A STUDY ON THE PROBLEMS OF MARKETING OF KORAI MATS (PAI) IN TIRUNELVELI AND THOOTHUKUDI DISTRICTS

K. Archunan

Assistant Professor, Department of Commerce,
Subbalakashmilakshmipathy College of Science,
Madurai, Tamil Nadu, India

Dr. G. Gurusamy

Professor and Head,
Department of Commerce,
P M T College,
Melaneelathanallur,
Tamil Nadu, India

Dr. S. Raju

Professor,
Department of Commerce,
Research Centre, M D T Hindu
College, Pettai, Tirunelveli,
Tamil Nadu, India

Abstract

The role of agriculture and small scale industries are the two sides of same coin in order to growth of economic development any country in the world. The highly populated our neighbouring country China's economic position is dominated by the traditional and non-traditional small scale industries. The arguments that, these industries have created lot of employment opportunities and generating huge amount of foreign exchange revenues to the nation. The performance of small scale and handicraft industries have great impact on the overall growth of an economy of a country in terms of small scale industrial units, variety of production, employment, standard of living and exports to foreign countries. It helps to understand the role of marketing the small scale products in India.

Keywords: *Agriculture, Small scale Industries, Foreign Exchange Revenue*

Introduction

The role of small scale industries plays an important role for the economic development of a country. In India, the contribution of the small scale and manufacturing industries occupied in a significant share of the economic growth. In Tamilnadu state, the traditional small scale industries, such as handloom weaving, coir making, beedi rolling, mat weaving and manufacturing, etc. At present time the trend of these industries production and sales are declining. And the people who were involved in these industries shifted to some other works

The usage of the korai mats significantly reduced and most of the households are using the substitutes. This study deals with the analysis and interpretations of the problems faced by the entrepreneurs in their marketing of Korai mats in Tirunelveli and Thoothukudi District. The analyzing was done with eighteen variables to find out the various problems faced by the respondents when marketing the Korai mats (PAI). Additionally, it deals the quality of life enjoyment and satisfaction of the manufacturer of Korai mats (PAI). Further, it deals the impact of problems in marketing of Korai mats (PAI) faced by the respondents on their quality of life enjoyment.

Objectives of the Study

The specific objectives of the study are;

- To evaluate the marketing activities of the mats (PAI) manufacturer and entrepreneurs in Tirunelveli and Thoothukudi districts.
- To analyze the problems of marketing the korai mats (PAI)

Research Methodology

This research paper is descriptive and analytical, based on the primary data has been collected by the researcher directly from the respondents from the mat manufacturing villages from Tirunelveli and Thoothukudi districts. The total respondents were 233 males and 147 females from the districts.

Problems of Marketing of Korai Mats (PAI)

Marketing is the study and management of exchange relationships. It is the management process through which goods and services move from producer to the customer. Marketing is based on professional way of thinking about the business in terms of customer needs and their satisfaction. An attempt was made to understand whether the respondents have significant problems or not in their marketing of Korai mats (PAI). The problems faced by the respondents in their marketing of Korai mats (PAI) have been analyzed in the form of Market Structure Problems, Logistic Problems, Managerial Problems, Economic Problems, Communication Network Problems and Socio-Psychological Problems. One sample t-test was applied to analyze the problems faced by the respondents in their marketing of Korai mats (PAI). In this one sample t-test, the computed mean value is compared with hypothesized mean value 10 to obtain the significance or insignificance value. Further, to calculate an effect size, called d or Cohen's d is used. Cohen's d above 0.7 is very strong, a value between 0.5 and 0.69 is strong, a value between 0.2 and 0.49 is moderate, and a value below 0.2 is low. The following null hypothesis (H_8) is framed to test the problems faced by the respondents in their marketing of Korai mats (PAI).

H_8 : There are no significant differences between the problems for the entrepreneurs in their marketing of Korai mats (PAI).

The result of one-sample t-test is explained in table 4.1.

Table 4.1 One-Sample t-Test –Problems of Marketing of Korai Mats (PAI)

Various Problems	Test Value = 10					Std. Deviation	Effect Size Cohen's d
	t Value	df	p Value	Mean	Mean Difference		
Market Structure Problems	2.41	379	.016**	10.29	0.29	2.34	0.12
Logistic Problems	10.84	379	.000**	11.16	1.16	2.09	0.55
Managerial Problems	18.59	379	.000**	12.36	2.36	2.48	0.95
Economic Problems	12.69	379	.000**	11.64	1.64	2.53	0.65
Communication Network Problems	13.73	379	.000**	12.16	2.16	3.06	0.71
Socio-Psychological Problems	11.48	379	.000**	11.33	1.33	2.27	0.59

Source: Primary Data

**Significant at .05 level of confidence

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To understand, whether the respondents have faced the marketing problems of Korai mats (PAI) significantly or not, the data pertaining to this is presented in table 4.1.

It is found in table 4.1 that the mean value of 'Market Structure Problems' (10.29 ± 2.34) was higher than the hypothesized mean value of 10 (Test value). It is found that the t value of the variable 'Market Structure Problems' is statistically significant at the 5 % level (t (379) = 2.41, p = 0.016 < .05, d = 0.12). Since the p-value is less than .05, the null hypothesis (H$_8$) is rejected regarding the variable of 'Market Structure Problems'. There is enough evidence to conclude that there are statistically significant market structure problems in the marketing of Korai mats (PAI) of the respondents at the 0.05 significance level. Based on Cohen's d (0.12), it is found that the market structure problems faced by the respondents in the study area have occurred fewer in their marketing of Korai mats (PAI). From a theoretical point of view, it is clear that the market structure problems like clearer idea of target market on the basis of age group, sex group, income group and professional group, the stiff competition from plastic mat from Bombay and the problem of intermediaries such as agents and brokers have been faced significantly with fewer by the respondents in their marketing of Korat mats (PAI). The study concluded that the respondents have faced the market structure problems significantly with fewer in their marketing of Korat mats (PAI).

It is revealed in table 4.1 that the mean value of 'Logistic Problems' (11.16 ± 2.09) was higher than the hypothesized mean value of 10 (Test value). It is found that the t value of the variable 'Logistic Problems' is statistically significant at the 5 % level (t (379) = 10.84, p < .05, d = 0.55). Since the p-value is less than .05, the null hypothesis (H$_8$) is rejected regarding the variable of 'Logistic Problems'. There is enough evidence to conclude that there are statistically significant logistic problems in the marketing of Korai mats (PAI) of the respondents at the 0.05 significance level. Based on Cohen's d (0.55), it is found that the logistic problems faced by the respondents in the study area have occurred strongly in their marketing of Korai mats (PAI). From a theoretical point of view, it is clear that the logistic problems like transport problems like inadequate and inappropriate cost of transportation, the storage problem on the basis of demand and availability and the distribution problem (e.g. late supply, building distrust and client dissatisfaction) have been faced significantly with strongly by the respondents in their marketing of Korat mats (PAI). The study concluded that the respondents have faced the logistic problems significantly with strongly in their marketing of Korat mats (PAI).

It is found in table 4.1 that the mean value of 'Managerial Problems' (12.36 ± 2.48) was higher than the hypothesized mean value of 10 (Test value). It is found that the t value of the variable 'Managerial Problems' is statistically significant at the 5 % level (t (379) = 18.59, p < .05, d = 0.95). Since the p-value is less than .05, the null hypothesis (H$_8$) is rejected regarding the variable of 'Managerial Problems'. There is enough evidence to conclude that there are statistically significant managerial problems in the marketing of Korai mats (PAI) of the respondents at the 0.05 significance level. Based on Cohen's d (0.95), it is found that the managerial problems faced by the respondents in the study area have occurred very strongly in their marketing of Korai mats (PAI). From a theoretical point of view, it is clear that the managerial problems like the skill of customer relationship management (CRM), the skill of time management in marketing and the skill of providing an incentive or discount have been

faced significantly with very strongly by the respondents in their marketing of Korat mats (PAI). The study concluded that the respondents have faced the managerial problems significantly with very strongly in their marketing of Korat mats (PAI).

It is shown in table 4.1 that the mean value of 'Economic Problems' (11.64 ± 2.53) was higher than the hypothesized mean value of 10 (Test value). It is found that the t value of the variable 'Economic Problems' is statistically significant at the 5 % level (t (379) = 12.69, $p <$ .05, $d = 0.65$). Since the p-value is less than .05, the null hypothesis (H_8) is rejected regarding the variable of 'Economic Problems'. There is enough evidence to conclude that there are statistically significant economic problems in the marketing of Korai mats (PAI) of the respondents at the 0.05 significance level. Based on Cohen's d (0.65), it is found that the economic problems faced by the respondents in the study area have occurred strongly in their marketing of Korai mats (PAI). From a theoretical point of view, it is clear that the economic problems like the problems due to the finance and credit in marketing, the problem of maintaining the inventory and the problem of afford to spend more on sale promotion have been faced significantly with strongly by the respondents in their marketing of Korat mats (PAI). The study concluded that the respondents have faced the economic problems significantly with strongly in their marketing of Korat mats (PAI).

It is clear in table 4.1 that the mean value of 'Communication Problems' (12.16 ± 3.06) was higher than the hypothesized mean value of 10 (Test value). It is found that the t value of the variable 'Communication Problems' is statistically significant at the 5 % level (t (379) = 13.73, $p < .05$, $d = 0.71$). Since the p-value is less than .05, the null hypothesis (H_8) is rejected regarding the variable of 'Communication Problems'. There is enough evidence to conclude that there are statistically significant communication problems in the marketing of Korai mats (PAI) of the respondents at the 0.05 significance level. Based on Cohen's d (0.71), it is found that the communication problems faced by the respondents in the study area have occurred very strongly in their marketing of Korai mats (PAI). From a theoretical point of view, it is clear that the communication problems like lack of periodic personal contacts of clients (e.g. Birthdays, Anniversaries, etc.), lack of gathering market information and lack of communication network have been faced significantly with very strongly by the respondents in their marketing of Korat mats (PAI). The study concluded that the respondents have faced the communication problems significantly with very strongly in their marketing of Korat mats (PAI).

It is shown in table 4.1 that the mean value of 'Socio-Psychological Problems' (11.33 ± 2.27) was higher than the hypothesized mean value of 10 (Test value). It is found that the t value of the variable 'Socio-Psychological Problems' is statistically significant at the 5 % level (t (379) = 11.48, $p < .05$, $d = 0.59$). Since the p-value is less than .05, the null hypothesis (H_8) is rejected regarding the variable of 'Socio-Psychological Problems'. There is enough evidence to conclude that there are statistically significant communication problems in the marketing of Korai mats (PAI) of the respondents at the 0.05 significance level. Based on Cohen's d (0.59), it is found that the socio-psychological problems faced by the respondents in the study area have occurred strongly in their marketing of Korai mats (PAI). From a theoretical point of view, it is clear that the socio-psychological problems like the impact of social setup of the rural area of marketing, the impact of psychology of rural inhabitant on marketing and lack of awareness of people on

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the benefits of Korai mats (PAI) have been faced significantly with strongly by the respondents in their marketing of Korat mats (PAI). The study concluded that the respondents have faced the socio-psychological problems significantly with strongly in their marketing of Korat mats (PAI). The proposed null hypothesis (H_8) was tested by one sample t-test. The significant level of confidence was fixed at .05. Using this significance level, it is possible to reach a decision with regard to whether to reject or accept the proposed null hypothesis. The decision made, based on this p-value, is presented in table 4.2.

Table 4 .2 Null Hypothesis (H_8) Test Summary

Null Hypothesis	Test	In the Form of	p-value	Decision
There are no significant problems for the entrepreneurs in their marketing of Korai mats (PAI).	One sample t-test	Market Structure Problems	.016**	Rejected
		Logistic Problems	.000**	Rejected
		Managerial Problems	.000**	Rejected
		Economic Problems	.000**	Rejected
		Communication Network Problems	.000**	Rejected
		Socio-Psychological Problems	.000**	Rejected

**Significant at 0.05 level

The table 4.2 revealed that the null hypothesis (H_8) is rejected at the 5% level of significance with regard to Market Structure Problems, Logistic Problems, Managerial Problems, Economic Problems, Communication Network Problems and Socio-Psychological Problems due to the p-value is less than 0.05.

The study revealed that the respondents faced the logistic problems significantly in their marketing of Korat mats (PAI). Hence, it is suggested that a centralized store should be established in the cluster areas for marketing of Korat mats (PAI) and raw materials so that the transport problems like an inadequate and inappropriate cost of transportation can be avoided. It is also suggested that the storage of Korat mats (PAI) and raw materials in the centralized store should be done in a scientific way and it should be on the basis of demand and availability. It is further also suggested that the entrepreneurs of Korai mats (PAI) should understand who are their customers, where the customer wants the product or service, in what form and at what price. To sustain in the competitive business environment every entrepreneur of Korai mats (PAI) is trying to understand these aspects and practice it in reality so that they can solve the distribution problems such as late supply, building distrust and client dissatisfaction.

The study revealed that the respondents faced the managerial problems significantly in their marketing of Korai mats (PAI). Hence, it is suggested that the government, NGOs, weavers servicing centres (WSCs) and other voluntary and private agencies should take initiative to organize the managerial development programmes to the entrepreneurs of Korai mats (PAI) to enhance the skill of customer relationship management (CRM), the skill of time management and the skill of providing an incentive or discount.

The study revealed that the respondents faced the economic problems significantly in their marketing of Korai mats (PAI). Since Korai mats (PAI) weaving entrepreneurs, sometimes are forced to approach moneylenders and trading houses for getting loans due to not having enough money to spend more on sale promotion, it is suggested that financial institutions should provide financial assistance at concessional rates of interest to the entrepreneurs of Korai mats (PAI). There should be need-based financial assistance rather than security-based financial one. The auditors' association may provide the free assistance and training for the entrepreneurs of Korai mats (PAI) to maintain the inventory of marketing.

Suggestions

Since the marketing of Korai mats (PAI) has impacted due to the social setup of the rural area and psychology of rural inhabitant, hence, it is recommended the following suggestions:

To bring a turnaround in Korai mats (PAI) sector, establishment of brand image in the customers' mind, generating loyalty through long-term customer relationship and high quality services should be implemented by the entrepreneurs of Korai mats (PAI) so that Korai mats (PAI) sector can come out from the social setup of rural area.

To bring superior quality in Korai mats (PAI) products the pre and post-loom process development should take place so that Korai mats (PAI) sector can change the psychology of rural inhabitant. The Korai mats (PAI) sector has great market opportunities and high demand in the developed nations and upper segment based on health, conscious due to the products made by using organic Korai and natural dyes. For these kinds of products, research and development, training for innovation and knowledge sharing are crucial things. The research and development, training for innovation, information centers, and large-scale industry should become up at a weaving center level so that the entrepreneurs of Korai mats (PAI) can have easy access to primary business needs apart from the social setup of the rural area and psychology of rural inhabitant.

Conclusion

Traditional small scale manufacturing units are the bricks stone of Indian Industrial building and it provides plenty of employment opportunities and it helps to maintain the standard of living is the livelihood and also indirectly generate both domestic and foreign revenue. The marketing factors which are affecting the marketing of korai mats need to be solved. In order to protect these korai manufacturing industries, the Central and State governments should provide the marketing facilities, tax exemption, exhibitions and marketing concession and incentives to the manufacturers of the korai mats. And also the Governments should provide free health care facilities to the workers of korai mat industries.

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