

Marketing Strategies for Coir Products in Pollachi Taluk

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Abstract

Marketing strategies for promoting coir products, focusing on sustainability, versatility, and eco-friendly of Coir, a natural fabric made from coconut husks, offers eco-friendly alternatives in various industries, including gardening, construction, textiles, and home décor. Effective marketing should emphasize coir's environmental benefits, such as reducing carbon footprints and offering biodegradable solutions. Strategies include educating consumers through content marketing, leveraging social media for awareness, and targeting niche markets such as eco-conscious gardeners, interior designers, and pet owners.

Keywords: Coir, Eco-friendly, Sustainability

Introduction

Coir is made from natural coconut husks, making it an environmentally friendly alternative to synthetic products. Use eco-friendly messaging across all your marketing materials. Focus on how coir reduces carbon footprints, promotes sustainable farming, and minimizes plastic usage.

Primarily a cottage business, the Indian coir industry provides an enormous contribution to the developed economy. Tamil Nadu, Kerala, Karnataka, Maharashtra, Andhra Pradesh, Orissa, Goa, Andaman & Nicobar, Assam, Lakshadweep, and Pondicherry are the main coconut-growing states and Union Territories in India.

The growing consumer shift towards sustainability and environmentally friendly products has created new opportunities for businesses to market eco-conscious alternatives. One such product is coir, a natural fiber made from coconut husks, known for its versatility, durability, and biodegradable properties. Coir is gaining popularity across various industries, including gardening, construction, textiles, and home décor, as consumers and businesses alike seek sustainable solutions to replace synthetic materials.

Marketing Strategies for Coir Products

Effectively marketing coir products requires strategies that not only highlight their environmental benefits but also appeal to the values of eco-conscious consumers. By positioning coir as a sustainable, versatile, and natural alternative, businesses can tap into a burgeoning market that values green practices. This introduction will explore key marketing strategies designed to promote coir products, including digital marketing, educational content, niche targeting, and strategic

partnerships, all aimed at driving awareness, demand, and long-term brand loyalty in the growing eco-friendly market.

Product

- Coir products are incredibly well known globally because of their usage.
- Nowadays, Indian manufacturers produce varieties of value-added products using coir fibre for making common coir mats and coir geo-textiles.

Price

Demand and supply based pricing strategies are followed since coir products are seasonal. The pricing strategy includes reasonable price, discount to dealers, payments in instalment, secure payment, and less advance amount.

Place

Coir products are sold in the national and international market. India exports coir products to 120 countries such as the US, China, the Netherlands, South Korea, UK, and Spain. The foreign buyers use these coir products for multi-purpose.

Promotion

One of the important roles envisioned by the Coir Industry Act of 1953 is the promotion of the domestic market. The Board is implementing a number of initiatives under the plan to increase the home market and promote coir and coir products. For this reason, the Board engages in the following activities.

Building and maintaining sales depots and showrooms to boost the nation's coir and product market and stop unfair competition. In prospective locations across the nation, the Board is keeping up two sub depots and thirty showrooms. The Board's showrooms sell the coir products, and small manufacturers, cooperative organizations, and government agencies supply the sales depots on a consignment basis assisting them in product marketing as a result.

Participation in Domestic Exhibitions: The Board takes part in exhibitions across the nation to increase sales through its showrooms and promote coir and coir goods. The MDA seeks to offer incentives for improved performance and is correlated with the sales success of the relevant recipient organization.

The program's goals are as follows:

To increase sales of coir and coir products produced by public sector businesses and cooperatives. The government is dedicated to providing reasonable wages and other needed benefits to coir workers, which will promote continued production and improved job opportunities.

To Offer Year-Round Financial Assistance to Cooperatives and Public Sector Businesses Engaging in Coir Market Development Programs (Coirboard.Gov.in).

In order to boost sales, Coir Board has adopted a new marketing plan.

The Coir Board chairman, G Balachandran, stated in a news release that the Board is targeting a domestic sales turnover of Rs. 1 billion through the new program, which calls for the Board to designate stockists, franchisees, and agents nationwide.

According to the statement, the board showrooms and sales depots sold around Rs. 210 million worth of coir products in 2012–2013. The new plan also calls for the presentation of coir and coir products in small stores and furniture stores. The Board has designated Eastern Rug Mills, located in Alleppey, as the Zone Distributor for the states of Kerala, Karnataka, Maharashtra, and Goa.

Objectives

- To assess the marketing strategies followed by coir manufacturers.

Research Methodology

This study was conducted by an interview schedule method. The main data required for the study were collected from the respondents (Coir manufacturers). Secondary information was compiled from several reports, Coir Board, websites, Journals, Books, and edited volumes.

The researcher selected 322 Coir industry units which are registered with Coir Board from this sampling frame as a sample for this study. The samples selected through a simple random sampling technique by adopting the random table method.

Review of Literature

Author	Title	Objectives/Problem	Findings
Shrivastava and Prasad (2018)	An analysis of the Khadi and Village Industries Commission's (KVIC) role in creating jobs and promoting rural economic development in Chhattisgarh	Khadi is being promoted to help create jobs and support rural development.	Khadi marketing has the potential to significantly increase employment prospects and self-employment options. Development for the advancement of rural areas through its branch network and related activities can provide its products a positive reputation in both domestic and foreign markets.
Mohanraj and Sheepa (2014)	An analysis of the potential market for the export of coir products in the future, with particular reference to pollachi	To study the scope and future market potential for Coir product export from Pollachi.	It was discovered that the Pollachi region's coir sector has been a large export -oriented and valued source of foreign cash. Regarding the amount and value of coir produced and exported, India holds a significant position.

Marketing Strategies of Coir Manufacturers

In order to face the competition, all organisations need a streamlined marketing strategy. Like elsewhere, Indian coir industries have to undergo cut-throat competition with competing countries. In the Coimbatore district, new coir units have come up and produced value-added coir products in the recent past. This section analyses several marketing strategies followed by coir manufacturers. This is given in two parts: Channel of Distribution and Price Determinants of Products.

Channel of Distribution (Henry Garrett Ranking)

In this section, Henry Garrett Ranking ranks the channel of distribution for the export of coir products and price determinants of coir products.

Table - 1 Opinion on Channel of Distribution (Henry Garrett Ranking)

Channels	1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank	Total Score	Avg. /100	Rank
Intermediary	119	53	33	74	43	1035	10.35	1
Direct Sale to Other Units	66	70	104	48	34	1032	10.32	2

Export Companies	84	75	114	27	22	992	9.92	3
Online Trading	36	89	42	88	66	991	9.91	4
Foreign Sales Agent	21	31	44	85	141	916	9.16	5

Table 1 displays the rank for ‘channel of distribution’. Based on the opinion given by coir manufacturers, the channel of distribution ‘intermediary’ is ranked first with a high score, ‘direct sale’ to other units is ranked second, ‘online trading’ is ranked third, ‘export companies’ and ‘foreign sales agent’ is ranked four and fifth, respectively. The table infers that intermediaries are the main channel of distribution to coir products.

Table 2 Opinion on Price Determinants of Products (Henry Garrett Ranking)

Price Determinants	1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank	6th Rank	Total Score	Average /100	Rank
Product Quality	122	84	73	6	11	32	1630	16.30	1
Demand	79	125	72	18	20	8	1628	16.28	2
Cost of Production	64	74	99	55	15	15	1566	15.66	3
Competition in Local/ Global Market	38	17	33	171	125	38	1480	14.80	4
Taxes and Duties	7	8	26	30	222	29	1453	14.53	5
Currency Fluctuation	6	14	19	42	29	212	1421	14.21	6

Table 2 presents the rank for ‘price determinants of products’. Based on the opinion given by coir manufacturers, price determinants of products is ‘product quality’ is ranked first with the highest score, ‘demand’ is ranked second, ‘cost of production’ is ranked third, ‘competition in local/global market’ is ranked fourth, ‘taxes and duties’ and ‘currency fluctuation’ is ranked fifth and sixth respectively. The table infers that ‘product quality’ is the price-determining factor of coir products.

Relationship Between Inter Correlation Matrix for Channel of Distribution

In this section, the inter-correlation matrix compares the factors of a channel of distribution.

Table 3 Inter Correlation Matrix for Channel of Distribution

Channels	Direct Sale to other units	Online Trading	Export Companies	Intermediary	Foreign Sales Agent
Direct Sale to Other Units	1				
Online Trading	.119*	1			
Export Companies	.429**	.045	1		
Intermediary	.086	.665**	.237**	1	
Foreign Sales Agent	.399**	.079	.060	.240**	1
*. Significant of the Correlation is at the 0.05 level (2-tailed).					
**. Significant of the Correlation at the 0.01 level (2-tailed).					

Table 3 presents an inter-correlation matrix for ‘channel of distribution’. Based on the opinion given by the coir manufacturers, a significant positive relationship between the dimensions of ‘channel of distribution’ for coir manufacturing on all five variables such as ‘direct sales to other units’, ‘online trading’, ‘export companies’, ‘intermediary’ and ‘foreign sales agent’ is found to exist.

Relationship between Inter Correlation Matrix for Price Determinants of Products

In this section, the inter-correlation matrix compares the price determinant factors of products.

Table 4 Inter Correlation Matrix for Price Determinants of Products

Price Determinants	Cost of Production	Demand	Product Quality	Competition in the Local/ Global Market	Taxes and Duties	Currency Fluctuation
Cost of Production	1					
Demand	.148**	1				
Product Quality	.106	.039	1			
Competition in Local/ Global Market	.640**	.292**	.284**	1		
Taxes and Duties	.309**	.375**	.493**	.298**	1	
Currency Fluctuation	.131*	.480**	.235**	.069	.192**	1
**. Significant of the Correlation at the 0.01 level (2-tailed).						
*. Significant of the Correlation at the 0.05 level (2-tailed).						

Table 4 presents an inter-correlation matrix for ‘price determinants of products’. Based on the opinion given by the coir manufacturers, a significant positive relationship between the dimensions of ‘price determinants of products’ on all variables such as ‘cost of production’, ‘demand’, ‘product quality’, ‘competition in local/global market’, ‘taxes and duties’ and ‘currency fluctuation’ is found to exist.

Findings

1. Intermediaries and direct sales to other units’ are the major channels of distribution of coir products.
2. ‘Product quality’, and ‘demand’ are the price-determining factors of coir products.
3. Inter Correlation Matrix finds a significant negative relationship between the dimensions of the channel of distribution for coir manufacturing on all five variables such as ‘direct sale to other units’, ‘online trading’, ‘export companies’, ‘intermediary’ and ‘foreign sales agent’ is found to exist.
4. Inter Correlation Matrix finds a significant negative relationship between the dimensions of ‘price determinants of products’ on all five variables such as ‘cost of production’, ‘demand’, ‘product quality’, ‘competition in local/global market’, ‘taxes and duties’ and ‘currency fluctuation’ is found to exist

Suggestion

- Attention must be paid to the promotion of coir goods both domestically and abroad.
- Social media marketing help to improve the sales.
- Through the direct marketing system provide greater market opportunity for coir products.
- Intermediaries participation in the market can improve the market opportunities.
- Maintenance of good quality of products can help to improve the sales.

Conclusion

Coir product marketing offers a special chance to meet the increasing need for environmentally acceptable, sustainable substitutes in a variety of sectors. By highlighting coir's natural, biodegradable, and renewable qualities, businesses can tap into a market of environmentally-conscious consumers and industries that prioritize sustainability. Effective marketing strategies should focus on educating the consumer, emphasizing the versatility and environmental benefits of coir, and building strong relationships with niche markets like gardening, eco-friendly home décor, and pet products.

Increasing brand exposure and engagement requires utilizing digital marketing channels including influencer collaborations, social media, and content production. Reach and brand loyalty can also be increased by working with brands that share similar values, providing incentives, and taking part in eco-friendly events.

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