



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

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## ABSTRACT

*The present study entitled "Study on Consumer's Buying Behaviour of Cosayr (Insecticide) in Muzaffarnagar District of Uttar Pradesh". During the present study it has been observed that there are various factor affecting in consumer buying behaviour of respondents towards Cosayr in the study area. Under availability factor it has been observed that 54.00 percent of respondents majorly responded in availability at retailer shop, under quality factor 55.00 percent of respondents majorly responded that the Cosayr is curative, under-price factor 56.00 percent of respondents responded that price of Cosayr is medium as compared to other insecticides present in the study area, Under packaging category majority of respondents responded under small pack category that is 45.00 percent and under performance category 44.00 percent respondents responded that the performance of Cosayr is average respectively.*

**Keyword: Consumer's Buying Behaviour, Insecticide, Respondent, Category**

## INTRODUCTION

Insecticides have a long history in agriculture, used to control pest populations that harm the environment, cattle, crops, and people's health. Synthetic pesticides like organochlorines, organophosphates, and pyrethroids have significantly altered pest management, with organochlorines now prohibited due to their potential to bioaccumulate in the food chain. Organophosphates focus on insects' neurological systems, while pyrethroids have decreased toxicity on animals while still being effective insecticides. Neonicotinoids, a controversial family of compounds, have been investigated for their effects on pollinators. Biopesticides, derived

from natural sources, offer environmentally friendly options and manage pests successfully. Insect growth regulators (IGRs) offer long-term population management by interfering with insects' reproductive and developmental cycles. Integrated Pest Management (IPM) is an integrated pest management approach that combines biological, cultural and pesticide management to reduce chemical use, promote sustainability and maintain ecological balance. Reading pesticide labels correctly is important to prevent accidents. Cosayr plays an important role in pest management in cultivation and cultivation, balancing quality with environmental sensitivity.

## RESEARCH METHODOLOGY

The Indian state of Uttar Pradesh comprises 18 divisions and 75 districts. For the scope of this study, the district of Muzaffarnagar was chosen due to its extensive use of paddy and sugarcane agriculture, which makes it a relevant location to investigate. Additionally, the district's landform type is primarily mature. Muzaffarnagar district encompasses nine blocks, and after careful consideration, Jansath was selected for this study. The agroclimatic conditions of this block are particularly conducive to the cultivation of paddy and sugarcane, which have been the primary crops for local

farmers for many years. The Block Development Office provided data that indicates Jansath Block includes 130 villages. These villages were ranked based on the area under cultivation, and a random selection of 5% of the total number of villages was included in this study. A comprehensive list of villages with sugarcane and paddy growers was provided by the Block Development Office for each chosen village. From this list, a random selection of 10% of the respondents was made and divided into five groups based on the size of their farms to ensure the sample's representativeness.

**Table 1: Classification of Respondents.**

District	Block	Villages	Respondents					Total (%)
			Marginal	Small	Semi-medium	Medium	Large	
Muzaffarnagar	Jansath	Alluwala	3	3	4	3	2	15 (15.00)
		Husainpur	3	2	2	2	2	11 (11.00)
		Jarwar	2	3	4	4	1	14 (14.00)
		Sarai	5	3	3	2	1	14 (14.00)
		Khadar	4	4	3	3	2	16 (16.00)
		Khertauli	3	3	2	2	2	12 (12.00)
		Rajpur	5	5	3	3	2	18(18.00)
		Khurd	3	3	2	2	2	12 (12.00)
		Tirola	5	5	3	3	2	18(18.00)
<b>TOTAL</b>			<b>25</b>	<b>23</b>	<b>21</b>	<b>19</b>	<b>12</b>	<b>100 (100.00)</b>

## Analytical Tools

**Likert Scale:** A Likert scale is a rating scale used to measure opinion, attitude, or behavior. 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 respondents buying behaviour according to availability of Cosayr.**

General	Categories	Respondents Number	Respondents					Percentage (%)
			Marginal	Small	Semi-medium	Medium	Large	
Availability of Cosayr	Retailer	54	13	17	14	5	5	54.00
	Wholesaler	41	12	5	5	13	6	41.00
	Online	05	0	1	2	1	1	05.00
	<b>Total</b>	<b>100</b>	<b>25</b>	<b>23</b>	<b>21</b>	<b>19</b>	<b>12</b>	<b>100.00</b>

Table 2, shows that availability factors that were found to be influencing Cosayr buying behaviour by various categories of respondents during the study include availability at retailer shops (54.00%), availability at wholesaler shops (41.0%), and availability on online platforms (0.50%).

**Table 3: Distribution of respondents buying behaviour according to quality of Cosayr.**

General	Categories	Respondents Number	Respondents					Percentage (%)
			Marginal	Small	Semi-medium	Medium	Large	
Quality of Cosayr	Curative	55	14	15	13	6	7	55.00
	Preventive	29	7	7	5	7	3	29.00
	Safe to Applicator	16	4	1	3	6	2	16.00
	<b>Total</b>	<b>100</b>	<b>25</b>	<b>23</b>	<b>21</b>	<b>19</b>	<b>12</b>	<b>100.00</b>

Table 3, reveals that throughout the course of the investigation, it was determined that three distinct types of respondents' Cosayr purchasing behaviours were influenced by quality factors: curative (55.00%), preventative (29.00%), and safe to use (16.00%), respectively.

**Table 4: Distribution of respondents buying behaviour according to price of Cosayr.**

General	Categories	Respondents Number	Respondents					Percentage (%)
			Marginal	Small	Semi-medium	Medium	Large	
Price of Cosayr	Low	28	8	9	4	5	2	28.00
	Medium	56	10	12	15	12	7	56.00
	High	16	7	2	2	2	3	16.00
	<b>Total</b>	<b>100</b>	<b>25</b>	<b>23</b>	<b>21</b>	<b>19</b>	<b>12</b>	<b>100.00</b>

Table 4, indicates that the study indicated that three pricing factors, low price (28.00%), medium price (56.00%), and high price (16.00%), were shown to have an impact on respondents' purchasing decisions for Cosayr.

**Table 5: Distribution of respondents buying behaviour according to Packaging of Cosayr.**

General	Categories	Respondents Number	Respondents					Percentage (%)
			Marginal	Small	Semi-medium	Medium	Large	
Packaging of Cosayr	Small pack	45	11	9	11	10	4	45.00
	Large pack	26	9	7	5	3	2	26.00
	Packet Quality	21	3	4	4	5	5	21.00
	Packaging quality	08	2	3	1	1	1	08.00
	<b>Total</b>	<b>100</b>	<b>25</b>	<b>23</b>	<b>21</b>	<b>19</b>	<b>12</b>	<b>100.00</b>

Table 5, indicates that the study's findings about the impact of packaging factors on respondents' purchasing decisions across many categories include availability in small packs (45.00%), availability in big packs (26.0%), packet quality (21.0%), and packaging quality (08.00%).

**Table 6: Distribution of respondents buying behaviour according to availability of Performance of Cosayr.**

General	Categories	Respondents Number	Respondents					Percentage (%)
			Marginal	Small	Semi medium	Medium	Large	
Performance of Cosayr.	Poor	27	5	9	7	5	1	27.00
	Average	29	9	4	5	6	5	29.00
	Excellent	44	11	10	9	8	6	44.00
<b>Total</b>		<b>100</b>	<b>25</b>	<b>23</b>	<b>21</b>	<b>19</b>	<b>12</b>	<b>100.00</b>

Table 6, It has been disclosed that the survey indicated that several categories of respondents' purchasing behaviours are influenced by performance factors. The Cosayr demonstrated poor performance (27.00%), acceptable performance (29.00%), and high quality (44.00%), in that order.

### CONCLUSION

The study highlights the importance of considering socio-demographic factors in understanding consumer behavior and purchasing decisions in the Cosayr market. Insecticide marketing 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 include retailer shops, wholesaler shops, and online platforms. Quality factors include curative, preventive, and safe to applicator. Price factors, packaging availability, and performance factors like Cosayr performance also impact buying behavior. Insecticides are gaining popularity as farmers rely on them for efficient solutions to field problems. In Muzaffarnagar, a top district in sugarcane and paddy production, farmers use agrochemicals from companies like Dow, Bayer, Sumitomo, Dhanuka, and UPL. Adama, a sugarcane and paddy grower, has a good brand image and reputation in the region. To capture more market share and sales, Adama needs to focus on new

products and increase promotional activities.

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