



ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2022; SP-11(8): 1788-1791
© 2022 TPI
www.thepharmajournal.com
Received: 27-06-2022
Accepted: 30-07-2022

Farhana Khan
Department of Agri-Business
and Rural Management, College
of Agriculture, Indira Gandhi
Krishi Vishwavidyalaya, Raipur,
Chhattisgarh, India

Sarita Ghidode
Department of Agri-Business
and Rural Management, College
of Agriculture, Indira Gandhi
Krishi Vishwavidyalaya, Raipur,
Chhattisgarh, India

Sanjay Kumar Joshi
Department of Agri-Business
and Rural Management, College
of Agriculture, Indira Gandhi
Krishi Vishwavidyalaya, Raipur,
Chhattisgarh, India

Corresponding Author
Farhana Khan
Department of Agri-Business
and Rural Management, College
of Agriculture, Indira Gandhi
Krishi Vishwavidyalaya, Raipur,
Chhattisgarh, India

Impact of brand endorsement on farmer's purchasing decision for agricultural inputs: A case of Surguja district of Chhattisgarh

Farhana Khan, Sarita Ghidode and Sanjay Kumar Joshi

Abstract

The agricultural inputs sector plays an important role in increasing food production and advertising also plays a prominent role in reaching farmers & in the success of any business irrespective of the type the main aim of the study is significant because, in today's changing environment, marketers must be aware of the elements that influence farmers' decisions on agricultural input purchases. The research was useful in determining how farmers feel about agricultural input advertisements. This study deals with aspects of whether advertisements and celebrity is having any effects on farmers buying behavior or not. The news about the product and the competitive advantage it has over its substitutes should be the basic appeals inside the advertisements to result in a concrete impact on the rural people. The points that can be reiterated in the abstract of the study are that in this age of advertisement serve dual purposes of educating the target groups as well as bringing profits and prosperity to the advertisers.

Keywords: Celebrity endorsement, agricultural inputs

1. Introduction

India is the 7th largest country in geographical area and 2nd populated country after China in the world. India has a total area of 329 million hectares of which nearly 143 million hectares contain cultivable area. More than 70 percent of the Indian population directly depends on agriculture for their livelihood. The contribution of the agricultural sectors influences the growth of the Indian economy. But its contribution to the national gross domestic product (GDP) is 7.5 percent in 2019-20 as compared to 17 percent in 2017-18. The fact is that share of agriculture sector in GDP is declining for the past 20 years due to uneconomic returns in agriculture.

The agricultural inputs sector plays an important role in the increase in food production. The focus of input is not just going to increase in production but also to improve quality, reasonable price, easy credit facility, procurement of farm produce, and reach farmers easily. Public, private, and non-governmental organizations (NGOs) in the country are all using advertising to improve agricultural output. It is just communication and engulfs the gap between technology generators on the one hand and technology consumers on the other. Radio and television, as well as social media, are regarded as effective mass media for disseminating the newest scientific findings to Indian farmers on a large scale. While print media is a powerful medium because the written word is authentic, it persuades and motivates individuals to take action. Advertising is important for reaching farmers and for the success of any business, regardless of its form.

1.1 Celebrity endorsements of brands

Brand – a brand is a name, a sign, or a symbol such as a trademark or a logo that identifies a product or service and differentiates it from similar products or services. It is different from products, in that products perform a task for the user while the brand adds value and covers the source of the products protecting the customers and producer from competitors who would attempt to provide products that seem to be identical. (Surbhi Malhotra 2013) [2].

2. Materials and Methods

This chapter deal with the research methodology adopted for the present study with respect to the selection area, selection of respondents, collection of data and analytical techniques. The details of the method and technique adopted for the present study are described as below.

- Sampling Methodology
- Data Collection
- Statistical Tools

2.1 Methods of sampling

2.1.1 Selection of Study Area

Keeping in view the scope, the study was conducted in Chhattisgarh. From this state Surguja district was selected.

2.1.2 Selection of Block

There are 7 blocks in Surguja district. Out of which Ambikapur and its periphery areas were chosen for the study.

2.1.3 Selection of villages

Only two villages were selected for the study. Which are Silphili and Ajirma village are selected.

2.1.4 Sampling size

The study was having a sample size of 200 respondents on the basis of convenience sampling in Surguja.

2.2 Data collection

Data collection is a process of collecting the data for research purpose. The study conducted by using both primary and secondary data.

2.2.1 Primary data: A researcher collects primary data from first hand sources utilizing methods such as surveys, interviews, and experiments.

2.2.2 Secondary data: Secondary data is a data which is collected from other than the actual user. Secondary data collected through various research papers, journals and verified articles.

2.3 Statistical tools

The data so collected will be analysed using relevant statistical tools as per the need of the study and fulfilment of the objectives.

2.3.1 Percentage method

It's an especially handy way of expressing the true frequency of survey responses. This method is used to determine the dominant attribute linked to the respondents' responses. To find percentage individual frequency was divided by total frequency.

$$P=X/Y*100$$

Where, p is the percentage

X is the number of respondents who respond to a particular attributes as associated with the statement.

Y is the total number of respondents.

2.3.2 Total Weighted Score Method

Total Weighted score method is a method in which we have to provide different weights according to their importance and multiply the value of items (X) by the weights (Y) as given. Then add the values to obtain total weights of all the items. Rank them accordingly for the biggest number top rank least number got last rank.

3. Results and Discussion

3.1 To study the impact of brand endorsement on farmers buying behavior of agricultural inputs.

To identify which appeal works best with its target population, the advertiser should perform market research. The impact of a message is determined not only by what is said, but also by how it is presented. Some advertisements are aimed with rational positioning, while others are aimed at emotional positioning.

The established distribution network of conventional fertilizer companies also poses a challenge for the bio fertilizer products to get into the supply chain (S.K Joshi and A.K Gauraha 2022) [8]

3.1.1 Idea to using a celebrity to promote agricultural inputs.

Table 1: Idea to use a celebrity to promote agricultural inputs.

Sr. No.	Option	No. of farmers	% of respondents
1.	Always	70	35
2.	Often	50	25
3.	Sometimes	40	20
4.	No	15	7.5
5.	can't say	25	12.5
	Total	200	100

Out of total 200 Farmers,70 (35%) farmers think that it is always a good idea. 50 (25%) farmers think it is often a good idea. 40 (20%) farmers think celebrity endorsement is mixed idea. sometimes it is very good idea. 25 (12.5%) farmers are neutral about this. 15(7.7%) farmers think it is not a good idea.

3.1.2 Brand endorsement on farmers buying behavior of Tractor

3.1.2.1 Tractor brand farmers are using (Rank Wise)

Table 2: Tractor brand farmers are using (Rank Wise)

Sr. No.	Brand	Reason	No. of farmers	%	Rank
1.	Mahindra	fuel efficient	70	35	1
2.	Massey Ferguson	Incredible horsepower	25	12.5	4
3.	Sonalika	Best-in-class technology	45	22.5	2
4.	New Holland	Engine efficiency	35	17.5	3
5.	John Deere	High hydraulic system	15	7.5	5
6.	Others		10	5	6
	Total		200	100	

From data 2 shows that others had secured last rank, followed by others had secured 6th rank, and John Deere had secured 5th rank, Massey Ferguson had secured 4th rank, New Holland had secured 3rd rank, Sonalika had secured 2nd rank and

Mahindra had secured 1st rank. It is concluded that the Mahindra tractor brand is the most purchase brand by the farmers.

3.1.2.2 Factor Influencing on Purchase of Tractor (1 for most prefer and 5 for least prefer)

Table 3: Factors Influencing on Purchase of Tractor (Rank wise)

Sr. No	Aspects	No. of farmers	%	Rank
1.	well know brand	43	21.5	2
2.	High quality	60	30	1
3.	High technology	37	18.5	4
4.	Advertisement	40	20	3
5.	Favorite celebrity	20	10	5
	Total	200	100	

From data 3 shows that Favourite celebrity had secured last rank, followed by High technology had secured 4th rank, Advertisement had secured 3rd rank, well-known brand had secured 2nd rank and High Quality had secured 1st rank. It is concluded that Farmers prefer high quality for the purchase of agricultural inputs.

3.1.2.3 Celebrity influence in Tractor endorsement.

Table 4: Celebrity influence on Tractor endorsement

Sr. No	Celebrity Name	Brand	No. of farmer	%	Rank
1.	Salman Khan	John Deere	43	21.5	1
2.	Akshay Kumar	Massey Ferguson	39	19.5	3
3.	M.S Dhoni	Mahindra	40	20	2
4.	Dharmendra	New Holland	26	13	5
5.	Sunil Shetty	Sonalika	30	15	4
6.	Others		22	11	6
	Total		200	100	

According to the above table, Salman Khan was found most effective personality so a large number of Farmers gave him a top rank in tractor endorsement. Followed by M.S Dhoni is a powerful personality as a cricket star and he got 2nd position in this category. Akshay Kumar got 3rd rank on the table. Sunil Shetty got (4th) has been considered as good in celebrity potential in tractor endorsement. Dharmendra got 5th rank considered as less influence in celebrity endorsement. Others have got 6th rank. These conclude that most the farmers like Salman Khan as a celebrity for tractor endorsement.

3.2.2 Brand endorsement on farmer's buying behaviour of Agrochemical

3.2.2.1 Agro-chemical brand farmers are using

Table 5: Agro-chemical brand farmers are using

Sr. No	Company	No. of respondents	Percentage
1	IFFCO	75	37.5
2	Krusha	35	17.5
3	Kribhco	45	22.5
4	NFL	26	13
5	others	19	9.5
	Total	200	100

Out of total 200 respondents, nearly 75 (37.5%) like the IFFCO brand. 35 (17.5%) farmers like the Krushi brand, and 45 (22.5%) farmers like the Kribhco brand. And 26 (13%) farmers like NFL brand .19 (9.5%) others. This concluded that the IFFCO brand is most used by the farmers.

3.2.3 Brand endorsement on farmers buying behaviour of Seeds

3.2.3.1 Seeds brand farmers are using

Table 6: Seeds brand farmers are using

Sr. No	Brand	No. of farmers	Percentage	Rank
1	J.K seeds	40	20	2
2	VNR seeds	60	30	1
3	Bayers seeds	35	17.5	3
4	Kaveri	18	9	5
5	Ankur	33	16.5	4
6	others	14	7	6
	Total	200	100	

Out of total 200 Farmers, nearly 40 (20%) are using J.K seeds. 60 (30%) farmers are using VNR seeds brand, 35 (17.5%) farmers are using Bayers seeds. And 18 (9%) farmers are using Kaveri brand .33 (16.5%) farmers are using Ankur brand and 14(7%) has choose others. This concluded that VNR seeds are most used brand by farmers.

3.2.3.2 What makes advertisement Appealing.

Table 7: What makes advertisement Appealing

Sr. No	Aspects	No. of farmers	percentage
1	Punch line	20	10
2	Theme	40	20
3	Celebrity	60	30
4	Slogan	70	35
5	color	10	5
	Total	200	100

Out of total 200 respondents, nearly 20 (10%) chooses punch line. 40 (20%) farmers chooses Theme, 60 (30%) farmers chooses Celebrity. And 70 (35%) farmers choose Slogan. 10 (5%) remembered others. This concluded that Slogan is most appealing advertisement of Seeds Advertisement.

4. Conclusion

It can be concluded that 35 percent of farmers thinks that involvement of celebrity is always a good idea for endorsement of agricultural inputs. From the study it can be concluded that 35 percent of farmer are using Mahindra as a tractor brand. It was found from the study that 30 percent high quality tractor influence on purchase of tractors It was concluded that 29.5 percent of farmers think that celebrity is the most remembered aspects of tractor advertisement. From the present findings it can be concluded that 20 percent farmers have choose Salman Khan as the celebrity potential in tractor advertisement. This study concluded that IFFCO brand is most used by the farmers among the agro chemicals brand. From the findings it can be concluded that IFFCO brand is most remembered brand by the farmers. This concluded that 30 percent of farmers use VNR seeds most among the entire seeds brand. From the study it can be concluded that 30 percent Slogan is most appealing advertisement of Seeds Advertisement.

5. References

- Ahmed R, Seedani S, Ahuja M, Paryani S. Impact of celebrity endorsement on consumer buying behavior, 2015. Available at SSRN 2666148
- Malhotra S. Impact of Celebrity Endorsement on a Brand. SSRN Electronic, 2013.

3. Verma S. Influence of celebrity endorsements on buying behavior of youngster: A case study in Ludhiana city, 2016. Available at <http://krishikosh.egranth.ac.in/handle/1/5810108532>.
4. Sridevi S. Effectiveness of Celebrity Advertisement on Select FMCG – An Empirical Study. *Procedia and Economics and Finance*. 2014;11:276-278
5. Atkin C, Block M. Effectiveness of Celebrity. *Endorsers, Journal of Advertising Research*. 1983;23(1):57-61. 11(4), 954-961
6. Erfgen C. Impact of celebrity endorsement on brand when they endorse it which in turn helps in creating an image: A communication process perspective on 30 images which can be easily referred to by consumers. There years of empirical research. (Master's thesis), 2011.
7. McCracken G. Who is the celebrity endorser? Cultural foundations of the Endorsement Process Basil, M.D. Identification as a mediator of celebrity, *Journal of Consumer Research*. 1989, 1996;16(3):310.
8. SK Joshi, Gauraha AK. Global biofertilizer market: Emerging trends and opportunities. *Trends of Applied Microbiology for Sustainable Economy*, 2022, 689-697.