

Beyond the Bottle: Understanding Farmer Expectations from Pesticide Companies in Bhadradri Kothagudem District

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Abstract- *The Indian agricultural input market, particularly the pesticide sector, has undergone significant transformation due to rising competition, regulatory changes, and increasing farmer awareness. This study examines farmer expectations from pesticide companies beyond product performance, focusing on service quality, pricing, technical support, brand trust, and promotional activities. The research is based on a field survey conducted among farmers in Bhadradri Kothagudem District during an industry internship at Hifield Organics Inc. A structured questionnaire was administered to collect primary data, supported by secondary sources such as industry reports and company records. Descriptive and inferential statistical tools were used to analyze farmer preferences and satisfaction levels. The results indicate that farmers increasingly value after-sales support, technical guidance, fair pricing, and product availability over mere brand recognition. The study provides actionable insights for pesticide companies to design farmer-centric marketing strategies and strengthen long-term relationships in rural markets.*

Keywords: *Farmer Expectations, Pesticide Industry, Rural Marketing, Customer Satisfaction, Agricultural Inputs*

I. INTRODUCTION

Agriculture remains the backbone of the Indian economy, employing a significant portion of the population and contributing substantially to GDP. The pesticide industry plays a crucial role in enhancing agricultural productivity by protecting crops from pests, diseases, and weeds. However, increasing competition among agrochemical firms and rising awareness among farmers have shifted market dynamics from product-centric to customer-centric approaches.

Traditionally, pesticide companies focused primarily on product efficacy and distribution reach. In recent years, however, farmers have become more informed

and demand additional value in the form of technical guidance, transparent pricing, timely availability, and trust-based relationships. These changing expectations have compelled pesticide companies to rethink their marketing strategies, particularly in semi-rural and rural districts such as Bhadradri Kothagudem.

Understanding farmer expectations is essential for companies to improve customer satisfaction, brand loyalty, and market penetration. This study aims to analyze the expectations and perceptions of farmers toward pesticide companies, highlighting key factors influencing purchase decisions and satisfaction levels.

II. RESEARCH METHODOLOGY

Research Design

The present study adopts a descriptive and cross-sectional research design to examine farmer expectations and perceptions toward pesticide companies. The descriptive approach is appropriate as it enables systematic collection and analysis of data to understand existing attitudes, preferences, and satisfaction levels of farmers at a specific point in time. The cross-sectional nature of the study ensures that insights reflect current market conditions and farmer experiences.

Nature of Data and Sources

The study is based on both primary and secondary data sources.

- **Primary Data:**

Primary data were collected through a structured questionnaire administered directly to farmers. The questionnaire was designed to capture information related to purchase behavior, expectations from pesticide companies, factors influencing brand choice, and overall satisfaction levels.

- Secondary Data:

Secondary data were obtained from company records, agricultural extension reports, government publications, research journals, and industry reports related to the pesticide and agrochemical sector.

Sampling Design

The study was conducted in selected villages of Bhadradri Kothagudem District, Telangana, chosen due to their active agricultural practices and accessibility during the industry internship period.

- Sample Size: 100 farmers

Sampling Technique: Convenience sampling
This method was adopted due to time constraints and ease of access to respondents. While it limits generalizability, it provides meaningful insights into farmer expectations within the study area.

Research Instrument

A structured questionnaire was used as the primary research instrument. It consisted of both closed-ended and multiple-choice questions. The questionnaire was divided into sections covering demographic details, pesticide usage patterns, factors influencing purchase decisions, expectations from pesticide companies, and satisfaction levels. The questions were framed in simple language to ensure clarity and ease of response among farmers.

Data Collection Procedure

Data were collected through personal interviews, allowing better interaction and clarification of responses. This approach helped overcome literacy barriers and ensured accuracy in data collection. Responses were recorded manually and later coded for analysis.

Tools and Techniques for Analysis

The collected data were systematically coded, tabulated, and analyzed using Microsoft Excel. The following analytical tools were employed:

- Percentage analysis
- Tabular representation
- Comparative analysis
- Graphical illustrations for better interpretation

These tools facilitated clear understanding of patterns and trends in farmer expectations.

Ethical Considerations

Participation in the study was voluntary, and respondents were informed about the purpose of the research. Confidentiality of individual responses was maintained, and data were used solely for academic and research purposes.

Limitations of the Study

- The study is confined to Bhadradri Kothagudem District
- Convenience sampling limits broader generalization
- Responses depend on farmers' awareness and recall ability
- Time constraints during the internship period

Despite these limitations, the study provides valuable insights into farmer expectations and rural marketing dynamics in the pesticide industry.

III. RESULTS AND DISCUSSION

Table 1: Factors Influencing Farmer Purchase Decisions

Factor	Percentage of Respondents
Product Effectiveness	32%
Price	24%
Company Brand	18%
Technical Support	16%
Dealer Recommendation	10%

Discussion:

Product effectiveness remains the most critical factor influencing purchase decisions. However, a substantial proportion of farmers consider price sensitivity and technical support equally important, indicating a shift toward value-based evaluation.

Table 2: Farmer Expectations from Pesticide Companies

Expectation	Percentage
Technical Guidance	28%
Reasonable Pricing	22%

Expectation	Percentage
Product Availability	20%
After-Sales Service	18%
Promotional Schemes	12%

generously shared their time and insights during the survey.

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Discussion:

The findings reveal that farmers expect pesticide companies to go beyond selling products by providing continuous technical guidance and after-sales support. This highlights the importance of relationship marketing in rural markets.

Table 3: Satisfaction Level of Farmers

Satisfaction Level	Percentage
Highly Satisfied	30%
Satisfied	46%
Neutral	14%
Dissatisfied	10%

Discussion:

While a majority of farmers are satisfied, the presence of neutral and dissatisfied respondents suggests scope for improvement, particularly in service delivery and communication.

CONCLUSION

The study concludes that farmer expectations from pesticide companies extend well beyond product quality. Technical support, transparent pricing, consistent availability, and trust-building initiatives play a vital role in shaping farmer satisfaction and loyalty. Pesticide companies that adopt a farmer-centric approach and invest in extension services are more likely to achieve sustainable growth in competitive rural markets. The findings emphasize the need for integrated marketing strategies that balance product performance with relationship management.

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