



Research Paper

A Study on 4 P's of Marketing Mix in Raipur, Chhattisgarh

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Abstract

Agriculture is still one of the industries that receives the least amount of investment, and if we want to give the agricultural input business a boost, we will need to make a concentrated effort. The research attempts to centre its attention on the equilibrium that exists within the agricultural input selling system. The objective of the study was to examine about the marketing strategies among distinguishing Agri input products like seeds and fertilizers, examine factors influencing the choice of marketing-mix for the agri. inputs under consideration. In the course of this investigation, the research design that was utilised allowed for both an exploratory and a descriptive method to be utilised. Finding an appropriate setting for the investigation because of its close proximity to Chhattisgarh's Plain agro climatic zones, the Raipur district, was especially selected for the present research.

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In the areas of Abhanpur and Arang, the total number of villages is 105, whereas in the Arang region, the total number of villages is 166. It was agreed that five villages would be taken into account from each of the selected blocks out of them. For the objectives of this research, a total of one hundred progressive farmers were selected. The input dealers from both the blocks were also sampled.

The demographic profile of the study area showed that 18 % respondents are under the age of 30, 60 % respondents are between the ages of 31 and 40 years, 14 % respondents are between the ages of 41 and 50 years, and 8 % respondents are over the age of 50 years. The education level of sampled farmers showed that 34% are having primary education and 28% are illiterate and in terms of land holding the majority of farmers i.e. 68 % are marginal farmers. Both the block is having paddy based cropping pattern. • The purpose of this research was to get an understanding of how farmers perceive the product dimension marketing mix strategy, the effect of which on farmers was determined with the use of Garrett analysis and it revealed that the company's extensive product catalogue was the most successful product dimension, as indicated by the fact that it had a mean score of 54.73 from Garrett's research, cheap price or price skimming with the mean score value of Garrett's study was 61.09, readily available outlet was the most effective site dimension, with a mean score value of 53.05, the field trials supplied by the firm were the most successful promotion dimension, with a mean score value of 53.95.

In order to obtain the response for fertilizer marketing mix strategy perception, a questionnaire was prepared, which included questions on the product, the pricing, the location, and the promotion. Questionnaire is rated on a five point Likert scale.

Correlation analysis was conducted to ascertain the strength of the linkages that bind the many distinct aspects of the brand, including its image, quality, price, service, product features, and promotional endeavors. +0.56 was discovered to be the correlation coefficient, which indicates a modest degree of connection between the two variables. The one-way analysis of variance (ANOVA) test is the statistical method of choice when dealing with variables that consist of more than two category categories that are independent of one another. Each of the hypotheses was evaluated based on whether or not it satisfied the significance level of 0.05.

The conclusion that can be drawn is that respondents who belong to different age groups have varied perspectives on the various elements of product mix, that respondents who fall into different age groups have varying perspectives on the various aspects of the pricing mix, who belong to different age groups have diverse

perspectives on the various aspects of place mix, respondents who belong to different age groups have diverse perspectives on the various aspects of the promotion mix.. It may be deduced from this that the perceptions of the characteristics of product mix held by respondents who come from a variety of educational backgrounds are not dissimilar to one another. The assumption that there is no relationship between respondents' educational level and their perceptions of the characteristics of price mix ,respondents who come from a variety of educational levels do not have significantly different perceptions of the various aspects of place mix., that respondents from different educational levels did not have significantly different perceptions of the aspects of the promotion mix., that respondents who belong to various land holdings have varying perceptions on the dimensions of product mix, respondents who belong to various land holdings have varying perceptions on the many components that constitute the pricing mix, respondents who belong to different land holdings have varying perceptions of the many elements that make up place mix, that respondents who belong to various land holdings have varying perceptions on the various components of the promotion mix.