


A STUDY ON THE PROMOTIONAL METHODS CARRIED OUT BY THE AGRO RETAILERS FROM FARMER'S PERSPECTIVE: THENI DISTRICT, TAMIL NADU

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ARTICLE INFO	<u>ABSTRACT</u>
<p>Article history:</p> <p>Received 07 July 2022</p> <p>Accepted 31 October 2022</p>	<p>Purpose: The CSR program is one of the efforts made by the company to have a positive impact on the community as a result of the company's operational activities. Furthermore, the CSR programs that have been implemented provide information to shareholders that can be used to assess the firm's future survival. This study aims to scrutinize the CSR and GCG's effects on firm value as well as verify if profitability either strengthens or weakens CSR and GCG on firm value.</p>
<p>Keywords:</p> <p>Marketing; Promotions; Agro Retailers; Repeat Purchase; Farmers; Credits; Offers; Discounts; Customer Retailer; Relationship; Customised Solutions.</p>	<p>Research design, data and methodology: To attain this purpose this study used Stakeholder Theory, The Signaling Theory, The Legitimacy Theory, and The Agency Theory, the authors used a quantitative research method, and this study's population was manufacturing companies listed on the IDX (Indonesian Stock Exchange) in 2017-2019. Employing a purposive sampling method, 31 companies were obtained. Thus, the data were tested employing the multiple linear regression method with Moderated Regression Analysis (MRA) utilizing SPSS.</p>
	<p>Results: This research's results indicated that CSR affected firm value, and managerial ownership influenced firm value. Meanwhile, GCG, as measured by institutional ownership, did not impact firm value. In addition, profitability could moderate CSR and managerial ownership, but profitability could not moderate institutional ownership</p>
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UM ESTUDO SOBRE OS MÉTODOS PROMOCIONAIS REALIZADOS PELO AGRO VAREJISTA DO PONTO DE VISTA DO AGRICULTOR: THENI DISTRITO, TAMIL NADU

RESUMO

Antecedentes: Ao contrário de outras empresas de varejo organizadas, o agronegócio varejista não tem nenhum direito territorial para evitar a concorrência. Há muitos novos agrovarejistas que entraram no mercado e também os agrofabricantes por si mesmos têm conexão direta com estes varejistas para monitorar as vendas e a movimentação de mercadorias nos dias de hoje.

Objetivo: O objetivo deste estudo é explorar os métodos e estratégias promocionais realizados pelos agro varejistas para influenciar os agricultores, o que resulta em compras repetidas.

Estrutura teórica: 'A compra repetida por um cliente é devida aos benefícios que ele ou ela procura do varejista e como o comportamento de compra do consumidor muda ao longo do tempo' por Jacob, Frank. (2014). 'A retenção de clientes preocupa-se com a relação entre o cliente e o varejista a longo prazo e um dos principais resultados disso é o cliente fazer compras repetidas com o mesmo varejista' de acordo com Sohail M.S. (2012). Assim, uma compra repetida por um cliente pode ser os benefícios que ele obtém do varejista ou a relação que o varejista mantém. Assim, este estudo comparará os benefícios monetários como créditos, descontos e ofertas fornecidas pelo varejista com o fator de relacionamento entre o agricultor e o varejista.

Objetivos: Descobrir os diversos fatores promocionais dos agrovarejistas para que os agricultores revisitem sua loja para compra. Em segundo lugar, medir os métodos promocionais eficazes pelos agrovarejistas, o que resulta em mais compras repetidas por parte dos agricultores

Metodologia: O distrito alvo Theni tem 94 aldeias. Um questionário é desenvolvido para coletar os dados primários e também dados secundários para aumentar as informações adquiridas através de dados primários para aconselhamento.

Conclusões: O estudo descobre os métodos de promoção eficazes adotados pelos agrovarejistas que fazem os agricultores fazerem compras repetidas em sua loja de varejo. Este documento também delibera a inferência das descobertas da pesquisa e também fornece poucas direções para pesquisas futuras com algumas limitações

Pesquisa, implicações práticas e sociais: Este estudo sugere aos gerentes de agro fabricantes que elaborem um plano de marketing com um roteiro eficaz de estratégias e os resultados do estudo serão úteis para que os agro varejistas possam enquadrar seu plano de marketing e orçamento de acordo com o objetivo de aumentar a fidelidade do cliente. Se todos os agrofabricantes, varejistas e agricultores andarem de mãos dadas, isso poderá apoiar o crescimento do setor agrícola na Índia.

Originalidade/Valor: O estudo contribui para a pesquisa em marketing rural de duas maneiras: Em primeiro lugar, a contribuição metodológica, que é a introdução de uma abordagem promocional monetária e não monetária na indústria agro varejista e, em segundo lugar, a contribuição teórica, que é a descoberta da formação de valor invisível na relação do agricultor varejista.

Palavras-chave: Marketing, Promoções, Agro Varejistas, Compras Repetidas, Agricultores, Créditos, Ofertas, Descontos, Relacionamento Com O Cliente Varejista, Soluções Personalizadas.

UN ESTUDIO SOBRE LOS MÉTODOS DE PROMOCIÓN LLEVADOS A CABO POR LOS MINORISTAS AGRÍCOLAS DESDE LA PERSPECTIVA DEL AGRICULTOR: DISTRITO DE THENI, TAMIL NADU

RESUMEN

Antecedentes: A diferencia de otros negocios minoristas organizados, el negocio minorista agrícola no tiene derechos territoriales para evitar la competencia. Hay muchos nuevos minoristas agrícolas que han entrado en el mercado y también los propios fabricantes de productos agrícolas tienen una conexión directa con estos minoristas para controlar las ventas y el movimiento de los productos en estos días.

Propósito: El propósito de este estudio es explorar los métodos y estrategias promocionales llevados a cabo por los minoristas agrícolas para influir en los agricultores, lo que resulta en la repetición de las compras.

Marco teórico: "La repetición de la compra por parte de un cliente se debe a los beneficios que busca del minorista y a cómo cambia el comportamiento de compra del consumidor a lo largo del tiempo" por Jacob, Frank. (La retención de clientes se refiere a la relación entre el cliente y el minorista a largo plazo y uno de sus principales resultados es que el cliente repite sus compras en el mismo minorista", según Sohail M.S. (2012). Por lo tanto, este estudio comparará los beneficios monetarios como créditos, descuentos y ofertas proporcionadas por el minorista con el factor de relación entre el agricultor y el minorista.

Objetivos: Averiguar los diversos factores promocionales de los minoristas agrícolas para que los agricultores vuelvan a visitar su tienda para comprar. En segundo lugar, medir los métodos promocionales eficaces de los minoristas agrícolas que dan lugar a un mayor número de compras repetidas por parte de los agricultores.

Metodología: Objetivo El distrito de Theni tiene 94 pueblos. Se elaboró un cuestionario para recoger los datos primarios y también se recogieron datos secundarios para aumentar la información adquirida a través de los datos primarios para el asesoramiento.

Resultados: El estudio descubre los métodos promocionales eficaces adoptados por los minoristas agrícolas que hacen que los agricultores repitan las compras en su tienda minorista. Este artículo también analiza la inferencia de los descubrimientos de la investigación y proporciona algunas direcciones para la investigación futura con algunas limitaciones.

Implicaciones sociales, prácticas y de investigación: Este estudio sugiere a los directores de los fabricantes de productos agrícolas que diseñen un plan de marketing con una hoja de ruta eficaz de estrategias y los resultados del estudio serán útiles para que los minoristas de productos agrícolas elaboren su plan de marketing y presupuesten en consecuencia para aumentar la fidelidad de los clientes. Si todos los fabricantes de productos agrícolas, los minoristas y los agricultores van de la mano, se podría apoyar el crecimiento del sector agrícola en la India.

Originalidad/Valor: El estudio contribuye a la investigación en marketing rural de dos maneras: En primer lugar, la contribución metodológica, que es la introducción del enfoque promocional monetario y no monetario en la industria agroalimentaria y, en segundo lugar, la contribución teórica, que es el descubrimiento de la formación de valor invisible en la relación agricultor-minorista.

Palabras clave: Marketing, Promociones, Minoristas Agrícolas, Compra Repetida, Agricultores, Créditos, Ofertas, Descuentos, Relación Cliente-Minorista, Soluciones Personalizadas.

INTRODUCTION

Bhavika Pandita, Hakhroo(2020) on her “Review of Rural Marketing in India and Innovations in Rural Marketing” describes that Rural India is rapidly improving and innovating which in turn attracts the companies to target the potential market with innovative strategies. The ways and means of innovations in Rural Markets are carried out by various private and public listed companies have been covered in the study. And also the future market trend of rural India and lifestyle of rural population was discussed in the study. When it comes to Tamil Nadu, it plays an important role in agricultural sector and it dependent on monsoons, dam canals and rivers. The state produces majorly banana, coconut, cotton, rice and etc.

More than hundred agro manufacturers work closely in Tamil Nadu market including seed manufacturing companies, fertilizer companies, farming equipment and machineries, tractors etc. They have been introducing and advancing new technologies in modern day farming, thus being solution providers to farmers and enabling job opportunities in rural markets. Krunal, K & Bhuva, Krunal & Vijay, dr & Vyas, H.(2020) in their research on “Study on use of digital marketing platforms as a tool for rural marketing in India” describes that digital marketing has immense chance to exploit and invest in the rural market in its developing phase in India. The rapid growth of internet users paves a big way to explore the untapped market through social media. The study finds evidence that the digital marketing is becoming a key aspect in Indian rural marketing with the development of technology. Theni district has 1115 Sq.Km. net area sown with red, black and brown as major soil types. Paddy oil seeds & banana are the major crops cultivated in the district. The district has 94 villages divided into 3 Taluks

and 8 blocks. There are immense business and job opportunities in the upcoming rural markets like Theni and surrounding areas.

STATEMENT OF THE PROBLEM

Agro sector has lot of challenges like literacy rate of target customers, underdeveloped infrastructure, purchasing power of farmers, fluctuating crop price, amount of rainfall in the region, quality of education etc. A big challenge in these sectors include no territorial rights and regulations other than the seed/pesticide/fertilizer trade licenses issued to the retailers/dealers who sell the agro products to the end customer i.e. farmers which means there are many retail shops situated in a single village selling same products with same cost and sometimes the shops are in same street as well.

- What are the promotional methods/activities carried out by the retailers?
- Which promotional strategies make the farmers to do a repeat purchase from the same retailer?
- Apart from the conventional promotional activities, is there any other factor which has an impact on farmers to do repeat purchases from the same retailer?

REVIEW OF LITERATURE

Ifeanyi-obi, Chinwoke & Lemchi, & Isife, (2008) in their study on “Effects of sales promotion on the volume of sales of agro products”, explains the positive impact of sales promotion on the sales volumes. Packaging, freebies and product cost has been the major factor impacting the sales volumes. The study shows evidence that the sales volumes increases by 80% after the sales promotional activity by a private agro firm. Willems, Kim & Swinnen, Gilbert. (2011) in their study proved that how the word of mouth and loyalty plays a major role linking SP and SC by PLS model. Also their study provides insight on retail positioning strategies. MAHONEY, MARIANNE & Sternquist, Brenda. (1989).in their study examines the comparison of three discount stores and how the impression of each store varies due to the offers promoted by the retailer. Hoyer and Brown (1990) and Söderlund (2002)in their study show that how the brand familiarity plays a vital role in buying decision. More familiar brand has more probability to be purchased. Khare, Arpita (2014) studies have shown that how retailer consumer relationship influence the customer purchase decision. San Martín, Sonia. (2005)their study explores the trust and satisfaction level of the consumer and how relationship between these two at each level influences the consumer. Dinesh and Dharmendra (2018) in their study

on “Product Preference and Marketing Awareness of Rural Consumer with Special Reference to FMCG” bring exposure on how rural consumers behave for the promotional practices. The variables considered for the study were quantity discount, price discount, retailer influence, product awareness and availability. The result of the study shows that the price discount, quantity discount and retailer influence plays a vital role in making a purchase decision by the consumer. Also the study extends to the role of retailer and the consumer’s purchase decision.

OBJECTIVE & HYPOTHESES OF THE STUDY

The main two objectives of the study is to find out which promotional strategies/methods carried out by the retailer to attract their customers i.e. farmers is resulting in repeat purchases from the same agro retail shop. There could be offers, discounts, credits, which could have influenced (direct monetary benefits) or farmers may be influenced due to the relationship factor, customized solutions (non-monetary benefits/ not directly monetary) Thus it is hypothesized that:

Hypothesis for objective 1:

➔ **H01: Farmers do not do repeat purchase due to the price offers, discounts, credits provided by the retailers**

Hypothesis for objective 2:

➔ **H02: Farmers do not do repeat purchase due to relationship factor and customized solutions provided by the retailers**

RESEARCH METHODOLOGY

- **AREA AND SAMPLE**

The study area includes the whole agro retailers of the entire Theni district and 120 farmers were chosen for the study from the entire district by cluster random sampling method.

- **PRODUCTS CONSIDERED**

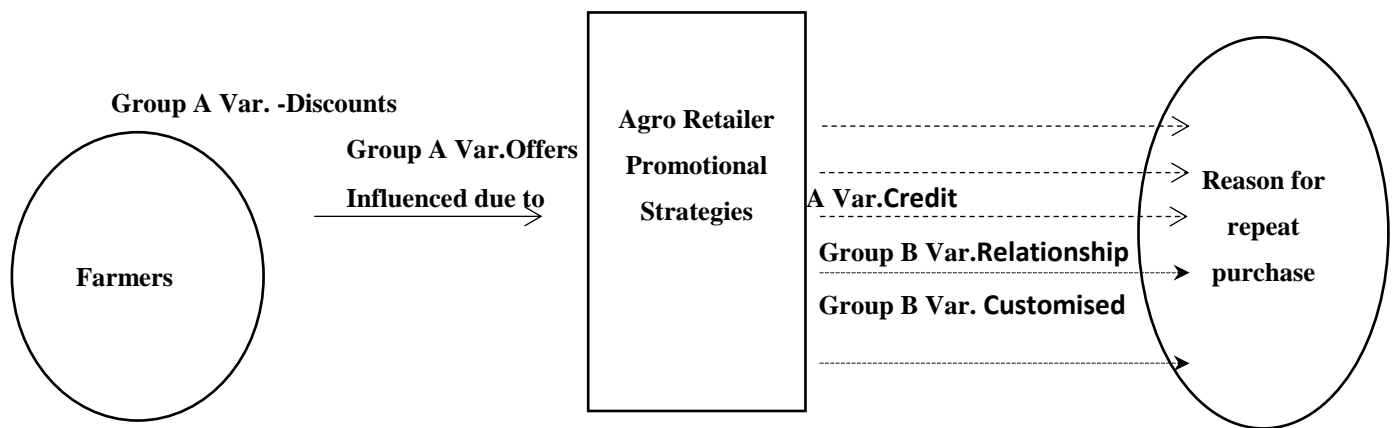
Agro industry has a lot of product categories including seeds, machineries, pesticides, fertilizer and etc. For the study the researcher has chosen fertilizer products.

- **RESEARCH TOOLS**

Primary Source - A questionnaire was generated and all the 120 farmers were met personally and the data has been collected for the study.

Secondary Source - Many articles, books, dissertations and other sources has been referred to contribute and support the study.

Conceptual framework



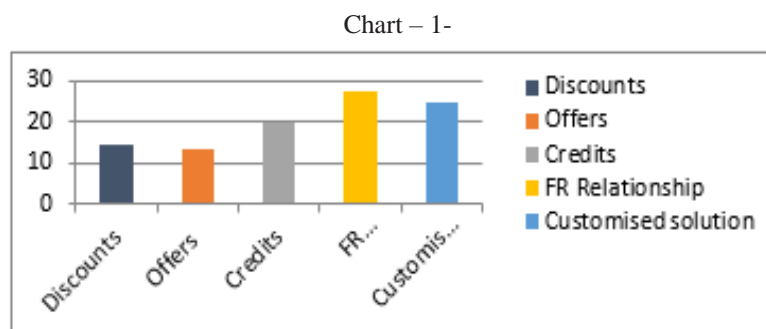
RESULTS AND FINDINGS

Study:The study consists of 3 factors (Retailers promoting through discounts, offers, credits) x (Retailers promoting through Farmer-Retailer relationship based and customized solutions) compared with number of farmers who did repeat purchases in last one year.

Procedures & Measures

120 randomly selected farmers were met and data has been collected through questionnaire. The participants ranked the promotional methods that influenced to do a repeat purchase (Dependent Variable) from the retailer (Independent variables include which includes offers/ discounts/ credits/ relationship factor and customized solutions). We categorically divided the group into two as per their responses as (Group A) Direct Monetary benefits provided by retailers to influence farmers by discounts, offers and credit which results in repeat purchase and (Group B) as Non-monetary benefits/relationship factor provided by the retailers to influence farmers by their relationship with farmers as a factor and providing customized solutions to them.

RESULTS



The chart -1 exposes the weightage given by 120 farmers to the various promotional methods provided by the retailers which results in repeat purchase. It is inferred from the chart that more weightage given to farmer-retailer relationship followed by the customized solutions and credits provided by the retailers.

FREQUENCY ANALYSIS OF VARIABLES

FREQUENCIES

/VARIABLES=DiscountsOffersCreditsFRRCS

/FORMAT=AVALUETABLE

/STATISTICS=DEFAULTSKEWNESSKURTOSIS.

Discounts Var. value label – table 1

<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>ValidPercent</i>	<i>CumPercent</i>
1.00	53	44.17	44.17	44.17
2.00	41	34.17	34.17	78.33
5.00	26	21.67	21.67	100.00
<i>Total</i>	120	100.0	100.0	

Discounts Var. distribution –table 2

<i>Valid N</i>	120
<i>Missing</i>	0
<i>Mean</i>	2.21
<i>Std.Dev.</i>	1.54
<i>Kurtosis</i>	-.41
<i>Skewness</i>	0.71
<i>Minimum</i>	1.00
<i>Maximum</i>	5.00

The table 1&2 indicates that the distribution is normal as the kurtosis and skewness level of 'discount variable' is in acceptable range

Offers Var. value label – table3

<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>ValidPercent</i>	<i>CumPercent</i>
1.00	41	34.17	34.17	34.17
2.00	53	44.17	44.17	78.33
3.00	13	10.83	10.83	89.17
4.00	13	10.83	10.83	100.00
<i>Total</i>	120	100.0	100.0	

Offers Var. distribution –table 4

<i>Valid N</i>	120
<i>Missing</i>	0
<i>Mean</i>	1.98
<i>Std.Dev.</i>	0.94
<i>Kurtosis</i>	-.10
<i>Skewness</i>	0.83
<i>Minimum</i>	1.00
<i>Maximum</i>	4.00

The table 3&4 indicates that the distribution is normal as the kurtosis and skewness level of 'offer variable' is in acceptable range.

Credits Var. value label - table 5

<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>ValidPercent</i>	<i>CumPercent</i>
2.00	13	10.83	10.83	10.83
3.00	94	78.33	78.33	89.17
4.00	13	10.83	10.83	100.00
<i>Total</i>	120	100.0	100.0	

Credits Var. distribution –table 6

<i>Valid N</i>	120
<i>Missing</i>	0
<i>Mean</i>	3.00
<i>Std.Dev.</i>	.47
<i>Kurtosis</i>	1.04
<i>Skewness</i>	.00
<i>Minimum</i>	2.00
<i>Maximum</i>	4.00

The table 5&6 indicates that the distribution is normal as the kurtosis and skewness level of 'credit variable' is in acceptable range

Farmer Retailer Relationship Var. Value label– table 7

<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>ValidPercent</i>	<i>CumPercent</i>
1.00	13	10.83	10.83	10.83
2.00	13	10.83	10.83	21.67
4.00	14	11.67	11.67	33.33
5.00	80	66.67	66.67	100.00
<i>Total</i>	120	100.0	100.0	

Farmer Retailer Relationship Var. distribution – table 8

<i>Valid N</i>	120
<i>Missing</i>	0
<i>Mean</i>	4.13
<i>Std.Dev.</i>	1.44
<i>Kurtosis</i>	0.10
<i>Skewness</i>	-0.34
<i>Minimum</i>	1.00
<i>Maximum</i>	5.00

The table 7&8 indicates that the distribution is normal as the kurtosis and skewness level of 'farmer-retailer relationship variable' is in acceptable range

Customised Solution Var. value label –table 9

<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>ValidPercent</i>	<i>CumPercent</i>
1.00	13	10.83	10.83	10.83
3.00	13	10.83	10.83	21.67
4.00	80	66.67	66.67	88.33
5.00	14	11.67	11.67	100.00
<i>Total</i>	120	100.0	100.0	

Customised Solution Var. distribution – table 10

<i>Valid N</i>	120
<i>Missing</i>	0
<i>Mean</i>	3.68
<i>Std.Dev.</i>	1.05
<i>Kurtosis</i>	1.09
<i>Skewness</i>	-1.02
<i>Minimum</i>	1.00
<i>Maximum</i>	5.00

The table 9&10 indicates that the distribution is normal as the kurtosis and skewness level of 'Customised solution variable' is in acceptable range

STUDY 1:

REGRESSION ANALYSIS OF GROUP A VARIABLES (DISCOUNTS, OFFERS & CREDIT)

REGRESSION

/INDEPENDENT VARIABLES=DiscountsOffersCredits

/DEPENDENTVARIABLE =Repeat Purchase

/METHOD = ENTER

/STATISTICS = COEF CI R ANOVA BCOV.

Model Summary(RP) – table 11

<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
.58	.34	.32	2.05

ANOVA(RP) – table 12

	<i>SumofSquares</i>	<i>df</i>	<i>MeanSquare</i>	<i>F</i>	<i>Sig.</i>
<i>Regression</i>	245.58	3	81.86	19.52	.071
<i>Residual</i>	486.35	116	4.19		
<i>Total</i>	731.93	119			

Coefficients(RP) – table 13

	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>	<i>95% Confidence Interval for B</i>	
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>			<i>Lower Band</i>	<i>Upper Band</i>
Discounts	-0.75	0.17	-0.46	-4.37	.092	-1.09	-0.41
Offers	-0.39	0.29	-0.15	-1.37	.174	-.96	0.18
Credits	-0.54	0.43	-0.10	-1.27	.206	-1.39	0.30

A regression analysis was conducted to test the relationship between the monetary variables (discount, offers & credit) with dependent variable (Repeat purchase frequency) which resulted as $F(3,116) = 19.52, p = 0.071$. Please refer the table 12 & 13. Thus it is proved that the null hypothesis is accepted as the significance level is more than 0.05 and the pattern of the result shows that the farmers do not do repeat purchase due to the offers, discounts and credit provided by the retailer. (Group A variables)

STUDY 2:

REGRESSION ANALYSIS OF GROUP B VARIABLES (FARMER-RETAILER RELATIONSHIP & CUSTOMISED SOLUTION)

REGRESSION

/INDEPENDENT VARIABLES=Farmer Retailer Relationship & Customised Solution

/DEPENDENT VARIABLE =Repeat Purchase

/METHOD=ENTER

/STATISTICS = COEF CI R ANOVA BCOV

ModelSummary(RP) – table 15

<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the estimate</i>
.60	.36	.35	2.00

ANOVA(RP) – table 16

	<i>SumofSquares</i>	<i>df</i>	<i>MeanSquare</i>	<i>F</i>	<i>Sig.</i>
<i>Regression</i>	263.07	2	131.54	32.82	.000
<i>Residual</i>	468.85	117	4.01		
<i>Total</i>	731.93	119			

Coefficients(RP) – table 17

	<i>UnstandardizedCoefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>	<i>95% Confidence interval for B</i>	
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>			<i>Lower Band</i>	<i>Upper Band</i>
FRR	0.28	0.17	0.16	1.62	.017	-.06	0.62
CS	1.13	0.24	0.48	4.77	.000	0.66	1.59

A regression analysis was conducted to test the relationship between the non-monetary variables. (farmer-retailer relationship, Customised solution) with dependent variable (Repeat purchase frequency) which resulted as $F(2,117) = 32.82, p = 0.000$. Please refer the table 16 & 17. Thus it is proved that null hypothesis is rejected as the significance level is less than 0.05 and the pattern of the results shows that farmers do repeat purchase due to the farmer-retailer relationship and customised solution provided by the retailer. (Group B variables)

DISCUSSIONS & CONCLUSIONS

The findings of the study has many useful implications for the agro manufacturers, managers and retailers. Especially the research findings provide valuable insights on farmer retailer relationship and how this strategy can form a long term association which will result in repeat purchases. During the interview with the farmers, they expressed that personal field visit to their farm and giving customized solutions to their crops and helping them in making profitable harvest as the most influential factor. Thus the study gives an exposure on what worked well for making the farmers to do repeat purchases to their retail shop.

LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

This study expands the knowledge on the promotional strategies adopted by retailers and the role of relationship among the farmers and retailers. There could be other factors like

shop location, ambience, product availability etc. which would be a viable prospect for further research. We investigated only the offers, discounts, credits, relationship factor, customized solutions but in future studies one should employ a variety of aspects like 7 P's of marketing, other after sales services, shop ambience to enhance the validity of the findings. Also retail shops considered for the study is limited to the geographical limitations and the investigator did not disclose that which retail shops has more or less relationship factor as it may influence the market. Since the researcher has chosen farmers as the research target population, in future: fluctuating crop price, agro climatic conditions, news pest attacks, purchasing power of the farmer and irrigation land size wise farmer segregation can also be considered for future research.

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