

Original Research Article

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## A Study on Brand Promotional Activities of Virtako Insecticide and Constrains in Marketing of Fungicides in Varanasi District of Uttar Pradesh

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### ABSTRACT

#### Keywords

Virtako, brand promotion, fungicides, farmer's meeting, constrains

#### Article Info

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The study entitled “A study on brand promotional activities of VIRTAKO company and constrains in marketing of fungicides in Varanasi District of Uttar Pradesh was conducted in the Agricultural year 2021-22. A total of 600 respondents were selected for the present study and various brand promotional tools were selected and with the help of pre structured interview schedules the respondents were asked about the reasons which influence them the most to choose Virtako over other fungicides. The Delphi Technique was employed to access the data related to the farmer's preference about the promotional tools. Out of all the tools Farmer's meeting was selected as the best promotional tool with 40% of the respondents selected this tool. The study also accessed the various constrains faced by the marketers in marketing of fungicide in Varanasi district of Uttar Pradesh. The major constrains that were encountered during the study were Lack of availability of market information at farm level, frequent price fluctuation, lack of storage facility, Knowledge of quality etc.

### Introduction

Virtako is a unique new generation granular insecticide providing excellent control and long lasting protection from Stem Borer in Rice & Corn and Early Shoot Borer in Sugarcane. Class: Insecticide. Registrant: Syngenta India Ltd. Composition: Thiamethoxam 1% + Chlorantraniliprole 0.5% GR. For Rice growers VIRTAKO is a unique, new generation granule insecticide having excellent control and long lasting protection from Stem Borer. Syngenta's Virtako

help rice growers arrest crop loss at vegetative stage. It provides vigor to the plant for better crop establishment thus ensuring higher yield. Farmers wanting to prevent crop losses due to insect attack are encouraged to use this variety for better crop productivity. Complying with all safety norms, Virtako is specially designed to target rice stem borers with long lasting control and provide full protection to the crop by distributing itself throughout the plants, thereby protecting new and old growth. This is first granular insecticide from Syngenta with targeted impact. While insect control

with other solutions falls within a few days after application, VIRTAKO continues to improve in performance. Virtako does not stunt growth and is safe for the crop, the applicator and the environment. The anthranilic diamide class of insecticides, which includes chlorantraniliprole, activates ryanodine receptors and stimulates calcium ion release from muscle cells causing paralysis and death in vulnerable species. Thiamethoxam is a broad-spectrum, systemic insecticide, which means it is absorbed quickly by plants and transported to all of its parts, including pollen, where it acts to deter insect feeding.

Syngenta has a rich legacy originating from a tradition that goes back several decades in India. The track record starting from CIBA, Sandoz, ICI to its present form has been one of the exemplary corporate citizenships and partnerships in India.

We are amongst the first few companies to improve farm productivity and lives of Indian farmers offering services from 'Kashmir to Kanyakumari'. As Syngenta we have been operating in India since the year 2000.

Their philosophy and priorities have consistently been on addressing the challenges being faced by India and Indian agriculture. India continues to hold great promise for the parent company and we have embarked on many new initiatives in the last few years. Syngenta strives to make farming profitable and sustainable so that farmers are motivated to pursue agriculture as it is not only becoming more complex but also the return on investment is not attractive. Syngenta as an R & D company providing technology to the farming community focusses on not only increasing the productivity but also on reducing input costs and increasing the return on investment. Syngenta has a significant presence in India and is headquartered in Pune with research stations spread across the length and breadth of the country. Driving the steady growth in India are Syngenta's people. Syngenta employs more than 1800 permanent employees dedicated and committed to the Indian farmer and agriculture.

## **Research Methodology**

### **Sampling design**

Multistage sampling procedure will be adopted for the present investigation to select the ultimate unit of the sample.

First stage- Selection of District

Second stage -Selection of Blocks

Third stage- Selection of Villages

Fourth stage - Selection of Respondents

### **Selection of District**

Uttar Pradesh has 75 districts; Varanasi district was selected purposively for present study, most of the using Syngenta pesticide (Virtako) so it was selected.

### **Selection of Block**

In Varanasi District out of 9 blocks, Chhapra block was selected for the study. The basis for selection of block was because of maximum using pesticide respondents found in the block.

### **Selection of Village**

In Chhapra block out of total which villages 5% villages was selected randomly for the study purpose.

### **Selection of respondents**

A list of respondents was obtained from the block office and, out of total respondents 10% respondents were selected randomly.

Marginal farmer - Size 1 hectare or less

Small farmers – Size 1 to 2 hectare

Semi medium - Size 2 to 4 hectare

Medium farmer – Size 4 to 10 hectare

Large farmer – Size above 10 hectares

### **Tools of data collection**

Both primary and secondary data was collected for the present study.

#### **Primary Data**

The primary data was collected with the help of pre structured and pretested interview

#### **Secondary Data**

Secondary data regarding the study was collected from various books, journals and websites.

### **Tools of analysis**

For achieving the stated objective, the analytical tools such as tables, charts and graphs simple ranking, percentage method were widely used.

#### **Analytical Tool**

#### **Garrett's Ranking Techniques**

Garrett's Ranking Technique was applied to study the preference, change of orders of constraints and advantages into numerical scores. The prime advantage of this technique over simple frequency distribution is that the constraints are arranged based on their severity from the point of view of respondents. The orders of merit given by the respondents were converted in to rank by using the formula. To find out the most significant factor which influences the respondent, Garrett's ranking technique was used. This tool will use to identify the constraints. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = 100 (R_{ij} - 0.5) / N_j$$

Where,

$R_{ij}$  = Rank given for the  $i$ th variable by  $j$ th respondents

$N_j$  = Number of variable ranked by  $j$ th respondents

### **Results and Discussion**

During the study in Varanasi region different promotional activities were adopted, which are as follows:

#### **Farmer meeting**

Selection of pre-identified villages from the priority clusters based on market size and number of progressive farmers data collected during field days.

Delivering pre-decided uniform message during meeting.

Individual contacts

Van Campaigning

Preparation of best possible route-map for each jeep based on location of priority cluster to cover areas in less time.

It helped in representative farmer's movement, stock delivery and dealer contact.

Here small farmer's meetings were conducted to convince farmers about products. It helped me to cover remote areas, distribution of booklets and pamphlets, Postering in remote areas etc.

Field demonstrations

Tele marketing

Postering

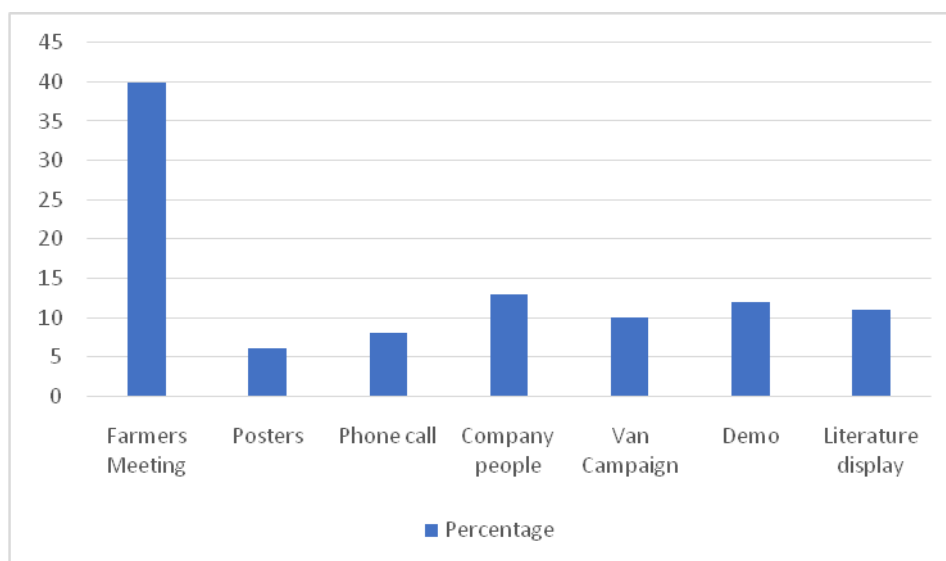
**Table.1** Preferred Promotional tools for Selection of viktako insecticide

| S. No. | Promotional tools  | Number | Percentage |
|--------|--------------------|--------|------------|
| 1      | Farmers meeting    | 240    | 40         |
| 2      | Posters            | 36     | 6          |
| 3      | Phone call         | 48     | 8          |
| 4      | Company people     | 78     | 13         |
| 5      | Van Campaign       | 60     | 10         |
| 6      | Demo               | 72     | 12         |
| 7      | Literature display | 66     | 11         |
| 8      | Total              | 600    | 100        |

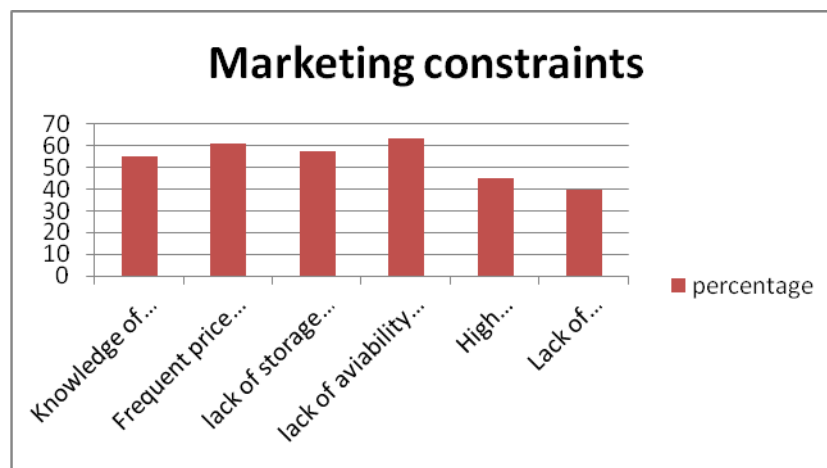
**Table.2** Constrains encountered in marketing of Insecticide Vitako

| S. No. | Particular                                               | Percentage | Rank            |
|--------|----------------------------------------------------------|------------|-----------------|
| 1      | Knowledge of quality                                     | 55.21%     | 4 <sup>th</sup> |
| 2      | frequent price fluctuation                               | 61.27%     | 2 <sup>nd</sup> |
| 3      | High transportation cost                                 | 44.91%     | 5 <sup>th</sup> |
| 4      | Lack of availability of market information at farm level | 63.33 %    | 1 <sup>st</sup> |
| 5      | lack of storage facility                                 | 57.48%     | 3 <sup>rd</sup> |
| 6      | Lack of amenities and facilities                         | 39.68%     | 6 <sup>th</sup> |

**Fig.1** Depicts the percentage of farmers influenced by promotional tools



**Fig.2** Constrains in marketing of the insecticide



The other important aspects of marketing mix of Syngenta approach is its positioning of the product. Currently the company is using 5 positioning points to broad base its approach towards its customers.

The other aspect which came to fore in survey was Opinion of Fellow Farmers, around 6 per cent of customers commented that recommendation or experience of fellow farmers play an important role.

### Banners

Banners were also used as promotional tool. We put the banners at the point of purchase and also on four wheelers to cover maximum area. This tool helped me lot to generate demand for Syngenta product in Varanasi district.

Table 1 shows that the most effective promotional tool that influence the respondents to choose Viktako over other brand was because of Farmer's meeting (40%) followed by influence of Company people, Van Campaign, Demo etc.

Table 2 depicts the major constrains faced by the marketers in marketing of Vitako insecticide Dealers and distributors engaged in marketing of the insecticide faces few problem due to increase market of local companies, unawareness of farmers about the good quality product etc. Lack of availability of marketing information ranks 1<sup>st</sup> in the major

constrains in marketing followed by Frequent price fluctuation, lack of storage facilities, lack of knowledge of quality etc.

The study shows the results that among the various promotional tools employed by the company to influence the respondents or the farmer's some of them really influenced the farmer's buying behavior. The best promotional tool was Farmer's meeting with 40% of the respondents of the study area was influenced. Other promotional tools that influence the farmer's were Demonstration by the company people, literature display, poster presentations etc. The study also shows the major constrains in marketing of the insecticides in the study area and results shows that the major constrains were lack of market information at farm level, lack of storage facilities, lack of knowledge related to the product etc.

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