



“ANALYTICAL STUDY OF COP-SHOP SERVICE USED FOR VEGETABLE DELIVERY”

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Abstract

According to Philip Kotler, “Every Producer seeks to link together the set of marketing intermediaries that fulfil the firm’s objectives. This set of marketing intermediaries is called the marketing channel also trade channel or channel of distribution.” A major focus of marketing channels is delivery. It is only through distribution that public and private goods and services can be made available for use or consumption. The path between producers and users that goods and services follow is called a marketing channel. For marketing of services, the channel is direct because of their intangibility. A marketing channel, therefore, requires a minimum of a seller and a buyer. The buyer may be an ultimate consumer or an industrial consumer. Typically, a marketing channel includes, besides buyers and sellers, various middlemen. Middlemen may be wholesalers, dealers, distributors, or retailers. The marketing or distribution channel is the movement of goods and services between the point of production and the point of consumption through an organization that performs a variety of marketing activities. The major participants in the distribution channel are; producers, intermediaries, and consumers.

Introduction

The places concerned with various methods of transporting and storing goods. And then made available for the customer. Getting the right product to the right place at the right time involves the distribution system. The distribution system performs transactional, logistical, and facilitating functions. Distribution decisions include market coverage, channel member selection, logistics, and levels of service. The choice of distribution method will depend on a variety of circumstances. It can include any physical store as well as virtual stores on the Internet. Place represents the location where a product can be purchased. It is often referred to as the distribution channel. It will be more convenient for some manufacturers to sell to wholesalers who then sell to retailers, while others will prefer to sell directly to retailers or customers; here the concept of channels of distribution came into picture. A marketing channel has a strong bearing over the entire decisions regarding the

place activity. Place decisions are those associated with channels of distribution that serves as the means for getting the product to the target customers. Place mix refers to the selection of a mix of different types of distribution channels for transmitting the goods from the producer to the final consumers. Goods may reach the consumers through wholesalers and retailers or direct to the customers through chain shops. The company may decide for any one or more channels, talking in view how conveniently, the goods reach to the consumers. Thus, place is a manifestation of the strategy of an organization about how and in what manner it wants its products and services to be made available to the customers so that a profitable exchange can be instituted with the customers.

Types of marketing channels: -

The channel structure is defined by the names of the activities that takes place in the channel. Although, the marketing channel can have many different structures, the activities that will takes

place are consistent manufacturing or marketing, wholesaling, retailing, and consuming, as well as physical distribution, which is involved in all these activities. The channel structure adopted by a company depends on the channel size. The channels of distribution can broadly be divided into three categories, for example, direct and indirect and multichannel or hybrid distribution system.

1) **Direct Marketing Channel (zero level):** - Zero Level channel / Direct Marketing Channel Consists of a manufacturer directly selling to the end consumer. This might mean door to door sales, direct mails or telemarketing. Dell online sales is a perfect example of a zero-level channel marketing.

a) **Selling at manufacturer's plant:** - The goods are sold by the producers directly to the consumers.

b) **Door-to-door:** - Salesmen employed by the manufacturers call at the door of customers. They move door to door.

c) **Sales by mail order method:** - Products are sold fee consumers. The post office plays a significant role.

d) **Sales by opening own shops:** - It is common that producers of perishable and non-perishable goods sell their products to customers, by opening their own retail shops.

2) **Indirect Marketing channel:** - It means distribution of goods through middlemen or intermediaries.

a) **One Level channel:** - The one level channel has an intermediary in between the producer and the consumer.

b) **Two level channel:** - It involves the movement of goods from the company to an intermediary, from the intermediary to another and then to customer. This is also commonly known as "breaking the bulk" in FMCG market. A widely used two level marketing channels especially in the FMCG and the consumer durables industry which

consists of a wholesaler and a retailer. So, the goods go from company to distributor, distributor to retailer and retailer to consumer.

c) **Three level channels:** - This type of channel has three intermediaries, namely, Distributor, wholesaler and retailer.

d) **Four level channels:** - This type of channel has four intermediaries, namely, Agent, Distributor, wholesaler and retailer.

3) **Hybrid Distribution Channel or Multi Channel Distribution System:** - Multichannel marketing is marketing using many different marketing channels to reach a customer. In this sense, a channel might be a retail store, a web site, a mail order catalogue, or direct personal communications by letter, email or text message. The objective the companies doing the marketing is to make it easy for a consumer to buy from them in whatever way is most appropriate.

Customer Satisfaction: -

According to Hunt, "*Satisfaction is a kind of stepping away from an experience and evaluating it. One could have a pleasurable experience that caused dissatisfaction because even though it was pleasurable, it was not as pleasurable as it was supposed or expected to be. So satisfaction/dissatisfaction isn't an emotion, it's the evaluation of an emotion.*" Customer satisfaction, a business term is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a balanced scorecard. Customer satisfaction is an overarching concern for marketing professionals. Simply put, customer satisfaction is how happy a customer is with a product or service, both in the products performance as well as the company's delivery of the product to the market. One commonly used measure of customer satisfaction is the 'gap model'. The gap model is defined by the following equation

$$\text{Customer Satisfaction} = \text{Delivery} - \text{Expectations}$$

Customer delight: -

Customer Delight can be defined as “*The result of delivering a product or service that exceeds customer expectations.*”

A customer feels delighted when he receives more than what he has expected. It is a situation where the products and services offered to a customer not just satisfy his needs and wants, but also provide an unanticipated value. For example, when a customer visits a grocery store and finds all the products, he/she was willing to buy, then he/she not just feels delighted but also finds the shopping experience faster and convenient from his/her earlier experiences. Customer delight plays a very important role in achieving success. It is considered as an outcome of offering products or services to customers that goes beyond their expectations. A company can exceed the expectation level of customers only when it provides quality products or services, which make the customers feel delighted. If the customer is dissatisfied by the product or service offered to him then the company fails to delight the customers, because before making a customer feel delighted, it is essential to make him satisfied. Delighted customers are also crucial for the company in order to compete with the competitors.

Importance and Concept of Cop-Shop

Importance Of Cop-Shop
In today's modern world there are different attractive sources to purchase agriculture produce, cop-shop is one of them, and following are the important aspects of cop-shop.

1. Introduction of platform for agriculture produce in Maharashtra with the help of cop-shop.
2. It will reduce/eliminate intermediaries in between producers and consumers.
3. It will help farmers for getting appropriate rate for agriculture produce.
4. It will help urban consumers to get fresh and quality based produced at affordable price.
5. To develop entrepreneurship opportunity among farmer Producer Company, farmers group, women self-help groups.

Concept of Cop-Shop

It is source of providing fresh, quality based, less contaminated, dairy produce, processed produce and other agriculture products at reasonable rate directly from farm without any intermediaries to the people living in urban areas and to provide affordable prices to the farmer for their agricultural products and to develop entrepreneurship opportunities for farmers.

Procedure of the Scheme.**Co-operative Housing Society running its own agricultural cop-shop: -**

1. The shop is to be run on its own by cooperative housing society.
2. For this, at least 100 sq. area should be provided by the co-operative housing society.
3. Necessary maintenance of this shop is to be done by organisation itself. This shop can be opened at low cost if it is planned in the office of the organization or in other suitable places like entertainment hall, open space etc.
4. The shop can be run in that way by keeping manpower in the shop.
5. The organisation will arrange the goods to be delivered to their occupants through shop.
6. Also, due to the daily routine of living at the place of residence, the travel expenses and time of the occupants are reduced.

Co-operative Societies / Farmers Producers Companies / Women's Self-help group running the shop: -

1. The cooperative housing society will provide a minimum of Rs 100 sq. Ft. for running a shop in the area to women's self-help groups, farmer groups.
2. Co-operative Societies / Farmers producer Companies / Women's Savings groups will make the necessary arrangements for the cop-shop.
3. Manpower in this shop will be provided by Co-operative Societies / Farmer producer companies and self-help group.

4. The housing society will receive additional income in the form of rent by the cop-shop.
5. The term of the contract will be a minimum of 3 years.

Objective's Of the Study

1. To understand in detail entire work of cop-shop model.
2. To analyse customer satisfaction level of Cop-shop service.
3. To develop cop-shop service system.
4. To assists farmers group in managing the supply chain of vegetable delivery.
5. To study marketing of agriculture commodities.

Scope of The Study

The study conducted in urban areas of thane, focused to know the Market Potential and customer satisfaction level about cop-shop and its other competitors. The study helps organisation to study the consumer's behaviour towards the services provided by cop-shop. It will also help the organisation to know the expectation of customers for their service as well as the factor which can help to increase the market potential and customers' satisfaction level. It also helps to study the Marketing strategy of organisation and what they need to adopt in order to strive in market. It helps to student study market research and improve knowledge of marketing and customers' behaviour towards the products provided by cop-shop.

Literature Review

The results of earlier studies on the subject are quite valuable for any research study as they provide proper guidelines to enhance the quality of the study, an attempt is being made to review the past research work relevant to the present study. As the literature available on market research on cop-shop, the review of literature related to present studies is also cited below for convenience and clarity. The reviews are presented under the following heads.

- 1) Theory / Concept related to project from Booklet
- 2) Qualitative and Quantitative information related to topic from government GR, Journals, e-papers etc.

Theory / Concept related to project from e-paper, booklet and government GR

KPM (crush panan Mitra) Magazine Abhiram Ghadyalpatil (2016) mint-How Maharashtra is changing in the way farmer sell their produce.

Mahaegro booklet.

Cooperation marketing and sustainability works, government S.NO:273/224S-Dated: 26th December 2017.

Under Atal Mahapanan Vikas Abhiyan: cooperative urban areas of state of agriproducts in housing societies regarding implementation of sales business.

Government GR: government GR no. 2018C.N. 272/24.

Qualitative and Quantitative information related to the topic from various Books, Journals, research papers, etc.

It is important to recognize that systematic observation and testing can be accomplished using a wide variety of methods. Many people think of scientific inquiry strictly in terms of surveys. However, it is neither possible nor desirable to study all phenomena of interest under marketing conditions. The design of any study begins with the selection of a topic and a research methodology. These initial decisions reflect assumptions about the social world, how science should be conducted, and what constitutes legitimate problems, solutions, and criteria of "proof." Different approaches to research encompass both theory and method. Two general approaches are widely recognized: quantitative research and qualitative research. Quantitative research is an inquiry into an identified problem, based on testing a theory, measured with numbers, and analyzed using statistical techniques. The goal of quantitative methods is to determine whether the predictive generalizations of a theory hold true. By contrast, a study based upon a qualitative process of inquiry has the goal of understanding a social or human problem from multiple perspectives. Qualitative research is conducted in a natural setting and involves a process of

building a complex and holistic picture of the phenomenon of interest. The selection of which research approach is appropriate in a given study should be based upon the problem of interest, resources available, the skills and training of the researcher, and the audience for the research. Although some research may incorporate both quantitative and qualitative methodologies, in their 'pure' form there are significant differences in the assumptions underlying these approaches, as well as in the data collection and analysis procedures used.

It is important to be able to identify and understand the research approach underlying any given study because the selection of a research approach influences the questions asked, the methods chosen, the statistical analyses used, the inferences made, and the ultimate goal of the research. When critically reviewing scientific research, the questions asked, and the answers given, will differ depending upon whether the research is quantitative or qualitative.

Types of quantitative methods:

1. **Experiments:** True experiments are characterized by random assignment of subjects to experimental conditions and the use of experimental controls.

2. **Quasi-Experiments:** Quasi-experimental studies share almost all the features of experimental designs except that they involve non-randomized assignment of subjects to experimental conditions.

3. **Surveys:** Surveys include cross-sectional and longitudinal studies using questionnaires or interviews for data collection with the intent of estimating the characteristics of a large population of interest based on a smaller sample from that population.

Types of qualitative methods:

- 1) **Case Studies:** In a case study the researcher explores a single entity or phenomenon ('the case') bounded by time and activity (e.g., a program, event, institution, or social group) and collects detailed information through a variety of data. Questions to consider when evaluating scientific evidenced Was a quantitative or qualitative research approach adopted? d Was the research

approach appropriate given the problem investigated and the goals of the research? d Was the process of investigation consistent with the underlying assumptions of the research used? d Were appropriate types of conclusions drawn given the research approach used? Before going any further, stop and reflected what are some examples of quantitative research that might be proffered as evidence in court? What are some examples of qualitative research that might be proffered as evidence in court? To what extent, if any, would your critical review of these different types of evidence differ? Collection procedures over a sustained period of time. The case study is a descriptive record of an individual's experiences and/or behaviors kept by an outside observer.

- 2) **Ethnographic Studies** in ethnographic research the researcher studies an intact cultural group in a natural setting over a specific period of time. A cultural group can be any group of individuals who share a common social experience, location, or other social characteristic of interest -- this could range from an ethnographic study of rape victims in crisis shelters, to children in foster care, to a study of a cultural group in Africa.

- 3) **Phenomenological Studies:** In a phenomenological study, human experiences are examined through the detailed description of the people being studied -- the goal is to understand the 'lived experience' of the individuals being studied. This approach involves researching a small group of people intensively over a long period of time.

Research Methodology

Research Problem and Statement

To capture maximum part of the vegetable market, it is significant to know the customer satisfaction level. Therefore, it is important to the customer's behavior while purchasing the product, what are the factors which influence their behavior. It will help to restructure the current state of cop-shop to increase the sell.

Type of research: Descriptive Research and statistical Research

Sampling Design & Sampling method, Sampling Size (Universe, Sample Unit & Characteristics)

Methods of the Sampling: - The sampling method was used for project were both random sampling with an object to study on the Marketing state of cop-shop. Customers were selected randomly for the Study.

Sample size: - 62 customers out of 10 societies in that, customer are selected randomly. The individual based survey is carried out to decide the cop-shop service users.

Location of the Study: - The present study is purposively undertaken in Thane as per the suggestion of the company.

Data Collection Method

There are two sources of data collection namely, Primary Data collection and Secondary Data collection.

Primary Data collection

In this project, Questionnaire is used to collect primary data for this project.

- 1) Name of customer?
- 2) Age of customer?
- 3) Contact number?
- 4) Address of customer?
- 5) Occupation of customer?
- 6) Are you aware about concept of cop-shop?
- 7) What is best thing you like about cop-shop?

Secondary Data collection

In addition to primary data, secondary data is going to collect from company's website,

Leaflets.

Questionnaire Design, Scaling

Techniques Used

- 1) Name of customer?
- 2) Age of customer?
- 3) Contact number?
- 4) Address of customer?
- 5) Occupation of customer?
- 6) Are you aware about concept of cop-shop?
- 7) What is best thing you like about cop-shop?
- 8) The freshness of vegetables deliver by cop-shop model is excellent.

Parameters of Research Methodology

	Parameters	Content
1.	Research design	Descriptive
2.	Sampling Method	Probability Sampling
3.	Sampling Technique	Convenience
4.	Sample Size	60

- 9) The prices of vegetables deliver by Cop-shop model are less as compared to another outlet.
- 10) What day of the week would be most for you to shop at cop-shop?
- 11) What is most convenient time of the day for you to shop at cop-shop?
- 12) The vegetables deliver using cop-shop are of highest quality
- 13) Which payment method you will prefer most while purchasing vegetables
- 14) How would you rate value for money of all items available?
- 15) What difficulty you face while purchasing items
- 16) I believe these projects is not disturbing our environment
- 17) Do you expect any kind of offers?
- 18) Would you be interested in purchasing any other products via the service if available?
- 19) What is most important on your purchase of fresh produce?
- 20) Please name another favorite outlet from where you buy vegetables and fruits?
- 21) Overall, I am fully satisfied as a customer regarding cop-shop vegetable delivery system
- 22) Describe these services with one word?
- 23) Will you continue these service in future?
- 24) Rate cop-shop service from 1 – 5.

Data Analysis Tools & Techniques Used

Survey sampling method: - In this, Random selection method, Pie Chart, Bar Graphs

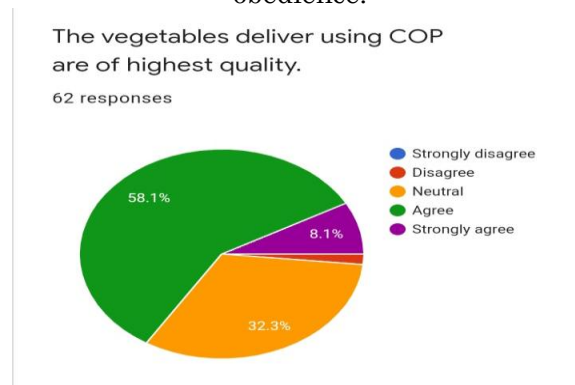
Limitation: - The findings of this study have to be seen in the light of some limitation. There are many technical policies which are restricted by the government, having less human interaction in these technologies there are less possibilities of sharing data, we can't interrupt in terms of privacy.

5.	Sampling Unit	One territory
6.	Sampling Area	Thane urban area
7.	Sampling Elements	customers
8.	Data processing and management	Microsoft Excel
9.	Research Approach	Survey
10.	Data Collection	Primary Data & secondary data
11.	Sources of primary data collection	Questionnaire
12.	Data Analysis	Frequency table
13.	Contact Method	Phone contact

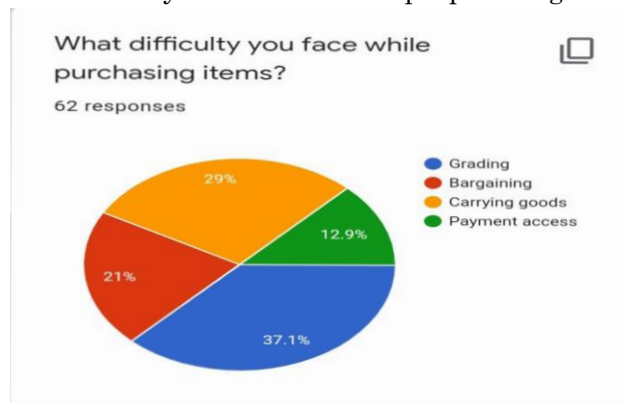
Data Analysis



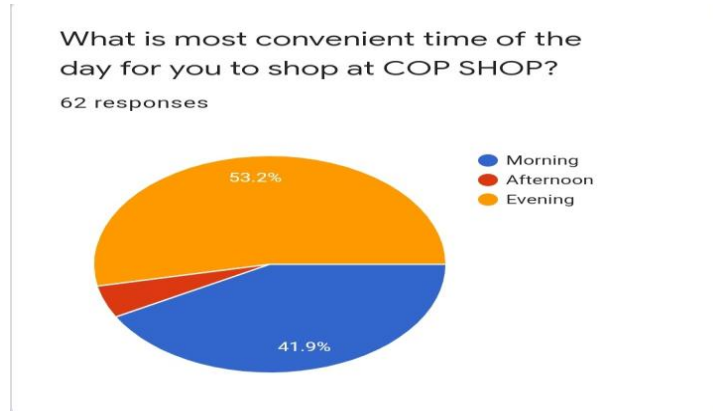
From the fig. there is 40.3% people are preferring the quality and 5% goes with the obedience.



58% of the people are saying that they agree that cop-shop are having high quality of the vegetables. And very few i.e 2% of the people disagree the same.



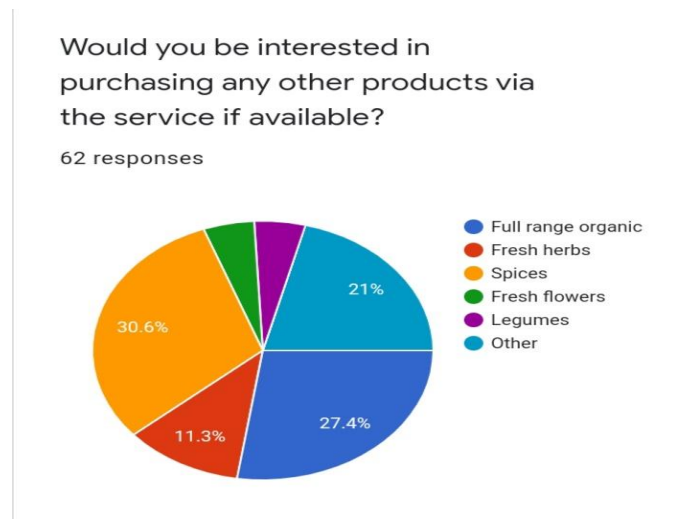
37.1% people says that the product should be provided after grading them, and 12% of the people thought that , the payment method should be more easy.



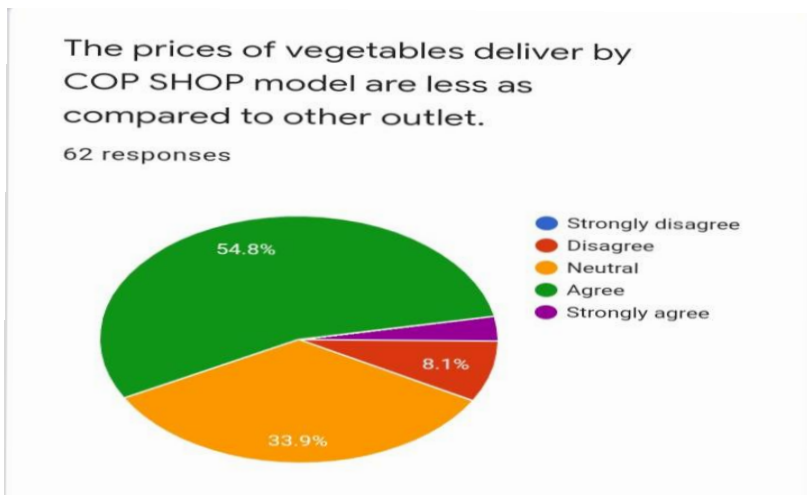
53% of people are likely to use this cop-shop at morning, and 41% are likely to go to buy the vegetables at evening.



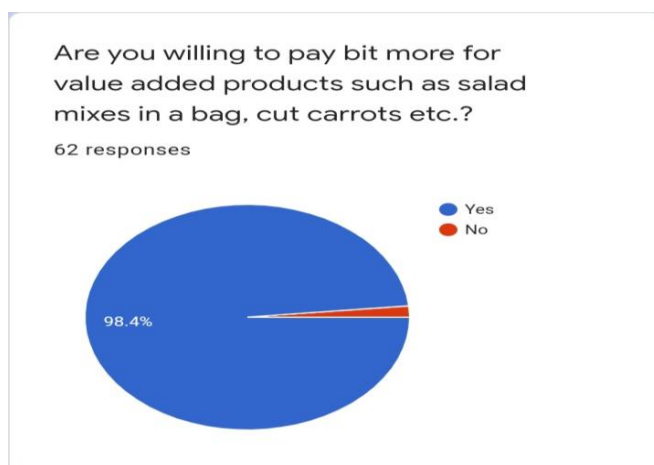
On Sunday 56.5% of the customer like to go for the buying of vegetables.



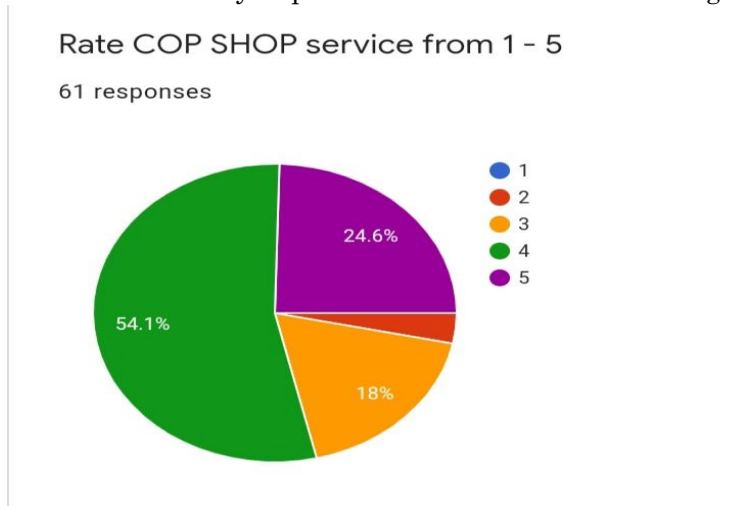
The demand for spices and full range organic is more



54.8% of the consumer agree that the prices of vegetables are comparatively less than others.
Whether 33.9% of consumers said that they are neutral or the same.



98.4% of the customers are likely to purchase the chalfed or cuttd vegetable products.



Here is the rating which indicates us, that most of the people likes the service from cop-shop.

Findings & Suggestion

Findings

1. Enhancing the interactive and communication skills of the farmers to exchange their views with customer

- and other market forces (middleman) for getting feedback and gain the bargaining during direct marketing.
2. Strong network of marketing extension is very much necessary at City level of effectively advice farmers on marketing information, securing market for farmers advice on improved market practices.
 3. Direct contact with farmers and customer happened so that customers can ask questions about quality, Price etc. and get satisfied after direct contact with farmers and get fresh fruits and vegetables (organic) through COP-SHOP.
 4. Most of the customers for vegetable cop-shop are having age of 26 to 45 years.
 5. Respondents are from various occupation major are homemaker females & employees.
 6. Peoples are more likely to purchase fruit and vegetables from D-mart and Big Basket and reliance mart, so they are the major competitors for cop-shop.
 7. Customers are more interested to buy spices and organic vegetables.
 8. Customers will be attracted if they get offers.
 9. Customers find difficulty for carrying goods and paying off.
 10. There is huge demand for graded produce.
 11. 99% of the respondents are willing to pay bit more for freshness and cleanliness.
 12. Most of the peoples are thinking that the service is good.
 13. Respondents are not having any issue of payment method.
 14. Evening and morning time are most convenient for the respondent to purchase vegetable.
 15. Most of the respondents are likely to purchase the products on Saturday and Sunday.
 16. Quality of the products is very nice as per respondents.

Suggestions

1. There is different recommendation based on our finding through survey
2. To maintain proper hygiene and cleanliness around surrounding.
3. To have access of digital payment

4. To make availability of more varieties of leafy vegetables.
5. To provide spices.
6. To make available different kinds of offers.
7. Proper arrangement of produce in cop-shop for convenience.
8. To make proper pricing according to another outlet
9. To make available more varieties like herbs spices.
10. Organic produce should be made available.
11. To make available value-added products
12. Proper grading of vegetables and fruits should be there.
13. Proper Timing and day should be fixed

Scope For Future Study

The study conducted in urban areas of thane, focused to know the Market Potential and customer satisfaction level about cop-shop and its other competitors. The study helps organisation to study the consumer's behaviour towards the services provided by cop-shop. It will also help the organisation to know the expectation of customers for their service as well as the factor which can help to increase the market potential and customers satisfaction level. It also helps to study the Marketing strategy of organisation and what they need to adopt in order to strive in market. It helps to student study market research and improve knowledge of marketing and customers behaviour towards the products provided by cop-shop.

Limitation Of The Study

1. This was only two months of study.
2. Finding of the research is solely based on responses given by customers which may not be always true.
3. The data collection is only based on information given by customers of few societies.
4. Many a times customers cannot answer the open-ended questions because their attitude and awareness are the limiting factors.
5. The information provided by the customer is not always true.
6. Analysis is purely based on the responses of the respondent.

Conclusion

Here is the conclusion of the study is that the customer from area which we study are aware about cop-shop service. In cop-shop service price and Quality are the most important factor considered by the customers while purchasing from cop-shop service. Farmers agriculture produce and processed produce are main source of cop-shop. We also studied that supply chain of the cop-shop is weak and it should strengthen. Co-operation of the Organization head and department with the project trainees was very good. Because these is the direct marketing channel, so farmers get benefited and satisfy such cop-shop service. The consumers get fresh quality of fruits and vegetables from cop-shop.

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Appx- A – Questionnaires

1. Age of customer?
 - a) 18-25.
 - b) 26-35.
 - c) 36-45.
 - d) 46-55.
 - e) above
2. Occupation of customer?
 - 2 Salary.
 - 3 Self-employ
 - 4 Student.
 - 5 Homemaker.
 - 6 Retired.
 - 7 Other.
3. What is best thing you like about cop-shop?
 1. Cleanliness.
 2. Obedience.
 3. Quality.
 4. Price.
 5. Value for money.
4. The freshness of vegetables delivers by cop-shop model.
 1. Strongly disagree.
 2. Disagree.
 3. Neutral.
 4. Agree.
 5. Strongly agree.
5. The prices of vegetables deliver by Cop-shop model are less as compared to another outlet.
 1. Strongly agree.
 2. Disagree.
 3. Neutral.
 4. Agree.
 5. Strongly agree.
6. What day of the week Would be most for you to shop at cop-shop?
 1. Monday.
 2. Tuesday.
 3. Wednesday.
 4. Thursday.
 5. Friday.
 6. Saturday.
 7. Sunday.
7. What is most convenient time of the day for you to shop at cop-shop?
 1. Morning.
 2. Afternoon.
 3. Evening.
8. The vegetables deliver using cop-shop are of highest quality.
 1. Strongly Disagree.
 2. Disagree.
 3. Neutral.
 4. Agree.
 5. Strongly agree.
9. Which payment method you will prefer most while purchasing vegetables?
 1. Offline.
 2. Online.
 3. Both.
10. How would you rate value for money of all items available?
 1. Excellent.
 2. Good.
 3. Fair.
 4. Poor
11. What difficulty you face while purchasing items?

- 12. I believe these projects is not disturbing our environment.
- 13. Do you expect any kind of offers?
- 14. Would you be interested in purchasing any other products via the service if available?
- 15. What is most important on your purchase of fresh produce?
 - a) Price.
 - b) Freshness.
 - c) Timely delivery.
 - d) Value addition.
- 16. Please name another favourite outlet from where you buy vegetables and fruits?
- 17. Satisfaction.
 - a) Strongly satisfied.
 - b) Satisfied.
 - c) Neutral.
 - d) Not satisfied.
- 18. Describe these services with one word?
- 19. Will you continue these service in future?
 - a) Yes.
 - b) No.
- 20. Rate cop-shop service from 1 to 5
 - a) 5.
 - b) 4.
 - c) 3.
 - d) 2.
 - e) 1.

Ppx – B – Photographs



cop-shop service at thane , kavyadhara co-operative housing society.



Cop-shop at the khevra circle, Thane, Maharashtra