

# An Exploratory Study of Marketing Practices of Co-operative Supply and Marketing Federations of Punjab and Haryana

## Jasmeet Kaur

Assistant Professor in Commerce  
Sri Guru Gobind Singh College, Chandigarh.  
Email- jasmeet1290@yahoo.com  
Mobile: 9815242070

## Navkiranjit Kaur Dhaliwal

Head, Department of Commerce,  
Punjabi University, Patiala.  
Mobile: 8146900216

## Abstract

*Marketing is a crucial function of business. In the states of Punjab and Haryana, MARKFED and HAFED are playing an important role in building up an integrated structure for remunerative marketing. The present paper attempts to study the marketing practices of both the federations. The study is based on both primary and secondary data. Tools like One-Sample Kolmogorov Smirnov test, Reliability Analysis, Average Weighted Scores, Chi-square test, Mann Whitney Test and Kruskal-Wallis Test have been used for the analysis of the data. The study found that both the federations have paid attention towards their marketing activity. But, the employees of HAFED more strongly agreed with the opinion statements regarding marketing practices of the federation than that of MARKFED. Thus, the federations should make more effective marketing strategies regarding the products, infrastructure, billing system, product enquiry, etc. and continue to take appropriate steps to improve their marketing practices especially MARKFED.*

## Keywords

*Marketing, Practices, Federations, MARKFED, HAFED.*

---

## Introduction

Marketing is a crucial function of a business. The heart of business success lies in its marketing. Marketing is a process of introducing, promoting and communicating the value of a product or service to the customers and managing customer relationships in such ways that benefit the

organization. Marketing process starts with market research, a process in which marketers get to know about the needs and wants of consumers, and it ends when somebody buys something. It also includes other services provided to customers like production, advertising, transportation,

processing, packaging and selling. Marketing is, basically, the combination of four elements called the 4 Ps of marketing, i.e. identification, selection and development of a product, determination of its price, selection of a distribution channel to reach the customer's place, and development and implementation of a promotional strategy. Lately, three more Ps have been added to the marketing mix. These are individuals involved in the sale and purchase of products or services, i.e., people, procedures which help the product to finally reach its target market, i.e., process and physical evidence with the help of which a marketer tries to communicate the USPs, and benefits of a product to the end users and includes location and layout of an organization, welfare facilities like drinking water facilities, lighting arrangements, etc. In this competitive business environment, marketers must be creative in their marketing activities as the marketing helps in promoting product awareness to the market at large, boost product sales, builds image of an organization, etc. An organization must invest properly in marketing activity so as not to miss the opportunity of being discovered. In the states of Punjab and Haryana, The Punjab State Cooperative Supply and Marketing Federation (MARKFED) and The Haryana State Cooperative Supply and Marketing Federation (HAFED) are playing important role in building up an integrated structure for remunerative marketing and storing of agricultural produce. The MARKFED and HAFED were set up in their respective states in 1954 and 1966 respectively. The federations market consumer products and animal feeds in both the domestic and overseas markets. The federations are the largest marketing co-operatives in their respective states. Hence, it becomes significant to study the marketing practices of the two federations. It is with

this motive that the present paper has been undertaken.

## **About the Federations**

MARKFED is the largest marketing co-operative in Asia with its head office at Chandigarh. It is playing a leading role in serving the farmers of the state as well as customers by providing hygienic and safe quality consumer products. MARKFED provides innumerable services in terms of procurement, storage, processing and marketing of agricultural produce, formulation of high quality agrochemicals, soil and water sample testing through mobile laboratories, and processing and marketing of high quality edible products like basmati rice, canned products, etc. in domestic and international markets. MARKFED has processing units for the production of chemicals, cattle-feed, vanaspati oil and other cooking medium and canned products. MARKFED has been declared as Punjab's nodal agency for the exports of fruits, vegetables and food-grains by the Government of India.

HAFED is the largest marketing co-operative of Haryana with its head office at Panchkula. It is engaged in providing multi-faceted activities which include ensuring remunerative prices to the growers and to provide quality products to the consumers. In farm sector, HAFED's service package includes supply of quality agricultural inputs, assuring with the adequate marketing support and dependable buyer with the produce and looking after the farmers' needs at all levels. Further, value addition to its produce is enhanced by processing, through a large and diversified chain of agro-based processing units owned by HAFED all over the state. HAFED operations include purchase/manufacturing/distribution of agri-inputs, procurement / sale of agri-produce,

preservation of agri-wealth, agri-processing for value addition and marketing of consumer products.

## Review of Literature

Khader (2008), in his research paper studied Kerala Co-operative Milk Marketing Federation (KCMMF). The study revealed that the main objective of the federation was to carry activities for promoting production, procurement, processing and marketing of milk and other milk products. The federation had a well-planned marketing strategy with strong distribution network comprising wholesale and retail dealers, broad product range and MILMA as its brand name. The study concluded that the marketing of milk through co-operative societies is helpful as it will remove all the inherent defects of traditional marketing and ensure fair price to the producers.

Pillai and Johnson (2010), in their case study, examined the marketing practices adopted by the Chirakkara Handloom Weavers Industrial Co-operative Society Ltd. The period of study was five years from 2004-05 to 2008-09; and the secondary data used was coded, tabulated and analysed in terms of percentages and averages. The variables selected for examining the marketing practices of the society were annual average sales effected through apex body Hantex, through sales depots, exhibition, mobile vans and during the rebate period. It was revealed that the sale effected through Hantex was the single largest marketing channel of the society and other major channels of marketing of products of the society in order of percentage contribution were sales depots, exhibition, mobile van and rebate period

sales. The study also made suggestions for improving the current marketing practices of the society like regular advertisements through local dailies, providing information in advertisements regarding availability of products through all marketing channels and establishing new sales depots by considering feasibility of marketing of the handloom products, etc.

Moharir (2012), in his paper studied co-operative marketing structure and the role of co-operative societies in agricultural marketing in Maharashtra. The study favoured co-operative marketing in Maharashtra as these societies ensure better returns to the farmers, save from exploitation of money-lenders, provide storage facilities, transportation facilities, etc. The study suggested following the basic principle of co-operation, i.e., each for all and all for each, integration of agricultural processing credit and marketing activities, diversification of activities of marketing co-operative societies with the help of financial and technical assistance by the state government, etc.

## Objectives of the Study

The objectives of the present paper are:-

1. To compare the marketing practices of MARKFED and HAFED.
2. To study the demographic profile of the employees of the selected federations.
3. To analyse the opinion of the employees relating to marketing activity.

## Research Methodology

a) Collection of data- The study is based on primary and secondary data. The primary data has been collected from the employees of the two federations with the help of questionnaire.

The questionnaire has been developed using a five point Likert scale ranging from Strongly Agreed to Strongly Disagreed (5 to 1). The total number of 160 employees (80 each from the selected institutions) has been surveyed for the necessary data. For the purpose of survey, employees from the head offices and the selected five district offices were taken. Ludhiana, Jalandhar, Amritsar, Ferozpur and Sangrur districts were selected from Punjab state and Ambala, Kurukshetra, Hissar, Sirsa and Karnal districts were selected from the state of Haryana on the basis of highest number of co-operative marketing societies. The respondents were selected on the basis of convenient sampling method. The employees surveyed were of the rank of district managers, senior assistants, accountants and field officers.

The secondary data has been collected from the annual reports, websites and through discussions with the employees of the federation.

b) Analysis of data- The marketing practices of MARKFED and HAFED have been studied in terms of various P's of marketing mix, viz. product, price, place, promotion, people, process and physical evidence and other activities performed by the respective federations. Tools like One-Sample Kolmogorov Smirnov test, reliability analysis, average weighted scores (AWS), Chi-square test, Mann Whitney test, Kruskal-Wallis test (H), charts have been used for the analysis of the data.

## **Marketing Practices of MARKFED and HAFED**

The marketing function in MARKFED is performed by the marketing division. The marketing division adopts appropriate marketing strategies to cut wasteful expenditure. The main objective of the

marketing division is to provide quality products to the consumers and the farmers at the competitive rates. The marketing division helps the processing units producing different products to find markets for their products. MARKFED markets its products under the brand name SOHNA.

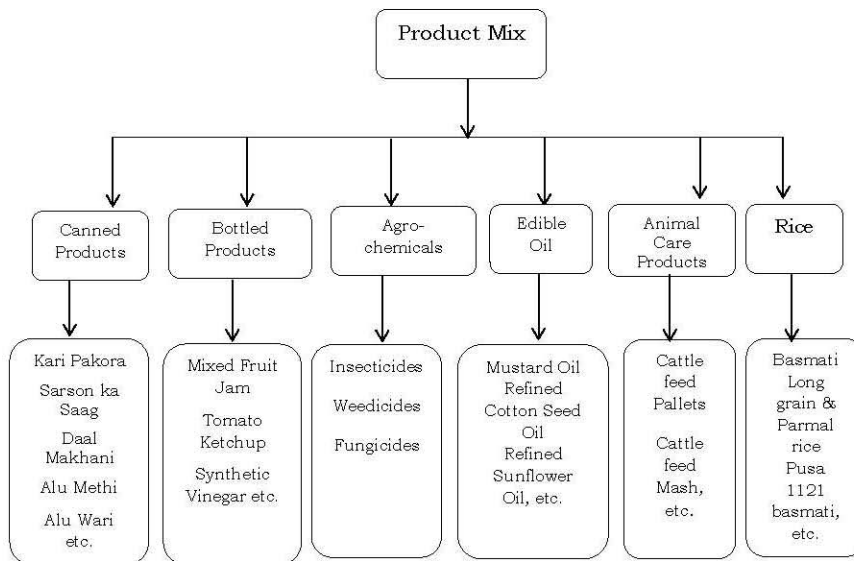
HAFED reorganized its marketing activities in the year 1993-94 by establishing an independent marketing division with a view to provide marketing support to the processing activity by creating regular demand of its branded consumer products. The main objective of the marketing division is to minimize trading risks, to build corporate image, to provide better marketing support to the farmers of the state for agricultural produce and to provide quality products to the consumers at competitive rates. All the activities by the marketing division are undertaken on the behalf of processing units, and therefore, all the sales proceeds are passed on and all expenses incurred for marketing are charged to concerned processing units.

The marketing practices of the two federations under various Ps are:

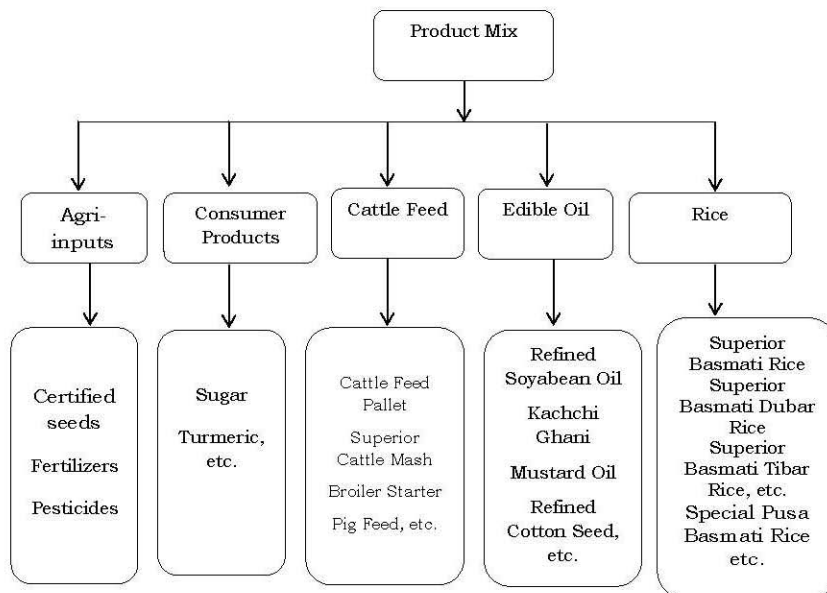
### **Product**

The product mix of MARKFED includes various genres of products. The product mix consists of canned products, bottled products, agro-chemicals, edible/refined oils, animal feed and rice. The current product mix of MARKFED is presented in Figure1. The product mix of the HAFED consists of agri-inputs, consumer products including rice, oil, sugar and turmeric and cattle feed. (Figure2). The product mix of both the federations keeps on changing as per the needs of the consumers and the farmers

**Figure 1: Product Mix of MARKFED**



**Figure 2: Product Mix of HAFED**



## Price

The prices of the products of MARKFED and HAFED are fixed keeping in view the prices of competitive products, cost structure and in consultation with the divisions looking after the production aspects, whereas the prices of controlled inputs like urea are fixed as per policy of the government. The consumer products at the retail outlets of the federation are sold in retail at rates lesser than MRP to the employees.

## Place

The federations deliver their products through various distribution channels like C&F agents, distributors and retailers or combination of some of them depending upon the requirement of a particular market. The federations also have their own retail outlets and the co-operative societies that are also used as a mode of distribution. The federations have international dealers for selling its products abroad.

## Promotion

Promotion of product and services is a vital element of marketing practices. The two federations provide promotional support through various types of advertising and publicity as per the budget provisions. Various medium used for the promotion of products by the federations are newspapers, magazines, television, radio, participation in exhibitions, festival schemes, own website, outdoor media like hoarding, glow sign boards, bus stop shelter, buses, etc. The usage of media in both the federations changes as per the demand and requirement.

## People

People form a very important part of a federation. The MARKFED and the HAFED promotes welfare of its employees by providing security of service through common cadre rules, incentive and welfare facilities. Proper

training facilities are also imparted to the employees to increase efficiency and improve productivity.

## Process

The products of the federations are provided to the consumers and farmers at appropriate time through various distribution channels. In the case of inputs, farmers are also explained about the usage of products through various training camps organized by the federations.

## Physical Evidence

The physical evidence reveals that the head office of the two federations is properly located and has proper welfare facilities like drinking water, sitting arrangements etc. in its premises. The 22 district offices of MARKFED and 17 of HAFED cover the entire state of Punjab and Haryana fulfilling the needs of people of remote areas. Proper documentation of records is done both at the federation and district offices. But the infrastructural facilities which are lacking at the district offices especially of MARKFED need to be upgraded further.

## Exports

MARKFED has emerged as a distinct export entity. It has been accorded the status of an Exports House by the Government due to its exceptional work in the field of exports. It helps farmers by procuring their produce and organizing exports. A vast range of products of MARKFED have found markets in the foreign countries like UAE, UK, US, Canada, Germany etc. MARKFED exports its branded and unbranded products and also organizes food festivals in the USA, UK, Canada and Dubai on a regular basis to promote its products. MARKFED started export of wheat in the month of April, 2001 and has emerged as one of the leading exporters of wheat in India. MARKFED products especially Sohna Sarson Ka Saag, basmati rice, etc. are very popular in foreign



countries. The exports of processed food i.e. Saag increased from 10,50,360 cans valuing Rs. 231.75 lac in 2000-01 to 21,869,20 cans valuing Rs. 1123.16 lac in 2011-12 whereas export of basmati rice was 76.30 MTs valuing Rs. 49.47 lac in 2011-12.

HAFED exports its consumer products under HAFED brand name. In the year 2007, HAFED exported its Basmati Rice to the countries like Australia, U.K. and U.A.E. after a gap of 20 years. Since then, HAFED has exported its rice to different countries. During the year 2011-12, the HAFED exported 93.25 MTs of Basmati Rice and 18.56 MTs of Mustard Seed Oil in the US market through its distributor.

### Other Activities

MARKFED provides several other facilities like Agri export zone for crops, contract farming facilities, soil testing services, packaging testing laboratory, food testing laboratory etc. for the benefit of the farmers and consumers.

HAFED provides contract and organic farming services to the farmers of the state.

### Demographic Profile of Employees

The demographic profile of employees of the selected institutions has been studied on the basis of basic attributes like gender, educational qualification, experience and annual income. Education-wise, the respondents of both the federations have been classified into four educational categories, viz. 'matric', 'graduate', 'post graduate' and 'professional'. On the basis of experience, the respondents surveyed have been divided into five categories viz. 'below 5 years', 'between 5-10 years', 'between 10-20 years', 'between 20-30 years' and 'above 30 years'. Annual income-wise, the respondents of the federations have been classified into five groups 'below 1.5 lakh', 'between 1.5-3 lakh', 'between 3-5 lakh', 'between 5-7 lakh' and 'above 7 lakh'. The demographic profile of the respondents of the two federations is presented in the table 1.

**Table 1: Demographic Profile of the Respondents of MARKFED and HAFED**

Demographic Variables	Sub-groups	Frequency		Percentage		Chi-square
		MARKFED	HAFED	MARKFED	HAFED	
Gender	Male	58	67	72.5	83.8	$\chi^2 = 2.962$ df = 1
	Female	22	13	27.5	16.2	
Educational Categories	Matric	18	29	22.5	36.2	$\chi^2 = 5.436$ df = 3
	Graduate	37	35	46.2	43.8	
	Post Graduate	17	13	21.2	16.2	
	Professional	8	3	10.0	3.8	
Experience Categories	Below 5 years	22	19	27.5	23.8	$\chi^2 = 6.939$ df = 4
	Between 5-10 years	9	21	11.2	26.2	
	Between 10-20 years	21	13	26.2	16.2	
	Between 20-30 years	14	13	17.5	16.2	
	Above 30 years	14	14	17.5	17.5	
Annual Income Group	Below 1.5 lakh	3	13	3.8	16.2	$\chi^2 = 20.324^*$ df = 4
	Between 1.5-3 lakh	19	31	23.8	38.8	
	Between 3-5 lakh	30	28	37.5	35.0	
	Between 5-7 lakh	25	7	31.2	8.8	
	Above 7 lakh	3	1	3.8	1.2	

Note: \* Significant at 5 per cent level of significance.

Table 1 reveals that the number of male respondents is higher in HAFED (83.8%) as compared to that in MARKFED (72.5%), while the number of female respondents is relatively higher in MARKFED (27.5%) as compared to that in HAFED (16.2%).

In MARKFED and HAFED, proportionately more respondents belong to educational category 'graduate' (MARKFED = 46.2% & HAFED = 43.8%), followed by 'matric' category (MARKFED = 22.5% & HAFED = 36.2%), 'post graduate' category (MARKFED = 21.2% & HAFED = 16.2%) and 'professional' category (MARKFED = 10% & HAFED = 3.8%).

The table further reveals that in MARKFED, a large percentage of the respondents have experience of 'below 5 years' (27.5%), followed by 'between 10-20 years' category (26.2%), 'between 20-30 years' category (17.5%), 'above 30 years' category (17.5%) and 'between 5-10 years' category (11.2%) whereas in HAFED, proportionately more respondents belong to the experience category 'between 5-10 years' (26.2%). It is followed by experience category 'below 5 years' (23.8%), 'above 30 years' category (17.5%), 'between 10-20 years' category (16.2%) and 'between 20-30 years' category (16.2%).

Further, federation-wise analysis shows that in the MARKFED, 37.5 per cent of the respondents are from income group 'between

3-5 lakh'. It is followed by the income group 'between 5-7 lakh' (31.2%), 'between 1.5-3 lakh' group (23.8%), 'below 1.5 lakh' group (3.8%) and 'above 7 lakh' group (3.8%). In the HAFED, a large proportion of the respondents belong to income group 'between 1.5-3 lakh' (38.8%), followed by 'between 3-5 lakh' group (35%), 'below 1.5 lakh' category (16.2%), 'between 5-7 lakh' group (8.8%) and 'above 7 lakh' group (1.2%). Thus, there is significant difference between both the federations in terms of annual income-wise distribution with the chi-square ( $\chi^2$ ) value (20.324) significant at 5 per cent level of significance.

## **Employees Perception Regarding Marketing Activity**

In order to check the performance of the selected federations with regard to the marketing activity, the respondents were asked to give their level of agreement on 17 statements. Out of the total employees surveyed, 66 respondents of the MARKFED and the 68 respondents of the HAFED gave their opinion regarding marketing activity of the federations. The cronbach's alpha coefficient (MARKFED = 0.900 & HAFED = 0.940) and the mean value of inter-item correlations (MARKFED = 0.357 & HAFED = 0.481) of the responses of the respondents indicate that the responses on these opinion statements are reliable and valid. Table 2 depicts the opinion of respondents regarding marketing activity of the respective federations.



**Table 2**  
**Distribution of Respondents' Consent Regarding Opinion Statements Relating to Marketing Activity**

Sr. No.	Opinion Statements	Federations	Strongly Agreed	Agreed	Neither agreed Nor Disagreed	Dis--agreed	Strongly Dis-agreed	Total	AWS	Mann-Whitney
1.	Federation conducts market survey.	MARKFED	6 (9.1)	36 (54.5)	13 (19.7)	9 (13.6)	2 (3.0)	66 (100)	3.53	Z= 1.071
		HAFED	8 (11.8)	41 (60.3)	10 (14.7)	9 (13.2)	0 (0.0)	68 (100)	3.71	
		Total	14 (10.4)	77 (57.5)	23 (17.2)	18 (13.4)	2 (1.5)	134 (100)	3.62	
2.	Federation brings products that suit specific needs of buyer.	MARKFED	7 (10.6)	45 (68.2)	9 (13.6)	4 (6.1)	1 (1.50)	66 (100)	3.80	Z= 0.024
		HAFED	8 (11.8)	45 (66.2)	8 (11.8)	7 (10.3)	0 (0.0)	68 (100)	3.79	
		Total	15 (11.2)	90 (67.2)	17 (12.7)	11 (8.2)	1 (0.7)	134 (100)	3.80	
3.	Federation provides quality products.	MARKFED	21 (31.8)	41 (62.1)	4 (6.1)	0 (0.0)	0 (0.0)	66 (100)	4.26	Z= 0.089
		HAFED	21 (30.9)	43 (63.2)	4 (5.9)	0 (0.0)	0 (0.0)	68 (100)	4.25	
		Total	42 (31.3)	84 (62.7)	8 (6.0)	0 (0.0)	0 (0.0)	134 (100)	4.25	
4.	Federation provides products at fair price.	MARKFED	20 (30.3)	37 (56.1)	8 (12.1)	1 (1.5)	0 (0.0)	66 (100)	4.15	Z= 0.875
		HAFED	15 (22.1)	44 (64.7)	4 (5.9)	5 (7.4)	0 (0.0)	68 (100)	4.01	
		Total	35 (26.1)	81 (60.4)	12 (9.0)	6 (4.5)	0 (0.0)	134 (100)	4.08	
5.	Federation provides timely and sufficient quantity of products.	MARKFED	17 (25.8)	42 (63.6)	6 (9.1)	1 (1.5)	0 (0.0)	66 (100)	4.14	Z= 1.149
		HAFED	14 (20.6)	42 (61.8)	10 (14.7)	2 (2.9)	0 (0.0)	68 (100)	4.00	
		Total	31 (23.1)	84 (62.7)	16 (11.9)	3 (2.2)	0 (0.0)	134 (100)	4.07	
6.	Federation has created strong brand image than competitors by providing quality products.	MARKFED	23 (34.8)	33 (50.0)	7 (10.6)	3 (4.50)	0 (0.0)	66 (100)	4.15	Z= 0.821
		HAFED	13 (19.1)	51 (75.0)	4 (5.9)	0 (0.0)	0 (0.0)	68 (100)	4.13	
		Total	36 (26.9)	84 (62.7)	11 (8.2)	3 (2.2)	0 (0.0)	134 (100)	4.14	
7.	The promotional techniques adopted for products are effective and efficient.	MARKFED	12 (18.2)	37 (56.1)	7 (10.6)	10 (15.2)	0 (0.0)	66 (100)	3.77	Z= 0.050
		HAFED	10 (14.7)	41 (60.3)	11 (16.2)	6 (8.8)	0 (0.0)	68 (100)	3.81	
		Total	22 (16.4)	78 (58.2)	18 (13.4)	16 (11.9)	0 (0.0)	134 (100)	3.79	

Sr. No.	Opinion Statements	Federations	Strongly Agreed	Agreed	Neither agreed Nor Disagreed	Dis--agreed	Strongly Dis-agreed	Total	AWS	Mann-Whitney
8.	Promotion has helped in increasing sale of products.	MARKFED	10 (15.2)	46 (69.7)	6 (9.10)	4 (6.10)	0 (0.0)	66 (100)	3.94	Z= 0.573
		HAFED	14 (20.6)	44 (64.7)	5 (7.40)	5 (7.40)	0 (0.0)	68 (100)	3.99	
		Total	24 (17.9)	90 (67.2)	11 (8.2)	9 (6.7)	0 (0.0)	134 (100)	3.96	
9.	Federation has proper distributional channels for products.	MARKFED	13 (19.7)	41 (62.1)	5 (7.6)	5 (7.60)	2 (3.0)	66 (100)	3.88	Z= 0.477
		HAFED	15 (22.1)	42 (61.8)	6 (8.8)	5 (7.4)	0 (0.0)	68 (100)	3.99	
		Total	28 (20.9)	83 (61.9)	11 (8.2)	10 (7.5)	2 (1.5)	134 (100)	3.93	
10.	Federation adopts proper procedure for export of products.	MARKFED	14 (21.2)	39 (59.1)	13 (19.7)	0 (0.0)	0 (0.0)	66 (100)	4.02	Z= 0.836
		HAFED	11 (16.2)	41 (60.3)	15 (22.1)	1 (1.5)	0 (0.0)	68 (100)	3.91	
		Total	25 (18.7)	80 (59.7)	28 (20.9)	1 (0.7)	0 (0.0)	134 (100)	3.96	
11.	Products of the federation are easily available.	MARKFED	14 (21.2)	44 (66.7)	6 (9.1)	1 (1.5)	1 (1.5)	66 (100)	4.05	Z= 0.245
		HAFED	14 (20.6)	48 (70.6)	4 (5.9)	2 (2.9)	0 (0.0)	68 (100)	4.09	
		Total	28 (20.9)	87 (64.9)	16 (11.9)	3 (2.2)	0 (0.0)	134 (100)	4.07	
12.	Interior/exterior of retail outlets affects the sale of the product.	MARKFED	14 (21.2)	42 (63.6)	8 (12.1)	2 (3.0)	0 (0.0)	66 (100)	4.03	Z= 0.137
		HAFED	14 (20.6)	45 (66.2)	8 (11.8)	1 (1.5)	0 (0.0)	68 (100)	4.06	
		Total	28 (20.9)	87 (64.9)	16 (11.9)	3 (2.2)	0 (0.0)	134 (100)	4.04	
13.	Location of retail outlets is appropriate.	MARKFED	9 (13.6)	42 (63.6)	9 (13.6)	6 (9.1)	0 (0.0)	66 (100)	3.82	Z= 0.618
		HAFED	9 (13.2)	40 (58.8)	10 (14.7)	8 (11.8)	1 (1.5)	68 (100)	3.71	
		Total	18 (13.4)	82 (61.2)	19 (14.2)	14 (10.4)	1 (0.7)	134 (100)	3.76	
14.	Billing system of products at various outlets is computerized.	MARKFED	4 (6.1)	17 (25.8)	16 (24.2)	20 (30.3)	9 (13.6)	66 (100)	2.80	Z= 5.103*
		HAFED	9 (13.2)	44 (64.7)	7 (10.3)	7 (10.3)	1 (1.5)	68 (100)	3.78	
		Total	13 (9.7)	61 (45.5)	23 (17.2)	27 (20.1)	10 (7.5)	134 (100)	3.30	
15.	The product enquiry system of the federation is effective.	MARKFED	4 (6.1)	30 (45.5)	15 (22.7)	12 (18.2)	5 (7.6)	66 (100)	3.24	Z= 1.382
		HAFED	6 (8.8)	35 (51.5)	16 (23.5)	10 (14.7)	1 (1.5)	68 (100)	3.51	
		Total	10 (7.5)	65 (48.5)	31 (23.1)	22 (16.4)	6 (4.5)	134 (100)	3.38	

Sr. No.	Opinion Statements	Federations	Strongly Agreed	Agreed	Neither agreed Nor Disagreed	Dis-agreed	Strongly Dis-agreed	Total	AWS	Mann-Whitney
16.	Federation does adequate investment in marketing activities.	MARKFED	8 (12.1)	37 (56.1)	13 (19.7)	7 (10.6)	1 (1.5)	66 (100)	3.67	Z= 1.863
		HAFED	9 (13.2)	48 (70.6)	10 (14.7)	1 (1.5)	0 (0.0)	68 (100)	3.96	
		Total	17 (12.7)	85 (63.4)	23 (17.2)	8 (6.0)	1 (0.7)	134 (100)	3.81	
17.	The marketing activities of the federation are efficient and effective.	MARKFED	8 (12.1)	41 (62.1)	5 (7.6)	10 (15.2)	2 (3.0)	66 (100)	3.65	Z= 0.519
		HAFED	11 (16.2)	39 (57.4)	11 (16.2)	6 (8.8)	1 (1.5)	68 (100)	3.78	
		Total	19 (14.2)	80 (59.7)	16 (11.9)	16 (11.9)	3 (2.2)	134 (100)	3.72	
Mean Value of AWS = MARKFED (3.82), HAFED (3.91) & Total (3.75)										

Note: \* Significant at 5 per cent level of significance.

Opinion of respondents regarding marketing activity in table 2 reveals that the majority of respondents expressed their assent with the opinion statements, 'Federation conducts market survey' (MARKFED = 63.6% & HAFED = 72.1%), 'Federation brings products that suit specific needs of buyer' (MARKFED = 78.8% & HAFED = 78%), 'Federation provides quality products' (MARKFED = 93.9% & HAFED = 94.1%), 'Federation provides products at fair price' (MARKFED = 86.4% & HAFED = 86.8%), 'Federation provides timely and sufficient quantity of products' (MARKFED = 89.4% & HAFED = 82.4%), 'Federation has created strong brand image than competitors by providing quality products' (MARKFED = 84.8% & HAFED = 94.1%), 'The promotional techniques adopted for products are effective and efficient' (MARKFED = 74.3% & HAFED = 75%), 'Promotion has helped in increasing sale of products' (MARKFED = 84.9% & HAFED = 85.3%), 'Federation has proper distributional channels for products' (MARKFED = 81.8% & HAFED = 83.9%), 'Federation adopts proper procedure for export of products' (MARKFED = 80.3% & HAFED = 76.5%), 'Products of the federation are easily available' (MARKFED =

87.9% & HAFED = 91.2%), 'Interior/exterior of retail outlets affects the sale of the product' (MARKFED = 84.8% & HAFED = 86.8%), 'Location of retail outlets is appropriate' (MARKFED = 77.2% & HAFED = 72%), 'The product enquiry system of the federation is effective' (MARKFED = 51.6% & HAFED = 60.3%), 'Federation does adequate investment in marketing activities' (MARKFED = 68.2% & HAFED = 83.8%), 'The marketing activities of the federation are efficient and effective' (MARKFED = 74.2% & HAFED = 73.6%).

Further, a significant difference was found in regard with the opinion statement 'Billing system of products at various outlets is computerized' with Z value 5.103 significant at 5 per cent level of significance which indicates that, 31.9 per cent of the respondents of MARKFED agreed with the statement whereas 77.9 per cent of the respondents of HAFED favored the statement.

The mean value of AWS corresponding to the agreement level of the respondents regarding various opinion statements relating to the 'marketing activity' is highest in HAFED (3.91) as compared to that in MARKFED (3.82).

## Respondents' Demographic Variables-wise Responses

The opinion of the respondents regarding marketing activity of the federation on the basis of sub-groups of demographic variables is presented in Table 3.

**Table 3: Respondents' Demographic Variables-wise Responses**

Federations	Gender	Educational Qualifications	Experience	Annual Income
MARKFED	Z= 1.508	H=5.044 df =3	H=3.694 df =	H=10.634* df =4
HAFED	Z=1.093	H=2.763 df =3	H=5.335 df =4	H=6.382 df =4

\* Significant at 5 per cent level of significance.

Table 3 shows that in case of MARKFED, the opinion of respondents regarding marketing activity differs on the basis of annual income group (H value =10.634, significant at 5 per cent level of significance). On an average, overall satisfaction level of the respondents is the highest for the income group 'between 1.5-3 lakh' (4.17), 'below 1.5 lakh' (3.78), between 3-5 lakh' group (3.72), 'between 5-7 lakh' group (3.68) and 'above 7 lakh' group (3.67).

In the case of HAFED, the opinion of the respondents doesn't significantly varies in terms of categories of demographic variables.

## Findings of the Study

1. The federations have a sound product mix. However, in the case of processed food, MARKFED is ahead of HAFED.
2. The prices of the products are set by the federations by keeping an eye on their cost structure and competitors.
3. The co-operative marketing societies, primary agricultural co-operative societies and federations' retail shops are main distributional channels of the federations.
4. The head offices and district offices of both the federations present a good look but more infrastructural upgradation is required in the offices of MARKFED as compared to its counterpart, i.e., HAFED.
5. The analysis of the demographic profile of the employees reveals that there is significant difference between both the federations in terms of annual income-wise distribution.
6. The level of agreement of the employees regarding various opinion statements is highest in HAFED (3.91) as compared to that of MARKFED (3.82).
7. It was found that HAFED adopts more computerized billing system than MARKFED and both the federations require proper system for consumer complaints and enquiry.
8. In MARKFED, the opinion of the employees regarding marketing activity significantly differs on the basis of annual income group whereas in case of HAFED the opinion doesn't significantly vary in terms of categories of demographic variables.

## Conclusion

The analysis reveals that both the federations under study have paid more attention toward their marketing activity. But the employees of HAFED are more satisfied with the marketing activity as compared to MARKFED. Thus, the federations should make more effective marketing strategies regarding the products, infrastructure, monitoring system for the delivery channels, billing system, product enquiry and complaints etc. and continue to take appropriate steps to improve their marketing practices especially MARKFED.

## References

- Annual reports of MARKFED and HAFED.
- Gupta, S.P. (2008). *Statistical Methods*. New Delhi: Sultan Chand & Sons.
- hafed.gov.in
- Khader, P.K. Abdul (2008). MILMA – A Success Story of Cooperative Marketing, *Indian Cooperative Review*, 46(2), October, pp: 94-104.
- Kothari, C.R. (2004). *Research Methodology: Methods & Techniques*. New Delhi: New Age International (P) Limited.
- Kotler, Philip., Keller, Kevin Lane., Koshy, Abraham. & Jha, Mithleshwar (2013). *Marketing Management A South Asian Perspective*, 14<sup>th</sup> ed. New Delhi: Dorling Kindersley (India) Pvt. Ltd., Licensees of Pearson Education in South Asia.
- Moharir, Kishor. (2012). Role of Co-operative Societies in Agriculture Product Marketing in Maharashtra, *Abhinav National Monthly Refereed Journal of Research in Commerce & Management*, 1(8), August, pp: 80-83.
- Pillai, B. Vijayachandran. & Johnson, B. (2010). Marketing Practices of Handloom Co-operatives in Kerala - A Case Study of Chirakkara Handloom Weavers Industrial Co-operative Society Ltd., *Indian Cooperative Review*, 47(4), April, pp:271-277.
- Ramaswamy, V. S. & Namkumari, S (2005). *Marketing Management Planning, Implementation & Control*, 3<sup>rd</sup> ed, New Delhi: Macmillan India Ltd.
- www.markfedpunjab.com

Reproduced with permission of the copyright owner. Further reproduction prohibited without permission.