

**A PROJECT REPORT ON**  
**A STUDY ON MARKETING MANAGEMENT OF VEGETABLE VENDORS IN**  
**LAWNGTLAI TOWN**



***A report submitted to Department of Commerce, Higher and Technical  
Institute, Mizoram (HATIM) for the academic year of 2022***

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## ***CERTIFICATE***

*This is to certify that the dissertation entitled “A study on marketing management of vegetable vendors in Lawngtlai Town” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Hani B.Lalruatkimi under my supervision. She has fulfilled all the requirements laid down in the MZU regulations of Mizoram University. This dissertation is the results of his investigation into the subject . Neither the the dissertations as a whole nor any part of it was ever submitted any other University for any degree.*

Date : 03.05.2022

(LALREM RUATI)

Place : Lunglei, Mizoram.

Supervisor

## **DECLARATION**

*I, Hani B.Lalruatkimi , hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of the dissertation did not form basis of the award of any previous degree to me or to do the best of my knowledge to anybody else, and that the dissertation has not been submitted by me for any degree in any other University or Institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.*

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## **ACKNOWLEDGEMENT**

*Firstly, I would like to thank God with whom nothing is impossible .*

*I would like give my special thanks to the project supervisor Mrs. Lalremruati for her constant support and tireless guidance.*

*I would like to extend my gratitude to Mr. Vuansanga , the Principal, HATIM and Mrs. Vankhawpuimawii Pachuau, Head, Department of Commerce for giving me the opportunity to undertake this study and prepare a project report on it .*

*Thank you,*

*(HANI B.LALRUATKIMI)*

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## **CHAPTER-1**

### **INTRODUCTION**

Poverty is multidimensional in nature having originated from a diverse range of conditions. The poor exist both in rural and urban areas of developing economies. Rural poverty is in fact directly related to land ownership and control over land. The urban poor consist largely of overflow of the rural who migrate to towns in search of job. There is a very little space for the poor pushed out from villages by poverty and social degradation. Most of them live in unhygienic condition in unending security as they can be displaced any time by local authority or other powerful groups. Poor people are always unorganized and often remain invisible. A major section of the self-employed work as street vendors. For the urban poor, street vending is one way of earning a livelihood, as it requires a very little capital and minimum skills though the income is too low. Agricultural farming plays an important role in the socioeconomic and cultural life of the people Mizoram, India. The Economy in the state of Mizoram depends mainly on the agricultural sector as more than 70% of the people of the state are engaged in this sector. The climatic condition of the state is favourable for the growth of a wide variety of fauna and flora. The people follow the method of shifting cultivation which is also known as Jhumming method of cultivation. This sector has given a major boost to the Economy of Mizoram. Jhumming cultivation is the form of cultivation in which on a tract of land trees are cut till the root and burnt so as to provide fertility to the soil. The

work place where the cultivation or farming is practised will not be of permanent, the region will be changed from time to time.

### **1.1.CONCEPTUAL FRAMEWORK**

This case is the study of the characteristics of vegetable seller in Lawngtlai, it emphasizes the condition of vegetables vendors who sell vegetables in Sobji Bazaar, Lawngtlai.

The word market is derived from the words 'Macques' which means of trade , wares , traffic or merchant.

The term 'Marketing has been defined differently by different author. However all the definition maybe classified into two categories , product orientation and customer orientation.

According to Philip Kotler, "Marketing Management is the analysis , planning, implementation and control of programmes designed to bring about desired exchanges with target audience for the purpose of mutual or personal gain. It rules heavily on the adaption and coordination of project , price , promotion, and place of achieving effective response".

According to Cundiff and Stell, "Marketing Management is a branch of the board area of management. It is concerned with the direction of purposeful activities towards the attainment of marketing goals.

## **Concept and meaning of Vegetable Vendors**

The word Vendor is taken from French word 'vendre' which means 'to sell'. It is the synonyms of Broker, Dealer, Merchandiser and Seller. In short, a vendor is one who sells things, be it a person or company. It does not only ends in selling but extend to buying and selling again as well. Vegetable Vendors simply means those who are selling vegetables in the market. They are an individual or a group person who sells vegetable for price to customers. It is not a lucrative job to everyone, but their condition is the one that forced them to do it.



## **LITERATURE REVIEW**

Review of literature is an important component of research as it helps in the formation of research problem and designing of the research process. Thus, the present investigator collected the following literature and reviewed it as follows:

S.SASIKILA had research on marketing management regarding customer satisfaction on hot drinks with specific reference to Horlicks in Vellore City. He defines customer satisfaction as it is the customer's response to the evaluation of the received discrepancy between prior expectation and the actual performance of the product as perceived after its consumption. The researcher focus on the concept of customer satisfaction in general and to study the brand awareness of Horlicks product in Vellore City. The researcher suggestion is that price of the product can be fixed at affordable level so that all types of customer will be able to purchase the product.

Dr T.NR Kavitha and Mr R.Mohana Sundaram had research on marketing management regarding customer satisfaction towards Samsung mobile phone in Erode City. The goals of the researcher is to understand the customer satisfaction level of Samsung Mobile. And his finding is most of the respondents are dissatisfied with the price and most of the respondents are satisfied with the quality. The researcher suggestion is innovative models with reasonable price and to improve the after sale service.

## **RATIONALE OF THE PROJECT**

The researcher had started the project by having survey on the month of February 2022. The collection of data was done through questionnaire. The main aim of this project is to study marketing management on vegetable vendor and to analysed the problem faced by the vegetable vendors. All the vendors are an individual entrepreneur who sell vegetables to earn money. By studying these we can know that vegetable vendor is reliable even for the main occupation of the family. The vendor can earned more than 1000 in a day.

In Mizoram till today the practise of having a farm is still there but in Sobji Bazaar, Lawngtlai most of the vegetables were from villages (sihtlangpui, chawntlangpui, kawlbhaw, etc.) and because most of the Mizo farmer are having farm only for their own consumption so, most of the vegetables are from villagers.

By collecting the information and having survey regarding vegetable vendors, the researcher can identify the problem faced by the vegetable vendor as some of the vendors said it is.

Based on the researcher observation vegetable vendor in Lawngtlai were not highly educated person, most of the vendors were below secondary level, it seems that educated persons in Mizoram thinks these occupation is for poor and uneducated person especially for women. The uneducated person who involve in these occupation can survive and can provide basic family needs till now, these shows that selling of

vegetables is good enough for the main occupation to feed his/her family. Mizo people have to see things in a different way to make change especially regarding how to treat vegetable vendors. All of us need food to eat to survive and those vegetable vendors are the one who supplied food to us, so we have to respect these occupation without these occupation most of us cannot survive in this world.

The street vendors faced many challenges regarding their business. There are times when they didn't earn according to their hard work. According to them, the increase in number of vendors led them to unprofitability. On the other hand, the price of vegetable has come down while they pay a lot of amount for the transportation. They don't have a good storage because of which there is damage of vegetables resulting in huge amount of loss. As most of the street vendors are female and illiterate, they earn disrespect from their customers. Lots of challenges are faced by them so if there is a proper scheme or programme to uplift the status of the vegetable vendors there can be improvement in the economy as well.

This project is an important tool to know the situation of the vegetable vendors and the level in which they have stood, the different achievement they acquire and the different measure they need to improve.

## **OBJECTIVES**

- (a) To study whether vegetable selling is profitable or not in Lawngtlai.
- (b) To study and analysed the problem face by the vegetable vendors.

## **RESEARCH METHODOLOGY**

### **Sources of Data:**

The study was primarily based on primary data. The study covered the vegetables vendors at Lawngtlai Town for the purpose of collecting data. Hence these respondents were the sources of data for the present study.

### **Sampling Design:**

The data were collected from 25 respondents who are the seller of vegetables marketer at Lawngtlai area.

### **Tools for Analysis:**

- Percentage Analysis.

## **LIMITATION**

- 1) There have been a limited time due to the outbreak of Covid 19. So, detailed and comprehensive study could not be conducted.
- 2) Considering the resource and time constraints, the study has been conducted using the sample among the vegetables vendors in Lawngtlai Town.
- 3) The data are mainly extracted from a questionnaire asking open ended and semi open ended questions. It may not be the exact opinion of the respondents, so there has been a lack of reliability.

## CHAPTER-2

### ANALYSIS AND INTERPRETATION OF DATA

This chapter attempted to study the demographic profile of the respondents in Lawngtlai Town, and the context of entrepreneurship among vegetables seller in Sobji Bazaar in Lawngtlai. The demographic profile includes age, gender, educational qualification, marital status, religion and caste, family structure, family size, main occupation of the family, annual income of the family, annual income from the business and their working time.

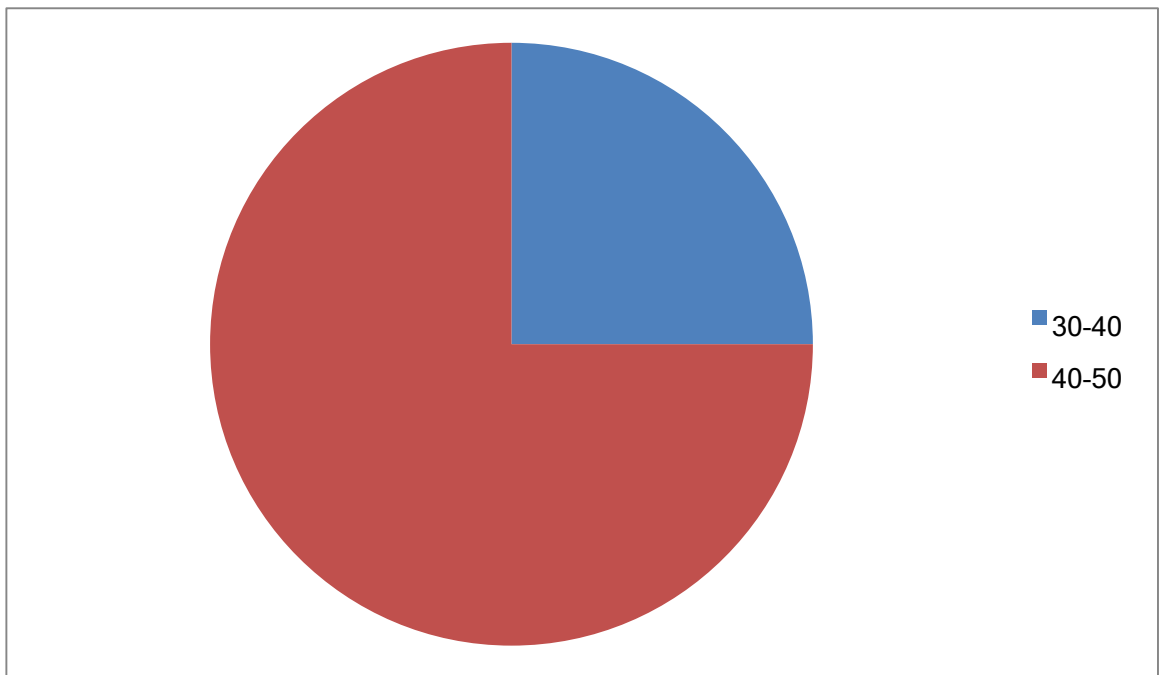
#### 2.1 Demographic profile and entrepreneurship among vegetable vendors.

In this section, the researcher has studied the profile of the vegetables seller in Sobji Bazaar, Lawngtlai, Mizoram. The researcher has administered a structured questionnaire among 25 respondents in Sobji Bazaar, Lawngtlai. There are 3 male and 22 female respondents for the study.

**Table 2.1.1 Gender of the Respondents**

| <b>Gender</b> | <b>No. of respondents</b> | <b>Percentage(%)</b> |
|---------------|---------------------------|----------------------|
| <b>Male</b>   | <b>3</b>                  | <b>12%</b>           |
| <b>Female</b> | <b>22</b>                 | <b>88%</b>           |
| <b>Total</b>  | <b>25</b>                 | <b>100%</b>          |

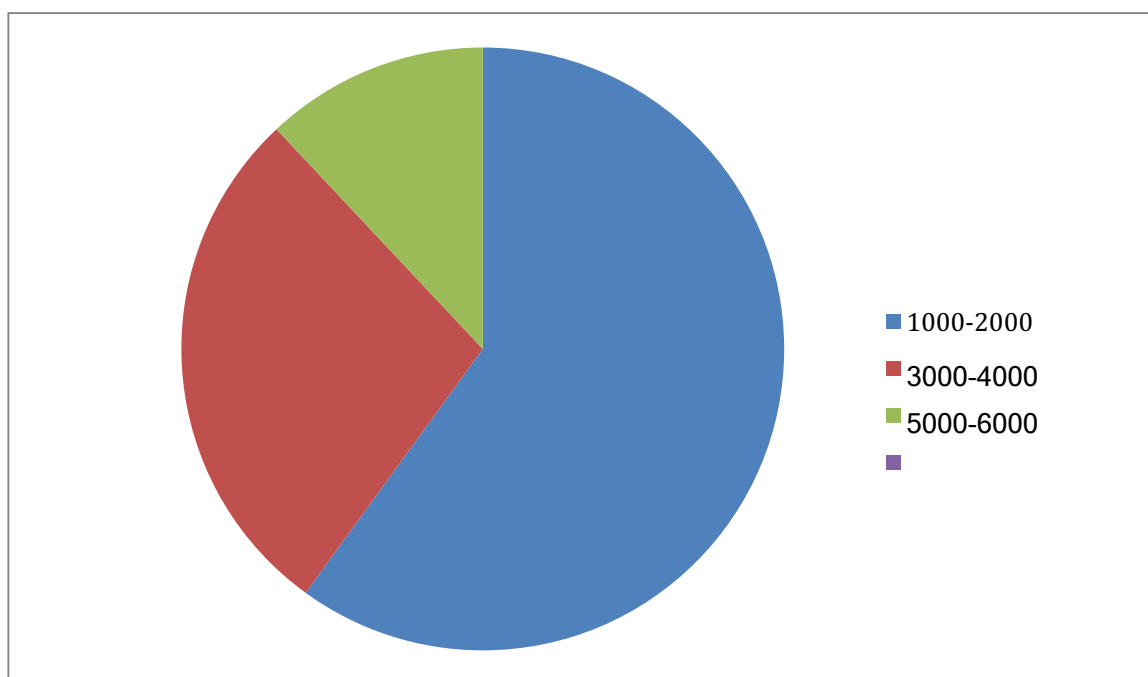
**Fig.2.2.1 Age of the respondents**



From the above chart shows that 75% of the respondents are aged between 40-50 years and 25% are aged between 30-40 years, which indicates that the vegetables are mostly sell by the older person.

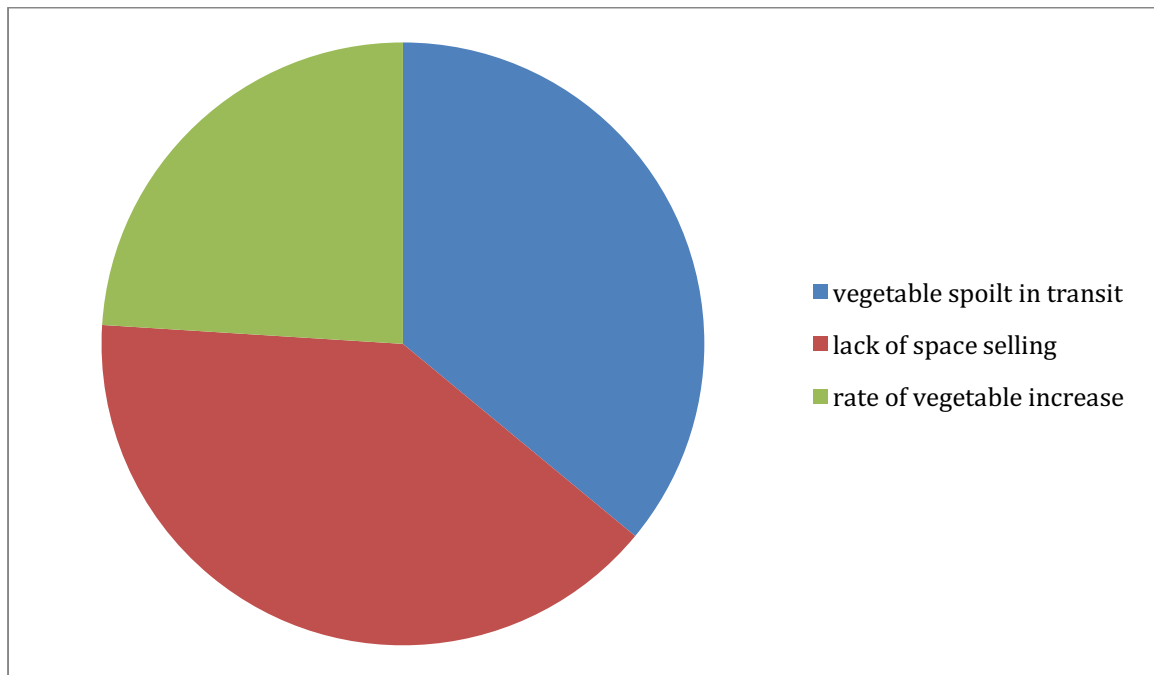


**Fig.2.2.2 Average income from this business per day**



From the above chart shows that 60% of the respondents earned Rs.1000-2000 per day, 28% of the respondents earned Rs.3000-4000 per day and 12% of the respondents earned Rs.5000-6000 and above per day.

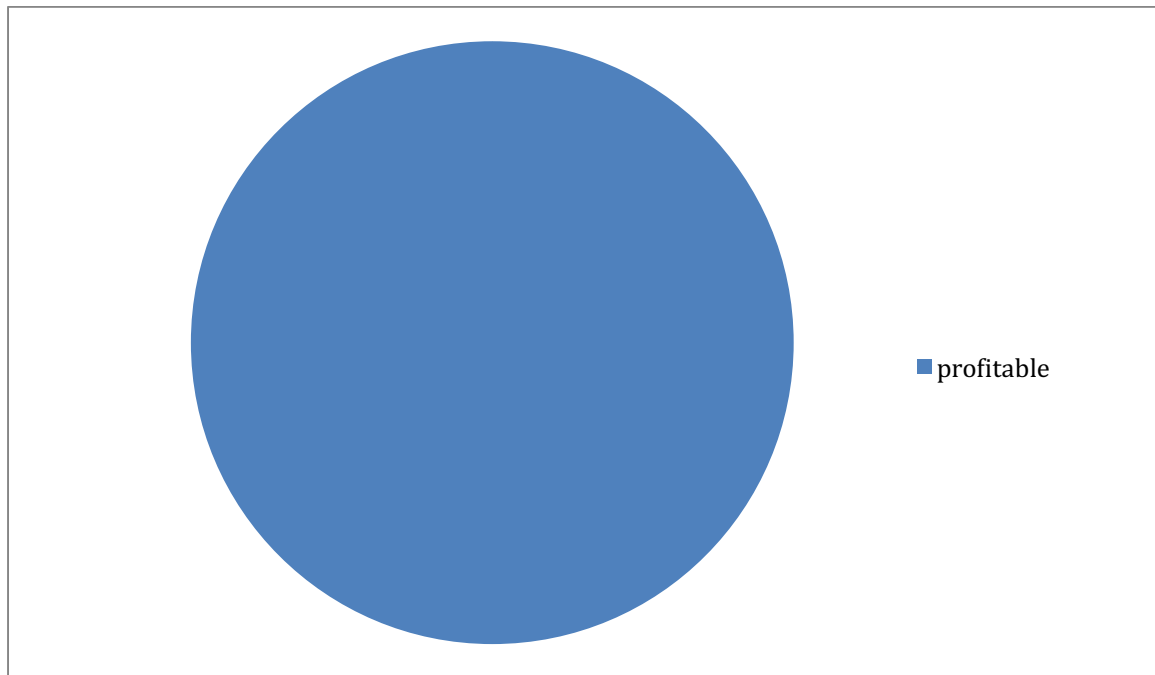
**Fig.2.2.3 Problem face by the vegetables vendors**



From the above chart shows that the problem faced by the vegetable sellers, from this 36% of the respondents faced problem in transit, 40% of the respondents faced problem in lack of space selling and 24% of the respondents had suffering from higher price.

**Fig.2.2.4 Vegetable selling is profitable or not in Lawngtlai**

From all of the respondents I had received is that vegetable selling is profitable and it is quite good to carry on this business.



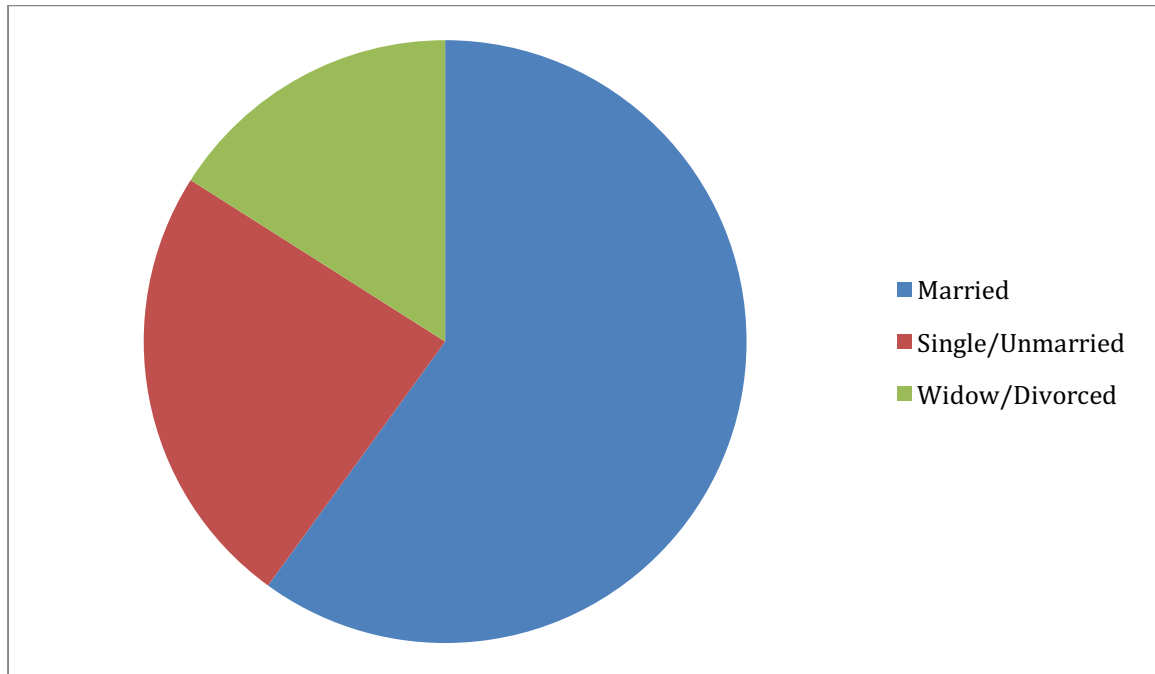
This chart shows that vegetable selling is 100% profitable in Lawngtlai Town.

**Some important information from respondents.**

| <b>Particulars</b>                      | <b>Frequency</b> | <b>Percentage</b> |
|---|------------------|-------------------|
| <b>Reason for starting the business</b> |                  |                   |
| Earned livelihood                       | 21               | 84                |
| Earned for themselves                   | 4                | 16                |
| <b>Venue of marketing</b>               |                  |                   |
| Market Place                            | 15               | 60                |
| House                                   | 10               | 40                |
| <b>Production</b>                       |                  |                   |
| Sell their own produce                  | 13               | 52                |
| Sell other product                      | 12               | 48                |

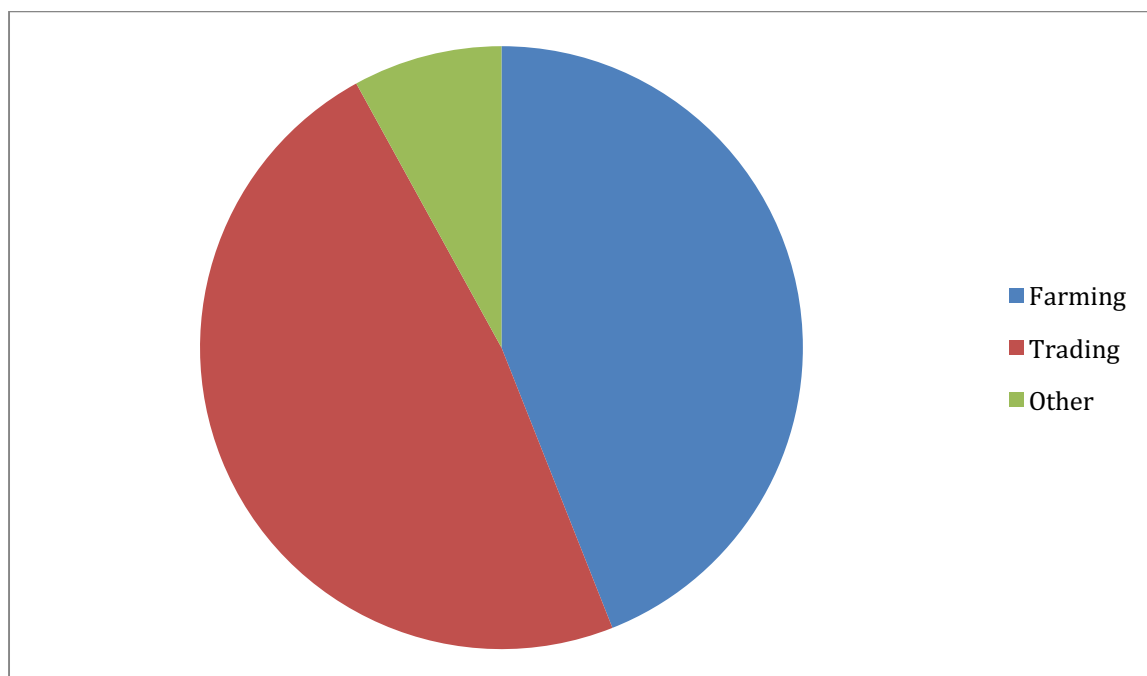
The above table shows that 84% of the respondents started their business for earned livelihood, 16% of the respondents earned for themselves. 60% of the respondents select market place for selling their vegetable and 40% of the respondents choose to sell their vegetable in people house. 52% of the respondents sell their own vegetable and 48% of the respondents selling others vegetable product.

**Fig.2.2.5 Marital Status**



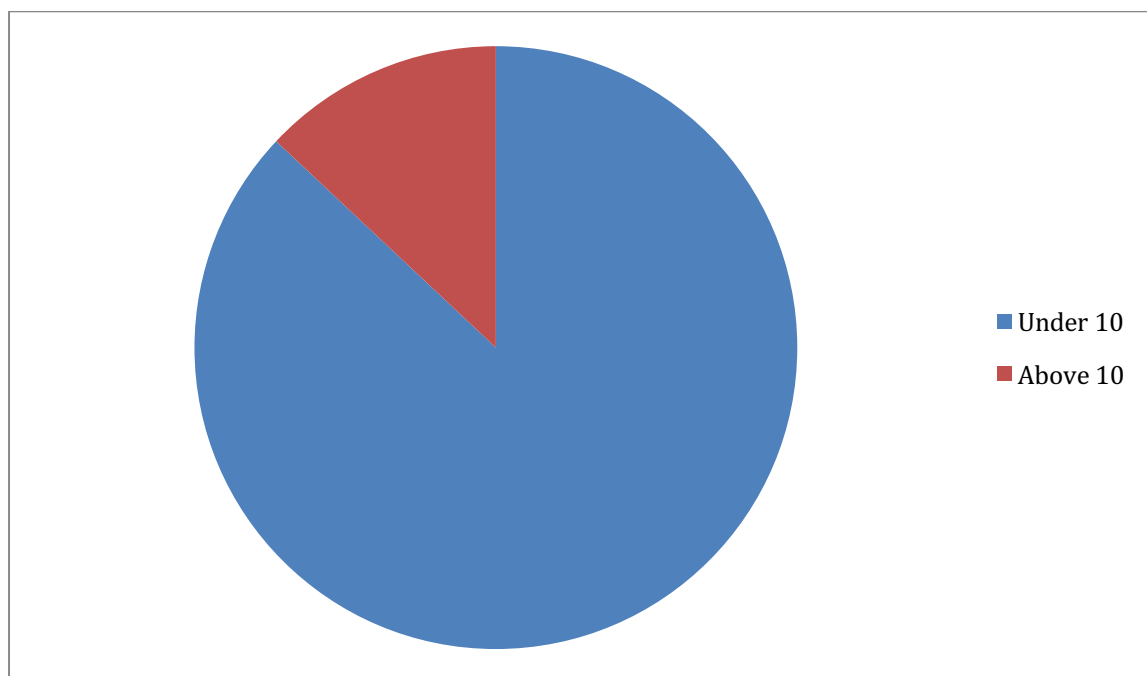
From the above chart shows that 60% of the respondents are married, while 24% are unmarried and 16% are widowed and divorced.

**Fig.2.2.6 Main Occupation of the family present**



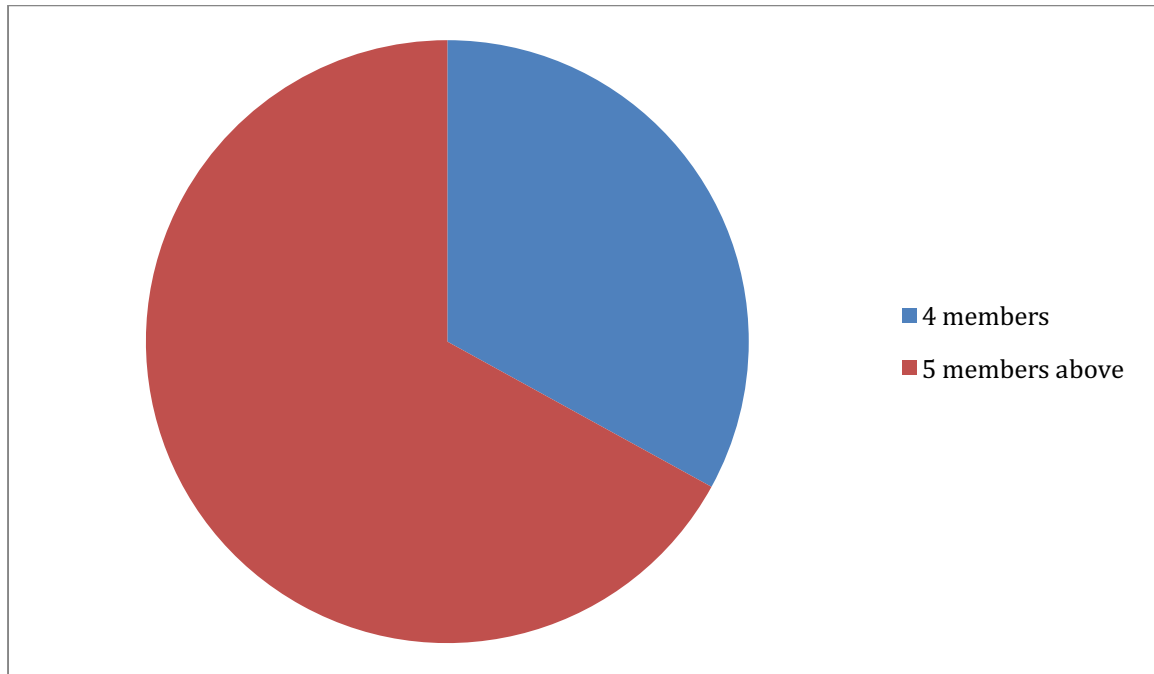
This chart shows that 44% of the respondents family depended on farming, 48% of the respondents family are done trading as their occupation and 8% of the respondents family have other main occupation.

**Fig.2.2.7 Education of the respondents**



This chart shows that 87% of the respondents have their educational qualification of under 10 (HSLC) and 13% of the respondents have their educational qualification of above 10 (HSLC).

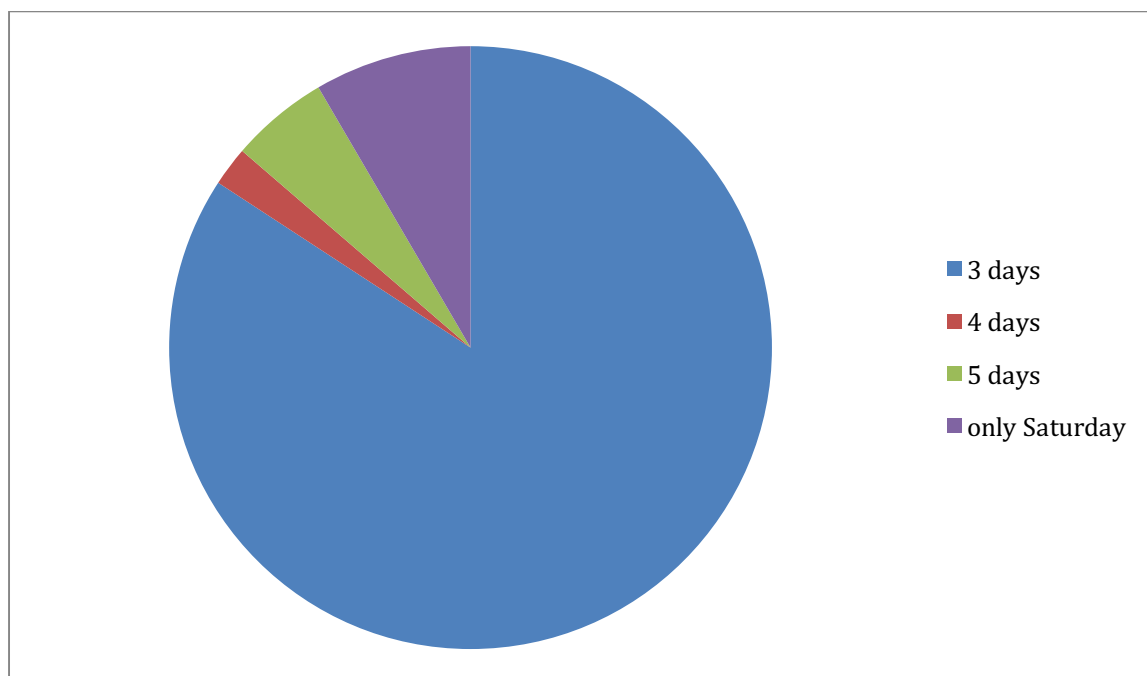
**Fig.2.2.8 Family size of the respondents**



The above chart shows that there are 4 family members on the 33% of the respondents and in 67% of the respondents have more than 5 members in their family.

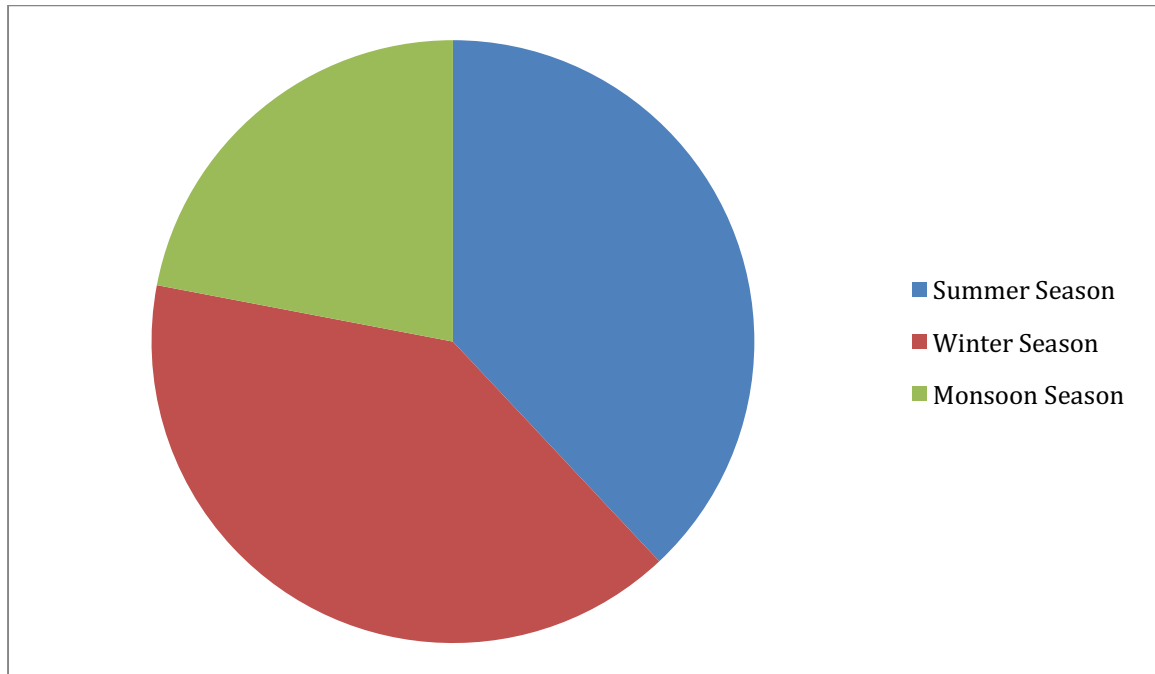


**Fig.2.2.9 Total days to sell vegetables in a week**



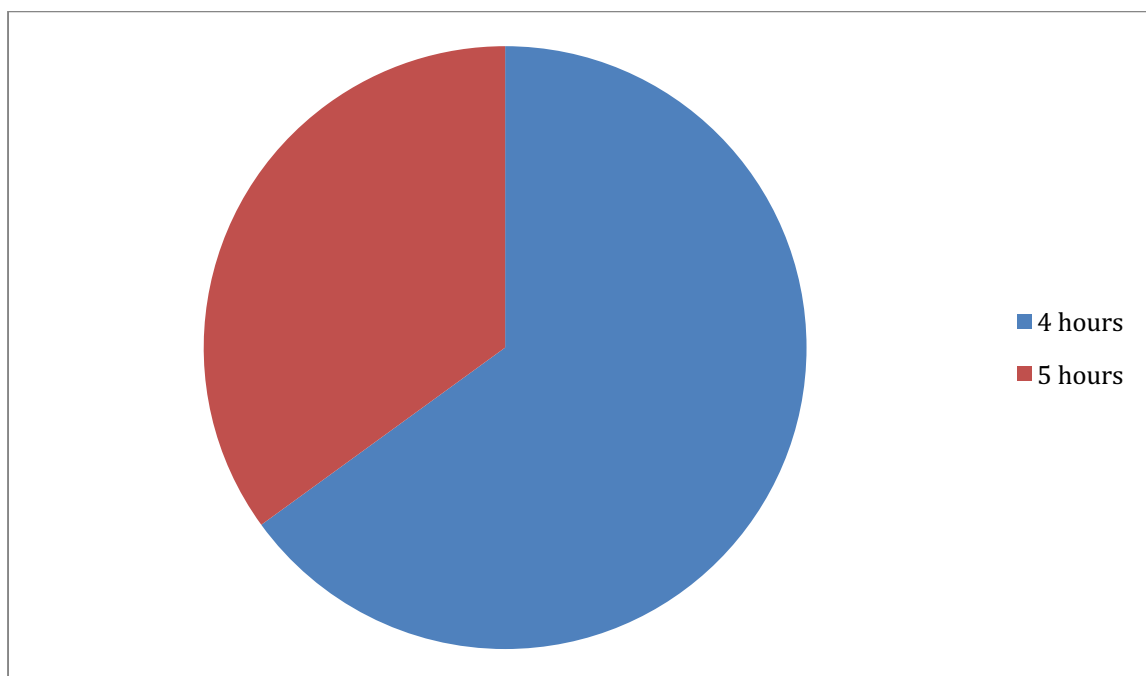
The above chart shows that 80% of the respondents sell vegetables 3 days in a week, 2% of the respondents sell 4 days in a week and 5% of the respondents sell their vegetables 5 days in a week, while 8% of the respondents sell their vegetables only on Saturday.

**Fig.2.2.10 Difficult season to sell vegetables of the respondents**



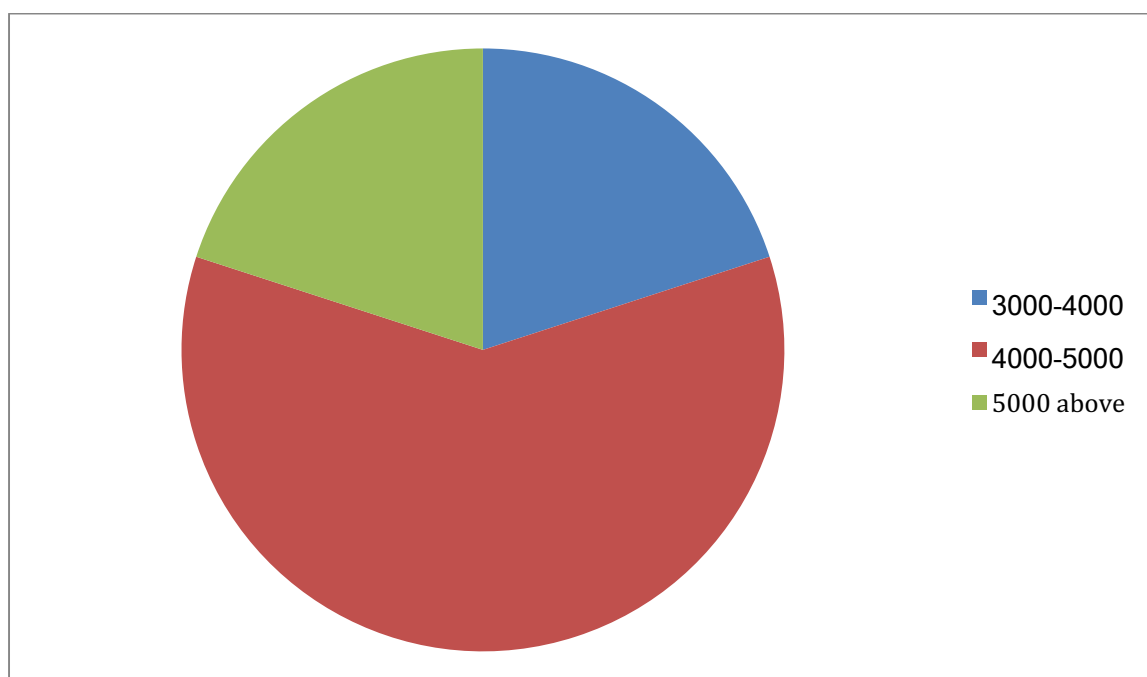
From the above chart shows that summer is a difficult season to sell vegetables to 38% of the respondents and winter is to 40% of the respondents and monsoon season is to 22% of the respondents.

**Fig.2.2.11 Spending hours of the respondents to sell vegetables in a day**



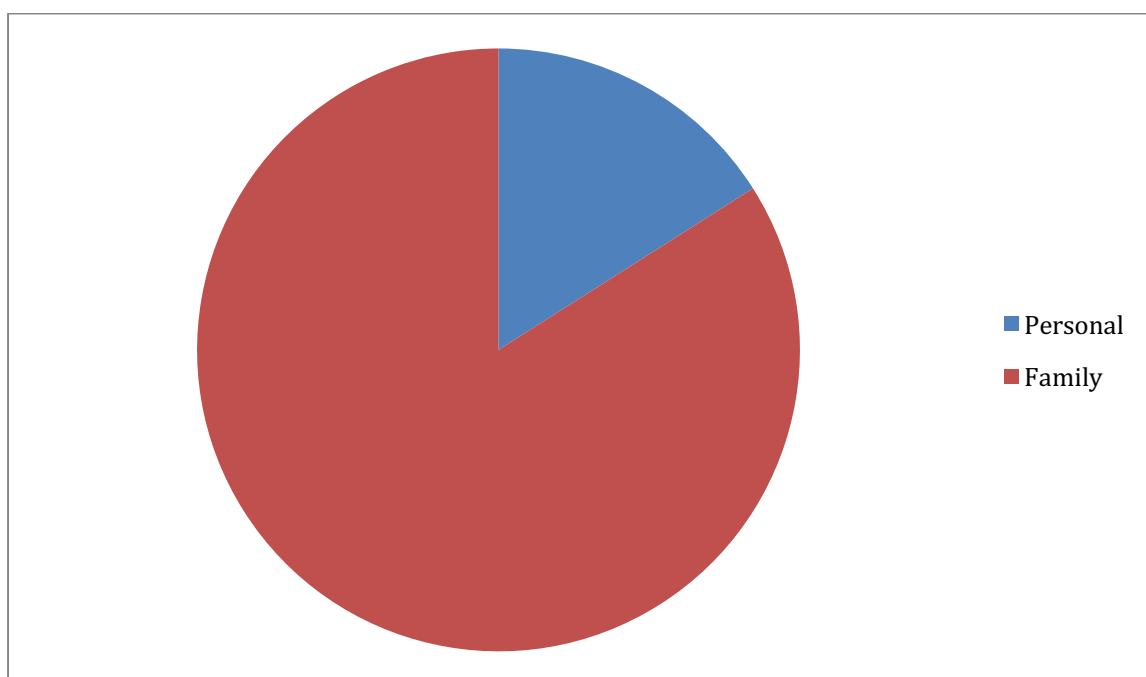
In the above data, 65% of the respondents spent 4 hours to sell their vegetables in a day and 35% of the respondents spent 5 hours to sell their vegetables in a day.

**Fig.2.2.12 Monthly expenditure of the respondents**



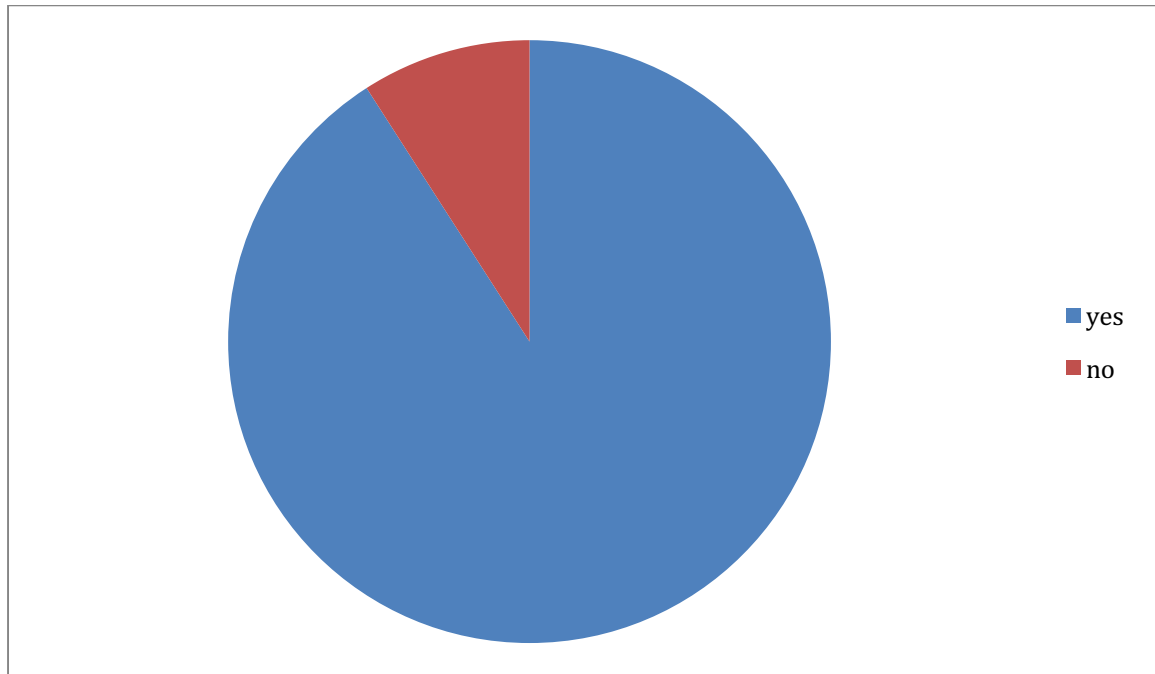
In the above chart, 20% of the respondents have 3000-4000 expenditure per month and 20% of the respondents also have 4000-5000 expenditure per month. 60% of the respondents have 5000 above expenditure on every month.

**Fig.2.2.13 Spending majority income of the respondents**



The above chart shows that 16% of the respondents have used their income for personal, while 84% of the respondents have used their majority income for their family.

**Fig.2.2.14 Are they satisfied as vendor?**



This chart shows that 90% of the respondents are satisfied as vendor while 10% of the respondents are not satisfied as vendor.

## **CHAPTER-3**

### **RESULTS AND DISCUSSIONS**

- 12 per cent of the respondents were male, while 88 per cent were female.
- Most of the respondents are aged between 40-50 and also aged between 30-40, which indicates that the vegetables are mostly sell by the older person.
- The female respondents are much more than male respondents, that shows vegetables are mostly sold by female.
- 87 per cent of the respondents have their educational qualification of under HSLC and 13 per cent of the respondents have their qualification of HSLC and above.
- Among the respondents married are the highest where its percentage are 60%, 24% are unmarried and 16% are both widowed and divorced.
- 44% of the respondents family depended on farming, 48% of the respondents family are done trading as their occupation and 8% of the respondents have other main occupation.
- 60% of the respondents earned 1000-2000 per day, while 28% of the respondents earned 3000-4000 per day and 12% of the respondents earned 5000-6000 and above per day.
- All of the respondents are schedule tribe.
- 80% of the respondents sell their vegetables in the market 3 days in a week, 8% of the respondents sell their vegetables only on Saturday and 5% sell their vegetables every day except Sunday and 2% sell their vegetables 4 days in a week and 5% sell their vegetables 5 days in a week.

- 60% of the respondents have fixed place in the market and while 40% haven't.
- 52% of the respondents sell their own produce and 48% of the respondents didn't produce their vegetables they sell.
- 84% of the respondents have started their business to earned livelihood and 16% of the respondents started their business to gain an independent living.
- 45% of the respondents got vegetables from villagers and 52% of the respondents sell their own produce and they got some from their relatives and 3% got vegetables from Silchar.
- 36% of the respondents faced problem in transit and 40% of the respondents faced problem in lack of space selling, and 24% of the respondents suffering from higher cost of vegetables.



## CHAPTER-4

### SUGGESTIONS

- Gender: The researcher find that most of the vegetables seller are female.
- Exclude Import: The researcher suggest that local vegetable can Supply our need and as only 3% are imported vegetable. So, she find that local vegetables can supply our need.
- Price: The researcher suggest that the price should be stable and fixed. As the result clarified that the respondent feel reluctant to buy vegetables due to higher cost. The researcher suggest that the higher authority should review and check the cost of vegetable, so that there should be a good negotiation between the customers and consumers.
- Place: Many of the respondents suggested that the area is not good enough and hygienic enough for the seller. And they want to have a good working place.
- **More Plants of Vegetables:** They further suggest that they cannot always have a vegetables to sold. This cause problems to customer. They suggest that every society need to give more effort on planting vegetables.

## **CONCLUSIONS**

Earning profit is the main objective of every business man. In order to earn profit, a good and systematic manner is very essential in the marketing system. The producers would try to inspire the employees by give them a good quality products and reach their customer goals.

There lots of advantages for the vegetables vendors as the demand is high in Lawngtlai area and they can earn an optimum profits, they can sold their goods in every week and this can increase their wealth. This study clearly describe that selling vegetables is profitable and also there's a huge impact in the society and if they can upgrade their services quality, this will further helped in achieving their goals.

## **ANNEXURE**

### **Questionnaire:**

1. Sex
  - (a) Male
  - (b) Female
2. Age
  - (a) Below 30
  - (b) Between 30-40
  - (c) Between 40-50
  - (d) Above 50
3. Marital status
  - (a) Married
  - (b) Single/Unmarried
  - (c) Divorced
  - (d) Widow
4. Education
  - (a) Under 10
  - (b) Above 10
5. Family Size
  - (a) 1
  - (b) 2
  - (c) 3
  - (d) Above 5

6. Main occupation of the family present.
  - (a) Agriculture
  - (b) Trade
  - (c) Job
  - (d) Other
7. How many days do you sell vegetables in the market in a week?
  - (a) Saturday
  - (b) Everyday
  - (c) 5 days
  - (d) 4 days
  - (e) 3 days
8. Do you select a fixed place in the market?
  - (a) Same Place
  - (b) Change
9. Do you produce a vegetable that you sell?
  - (a) Yes
  - (b) No
10. If No, From whom do you buy?
  - (a) Farmer
  - (b) Wholesale
  - (c) Trade

11. Are the vegetables you sell produced in Mizoram, India, Bangladesh,

Myanmar?

(a) Yes

(b) No

12. Terms of Payment

(a) Cash

(b) Credit

13. What are the major problem faced by your enterprise?

.....

14. Income Per day

.....

15. Do you have any problem about seat?

(a) Yes

(b) No

16. Is there sufficient seat in the Market?

(a) Yes

(b) No

17. For what do you spent the majority of your income?

(a) Personal

(b) Family

(c) Other

18. Do you think that your income your vending is sufficient for livelihood?

(a) Yes

(b) No

19. Are you satisfied as vendor?

(a) Yes

(b) No

20. Do you encounter any complaint from your customer?

(a) Yes

(b) No

21. How many hours do you spent for work in a day?

(a) 4 hours

(b) 5 hours

(c) 6 hours

(d) 8 hours

22. In which season do you face difficulties in selling vegetables?

(a) Summer Season

(b) Winter Season

(c) Monsoon Season

23. Reason for starting the business

(a) Earned livelihood

(b) Earned for themselves

24. Monthly Income

- (a) 2000-4000
- (b) 4000-6000
- (c) 6000-8000
- (d) 8000 above

25. Monthly expenditure

- (a) 2000-3000
- (b) 3000-4000
- (c) 4000-5000
- (d) 5000 above

26. Venue of Marketing

- (a) Market place
- (b) House