



A study on Marketing Strategies used for Bamboo Product in Palghar District of Maharashtra.

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ABSTRACT

This research paper aims to assess the Marketing strategies used by Bamboo industry for marketing of various bamboo based product in Palghar District. Marketing strategies are considered very important for every business organization, so it must be properly planned and implemented for the success and growth of product & business. The study was done as a part of descriptive research. Convenience sampling technique was employed for selecting the sample. The primary data was collected by means of questionnaire. The analysis leads over the conclusion that the craftsmen's have adopted old and traditional marketing strategies – Word of mouth & Relationship marketing strategy for marketing their bamboo product. The research also suggested some innovative and modern marketing strategies to be adopted by the craftsmen's for marketing of bamboo product.

Keywords : Marketing Strategies, Craftmans., Bamboo Based Product,

INTRODUCTION

In Palghar district, majority of bamboo based industry is small in nature, family oriented or part-time and thrive on traditional manual work procedures. The procedures are relatively labour intensive and performed with traditional devices that are of low technology and production capacities. In addition, the product designs fail to receive sufficient attention. The local designers are trying to meet local requirement. Most of the local manufacturers rely on existing ethnic designs or copying ideas from other sources for the development and marketing of product. Although bamboo has numerous uses, most of the woven commodities are traditional and low-value products, but are demanded in low quantity due to wide utilization of plastic and metal products. But

now people have become more conscious about environmental friendly product there may be demand for the bamboo product if appropriate marketing strategy is adopted. Therefore the present study will make an attempt to know the different marketing strategies used for bamboo product.

Marketing strategy definition

Marketing strategy is used by different companies to collaborate with their consumers. It is also employed to aware the customers about the features, specifications and benefits of company's products. It is basically focused on encouraging target population to buy those specific products and services. The marketing strategies might be totally innovative or they can be previously tried or tested strategies. Effective marketing strategies help to get ahead in the competition.

Points to be consider for marketing

There are different types of marketing strategies available. You have to pick one as per your business requirement. Before choosing the right marketing strategy for your business, consider following points.

1. Define the target population : Defining target population is main and necessary step in choosing marketing strategy. It gives the proper demographics which help in selecting the most appropriate marketing plan for our business.

2. Test your audience : Create a hypothetical process of buying to test audience. Once we know the buying behavior of our target audience, we can select more appropriate marketing strategy.

3. Consider marketing strategies : Once we know the demographics; their knowledge, attitudes and behaviors. We can select more appropriate marketing strategy.

4. Evaluate those strategies : Once we have considered the marketing strategies and found the applicable ones. Asses them, apply them and evaluate them. This process must be for testing purposes and the most suitable and productive strategy must be applied.

Types of marketing strategies :

There are different types of marketing strategies available. Picking up a marketing strategy includes analyzing the needs of your business, your target audience and specifications of your products. The two main types of marketing strategy are:

- 1. Business to business (B2B) marketing
- 2. Business to consumer (B2C) marketing

The most common form of marketing is business to consumer (B2C) marketing. Let's explore a bit more

Following are the different types of marketing strategies available.

1. Paid advertising :- This includes multiple approaches for marketing. It includes traditional approaches like TVCs and print media advertising. Also, one of the most well-known marketing approach is internet marketing. It includes various methods like PPC (Pay per click) and paid advertising.
2. Cause marketing :- Cause marketing links the services and products of a company to a social cause or issue. It is also well known as cause related marketing.
3. Relationship marketing :- This type of marketing is basically focused on customer building. Enhancing existing relationships with customers and improving customer loyalty.
4. Undercover marketing :- This type of marketing strategy focuses on marketing the product while customers remain unaware of the marketing strategy. It is also known as stealth marketing.
5. Word of mouth :- It totally relies on what impression you leave on people. It is traditionally the most important type of marketing strategy. Being heard is important in business world. When you give quality services to customers, it is likely that they'd promote you.
6. Internet marketing :- It is also known as cloud marketing. It usually happens over the internet. All the marketing items are shared on the internet and promoted on various platforms via multiple approaches.
7. Transactional marketing :- Sales is particularly the most challenging work. Even for the largest retailers, selling is always tough especially when there are high volume targets. However with the new marketing strategies, selling isn't as difficult as it was. In transactional marketing the retailers encourage customers to buy with shopping coupons, discounts and huge events. It enhances the chances of sales and motivates the target audience to buy the promoted products.
8. Diversity marketing :- It caters diverse audience by customizing and integrating different marketing strategies. It covers different aspects like cultural, beliefs, attitudes, views and other specific needs.

OBJECTIVES OF THE STUDY :

- To know the Marketing strategies used for bamboo product in Palghar District
- To know the sale of bamboo product by use of existing marketing strategies
- To suggest innovative marketing strategies if required.

RESEARCH METHODOLOGY :

The data needed for the study is collected from the bamboo craftsman through personnel interview using questionnaire.

Research Design : The study was based on survey method

Sampling Plan :

1. Sample Method : Non-Probability Sampling (Convenience sampling)
2. Sample Size : 100 Craftsmen.

LIMITATIONS OF THE STUDY :

Following points describe limitations of the present study,

1. The study is limited to know the Marketing strategies used for Bamboo product only
2. The study is limited to Palghar district only.
3. Sample size is limited due to time and money constraint.

Findings & Analysis :

1. Types of products made from bamboo in the area

| | |
|--------|--------|
| Basket | Kanga |
| Topla | Panjra |
| Supdi | Other |

Interpretation: The above table shows the different types of bamboo based product produced and marketed in the area as per demand and order.

2. Use of the product

| Product | Use for |
|---------|--|
| Basket | Packing of Flowers |
| Topla | Packing of fruits - Chickoo & Jambu, |
| Supdi | House hold & Farming (During Harvesting) for separating dust from grains |
| Kanga | Farming (During Harvesting) & Storing grains , also used as wall & border of house in village |
| Panjra | For safety & shelter of Chicken & Duck as chicken coops |

Interpretation: The above table shows the uses of different bamboo product for different purpose.

3. Demand of product season wise.

| Product | Demand Season wise |
|--|---|
| Basket | All |
| <u>Topla</u> | |
| <ul style="list-style-type: none"> Chickoo Topla Jambu Topla | Winter, Summer Summer |
| Supdi | <ul style="list-style-type: none"> During Ganpti Festival During Harvesting |
| Kanga | During Harvesting |
| Panjra | All |

Interpretation: The above table shows the demand of different bamboo product as per the season and occasions.

4. Gender wise Craftsman involved in the industry

| Gender | Percentage (%) |
|--------|------------------|
| Male | 10 % |
| Female | 90 % |

Interpretation: The above table shows that there are 10 % male and 90% female involved in production of bamboo product.

5. Marketing strategies used for marketing of bamboo product by craftsmen's

| Sr.No | Marketing strategies | Response |
|-------|-------------------------|----------|
| 1 | Paid advertising | No |
| 2 | Cause marketing | No |
| 3 | Relationship marketing | Yes |
| 4 | Undercover marketing | No |
| 5 | Word of mouth | Yes |
| 6 | Internet marketing | No |
| 7 | Transactional marketing | No |
| 8 | Diversity marketing | No |

Interpretation: The above table shows different types of marketing strategies and also reflect marketing strategies used by craftsmen for marketing of bamboo products.

6. Demand of bamboo product by use of traditional marketing strategies.

| Answer | No. of respondent |
|-------------|-------------------|
| Adequate | 33 |
| In adequate | 67 |

Interpretation: In the above table 33 respondent feels that there is adequate demand of bamboo product by use of traditional marketing strategies.

7. Supply of bamboo product as per demand.

| Answer | No. of respondent |
|-------------|-------------------|
| Adequate | 82 |
| In adequate | 18 |

Interpretation: In the above table 82 respondent feels that there is adequate supply of bamboo product as per the demand.

8. Income from sale of bamboo product.

| Answer | No. of respondent |
|-------------|-------------------|
| Adequate | 20 |
| In adequate | 80 |

Interpretation: The above table shows 20 respondent feels that income from sale of bamboo product is adequate and 80 respondent feels that income from sale of bamboo product is not adequate.

FINDINGS:

- Bamboo product which are produced in the study area are – Basket, Topla, Supdi, Kanga Panjra which are used for the purpose of packing of flowers & fruits, during harvesting activity, household and as a chicken coops.
- The production (making) of bamboo product is mostly carried out by females.
- They have not received any professional training from any government or non-government institution.
- The skill required for making bamboo product is transmitted from one generation to another.
- Most of the people in this occupation are illiterate and most of the families are under BPL.
- The rural communities have traditionally been using bamboo and the utilisation has been highly localized.
- The craftsman use old and traditional marketing strategies for marketing of bamboo product i.e. Word of mouth & Relationship marketing strategy.
- The demand & sale of bamboo product is very less and localized because of old and traditional marketing strategies used.

- The economic status of craftsman is poor because of low demand and sale, lack of promotion and inadequate price of goods.
- No innovative marketing strategies is used to promote and sell bamboo product by the craftsman
- No Modern technology and device is used for marketing of product.
- Young generation is not interested to carry on and run their traditional business ,who are educated and aware of modern technology.

SUGGESTIONS & RECOMMENDATION:

- Professional training must be provided to the craftsmen.
- Proper marketing of bamboo product need to be done.
- Innovative marketing strategies must be adopted for marketing.
- Modern technology and device should be used for marketing.
- Marketing strategies used by the craftsmen for different product should be selected with care and must be implemented properly.
- Young generation must help to promote bamboo product by use of innovative marketing strategies like posting images, shot videos on making bamboo product on social networking sites, which will not only help to preserve their traditional business but also creat awareness and promote the product.
- Bamboo product can be marketed like adivasi painting a traditional art
- Bamboo product can be marketed with a logo “ Go Green” – instead of using plastic bamboo based product.
- Bamboo product can be promoted in local Festivals like- Chikoo Festival organized in Bordi, Dahanu Festival orgabised by Dahanu Nagar palika and Umbargao festion. This festival are held in winter.

CONCLUSION :

From the study it was identified that marketing strategies used by craftmans for marketing of bamboo based product in the study area is traditional and outdated which do not help to attract people to buy the bamboo based product, and leads to poor sale and income. Craftsman use traditional marketing strategy which include only Word of mouth & Relationship marketing strategy. Craftsmen’s are suggested to use modern device & innovative marketing strategies for marketing their product. They are also suggested to participate in local festival to promote and create awareness about their different bamboo based product.

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