

A

**Project Report**  
**On**

**“A STUDY ON IMPACT OF PROMOTIONAL STRATEGIES ADOPTED  
BY IGEN AGRICULTURE COMPANY”**

**Submitted to**

**G.S College of Commerce & Economics, Nagpur**

**Affiliated to**

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

In partial Fulfilment for the Award of the Degree of

**Bachelor of Business Administration**

**Submitted By**

**Abhishek D. Hiwrale**

**Under the Guidance of**

**Prof. Afsar Sheikh**

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**G.S College of Commerce & Economics, Nagpur**  
**Academic Year 2023-24**

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**G.S College of Commerce & Economics, Nagpur**  
**Academic Year 2023-24**



**CERTIFICATE**

This is to certify that, Abhishek D. Hiwrale has submitted the project report titled “A Study on Impact of Promotional Strategies Adopted by Igen Agriculture Company”, towards partial fulfilment of BACHELOR OF BUSINESS ADMINISTRATION degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate. It is further certified that he has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

**DR. AFSAR SHEIKH**  
**(Project Guide)**

**DR. AFSAR SHEIKH**  
**(Co-Ordinator)**

**Place:**

**Date:**

**G.S College of Commerce & Economics, Nagpur**  
**Academic Year 2023-24**



**DECLARATION**

I here-by declare that the project with title “A Study on Impact of Promotional Strategies Adopted by Igen Agriculture Company” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

**Abhishek D Hiwrale**

**Place:**

**Date:**

**G.S College of Commerce & Economics, Nagpur**  
**Academic Year 2023-24**



**ACKNOWLEDGEMENT**

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. Praveen Mustoor, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my project guide Dr. Afsar Sheikh for his guideline throughout the project. I tender my sincere regards to Co-Ordinator, Dr. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the non-teaching staff of the college of the college for their co-operation.

I would like to thank all those who helped me in making this project report complete and successful.

**Abhishek D. Hiwrale**

**Place:**

**Date:**

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# **CHAPTER 1**

## **INTRODUCTION**

In this highly competitive market of business where daily we are coming across variety businesses in every sector, sales promotion or advertisement and building strategies around it has become a crucial tool for the companies to perform and show results.

Sales promotion and developing strategies has become a key part of marketing plan and goal settings. It has become important in a way to attract and retain customers. It creates a strong marketing agenda for businesses to boost their presence and compete with the competitors.

During COVID-19 promotional businesses, strategies were developed with least physical contact and the market shifted drastically to online promotion and sales. Post COVID the online marketing and promotion has also joined hands with field campaigns and so the strategies to develop these activities has again changed.

Promotional strategies may vary from digital advertisement, online campaigning, field campaigns to giving set of incentives/discounts to customers, but the objectives remain intact as follows

### **Objectives of Promotional Strategies**

- To introduce noval products
- Building product awareness
- Creating awareness among consumers
- Stimulating demand for bulk sales
- Creating brand image

During the course of this project, you will learn how promotional strategy impact the business in Agriculture Manufacturing and Marketing. For the sole purpose I have choosen a local agriculture company named iGenAgri Solutions Pvt. Ltd., Nagpur for my study purpose.

With a rich experience in Agri Sector the Directors of iGen initially kicked-off Agri trading marketing sales and promotional activities in central India. After establishing a sizable market share with a good dealer network and also with a parallel team engaged in brand establishment, iGen initiated the Government's mandatory Agri manufacturing and marketing various licencing procedures which thus instigated the Agri Biotech Research and Product Development work.

In today's competitive marketplace, effective promotional strategies play a pivotal role in the success and sustainability of businesses across various industries. In the realm of agriculture, where innovation and efficiency are paramount, companies like Igen Agriculture Company are constantly striving to adopt and implement promotional strategies that not only enhance their market presence but also contribute to their overall growth and development.

Igen Agriculture Company stands as a notable player in the agricultural sector, known for its commitment to excellence and innovation in providing sustainable solutions to modern farming challenges. As part of its strategic initiatives, the company has been actively engaging in promotional activities to communicate its offerings, build brand awareness, and stimulate demand for its products and services.



This study aims to delve into the impact of the promotional strategies employed by Igen Agriculture Company, analysing their effectiveness, reach, and influence on various stakeholders within the agricultural ecosystem. By examining the intricacies of these strategies, we seek to uncover insights that not only shed light on the company's promotional endeavours but also offer valuable lessons and best practices for businesses operating in similar domains.

**Key objectives of the study include:**

1. Assessing the nature and scope of promotional strategies adopted by Igen Agriculture Company.
2. Analysing the effectiveness of these strategies in reaching target audiences and enhancing brand visibility.
3. Evaluating the impact of promotional efforts on customer engagement, loyalty, and satisfaction.
4. Investigating the correlation between promotional activities and business performance metrics such as sales growth, market share, and profitability.
5. Identifying challenges and opportunities encountered in the implementation of promotional campaigns and initiatives.

Through a combination of qualitative and quantitative research methods, including surveys, interviews, and data analysis, this study aims to provide comprehensive insights into the promotional landscape of Igen Agriculture Company. By understanding the dynamics of promotional strategies and their implications, businesses can glean valuable lessons to optimize their own promotional endeavours and achieve sustainable growth in today's competitive marketplace.

In conclusion, this study seeks to contribute to the broader discourse on promotional strategies in the agricultural sector, offering valuable insights that can inform decision-making processes and drive strategic innovation. By examining the case of Igen Agriculture Company, we aim to uncover actionable insights that not only benefit the company itself but also add to the body of knowledge within the field of agricultural marketing and management.

# **CHAPTER 2**

## **COMPANY PROFILE**



**FRUITFUL**  
FARMING



**apure**  
ENVIRONMENT



We are living in a magnificent era of evolution. Evolution has been in many aspects, in technologies, lifestyles, communication, solutions etc. This evolution has captured our progress and the way we think, explore, and perceive things. Through our exploration, we have gathered more and more knowledge applied in developing solutions for varied Industries. Today, developing solutions for an industry is not the sole object; it's about developing sustainable Solutions.

IGen name is derived from Jean Twenge's book on evolution in smart phone and its generation. IGenAgri Solutions Pvt. Ltd., a company is structured with the concept of new generation sustainable solutions for soil, plant, and environment.

We here at iGen Agri Solutions combine engineering & science to create indigenous Solutions that optimize our production while ensuring economic sustainability.

### **VISION**

To strive and dedicate  
for innovations and  
continue  
improvisations in  
products and services.

### **MISSION**

To add Value and  
Integrity Forever  
with Mankind and  
Mother Nature.

### **PHILOSOPHY**

Our philosophy is deeply  
rooted with the core ethics of  
integrity with our users and  
righteousness with our  
planet while also addressing  
the pressing issues of our  
ecosystem.

## **INFRASTRUCTURE**

### **Research Platform & Facilities**

IGenAgri has Research centre with modern, state of art facilities of Microbiology, Biotechnology, Organic & Analytical Chemistry. The action of beneficial metabolites like enzymes, proteins, organic acids, growth hormones etc. is the backbone of our research. This research-based centre provides foundation for innovating & developing bio-organic agriculture and environmental solutions.



## **OUR CORE COMPETENCY**

Our core competencies includes Microbial Lypholisation Techniques, Root Organ Culture Techniques for Mycorrhiza Production, Development of Microbial consortia for specific task, standardization of Bio-Stimulants & Natural Plant elicitors and production in various variants with zero tolerance for contamination.

## **PRODUCTION FACILITY**

Includes Fully automated Submerged Fermenters (SMF) with 2L litre capacity & Solid-State Fermentation (SSF) facility with production capacity of 1000 MT per annum respectively. Also, we are equipped with Root Organ Culture facility with a capacity of 500 MT. A reactor with a capacity to produce 1 million liters of different bio-organic formulations also forms a major part of production facility.



Nature to Nature and Replacement of the synthetics with Naturals. The ingredients used in our bio stimulants are all from the plant-based extracts. Hence, the ingredients are coming from the Nature and going back to the Nature. They perform very naturally and increases the immunity of the plants as nature naturally does it

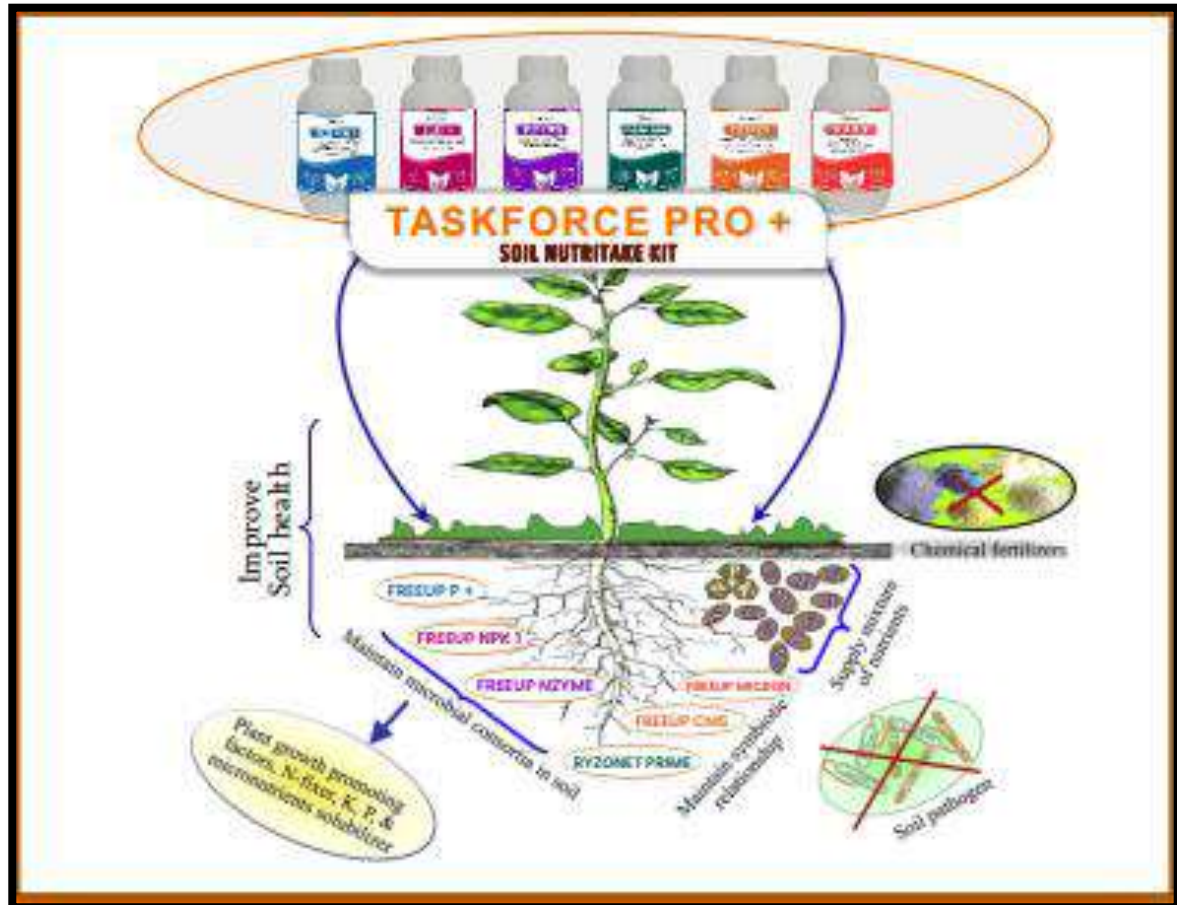
# **PRODUCT OF COMPANY**

<b>AGRICULTURE SECTOR</b>	Bio-Fertilizers
	Bio-Stimulants
	Organic Fertilizers and Manures
	Bio-Pesticides
<b>BIO-REMEDICATION ENVIRONMENTAL</b>	Solid Waste Management Solutions
	Surface Water Management Solutions
	Waste Water Management Solutions
<b>BIO-CLEANING CHEMICAL FREE SOLUTIONS</b>	Home Hotels, Restaurants, Offices, Hospital – Floor Cleaner, Washroom Cleaner, Toilet Bowl Cleaner, Odour Remover for Washrooms, Kitchen Drain Cleaners
	Drip Line Cleaning – Lateral cleaner in standing Crops
	Vegetables & Fruit Washing – For removal of impurities, microbial load & pesticides
	Aquarium Cleaner – To control odour, to digest waste feed etc.
	Swimming Pool Cleaner – Non chlorinated solution to digest organic waste, to control algae, to control odour and microbial load in water.
<b>BIO-ACTIVE MIX (COMPOUNDS) FOR AGRI,FOOD AND COSMETIC AND RELEVANT SECTOR</b>	Poly $\gamma$ -glutamic acid ( $\gamma$ PGA)
	Bio-surfactants
	Microbial polysaccharides

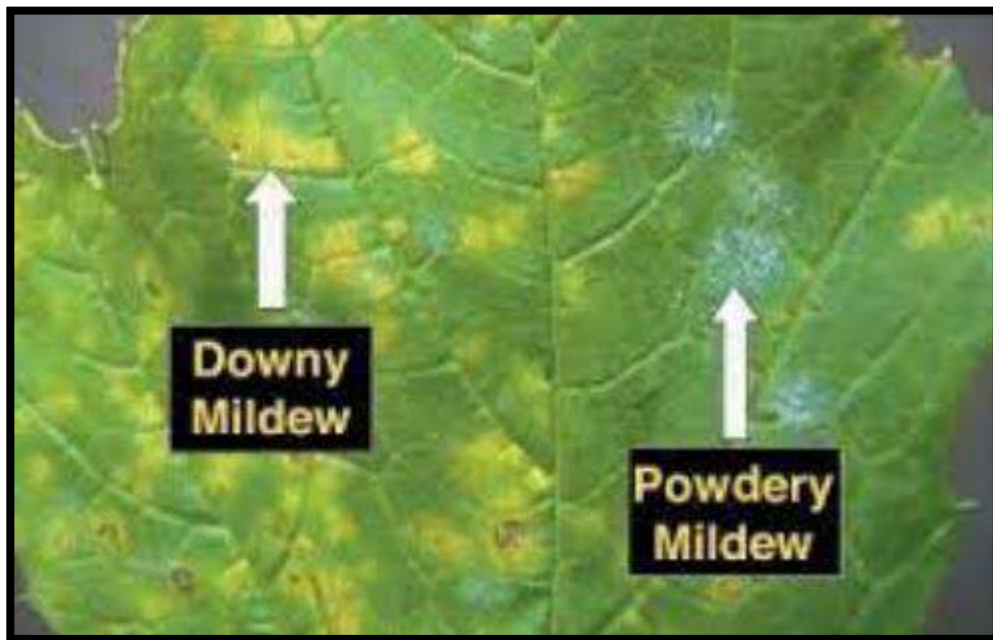




## Free-up your soil treasure with our Taskforce Kit



- Unique combo Biofertilizer kit
- Not only solubilizes the nutrients in soil but also enhances their uptake
- Contributes to 70% plant nutrition, reduces the use of chemical fertilizers.
- Boosts the immune system, increases tolerance to biotic and abiotic stress and provides protection from soil borne diseases.
- Helps in profuse and dense network of roots for maximum nutrient uptake.
- Enriched with organic acids, hormones, vitamins, bio-enzymes
- stimulates multiple growth factors resulting in fast germination, growth of roots, shoots.
- Helps in increased yield and improved growth parameter.
- Environmentally friendly and suitable for both conventional and organic farming.



#### FREEUP NPK 1

Freeup NPK contains selective strains of phosphorus solubilizing bacteria, potash mobilizing bacteria and nitrogen fixing bacteria, either Azotobacter, Azospirillum, Acetobacter or Rhizobium. Dose is 250ml/acre.

#### FREEUP MICRON

FreeUp Micron facilitates the availability of zinc, manganese, iron & silicon to crops from soil It contains selective strains of bacteria which solubilizes zinc, manganese, iron and silicon. Dose is 250ml/acre.

#### FREEUP NZYME

Free Up Nzyme enhances the availability of sulfur to crops from the soil and accelerates the activities responsible for plant growth. It contains selective strains of sulfur solubilizing and lactobacillus bacteria. Dose is 250ml/acre.

### FREEUP CMS

Free Up CMS aids in the assimilation of Calcium, Magnesium and sulfur from soil and helps in vigorous growth of the plant. It contains selective strains of Calcium, Magnesium and sulfur solubilizing bacteria. Dose is 250ml/acre.

### FREEUP P +

FreeUp P + make phosphorus available to the crop from the soil. It contains selective strains of phosphorus solubilizing fungi. FreeUp P+ solubilize insoluble phosphates in soil and facilitate its quick uptake by plants for Nutrition and growth. Dose is 250ml/acre.

# **CHAPTER 3**

## **PROBLEM DEFINITION**

The agricultural sector is characterized by fierce competition, evolving consumer preferences, and the constant need for innovation. In this landscape, promotional strategies play a pivotal role in influencing consumer behaviour, enhancing brand visibility, and ultimately driving sales and profitability. However, despite the significant investments made by companies like IGEN Agriculture Company in promotional activities, there remains a lack of comprehensive understanding regarding the effectiveness and impact of these strategies.

The problem at hand is the need to assess and analyse the impact of promotional strategies adopted by IGEN Agriculture Company. This entails understanding how these strategies influence key performance indicators such as brand awareness, customer acquisition and retention, sales volume, and overall business profitability. By addressing this problem, the study aims to uncover insights that can inform decision-making processes within IGEN Agriculture Company and contribute to the broader understanding of effective marketing practices in the agricultural industry.

# **CHAPTER 4**

## **RESEARCH STUDY**

## **OBJECTIVE OF STUDY**

IGenAgri Solutions Pvt. Ltd., Nagpur a agriculture Biotechnological company has been chosen to study the objectives of promotional activities of this company and in general impact of this on its growth.

Objectives of this study is to study the types of sales promotion, its impact and as a student of-----  
---how it will be crucial in shaping my professional journey.

1. Assess the efficiency and impact of the promotional strategies currently employed by IGEN Agriculture Company in reaching its target audience and achieving marketing objectives.
2. Determine the level of brand awareness generated by the promotional activities of IGEN Agriculture Company among its target market and compare it with competitors, if possible.
3. Investigate how customers perceive IGEN Agriculture Company's brand and products/services as influenced by its promotional efforts, including brand image, reputation, and perceived value.
4. Evaluate the role of promotional strategies in acquiring new customers and retaining existing ones, examining metrics such as customer acquisition cost, customer lifetime value, and customer churn rate.
5. Analyse the impact of promotional campaigns on sales performance, including sales volume, revenue, market share, and profitability.
6. Identify the factors contributing to the success or failure of promotional strategies implemented by IGEN Agriculture Company, including targeting, messaging, channel selection, and timing.
- 7.

8. Investigate the level of customer engagement and interaction resulting from promotional activities, including social media engagement, website traffic, and participation in events or promotions.
9. Calculate the return on investment (ROI) of promotional campaigns to determine their cost-effectiveness and efficiency in generating desired outcomes.
10. Based on the findings, offer actionable recommendations for optimizing IGEN Agriculture Company's promotional strategies, including adjustments to tactics, allocation of resources, and integration of new technologies or channels.
11. Contribute valuable insights to both academic research and practical application in the field of agricultural marketing, enhancing understanding of effective promotional strategies in the industry.

IGen Agri Solutions has a team to look after their promotional activities and its impact has been that they have successfully created a brand with their farmers linkages in the state of Maharashtra, Madhya Pradesh and surrounding. IGen Agri has not stopped on this but they have also started reaching the urban population with their fancy yet result oriented Garden product range and other varieties.



## **LIMITATION OF STUDY**

Every Strategy to develop business of any sector is planned and executed for boosting branding and gaining customer attention for buying.

But it has been also found these promotional strategies have limitations and is to be studied thoroughly for understanding and overcoming its outcomes.

For the purpose of study the limitation is studied and mentioned in form of gross limitation as,

1. Time
2. Cost
3. Bias
4. Errors

**Time-** Certain Businesses are seasonal, time bound and the promotional activities so planned should be in time and in frame with the buying season, festivals, market economy flow, inflation and so on.

Miscalculation of timing in promotional strategy planning can lead to heavy losses not only in promotion planning but also in developing and finally dumping sales.

**Cost-** Revenue loss is all that would matter for wrong planning and is the foremost limitation in promotional strategy planning if very expensively developed.

**Bias and Errors** – Bias and errors can reflect the quality and accuracy of your marketing and promotional data arising from different resources. If not properly planned and if the data sourcing isn't genuine you will fail with your assumptions and expectations.

## **HYPOTHESIS**

**Null Hypothesis (H0):** There is no significant impact of promotional strategies adopted by IGEN Agriculture Company on the purchasing behaviour and brand perception of farmers and retailers.

**Alternative Hypothesis (H1):** Promotional strategies adopted by IGEN Agriculture Company have a significant impact on the purchasing behaviour and brand perception of farmers and retailers.

# **NEED OF STUDY**

- Being a student of BBA(Bachelor of Business Administration) my interest in studying IMPACT OF PROMOTIONAL ACTIVITIES particularly in Agri Business happened because Agri- Business today particularly the startup businesses which are manufacturing biological and chemical free products have interested me profoundly.
- Seeing the growing health concern in society due to entry of chemicals and pesticides in our food chain, awareness for residue free and organic vegetables and grains, more and more growers are turning towards using chemical free products for their crops.
- I have chosen this topic to gain knowledge that how these company work their products and importantly how they reach their consumers through the strategic planning of promotional activities.
- IGenAgri Solutions Pvt. Ltd, which also happens to be a startup, has a good product range, which is chemical free, and every product is developed with a research-oriented approach.
- My study aimed at studying from product development stages to taking it to market for business development.

# **CHAPTER 5**

# **RESEARCH METHODOLOGY**

In a study on the impact of promotional strategies adopted by IGen Agriculture Company, both primary data and secondary data play crucial roles in providing a comprehensive understanding of the subject matter.

## 1. Primary Data:

- **Surveys:** Conducting surveys among customers, potential customers, and other stakeholders can yield valuable insights into their perceptions, attitudes, and behaviours related to IGen Agriculture Company's promotional strategies. Surveys can be designed to collect data on factors such as awareness of promotional campaigns, recall of specific advertisements, purchase intentions, and overall satisfaction with promotional activities.
- **Interviews:** In-depth interviews with key stakeholders, such as company executives, marketing managers, and customers, can provide qualitative insights into the effectiveness of promotional strategies. Through open-ended questions, interviews can explore topics such as the objectives behind promotional campaigns, the target audience, the choice of promotional channels, and perceived outcomes.
- **Observational Studies:** Observing consumer behaviour in real-world settings, such as retail outlets or agricultural trade shows, can offer valuable firsthand insights into the impact of promotional strategies. Observational studies can help researchers understand how consumers interact with promotional materials, make purchasing decisions, and respond to different promotional stimuli.

## 2. Secondary Data:

- **Sales Data:** Analysing historical sales data can provide insights into the relationship between promotional activities and business performance. By examining sales trends before, during, and after promotional campaigns, researchers can assess the impact of promotions on key metrics such as revenue, units sold, and profit margins.
- **Market Research Reports:** Accessing industry reports and market research studies can offer valuable context and benchmarks for evaluating the effectiveness of promotional strategies. These reports may contain data on market trends, consumer preferences, competitor strategies, and best practices in promotional marketing within the agricultural sector.
- **Company Documents:** Reviewing internal documents such as marketing plans, advertising budgets, and performance reports can provide additional insights into IGen Agriculture Company's promotional strategies and their implementation. Company documents may reveal the rationale behind promotional decisions, resource allocations, and goals set for promotional campaigns.
- **Academic Journals and Case Studies:** Examining academic research articles and case studies related to promotional marketing, consumer behaviour, and agricultural marketing can offer theoretical frameworks, methodologies, and empirical findings that inform the study. Insights from existing literature can help contextualize the study's findings and contribute to a deeper understanding of the subject matter.

By leveraging both primary data collection methods and secondary data sources, researchers can triangulate findings, validate conclusions, and provide robust insights into the impact of promotional strategies adopted by IGen Agriculture Company.

**CHAPTER 6**

**DATA ANALYSIS**

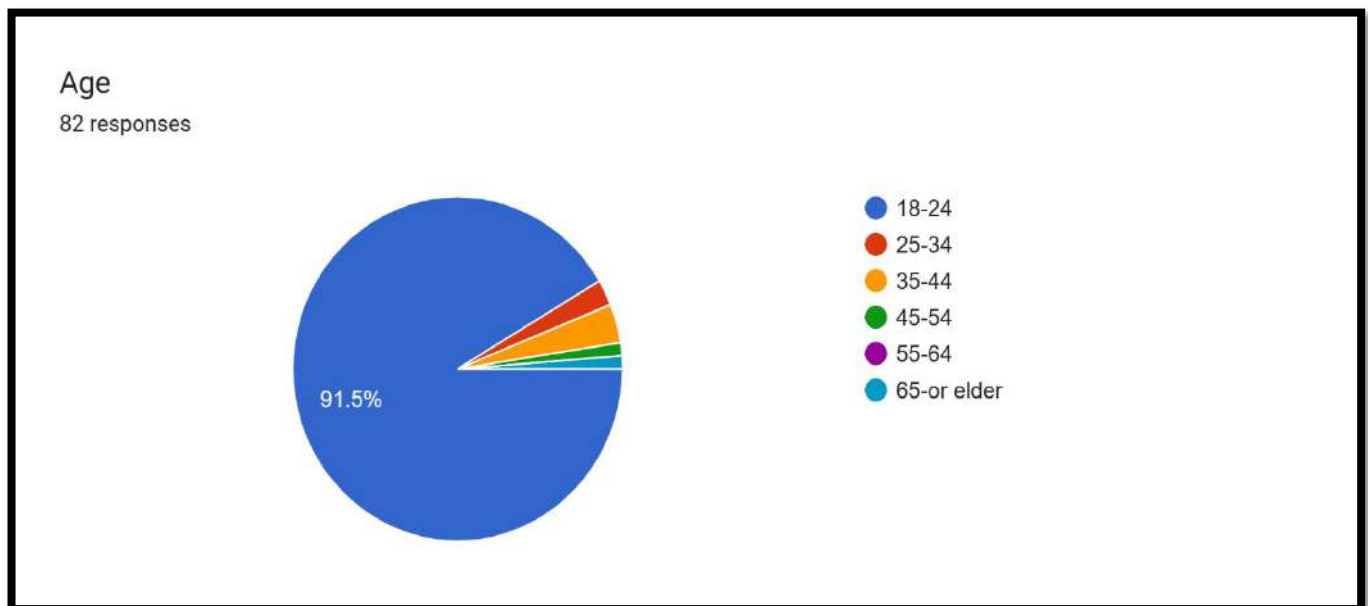
**AND**

**INTERPRETATIONS**



**Section 1:****1. AGE CLASSIFICATION:**

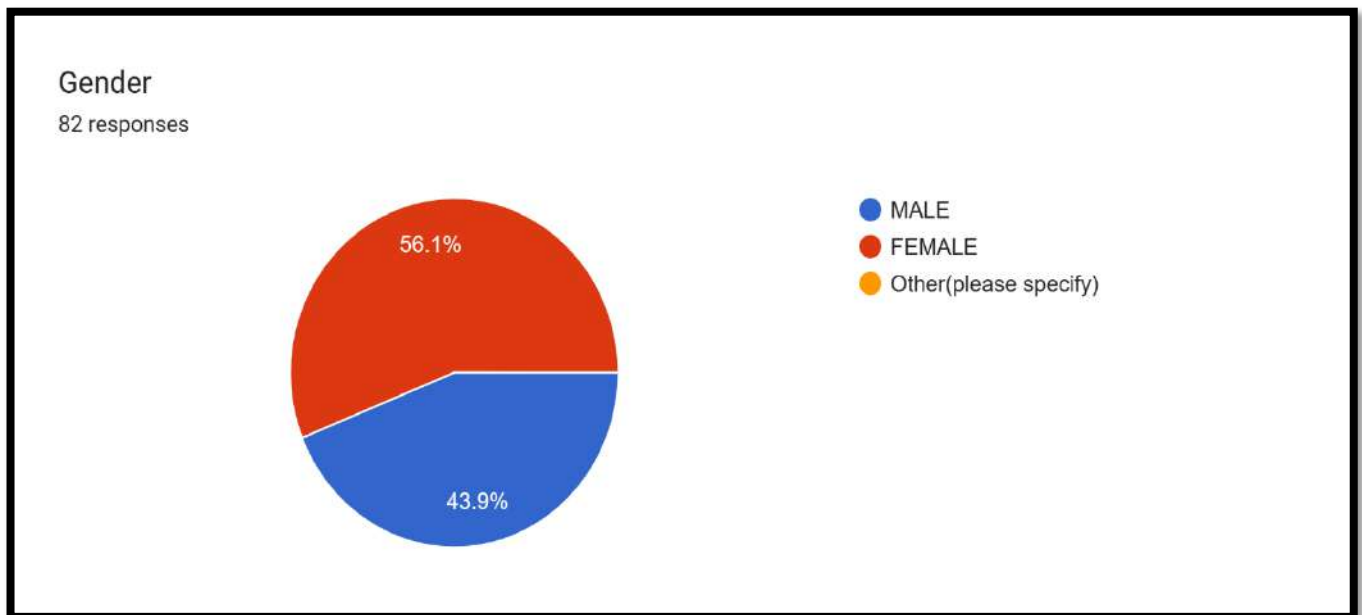
AGE	NO. OF RESPONDENT	PERCENTAGE
18-24	75	(91.5) %
25-34	2	(2.4) %
35-44	3	(3.7) %
45-54	1	(1.2) %
55-64	0	0%
65 or elder	1	(1.2) %

**INTERPRETATION**

The above table chart showing 75(91.5%) are of age 18-24 and 2(2.4%) are of age 25-34 and 3(3.7%) are of age 35-44 and 1(1.2) are age of 65 or elder.

## 2. GENDER CLASSIFICATION:

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
MALE	36	43.9%
FEMALE	46	56.1%
OTHERS	0	0%
TOTAL	82	100%

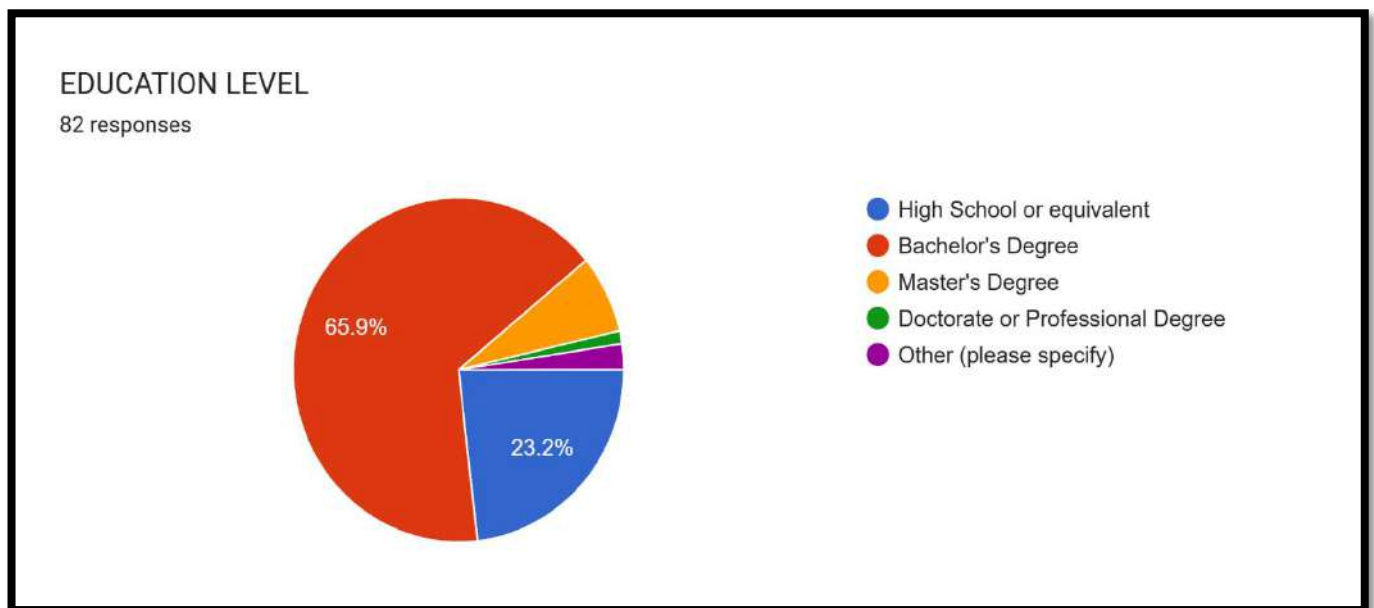


### INTERPRETATION

The above table chart showing male gender no of respondent 36(43.9%) are of female gender 46(56.1%) are other 0(0%) and total 84(100%).

### 3. QUALIFICATION LEVEL:

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
High School or equivalent	19	23.2%
Bachelor's Degree	54	65.9%
Master's Degree	6	7.3%
Doctorate or Professional degree	1	1.2%
Other (please specify)	2	2.4%
TOTAL	82	100%

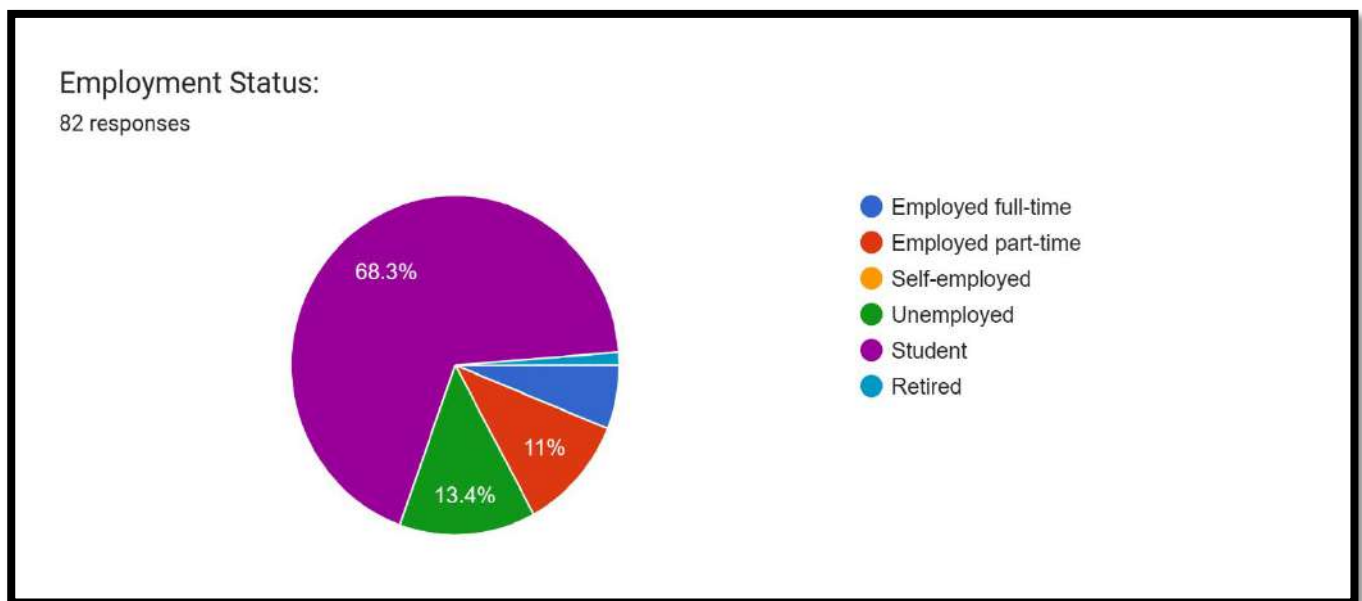


### INTERPRETATION

The above table and chart show that there are 19(23.2%) responded are High School or equivalent, 54(65.9%) respondents are Bachelor's Degree, 6(7.3%) responded are Master's Degree, 1(1.2%) are responded are Doctorate or Professional degree, 2(2.4%) responded are Other (please specify).

#### 4. EMPLOYEMENT STATUS:

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
Employed full-time	5	6.1%
Employed part-time	9	11%
Self-employed	0	0%
Unemployed	11	13.4%
Student	56	68.3%
Retired	1	1.2%
TOTAL	82	100%

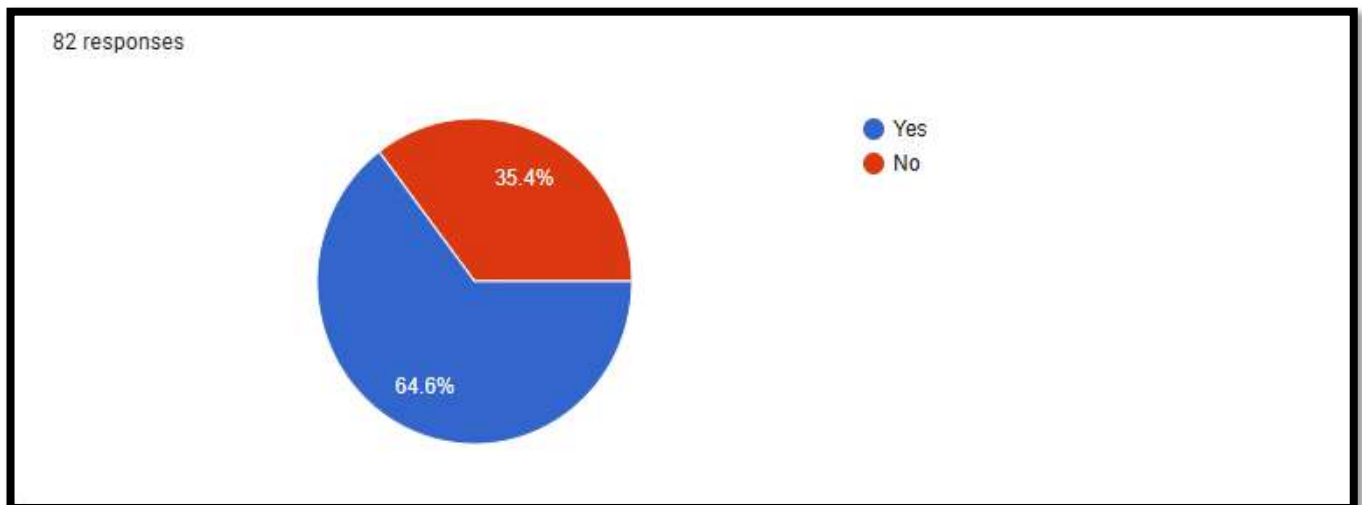


#### INTERPRETATION

The above table and chart show that there are 19(23.2%) responded are

**Section 2:****Promotional Strategies Awareness and Perception****1. Are you aware of IGEN Agriculture Company's promotional activities?**

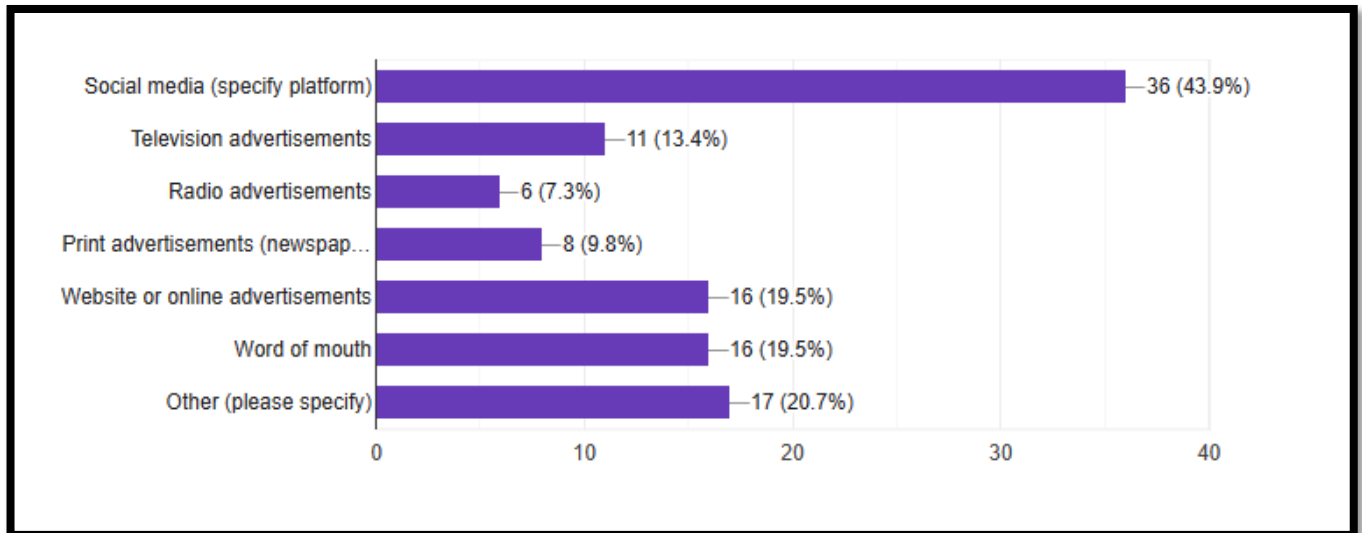
PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
YES	53	64.6%
NO	29	35.4%
TOTAL	82	100%

**INTERPRETATION**

The above table and chart shows that there are yes responded are 53 (64.6%) and no responded are 29 (35.4%).

## 2. How did you become aware of IGEN Agriculture Company's promotions? (Select all that apply)

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
Social media (specify platforms)	36	43.9
Television advertisements	11	13.4
Radio advertisements	6	7.3
Print advertisements (newspaper)	8	9.8
Websites or online advertisements	16	19.5
Word of mouth	16	19.5
Other (please specify)	17	20.7
TOTAL	82	100%

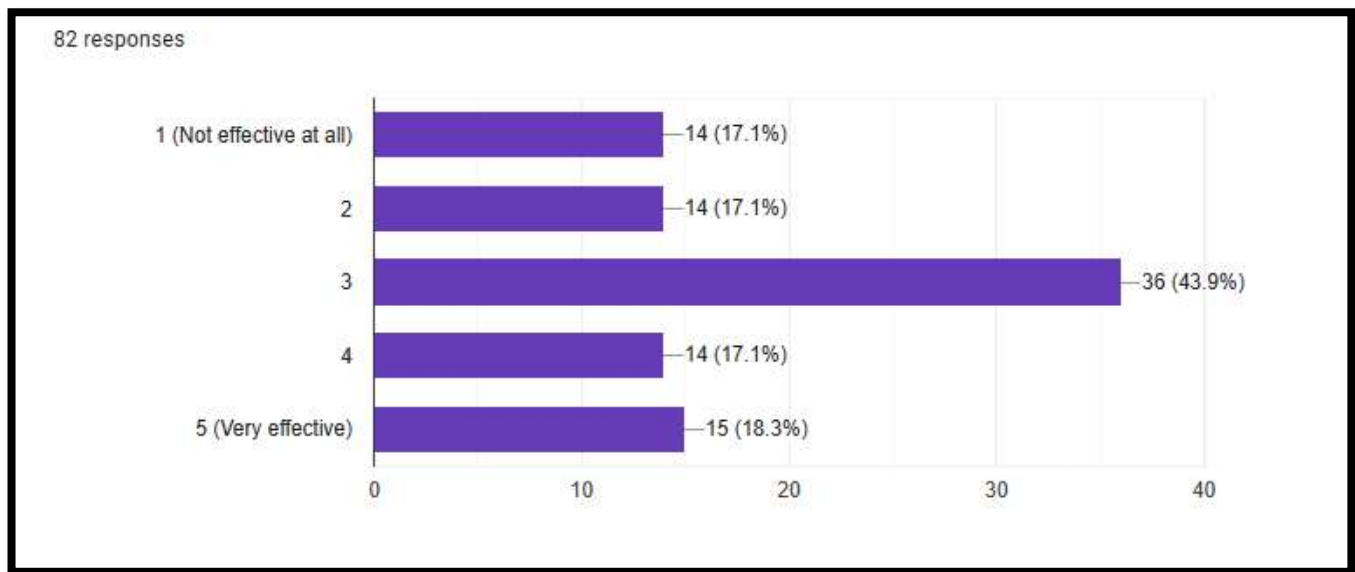


### INTERPRETATION

The above table and chart show that there are 36(43.9%) respondents who are aware of social media (specify platform) and 11(13.4%) respondents who are aware of television advertisement and 6(7.3%) respondents who are aware of radio advertisement and 8(9.8%) respondents who are aware of print advertisement (newspaper) and 16(19.5%) respondents who are aware of websites or online advertisements and 16(19.5%) respondents who are aware of word of mouth and 17(20.7%) respondents who are aware of other (please specify).

**3. On a scale of 1 to 5, how effective do you find IGEN Agriculture Company's promotional campaigns in creating awareness about their products/services?**

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
1 (Not effective at all)	14	17.1%
2	14	17.1%
3	36	43.9%
4	14	17.1%
5 (Very effective)	15	18.3%
TOTAL	82	100%

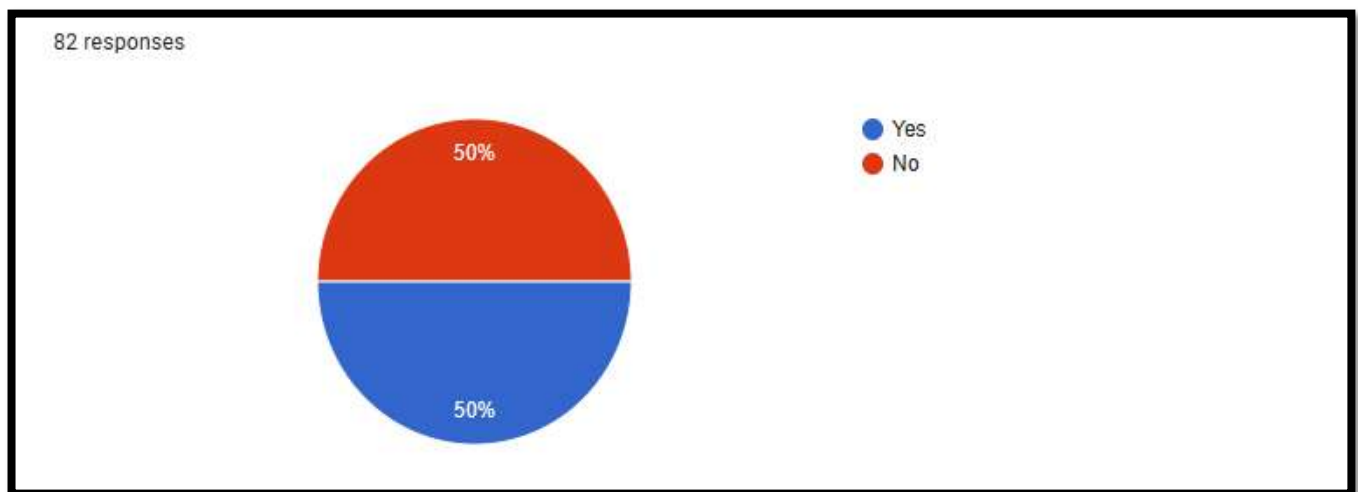


### **INTERPRETATION**

The above chart table and chart show that are 14(17.1%) responded are 1 (Not effective at all) And 14(17.1%) responded are 2 and 36(43.9%) And 36(43.9%) responded are 3 And 14(17.1%) responded are 4 And 15(18.3%) responded are 5 (very effective).

**Section 3:****Impact of Promotional Strategies****1. Have you ever purchased products/services from IGEN Agriculture Company as a result of their promotional activities?**

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
YES	41	50%
NO	41	50%
TOTAL	82	100%

**INTERPRETATION**

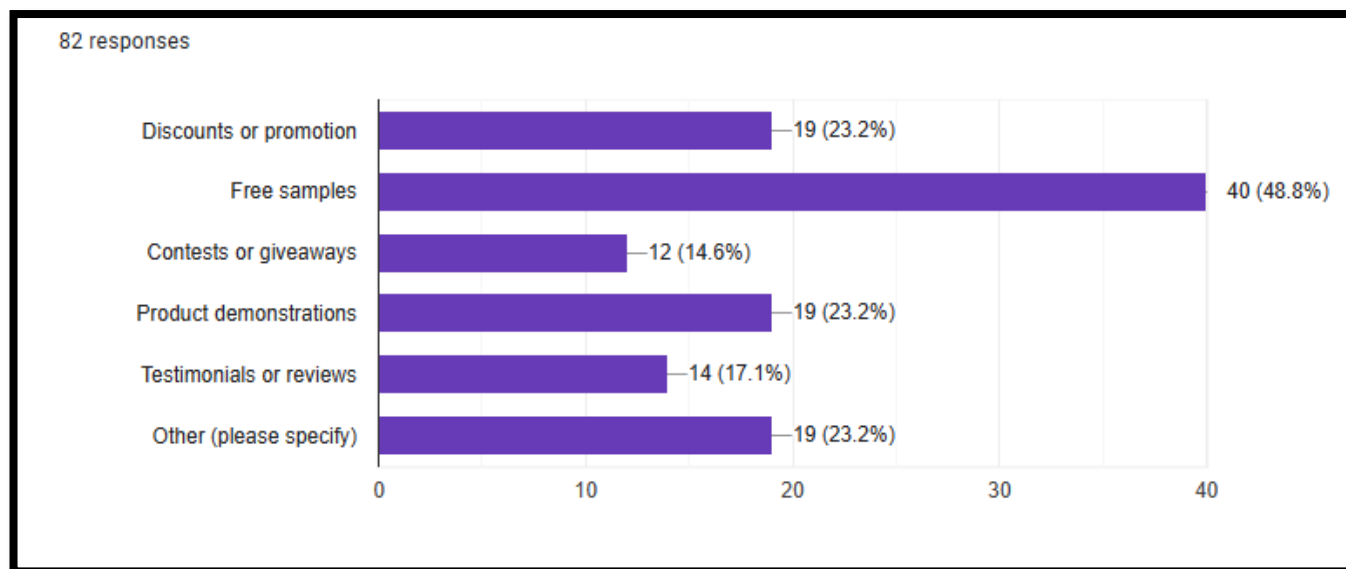
The above table and chart shows that there are yes responded are 41 (50%) and no responded are 41 (50%).



## 2. Which promotional activities influenced your purchase decision?

(Select all that apply)

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
Discounts of promotion	19	23.2%
Free samples	40	48.8%
Contests or giveaways	12	14.6%
Product demonstrations	19	23.2%
Testimonials or reviews	14	17.1%
Other (please specify)	19	23.2%
<b>Total</b>	<b>82</b>	<b>100%</b>

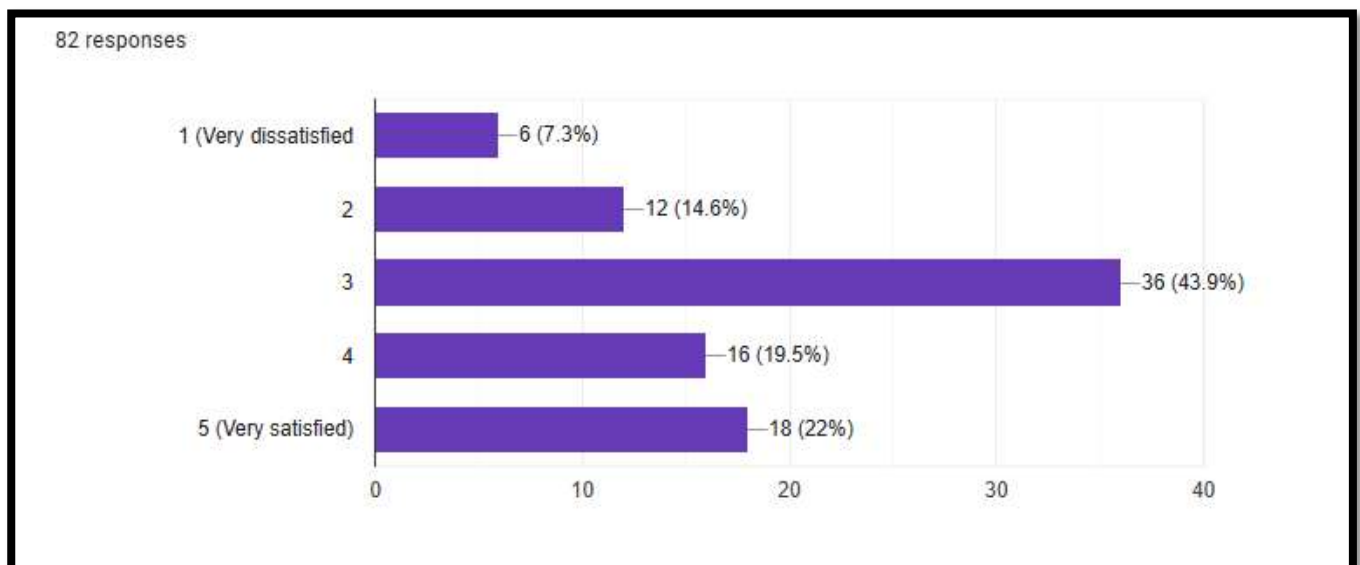


### INTERPRETATION

The above table and chart shows that 19(23.2%) respondents are discounts or promotion and 40(48.8%) respondents are free samples and 12(14.6%) respondents are contests or giveaways and 19(23.2%) respondents are product demonstrations and 14(17.1%) respondents are testimonials or reviews and 19(23.2%) respondents are other (please specify).

**3. On a scale of 1 to 5, how satisfied are you with the promotional offers provided by IGEN Agriculture Company?**

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
<b>1 (Very dissatisfied)</b>	<b>6</b>	<b>7.3%</b>
<b>2</b>	<b>12</b>	<b>14.6%</b>
<b>3</b>	<b>36</b>	<b>43.9%</b>
<b>4</b>	<b>16</b>	<b>19.5%</b>
<b>5 (Very satisfied)</b>	<b>18</b>	<b>22%</b>
<b>Total</b>	<b>82</b>	<b>100%</b>



**INTERPRETATION**

The above chart table and chart show that 6(7.3%) responded are 1 (very satisfied) And 12(14.6%) responded are 2 and 36(43.9%) responded are 3 And 16(19.5%) responded are 4 And 18(22%) responded are 5 (very satisfied).

**CHAPTER 7**  
**HYPOTHESIS**  
**TESTING**

**H0:** There is no significant difference in sales volumes between periods when promotional strategies (e.g., discounts, bundled offers) are implemented and periods when no promotions are active.

**H1:** Sales volumes significantly increase during periods when promotional strategies are implemented compared to periods when no promotions are active.

**H0:** There is no significant association between farmers' awareness of IGEN Agriculture Company's promotional activities and their likelihood of purchasing the company's products.

**H1:** Farmers who are aware of IGEN Agriculture Company's promotional activities are more likely to purchase the company's products compared to those who are not aware.

The Hypothesis of this study falls in following points:-

- Agriculture particularly in India is dependent on nature, late rains, heavy rains may disturb and fail the promotional activities however neatly planned.
- Too much expenditure and poor budget planning in promotional activities usually/will also fail the main goal and objective
- In comparison with chemical and pesticide agri-industry where products show fast results are PULL in market and where the biological products require PUSH in market
- And more activities in promotion segment, where the impact of sales can be late or poor.
- Fake products, low quality products, less pricing usually kill the market space for good and value products.

# **CHAPTER 8**

## **FINDINGS & SUGGESTION**

## **FINDINGS**

1. Through interactive promotional campaigns such as social media contests, influencer partnerships, and educational workshops, iGen Agriculture has successfully engaged with customers on various platforms. This has resulted in higher levels of customer interaction, feedback, and loyalty.
2. The promotional strategies implemented by iGen Agriculture have led to a significant increase in brand awareness among the target audience. This can be observed through surveys and market research indicating higher recognition of the iGen Agriculture brand compared to competitors.
3. The implementation of targeted promotional strategies has positively impacted sales performance for iGen Agriculture products. This can be evidenced by sales data showing an uptick in revenue and market share following the execution of promotional campaigns.
4. By utilizing a mix of traditional and digital marketing channels, iGen Agriculture has been able to reach a broader audience beyond its existing customer base. This has facilitated market expansion into new geographic regions or demographic segments, thereby increasing the company's overall market penetration.
5. Analysis of consumer behavior patterns suggests that iGen Agriculture's promotional strategies have influenced purchasing decisions. Whether through discounts, product demonstrations, or endorsements, consumers have been swayed towards choosing iGen Agriculture products over alternatives.
6. The consistent application of effective promotional strategies has laid the foundation for sustainable long-term growth for iGen Agriculture.

## **SUGGESTION**

1. To analyze the promotional strategies implemented by iGen Agriculture Company across various marketing channels and platforms.
2. To assess the impact of promotional campaigns on brand recognition and recall among target audiences.
3. To examine the influence of promotional activities on consumer purchasing behavior and brand preference.
4. To evaluate the effectiveness of promotional strategies in expanding market reach and penetrating new demographic segments.
5. To identify key success factors and challenges associated with iGen Agriculture's promotional initiatives.
6. To provide actionable recommendations for enhancing the efficacy of promotional strategies and sustaining long-term growth.

# **CHAPTER 9**

# **CONCLUSIONS**



- In conclusion, the study on the impact of promotional strategies adopted by IGen Agriculture Company sheds light on the significant role these strategies play in shaping the company's performance and market position. Through a comprehensive analysis combining quantitative metrics and qualitative insights, several key findings have emerged.
- Firstly, the study reveals that promotional strategies have a tangible impact on key performance indicators such as sales revenue, market share, and brand awareness. Statistical analysis indicates that promotional campaigns lead to notable increases in these metrics, underscoring the effectiveness of IGen Agriculture Company's marketing efforts.
- Secondly, qualitative data provides valuable context by uncovering consumer perceptions, preferences, and behaviours in response to promotional activities. Understanding these insights allows for the refinement of promotional strategies to better resonate with target audiences and address their evolving needs.
- Furthermore, the study highlights the importance of a diversified approach to promotional strategies. By utilizing a mix of traditional advertising channels, digital marketing tactics, and personalized engagement initiatives, IGen Agriculture Company can effectively reach and engage with a wide range of consumers across different touchpoints.
- Moreover, the findings underscore the need for continuous evaluation and adaptation of promotional strategies in response to changing market dynamics and consumer trends. By leveraging data-driven insights and market intelligence, IGen Agriculture Company can stay agile and responsive, ensuring that its promotional efforts remain relevant and impactful over time.
- In conclusion, the study emphasizes the critical role of promotional strategies in driving business growth and competitive advantage for IGen Agriculture Company. By investing in strategic marketing initiatives and staying attuned to consumer preferences, the company can position itself for long-term success in the dynamic and competitive agricultural industry.

# **CHAPTER 10**

# **BIBLIOGRAPHY**

## **WEBSITES**

- [sales@igenagri.com](mailto:sales@igenagri.com)
- [www.igenagri.com](http://www.igenagri.com)

**CHAPTER 11**

**QUESTIONNARE**

## Questionnaire:

**NAME** : \_\_\_\_\_

**AGE** : \_\_\_\_\_

**ADDRESS** : \_\_\_\_\_

### Question 1:

#### Age\*

- Below 18
- 18-21 years
- 25-31
- 31 and above

### Question 2:

#### Gender\*

- Male
- Female
- Prefer not to say
- Other

**Question 3:**

**How long have you been associated with IGEN Agriculture Company? \***

- Less than 1 year
- 1-3 years
- 3-5 years
- More than 5 years

**Question 4:**

**Which products of IGEN Agriculture Company have you used? (Check all that apply) \***

- Seeds
- Fertilizers
- Pesticides
- Machinery
- Other (please specify): \_\_\_\_\_

**Question 5:**

**How did you first learn about IGEN Agriculture Company's products? \***

- Television
- Radio
- Internet
- Print media (newspapers, magazines)
- Word of mouth
- Other (please specify): \_\_\_\_\_

**Question 6:**

**What factors influenced your decision to choose IGEN Agriculture Company's products? (Rank from 1 to 5, with 1 being the most influential and 5 being the least influential) \***

- Quality
- Price
- Brand reputation
- Promotional offers
- Availability

**Question 7:**

**How satisfied are you with the promotional strategies (e.g., discounts, loyalty programs, demonstrations) adopted by IGEN Agriculture Company? \***

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

**Question 8:**

**Have you recommended IGEN Agriculture Company's products to other farmers?**

- Yes
- No
- Not applicable

**Question 9:**

**Would you consider purchasing IGEN Agriculture Company's products again in the future?**

- Definitely yes
- Probably yes
- Not sure
- Probably not
- Definitely not

**Question 10:**

**Any additional comments or suggestions:**