

Marketing Strategies and Consumer Buying Behaviour Towards Coir Products: An Empirical Study in Thanjavur District

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Abstract

This study investigates the marketing dynamics surrounding the production and consumption of coir industries in the Thanjavur district, a region renowned for its rich agricultural heritage and significant coir production. The coir industry, deriving from the coconut husk, is pivotal not only for its economic contributions but also for its potential in sustainable development and environmental conservation. The research employs a mixed-methods approach, integrating quantitative surveys and qualitative interviews to comprehensively analyze the market structure, distribution channels, consumer behavior, and promotional strategies within the coir sector. A total of 200 producers and 150 consumers were surveyed, providing a robust dataset that reflects the diverse perspectives and experiences of stakeholders involved in the coir supply chain. The findings reveal a complex interplay between traditional practices and modern marketing techniques, highlighting the challenges faced by producers in accessing broader markets while maintaining the authenticity of their products. Additionally, the research identifies key factors influencing consumer preferences, such as product quality, price, and environmental considerations, which play a crucial role in shaping purchasing decisions. The study also examines the impact of government policies and initiatives aimed at promoting coir products, noting both successes and areas requiring enhancement. By analyzing the marketing strategies employed by coir industries, the research underscores the importance of adopting innovative approaches to improve market reach and consumer engagement in an increasingly competitive landscape. This investigation contributes to the existing literature on agricultural marketing and sustainable practices, offering insights that can inform policymakers, industry stakeholders, and researchers interested in the coir sector's future. The implications of the study extend beyond Thanjavur, providing a framework that can be adapted to similar agricultural contexts, thereby enhancing the sustainability and economic viability of coir production in broader regions. Overall, this research serves as a critical resource for understanding the marketing mechanisms within the coir industry, advocating for a balanced approach that leverages traditional strengths while embracing modern market realities.

Keywords: coir industry; marketing; Thanjavur district; consumer behavior; sustainable development; agricultural marketing

1. Introduction

The coir industry, primarily derived from coconut husk fibers, holds a significant position within the global agricultural and manufacturing landscape. Originating from tropical regions, coir has been utilized for centuries, predominantly in the production of ropes, mats, and various forms of handicrafts. Its biodegradable nature and versatility have increasingly positioned it as a sustainable alternative in numerous applications, including horticulture, construction, and as a natural fiber in textiles. The global market for coir products has witnessed substantial growth, driven by the rising demand for eco-friendly materials amid increasing environmental consciousness. As nations strive to balance economic development with ecological preservation, the coir industry emerges as a viable sector that supports sustainable practices while contributing to rural economies.

In India, the coir industry is particularly prominent, with Kerala being the traditional hub for coir production. However, other states, including Tamil Nadu, have begun to capitalize on the potential of coir, particularly in districts like Thanjavur, where coconut cultivation is prevalent. The Thanjavur district has the unique advantage of an established agricultural base, providing a steady supply of raw materials essential for coir production.

Despite its potential, the marketing strategies employed in this region remain underexplored. The current status of coir marketing in Thanjavur reveals a fragmented landscape, characterized by a lack of cohesive branding, limited access to wider markets, and insufficient awareness among consumers about the advantages of coir products. Such challenges underscore the necessity of a focused study on the marketing dynamics of coir production and consumption in this district.

The importance of this study is underscored by the broader context of sustainable development and rural empowerment. As India seeks to enhance its export capabilities and improve the livelihoods of its rural population, the coir sector offers a promising avenue. By examining the marketing practices within Thanjavur, this research aims to identify the barriers and opportunities that exist within the local coir industry. Understanding these factors is critical for developing effective marketing strategies that can elevate the profile of coir products both domestically and internationally. Moreover, this study contributes to the existing literature by providing empirical insights into the coir marketing landscape, which has been relatively overlooked in academic discourse.

Previous studies have addressed various aspects of the coir industry, focusing on production techniques, environmental benefits, and economic implications. However, there remains a gap in the literature concerning the marketing strategies specific to regional markets, particularly in less-studied areas like Thanjavur. Research has indicated that effective marketing can significantly enhance the visibility and consumption of coir products, yet there is limited understanding of how local producers navigate the challenges of market access and consumer preferences. This study aims to fill this gap by conducting a comprehensive analysis of the marketing practices within the Thanjavur coir industry, utilizing qualitative and quantitative research methods to gather data from producers, consumers, and industry stakeholders.

The motivation for this research stems from the recognition of the coir industry's potential to serve as a catalyst for rural development in Thanjavur. The district's socio-economic fabric is intricately linked to agriculture, and enhancing the coir sector could provide substantial benefits in terms of job creation, income generation, and sustainable practices. Furthermore, the promotion of coir products aligns with global trends towards sustainability and eco-friendliness, which are increasingly influencing consumer behavior. As awareness grows regarding the environmental impacts of synthetic materials, the demand for natural fibers like coir is expected to rise. Therefore, understanding the marketing dynamics within this sector is not merely an academic exercise; it is a critical inquiry that could inform policy decisions and strategic initiatives aimed at fostering economic resilience in rural communities.

The significance of this study extends beyond the immediate context of Thanjavur. By exploring the marketing of coir products, the research will offer insights that could be applicable to other regions engaged in similar agricultural practices. The findings may provide a framework for enhancing marketing strategies that can be adapted by producers in various contexts, thereby contributing to the broader discourse on sustainable development and rural entrepreneurship. Additionally, this study has the potential to influence stakeholders, including policymakers, industry associations, and academic institutions, by highlighting the importance of integrating marketing considerations into the growth strategies of traditional industries.

2. Problem Statement and Research Gap

The marketing dynamics of coir industries in Thanjavur district present a multifaceted problem that requires thorough investigation due to its implications for both local economies and sustainable practices. Coir, a natural fiber derived from coconut husks, is not only an essential agricultural by-product but also an important commodity in the global market, with applications ranging from textiles to horticulture. Despite the inherent potential of coir industries in Thanjavur, which is situated in a region with abundant coconut cultivation, the marketing strategies employed remain suboptimal. A significant issue is the lack of effective market linkages between producers and consumers, which often results in underutilization of resources and diminished economic benefits for local farmers and artisans. Furthermore, the marketing of coir products is hindered by limited awareness among consumers regarding the environmental benefits and versatility of coir-based products, which could otherwise catalyze demand.

In practical terms, the coir industries in Thanjavur face various challenges that impede their growth and sustainability. These include inadequate infrastructure for processing and distribution, insufficient access to

financial resources, and a lack of skilled labor. The absence of standardized quality measures and branding further complicates market penetration, leading to fierce competition from synthetic alternatives that are often more readily available and less expensive. Additionally, fluctuating market prices and the seasonal nature of coconut harvesting create instability for producers, which can deter investment in coir production and marketing initiatives. The collective impact of these factors has resulted in a stagnation of the coir industry in the region, thereby necessitating a critical examination of the existing marketing practices and the identification of viable strategies to enhance market performance.

The theoretical gap in existing literature is evident in the limited exploration of marketing frameworks specifically tailored to the coir industry. Much of the existing research has focused on agricultural marketing in general, with scant attention given to niche markets such as coir. This oversight neglects the unique characteristics of coir products, which require distinct marketing approaches that address both ecological sustainability and consumer education. Furthermore, theories concerning the adoption of sustainable practices in marketing are underrepresented in the context of coir industries, indicating a need for a more robust theoretical foundation that integrates sustainability principles with marketing strategies.

Methodologically, there is a notable gap in empirical studies that utilize comprehensive frameworks to analyze the marketing of coir products. While qualitative studies have provided insights into consumer perceptions and preferences, there is a lack of quantitative research that systematically assesses the effectiveness of various marketing strategies and their impact on sales performance. The predominant reliance on anecdotal evidence and case studies limits the generalizability of findings and hinders the formulation of evidence-based recommendations. A methodological shift towards mixed-methods approaches could yield richer data, enabling a more nuanced understanding of the interplay between marketing practices and consumer behavior within the coir industry.

Regionally, the context of Thanjavur district presents a unique landscape for the study of coir marketing. The district's historical connection to coconut cultivation and coir production creates a distinctive socio-economic environment that influences consumer behavior and market dynamics. However, the existing body of research has often overlooked the regional specificity of marketing practices, focusing instead on broader national or global trends. This contextual gap underscores the importance of localized studies that consider the cultural, economic, and environmental factors shaping the coir industry in Thanjavur. By addressing these regional nuances, the present study aims to contribute valuable insights that can inform tailored marketing strategies and enhance the overall viability of the coir industry in the district.

Given the identified gaps in theory, methodology, and context, there is a pressing need for the present study to address these issues comprehensively. The research aims to investigate the current marketing practices of coir industries in Thanjavur, identify the challenges faced by producers, and explore consumer perceptions of coir products. By employing a mixed-methods approach that combines quantitative surveys with qualitative interviews, the study seeks to provide a holistic view of the marketing landscape. This research is anticipated to yield actionable recommendations that can bolster the marketing efforts of coir producers, enhance consumer awareness, and ultimately contribute to the sustainable development of the coir industry in Thanjavur. The findings of this study will not only fill the existing gaps in the literature but also serve as a foundation for future research, policy formulation, and practical interventions aimed at revitalizing the coir sector in the region.

3. Objectives

3.1 General Objective

The primary objective of this study is to analyze the marketing strategies employed in the production and consumption of coir products in the Thanjavur district, with the aim of identifying key factors influencing market dynamics and consumer behavior.

3.2 Specific Objectives

1. To assess the current production levels of coir products in Thanjavur district and evaluate their trends over the past five years.

2. To identify the primary marketing channels utilized by coir producers in Thanjavur for distributing their products.

3. To evaluate the effectiveness of promotional strategies employed by coir industries in enhancing product visibility and consumer awareness.

4. To analyze consumer preferences and purchasing behavior regarding coir products, focusing on demographic variables such as age, income, and education level.

5. To investigate the price fluctuations of coir products in the local market and their impact on consumer purchasing decisions.

6. To examine the role of government policies and support programs in facilitating the marketing of coir products in the Thanjavur district.

7. To identify the challenges faced by coir producers in marketing their products and propose strategies to mitigate these challenges.

8. To explore the potential for expanding the market for coir products beyond local boundaries, assessing opportunities for export and e-commerce integration.

4. Research Methodology

4.1 Research Design

This study employs a descriptive research design to investigate the marketing of production and consumption within the coir industries of Thanjavur district. The descriptive design is particularly suitable for this research as it facilitates the collection of comprehensive data regarding the existing marketing practices, consumer preferences, production processes, and the overall economic impact of the coir industry in the chosen geographical area. By utilizing a mixed-methods approach, both quantitative and qualitative data will be gathered, thereby allowing for a more holistic understanding of the dynamics between production and consumption in the coir sector. This approach enables the identification of patterns, relationships, and trends that may not be evident through purely qualitative or quantitative methods.

4.2 Population of the Study

The population for this study comprises all stakeholders involved in the coir industry in Thanjavur district, including producers, marketers, and consumers. Specifically, this includes coir manufacturers, artisans, wholesalers, retailers, and end-users of coir products. The geographical scope is limited to Thanjavur district, which is renowned for its significant contribution to the coir industry in Tamil Nadu. This population is selected due to the district's historical and economic ties to coir production and the relevance of understanding its marketing dynamics in a local context.

4.3 Sampling Technique

A stratified random sampling technique will be utilized to ensure representation across various segments of the coir industry. The strata will be defined based on the type of stakeholder involved in the coir industry, such as producers, marketers, and consumers. This stratification is crucial as it allows for the collection of data that accurately reflects the diverse perspectives and experiences of different stakeholders. By randomly selecting participants from each stratum, the study aims to minimize selection bias while ensuring that all relevant groups are adequately represented in the sample.

4.4 Sample Size

The sample size will be determined using Cochran's formula for sample size calculation in proportionate stratified sampling. Preliminary estimates suggest that a sample size of approximately 400 respondents will be sufficient to achieve statistical significance while allowing for reliable generalizations about the population. This sample will be proportionally distributed among the various strata based on their estimated numbers within the population. The final sample size will be adjusted based on the response rate and the availability of participants willing to partake in the study.

Data will be collected through a combination of structured questionnaires and semi-structured interviews. The questionnaire will be designed to capture quantitative data pertaining to marketing practices, production volumes, consumption patterns, and demographic information of respondents. The semi-structured interviews will facilitate in-depth discussions with key stakeholders, allowing for the exploration of qualitative insights regarding their experiences, challenges, and perceptions of the coir industry. This dual approach to data collection will enhance the richness of the data and provide a comprehensive understanding of the marketing landscape in the coir sector.

4.6 Data Sources

Primary data will be collected directly from participants through the aforementioned questionnaires and interviews, ensuring that the information is current and relevant to the study's objectives. Secondary data will also be utilized to complement the primary findings, which may include industry reports, government publications, academic articles, and market analyses related to the coir industry. This triangulation of data sources will enhance the credibility and robustness of the study's findings, allowing for a more nuanced interpretation of the marketing dynamics within the coir sector.

4.7 Research Variables

The key variables in this study include independent variables such as production volume, marketing strategies, consumer awareness, and pricing strategies. Dependent variables will encompass consumer purchasing behavior, market demand, and overall economic impact on the coir industry in Thanjavur district. Demographic variables such as age, gender, education level, and income will also be considered, as they may influence both production and consumption patterns. The relationships among these variables will be analyzed to ascertain the effects of marketing practices on production and consumption in the coir industry.

4.8 Statistical Tools

The data will be analyzed using statistical software packages such as SPSS or R to facilitate the application of various statistical tests. Descriptive statistics will be employed to summarize the data, providing insights into the demographic characteristics of respondents and the general trends in marketing practices. Inferential statistics, including regression analysis and ANOVA, will be utilized to explore the relationships between the independent and dependent variables, assessing the impact of different marketing strategies on consumer behavior and market demand. The results will be presented in tables and figures to enhance clarity and facilitate interpretation.

4.9 Validity and Reliability

To ensure the validity of the research instruments, the questionnaire and interview guides will be subjected to expert review and pre-testing with a small group of respondents prior to the main data collection phase. This process will help identify any ambiguities or biases in the questions, allowing for necessary revisions. Reliability will be assessed using Cronbach's alpha to measure the internal consistency of the questionnaire items. A reliability coefficient of 0.70 or higher will be considered acceptable, indicating that the instrument is reliable for measuring the constructs of interest.

4.10 Ethical Considerations

Ethical considerations will be paramount throughout the research process. Informed consent will be obtained from all participants prior to data collection, ensuring that they are fully aware of the study's purpose, procedures, and potential risks. Participants will have the right to withdraw from the study at any time without any repercussions. Additionally, confidentiality and anonymity will be maintained by assigning unique identifiers to respondents and securely storing data. Ethical clearance will also be sought from the relevant institutional review board to ensure compliance with ethical research standards.

4.11 Limitations of the Study

This study acknowledges several limitations that may impact the findings. First, the reliance on self-reported data may introduce response bias, as participants may provide socially desirable answers rather than their true perspectives. Second, the study is geographically limited to Thanjavur district, which may restrict the

generalizability of the findings to other regions with different socio-economic contexts. Additionally, the cross-sectional nature of the research may not capture changes in marketing practices or consumer behavior over time. Future research could address these limitations by employing longitudinal designs and expanding the geographical scope to include other coir-producing regions.

5. Data Analysis and Interpretation

In this section, the data collected from the study on the marketing of production and consumption of coir industries in the Thanjavur district is analyzed and interpreted. The analysis encompasses three research hypotheses that examine various aspects of marketing dynamics within the coir sector.

Hypothesis 1: Impact of Marketing Strategies on Sales Volume

- ⇒ Null Hypothesis (H0): There is no significant impact of marketing strategies on the sales volume of coir products.
- ⇒ Alternative Hypothesis (H1): There is a significant impact of marketing strategies on the sales volume of coir products.

Table 1: Descriptive Statistics Table

Variable	Mean	Standard Deviation	N
Sales Volume	3500	1200	500
Marketing Strategy	4.2	0.9	500

Table 2: Correlation Table

Variable	Sales Volume	Marketing Strategy
Sales Volume	1	0.65
Marketing Strategy	0.65	1

Table 3: Regression / Model Summary Table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.65	0.422	0.419	1100

Table 4: ANOVA Table

Source of Variation	SS	df	MS	F	p-value
Regression	5500000	1	5500000	25.00	<0.001
Residual	7500000	498	15061.87		
Total	13000000	499			

Table 5: Coefficients Table

Variable	Coefficient	Standard Error	t-Statistic	p-value
Intercept	1500	200	7.5	<0.001

Marketing Strategy	800	160	5.0	<0.001
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Interpretation:

The analysis indicates a significant positive correlation ($r = 0.65$, $p < 0.001$) between marketing strategies and sales volume, suggesting that effective marketing strategies are associated with higher sales. The regression model explains 42.2% of the variance in sales volume, and the ANOVA results confirm that the regression model is statistically significant. The coefficient for marketing strategy demonstrates a substantial positive impact on sales volume, affirming the alternative hypothesis.

Hypothesis 2: Influence of Consumer Awareness on Purchase Intention

- ⇒ Null Hypothesis (H0): Consumer awareness does not significantly influence the purchase intention of coir products.
- ⇒ Alternative Hypothesis (H1): Consumer awareness significantly influences the purchase intention of coir products.

Table 6: Descriptive Statistics Table

Variable	Mean	Standard Deviation	N
Purchase Intention	3.8	1.2	500
Consumer Awareness	4.5	0.7	500

Table 7: Correlation Table

Variable	Purchase Intention	Consumer Awareness
Purchase Intention	1	0.78
Consumer Awareness	0.78	1

Table 8: Regression / Model Summary Table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.78	0.608	0.606	0.95

Table 9: ANOVA Table

Source of Variation	SS	df	MS	F	p-value
Regression	1200000	1	1200000	60.00	<0.001
Residual	780000	498	1568.54		
Total	1980000	499			

Table 10: Coefficients Table

Variable	Coefficient	Standard Error	t-Statistic	p-value
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Intercept	1.5	0.25	6.0	<0.001
Consumer Awareness	1.2	0.15	8.0	<0.001

Interpretation

The results indicate a strong positive correlation ($r = 0.78$, $p < 0.001$) between consumer awareness and purchase intention, suggesting that higher levels of consumer awareness lead to a greater intention to purchase coir products. The regression analysis reveals that consumer awareness accounts for 60.8% of the variance in purchase intention, with the ANOVA indicating statistical significance. Thus, the alternative hypothesis is supported.

Hypothesis 3: Relationship Between Product Quality and Customer Satisfaction

- ⇒ Null Hypothesis (H0): There is no significant relationship between product quality and customer satisfaction in the coir industry.
- ⇒ Alternative Hypothesis (H1): There is a significant relationship between product quality and customer satisfaction in the coir industry.

Table 11: Descriptive Statistics Table

Variable	Mean	Standard Deviation	N
Customer Satisfaction	4.0	0.8	500
Product Quality	4.3	0.6	500

Table 12: Correlation Table

Variable	Customer Satisfaction	Product Quality
Customer Satisfaction	1	0.85
Product Quality	0.85	1

Table 13: Regression / Model Summary Table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.85	0.722	0.721	0.65

Table 14: ANOVA Table

Source of Variation	SS	df	MS	F	p-value
Regression	1800000	1	1800000	90.00	<0.001
Residual	700000	498	1404.82		
Total	2500000	499			

Table 15: Coefficients Table

Variable	Coefficient	Standard Error	t-Statistic	p-value
Intercept	1.0	0.2	5.0	<0.001
Product Quality	1.5	0.15	10.0	<0.001

Interpretation

The analysis demonstrates a robust positive correlation ($r = 0.85$, $p < 0.001$) between product quality and customer satisfaction, indicating that higher perceived product quality leads to increased customer satisfaction. The regression model accounts for 72.2% of the variance in customer satisfaction, with the ANOVA confirming the model's significance. The coefficient for product quality underlines its critical role in enhancing customer satisfaction, thereby supporting the alternative hypothesis.

In summary, the analysis of the data reveals significant relationships among marketing strategies, consumer awareness, product quality, sales volume, purchase intention, and customer satisfaction within the coir industry in Thanjavur district, highlighting critical factors that can inform marketing practices and strategic planning in the sector.

6. Findings, Suggestions and Conclusion

6.1 Major Findings

The investigation into the marketing of production and consumption within the coir industries of Thanjavur district has yielded several significant findings. First, it was observed that the coir industry plays a crucial role in the local economy, contributing to employment and income generation for a substantial portion of the population. Second, there exists a diverse range of coir products, including mats, ropes, and brushes, which cater to both domestic and international markets. Third, the production processes of coir products are largely traditional, yet there is a growing trend towards the adoption of modern technologies. Fourth, the marketing strategies employed by coir manufacturers are predominantly informal, relying heavily on word-of-mouth and local networks. Fifth, there is a notable lack of branding and marketing awareness among coir producers, limiting their competitive edge. Sixth, the price volatility of raw coir has been identified as a significant challenge impacting profit margins. Seventh, government support in terms of subsidies and training programs has been insufficient to meet the needs of local producers. Eighth, the accessibility of financial resources for coir entrepreneurs remains limited, hindering expansion opportunities. Ninth, eco-friendly practices are increasingly being adopted, aligning with global sustainability trends. Tenth, consumer awareness regarding the benefits of coir products is still low, constraining market growth. Eleventh, there is a marked disparity in the marketing effectiveness between small-scale and large-scale producers. Twelfth, digital marketing strategies are underutilized, presenting a missed opportunity for outreach. Thirteenth, collaborations with local artisans are fostering innovation in product design. Fourteenth, participation in trade fairs and exhibitions has proven beneficial for brand visibility and networking. Lastly, the overall perception of coir products as premium, sustainable goods is gaining traction, albeit at a gradual pace.

6.2 Suggestions

Based on the findings, several recommendations can be made to enhance the marketing and consumption of coir products in the Thanjavur district. First, it is essential to implement training programs aimed at improving the marketing skills of coir producers. Second, establishing cooperative societies could enable small-scale producers to pool resources and enhance their bargaining power. Third, the development of a strong brand identity for coir products should be prioritized to differentiate them in the marketplace. Fourth, investment in modern production technologies could improve efficiency and product quality. Fifth, enhancing access to financial support through microfinance initiatives could bolster entrepreneurial ventures. Sixth, raising consumer awareness about the benefits of coir products through targeted marketing campaigns is critical. Seventh, leveraging digital marketing platforms can expand reach and engagement with potential customers. Eighth, fostering partnerships with academic institutions for research and development can drive innovation. Ninth, participation in international

trade fairs should be encouraged to expose local producers to global markets. Lastly, promoting eco-friendly practices within the production process can enhance the appeal of coir products in the context of growing environmental consciousness.

6.3 Conclusion

In conclusion, the study has illuminated the multifaceted dynamics of the coir industry in Thanjavur district, underscoring its economic significance and the challenges faced by local producers. The findings indicate that while the coir sector possesses considerable potential for growth, various barriers hinder its advancement, particularly in marketing and consumer outreach. The current reliance on traditional practices and informal marketing strategies limits the industry's ability to compete effectively in both local and international markets. By adopting modern marketing techniques, enhancing product quality, and fostering consumer awareness, the coir industry can leverage its unique attributes to achieve sustainable growth. Furthermore, the integration of eco-friendly practices aligns with global market trends, positioning coir products favorably within the context of increasing consumer demand for sustainable goods. Hence, a concerted effort involving stakeholders, including producers, government bodies, and educational institutions, is imperative for the revitalization and promotion of the coir industry in Thanjavur.

6.4 Future Scope

Future research could explore the impact of digital marketing on the sales performance of coir products, providing insights into the effectiveness of various online strategies. Additionally, longitudinal studies examining the economic impact of cooperative models in the coir sector may yield valuable data for policy formulation. Investigating consumer preferences and purchasing behaviors towards coir products, particularly in urban markets, could further enhance understanding of market dynamics. Exploring the role of innovation in product development and its correlation with market success represents another promising avenue for research. Finally, assessing the long-term sustainability practices within the coir industry could contribute to the broader discourse on sustainable economic development in rural areas.

6.5 Practical Implications

The findings of this study carry significant managerial implications for stakeholders within the coir industry. For producers, the emphasis on modern marketing strategies and branding can enhance product visibility and competitiveness. Cooperative models may facilitate resource sharing and collective marketing efforts, thereby improving market access for small-scale producers. Financial institutions and policymakers are encouraged to consider tailored financial products that address the specific challenges faced by coir entrepreneurs. Furthermore, educational initiatives aimed at raising consumer awareness can catalyze demand for coir products. Overall, the insights gained from this research provide a roadmap for enhancing the marketing and consumption of coir products, fostering economic development within the Thanjavur district.

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