SUMMARY & CONCLUSION
RECOMMENDATION
SCOPE OF STUDY
LIMITATION OF THE RESEARCH
6. Summary & Conclusion, Recommendation, Limitation of research & Scope of the study

In this section, Summary of the research along with recommendation, limitation and scope of the research has laid out. This section is the outcome of earlier chapter result and discussion.

6.1 Summary of impact of sales promotion on Insecticides Category

Insecticides are considered the products purchased by the consumer when it is urgent. Consumers have very less time to take a call on selection of brands. Influence of sales promotion works relatively less unlike other agrochemical products, in this situation if the brand able to keep the expectation of consumer then perceived quality and Brand loyalty remain high but Brand awareness towards other brands increases when there is a sales promotional scheme attached to it.

In this section Summary of Anova table for impact on CBBE without Sales Promotion of Insecticides has been analyzed. The P – Val of all the three components of CBBE are more than 0.05, so the anova without sales promotion is significant.

Summary of Anova table for impact on CBBE with Price Promotion of Insecticides. From the P – Val of all the three components of CBBE are more than 0.05 so the anova with Price Promotion is significant.

Summary of Anova table for impact on CBBE with Premium Promotion of Insecticides. P – Val of all the three components of CBBE are more than 0.05 so the anova With Premium promotion is significant.

Brand Awareness & Association (Insecticides)

Impact of sales promotion on CBBE of Insecticide - It is evident that Brand awareness & Association with sales promotion comes down. With competitors sales promotion of insecticides brand association breaks and consumer switch to other brand frequently. Brand awareness increases awareness of the product and competitors’ products get exposed to the consumer product movement starts from the shelf.
It is evident that without sales promotion and Price promotion as well as without sales promotion and with premium promotion for Brand Awareness & Association the p value is more than 0.05. So it can be concluded that there is a significant differential impact exists between without sales promotion and with Promotion for the first dimension of CBBE i.e. Brand awareness & Brand Association.

Brand awareness & Brand Association of agrochemical products is very delicate and can be deferred with sales promotional scheme.

**Perceived Quality (Insecticide)**

From the above fig it is obvious that Perceived Quality with sales promotion comes down. With competitors sales promotion of insecticides brand association breaks and consumer switch to other brand frequently.

From the above table it is apparent that without sales promotion and Price promotion as well as without sales promotion and with premium promotion for Perceived Quality the p value is more than 0.05. So it can be concluded that there is a significant differential impact exists between without sales promotion and with Promotion for the second dimension of CBBE i.e. Perceived Quality.

Perceived Quality of agrochemical products is very delicate and can be deferred with sales promotional scheme

**Brand Loyalty (Insecticide)**

It is evident that Brand Loyalty with sales promotion comes down. With competitors sales promotion of insecticides Brand Loyalty reduces and consumer switch to other brand frequently.

It is marked that without sales promotion and Price promotion as well as without sales promotion and with premium promotion for Brand loyalty the p value is more than 0.05. So it can be concluded that there is a significant differential impact exists between without sales promotion and with Promotion for the first dimension of CBBE i.e. Brand loyalty.
Brand Loyalty of agrochemical products is very delicate and can be deferred with sales promotional

**Hypothesis testing for differential impact of price promotion and Premium promotion on CBBE**

It is apparent that at 5% level of significance all the components of CBBE qualified the significance test. So we can reject the null hypothesis and alternate hypothesis is accepted and it can be concluded that ‘there is a significant differential impact exists between price promotion and premium promotion.

**Impact of sales promotion on comparative CBBE among Insecticide Brands**

Brand awareness & Brand Association of Confidor the MNC brand has been positioned with a marked difference when there was no sales promotional scheme but when the price promotion imposed the gap between confidor and other two brands reduced significantly. The two brands Atom & Tatamida who all are comparatively low market share but with price promotion the difference minimized up to a great extent. Similarly when premium promotion imposed the difference between awareness of confidor with other brands minimized significantly.

Perceived quality of Confidor which is an MNC brand has been positioned with a marked difference when there was no sales promotional scheme but when the price promotion imposed the gap between confidor and Atom reduced significantly and come down to zero. The other brand Tatamida who all are comparatively low market share but with price promotion the difference with atom minimized up to a great extent. Similarly when premium promotion imposed the difference between perceived qualities of confidor with other brands minimized significantly.

Brand Loyalty of all the three brands reduced significantly when price and premium promotion imposed. Confidor which is an MNC brand has been positioned with a marked difference when there was no sales promotional scheme but when the price promotion imposed the gap between confidor and Atom reduced significantly and come down to zero. The other brand Tatamida who all are comparatively low market share but with price promotion the difference with atom
minimized up to a great extent. Similarly when premium promotion imposed the difference between perceived qualities of confidor with other brands minimized significantly.

**Conclusion of Hypothesis testing for Insecticide**

There are two broad hypothesis considered for testing in Insecticides.

(I) For the first hypothesis it can be concluded from above discussion that sales promotion impact of all the three constructs of CBBE viz Awareness and Associations of brand, the Perceived Quality & Loyalty of Brand significantly which are represented as sub hypothesis. Hence the null hypothesis of all the three sub hypothesis has been rejected and alternate hypothesis is accepted and summarized that there is a significant impact of sales promotion on consumer based brand equity of Insecticides.

(II) For the second hypothesis it can be summarized from above discussion that sales promotion impact has a significant value less than 0.05, so null hypothesis is rejected and alternate hypothesis accepted and concluded that there is a significant differential impact of different aspects of sales promotion viz Price Promotion and Premium Promotion on consumer based brand equity of Insecticides.

**6.2Conclusion of impact of sales promotion on Fungicide Category**

Fungicides are consider to the products purchased by the consumer mostly for prophylactic consumption. Consumers have comparatively more time to take a call on selection of brands. Influence of sales promotion works relatively more unlike other agrochemical products, in this situation if the brand able to keep the expectation of consumer in the 1\textsuperscript{st} purchase then perceived quality and Brand loyalty remain high but Brand awareness towards other brands increases when there is a sales promotional scheme attached to it.

With the analysis it is apparent that P – Val of all the three components of CBBE are more than 0.05 so the anova without sales promotion is significant.

With the analysis it is marked that P – Val of all the three components of CBBE are more than 0.05 so the anova With Premium promotion is significant.
**Brand Awareness & Brand association (Fungicide)**

It is obvious that Brand awareness & Association with sales promotion comes down. With competitors sales promotion of Fungicides brand association breaks and consumer switch to other brand frequently.

It is evident that without sales promotion and Price promotion as well as without sales promotion and with premium promotion for Brand Awareness & Association the p value is more than 0.05. So it can be concluded that there is a significant differential impact exists between without sales promotion and with Promotion for the first dimension of CBBE i.e. Brand awareness & Brand Association.

**Perceived Quality (Fungicide)**

It is apparent that Perceived Quality with sales promotion comes down. With competitors sales promotion of Fungicides brand association breaks and consumer switch to other brand frequently.

It is marked that without sales promotion and Price promotion as well as without sales promotion and with premium promotion for Perceived Quality the p value is more than 0.05. So it can be concluded that there is a significant differential impact exists between without sales promotion and with Promotion for the second dimension of CBBE i.e. Perceived Quality.

**Brand Loyalty (Fungicide)**

It is evident that Brand Loyalty with sales promotion comes down. With competitors sales promotion of Fungicides Brand Loyalty reduces and consumer switch to other brand frequently.

It is apparent that without sales promotion and Price promotion as well as without sales promotion and with premium promotion for Brand loyalty the p value is more than 0.05. So it can be concluded that there is a significant differential impact exists between without sales promotion and with Promotion for the first dimension of CBBE i.e. Brand loyalty.
It can be inferred that at 5% level of significance all the components of CBDE qualified the significance test. So we can reject the null hypothesis and alternate hypothesis is accepted and it can be summarized that ‘there is a significant differential impact exists between price promotion and premium promotion.’

**Conclusion of Hypothesis testing for Fungicide**

There are two broad hypothesis considered for testing in Fungicides for three brands viz. Dithane M-45, Indofil M-45 & Uthane M-45.

(I) The first hypothesis where in it can be concluded that sales promotion impact of all the three constructs of CBDE viz Awareness and Associations of brand, the Perceived Quality & Loyalty of Brand significantly which are represented as sub hypothesis. Hence the null hypothesis of all the three sub hypothesis has been rejected and alternate hypothesis is accepted and summarized that there is a significant impact of sales promotion on consumer based brand equity of Fungicides.

(II) In the second hypothesis it can be summarized from above discussion that sales promotion impact has a significant value less than 0.05, so null hypothesis is rejected and alternate hypothesis accepted and concluded that there is a significant differential impact of different aspects of sales promotion viz Price Promotion and Premium Promotion on consumer based brand equity of Fungicides

**Impact of sales promotion on comparative CBDE among Fungicide Brands**

Brand awareness & Brand Association of Indofil M-45 the top brand in the fungicide category has been positioned with a marked difference when there was no sales promotional scheme but when the price promotion imposed the gap between Indofil M-45 and other two brands reduced significantly. The two brands Uthane M-45 & Dithane M-45 who all are comparatively low market share but with price promotion the difference minimized up to a great extent. Similarly when premium promotion imposed awareness of Indofil M-45 come up significantly so the case of dithane M-45 & Uthane M-45.

Perceived quality of Indofil M-45 which is an oldest and top brand has been positioned with a marked difference when there was no sales promotional scheme but when the price promotion of
other brands carried out Indofil M-45’s perceived quality reduced significantly. In Dithane M-45’s case with price as well as premium promotion the perceived quality come down markedly. The difference in Uthane M-45’s case is not significantly. Being an emerging brand there is flat perceived quality though in a lower side.

Brand Loyalty of all the three brands reduced significantly when price and premium promotion imposed. Indofil M-45 which is a top brand has been positioned with a marked difference when there was no sales promotional scheme but when the price promotion imposed the loyalty reduced significantly. Consumers are not very loyal when they saw offers associated with other brands. The other brand Dithane M-45 who all are comparatively low market share again with price promotion the loyalty reduced remarkably. In case of Uthane M-45 the loyalty minimized up to a smaller extent both in price and premium promotion.

6.3 Conclusion of impact of sales promotion on Herbicide Category

Herbicides are consider to the products purchased by the consumer when it is of urgent. Consumers have very less time to take a call on selection of brands. Influence of sales promotion works relatively less unlike other agrochemical products, in this situation if the brand able to keep the expectation of consumer then perceived quality and Brand loyalty remain high but Brand awareness towards other brands increases when there is a sales promotional scheme attached to it.

It is obvious that P – Val of all the three components of CBBE are more than 0.05 so the anova without sales promotion is significant.

It is evident that P – Val of all the three components of CBBE are more than 0.05 so the anova with Price Promotion is significant.

It is apparent that P – Val of all the three components of CBBE are more than 0.05 so the anova With Premium promotion is significant.

**Brand Awareness & Brand association (Herbicide)**
It is evident that Brand awareness & Association with sales promotion comes down. With competitors sales promotion of Herbicides brand association breaks and consumer switch to other brand frequently.

It is apparent that without sales promotion and Price promotion as well as without sales promotion and with premium promotion for Brand Awareness & Association the p value is more than 0.05. So it can be concluded that there is a significant differential impact exists between without sales promotion and with Promotion for the first dimension of CBBE i.e. Brand awareness & Brand Association.

**Perceived Quality (Herbicide)**

It is obvious that Perceived Quality with sales promotion comes down. With competitors sales promotion of Herbicides brand association breaks and consumer switch to other brand frequently.

It is marked that without sales promotion and Price promotion as well as without sales promotion and with premium promotion for Perceived Quality the p value is more than 0.05. So it can be concluded that there is a significant differential impact exists between without sales promotion and with Promotion for the second dimension of CBBE i.e. Perceived Quality.

**Brand Loyalty (Herbicide)**

It is apparent that Brand Loyalty with sales promotion comes down. With competitors sales promotion of Herbicides Brand Loyalty reduces and consumer switch to other brand frequently.

It is evident that without sales promotion and Price promotion as well as without sales promotion and with premium promotion for Brand loyalty the p value is more than 0.05. So it can be concluded that there is a significant differential impact exists between without sales promotion and with Promotion for the first dimension of CBBE i.e. Brand loyalty.

It can be inferred that at 5% level of significance all the components of CBBE qualified the significance test. So we can reject the null hypothesis and alternate hypothesis is accepted.
and it can be summarized that ‘there is a significant differential impact exists between price promotion and premium promotion.

**Inference of Hypothesis testing for Herbicide**

There are two broad hypothesis considered for testing of Herbicide brands Round up, Clean up & Brake.

(I) For the first hypothesis it can be concluded from above discussion that sales promotion impact of all the three constructs of CBBE viz Awareness and Associations of brand, the Perceived Quality & Loyalty of Brand significantly which are represented as sub hypothesis. Hence the null hypothesis of all the three sub hypothesis has been rejected and alternate hypothesis is accepted and summarized that there is a significant impact of sales promotion on CBBE of Herbicides.

(II) For the second hypothesis it can be summarized from above discussion that sales promotion influence has a significant value less than 0.05, so null hypothesis is rejected and alternate hypothesis accepted and concluded that there is a significant differential impact of different aspects of sales promotion viz Price Promotion and Premium Promotion on consumer based brand equity of Herbicides

**Impact of sales promotion on comparative CBBE among Herbicide Brands**

Brand awareness & Brand Association of Round up the MNC brand in the Herbicide category has been positioned with a marked difference when there was no sales promotional scheme but when the premium promotion imposed the awareness reduced significantly followed by the price promotion. The same trend followed in case of clean up awareness reduced with premium promotion followed by price promotion but in case of Brake things are different. Brand awareness of brake reduces with price promotion followed by premium promotion.

Perceived quality of Round up which is an oldest, MNC and top brand has been positioned with a marked difference when there was no sales promotional scheme but when the premium promotion carried out perceived quality reduced significantly than price promotion. Similar trend followed in case of clean up and Brake. With price promotion as well as premium promotion the
perceived quality come down markedly. The difference in the case of Brake & clean up is unexpected.

Brand Loyalty of all the three brands reduced significantly when price and premium promotion imposed. Round up which is a top MNC brand has been positioned with a marked difference when there was no sales promotional scheme but when the price promotion imposed the loyalty reduced significantly. Consumers are not very loyal when they saw offers associated with other brands. The other brand Brake who all are comparatively low market share again with price promotion the loyalty reduced remarkably. In case of Clean up the loyalty minimized up to a smaller extent both in price and premium promotion.

6.4 Conclusion of impact of sales promotion on Plant Nutrition Product Category

Plant Nutrition Products are considered to the products purchased by the consumer mostly for want based consumption rather need based. Consumers have comparatively more time to take a call on selection of brands. Influence of sales promotion works relatively more unlike other agrochemical products, in this situation if the brand able to keep the expectation of consumer in the 1st purchase then perceived quality and Brand loyalty remain high but Brand awareness towards other brands increases when there is a sales promotional scheme attached to it.

Summary of Plant Nutrition Products indicates that P – Val of all the three components of CBBE are more than 0.05 so the anova without sales promotion is significant.

It is obvious that P – Val of all the three components of CBBE are more than 0.05 so the anova with Price Promotion is significant.

It is clear that P – Val of all the three components of CBBE are more than 0.05 so the anova with Premium promotion is significant.

Brand Awareness & Brand Association (Plant Nutrition)
It is obvious that Brand awareness & Association with sales promotion comes down. With competitors sales promotion of Plant Nutrition Products brand association breaks and consumer switch to other brand frequently.

It is apparent that without sales promotion and Price promotion as well as without sales promotion and with premium promotion for Brand Awareness & Association the p value is more than 0.05. So it can be concluded that there is a significant differential impact exists between without sales promotion and with Promotion for the first dimension of CBBE i.e. Brand awareness & Brand Association.

**Perceived Quality (Plant Nutrition)**

It is obvious that Perceived Quality with sales promotion comes down. With competitors sales promotion of Plant Nutrition Products brand association breaks and consumer switch to other brand frequently.

It is evident that without sales promotion and Price promotion as well as without sales promotion and with premium promotion for Perceived Quality the p value is more than 0.05. So it can be concluded that there is a significant differential impact exists between without sales promotion and with Promotion for the second dimension of CBBE i.e. Perceived Quality.

**Brand Loyalty (Plant Nutrition Product)**

It is apparent that Brand Loyalty with sales promotion comes down. With competitors sales promotion of Plant Nutrition Products Brand Loyalty reduces and consumer switch to other brand frequently.

It is evident that without sales promotion and Price promotion as well as without sales promotion and with premium promotion for Brand loyalty the p value is more than 0.05. So it can be concluded that there is a significant differential impact exists between without sales promotion and with Promotion for the first dimension of CBBE i.e. Brand loyalty.
It can be inferred that at 5% level of significance all the components of CBBE qualified the significance test. So we can reject the null hypothesis and alternate hypothesis is accepted and it can be summarized that ‘there is a considerable differential impact exists between price promotion and premium promotion.

**Conclusion of Hypothesis testing for Plant Nutrition Products**

There are two broad hypothesis considered for testing of Plant Nutrition Products brands Siapton, Biozyme & Biovita

(I) For the first hypothesis it can be concluded from above discussion that sales promotion impact of all the three constructs of CBBE viz Awareness and Associations of brand, the Perceived Quality & Loyalty of Brand significantly which are represented as sub hypothesis. Hence the null hypothesis of all the three sub hypothesis has been rejected and alternate hypothesis is accepted and summarized that there is a significant impact of sales promotion on consumer based brand equity of Plant Nutrition Products.

(II) For the second hypothesis it can be summarized from above discussion that sales promotion influence has a significant value less than 0.05, so null hypothesis is rejected and alternate hypothesis accepted and concluded that there is a significant differential impact of different aspects of sales promotion viz Price Promotion and Premium Promotion on consumer based brand equity of Plant Nutrition Products

**Impact of sales promotion on comparative CBBE among Plant Nutrition Product Brands**

Brand awareness & Brand Association of Biozyme the top brand in the Plant nutrition product category has been positioned with a marked difference when there was no sales promotional scheme but when the premium promotion imposed the awareness reduced significantly followed by the price promotion. The same trend followed in case of siapton awareness reduced with premium promotion followed by price promotion but in case of Biovita things are different. Brand awareness of brake reduces with price promotion followed by premium promotion. In this category MNC brand siapton doesn’t have any marked difference a far as awareness and association is concerned this is a unique case in agrochemical category.
Perceived quality of Biozyme which is an oldest and top brand has been positioned with a marked difference when there was no sales promotional scheme but when the premium promotion carried out perceived quality reduced significantly than price promotion. Similar trend followed in case of Biovita and Siapton. With price promotion as well as premium promotion the perceived quality come down markedly.

Brand Loyalty of all the three brands reduced significantly when price and premium promotion imposed. Biozyme which is a top brand has been positioned with a marked difference when there was no sales promotional scheme but when the price promotion imposed the loyalty reduced significantly. Consumers are not very loyal when they saw offers associated with other brands. The other brand Biovita who all are comparatively low market share again with price promotion the loyalty reduced remarkably. In case of siapton the loyalty minimized up to a smaller extent both in price and premium promotion. In Biovita price promotion is better than premium promotion.
6.2 RECOMMENDATION

The research was undertaken with the basic objective of finding out the impact of sales promotion on consumer based brand equity. Various concepts, theories relevant to the topic were reviewed for the research.

Two types of sales promotional tools has been used for the research viz price promotion (with immediate effect) and Premium Promotion (with Purchase-Premiums) to study their influence on CBBE. The scale used to measure CBBE was developed by Yoo and Donthu (2001) and the dimensions of the scale consisted of Awareness and Associations of brand, the Perceived Quality & Loyalty of Brand (Aaker. 1991). The product category under study one of the top brands in their respective category.

Result of the study proved that both price promotion (with immediate effect) and Premium Promotion (with Purchase-Premiums) affect the components of CBBE in all product categories.

The study clearly shown that there is differential effect between the sales promotion (whether price promotion or premium promotion) affecting consumer based brand equity in the all the product categories.

In all the categories viz. Insecticide, Fungicide, Herbicide & Plant Nutrition product the Brand Awareness and Association showed a positive disposition in both price and premium promotion. Respondents’ opinion clearly shows that sales promotion made them more aware of all the brands which led to more favourable association.

The perceived quality construct of consumer based brand equity scale thrash out because of sales promotion whether Price or Premium promotion in the entire product segment i.e. Insecticide, Fungicide, Herbicide & Plant Nutrition. Perception of customers towards quality of the favourite brand remains unchanged with no sales promotion whereas the brands undergone sales promotion got an adverse perception in the memory of customers.

In the brand loyalty construct of consumer based brand equity scale all the categories viz. Insecticide, Fungicide, Herbicide & Plant Nutrition showed similar pattern. In all the cases
the brand loyalty of most favourite brand gets subdued due to switching to brands with sales promotional scheme.

It is recommended that companies may go aggressive with respect to sales promotion in case of fungicides and Plant nutrition products. In case if Insecticides and Herbicides companies should be very careful in introducing sales promotional scheme. In case of fungicides and plant nutrition products companies can launch sales promotional schemes aggressively if the brand unable to grab the market share then they can alternate with price promotion or premium promotion or vice versa.
6.3 FUTURE SCOPE OF STUDY

There are quite few research work carried out in the field of agrochemical products. Researchers can concentrate more on allied sectors in this field because it is a small industry. Enough scope is there for in-depth study of the agrochemical and allied industry.

Sales promotion concentrates more on consumer promotion. In Agrochemical products sales promotion for farmers are very small role to play, the driving factor is trade promotion which plays an active role.

Trade promotion is a critical factor in case of agrochemical products. They influence the decision of end user indirectly but most effectively. So more study can be conducted where in inputs of trade promotion can be included as a part of sales promotion.

Demographic correlation with Promotional impact can be analysed state wise by in-depth study. Each state in India has its own limitation if state wise analysis could have done then it could have a holistic view towards sale promotion of agrochemical products.

In agrochemical sector farmers mind set varies from crop to crop they are cultivating. Few crops are very high value, so farmers can’t effort to use any brand because of sales promotion probably. So crop specific study can be included to realize customer mindset towards deals. Moreover these high value crop cultivating farmers are generally cannot be influenced by the dealers or distributors rather they influence others to purchase their favourite brands.
6.4 LIMITATION OF THE RESEARCH

Since most of the respondents are from rural India their opinion is not firm, they switch from one option to other with others influence, so retailers, Dealers who all are selling directly to farmers can be included in the survey. Respondents are mostly responding after looking the image of the brand, by this they are more prone to switch from one opinion to the other. Due to their low level of education they are not strong in their opinion. They are been influenced by the fellow farmers and ultimately homogeneous answer were resulted at the end of the day.

The main influencing factor in this survey is the purchasing power. Farmers are purchasing products in credit and repay after harvesting of the produce, so the farmers loose the bargaining power at the time of purchasing of products, they need to take the brands what they are offered by the dealers or retailers.

Easy believing nature of farmers is one of the factor that hinder in taking a strong brand building exercise. Farmers never be firm in their decision at the time of purchase. They are influenced easily and at the time purchase they switch to other brand which were not even targeted by companies. If this particular factor considered at the time of framing questionnaire then the outcome will be surprising, so we need to ignore though it has considerable high importance.

Herd mentality of Indian farmers are very much deterrent in making a purchase decision. Farmers believe more on others decision rather than their own. At the time of filling questionnaire the farmers always taken others view which lead to a homogenous response.

Frequency of usage of sales promotional schemes by the agrochemical companies are not very recurring so most of the farmers never availed any kind of such schemes from a long period of time so suddenly they can’t correlate to any of the sales promotional schemes they availed.

Agrochemical brand selling is seasonal in nature. Farmers use once or twice a brand in a year, so most of the retailers don’t feel the need of passing on the non-monetary schemes to the customer. Sometimes to get rid of this company personals put leaflets, hoardings of the scheme, but farmers are not educated so they can’t avail the schemes. At the time of
interview of the farmers they are asking more about the research by which lot of time spent in making then understand about sales promotion.

During the survey very less time is available to interact as farmers were busy in working in the field or taking a second occupation like daily labour. It is practically very difficult to get farmers in the day time between 1-5 pm. Since the study was conducted in the season time dealers and distributors were not giving quality time for the survey.