STUDY ON CONSUMER BUYING BEHAVIOUR OF SELECTIVE HERBICIDE IN KURUKSHETRA DISTRICT OF HARYANA.

Abstract

Syngenta India Pvt. Ltd is a prominent player in the agri-inputs industry, with a focus on high-quality innovative agrochemicals that increase crop yield and quality. The aim of this research paper is to explore the consumer buying behavior of selective herbicide in the agricultural product market. The research will provide a comprehensive understanding of the factors influencing the purchasing decisions of farmers and stakeholders in the agriculture industry. The study will use a mixed-methods approach, including both qualitative and quantitative data collection methods. The research will involve the use of surveys and interviews to collect data from farmers and other stakeholders in the agriculture industry. This research paper aims to examine the consumer buying behavior of herbicides, including factors that influence purchase decisions, attitudes towards these selective herbicides. The research used a multistage sampling method and involved personal interviews and questionnaires with 120 farmers. Agrochemical companies used various marketing strategies such as price discounts, field demonstrations, and promotional schemes to generate demand from farmers.

Introduction

Agriculture is considered the foundation of the Indian economy, contributing 22% to the country's GDP, and employing roughly 58% of the population. The sector comprises both traditional village farming and modern agriculture. Selective herbicides are chemicals used to control unwanted plants while preserving main crop. They are essential tools for farmers, landscapers and gardeners who want to maintain healthy crops and gardens. As the demand of food crop is increasing day by day so the need of selective herbicides becomes essential. However the market for these products is competitive, and companies must understand the consumer buying behavior of selective herbicides to stay ahead of competition. One such product is Calaris Xtra , a selective herbicide produced by Syngenta India Pvt. Ltd, CalarisXtra Herbicide is used as a post-emergence herbicide for the control of a wide range of broad leaf weed in field and fodder maize (corn), sweet corn, grain sorghum and sunflowers. It contains active ingredient Mesotrione2.27%w/w, which acts as photosynthesis inhibitor with each plant getting control at low doses and death at higher doses.

Methodology

The research was carried out in Kurukshetra district, Haryana, which is an important district known for its large area and crop production. The Shahabad block was purposively selected as it had the highest area under Sugarcane Production. . Among there were 80 villages in Shahabad Block among them 5% of villages were selected for the study randomly .The farmers were then categorized based on their operational land holding into marginal (below 1 hectare), small (1-2 hectare), semi-medium (2- 4 hectare),medium (40-10 hectare) and Large (Above 10 hectare) size groups. The study employed a mixed-method approach, combining a qualitative and quantitative data collection data.

Selection of district: The study focuses on consumer buying behavior in the Kurukshetra district of Haryana, which was selected purposively due to its high production of maize and sugarcane.

Selection of Block: Shahabad block was purposively selected for the present study due to its significant position in sugarcane cultivation in Kurukshetra district.

Selection of villages: A list of blocks was obtained from block development office Shahabad block of Kurukshetra district. Among there were 80 villages in Shahabad Block among them 5% of villages were selected for the study randomly.

Results and Discusssions

To Study Farmer buying behaviour towards selective Herbicide.

While Studying the Consumer Buying Behavior, we found that consumers buy agrochemicals on the basis of their different perceptions.

Table 1: Consumer perception and buying behaviour

Parameter	**No. of farmers**	**Farmers %**
Quality	25	20%
Price	20	17%
Packaging	04	03%
Relation with Dealer	35	30%
Brand Image	20	17%
Promotional Strategies	10	08%
Source of Information	06	05%

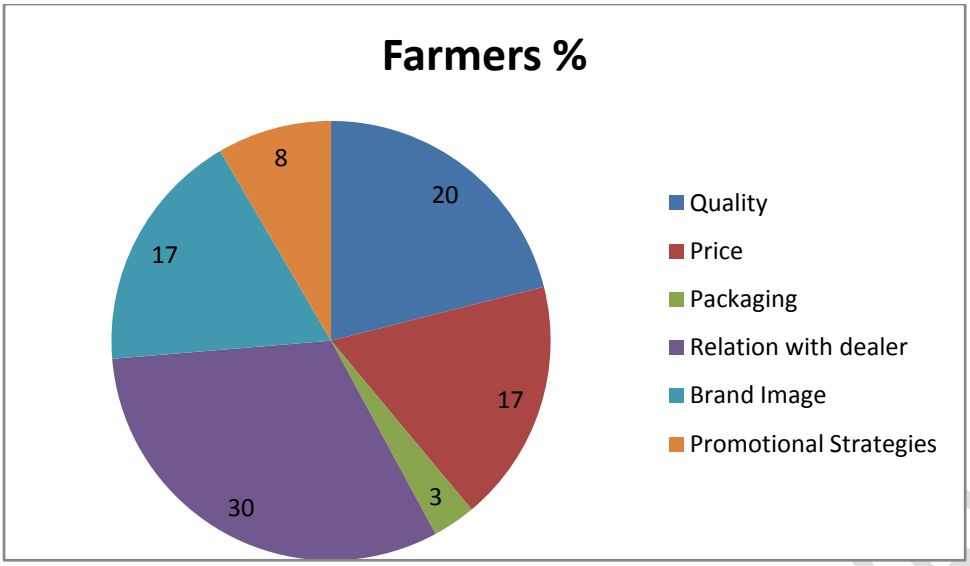

Fig1 : Consumer perception and buying behaviour

It is founded that 20% farmers prefer to buy a product according to its quality, about 17% prefers the price of the product, about 3% prefers the attractiveness of the product, 30% farmers buy agrochemicals only because of the relationship with the distributor, 17% farmers buy product on the basis of brand image, about 8% of farmers buys agro products by convinced through promotional strategies.

Conclusion

The study focussed on understanding the market preference for various agrochemicals, assessment of dealer perception and consumer satisfaction about Syngenta India Pvt. Ltd. Products vis a vis other brands, and customer behaviour regarding the purchase of agrochemicals by Sugarcane Growers. The study revealed that Dealer's recommendation plays very crucial role for the purchasing of the herbicides and PGR and all the related goods. Around 24 % farmers trust dealers as compare to other sources which influence their buying behavior because most of these farmers purchase the herbicide at credit. The study also found that almost all agrochemical companies generated demand from farmers by introducing various schemes, price discounts, and field demonstrations to the farmers. The study emphasizes the importance of providing quality agrochemical products to farmers, maintaining good relationships with dealers, and implementing effective promotional strategies to generate demand. Farmers from these region are found to be very loyal to the product of which they are using. Most of the farmers found to be using the same product which they have been using since very long. That is the reason they are using CalarisXtra and

other Syngenta Product and it's a bit tedious job to make them understand that the CalarisXtra having more advantages over broad -leaf weeds.

References

Devi, R., Singh, B., & Kumar, S. (2013). Herbicide consumption in India. Indian Journal of Weed Science, 45(3), 156-163.

SP, S., Singh, R., & Gupta, R. (2015). Herbicide use in Indian agriculture: Trends, market structure and policy issues. Journal of Agricultural Science and Technology A, 5(5A), 335-345.

Setthy, N. V., Sahoo, S. K., & Sahoo, S. (2016). Farmers' education and perception on weedicide use and crop economies in Indian agriculture. International Journal of Current Microbiology and Applied Sciences, 5(11), 247-255.

Kurchania, R., Singh, V., & Singh, R. (2016). Integrated weed management for sustaining wheat (Triticum aestivum) productivity and profitability in Indo-Gangetic plains. Indian Journal of Agricultural Sciences, 86(2), 174-180.

Anderson, R. (2019). An ecological approach to strengthen weed management in the semi-arid Great Plains. Advances in Agronomy, 153, 113-138.