

**TOPIC: “ANALYSIS OF CUSTOMER SATISFACTION OF VEGETABLE BASKET AT MAHARASHTRA STATE AGRICULTURE MARKETING BOARD, PUNE (MSAMB)”**

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**Abstract**

In today's competitive world of marketing and promotion, a key to achievement is building a tough brand. Branding involves developing a compelling, positive and long-lasting representation of your business that creates a touching relationship with your customers. The power of your company's brand name could mean the differentiation between struggling for recognition and sales or blooming as a dynamic, best-in-class business. In this article, we discuss several key aspects of branding as well as marketing. Branding is every bit as significant to small business as it is to big companies. "Every small business has a brand. The question is whether the makeup of the brand is created purposely or by accident. There is little doubt about that small businesses that find themselves in control of what some would call a strong brand are far more likely to attain great things than those that simply go out there and compete. All victorious commodities or brands need well-planned marketing plan in position to make sure that they please the goals set by the corresponding trade and, in turn, the general corporate marketing strategy. The concept associated to analyze the interior capability of a company and factors of the exterior environment that impact the business. An inspection of market opportunities is vital because businesses functions in dynamic and constantly evolving environments. Understanding the varying scenery and trends impacting a business helps in raising an effective marketing strategy. Critical factors to consider while analyzing a market opportunity comprise defining the market within which a company intends to function and segmenting the market to identify potential customers for the company's product collection.

**Introduction**

**Msamb Profile**

1. The Maharashtra state agricultural marketing board (MSAMB), Pune Was Established on 23<sup>rd</sup>, march 1984, under the section 39A of Maharashtra agricultural produce marketing (development and regulation) act, 1963.
4. .

2. MSAMB has done pioneering work in the field of agricultural marketing in the state and achieved success in various areas.
3. MSAMB is having an important role in developing and co-ordinating agricultural marketing system in the state of Maharashtra



**Msamb Objective**

1. To co-ordinate the functioning of the market committees including programs undertaken by such market committees for the development of markets and market areas.
2. To undertake state level planning of the development of the agriculture produce markets.
3. To maintain and administer the agricultural marketing development fund.

4. To give advice to market committees in general or any market committee in particular with a view to ensuring improvement in the functioning of thereof.
5. To supervise and guide the market committees in the preparation of plans and estimates of construction programme undertaken by them.
6. To carry out any other function specifically entrusted to it by this act.
7. To make necessary arrangements for propaganda and publicity on matters relating to marketing of agricultural produce.
8. To grant subventions or loans to market committees for the purposes of this act on such terms and conditions as it may determine.
9. To arrange or organize seminars, workshops, exhibitions on subject relating to agricultural marketing and giving training to members and employees of marketing committee.
10. To do such other things as may be of general interest relating to marketing of agricultural produce.
11. To carry out such other functions of like nature as may be entrusted to it by the state government.

#### Msamb Projects

##### Key Projects Executed By The Project Division

1. **Conceptualization, planning and implementation of basic infrastructure facilities such as:-**
  1. Overall plan and layout of market yards(APMCs)
  2. Design and implementation of buildings, roads, wholesale and retail shops,
  3. Auction hall, farmers rest house, utilities like drinking water, electricity, etc.
2. **Computerization help :-**  
Activities

Particulars	Main Farm	Gillbill Patti	Total
Cultivable Area	30 Acre	22 Acre	52 Acre
Uncultivable Area	28 Acre	09 Acre	37 Acre
Area under Lake	42 Acre	-	42 Acre
Area under HTC project	-	18 Acre	19 Acre
Total Area	100 Acre	50 Acre	150 Acre

MSAMB has 150 Acres of land at Talegaon Dabhade, near Pune, which is being used for training and demonstration purpose. This land is

1. Computerization of APMC accounts
2. Computerized market information system
3. **Specialized infrastructure facilities like setting up of grain cleaning and sorting facility:-**
  1. Commercial multi commodity multi chamber cold storages
  2. Pre-cooling cum cold storages, onion storage facility
  3. Model export center. Ripening chambers
  4. Pack house
  5. Shetkari bazaar
4. **Financial assistance proposals:-**
  1. Detailed project reports for financial assistance for submission to government of India, state agencies, World Bank for projects by the marketing board.
5. **State Level Planning:-**
  1. Blue print for the state for the overall development of APMCs.
  2. Conceptualization and detailed plan of an integrated state level marketing
  3. Infrastructure
  4. Development plan for horticulture produce
  5. Conceptualization of state level plans for development of marketing and agri-business
  6. Preparation of concept paper and study papers for the state government from time to time.

#### Msamb Schemes

1. National Agriculture Market (NAM)
2. Pledge finance
3. Subsidy scheme for export of agriculture commodities by sea route
4. Maharashtra Rajya Bajar Samiti Karmachari Seva Nivrutti Vetan Yojana
5. Interstate road transport subsidy for domestic trade development
6. JFPR fund for FPC

divided into two farms known as Main Farm and Gillbill Patti. The details of these two farms are as above.



### Literature Review



#### Vegetable Basket

1. Vegetable basket is the basket filled with different varieties of vegetables and fruits.
2. This is the service provided by farmers or any other person to the doorstep of the customer.
3. Vegetables and fruits of the vegetable basket are freshly delivered from the farm to the customer.
4. Vegetable basket is mostly filled with all essential and must have veggies and fruits.
5. Since these vegetables and fruits are delivered directly from farm their quality is best.

#### Akshay Krushi Vegetable Basket

1. As we all know in today's busy world people don't get time for shopping fresh vegetables on daily basis.
2. In such condition what if service like Akshay Krushi Vegetable Basket provide them fresh vegetables and fruits on daily basis.
3. Every day there is a big question in front of all house wives that what should be today's menu? And they always faded up with the same thing.
4. Vegetable basket also surprise to all these house wives with basket full of different varieties of vegetables and fruits.
5. Vegetable basket can also be filled up as per the demands and requirements of customer.



**This vegetable basket is consists of vegetables like:-**

Tomato – 1kg	Drumsticks – 3 piece
Chilli-250gm	Cucumber – 4 piece
Capsicum – 4 piece	Garlic – ¼gm
Ladies finger – 1/2 kg	Lemon – 5 piece
Gawar-1/2 kg	Ginger - 100gm
Bottle guard – 1 piece	Coriander – 1 bunch

Onion – 1kg	Potato – 1kg
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Chico – 5 piece	Orange – 5 piece
Watermelon – 1 piece	Muskmelon – 1 piece



**Benefits Of Vegetable Basket: -**

1. Good quality fresh vegetables
2. Ready to cook vegetables
3. Service at customer's door step
4. Provide product directly from farm on daily basis
5. At affordable price
6. Very convenient and easy
7. Time saving
8. well sorted and packaged product

**Direct From Farm...!!**



**Why From us?**

- Direct from farm to your door
- Fresh and Healthy vegetables daily at your doorstep.
- Veggies and Fruits in the market rate, with **Zero Delivery Charges.**
- **Ready To Cook** Vegetables for working women.
- We also provide sprouts and milk.
- Farmers will get best price for their harvest.
- Payment of your bill are taken Daily / Weekly.

**Hurry,**  
**Call now to get fresh veggies at your doorstep**

*Eat Healthy,  
Live Healthy*

**Competitors Of Akshay Krushi Vegetable Basket: -**

There are many competitors in market who also provides vegetables at customers door step :-

**1. Big basket****2. D' Mar****3. Ninja cart****Reliance fres****Objectives Of The Study:**

1. To study the marketing of agricultural commodities.
2. Monitoring of vegetable basket service.
3. To study the different online vegetable basket providers.
4. To major the satisfaction of consumers regarding vegetable basket.
5. To analyze efficiency of employees and service.
6. To facilitate healthy, efficient, convenient and timely delivery of agricultural commodities.

**Research Methodology**

**Survey:** Through survey I collect the information, from fairly large groups of people, by means of questionnaire but other techniques such as interview and telephoning is also used.

**Questionnaire**

Questionnaires are good way to obtain information from a large number of people and people who may not have the time to attend an interview or take part in experiments. They enable people to take their time, think about it and come back to the questionnaire later. Participants can state their views or feelings privately without worrying about the possible reaction of the researcher. People should be encouraged to answer the questions as honestly as possible so as to avoid the researchers drawing false conclusions from their study.

**Type Of Research: -**

1. I have used quantitative research method for research.
2. Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through questionnaire and survey.

**Data Type: - Primary and Secondary DATA****Primary Data: -**

- Surveys
- Questionnaire

**Secondary Data: -**

- Internet
- Magazines
- Books

Charts and graphs will be used for presentation of data for easy understanding and interpretation.

**Questionnaire**

1. A set of printed or written questions with choice of answers, and open ended answers too, devised for the purpose of a survey or statistical study.
2. While designing the questionnaire certain things were kept in mind such as simplicity, length and clarity.

**Sampling Plan**

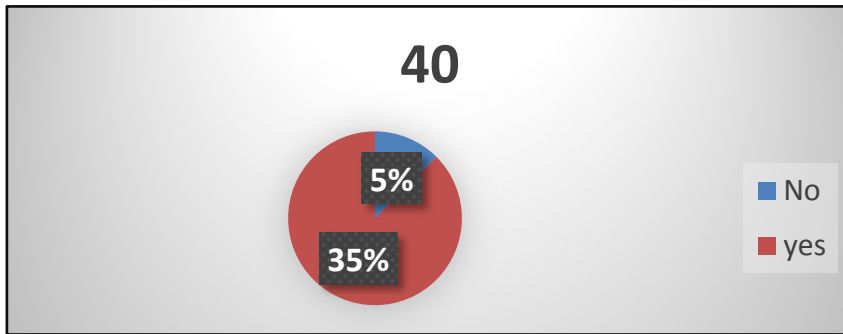
- Research Type : Quantitative Research
- Data Type : Primary and Secondary Data
- Research Tools : Questionnaire
- Sample Unit : Customers of Vegetable Basket

- Duration : 3 Months
- Sample Size : 40 Respondents
- Research Design : Descriptive Study

### Data Analysis And Interpretation

#### 1. Do you know concept of vegetable basket?

Response	No of Respondents
Yes	31
No	5
<b>Total</b>	<b>40</b>

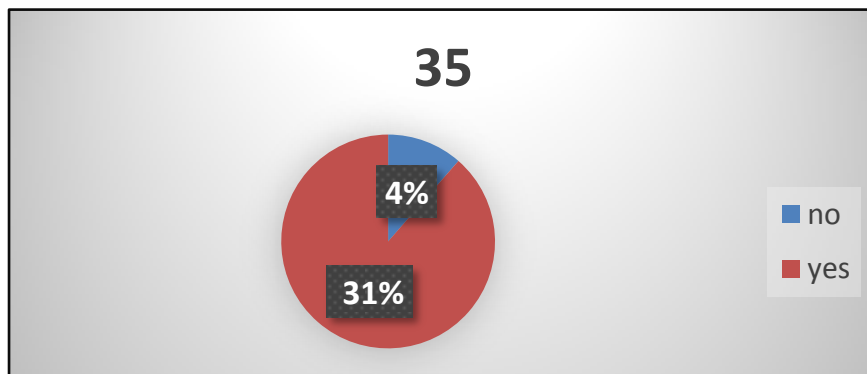


#### Interpretation: -

Out of 40 respondents 35 respondents were known the concept of vegetable basket and 5 respondents were not having any idea about it.

#### 2. Is this service affordable and convenient?

Response	No of Respondents
Yes	31
No	4
<b>Total</b>	<b>35</b>



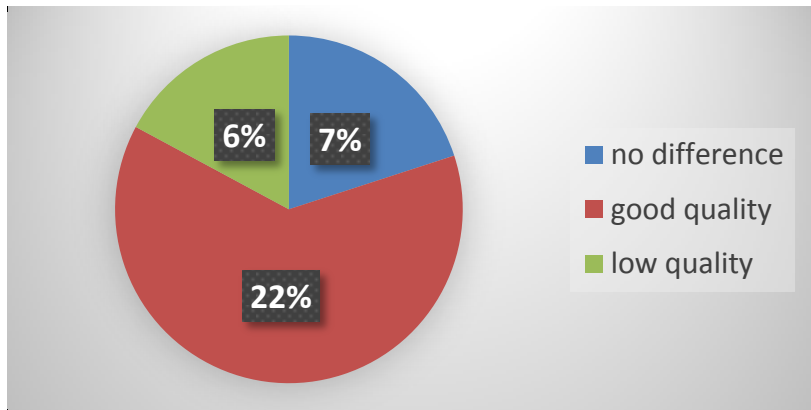
#### Interpretation: -

31 Out Of 35 Respondents Found That This Service Is Affordable And Convenient For Them.

#### 3. In comparison with other outlet do you find any difference between qualities of product?

Response	No of Respondents
No Difference	7
Good Quality	22
Low Quality	6

<b>Total</b>	<b>35</b>
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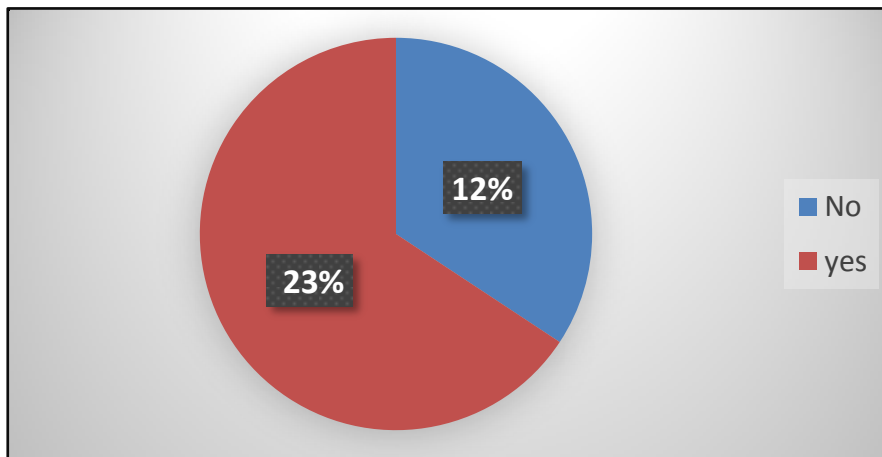


**Interpretation: -**

Out of 35 respondents 22 says that quality of vegetable basket products are good in comparison with other brand product and 7 respondents says that there is no difference in quality. While 6 of them find low quality of product

**4. What is your opinion about pricing strategy that we are offering? Are you satisfied?**

Response	No of Respondents
Yes	23
No	12
Total	35

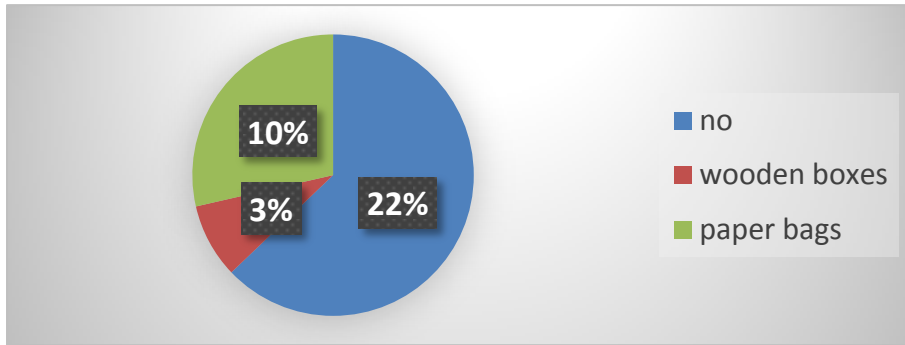


**Interpretation: -**

23 out of 35 respondents are satisfied with the pricing strategy that is offered by vegetable basket and 12 respondents are not satisfied with pricing strategy.

**4. Do you want any change in packaging material?**

Response	No Of Respondents
No	22
Wooden boxes	3
Paper bags	10
<b>Total</b>	<b>35</b>

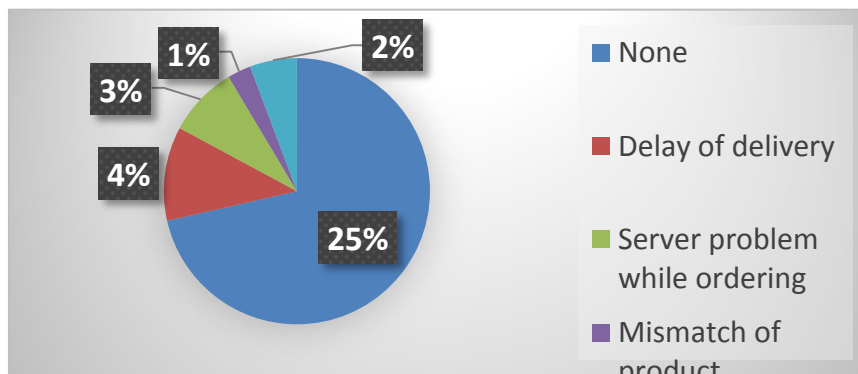


**Interpretation: -**

22 out of 35 respondents are satisfied with the packaging material that is provided by vegetable basket and 3 respondents suggest wooden boxes while 10 respondents suggest paper bags

**.What kind of problems do you face while receiving service?**

Response	No of Respondents
None	25
Delay of delivery	4
Server problem while ordering	3
Mismatch of product	1
Others	2
<b>Total</b>	<b>35</b>



**Interpretation: -**

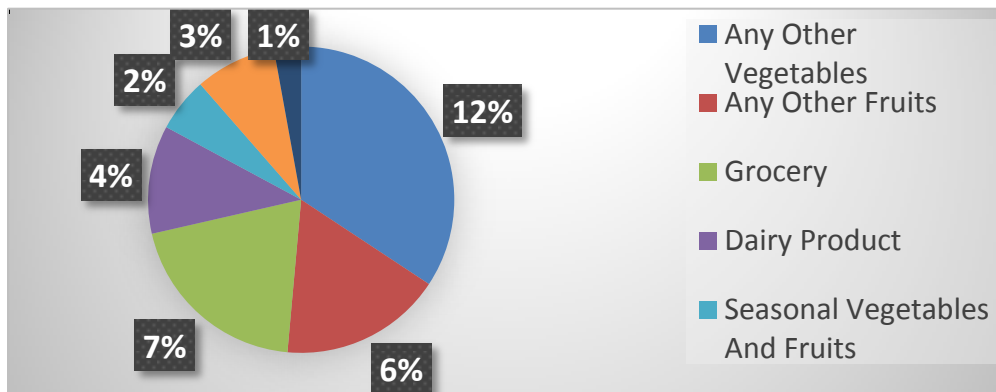
In the process of vegetable basket service from ordering to receiving the product 25 respondents do not face any kind of difficulty but 3 respondents face difficulties like server problem,

4 of them faced delay of delivery, one of them got mismatch product and 2 of them have other problems.

**7. What are the variation of products we can add for your benefit?**

Response	No. of Respondents
Any Other Vegetables	12
Any Other Fruits	6
Grocery	7
Dairy Product	4

Seasonal Vegetables And Fruits	2
Groceries And Dairy Products	3
Exotics	1
<b>Total</b>	<b>35</b>



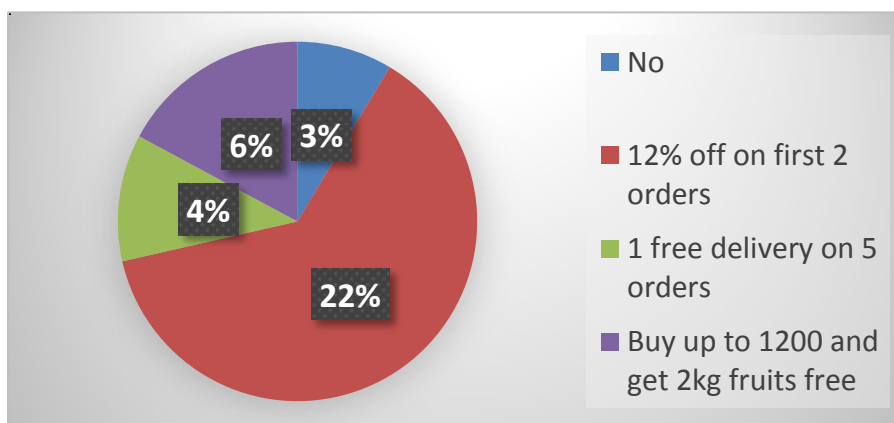
**Interpretation: -**

Respondents expect that vegetable basket should also provide other products too like 4 people want dairy products included in vegetable basket, 7 people want grocery, 6 people want

other varieties of fruits except that are included in basket, 12 people want other varieties of vegetables and other 2 want seasonal product, grocery, dairy product and exotics, etc.

**8. Do you expect any kind of offer or service from us?**

Response	No of Respondents
No	3
12% off on first 2 orders	22
1 free delivery on 5 orders	4
Buy up to 1200 and get 2kg fruits free	6
<b>Total</b>	<b>35</b>

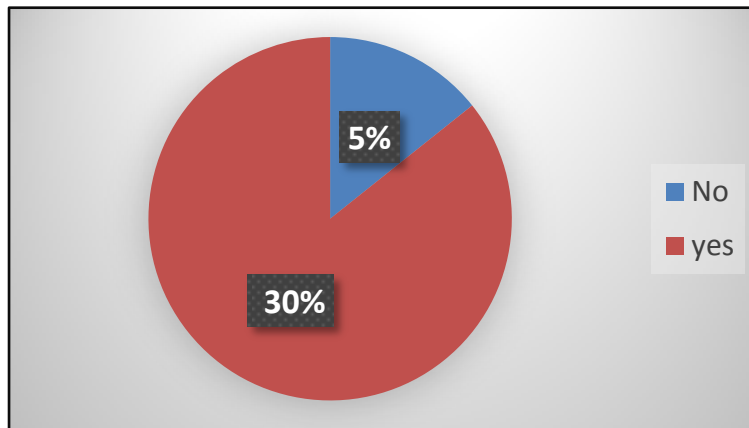


**Interpretation: -**

3 out of 35 don't want any offer and rest of 32 wants different kind of offers as suggested.

**9. Do you believe this service achieve success in future?**

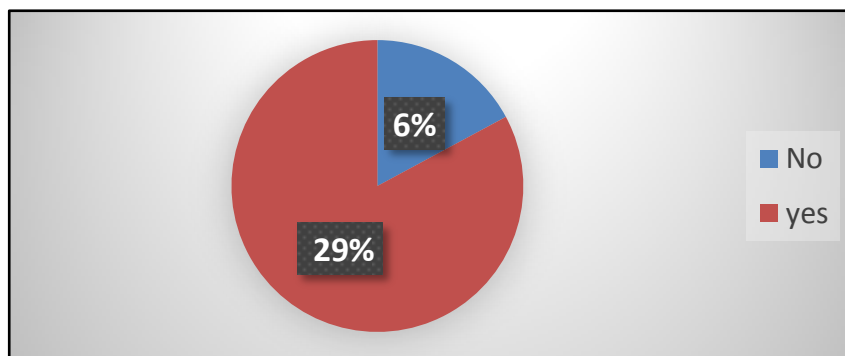
Response	No. of Responses
Yes	30
No	5
<b>Total</b>	<b>35</b>

**Interpretation: -**

30 respondents out of 35 believes that the service of vegetable basket will achieve great success in the future in market.

**10. Will you recommend this service to other?**

Responses	No of Respondents
Yes	29
No	6
<b>Total</b>	<b>35</b>

**Interpretation: -**

Out of 35 respondents 29 will recommend this service to their friends and family while 6 respondents will not recommend this service to anyone.

**5. Findings**

1. Almost all the users are satisfied with the service as it is very convenient and affordable.
2. Most of the customers expect varieties of vegetables and fruits in the basket.
3. Vegetable basket users expect other products like dairy products and grocery from this service.
4. Most of them expect different kind of offers and pricing strategy from this service.
5. Quality of agricultural commodities are liked by customers.
6. As most of the people knows about vegetable basket that means marketing campaign are also going well.
7. Users are very satisfied with timely service and behavior of employees.

8. Due to service at door step of customer, users are ready to recommend this service to their friends and families.
9. By understanding satisfaction level of customers this service can achieve great success in future.

**Conclusion**

1. Almost all the users are satisfied with the service as it is very convenient and affordable.
2. Vegetable basket users expect other products like dairy products and grocery from this services
3. This basket has great scope for other products like grocery, dairy products, etc.
4. Customer demand for other varieties of fruits and vegetables also dairy products and grocery.
5. This idea can be widen up by taking consideration of customer's demand.
6. As most of the people knows about vegetable basket that means marketing campaign are also going well.
7. Users are very satisfied with timely service and behavior of employees.
8. Due to service at door step of customer, users are ready to recommend this service to their friends and families.
9. By understanding satisfaction level of customers this service can achieve great success in future.