



# STUDY ON BRAND AWARENESS AND CONSUMER'S BUYING BEHAVIOUR OF COSAYR (INSECTICIDE) IN MEERUT DISTRICT OF UTTAR PRADESH

Deepak Patel<sup>1</sup> and Nitin Barker<sup>2</sup>

<sup>1</sup>MBA (Agribusiness), Department of Agricultural Economics, Sam Higginbottom University of Agriculture Technology and Sciences, Prayagraj, Uttar Pradesh.

<sup>2</sup>Assistant Professor, Department of Agricultural Economics, Sam Higginbottom University of Agriculture Technology and Sciences, Prayagraj, Uttar Pradesh.

Corresponding author:

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## ABSTRACT

*This study focused on the brand awareness and consumer's buying behaviour of Cosayr insecticide in Meerut District of Uttar Pradesh. A sample of 120 respondents from 15 randomly selected villages were selected for the study. The study revealed several factors influencing in consumer buying behaviour and brand awareness of Cosayr in the study area such as marketing and advertising, product packaging and design, performance and quality, brand reputation, distribution of herbicides, availability of insecticides, price and value proposition, and social media presence. The study found that around 24.17% of farmers prefer buying a product based on brand reputation, 15.83% on performance and quality, and 12.50% on product packaging and design, 11.16% on distribution and followed by farmer prefer Cosayr over factor like availability, social media presence etc. Based on the availability factor, 47.50% of respondents indicated availability at wholesaler shops. Under the quality factor, 51.67% of respondents indicated that cosayr is Preventive in nature. Under-price factor, 55% of respondents indicated that the price of the Cosayr is high as compared to the other insecticide available in the area. Under packaging category, most respondents (35%) indicated small pack. Under performance category, 60% respondents indicated that the performance of the insecticide was excellent.*

**Keyword: Consumer's, Advertising, Distribution, Insecticide**

## INTRODUCTION

Over 70% of India's population is employed in or dependent upon the agricultural industry, which is vital to the country's economy. Increasing industrial output and productivity requires the use of Insecticide, which include fungicides, rodenticides, molluscicides, nematicides, and plant growth regulators (Ajay 2019). Due to its effects, organochlorine (OC) Insecticide

which were once widely used to treat typhoid and malaria—have been banned or subject to limitations in many industrialised countries; in contrast, their usage is less than 1 kilogramme per acre in nations like the US and Japan. There are obstacles in reducing food crop losses, which now stand at 35–45% as a result of pests, illnesses, and inadequate storage facilities (Bharttacharya

2018). These constraints include limited knowledge, resources, and available land. With 13th-place exports and fourth-place agrochemical production after the US, Japan, and China, India has become a major participant (Anwar, 2019). In 2020, the Indian herbicide market was estimated to be worth ₹ 232 billion. Applying Insecticide to seeds, soil, irrigation water, and crops at recommended dilution levels is essential for managing pests, weeds, and diseases. India's reliance on agriculture and its ability to produce and export pesticides highlight the need for better storage, efficient weed control, and methods to reduce food grain waste. These factors led to the conducting of a study titled "Study on Market Perception, Brand Awareness, and Consumer Buying Behaviour of Insecticide (Cosayr) in Meerut District, Uttar Pradesh" with four main goals: identifying the socioeconomic profile of herbicide users among farmers; analysing factors influencing consumer purchasing decisions; assessing barriers in herbicide marketing; and examining the herbicide market and brand awareness. This two-month study was carried out in a few villages in Mawana block in Meerut district of Uttar Pradesh.

## RESEARCH METHODOLOGY

The methodology used to select the district, the blocks, the villages and the respondents was purposively cum random sampling. The district of Meerut was selected in order to avoid the inconvenience and time constraints on the investigator. All the blocks falling within the district of Meerut were selected, and the block of Mawana was selected based on the majority of respondents involved in sugarcane

cultivation. A separate list of villages was prepared for the selected block, and five percent of the villages from the selected block with a high number of respondents cultivating sugarcane were randomly selected. From the villages, a list of all Sugarcane cultivating farmers was prepared and then broken down into five size categories based on their land holding size. Marginal (less than 1 hectare), Small (1-2 hectares), Semi-medium (2-4 hectares), Medium (4-6 hectares), and Large (more than 10 hectares) were the size groupings. Using proportional random selection, 120 farmers who were cultivating sugarcane were chosen at random from the list. From the wholesalers/traders/retailers, 5 each were selected to study brand awareness and consumer buying behaviour in the study area. Primary data was collected through suitable designed schedule. Secondary data was collected from books/ journal/ report/ records of district/blocks headquarters. Data from respondents were collected through survey methods via direct personal interview. Statistical tools were used to analyse the data and present the result. Data pertained to the agricultural year of 2023-2024.

## ANALYTICAL TOOLS

### *Likert scale*

Likert scale (2, 4, 5, or 7) is a common classification format used in studies. Respondents rank a product or service's quality (data) from highest to lowest, and from better to worse.

## RESULT AND DISCUSSION

**Table 1: Brand awareness of Cosayr in the study area.**

Categories	Respondents Number	Respondents					Percentage (%)
		Marginal	Small	Semi-medium	Medium	Large	
<b>Brand Reputation</b>	29	4	2	3	20	0	24.17
<b>Performance and Quality</b>	19	3	6	4	5	1	15.83
<b>Product Packaging and Design</b>	15	3	2	2	7	1	12.50
<b>Distribution Availability</b>	14	5	3	2	3	1	11.67
<b>Social Media Presence</b>	13	6	2	2	2	1	10.83
<b>Marketing and Advertising</b>	11	3	1	0	6	1	09.17
<b>Price and Value Proposition</b>	10	2	1	4	1	2	08.33
<b>Total</b>	<b>120</b>	<b>28</b>	<b>20</b>	<b>19</b>	<b>46</b>	<b>7</b>	<b>100.00</b>

Table 1, demonstrates that various factors, as reported by various categories of respondents, influence the degree of brand awareness of Cosayr in the study area. These factors include brand reputation (24.17%), performance and quality (15.83%), product packaging and design (12.50%), insecticide distribution (11.67%), availability of insecticide (10.83%), social media presence (09.17%), marketing and advertising (08.33%), and price and value proposition (07.50%).

**Table 2: The breakdown of respondents based on Cosayr availability.**

General Categories	Respondents Number	Respondents					Percentage (%)
		Marginal	Small	Semi-medium	Medium	Large	
<b>Wholesaler</b>	57	17	6	13	17	4	47.50
<b>Retailer</b>	53	9	11	5	26	2	44.17
<b>Online</b>	10	2	3	1	3	1	08.33
<b>Total</b>	<b>120</b>	<b>28</b>	<b>20</b>	<b>19</b>	<b>46</b>	<b>7</b>	<b>100.00</b>

Table 2, indicates that the availability of Cosayr at wholesaler shops (47.50%), retailer shops (44.17%), and online platforms (08.33%) was found to be a factor influencing the purchasing behaviour of respondents across various categories during the study.

**Table 3: Cosayr Quality Distribution Cosayr Quality Distribution.**

General	Categories	Respondents Number	Respondents					Percentage (%)
			Marginal	Small	Semi-medium	Medium	Large	
Quality of Cosayr	Preventive	62	16	11	6	26	3	51.67
	Curative	50	11	7	12	17	3	41.67
	Safe to Applicator	08	1	2	1	3	1	6.67
	<b>Total</b>	<b>120</b>	<b>28</b>	<b>20</b>	<b>19</b>	<b>46</b>	<b>7</b>	<b>100.00</b>

Table 3, shows that the study's findings on the quality factors influencing respondents' decisions to purchase Cosayr in three separate categories—preventive (51.67%), curative (41.67%), and safe to apply (6.67%)—were made.

**Table 4: How respondents are ranked based on Cosayr price**

General	Categories	Respondents Number	Respondents					Percentage (%)
			Marginal	Small	Semi-medium	Medium	Large	
Price of Cosayr	Low	15	3	2	1	8	1	12.50
	Medium	39	7	6	7	17	2	32.50
	High	66	18	12	11	21	4	55.00
	<b>Total</b>	<b>120</b>	<b>28</b>	<b>20</b>	<b>19</b>	<b>46</b>	<b>7</b>	<b>100.00</b>

Table 4, shows that the study's findings indicate that price has an impact on respondents' purchasing decisions for Cosayr in three separate categories: low price (12.50%), medium price (32.50%), and high price (55.00%).

**Table 5: Packaging of Cosayr breakdown of respondents.**

General	Categories	Respondents Number	Respondents					Percentage (%)
			Marginal	Small	Semi-medium	Medium	Large	
Price of Cosayr	Small pack	42	12	4	8	16	2	35.00
	Large pack	41	7	5	5	21	3	34.17
	Packet Quality	22	5	8	4	4	1	18.33
	Packaging quality	15	4	3	2	5	1	12.50
<b>Total</b>		<b>120</b>	<b>28</b>	<b>20</b>	<b>19</b>	<b>46</b>	<b>7</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 (35.00%), big pack (34.17%), packet quality (18.33%), and package quality (12.50%). Correspondingly

**Table 6: Number of respondents based on Cosayr Performance availability.**

General	Categories	Respondents Number	Respondents					Percentage (%)
			Marginal	Small	Semi medium	Medium	Large	
Performance of Cosayr	Poor	9	2	2	1	3	1	07.50
	Average	39	8	6	7	16	2	32.50
	Excellent	72	18	12	11	27	4	60.00
<b>Total</b>		<b>120</b>	<b>28</b>	<b>20</b>	<b>19</b>	<b>46</b>	<b>7</b>	<b>100.00</b>

Table 6, According to the study, there are performance factors that influence the purchasing decisions made by respondents in different categories. These factors include poor performance (7.50%), average performance (32.50%), and excellent quality (60.00%) of the product.

### CONCLUSION

Currently, and in the near future, Insecticides have a promising future because the need for Insecticides is increasing year by year. The farmers rely on Insecticides which shows the increasing need for Insecticides. Farmers don't want to spend time in the field. They want easy solutions to any problem in the field. Therefore, they effectively use the Insecticides. The use of Insecticides and PGR helps the farmers to produce more crops. Therefore, they continue to use the Insecticides & PGR. The effectiveness of the Insecticides is due to the fact that they kill the target weed in less time. Maximum farmers are using the excessive number of Insecticides. Some farmers claim that excessive herbicide use harms the field and they only use it when it is absolutely necessary for the crop. According to farmers, Insecticides are essential for the growth of the crop because without Insecticides, the crop cannot grow effectively. All stages of the plant, including leaves and stems, are attacked by Insecticides. Therefore, Insecticides are necessary for farming purposes. Every farmer wants to get high yield for low investment. To get high yield, PGR is used. PGR provides all micro nutrients to

Sugarcane and controls the growth of the relevant plant. Meerut is one of the top Sugarcane producing district. Sugarcane growers use agrochemicals from various companies like Syngenta, Dow, Bayer, Sumitomo, Dhanuka, UPL etc. On the whole, Adama is performing well. However, we need to implement better promotion. In Meerut area, Adama has good chances of capturing market share. We need to increase our promotion activities in Meerut area and focus on novel products. Adama has a good brand image and reputation in the Meerut region. We need to use these strengths to increase our market share and sales.

### REFERENCE

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