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# Consumers' awareness on marketing of brand fertilizer

G.Padma Latha , Research Scholar, Dept. of Commerce and Management,
Nagarguna University, Nagarjuna Nagar, Guntur-AP

**Abstract:** It is found that farmers with less education, low financial standards, and limited land indicate a negative congruence standing among the affluent. But in some areas where the variables are integrated at the congruence standing is on the positive side. It is also observed that where there is greater socio economic status and greater scientific orientation there is an increase in the congruence standing. 100 per cent of consumers are aware of Nagarjuna Fertilizers and Chemical Limited. Interestingly, majority of the respondents are not aware well of remaining brands like IFFCO, KRIBHCO and RCF. It is recorded that about 84 per cent of the respondents unaware of IFFCO followed by KRIBHCO and RCF with 91.82 per cent, 79.5 per cent. About 61.88 per cent of respondents were aware of the brand by name which is marketed under brand name. the NFCL products have prominent importance and place in the study area.

**Key words:** New Agricultural Strategy, yielding variety seeds,

**Introduction:** Since the adoption of the New Agricultural Strategy in the sixties the consumption of chemical fertilizers has been growing rapidly, because the Government has been promoting the consumption of fertilizers through heavy subsidies. Specifically, the new agricultural technology encompasses the use of high yielding variety seeds fertilizers, manures, pesticides, machines etc. Of the various components of agricultural technology, use of fertilizer is most important in boosting agricultural production and productivity. Introduction of HYVs and hybrid varieties brought optimism about fertilizer response superiority of modern varieties. Fertilizer is a substance to soil to improve plants' growth and yield. In the existing literature, the analysis of the decisions on fertilizer use has mainly considered the factors lying within the public domain (e.g. prices and marketing, fertilizer provision and distribution, research and credit, etc.), and on agro-climatic conditions and characteristics of the farm or the farmer (e.g. education, age, experience and farm resources). Earlier works on fertilizer use by economists focus on fertilizer adoption and assume that farmers make adoption decisions based on utility maximization. In this paper, an attempt is made to study the farmers' perceptions on fertilizer brand and consumption in East Godavari District, Andhrapradesh.

**Objectives:** To study the farmers' perceptions on fertilizer brand and consumption and to find out the nature of usage of fertilizer in the study area

**Methodology:** The present study is primarily based on primary data information. Required primary data is collected from the selected farmers with help of pre designed schedule and trust worthy information is picked up from each farmers. Observation method has been used in some cases to cross check the information. Data has been collected during the kariff and Rabi seasons in 2012-13. The random sampling technique method is followed to collect the required

information from the respondents. About 600 sample respondents were taken from the selected mandals of East Godavari District.

**Data analysis: Consumption of fertilizers:** Consumption of fertilizers (tonnes) in East Godavari District is presented in table 1. The total consumption of fertiliser was 540380 tonnes in 2010 and declined to 270190 tonnes in 2011. Further it was increased to 356935 tonnes in 2012. The similar trend is identified in case of consumption of Urea, NKP, DAP and other complex.

Table 1. Consumption of fertilizers (tonnes) in East Godavari District

| Consumption of fertilizers | | | | | | |
|---|---|---|---|---|---|---|
| Year | Urea | NKP | DAP | Others | Total | Avg.per Hectare (in kgs) |
| 2010 | 286204 | 142534 | 56092 | 55550 | 540380 | 531.12 |
| 2011 | 143102 | 71267 | 28046 | 27775 | 270190 | 442.0 |
| 2012 | 177199 | 97133 | 46104 | 36499 | 356935 | 765.3 |

Consumption of fertilizers (tonnes) in selected mandals of East Godavari District is presented in table 2. The similar trend of the above is found in the selected mandals. Among the study mandals, the average consumption per Hectare is 885.2 kgs except in Pithapuram (it was 868.8 kgs) in 2010. In the year 2011, the average consumption was 425.5 kgs in all the mandals. Further it was increased to 895.9 kgs. Consumption of fertilizer in 2011 was declined due to drought conditions in some areas and crop holiday was declared in some areas of the mandals. The average consumption per Hectare is 531.12 kgs in 2010, 442 kgs in 2011 and 765.3 kgs in 2012. Consumption of DAP is more than other fertilizers followed by Urea, NKP and other fertilizers.

**Farmers' awareness on fertilizer product:** The knowledge of the awareness of fertilizer products is very much essential to the consumers to take buying decision on their own rather than depending on the seller. It helps in choose accurate product

Table 2: Consumption of fertilizers (tonnes) in selected Mandals, East Godavari District

| | Consumption of fertilizers in selected Mandals | | | | | | |
|---|---|---|---|---|---|---|---|
| | Study area | Urea | NKP | DAP | Others | Total | Avg.per Hectare (in kgs) |
| Kotananduru | 2010 | 1330 | 662 | 260 | 258 | 2510 | 885.2 |
| | 2011 | 2071 | 1120 | 334 | 359 | 3884 | 425.4 |
| | 2012 | 2492 | 1644 | 662 | 603 | 5401 | 895.9 |
| Rowthulapudi | 2010 | 976 | 486 | 192 | 190 | 1844 | 885.2 |
| | 2011 | 933 | 526 | 138 | 140 | 1737 | 425.5 |
| | 2012 | 1505 | 993 | 400 | 364 | 3262 | 895.9 |
| Thondangi | 2010 | 2110 | 1052 | 414 | 410 | 3986 | 885.2 |
| | 2011 | 2623 | 1418 | 423 | 455 | 4919 | 425.5 |
| | 2012 | 2325 | 1274 | 605 | 479 | 4683 | 792.8 |
| Sankhavaram | 2010 | 1536 | 764 | 302 | 298 | 2900 | 885.2 |
| | 2011 | 1581 | 855 | 255 | 274 | 2965 | 425.5 |
| | 2012 | 1342 | 885 | 357 | 325 | 2909 | 895.9 |
| Pithapuram | 2010 | 6688 | 3328 | 1702 | 1686 | 13404 | 868.8 |
| | 2011 | 6119 | 3227 | 1674 | 1414 | 12434 | 425.5 |
| | 2012 | 6777 | 3715 | 1763 | 1396 | 13651 | 765.1 |

Table 3. Farmers' awareness on fertilizer product

| S.NO | Awareness | Number | Percentage |
|---|---|---|---|
| 1 | Aware | 463 | 77.7 |
| 2 | Unaware | 37 | 6.17 |
| | Total | 600 | 100.0 |

Source: Field survey

Figure 1. Percentage of Farmers by awareness on fertilizer product

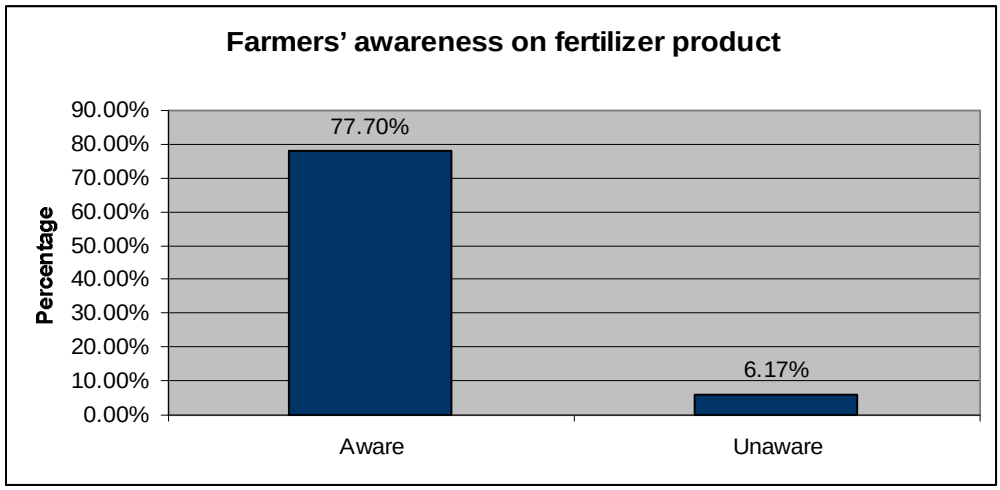



Table 3 and figure 1 reveals the respondent's awareness on availability of types of fertilizers in the market. It is found that about 77.70 per cent of the farmers have awareness on fertiliser products available in the market. It can be seen that large number of respondents are aware of the availability of the fertilizer products Urea, Potash based, Ammonia based, Phosphorus based and Complexes. In the customer awareness stage, the consumer is exposed to the existence of a product that may satisfy a need. For a farmer the product awareness of fertilizers comes from the company's promotional efforts, Government programmes to built awareness of the recommended dose of N, P, K fertilizers, Co-farmer recommendation and the recommendation of the fertilizer dealer.

**Consumers' awareness on fertilizer brand**

Table 4 and figure 2 explains the consumers' awareness on fertilizer brand in the study area. At the outset, it can be seen from table that 100 per cent of consumers are aware of Nagarjuna Fertilizers and Chemical Limited. Interestingly, majority of the respondents are not aware well of remaining brands like IFFCO, KRIBHCO and RCF. It is recorded that about 84 per cent of the respondents unaware of IFFCO followed by KRIBHCO and RCF with 91.82 per cent, 79.5 per cent. Thus, it can be said that the NFCL products have prominent importance and place in the study area.

Different combinations contribute to either positive or negative standing of congruence. The use of chemical fertilizers is motivated by the utility awareness, affordability, Availability and, adaptability

It is found that farmers with less education, low financial standards, and limited land indicate a negative congruence standing among the affluent. But in some areas where the variables are

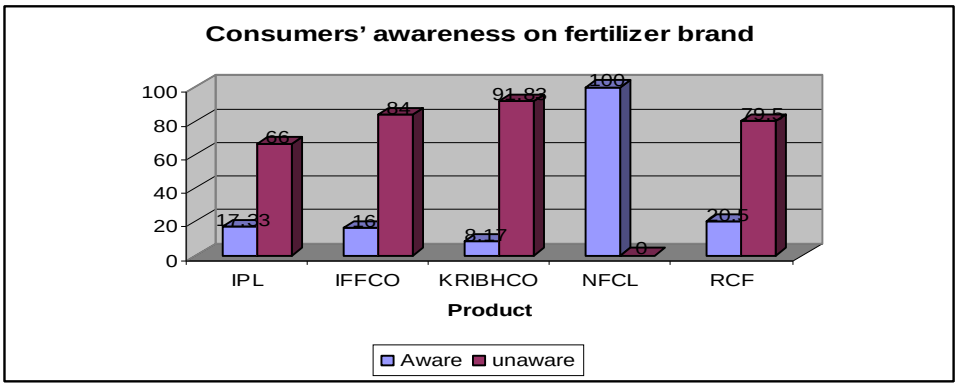
integrated at the congruence standing is on the positive side. It is also observed that where there is greater socio economic status and greater scientific orientation there is an increase in the congruence standing.

Table 4. Consumers' awareness on fertilizer brand

| S. NO | Brand | Aware | | Non-aware | | Total |
|---|---|---|---|---|---|---|
| | | Number | Percentage | Number | Percentage | |
| | IPL | 104 | 17.33 | 396 | 66.0 | 600(100.0) |
| | IFFCO | 96 | 16.0 | 504 | 84.0 | 600(100.0) |
| | KRIBHCO | 49 | 8.17 | 551 | 91.83 | 600(100.0) |
| | NFCL | 600 | 100.0 | - | - | 600(100.0) |
| | RCF | 123 | 20.5 | 477 | 79.5 | 600(100.0) |

Source: Field survey

Figure 2. Percentage of Farmers by awareness on fertilizer brand




**Consumers' awareness on marketing the fertilizer through brand name**

Farmers have to choose suitable fertilizer basing on cropping (stages) period. Otherwise it may lead to adverse effect on yields. Studies have shown as after years of indiscriminate use of fertilizers currently hampering the increase of food production in the country. On analyzing data from several long term experiments on intensive rice-wheat systems, it was found that there has been a significant decline of stagnation in yields, especially for rice. Hence, systematic use of fertilizer is essential. It depends on Consumers'

awareness on marketing fertilizer through brand.

Table : 5. Consumers' awareness on marketing fertilizer through brand

| S.NO | Awareness | Number | Percentage |
|---|---|---|---|
| 1 | Aware | 472 | 61.88 |
| 2 | Unaware | 128 | 21.33 |
| | Total | 600 | 100.0 |

Source: Field survey

Figure 5: Percentage of Consumers by awareness on marketing fertilizer with brand

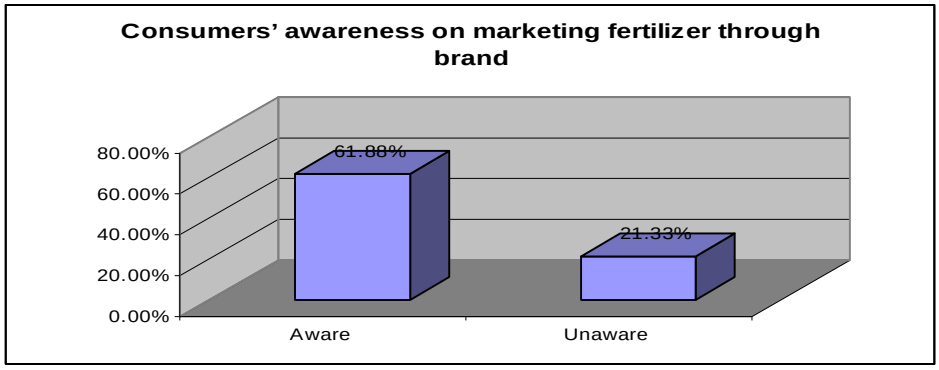



Table 5 and figure 3 provides the details of the consumer awareness of the leading brands available in the market. About 61.88 per cent of respondents were aware of the brand by name which is marketed under brand name.

**Conclusions:** It is found that farmers with less education, low financial standards, and limited land indicate a negative congruence standing among the affluent. But in some areas where the variables are integrated at the congruence standing is on the positive side. It is also observed that where there is greater socio economic status and greater scientific orientation there is an increase in the congruence standing. It is found from the study that most of the farmers are confined to NFCL fertilizers and purchasing at dealers.

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