

Study the Effectiveness of Promotion to Accelerate the Potential Farmer with Reference to Narmada Agro Tech

Sandip Dudhane¹, Dr. Reshma Kabugade², Prasad Chandgude³, Vaibhav Bankar⁴

Student, MBA Department^{1,3}

Associate Prof, MBA Department²

Assistant, MBA Department⁴

NBN Sinhgad School of Management Studies, Pune

Abstract: *The project was undertaken with a view to identify the “Study the effectiveness of Promotion to Accelerate the Potential with Reference to Narmada Agro Tech” according to dispatch of Material and overall distribution channel of Narmada Agro Tech, Baramati. With the objectives in mind study of the of the company was done and Marketing Strategy details of same under study were understood with the help of company’s staff and by referring to the specific materials. Structured Questionnaire method was used to obtain the required information. A Questionnaire was designed carefully incorporating all the questions related to the objective. After consulting with the marketing coordinator and other staffs, area was chosen for carrying out the sample survey. The area chosen was Baramati and Baramati rural area. A sample size of 120 dealers was taken for this purpose and their responses were recorded. After the survey was complete, the data was first sorted, than analysed on the chosen parameter. The information obtained after analysis of the data was later tabulated and represented in Pie diagram form. This makes the results comprehensive and able to understand by anyone. Going through the report, this also make it easy to interpret the pie diagrams gain the findings, draw conclusion based on research and provide a presentable format of the report.*

Keywords: Narmada Agro Tech.

I. INTRODUCTION

In today's competitive business environment, companies are constantly seeking strategies to enhance their market share and improve their performance. One such strategy is the promotion of products or services, which plays a pivotal role in accelerating the growth and potential of a company. For agro-based companies, which are intricately tied to agricultural production, sustainability, and consumer demand, promotional strategies become even more critical. Promotions in this sector can include a range of activities, from discounts and offers to more sophisticated marketing campaigns, aiming to increase visibility, attract customers, and ultimately boost sales and profitability. This research seeks to study the effectiveness of promotional strategies in accelerating the potential of agro-based companies. By analyzing various promotional tools and techniques utilized in the agricultural sector, the study aims to determine their impact on customer acquisition, brand loyalty, and overall company performance. It will explore how agro-based businesses, which often face unique challenges such as fluctuating market prices, seasonal demands, and supply chain constraints, can leverage promotions to overcome these obstacles and unlock new growth opportunities.

II. OBJECTIVES

To study the awareness of narmada agro products among the farmers.

To study various promotional activities of narmada agro.

To suggest promotional tools to enhance effectiveness of promotional activities of narmada agro.



III. LITERATURE REVIEW

Mali et al. (2012) studied the promotional activities of an agro-chemical company, Bayer crop science Ltd, in marketing of two of its products, Viz. ‘Admire’ and ‘Confider’ used for controlling mealy bug and sucking pest in grape crop. The study is based on the data collected from 257 grape-farmers in 5 tehsils of Sangli district in Maharashtra during the year 2010-11 [1]. Kumar (2002) reported a narrative view of econometric models published in the business literature that estimate the effects of advertising and promotional spending on the market value of the firm.. They suggest that there is a positive relationship between levels of advertising and promotional spending and the market value of the firm. Advertising and sales promotions spending are generally expected to generate future cash flows and produce increases in shareholders wealth [2]. Gary et al. (2005) investigated the process by which marketing and promotional activities were planned, and the specific promotional tools used by Regional Shopping Centers in the UK. Marketing Managers of four of the nine RSCs were interviewed using a non standardized semi-structure interview schedules. One of the major findings was that the human resources devoted to marketing and promotions in RSCs were relatively low, and 17 their tasks oriented towards more tactical promotional activity. RSCs make extensive use of advertising and public relations, plus promotional leaflets and special events as their promotional strategy[3]. Ying et al. (2002) reported the result on an internet survey on the potentiality of event marketing or sponsoring events in China as an alternative to advertisement and other promotional activities. Result of the study showed that this type of promotion provides international companies a viable alternative to the increasingly cluttered mass media, and play a key role in corporate branding and integrated marketing communication. Sponsoring sports and music events was found particularly effective in reaching the opinion leaders and innovators, and establishing favourable links between an audience and sponsor’s brand image[4]. Hirlal et al. (2006) conducted a study on adoption of various sale promotion methods of agricultural input retailers in West Bengal to assess the relative importance of different sales promotion methods based on the perception of agricultural input-retailers. The study resulted that the major sales promotion methods adopted by agricultural input retailers were individual contact to farmers (97 percent), selling products in credit (95 per cent), diagnosing and prescribing (95 percent) and participating in dealers’ meetings (45 percent). [5]

Sabur et al. (1997) studied marketing and economic use of pesticides in Bangladesh and noted that the gross margin and net margin of dealers was higher that of retailers. This was because of dealers lower marketing cost and imperfection of market at dealer level. Entry into dealers market was not easy compared to retail market, because dealers ned larger amount of capital and reputation.[6]

IV. RESEARCH METHODOLOGY

Area of the Study Baramati taluka is located in western Maharashtra Most of the area of the Baramati taluka is under farming, so there are so many agro based company in Baramati taluka. So Baramati taluka was selected purposively. Sample Technique The data was collected through random sampling technique from the selected 12 villages in Baramati taluka. About 12 farmers were selected randomly from each village, thus making the sample size of 120 farmers. Type of data Primary data: Primary data was collected through personal interview and through questionnaire of farmers. Secondary data: Secondary data was collected through various published sources such as websites, books, research paper, company’s records.

V. DATA ANALYSIS

Sr.No	Particulars	Scale	No.of Respondents	percentage
1.	Association farmer with Narmada Agro	More than 5 years	85	71%
		More than 3 years	20	17%
		More than 1 years	15	12%
2.	Narmada Agro promotion activities?	Yes	110	92%
		No	10	8%



3.	Need of more promotion for the product?	Yes	85	71%
		No	35	29%
4.	Best time to perform promotional activities?	Oct-Nov	60	50%
		Jun-Jul	60	50%
5.	Area should use to promotion the product?	Baramati rural	110	92%
		Baramati urban	120	8%
6.	Medium should be used for promotional activities?	TV		17%
		Newspaper	50	42%
		Radio	30	25%
		Farmer meeting	15	12%
		Others	5	4%
7.	The result on sale because of promotional programs?	75%	60	50%
		50	40	33%
		25%	15	13%
		None	5	4%
8.	Such customer who demands product by advertising?	Yes	90	75%
		No	30	25%
9.	Find impact of advertising on customer?	Yes	80	67%
		No	40	33%
10.	Customer's feedback about promotional activities?	Satisfied	80	67%
		Unsatisfied	30	25%
		Neutral	10	8%
11.	Rate the Promotional activity of Narmada agro tech?	Good	115	100%
		Better	5	0%
		Best	0	0%
		Poor	0	0%

VI. FINDINGS

- Farmer Association with Narmada Agro: Long-term loyalty:** Majority of the farmers (71%) have been associated for **more than 5 years**, indicating **strong brand trust and customer retention**. A small percentage have been associated for **3–5 years (17%)** and **1–3 years (12%)**.
- Awareness of Promotional Activities: 92% of respondents are aware** of Narmada Agro's promotional efforts, which suggests effective outreach.
- Need for More Promotion** highlighting a demand for **increased visibility or new promotional strategies**.
- Best Time for Promotion :71% of respondents believe more promotion is needed,**
s :Farmers are **evenly split** on the timing of promotions: **50% prefer October–November 50% prefer June–July**
This suggests both **kharif and rabi seasons** are important for promotional efforts.
- Preferred Promotional Area : Rural Baramati is the key target area (92%). Only 8% suggested urban Baramati,** indicating that **rural marketing should be the primary focus**.
- Preferred Medium for Promotion :** Top 3 preferred mediums: **Newspapers (42%), Radio (25%), TV (17%)**Farmer meetings (12%) and others (4%) were less preferred. :This suggests a **mix of mass media** and some **direct engagement** works best
- Impact of Promotions on Sales : 50% of respondents saw a 75% increase in sales** due to promotions. :33% saw a **50% increase**. Only 13% saw a **25% impact**, and 4% saw **no effect**, indicating that **promotions are largely effective**.



8. Customer Demand Due to Advertising :75% reported customers demand products based on ads, confirming that advertising drives consumer interest.

9. Perceived Impact of Advertising : 67% feel advertising positively influences customers, reinforcing its value.

10. Customer Feedback on Promotions : 67% are satisfied, 25% unsatisfied, and 8% neutral. Majority satisfaction shows promotions are well-received, though there's room for improvement.

11. Rating of Promotional Activities : 100% rated promotions as “Good”, but none rated it as “Better” or “Best”. This implies consistency but perhaps limited innovation or excellence in strategy.

VII RECOMMENDATION

Introduce Loyalty Programs to reward long-standing farmers (e.g., discounts, early access to products, loyalty bonuses).
Use Testimonials and Case Studies from long-term customers in marketing materials to build trust with newer prospects.

Organize "Farmer Appreciation Events" to reinforce relationships and gather real-time feedback.

Conduct focus groups or feedback sessions with unsatisfied farmers to understand gaps.

Innovate with interactive promotions (e.g., mobile contests, agri-quizzes with rewards).

VIII CONCLUSION

The findings highlight that Narmada Agro has built a strong and loyal relationship with its farmer base, with associated for over five years. Their promotional efforts have achieved widespread awareness and are seen to significantly influence both sales and customer behavior of customers demand products after seeing advertisements, and 50% of respondents experienced a sales increase due to promotions. However, despite the broad awareness and generally positive impact (with 67% recognizing the effectiveness of advertising and customer satisfaction), there is a clear call for more promotional activities from of respondents. This suggests that while the campaigns are effective, they may lack the depth, frequency, or variety needed to fully engage the audience. Targeted efforts in Baramati rural — the most responsive region — during the key agricultural seasons of October-November and June-July can further strengthen outcomes. The most effective communication channels remain mass media, with newspapers, radio, and TV outperforming traditional farmer meetings, signaling a shift in engagement preferences. While all respondents rate current promotional efforts as "Good," none rate them as "Best" or "Better," emphasizing the opportunity for innovation and enhancement. By deepening promotional outreach, refining timing and channels, and addressing the unmet expectations of the unsatisfied segment, Narmada Agro can elevate its marketing impact and further strengthen its market position.

REFERENCES

- [1]. Mali et al. (2012) studied the promotional activities of an agro-chemical company, Bayer crop science Ltd, in marketing of two of its products, Viz. ‘Admire’ and ‘Confider’ used for controlling mealy bug and sucking pest in grape crop. The study is based on the data collected from 257 grape-farmers in 5 tehsils of Sangli district in Maharashtra during the year 2010-11
- [2]. 2. Warnaby, G., Yip, K. M., & Bennison, D. (2005). Promotional planning in UK regional shopping centres: An exploratory study. *Marketing Intelligence & Planning*, 23(1), 43–57. <https://doi.org/10.1108/02634500510577465>
- [3]. Fan, Y., & Pfitzenmaier, N. (2002). Event sponsorship in China. *Corporate Communications: An International Journal*, 7(2), 110–116. <https://doi.org/10.1108/13563280210426179>
- [4]. Sabur, S. A. (1999). Pesticide marketing system in Bangladesh. *Bangladesh Journal of Agricultural Economics*, 22(2), 57–78. <https://doi.org/10.22004/ag.econ.202082>

