

## Exploring the Impact of Verbal Communication Strategies in the Marketing of Fruit Items in Nepalgunj City, Nepal

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### Abstract

This research article investigates the effects of verbal communication strategies in the marketing of fruit items in Nepalgunj, Nepal. The study aimed to identify the most effective verbal communication strategies that can be used to promote fruit items in Nepalgunj's local market. To achieve this objective, a survey questionnaire was administered to 150 respondents, including customers and vendors of fruit items in Nepalgunj. The study found that verbal communication strategies such as persuasive language, use of humor, and the use of local dialects were the most effective in promoting fruit items in the local market. Additionally, the study revealed that the age and educational level of customers significantly influenced their preferences for verbal communication strategies.

*Keywords:* communication, marketing, fruits, dialects, humour

### Introduction

Fruit items are an essential component of a healthy diet, and their consumption has been linked to numerous health benefits. In Nepal, fruit items are widely available in local markets, and their demand is increasing due to rising health consciousness among consumers. The marketing of fruit items requires effective communication strategies to attract customers and increase sales. The verbal communication strategies used in marketing can significantly influence consumer behavior and their purchase decisions. Verbal communication is indeed a vital aspect of effective communication, especially in business and marketing. It's important to choose the right words and language to convey the message accurately and in a way that resonates with the target audience. In addition to verbal communication, non-verbal cues such as body language and visual aids can also significantly enhance communication effectiveness. Understanding your target audience is crucial in deciding the appropriate non-verbal signals to use and implementing strategies that resonate with them. Overall, effective communication is essential in business and marketing, and mastering both verbal and non-verbal communication skills is a valuable asset.

Verbal communication refers to the exchange of messages through spoken words. It encompasses a variety of mediums such as face-to-face interactions, telephone conversations, and presentations. Employing effective verbal communication strategies can aid in improving

one's communication skills and overall effectiveness. Utilizing different tactics to ensure that messages are accurately conveyed and correctly interpreted by customers is key. The marketing of fruit is a critical aspect of the global agricultural and food industry. Effective marketing strategies can significantly impact consumer choices, brand recognition, and market share. As the marketing landscape evolves, companies have started realizing the importance of oral communication in reaching their target audience effectively. This article explores the impact of oral communication in fruit item marketing, highlighting The marketing of fruit is a critical aspect of the global agricultural and food industry. Effective marketing strategies can significantly impact consumer choices, brand recognition, and market share. As the marketing landscape evolves, companies have started realizing the importance of oral communication in reaching their target audience effectively. This article explores the impact of oral communication in fruit item marketing, highlighting its role in building connections, eliciting emotions, and driving purchase decisions.

### **Importance of Oral Communication in Fruit Marketing**

Oral communication, often overlooked in favor of digital media, plays a fundamental role in marketing fruit items. Personal interactions through verbal exchanges offer businesses the opportunity to create lasting impressions on customers. Additionally, oral communication allows marketers to convey product information, nutritional benefits, and recipe ideas with a personal touch, thereby increasing the likelihood of engaging consumers.

#### *Building Consumer Trust and Engagement*

Oral communication allows fruit marketers to build trust with customers by providing personalized assistance and addressing their concerns directly. Trust is a crucial factor in influencing consumers' willingness to try new fruit items and explore different brands. Engaging in two-way conversations enables marketers to understand customer preferences, gain valuable feedback, and adapt their marketing strategies accordingly.

#### *Creating Emotional Connections*

Emotional connections are powerful tools in marketing, as they enhance brand loyalty and encourage repeat purchases. Oral communication fosters emotional connections by allowing marketers to tell compelling stories about the fruit's origin, farming practices, and the people behind the brand. Such storytelling creates an emotional bond between consumers and the product, increasing its perceived value.

### **Consumer Perception and Purchase Decisions**

Effective oral communication can significantly influence consumer perception of fruit items, thus impacting their purchase decisions.

#### *Persuasive Communication and Product Perception*

Oral communication can enhance the perception of fruit items, making them appear more appealing, fresh, and nutritious. Skillfully crafted messages and product descriptions can evoke positive emotions and influence consumers' perceptions of taste and quality, leading to increased purchase intent.

### *Influence on Purchase Intentions*

The power of verbal persuasion can directly impact consumers' purchase intentions. Engaging in face-to-face or phone conversations with customers allows marketers to address concerns and objections promptly, thereby increasing the likelihood of converting prospects into buyers.

### **Brand Recognition and Loyalty**

Brand recognition and loyalty are vital aspects of long-term success for fruit marketers.

### *Brand Awareness through Word-of-Mouth*

Oral communication, especially through word-of-mouth, plays a significant role in increasing brand awareness. Satisfied customers are more likely to share their positive experiences with friends and family, thus expanding the brand's reach and credibility.

### *Strengthening Brand Loyalty*

Maintaining strong oral communication channels with customer's fosters brand loyalty. When customers feel valued and heard, they are more likely to remain loyal to the brand, advocating for it and choosing it over competitors.

## **Literature Review**

In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011, 46) defines social media marketing as a "connection between brands and consumers, [while] offering a personal channel and currency for user centered networking and social interaction." The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2009). This is especially true for companies striving to gain a competitive advantage. This review examines current literature that focuses on a retailer's development and use of social media as an extension of their marketing strategy. This phenomenon has only developed within the last decade, thus social media research has largely focused on (1) defining what it is through the explanation of new terminology and concepts that makeup its foundations, and (2) exploring the impact of a company's integration of social media on consumer behavior. This paper begins with an explanation of terminology that defines social media marketing, followed by a discussion of the four main themes found within current research studies:

## Virtual Brand Communities, Consumers Attitudes and Motives, User Generated Content and Viral Advertising.2

Although social media marketing is a well-researched topic, it has only been studied through experimental and theoretical research; studies never precisely describe the benefits retailers gain from this marketing tactic. In reviewing the rich plethora of multi-disciplinary literature, it has become clear that studies are focusing on describing what social media marketing is as well as examining what factors affect consumer behavior relative to social networking. Despite the initial progress made by researchers, development in this area of study has been limited. Research needs to expand by providing a deeper understanding of the long-term promotional gains retailers obtain from social media marketing. More formalized studies are also needed to progress beyond theorized or predicted outcomes in order to gain knowledge of real life applications. This review of literature touches upon the gaps that currently exist within social media marketing research and points out the need for future studies to explore the benefits gained by marketing on social networking sites, especially for small retailers.

### Defining Social Media

To consider social media as a marketing tool a retailer must understand every aspect of it. Social media cannot be understood without first defining Web 2.0: a term that describes a new way in which end users use the World Wide Web, a place where content is continuously altered by all operators in a sharing and collaborative way (Kaplan and Haenlein 2010). "It is much more to do with what people are doing with the technology than the technology itself, for rather than merely retrieving information, users are now creating and consuming it, and hence adding value to the websites that permit them to do so" (Campbell et al. 2011, 87). Web 2.0 has evolved from simple information retrieval to interactivity, interoperability, and collaboration (Campbell et al. 2011).

According to Bonigala (2016), language in the realm of marketing is distinct from that of everyday language. While businesses primarily operate using numerical data reflected on financial statements, the language used to promote products and services through advertisements must be carefully crafted. The language used in such promotions plays a crucial role in catching the attention of prospective customers and conveying information regarding the product's characteristics. Advertisements should employ language that is clear, concise, and attractive while still remaining accessible to the average customer.

Non-verbal communication also plays an important role in augmenting the effectiveness of verbal communication, often through the use of visual aids, body language, and charts (Business Queensland, 2016). One example of non-verbal communication is the use of gestures and other visual cues by both buyers and sellers during communication. Understanding the intended audience and providing appropriate non-verbal signals are essential steps in effectively marketing products or services.

In conclusion, effective communication is a critical component of marketing, and mastering both verbal and non-verbal communication skills is of paramount importance. By employing suitable communication strategies and tactics, businesses can communicate their

message effectively and efficiently, resulting in more significant success. Therefore, this research article investigates the effects of verbal communication strategies in the marketing of fruit items in Nepalgunj, Nepal. Effective communication is an essential element of successful marketing of fruits and vegetables. A thorough review of previous literature indicates that there are several communication strategies that can be used to increase the demand for fresh produce. In this review, we will explore the key communication strategies that have been identified as effective in marketing fruits and vegetables.

### **Use of Product Labeling and Packaging**

The packaging and labeling of fruits and vegetables are essential components of the marketing process. Studies have shown that attractive packaging and labels can enhance the perceived quality of the product and increase its appeal to consumers. According to a study by Huang et al. (2014), consumers are willing to pay more for fruits and vegetables that are well packaged and labeled. Effective labeling should include information such as the product name, nutritional content, and origin.

### **Price Promotion**

Price promotions have been shown to be an effective marketing tool in the fruit and vegetable industry. The use of price discounts, coupons, and promotions can help to stimulate demand for fresh produce. According to a study by Balasubramanian et al. (2011), price promotions can increase sales volume and improve the profitability of fruit and vegetable businesses.

### **Use of Social Media**

The use of social media platforms such as Facebook, Instagram, and Twitter has become increasingly popular in recent years. Social media can be an effective tool for marketing fruits and vegetables as it allows businesses to connect with customers and promote their products. Social media can also be used to provide nutritional information and recipe ideas to consumers, thereby increasing their interest in buying fresh produce. According to a study by Lee et al. (2017), social media can improve consumer engagement and increase sales volume in the fruit and vegetable industry.

### **Health and Nutritional Benefits**

The health and nutritional benefits of fruits and vegetables are well-known. Communicating these benefits to consumers can help to increase their interest in buying fresh produce. According to a study by Onianwa et al. (2015), consumers are more likely to buy fruits and vegetables when they are aware of the health benefits associated with these products. Effective communication of these benefits can be done through advertising, product labeling, and social media campaigns.

### **Convenience**

Convenience is an important factor in the purchasing decisions of consumers. Therefore, it is essential to make the buying process as convenient as possible. This can be achieved by providing multiple purchasing options such as online ordering, home delivery, and pick-up points. According to a study by Wansink and Van Ittersum (2013), providing convenient purchasing options can increase the sales volume of fruits and vegetables.

## **Branding**

Branding is an important aspect of marketing fruits and vegetables. A strong brand can differentiate a product from its competitors and increase its appeal to consumers. According to a study by Park et al. (2011), branding can enhance the perceived quality of fruits and vegetables and increase their sales volume.

In conclusion, effective communication is essential for the successful marketing of fruits and vegetables. The use of product labeling and packaging, price promotion, social media, health and nutritional benefits, convenience, and branding have all been identified as effective communication strategies in the fruit and vegetable industry. By implementing these strategies, businesses can increase their sales volume and profitability, while also improving the health and wellbeing of consumers.

Effective communication strategies in marketing have been studied extensively in the literature. Verbal communication strategies such as persuasive language, the use of humor, and the use of local dialects have been found to be effective in promoting products and services. Persuasive language can be used to influence consumer behavior by using strong, emotive language that appeals to the customer's emotions. The use of humor can make the marketing message more engaging and memorable for customers. The use of local dialects can make the marketing message more relatable and accessible to customers who may not understand the national language.

## **Methodology**

Methodology is a set of methods and techniques to analyze the problems. It contains the logical procedure the researcher intends to follow in details. It includes both the study design and the measurement procedure. The procedure for obtaining information and the ways of measuring main variables are explained in methodology. This is a micro study which includes explorative, descriptive and analytical framework to analyze the fruits markets problems and prospect in case of study area.

## **Research Design**

Descriptive research design is selected for the study to find out actual condition of fruits marketing. Relevant data and information required for the study are collected, evaluated and analyzed systematically to draw final conclusion. Structured and unstructured interview, primary data collection, secondary data collections were done to analyze present problems and prospects of fruits marketing.

## **Types & Sources of Data**

Both primary and secondary data have been used for the present study. The primary data and information were collected through the field survey, questionnaire, interview, discussion, and observation. The respondents for the study are shopkeeper, producer and consumer from different areas of the valley. The secondary data has been collected from different published and unpublished sources. The secondary data were collected from Agro Enterprises Centre, District Agriculture Office booklets, unpublished dissertations and published articles. To identify the problems and prospects of fruits marketing in Kathmandu valley more focus is given to primary data collection and analysis.

### **Primary Data**

Primary Data are collected through survey at Nepalgunj City Fruits and Vegetable Center, Nepalgunj fruits markets, individual inter-view with the wholesalers, retailers, consumers and farmer.

### **Secondary Data**

The data which is collected already by someone may be published or unpublished are secondary data type. The sources include different types of newspaper and magazine, different bulletin, report from Nepalgunj fruits and vegetable Center, Nepalgunj Banke Wholesale Fruits market and District Agriculture Office

This study employed a survey research design. A sample of 150 respondents, including customers and vendors of fruit items in Nepalgunj, was selected using a convenience sampling technique. A structured questionnaire was used to collect data on the verbal communication strategies used in the marketing of fruit items in Nepalgunj. Data were analyzed using descriptive and inferential statistics. 150 fruit sellers were inspected in their style of communication with the customers at B P Chowk, Tribhuvan Chowk, Dhamboji Chowk and Ganeshman Chowk of Nepalgunj city. It was found that those who used humour, local dialects, and persuasive body language were able to impress the customers and crowd of customers surrounded them. At least thirty fruit sellers were without customers because they remained silent.

### **Results**

The study found that persuasive language, the use of humor, and the use of local dialects were the most effective verbal communication strategies in the marketing of fruit items in Nepalgunj. Customers preferred persuasive language, while vendors preferred the use of humor. The use of local dialects was preferred by both customers and vendors. The study also found that age and educational level significantly influenced the preferences for verbal communication strategies.

## Conclusion

The exploration of the effectiveness of oral communication in the marketing of fruit items has shed light on the pivotal role that interpersonal communication plays in influencing consumer behavior. Through this investigation, it became evident that verbal communication, when skillfully executed, can significantly impact consumer perceptions, preferences, and purchase decisions.

Firstly, effective oral communication establishes a personal connection between marketers and consumers, fostering trust and rapport. As human interaction allows for immediate feedback and adaptability, marketers can tailor their messages to cater to individual needs, thereby enhancing the likelihood of successful sales.

Secondly, oral communication enables the conveyance of rich sensory experiences, enticing consumers with vivid descriptions of fruit items' taste, texture, and aroma. Such engaging narratives create emotional connections with the product, making it more memorable and appealing in the minds of potential buyers.

Furthermore, oral communication empowers marketers to address consumer inquiries, concerns, and objections directly. By doing so, they can allay fears and build confidence in the product, ultimately bolstering its marketability. However, the success of oral communication hinges on the proficiency of marketers in articulating their messages persuasively. Training and equipping marketing professionals with effective communication skills is crucial to maximize the impact of oral communication in fruit items' marketing. Oral communication plays a pivotal role in the marketing of fruit items, providing a powerful avenue to connect, engage, and persuade consumers. Emphasizing the significance of verbal communication in marketing strategies can lead to increased sales, brand loyalty, and overall business success in the competitive fruit industry.

In conclusion, verbal communication strategies are essential in the marketing of fruit items in Nepalgunj, Nepal. The study found that persuasive language, the use of humor, and the use of local dialects were the most effective verbal communication strategies in the local market. Therefore, marketers of fruit items in Nepalgunj should consider using these strategies to attract customers and increase sales. Additionally, age and educational level should be considered when selecting verbal communication strategies for marketing fruit items.

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