



AN ANALYTICAL STUDY OF MARKETING STRATEGIES OFFERTILIZER COMPANIES IN AGRICULTURE SECTORS WITH SPECIAL REFERENCE TO NAGPUR DIVISION

Dr. Ramesh K. Nikhade¹ and Nilesh U. Shinde²

¹M.Com., B.Ed., M.Phil., Ph.D. , Associate Professor , VidyaVikas Arts, Comm. & Science College, Samudrapur, Wardha.

² Researcher .

ABSTRACT

This study was help companies to understand the marketing strategies of companies present in the Nagpur Division, factors affecting brands preference by farmers, and promotional strategy followed by companies to promote their products. It helps in understanding the potential opportunities to increase market share to the fertilizers companies to plan business expansion in case of losing market share players. It also helps to understanding the importance of brand promotion.



KEYWORDS: marketing strategies , plan business expansion , organizations.

INTRODUCTION

Agriculture is the backbone of Indian economy. It has gained importance to meet the requirement of over a billion people of the country. Green revolution is an attempt to make the country self-sufficient in this regards. Requirement of fertilizer thus, has been the demand of time to increase the food grain productivity. Marketers, including private, public and cooperative sectors are setting their tone to make the right products available to the right consumers at the right place and at the right time of need.

It is likely that, fertilizer industry will be decontrolled fully in near future. The manufacturers and their marketing team have to prepare themselves for such an eventuality when 4 'P's namely Product, Price, Place (Distribution) & Promotion of marketing mix will be in their total control.

In the light of above information, this paper present interpretation of data collected from farmers and fertilizer company agents in Nagpur Division. For the study purpose, 600 farmers (100 from each district viz., Nagpur, Wardha, Bhandara, Chandrapur, Gondia and Gadchiroli) and 150 agent of Fertilizer Company (25 from each district) were selected. The collected data was analysed by using appropriate statistical tools, which include frequency, percent and ANOVA. The variation in responses were measured by employing Non-parametric chi square test. The analysed data was arranged in tables and were described appropriately. The results were presented at the end after description of each table.

OBJECTIVE OF THE STUDY

1. To study the lack of communication between fertilizer companies and farmers

RESEARCH METHODOLOGY

The researcher has adopted analytical, descriptive and comparative methodology for this report; reliance has been placed on books, journals, newspapers and online databases and on the views of writers in the discipline of Competition law.

Table 1: Opinion of farmers in Nagpur Division about frequency of company representative visit to village

Frequency of representative visit to village	N	Percent
Rarely	327	54.5
Frequently	87	14.5
During season	152	25.3
Never	34	5.7
Total	600	100
Chi Square Value	df	Sig.
301.127	3	<0.05

N- No. of farmers; df- Degrees of Freedom; Sig. - Significance

(Source- Survey Data)

Above Table 1 shows opinion of farmers in Nagpur Division about frequency of company representative visit to village. It is apparent from the information that according to 54.5% farmers' company representatives rarely visited to their village whereas 25.3% farmers reported that company representatives visit their village during season. Furthermore, according to 14.5% farmers' company representatives visit their village frequently however company representatives never visited to villages of 5.7% farmers. The results of non-parametric chi square test shows that there is significant (Chi Sq. – 301.127; df-3; P<0.05) variation among farmers with respect to frequency of visit of company representative to village. Hence, it is evident from the results that company representatives rarely visited to the village of noticeably high percentage of farmers in Nagpur division.

Table 2: Opinion of farmers in Nagpur Division about arranging farmers meeting by fertilizer manufacturer

Arranging farmers meeting by fertilizer manufacturer	N	Percent
Yes	56	9.3
No	387	64.5
Can't say	157	26.2
Total	600	100
Chi Square Value	df	Sig.
421.226	2	<0.05

N- No. of farmers; df- Degrees of Freedom; Sig. - Significance

(Source- Survey Data)

Above Table 2 shows opinion of farmers in Nagpur Division about arranging farmers meeting by fertilizer manufacturer. It is apparent from the information that according to 64.5% farmer fertilizer manufacturer did not arrange farmer's meeting whereas 26.2% farmers are uncertain about arranging farmers meeting by fertilizer manufacturer. Furthermore, according to 9.3% farmer manufacturer arrange farmer's meeting. The results of non-parametric chi square test shows that there is significant (Chi Sq. – 421.226; df-2; P<0.05) variation among farmers with respect to their opinion about arranging farmers meeting by fertilizer manufacturer. Hence, it is evident from the results that fertilizer manufacturer not arranged farmer's meeting in village of markedly high percentage of farmers in Nagpur division.

Table 3: Opinion of farmers in Nagpur Division about organizing agriculture exhibition by fertilizer companies

Organizing agriculture exhibition by fertilizer companies	N	Percent
Yes	167	27.8
No	329	54.8
Can't Say	104	17.3

Total	600	100
Chi Square Value	df	Sig.
297.327	3	<0.05

N- No. of farmers; df- Degrees of Freedom; Sig. - Significance

(Source- Survey Data)

Above Table 3 shows opinion of farmers in Nagpur Division about organizing agriculture exhibition by fertilizer companies. It is apparent from the information that according to 54.8% farmer fertilizer companies not organized agriculture exhibition whereas 27.8% farmers reported that fertilizer companies organized agriculture exhibition. Furthermore, 17.3% farmer uncertain about organizing agriculture exhibition by fertilizer companies. The results of non-parametric chi square test shows that there is no significant (Chi Sq. – 297.327; df-3; P<0.05) variation among farmers with respect to their opinion about organizing agriculture exhibition by fertilizer companies. Hence, it is evident from the results that substantially high percentage of farmers in Nagpur Division reported that fertilizer companies did not organize agriculture exhibition.

Table 4: Opinion of farmers in Nagpur Division about providing technical knowledge about fertilizer by company executive

Providing technical knowledge about fertilizer by company executive	N	Percent
Yes	174	29.0
No	356	59.3
Can't Say	70	11.7
Total	600	100
Chi Square Value	df	Sig.
315.231	2	<0.05

N- No. of farmers; df- Degrees of Freedom; Sig. - Significance

(Source- Survey Data)

Above Table 4 shows opinion of farmers in Nagpur Division about providing technical knowledge about fertilizer by company executive. It is apparent from the information that according to 59.3% farmer, company executive did not provide technical knowledge about fertilizer to them whereas 29.0% farmers reported that company executive provided technical knowledge about fertilizer to them. Furthermore, 11.7% farmer are uncertain about providing technical knowledge about fertilizer by company executive. The results of non-parametric chi square test shows that there is significant (Chi Sq. – 315.231; df-2; P<0.05) variation among farmers with respect to their opinion about providing technical knowledge about fertilizer by company executive. Hence, it is evident from the results that considerably high percentage of farmers in Nagpur Division not receive technical knowledge about fertilizer by company executive.

CONCLUSION

It is evident from the result from Table 1 that company representatives rarely visited to the village of noticeably (Chi Sq. – 301.127; df-3; P<0.05) high percentage of farmers in Nagpur division. Table 2 showed that fertilizer manufacturer not arranged farmer's meeting in village of markedly (Chi Sq. – 421.226; df-2; P<0.05) high percentage of farmers in Nagpur division. Furthermore, it is evident from the result from Table 3 that substantially (Chi Sq. – 297.327; df-3; P<0.05) high percentage of farmers in Nagpur Division reported that fertilizer companies did not organize agriculture exhibition. Table 4 that considerably (Chi Sq. – 315.231; df-2; P<0.05) high percentage of farmers in Nagpur Division not receive technical knowledge about fertilizer by company executive. Above results indicates that there is no proper communication among farmers and fertilizer companies.

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