



An Analytical Study of Marketing of Organic Vegetables and Food grain Products in Pune Region for the period 2010-2014

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Abstract: In the current scenario, even the concern for actually creating a healthy balanced and the sustainable environment which are triggered with the interest incurred in the environmental issues of the academics, the corporate, even media, the government and non-government organizations. The actual seriousness of these issues has also brought about the awareness which is among the consumers to actually become conscious of their real consumption behavior which also causes the green movement, along with the practices and also to actually perform the green behavior. A person who also practices the environment behavior will also encourage the healthier communities; therefore, proper understanding is the actual concerns with regard to the environment and is amongst the consumers which can encompass a significant influence made on the public's actual wellbeing.

Keyword: Environmental Issues, Consumption Behavior, Green Movement, Green Behavior

Introduction

Green marketing actually involves the real developing and even promoting the productions and the services that actually satisfy the customers want and also the need for quality, even the performance, at the affordable pricing and even the convenience caused with is without having a detrimental input on the environment and it is hence there is actual need incurred to educate the consumers to actually make them aware of the environmental threats faced. In today's context, even consumers worry about the world's future and its prospect and as a result of it is this most of them which have a preference made and is towards the environmental friendly products made.

"Total market strategy" sector technique is made with the actual serving by the whole range of the business sector made by the actual offering which is customized set of items to every niche and even in every corner of the business sector. One advertising program which is intended to actually achieve all the buyers, crosswise over the general and even the ethnic markets. Prerequisites are carried with the aggregate business sector technique and is a blend of the vocation of a mix of costs, the item, advancement and even the dissemination procedures in various fragments, which is alongside top administration duty to actually cover the whole market and even a solid budgetary sponsorship to actually handle the opposition and even the costs in course of this. The aggregate business sector also approaches and it also depicts a questionable, yet it is progressively famous

new boulevard which is utilized by the numerous advertisers, which are especially vast national sponsors.

Review of literature

In 1940, Lord Northbourne in his book —Look to the Land‖ introduced the term —organic farming‖. Later, Jerome Rodale a publishing entrepreneur started the world’s first organic periodical —Organic Farming and Gardening‖ in 1942. Lady Balfour commenced an experiment (1943) and compared organic and conventional farming. Based on her research she published a book —The living soil‖ (Soil Association). In 1944, the first organic association was established in Sydney named —The Australian Organic Farming and Gardening Society‖ (AOFGS) which aims at promoting organic agriculture (Paull 2014).

According to Ashwathaiyah and Krishna (1973), the study was organized on the adoption process of improved practices by the group of people who actually grew potatoes in Nashik district which was noticed that all the respondents has actually used the improved seeds which has been followed by 86% and has been found that to actually apply the recommend dose of FYM. As per the adoption made of the recommended spacing and its application various doses of nutrients have been noticed with 74.30% and 65.70 % of farmers respectively but it has even protected the varied set of plants by making few major measures and this has been adopted by 78.60 % of actual potato growers.

Industries Economic Development of Pune District

Pune District is situated in Maharashtra state of India. Pune city is the district headquarters. From a traditional city with an agro-based economy, Pune has steadily metamorphosed into an industrial and educational centre, crowned with labels like the Detroit of India and the Oxford of the East. It is also emerging as one of India’s top tech cities as well as a significant agro-business centre. The industrial efflorescence of Pune began with the entry of the Kirloskar Oil Engine Ltd in 1946. In 1960, MIDC set up a huge industrial estate on 4000 acres of land at Bhosari, leading to a spate of engineering-ancillary industries. Later, the city witnessed the entry of auto majors such as Tata Motors, Bajaj Auto and Bharat Forge Ltd. Today, the city is home to Kinetic Engineering, Force Motors (previously known as Bajaj Tempo), Daimler Chrysler and Cummins Engines Co Ltd.

Research Methodology

This research is designed to study the “An Analytical Study of Marketing of Organic Vegetables and Food grain Products in Pune Region for the period 2010-2014”. To keep the research design in-line with the research objectives the researcher has taken due care, that the tools used in research are objective oriented. The study is prepared as a part of PhD work and hence, the design and framework of the study is prepared while keeping in mind the rules and guidelines for preparing a PhD thesis.

Objectives of Study

- a. To analyze various factors influencing the purchase of Organic Vegetables and Food grain by the customer.
- b. To analyse the marketing potential of organic Vegetables and Food grain.

Hypothesis

A hypothesis is a suggestions or proposed explanation made on the basis of limited evidence on a starting point for further investigation.

H1: There is a significant scope for marketing of organic Vegetables and Food grain in Pune region.

Data analysis

To test the null hypothesis “There is no significant scope for marketing of organic Vegetables and Food grain in Pune region”, Independent sample t-test is applied, taking the variable ‘Organic food is less marketed as compare to normal food’ as grouping variable and factors representing need for marketing of organic products like low demand from regular customers, high price of products, non availability of market, lack of perceived value from the customers, lack of infrastructure facilities, lack of awareness, purchase by selected class only and no mechanism to judge the organic products as dependent variables, where following results were obtained:

		Table - Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Low demand from the regular customers	Equal variances assumed	10.907	.002	10.733	48	.000	-.88235	.08221	1.04764	-.71706
	Equal variances not assumed			15.732	33.000	.000	-.88235	.05609	-.99646	-.76825
High Price of the products	Equal variances assumed	4.369	.042	15.677	48	.000	-.94118	.06004	1.06189	-.82046
	Equal variances not assumed			22.978	33.000	.000	-.94118	.04096	1.02451	-.85784
Non availability of market exclusively for organic produce	Equal variances assumed	262.080	.000	4.981	48	.000	-.61765	.12400	-.86696	-.36834
	Equal variances not assumed			7.301	33.000	.000	-.61765	.08460	-.78976	-.44554
Lack of perceived value from the customer	Equal variances assumed	4.369	.042	15.677	48	.000	-.94118	.06004	1.06189	-.82046
	Equal variances not assumed			22.978	33.000	.000	-.94118	.04096	1.02451	-.85784
Lack of infrastructure	Equal variances assumed	1094.400	.000	4.411	48	.000	-.55882	.12669	-.81355	-.30409

facilities like cold storage, packaging material and processing unit for organic vegetables	Equal variances not assumed			-6.465	33.000	.000	-.55882	.08643	-.73468	-.38297
Lack of awareness among the customers regarding organic Vegetables and Food grain	Equal variances assumed	10.907	.002	10.733	48	.000	-.88235	.08221	1.04764	-.71706
	Equal variances not assumed			15.732	33.000	.000	-.88235	.05609	-.99646	-.76825
Only selected class purchases the product	Equal variances assumed	477.867	.000	4.684	48	.000	-.58824	.12558	-.84072	-.33575
	Equal variances not assumed			6.866	33.000	.000	-.58824	.08567	-.76254	-.41393
There is no mechanism to judge that product is from organic farming only	Equal variances assumed	9.992	.003	22.127	48	.000	-.93750	.04237	1.02269	-.85231
	Equal variances not assumed			15.000	15.000	.000	-.93750	.06250	1.07072	-.80428

The above independent sample test table gives the t-value and p value (sig. 2-tailed) value of the variables that represent that there is need for marketing of organic food. The p-value obtained in case of all the variables is 0.00, which is less than the alpha value of 0.05 ($p < 0.05$), this shows that there is need for marketing of organic vegetables and food grains, hence the hypothesis “There is no significant scope for marketing of organic Vegetables and Food grain in Pune region” is **rejected** and alternate hypothesis i.e. There is significant scope for marketing of organic Vegetables and Food grain in Pune region is **accepted**.

Conclusion

The study was conducted in the view to analyse the marketing practices with reference to organic food in the Pune. The researcher covered the area of Pune and collected the responses from the customers, traders and farmers of the organic food. It is visible that organic food industry is lagging far behind in the area of marketing. They are not using sufficient online marketing nor the social media marketing to attract the customers.

The awareness level of the customers is also on lower side when it comes to the knowledge of the benefits of the organic food. The mass movement for making them aware should be done. It is common perception among the customers that the organic products are for rich people only. This is not true. Even common man can consume it. The focus on product, price, place, promotion should be given.

The hypothesis testing also shows that there is need for marketing of organic vegetables and food grains, hence the hypothesis “There is no significant scope for marketing of organic Vegetables

and Food grain in Pune region” is rejected and alternate hypothesis i.e. There is significant scope for marketing of organic Vegetables and Food grain in Pune region is accepted.

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