

A Critical Analysis of Marketing Strategies Adopted by Agriculture-Based Startups in Chhattisgarh: A Secondary Data-Based Study

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Abstract: The startup era and the emergence of Gen-Z are not a coincidence, it has come into existence almost as the same time. Now a day's various terminologies regarding startups are buzzing around everywhere. Among those words one word catching the eyes of everyone is Agri-entrepreneurship. The emergence of agriculture-based startups is not only transforming India's rural entrepreneurial landscape it is also bridging the gap between traditional farming and modern agribusiness models. This study tries to critically examine the marketing strategies adopted by agriculture-based startups in the state of Chhattisgarh, India. The study through a comprehensive secondary data analysis explores how these startups utilize the different marketing approaches to reach their client base. This study uses a structured coding framework which is derived from the extended marketing mix (7Ps), and thematic content analysis is conducted to understand key dimensions like product, pricing, distribution networks, promotional tactics, and digital engagement strategies. The findings of this study would help in assessing creativity in agriculture-based startups product innovation and digital reach. It also indicates the challenges faced by startups such as limited rural connectivity, digital literacy rate, and resource related hindrances in marketing effectiveness (Kumar and Reddy, 2024; Balkrishna, 2023).

Keywords: Agriculture-based Startups, Marketing Strategies, Startup Ecosystem, Agri-entrepreneurship

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