

# Study of Marketing Strategy of Fertilizer Firms in Plain Agro Climatic Zones of Chhattisgarh

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**ABSTRACT:** The objective of the study was to examine about the marketing strategies among distinguishing Agri input products like seeds and fertilizers, examine factors influencing the choice of marketing-mix for the agri. inputs under consideration

In the course of this investigation, the research design that was utilised allowed for both an exploratory and a descriptive method to be utilised. Finding an appropriate setting for the investigation because of its close proximity to Chhattisgarh's Plain agro climatic zones, the Raipur district, was especially selected for the present research.

It was agreed that five villages would be taken into account from each of the selected blocks out of them. For the objectives of this research, a total of one hundred progressive farmers were selected. The input dealers from both the blocks were also sampled. The conclusion that can be drawn is that respondents who belong to different age groups have varied perspectives on the various elements of product mix, that respondents who fall into different age groups have varying perspectives on the various aspects of the pricing mix, who belong to different age groups have diverse perspectives on the various aspects of place mix, respondents who belong to different age groups have diverse perspectives on the various aspects of the promotion mix

**KEYWORDS:** Product Mix, Correlation, ANOVA, Agro climatic zones, Input Marketing

## I. INTRODUCTION

The market for fertilizers has experienced tremendous growth throughout the course of recent history. Due to widespread misconceptions among farmers during the beginning of the 1950s, fertilizers were not widely used. The amazing

increase that has taken place is due in large part to the expansion efforts that have been made by both the government and the fertilizer businesses. The marketing system for inputs and the agricultural community are the subjects of the research, which focuses on the link between the two. Identifying the Marketing strategies of Agri. inputs in Raipur District of Chhattisgarh plain Agro climatic Zone. Assessment of marketing strategies for Agri. Inputs in Raipur District of Chhattisgarh plain Agro climatic Zone. Buying behaviour of agriculture inputs like fertilizers. The objective was to examine factors influencing the choice of marketing-mix for the agri. inputs under consideration, to study the buying behaviour of farming community towards the Agri. input products under consideration in the area under study, and to study about the perception of input agents regarding the marketing mix adopted by Agri. input firms.

## II. LITERATURE REVIEW

P.R.Tyagi and AlokGoyal (2011):The production of fertilisers, particularly ammonia and urea, requires a significant amount of energy. The fertiliser business is currently undergoing a crucial phase that is expected to drastically impact the sector's future. The government of the country must take steps to guarantee that fertiliser can be obtained quickly and easily in all areas of the country. The marketing departments that make up the fertiliser business will carry on with their current workload of millions of tonnes of fertiliser material. Because they are one of the few points of entry into rural India, the marketing staff will have an increased amount of responsibility placed on their shoulders. It is expected that new chances will present themselves in the agricultural sector, which will inspire businesses in the fertiliser industry to

include new activities into their marketing departments.

PushkarDubey, &Abhiskek Pathak, (2014): Marketing of fertiliser in Chhattisgarh: a look at the underlying issues and potential solutions 5. 25-29. Agriculture is the finest job in the world for a man who is honourable and has a strong moral character since it provides him with the means to support himself. The number of lives that have been spared as a direct result of progress made in medicine and agriculture is on track to surpass those who have been lost in all of history's battles combined. The current study focuses on a variety of problems that have been occurring in the process of selling fertiliser in the state of Chhattisgarh. In the first place, it investigates issues that are pertinent to the industry in the state, and in the second place, it makes an effort to examine the marketing strategy that is utilised for fertiliser in the state.

S. Venkatesan and Dr. A. Arulraj (2014): The agricultural industry in India is one of the most significant contributors to the country's overall GDP. The amount of chemical fertiliser that is made available to Indian farmers is insufficient for use in agriculture. The provision of fundamental and secondary nutrients in the necessary amounts is the major goal of the industry that manufactures fertiliser, and this mission serves as the industry's guiding principle. The findings make it abundantly evident that an expansion of the land area under irrigation and an increase in agricultural intensity will hasten the rate at which the nation consumes fertiliser.

SheejaVarkey and G. R. Sahu (2016): The Indian Farmers Fertilizer Cooperative Limited (IFFCO), which operates as both a manufacturer and a retailer of fertilisers, is recognised as the most successful fertiliser cooperative in India. Because fertiliser is a critical input for increasing the production of a wide variety of crops in the state, a very scientific management strategy is required to ensure that farmers have access to the essential fertilisers throughout the growing season, when those fertilisers are required. Due to the fact that Chhattisgarh is primarily an agricultural state, the management of IFFCO has not set their sights just on the delivery of fertilisers; rather, they have set their sights on the efficient exploitation of fertilisers as a field for the further expansion of output.

### III. RESEARCH DESIGN

Respondents from Progressive were selected because of their ability to provide the essential information on acquired brand or

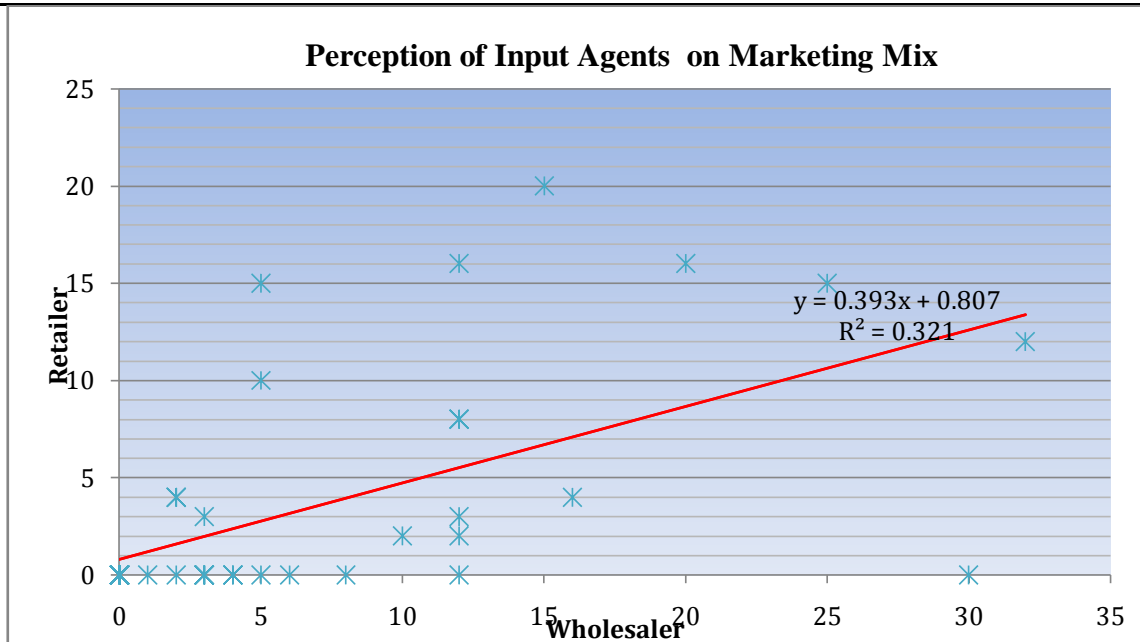
business, variables impacting for Agri input purchasing, major promotional sources for seed, fertilizer, and agrochemicals purchase, and limits in Agri Input marketing. For the objectives of this research, a total of one hundred progressive farmers were selected, and 10 farmers were selected at random from each of the ten sample villages that comprise the second block of the district.

In order to obtain the response for fertilizer marketing mix strategy perception, a questionnaire was prepared, which included questions on the product, the pricing, the location, and the promotion. Questionnaire is rated on a five point Likertscale. Correlation analysis was conducted to ascertain the strength of the linkages that bind the many distinct aspects of the brand, including its image, quality, price, service, product features, and promotional endeavors. +0.56 was discovered to be the correlation coefficient, which indicates a modest degree of connection between the two variables. The one-way analysis of variance (ANOVA) test is the statistical method of choice when dealing with variables that consist of more than two category categories that are independent of one another. Each of the hypotheses was evaluated based on whether or not it satisfied the significance level of 0.05.

### IV. RESULT AND DISCUSSION

This section attempts to compare and analyses the perceptions of respondents on dimensions of marketing mix. A questionnaire comprising dimensions on product, price, place and promotion was administered to collect the response. The questionnaire comprising of the above four elements of marketing mix was the basic tool for measuring the respondents perceptions. The respondents further taken for the study constitutes of 100 progressive farmers from two blocks based on random sampling method. Questionnaire is rated on a five point likert scale comprising, 1-Strongly Disagree, 2- Disagree, 3- Neutral, 4-Agree and 5-Strongly Agree. Responses in total are represented by frequency distribution and percentage value in a tabular form. The degree of link or relationship that exists between the variables may be evaluated through the use of correlation analysis. In order to accurately quantify the connection, the variables in question need to be continuous. It can be seen from the table below that the correlation analysis was performed to determine the degree of relationship that exists between the various factors of brand image, quality, pricing, service, product attributes, and promotional activities.

	Wholesaler Perception		Retailer Perception		Wholesaler Perception	Wholesaler Perception	Wholesaler Perception
Wholesaler Perception	1				Wholesaler Perception	Wholesaler Perception	2
		1					
			1				
				1			
Retailer Perception	0.56706				Retailer Perception	Retailer Perception	1.56706
	9359		1				94
				1			



**H01 Respondents belonging to different age group do not differ in their perception on product dimensions.**

According to the results of a one-way analysis of variance ( $F(3, 56) = 8.23$ ), the value that was obtained is statistically significant. As a result, the conclusion that can be drawn is that respondents who belong to different age groups have varied perspectives on the various elements of product mix.

**H02 Respondents belonging to different age group do not differ in their perception on price dimensions.**

According to the results of a one-way analysis of variance ( $F(3, 56) = 4.36$ ), the value that was obtained is statistically significant. As a result, the conclusion that can be drawn is that respondents who fall into different age groups have varying perspectives on the various aspects of the pricing

mix.

**H03 Respondents belonging to different age group do not differ in their perception on place dimensions.**

According to the results of a one-way analysis of variance ( $F(3, 56) = 6.08$ ), the value that was obtained is statistically significant. As a result, the conclusion that can be reached is that respondents who belong to different age groups have diverse perspectives on the various aspects of place mix.

**H04 Respondents belonging to different age group do not differ in their perception on promotion dimensions.**

According to the results of a one-way analysis of variance ( $F(3, 56) = 4.11$ ), the value that was obtained is statistically significant. As a result, the conclusion that can be drawn is that respondents who belong to different age groups have diverse perspectives on the various aspects of the

promotion mix.

**H05 Respondents belonging to different Educational level do not differ in their perception on product dimensions.**

According to the results of a one-way analysis of variance ( $F(3, 56) = 0.88$ ), the value that was

## V. CONCLUSION

The conclusion that can be drawn is that respondents who belong to different age that respondents who fall into different age groups have varying perspectives on the various aspects of the pricing mix, who belong to different age groups have diverse perspectives on the various aspects of place mix, respondents who belong to different age groups have diverse perspectives on the various aspects of the promotion mix.. It may be deduced from this that the perceptions of the characteristics of product mix held by respondents who come from a variety of educational backgrounds are not dissimilar to one another. The assumption that there is no relationship between respondents' educational level and their perceptions of the characteristics of price mix, respondents who come from a variety of educational levels do not have significantly different perceptions of the various aspects of place mix

obtained does not possess statistical significance. It may be deduced from this that the perceptions of the characteristics of product mix held by respondents who come from a variety of educational backgrounds are not dissimilar to one another.

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