

## IMPACT OF SEGMENTATION MARKETING TOWARDS MANGO CULTIVATION WITH SPECIAL REFERENCE TO TAMILNADU

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### ABSTRACT

Agriculture is the main sector that defines the nation and is the primary contributor to the national income and output. Amongst the agricultural produce fruits and vegetables occupy the major part and among them mango happens to be the fruit that needs a mention as the nation is identified through the wide varieties of the fruit. Mangoes account for about half of all tropical fruit produced globally. India is the largest mango producer, accounting for approximately half of the global mango manufacturing. There has been subject in recent years regarding the efficiency of advertising of end result and greens, leading to high and fluctuating purchaser charge and best a small proportion of client rupee reaching to the farmer. Advertising of fruits and greens is complicated because of perishability, seasonality and bulkiness. It's far high time for growers and others who're engaged in advertising of mango in India to devote themselves complete-heartedly to undertake right harvest practices. To address the same different marketing strategies have been formulated and practised. Beyond the age-old traditional techniques of marketing new techniques such as segmentation marketing have been taken up. The customers are categorised into segments based on various criteria and accordingly marketing is done. When these segments are formulated it becomes easy for the marketers to reach out the customers based on their category and requirement. The present study puts up an effort to address the concept of segmentation marketing and its role for cultivation of mangoes in India. Detailed analysis is done by collecting data for the same also the research by various experts is gathered and a relevant conclusion is arrived at with relevant suggestions and recommendations for the marketers.

## KEYWORDS

Mango, Segmentation, Marketing, Fruits

## INTRODUCTION

India has always been familiar in the global world with two most prominent prefixes. The first one being agrarian and the second one being developing. Both have a crucial role to play in defining nation to the world. Agricultural merchandise has become the primary contributor to the GDP of the country hence promoting the cultivation of the merchandise is way far important for the growth of the nation. Amongst these fruits and vegetables fruits are very vital in terms of their nutrient contribution as well as taste. For India mango is the famous and high revenue generating fruits amongst rest of the fruits. India is the largest producer and client of mangoes and Indian mangoes are recognised for their taste and aroma at some stage in the sector. In several cultures, the fruit and leaves are ritually used for floral decorations at weddings, public celebrations and spiritual ceremonies.

In the traditional approach of marketing for agricultural merchandise the marketer used to define or state the product look out for customers who can buy them. Finally, whoever is interested and able to buy purchases the product and the marketer closes the deal. While in the advanced level of advertising, the marketer identifies the call for products with profitability in order that he is going on the lookout for the markets and set of clients who intend to shop for it and share the feedback for improvisation in their needs to the marketers and willingness to pay top class for assembly the extra desires. segmentation advertising talks approximately how the marketers classify or groups the heterogenous marketplace into homogenous markets in which a hard and fast of clients have a similar need or call for pattern.

The cornerstone of marketing strategy rests on three principal activities: target audience segmentation, focused on, and positioning (Arnould, rate, & Zinkhan, 2004; Kotler & Zaltman, 1971). Target market segmentation includes dividing a populace into identifiable, subgroups with similar characteristics. Segmentations can be primarily based on a spread of characteristics along with wishes, life-style, purchase behaviour, demographics. As soon as a populace has been segmented into subgroups, a few subgroups are then identified as goal audiences. This is, they contain the portion of a populace on which marketing and communications efforts can be focused.

## OBJECTIVES OF STUDY

1. To validate the importance of marketing for agricultural merchandise in India.
1. To understand the concept of segmentation marketing with reference to cultivation and sale of mangoes in India.
2. To familiarise with the relevance of segmentation marketing for marketing of mangoes in India.
3. To provide relevant suggestions to improve the marketing of mangoes and provide an aid to the marketers in India.

## REVIEW OF LITERATURE

Marketing is far beyond selling as selling is mere exchange of goods while marketing is beyond just the exchange of goods. Fruits constitute an important component of diet for a healthy individual and mango occupies the primary position both in terms of taste and nutrient level for an individual. For an agrarian economy like India sale and marketing of fruits and vegetables is way far important and crucial as it happens to be the primary contributor for the GDP of the nation. Beyond commercial marketing segmentation marketing also plays a critical role in cultivation and sale of mangoes in country. The fact has been proved through the expert opinions and study. The present section provides the relevant study by various experts.

Sonia Parashar, Hitender Sharma, and Munish Garg, (2014), through their study examine that fruits and greens are considered as a vital a part of a good food plan. Apart from their delicious taste, they are recognized as crucial in order to reduce danger of several continual sicknesses. Segmentation marketing of this plant is completed in numerous countries for the reason that heat summer temperatures of tropical and long frost-unfastened developing season of temperate are appropriate for its boom. The researcher states that mango is local to tropical areas of world and India ranks first in its manufacturing. Mango being a seasonal fruit is processed for numerous merchandises including puree, leather, nectar, pickles, canned slices and pickles which have international recognition. Antioxidant interest of peels of ripe and raw mango in acetone extract was decided using one-of-a-kind antioxidant models.

Rosalin & Vinayagamoorthy (2014) targeted at assessing the development phase of mangoes in India. The current research stressed that it has turned out to be extra crucial to

familiarise mango manufacturers on elements inclusive of pest control, sicknesses and drip irrigation needs, marketing and updating facts on government policies. Similarly, regulations, financial resources and subsidies to enhance farmers' overall performance and reduce intermediary intervention are of the utmost importance. Further, the adoption of appropriate harvesting to advertising could assist to maintain the satisfactory of the preferred fruit, which could allow the manufacturer to obtain higher fees and high earnings even as lowering the losses in the course of the harvest. The consequences found out that many farmers sell their mangoes to traders and that they have to gain knowledge of in the cultivation of high-tech mango for the production. It became concluded that the authorities ought to in addition support the development of the mango market.

Biswas & Kumar (2011) checked out the revolution in mango production tales. Present study divulged that India offers half of mango production, but lamentably, its productiveness is decreasing. The results showed that the reasons of the low productiveness are because of traditional sowing systems, the poor management of the orchards, the low use of nutrients of the vegetation, the insufficient irrigation and using antique varieties. At the opposite, when using a green irrigation, fertilizers may have a high-quality impact on the growth of mango productiveness. The consequences revealed that mango trees grow very big, which makes it tough to perform the important cultivation operations, along with pruning, education, manipulate of sicknesses and pests, and so on. Findings revealed that excessive-tech horticulture techniques enhance mango productiveness.

Joshi, through his expert opinion expressed that mango manufacturing is more profitable. The small holders are surprisingly greater efficient in manufacturing and very own extra family labour than that are owned via big holders. The unique function of smallholders is that they pick a production portfolio that yields high, brief and regular returns and makes use of the to be had family labour resources. Mangoes manufacturing is the rising sector in agriculture that would increase the profits of the smallholders and generate employment opportunities in the rural regions.

In marketing literature, segmentation is a primary and winning concept, which gives directives regarding agencies advertising strategies. Segmentation constitutes the point of interest in advertising strategy and has been considerably followed by way of businesses for so long as businesses have tried to differentiate themselves from competition Kamineni

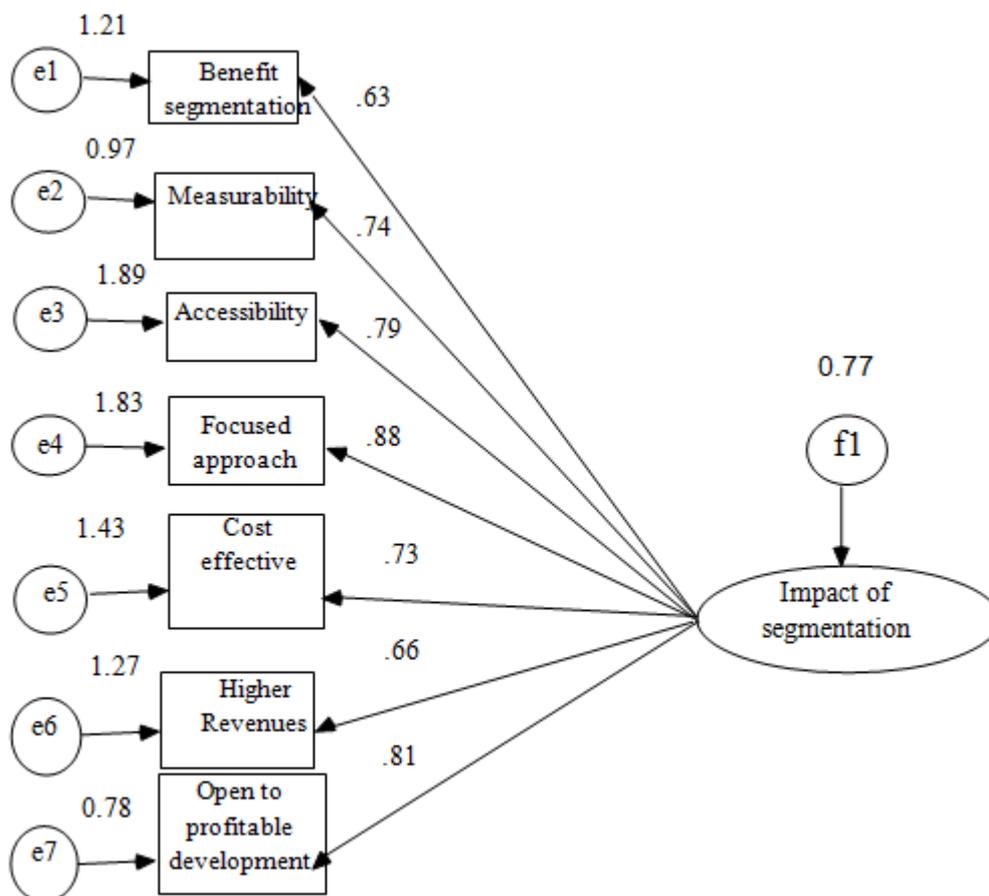
(2005). Hunt and Arnett (2004) continue and argue that one of the most mounted notions in cutting-edge advertising is marketplace segmentation.

**RESEARCH METHODOLOGY**

For the conduct of this study farmers especially mango cultivators has been selected as target population. They were selected on Simple Random Sampling basis. The sample size of 9512 was determined by using Sekaran and Bougie(2010) sample size table at 95% confidence level and 0.01 margin of error.

**ANALYSIS AND INTERPRETATION**

The following figure represents the impact of segmentation marketing on mango cultivation with the variables. From the diagram it is revealed that, Benefit segmentation, Measurability, Accessibility, Focused approach, Cost effective, Higher Revenues and open to profitable development shows the relationship between the impact of segmentation marketing



**Path analysis results**

Covariance relationship estimate			Beta estimate	C.R.	P
Impact of segmentation marketing	--->	Benefit segmentation	0.63	4.221	***
Impact of segmentation marketing	--->	Measurability	0.74	6.687	***
Impact of segmentation marketing	--->	Accessibility	0.79	7.125	.031
Impact of segmentation marketing	--->	Focused approach	0.88	5.864	***
Impact of segmentation marketing	--->	Cost effective	0.73	5.721	***
Impact of segmentation marketing	--->	Higher Revenues	0.66	4.916	.027
Impact of segmentation marketing	--->	open to profitable development	0.81	5.221	***

Figure 1 showed the results based on the seven variables used in the path analysis diagram, Benefit segmentation, Measurability, Accessibility, Focused approach, Cost effective, Higher Revenues and open to profitable development. To get the significant result the critical value should be more than 1.96. This was stated by Davis Garson, 2016.

The critical value of latent variables Benefit segmentation (4.221), Measurability (6.687), Accessibility (7.125), Focused approach (5.864), Cost effective (5.721), Higher Revenues (4.916) And open to profitable development (5.221) have a positive association with the segmentation marketing.

## SUGGESTIONS

1. Focus on encouraging farmers to sell online mango produce online based on the segmentations done so as to reach out the consumers on a better level.
2. Based on the groups framed on the interests of the consumers organic cultivation of mangoes can be encouraged making consumers feel safe enough to show interest on the purchase.
3. Government authorities should provide sufficient incentives to encourage farmers to adopt proper marketing incentives.

4. The creation of latest high-yielding resistant types might be of extraordinary importance for increasing the productiveness of mangoes.
5. Scope and reach to better and developed technical assistance to improve the productivity.
6. Availability of subsidised and easy financial help to the farmers in order to focus on marketing of the produce.
7. Focus on direct sale in the market avoiding intermediaries which in turn minimises expenses of the intermediaries and allows the same amount to be invested in marketing of the produce.
8. Introduction of market linkages with retail giants can be a “win-win” state of affairs for both the gamers.
9. Branding the Indian mangoes for their aroma, taste and varieties.
10. Promoting the other mango-based products like jam, pickles and juices based on the segmentation done based on various criteria.

#### **FINDINGS AND CONCLUSION**

- Sample size 9512 was used for the study
- seven variables used in the study, Benefit segmentation, Measurability, Accessibility, Focused approach, Cost effective, Higher Revenues and open to profitable development
- From the analysis it is resulted that Benefit segmentation (4.221), Measurability (6.687), Accessibility (7.125), Focused approach (5.864), Cost effective (5.721), Higher Revenues (4.916) And open to profitable development (5.221) have a positive association with the segmentation marketing.

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