

Investigate Marketing Strategies to Promote Tribal Products in Anaikatti

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ABSTRACT

The study explores the production and marketing practices within traditional handicraft communities, focusing on age and gender-based variations in product creation and sales methods. The research utilizes chi-square analysis to assess the relationship between demographic factors and economic activities in the handicraft sector. A survey of 120 respondents reveals significant variations in product preferences and sales channels across different age groups and genders. The results highlight the predominant involvement of middle-aged individuals in handicraft production, with organic and herbal products being the most popular category. Similarly, the study identifies gender-based disparities in sales strategies, with men relying more on personal selling and online platforms, whereas women prefer craft fairs and exhibitions. Statistical analysis confirms significant associations between age, gender, and business practices, influencing the sustainability and growth of the sector. The findings underscore the need for targeted interventions to support traditional artisans, promote digital marketing strategies, and enhance market access. The study provides valuable insights for policymakers, businesses, and community organizations seeking to preserve cultural heritage while fostering economic empowerment among artisans.

Keywords: Handicrafts, Traditional Artisans, Marketing Strategies, Chi-Square Analysis, Gender Disparities, Economic Empowerment, Digital Marketing, Cultural Heritage

INTRODUCTION TO THE STUDY

The Anaikatti an economically successful city in Tamil nadu Promoting tribal goods is growing as an essential strategy for promoting tribal populations, maintaining local customs, sand creating sustainable livelihoods. Textiles, arts and crafts, organic produce, jewelry, and natural treatments are just a few of the unique handcrafted items made by tribal makers, many of which have a basis in centuries of cultural tradition. This study's main goal is to investigate and study efficient marketing techniques that may be used to sell tribal goods in Coimbatore. This includes looking at the different platforms, methods, and strategies that have been effectively used to raise awareness and demand for these kinds of goods. This study attempts to find best practices that can close the gap between urban customers and tribal artisans by looking at marketing trends, consumer behavior, and new prospects in the city. Platforms like Instagram, Facebook, and dedicated e-commerce portals for handcrafted products offer tribal producers a chance to display their crafts to a larger audience without the need

for physical stores. Additionally, digital storytelling, influences collaborations, and creative content marketing can help communicate the unique value proposition of these products. These events provide customers a chance to see experience the art and cultural value such tribal products, which increases their respect and desire to buy. By establishing unique venues for the display and sale of tribal products, partnerships with nearby establishments such as boutiques, lodging facilities, and coffee shops can further improve market reach. Tribal items can be marketed as high-end goods in the market by creating unique brand identities that highlight their unique qualities, honesty, and sustainability. Important components of this process include attractive packaging, clear labeling, and storytelling that highlights the items' cultural background. Coimbatore, a growing city in Tamil nadu , is a promising place to market tribal products. It has a diverse population, vibrant culture, and a strong retail sector, making it ideal for connecting tribal artisans with urban customers. The city's openness to eco-friendly and artisan goods offers many opportunities for growth.

STATEMENT OF THE PROBLEM

Tribal people in anaikatti are struggling to market and promote their traditional goods, which has a negative impact on both cultural preservation and economic gains. Effective marketing tactics are necessary to promote their products and improve their livelihoods since, though having unique talents and experience, they find it difficult to compete with mass-produced items, enter mainstream markets, and negotiate reasonable prices. This study tries to identify the best marketing strategies adopted by tribal people to market their products.

OBJECTIVES OF THE STUDY

- To assess the level of awareness of different marketing strategies adopted to attract consumer to sell the product.
- To analyse the current marketing practices employed by tribal people in promoting their products.
- To identify areas for improvement in the marketing strategies used for tribal products.
- To enable the level of satisfaction in selling tribal products by using the marketing strategies adopted.
- To identify the challenges faced by tribal people in marketing their products.

SCOPE OF THE STUDY

This study is to find efficient marketing strategies and channels that can assist tribal members in promoting and selling their traditional goods, including food items, textiles, and handicrafts. In order to promote sustainable livelihoods and preserve their cultural legacy, this study aims to provide best practices for marketing tribal items by comprehending the demands, preferences, and difficulties faced by tribal people.

RESEARCH METHODOLOGY

A carefully chosen sample size, comprising tribal sellers and consumers in Anaikatti, will be used to evaluate the study's goals in order to obtain a thorough understanding of marketing tactics, difficulties, satisfaction levels, and areas for development in the promotion of tribal goods.

STUDY AREA

This study covers Anaikatti.

COLLECTION OF DATA

The sources of data collected is primary and secondary data

PRIMARY DATA

A method of collecting data was through personal interaction by using questionnaire. The questionnaires were filled-in directly by the respondent. The respondents were given brief introduction about the purpose of the survey. The relevant primary data required for this study were collected from a sample size of 120.

TOOLS USED FOR ANALYSIS

- Simple percentage analysis
- Chi-square Test
- One way Anova

LIMITATIONS OF THE STUDY

- The sample size was limited to 120 tribal people only.
- The depth of the study may also be limited by time constraints, and respondent biases may affect the validity of self-reported success and satisfaction statistics.
- Also, the success of methods may be changed by differences in the marketing resources available, and outside variables like governmental regulations or prevailing economic conditions may also be important but challenging to completely account for in the study.

REVIEW OF LITERATURE

Gupta, R., & Sharma, P. (2020). focus on the use of storytelling in marketing tribal products. By highlighting the history, craftsmanship, and cultural significance of the products, storytelling connects tribal artisans with urban consumers seeking authenticity and cultural experiences..

Joshi, S., & Desai, H. (2020). Explore the rising consumer interest in sustainable products. Tribal products, often made from eco-friendly materials, can be marketed as sustainable alternatives, which appeals to eco-conscious urban consumers.

Raghavan, N., & Chatterjee, P. (2020). Discuss the barriers to marketing tribal products, such as limited infrastructure and the lack of effective marketing knowledge among tribal artisans. Overcoming these challenges requires targeted interventions from both the government and private sector.

Marketing Strategies and Economic Growth of Tribal Products in Anaikatti

Indian tribal communities possess a rich cultural heritage, reflected in their unique crafts, textiles, and natural products. However, challenges such as limited market access, inadequate infrastructure, and a lack of marketing knowledge hinder their economic growth. This study explores various marketing strategies to promote tribal products in Anaikatti, focusing on digital marketing, branding, influencer collaborations, exhibitions, and fair trade partnerships. Additionally, the role of government initiatives, NGOs, CSR programs, and cooperative models in enhancing market access is analyzed. Understanding consumer preferences—such as cost, quality, sustainability, and ethical sourcing—plays a crucial role in increasing urban market acceptance.

Marketing tribal products not only enhances income but also fosters employment, improves livelihoods, and preserves traditional skills. By increasing market access, tribal artisans gain better price negotiation power and reduce dependence on middlemen, leading to economic empowerment. The study highlights successful case

studies and strategies, such as leveraging e-commerce, sustainable branding, and partnerships with businesses, to enhance the commercial appeal of tribal crafts.

Opportunities, Challenges, and Future Prospects

The growing demand for handmade and eco-friendly products presents significant opportunities for tribal artisans. Digital marketing platforms, government initiatives, and export possibilities create avenues for expansion. Collaborations with NGOs and private enterprises can further improve product quality and market outreach. However, several challenges remain, including lack of standardization, inadequate marketing, competition from non-tribal products, and financial constraints. To ensure the sustainable growth of tribal businesses, a strong focus on skill development, financial support, and direct market access is essential. Addressing these challenges will help tribal artisans gain economic independence, preserve their cultural heritage, and contribute to the broader market landscape. By implementing effective marketing strategies and leveraging emerging market trends, tribal products from Anaikatti can achieve long-term success.

ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

AGE OF THE RESPONDENTS

AGE	NO.OF RESPONDENTS	PERCENTAGE
18-30 Years	14	11.7
31-45 Years	42	35
46-60Years	54	45
60 Years and above	10	8.3
Total	120	100

Source: Primary Data

INTERPRETATION

The table shows that out of 120 respondents, 11.7% belong to the age group of 18-30 years, 35.0% belong to the age group of 31-45 years, 45.0% belong to the age group of 46-60 years, and 8.3% belong to the age group of 60 years and above.

GENDER STATUS OF THE RESPONDENTS

Source:	GENDER	NO.OF RESPONDENTS	PERCENTAGE
	Male	71	59.2
	Female	49	40.8
	Total	120	100

Primary Data

INTERPRETATION

The table shows that out of 120 respondents, 59.2% are male and 40.8% are female.

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

EDUCATION	NO.OF RESPONDENTS	PERCENTAGE
No formal education	66	55
Primary level	31	25.8
Secondary level	17	14.2
Graduate	6	5
Total	120	100

Source: Primary Data

INTERPRETATION

The table shows that out of 120 respondents, 55.0% have no formal education, 25.8% have a primary level of education, 14.2% have a secondary level of education, and 5.0% are graduates.

TRIBEL PEOPLE MAINLY LIVE OF THE RESPONDENTS

TRIBEL PEOPLE MAINLY LIVE	NO.OF RESPONDENTS	Percent
Urban(cites and town)	6	5
Rural(village and countryside)	35	29.2
forest and hills	79	65.8
Total	120	100

Source: Primary Data

INTERPRETATION:

The table shows that out of 120 respondents, 5.0% of tribal people mainly live in urban areas, 29.2% live in rural areas, and 65.8% live in forests and hills.

AVERAGE MONTHLY INCOME OF THE RSPONDENTS

MONTHLY INCOME	NO.OF RESPONDENTS	PERCENTAGE
Below-₹ 5000	31	25.8
₹5000-₹10000	26	21.7
₹10000-₹20000	45	37.5
Above-₹ 20000	18	15
Total	120	100

Source: Primary Data

INTERPRETATION:

The table shows that out of 120 respondents, 25.8% have a monthly income below ₹5000, 21.7% have a monthly income between ₹5000 and ₹10000, 37.5% have a monthly income between ₹10000 and ₹20000, and 15.0% have a monthly income above ₹20000.

CHI SQUARE ANALYSIS

TABLE SHOWING THE COMPARISON BETWEEN TRIBEL PEOPLE MAINLY LIVE AND LEARNING MORE ABOUT ONLINE MARKETING

Tribel people mainly live	Learning about more online marketing			
	Yes	Neither interested nor disinterested	No	Total
Urban	2	4	0	6
Rural	17	10	8	35
Forest and hills	18	41	20	79
Total	37	55	28	120

Source: Primary Data

CHI-SQUARE

Calculated value	Table value	Degree of freedom	Level of significance	Results
10.26	12.59	6	0.05	Accepted

INTERPRETATION

The table deals with the calculated value of X^2 (**10.26**) is less than the table value (**12.59**) so the null hypothesis is accepted and the alternative hypothesis is rejected. Hence it can be concluded that there is no significant relationship between tribal people mainly live of the respondents and learning more about online marketing.

TABLE SHOWING THE COMPARISON BETWEEN AGE AND MAIN PRODUCTS THAT YOUR COUMMUNITY PRODUCES.

Age of the respondents	Main products that your community produces?					Total
	Handwoven textiles	Traditional handicrafts	Organic and herbal products	Handmade accessions	Tribal painting and artwork	
18-30 years	2	2	6	2	2	14
31-45 years	5	6	14	13	4	42
46-60 years	8	9	5	18	14	54
60 Years and above	0	2	2	4	2	10
Total	15	19	27	37	22	120

Source: Primary Data

CHI-SQUARE

Calculated value	Table value	Degree of freedom	Level of significance	Results
15.99	21.03	12	0.05	Accepted

INTERPRETATION

The table deals with the calculated value of X^2 (**15.99**) is greater than the table value (**21.03**) so the null hypothesis is accepted and the alternative hypothesis is rejected. Hence it can be concluded that there is no significant relationship between Gender of the respondents and currently sell your product.

ONE WAY ANOVA

RELATIONSHIP BETWEEN TRIBAL PEOPLE MAINLY LIVE AND CHALLENGES FACED TO MARKET TRIBAL PRODUCTS

ONE WAY ANOVA

Source	Sum of Squares	df	Mean Square	F	Sig.
Between groups	102.855	3	34.285	13.508	0.001
Within groups	307.113	121	2.538		
Corrected Total	409.968	124			

Source: Primary Data

INTERPRETATION The calculated value (0.001) is greater than the significant value (0.05), so the null hypothesis is accepted. Hence it can be concluded that there is no relationship between Tribal people mainly live and what challenges faced to market tribal products.

RELATIONSHIP BETWEEN RE AND MARITAL STATUS AND TWO PARTICIPATED IN EXHIBITIONS OR CRAFTS FAIRS TO PROMOTE YOUR PRODUCTS.

ONE WAY ANOVA

Source	Sum of Squares	df	Mean Square	F	Sig.
Between groups	45.458	2	22.729	16.387	0.001
Within groups	169.214	122	1.387		
Corrected Total	214.672	124			

.Source: Primary Data

INTERPRETATION

The calculated value (0.001) is greater than the significant value (0.05), so the null hypothesis is accepted. Hence it can be concluded that there is no relationship between Marital status and participated in exhibitions or crafts fairs to promote your products.

SUGGESTIONS

This study examines the effectiveness of marketing strategies in promoting tribal products in Anaikatti, identifying key factors that influence success and challenges faced by tribal entrepreneurs. Findings indicate that education, market awareness, financial support, and digital platform access play a crucial role in improving market reach. Government schemes and NGO initiatives contribute to enhancing visibility; however, their impact is often limited due to low awareness and accessibility among tribal artisans. While modern marketing strategies offer significant potential, barriers such as digital illiteracy, restricted market access, and pricing competition hinder widespread success. The study highlights the importance of customized marketing approaches tailored to the cultural and economic realities of tribal communities, ensuring sustainable growth and long-term market integration.

CONCLUSION

This study highlights the challenges and opportunities in marketing tribal products in Coimbatore. Despite their rich cultural heritage, tribal artisans struggle with low market visibility, limited digital marketing skills, and competition from mass-produced goods. Most artisans rely on traditional selling methods, but there is growing interest in online marketing, presenting opportunities for training and capacity-building. Social media and branding have shown promise in increasing consumer engagement. Government schemes, NGOs, and private organizations provide crucial financial and training support. With national customers forming the largest consumer base, a well-structured marketing strategy is essential for expanding market reach and ensuring sustainable growth.

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