



FRESH AND NATURAL FRUITS & VEGETABLES FROM

HOPCOMS



NATURALLY RIPENED | LOWEST PRICE | DIRECTLY FROM FARMERS

**A presentation by Group 14,
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METHODOLOGY

Methods	Source/sample	Number of respondents
Online Survey	Residents of Bangalore	29
Analysis of Apps Reviews	Playstore and Appstore	58
Interview	Farmer	1
	HOPCOMS Employee running retail outlet	1
	HOPCOMS Officers/Managers	3
	HOPCOMS customers	5
Literature review		

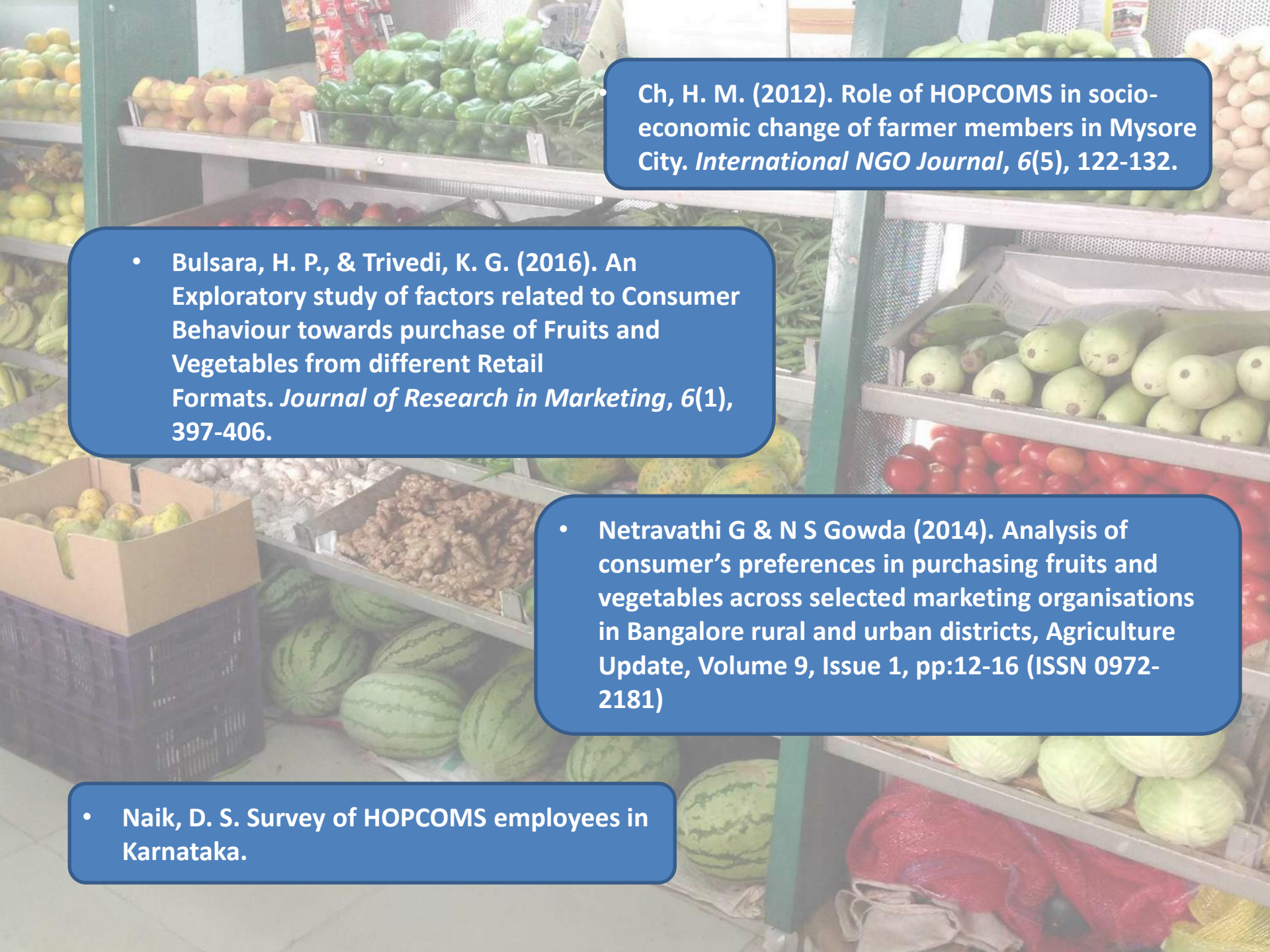


Literature Review

- Ravi Nandi, Wolfgang Bokelmann, Nithya Vishwanath Gowdru & Gustavo Dias (2016) Consumer Motives and Purchase Preferences for Organic Food Products: Empirical Evidence From a Consumer Survey in Bangalore, South India, Journal of International Food & Agribusiness Marketing, 28:1, 74-99, DOI: [10.1080/08974438.2015.1035470](https://doi.org/10.1080/08974438.2015.1035470)

- Murthy, Srinivas & Gajanana, TM & Mysore, Sudha & Dakshinamoorthy, V.. (2007). Marketing Losses and Their Impact on Marketing Margins: A Case Study of Banana in Karnataka. Agricultural Economics Research Review. 20.

- Kiran, R., & Sivakumar, S. The cost and returns structures of major vegetables under different supply chains in Bengaluru rural district of Karnataka.

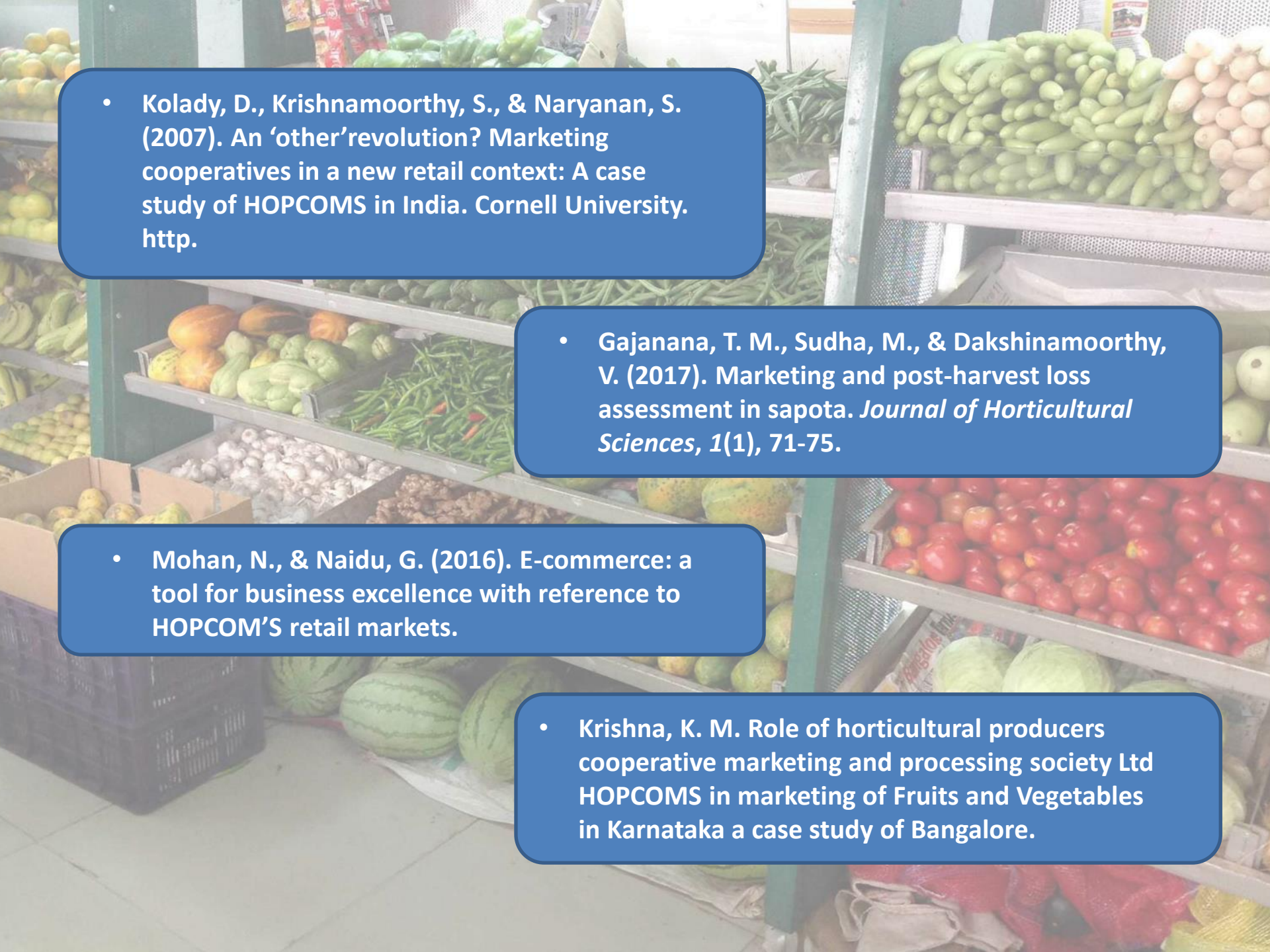
A photograph of a fruit and vegetable stall. The shelves are stocked with various items: green bell peppers, red tomatoes, green chilies, and watermelons. There are also some packaged snacks visible. The stall is set up with metal shelving units.

Ch, H. M. (2012). Role of HOPCOMS in socio-economic change of farmer members in Mysore City. *International NGO Journal*, 6(5), 122-132.

- **Bulsara, H. P., & Trivedi, K. G. (2016).** An Exploratory study of factors related to Consumer Behaviour towards purchase of Fruits and Vegetables from different Retail Formats. *Journal of Research in Marketing*, 6(1), 397-406.

- **Netravathi G & N S Gowda (2014).** Analysis of consumer's preferences in purchasing fruits and vegetables across selected marketing organisations in Bangalore rural and urban districts, *Agriculture Update*, Volume 9, Issue 1, pp:12-16 (ISSN 0972-2181)

- **Naik, D. S.** Survey of HOPCOMS employees in Karnataka.

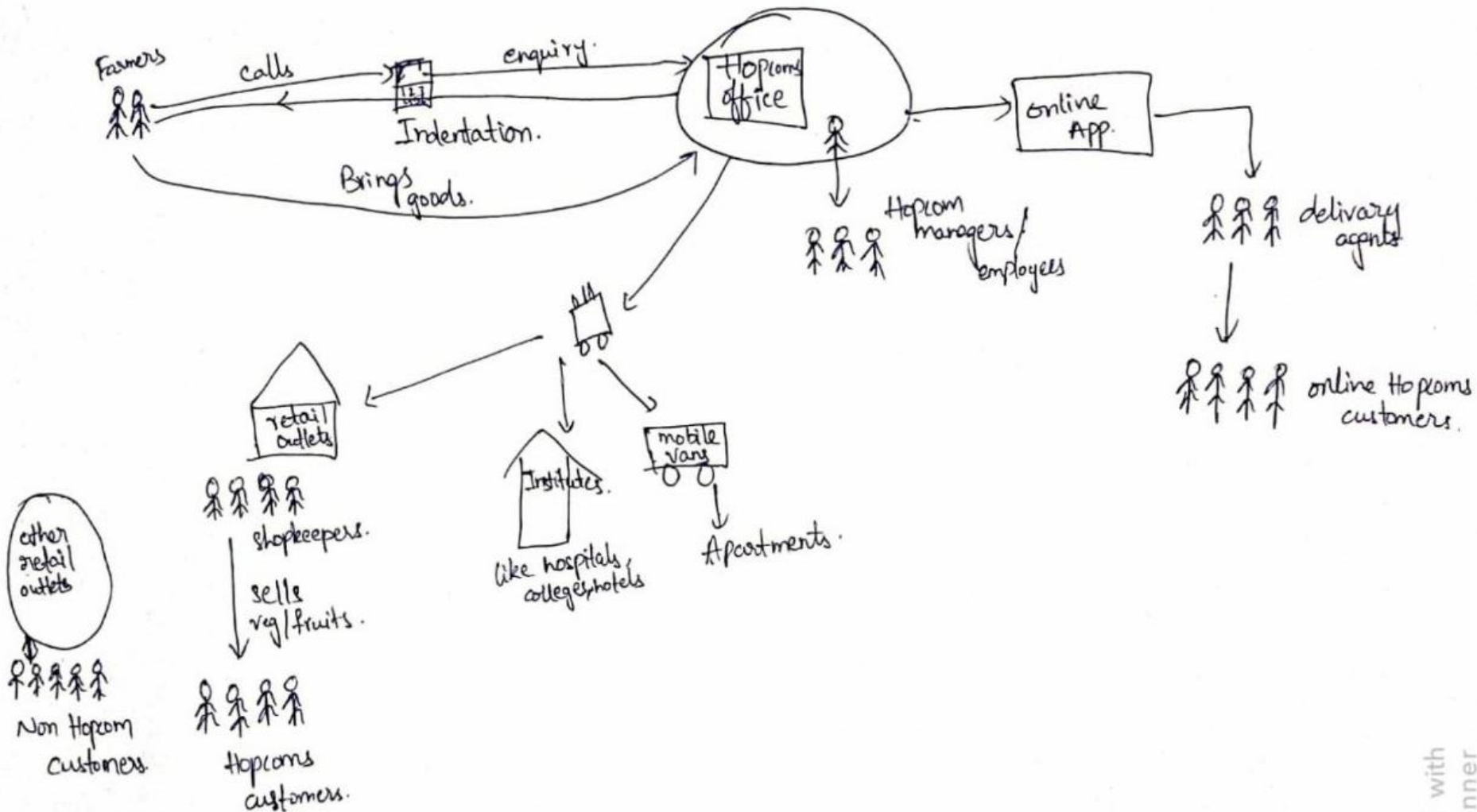
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- A photograph of a vegetable market stall. The stall has several metal shelves filled with various fresh produce. On the top shelf, there are green bell peppers and green beans. Below that, there are green chilies and green beans. Further down, there are green beans and green chilies. At the bottom, there are green beans and green chilies. The background shows more produce and a person's hand holding a bag of green beans.
- Kolady, D., Krishnamoorthy, S., & Naryanan, S. (2007). An 'other' revolution? Marketing cooperatives in a new retail context: A case study of HOPCOMS in India. Cornell University. [http.](http://)

- Gajanana, T. M., Sudha, M., & Dakshinamoorthy, V. (2017). Marketing and post-harvest loss assessment in sapota. *Journal of Horticultural Sciences*, 1(1), 71-75.

- Mohan, N., & Naidu, G. (2016). E-commerce: a tool for business excellence with reference to HOPCOM'S retail markets.

- Krishna, K. M. Role of horticultural producers cooperative marketing and processing society Ltd HOPCOMS in marketing of Fruits and Vegetables in Karnataka a case study of Bangalore.

RICH PICTURE



FARMERS' PERSPECTIVES

PROS

Higher price realization for farmers

Lower marketing cost

Willingness to sell more produce to HOPCOMS (first preference)

No margin to intermediaries

Credit assistance

FARMERS' PERSPECTIVES

CONS

Limited procurement

Lower provisions to buy second-grade produce

Poor transportation facilities

Poor storage facilities

Delayed payment

Supplementary jobs for additional income

Poor income from agriculture

Shifting to seasonal crops

Labour issues

Formation of FPOs

SHOPKEEPER'S PERSPECTIVES

Consider customers as family, believe in maintaining relationship connect with customers, come from family of farmers.

Sales influenced by location of retail outlet and local demography.

Tough competition from street vendors, retailers, online delivery – 25 % drop in sales.

Strategies like giving items on credit, smaller items for free, door-to-door delivery.

HOPCOM Perspective

1. Competition from private players
2. Transportation cost
3. Try to go offline
4. Lack of manpower
5. Cold storage facility



A Survey For HOPCOMS Consumers.

It would be great if you take out a few minutes to participate in this survey we are conducting for our college project. It won't take long and your input would be so useful for us.

How long have you been buying with HOPCOMS? *

Your answer

INSIGHTS FROM THE SURVEY

Your answer

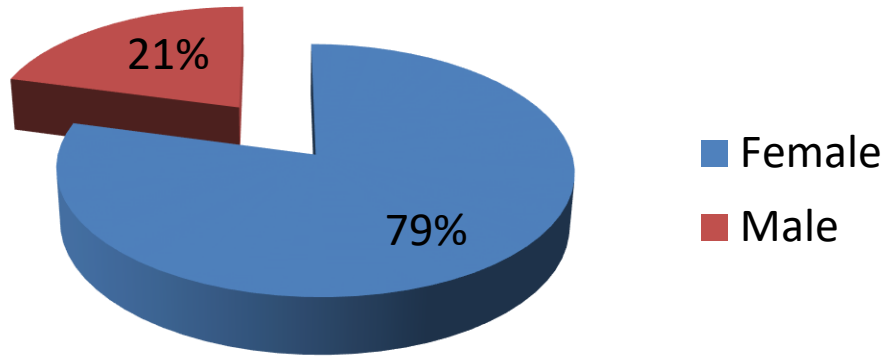
Why do you buy from HOPCOMS? *

- ☐ Price is reasonable
- ☐ Quality is fresh
- ☐ Variety of fruits/vegetables
- ☐ Ease of access
- ☐ Other: _____

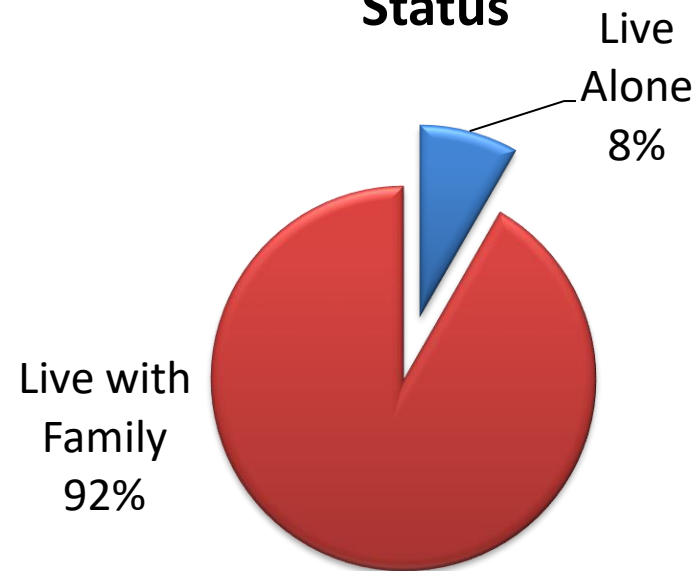


Gender Ratio

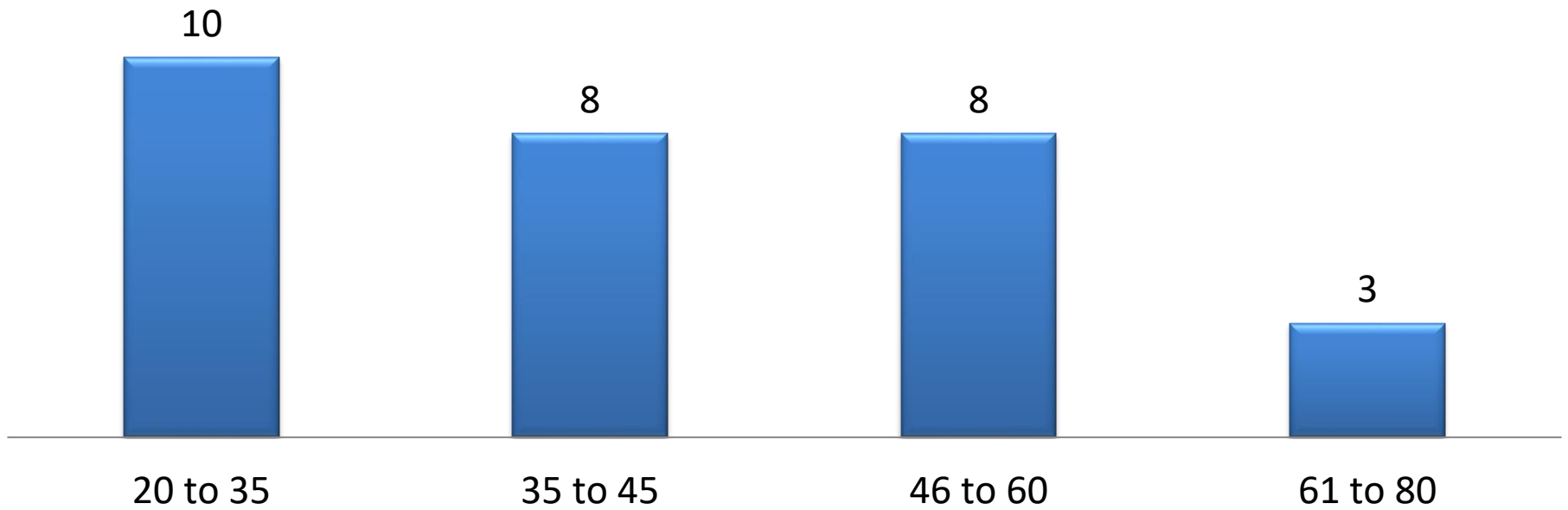
29 RESPONSES



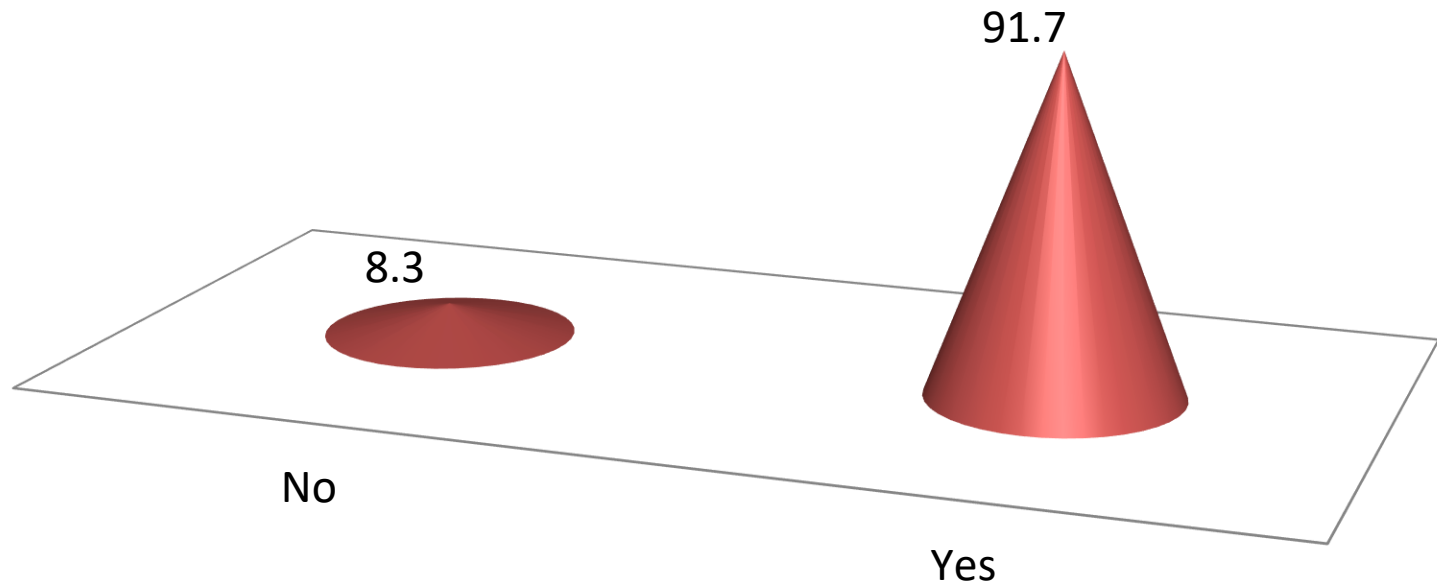
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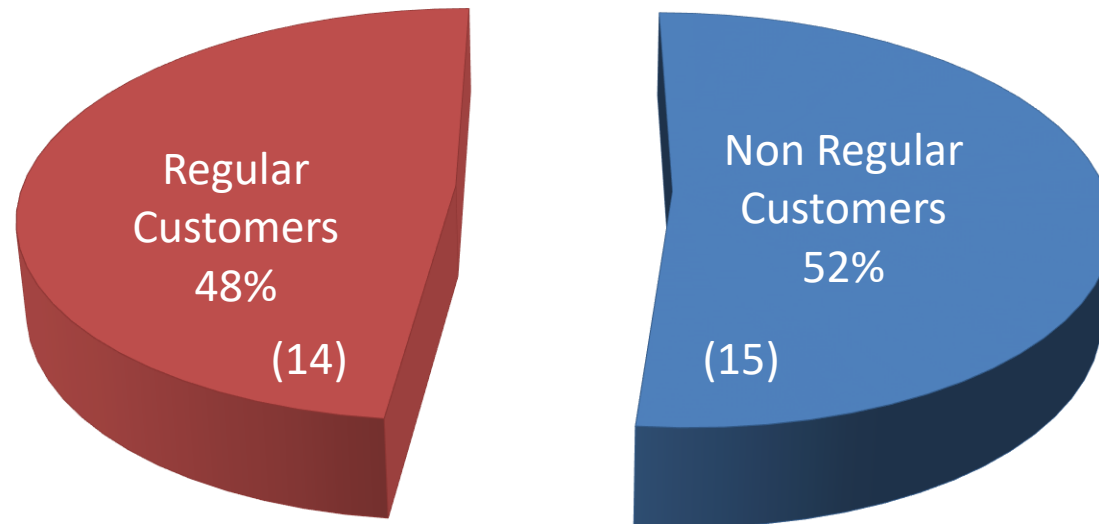
Age Count



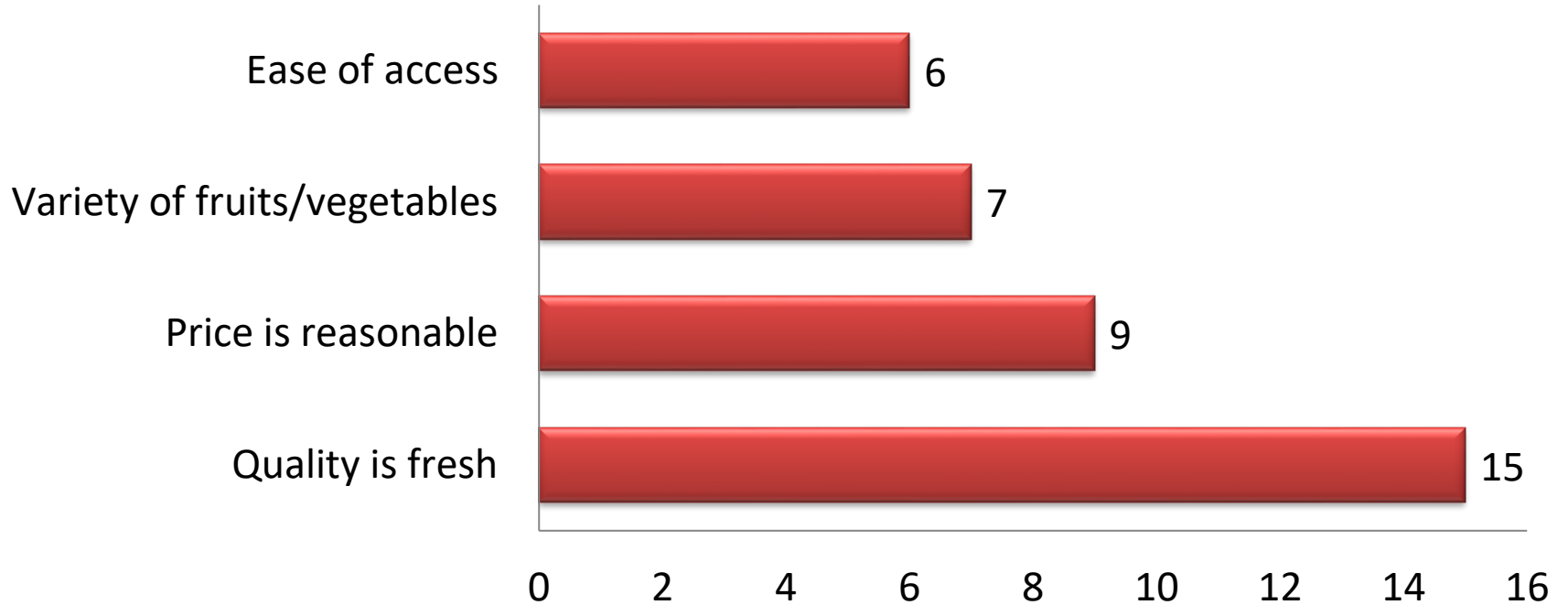
Aware of HOPCOMS



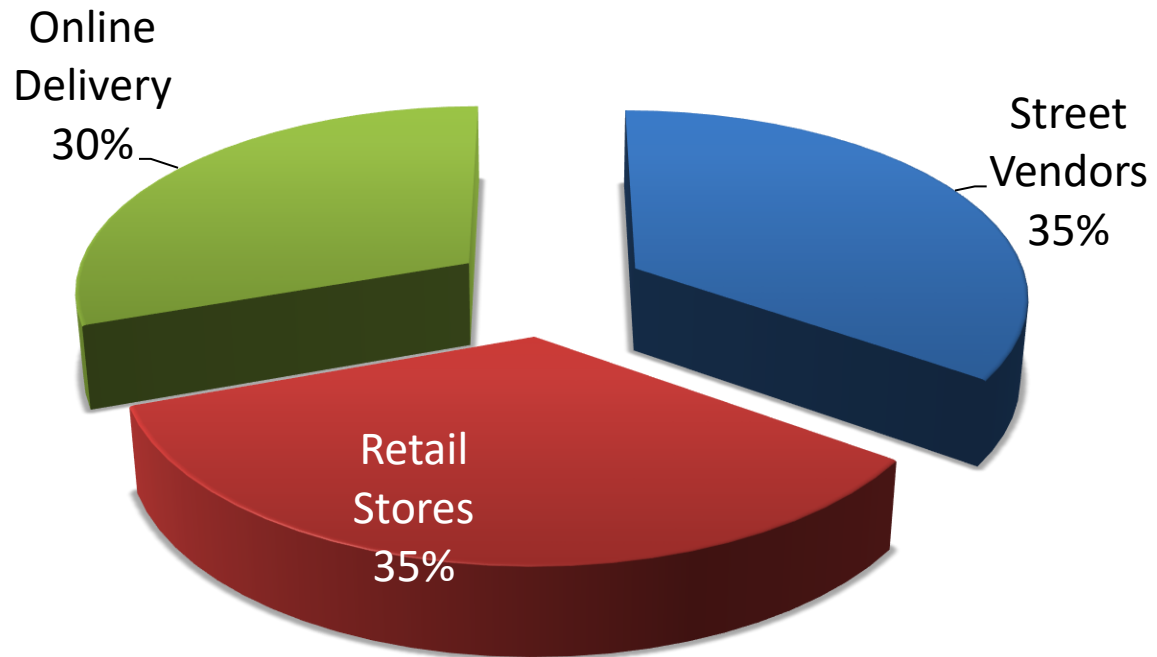
Sales



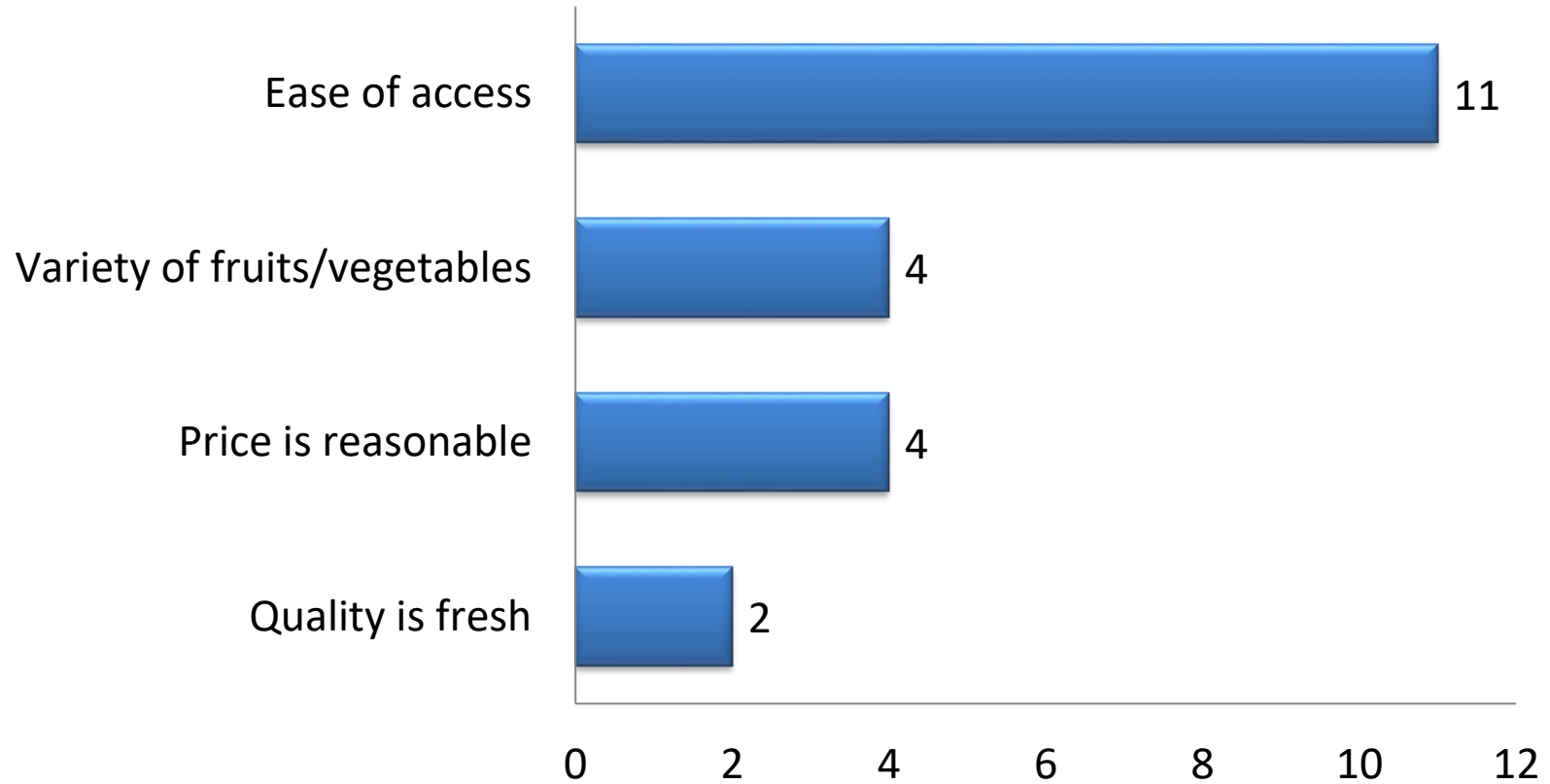
Reasons to purchase from HOPCOMS



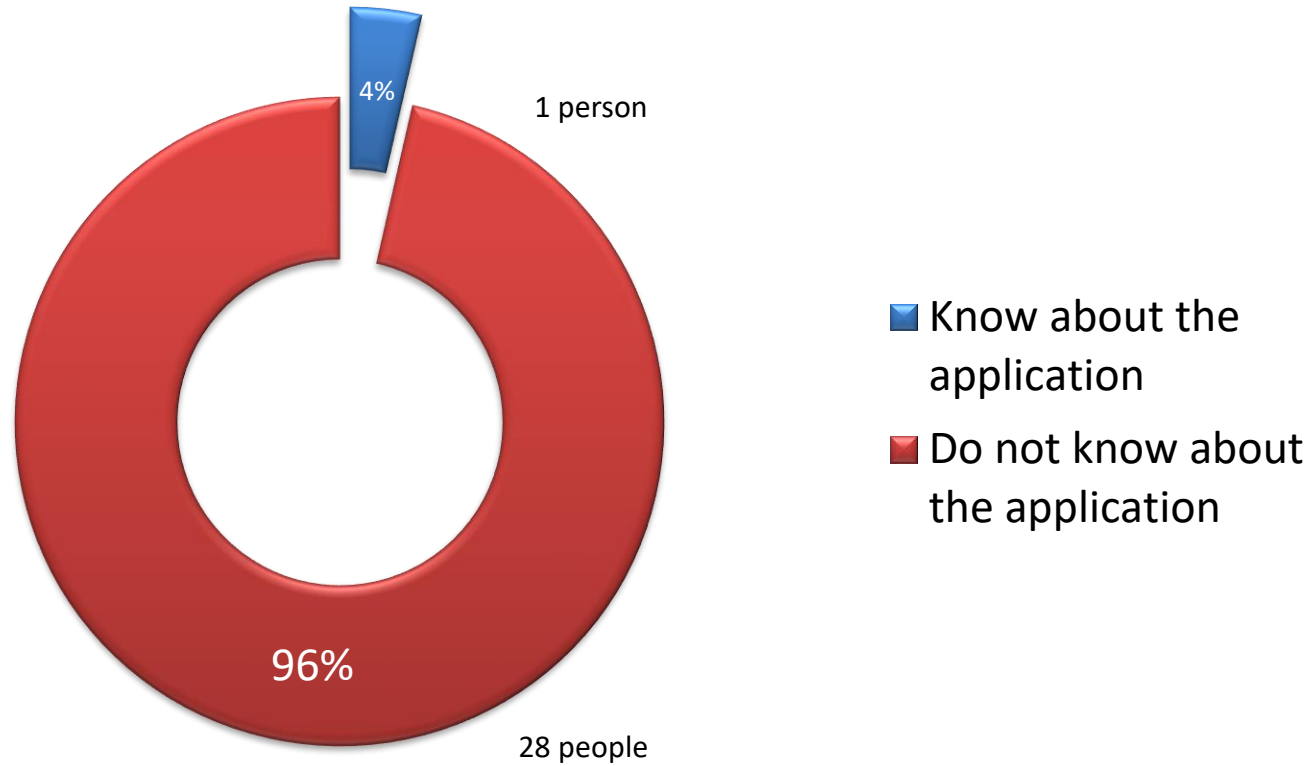
Potential Competitors of HOPCOMS



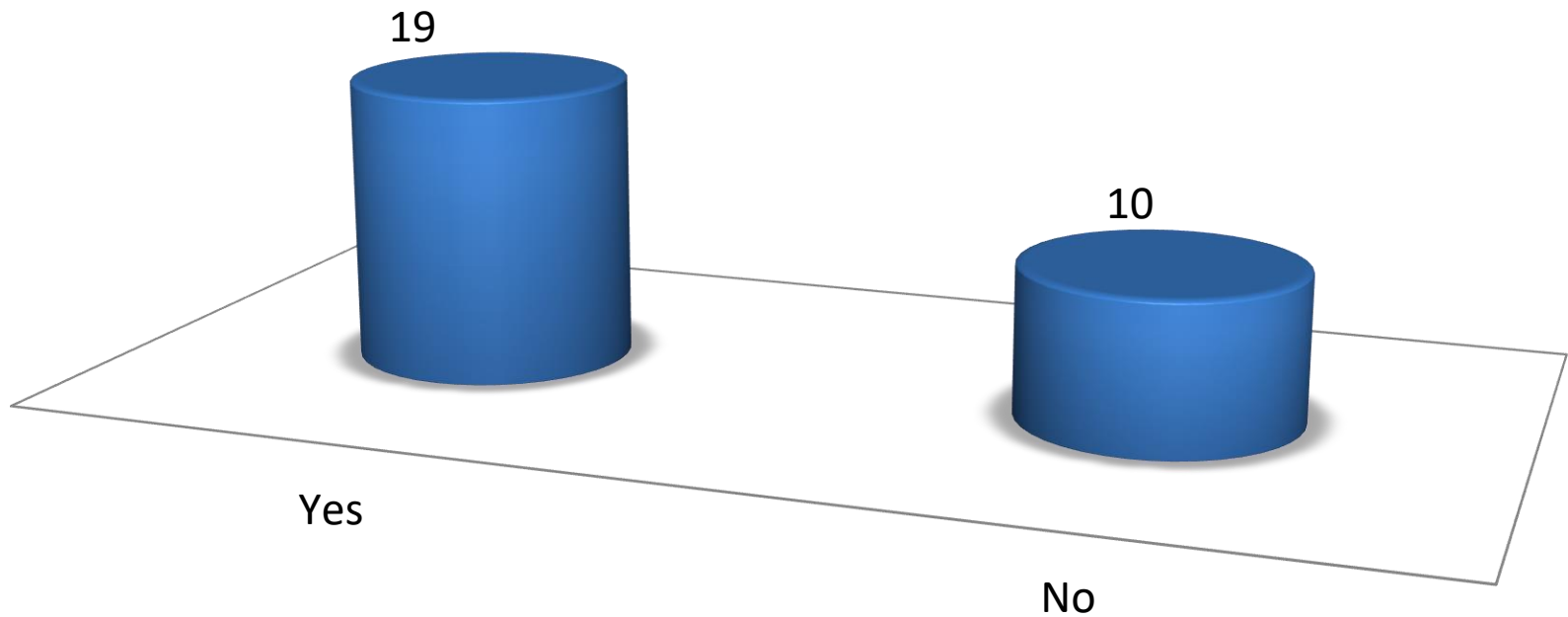
Reasons to purchase from other means



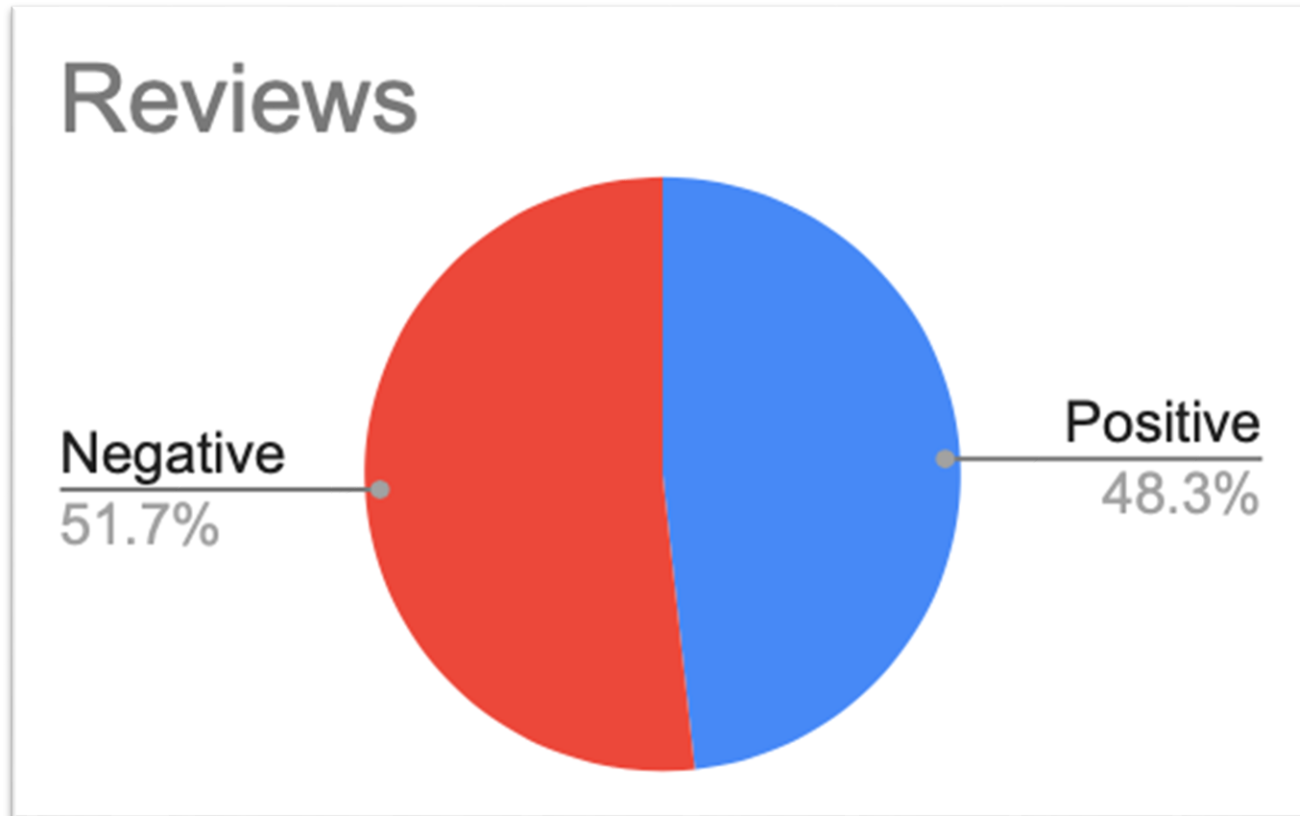
Online App



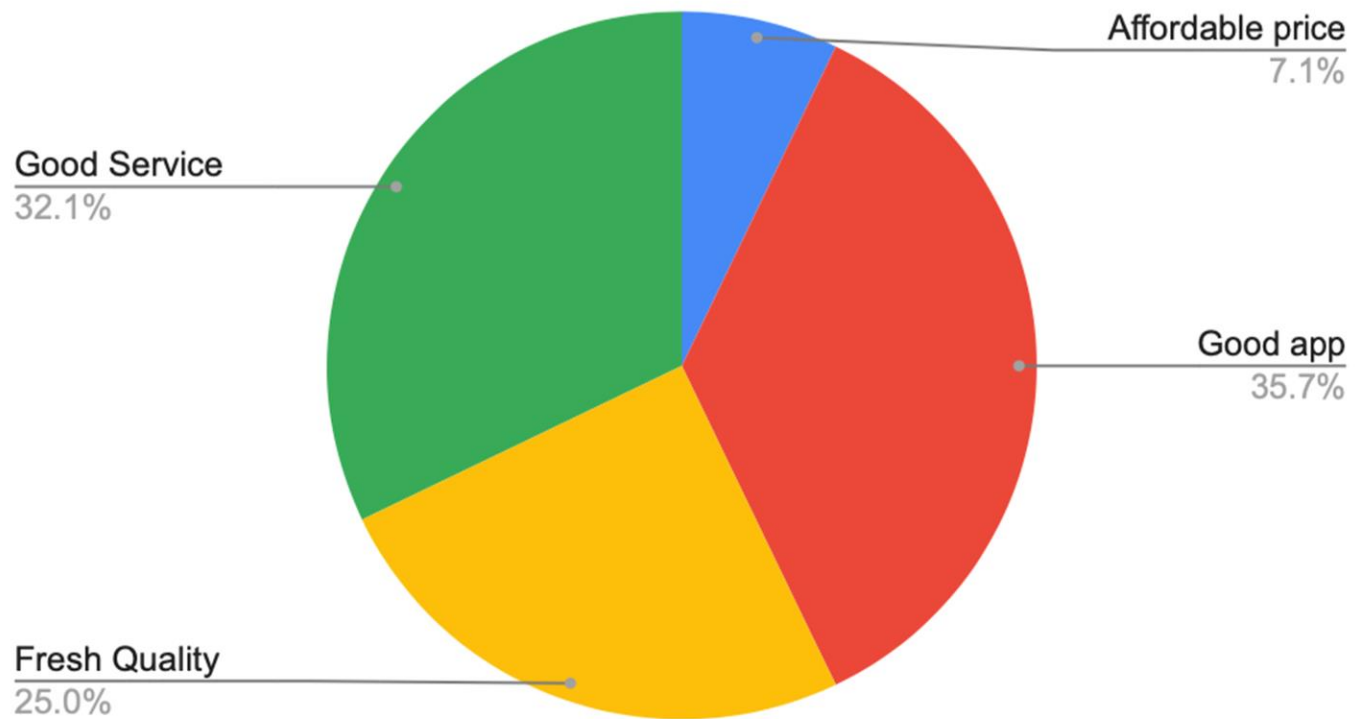
Would you like to try the app?



Reviews from Apps (total of 58)



Positive Review



Negative Reviews

Poor Service

23.3%

Poor Packaging and checking

10.0%

No clarity on refund

3.3%

No clarity on coverage area

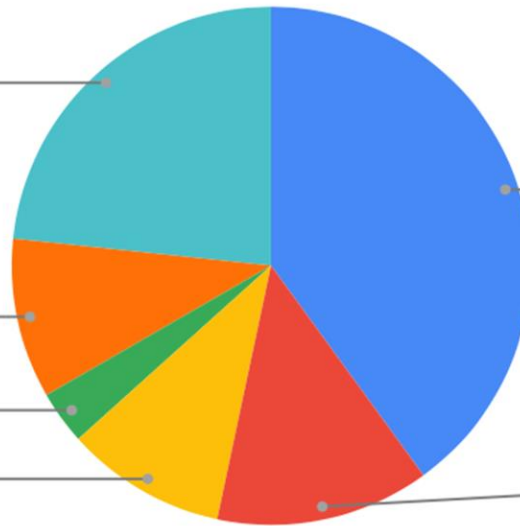
10.0%

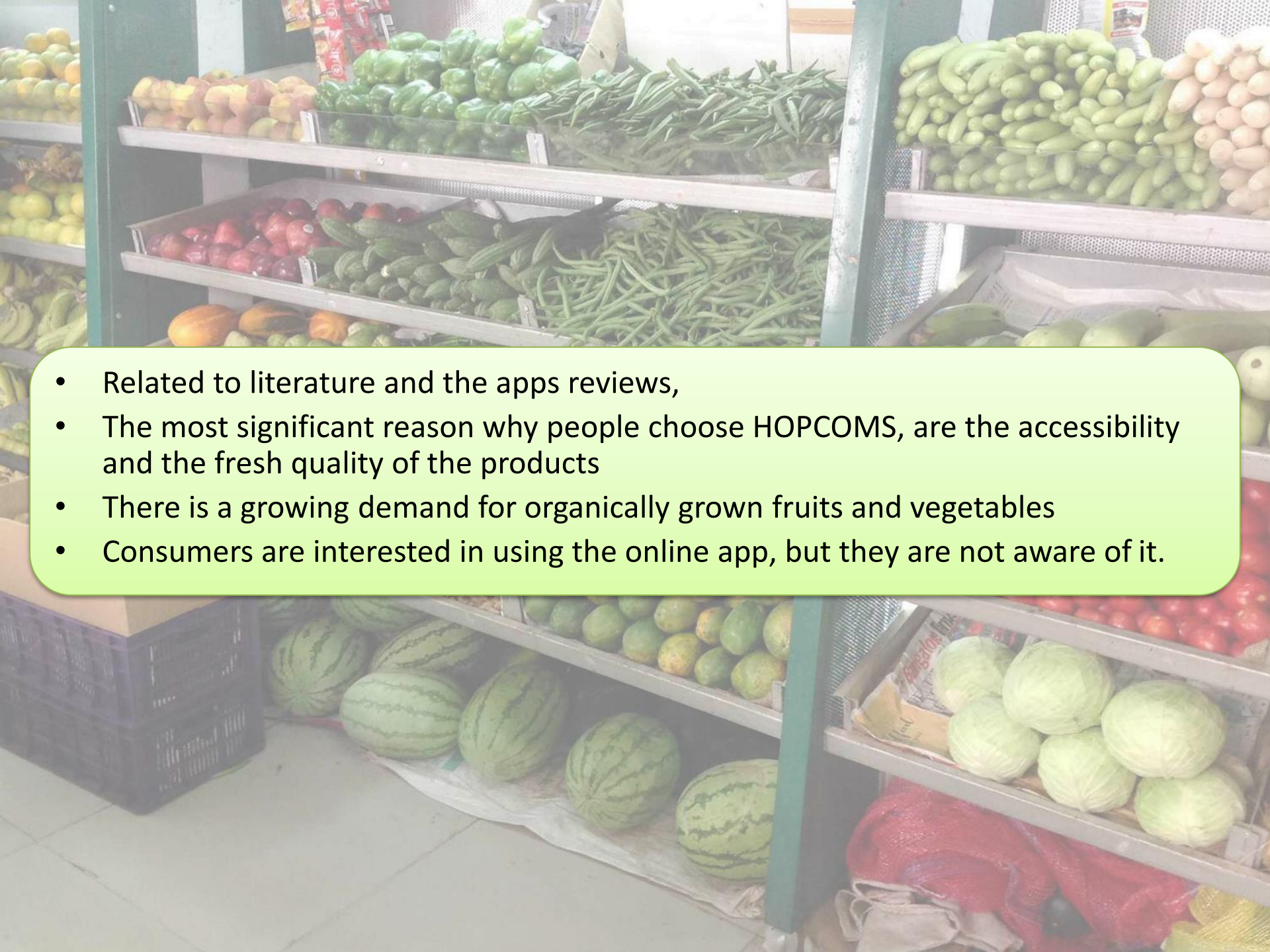
Apps and interface inconvenient

40.0%

High prices

13.3%





- Related to literature and the apps reviews,
- The most significant reason why people choose HOPCOMS, are the accessibility and the fresh quality of the products
- There is a growing demand for organically grown fruits and vegetables
- Consumers are interested in using the online app, but they are not aware of it.

CONCLUSIONS

- Better social media marketing for HOPCOMS online app
- Improvements to HOPCOMS online app -
 - Convert retail outlets with poor consumer footfall into hubs for online delivery in that area
 - Diversify and cross-sell other products like MTR products, millets etc. Via the app
 - Connect farmer and consumer through videos of cultivation thus build trust about quality of produce