Objectives of the Study

The primary objective of this study is to design the marketing strategies for green fertilizers in terms of product, price, place, packaging and promotion on the basis of attitudes and perception from the consumers (farmers) and marketers (executives of fertilizer companies). In this context, the present study has been conducted with the following objectives:

1) To understand the attitudes & perceptions of the farmers towards ‘Green Marketing’, by eliciting their opinion on Chemical (Inorganic) fertilizers Vs Green (Organic) fertilizers.

2) To know the awareness level of the farmers towards Green fertilizers.

3) To find out the existing practices in promoting the green fertilizers from the executives of both Public Limited Fertilizer & Private Limited Fertilizer companies.

4) To assess the factors influencing the ‘Green Marketing’

5) To develop the marketing mix for Green fertilizers in terms of Product, Price, Place, packaging and Promotion and their impact on purchase decision.

6) To analyse the variables of marketing mix for designing the marketing strategy to Green Fertilizers.
Hypothesis
Statement(s) of hypothesis:
A Hypothesis is a unproven statement or proposition about a factor or phenomenon that is of interest to the researcher.

The following alternative hypotheses will be tested in relation to the research variables:

H1: There is an internal consistency and reliability among the variables selected in the study for conducting factor analysis.

H2: There is a strong association among various demographic factors like Age, Income & Education level with the Awareness Level of the farmers towards green fertilizers.

H3: Appearance of the Packaging conveys the eco-friendliness of the green fertilizers.

H4: Pricing is highly significant in the usage of fertilizers.

H5: There is a strong correlation between Soil Type & Price.