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A STUDY OF MARKETING MANAGEMENT IN CO-OPERATIVES

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ABSTRACT :

Marketing is not merely selling of products. It converts the whole gamut of business activities that direct the flow of products from the producer to the consumer. Marketing has, therefore, been defined as "the performance of business activities that direct the flow of goods services from the producer to the consumers or users. Marketing research may be described as a systematic objectives and exhaustive search for and the study of the facts relevant to any problem in the field of marketing.

INTRODUCTION :

In the modern context, marketing has been considered as a process rather than an institution. The marketing process is concerned with both, the psychological and physical aspects of "selling, psychological in that, the sellers must know what the buyers want and buyers are made aware as to what is available for sale for the satisfaction of their particular wants and physical in the sense that goods in demand are transferred from the place where they are, to places where they are in demand, in appropriate quantity and in time when they are wanted." As such, marketing consists of activities categorized as product planning, advertising, personal selling and sales promotion collectively termed as MARKETING MIX. The Process of conducting these activities within the organization is referred to as marketing Management. Thus, successful marketing is basically to find the right combination or mix of the five (P)'s namely: product, packaging, placement, promotion and price which optimize the 6th 'P' namely, Profit.

OBJECTIVE OF THE STUDY

1. To study the concepts of marketing management in co-operatives.
2. To know marketing research in co-operatives
3. To identify internal and external factors affecting to co-operative marketings.

METHODOLOGY OF THE STUDY

The present paper is based on secondary source of data. A secondary data has been collected from various books, journals, study materials for co-operatives and websites for the purpose of this research papers.

The modern approach of marketing management concerns with the following issues:

1. **Co-operative Marketing Defined** – Co-operative marketing is a process of marketing through a Co-operative association formed to perform one or more of the marketing functions in respect of the produce of its affiliated members to market its products collectively for their direct benefit. For example, the state level APEX Federation of Weavers co-operative society is the organization, whose main responsibility is to merchandise the products of the affiliated primary handloom weaver's co-operative societies.
2. **Broad Aims of co-operative Marketing Society's** - the broad aims of co-operative marketing societies are as follows :
 - a. To rationalize the whole marketing system so that it may be beneficial to the producer.

- b. To strengthen the economic conditions of the producers by strengthening their bargaining power and securing better price for them.
 - c. To prepare internal and external markets for the products.
 - d. To provide them the needed input for production.
 - e. To educate and persuade them to turn out better quality of products.
 - f. To help expansion of credit programme by linking marketing with credit.
3. **Marketing Management : Objectives and Scope** – There are three basic objectives of marketing management which are as follows :
- a. consumer oriented marketing management :
Consumer should get according to their need at the price they are able to pay in appropriate place and time
 - b. Producer oriented marketing management :
In this case, the producers must get a price remunerative to them.
 - c. Society oriented marketing management :
In this context of a welfare state all the people irrespective of their social status and geographical barriers should get at least their daily necessities at a price they are able to offer.

The scope of marketing management is of invariable application for most of the business enterprises. Particularly, it is the utmost importance for the organization engaged in production co-operatives, like Handloom and Industrial co-operative societies. However, it is of no mean importance to the co-operative marketing, consumer and processing societies. In this world of surplus economics, the marketing management casts a wide net of its significance even in case of the responsible organization.

4. **Marketing Management: Functions** – the main functions of marketing management comprises the following areas.
- a. Business Forecasting and Planning,
 - b. Product Planning,
 - c. Pricing Policy,
 - d. Distribution Channels,
 - e. Sales Promotion and
 - f. Marketing research.

1. **Objectives :**

- a. Expected costs along with an estimate of profitability of products, possible effect of price fluctuations of additional resources etc.
- b. Aid to management in ascertaining the profitability of products, possible effect of price fluctuations of additional resources etc.
- c. Facilitates planning of production
- d. Guides the management in ascertaining variations in the consumption pattern of consumers

2. **Factors :**

The factors which justify the need for business forecasting are external as well as internal.

External

- a. Influence of Government Policy and Action.
- b. Fundamental changes in the market.
- c. Intensity of competition.

Internal

1. Capacity of the firm,
2. The flexibility to cope up with the market requirements,
3. The investment of labour and capital,
4. Venture to undertake new product-line,
5. Resort to sales promotion techniques, etc.

3. Methods.

Usually the following methods are adopted in business Forecasting:

Distribution Channels

Distribution is an integral part of marketing which may be defined as an operation, or a series of operations, which physically bring goods manufactured or produced by any particular manufacturer in to the hands of the final consumer or user. Its function is to distribute or sub-divide the total products of a manufacturer on a geographical basis to various specific markets.

1. **Two Aspects** in defining distribution, we have to deal with two aspects, the first is Organizational aspect which is concerned with how and through what channels we should distribute. The second aspect is the operational aspect of distribution or physical distribution and which includes all physical operations concerned with moving goods from one place to another, including, warehousing, storage and transportations as well as the costs involved.
2. **Distribution Channels Methods** – A producer can reach the consumer (i) directly, or (ii) through the retailer, or (iii) through the wholesales-retailer, or (iv) through the sole distributor-retailer, or (v) through the producer's wholesale branch-retailer, or (vi) through the producer retail branch.
3. **Basic Considerations which influence channel selection** – there are three basic considerations which influence channel selection.
 - a. **Market consideration** – Market Characteristics may have an effect upon from distribution, and therefore, must be examined.
 - b. **Product Consideration** – The composition, size, weight or technical complexity of the product can also affect channel selection.
 - c. **Economic Consideration** – Distribution costs, discount system and adequate return on capital also decide channel of distribution.
4. **Distribution Channels in Co-operatives** – The peculiarity of Co-operative organizations are that they are affiliated to their higher agencies at different levels. In other words, they are federal in nature. For example, in consumers co-operatives, the following is the organizational set Up:

Primary Consumers Co-operatives (Link Societies)

District Wholesales Stores (Lead Societies)

State federation of Wholesale Stores (State-APEX)

National Co-operative Consumers federation (National APEX (N.C.C.F.))

5. Sales Promotion

Objective – The important function of sales promotion is to serve as a bridge between advertising and personal selling to supplement and co-ordinate efforts in these two areas. The main purpose of promotion is to attract customers, awaken their dormant demand and stimulate them to act in the desired manner. Thus, the objective of sales promotion especially for co-operative centers on the following.

1. Sale has to be increased to viable level.
2. Customers are to be attracted.
3. Promotion techniques must match with competitors.
4. Falling sale trend must be checked
5. Sales targets have to be achieved.

Sales Promotion Programme for Co-operatives Guidelines

1. Build up a calendar of promotion programme. Have it round the year
2. Announce loss leader sale,
3. Allow discount on damaged, soiled and obsolete goods,
4. Introduce lucky draw,
5. Give discount coupons,
6. Match with sales techniques of competitor.
7. Evaluate results of each event,
8. Have proper dose of advertisement and publicity.

Modern Sales Techniques. The different sales techniques practiced in the modern context for sales promotion are as follows :

1. Advertising, 2. Publicity, 3. Display in the Show-room, 4. Mobile shops, and 5. fairs, Exhibitions etc.

6. Marketing Research

Marketing research may be described as systematic, objective and exhaustive search for and study of the facts relevant to any problem in the field of marketing. This includes :

- a. Market analysis which includes the size, location, nature and characteristic of market.
- b. Sales analysis.
- c. Consumer research which involves the discovery and analysis of consumer's attitudes, reactions and preferences.
- d. Product research and development.
- e. Advertising research.
- f. Marketing information system.

CONCLUSION:

Usually in co-operatives the APEX level institutions (state and national) do undertake marketing research in their respective sector and subsequently transmit it to its affiliates to it an instance, to know the changing choices of customers. A meeting of the sellers and buyers is being arranged. For example ; the CO-OPTEX invites collage girls at half yearly interval s involving them in choosing the latest types of product design for handloom sarees.

Guide points for effective marketing the products of Co-ops

1. The products of the co-operatives should be consumer oriented commensuration with their tastes and capacities.

2. Co-operative Organizations have to adopt a competitive price policy to survive in the market.
3. Effective linkage should be established between primary and feeral co-operatives in the respective sector.
4. Proper integration is to be created between producers co-operative and consumers co-operatives.
5. Co-operative organizations have to adopt modern marketing and selling techniques to boost up their sale.
6. The products of the co-operatives should keep with the changing marketing patterns of modern times by coming out of the grove of outmoded and conventional techniques.

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