

ABSTRACT

Agri-suppliers have different approaches on how they market their business, products and services. Each approach works differently. The objective of this study was to determine what marketing techniques influenced farmers decision making when investing in a product or service. This research was completed as a case study of Kehoe Farming Ltd., an animal feed, bedding and contracting business in County Wexford.

The influence each marketing style had was examined using both the literature and an online questionnaire sent to customers of Kehoe Farming. The questionnaire was put together following discussion with staff members and was emailed to customers of the Kehoe business and completed over a two-week period in May 2020. Results were analysed using SPSS statistical software.

Farmer customers who completed the questionnaire ranged from 19 to 78 years old, with participants from all farming enterprises. The marketing approaches identified through the literature review were: sales representatives, social media, regular newsletters, newspaper articles, exhibiting at agricultural shows, websites, customer testimonials and trialling products. The study found that farmers felt there were both positives and negatives of each approach. Price was the biggest influencing factor when buying a product. Sales representatives were scored as the second highest source of information yet 43% of customers rated them as not useful. Social media was preferred by younger farmers while older farmers favoured newspaper articles. Exhibiting at agricultural and trade shows should be considered by companies as the majority of participants have bought something off a company at a show previously. Agri-suppliers must leave a good impression with respondents as feedback from other farmers was the key source of information for farmers when buying a product or service. This study has outlined marketing strategy recommendations for not just Kehoe Farming but for similar agri-suppliers in Ireland.

An examination of the sales approaches influencing customers decision making in buying an
agricultural product or service: the case of Kehoe Farming, Wexford, Ireland