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**A STUDY ON ANALYSIS OF MARKET POTENTIAL
FOR BIO- FERTILIZERS – A EMPIRICAL STUDY
CONDUCTED ON BEHALF OF KALPATHARU
BIO-FERTILIZER-SHIVAMOGGA DISTRICT**

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ABSTRACT

A market analysis is a studies the attractiveness and the dynamics of a market within a special industry. It is part of the industry analysis and thus in turn of the global environmental analysis. Through all of these analyses the strengths, weaknesses, opportunities and threats of a company can be identified. Finally, with the help of a SWOT analysis, adequate business strategies of a company will be defined. The primary data is collected from the customers through questionnaire. For survey the instrument used was Questionnaire, convenience sampling method was used to survey the customers of online and Traditional Buyers with 175 total sample size taken for this study. The result of the survey proves that the farmers are more price conscious. To be dominant players in the market, sales promotion is very crucial weapon. According to the market research the farmers had given the positive response towards the kalpatharu bio-fertilizer. It shows that kalpatharu bio-fertilizer is attracting the farmers. But in a competitive field one should not satisfy with one's present performance. In order to maintain higher competitive efficiency, regular market research will help an organization to ascertain the customer's preference and act according to them for creating and maintaining brand image in the minds of people.

KEYWORDS- Market Potential, Fertilizers,

1. INTRODUCTION

Fertilizer is any organic or inorganic material of natural or synthetic origin (other than liming materials) that is added to soil to supply one or more plant nutrients essential to the growth of plants. Conservative estimates report 30 to 50% of crop yields are attributed to natural or synthetic commercial fertilizer. Global market value is likely to rise to more than US\$185 billion until 2019. The European fertilizer market will grow to earn revenues of approx. €15.3 billion in 2018.

1.1 Brief on bio-fertilizer

Bio-fertilizers are the substances which make use of microorganisms to fertile the soil. These fertilizers are not harmful to crops or other plants like the chemical fertilizers. They are actually taken from the animal wastes along with the microbial mixtures. Microorganisms are used to increase the level of nutrients in the plants. They let the plants grow in a healthy environment. They are also environment friendly and do not cause the pollution of any sort. Use of bio-fertilizers in the soil, makes the plants healthy as well as protect them from getting any diseases. A Bio fertilizer is a substance which contains living microorganisms which, when applied to seed, plant surfaces, or soil, colonizes the rhizosphere or the interior of the plant and promotes growth by increasing the supply or availability of primary nutrients to the host plant. Bio-fertilizers add nutrients through the natural processes of nitrogen fixation, solubilizing phosphorus, and stimulating plant growth through the synthesis of growth-promoting substances. Bio-fertilizers can be expected to reduce the use of chemical fertilizers and pesticides.

1.2 Types of Bio-fertilizers: -

- **Nitrogen Bio-fertilizers:-** This type of bio-fertilizers helps the agriculturists to determine the nitrogen level in the soil. Nitrogen is a necessary component which is used for the growth of the plant. Plants need a limited amount of nitrogen for their growth. The type of the crops also determines the level of nitrogen. Some crops need more nitrogen for their growth while some crops need fewer amounts. The type of the soil also determines that which type of bio-fertilizers is needed for this crop.
- **Phosphorus bio-fertilizers: -** Phosphorus bio-fertilizers are used to determine the phosphorus level in the soil. The need of phosphorus for the plant growth is also limited. Phosphorus bio-fertilizers make the soil get the required amount of phosphorus. It is not necessary that a particular phosphorus bio-fertilizers is used for a particular type of crop. They can be used for any types of the crops

- **Compost Bio-fertilizers: -** Compost bio-fertilizers are those which make use of the animal dung to enrich the soil with useful microorganisms and nutrients. To convert the animals waste into a bio-fertilizers, the microorganisms like bacterias undergo biological processes and help in breaking down the waste. Cellulytic fungal culture and Azetobacter cultures can be used for the compost bio-fertilizers.

1.3 Indian Fertilizer Industry

The Indian Fertilizer Industry is one of the allied sectors of the agricultural sphere. India has emerged as the third largest producer of nitrogenous fertilizers. The adoption of back to back Five Year plans has paved the way for self-sufficiency in the production of food grains. In fact production has gone up to an extent that there is scope for the export of food grains. This surplus has been facilitated by the use of chemical fertilizers.

Fertilizer sector is very crucial for Indian economy because it provides a very important input to agriculture. Moreover the fertilizer industry, specially the ammonia urea plants, is highly energy intensive in their operation. There are wide variation in the vintage of fertilizer plants in the country. In terms of feedstock, major feedstock's presently being used in the fertilizer plant are natural gas, naphtha and fuel oil / LSHS. Over the years, the majority of industry has improved its performance significantly in terms of specific energy consumption and capacity utilization. There are several state-of-the-art fertilizer plants operating in India. There are around 27 fertilizer plants in the country engaged in the manufacture of urea.

2. THEORETICAL BACK GROUND

Determining the market potential of a product is part of a successful marketing process and requires marketing research. You'll need to examine at least three factors that will determine whether the market potential of your product is worth the investment. You need to analyze your potential customer base, your competition, and the current environmental conditions that may affect market potential. A market analysis studies the attractiveness and the dynamics of a special market within a special industry. It is part of the industry analysis and thus in turn of the global environmental analysis. Through all of these analyses the strengths, weaknesses, opportunities and threats (SWOT) of a company can be identified. Finally, with the help of a SWOT analysis, adequate business strategies of a company will be defined. The market analysis is also known as a documented investigation of a market that is used to inform a firm's planning activities, particularly around decisions of inventory, purchase, work force expansion contraction, facility expansion, purchases of capital equipment, promotional activities, and many other aspects of a company.

Dimensions of market analysis

- Market size
- Market trends
- Market growth rate
- Market profitability
- Industry cost structure
- Distribution channels
- Key success factors
- Key success Details

3. RESEARCH METHODOLOGY

Bio-fertilizers are the substances which make use of microorganisms to fertile the soil. These fertilizers are not harmful to crops or other plants like the chemical fertilizers. They are actually taken from the animal wastes along with the microbial mixtures. Microorganisms are used to increase the level of nutrients in the plants. They let the plants grow in a healthy environment. They are also environment friendly and do not cause the pollution of any sort. Use of bio-fertilizers in the soil, makes the plants healthy as well as protect them from getting any diseases. A market analysis is a studies the attractiveness and the dynamics of a market within a special industry. It is part of the industry analysis and thus in turn of the global environmental analysis. Through all of these analyses the strengths, weaknesses, opportunities and threats of a company can be identified. Finally, with the help of a SWOT analysis, adequate business strategies of a company will be defined. The project through research methodology, research design & source of data (Primary data & secondary data) and by analyzing, interpreting those data, we understand the company potentiality of kalpatharu bio-fertilizer and to know the reasons for the less demand of the kalpatharu bio-fertilizer products, the outcome can give alternative solution with findings which plays a remarkable role in understanding the behavior of customer

3.1 Objectives of study

1. To study and analyze consumer satisfaction level of kalpatharu bio-fertilizer products
2. To know the factor influence the consumers to purchasing kalpatharu products.

3. To analyze and identify the consumer’s opinion about quality and pricing strategies
4. To find out the customer’s response towards kalpatharu products and service
5. To come out with suggestions and conclusions based on opinions of respondents.

3.2 Methodology adopted

Research methodology is the manner by which the data for the study is collected, measured, analyzed and interpreted in a scientifically structured manner, and whereby the problem can be identified, and stated to get a solution. Here the descriptive type of research is used which includes survey and facts finding enquiry of different kinds. The major purpose of descriptive of the state affairs as it is at present. It begins with a research with a research about past form of the problem. The main objective of the descriptive design is to acquire knowledge.

Source of Data Collection:

1) Primary Data: Primary data refers to the data that is fresh and are collected for the first time. It refers to the data collected by the researcher himself and original in character. The primary data were derived from the answers respondents gave in structured questionnaire prepared by researcher. A personal interview was conducted with the help of questionnaire.

2) Secondary Data: Secondary data will consist of different literatures like books which are published, Articles, annual reports of the company, internet and websites.

Tools and Techniques of Data Collection:

Research Instrument and tools used are questionnaire for collecting primary data and MS-Excel to analysis the data.

Sampling plan: Sampling unit:

Shivamogga district		
Sl no	PLACE	No
1	Sagara	25
2	Shivamogga	25
3	Soraba	25
4	Shikaripura	25
5	Hosanagara	25
6	Thirthalli	25
7	Bhadravati	25
TOTAL		175

3.3 Limitations of the study:

- The duration of this project was three months, which was very short to study the topic which is so wide in scope.
- The survey was limited to Shivamogga district .
- The sample size of the consumers taken for survey was only 175
- Results are purely based on primary information.
- The analysis and interpretation is made under the data resources.

4 ANALYSES

4.1: Table depicting age group of the respondents.

Age in years	Number of Respondents	Percentage (%)
20-30	25	14
30-40	45	26
40-50	45	26
Above 50	60	34
Total	175	100

(Source: Primary data)

Interpretation: The above analysis indicates that 34%(60) of the farmers falls in the age of above 50 years category and there are 26% (45) farmers who fall in the age of 40-50 years category.

4.2 Table showing Area of residence.

Area of residences	No of respondent	percentage
Rural	140	80%
Urban	35	20%

Interpretation: The above analysis indicates 80% (140) of the respondents are belongs to the rural area, it shows the high potential for the company is more in rural market .

4.3. The table showing sex ratio of the respondents.

sex	Number of Respondents	Percentage
Male	170	97
Female	5	3
Total	175	100

(Source: Primary data)

Interpretation: The above analysis indicates 97 %(170) of the respondents are male.

4.4. Table showing educational qualification of the respondents.

Educational Qualification	Number of Respondents	Percentage
Illiterate	28	16
Primary	40	23
High school	45	26
P.U.C	35	20
Under graduate	20	11
Post graduate	07	04
Total	175	100

(Source: Primary data)

Interpretation: The above analysis indicates meajority of the respondents are not well educated, most of the respondent qualification is below literacy level and there are very less respondent who are Post graduates .but the rural marketing environment is changing rapidly .

4.5. Table showing occupation of the respondents.

Occupation	Number of Respondents	Percentage
Farmer	130	74
Business man	7	4
Govt employee	15	9
Student	3	2
Professional	13	7
Other	07	4
Total	175	100

(Source: Primary data)

Interpretation: The above analysis indicates 74 % (130) of the respondents are engaged in agriculture , 9% (15) of the respondents are the government employees .some of them are professionals.

4.6. The table showing the Annual income of the respondents.

Annual income	Number of Respondents	Percentage
Below10000	110	63
11000-30000	30	17
31000-50000	25	14
51000-Above	10	6
Total	175	100

(Source: Primary data)

Interpretation: The above analysis it's shows the annual income of the respondents are very low .the 63% (110) of them having the annual income of less than Rs10000. and only the 6%(10) of them having the annual income of above Rs51000 thousand.

4.7: The table showing ownership of land.

Owning their own land	Number of Respondents	Percentage
yes	175	100
No	0	0
Total	175	100

(Source: Primary data)

Interpretation: The above analysis indicates entire respondents are having their own land

4.8. The table showing kind of land.

Kind of land Owning	Number of Respondents	Percentage
Cultivable	175	100
Non cultivable	0	0
Total	175	100

(Source: Primary data)

Interpretation: The above analysis indicates entire respondents are having their own cultivable land

4.9. The table showing the hectares of land owned by the respondents.

Land	Number of Respondents	Percentage
1-2	46	29
2-5	60	34
5-10	38	22
Above 10	31	18
Total	175	100

(Source: Primary data)

Interpretation:The above analysis it's clear that 29%(46) of the respondents are fall under the 1-2 hectors category, so it's clear that most of the farmers are having the average land of 1-2 hectors.

4.10: The table showing the preference of crops grown by the respondents.

Crops	Number of Respondents	Percentage
Areca	66	37
Paddy	42	23
Banana	43	24
Ginger	29	16
Total	175	100

(Source: Primary data)

4.11. The table showing the Kalpatharu bio-fertilizer usage preference by the respondents.

Usage of kalpatharu products	Number of Respondents	Percentage
Yes	175	100
No	0	0
Total	175	100

(Source: Primary data)

Interpretation:The above analysis indicates 100 %(175) of the respondents Using kalpatharu bio-fertilizer products.

4.12. The table showing the perception of the respondents towards kalpatharu Bio-fertilizer products.

	Particulars	Number of Respondents
1	Economical	22
2	Good quality	40
3	Costly	18
4	Poor quality	15
5	Low yield	20
6	High yield	60

(Source: Primary data)

Interpretation:The above analysis it's clear that the perception towards the product varies from person to person. In above analysis 60 of the respondents having perception that kalpatharu bio-fertilizer products having High yield and good quality one, in other side 15 of the respondents having perception that kalpatharu bio-fertilizer products is having poor quality and costly.

4.13. The table showing the Reason for being unsatisfied with the kalpatharu bio-fertilizer by the respondents.

Reason	Number of Respondents	Percentage
Poor quality	37	21
High price	67	38
Less productivity	52	30
Less availability	19	11
Total	175	100

(Source: Primary data)

Interpretation:The above analysis indicates that 38% of the respondents are unsatisfied with the usage of kalpatharu bio-fertilizer because the high price of kalpatharu bio-fertilizer products. And 11% of the respondents are unsatisfied because of less productivity and less availability of the product.

4.14: The table showing, how long respondents have been using kalpatharu bio-fertilizer products

Particulars	Number of Respondents	Percentage
1 -2Year	55	31
3 Year	35	20
4 Year	43	25
5 Year	42	24
Total	175	100

(Source: Primary data)

Interpretation: The above analysis indicates that majority of the respondent are using the kalpatharu bio-fertilizer products form past 1-2 year and there are some respondents they are using kalpatharu bio-fertilizer products from past 5 year.

4.15: The table showing the brand preferred by the respondents.

Rating	Number of Respondents	Percentage
Kalpatharu bio-fertilizer	82	47
Godavari gold	38	22
Kalpavruksha	27	15
Mysore bio-fertilizer	28	16
Total	175	100

(Source: Primary data)

Interpretation: The above analysis indicates that the kalpatharu bio-fertilizer has covered 47% of the market share and Godavari gold are major competing to kalpatharu bio-fertilizer. And Mysore and Kalpavruksha they are competing.

Table no:4.16: About the people who influenced the respondents to use Kalpatharu Bio-fertilizer products.

People Influenced	Number of Respondents	Percentage
Farmer friends	70	40
Media	07	4
News paper	29	17
Family	69	39
Total	175	100

(Source: Primary data)

Interpretation: The above analysis indicates that 40 of the respondents are influenced by the Farmer friend and 39 influenced by family members

4.17. The table showing the Satisfied and unsatisfied respondents users of kalpatharu bio-fertilizer.

Particulars	Number of Respondents	Percentage
Yes	140	80
No	35	20
Total	175	100

(Source: Primary data)

Interpretation: The above analysis indicates that 80 %(140) of the respondents are satisfied with the usage of the kalpatharu bio-fertilizer products and 20 %(35) of the farmers are not satisfied with the kalpatharu bio fertilizer products because of many reasons.

4.18. The table showing the factors that dissatisfied the customer towards kalpatharu bio fertilizer products .

Factors	Number of Respondents	Percentage
High price	90	51
Low productivity	26	15
Fails in service delivery	44	25
other	15	9
Total	35	100

(Source: Primary data)

Interpretation: The above analysis indicates that 50% of the respondent are not satisfied because of High price, and 25% respondent are not satisfied because they Indicated that it will not effects on the productivity

4.19. The table showing the level of satisfaction by the respondents for the usage benefit of kalpatharu bio-fertilizer.

Rating	Number of Respondents	Percentage
Highly satisfied	30	17
Satisfied	90	51
Neutral	13	7
Dissatisfied	24	14
Highly dissatisfied	18	10
Total	175	100

(Source: Primary data)

Interpretation: The above analysis indicates that respondent had got the benefit from the kalpatharu bio-fertilizer products so , 51%(90) of the respondent rated as satisfactory and highly satisfactory . And some of the farmers rated as highly Dis-satisfied because they did not get much benefit.

4.20. The table showing the ratings given by the respondents for kalpatharu bio-fertilizer. (1- Excellent, 2-Very good, 3- Good, 4- Average)

Particulars	Ranking				WMS	Rank
	1	2	3	4		
Product quality	51×1	24×2	49×3	61×4	2.8	2
Productivity	60×1	30×2	5×3	80×4	2.6	3
Pricing	40×1	30×2	15×3	90×4	2.88	1
Availability	86×1	42×2	23×3	24×4	1.91	4

(Source: Primary data)

Interpretation: From the analysis it is clear that, respondents are the price conscious. Are and are they ranked Product availability last rank.

4.21. The table showing the level of efforts from the sales and promotion team by the kalpatharu bio-fertilizer.

Rating	Number of Respondents	Percentage
Excellent	23	13
Very good	32	18
Good	52	30
Average	47	29
Poor	21	12
Total	175	100

(Source: Primary data)

Interpretation: The above analysis indicates that the sales and promotion team by the kalpatharu bio-fertilizer is doing good.

4.22. The table showing the opinion about the service delivery of kalpatharu bio-fertilizer.

Service delivery	Number of Respondents	Percentage
V-Good	12	7
Good	49	28
Average	49	28
Poor	34	19
V-Poor	31	18
Total	175	100

(Source: Primary data)

Interpretation: The above analysis indicates most of the respondents are happy with the service delivery of kalpatharu bio-fertilizer and it is good sign to the company point of view

4.23. The table showing the ratings given by the respondents for factors effecting while purchasing of kalpatharu bio-fertilizer (1- Excellent, 2-Very good, 3- Good, 4- Average)

Preferences	Ranking				WMS	Rank
	1	2	3	4		
Cost	60×1	25×2	40×3	50×4	2.45	3
Quality	45×1	35×2	70×3	25×4	2.42	4
Brand	55×1	20×2	20×3	80×4	2.71	2
Yield	42×1	45×2	26×3	62×4	4.78	1
variety	73×1	46×2	41×3	15×4	1.97	5

(Source: Primary data)

Interpretation From the analysis it is clear that, respondents have rated that yield and brand is the major factors influencing the purchase of products.

4.24. The table showing are their is any credit facility available from the kalpatharu bio-fertilizers in Shivamogga district

Particulars	Number of Respondents	Percentage
Yes	95	54
No	80	46
Total	175	100

(Source: Primary data)

Interpretation: So it is clear that 54% of the respondents are assuming that there is a credit facility is available at certain extent

4.25The table showing the opinion about the quality of the kalpatharu bio-fertilizer products.

Quality	Number of Respondents	Percentage
Excellent	10	6
Good	130	74
Average	25	14
Below average	10	6
Total	175	100

(Source: Primary data)

Interpretation:The above analysis indicates 74% of the respondents are happy with the quality’s of kalpatharu bio-fertilizer and it is good sign to the company point of view

4.26Table no: 4.26: the factors influencing while the re-purchase of kalpatharu products

Factors of influencing	Number of Respondents	Percentage
Company reputation	20	11
Customer service	40	23
Reasonable price	83	47
After sales service	32	19
Total	175	100

(Source: Primary data)

Interpretation:The above analysis indicates most of the customer are the cost sensitive ..and almost of the respondents are they needed the customer service. From the kalpatharu bio-fertilizer

4.27. The table showing preference given by the respondents for while purchasing of kalpatharu bio-fertilizer (1- Excellent, 2-Very good, 3- Good, 4- Average)

Preferences	Ranking				WMS	Rank
	1	2	3	4		
Cost	60×1	90×2	10×3	15×4	1.88	4
Quality	55×1	45×2	25×3	50×4	2.71	1
Brand	49×1	46×2	35×3	45×4	2.43	3
Yield	26×1	49×2	32×3	68×4	2.46	2

(Source: Primary data)

Interpretation:From the above graph it indicates that Quality and Yield is the major factor which the respondents preferred . when purchasing the products.

Table no: 4.28: given by the respondents opinion for the pricing strategy of the kalpatharu bio-fertilizers.

Rating	Number of Respondents	Percentage
Very good	6	4
Good	30	17
Average	100	57
Poor	34	19
Very-poor	5	3
Total	175	100

(Source: Primary data)

Interpretation: The above analysis indicates that the pricing strategy is not up to the mark the company needs analyze it and have cut the down the cost .

4.29. The table showing there is any competitor to the kalpatharu bio-fertilizers in Shivamogga district.

Particulars	Number of Respondents	Percentage
Yes	135	77
No	40	23
Total	175	100

(Source: Primary data)

Interpretation: The above analysis indicates 77% of the respondent are they are thinking there is a more competition is there .

4.30. The table showing the major competitors for kalpatharu bio-fertilizer kalpatharu bio-fertilizer.

Rating	Number of Respondents	Percentage
India mart	60	34
Triveni chemicals	53	30
Redoxy	22	13
Sikko industries	40	24
Total	175	100

(Source: Primary data)

Interpretation: The above analysis indicates that India mart and treveni chemicals are major competitor to kalpatharu bio-fertilizer. And sikko and Redoxy they are competing.

4.31. The table showing the respondents users of kalpatharu bio-fertilizer prefers to strategic change .

Particulars	Number of Respondents	Percentage
Yes	160	91
No	15	9
Total	175	100

(Source: Primary data)

Interpretation: The above analysis indicates 91% of the respondent are they are thinking there is a need to change the strategies .

4.32. The table showing the expectation of the respondents towards strategic change in kalpatharu bio-fertilizer

Particulars	Number of Respondents	Percentage
Response from sales executive	64	37
Service delivery	36	20
Pricing strategy	23	13
Quality of the product	52	30
Total	175	100

(Source: Primary data)

Analysis: Table and graph No4.32 it is clear that, 37%(64) of the respondents are expecting the change in response from the sales executive, 20%(36) of the respondents are expecting that It should be better in service delivery , 13%(23) of the respondents are expecting that it should bring better quality,

5.0 SUGGESTIONS

The following suggestions were made based on the objectives set by the study as well as personal opinion by the information received during the contact with respondent.

1. To study and analyze consumer satisfaction level of kalpatharu bio-fertilizer products

1. The farmers are unsatisfied with the kalpatharu bio-fertilizer products because of its poor quality and high price. So the company can improve the quality of the product.
2. Most of the farmers prefer the chemical fertilizer, so the company should bring awareness to the farmers about the benefit of the bio-fertilizer. They can arrange awareness program regarding the usage and benefit of bio-fertilizer products. Specially the opinion leader is playing vital role in influencing potential customer.

2. To know the factor influence the consumers to purchasing kalpatharu products.

1. Many of the farmers are giving first preference verity of the products available for different crop. If the company can cut off the price of the products through economies of scale it will be more demand for kalpatharu products.
2. It's observed that the influence of packaging is high in the utilization of the kalpatharu bio- fertilizers. The company should design long lasting package with a unique color of the package as a symbol for environment protection.
3. Company can capitalize the referral power of the Agricultural officials to motivate the farmers for choosing bio- fertilizers.

3.To analyze and identify the consumers opinion about quality and pricing strategies-

Farmers are expecting that, the fertilizer price should be economical and it should available in bulk quantity, so company can try to full fill the expectation of the farmer. At the minimum cost. The company can use economies of scale to reduce the cost.

4.To find out the customer's response towards kalpatharu products and service-

They think the kalpatharu products are good. But they need to bring strategically change quality of the product and services. The yield factor is the major factor which effects the purchase of the products they need to focus more on the quality of the product.

5. To come out with suggestions and conclusions based on opinions of respondents.

- It is suggested that Outdoor advertising, Personal selling, Television and Print Media are the most effective sources in increasing the awareness level of the farmers towards the

organic fertilizers. The farmers should be educated through rishi meals, soil testing programmers, audio and visual programmers, demonstrations in the field site; regarding the information about the seasonal variations and the suitability for various types of crops.

6. CONCLUSION

Bio-fertilizers, as the nutrient supplier for the soil, cannot be substituted with any other kind of fertilizer. Bio-fertilizer provides food for the soil which is required to maintain the productivity of the soil. Chemical fertilizers work as the food for the plants. It is also realistic that only bio- fertilizer can hardly attain the desired level of output. There should be balanced fertilization comprising both bio-fertilizer and chemical fertilizers. Bio- fertilizer is applied by the farmers in different forms though not always in the form of compost. The farmers are to be accustomed of using bio- fertilizer for every possible crop. In many situations and places it was found that bio- fertilizer is at the top of their awareness list but due to some problems they become reluctant to procure and apply. After the analysis of the bottlenecks it is evident that to overcome the current situation and to increase the adoption of bio- fertilizer among the farmers few measures should be chalked up and prioritized.

Kalpatharu bio-fertilizer put ltd. is one of the leading fertilizer company in Karnataka and it took the initiative to introduce the brand name of assay life to meet the fertilizers needs of the farming community. There is good response for kalpatharu bio-fertilizer in the market. The farmers are not adopting the bio-fertilizers because of many reasons like poor quality low yield and addiction to chemical fertilizer etc. Most of the farmers are using the bio-fertilizer but they are not using on regular basis, so it takes lot of time to farmers to switch from non chemical fertilizers to s bio-fertilizer. The result of the survey proves that the farmers are more price conscious. To be dominant players in the market, sales promotion is very crucial weapon. According to the market research the farmers had given the positive response towards the kalpatharu bio-fertilizer. It shows that kalpatharu bio-fertilizer is attracting the farmers. But in a competitive field one should not satisfy with one's present performance. In order to maintain higher competitive efficiency, regular market research will help an organization to ascertain the customer's preference and act according to them for creating and maintaining brand image in the minds of people.

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