

AN ANALYTICAL STUDY OF BRAND AWARENESS, CONSUMER PERCEPTION AND PROMOTIONAL STRATEGIES OF ORGANIC FERTILIZER (OORJA) IN SHAHJAHANPUR DISTRICT OF UTTAR PRADESH



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ABSTRACT

The present study was conducted to examine the level of brand awareness, consumer perception, and effectiveness of promotional strategies associated with Oorja organic fertilizer in Shahjahanpur district of Uttar Pradesh. Organic fertilizers were increasingly recognized as sustainable inputs due to their positive impact on soil health, crop productivity, and environmental safety. A combination of purposive and random sampling techniques was adopted for the selection of respondents. A total of 100 paddy farmers, along with 10 wholesalers, 5 retailers, and 10 consumers, were included in the study. Primary data were collected through a structured interview schedule, while secondary data were obtained from relevant published sources. The analysis was carried out using appropriate statistical tools and Likert scaling techniques. The findings revealed that a majority of farmers possessed a satisfactory level of awareness, with 38 percent being fully aware and 32 percent moderately aware of Oorja organic fertilizer. Farmers' perception was largely influenced by improvement in soil fertility (20 percent), eco-friendly nature (18 percent), and increase in crop yield (16 percent). Promotional strategies such as field demonstrations (21 percent) and word-of-mouth communication (17 percent) were found to be the most effective methods in influencing farmers' decisions, whereas mass media and digital promotion had comparatively limited impact. The study concluded that experiential and interpersonal communication played a significant role in enhancing product awareness and adoption. It was suggested that strengthening extension activities and improving accessibility could further enhance the acceptance of organic fertilizers among farmers.

Keywords: *Organic fertilizer, Brand awareness, Consumer perception, Promotional strategies, Sustainable agriculture*

INTRODUCTION

Organic fertilizers were recognized as a sustainable alternative to chemical fertilizers due to their ability to enhance soil health, improve nutrient availability,

and support long-term agricultural productivity. These fertilizers, derived from natural sources such as plant residues, animal manure, and compost

were found to enrich soil organic matter and promote beneficial microbial activity. In recent years, increasing environmental concerns, soil degradation, and the adverse effects of excessive chemical input had accelerated the adoption of organic farming practices among farmers. Within this context, organic fertilizer (Oorja) had emerged as a promising input in the agricultural sector, offering a balanced nutrient composition along with eco-friendly benefits. The product was designed to improve soil structure, increase water retention capacity, and ensure gradual nutrient release, thereby enhancing crop yield and quality. Farmers' inclination towards Oorja was influenced by factors such as awareness, accessibility, perceived effectiveness, and promotional efforts undertaken by marketers. Moreover, the role of advertising and sales promotion strategies had been significant in shaping farmers' perception and adoption behavior regarding the product. Despite its potential advantages, the level of awareness and acceptance of organic fertilizer (Oorja) had varied across different categories of farmers, indicating the need for systematic analysis. Therefore, the present study was undertaken to examine the brand awareness, consumer perception, and effectiveness of promotional techniques associated with organic fertilizer (Oorja), particularly in the context of Shahjahanpur district of Uttar Pradesh, where agriculture remained a primary livelihood source.

RESEARCH METHODOLOGY

The selection of the district, blocks, villages, and respondents was carried out using a combination of purposive and

random sampling techniques. Shahjahanpur district was purposively chosen for the study in order to minimize logistical difficulties and time limitations. Within the district, Powayan block was selected due to its significant concentration of paddy cultivation. A comprehensive list of villages in the selected block was prepared, from which five percent were randomly sampled, ensuring that a substantial proportion of respondents were actively engaged in paddy farming. In each selected village, farmers were stratified into five categories based on landholding size: 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 paddy farmers were selected through proportionate random sampling. In addition, 10 wholesalers, 5 retailers, and 10 consumers were included to examine aspects related to brand awareness, consumer perception, and promotional strategies in the study area. Primary data were collected using a structured and pre-tested interview schedule, while secondary data were obtained from relevant books, journals, official reports, and records available at district and block offices. Data collection was conducted through direct personal interviews with the respondents. The collected data were analyzed using appropriate statistical tools, and the study pertained to the agricultural year 2025–2026.

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: Level of Awareness Regarding Oorja Organic Fertilizer Among Farmers in the Study Area.

Sr. No.	Categories	Respondents Number	Respondents					Percentage (%)
			Marginal	Small	medium	Semi-Medium	Large	
1.	Fully aware about Oorja organic fertilizer	38	14	9	7	6	2	38.00
2.	Moderately aware about Oorja organic fertilizer	32	11	8	6	5	2	32.00
3.	Slightly aware about Oorja organic fertilizer	20	6	4	4	4	2	20.00
4.	Not aware about Oorja organic fertilizer	10	3	2	2	1	2	10.00
Total		100	34	23	19	16	08	100.00

Table 1: The table illustrates the extent of awareness of Oorja organic fertilizer among different categories of farmers in the study area. It was observed that a significant proportion of respondents (38.00 percent) had complete awareness of the product, indicating effective information dissemination among farmers. Additionally, 32.00 percent of the respondents exhibited a moderate level of

awareness, suggesting partial familiarity with the product and its benefits. About 20.00 percent of farmers had limited or minimal awareness, while only 10.00 percent reported no awareness of Oorja organic fertilizer. A closer examination of the data revealed that marginal farmers formed the largest group among those who were fully aware, followed by small and semi-medium farmers.

Table 2: Farmers' Perception Towards Oorja Organic Fertilizer in the Study Area

Sr. No.	Categories	Respondents Number	Respondents					Percentage (%)
			Marginal	Small	medium	Semi-Medium	Large	
1.	Improvement in Soil Fertility	20	7	5	4	3	1	20.00
2.	Increase in Crop Yield	16	6	4	3	2	1	16.00
3.	Environmentally safe and eco-friendly nature	18	6	4	3	3	2	18.00
4.	Reasonable pricing	12	4	3	2	2	1	12.00
5.	Easy availability in local markets	10	3	2	2	2	1	10.00
6.	Superior quality compared to other organic fertilizers	13	4	3	3	2	1	13.00



7.	Long-term Soil Health Benefits	11	4	2	2	2	1	11.00
	Total	100	34	23	19	16	08	100.00



Table 2: The table highlights the key factors shaping farmers’ perception of Oorja organic fertilizer in the study area. It was observed that improvement in soil fertility was the most influential factor, reported by 20.00 percent of the respondents. This was followed by the eco-friendly nature of the product (18.00 percent) and its role in enhancing crop yield (16.00 percent), indicating that both environmental and productivity-related

benefits were highly valued by farmers. A proportion of respondents (13.00 percent) perceived the product to be of better quality compared to other organic fertilizers, while 12.00 percent considered it reasonably priced. Factors such as easy availability (10.00 percent) and long-term soil health benefits (11.00 percent) were also acknowledged, though to a comparatively lesser extent.

Table 3: Promotional and Advertising Methods Adopted for Marketing of Oorja Organic Fertilizer in the Study Area

Sr. No.	Categories	Respondents Number	Respondents					Percentage (%)
			Marginal	Small	medium	Semi-Medium	Large	
1	Field demonstrations for farmers	21	8	5	4	3	1	21.00
2	Word-of-mouth communication	17	6	4	3	3	1	17.00
3	Distribution of pamphlets and leaflets	14	5	3	3	2	1	14.00
4	Participation in fairs and exhibitions	12	4	3	2	2	1	12.00
5	Display of posters and banners	9	3	2	2	1	1	9.00
6	Recommendations by retailers/dealers	8	3	2	1	1	1	8.00
7	Distribution of free samples	7	2	2	1	1	1	7.00
8	Promotion through social media	5	2	1	1	1	0	5.00
9	Seasonal discount schemes	4	1	1	1	1	0	4.00
10	Advertisements via radio and local media	3	0	0	1	1	1	3.00
	Total	100	34	23	19	16	08	100.00

Table 3: The table presents the distribution of different promotional and advertising strategies employed in the marketing of Oorja organic fertilizer in the study area. It was evident that field demonstrations constituted the most widely used method, accounting for 21.00 percent of the respondents, highlighting the effectiveness of practical, experience-based learning among farmers. Word-of-mouth communication emerged as the second most influential approach (17.00 percent), emphasizing the role of peer interaction and trust in disseminating information. Other notable strategies included the distribution of pamphlets and leaflets (14.00 percent) and participation in agricultural fairs and exhibitions (12.00 percent), which served

CONCLUSION

The present study led to several important conclusions regarding the adoption and marketing of organic fertilizers. The findings revealed that a considerable proportion of farmers possessed a satisfactory level of awareness about Oorja organic fertilizer, with the majority being either fully or moderately aware, indicating effective dissemination of product-related information in the study area. However, a notable segment of farmers still exhibited limited or no awareness, suggesting the need for further extension efforts. The analysis of consumer perception indicated that farmers primarily valued the product for its ability to improve soil fertility, enhance crop yield, and maintain environmental sustainability. These attributes highlighted the growing inclination of farmers towards sustainable agricultural practices and eco-friendly inputs. Additionally, factors such as product quality, reasonable pricing, and accessibility also contributed to shaping

as important channels for awareness generation. Moderate reliance was observed on visual promotional tools such as posters and banners (9.00 percent) and recommendations by retailers and dealers (8.00 percent). In contrast, strategies such as free sample distribution (7.00 percent) and social media promotion (5.00 percent) were less prevalent. Seasonal discount offers (4.00 percent) and advertisements through radio and local media (3.00 percent) were the least adopted techniques. Overall, the findings indicated that traditional, interpersonal, and demonstration-based promotional methods were more effective than mass media and digital approaches in influencing farmers' decisions.

positive perceptions, although to a comparatively lesser extent. The study further concluded that promotional strategies played a significant role in influencing farmers' awareness and perception. Among the various techniques, field demonstrations emerged as the most effective method, followed by word-of-mouth communication, reflecting the importance of practical exposure and interpersonal influence in rural settings. Traditional promotional approaches such as pamphlet distribution and participation in agricultural fairs were also found to be impactful, whereas modern techniques like social media and mass media advertising had relatively limited reach and effectiveness. Overall, the study established that while Oorja organic fertilizer had gained considerable acceptance among farmers, there remained scope for enhancing awareness and strengthening promotional efforts, particularly through demonstration-based and farmer-centric communication strategies. The results



emphasized the need for integrated marketing approaches combining traditional and modern methods to improve outreach and adoption, thereby contributing to sustainable agricultural development in the region.

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