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STUDY ON BRAND AWARENESS, BRAND PROMOTION AND CONSUMER'S BUYING BEHAVIOUR OF BIOFERTILIZER (FASTER) IN SAHARANPUR DISTRICT OF UTTAR PRADESH

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ABSTRACT

The present study, entitled "Study on Brand Awareness, Brand Promotion and Consumer's Buying Behaviour of Biofertilizer (Faster) in Saharanpur District of Uttar Pradesh," was conducted in Nanuta block, where five percent of sugarcane, wheat, and paddy cultivating villages were purposively selected, and ten percent of respondents were chosen randomly. Biofertilizers, which contain living microorganisms, play a vital role in enhancing plant growth by improving nutrient availability and promoting sustainable agriculture. The study revealed that awareness of the bio-stimulant Faster is predominantly generated through retailers and input dealers (42%), followed by field demonstrations (20%) and the agricultural department (10%), while other sources like social media and traditional media have limited impact. Promotional activities were found to be irregular and insufficiently widespread, with a significant number of farmers lacking exposure to key promotional strategies. In terms of purchasing behaviour, effectiveness in increasing yield (74%) emerged as the most influential factor, followed by retailer recommendations (68%) and price (64%), whereas packaging and brand reputation were deemed less critical.

Keywords: Biofertilizer, Brand Awareness, Buying Behaviour, Promotional Strategies, Sustainable Agriculture.

INTRODUCTION

Biofertilizers are biologically based agricultural inputs containing living microorganisms that enhance plant growth by increasing the availability and uptake of essential nutrients, particularly nitrogen and phosphorus, through natural processes such as nitrogen fixation, phosphate solubilization, and organic matter decomposition. These eco-friendly inputs play a critical role in sustainable agriculture by improving soil fertility, enhancing microbial activity, and reducing dependence on chemical fertilizers, thereby minimizing environmental degradation and production costs. Unlike synthetic fertilizers, biofertilizers are renewable, biodegradable, and non-polluting, making them a vital component of integrated

nutrient management systems. Common types of biofertilizers include nitrogen-fixing bacteria like Rhizobium, Azotobacter, and Azospirillum, phosphate-solubilizing bacteria, and mycorrhizal fungi, each contributing uniquely to nutrient cycling and soil health. In addition to improving crop productivity, biofertilizers enhance soil structure and water retention, support beneficial soil organisms, and contribute to long-term agricultural sustainability. Their application is particularly important in regions facing soil fertility depletion and rising input costs, offering a cost-effective and environmentally sound alternative. Despite their proven benefits, the adoption of biofertilizers remains limited due to low awareness, lack of demonstration, inconsistent product quality, and inadequate promotion strategies. Therefore, understanding the factors influencing farmers' awareness, perception, and usage patterns is essential to increasing their adoption. Research focused on brand awareness, promotion, and consumer behavior related to biofertilizers can provide valuable insights into market dynamics and help develop effective strategies to encourage their widespread use. This becomes increasingly relevant in the context of modern agriculture's shift toward sustainability, resource efficiency, and climate resilience.

RESEARCH METHODOLOGY

The research employed a purposive-cum-random sampling technique for the selection of the study area, respondents, and relevant stakeholders. Saharanpur district in Uttar Pradesh was purposively selected to minimize logistical challenges and time constraints. Within the district, Nanuta block was chosen based on the predominance of sugarcane, wheat, and paddy cultivation. A list of villages within the selected block was compiled, and five percent of the villages with a high concentration of these crop cultivators were randomly selected. From these villages, a list of farmers was prepared and categorized into five landholding groups: marginal (less than 1 hectare), small (1–2 hectares), semi-medium (2–4 hectares), medium (4–10 hectares), and large (above 10 hectares). A total of 100 farmers were selected using proportionate random sampling across these categories. Additionally, to assess brand awareness, brand promotion, and consumer buying behavior, 5 wholesalers, 5 distributors, and 10 retailers were purposively selected from the study area. Primary data was collected through a pre-tested and structured interview schedule administered via direct personal interviews. Secondary data was sourced from relevant books, journals, reports, and official records from district and block headquarters. The collected data were systematically analyzed using appropriate statistical tools to derive meaningful conclusions. The study was conducted during the Agricultural Year 2024–2025.

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: Source of Awareness about "FASTER"

Awareness Source	Respondents (n=100)	Percentage (%)
Retailers/Input Dealers	42	42%
Field Demonstrations	20	20%
Agricultural Department	10	10%
Friends/Neighbour Farmers	7	7%
Social media/WhatsApp	8	8%
Local TV/Radio	5	5%
Company Salespersons	8	8%
Total	**100**	**100%**

Table 1: The table illustrates the various sources through which farmers became aware of the bio-stimulant FASTER. Retailers and input dealers emerged as the most influential source, accounting for 42% of total awareness, highlighting their critical role in local-level promotion and product outreach. Field demonstrations contributed to 20% of awareness, indicating their effectiveness in providing practical exposure and knowledge. The agricultural department accounted for 10%, reflecting its moderate role in awareness generation. Other channels, such as social media platforms, company representatives, and traditional media (TV/radio), had a limited yet noteworthy influence. These findings suggest the necessity for more diversified and targeted promotional strategies to enhance outreach and effectiveness.

Table 2: Frequency of Promotional Activities in the Study Area

Promotional Strategy	Regularly Conducted	Occasionally Conducted	Never Conducted
Field Demonstrations	24%	36%	40%
Farmer Meetings/Seminars	12%	28%	60%
Printed Pamphlets	18%	46%	36%
SMS/WhatsApp Marketing	10%	26%	64%
Radio/TV Ads	**5%**	**12%**	**83%**

Table 2: The table highlights the frequency of various promotional strategies used for the bio-stimulant Faster in the study area. Field demonstrations, while the most consistently conducted activity, still have a significant gap in reach, with 40% of farmers reporting they have never attended one. Farmer meetings and SMS/WhatsApp

marketing are infrequently implemented, and radio/TV advertisements are the least utilized, with 83% of farmers reporting no exposure to them. Printed pamphlets, on the other hand, are the most commonly used occasional promotional tool. Overall, the data reveals that promotional efforts are inconsistent and insufficiently widespread, indicating a need for more frequent and comprehensive promotional activities.

Table 3: Importance of Product Attributes in Buying Decision

Product Attribute	Very Important (%)	Important (%)	Not Important (%)
Effectiveness (Yield)	74	18	8
Price	64	26	10
Availability	58	30	12
Packaging	28	44	28
Brand Reputation	32	38	30
Retailer Recommendation	**68**	**20**	**12**

Table 3: The study highlights the significance of various product attributes influencing farmers' purchasing decisions regarding the bio-stimulant Faster. The most valued attribute is its effectiveness in improving yield, with 74% of farmers prioritizing this factor. Retailer recommendations follow closely at 68%, underscoring the importance of trusted advice in the purchasing decision. Price also plays a critical role, with 64% of farmers considering it a key factor. Availability is another significant determinant, influencing 58% of farmers' choices. In contrast, packaging and brand reputation are less influential, with only 28% and 32% of farmers rating them as very important. These findings indicate that in rural buying behavior, product performance, affordability, and trusted recommendations are far more important than visual appeal or brand recognition.

CONCLUSION

The study on "Brand Awareness, Brand Promotion, and Consumer's Buying Behavior of Biofertilizer (Faster) in Saharanpur District of Uttar Pradesh" concluded that brand awareness and promotion efforts for the bio-stimulant Faster were primarily driven by retailers and input dealers, who played a crucial role in local-level awareness, accounting for 42% of the total awareness. Field demonstrations and the agricultural department also contributed significantly but were less consistent and widespread. Promotional activities, such as farmer meetings, SMS/WhatsApp campaigns, and radio/TV advertisements, were irregular and not widely adopted, with 40% of farmers reporting never having participated in field demonstrations. Regarding purchasing decisions, farmers placed the highest value on the product's effectiveness in improving yield, followed by retailer recommendations and price, while attributes like packaging and brand reputation were of limited importance. This

suggested that farmers prioritized practical benefits, affordability, and trusted advice over aesthetic appeal or brand recognition. Overall, the study highlighted the need for more consistent and diversified promotional strategies to enhance awareness and encourage greater adoption of biofertilizers in the region. It was clear that improving the frequency and reach of promotional efforts, along with emphasizing product performance and value, could significantly influence farmers' buying behavior and contribute to the widespread use of sustainable agricultural inputs like Faster.

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