



A STUDY ON MARKETING STRATEGIES OF VEGETABLE VENDORS IN MADURAI DISTRICT

GOPINATH.C

III B.COM (CA) MANNAR THIRUMALAI NAICKER COLLEGE MADURAI

SANTHOSH PANDIYAN.M

III B.COM (CA) MANNAR THIRUMALAI NAICKER COLLEGE MADURAI

DR. S. MANJULA

M. COM., M. PHIL., PH.D, ASSISTANT PROFESSOR PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) MADURAI – 625 004.

ABSTRACT:

This study aims to investigate and promote sustainable practices among vegetable vendors in Madurai District. By analyzing current vendor behaviors, market dynamics, and environmental impact, the research seeks to identify opportunities for implementing eco-friendly measures, reducing waste, and fostering a more sustainable supply chain. The findings are anticipated to provide valuable insights for policymakers, vendors, and stakeholders to enhance the overall sustainability of vegetable trading in the region. In the bustling landscape of urban markets, vegetable vendors play a pivotal role in connecting consumers with the vibrant abundance of nature. These unsung heroes of the culinary world form an essential link in the food supply chain, offering a kaleidoscope of fresh produce to eager customers. With their colorful displays and aromatic offerings, vegetable vendors create a sensory experience that transcends the transactional nature of their trade. The vegetable vendor's cart or stall becomes a microcosm of nature's bounty, inviting customers to explore the textures, colors, and flavors that each vegetable brings to the table.

KEYWORDS:

MARKETING STRATEGIES, VEGETABLE VENDORS, POLICY MAKERS, STAKE HOLDERS, ENVIRONMENT.

1.1 INTRODUCTION

Madurai District stands as a vibrant hub for vegetable trade, with its bustling markets shaping the local economy. In the ever-evolving landscape of commerce, understanding the market strategies employed by vegetable vendors is crucial for sustainable growth and success. This study delves into the intricacies of these strategies, exploring the factors influencing vendor decision-making, market dynamics, and the overall competitiveness of the vegetable market in Madurai District. Through a comprehensive analysis, this research aims to unravel the strategic nuances that contribute to the resilience and adaptability of vegetable vendors in this dynamic marketplace.

In the vibrant tapestry of urban life, vegetable vendors emerge as silent architects of sustenance, weaving threads of color and freshness into the fabric of bustling markets. Positioned at the forefront of the local food ecosystem, these dedicated individuals bring the essence of nature to city dwellers, curating a kaleidoscope of seasonal vegetables that not only nourish the body but also contribute to the sensory richness of daily life. With their carts and stalls adorning street corners and marketplaces, vegetable vendors become unsung heroes, offering a tangible connection to the roots of our nourishment and creating a bridge between the urban landscape and the agricultural heartbeat that sustains it. As purveyors of health and culinary diversity, these vendors play an

integral role in shaping the culinary narrative of communities, embodying the resilience and resourcefulness inherent in the age-old practice of bringing the harvest to the heart of the city.

1.2 STATEMENT OF THE PROBLEM

Vegetable vendors in Madurai District encounter various challenges in their day-to-day operations, from market competition and fluctuating consumer demands to issues related to supply chain management and sustainability. This study aims to delve into these challenges, identifying the specific problems faced by vegetable vendors and exploring potential solutions. By addressing these issues, the research intends to offer practical insights that can empower vendors to optimize their market strategies, enhance profitability, and contribute to the overall resilience of the vegetable trading ecosystem in Madurai District. The vegetable vending sector faces several challenges that impede its optimal functioning and long-term sustainability. One of the primary concerns is the vulnerability of vegetable vendors to fluctuating market conditions, including unpredictable weather patterns affecting crop yields and subsequent availability. Additionally, the lack of stable pricing mechanisms exposes vendors to financial uncertainties, impacting their ability to maintain consistent supplies and meet customer demands. Infrastructure issues, such as inadequate storage facilities and transportation constraints, further

exacerbate the challenges faced by vegetable vendors, hindering their ability to preserve the quality of their produce and efficiently reach diverse market segments. Moreover, a dearth of access to modern technology and financial resources limits their capacity for business expansion and adaptation to evolving consumer preferences. Addressing these multifaceted challenges is crucial for fostering a resilient and sustainable vegetable vending sector, ensuring the continued provision of fresh, affordable produce to communities while enhancing the economic well-being of the vendors themselves.

1.3 REVIEW OF LITERATURE

Druker, 1954 [6], the primary objective of all business is to fulfil and satisfy the needs and Wants of the society. Marketing is, therefore, a basic function of all business enterprise. The Marketing concept holds that the key to achieving organizational goals consists in Determining the needs and wants of target markets and delivering the desired Satisfactions more effectively and efficiently than competitors.

Kotler, 1999 [11], under marketing concept, the emphasis is on selling satisfaction and not Merely on the selling a product. The objective of marketing is not the maximization of Profitable sales volume, but profits through the satisfaction of customers.

Aparna & Hanumanthaiah, 2013[1], found in their research that the net price received By the farmer in supermarket channel was more compared to traditional channel. The Total marketing cost incurred by growers was more in traditional channels than supper Market channel. Again, another author stated same thing as above that the organize Retailer usually gives higher price and make faster payment to farmer than traditional retailer.

1.4 OBJECTIVES

- To capture the attention of the targeted market which means advertising the products and making the products in accordance with the needs of the customers.
- To provide the consumers and ensuring them with low-risk way to become more educated about the products.
- To offer many suggestions based on the result finding.

1.5 RESEARCH DESIGN

Research design is the conceptual structure within which research is conducted. It constitutes the blueprint for collection, measurement and analyses of data were a descriptive Research. Descriptive research involves collecting numerical through self-reports collected, Through questionnaire or interviews (person or phone) or through observation. For present Study, the research was descriptive and conclusion oriented.

1.5.1 SAMPLE TECHNIQUE

50 respondents were selected at random on convenient sampling. The data were collected through interview

schedule.

1.5.2 DATA COLLECTION

Data have been collected from both primary and secondary data.

PRIMARY DATA:

Primary data are those which are fresh and are collected for the first time, and thus happen to be original in character. The primary data was collected through direct personal interview (open ended and close questionnaire).

SECONDARY DATA:

Secondary data are those which have been already collected by someone else and which already had been passed through the statistical process. The secondary data was collected through web sites, books and magazines.

1.5.3 TOOLS FOR RESEARCH

Simple Percentage analysis is was adopted for the study

1.6 DATA ANALYSIS

TABLE -1

GENDER WISE CLASSIFICATION

GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	28	56
FEMALE	22	44
TOTAL	50	100

Source: Primary Data

From the above table, it is concluded that majority of the respondents are males.

CHART -1

GENDER WISE CLASSIFICATION

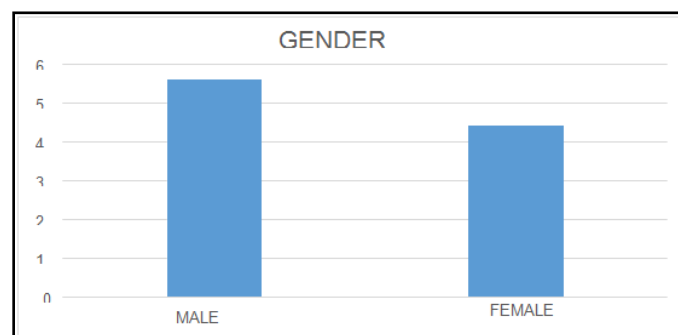


TABLE -2

AGE WISE CLASSIFICATION

AGE	NO OF RESPONDENTS	PERCENTAGE
Below 18	20	40
18-25 years	18	36
25-35 years	6	12
above 35 years	6	12

TOTAL	50	100
-------	----	-----

Source Data: Primary Data

From the table it is concluded that 40% of the respondents lying under the age group of below 18.

CHART -2
AGE WISE CLASSIFICATION

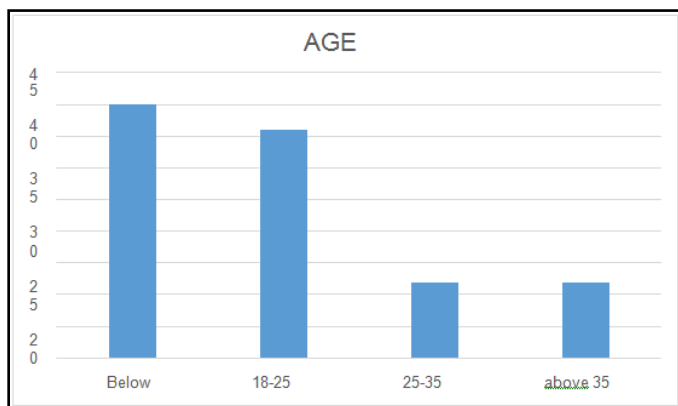


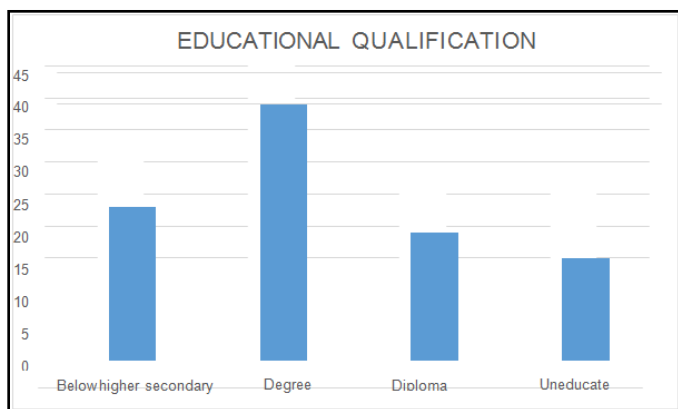
TABLE -3
EDUCATIONAL QUALIFICATION

EDUCATIONAL QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
Below Higher Secondary	12	24
Degree	20	40
Diploma	10	20
Illiterate	8	16
TOTAL	50	100

Source: Primary Data

From the above table it is concluded that 40% of the respondents were degree holders.

CHART -3
EDUCATIONAL QUALIFICATION



1.9 FINDINGS AND SUGGESTION

- 56% of respondents are Male.
- 40% of respondents lying below 18 age group

- 40% of respondents are Degree Holders

1.10 CONCLUSION

The study on market strategies for vegetable vendors underscores the significance of a multifaceted approach to ensure sustained success in a competitive marketplace. Recognizing the diverse needs and preferences of the local target market serves as a foundation for tailoring products and services effectively. The establishment of a strong brand identity, coupled with visually appealing displays, helps differentiate vendors and instills confidence in customers. Engaging with the community, both online and offline, fosters a positive relationship and builds brand loyalty. Strategic promotions, discounts, and loyalty programs contribute to attracting and retaining customers, while partnerships with local businesses and a commitment to quality assurance reinforce the vendor's market position. Embracing technology with an online presence and providing convenient payment options aligns with evolving consumer behaviors. Environmental sustainability practices not only appeal to conscientious consumers but also contribute to a positive brand image. Continuous improvement through feedback, staff training, and adaptability to market trends ensures the long-term viability and growth of vegetable vendors in a dynamic market landscape.

As a conclusion, the marketing concept is the philosophy where each and every firm should analyse the needs of their customers and makes good decisions in order to satisfy their needs. This also can enhance a good relationship between the customers.

REFERENCES

1. M.PARIMALA1 , ASHMITHA.V2 RUBASREE J, "A Study on Socio Economic Conditions and Challenges Faced By Vegetable Vendors in Uzhavar Sandhai, B.B. Kulam, Madurai", International Journal of Humanities Social Science and Management (IJHSSM) Volume 3, Issue 3, May-June, 2023, pp: 46-54.
2. Gautam Choudhary choudharygautam82@gmail.com Angita Raghuwanshi, "Issues and challenges faced by vendors in unorganized setup – A study on vegetable vendors of Chhatarpur District, Madhya Pradesh", International Journal of Advanced Research, Ideas and Innovations in Technology, (Volume 7, Issue 6 - V7I6-1195)

WEBSITE

1. <http://www.businessdictionary.com/definition>
2. <http://www.gktoday.in/meaning-functions-of-marketing-management>

3. <http://mzuir.inflibnet.ac.in/>

4. <http://www.ijhssm.org/>