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The brand awareness of PAN Ltd as taken as precaution to control the disease affecting wheat production in Surguja district

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Abstract

One of the main staple foods on the earth is wheat. Rusts, blotches, and head blight/scab are prominent wheat diseases that now contribute to these losses. Better treatment of fungus-incited illnesses, which can result in annual output losses of 15% to 20%, is essential to overcoming this challenge. The study is confined to 14 villages of Surguja district. Surguja Region of Chhattisgarh State is basically a rural oriented region and about 70 percent of population living in villages. Due to financial constraints 14 villages of Allahabad district namely Jamuatau, Ghismodoar, Bhanota, Bhawarmal, Kerta, Mahavirganj, Rampur, Obirganj, Kanakpur, Lurgi, Kanchannagar, Khesasila, Nagra, Lurangi are chosen for survey by adopting simple random sampling technique. This study offers important details on the consumer durable and non-durable industries' use of rural marketing to promote their goods. It also evaluates the factors contributing to the paradigm shift from the urban to rural markets. This study even pinpoints the real reasons why durable and non-durable industries failed to successfully market their goods. As a research Findings, Age-wise analysis illustrates the pattern of consumer behavior in rural marketplaces, which is dominated by male consumers between the ages of 21 and 50. Electronic media advertisements are preferable to other forms of communication. The use of regional languages is crucial in rural marketing. Farmers are unsure of the proper insecticides and pesticides to use in the fight against insects and disease in wheat consequently, spreading knowledge about pesticide, etc. According to the current survey, many farmers are unaware of "PAN SEED," so the company has started a farmers' meeting program for hybrid seeds. Because seeds are not readily available on the market, the company expands its distributor network within the neighbourhood.

Keywords: Brand awareness, PAN Ltd., wheat production, disease management

Introduction

The FAO's most recent projection for worldwide cereal production in 2023 is now 2819 million tonnes, which is 0.9 percent (26.5 million tonnes) greater year over year. This is an increase of 3.8 million tonnes from the previous forecast. The higher prospects for wheat output are reflected in the upward revision of the September prediction for the global outturn to 785 million tonnes by 3.7 million tonnes. (FAO, 2023) The lack of sufficient cropland, climate change, and a wide range of unexpected abiotic and biotic stresses all pose ongoing threats to wheat production. The loss of wheat's genetic variability in the pursuit of superior, high-performing cultivars has put the world's wheat supplies in peril due to a perfect storm of pathogen outbreaks. Pathogenic fungus drastically reduces wheat yields.

(Laurent, Kapferer, and Roussel, 1995) ^[12] Studies comparing the recall of pictorial commercials to non-pictorial ones show how much more effective they are with rural customers than with urban ones. (Velayudhan, 2002) ^[13] Brand preference and brand loyalty have been compared in various research (e.g. Rundle-Thiele and Mackay 2001) ^[14]. Ben-Akiva *et al.* (1999) ^[15] characterize preferences as "comparative judgments between entities." The desire to try and learn more about various brands in the category, shifting needs or circumstances, the desire for variety, and changes in the alternatives available as a result of new products or improvements to existing products are additional reasons (other than promotions) why consumers may choose to buy other brands despite declaring a preference for one brand (Coulter *et al.* 2003) ^[16]. Brand awareness influences the emergence and potency of brand associations in the brand image, which in turn influences customer decision-making. The existence of a brand node in memory is a prerequisite for the development of a brand image, and the nature of that brand node should have an impact on how easily various. (Yee and Young 2001) ^[17], aimed to create awareness of high fat content of pies, studied consumer

and producer awareness about nutrition labeling on packaging.

Many brands that ought to have been successful have utterly failed. This is because the majority of businesses attempt to expand their urban-focused marketing strategies into rural regions. At the product planning stage, it is important to consider the distinctive consuming habits, preferences, and demands of rural consumers to ensure that the final product meets those needs. Although there is a clear trend nationally, marketers still need to grasp the social dynamics and attitudinal variances inside each town. The biggest issues with rural marketing are: Poor infrastructure, knowledge of rural consumers, physical distribution, channel management, and promotion and marketing communication are some examples of what should be considered.

When comparing differences in relation to significant customer behavioral outcomes, such as willingness to pay a price premium, brand endorsement, and intention to repurchase, Chen (2001) [18] expressed a different opinion on brand awareness, stating that it was a necessary asset but insufficient for developing strong brand equity. Particularly, the cultural component of individualism/collectivism is conceptualized and used to account for these differences. Fuzzy-set/Qualitative Comparative Analysis (fs/QCA) supports the survey findings from Germany and Greece, demonstrating the validity of the extended CBBE model.

The model illustrates how the building blocks of brand recognition, brand comprehension, and brand relationships result in overall brand equity and consumer behavior results. As a useful diagnostic tool for international brand management, it also pinpoints underlying reasons and universal patterns. 2019 (Chatzipanagiotou *et al.*) and finally the majority of the studies adopt regression-based methods and their basic assumptions (e.g., uniformity of causal effects, unit homogeneity, additivity, causal symmetry) (Vukasović, 2016; Heinberga, Ozkayab, & Taubec, 2018; Lehmann, Keller, & Farley, 2008) [9, 10, 11], which arguably cannot fully capture the admittedly complex, idiosyncratic, and multiple-faced nature of CBBE (Lehmann

1. To study the disease affecting wheat crop and remedies taken to control in Surguja district.
2. To study the marketing method and the distribution channel adopted by PAN Ltd.

Methods and Materials

Methodology is an important part of a research study which deals with the material and methods used for analysis may it be logical or statistical. As far as material is concerned it refers mainly to quantitative and qualitative information. Thus, in broader sense it deals with specification of data and its type, identification of its probable sources, methods of collection, sampling design and specification of sample size, classification of data, methods of analysis, interpretation and presentation of results.

Study Area

Rural markets offer untapped potential as a component of any economy. The quest to thoroughly explore rural markets faces a number of challenges. The idea of rural markets in India is still changing, and the industry faces several difficulties. Marketers' main issues are the high cost of distribution and the lack of retail outlets. A brand's likelihood of success in the rural Indian market is as uncertain as the weather. The study was conducted in the district of Surguja. It is situated in the

south eastern part of the state of Chhattisgarh which touches the boundary of neighboring state Madhya Pradesh. There are seven tehsils with 20 community development blocks in the district. Population of the district is traditional, hardliner and highly illiterate. Only 73.2 percent of the male and 43.9 percent of the females are literate. Agricultural production of the district is very poor as compared to other parts of the state. The study's approach is based on both primary and secondary data. In order to elicit thoughtful responses from the respondents, the study mostly relies on primary data that was gathered through an effective questionnaire that was well-framed and structured. In the Surguja district's 14 villages, the study is limited. Surguja Region in the state of Chhattisgarh is primarily a rural area, with 70% of the inhabitants living in villages. In order to conduct the survey, 14 villages in the Allahabad district-namely, Jamuatau, ghismodoar, bhanota, bhawarmal, kerta, mahavirganj, Rampur, obirganj, kanakpur, lurgi, kanchannagar, khesasila, nagra, and lurangi-were selected by using a simple random sample technique.

Results and Discussions

The information for this survey is gathered by selecting 100 respondents from a range of age groups and classifying them according to their level of literacy through structured and unstructured interviews and discussions.

Table 1: General Information of the Respondents

Age Group of the Respondents		
Age Group	Frequency of Respondents (N=100)	Percentage of Respondents
Less than 20	5	5
21-30 years	20	20
31-40 years	40	40
41-50 years	10	10
50 years and above	25	25
Total	100	100
Gender of the respondents		
Male	60	60
Female	40	40
Total	100	100
Education of the Respondents		
Less than V	10	10
Till VII	22	22
Till X	25	25
Till XII	15	15
Graduation	18	18
Post-Graduation	10	10
Total	100	100
Monthly Income of the Respondents		
Less than Rs. 2000	20	20
Rs. 2001 - Rs. 8000	42	42
Rs. 8001 - Rs. 15000	32	32
Rs. 15001 & Above	6	6
Total	100	100

General information of the selected Respondents: As Table 1. Shows that majority of the selected respondents were belongs to 31-40 years followed by above 50 years and 40% respondents were female and 60% respondents were male. Data in table 1 have shown that they were less educated and most of the respondents have monthly income of 2000-8000 rupees. It implies that males are predominating in rural markets. The respondent's educational background is shown above. It is clear that the bulk of respondents, who represent the rural market, have completed grades X.

Table 2: Marketing Strategy and Consumer Preference

Preferred Mode of Communication		
Response	Frequency of Respondents (N=100)	Respondents (%)
TV	30	30
Mobile	29	29
Radio	10	10
News paper	6	6
Poster	5	5
Word of mouth	20	20
Total	100	100
Total	100	100
Market Strategy		
Response	Frequency of Respondents (N=100)	Respondents (%)
Urban	36	36
Rural	34	34
Both	30	30
Total	100	100
Effect of Language		
Response	Frequency of Respondents (N=100)	Respondents (%)
Regional	77	77
National	13	13
Both of them	11	11
None of them	06	6
Total	107	107
Purchasing practices		
Response	Frequency of Respondents (N=100)	Respondents (%)
At Mass Level	46	46
At Small Scale	30	30
At Personal Level	24	24
Total	100	100

Table 2 has shown that the most ideal form of communication for viral marketing is through television and mobile advertising. Two key components of rural communication are raising awareness and encouraging trials. Rural customers are becoming more familiar with businesses through commercials as the use of mobile applications and television media continues to grow. It is clear that 46% of consumers engage in mass consumption. Small group practices make up 30% and personal buy practices 24%, respectively. Here, the impact of mass media is clear. If markets can convince rural populations

of their value as customers, they will benefit the most. In order to be successful, rural marketing must be deeply established in rural tradition, perspectives, mind-set, and values. It necessitates entire concentration on the local language, culture, traditions, and communication channels. The aforementioned evidence makes it clear that regional languages are preferred in marketing. Regional language plays a significant role in the successful localization of campaigns, which is essential for rural marketing.

Table 3: Market Overview: Knowledge about disease insects and pest control in wheat crops

Purchase Influence		
Response	Frequency of Respondents (N=100)	Respondents (%)
Price/Discounts	30	30
Brand/Company	45	45
Celebrity endorsement	2	2
Language	8	8
Content	7	7
Tagline	8	8
Total	100	100
Perception of New Product		
Response	Frequency of Respondents (N=100)	Respondents (%)
No effect, stick to existing one	30	30
Experiment with the new one	10	10
Try out when dissatisfying with existing one	44	44
Try out on receiving positive feed back	16	16
Total	100	100
Knowledge about disease insects and pest control in wheatcrops		
Response	Frequency of Respondents (N=100)	Respondents (%)
Major disease attack in wheat Crop	Major insect attack in wheat crop	Control
Black stem rust	Termite	Use resistance variety, jineb, forate
Loose smut	Stem borer	Banlet, cultural practices, clopyrifas
Karnal bunt	Gunjhia	Seed treatment, vitavex, forate

The outcome demonstrates the rising tendency in rural areas' disposable income. Their purchases are not solely influenced by prices and promotions. Customers in rural areas are getting more brand aware. The study demonstrates that rural consumers typically do not try new products until something prompts them to. Positive reviews of the product from other users are the most potent trigger.

Conclusion

Age-wise analysis illustrates the pattern of consumer behavior in rural marketplaces, which is dominated by male consumers between the ages of 21 and 50. Electronic media advertisements are preferable to other forms of communication. Businesses who can convey to the rural populace that they appreciate them as customers will reap the greatest rewards. The use of regional languages is crucial in rural marketing. Farmers are unsure of the proper insecticides and pesticides to use in the fight against insects and disease in wheat consequently, spreading knowledge about pesticide, etc. Rural farmers are becoming more brand- and price-conscious. In the rural market, one's own judgment is followed by that of one's spouse.

Recommendation

According to the current survey, many farmers are unaware of "PAN SEED," so the company has started a farmers' meeting program for hybrid seeds. Because seeds are not readily available on the market, the company expands its distributor network within the neighbourhood. Companies support their wholesalers to publicize their products. Demonstration of Company Launch. Programs for extension should be enhancing. In that region, only Hybrid Seeds should be advertised.

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