



STUDY ON MARKET SHARE AND CONSUMER'S BUYING BEHAVIOUR OF MIRADOR (ADAMA) FUNGICIDE IN AGRA DISTRICT OF UTTAR PRADESH

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ABSTRACT

Fungicides are chemicals used to prevent or eliminate fungal diseases in plants and crops. Fungi cause many plant diseases, resulting in decreased yield and quality. Fungicides work by killing bacteria or preventing them from growing. While they can be used in different forms such as spray, powder or granule, they are also frequently used in agriculture to protect crops such as fruits, vegetables and grains. There are many types of fungicides, including bacterial fungicides that remain on the plant and bacterial fungicides that are absorbed and transported by the plant. The use of fungicides helps plants stay healthy and the farm more productive. However, it is important to use their role to prevent the development of resistant fungal diseases and reduce environmental impact. Integrated management strategies often combine the use of fungicides with other methods to effectively control fungal diseases while promoting permaculture. This study focused on market share and consumer buying behaviour of Mirador fungicide in Agra district of Uttar Pradesh. A sample of 150 respondents was selected from five percent randomly selected villages. During the research, it is observed from data that Bayer Company has highest market share (23.27%), followed by Adama (21.62%), DuPont (17.63%), Amistar (12.93%), Rallis (12.13%), and UPL (6.5%) and others (5.86%). The majority of farmers believe that Excellent Control is the most important factor when buying fungicides. This is supported by 40% of farmers, followed by 33.33%, with neutrality from 13.33%, and strongly disagreed from 6.66%. Good Packaging is also a significant factor, with 31.33% agreeing. Quality of the produce is also a significant factor, followed by availability, brand image, promotional campaign, dealers' confidence, price, and rapport with the sales force. Credit is another important factor, with 16.66% agreeing, followed by 17.33%, neutrality from 13.33%, and strongly disagreed from 24.66%. The Quick Knock Effect factor is also a significant factor, with 16.66% agreeing, 17.33% agreeing, neutral, disagreed by 28%, and strongly disagreed by 24.66% of farmers.

Keyword: Consumer's Buying Behaviour, Market Share and Respondents.

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 Fungicide, which include fungicides, rodenticides, molluscicides, nematicides, and plant growth regulators (Ajay 2019). Due to its effects, organochlorine (OC) Fungicide—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 fungicide market was estimated to be worth ₹ 232 billion. Applying Fungicide 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 SHARE AND CONSUMER'S BUYING BHEAVIOUR OF MIRADOR (ADAMA) FUNGICIDE IN AGRA DISTRICT OF UTTAR PRADESH" with four main goals: identifying the factors influencing consumer purchasing decisions; assessing market share of Mirador fungicide of ADAMA in the study area. This two-month study was carried out in a few villages in selected blocks of Agra 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 Agra was selected in order to avoid the inconvenience and time constraints on the investigator. All the blocks falling within the district of Agra were selected, and the block of Akola, Jagner and Saiyan was selected based on the majority of respondents involved in potato, paddy and chilli 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 potato, paddy and chilli were randomly selected. From the villages, a list of all potato, paddy and chilli 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, 150 farmers who were cultivating potato, paddy and chilli were chosen at random from the list. From the wholesalers/traders/retailers, 5 each were selected to study market share and consumer's 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

The Likert scale (2, 4, 5, or 7) is a type of scale commonly used in research.

Participants ranked the quality (data) of the product or service from highest to lowest, best to worst.

RESULT AND DISCUSSION

Table 1: Total market share of major players in the study area:

S. NO	Company name	Brand name	Quantity sale(kg/litre)	Price/ year	Value (in lakh)	Market share (%)
1.	Adama	Mirador	2300ltrs	2400	55.2L	21.62%
2.	Bayer	Nativo	900kgs	6600	59.4L	23.27%
3.	Dupont	Galileo	800ltrs	5625	45L	17.63%
4.	Upl	Saaf	2500kgs	674	16.85L	6.5%
5.	Syngenta	Amistar	750ltrs	4400	33L	12.93%
6.	Rallis	Tebuconazole	1100ltrs	2800	30.8L	12.13%
7.	Others		712ltrs		14.96L	5.86%
	Total		9062		255.36 L	100%

Table 1, The above table shows that market share of different fungicide companies. It is observed from data that Bayer Company has highest market share (23.27%), followed by Adama (21.62%), DuPont (17.63%), Amistar (12.93%), Rallis (12.13%), and UPL (6.5%) and others (5.86%).

Table 2: Various factors considered by farmers in buying fungicides.

S.No.	Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Mean score	Rank
1.	Excellent control	60 (40)	50 (33.33)	20 (13.33)	10 (6.66)	10 (6.66)	3.93	I
2.	Price	40 (26.66)	25 (16.66)	17 (11.33)	36 (24)	32 (21.33)	3.03	VIII
3.	Brand image	50 (33.33)	46 (30.66)	25 (16.66)	17 (11.33)	12 (8)	3.70	V
4.	Credit	30 (20)	22 (14.66)	15 (10)	53 (35.33)	30 (20)	2.79	X
5.	Dealers' confidence	40 (26.66)	31 (20.66)	27 (18)	27 (18)	25 (16.66)	3.22	VII

6.	Availibility	60 (40)	45 (30)	20 (13.33)	15 (10)	10 (6.66)	3.86	IV
7.	Promotional campaign	50 (33.33)	45 (30)	27 (18)	15 (10)	13 (8.66)	3.69	VI
8.	Good packaging	60 (40)	47 (31.33)	23 (15.33)	12 (8)	8 (5.33)	3.92	II
9.	Quality of the produce	62 (41.33)	45 (30)	15 (10)	21 (14)	7 (4.66)	3.89	III
10.	Quick knock down effect	25 (16.66)	26 (17.33)	20 (13.33)	42 (28)	37 (24.66)	2.73	XI
11.	Rapport with the sales force	20 (13.33)	32 (21.33)	27 (18)	43 (28.66)	28 (18.66)	2.82	IX

Table 2, From the above table Most farmers believe that "good management" is important, 40% of farmers agree, 33.33% of farmers agree, moderately (13.33%), disagree (6.66%), disagree (6.66%) It appears to be. Purchase to sterilize. dose duration. Regarding packaging quality, 40% of farmers agree, 31.33% of farmers agree, moderate (15.33%), disagree (8%) and disagree (5.33%) at the time of purchase. Regarding the quality of agricultural products, farmers agree (41.33%), agree (30%), neutral (10%), disagree (14%) and well disagree (4.66%) when purchasing fungicides. In terms of usability, 40% of farmers expressed their opinions as agree (30%), neutral (13.33%), disagree (10%) and disagree (6.66) when purchasing fungicide. According to availability and product image, 33.33% of farmers agree, agree (30.66%), neutral (16.66), disagree (11.33%) and disagree (8%) when purchasing pesticides. Regarding advertising, farmers express their opinions as agree (33.33%), agree (30%), neutral (18%), disagree (10%) and disagree (8.66%) when purchasing fungicide. Regarding advertising, farmers express their opinions as agree (33.33%), agree (30%), neutral (18%), disagree (10%) and disagree (8.66%) when purchasing fungicide. Following the announcement, business owners are confident: Farmers agree (26.66%), agree (20.66%), neutral (18%), disagree (18%), and disagree (16.66%) about farmers purchasing fungicides. Regarding price, farmers agree (26.66%), agree (16.66%), neutral (11.33%), disagree (24%) and disagree (21.33%) when purchasing fungicides. Following the price, the conversation with the seller is as follows: agree (13.33%), agree (21.33%), neutral (18%), disagree (28.66%) and disagree (18.66%). representative. Regarding credit, at the time of purchase farmers strongly agree (20%), agree (14.66%), neutral (10%), disagree (35.33%) and disagree (20%). Based on credit, the quick results are farmers agree (16.66%), agree (17.33%), neutral (13.33%), disagree (28%) and disagree (24.66%).

CONCLUSION

Currently, and in the near future, Fungicides have a promising future because the need for Fungicides is increasing year by year. The farmers rely on Fungicides which shows the increasing need for Fungicides. 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 Fungicides. The use of Fungicides and PGR helps the farmers to produce more crops. Therefore, they continue to use the Fungicides & PGR. The effectiveness of the Fungicides is due to the fact that they kill the target weed in less time. Maximum farmers are using the excessive number of Fungicides. Some farmers claim that excessive fungicide use harms the field and they only use it when it is absolutely necessary for the crop. According to farmers, Fungicides are essential for the growth of the crop because without Fungicides, the crop cannot grow effectively. All stages of the plant, including leaves and stems, are attacked by Fungicides. Therefore, Fungicides 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 chili and controls the growth of the relevant plant. Agra is one of the potato, paddy and chilli producing district. potato, paddy and chilli 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 Agra area, Adama has good chances of capturing market share. We need to increase our promotion activities in Agra area and focus on novel products. Adama has a good brand image and reputation in the Agra

region. We need to use these strengths to increase our market share and sales.

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