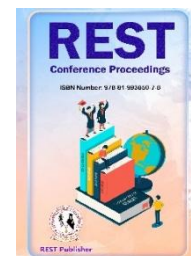


REST Conference Proceedings

Vol: 1(2), 2025

REST Publisher; ISBN: 978-81-993050-7-6

Website: <https://restpublisher.com/book-series/rcp/>



A Study on Marketing Strategies of Agriculture Products with Reference to the Poorva Chemtech Pvt.Ltd

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Abstract: This study examines the marketing strategies of Poorva Chemtech Pvt. Ltd., a company specializing in agricultural inputs such as fertilizers, pesticides, plant growth regulators, and micronutrients. In the Indian agricultural context, effective marketing is crucial for reaching farmers, enhancing brand awareness, and driving product adoption. The research investigates the factors influencing farmers' purchasing decisions, including product quality, pricing, brand reputation, subsidies, and promotional activities. Data was collected using a descriptive research design, with both primary and secondary sources. Primary data was gathered from farmers, retailers, and company representatives across Amravati district. Factor analysis was employed to identify the most influential determinants affecting purchase decisions. The study found that subsidies, sources consulted, horsepower, after-sales service, price, and brand name ranked as the most significant factors for agricultural tractor purchases. Additionally, the research evaluated the effectiveness of promotional tools such as field demonstrations, dealer networks, rural marketing campaigns, and seasonal offers. Findings indicate that while Poorva Chemtech has achieved strong brand recognition among certain farmer segments, challenges remain, including high market competition, limited brand awareness, and insufficient marketing materials. The study offers actionable recommendations, such as expanding digital outreach, introducing organic and eco-friendly products, strengthening dealer engagement, providing post-purchase support, and implementing loyalty programs to enhance market penetration and customer loyalty. Overall, the study provides insights into improving marketing effectiveness in India's dynamic agricultural sector.

Keywords: Agricultural Equipment's Tractors, Consumer Behaviour, Factor Analysis, Branding, Marketing and Production of Equipment's etc. Agricultural marketing, Poorva Chemtech Pvt. Ltd, Fertilizers and pesticides, Rural marketing strategies, Farmer engagement, Dealer network, Brand awareness, Product promotion, Agri-input marketing, Indian agriculture sector

1. INTRODUCTION

Agricultural marketing encompasses all activities involved in moving farm, horticultural, and allied products from producers to consumers, including storage, transportation, processing, and the transfer of ownership across various marketing channels. Agriculture is a backbone of the Indian economy, employing over 170 million people and contributing significantly to food security and economic output. Despite abundant arable land and advanced technologies, productivity remains low due to limited awareness and adoption of modern agricultural practices. In this context, companies like Poorva Chemtech Pvt. Ltd. play a critical role by providing high-quality agricultural inputs and educating farmers on best practices. Marketing in agriculture faces unique challenges, including seasonal demand fluctuations, geographic diversity, and reliance on traditional beliefs. Therefore, companies must adopt integrated strategies that combine dealer support, field demonstrations, rural promotions, and targeted campaigns. This study aims to evaluate the marketing strategies of Poorva Chemtech Pvt. Ltd., assess their impact on farmers' purchasing decisions, identify challenges in rural marketing, and provide recommendations to enhance customer satisfaction, brand visibility, and market outreach. By understanding the effectiveness of current marketing practices, this research seeks to contribute valuable insights for agri-input companies striving to strengthen their presence in India's evolving agricultural sector.

2. RESEARCH OBJECTIVES

1. To analyse the current marketing strategies adopted by Poorva Chemtech Pvt. Ltd. for promoting its agricultural products.
2. To evaluate the effectiveness of these strategies in creating brand awareness and influencing farmers' purchasing decisions
3. To understand the role of dealers, distributors, and retailers in the marketing and sales process.
4. To assess farmers' satisfaction and trust toward Poorva Chemtech's products and promotional efforts.
5. To identify the challenges faced by the company in marketing agricultural products in rural areas.

6. To provide recommendations for improving marketing approaches to enhance market penetration and customer engagement

Scope: The study focuses on analyzing the marketing strategies of Poorva Chemtech Pvt. Ltd., with a particular emphasis on its agricultural products, including fertilizers, pesticides, plant growth regulators, and micronutrients. It aims to assess how the company's marketing initiatives influence farmers' purchasing decisions, brand awareness, and loyalty. The research encompasses various promotional and distribution methods such as field demonstrations, dealer networks, rural marketing campaigns, seasonal offers, and pricing strategies. Data is collected from multiple stakeholders, including farmers, retailers, and company representatives, to provide a comprehensive understanding of the effectiveness of these strategies in Amravati district. The study also explores the challenges faced in rural marketing, such as competition, limited brand visibility, and informational gaps among farmers. By examining these aspects, the research seeks to offer actionable insights for improving market outreach, customer engagement, and overall brand performance. The findings of this study are particularly relevant for agri-input companies operating in similar regions and conditions, providing guidance for designing more effective, targeted, and sustainable marketing strategies in the Indian agricultural sector.

Limitations: This study is subject to certain limitations that should be acknowledged. Firstly, it is geographically confined to selected regions of Amravati district, which may limit the generalizability of the findings to other areas of Maharashtra or India. The sample size of 100 respondents provides valuable insights into trends but may not fully capture the diversity of farmer experiences and perceptions. Additionally, data collection was conducted over a specific period, and seasonal variations in agricultural practices, demand, and marketing effectiveness were not accounted for. Respondents' answers may have been influenced by personal opinions, social desirability, or recall bias, which could affect data accuracy. Limited access to internal company data, such as detailed sales figures and promotional budgets, restricted a deeper quantitative analysis. The study also focuses only on select products, including fertilizers, pesticides, plant growth regulators, and micronutrients, and does not encompass the full range of agricultural inputs offered by Poorva Chemtech Pvt. Ltd. Finally, external factors such as weather conditions, crop performance, and government policies, which can significantly impact farmers' purchasing behavior, were beyond the scope of this research.

Hypothesis

H1 (Alternative Hypothesis): Marketing strategies adopted by Poorva Chemtech Pvt. Ltd. have a significant positive impact on farmers' purchasing decisions and brand perception.

H0 (Null Hypothesis): Marketing strategies adopted by Poorva Chemtech Pvt. Ltd. do not have a significant impact on farmers' purchasing decisions and brand perception.

3. METHODOLOGY

A research design is a broad plan that states the objective of a research project and provides the guidelines for what is to be done to realize the objective. It is, in other words, a master plan for executing a research project.

The research design is similar to a broad plan or model that states how the entire research project would be conducted. It is desirable that it must be in written form and must be simple and clearly stated. The real project is carried out as per the research design laid down in advance. It helps to collect quantitative data which could be analyzed using inferential statistics. The questionnaire is divided into three parts: a level, factors influencing investment decision, and satisfaction level. A deductive approach of reasoning is used to find out the most influencing factors affecting the decision of individual investors. In this study, the researcher explores the behavior factors influencing the decision-making of investors. The study starts with reviewing behavior finance theories in general and in the stock market in particular to get the theoretical and conceptual context as well as empirical findings of previous researchers from which the research model and hypotheses are proposed. Then the questions used in interviews and questionnaires are prepared. In market research, sampling means getting opinion from a number of people, choosing a specific group, in order to find out about the whole group. Therefore, market researchers make random sampling from which, through careful design and analysis, can draw information about their chosen.

The sampling technique will be a simple random sampling technique. Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. The methodology used to sample from a larger population depends on the type of analysis being performed but may include simple random sampling or systematic sampling.

The universe in research will be Poorva Chemtech. Sampling size is a count of individual samples or observations in any statistical setting, such as a scientific experiment or a public opinion survey. Though a relatively straightforward concept, choice of sample size is a critical determination for a project. Too small a yield unreliable results while an overly large sample demands a good deal of time and

resources Sample size in this research will be 100 respondents. This is sufficient for study and which is represent different age group of People.

4. REVIEW OF LITERATURE

Several studies have emphasized the critical role of effective marketing strategies in the agricultural sector. Kotler and Keller (2016) highlight that consumer behavior significantly influences marketing decisions, and a firm's success depends on understanding customer needs and preferences. Sengupta (2013) explored marketing of agricultural products in India, emphasizing the importance of rural marketing campaigns, dealer networks, and promotional activities in enhancing product visibility and adoption. Chatterjee and Mukherjee (2014) studied strategic marketing approaches for agro-chemicals in emerging markets, underscoring the relevance of field demonstrations, seasonal offers, and targeted campaigns in building farmer trust and loyalty. Collectively, these studies suggest that a combination of product quality, effective promotion, distribution channels, and farmer engagement is essential for improving sales and sustaining competitive advantage. However, limited research has focused specifically on the marketing practices of companies like Poorva Chemtech Pvt. Ltd. in the context of Amravati district, creating a need for localized studies that assess both marketing effectiveness and farmer perceptions.

5. DATA ANALYSIS AND INTERPRETATION

The collected data was systematically analyzed to evaluate the effectiveness of Poorva Chemtech Pvt. Ltd.'s marketing strategies and to understand farmers' perceptions and purchasing behavior. The analysis focused on the sources of product awareness, usage patterns of different product categories, satisfaction levels, and the perceived effectiveness of the company's marketing initiatives.

Sources of Awareness: Farmers primarily learned about Poorva Chemtech's products through multiple channels. Online advertisements emerged as the most effective digital medium, accounting for 28% of respondents, while 25% reported awareness through site engineers, indicating the crucial role of field-level professionals. Word of mouth influenced 22% of farmers, highlighting the importance of personal recommendations, whereas local retailers and traditional advertisements accounted for 8% and 17% respectively. These findings suggest that integrated marketing efforts combining digital, interpersonal, and field-level channels are essential to maximize product visibility.

Product Usage Patterns: Among the company's product portfolio, Plant Growth Regulators (PGRs) were the most widely used, with 44% of respondents indicating usage. Pesticides accounted for 28%, herbicides 15%, and fertilizers 13%, reflecting varying levels of adoption across product categories. The dominance of PGRs suggests that farmers prioritize products that directly impact crop growth and yield, emphasizing the need for targeted promotion of high-demand categories.

Customer Satisfaction: Farmers' satisfaction with product quality was generally positive. Approximately 44% of respondents were "Very Satisfied," while 26% were "Satisfied," indicating that a majority of users perceive Poorva Chemtech's products as reliable and effective. However, 18% of respondents were neutral, and 12% expressed dissatisfaction to varying degrees, highlighting areas for potential improvement in product performance or user support.

Perceived Effectiveness of Marketing Strategies: Farmers' perceptions of marketing effectiveness were mixed. About 28% believed that the company's marketing strategies addressed agricultural needs "very well," whereas 31% indicated that strategies were inadequate (13% "Very Poorly" and 18% "Poorly"). A substantial portion, 32%, remained neutral, indicating either uncertainty or mixed experiences with the promotional initiatives. This highlights gaps in communication, promotional reach, and engagement with the target audience.

Challenges Identified: Competition emerged as the most significant challenge, with 40% of respondents highlighting it, followed by limited brand awareness (24%), lack of marketing materials (20%), and inadequate product information (16%). These findings suggest that while the company has established a presence in the market, it faces strong competitive pressures and informational barriers that may hinder wider adoption.

Effectiveness of Products and Solutions: When evaluating the perceived effectiveness of individual products, 28% of respondents rated them as “Very Effective,” and 9% as “Effective.” However, 32% remained neutral, and 31% considered products ineffective to some extent. Similarly, for overall agricultural solutions provided by the company, 28% of respondents found them very effective, while 22% considered them effective, and 34% perceived them as lacking. The 16% neutral response underscores the need for clearer communication of product benefits and better support for users to achieve optimal outcomes.

The analysis indicates that Poorva Chemtech Pvt. Ltd. has achieved moderate success in reaching its target audience and creating awareness for its agricultural products. While the majority of farmers are satisfied with product quality, gaps in marketing outreach, brand visibility, and competition remain significant challenges. Integrated marketing strategies combining digital platforms, field demonstrations, and active engagement through dealers and site engineers are essential to enhance brand perception, increase product adoption, and improve customer satisfaction. The data highlights a need for targeted interventions, including expanding digital outreach, enhancing farmer education, providing post-purchase support, introducing eco-friendly products, and strengthening loyalty programs. Addressing these areas will likely improve farmers’ perceptions, increase market penetration, and foster long-term trust and brand loyalty in the competitive agricultural sector.

Findings: 40% of respondents identify Competition from other brands as the biggest challenge. 24% believe Limited brand awareness is a significant issue. 20% cite "Lack of marketing materials" as a challenge. 16% point to "Inadequate product information" as a barrier. High competition 40% suggests that Poorva Chemtech operates in a highly competitive market where rival brands may have stronger visibility, customer trust, or better product differentiation. 28% of respondents consider the product Very Effective. 9% find it Effective. 32% remain Neutral. 13% believe it is Very Ineffective 18% consider it Ineffective. A large portion 32 remains Neutral, indicating uncertainty or mixed experiences with the product. 28% of respondents consider the solution Very Effective. 22% find it Effective. 1. of respondents are satisfied with the agricultural solution, suggesting that it meets the needs of a majority of users. A significant 34%. users find the solution lacking, indicating that improvements may be necessary. The 16% Neutral response shows that a portion of users is undecided or indifferent, possibly due to a lack of experience with the solution or mixed results. 14% believe it is Ineffective.

Suggestions: Poorva Chematech could introduce organic or bio-based agricultural products to cater to the growing demand for sustainable and eco-friendly farming methods. Offering a range of environmentally friendly products could enhance the brand's appeal among a broader base of customers, particularly those with organic farms. To ease the financial burden on small-scale farmers, Poorva Chematech could partner with financial institutions to offer easy credit options for the purchase of agricultural inputs. This would help farmers who are unable to afford the upfront costs of products. Enhancing post-purchase support such as installation services, troubleshooting, and continued guidance can significantly improve customer retention and satisfaction. Offering loyalty programs or incentive schemes for repeat purchases could also encourage farmers to continue using Poorva Chematech’s products.

6. CONCLUSION

The study on the marketing strategies of Poorva Chemtech Pvt. Ltd. reveals that the company has made notable progress in reaching farmers, building brand awareness, and influencing purchasing decisions through a combination of field demonstrations, dealer networks, rural campaigns, and digital promotions. Plant Growth Regulators and pesticides were identified as the most widely used products, while customer satisfaction levels indicate a generally positive perception of product quality.

However, challenges such as high competition, limited brand visibility, lack of marketing materials, and inconsistent farmer engagement were also highlighted. These findings suggest that while current strategies are effective in certain areas, there is significant scope for improvement.

To enhance market outreach and customer loyalty, the company should focus on expanding digital marketing initiatives, offering eco-friendly and organic products, strengthening dealer and site engineer engagement, improving post-purchase support, and implementing loyalty programs. A more integrated and targeted approach can help Poorva Chemtech Pvt. Ltd. consolidate its position in the Indian agricultural sector, increase product adoption, and ensure sustained growth.

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