

Innovative Marketing Strategies for Promotion of Seasonal Crops in India

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Abstract

A healthy diet is one which is rich in fruits and vegetables supplementing the necessary components for a healthy way of living. Whether developed or developing any country has to take into consideration this important aspect for health for a long-term sustenance and growth. It's very important to ensure innovative and creative practices in order to promote and advertise these seasonal crops which are inevitably greater source of income for India.

India's horticulture zone is developing and gambling an essential position within the continent's agricultural economic system. India is the second largest manufacturer of fruit and veggies globally; however horticultural development is currently limited by negative advertising. The gap between fees obtained via farmers and people paid through purchasers is massive, reflecting inefficient advertising and marketing preparations. This take a look at estimates the market prices, market margins, fee spread, the producer's percentage of the client's rupee and the marketplace efficiency of horticultural commodities beneath extraordinary deliver chains, and suggests measures to enhance advertising efficiency. The observe become carried out in the states of Andhra Pradesh, Karnataka, Tamil Nadu, Punjab, Rajasthan, West Bengal, Manipur and Mizoram, covering 29 crop types. The results display that, within the case of maximum commodities, marketing fees, advertising margins, delivery expenses and labour fees adversely affect advertising performance, and open marketplace fee, volume of produce handled and net fee acquired growth marketplace efficiency or have a positive impact. The very best advertising performance become found inside the manufacturer-to-purchaser channel. Government rules have to sell direct advertising models for more green horticultural advertising.

Keywords: Fruits, vegetables, marketing, farmers

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I. INTRODUCTION

It is a popular notion Health is wealth and is applicable to every nation whether developing or developed. A healthy nation is a prospective medium for various developments. A balanced

diet plan wealthy in fruits and greens provides many health advantages and has been related to disease precaution and administration. Fruit and vegetable consumption are usually recommended by American Heart Association and others as a part of a wholesome weight loss program and

mainly for decreasing cardiovascular disorder, the leading motive of morbidity and mortality inside the USA. But broad recognition now exists that charge, availability, and other structural elements are meaningful boundaries to fruit and vegetable consumption within the wellknown population, and specifically among low-income adults. Increased intakes of fruits and greens had been related to decrease dangers of numerous chronic illnesses including type2 diabetes, cardiovascular disease, and cancer. (Ford 2002, Hartley 2012, Turati 2015). Various persistent diseases are associated with better healthcare expenses (Centers for disease control and Prevention (CDC), 2016) and a reduced standard of living (Barile et al. 2013). These sicknesses may be handled with dietary changes; but, while the fitness blessings of fruits and vegetables are recognized, consumption of those meals stays low amongst adults within the United States of America (U.S.). About 85% of the populace is ingesting fewer than the encouraged servings of veggies and approximately 75% of the populace is consuming fewer than the recommended servings of fruits (dietary recommendations for individuals, 2015-2020). One method to improve intake is through a social advertising and marketing approach and improvement in get admission to healthy foods.

India is the sector's largest producer of many fresh end result and vegetables, milk, most important spices, clean meat, few fibrous crops which includes Jute, numerous staples such as millet, castor oil seed and so forth. And ranked amongst st the sector's five biggest producers of over 80% agricultural produce items, inclusive of many coins vegetation inclusive of espresso and cotton. And most of which are seasonal and equally perishable by nature.

Marketing is the medium for introduction and conveyance of a quality of life for society. This very concept captures the true image of the advertising and promotion method. It is mostly purchasers related and it completely attends the

promotion concepts that show a transfer from product to client's relevance. It focuses on the important characteristic of advertising and promotion viz happiness and satisfaction of customers and social demand for realistic items and services. It comprises of product planning and development. Advertising is a managerial method via which products are related with markets and via which the consumers are accessed to utilize and experience the product.

The concept of marketing was visualized in the year 1950's as opposed to a product-targeted, "create-and-promote" philosophy, business segmented towards a customer-targeted, "feel-and-reply" philosophy. In place of searching marketing is gardening. The process is not to find the right client to your product, however the proper product on your clients. The advertising and promotion concept hold that the access to reaching organizational goals, turning in and communicating advanced customer value to its selected target markets. For that reason, the advertising is the technique of making plans and executing the idea, pricing, merchandising and distribution of thoughts, dreams and services to create exchanges that fulfill person and organizational goals. It is the art and technological know-how of choosing goal markets and getting, keeping and growing customers thru creating, handing over and communicating superior client value.

On the whole all products are seasonal in nature be it clothes, toys, gadgets, home equipment or even food merchandise. Seasonality is fundamental in casing enterprise strategies to help make the most out of the sub divisions of a year. Those seasons assist offer groups with fantastic possibilities and for this reason are vital for sales and smash evens. Seasonality of any services or products for this reason makes it distinct from the other and offers leveraging to corporations.

Exact marketers never omit out on any danger to maximize income and consequently profits of any

product. That is normally supported with height in sales that's typically the peak season of those products or services, the evaluation of which is off or non-height season. But what makes it crucial is the proper timing to faucet these seasons and eliminating the quality of it.

II. OBJECTIVES:

1. To understand the pattern of sales for seasonal crops.
2. To analyze the trend for marketing of fruits and vegetables in India.
3. To evaluate the ways to promote seasonal crops in India.
4. To recommend innovative marketing techniques for the promotion of seasonal crops in the country.

III. REVIEW OF LITERATURE

Horticulture improvement had not been a primary concern till current years in India. During the period 1948-80, the primary focus of the nation was on cereals. For the duration of 1980-92 there has been combination of institutional guide and a planned method for the development of horticulture then began. It turned into later in the post-1993 duration that a centered attention changed into given to horticulture development through an enhancement of plan allocation and understanding based technology.

Prakash (2000) determined in "Growth of fruits and vegetables processing industry in India, a major technological change in agricultural Marketing" that horticulture produce has higher scope, as the technology of organizing and educated labor available in country. The researcher realized immediate requirement to develop the present processing units and counseled policy makers to offer relevant measures to the corporate quarter and to assure a coverage environment supportive to the establishment of fruit processing sector in India.

Horticultural plants being distinctly seasonal, perishable also are money and hard work oriented and require care in handling and transportation. Their substantiality makes the managing and delivery a hard venture, causing massive after-harvest loss that's estimated at around Rs. 23,000 crore or almost 35% of the entire annual manufacturing (CII, Mckinsey,1997). Their seasonal production pattern outcomes in common market surplus and related rate risk, henceforth compelling the farmers into an anguish sale to before harvest contractors and fee marketers. The fee unfold along the marketing channel is immediately proportional to the variety of market intermediaries concerned alongside the channel (Gupta and Rathode, 1998)

Most of the fruits being voluminous and distinctly seasonal are sold via the Pre-Harvest Contractor at the field a lot before they arrive to harvest. Very regularly, the PHC takes up most of the production risks due to pests and sicknesses and also the cost of renovation, while he makes his benefits thru bulking (Sudha and Froukje, 2006). Vegetables, except cabbage and cauliflower, are specifically bought thru the commission retailers on the marketplace, who intern transports the produce to the distant markets and makes his margin, traditional flowers are self-marketed on the wholesale public sale facilities (Subrahmanyam, 1989).

Horticulture improvement is presently restrained via low advertising preparations. The distance between fees received via the farmers and the one paid by the way of urban customers is big, portraying inefficient advertising and marketing preparations. Horticultural output is generally amassed from farmers through marketplace dealers, who promote it in prepared markets established underneath the rural Produce advertising Acts. Unluckily, these markets are managed through some investors and operate on a tremendously nontransparent basis. The net result

is a lot decrease cognizance of earnings by means of the farmer.

Dastagiri, M.B and Kumar Ganesh. B. (2010) stated in "Innovative Models in Horticulture Marketing in India" India produces around 111.8 MT of veggies and 57.73 MTs of fruits (2006-07). The horticultural region contributes 28% of AgGDP and 54% of Agricultural Exports in India (2007-08). Horticulture improvement is currently restricted by means of poor advertising preparations. The distance among costs acquired by the farmers and people paid by city customers is large, reflecting inefficient advertising and marketing preparations. The proportion of producers varies from 33 to 75 % in case of fruit and veggies. India unfolded publish 1990, a number of revolutionary liberalized markets within the WTO regime to get rid of middlemen and boom distributional performance. It's miles vital to study and understand their fulfillment and operations of these marketing establishments. The recent modifications in features of agricultural advertising institutions, public and personal retail markets had been documented and analyzed their advertising fashions, strategies and coverage standards in enhancing the advertising and marketing efficiency of culmination and vegetables. India's unfolded post1990, quite a number of recent innovative public liberalized markets within the WTO regime. The main functions of farmers markets are empowering the farmers to participate successfully inside the open marketplace to get a remunerative rate for his or her produce, and growth by way of enhancing the distributional performance of the marketing gadget. The monetary reforms cause the emergence a number of new private retail markets. Prepared retailing in sparkling end result and greens (FFV) is gaining a number of momentums in India with large funding by means of main Indian businesses. The capabilities of various systems running for advertising of end result and veggies had been proven that the advertising and marketing models of private

organizations, especially Reliance fresh and subhiksha have been greener than that of Rythu bazaar, in Hyderabad because of their low price on advertising, delivery, and incidental expenses. Therefore, there's an immediate need to duplicate such fashions in a mile's larger scale to cover not handiest the towns however additionally the indoors villages within the united states. The look at shows that it is important to amend old legal guidelines proscribing the established order of markets to allow cooperatives and private entrepreneurs to installation modern markets. Each public and private retail markets have to undertake the new advertising and marketing fashions to beautify the distributional performance of the advertising device.

Singh H. P (1999) in his work "improvement of horticulture in India: gift fame and destiny strategies" mentioned the changes within the scenario of horticulture over the last a long time. The supply of fruits and vegetables has risen from 49 gm to 85 gm to 95gm to 175gm in keeping with man or woman per day respectively. Horticulture development has moved out of its rural confines into urban regions and from conventional agriculture agency to corporate quarter, which has led to the adoption of improved technology greater commercialization and professionalism in control manufacturing and advertising.

IV. RESEARCH METHODOLOGY

For the purpose of the article, with the help of stratified random basis the researcher targeted the seasonal farmers especially in the cultivation of seasonal crops farmers in India were selected. Sample size calculator was used for finalizing the sample size. 778 sample sizes were determined at the 0.035 margin of error and 95% confidence level. Structured Questionnaire was used for the gathering the responses from the seasonal crops farmers.

V. ANALYSIS AND INTERPRETATION

Associating with the leading retailers shows connection among independent variables and dependent variables. From the diagram it is revealed that, the independent variables Lack of storage, Problems in transportation, Long chain of middleman, Malpractices in the market And Low grading for the domestic goods are mediated with

the help of Innovative marketing strategy. Innovative marketing strategy gives the effect that Introducing new product, Identifying new audience, Export potentials, easy market segmentation, Satisfying the existing customers And Enhanced level technology up gradation.

STRUCTURAL MODEL - STANDARDISED REGRESSION WEIGHT

FACTOR LOADINGS

Dependent and Independent factors loadings			Estimate	C.R.	P value
Lack of storage	--->	Innovative marketing strategy	0.73	5.675	***
Problems in transportation	--->	Innovative marketing strategy	0.68	6.399	***
Long chain of middleman	--->	Innovative marketing strategy	0.87	5.377	***
Malpractices in the market	--->	Innovative marketing strategy	0.77	5.114	***
Low grading for the domestic goods	--->	Innovative marketing strategy	0.73	5.675	***
Innovative marketing strategy	--->	Introducing new product	0.64	2.625	***
Innovative marketing strategy	--->	Identifying new audience	0.71	5.114	***
Innovative marketing strategy	--->	Export potentials	0.55	3.675	***
Innovative marketing strategy	--->	Easy market segmentation	0.66	5.399	***
Innovative marketing strategy	--->	Satisfying the existing customers	0.72	6.377	***
Innovative marketing strategy		Enhanced level technology up gradation	0.84	7.625	.032

Figure 1, represented the standardized model based on the Five independent variables Lack of storage, Problems in transportation, Long chain of middleman, Malpractices in the market And Low

grading for the domestic goods. Table 1 presents the results of Covariance relationship estimate among dependent, independent and mediating variable. For the significance of the data, the

critical value is to be more than 1.96 (David Garson, 2016).

The critical value of independent variables Lack of storage (5.675), Problems in transportation (6.399), Long chain of middleman (5.377), Malpractices in the market (5.114) And Low grading for the domestic goods (5.675) shows positive impact on the Innovative marketing strategy. Innovative marketing strategy shows the positive critical values on the Introducing new product (2.625), Identifying new audience (5.114), Export potentials (3.675), Easy market segmentation (5.399), Satisfying the existing customers (6.377) And Enhanced level technology up gradation (7.625).

VI. SUGGESTIONS

- 1) Enhancing the scale of production through the invent of relevant technology and application of the same by institutions.
- 2) Amalgamation of various markets through proper transportation facilities.
- 3) Everyday inflow of records to farmers about the winning wholesale marketplace prices of commodities.
- 4) Offering market intelligence support to the farmers particularly on the time to develop positive vegetation and making availability of appropriate seed/variety for vegetation.
- 5) Developing the essential and basic infrastructure inside the marketplace yard.
- 6) Enforcing authority's regulation without spending a dime and truthful marketing practices.
- 7) Making the best possible promotional efforts such that the product rules the market even during off seasons.
- 8) Providing relevant discount offers during off seasons such that people get attracted and show interest in the F&V.

VII. CONCLUSION

This evaluation defined research performed to explore the fitness benefits of Fruits and Vegetables, which in myriad ways impact deficiency and aerobic metabolic problems. Also, the marketing techniques to improve the sales of seasonal crops which are highly perishable by nature. Nutrient procedures are presently replaced by way of food-based totally processes. Literature is replete with proof that FVs are the nook stones for enhancing the first-class of eating regimen to impact the twin burden of illnesses specially in developing nations. Ample FVs (half the plate) are promoted as wholesome meals and as a viable sustainable solution. Uncooked veggies look like higher than cooked, and fruits higher than fruit juices for health influences. But, consensus at the most reliable consumption, which reduces persistent sickness demise and incapacity, is various extensively, inclusive of international estimates. FVs vary in their nutrients, bioactive and availability from an enormously complicated food matrix. Cultural practices and type of cuisines may also both augment or mitigate the beneficial role. Non-starchy veggies, inexperienced and orange colored veggies, cruciferous variety, allium greens, citrus and non-CFs may have phototropic consequences. Standard nutritional styles and selections are inspired by way of man or woman, socio-cultural and environmental elements. Despite the fact that hedonistic attributes are essential, availability/affordability specifically have an impact on patron choices. Boundaries can be conquered by cutting-edge horticulture creativities, appropriate public health measures, their outreach and rules with cooperation from all stakeholders. Conscientious consuming habits pave the manner for wholesome habits and healthful life. Couples of new and innovative marketing techniques have been suggested for development of the horticulture sector in India.

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