



STUDY ON CONSUMER BUYING BEHAVIOUR OF SELECTIVE HERBICIDE (AXIAL) IN FATEHABAD DISTRICT OF HARYANA, INDIA

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ABSTRACT

Wheat production is vital for food security in India, but weeds pose a significant challenge to yields. There is a targeted solution for weed control through selective herbicides. In Tohana block, Fatehabad District, Haryana, this study examines consumer buying behaviour towards Axial – a selective herbicide from Syngenta India Pvt Ltd., among wheat farmers. For data collected from primary and other secondary sources, the research employed mixed method approach. The primary data was gathered through structured questionnaires that were given to randomly selected sample of wheat farmers while secondary data was sourced from government publications, agricultural research institutions as well as market sources. Some of the data analyses methods used include chi-square tests, Likert scale analysis and Garret ranking. The findings show that 53% of respondents identified price as the main influence on their purchasing decisions followed by brand image (76%) and relationship with distributors (66%). Product quality ranks lower in importance although 45% of respondents considered it valuable. Purchase behaviours are also influenced by promotion strategies (40%) and word-of-mouth (53%). In conclusion, the marketing strategy for Axial in Tohana can be refined by emphasizing its cost-effectiveness; enhancing brand awareness; and creating strong partnerships with agricultural input retailers thus ensuring that it reaches the target customers better for increased sales volume. Leveraging satisfied farmers as brand advocates through word-of-mouth promotion can be a powerful strategy. By addressing these insights, Syngenta can effectively target the specific buying behaviour patterns of Tohana's wheat farmers and ensure Axial remains a top choice for their selective herbicide needs.

Keywords: *Selective herbicide, Axial, Consumer buying behaviour; Indian economy.*

INTRODUCTION

Agriculture is the backbone of the Indian economy, employing over 50% of the workforce and contributing significantly to GDP [1]. Despite its importance, Indian agriculture faces productivity losses. Weeds cause a 22%–35% annual crop output loss nationwide [2]. Indian farmers suffer considerable financial losses and

food security is affected. Wheat, a mainstay for over 1.3 billion Indians, is extremely sensitive to weeds [3]. The Indian Council of Agricultural Research (ICAR) found that weeds in heavily infested regions can reduce wheat yields by 70% [4]. Selective herbicides are a revolutionary solution. Selective herbicides target specific weeds or species without harming desirable wheat plants, unlike broad-spectrum herbicides

[5]. Farmers may easily control undesirable plant development while protecting soil microorganisms and the environment by using this concentrated method.

Axial, a selective herbicide from Syngenta India Pvt. Ltd., is purchased by wheat growers in Fatehabad District, Haryana. Axial is a 50g/L Pinoxaden Emulsified Concentrate used to manage wheat weeds. We want to study Fatehabad wheat farmers' Axial purchase decisions and experiences to improve marketing and encourage broad use of this technology among those who need it most.

METHODOLOGY

This study examined wheat farmers in Fatehabad District, Haryana's Axial herbicide purchases using a comprehensive approach.

Data Collection:

Primary Data: The core data was gathered directly from farmers during the 2023-2024 agricultural year. Structured questionnaires were used to interview a random sample of Tohana block wheat producers. This block was chosen for its large wheat producing area. The sample included 10% of wheat producers in randomly selected villages in the Tohana block. Based on land size, farmers were divided into marginal, small, semi-medium, medium, and large categories.

Secondary Data: It was collected to better understand the problem. This included government records, KVK reports, books, journals, and relevant websites. Primary and secondary market offices provided wholesaler and retailer data.

DATA ANALYSIS

Different statistical approaches were used to analyze the data:

Chi-Square Test: This test examined the relationship between consumer behaviour data and theoretical model predictions. It helped identify statistically significant farmer buying trends [6].

Likert Scale Analysis: Farmer attitudes and perceptions of the Axial herbicide were assessed using Likert-scale responses from questionnaires. This research also included brand awareness, product satisfaction, and purchasing decisions [7].

Garrett Ranking: Several consumer behaviour factors were assessed using this technique. By scoring and ranking farmer responses, it helped prioritize the most important elements influencing their purchase decisions [8]. This comprehensive approach aimed to examine Fatehabad wheat producers' perspectives, assessments, and purchase decisions concerning Axial herbicide. Using primary and secondary data and careful statistical analysis, this was achieved.

RESULTS AND DISCUSSIONS

While studying the consumers buying behaviour, we set up that consumers purchase agrochemicals based on their different ideas Product quality is valued at 45%, but cost drives purchases at 53%. The marketing materials must emphasize Axial's cost-effectiveness in improving agricultural yield and weed management. Notably, brand impression (76%) and distributor connections (66%) affect buying behaviour. Farmers rely heavily on brand reputations and distributor recommendations. Furthermore, peer referrals account for 53% of its impact. These findings underscore the importance of strong distributor connections and satisfied farmers as advocates for brands.

Table 1. Consumer perception and buying behaviour

Parameter	Agree	Neutral	Disagree	Total
Quality	45	30	25	100
Price	53	23	24	100
Packaging	60	25	15	100
Relation with dealer	66	26	8	100
Brand Image	76	18	6	100
Promotional Strategies	40	35	25	100
Source of Information	53	23	24	100

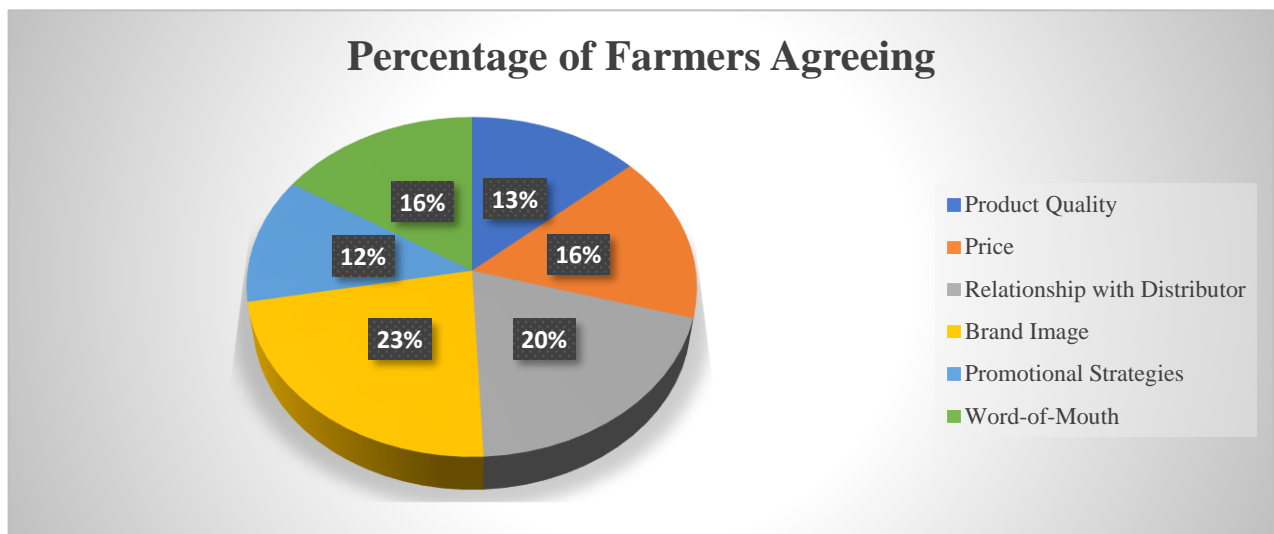


Fig. 1. Consumer perception and buying behaviour

CONCLUSION

This research examined wheat farmers' Axial herbicide purchases in Fatehabad District, Haryana. Although product quality is important, cost dominates buying decisions. Axial's cost-effectiveness must be prioritized in marketing communications. Syngenta can demonstrate its long-term worth to cost-conscious farmers by highlighting Axial's crop productivity and weed management capabilities. Brand perception and distributor relationships may be significant.

Agricultural producers rely on brand reputations and distributor recommendations. This shows that Syngenta must use Axial's reputation and form strong partnerships with agricultural input retailers. These agreements may improve sales by ensuring product availability, providing training on Axial's benefits, and offering incentives to farmers who promote it.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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