

Original Research Article

Consumer Behaviour of Fungicide for Paddy Crop in Dhamtari District of Chhatisgarh, India

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ABSTRACT

Syngenta India Ltd. Is a leading company in Fungicide marketing in Chhattisgarh the study has covered middle Chhattisgarh consisting of 4 Talukas and 25 villages of Dhamtari district selected through purposive sampling method. In Present Marketing Scenario, the Study of Consumer Behavior has become essential. Consumers are the kings of markets. Without consumers no business organization can run. All the activities of the business concerns end with consumers and consumer satisfaction. Customer behavior study is based on consumer buying the quality of the product, brand reputation, performance and long durability effect of fungicide are the main attributes which are preferred by farmers at the time of purchasing of selected fungicide in the study area. Consumer buying behavior has become an integral part of strategic market planning. Market Strategies are formulated to provide superior customer value. In formulating market strategies, the 4 Ps are directed at the target market.

Keywords

Fungicide, GDP,
employment,
national food
security

Introduction

Agriculture continues to be the mainstay to India's large and growing population for its sustained food security. More than 70 percent people are engaged in agriculture sector. The sector provides employment to over half of country's work force and is the single largest private sector occupation. Due to the prominence of agriculture in the national food security and the employment, its performance is of great focus in the India's policy and planning. The contributory share of agriculture in GDP was 55.4 percent in 1950-51, 52 percent in 1960-61 and is reduced to 13.7 percent only in 2012-13. Moreover, the Indian agriculture is characterized by dominance of the small and marginal farmers having very small land

holdings. Majority of the people belong to farming communities. It provides food and raw materials to the small scale and cottage industries who's are directly dependent on agriculture.

Fungicide

Fungicides prevent and cure diseases which can have adverse effects on crop yields and quality. The main markets are fruit and vegetables, cereals and rice. Plant diseases are caused by a great variety of pathogens. This requires many products used in combination or series to control the full range of problems in ways that minimize the chance of resistance building up. During recent years, among few new active ingredients, an innovative generation of fungicides - strobilurins - has been developed and

introduced in order to improve the control in the key plant diseases like downy mildew, powdery mildew, late blight, rychnosporium, net blotch and eyespot.

Profile of the study area

The knowledge of general characteristics of the study area is essential for understanding the features of the area. This will facilitate the discussion with respect to similarities and variation in land use pattern, rainfall, cropping pattern etc. This also enlightens the socio-economic conditions of the area selected for the study.

Geography of Dhamtari

Mahanadi River is the principal river of this district and till this area it is named as Kankannadi, Chitrotapala, Neelotapala, Mandvahini, Jairath etc. The fertility of lands of Dhamtari district can be attributed to the presence of these rivers. The chief crop of this region is paddy.

Economics of Dhamtari District

Dhamtari has over 136 rice mills. Ravishankar Sagar dam (Gangrel Dam) that irrigates almost 570 square kilometers of land and also acts as a main supply unit of safe drinking water resource for state capital Raipur as well as supply to Bhilai Steel Plant lies almost 21 km from the district capital.

Two hydro-power plants of 10 MW and 1.2 MW are installed there. Asia's first ever Syphen dam was built in 1914 at Madamsilli. Besides Madamsilli, Sondhur dam, Dudhawa dam are the major projects. Approximately 52% of the geographic area is covered by forests. The district has a tropical climate.

The total geographical area of Dhamtari district is 408190 hectare. Net cultivated area

of Dhamtari district is 135000 hectare (33.07), and gross cropped area is 234751 hectare Dhamtari district the total kharif crops area is 143140ha and Rabi crop area is 91610ha. In kharif paddy (97.21%) area was found highest in Dhamtari District i.e. 139160ha while in Rabi the paddy (45.21%) again occupied highest area i.e. 41420ha. The Cropping intensity of the district was 173.89%.

Materials and Methods

As per the stated objective of the study, suitable methods of the study were designed. This chapter was formulated as:

Study area

The Dhamtari district is potential for fungicide marketing. Because Dhamtari district has largest paddy crop area and two crops of paddy were taken by farmers.

Selection of village

After selection of study areas following 25 villages were considered for detail investigation.

Selection of the farmer

After that selection of villages, a list of paddy growers was prepared and further categories in the three size groups on the basis of size of land holding. From each village 1-5 farmers were selected for demonstration of Taspas product of Syngenta. Thus total 52 farmers from 25 villages of different categories were considered for the study purpose.

Selection of the dealer

Syngentas 10 dealers were selected in Dhamtari District. The names of selected dealers are given in Table 1.

Consumer behavior

Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behavior. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants.

Too many businesses neglect their loyal customer base in pursuit of new customers. However, since the cost to attract new customers is significantly more than to maintain your relationship with existing ones, your efforts toward building customer loyalty will certainly payoff.

Consumer behaviour for purchasing fungicide in study area

There are number of factors which reported by the selected farmers for selecting and purchasing the fungicide and these factors are helpful to know the behaviour of farmers for fungicide in the study area. The details information is provided in the Table 2.

It reveals from the table shows that the quality of the product, brand reputation, performance and long durability effect of fungicide are the main attributes which are preferred by farmers at the time of purchasing of selected fungicide in the study area.

Marketing strategy

Strategies are formulated to provide superior customer value. In formulating market strategies, the 4 Ps are directed at the target market.



Decision-making process generally followed by consumers

Product: Product is anything that is offered to the consumer which is tangible and can satisfy a need and has some value.

Price: Price is the amount of money one must pay to obtain the right to use the product.

Distribution (Place): The goods can be distributed by many channels. These could be retailers, wholesalers, agents or by direct selling.

Promotion: Promotion is the means of changing the attitudes of the consumer, so that it becomes favorable towards the company's products. Various means of promotion are advertising, personal selling, sales promotion and publicity.

Service: Service refers to auxiliary service that enhances the value of the product or the service.

Here are some ways to build customer behavior

Communicates: Whether it is an email, newsletter, monthly flier, a reminder card for a tune up, or a holiday greeting card, reach out to your steady customers.

Table.1 Selected dealer in Dhamtari District

S No	Blocks	Name of dealers
1	Dhamtari	Madhu Traders
		Navdeep Traders
		Dhamtari Krishi Kendra
		Mohan Traders
		Swastik krishi kendra
2	Kurud	Kisan Beej Bhandar
		Aadil Krishi Kendra
3	Nagri	Parameshwari traders
		Ankit Traders
4	Magarloud	Kailash Beej Bhandar
		Bharat Krishi Kendra

Table.2 Information about consumer behaviour of purchase fungicide

Consumer preferred	Small farmer	medium farmer	Large farmer
1.Price	14	25	04
2.Quality of product	12	24	06
3.Avaibility (timely)	12	22	03
4.Performance	16	28	08
5.Easy to use	10	23	07
6.Long durability of effect	13	25	08
7.Brand Reputation	09	21	08

Customer service: Go the extra distance and meet customer needs. Train the staff to do the same. Customers remember being treated well.

Customer incentives: Give customers a reason to return to your business. For instance, because children outgrow shoes quickly, the owner of a children’s shoe store might offer a card that makes the tenth pair of shoes half price.

Product awareness: Know what your steady patrons purchase and keep these items in stock. Add other products and/or services that accompany or compliment the products that your regular customers buy regularly and make sure that your staff understands everything they can about your products.

Reliability: If you say a purchase will arrive on Wednesday, deliver it on Wednesday. Be reliable. If something goes wrong, let customers know immediately and compensate them for their inconvenience.

Be flexible: Try to solve customer problems or complaints to the best of your ability.

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