

**RESEARCH ARTICLE :**

# Effect of demonstration on farmer buying behaviour in Shrirampur and Nagar tahasil

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**SUMMARY :** This study was conducted between July 2018. We visited to the 100 farmer of Shrirampur tahasil and 100 famer of Nagar tahasil for demo of water soluble fertilizer. We select vedant fertilizer two product (soil booster) and (NPK 19:19:19) for demo. We give demo of soil booster on date 5 July 2018 and NPK 19:19:19 on date 20 July 2018 in Shrirampur tahasil and demo of soil booster on date 8 July 2018 and NPK 19:19:19 on date 23 July 218 in Nagar tahasil. We recorded of observation of farmer buying behaviours of fertilizer. Water soluble fertilizer gives good result on crop after few day of demonstration most farmers observed healthy development of crop so farmer purchase nutrilex water soluble fertilizer. Soil booster used to all crop at time of plantation. It help to soil boost micronutrient available and (NPK 19:19:19) use second stage of maturity also 19:19:19 balance macro nutrient. It useful for primary growth of nutrient. Due to demonstration we observed rise in the sale of nutrilex water soluble product. Demonstration activity was adopted by almost all firms followed by exhibitions and premiums and gifts. Field demonstration was adopted by various companies because unless the farmer sees the crop in the field he will not believe in the product. Hence, demonstrations played a major role in the promotional activities conducted by the various companies (Bansal *et al.*, 2013).

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## **BACKGROUND AND OBJECTIVES**

One of the major function of extension works in disseminating useful and practical information. One good way to do this through well-planned and carefully conducted demonstrations. On-farm demonstrations serve as one of the most effective Extension education tools ever developed. On-farm research is a problem-oriented approach to agricultural research that begins by diagnosing

the conditions, practices and problems of particular groups of farmers. Once the problems are identified, a research demonstration programme is designed to address. A key part of any such programme is conducting experiments or demonstrations on farmers' fields under farmers' conditions and management. Those experiments are then evaluated using criteria that are important to farmers and the results are used to make recommendations.

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The fertilizer promotion strategy in a free market economy has to be reoriented for achieving complete customer satisfaction. It is likely that after complete decontrol, prices of fertilizers may increase resulting in negative growth rate in fertilizer consumption, as happened in case of phosphatic and potassic fertilizers after August, 1992. Even in the recent past, growth rate in fertilizer consumption has been erratic (Shrotriya, 2014).

### **Six goals for effective demonstrations:**

Long before the demonstration is conducted, the agent and guidance committee should read and understand each one of these goals. These goals do not guarantee the success of your demonstration, but they are the first step in the right direction.

#### *Audience interest:*

Effective demonstrations deal with problems in which people are already interested, or else your demonstration must arouse their interest.

#### *Understanding the purpose of the demonstration:*

The community should understand what the demonstration is about, why it is being conducted and what it intends to accomplish. The publicity campaign achieves this through meetings, letters, posters, newspaper articles and radio and television promotions. The objective is to make possible a correct interpretation of the results.

#### *Simplicity:*

Demonstrations which teach one practice at a time are likely to be more effective than multiple-practice or management demonstrations involving a number of factors. Begin with the simple and gradually proceed to the more complex.

#### *Repetition:*

Repeating the same demonstration adds to its effectiveness. Acceptance is more likely if the success is repeated. The successive impressions on the mind of the observer beget action.

#### *Participation by observers:*

A skill has neither been taught nor learned until the pupil can actually perform the task with his or her own hands.

### **The process of conducting on-farm demonstrations can be divided into the following five steps:**

Each step must be included and the steps must be followed in the pre-determined sequence.

#### *Diagnosis: Identifying the problem:*

The first step is the designing stage; it involves collecting and analyzing information to design on-farm demonstrations. Activities may include a review of secondary data, informal farm surveys consisting of farmer interviews and field observations, and formal surveys with a questionnaire. The purpose of these activities is to gather enough information to describe the basic features of the research area, to identify problems that limit farmers' productivity and to begin considering possible improvements in farmers' practices.

#### *Planning:*

Choosing a guidance committee:

Planning a demonstration may begin with the selection of a guidance committee (commodity advisory group). The committee should consist of Extension staff, agents, specialists, concerned farmers, local dealers and other co-operating individuals who will help do the work.

Choosing a demonstration topic:

One very important responsibility of the guidance committee is topic selection. The demonstration topic must fit a definite need of clientele being served by the co-operative extension service. It should be non-hypothetical, relevant and manageable, so that some type of answer can be obtained.

A topic is non-hypothetical simply because the original problem statement must be based on factual evidence. A review of literature relating to the chosen topic may yield helpful demonstration ideas. Also, the literature review may produce a solution to the actual problem.

Source of materials:

Whenever a demonstration is conducted it is a good idea to obtain the co-operation of your local farm supply and feed dealers or appropriate businesses. If possible, get more than one dealer to work with you. Community agribusiness men are generally anxious to help and be of service. Their assistance will provide valuable support for your programme.

#### *Establishment and management:*

Establishing a demonstration involves the actual planting of test plots and/or field trials in the fields of representative farmers. These field demonstrations examine a small number of new variables, test possible solutions, verify recommendations and demonstrate recommendations to farmers. The new variables may represent possible solutions and/or exploratory factors. Traditional farm production factors do not need to be part of the experimentation stage and are usually present at the local producer level.

#### *Small plots vs field strips:*

The decision to use small plots versus field strips may depend on the individual county. You may have to experiment the first year and determine which method is most successful. Either method alone, or a combination of both, is acceptable.

#### *Evaluation:*

Check the demonstration from time to time. If unusual results show up, contact a state extension specialist who may be able to explain the odd results.

Carefully analyze the results of all on-farm demonstrations. Even if the demonstration failed, you can learn a lot by discussing the results with everyone involved and trying to pinpoint the weaknesses. Don't be afraid to contact state extension specialists, area programme directors and other county agents for their opinions on any demonstration you undertake. By learning from your weaknesses you will strengthen your chances of future success in your programme with this effective extension tool.

Each analysis should include an assessment of farmers' reactions and opinions, a general interpretation of the results and statistical analysis, if appropriate. All results can be used to plan future demonstrations and make recommendations to farmers.

#### *Recommendation and diffusion:*

In a system of on-farm demonstrations that functions well, extension agents participate in the entire process and so are able to transfer recommendations to farmers with skill and confidence. When farmers are actively involved in on-farm demonstrations, they act as an avenue for the diffusion of new technology. By monitoring farmers' opinions and use of new technologies, agents can improve their understanding of farmers' needs

and preferences.

#### *Publicity:*

An important factor influencing the success or failure of any demonstration is publicity. Publicity should start during the planning stage and continue until all demonstrations are concluded.

We selected shrirampur and nagar tahasil because both tahasil has big market place for fertilizer. In Shrirampur tahasil and nagar tahasil, sale of vedant fertilizers is low as compare to other region.

## **RESOURCES AND METHODS**

Selection of hosts for demo sites is done through consultation between programme staff, government extension agents and local leaders. A few projects have a set of written criteria, but most programmes use informal guidelines. The selection of hosts is typically tied to the desired location for the demo, e.g., if preference is to have a demo near a path, then only farmers who have land in such locations will be selected as hosts (Gitau and Clare, 2017).

The study of demonstration of fertilizer conducted in Nagar tahasil and Shrirampur tahasil in A. Nagar district. We visited to 100 famer Shrirampur tashil and 100 famer in Nagar tashil. We give demo of water soluble fertilizer soil booster 50 out of 45 farmer and 19;19;19 50 out of 39 in Shrirampur and also soil booster 50 out of 42 farmer and 19;19;19 50 out of 40 farmer in Nagar tashil. We selected vedant (nutrilix) water soluble fertilizer for demonstration. We give demo of vedant water soluble fertilizer NPK 19:19:19 and soil booster. NPK 19:19:19 is a NPK balanced fertilizer. It is basal dose of crop that is applied to the crop in starting period. It help to primary growth of plant. It also increase quality and yield of crop. As soil booster used to at time of plantation. It help to soil boost micronutrient. Soil booster is increase efficiency of micronutrient in soil. And it help to fulfill the micro nutrient available of plat. We give demo of 19:19:19 to 39 farmer and soil booster to 45 famer in Shrirampur and 19:19:19 to 40 farmer and soil booster to 42 farmer in Nagar tahasil. Before and after demo of fertilizer we recorded sale of product in retail shop. After giving demo product received good response resulted in rice of sale of product. Out of 50 farmers 12 farmer buy 19:19:19 and 18 farmers buy soil booster in Shrirampur while in Nagar tahasil 15 farmers buy 19:19:19 and 20

**Table 1 : Product profile**

Sr. No.	Product	Contain	Packaging	Price
1.	Soil booster	Zinc sulphate, magnesium sulphate,	28 kg	850 Rs.
		magnese sulphate, boran	40 kg	1450 Rs.
2.	19:19:19	N;P;K	1 kg	180 Rs.
			10 kg	1500 Rs.
			25 kg	3100 Rs.

**Table 2: Demonstration**

Sr. No.	Tahasil	Total farmer visited	Demo given	No of farmers purchase product	Quantity purchase
1.	<b>Shrirampur</b>				
	19:19:19	50	39	12	120 kg
	Soil booster	50	45	18	504 kg
2.	<b>Nagar</b>				
	19:19:19	50	40	15	150 kg
	Soil booster	50	42	20	560 kg

farmers buy soil booster.

#### **Demonstration given village in Shrirampur tahasil:**

- Ashok nagar
- Belapur
- Dattanagar
- Shirasgoan
- Tilaknagars.

#### **Dmonstaration given village in Nagar tahasil:**

- Nimbalk
- Isalak
- Shendi
- Jeur
- Pokhardi.

### **OBSERVATIONS AND ANALYSIS**

On the day of demo product received good response resulted in rise of sale of product. Soil booster 50 farmer out of 18 farmers and 19:19:19 to 50 farmer out of 12 farmer buy product on demo day in Shrirampur and soil booster 50 farmer out of 20 farmers and 19:19:19 to 50 farmer out of 15 farmer in Nagar tahasil buy product immediately. In Shrirampur tahasil has sale of soil booster 504 kg and 19:19:19 rice upto the 120 kg after demo. And in Nagar tahasil sale is rise up of soil booster is 560 kg and 19:19:19 is 150 kg. Above information indicates that fertilizers sales has increases after demo.

#### **Conclusion:**

Due to demonstration farmer get aware about the product, its benefits. Demonstration helps in creating brand image of company in farmers mind and help to increase sale of product. It help to create brand loyalty in famer mind. Brand awareness of vedant fertilizer is increase in customer mind.

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