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STUDY ON CONSUMER'S BUYING BEHAVIOUR OF LAPIDOS (INSECTICIDE) IN MUZAFFARNAGAR DISTRICT OF UTTAR PRADESH

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ABSTRACT

The name of the research is "Study on Consumer's Buying Behaviour of Lapidos (Insecticide) in Muzaffarnagar District of Uttar Pradesh". Numerous factors have been found to influence respondents' purchasing decisions for Lapidos in the study area throughout the current investigation. Under availability factor it has been observed that 58.33 percent of respondents majorly responded in availability at wholesaler shop, under quality factor 37.50 percent of respondents majorly responded that the Lapidos is curative, underprice factor 45.83 percent of respondents responded that price of Lapidos is low as compared to other insecticides present in the study area, Under packaging category majority of respondents responded under small pack category that is 45.83 percent and under performance category 58.33 percent respondents responded that the performance of Lapidos is average respectively.

Keyword: Consumer's Buying Behaviour, Curative, Insecticide, Majority

INTRODUCTION

Insecticides are chemicals used in agriculture, public health, and residential settings to control pests that can harm crops, spread diseases, or cause annoyance to humans. Organophosphates, pyrethroids, neonicotinoids, and carbamates are among the most common varieties. These poisons attack insects' nervous systems by altering neurotransmitters or suppressing enzymes. However, some insecticides can harm non-target creatures, such as humans and beneficial insects. Integrated Pest Management (IPM) is an effective pest management method that combines biological, cultural and pesticide management. Properly reading pesticide labels are crucial to avoid unintended exposure. IPM techniques balance benefits with environmental considerations, potential effects on non-target organisms, and insect resistance, making Lapidos essential tools in sugarcane and paddy farming. The pesticide market in India is very important because the country depends on agriculture as its main source of income. Pesticides are used to protect crops from pests and diseases, thereby increasing crop yields and improving food safety. The estimated annual rate is approximately 6.5%. The market is dominated by pesticides, which account for more than 80% of the total market share.

(Directorate of Plant Protection, Quarantine & Storage)

RESEARCH METHODOLOGY

The Indian state of Uttar Pradesh has 75 districts and 18 subdivisions. Among these, Muzaffarnagar district has been carefully selected for this study as it is the largest district in the district. The region comprising 9 C.D Shahpur blocks was chosen as the focus of this study due to its ideal agro-climatic conditions suitable for crop cultivation, especially sugarcane and paddy. Shapur block works as a development block and has a total of 49 villages classified by land type. To ensure a representative sample, 5% of the villages in each group were selected to participate in this study. More importantly, most of the land in the region is mature, increasing its suitability for cultivation. List of all communities where growers and crops are located. Participants were selected from this list; 10% of the participants were divided into five groups based on land holdings for sample selection.

Table 1: Classification of Respondents.

District	Block	Villages	Respondents					Total (%)
			Marginal	Small	Semi-medium	Medium	Large	
Muzaffarnagar	Shahpur	Kakra	5	16	6	23	5	55 (45.83)
		Dinkarpur	7	13	8	3	3	34 (28.33)
		Chandpur	3	9	11	4	4	31 (25.83)
TOTAL			**15**	**38**	**25**	**30**	**12**	**120 (100.00)**

Analytical Tools

Likert Scale: A Likert scale is a rating scale used to measure opinion, attitude, or behaviour. To collect data, you ask participants a Likert-type question or statement and multiple possible answers, usually consisting of 5 or 7 items. Each product is assigned a serial number so that data can be measured.

RESULTS AND DISCUSSION

Table 2: Distribution of participants' purchasing habits according to Lapidos availability.

General	Categories	Respondents Number	Respondents					Percentage (%)
			Marginal	Small	Semi medium	Medium	Large	
Availability of Lapidos	**Retailer**	70	9	18	15	23	5	**58.33**
	Wholesaler	35	3	16	7	4	5	**29.17**
	Online	15	3	4	3	3	2	**12.50**
Total		**120**	**15**	**38**	**25**	**30**	**12**	**100**

Table 2, According to the research, the study found that the likelihood of purchasing Lapidos among different groups of respondents included retail stores 70 (58.33%), retail stores 35 (29.17%) and available online platforms 15 (12.50%).

Table 3: Distribution of participants' purchasing behaviour according to Lapidos quality.

General	Categories	Respondents Number	Respondents					Percentage (%)
			Marginal	Small	Semi-medium	Medium	Large	
Quality of Lapidos	Curative	45	7	17	16	3	2	37.50
	Preventive	40	5	14	5	14	2	33.33
	Safe to Applicator	35	3	7	4	13	8	29.17
Total		**120**	**15**	**38**	**25**	**30**	**12**	**100**

Table 3, According to the study, the positive features that influenced the purchase of Lapidos among different groups of respondents were medical 45 (37.50%), protection 40 (33.33%) and safety for applicants 35 (29.17%).

Table 4: Classification of the participant's purchasing behavior according to the Lapidos value.

General	Categories	Respondents Number	Respondents					Percentage (%)
			Marginal	Small	Semi-medium	Medium	Large	
Price of Lapidos	Low	55	3	22	13	15	2	45.83
	Medium	50	9	12	10	12	7	41.66
	High	15	3	4	2	3	3	12.5
Total		**120**	**15**	**38**	**25**	**30**	**12**	**100**

Table 4, It can be shown from the research that the primary prices influencing the purchasing of various respondent groups are low prices 55 (45.83%), medium prices 50 (41.66%), and high prices 15 (12.50%).

Table 5: Distribution of participant purchasing behavior according to Lapidos volume.

General	Categories	Respondents Number	Respondents					Percentage (%)
			Marginal	Small	Semi-medium	Medium	Large	
Packaging of Lapidos	Small pack	55	6	19	11	15	4	45.83
	Large pack	10	2	3	3	1	1	08.33
	Packet Quality	45	5	12	10	12	6	37.50
	Packaging quality	10	2	4	1	2	1	08.33
Total		**120**	**15**	**38**	**25**	**30**	**12**	**100**

Table 5, According to the research, the packaging factors affecting the purchase of Lapidos by different groups of participants include having small packages 55 (45.83%), having large packages 10 (8.33%), good packaging 45 (37.50%) and packaging. Good 10 (8.33%).

Table 6: Classification of the participant's purchasing behavior according to the availability of Lapidos performance.

General	Categories	Respondents Number	Respondents					Percentage (%)
			Marginal	Small	Semi medium	Medium	Large	
Performance of Lapidos	**Poor**	35	3	16	7	4	5	29.17
	Average	70	9	18	15	23	5	58.33
	Excellent	15	3	4	3	3	2	12.50
Total		**120**	**15**	**38**	**25**	**30**	**12**	**100**

Table 6, The study found that the quality that influences the purchase of Lapidos among different groups of respondents are the quality of Lapidos 35 (29.17%), the average of Lapidos 70 (58.33%) and good.

CONCLUSION

The study emphasizes the significance of considering socio-demographic factors in understanding consumer behaviour and purchasing decisions in the Lapidos market. The marketing of insecticides is a complex industry with evolving customer preferences, environmental concerns, and government hurdles. Balancing sustainability, safety, and efficacy is crucial. Key socio-demographic variables include farm size, age, education, gender, family type, annual income, and availability. Availability factors, such as retailer shops, wholesaler shops, and online platforms, also influence buying behaviour. Quality factors, such as curative, preventive, and safe to applicator, also influence buying behaviour. Price factors, packaging availability, and performance factors, such as Lapidos performance, also impact buying behaviour. Insecticides are gaining popularity as farmers increasingly rely on them for efficient solutions to field problems. They are used to yield more crops and are often used in excess quantities, but some farmers argue that excessive use can be harmful to the field. Insecticides are essential for crop growth, as they help protect different types of soil, leaf, and stem from plant attacks. Muzaffarnagar is a leading district for sugarcane and paddy production, and farmers use agrochemicals from companies such as Dow Chemical, Bayer, Sumitomo, Dhanuka and UPL. Andama is an agriculture and farming company with a good name and reputation in the region. However, to gain more business and sales, focus should be on better advertising activities in Muzaffarnagar region. By focusing on new products and increasing promotional activities, Adama can capitalize on its strengths and increase its market share and sales. Overall, insecticides have a bright future in the future.

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