

A STUDY OF AGRITOURISM MARKETING ACTIVITIES IN AMRAVATI CITY AND ITS AWARENESS AMONG CONSUMERS.

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Abstract

The present study analyzes the marketing strategies and consumer awareness of agritourism businesses in Amravati City. Agritourism is an emerging sector that bridges agriculture and tourism, offering unique rural experiences while contributing to the local economy. This research evaluates the effectiveness of marketing activities employed by agritourism businesses and assesses consumer perceptions and awareness levels regarding these promotional efforts. The study employs key analytical method, including surveys, interviews, and statistical tools, to assess consumer awareness, marketing effectiveness, and factors influencing agritourism choices. Additionally, a comparative assessment of different marketing channels, such as digital media, word-of-mouth, and traditional advertising, is conducted to determine their impact on consumer engagement. The findings indicate that while agritourism businesses implement various marketing strategies, consumer awareness remains moderate, with digital marketing playing a growing role in influencing choices. The study concludes that enhancing targeted marketing efforts and improving consumer education about agritourism experiences are crucial for the sector's growth. It emphasizes the need for integrated marketing approaches that leverage both digital and traditional platforms. Future research may explore long-term consumer behaviour trends and the role of government initiatives in promoting agritourism.

Keywords: Agritourism, Agro-business, Marketing Strategies, Agro Promotion, Rural Tourism, Consumer Behaviour.

Introduction

Agritourism, a fusion of agriculture and tourism, has emerged as a significant contributor to rural economic development, offering both farmers and tourists a unique opportunity to engage with agricultural practices. It provides farmers with an alternative income source while allowing visitors to experience rural life, farm activities, and sustainable agricultural methods (Deshmukh, 2019). As urbanization accelerates, there is a growing interest among consumers to reconnect with nature and traditional farming practices, positioning agritourism as a viable sector within the broader tourism industry (Sharma, 2020). This trend is particularly evident in India, where agritourism has gained attention as a means to promote rural development, environmental conservation, and cultural heritage (Patil et al., 2021).

The success of agritourism largely depends on effective marketing strategies that enhance consumer awareness and engagement. Various promotional techniques, including digital marketing, word-of-mouth referrals, and strategic collaborations with travel agencies, play a crucial role in attracting tourists (Jadhav & Kale, 2021). However, despite its potential, agritourism businesses face challenges such as limited outreach,

lack of structured promotional activities, and insufficient consumer awareness regarding available services and experiences (Naik et al., 2022). Addressing these challenges requires a deeper understanding of consumer behaviour, preferences, and the factors that influence their decision-making process in selecting agritourism experiences.

This research aims to study agritourism marketing activities and analyze consumer awareness of agritourism businesses in Amravati District. The study explores the effectiveness of current marketing strategies and identifies gaps in promotional efforts that hinder consumer engagement. By examining the factors influencing consumer choices, this research provides insights into improving marketing practices, fostering better awareness, and enhancing the overall growth of the agritourism sector (Kumar & Joshi, 2018). The findings will contribute to the development of more efficient marketing frameworks, ultimately benefiting both agritourism entrepreneurs and consumers.

Review of Literature

Agritourism has emerged as a growing sector that bridges agriculture and tourism, offering unique experiences while supporting rural economies. It provides farmers with additional revenue streams

and helps preserve agricultural traditions, making it a vital tool for rural development (Deshmukh, 2019). Despite its potential, agritourism still faces challenges in consumer awareness, as many potential tourists remain unaware of its offerings, benefits, and accessibility (Sharma, 2020). A lack of clear marketing strategies and promotional efforts further limits public engagement, resulting in slow sectoral growth. Addressing these concerns requires an in-depth understanding of consumer behavior and the effectiveness of marketing initiatives employed by agritourism businesses.

Marketing plays a pivotal role in enhancing consumer awareness and driving the growth of agritourism. Research suggests that digital marketing tools, such as social media campaigns, influencer collaborations, and search engine optimization (SEO), have proven to be effective in expanding reach and attracting visitors (Jadhav & Kale, 2021). Traditional marketing techniques, including print media advertisements, tourism fairs, and partnerships with travel agencies, also contribute to increasing visibility, though their impact is often constrained by budget limitations (Naik et al., 2022). However, inconsistent and fragmented marketing efforts have resulted in limited consumer engagement and fluctuating visitor numbers. To establish a sustainable growth model, agritourism businesses must adopt strategic marketing approaches that align with consumer preferences and leverage modern technological advancements.

Despite the efforts to promote agritourism, several barriers hinder its widespread adoption. Challenges such as inadequate infrastructure, poor accessibility, and a lack of government support have restricted its expansion (Kumar & Joshi, 2018). Additionally, the absence of standardized marketing frameworks has created difficulties for consumers in distinguishing between different agritourism offerings (Rao & Mehta, 2020). To overcome these barriers, there is a need for collaborative efforts between agritourism businesses, tourism boards, and policymakers to develop structured promotional strategies. This research aims to analyze the agritourism marketing

activities and assess consumer awareness in Amravati District, offering insights into the factors influencing consumer preferences and the potential strategies for sustainable growth in the sector.

Research Problem & Objective of The Study

Agritourism is a growing sector that helps farmers earn extra income by attracting tourists to experience rural life. However, many people are not aware of agritourism and its benefits, which leads to fewer visitors and slower business growth. One of the main reasons for this is the lack of proper marketing and promotion. Many agritourism businesses struggle to reach potential customers because they do not use modern marketing methods effectively. Additionally, poor infrastructure and limited government support make it difficult for tourists to access these destinations. This research aims to study the marketing activities of agritourism businesses in Amravati District, understand how much consumers know about agritourism, and find ways to improve awareness and increase visitor numbers. The objectives of study highlight the main goals of the study, which focus on understanding agritourism awareness, growth potential, consumer preferences, and the challenges it faces in Amravati city.

- To study the agritourism activity in Amravati city with respective agritourism business.
- To analysis consumer awareness about agritourism marketing activities of agritourism business in Amravati city.
- To identify the factors influencing consumer choices of agritourism business in Amravati city.

Research Methodology

This study uses a descriptive research method to understand agritourism marketing and consumer awareness in Amravati. Data will be collected from surveys and interviews with agritourism businesses and visitors (primary data) and from books, research articles, and online sources (secondary data). The study will include 100 respondents, selected randomly from agritourism businesses and visitors in Amravati City, to ensure fair and accurate results.

Data Analysis and Interpretation

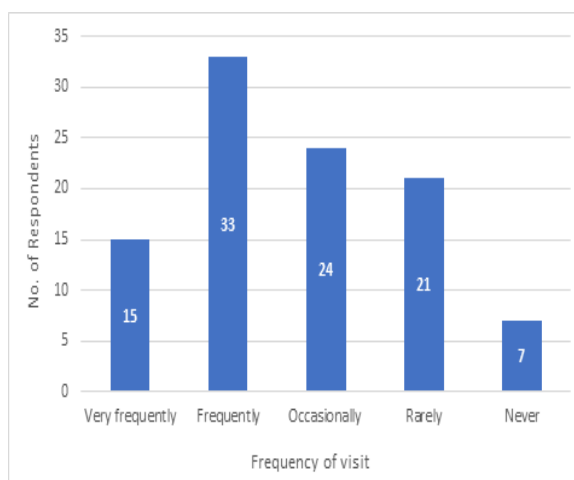
1. Analysis the frequency of respondents visits to agritourism centers in Amravati.

Table No. 2 Respondents frequency of visits to agritourism centres

Frequency	No. of respondents	Percentage
Very frequently	15	15%
Frequently	33	33%
Occasionally	24	24%
Rarely	21	21%
Never	7	7%
Total	100	100%

(Source: Primary Data)

Graph No. 2 Respondents frequency of visits to agritourism centers



From the above data analysis that 33% of respondents visit agritourism centers frequently, while 15% visit very frequently. About 24% visit occasionally, whereas 21% visit rarely. A small percentage 7% have never visited an agritourism center. This indicates a positive level of engagement with agritourism in Amravati, with a majority of respondents visiting at least occasionally.

2. Analysis of respondents engaged with agritourism activities.

Table no 3 Respondents engaged with agritourism activities

Occupation	No. of respondents	Percentage
Enjoy nature and adventure	32	32%
Farm tours	23	23%
Traditional cooked foods	12	12%
Organic farming experience	20	20%
food and rural experience	13	13%
Total	100	100%

(Source: Primary Data)

Graph no 3 Respondents engaged with agritourism activities



From the above data analysis that the highest percentage of respondents 32% engage in agritourism activities to enjoy nature and adventure. Farm tours attract 23% of respondents, while 20% participate in organic farming experiences. Traditional cooked foods and food & rural experiences engage 12% and 13% of respondents, respectively. This suggests that nature-based and interactive farm experiences are the most popular agritourism activities.

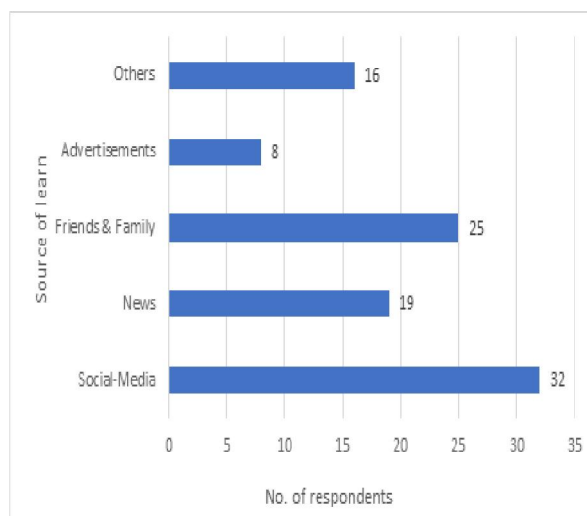
3. Analysis the primary sources through respondents learn about agritourism marketing activities in Amravati City.

Table no 4 Respondents engaged with agritourism activities

Occupation	No. of respondents	Percentage
Social-Media	32	32%
News	19	19%
Friends & Family	25	25%
Advertisements	8	8%
Others	16	16%
Total	100	100%

(Source: Primary Data)

Graph no 4 Respondents engaged with agritourism activities



From the above data analysis social media is the most common source of awareness about agritourism marketing activities, with 32% of respondents learning through platforms. Friends and family play a significant role, accounting for 25% of respondents. News sources contribute to 19%, while advertisements reach only 8%. The remaining 16% rely on other sources. This indicates that digital platforms and word-of-mouth are the most effective ways to promote agritourism in Amravati.

4. Analysis factors influencing respondents decisions to visit agritourism destinations in Amravati.

Table no 5 Respondents influencing factors visits to agritourism centers

Factors	No. of respondents	Percentage
Price	24	24%
Activities	32	32%
Reviews	18	18%
Location	15	15%
Service	11	11%
Total	100	100%

(Source: Primary Data)

Graph no 5 Respondents influencing factors visits to agritourism centers



From the above data analysis the most influential factor in choosing an agritourism destination is the availability of activities 32%, followed by price 24%. Reviews from others influence 18% of respondents, while location 15% and service quality 11% also play a role. This suggests that offering diverse and engaging activities is key to attracting visitors. Competitive pricing and positive reviews further enhance interest.

5. Analysis the impact of word-of-mouth on respondents decisions to visit agritourism centers in Amravati City.

Table No 6 Respondents Influence of Word-of-Mouth on Agritourism Visits in Amravati

Influence Choice	No. of respondents	Percentage
Very Influence	20	20%
Strong Influence	47	47%
Moderate Influence	19	19%
Little Influence	9	9%
No Influence	5	5%
Total	100	100%

(Source: Primary Data)

From the above data analysis that word-of-mouth has a significant impact on respondents' decisions to visit agritourism centers. A substantial 47% of respondents report being "Strongly Influenced" by word-of-mouth, while 20% say they are "Very Influenced." Additionally, 19% experience "Moderate Influence," 9% feel "Little Influence," and only 5% report "No Influence." This suggests that recommendations from friends, family, or other visitors play a crucial role in attracting customers to agritourism sites.

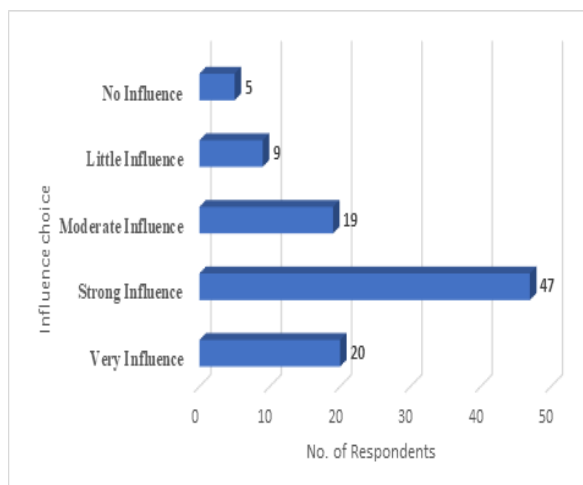
Finding, Suggestion & Conclusion

After conducting this research data analysis, the following conclusions, suggestions and recommendations were drawn by the researchers:

The study reveals that agritourism activities in Amravati District offer unique rural tourism experiences, but consumer awareness remains relatively low. According to the analysis, various promotional strategies, including traditional and digital marketing, are being used, yet their effectiveness is limited due to insufficient outreach. Additionally, factors such as affordability, accessibility, quality of services, and the overall experience significantly influence consumer participation. While there is interest in agritourism, many potential visitors lack adequate knowledge about available opportunities, leading to lower engagement.

To improve awareness and participation in agritourism activities, a comprehensive promotional approach should be adopted, including digital campaigns, social media engagement, and collaborations with tourism agencies. Organizing awareness programs, interactive events, and targeted advertising can attract more visitors.

Table No 6 Respondents Influence of Word-of-Mouth on Agritourism Visits in Amravati



Enhancing infrastructure, offering customized tourism packages, and ensuring affordability will make agritourism more appealing. Support through financial incentives, training programs, and policy initiatives can further strengthen agritourism efforts and ensure long-term sustainability.

Agritourism in Amravati District has the potential to grow significantly, but challenges related to outreach and consumer awareness need to be addressed. Strengthening marketing efforts, improving service offerings, and increasing consumer education can attract a larger audience. Enhancing these aspects will not only support the sustainability of agritourism activities but also contribute to rural economic development and cultural promotion.

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