

A Niche Survey Cum Analysis on Godavari Karbon+ With Reference to identified Areas in South Karnataka

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Abstract:

Activists promoting organic farming have drawn attention to the dangers of the intensive use of chemical fertilizers that are polluting water bodies and entering the food chain. The convenience sampling survey was done regarding the Godavari Karbon + the organic city compost in four districts of south Karnataka in and around villages under the NGS's. The primary data was collected from the farmers with the help of structured pilot tested questionnaire.

There were total of 120 sample size and in them 113 were using the product and 7 were not using. 88 farmers used compost for improving soil health also that it improves water holding capacity. 60 farmers whose response is to improve yield and to fetch better price in the market. 21 NPS score indicates farmers are repeat purchasers of G KARBON+ and the promoters.

Keywords: Organic farming, Organic fertilizers, Compost, Farmers

Introduction

Organic farming

According to International Federation of Organic Agriculture Movement (IFOAM), 'organic agriculture' is a production system that sustains the health of soils, eco systems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects. Organic agriculture combines tradition, innovation and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved. The Food and Agriculture Organization (FAO) defines organic farming as a holistic production management system which promotes and enhances agro-ecosystem health, including biodiversity, biological cycles, and soil biological activity. This is accomplished by using, wherever possible, agronomic, biological and mechanical methods, as opposed to using synthetic materials, to fulfill any specific function within the system.

According to the Handbook of Agriculture, brought out by the ICAR, Organic farming involves the use of renewable resources and recycling, returning to the soil the nutrients found in waste products. Organic farming respects the environment's own system for controlling pests and diseases in raising crops and livestock without the use of synthetic pesticides, herbicides, chemical fertilizers, growth hormones, antibiotics or gene manipulation. Also meat and poultry production is regulated with particular concern for animal welfare and by using natural foodstuffs. Thus, organic farming differs from modern intensive farming systems as in organic farming farmers use a range of techniques that help sustain ecosystems and reduce pollution.

The Ministry of Agriculture (Department of Agriculture & Cooperation) further added as follows:

"As per the National Program for Organic Production (NPOP), Ministry of Commerce, organic agriculture is defined as 'Organic agriculture is a system of farm design and management to create eco system, which can achieve sustainable productivity without the use of artificial external inputs such as chemicals, fertilizers and pesticides."

Agriculture still forms the backbone of the Indian Economy. It has been the basic source of livelihood for centuries. Despite concerted efforts for industrialization, agriculture occupies a very important place in the national economy. Development of rural India is of national importance. Agriculture contributes to a major portion of the national income. Its contributions to the growth of the national economy are many fold. It dominates the economy in providing employment to a high proportion of working population. Over 76% of the population is engaged in this sector. Agriculture has been an important source of supply of raw materials to a significant proportion of the industries which include sugar, cotton textiles, food processing etc; Agriculture plays a dominant role in the field of exports also

Fertilizer has a dominant role to play in increasing the agricultural productivity, improving the purchasing power and thereby stimulating the rural markets for consumer products and consumer durable. Fertilizer is the most effective and the most expensive of all the farm inputs. In India, Fertilizer has acquired a tremendous significance in the last two decades. Promoting the use of adequate doses of fertilizers has been a major component of the agricultural strategy that ushered the "Green Revolution" in India. Marketing of fertilizers has become vital in the economic system of the country.

Classification of fertilizer industry

- Natural or organic manures
- Artificial or chemical fertilizers.

Varieties of fertilizers available in the market are classified into two broad groups:

Natural Organic Manures

• Farm Yard Manure:

It is a mixture of cattle dung, urine, litter, portion of fodder not consumed by cattle and domestic wastes like ashes etc. collected and dumped into a pit or a heap in the corner of the backyard. It is allowed to remain there and rot till it is taken out and applied to fields. Well rotten Farm Yard Manure contains 0.5. % N., 0.2 % P₂O₅ and 0.5 % K₂O.

• Compost:

Well rotted plant and animal residue is called compost. Composting means rotting of plant and animal remains before applying in fields. The essential requirements of composting are air, moisture, optimum temperature and a small quantity of nitrogen. It is an activity of micro-organisms and some people recommend addition of suitably prepared inoculums to introduce micro-organisms for decomposing the material.

• Green Manuring:

Green manure crops are grown in the field itself either as a pure crop, or as an intercrop with the main crop, and buried in the same field. The most common green manure crops are sannhemp, dhaincha and guar. Tender green-twigs and leaves are collected from wastelands which are spread in the field and incorporated into the soil. Shrubs and trees are also cut and turned into the soil e.g. Shrubs like glyricidia, sesbania, karanj.

Inorganic or Chemical Fertilizer

These fertilizers are usually got from chemical compounds like potassium chloride, ammonium phosphates and ammonium nitrate. Some of the popular Inorganic fertilizers used in India are; limestone, mined rock phosphate and Chilean sodium nitrate

Challenges for marketing of fertilizer industry

- Balancing between the needs of the farmers and the fertilizer manufacturers.
- Supply and demand gap.
- Lack of realizing of the domestic capacity utilization of the country.
- Rise in prices.
- Demand getting affected on account of a delayed and deficient monsoon
- Decline in subsidy rates and currency fluctuations.

Marketing strategies for fertilizer industry

- A Market Research of the consuming points will help in making the promotional programs more relevant to the consumer.
- A common agency to promote fertilizer usage and its economics may be considered to save the cost of duplication of efforts.
- Segmentation is considered an effective marketing management strategy. Products, prices, distribution and promotions can be segmented for increased impact. For instance the planters, farmers with large holdings respond differently to different marketing mix as compared to small, marginal farmers and those farmers cultivating un irrigated areas.

- The type of products required, the prices that they can afford, the communication needs, technology transfer from these target groups are different, the products should be tailored.
- Bulk movement, using paper bags, introducing 20 kg, 5 kg bags for the specific needs of farmers.
- Channelize its products through cooperatives.
- Methods such as field demonstrations, farmers' meetings, soil testing, crop seminars, field days, distribution of mini kits etc.
- Farmers Service Centre's, where all essential inputs like fertilizers, seeds, agro-chemicals, and technical guidance are provided under one roof.
- Village Adoption, propagating improved agricultural technology, efforts are made for uplift of the village community through promotion of family welfare, child care, adult education, conservation of energy, social- forestry, medical check-up, veterinary checkup, etc.
- Community Centre's in tribal and backward areas to serve as a nucleus for supplying farm inputs to a cluster of villages.

Need for the study

The project study entitled "A NICHE SURVEY CUM ANALYSIS ON GODAVARI KARBON+ WITH REFERENCE TO IDENTIFIED AREAS IN SOUTH KARNATAKA" is carried out to measure the factors influencing farmer regarding the purchase and use of organic fertilizer. The study also helps to understand the impact if promotional activity.

Scope of the study

The scope of the study includes understanding the factors influencing the buying behavior of farmers with reference to purchase of Godavari Karbon + the organic city compost in four districts of south Karnataka in and around villages under the NGS's. The primary data was collected from the farmers with the help of structured pilot tested questionnaire.

Objectives of the study

1. To gain valuable insight to buying behavior and factors that influencing buying behavior of farmers.
2. To access the frequency of use of organic fertilizers
3. To elucidate the factors influencing farmer to buy and use Godavari Karbon +
4. To measure customer satisfaction recommendation about Godavari karbon +
5. To access the reasons of repurchase consideration and trend analysis of Godavari karbon+
6. To understand the most influential promotional activity.

Research methodology

According to Clifford woody, "Research comprises defining and redefining problems formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, making deductions and reading conclusions, and at preceding cautiously testing the conclusion to decide whether they fit the formulating hypothesis."

This project study includes "A Niche survey cum Analysis on Godavari Karbon + With reference to identified areas in south Karnataka". The primary data was collected with the help of structured pilot tested questionnaire. The sample size of the survey was 120.

Type of sampling:

The Convenience sampling of farmers based on villages around major Namma Gromor Centers of CIL (Coromandel International Limited) in each districts and a few areas where Godavari karbon+ did not have a good market.

Sample area:

The sample area was based on the namma gromor center, the villages which come under the NGC's were surveyed. The four districts of south Karnataka i.e. Mysore, Mandya, Hassan, Chamarajanagar. The NGC's under each district sampled are

1. **Mysore**– T Narsipura NGC
2. **Chamarajanagar** –Chamarajanagar NGC
3. **Mandya** –Nagamangala NGC, Krishnaraja Pete NGC
4. **Hassan** – Chanarayapatna NGC, Holenarsipura NGC

The farmers surveyed from Mysore district are 24, chamarajanagar district are 23, mandya district are 27, Hassan district are 46. The total samples taken were 120.

Statistical tests:

The analysis was done after the primary data was collected. The simple percentage test, annova test, correlation tests were conducted and the results were drawn.

Research Approach

The research conducted was explanatory in nature and the goal was of gather preliminary data to shed light to the real nature of the problems and to suggest possible solutions. For the purpose of this project, we went for a questionnaire-based survey of the dealers. A pilot test of this questionnaire was done for the preparation of final questionnaire. It involved, applying the draft questionnaire to a sample of 5 farmers. This was done to ascertain which question are ambiguous, wrongly worded or in any way objectionable.

Research Tool:

- Personally administered questionnaire
- Structured interview
- Unstructured interview
- Project Research Type -- Descriptive Research
- Data Sources – Primary Data Secondary Data
- Research Instrument – Questionnaire
- Sampling Procedure – Random Sampling
- Sample Size – 120 Respondents
- Geographical Coverage- South Karnataka
- Duration of Survey – 45 days

Sources of Data

To perform the Research study by Researcher, the sources of data obtained are:

1. **Primary Data:** This data is obtained by interacting and interviewing the dealers in Hyderabad district.
2. **Secondary Data:** This data is obtained directly from the company in the form of brochures, charts, diagrams, document and other forms.

Period of Study

The study aims to measure satisfaction level of the farmers. The area within which the study to be conducted regarding the information the primary data is collected in the form of questionnaire collected from the dealers in Karnataka. To sum up the project had within the scope of the study in the area of “Niche survey cum Analysis on Godavari Karbon + With reference to identified areas in south Karnataka” for a particular time (duration in **45 Days**)

Tools & Techniques**Data Collection Tool:**

Questionnaire: This is one of the data collection tools. It is quite popular particularly in case big enquires. It is being adopted by private individuals, research worker, private and public organization and even government. In this method, a questionnaire is issued to the persons concerned with a request to answer the questions and return the questionnaire. A questionnaire consists of number of questions printed or typed in a definite order or a form or set of forms.

The researcher used the structured questionnaire in which the questions were:

1. Open-ended questions
2. Close-ended questions
3. Dichotomous questions
4. Multiple choice questions

Sampling Design

The research study was done on the farmers/ customers of Coromandel International Limited (CIL) to know their present satisfaction and expectation from this brand. The researcher selected the farmers of 4 districts of south Karnataka for the research study.

Sampling Plan

Sample size: Sample size consists of 120 farmers.

Sampling unit: The Sampling unit includes the farmers of products present in Karnataka.

Sampling method: For collecting information from farmers, non-probabilistic simple random sampling method is used.

Review of Literature

Farmers' satisfaction and loyalty toward available brands in the fertilizer industry are gaining importance. Satisfaction is an important factor for profitability in terms of maintaining the customer base, affecting the marketing strategy and policy formulation of a firm (Anderson et al. 1994). Customer satisfaction also leads to sales of a product through word of mouth and is responsible for creating brand loyalty for that product. Farmers' pre-benchmark experience with a product leads to either satisfaction or dissatisfaction (Woodruff et al. 1983). Satisfaction is a kind of consumer attitude (Mittal et al. 1999). It is computed as the difference in the expectation before the purchase and the actual performance soon after the product is consumed (Day 1984). It has also been expressed by Fornell (1992) as the post-purchase appraisal of a product. Several researchers have developed various models pertaining to customer satisfaction based on an overall view of satisfaction. Constructs like perceived quality, expectations, perceived value and the firm's image are supposed to influence satisfaction and loyalty, as per the ECSI model.

Brand image is considered as the customer's knowledge of and beliefs about different products and services (tangible and intangible) pertaining to a specific brand and also the overall emotion about the image pertaining to a brand, which can be distinguished from other brands (Faircloth 2005). If the image is better, it will lead to good perceptions about the product by customers (Lee et al. 2011; De Chernatony et al. 2008). Firms should manage their images among customers in such a way that a good image looms large in the customers' minds, more than rival brands' images do (Grossman 1994). In the service model (Normann 1991), image is defined as one of the five most important elements of the service offered. Chang and Tu (2005) identified four elements for maintaining a store's image; the infrastructure of the store, the service provided convenience to customers and after-sales service.

Oliver (1977) explained expectation as anticipation of future consequences based on prior experience, current circumstances, or other sources of information. Generally, farmers' expect palpable benefits or value from the brand when purchasing agricultural input, such as enhancing their crop yield. Usually, farmers using a specific brand of agricultural input over a period of time have some expectations regarding product design, packaging, color, ease of use, etc., from that brand. Regular usage of a particular brand generates some expectations in the farmer's mind. Expectations are also influenced by marketing activities, word of mouth and the external environment Groenroos (1982). The present study has used three indicators to measure farmers' expectations: overall quality, product quality and fulfillment of personal needs.

According to Zeithaml (1988), the overall perceptions of consumers about the product and its assessment are referred to as perceived value. Value can be defined as the ratio or trade-off between quality and price (Johnson et al. 1996); the concept helps in comparing firms according to their price-value ratios (Anderson et al. 1994). Customers have different perceived values at the time of purchase from during or after use (Gardial et al. 1994). Customer value may be either intrinsic to the product or extrinsic. Customers' perceived value may be the customers' beliefs about the product or service (Bagozzi and Dholakia 1999). Value is a heterogeneous construct that is different from quality and satisfaction (Sweeney and Soutar 2001). Differentiated quality represents value for the customer (Band 1991). Quality can lead to value, but the same value cannot be assessed before, during and after consumption (Woodruff 1997). Satisfaction is post-consumption only. Sheth et al. (1991a) acknowledged functional value (ability to perform and practical or technical benefits), social value (association with specific social groups), emotional value (capability to arouse feeling states), epistemic value (ability to arouse curiosity, provide novelty and/or satisfy a desire for knowledge) and conditional value (specific circumstances faced by the consumer) as the five different benefits of consumption value. Sheth et al. (1991b) provides a valid base for a perceived value scale and justify functional value as shaped by attributes like reliability, durability (both of which are aspects of quality) and price. Therefore, quality and price influence perceived value. Dodds et al. (1991) found that quality has a positive effect, while price has a negative effect.

Data analysis and Interpretation

This chapter presents analysis and findings of the study as set out in the research methodology. The results were presented on the "Niche survey cum Analysis on Godavari Karbon + With reference to identified areas in south Karnataka". The study targeted 120 respondents out of which all the 120 respondents responded and returned their questionnaires contributing to a response rate of 100%. This response rate was sufficient and representative and conforms to Mugenda and Mugenda (2003) stipulation that a response rate of 50% is adequate for analysis and reporting; a rate of 60% is good while a response rate of 70% and over is excellent. This commendable response rate was due to extra efforts that were made via courtesy calls made to remind the respondents to fill-in and return the questionnaires. The chapter covers the demographic information, and the findings based on the objectives. The findings were then presented in tables, graphs and charts as appropriate with explanations being given in prose thereafter. The study findings are

Sources of Data

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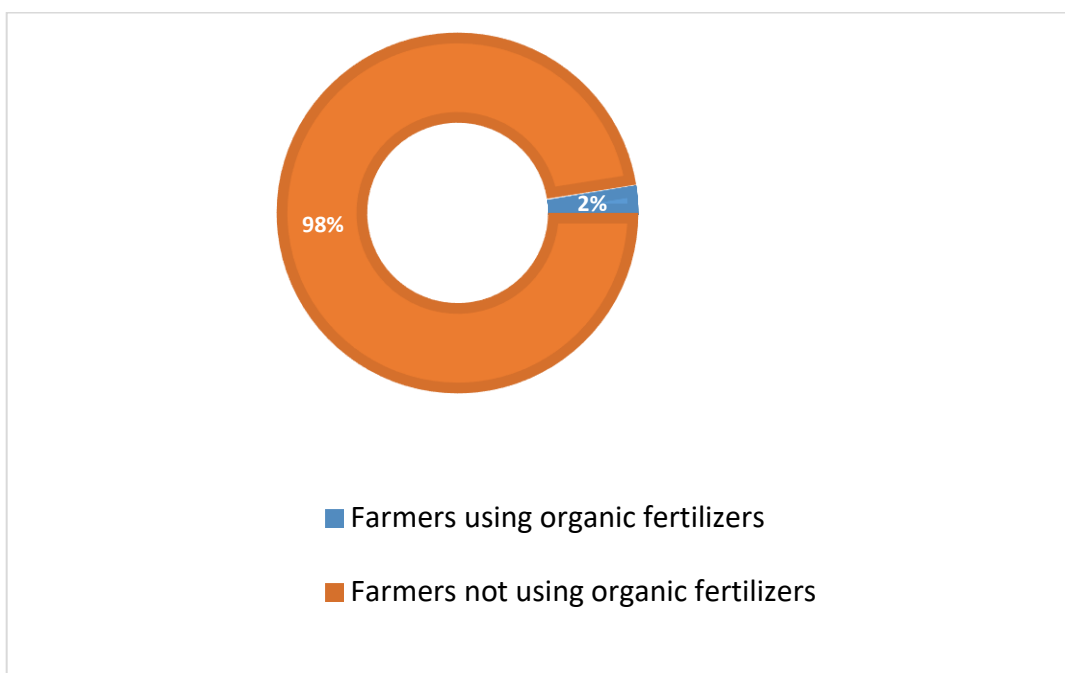
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the scope of the study in the area of “Niche survey cum Analysis on Godavari Karbon + With reference to identified areas in south Karnataka” for a particular time (duration in **45 Days**).

1) Use of organic fertilizers among farmers?

Particulars	No of Respondents	Percentage of Respondents
Farmers using organic fertilizers	117	98
Farmers not using organic fertilizers	3	2
Total	120	100



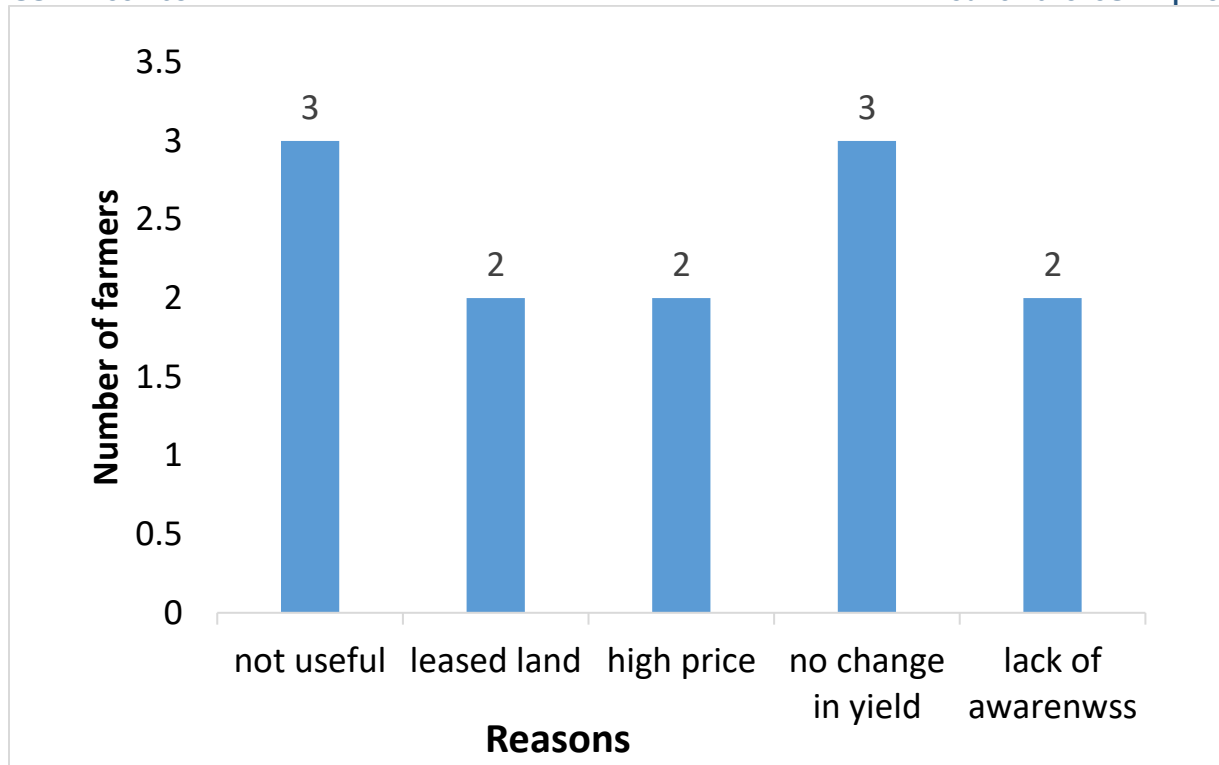
Interpretation

98% of the farmers were aware about organic manure since the use of cattle manure is an age old practice

1.1) Reasons for not using organic fertilizers?

Particulars	No of Respondents	Percentage of Respondents
Not Useful	3	25
Leased Land	2	16.66
High Price	2	16.66
No Change In Yield	3	25
Lack Of Awareness	2	16.66
Total	12	100

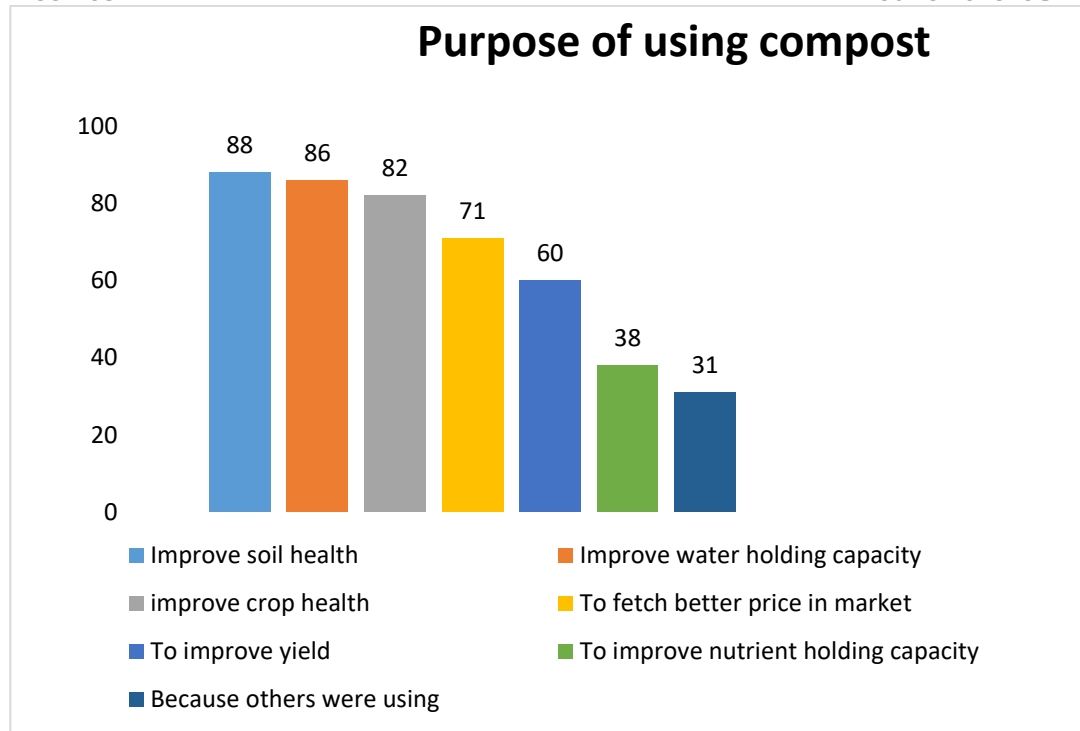
(Multiple responses recorded)



Interpretation: Change in phenotypic features was sought by the non-using farmers. The reasons for not using the organic fertilizers were leased land, not useful, no change in yield.

2) Purpose for using compost? (Multiple responses recorded)

Particulars	No of Respondents	Percentage of Respondents
Improve soil health	88	19.29
Improve water holding capacity	86	18.85
improve crop health	82	17.98
To fetch better price in market	71	15.57
To improve yield	60	13.15
To improve nutrient holding capacity	38	8.37
Because others were using	31	6.79
Total	456	100%



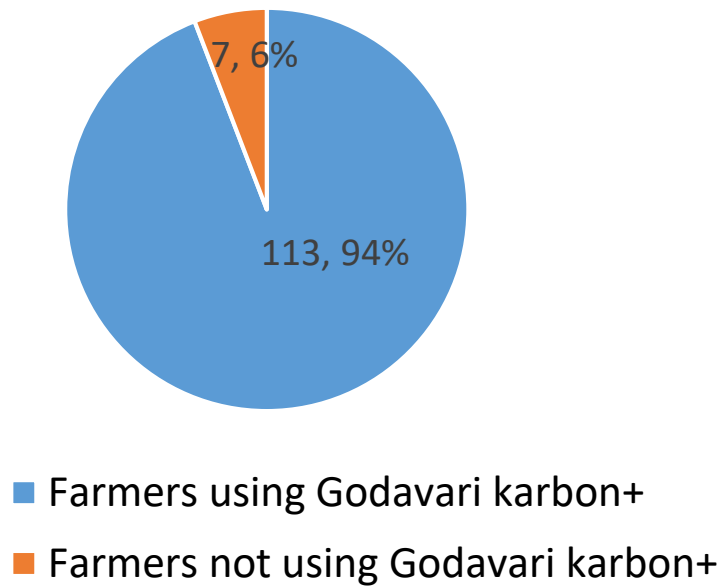
Interpretation

1. Total 120 responses recorded by 113 farmers due to farmers giving multiple response.
2. 88 farmers who said they used compost for improving soil health also said that it improves water holding capacity.
3. 60 farmers whose response is to improve yield and to fetch better price in the market.

3) Farmers using Godavari Karbon +?

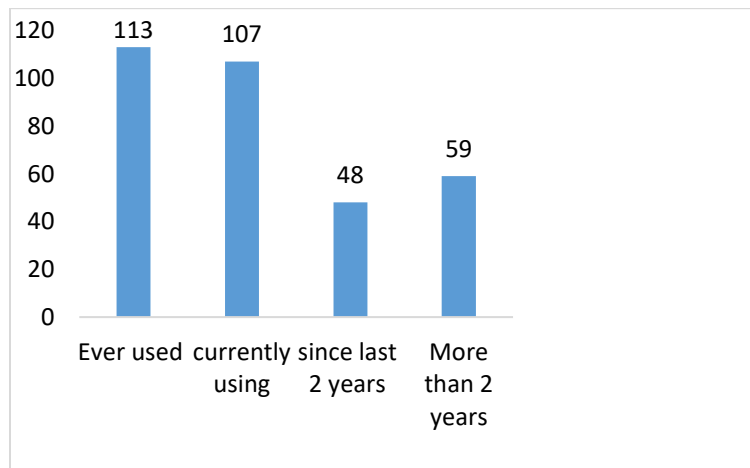
Particulars	No of Respondents	Percentage of Respondents
Farmers using Godavari karbon+	113	94%
Farmers not using Godavari karbon+	7	6%
Total	120	100%

Interpretation: The farmers using the Godavari karbon+ are 113 and not using the Godavari karbon + are 7.



4) Trend analysis of usage of G KARBON+? (Multiple responses recorded)

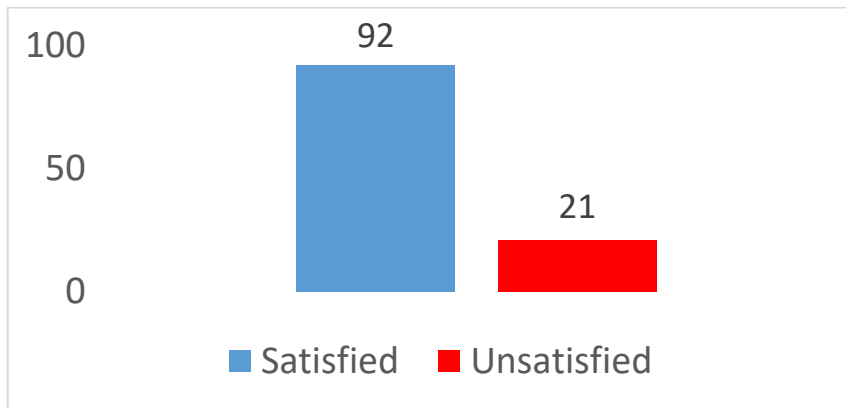
Particulars	No of Respondents
Ever used	113
currently using	107
since last 2 years	48
More than 2 years	59



Interpretation : The 113 farmers are ever used in them 6 who are not using at present and 107 farmers are currently using and in 107 there are 48 farmers using since 2 years and 59 farmers using from more than 2 years.

5) Satisfaction of farmers?

Particulars	No of Respondents	Percentage of Respondents
Satisfied	92	81.42
Unsatisfied	21	18.58
Total	113	100

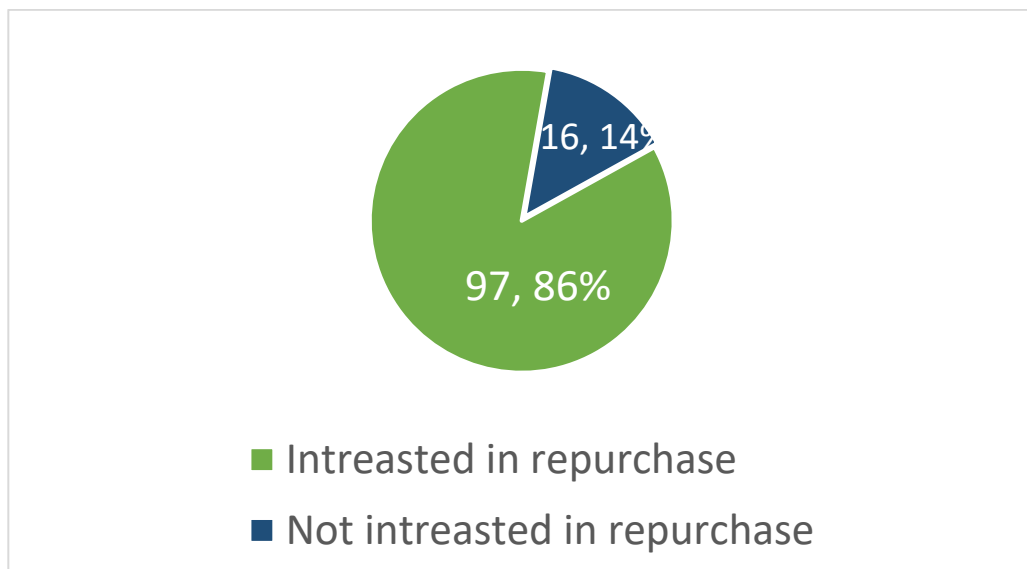
**Interpretation:**

The 113 farmers are ever used in them 92 farmers were satisfied and 21 farmers were unsatisfied

- Few farmers saw greening on soil after application of G Karbon +
- Many farmers were satisfied with packaging and product performance.
- There were a few farmers who use only gromor products since many years.
- The unsatisfied farmers stated that there was plastic and glass particles present the product, there was sand particles present when washed with water.

6) Repurchase consideration of farmers?

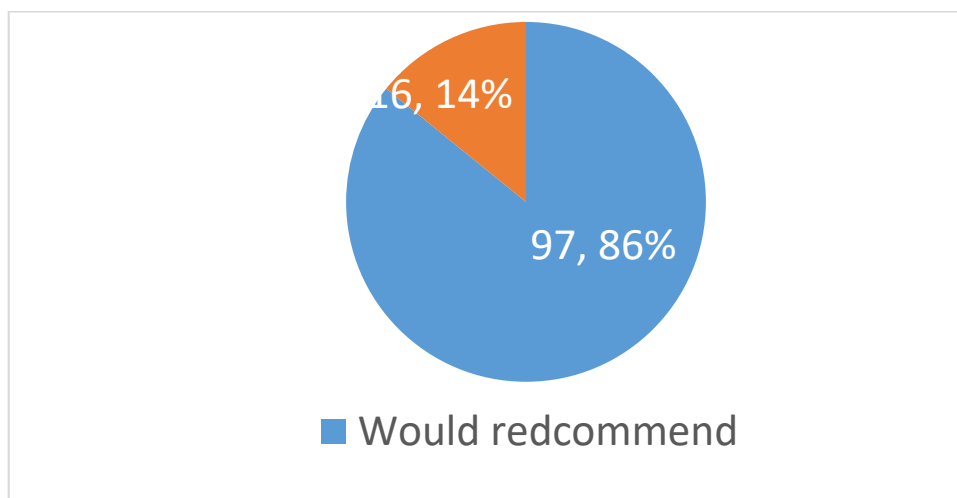
Particulars	No of Respondents	Percentage of Respondents
Interested in repurchase	97	86%
Not interested in repurchase	16	14%
Total	113	100%



Interpretations: The farmer's interested in repurchase are 97 and the farmers not interested in repurchase are 16.

7) Recommendation consideration to others

Particulars	No of Respondents	Percentage of Respondents
Would recommend	97	86%
Would not recommend	16	14%
Total	113	100%



Interpretations: The 97 farmer's would recommend and 16 farmers would not recommend the Godavari karbon + to other farmers

8) Reasons for not considering G KARBON+ for next purchase?

(Multiple responses recorded)

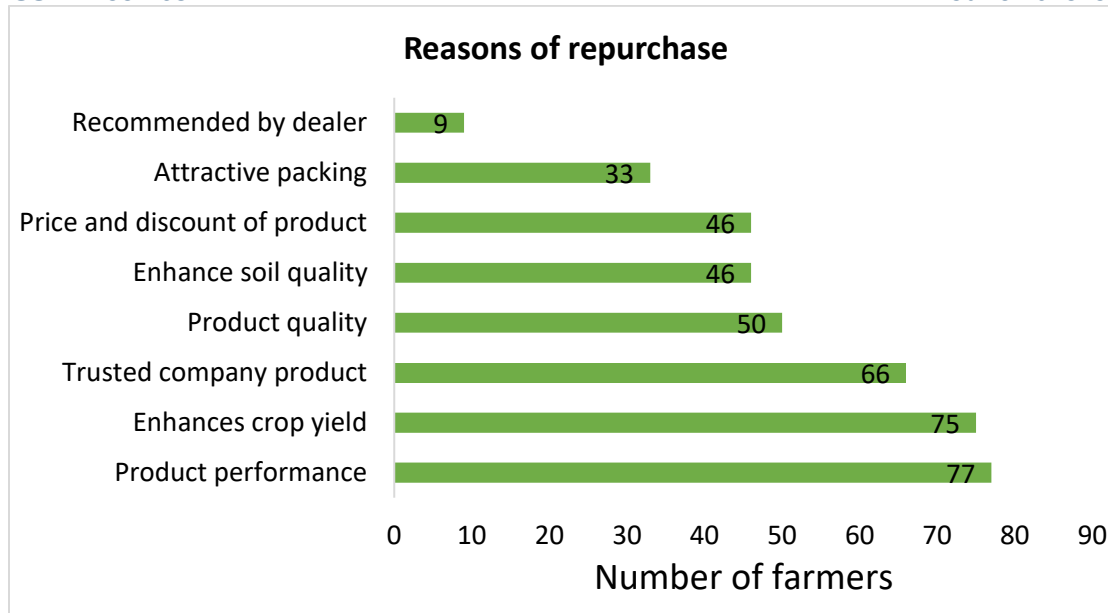
Particulars	No of Respondents
Never heard of Godavari karbon +	7
Advised another brand by dealer or distributer	7
It's not available in my village	5
My friend and co farmer recommended another brand	3
others	2

**Interpretation:**

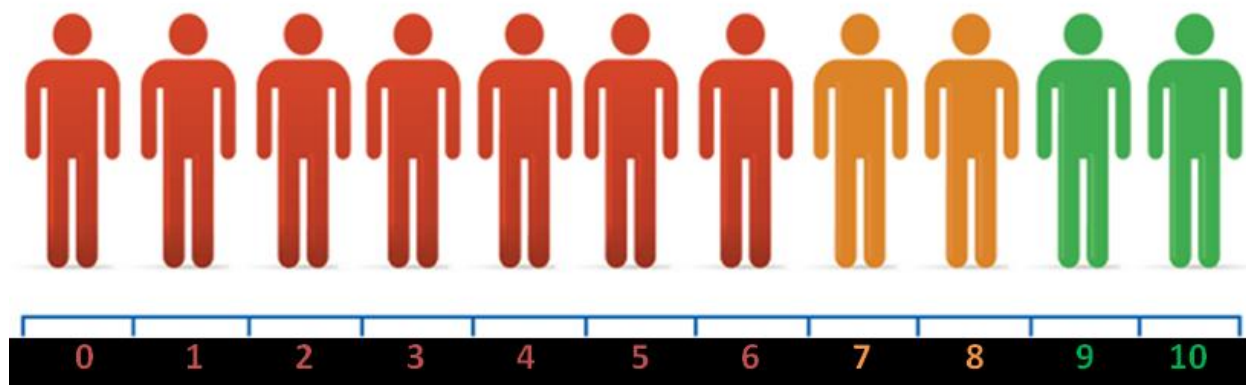
The primary reason for discontinuing the product was due to never heard of Godavari karbon +

9) Reasons for considering G KARBON+ for next purchase? (Multiple responses recorded)

Particulars	No of Respondents
Product performance	77
Enhances crop yield	75
Trusted company product	66
Product quality	50
Enhance soil quality	46
Price and discount of product	46
Attractive packing	33
Recommended by dealer	9

**Interpretation:**

The primary reason for repurchase was the product performance and the enhanced crop yield.

10) Net Promoter Score?

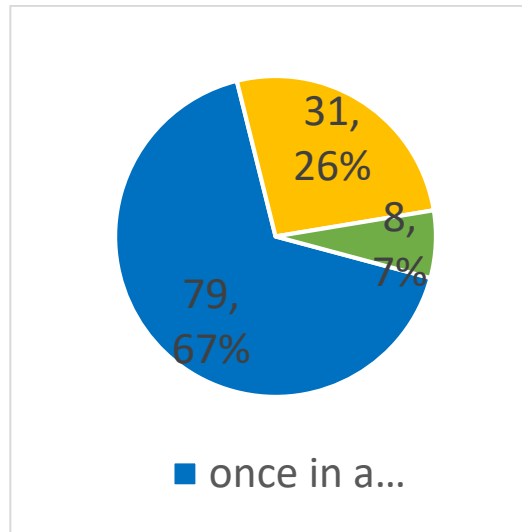
Detractors (Rating < 6)	Neutrals (Rating 7-8)	Promoters Rating 9-10)
25 farmers	42 farmers	46 farmers
22 %	37 %	41 %
Total NPS score	46-25 41% - 22 %	21 19%

Interpretation:

- A 21 NPS score indicates farmers are repeat purchasers of G KARBON+ and the promoters.
- In sujuluru village there is widespread promotion and farm meetings were done. 75% of farmers of this village are highly loyal towards G KARBON+.

11) Frequency of usage?

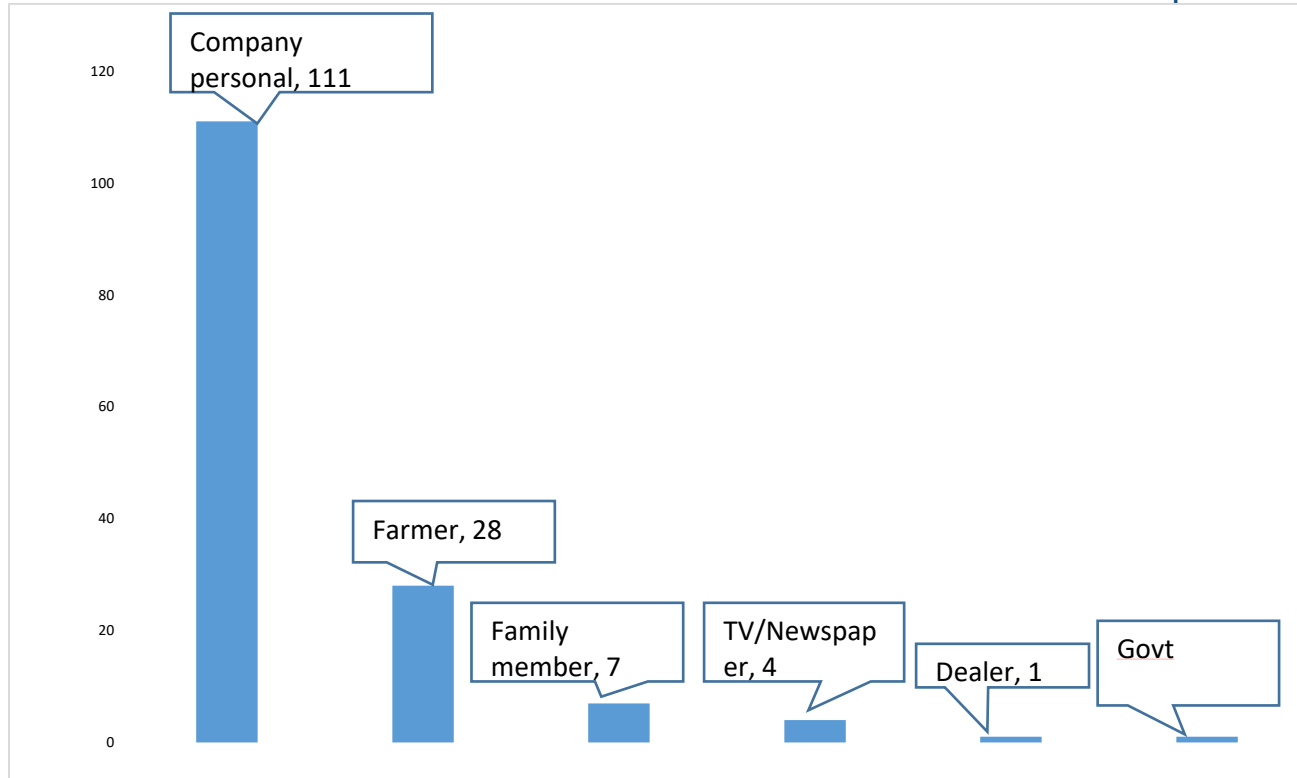
Particulars	No of Respondents	Percentage of Respondents
once in a year	79	66.94%
Twice a year	31	26.27%
Thrice a year	8	6.79%
Total	118	100%

**Interpretation:**

The farmers using the fertilizers once in a year is 79(66.94%), twice in a year (26.27%), thrice in a year (6.79%)

Analyzing farmers buying behavior**12) Factors influencing to purchase Godavari karbon+?**

Particulars	No of Respondents
Company personnel	111
Farmer	28
Family member	7
TV/Newspaper	4
Dealer	1
Govt agency	1

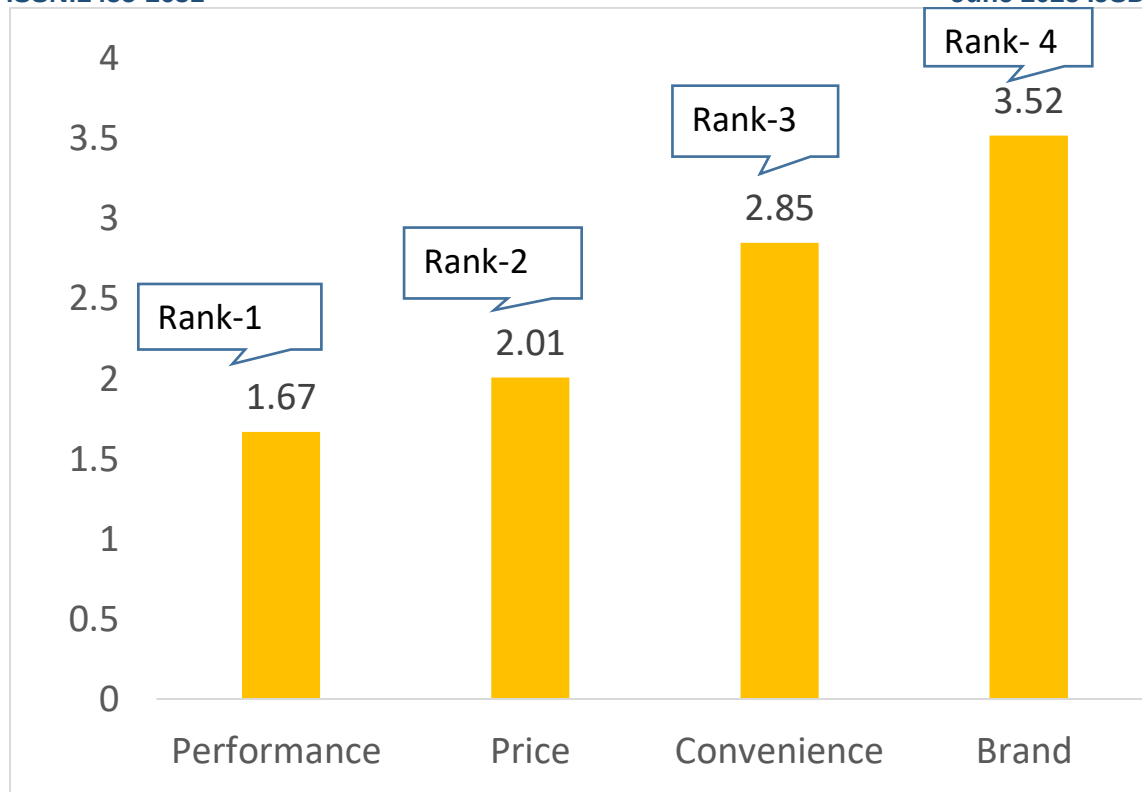


Interpretation:

Company personal play the most important role while purchasing organic manure followed by Co-farmer.

13) Factors influencing repurchase of Godavari karbon+?

Particulars	No of Respondents	Rank
Performance	1.67	Rank 1
Price	2.01	Rank 2
Convenience	2.85	Rank 3
Brand	3.52	Rank 4



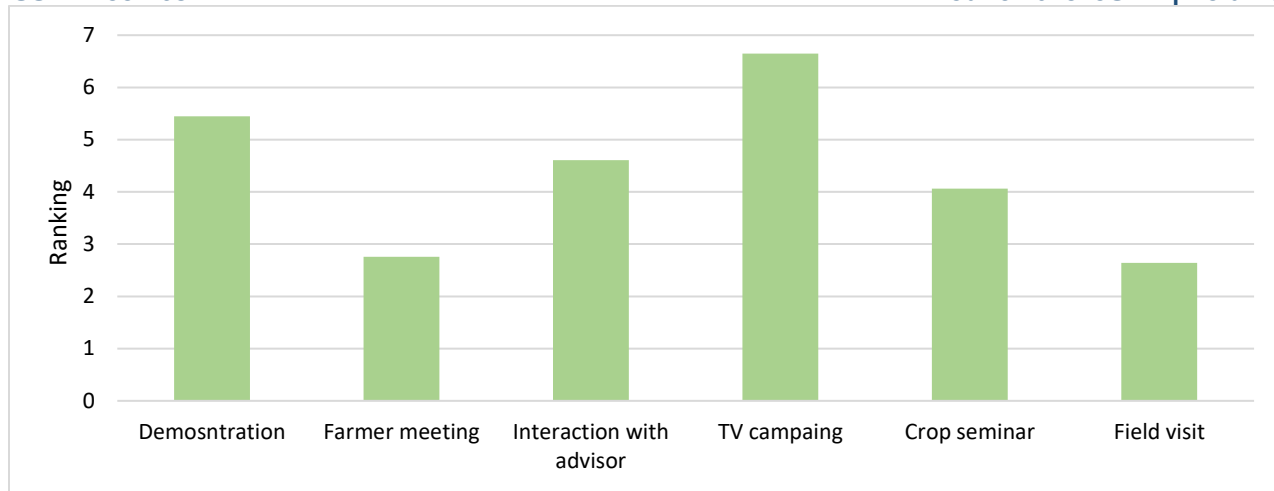
Interpretation:

- Performance plays the most important role
- Convenience is least important as farmers are ready to pay high prices for a good product and take the product.

Analyzing farmers buying behavior

14) Ranking promotional activities

Particulars	No of Respondents
Demosntration	5.45
Farmer meeting	2.76
Interaction with advisor	4.61
TV campaing	6.65
Crop seminar	4.06
Field visit	2.64



Interpretation:

- Field visit's and farmer meetings play the most important role in promotional activity followed by crop seminar
- Least is better, 1 is most important in the graph shown.

Findings

- Total 120 sampled 113 farmers were using the Godavari karbon+, 7 were not using the Godavari karbon+.
- 98% of the farmers were aware about organic manure since the use of cattle manure is an age old practice.
- Change in phenotypic features was seeked by the non-using farmers. The reasons for not using the organic fertilizers were leased land, not useful, no change in yield.
- 88 farmers who said they used compost for improving soil health also said that it improves water holding capacity.
- 60 farmers whose response is to improve yield and to fetch better price in the market.
- The 113 farmers are ever used in them 6 who are not using at present and 107 farmers are currently using and in 107 there are 48 farmers using since 2 years and 59 farmers using from more than 2 years
- 21 amongst 113 of G.KARBON + users were not satisfied. The unsatisfied farmers stated that there was plastic and glass particles present the product, there was sand particles present when washed with water.
- Few farmers saw greening on soil after application of Godavari Karbon+.
- Many farmers were satisfied with packaging and product performance.
- There were a few farmers who use only gromor products since many years.
- 97 farmers are interested in repurchase and 16 are not interested in repurchase Out of 113 farmers who using Godavari karbon+.
- 97 farmers would recommend and 16 wound not recommend Out of 113 farmers who using Godavari karbon+.
- The primary reason for discontinuing the product was due to never heard of Godavari karbon +.The primary reason for repurchase was the product performance and the enhanced crop yield.
- A 21 NPS score indicates farmers are repeat purchasers of G KARBON+ and the promoters.
- 71 Farmers who cultivated banana ,coconut , arecanut , ginger , sugarcane use Godavari karbon+ once in a year, 31 Farmers who cultivated Vegetables , watermelon , pumpkin, beans use Godavari karbon+ Twice in a year, 8 Farmers who cultivated onion ,chilli and vegetables use Godavari karbon+ Thrice in a year.
- Company personal played the most important role while purchasing organic manure followed by Co-farmer.
- Performance plays the most important role. Convenience is least important as farmers are ready to pay high prices for a good product and take the product.
- Field visit's and farmer meetings play the most important role in promotional activity followed by crop seminar.

Suggestions

- The compost may be mixed with vermin compost.
- The product should me more porous for better results.
- Farmers are looking for stronger bags.
- Farmers are looking for transportation facility till their farm
- Farmers are looking for soil testing facility.

Limitations of the study

To study this topic, sincere efforts have been put to collect relevant, updated and accurate data from various respondents. But, during the study certain problems were faced and those are very important to be highlighted.

- 1) Time constraint for completing the work: Study carried out at different districts located in different areas in south karnataka state was conducted within the time frame of 45 days.
- 2) Shortage of time for interview: Respondents were not in position to give much time for interview due to their schedule. In some cases, interview was conducted hurriedly. It may affect the accuracy of data to some extent.
- 3) Improper Response : In some cases, respondents gave wrong information willingly or avoided to impart information. They took no interest during interview.

In addition to aforesaid limitations, there were other minor problems faced which are not important to be highlighted.

Conclusion

The repeat purchasers have observed a change in yield, improved soil health and water holding capacity. Farmers are going for repurchase due to the overall good performance of the product. The packaging and the attractive color increases the visibility of the product. Due to the good response of farmers repurchase of product may increase. Prices are favorable from the farmer's perspective. It is observed that the product contains sand – when mixed with water the product is washed away and sand particles are observed. I could also see this. In an NGC the warehouse is not proper so the bags are damaged, farmers complain about the bags and product. Deteriorated quality product in few bags. Damaged bags, poor bag quality. No improvement in water holding capacity & soil health as compared to previous year. Few farmers complained about glass and plastic pieces.

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