

The Role of Innovative Marketing Strategies in Driving Agricultural Produce Performance

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Abstract: -

The purpose of this study is to examine and pinpoint creative marketing techniques that the agriculture industry can use to boost farmers' earnings. The development of the agricultural industry is significantly influenced by both economic growth and farmer welfare. This study combines descriptive techniques with a qualitative methodology. The study's findings demonstrate the potential of creative marketing techniques in the agribusiness sector to raise customer awareness of product quality, added value, and sustainable farming methods. Increasing farmer income has been positively impacted by the use of digital technologies, effective branding, social marketing campaigns, network development, product-based experiences, flexible pricing techniques, and farmer training. While branding and product distinction build a favorable image and set the company apart from rivals, the usage of online platforms makes products more accessible. While networks and collaborations bolster distribution and farmer training, social media and educational initiatives promote consumer involvement. Flexible pricing policies and product-based experiences pique customer interest and boost revenue. The abilities and competitiveness of the agribusiness industry as a whole are enhanced by educating farmers about sustainable agricultural methods and contemporary marketing.

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Introduction:

A fundamental issue that frequently arises in the agro sector is Over Demand Over Supply (ODOS). Farmers struggle to sell their harvests due to the mismatch between the supply and demand for agricultural products. Farmers in ODOS situations frequently experience frustration because no one is purchasing the goods they produce. As a result, they are compelled to take drastic measures like giving away free vegetables, tossing dragon fruit into rivers, or even felling pepper trees due to low prices (Behzadi et al., 2018). Examples of the effects of ODOS may be found in a number of places, such as farmers in Bangka who chopped down pepper trees, farmers in Banyuwangi who dumped dragon fruit into the river, and farmers in Malang who gave out free veggies. In addition to hurting farmers financially, this practice wastes food and natural resources that should be used appropriately (Trostle, 2010). The ODOS issue requires an all-encompassing solution that includes cooperation between the government, commercial entities, and the community to develop a more effective distribution system, creative marketing techniques, and consumer education to raise awareness of the value of supporting regional farmers. Farmers find it challenging to sell their goods because to ODOS, but the market is affected by product scarcity, which leads to

complaints about a lack of supply or growing costs for agricultural items. Customers may experience financial strain due to the scarcity of these goods, particularly those who rely on agricultural items as a basic necessity. Price hikes may make it more difficult for community groups with little resources to obtain food. Due to this phenomenon, there is a disagreement between the supply and demand sides, which leads to local and regional economic instability. A comprehensive strategy is required to address public concerns about agricultural commodity shortages or growing costs. Strengthening distribution infrastructure, improving supply chain efficiency, and enacting laws that benefit both farmers and customers are among actions that can be performed. In order to develop long-term solutions to this issue and establish stability in the supply and prices of agricultural products, collaboration between the government, corporate actors, and local communities must also be reinforced. To solve ODOS issues in the agro sector, marketing methods must be innovative. Solutions that offer farmers and consumers additional value can be developed through a clever and innovative marketing strategy (Mulyaningrum & Rusliati, 2019). Using digital technology, such as mobile apps or internet platforms, to enable direct interactions between farmers and consumers is one possible course of action. By

reducing the need for middlemen, direct marketing can increase farmers' earnings while lowering the cost of goods for consumers. Additionally, consumer education campaigns on the advantages of supporting locally produced goods and sustainable agriculture can be a crucial component of marketing innovation. Customers' interest in local agricultural products can be increased by developing local brands that highlight product quality and have a backstory (Dewi et al, 2024). In order to promote local goods and develop incentive schemes that motivate customers to select local goods, cooperation between governmental, commercial, and non-governmental organizations can also be pursued. The ability of a marketing strategy to distinguish new products from traditional product competing strategies is referred to as innovative marketing strategy, or what is known as Marketing Strategy Innovativeness/MSI (Mustamim et al., 2020). It entails creating, marketing, and distributing goods and services in an innovative and forward-thinking manner. This approach encompasses not just the product's physical attributes but also its market positioning and customer messaging. The ability of MSI to recognize and comprehend customer requirements and preferences in novel and creative ways is one of its key features. Companies might investigate creative ways to

enter the market with products that can satisfy customer needs in a better or more distinctive way than current comparable products by employing thorough market research.

Methodology

A systematic review was employed in this study using a detailed and structured approach to examine research on marketing strategies and their effects on agricultural performance. The review analyzed how different marketing strategies impact agriculture and included research from various regions, both developed and developing. The study examined dimensions, occurrences of variables in titles and within articles, and data analysis methods to ensure a detailed knowledge of the topic. The Google Scholar database was selected for this review due to its extensive and diverse collection of scholarly articles, which provided a broad and accessible range of sources relevant to the research (Gupta & Sharma, 2023). Additionally, Google Scholar's user-friendly interface and comprehensive coverage of recent publications made it suitable for capturing contemporary perspectives in the field (Zientek et al., 2018).

The quality of agriculture products can be successfully promoted through marketing tactics. Customers can gain a better grasp of the value given to the product by receiving detailed information about the farming techniques, high-quality ingredients, and

creative production methods. Involving customers in the product's backstory such as farmers dedicated to sustainable agricultural methods or the usage of cutting-edge technology throughout production can foster trust and influence their decision. In addition to building strong branding, this marketing approach raises consumer views of the worth of agriculture products by emphasizing quality and innovation. It is anticipated that this strategy will eventually pique customer attention, promote purchases, and help farmers in the agricultural industry earn more money. The goal of inventive and forward-thinking marketing techniques in the agricultural sector is to raise farmers' revenue. Innovative marketing techniques that can be used in the agro sector include:

Utilizing Digital Technology

The agricultural sector has a lot of chances to improve accessibility and marketing efficiency for farmers' products through the use of mobile applications or internet platforms. Farmers may sell their goods directly to customers through a dedicated e-commerce platform for agricultural goods, eliminating the need for middlemen who could lower profit margins. In addition to making it simple for farmers to sell their goods, this application enables customers to browse and buy agricultural goods straight from the source, strengthening the bond

between producers and consumers. Additionally, the efficiency of the supply chain for agricultural products can be improved by mobile applications that facilitate transactions between farmers and consumers. Farmers may better manage their inventories and respond more adaptably to market demand with simple and quick transaction processing. Additionally, the app can serve as a venue for supplementary information, such organic certification or sustainable agricultural methods, which can enhance the product's perceived value. All things considered, the use of this technology not only offers a way to boost farmers' revenue but also moves the agriculture industry in the direction of modernity, efficiency, and sustainability.

Product Differentiation and Branding

A marketing approach that emphasizes product uniqueness is necessary to develop a strong brand image for regional agricultural products. Farmers may assure that consumers will obtain a superior, high-quality product by prioritizing quality and high standards in their production. This tactic enhances consumer attraction to the brand, fosters trust, and helps establish a favorable view of regional agricultural products. Furthermore, a focus on sustainability indicates a dedication to ecologically beneficial farming methods. This could be choosing materials that are ethically

sourced, employing organic farming practices, or integrating green technologies into the manufacturing process. In addition to appealing to customers who are becoming more conscious of sustainability, this tactic improves brand perception and significantly raises the value of regional agricultural goods.

Campaigns for Social Marketing

One tactic that could help local farmers is the implementation of educational and social marketing programs. This campaign aims to provide consumers a better awareness of the advantages of supporting local farmers in addition to concentrating on product sales. Through innovative and educational social media initiatives, customers may be involved in the agricultural process from the fields to their dinner tables. Empathy and engagement can be increased via content that depicts farmers' life, the difficulties they encounter, and the benefits of customer assistance. Additionally, educational initiatives and community-based events can offer a forum for disseminating more detailed information about environmentally friendly farming methods, the sustainability of regional agriculture, or ways that customers can support the local economy. One participatory way to increase consumer understanding is through workshops, seminars, or open agricultural events. As a result, marketing initiatives not only increase consumer happiness through product

purchases but also raise awareness of and provide sustained support for regional farmers. By using this strategy, communities can benefit from eating locally produced goods, and farmers can receive continuous support from their local communities.

Partnerships and Networking

Establishing strong ties and collaborations between farmers, the government, corporate players, and non-governmental organizations can be a key component in fostering the expansion of the regional agriculture industry. More effective and integrated distribution channels can be produced by fostering collaboration among stakeholders. These collaborations improve farmers' access to markets, lessen their reliance on middlemen, and boost their earnings. The government can strategically create the economic incentives, infrastructural facilitation, and supportive rules required to fortify the distribution network.

Conclusion

Several creative efforts are strategic measures in enhancing the marketing of agricultural products in the agriculture sector. Farmers can access markets more easily and reach a wider audience by implementing an online platform or mobile application. Differentiation in the market is produced by developing a strong brand image by highlighting sustainability, quality, and

product uniqueness. Campaigns for social and educational marketing increase consumer knowledge of the advantages of supporting regional farmers. Creating networks and alliances provide all-encompassing assistance, such as effective distribution channels and farmer training. Farm or garden tours are examples of interactive product-based experiences that boost customer engagement and boost revenue. While teaching farmers in modern marketing strategies, business management, and sustainable agricultural practices enhances the skills and sustainability of the agribusiness sector, flexible pricing schemes offer incentives to major purchasers and devoted customers. A robust, effective, and long-lasting marketing environment for agricultural products can be established by combining all of these components. In addition to helping farmers financially, this promotes the expansion of the agricultural industry overall. A comprehensive strategy incorporating multiple stakeholders can increase farmer incomes, promote environmental sustainability, and improve community welfare. To overcome the ODOS (Over Demand Over Supply) problem and boost agricultural products' competitiveness in the global market, innovation and a comprehensive marketing strategy are crucial.

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