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STUDY ON BRAND AWARENESS, EFFECTIVENESS AND MARKET PERCEPTION OF HERBICIDE (AXIAL) IN FATEHABAD DISTRICT OF HARYANA

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ABSTRACT

The present study, entitled "Study on Brand Awareness, Effectiveness, and Market Perception of Herbicide (Axial) in Fatehabad District of Haryana," was conducted in the Fatehabad block, selected purposively, with five percent of wheat-cultivating potential villages identified and ten percent of respondents chosen randomly. The study found that two major marketing channels were involved in the distribution of Axial herbicide: Channel-I (Producer → Wholesaler → Consumer) and Channel-II (Producer → Wholesaler → Retailer → Consumer). Brand awareness of Axial was primarily influenced by brand reputation (28.33%), followed by factors such as performance and quality, availability, distribution, packaging, social media presence, marketing, and price. In terms of effectiveness, farmers recognized Axial for its good formulation type (21.67%), appropriate application timing, resistance management, effective application rate, and preventive and curative properties. Regarding market perception, farmers preferred Axial mainly based on product quality (21.67%), along with considerations of price, brand image, distributor relationships, packaging attractiveness, promotional strategies, and peer recommendations. The findings highlight the key factors affecting the adoption and market success of Axial herbicide among wheat farmers in the study area.

Keywords: Brand Awareness, Effectiveness, Market Perception and Marketing Channels.

INTRODUCTION

Herbicides are chemical substances specifically designed to control or eliminate unwanted plants, commonly referred to as weeds, which pose a significant threat to agricultural productivity. Weeds compete with crops for essential resources such as nutrients, water, sunlight, and space, leading to substantial reductions in yield and quality. The application of herbicides has therefore become an integral part of modern agricultural practices, contributing to enhanced crop production, reduced labor costs, and overall farm efficiency.Over time, a wide range of herbicides has been developed to target specific weed species, categorized based on their chemical composition, mode of action, and application timing. Selective herbicides control particular types of weeds without harming the crop, while non-selective herbicides are used to clear land completely before planting.

The adoption of herbicides has also supported the widespread implementation of conservation agriculture by reducing the need for mechanical tillage, thereby minimizing soil erosion and degradation. However, the extensive and sometimes indiscriminate use of herbicides has raised concerns regarding environmental impact, the development of herbicide-resistant weed populations, and human health risks. These challenges have led to increased research into safer, more sustainable weed management practices and the development of advanced herbicidal formulations with improved efficacy and environmental safety. Understanding the dynamics of herbicide usage, including farmer perceptions, brand awareness, product effectiveness, and market behavior, is crucial for developing strategies that enhance agricultural productivity while promoting responsible use.

RESEARCH METHODOLOGY

The research employed a purposive-cum-random sampling method to select the study area and respondents. Fatehabad district in Haryana was chosen purposefully to minimize time constraints and logistical challenges for the investigator. Among the blocks in the district, Fatehabad block was selected due to its higher concentration of wheat cultivators. A list of villages within the block was created, and five percent of villages with the highest number of wheat farmers were randomly selected. From these villages, a comprehensive list of wheat farmers was compiled and categorized into five landholding size groups: marginal (<1 hectare), small (1-2 hectares), semi-medium (2-4 hectares), medium (4-10 hectares), and large (>10 hectares). Proportionate random sampling was used to select 120 farmers from these categories. In addition, 5 retailers were randomly selected from a pool of 10 wholesalers to assess market perception, brand awareness, and effectiveness of Axial herbicide. Primary data were collected through structured interviews using a well-designed schedule, while secondary data were gathered from relevant books, journals, and district/block records. The data collection was carried out during the 2024-2025 agricultural year, and statistical tools were applied to analyse and present the findings.

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 best to worse.

RESULT AND DISCUSSION

Table 1: Brand awareness of Axial in the study area.

Categories	Respondents Number	Respondents					Percentage (%)
		Marginal	Small	Semi-medium	Medium	Large	
Brand Reputation	34	8	9	8	9	0	**28.33**
Performance and Quality	20	3	7	4	5	1	**16.67**
Product Packaging and Design	12	3	2	2	4	1	**10.00**
Distribution	13	5	3	2	2	1	**10.83**
Availability	14	8	2	2	1	1	**11.67**
Social Media Presence	9	3	1	0	4	1	**07.50**
Marketing and Advertising	10	2	1	4	1	2	**08.33**
Price andValue Proposition	8	2	3	2	1	0	**6.67**
Total	**120**	**34**	**28**	**24**	**27**	**7**	**100.00**

Table 1: The analysis of brand awareness for Axial reveals several influential factors based on respondent categories. Brand reputation is the most significant at 28.33%, followed by performance and quality at 16.67%. Other factors include product packaging and design (10.00%), distribution (10.83%), product availability (11.67%), social media presence (7.50%), marketing efforts (8.33%), and price/value proposition (6.67%).

Table 2: Effectiveness of Axial

Sr. No.	Parameter	Respondents	Percentage (%)
1.	**Formulation type**	26	**21.67**
2.	**Application timing**	25	**20.83**
3.	**Resistance Development**	20	**16.67**
4.	**Application rate and coverage**	15	**12.50**
5.	**Preventive**	13	**10.83**
6.	**Curative**	11	**09.17**
7.	**Application method**	10	**08.33**
	Total	**120**	**100.00**

Table 2: The study reveals that approximately 21.67% of farmers reported that Axial (herbicide) has a good formulation type, followed by 20.83% who emphasized the importance of its application timing. Additionally, 16.67% of farmers noted the herbicide's high resistance development, while 12.50% appreciated its optimal application rate and coverage. Furthermore, 10.83% of farmers considered Axial preventive in nature, 9.17% regarded it as curative, and 8.33% affirmed that the application method of Axial is effective.

Table 3: Market perception of Axial

	Parameter	Respondents	Percentage (%)
1.	Quality	26	**21.67**
2.	Price	19	**15.83**
3.	Packaging	07	**05.83**
4.	Relation with Dealer	32	**26.67**
5.	Brand image	21	**17.50**
6.	Promotional Strategies	09	**07.50**
7.	Source of Information	6	**05.00**
	Total	**120**	**100.00**

Table 3: The study reveals that approximately 21.67% of farmers prefer to purchase products based on their quality, while 15.83% prioritize the price. Additionally, 5.83% of farmers are influenced by the attractiveness of the packaging, and 26.67% purchase agrochemicals primarily due to their relationship with the distributor. Furthermore, 17.50% of farmers make their purchasing decisions based on brand image, 7.50% are influenced by promotional strategies, and 5% rely on information from friends, neighbors, or others.

CONCLUSION

The study concluded that brand awareness, effectiveness, and market perception of Axial herbicide in Fatehabad district were influenced by various factors. Brand reputation emerged as the most significant factor, followed by performance and quality, indicating that farmers prioritized product reliability. The effectiveness of Axial was largely attributed to its good formulation type, application timing, and resistance development, with farmers recognizing its preventive and curative properties. Market perception was shaped by factors such as product quality, price, and relationships with distributors, highlighting the importance of trust and brand image in purchasing decisions. Additionally, promotional strategies and social media presence played a role in shaping farmers' awareness and perceptions, though to a lesser extent. The findings indicated that farmers across different landholding sizes exhibited similar preferences, with a notable preference for purchasing based on quality and price. The study emphasized the importance of considering both the technical aspects of the herbicide and the broader market dynamics, including distribution and branding, when developing strategies for promoting agricultural products. Overall, the research provided valuable insights into the factors driving the adoption and success of Axial in the study area, which can inform future marketing strategies for agrochemicals in rural regions.

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