



A STUDY ON MARKETING STRATEGY OF BULRUSH MAT IN THIRUVANNAMALAI DISTRICT

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ABSTRACT

The researcher tries to identify the influence of marketing strategy of bulrush mat in Thiruvannamalai district. Pilot study sample size of the research was 50 bulrush mat producers in Thiruvannamalaistrict of Tamil Nadu. Descriptive research design was used. Structured questionnaire was used for primary data collection. Path analysis was used for data analysis. The analysis found that there is influence of marketing strategy such as price discount, personal selling, and word of mouth on brand image. It is found that there is influence of brand image on business performance. Hence, the research concluded that the bulrush mat producers should be especially cautious when abandoning a long-existing brand name, brand logo, or other brand-image-related items.



KEYWORDS: Marketing strategy, Price discount, Personal selling, Word of mouth, Brand image, and Business performance.

INTRODUCTION

Marketing opinion suggests that companies can be successful if they consistently address the needs of their customers more than their competitors (Walker, Mullins & Larreche, 2008). Many companies spend a lot of resources trying to understand the needs of their customers and the nature of the markets they serve accordingly.

Given the reliance on external information, it is not surprising that marketing activity has played an important role over the years in shaping organizational processes for providing decision-making support information to decision makers. Marketing research appeared in the early 1930s (Taylor, 1936), followed by Marketing Intelligence (Kelley, 1965) and Marketing Information Systems (Brian & Stafford, 1969). The Institute of Marketing Science (2010), in its view, suggests that the most important research priority in marketing is to "use market information to identify opportunities for profitable growth". The research tries to identify the influence of marketing strategy of bulrush mat in Thiruvannamalai district.

REVIEW OF LITERATURE

RahilaChirai Gora, et al. (2020) found that that marketing strategies adopted by the Periodical Street Vendors significantly influence the sale of their periodical publications.

Pandian (2020) identified that some of the store promotion strategies like special discounts, attractive product display, prizes, gifts, free items, vouchers/coupons, an in-store television display, in-store radio, store fragrances, and the behavior of sales people and has an impact on consumer buying decision/behavior. From the result, it is clear that consumers are attracted to attractive marketing strategies to buy a product.

Shamim Akhtar, Zhao Xicang and Shuja Iqbal (2017) identified that brand personality has positive impact on word of mouth and profitability with moderate strength. The research also discovered that brand packaging showed also positive impact, but the relation is weak. Word of mouth on other side revealed positive relation with profitability with good strength.

NileshAnute and DevyaniIngale (2016) discovered that there is influence of various marketing strategies on brand equity with special reference to Gems and Jewellery sector in Pune city.

Somashekar and Kaboor (2016) revealed that the marketing aspects of FMCG in Indian analyses the factors influencing buying of food, health and beverages in Mysore District.

Yanhui Zhao (2016) discovered that marketing mix variables on brand sales and brand equity.

RESEARCH DESIGN

The descriptive research design challenges to clarify the action of the marketing strategies in association to an exacting track meaning. Hence, descriptive research design was employed for this research work. Based on the repay of descriptive research design, the researcher has used the descriptive research to ascertain marketing strategy of bulrush mat on Thiruvannamalai district.

FRAMEWORK OF THE RESEARCH

The framework used to identify the marketing strategy of bulrush mat on Thiruvannamalai district. Marketing strategy is considered as independent variable. Brand image is considered as mediator variable. Business performance is considered as outcome variable.

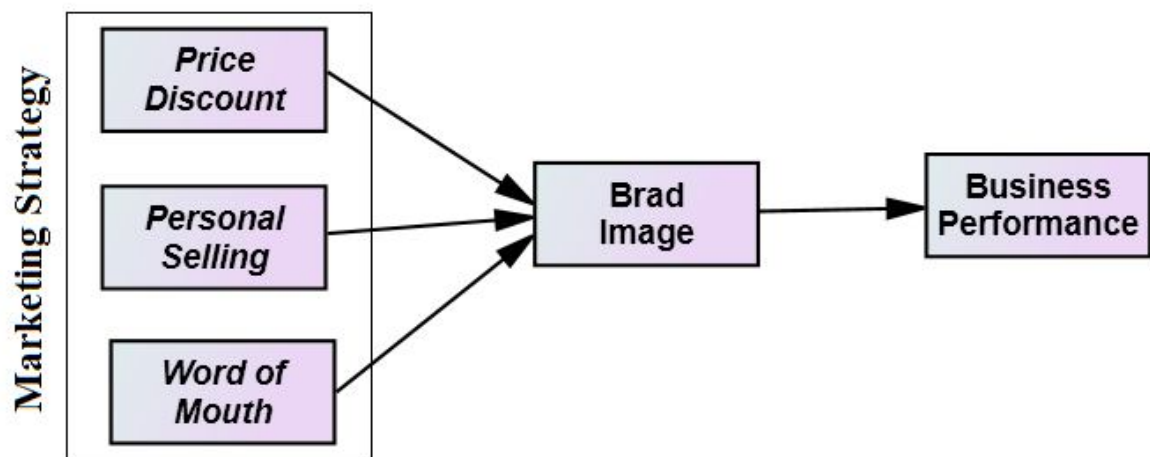


Figure 1: Conceptual framework of the study

OBJECTIVES OF THE STUDY

- To determine the influence of marketing strategy such as price discount, personal selling, and word of mouth on brand image.
- To describe the influence of brand image on business performance.

HYPOTHESES OF THE STUDY

- There is no influence of marketing strategy such as price discount, personal selling, and word of mouth on brand image.
- There is no influence of brand image on business performance.

QUESTIONNAIRE CONSTRUCTION AND RELIABILITY

Self design tools were employed for collection of primary data. The alpha ranged from 0.78 to 0.91 for all reports of questionnaire construction. This value of reliability designates the better reliability of the questionnaire.

Table 1: Reliability of the Research

| S.No. | Variable | Reliability | Author |
|-------|----------------------|-------------|-----------------------------|
| 1 | Marketing Strategy | 0.78 | Developed by the researcher |
| 2 | Brand Image | 0.86 | |
| 3 | Business Performance | 0.91 | |

AREA OF SAMPLE AND JUSTIFICATION

Thiruvannamala district has been elected for this study as area of sampling. Hence, there is a necessity to secure and expand the marketing strategy of bulrush mat on Thiruvannamalai district. By understanding this, marketing strategy, brand image, and business performance are judged for the study. Pilot study sample size of the research was 50 bulrush mat producers in Thiruvannamalai district. The data was collected through convenience sampling technique. Data analysis was done through path analysis. The analysis was employed to identify the influence of marketing strategy on business performance due to brand image.

ANALYSIS AND INTERPRETATION

From the model fit table, it is identified that the chi-square value was 1.999. The p value was 0.157, which was greater than 5%. The AGFI and GFI scores are higher than 0.90. Victor Charles and Velaudham (2020) and Premapriya, et al. (2016) have found similar result. The calculated CFI and NFI scores are higher than 0.90. Velaudham and Baskar (2015); Kantiah Alias Deepak and Velaudham (2019) have found similar result. It was also found that RMSEA and RMS values were less than 0.08, which was suggested by Deepak R. Kanthiah Alias, et al. (2019). The above pointers indicate that it was completely fit Velaudham and Baskar (2016) and Indra, et al. (2020).

Table 2: Shows Model Fit Indication

| Indicators | Observed Values | Recommended Values |
|------------|-----------------|--------------------|
| Chi-Square | 1.999 | --- |
| p | 0.157 | Greater than 0.050 |
| GFI | 0.987 | Greater than 0.90 |
| AGFI | 0.909 | Greater than 0.90 |
| CFI | 0.991 | Greater than 0.90 |
| NFI | 0.983 | Greater than 0.90 |
| RMS | 0.011 | Less than 0.080 |
| RMSEA | 0.001 | Less than 0.080 |

Source: Primary data

Results and Discussion

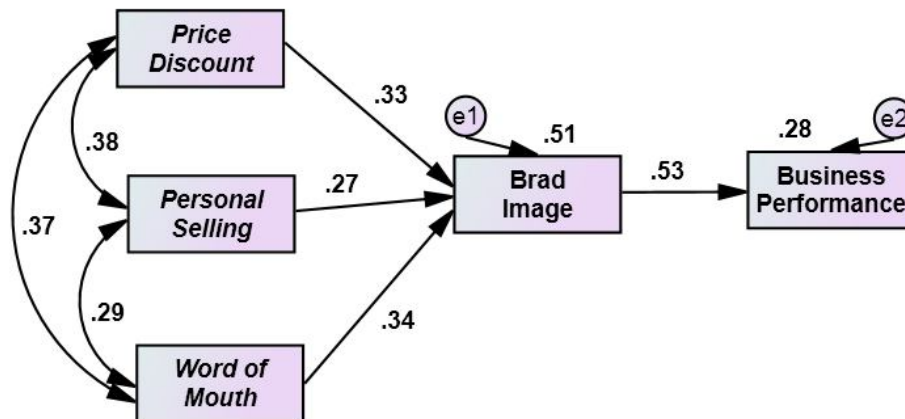


Figure 2: Path analysis of marketing strategy of bulrush mat

H₀: There is no influence of price discount of marketing strategy on brand image in Thiruvannamalai district.

Influence of price discount of marketing strategy on brand image calculated value of CR is 10.193. The Beta value was 0.335, which indicates that 33.5 percent of influence is through price discount of marketing strategy towards brand image. The p value is 0.001, which is less than 5%. The null hypothesis was rejected. From the result, it is found that influence of price discount of marketing strategy on brand image.

Table 3: Regression Weights

| DV | | IV | Estimate | S.E. | C.R. | Beta | p |
|----------------------|------|------------------|----------|-------|--------|-------|-------|
| Brand Image | <--- | Price Discount | 0.449 | 0.044 | 10.193 | 0.335 | 0.001 |
| Brand Image | <--- | Personal Selling | 0.474 | 0.056 | 8.534 | 0.272 | 0.001 |
| Brand Image | <--- | Word Of Mouth | 0.529 | 0.050 | 10.572 | 0.336 | 0.001 |
| Business Performance | <--- | Brand Image | 0.295 | 0.019 | 15.263 | 0.533 | 0.001 |

Source: primary data

H₀: There is no influence of personal selling of marketing strategy on brand image in Thiruvannamalai district.

Influence of personal selling of marketing strategy on brand image calculated value of CR is 8.534. The Beta value was 0.272, which indicates that 27.2 percent of influence is through personal selling of marketing strategy towards brand image. The p value is 0.001, which is less than 5%. The null hypothesis was rejected. From the result, it is found that influence of personal selling of marketing strategy on brand image.

H₀: There is no influence of word of mouth of marketing strategy on brand image in Thiruvannamalai district.

Influence of word of mouth of marketing strategy on brand image calculated value of CR is 10.572. The Beta value was 0.336, which indicates that 33.6 percent of influence is through word of mouth of marketing strategy towards brand image. The p value is 0.001, which is less than 5%. The null hypothesis was rejected. From the result, it is found that influence of word of mouth of marketing strategy on brand image.

H₀: There is no influence of brand image on business performance in Thiruvannamalai district.

Influence of brand image on business performance calculated value of CR is 15.263. The Beta value was 0.533, which indicates that 53.3 percent of influence is through brand image towards

business performance. The p value is 0.001, which is less than 5%. The null hypothesis was rejected. From the result, it is found that influence of brand image on business performance.

SUGGESTIONS

- The analysis found that there is influence of marketing strategy such as price discount, personal selling, and word of mouth on brand image.
- It is found that there is influence of brand image on business performance.

RECOMMENDATIONS

- The research suggested that bulrush mat producers should need to provide persuasive explanations for such decisions in rebranding announcements.
- The authors recommended that the bulrush mat producers should be especially cautious when abandoning a long-existing brand name, brand logo, or other brand-image-related items.

CONCLUSION

The researcher tries to identify the influence of marketing strategy of bulrush mat in Thiruvannamalai district. Pilot study sample size of the research was 50 bulrush mat producers in Thiruvannamalai district of Tamil Nadu. Descriptive research design was used. Structured questionnaire was used for primary data collection. Path analysis was used for data analysis. The analysis found that there is influence of marketing strategy such as price discount, personal selling, and word of mouth on brand image. It is found that there is influence of brand image on business performance. Hence, the research concluded that the bulrush mat producers should be especially cautious when abandoning a long-existing brand name, brand logo, or other brand-image-related items.

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