



Comprehensive Study on the Need for Sustainable Marketing of Ponni Rice at Coimbatore

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Abstract: Sustainable marketing has become essential in the agricultural sector due to increasing environmental concerns and changing consumer preferences. This study focuses on Ponni rice, a widely consumed non-basmati rice variety in South India, and examines the need for sustainable marketing practices. Ponni rice is valued for its nutritional benefits, low glycemic index, and eco-friendly cultivation potential. However, lack of awareness, improper branding, and limited promotion of sustainability attributes reduce its market potential. This research analyzes consumer behavior, environmental impact, and marketing strategies to identify the importance of sustainable marketing. The study highlights how eco-friendly packaging, ethical sourcing, and awareness campaigns can enhance demand and support farmers. Sustainable marketing not only improves profitability but also ensures environmental protection and long-term food security

Keywords : Sustainable marketing, Ponni rice, consumer behavior, eco-friendly packaging, organic farming, FMCG, agriculture, food security

I. Introduction

Agriculture plays a vital role in the Indian economy, with rice being one of the most important staple foods consumed by a majority of the population. India is one of the largest producers and exporters of non-basmati rice varieties, including Ponni rice, which is widely cultivated in Tamil Nadu. Ponni rice is known for its soft texture, nutritional value, and suitability for daily consumption.

In recent years, sustainability has become a key concern in agricultural production and marketing. Sustainable marketing refers to promoting products in a way that considers environmental protection, social responsibility, and economic viability. In the case of Ponni

rice, sustainable marketing includes promoting organic cultivation, reducing environmental impact, and ensuring fair income for farmers.

Ponni rice has several advantages that make it suitable for sustainable marketing. It is rich in nutrients such as vitamins and minerals, easy to digest, and has a low glycemic index, making it ideal for health-conscious consumers. Additionally, organic Ponni rice is produced using eco-friendly methods that improve soil health and reduce the use of harmful chemicals.

Despite these benefits, the marketing of Ponni rice lacks sustainability focus. Most products are sold without highlighting their environmental or health benefits. There is limited awareness among consumers about organic rice and eco-friendly farming practices. Moreover, issues such as poor packaging, lack of branding, and weak distribution channels reduce its competitiveness in the FMCG sector.

Sustainable marketing of Ponni rice is important to address these challenges. It helps in creating awareness about eco-friendly products, promoting responsible consumption, and improving the livelihood of farmers. By adopting sustainable marketing strategies such as green branding, digital promotion, and ethical sourcing, Ponni rice can gain a stronger position in the market.

Thus, this study aims to analyze the need for sustainable marketing of Ponni rice and its impact on consumers, farmers, and the environment.



II. Statement of the Problem

Despite being a nutritious and widely consumed staple food, Ponni rice faces challenges in terms of effective marketing and sustainability awareness. Many consumers are unaware of its health benefits and eco-friendly cultivation practices. Traditional marketing methods fail to highlight sustainability aspects such as organic farming, reduced environmental impact, and ethical sourcing. Additionally, farmers face low profitability due to lack of branding and direct market access. The absence of sustainable marketing strategies results in reduced demand and limited growth opportunities. Therefore, there is a need to study how sustainable marketing can improve awareness, increase demand, and support environmental and economic sustainability.

A. Objectives Of The Study

1. To identify the factors influencing the purchase of soft drinks among youth in Coimbatore.
2. To analyze the preferences of youth towards different soft drink brands.
3. To examine the impact of advertising and promotional activities on buying decisions.
4. To provide suggestions for improving marketing strategies of soft drink companies.

B. Scope Of The Study

The study focuses on understanding the purchasing behavior of youth regarding soft drinks in Coimbatore. It analyzes factors such as taste, price, brand image, advertisement, packaging, and availability that influence buying decisions. The research is limited to youth respondents like college students and young professionals. The findings will help FMCG companies understand consumer preferences and improve marketing strategies.

III. Research Methodology

A. Sample Size

The study is based on a sample size of 50–100 respondents, including youth and households in Coimbatore.

B. Research Design

- Type: Descriptive research
- Method: Survey method
- Data Type:
- Primary data (questionnaire)
- Secondary data (websites, articles, reports)

C. Tools Used

- Questionnaire (Google Forms / printed survey)
- Percentage analysis
- Charts and tables (bar chart, pie chart)

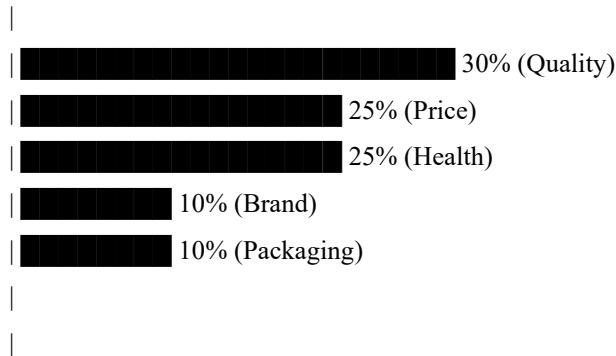
D. Awareness And Preference Towards Sustainable Marketing

Particulars	Respondents	Percentage
Aware of sustainable marketing	40	40%
Not aware	60	60%
Prefer eco-friendly products	70	70%
Do not prefer	30	30%



E. Awareness And Preference Towards Sustainable Marketing

Factors (%)



Price Quality Health Brand Pack

Bar Chart: “Awareness about Sustainable Ponni Rice”

- Yes – 40%
- No – 60%

IV. Interpretation

The above table shows that only 40% of respondents are aware of sustainable marketing practices related to Ponni rice, while 60% lack awareness. However, 70% of respondents prefer eco-friendly products, indicating a strong potential market for sustainably marketed Ponni rice. This suggests that increasing awareness through effective marketing strategies can significantly boost demand.

A. Findings

1. Majority of consumers are not aware of sustainable marketing of Ponni rice
- Consumers prefer healthy and eco-friendly food products
- Ponni rice has strong nutritional and health benefits
1. Lack of branding and promotion affects its market growth
2. Sustainable practices can increase farmer income and market demand
3. Eco-friendly packaging and digital marketing are not widely used

B. Suggestions

1. Soft drink companies should introduce healthier beverage alternatives.
2. Attractive and eco-friendly packaging can attract more youth consumers.
3. Companies should focus more on digital marketing and social media advertising.
4. Reasonable pricing strategies can increase purchase among students.
5. Introducing new flavors and limited editions can increase consumer interest

V. Conclusion

The study concludes that sustainable marketing is essential for improving the market potential of Ponni rice. Although the product has strong health and environmental benefits, lack of awareness and poor marketing strategies limit its growth. By adopting sustainable practices such as organic farming, eco-friendly packaging,



and digital promotion, Ponni rice can attract more consumers and enhance its brand value. Sustainable marketing not only benefits consumers but also supports farmers and protects the environment. Therefore, it is necessary for producers, marketers, and policymakers to focus on sustainable marketing strategies for long-term growth and food security.

References

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3. **Amiha Agro Pvt. Ltd. (2022). Sustainable Rice Production in India.** This work focuses on eco-friendly rice cultivation methods in India, including water management and reduced chemical usage. It provides insights into how sustainable farming enhances soil fertility and supports long-term agricultural productivity.
4. **Food and Agriculture Organization (FAO) (2022). Sustainable Agriculture and Food Systems.** The FAO publication outlines global frameworks for sustainable agriculture, stressing food security, resource conservation, and climate resilience. It serves as a guiding document for integrating sustainability into food systems worldwide.
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