

# STUDY ON BRAND PROMOTIONAL AND BRAND AWARENESS TOWARDS FISTO FIPRONIL (INSECTICIDE) IN BIJNOR OF DISTRICT OF UTTAR PRADESH

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## ABSTRACT

*The study entitled “Study on Brand Promotional and Brand Awareness towards Fisto Fipronil (Insecticide) in Bijnor District of Uttar Pradesh” was conducted to examine the effectiveness of various promotional methods and factors influencing brand awareness among sugarcane farmers. The research focused on Kotwali block, where five percent of sugarcane-cultivating villages were purposively selected, and ten percent of respondents were randomly chosen for data collection. Fisto Fipronil, a phenylpyrazole insecticide known for its broad-spectrum efficacy against pests such as termites, ants, and soil-dwelling insects, was the subject of the study. Data revealed that farm meetings were perceived as the most effective promotional strategy by 30.83 percent of the respondents, while 19.17 percent highlighted the lack of wall and trolley paintings in the market. Phone calls promoting new products were important for 15.83 percent, and 14.17 percent valued product demonstrations for generating goodwill. Direct contact with company representatives facilitated knowledge updates on sugarcane agronomy for 10.83 percent of farmers. Other promotional tools such as posters, promotional gates, and van campaigns were less prominent. Regarding brand awareness, availability emerged as the most significant factor, cited by 31.67 percent, followed by price and value proposition at 20 percent, and product performance and quality at 12.50 percent. Marketing, distribution, packaging, social media presence, and brand reputation also contributed to awareness. The study concluded that a combination of traditional and modern promotional methods influenced the perception and awareness of Fisto Fipronil among farmers in the reigniting the multifaceted nature of brand awareness in the study area.*

**Keywords:** *Fisto Fipronil, brand promotion, brand awareness, insecticide marketing, sugarcane farmers*

## INTRODUCTION

Fisto Fipronil insecticide was extensively utilized in agricultural practices due to its potent efficacy against a wide range of pests. Belonging to the phenyl pyrazole chemical class, Fipronil acted by disrupting the central nervous system of insects, resulting in rapid

mortality. It was particularly effective in controlling soil-dwelling insects, termites, and various pests that affected major crops, thereby contributing significantly to crop protection and yield enhancement. Its systemic and residual properties allowed for



prolonged pest control, reducing the frequency of applications and providing lasting protection to treated crops. Farmers and agronomists valued Fisto Fipronil for its ability to improve productivity by minimizing pest damage. However, the use of Fipronil required careful management due to its toxicity to certain non-target organisms, such as beneficial insects, bees, and aquatic life, which necessitated adherence to recommended application guidelines and safety protocols. Despite these concerns, Fisto Fipronil remained an integral component of integrated pest management strategies, complementing other control measures to achieve sustainable pest suppression. The insecticide's packaging and marketing were designed to ensure easy accessibility and awareness among farmers, while companies often engaged in direct farmer interactions and demonstrations to promote its benefits and proper usage. Over time, Fisto Fipronil gained considerable acceptance among the farming community due to its reliable performance, contributing to improved crop health and economic returns. The comprehensive adoption of Fisto Fipronil underscored the importance of innovative chemical solutions in modern agriculture and highlighted the balance required between effective pest control and environmental safety.

## RESEARCH METHODOLOGY

The study employed a purposive cum random sampling technique for selecting the district, blocks, villages, and respondents. The district of Bijnor was purposively chosen to mitigate inconvenience and time constraints faced by

the investigator. Within Bijnor, Kotwali block was selected based on the predominance of sugarcane cultivators among its population. A comprehensive list of villages within Kotwali block was prepared, and five percent of villages with a high concentration of sugarcane farmers were randomly selected. Subsequently, from these villages, a list of all sugarcane farmers was compiled and categorized into five landholding size groups: Marginal (less than 1 hectare), Small (1–2 hectares), Semi-medium (2–4 hectares), Medium (4–10 hectares), and Large (more than 10 hectares). Using proportionate random sampling, 120 sugarcane farmers were randomly selected from these categories to participate in the study. Additionally, for examining brand promotion and awareness, 10 wholesalers, 5 retailers, and 5 consumers were purposively selected from the study area. Primary data were collected through a well-designed structured schedule via direct personal interviews, while secondary data were sourced from relevant books, journals, reports, and official records of district and block headquarters. The data collection pertained to the agricultural year 2024–2025. Statistical tools were applied to analyze the collected data and present the findings effectively.

## 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.

## RESULTS AND DISCUSSION

*Table 1: Brand Promotional of Fisto Fipronil in the study area*

S.N.	Promotional tools	Frequency	Percentage (%)
1	Farmers meeting	37	30.83
2	Wall painting/postering	23	19.17
3	Phone call	19	15.83
4	Demo	17	14.17
5	Company people/ person	13	10.83
6	Literature display	7	5.83
7	Van campaign	4	3.33
	<b>Total</b>	<b>120</b>	<b>100.00</b>

**Table 1:** The study revealed that out of the total sample size, 30.83 percent of farmers identified farm meetings as the most effective method for brand promotion in the insecticide category. Additionally, 19.17 percent of respondents indicated that wall paintings and trolley paintings were virtually nonexistent in the insecticide market. Phone calls advertising new insecticides were considered important by 15.83 percent of the respondents in brand promotion. When specifically asked about demonstrations, 14.17 percent emphasized that every company should

conduct demos, as they create goodwill among farmers. Furthermore, 10.83 percent of those favoring farm meetings also believed that direct contact with company representatives helped them stay updated on recent agronomic practices in sugarcane cultivation. Display items such as cut-outs, promo gates, posters, and cubes were recognized by 5.83 percent as useful promotional tools. Lastly, 3.33 percent of farmers regarded van campaigning as the best source of information.

*Table 2: Brand awareness of Fisto Fipronil in the study area.*

Categories	Respondents	Respondents					Percentage (%)
	Number	Marginal	Small	Semi-medium	Medium	Large	
Availability	38	16	7	7	5	3	31.67
Price and Value	24	9	8	2	3	2	20.00
Proposition							
Performance and Quality	15	7	3	2	2	1	12.50
Marketing and Advertising	11	4	2	3	1	1	09.17
Distribution	10	2	3	3	1	1	08.33



<b>Product</b>	9	3	2	1	2	1	07.50
<b>Packaging and Design</b>							
<b>Social Media Presence</b>	7	1	3	1	1	1	05.83
<b>Brand Reputation</b>	6	1	1	2	1	1	05.00
<b>Total</b>	<b>120</b>	<b>43</b>	<b>29</b>	<b>21</b>	<b>16</b>	<b>11</b>	<b>100.00</b>



**Table 2:** The study revealed that several factors influenced brand awareness of Fisto Fipronil among different categories of respondents in the study area. Availability of the insecticide was the most significant factor, cited by 31.67 percent of respondents. This was followed by price and value proposition at 20.00 percent, and performance and quality

at 12.50 percent. Marketing and advertising accounted for 9.17 percent, while distribution was mentioned by 8.33 percent of respondents. Product packaging and design influenced 7.50 percent, social media presence affected 5.83 percent, and brand reputation contributed to 5.00 percent of brand awareness in the area.

## CONCLUSION

The study concluded that multiple factors significantly influenced the promotion and brand awareness of insecticides, particularly Fisto Fipronil, in the study area. Farm meetings emerged as the most preferred and effective promotional method among farmers, highlighting the importance of direct interaction and community engagement in disseminating information. The limited presence of traditional advertising media such as wall and trolley paintings suggested gaps in outreach strategies, while phone calls and product demonstrations were recognized as valuable tools in enhancing brand visibility and building goodwill. Direct contact with company representatives further played a crucial role in updating farmers' knowledge of recent agronomic practices, underscoring the need for personalized communication in agricultural marketing. Although display items and van campaigning were less favored, they still contributed to brand promotion in a smaller segment of the sample. Regarding brand awareness, availability of the product

was the dominant factor influencing farmers' recognition of Fisto Fipronil, followed by price competitiveness and perceived performance quality. Marketing efforts, distribution networks, packaging design, social media presence, and brand reputation also contributed to shaping farmers' awareness, indicating that brand perception was driven by a combination of tangible and intangible elements. The findings highlighted the necessity for companies to adopt a comprehensive and integrated marketing approach that combines traditional and modern promotional tools while ensuring product accessibility and value. Overall, the study emphasized that understanding farmers' preferences and addressing diverse factors impacting brand promotion and awareness are essential for enhancing the market presence and acceptance of insecticides like Fisto Fipronil in rural agricultural communities.



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