Analyzing buying behaviour of consumer towards IFFCO’S Urea and DAP in Rewari District of Haryana.

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ABSTRACT:
IFFCO was introduced in India on Nov 3, 1967 as a Cooperative society with the aim of improving agricultural productivity in India by providing high quality fertilizers to farmers at affordable prices. The present study is focused on studying buying behaviour of consumer towards IFFCO’s DAP and Urea, by studying socio-economic profile of the respondents, marketing channels in the study area. The studied parameters for socio-economic profiling was age, sex, education, occupation, land holding, size of family and monthly income, besideall of them age and sex of the respondents were found non-significant. IFFCO’s products creates high value because of its quality and availability thus, attraction of consumers towards IFFCO’s products are increasing at a very high rate. IFFCO’s urea and DAP have strongest market in Northern states like Punjab, Haryana, Uttar Pradesh and Bihar for wheat and rice, Significant market in western states like Gujarat, Maharashtra and Rajasthan for cotton, sugarcane and groundnut and expanding in Southern states like Tamil Nadu, Andhra Pradesh and Karnataka for rice, wheat and pulses.

Keywords: Consumer, Buying behavior, marketing, Urea & DAP.

INTRODUCTION
Among the different types of fertilizers, diammonium phosphate (DAP) and urea are widely used for their high nutrient content and ease of application. DAP is a compound fertilizer that contains nitrogen and phosphorus in a ratio of 18:46, while urea is a nitrogenous fertilizer that contains 46% nitrogen. In recent years, the use of DAP and urea has increased significantly due to the growing demand for food and the need to improve agricultural productivity. However, the indiscriminate use of fertilizers has led to various environmental problems, including soil degradation, water pollution, and greenhouse gas emissions.

Indian Farmers Fertiliser Cooperative Limited (IFFCO) is one of the leading fertilizer manufacturers in India, producing a range of fertilizers including diammonium phosphate (DAP) and urea. These fertilizers are widely used by farmers in the Rewari district of Haryana, which is an important agricultural region in India. The use of DAP and urea has increased significantly in Rewari district in recent years due to the growing demand for food and the need to improve agricultural productivity. The region is known for its fertile soil and favorable climate for agriculture, making it an ideal location for crop cultivation.

IFFCO has played a crucial role in meeting the demand for fertilizers in the region by supplying high-quality DAP and urea to farmers. The cooperative has established a strong distribution network in Rewari district, with a large number of retail outlets and warehouses to ensure timely and efficient supply of fertilizers to farmers. Despite the widespread use of DAP and urea in the region, there are concerns about their impact on soil health and the environment. Excessive use of fertilizers can lead to soil degradation, water pollution, and greenhouse gas emissions, which can have long-term consequences for agricultural productivity and the environment.

MATERIALS AND METHODS:
The present study was conducted in the Rewari district of Haryana state, where ‘Khol’ block was selected for the study. From the total villages in the block, six villages were selected randomly. The maximum sample size was 150. For collecting relevant data, a pre-tested structured schedule was used. The data collected from the respondents includes general information viz., age, education, land holding, size of family and opinions on buying behaviour of IFFCO’S Urea and DAP. At their homes and in some cases at a common place in the village, the respondents were interviewed. The purpose of the study was also explained to the respondents. As tool, Likert Scale was used to analyze the consumer buying behaviour of the respondents in the study area.

Likert Scale:
It is a scaling or rating system used in questionnaires, which is designed to measure people’sattitudes, opinions, or perceptions. Subjects choose from a range of possible responses to a specific question or statement responses typically include
(1) Strongly disagree;
(2) Disagree;
(3) Neither agree nor disagree;
(4) Agree;
(5) Strongly agree.
Often, the categories of response are coded numerically, in which case the numerical values must be defined for that specific study, such as,
- 1 = strongly agree,
• 2 = agree,
• 3= neither agree nor disagree,
• 4= disagree,
• 5= strongly disagree

This statistical tool will be used to examine consumer’s preference, awareness level and satisfaction towards products.

The Likert Scale formula is; - Adding the numeric value of each response, and then dividing by the number of respondents.

RESULTS AND DISCUSSION:
Fertilizer brands which were preferred by the respondents. The data was obtained from the sample 150 respondents showed the preferences of the consumers of Urea & DAP in the study area.

<table>
<thead>
<tr>
<th>Fertilizer Brands Preferred by the Respondents</th>
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<tbody>
<tr>
<td>Particulars</td>
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<td>-------------------</td>
</tr>
<tr>
<td>IPL</td>
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<tr>
<td>KRIBHCO</td>
</tr>
<tr>
<td>IFFCO</td>
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<tr>
<td>NFL</td>
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<td><strong>Total</strong></td>
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</tbody>
</table>

The table shows that 50% of respondents buy fertilizer from IFFCO and rest from others. The fertilizers manufactured by the IFFCO are of high quality and highly preferred by the consumers as stated above in the table.

Preference of various factors for the attraction towards IFFCO’s DAP and Urea.

The factors which were responsible for the consumer buying behavior towards the IFFCO’s Urea & DAP are mentioned below in the table.

The Likert scale tool was used to analyse the consumer buying behaviour of the sample respondents. The factors of preference were chosen according to the sample area of the study.
CONCLUSION
The study provides valuable insights into the preferences and purchasing patterns of consumers in the study area. DAP and Urea are widely used for their high nutrient content and ease of application. The consumption of DAP and urea is increasing day by day due to growing demand for food and need of increasing the productivity. DAP and Urea are two highly growing fertilizers in the whole industry. IFFCO is the most successful player of the industry and holds 1st rank in the cooperatives all over the world. IFFCO has a very strong distribution network in the study area and consumers are highly satisfied with the services offered by IFFCO. By studying the major findings of the study it was concluded that IFFCO had built greater heights of trust and loyalty in the consumers. IFFCO is the only player in the fertilizer industry in the study area which is providing “After Sale Service”. Not only fertilizers, IFFCO has entered into General insurance, logistics, multi commodity exchange, rural telecom, organic agri-input, rural finance, frozen foods, agrochemicals and much more. The non-profit initiatives of IFFCO for the betterment and advancement of agriculture makes them a separate identity from others.
In case of DAP and Urea consumers are more satisfied with the quality of granule and their heavy and durable packaging. Availability was also a major factor for the fascinating behavior of consumers towards IFFCO as the distribution network of other players was not enough strong to compete with IFFCO. The study reveals that the socio-economic profile of consumers is not a major factor in their buying behavior.
The study found that the majority of the consumers in Rewari district preferred IFFCO's DAP and Urea over other brands due to its quality, availability, and reasonable pricing. The study also highlighted the importance of factors such as brand loyalty, product quality, availability, and pricing in influencing consumer behavior. The study recommends that IFFCO should continue to focus on improving the quality of its products, ensuring their availability in the market, and maintaining competitive pricing to retain and attract more consumers. Overall, the study is a valuable resource for IFFCO and other similar companies operating in the agriculture sector to understand consumer preferences and behaviors and develop effective marketing strategies to meet their needs and expectations.

**BIBLIOGRAPHY**