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- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



**MARKETING OF HANDICRAFTS BY POOMPUHAR SALES SHOWROOM, THANJAVUR**

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**ABSTRACT**

*The Tamilnadu Handicrafts Development Corporation Limited, popularly known as POOMPUHAR, a Government of Tamilnadu undertaking is incharge of the handicrafts sector in the state of Tamilnadu. This Corporation was established during 1973. The main objective of the Corporation is to preserve the ancient crafts of Tamilnadu and uplifting the standard of living of the craftsmen by providing marketing assistance to the craftsmen of the state. The Corporation achieves this objective by marketing the products of the craftsmen through its large network of 14 showrooms situated all over Tamilnadu and also at New Delhi, Kolkata, and Bangalore.*

**KEYWORDS**

corporation, handicrafts, showrooms, customer, marketing.

**INTRODUCTION**

**M**arketing occupied an important place in all stages of economic life, even from barter system. But today, marketing is a complicated state. Modern marketing possesses special characteristics. Modern marketing covers all business activities in order to ascertain the demand, product planning, distribution and facilitating the entire marketing process. The modern marketing emphasizes the need for integrated and well coordinated marketing programme.

**PROFILE OF POOMPUHAR SALES SHOWROOM**

The Tamilnadu Handicrafts Development Corporation Limited, popularly known as POOMPUHAR, a Government of Tamilnadu undertaking is incharge of the handicrafts sector in the state of Tamilnadu. This Corporation was established during 1973. The main objective of the Corporation is to preserve the ancient crafts of Tamilnadu and uplifting the standard of living of the craftsmen by providing marketing assistance to the craftsmen of the state. The Corporation achieves this objective by marketing the products of the craftsmen through its large network of 14 showrooms situated all over Tamilnadu and also at New Delhi, Kolkata, and Bangalore.

In this exhibition, we have specially displayed Bronze Icons, **Wood carvings**, **Brass lamps**, Thanjavur Art Plates, **Thanjavur paintings**, Clay, Terra Cotta, **Stone carvings**, Papier Mache doll, Rose wood furniture and Teak Wood Pooja Mandapam, Jute products, Leather Articles, Marble dust figures, Gem stone Jewellery, Pearls, Agarbathies and many more Handicrafts & Handcrafted Textiles collected from various states. Morethan 40 Artisans from various states are directly participating and selling their products.

A special discount of 10% is offered on all items in this exhibition. All major credit cards are accepted without any service charges.

**OBJECTIVES OF THE STUDY**

1. To study the awareness of handicraft products from Poompuhar sales showroom in Thanjavur
2. To analyse the customer perception and satisfaction towards the handicraft products
3. To analyse the factor influencing the customer preference of handicraft products.

**SCOPE OF THE STUDY**

This study is a micro study and the scope is limited to analyse the satisfactory level of customer in Poompuhar sales showroom, Thanjavur. The study is useful for the company in finding whether the marketing methods of the products. It also helps to know about the consumer attributes and opinion about the handicraft products.

**COLLECTION OF DATA****PRIMARY DATA**

Primary data are those which are collected fresh and for the first time, and thus happen to be original in character. Questionnaire was the instrument being used for collecting the primary data.

**SECONDARY DATA**

The Secondary data was collected from journals, magazines and record of the company.

**MARKET INTERMEDIARIES**

The marketing informs diaries makeup a marketing channel. According to stern and EL. Ansary "Intermediaries smooth the flow of goods and services. This discrepancy results from the fact that the goods whereas consumers usually desire only a limited quantity of wide variety of goods.

Thus market intermediaries became an essential part in the distribution. They the manufacturer by performing variety of functions, such as,

- They distribute the products effectively, efficiently and economically from the supplier to user.
- They help the merchandising by reinforcing awareness about the product the customers.
- They also carry out the functions such as physical distribution and financing function.
- They provide information about potential and current customers, competitors and other forces in the marketing environment.

Intermediaries act as the connecting time between the manufactures and consumers. They are very important in marketing the products. Through them products flow into the market. The gap between the producer and consumer is reduced by the intermediaries. They specialize in carrying out the transfer or title between the producers and buyers.

## ROLE OF INTERMEDIARIES

Intermediaries are very important in the modern ever-widening market, by making distribution easy and smooth. They create Time, Place and Possession utility. Intermediaries concentrate their effort on marketing and distribution of goods. Here manufacture can concentrate their attention on production. The most efficient process of distribution can be performed by intermediaries. In modern marketing, the intermediaries' role is important one.

## ANALYSIS

TABLE 1: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF COLLECTED INFORMATION FROM MEDIA

S.No	Media	No. of Respondents	Percentage
1	Television	07	07
2	Radio	26	26
3	Newspaper	47	47
4	Magazines	20	20
	Total	100	100

Source: Primary data

### Inference

The above table indicates that 47% of the respondents are collected information from newspaper, 26% of the respondents prefer Radio advertisement, 20% of the respondents prefer Magazine advertisement and only 7% of the respondents are collected from television advertisement.

CHART 1: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF FORM OF ADVERTISEMENT DO YOU PREFER

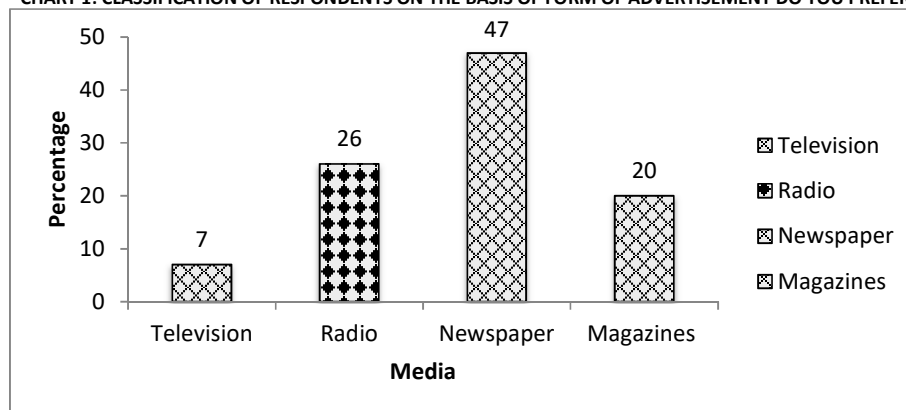


TABLE 2: SPECIALITY OF THE PRODUCT

S.No	Speciality of the product	No. of Respondents	Percentage
1	Quality	40	40
2	Offering more variety	27	27
3	Affordable price	18	18
4	Best of science	15	15
	Total	100	100

Source: Primary data

### Inference

The above table shows that majority 40% of the respondents like the product for quality of the product, 27% like the product for offering more varieties, 18% like for price and 15% of the respondents like for best of science.

CHART 2: SPECIALITY OF THE PRODUCT

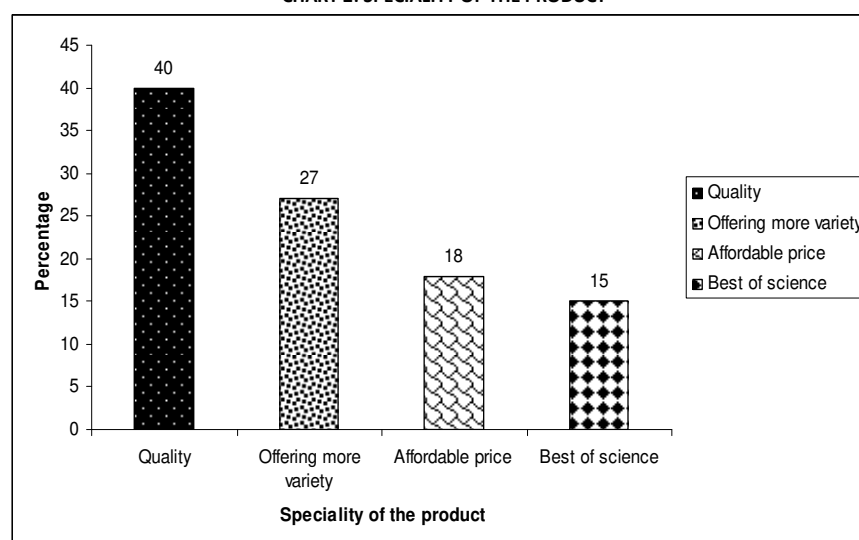


TABLE 3: PRICE OF BRAND

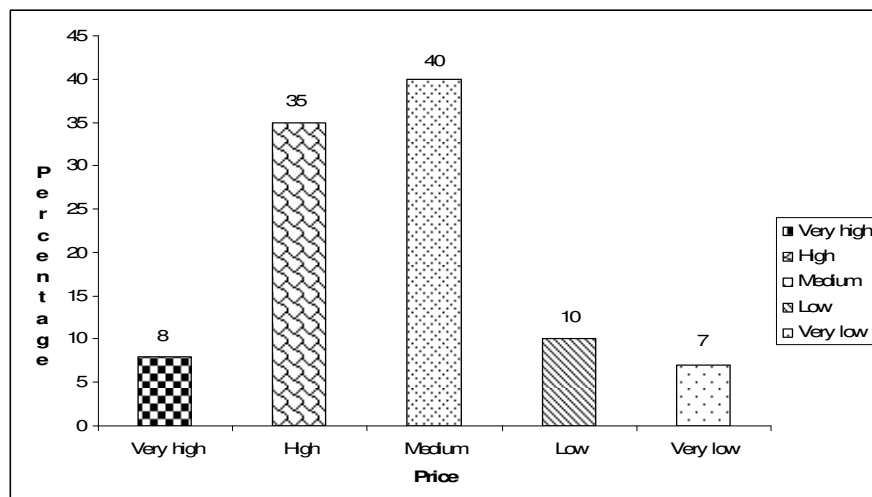
S.No	Price	No. of Respondents	Percentage
1	Very high	08	08
2	High	35	35
3	Medium	40	40
4	Low	10	10
5	Very low	07	07
	Total	100	100

Source: Primary data

**Inference**

The above table shows that 40% of the respondents are opinion that the price is medium, 35% of the respondents are opinion that the price is high, 10% of the respondents are opinion that the price is low, 8% of the respondents are opinion that the price is very high and 7% of the respondents are opinion that the price is very low.

CHART 3: PRICE OF BRAND

**The researcher analysed from the 100 respondents and found the following:**

- 100% of the products were selling through Poompuhar sales showroom, there is a branch in Thanjavur town
- 88% of the respondents satisfied with salesman's relationship
- 48% of the respondents are having good opinion about the quality of the product
- Majority (47%) of the respondents collected information about the brand from newspaper
- 40% of the respondents are prefer the brand by quality, normal price and protect the health
- 56% of the respondents were felt that the price of the product is comparable to others.
- Majority of the respondents are selecting Television Media Advertisement.
- 98% of the respondents are satisfied the expectation of the consumer
- 100% of the respondents are satisfied the brand availability

**SUGGESTIONS**

To improve the distribution channel helps to increase the sales performance the company willing to rectify the dissatisfaction facts. To maintain the quality and low price helps to improve the sales Brand loyalty and brand image should be credited in the minds of customers so as to retain and maintain the customer. Some of the respondents dissatisfied with the salesman relationship. So the company maintain the customer. Some of the respondent's dissatisfaction relationship. So the company maintain the good salesman for their distribution. The company could give them more offers and benefits like gift, new product, etc., it will increase the sales. A maximum number of customers are purchasing the products because of the Quality and only a few customers purchase the products due to its price. The product including Thanjavur plate and coir products should be popularizing among the customer so as to increase the sales of the showroom. Customer should be induced in such a way that the amount spends towards the purchase of products be increased.

**CONCLUSION**

The study reveals that the Intermediaries may be able to carry out distribution activities better or cheaper than either producer or consumers. Intermediaries storage services, capability to divide large shipments into smaller once for resale and market knowledge benefits supplier and customer alike. To conclude, with vigorous and hard efforts the products can be marketed effectively and efficiently in study area.

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