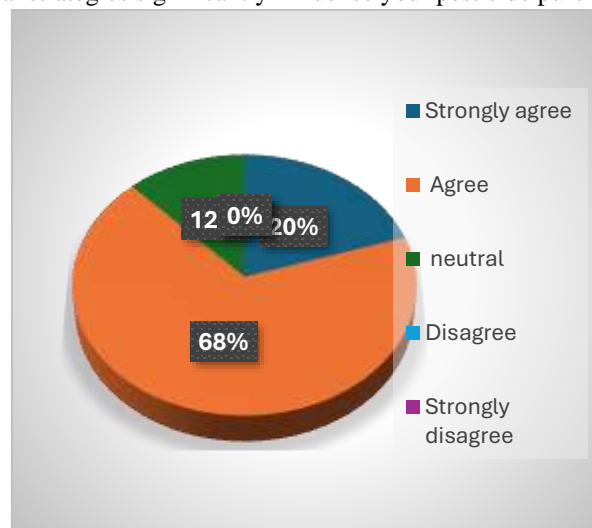
- How effective are free sample distributions in influencing your purchase decision



- Which of the following digital promotional strategies do you find most appealing



- Do you believe promotional strategies significantly influence your pesticide purchase decision



## 7. CONCLUSION

The study clearly indicates that promotional strategies play a significant role in influencing farmers' pesticide purchase decisions. Among various information sources, dealers/retailers and agricultural exhibitions are the most impactful in shaping purchase behavior. In terms of promotional methods, dealer recommendations and free samples are the most influential.

Digital strategies are also gaining traction, with YouTube videos and WhatsApp promotions emerging as the most appealing digital tools. A substantial proportion of respondents—68%—agree that promotional strategies significantly affect their decisions, with 20% strongly agreeing. This emphasizes the growing importance of integrated marketing approaches combining traditional and digital methods to effectively reach and influence farmers.

## 8. LIMITATIONS OF THE STUDY

- The study may face challenges such as farmers' reluctance to share information on purchasing decisions.
- This study is limited to the academic year 2024-2025 only.

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