

## “AN EXPLORATION OF STRATEGIES IN MARKETING OF ORGANIC FRUITS AND VEGETABLES”

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<b>KEYWORDS</b> Organic Farming, Marketing Strategies, Fruits & Vegetables, Sustainability	<b>ABSTRACT:</b> This study, titled “An Exploration of Strategies in Marketing of Organic Fruits and Vegetables in Vijayanagara District,” aims to examine the unique marketing strategies adopted by producers and retailers to promote organic fruits and vegetables in the region. As consumer awareness of health, sustainability, and environmental concerns grows, the demand for organic produce has increased, creating both opportunities and challenges for stakeholders in the organic food sector.  The research focuses on identifying the key marketing strategies employed in Vijayanagara District, which include product differentiation, direct-to-consumer sales, digital marketing, and leveraging certifications like organic labels to build trust. It also explores how local markets, supermarkets, and online platforms are used to reach health-conscious consumers. The study analyzes the role of pricing, distribution channels, and consumer perception in shaping the success of these strategies.  Through qualitative and quantitative methods, including interviews with farmers, retailers, and consumers, the research highlights the constraints faced by organic producers, such as higher production costs and limited consumer awareness. The findings suggest that effective marketing strategies can enhance consumer engagement and promote the long-term viability of organic farming in the district. Additionally, recommendations for improving the marketing of organic produce through education, partnerships, and government support are provided to ensure sustainable growth in the sector. This study contributes to the broader understanding of organic marketing in rural regions and offers insights for stakeholders looking to expand the organic produce market in similar contexts.
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### INTRODUCTION

The organic food sector has expanded significantly in recent years due to rising consumer awareness of food safety, environmental sustainability, and health. Particularly among health-conscious consumers looking to stay away from pesticides and **genetically modified organisms** (GMOs) are organic fruits and vegetables. Producers and marketers have both possibilities and problems as this market segment continues to grow.

Using successful marketing techniques is crucial to gaining market share in the expanding organic produce sector. These tactics need to take into account a number of variables, including as branding, distribution networks, customer education, and competitive price. The distinctive advantages of organic fruits and vegetables, such as their improved taste, environmental impact, and health benefits, must also be communicated through marketing strategies.

Examining the various approaches used in the promotion of organic fruits and vegetables is the goal of this investigation. This study looks at customer behavior, current trends, and successful case studies to determine the essential components of marketing that work in this industry. It will also look at how social media, digital marketing, and other contemporary marketing instruments are changing the produce of organic business.

This investigation will offer insights into how organic fruit and vegetable growers may improve their organic strategies, to draw in and keep consumers, foster brand loyalty, and eventually boost sales through a thorough examination. The significance of matching marketing tactics to more general developments in consumer preferences and sustainability will also be emphasized by this study.

Over the next years, a significant expansion is anticipated in the worldwide market for organic vegetables and fruits. By 2028, it will have increased to \$68.54 billion at a 9.5% compound annual growth rate (CAGR).

Because of growing consumer demand for sustainability and health, increased market accessibility through retail and e-commerce, technological advancements in farming and supply chains, supportive government policies, and strong economic potential for premium pricing and investment opportunities, the outlook for organic vegetables and fruits is very positive.

To summarise, a comprehensive strategy that integrates both conventional and novel tactics is necessary for the successful promotion of organic fruits and vegetables. Producers can more successfully navigate the competitive organic food market and achieve long-term success by comprehending and putting these techniques into practice.

## **THEORITICAL BACKGROUND AND LITERATURE REVIEW**

### **BACKGROUND OF STUDY:**

The study of organic vegetables and fruits encompasses an interdisciplinary exploration into various facets of agriculture, health, environmental sustainability, and consumer behavior, originating from concerns over conventional farming practices using synthetic pesticides and fertilizers, organic agriculture emerged as a viable alternative promoting natural method to enhance soil fertility biodiversity and ecosystem health. This background underscores a fundamental shift towards sustainable farming practices that prioritize soil conservation water quality, and reduced environmental impact. Furthermore, the growing consumer preference for organic produce, driven by perceptions of iron nutritional content, better taste, and reduced chemical exposure, as fueled substantial market growth. The study delves into the scientific basis supporting this consumer perceptions examining nutritional profiles, pesticides residue levels, and comparative environmental impacts between organic and conventional farming. Additionally, it explores socio-economic dimensions such as market dynamics, consumer trends, regulatory frameworks, and the economic viability of organics farming for producers. This comprehensive approach aims to provide insights to how organic vegetables and fruits contribute to healthier diets, environmental stewardship, and sustainable agriculture practices, thereby shaping future agriculture policies and consumer choices towards a more sustainable food system.

### **LITERATURE REVIEW:**

1. **Mateechaipong (2012):** Explain that consumer preferences plays a major role in the decision to buy organic products, and that preference is influenced by a combination of

consumers and product-related factors. Product features and perceived qualities are examples of factors associated to products. Product qualities include cost, taste, value, authenticity through certificates, packaging, and levelling; perceived attributes include origin, social standards, animal food safety, animals welfare, health benefits, and environmental effect.

2. **Sakthirama and Venkatram (2012):** They use structural equation modelling (SEM) to investigate relationship between 200 consumers' buying intentions, attitudes, and familiarity with Coin Better City in Tamil Nadu, India. They found that all 3 relationships were positively correlated. Among the suggestions is to concentrate on providing knowledge and motivation about product promotion and campaigns.
3. **Paul and Rana (2012):** Using in-person interviews, I investigated the attitudes of 463 ECOLOGICAL customers who lived in Delhi and other parts of North India, as well as their intention to purchase organic food. According to their conceptual framework, purchase intentions are influenced by the respondents' demographics, the availability of organic products, and the health benefits, all of which have an impact on customer satisfaction.
4. **Deliana, Y. (2012):** Market segmentations of organic consumers revealed market heterogeneity based on consumer attitude, region, demographics, and psychographic factors. It was found that the average age of organic consumers ranged from 35 to 45 years old, with younger consumers favoring organic products and wealthy individuals favoring organic farming.
5. **Radhika (2012):** In Andhra Pradesh's two largest cities, Hyderabad and Secunderabad, the demographic profile of consumers of organic food was democracy. It was found that majority of consumer of organic food come from wealthy household with high socioeconomic standing and a greater awareness of health issues. These families also tends to include a diverse range of business professionals.
6. **Kapoor, P., and Garyali, S. (2012):** Five Indian cities' non-organic customers had their level of consumer knowledge measured. The findings indicats that while most customers in Mumbai and Pune had heard of organic food but were unsure of what it meant, most consumers in Delhi and Bangalore understood very little about it. This demonstrates that consumers in underdeveloped countries are not confident about organic products.
7. **Acheampong, P., and Braimah, H. (2012):** Using 194 customers from the Ghanaian cities of Kumasi and Cape Coast, a study of perception, purchasing behavior, and willingness to pay for organic veggies was carried out. The ordered preference model used to evaluate the quantitative and qualitative variables. Consumers considered several product feature when making their purchase, such as flavor, freshness, cleanliness, appealing shape and color, and storage concerns.
8. **Sangkumchalianga and Huang (2012):** Used a two-stage survey to investigate Thai food customers' opinions regarding organic products. An in-person interview with attendees of Chiang Mai University's agriculture exhibition was part of the first button survey. The second phase was covered by customers from three Thai retail establishments. The majority of consumers who bought organic items were unaware of the three organic food products' high prices. More than half of them expressed concern about the legitimacy of the organic designation.
9. **Kai et al. (2013):** Using a model's supporting hypothesis, they assessed Malaysian customers' willingness to spend for organic items and exploded the motivating variables. It finds that factors such as perceived experience, environmental consciousness, health knowledge, and certification-free labeling—rather than just limited availability—all statistically substantially influenced willingness to pay.
10. **Ragavan, N. & Mageh, R. (2013):** Analyze 300 organic consumers in tamilnadu, Chennai, india, with regard to their intended purchases. They took account factors such as opinions on organic products, general awareness of government assistance, and the

belief that the products are safe and environmentally friendly. They also took account the location of product growth and the accessibility of product information. Most of the people who responds are did not purchase organic goods.

## **RESEARCH DESIGN**

### **STATEMENT OF PROBLEM:**

The benefit of organic products are substantial for the environment, health, conservation, and sustainability. Therefore, adopting organic products as a lifestyle is crucial for a better future. However significant barriers exist from product to retail and consumer levels. Despite rapid growth in the organic industry, market share remains low especially in development of nation like India where organic products are seen more as a fashion statement than a necessity. The organic lifestyle is the healthiest, but it is benefit or not widely known. Issues such as product unavailability and understanding certifications need to be addressed. He does agrarian nature offers potential for organic market growth but a lack of marketing has led to organic products being perceived as a luxury. Might support a strong, but demand drives the market. Strategies must redevelop to shift domestic consumer mindset towards organic living. Identifying consumer adopting problems and building marketing strategies to address them is crucial. The study aims to raise awareness about organic products and understand purchase intentions and factor influencing buying decision among organic and non-organic consumers, while also examining vendors comprehension of customer expectations and current strategies.

### **NEED FOR THE STUDY:**

Examining marketing tactics for organic fruits and vegetables is essential because of a number of important considerations. First off due to obstacles at every level of manufacturing and consumer perception, organic products have a limited market share, particular in poor countries, despite their well-documented benefits for sustainability, the environment, and health second a lot of people don't know enough about the advantages and certifications of organic products, which make them think more of luxury goods than requirements.

India's Agrarian economy has a huge opportunity for the organic market but present marketing strategies frequently fall short of reaching Lee General Public, feeding the myth that organic goods are exclusive to the wealthy. Increased demand and consumption, marketing techniques must be effective in educating consumers and changing their opinions. Is also critical to address the concerns of accessibility and availability of organic products in addition to comprehending consumer sentiments and buying intents understanding vendor viewpoints can help better math supply and demand.

### **OBJECTIVES OF STUDY:**

1. To Determine the factor that influence the intake of organic fruits and vegetables and assess their effects.
2. To determine and assess the variables that prevent people from consuming organic fruits and vegetables.
3. To examine how organic fruit and vegetable marketers have approached product pricing and distribution for the chosen market categories.
4. To assess the communication and differentiation tactics used by marketers of organic fruits and vegetables.

## **RESEARCH METHODOLOGY:**

The primary source of data was study conducted in the Vijayanagara district of Karnataka. Data was acquired through the uses of a formal questionnaire. The selection of a 100-sample intensity was done using the usefulness inspecting arrangement. 81 Eighty-one of those were reactions.

- A secondary dossier compiled from numerous websites and journals is available for the study.
- Reasoning techniques: the accused's responses were assessed using basic mathematical techniques, including tables, graphs, charts, and, to some extent, percentages.

## **RESEARCH DESIGN:**

This research will use a mixed-methods methodology to examine marketing techniques for organic vegetables and fruits. The research will commence with a quantitative analysis, where in customers will be surveyed to ascertain the critical aspects that impact their purchasing decisions. These elements may include price sensitivity, environmental concerns, and health consciousness. After that in-depth interview with marketers, retailers, and farmers will be conducted to gather information about successful marketing techniques such product placement, branding, and promotional plans. A thorough understanding of consumer behaviour and industry operations in the organic produce market will be possible through the integration of these methodologies.

## **Limitations of the study:**

The current studies have certain limitation because the survey was completed in a short amount of time. Furthermore, because there is a limited level of awareness about organic products, it is impossible to completely rule out participant bias towards the questions. As a result, it was challenging to gauge the attitudes of the customers when they were answering the questionnaires, and as a result, the sensors are taken to be accurate. Since the Present study encompasses a broad demographic, randomized participant has been taken into consideration. Furthermore, the current study only looks at Vijayanagara District.

## **SCOPE OF THE STUDY:**

The majority of the literature review included in the study are from india. Studies were diverse. From behavioural research to use studies. The key findings from these were examined. This is largely relating to research on Organic fruits and vegetables.

## **DATA ANALYSIS AND INTERPRETATION**

## **FINDINGS, SUGGESTIONS, AND CONCLUSION**

### **FINDINGS:**

- Of the 81 consumers, the bulk (almost 95.10%) were between the ages of 15 and 25, then 3.70 percent were between the ages of 26 and 35, and the remaining 1% were between the ages of 36 and 45.
- It was discovered that 48.10% of the respondents were female, and 51.90% of the respondents were men. This indicate that there were more men's than woman's among the study participants.
- Postgraduates (PG) made up 79% of the respondents, with undergraduates (UG) accounting for the remaining 14%. Given that nearly all of the respondents had college degrees, it's possible that they preferred organic goods over conventional ones.

- About 69.10% of respondents said they preferred certified products, but the remaining 30.60% said non-certified products were fairly essential.
- Health benefits which influence the decision to buy organic fruits and vegetables most, where 73 responses out of 81 responses which is 90.1%. Only 6 responses where tastes and quality influences. And 2 respondents were influenced by Environmental impact.
- Most number of organic fruits and vegetables are purchased on weekly bases, where 36 responses which is 44.4%. And the second most response where they oftenly purchase rarely 41% with 33 responses. 8 responses purchase on the daily bases and 4 responses of purchasing on monthly bases which is 5%.
- Maximum numbers of respondents which is 46 responses are buying organic fruits and vegetables from the farmer's markets, which is 56.8%. And 23 respondents where they primarily buy organic fruits and vegetables in specialty organic stores. 10 respondents from supermarkets and 2 respondents from online stores which is the least buyers in this platform.
- 64.2% of consumers find informational content about advantages to be the most compelling when it comes to buying organic vegetables and fruits. Furthermore, discounts and promotions over organic fruit and vegetables draw in 29.6% of consumers. Campaigns for sustainability make up 6%. And one is dependent on endorsements from famous people.
- 73.3% of respondents prefer Biodegradable packaging for organic vegetables and fruits. And 18.5% prefers recyclable packaging. 4% respondents prefer minimal packaging and only 2% of respondents among 81 responses are interested in Traditional plastic packaging.
- The main thing is for not purchasing the organic vegetables and fruits is due to high cost which is 22 responses, 31 responses of limited availability and 23 respondents are not aware of information of organic fruits and vegetables. Least responses are no perceived differences.
- Nutritional information is the highest responses where respondents prefer organic fruits and vegetables marketing. And second highest is 23 responses which is visual appeal of packaging marketing. Environmental impact which is only 24% and few responses shown bit interest towards marketing of storytelling about the farm.
- The maximum number of respondents they choose primary source of information about organic fruits and vegetables in internet search which is around 68.8%. Only 20% respondents' primary resource is friends and family. 10% respondents' primary source is health professionals and least percentage is 1% which is store staff.
- The most well-liked locations to purchase organic fruits and vegetables were found to be the organic farmers market, where nearly half of all customers—56.80%—make their purchases. Supermarkets came next, where 12.30% of people purchased their fruits and vegetables. supplied by 28% organic retailers. Just 3% made purchases from internet retailers.
- When compared to conventional items, 32.10% of respondents were willing to spend an additional 1 to 10% for organic products. Furthermore, 14% or so of them expressed a willingness to pay even more than 11% to 20%. Nonetheless, only 29.60% of consumers were prepared to pay more for organic goods. For organic items, 25% of consumers were willing to pay more than 21%.

### **SUGGETSIONS:**

The goal of this comprehensive macro-level study was to identify the variables that influence conventional consumers' decisions to purchase organic goods and to determine what discourages them from doing so. This studies also has clarifies that kinds of marketing tactics needed to draw in consumers who will purchase organic goods over the

long term. The following recommendations for the state government, legislators, organic marketers, and consumers and non-consumers can be made based on the primary and secondary data of the study.

Customers demand more organic products, but there isn't a wide selection on the market since marketers don't have an effective distribution plan. Because of this, supply and demand issues need be addressed by marketers.

Customers who do not purchase organic items are unwilling to do so because they do not perceive any distinction between organic and non-organic products. In order to boost product demand, marketers must implement differentiation techniques.

## CONCLUSION:

With rising consumer knowledge and a willingness to purchase organic goods provided supply and demand gaps are filled, the organic product industry in India is expanding. Due to the health advantages of organic products, there is a rising global market for them, which encourages greater organic cultivation. Studies show that as consumers transition from non-organic to organic lifestyles, there are gaps in marketing techniques, obstacles to non-consumption, and needs of organic consumers. Because increased manufacturing expenses translate into higher prices, marketers ought to provide reasonably priced organic products. Appropriate certification and efficient advertising are essential. Karnataka has the potential to become a prominent exporter of organic goods if farmers and merchants work together.

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