ABSTRACT

Agro chemical products or Crop protection chemical or Pesticides are materials produced by synthesis of technicals having the active ingredients in a specific proportion with other substances which will enhance performance of the crop, production and controls pest, disease and weeds (Kadakia, FICCI, 2011).

There are two different sectors involved in the category of Agricultural sector namely Agri output sector (Produced Materials) & Agri-input Sector (Material required for Production). Pesticides or Agrochemical sector is a part of Agri-input segment. One of the major issue in Indian Agriculture is the appropriate usage of proper Agro chemical products used in farming.

Branding activities are foundation of consumer marketing. Constant introduction of new brands are inevitable. In case of Indian agrochemical sector the number of brands introducing every year is pretty low, but the factors responsible for success or failure of a brand are equal. Despite the difficulties, manufacturer and service providers feel compelled to persist in launching new brands. A new successfully established brand will continue to maintain its lead in the face of competition. On an average, a follower sometimes known as me-too brand will only achieve half the sale of pioneer brand.

As per one of the reports of FICCI (FICCI, 2014a) the globally, up to 40% of crop output is lost due to attack of pests, weeds and diseases. Need of the hour is an ultimate solution. To overcome these challenges, it is essential to use crop protection chemicals. It is evident that the role of crop protection chemicals is not limited to protection, they help in yield enhancement as well.

FICCI (2013c) highlighted that while the Indian agrochemical industry has largely been focussed on producing generic, off-patent molecules, and well-tested formulations, sustainable growth will come from an ability to offer differentiated, high-performance, low-impact products developed through a well-structured innovation process.

Sale Promotion as a selling enticement for immediate and a short period sales influence. Promotions includes gifts and giveaways like coupons, self-liquidating premium, value-packs,
refunds & rebates, price off packs, contests, sweepstakes, trade show, continuity plans and others

Sales Promo constitutes a variety of techniques applied to achieve bigger sales target with high benefit cost ratio in a specific frame of time.

Sales Promo is an enticement available directly to the dealer, distributor, customer or the sales staff of the company which gear up sales up to a larger extent and achieve sales of the specific period of time.

Sales promotion are generally implemented by both price promotion (with immediate effect) and Premium Promotion (with Purchase-Premiums) on the agrochemical product marketing. Consumer based brand equity ((CBBE) (Mullin, 2010)) is one of the device in agrochemical product category. Keeping in view the nature of brands in agrochemical products the researcher opt for CBBE to assess equity of brandsthe undertaken products.

To uncover the differential effects of Sales Promotions, viz., price promotion (with immediate effect) and Premium Promotion (with Purchase-Premiums) on CBBE.

To explore the differential effects of Sales Promotion on the componentof CBBE, i.e., Awareness and Associations of Brand, the Perceived Quality and Loyalty of Brand among Insecticide, Fungicide, Herbicide and Plant nutrition product categories.

To find out the effects of Sales Promotions, price promotion (with immediate effect) and Premium Promotion (with Purchase-Premiums) on different categories of products, viz., Insecticide, Fungicide, Herbicide and Plant Nutrition Products on CBBE.

The Hypothesis for the research was “There is a significant influence of sale promotion on CBBE of Insecticides (H1.1); “There is a considerable influence of sale promotion on CBBE of Fungicides (H1.3)”. There is a considerable impact of sale promotion on CBBE of Herbicides (H1.5). There is a significant influence of sale promotion on CBBE of Plant Nutrition Products (H1.7)

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 impact 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 and Loyalty of Brand (Aaker. 1991). The product category under study one of the top brands in their respective category.

The study has carried out with a well structured questionnaire which consists of open& close ended questions termed as responses. The sampling design is snowball sampling. The study conducted in two states of the country Maharashtra & Odisha. The respondents are mix of elite and small holding farmers.

To analyse and interpret the data various statistical tools has been used. To realise whether the data are reliable for study or not the reliability test has been conducted. Further data adequacy test has been conducted by KMO and Bartlet test. With the help of ANOVA the variance has been shirked out. To know how the variables are correlated with each other correlation coefficient has been done. Further to understand the differential effect paired differential t-test has been conducted.

Result of the study proved that both price promotion (with immediate effect) and Premium Promotion (with Purchase-Premiums) affect the dimensions 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 CBBE 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 favorable association.

The perceived quality construct of CBBE scale thrash out because of sales promotion whether Price or Premium promotion in all the product segment i.e. Insecticide, Fungicide, Herbicide & Plant Nutrition. Perception of customers towards quality of the favorite brand remains unchanged with no sales promotion where as the brands undergone sales promotion got an adverse perception customer’s mind.
In loyalty of brand construct of CBBE 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.

The main limitation of the study is 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.

Scope of the study can be narrated as ‘Trade promotion is a critical factor in case of agrochemical products. They influence the decision of end user. So more study can be conducted where in inputs of trade promotion can be included as a part of sales promotion.’