AN ECONOMIC ANALYSIS ON MARKETING AND BRAND AWARENESS OF RIFIT PLUS (HERBICIDE) IN GHAZIPUR DISTRICT OF UTTAR PRADESH, INDIA

Abstract:

The study aims to present an Economic Analysis on Marketing and Brand Awareness of Rifit Plus (Herbicide) in Ghazipur District of Uttar Pradesh, India. It was discovered that two marketing channels were involved in the sale of Rifit Plus (an herbicide) in the Ghazipur district of Uttar Pradesh. These channels were Channel 1 for producers, Wholesalers, and consumers and Channel 2 for producers, wholesalers, retailers, and consumers. Channel 2 is the marketing channel that respondents in the study area most frequently cite as preferable. Inchannel 1, the overall marketing expense is Rs. 48, the total marketing profit is Rs. 120, and the channel's marketing effectiveness is 2.55%. The overall marketing expense for channel 2 is Rs. 65, the total marketing margin is Rs. 125, and the marketing. Channel 2 is the most popular marketing channel among respondents in the study location. Total marketing cost in channel 1 is Rs. 48, total marketing margin in channel 1 is Rs 120, and marketing efficiency in channel 1 is 2.55%. Channel 2 has a total marketing cost of Rs.65, a total marketing margin of Rs.125, and a marketing efficiency of 2.37%.

Keyword: Marketing Channels, Marketing Efficiency, Marketing Cost, Marketing margin

INTRODUCTION

A weed killer is a substance utilized to eliminate undesired plants. Discriminatory weed killers eliminate specific targets while sparing the desired crop largely unscathed. Some of these function by disrupting the growth of the weed and are often based on plant hormones. Weed killers used to clear wasteland are indiscriminate and terminate all plant matter with which they come into contact. Certain plants generate natural weed killers, such as the Juglans genus (walnuts). Weed killers are extensively employed in agriculture and in the management of landscape turf. They are implemented in total vegetation control (TVC)

programs for the upkeep of highways and railroads. Lesser amounts are employed in forestry, pasture systems, and the management of areas designated as wildlife habitats. Weed killers have been accused of causing a range of health effects, from skin irritations to death. The mode of attack can arise from improper application resulting in direct contact with field personnel, inhalation of aerial sprays, food consumption, and from contact with residual soil contamination. Weed killers can also be transported via surface runoff to pollute remote surface waters and thus another mode of ingestion through the extraction of those surface waters for drinkingCertain types of herbicides break down quickly in soil, while others have more persistent properties and longer environmental half-lives. Herbicide remains have been discovered on food intended for human consumption, mainly as a result of post-harvest treatments. Some herbicides, such as vinclozolin, pose a threat to human health and have been taken out of use. Herbicides, also called weedkillers, are substances used to manage unwanted plant growth. Selective herbicides target specific weed species, while leaving the desired crop relatively unscathed, whereas non-selective herbicides (often referred to as total weedkillers in commercial products) can be employed to clear waste ground, industrial and construction sites, railways and railway embankments, as they eliminate all plant material that they come into contact with. In addition to selective/non-selective, other critical distinctions include persistence (also known as residual action: how long the product stays in place and remains effective), means of uptake (whether it is absorbed by above-ground foliage only, through the roots, or by other means), and mechanism of action (how it works). In the past, products such as common salt and other metal salts were utilized as herbicides, but these have gradually fallen out of favor and in some countries, a number of these are prohibited due to their persistence in soil, and toxicity and groundwater contamination concerns. Herbicides have also been employed in warfare and conflict. Rifit Plus is a pre- and early post-emergence herbicide that provides effective control of annual grasses, some sedges, and broadleaf weeds in transplanted and dry-sown flooded rice. It is a pre-emergence herbicide for paddy, to be applied after 3DAT. With its Fast DSA formula and green label, it controls monocotyledon and dicotyledon weeds. It was established in 2016 after the greater success of Rifit, but the company intends to introduce an advanced product in the market before launching Rifit Plus with a new DSA formulation.

METHODOLOGY:

- **Selection of the District:**

In Uttar Pradesh, there exist a total of 75 Districts and 18 Divisions. For the purpose of the current investigation, Ghazipur District was chosen due to its substantial expanse dedicated to Paddy farming.

- **Selection of Block:**

There are 16 block in the district. Out of these Mohammadabad was selected purposively for the study.

- **Selection of Villages:**

The block development office provided a comprehensive inventory of all the villages located in Mohammadabad block. Following this, the villages were sorted in ascending order based on the extent of paddy cultivation in the area. Consequently, a random selection of 5% of the total villages was made for the current investigation.

- **Selection of Farmers:**

The block development office of each chosen village provided a roster of all the rice farmers. The cultivators were then sorted in ascending order according to the size of their land holdings. From each village, 10% of the farmers were chosen at random, based on this ranking. These selected farmers were then categorized into five different groups based on their landholding size.

Table 1: Selection of Respondents:

District	Block	Villages	Respondents					Total
			Marginal	Small	Semi-medium	Medium	Large	
Ghazipur	Mohammadabad	A.M. Gandhpa	7	6	3	3	1	20
		Aalapur	4	7	6	5	3	25
		Abadan Urf Baran	1	3	4	10	3	21
		Abbas Nagar	1	11	4	5	2	23

- **Analytical Tools**

Mean

$$m = \frac{\text{sum of the terms}}{\text{number of terms}}$$

Marketing Efficiency

(Net price received by producer's – Consumer price)

Total marketing cost

Marketing Cost:

Marketing Cost (MC) = $\frac{\Delta TC}{\Delta Q}$

Marketing Margin

Marketing Margin= Producer price – Raw Material

RESULTS AND DISCUSSION

Table 2: Brand Awareness of Rifit Plus:

Sr. no.	**Attributes**	**Number**	**Percentage**
1.	Have not heard about it	30	25%
2.	Have heard about it but never used	41	34%
3.	Seen result in other farmer field	25	21%
4.	Used it	24	20%
	Total	120	100%

Table 2: Reveals that By interviewing and observation it was seen that out of 120 farmers 34% farmer have heard about it but never used, 25% have not heard about it, 21% seen result in other farmer field, 20% used it.

Table 3: Reveals the marketing cost, marketing margin and marketing efficiency of the product in channel-I.

Channel I - Producer- Wholesaler- Consumer

S. No	Particulars	Value in Rupees
		Rs
1.	Producer sale price to wholesaler	380
2.	Cost incurred by the producer	
i	Packing cost	8.00

ii	Packing material cost	8.00
iii	Transportation cost	5.00
iv	Market cost	5.00
v	Labour cost	05.00
vi	Loading and Unloading cost	05.00
vii	Miscellaneous charges	12.00
	Total cost (i-vii)	**48.00**
3.	**Margin of Producer**	**70.00**
	Margin of Wholesaler	**50.00**
4.	Net price received by producer	332
5.	Wholesaler sale price to Consumer	430
6	**Marketing cost**	48
7.	**Marketing Efficiency**	**2.55%**
8	**Market margin**	**120**

Table 3: Reveals that the marketing price of the Rifit Plus channel -I , supplied by the producer was Rs.380 and the net price received by producer Rs.332. Meanwhile, the cost incurred by the producer in marketing is Rs. 48, and Rs.70 as profit per bottle of Rifit Plus . Simultaneously, the wholesaler purchased the Rifit Plus from the producer as Rs.380/ bottle, with Rs.50as profit, by which the final selling price of the Rifit Plus was Rs. 430/bottle. Finally, the selling price of the Rifit Plus to the consumers was Rs.430/bottle. Eventually, the total marketing margin in channel 1 isRs.120 the marketing cost was Rs.48, the marketing efficiency was 2.55%.

Table 4: Reveals the marketing cost, marketing margin and marketing efficiency of the product in channel-II.

Channel II- Producer –Wholesaler – Retailer – Consumer

Sr. No	**Particular**	**Value in Rupees /Bottle**	
1.a	Producer sale price to wholesaler	380	

b	Marketing cost incurred by producer	48	
c	Margin of producer	70	
d	Net price received by producer	332	
2.	Sales price of Wholesaler to Retailer	427	
a.	Cost incurred by the Wholesaler		
I	Loading & Unloading charges	2	
Ii	Carriage up to shop	3	
Iii	Weighting charges	3	
Iv	Town charges	4	
V	Transportation	3	
Vi	Losses & Miscellaneous charges	2	
b	**Total Cost (i-vi)**	**17.00**	
	Margin of wholesaler	30	
3	Margin of Village Merchant/Retailer	25.00	
4.	Consumers paid price	452	
5.	**Total marketing cost**	**65.00**	
6.	**Total marketing margins**	**125**	
7.	**Marketing Efficiency**	2.37%	

Table 4: Discloses that the wholesaler provided Rifit Plus at a cost of Rs. 427, with a marketing expense of Rs. 17 and a profit margin of Rs. 30. The retailer then sold Rifit Plus to the consumer at a price of Rs. 452, with a profit margin of Rs. 25, resulting in a final consumer price of Rs. 452. Overall, the marketing cost was Rs. 65, the total marketing margin in channel 2 was Rs. 125, and the marketing efficiency was 2.37%.

CONCLUSION:

In the present situation and in the future, herbicides have a promising outlook as their consumption is increasing each year. Farmers rely on herbicides, which indicates the growing demand for them. Farmers prefer easy solutions for any field-related issues and therefore use herbicides proficiently. The use of herbicides and plant growth regulators (PGR) results in higher crop yields, and hence farmers continue to use them. Herbicides act quickly on the target weed and save time. While many farmers overuse herbicides, some believe that excess

use can harm the field and use them only when necessary. Farmers consider herbicides crucial for effective crop growth as different parts of the plant are attacked at various stages. PGR provides micro-nutrients to the plant and regulates growth, allowing farmers to obtain high yields with low investment.

Ghazipur plays a significant role in paddy production, and paddy growers use agrochemicals from various companies such as Syngenta, Dow, Bayer, Sumitomo, Dhanuka, and UPL.

Overall, Syngenta's performance is satisfactory, but it should conduct more effective promotional activities in Mohammadabad district. Syngenta has an excellent opportunity to capture more market share by increasing its promotional activities and focusing on new products. It enjoys a good brand image and reputation for its services in the region, which it can leverage to increase sales and market share.

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