CHAPTER – V
SUMMARY AND CONCLUSION

The agrochemicals industry is a significant industry for the Indian economy. The Indian agrochemicals market grew at a rate of 11 per cent from USD 4.4 billion in FY’15 to an estimated USD 6.3 billion in FY’20. India’s agrochemicals consumption is one of the lowest in the world with per hectare consumption of just 0.58 Kg compared to US (4.5 Kg/ha) and Japan (11 Kg/ha). In India, paddy accounts for the maximum share of pesticide consumption, around 28 per cent, followed by cotton (20%). Indian population is increasing and the per capita size of land decreasing, the use of pesticides in India has to improve further. Besides increasing in domestic consumption, the exports by the Indian Agrochemicals Industry can be doubled in the next four years, if proper strategies and sophisticated technologies are adopted by the industry.

**Insecticides**: Insecticides provide protection to the crops from the insects by either killing them or by preventing their attack. They help in controlling the pest population below a desired threshold level.

**Fungicides**: Fungi are the most widespread causes of crop loss across the world. Fungicides protect the crops from the attack of fungi and can be of two types – protectants and eradicates. Protectants prevent or inhibit fungal growth and eradicates kill the pests on application.

**Herbicides**: Herbicides also called as weedicides are used to kill undesirable plants. They can be of two types - selective and non-selective. Selective herbicides kill specific plants, leaving the desired crop unharmed, while non-selective herbicides are used for widespread clearance of ground and are used to control weeds before crop planting.

**Bio-pesticides**: Bio-pesticides are new age crop protection products manufactured from natural substances like plants, animals, bacteria and certain minerals. They are eco-friendly, easy to use; require lower dosage amounts for same performance as compared to chemical based pesticides.
Others: Fumigants and rodenticides are the chemicals which protect the crops from pest attacks during crop storage.

Objectives:
5.1 Farmers’ level of satisfaction and expectation towards Sprint fungicide.
5.2 Factors influencing the purchase of Sprint fungicide by farmers.
5.3 Reasons behind brand switching of farmers.
5.4 Competitive advantages and marketing constraints faced by dealers of Sprint.

5.1 FARMERS’ LEVEL OF SATISFACTION AND EXPECTATION TOWARDS SPRINT FUNGICIDE

The majority of farmers are satisfied with the quality (98%), availability (99%), result (98%) and packaging (70%). The result indicates that the farmers get the satisfaction with the values that are provided by the company to the farmers. Only one factor with that the farmers are not satisfied is the price of the Sprint fungicide. Compare to all the fungicide in the market Sprint has the higher price. That’s why the farmers are not satisfied with the price of the Sprint.

The quality of the product is superior compared to other product available in the market and fulfill the expectation of farmers. The product also fulfills the expectation of famers for the availability of the product in the market on time of the requirement. While the other factor like price, field demonstration and field visit are expected by the farmers. The price is the factor which has negative result, farmer expect the lower price of the product. The better quality and lower price for a same product is not possible. So that it has negative results in the expectation of farmers.

5.2 FACTORS INFLUENCING THE PURCHASE OF SPRINT FUNGICIDE BY FARMERS

The coefficient of multiple determination \( (R^2) \) is 0.34, which indicate that the selected eight variables explained 34 per cent of variation on purchasing decision of farmers for the Sprint fungicide. The farm size and annual income positively affected the purchase
decision of farmers while, price affected negatively to the purchase decision of farmers. That means the purchase quantity can be increase with the quality and availability on time in the market. While age and education have no effect on the quantity purchased of Sprint fungicide by the farmers. There may be some other factors influencing the total purchase of Sprint fungicide by farmers.

5.3 REASONS BEHIND BRAND SWITCHING OF FARMERS

The result reveals that the major reasons behind the brand switching of farmers are as follows in their order respectively:

5.3.1 Low price

Low price of the product does not lead the farmers to change their brand which they are using currently. There are no such differences in the prices of the other brand products so farmers not changing their brands.

5.3.2 Availability

Availability has fewer impacts on the brand switching of the farmers, they prefer to buy the similar product consecutively, and if the product is not available in the market, they will wait for the product for arrival.

5.3.3 Better quality

Better quality is major factor that will influence the farmers to switch the brand. Farmers are willingly changing the brand if the good quality product is available in the market. They prefer to change over the traditional brands.

5.3.4 Better service

Better service has fewer impacts on the farmers’ decision of the brand switching. Services of the company have not made several change in the farmers purchasing decision of the fungicides.

5.3.5 Brand image

Brand image is one of the major influencing factor in purchasing decision of the fungicides. Farmers are ready to switch from one brand to another brand on the basis of the
brand image. They don’t trust their own source of information than the market information of the fungicides products.

5.3.6 Peer group

Peer group has very less influence on the purchasing decision of farmers. Farmers do not quickly revert their purchasing decision of any brand with the preference of the peer group.

5.3.7 Better results

Better results have several impacts on the brand switching of the farmers. They ready to switch their brand if the better result providing fungicides are available in the market.

5.4 COMPETITIVE ADVANTAGES AND MARKETING CONSTRAINTS FACED BY DEALERS OF SPRINT

In marketing of the sprint fungicide dealers faced the various marketing constraints. From the results the marketing constraints ranked by the dealers are as follows:

Low margin is the most rated constraint faced by the dealers followed by the competitive product available in the market. Competition among the dealers is ranked third by the dealers which affect the marketing of the Sprint fungicide. Lack of storage facility on the store of dealers is ranked fourth in the listed constraints followed by lack of the field staff. Promotional activities by the company ranked sixth that means the company has done sufficient marketing in the Junagadh district. Lack of knowledge ranked seven, which means that the company is providing sufficient knowledge to the dealers regarding the product and its specification. The dealers are also satisfied with the transportation facilities and companies’ services. The quality of the product is superior that is why it is ranked lowest than the other marketing constraints followed by the availability of the product at the time of the demand.

Competitive advantages of selling the Sprint fungicide in the Junagadh district. The various eight factors are ranked according to the expectations of the respondents. Dealers has given first rank to the quality of the sprint fungicides because the better the quality of the product more they can sale and assist the farmers to use the high quality product. Brand image is ranked second because of the marketing of the company may help the product selling. Demand and profit ranked third and fourth respectively. While low price of the
product and low transportation cost are ranked fifth and sixth respectively. The schemes and better results are the factors which are not so much advantageous to the dealer. Generally dealers are more interested in the profit and demand of the product from which they get benefits.

CONCLUSION

The project work assesses the satisfaction and expectation of farmers for the Sprint fungicide in Junagadh district. Total one hundred twenty respondents were selected for the survey comprising one hundred farmers and twenty dealers. From the farmers’ satisfaction and expectation for the Sprint fungicide, it can be concluded that they are satisfied with the quality of Sprint fungicide and farmers expects low price, field visit and demonstration of Sprint fungicide. The farm size and annual income positively affect the purchase decision of farmers while, price affect negatively to the purchase decision of farmers. That means the purchase quantity can be increase with increase in farm size and annual income of farmers while increase with decrease in price of Sprint fungicide. The farmers are switching their brands due to the quality, brand image and better service. While the peer group and low price are not influencing factors for brand switching. Marketing constraints faced by dealers are; low margin, competitive product and competitor dealers. Marketing advantages obtained by dealers are; better quality, brand image and higher demand.

SUGGESTIONS

- Farmers are moderately satisfied with the price of the product and also expect low price. Price is also one of the important factor affecting purchase decision of farmers. So company should reduce price of Sprint fungicide to the optimum level.

- Company should consider the farmers expectations and should increase field visits and demonstrations.

- Majority of farmers are satisfied, so the company should maintain the quality, availability and packaging of the product.