



International Journal of Advance Studies and Growth Evaluation

Exploratory Research on Effectiveness of Marketing Strategies of Khadi and Village Industries, Payyanur Khadi Center-in Context with Distributors' Perspective

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Article Info.

E-ISSN: 2583-6528

Impact Factor (SJIF): 6.876

Peer Reviewed Journal

Available online:

www.alladvancejournal.com

Received: 05/Aug/2024

Accepted: 01/Sep/2024

Abstract

Khadi and Village industries play a pivotal role in the Kerala state's economy and cultural heritage. In Kerala, the promotion of Khadi and Village industries is supported by various government and non-governmental organization, The Khadi and village industries Board supports cottage industries through financial, training and infrastructural development. This research is conducted to study about the marketing strategies adopted to attract and retain the various distributors of Payyanur Khadi centre. The sample size determined for the survey is 60 distributors using simple random sampling technique. The data analysed through T -test and the outcome of the survey is distributors are highly satisfied with the offers and discounts, communication about new marketing schemes. Payyanur Khadi center should adopt new method of channelizing their distribution to compete with other companies.

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Keywords: Khadi and village industries board, marketing strategies, schemes, distribution.

Introduction

Payyanur was one of the seven centres chosen by the Government of Madras' diligent Khadi effort in the first year of 1947. The centre was initially operated by the Rural Development Department and afterwards by the Khadi Department of the Government of Madras after it was chosen for the extensive Khadi operations. The control of the center was given to the director of industries and commerce, government of Kerala, with the creation of the states in 1956. The Kerala Government chose to hand over the centre to the Board for its effective and seamless operation when the Kerala KVIB was established to carry out the Khadi and Village Industry programs in the state. As a result, on November 1, 1959, Kerala KKVIB assumed management of the centre. Since then, Kerala KKVIB has operated it as a production and marketing unit. The PKC oversees the departmental Khadi activities of the Kerala Khadi and Village Industries Board in the districts of Kannur and Kasaragod. It is one of India's main hubs for the manufacture or selling of Khadi. This centre oversees the main cotton processing

facility developed at Ettukudukka by the Kerala Khadi and Village Industries Board.

Payyanur Khadi Centre produces different varieties of Cotton Khadi, Polyester Khadi, Khadi silk, Bed sheets and textiles in attractive designs, Manila shirting, Shawls and Khadi beds. Payyanur "pattu" (silk) is the product produced only through this centre. The product profile consists of the different products offered by Payyanur Khadi Centre to its customers

Statement of the Problem

The survey has been conducted with a view to study on marketing strategies of Khadi and village industries about the Payyanur Khadi centre. Still the company has not adopted effective marketing strategies for the product promotion. In order to please and keep the distributors regarding the marketing strategies and for growth of the industry profitable marketing strategies have to be identified and adopted. A good marketing strategy leads to the industrial development. By finding out the most profitable marketing strategies of Payyanur Khadi centre it helps to make changes and

improvements in the strategies. The improvement of strategies helps to the development of industry and attains more profit. Hence my study is on marketing strategies of Khadi and Village Industries, Payyanur Khadi Centre-with regard to distributor's perspective.

Need for the Study

Khadi and village industry occupy a prominent place in the industrial map of India. Their contribution in terms of number of units, employment and industrial production is quite impressive. But in the present world of industrialization and modernization, it has been losing its position in the Indian market. Therefore, it necessitated the study on the marketing strategies followed by Khadi and village industry. In modern competitive world traditional products have its own value and position in the market. A large segment of people prefers traditional products over other products. Due to the customer preference many industries these days come out with products like handloom, Khadi etc. The present study attempts to analyse the marketing strategies adopted by Payyanur Khadi centre.

Scope of the Study

Different studies have been conducted in traditional sector of Kerala including Khadi products. Payyanur Khadi Centre is one of the reputed industries in Kannur district. And distribution outlets of Payyanur Khadi Centre are in various places in the Kannur district. And a detailed study on the distributor's perspective of Payyanur Khadi Centre is also conducted in this regard for the research purpose. Since Khadi is a major traditional industry in Kerala, this study focuses on various marketing strategies adopted by Payyanur Khadi Centre and the distributor's perspective towards the same.

Review of Literature

Reetu Murlidhar Tanwani *et al.*, (2022) ^[1] examined the vital role of Micro, small and medium enterprises sector in India. The Khadi and village Industries contributing in upgrading the exports of products and employment and developing the rural areas is unrivalled. The study also finds that the Khadi and Village Industries commission takes several steps with Micro small and medium enterprises to develop the KVI, as a result, Khadi and village Industries is one of the victorious sectors of MSME.

Shruti Parashar, (2022) ^[2] conducted the study among the college students to ascertain the understanding about the Khadi cloths and the reviews were made concerning the quality, style, on purchase they purchase and the Khadi shop sponsored by Khadi village and industries commission in the Banasthali university using the survey method and the results exhibits that Khadi can no more be deserted and it soon becoming a fashion tool.

Pradeepa. V, Dr. P.C. Jose Paul (2020) ^[3], in their study "Performance of Khadi and Village Industries in Kerala" they suggested that, The Government should take necessary steps for the improvement of Khadi and Village Industries in Kerala as to promote the growth of this industry. New initiatives should be established for the value added products, training to the workers and marketing, production and financial assistance to the workers. These will definitely give the strength to the growth of Kerala Khadi and Village Industries.

Dr. G. Nedumaran and M. Manida (2020) ^[4], in their study "Performance of Khadi and Village Industries Commission through Micro, Small, & Medium Enterprises" they

concluded that, the dogmatic establishment and industrialized bodies, including banks and financial institutions need to work together to develop the institutional and regulatory framework to support MSME sector. The infusion of equity capital will bring vigour to the MSME sector by reducing the dependency of bank funds. The triple spiral approach has a great potential to convert the ingenious talent and the energy of the students to provide technical and management consultancy along with production and the government uphold for capital, intellectual property, training, industrial society for growth of MSME sector.

K. Murugan & Dr. P.S. Nagarajan (2019) ^[5] in their study "Sales Performance of Khadi and Village Industries Products in Pudukkottai District-Sarvodaya Sanghs", they concluded that, the growth rate of KVI sector in the district in terms of employment, production and profitability is significant during the study period. The development of KVI is necessary for generating employment because limitation of organized sector in absorbing growing labour force. It is for this reason government support is necessary for continuous progress of KVI sector. KVI is the important way for unemployed masses to realize their dreams and to give their best for development of their own and the nation.

Venkatesh, (2019) ^[6] the author has focused on the glorious history of the Khadi since the independence, materials and methods of Khadi, quality of it and value additions by the rural artisans. The research paper suggests the different ways to make Khadi more sustainable, ways include brand repositioning, research and development efforts, different promotional strategies etc.

Sugandha, (2017) ^[7] the authors have illustrated the revival of Khadi from 1985 and efforts taken for such revival, the survey was conducted among the youngsters aged 18 to 22 years to know the awareness of Khadi in youngsters. The survey has come up that young generation is fully aware of Khadi sector but not ready to buy the Khadi fabric due to less fashionable, less availability of colours and designs. This can be arrested by producing the Khadi products focusing on the needs of young generation.

Akshita Rana, and Rajesh Tiwari (2014) ^[8], in their paper entitled "MSME Sector: Challenges and Potential Growth Strategies" concluded that the MSME sector has been growing based on the entrepreneurial zeal of the promoters. In the era of globalization, the MSME sector has to grow in size, become more efficient and adopt the latest technology to be relevant to its customers and society. The credit flow needs immediate attention. Capital is the lifeline of any business.

Research Questions

- What are the techniques adopted by the organization to analyse the marketing strategies?
- How does the organization observe the attitude of the distributors towards their strategies?
- What are the marketing problems faced by the organization?
- How do the organization encounter their weakness in enhancing the sales?

Objectives of the Study

- To analyse the marketing strategy of Payyanur Khadi Centre.
- To observe the attitude of the distributors towards strategies of Payyanur Khadi Centre.
- To identify the marketing problems faced by Payyanur Khadi Centre.

- To identify the weaknesses encountered by the Payyanur Khadi Centre in enhancing their sales.

Data Collection

Primary Data: Structured close-end questionnaire method used to collect the data for this study to have a more focus on relevant data.

Secondary Data: The data collected from different journals, magazines, books, internet links and articles for enhancing the authentication of the study.

Limitations of the Study

- The results of the study mainly depend upon the information given by the respondent which may be biased.
- Due to time limit more responses could not be collected.
- The study is limited in the area of Payyanur only.
- The responses are restricted to the distributors, not from the regular customers.
- The sample size is limited to 60.

Research Methodology

Exploratory research is been carried to analyse the marketing

One Sample T-Test

strategies of Payyanur Khadi Centre. The various distributors of Payyanur Khadi Centre, would be considered as the population of the study. The sample size of the study is 55 respondents from the distributors of Payyanur Khadi Centre. Simple random sampling method is used for the study. The samples are selected from the list of distributors of Payyanur Khadi Centre randomly.

Reliability Statistics

Table 1: Reliability Analysis

Cronbach's Alpha	N of Items
0.895	26

Interpretation: The reliability check shows that, 26 questions are consistently reflect with each other in respect of marketing strategies of Khadi and Village Industries-Payyanur Khadi Center-in context with distributor's perspective. All facts are come with equivalent outcome. Cronbach's Alpha says reliability outcome is 0.895 is acceptable.

Table 2: Marketing Strategies of Khadi and Village Industries

Particular	t	df	Sig.(2-tailed)	Mena Difference	Lower	Upper
Gender	22.218	59	.000	1.43333	1.3042	1.5624
Age	26.894	59	.000	2.41667	2.2369	2.5965
Education Qualification	26.209	59	.000	1.96667	1.8165	2.1168
Income of Respondents	22.118	59	.000	1.91667	1.7433	2.0901
How do you perceive the demand for the products of Payyanur Khadi Centre in the market?	18.604	59	.000	1.68333	1.5023	1.8644
How satisfied are you with the current promotional schemes offered by Payyanur Khadi Centre?	15.872	59	.000	2.18333	1.9081	2.4586
How satisfied are you with the credit policy provided by Payyanur Khadi Centre?	16.437	59	.000	2.51667	2.2103	2.8230
Do you believe the company's brand reputation positively influences customer decisions in the market?	19.083	59	.000	1.63333	1.4621	1.8046
How would you rate the effectiveness of company's supply chain and delivery process?	18.935	59	.000	2.13333	1.9079	2.3588
Please rate your perception of the effectiveness of using digital marketing channels in company's marketing strategy?	17.079	59	.000	2.45000	2.1629	2.7371
The company's current marketing strategies addresses changing consumer behaviours and market trends?	18.279	59	.000	2.38333	2.1224	2.6442
Regularly reviewing and adapting marketing strategies is important for staying competitive?	15.474	59	.000	2.35000	2.0461	2.6539
Analysing competitors' marketing strategies is crucial for developing company's own effective strategy?	16.034	59	.000	2.15000	1.8817	2.4183
How well do you think that company's marketing strategy integrates both online and offline marketing efforts?	17.392	59	.000	2.25000	1.9911	2.5089
How satisfied are you with the level of support provided by our marketing strategies in achieving your distribution targets?	16.292	59	.000	2.15000	1.8859	2.4141
How satisfied are you with the commissions provided by Payyanur Khadi Centre?	17.813	59	.000	2.66667	2.3671	2.9662
To what extent do the available quantity discounts encourage you to order larger volumes of products of Payyanur Khadi Centre?	16.398	59	.000	2.56667	2.2535	2.8799
Do you recommend company's products/services to the customers based on the effectiveness of marketing strategies?	22.684	59	.000	1.21667	1.1093	1.3240
The marketing strategies contribute to enhancing your distributor-customer relationships?	17.807	59	.000	2.35000	2.0859	2.6141

Are you getting the information about the products of Payyanur Khadi Centre at proper time?	24.738	59	.000	1.15000	1.0570	1.2430
How often do you engage with the company's product promotion campaigns to attract potential customers?	19.726	59	.000	2.40000	2.1565	2.6435
Do you recommend company's marketing strategies and materials to other distributors in your network?	24.738	59	.000	1.15000	1.0570	1.2430
How satisfied are you with the level of communication and collaboration between marketing team of Payyanur Khadi Centre and your distribution team?	16.634	59	.000	2.26667	1.9940	2.5393
How effectively do you believe company's marketing strategies differentiate your offerings from competitors in the market?	17.001	59	.000	2.21667	1.9558	2.4776
The company's marketing schemes address the specific needs and challenges faced by distribution business?	15.799	59	.000	2.23333	1.9505	2.5162
How would you rate the overall marketing schemes and incentives provided by Payyanur Khadi Centre?	17.939	59	.000	1.85000	1.6436	2.0564

Interpretation: Under one-sample t-test the P-value (0.000) is less than the chosen significance level of 0.005. Thus null hypothesis refuted and believing that there really is an association. It can be inferred that distributors are given positive response for the marketing strategies offered by Payyanur Khadi center.

Major Findings

- The main cotton processing facility developed at Ettukudukka by the Kerala Khadi and Village Industries Board. Payyanur Khadi Centre produces different varieties of Cotton Khadi, Polyester Khadi, Khadi silk, Bed sheets and textiles. Payyanur "pattu" (silk) is the product produced only through Payyanur Khadi Centre.
- Majority of the respondents are satisfied with credit policy, delivery process and promotional scheme offered by the Payyanur Khadi Centre.
- Payyanur Khadi have brand reputation which influence the customer decision in the market.
- Payyanur Khadi Centre adapting good marketing strategies to change consumer behaviour and market trends and also for staying competition.
- It is found that how company satisfied with level of support provided by marketing strategies to achieve distribution target.
- It is analysed that majority of respondents are satisfied with customer relationship management of Payyanur Khadi Centre.
- Majority of customers are satisfied with promotional campaigns, marketing and distribution strategies of Payyanur Khadi Centre.
- Distributors are satisfied with communication and collaboration between marketing team of Khadi centre and distribution team for delivering to customers.
- The marketing scheme addresses the needs and challenges faced by distribution business.

Conclusion

The study is conducted on marketing strategies of Payyanur Khadi Centre with regard to the distributor's perspective. Majority of the respondents are satisfied with the response from the side of the company regarding problems related with marketing and distribution. And most of the respondents are satisfied with the offers provided by the company. Even though, most of them are looking upon more up gradations from the part of the company in marketing of the products and services. Therefore, the company have to be more concentrated on the upgraded techniques and programmes to

meet the needs of both the distributors and the customers. For the effective relationship with the distributors the company should conduct periodic surveys and also should collect feedback in regular intervals.

From the study it can be inferred that for effectiveness and efficiency in the marketing channel, the company must adopt and implement innovative and upgraded techniques and marketing strategies. Now the existing condition of Payyanur Khadi Centre is not bad but they have to improve by exploiting the strength and opportunity and by minimizing the weaker areas. There is a huge market for the Khadi products especially in the foreign market, Payyanur Khadi Centre should grab that opportunity. The present situation is that Khadi products are not available in the private market, it's only available in the Khadi outlets, and it should be changed, like this in all level Khadi need innovation and speedy execution. Payyanur Khadi Centre should embrace a combination of product diversification, skill development, market research, and digital marketing to effectively promote Khadi products and ensure their sustained growth in the market.

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