A STUDY ON MARKETING STRATEGIES TOWARDS FRUIT VENDORS IN THIRUMANGALAM

ARAVIND. N	III B. COM (CA) MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI.
AGNI NATARAJAN. A	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, MADURAI.

ABSTRACT:

This research study examines the marketing strategies employed by fruit vendors in Thirumangalam, a town renowned for its vibrant street food culture and local produce. The fruit vending industry plays a pivotal role in the town's economy, and understanding the strategies used by these vendors can shed light on the dynamics of small-scale businesses in the region. The research employs a mixed-methods approach, combining surveys, interviews, and observational data collection to gather insights into the marketing strategies employed by fruit vendors. The primary objectives of this study are to identify the key marketing tactics used, assess their effectiveness, and offer recommendations for improving and optimizing these strategies. This study provides valuable insights into the practices of local fruit vendors and offers a foundation for future research into small-scale businesses in similar contexts. The results can also be of interest to local authorities and policymakers looking to support and promote micro-entrepreneurship in Thirumangalam and beyond.

1.1 INTRODUCTION

In the bustling streets of Thirumangalam, the vibrant aroma of fresh fruits wafts through the air, drawing the attention of locals and visitors alike. The fruit vendors of Thirumangalam play an essential role in the local economy, providing a wide variety of fruits to meet the diverse tastes and preferences of the community. However, the success of these vendors is not solely reliant on the quality of their produce. This study delves into the intricate world of fruit vending in Thirumangalam, shedding light on the marketing strategies adopted by these vendors to attract customers and sustain their businesses. Thirumangalam, located in the southern part of India, is known for its unique blend of traditional values and modern influences. The local fruit vendors have evolved their marketing approaches over time, incorporating both traditional methods and contemporary techniques to thrive in this dynamic market. The research aims to answer crucial questions regarding the marketing strategies employed by fruit vendors in Thirumangalam. What are the key factors that influence their marketing decisions? How do they adapt to changing consumer preferences and market trends? What role do digital technologies and social media play in their marketing efforts? By examining these questions, we hope to gain insights into the challenges and opportunities faced by fruit vendors in this region and offer recommendations for enhancing their marketing effectiveness.

1.2 STATEMENT OF THE PROBLEM

The preferences of consumers in Thirumangalam are evolving, influenced by factors such as health consciousness, convenience, and exposure to global trends. Fruit vendors must adapt their marketing strategies to align with these changing preferences to remain competitive and relevant. The presence of numerous fruit vendors in Thirumangalam has led to intense competition. Understanding how vendors differentiate themselves in a crowded market and identify niche opportunities is essential for their sustained success. Fruit vendors in Thirumangalam often rely on traditional marketing methods, such as word-of-mouth and local advertising. However, in an increasingly digital world, exploring the integration of modern marketing approaches, including social media and online platforms, presents both challenges and opportunities. Supply Chain and Seasonal Variations: The availability and quality of fruits are subject to seasonal variations and supply chain dynamics. Vendors need effective marketing strategies to manage these fluctuations and maximize their profits throughout the year. Building and maintaining a loyal customer base is crucial for the long-term success of fruit vendors. This study will investigate the strategies employed by vendors to foster customer loyalty and retention.

1.3 REVIEW OF LITERATURE

Shyamali Banerjee (2014) conducted the study on the topic, 'A study of Socio Economic condition of fruits vendors in Ranchi .This study related to street vendors

income and expenditure. It create a job opportunity for themselves production and income generation in developing countries this study found that the vendors should invest less and their aim is earning more income for their life leading.

Channamma Bambara (2016) conducted the study on the topic of 'FDI in detail plight of women fruits vendors. The study discussed women vendors economic condition. Women are usually selfemployed as a vendor. Nowadays women are independent, they will maintain her or earning for life leading and improved their standard of life.

1.4 OBJECTIVE

  - ➢ To analysis the demographic profile of fruits vendors.
  - ➢ To measure the experience in fruit vending business
  - ➢ To study the findings, suggestions, and conclusions.

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 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 METHODS OF DATA COLLECTION

A) 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).

B) 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.

1.5.2 SAMPLING TECHNIQUE

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

1.5.3 TOOLS FOR RESEARCH

Simple Percentage Analysis was applied for the study.

1.6 DATA ANALYSIS

TABLE 1

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.NO	VARIABLE		NO OF RESPONDENTS	PERCENTAGE
1.	Gender	Male	30	60
		Female	20	40
2.	Age group	Up to 30	20	40
		31-40	14	28
		41-50	11	22
		above 50	5	10
3.	Educational Qualification	school	10	20
		UG	10	20
		PG	14	28
		Uneducated	16	32

Source: Primary Data

From the above table it is concluded that majority of the respondents were males, most of the respondents lying under the age group of up to 30 years. It is further concluded that majority of the respondents were uneducated.

TABLE: 2 EXPERIENCE IN THE FRUIT VENDING BUSINESS

EXPERIENCE IN THE FRUIT VENDING BUSINESS	NO. OF RESPONDENTS	PERCENTAGE
Less than 1 year	5	10
1-5 years	16	32
6-10 years	15	30
More than 10 years	14	28
TOTAL	**50**	**100**

Source: Primary Data

The above table shows the majority of 32% respondents are 1-5 years, 30% of respondents are 6-10 years, 28% of respondents are more than 10 years and 10% of respondents are less than 1 year.
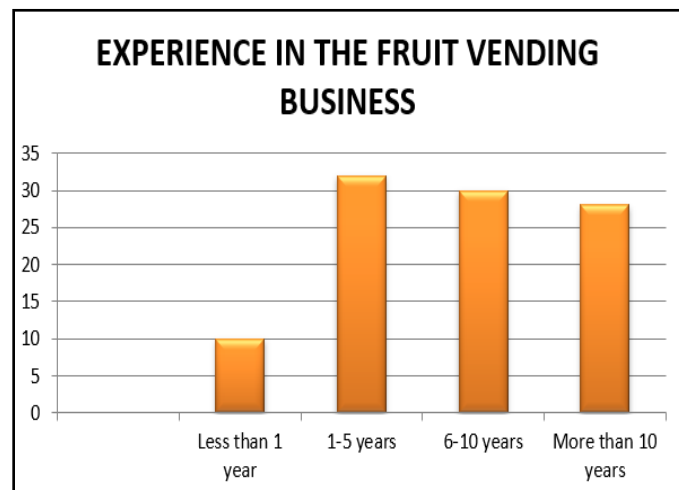
CHART: 1

### EXPERIENCE IN THE FRUIT VENDING BUSINESS

EXPERIENCE IN THE FRUIT VENDING BUSINESS

TABLE: 3

CUSTOMERS POPULAR FRUIT	NO. OF RESPONDENTS	PERCENTAGE
Apples	14	28
Bananas	15	30
Oranges	13	26
Berries	4	8
Other fruits	4	8
TOTAL	50	100

Source: Primary Data

The above table 4.9 shows the majority of 30% respondents said bananas, are the popular fruit, 28% of respondents said apples, 26% of respondents said oranges, 8% of respondents said berries and remaining respondents choose other fruits. It is concluded that bananas are the popular fruit.

CHART: 2

DISTRIBUTION OF RESPONDENTS BY CUSTOMERS POPULAR FRUIT

CUATOMERS POPULAR FRUIT
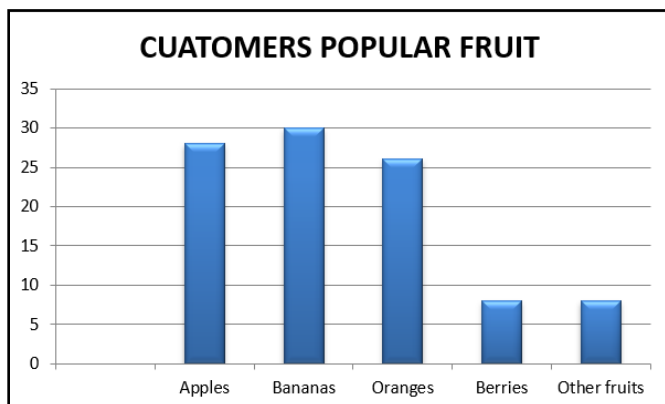
1.6 FINDING & CONCLUSION

1.6.1 FINDINGS

- 60% respondents are males.
- 40% respondents lying below 30 years age group.
- 32% respondents are uneducated.
- 32% respondents have experienced in 1-5 years.
- Majority of the respondents preferred banana as the popular fruit.

1.7 CONCLUSION

Fruit vendors in Thirumangalam utilize a diverse range of marketing strategies, including pricing tactics, sourcing methods, promotional activities, and customer engagement approaches. This diversity reflects the adaptability of vendors in response to market conditions. The local fruit market in thirumangalam is highly competitive, with numerous vendors vying for the attention of customers. Understanding the strategies of competitors is essential for vendors to differentiate themselves and attract a loyal customer base. Customer preferences and buying behaviour play a crucial role in shaping marketing strategies. Vendors who are attuned to these preferences and can offer a variety of fruit options are more likely to succeed. Fruit vendors face challenges related to seasonality, supply chain disruptions, and competition. However, these challenges also present opportunities for innovation, such as diversifying product offerings and exploring new sourcing channels. Vendors should consider segmenting their customer base and tailoring marketing strategies to different customer segments, taking into account their preferences and purchasing power. Exploring new fruit varieties and offering value-added products like fruit salads or juices can attract a wider customer base and increase revenue streams. Vendors should work on optimizing their supply chain to ensure consistent access to fresh fruits and reduce the impact of seasonality on their businesses. In an increasingly digital world, vendors can benefit from leveraging online platforms and social media for marketing and customer engagement. Collaborating with local growers, wholesalers, and farmer cooperatives can provide vendors with a more stable and cost-effective source of fruits.

REFERENCES

1. Galanakis CM. The Food Systems in the Era of the Coronavirus (COVID-19) Pandemic Crisis. Foods. 2020 Apr 22;9(4):523. doi: 10.3390/foods9040523

2. Richards TJ, Rickard B. COVID-19 impact on fruit and vegetable markets. Canadian Journal of Agricultural Economics/Revue canadienne d'agroeconomie. 2020 May 18;68(2):189–194. doi: 10.1111/cjag.12231

3. Muro M, Whiton J, Maxim R. COVID-19 is hitting the nation's largest metros the hardest, making a "restart" of the economy more difficult. [2020-07-29].

4. Farley S, Sacks R, Dannefer R, Johns M, Leggat M, Lim S, Konty K, Nonas C. Evaluation of the New York City Green Carts program. AIMS Public Health. 2015;2(4):906–918. doi: 10.3934/publichealth.2015.4.906

WEBSITE

1. https://www.ijcmas.com

2. https://www.scribd.com/

3. https://www.researchgate.net