



A COMPARATIVE STUDY ON DIGITAL MARKETING PRACTICES OF SEED COMPANIES WITH REFERENCE TO TULASI SEEDS PVT. LTD. AND NUZIVEEDU SEEDS

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Abstract:

The rapid proliferation of digital technologies has fundamentally transformed marketing communication across industries, including the traditionally field-oriented Indian agricultural sector. This study undertakes a systematic comparative analysis of the digital marketing practices adopted by two prominent seed companies Tulasi Seeds Pvt. Ltd. and Nuziveedu Seeds with the objective of evaluating their strategic digital presence and audience engagement effectiveness. Employing a descriptive and comparative research design, the study relies exclusively on secondary data sourced from publicly available digital platforms, including Instagram, Facebook, YouTube, and official company websites. Key performance indicators examined include follower base, posting frequency, content type, engagement rate, and overall platform consistency. The findings reveal that Nuziveedu Seeds maintains a robust, integrated multi-platform digital presence characterized by consistent posting activity and broader audience reach, reflecting a mature and structured digital marketing strategy. The study underscores that sustainable digital marketing effectiveness in the agribusiness sector demands a strategic equilibrium among reach, content consistency, and audience engagement quality. Based on the comparative findings, actionable recommendations are offered to help both companies optimize their digital marketing strategies, strengthen brand positioning, and enhance stakeholder communication within the competitive Indian seed industry.

Keywords: Digital Marketing, Social Media Marketing, Seed Industry, Engagement Rate, Brand Positioning, Agribusiness, Comparative Analysis

1. INTRODUCTION

According to Chaffey and Ellis-Chadwick (2019), digital marketing encompasses the use of online platforms such as social media, websites, search engines, and video-sharing channels to promote products, enhance brand communication, and build customer relationships.

The agricultural sector, traditionally dependent on field-level promotions and dealer networks, has witnessed a significant shift toward digital platforms. With increasing internet penetration in rural and semi-urban areas, agribusiness companies leverage online channels to enhance brand visibility and strengthen communication with farmers, distributors, and agricultural stakeholders. In the seed industry, where product trust, timely information, and crop performance communication are critical, digital marketing has emerged as a strategic necessity.

Tulasi Seeds Pvt. Ltd. and Nuziveedu Seeds represent two companies within the Indian seed industry that differ substantially in scale, digital reach, and platform engagement strategies. Nuziveedu Seeds maintains a strong and

consistent multi-platform digital presence, while Tulasi Seeds demonstrates selective engagement with varying levels of platform activity providing a compelling basis for comparative digital marketing analysis.

This study adopts a descriptive and comparative research design based on secondary data from publicly available digital platforms, emphasizing content and engagement analysis to evaluate how effectively these companies utilize digital tools for brand positioning and communication.

2. REVIEW OF LITERATURE

Chaffey and Ellis-Chadwick (2024) highlighted that digital marketing enhances brand communication and engagement, with social media providing measurable metrics and the need for integrated multi-platform strategies.

Kumar and Mirchandani (2022) found that consistent content, audience interaction, and engagement metrics significantly influence brand visibility and customer loyalty.

Tiago and Veríssimo (2020) concluded that organizations with diversified digital presence across platforms achieve stronger brand positioning and better performance in competitive markets.

RESEARCH GAP

Despite extensive research on digital marketing, limited attention has been given to its application in the Indian seed industry. Most studies focus on traditional agricultural marketing, leaving a gap in understanding platform-specific digital engagement strategies. No research compares the digital presence of Tulasi Seeds and Nuziveedu Seeds across multiple platforms. This study addresses that gap by systematically analyzing digital engagement indicators to identify strengths and weaknesses in their digital marketing practices.

3. OBJECTIVES OF THE STUDY

- To examine the digital presence of Tulasi Seeds and Nuziveedu Seeds across major online platforms including Instagram, Facebook, YouTube, and official websites.
- To analyse and compare digital engagement metrics including follower count, posting frequency, content type, and audience interaction.
- To identify strategic strengths and gaps in the digital marketing practices of the selected companies.
- To provide actionable suggestions for improving digital marketing effectiveness based on comparative analysis.

4. RESEARCH METHODOLOGY

Need for the Study:

The adoption of digital technologies has transformed marketing in the agricultural sector, including the seed industry, where effective communication is essential for building trust and awareness. Stakeholders increasingly rely on digital platforms for information on products and performance. However, limited research examines digital marketing practices of seed companies through comparative analysis. The variation in digital presence between Tulasi Seeds and Nuziveedu Seeds highlights the need for a structured evaluation to assess effectiveness and identify strategic gaps.

Scope of the Study:

The study is limited to a comparative analysis of digital marketing practices of Tulasi Seeds Pvt. Ltd. and Nuziveedu Seeds in the Indian seed industry. It evaluates their presence on Instagram, Facebook, YouTube, and official websites using parameters such as follower count, posting frequency, engagement, content type, and platform activity. The analysis is based solely on publicly available data and excludes confidential information, budgets, and financial metrics. It is restricted to the Indian market and does not cover traditional offline marketing methods.

Research Design:

The present study adopts a descriptive and comparative research design. It aims to systematically examine and compare the digital marketing practices of the selected companies across major online platforms using structured observation and digital content analysis.

Sources of Data:

Secondary Data: Data collected from publicly available digital platforms including Instagram, Facebook, YouTube, and official company websites of Tulasi Seeds and Nuziveedu Seeds. Measurable indicators include follower count, number of posts, subscriber count, engagement metrics (likes, comments, shares), and content characteristics.

Tools Used for Analysis:

- Percentage Analysis: Used to compare digital presence and engagement distribution.
- Engagement Rate (ER) Calculation: Used to measure audience interaction effectiveness on social media platforms.
- Posting Frequency Analysis: Used to measure consistency of digital content posting.
- Comparative Tabular Analysis: Digital performance indicators of Tulasi Seeds and Nuziveedu Seeds are compared using structured tables.

5. DATA ANALYSIS & INTERPRETATION

SECTION A: INSTAGRAM ANALYSIS

Table 1: Sample-Based Engagement Data from Instagram

Post	Tulasi Seeds – Likes	Tulasi Seeds – Comments	Nuziveedu Seeds – Likes	Nuziveedu Seeds – Comments
Post 1	11	1	18	0
Post 2	31	2	41	0
Post 3	49	5	15	0
Post 4	12	0	2	0
Post 5	9	0	1	0
Total	112	8	77	0

Source: Secondary Data (Publicly Available Digital Platforms)

Tulasi Seeds recorded 112 likes and 8 comments across five posts, while Nuziveedu Seeds received 77 likes and no comments, indicating stronger per-post engagement for Tulasi Seeds despite a larger audience for Nuziveedu Seeds.

Table 2: Instagram Profile Overview & Average Engagement

Metric	Tulasi Seeds	Nuziveedu Seeds
Number of Followers	2,367	17,200
Number of Posts	295	745
Average Likes per Post	22.4	15.4
Average Comments per Post	1.6	0
Posting Frequency	1.25 posts/day	2.5 posts/day
Engagement Rate	1.01%	0.09%

Platform Activity	Active	Highly Active
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Source: Secondary Data (Publicly Available Digital Platforms)

Despite a smaller follower base, Tulasi Seeds records a significantly higher engagement rate of 1.01% compared to 0.09% for Nuziveedu Seeds, indicating a more actively engaged audience. Nuziveedu Seeds' higher post frequency (2.5 vs 1.25 posts/day) supports broader reach, but at the cost of per-post interaction.

Table 3: Content Type Classification (Based on Sample of 5 Posts)

Content Type	Tulasi Seeds (Posts)	Nuziveedu Seeds (Posts)
Customer Testimonials	3	0
Promotional Content	2	3
Informational Content	0	1
Video / Reels Content	0	1
Total	5	5

Source: Secondary Data (Publicly Available Digital Platforms)

Tulasi Seeds relies heavily on customer testimonials (3 of 5 posts), reflecting a trust-building strategy aimed at regional farmers. Nuziveedu Seeds demonstrates a diversified content mix including promotional posts, informational content, and video reels, indicating a modern, multimedia-oriented strategy.

SECTION B: FACEBOOK ANALYSIS

Table 4: Facebook Profile Overview & Activity Comparison

Parameter	Tulasi Seeds	Nuziveedu Seeds
Followers	~120	~16,000
Last Activity	2017	6 Hours Ago
Platform Status	Inactive	Highly Active
Posting Frequency	No Recent Activity	Frequent
Content Type	Not Available	Promotional + Reels
Overall Effectiveness	Weak	Strong

Source: Secondary Data (Publicly Available Digital Platforms)

Tulasi Seeds has approximately 120 followers and no activity since 2017, making Facebook an effectively abandoned channel. In contrast, Nuziveedu Seeds has around 16,000 followers with activity recorded within hours of observation, reflecting active and consistent engagement highlighting a significant missed opportunity for Tulasi Seeds.

SECTION C: YOUTUBE ANALYSIS

Table 5: YouTube Channel Overview & Activity Comparison

Parameter	Tulasi Seeds (Telugu)	Nuziveedu Seeds
Subscribers	3,030	42,800
Number of Videos	334	1,500
Last Upload	10 Months Ago	7 Days Ago
Recent Video Views	1,400	209
Upload Frequency	Very Low	High
Platform Activity	Semi-Active	Active

Source: Secondary Data (Publicly Available Digital Platforms)

Nuziveedu Seeds has 42,800 subscribers and 1,500 videos with recent uploads, indicating a consistent video strategy. Tulasi Seeds shows no uploads in the last 10 months, limiting channel visibility. Notably, Tulasi Seeds' most recent video recorded 1,400 views compared to 209 for Nuziveedu Seeds indicating stronger selective engagement per video despite the smaller subscriber base.

SECTION D: WEBSITE ANALYSIS

Table 6: Website Feature & Content Comparison

Feature	Tulasi Seeds	Nuziveedu Seeds
Website Structure	Simple and basic	Well-structured and detailed
Navigation	Limited options	Multiple sections (About, Products, R&D, CSR, Careers)
Product Information	Available (limited)	Detailed categorization
Visual Design	Basic	Professional and modern
News / Updates	Not Available	Available
Overall Effectiveness	Moderate	High

Source: Secondary Data (Publicly Available Digital Platforms)

Nuziveedu Seeds maintains a well-structured, comprehensive website with sections for R&D, CSR, careers, and news updates, indicating stronger digital brand presence. Tulasi Seeds' basic website lacks structured sections such as news updates and research details, limiting its effectiveness as an engagement and communication tool.

SECTION E: OVERALL DIGITAL PERFORMANCE COMPARISON

Table 7: Platform-wise Digital Performance Summary

Platform	Tulasi Seeds	Nuziveedu Seeds
Instagram	Active; higher engagement rate (1.01%)	Highly active; large follower base; lower ER (0.09%)
Facebook	Inactive since 2017	Highly active; frequent posting and reels
YouTube	Semi-active; low upload frequency	Highly active; consistent video uploads
Website	Basic informational website	Advanced, professionally structured

Source: Secondary Data (Publicly Available Digital Platforms)

The analysis shows that Tulasi Seeds performs well in engagement and content personalization but lacks a strong multi-platform presence. Nuziveedu Seeds has a comprehensive strategy with high reach and consistent activity across platforms, but could improve post-level engagement and personalized audience interaction.

Table 8: Overall Digital Marketing Effectiveness

Company	Reach	Engagement	Activity	Strategy	Overall
Tulasi Seeds	Low	High	Moderate	Selective	Moderate
Nuziveedu Seeds	High	Moderate	High	Integrated	Strong

Source: Secondary Data (Publicly Available Digital Platforms)

Nuziveedu Seeds achieves stronger overall performance through high reach, consistent activity, and an integrated multi-platform strategy. Tulasi Seeds shows better engagement efficiency but is constrained by lower reach and selective platform use, highlighting the need to balance reach with audience engagement.

KEY FINDINGS

- Tulasi Seeds should expand its digital presence beyond Instagram by actively using platforms like Facebook and YouTube to improve reach and visibility.
- Tulasi Seeds should diversify its content strategy by including educational, informational, and seasonal advisory content.
- Both companies should continue using regional languages to better connect with target audiences.
- Nuziveedu Seeds should focus on improving per-post engagement through interactive content and responsive communication.
- Both companies should regularly track performance using analytics to optimize their digital strategies.

SUGGESTIONS

- Tulasi Seeds should expand its digital presence beyond Instagram by actively using platforms like Facebook and YouTube to improve reach and visibility.
- Tulasi Seeds should enhance its YouTube channel with regular content such as crop guidance, product demonstrations, and farmer success stories.
- Tulasi Seeds should diversify its content strategy by including educational, informational, and seasonal advisory content.
- Both companies should continue using regional languages to better connect with target audiences.
- Nuziveedu Seeds should focus on improving per-post engagement through interactive content and responsive communication.
- Tulasi Seeds should adopt an integrated digital marketing approach to maintain consistency across platforms.
- Both companies should regularly track performance using analytics to optimize their digital strategies.

6. CONCLUSION

This study presents a comparative analysis of digital marketing practices of Tulasi Seeds Pvt. Ltd. and Nuziveedu Seeds in the Indian seed industry. Nuziveedu Seeds demonstrates a strong, integrated digital strategy with consistent activity and wider platform presence, leading to higher visibility and brand recognition. Tulasi Seeds, while showing better per-post engagement and localized content effectiveness, lacks platform diversity and consistent content strategy.

The findings emphasize that effective digital marketing requires a balance of reach, consistency, content variety, and engagement. Companies adopting a comprehensive digital approach can enhance brand credibility and stakeholder communication. The study confirms H_1 — there is a significant difference in the digital marketing effectiveness of the two companies — and highlights digital marketing as a strategic necessity for sustained growth in the agribusiness sector.

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