

Marketing of Indian Indigenous Products and Services in Digital Era

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Abstract

The quest of this paper is to make aware about the Indian Indigenous products and brand their history and marketing practices. In this paper the author has highlighted the importance of Indigenous products and brand, why it is important to market such products for making India more economically sound and lively in terms of providing employment and GDP. Author has insisted the use of E-commerce platform and marketing mix to mark the global presence of Indian indigenous product. Marketing practices of certain indigenous brand has also been discussed in the paper. This paper through its literature try to accomplish the laid objectives like to know the demand pattern of the Indian Indigenous product and brand, ease of positioning indigenous brand after the advent of e-commerce and digital India.

Keyword: Indigenous, Brand, Product, E-Commerce, Positioning, Economy, Global Marketing **Keywords:** NTFPs, Procurement Agencies, Kalahandi, Odisha

Introduction

Indigenous products refers to the product that is related to the native land, culture, belief or tradition of a particular country. Furthermore, it can be said that those product which inherit the character of place, region or country in terms of culture, belief, cuisine, clothing system and so forth. For example: The Betel of Banaras "Banarasi Paan", Mithila Painting of Madhubani, Rassogula of West Bengal etc. Indigenous products are also coined as "Swadeshi" in India which is of own country. Question arise here "Does Indian Products have potential for indigenous product. To answer this India has a huge demographic dividend. It enjoys cultural, linguistic and diversity related to religion. The women of India are so creative at every Ten Miles in India there will be change in language, dialect, clothing system and folk. None of the country in the world enjoy such diversity. India is also the youngest citizen in the world with majority of the population is young. The country has huge potential to produce and market indigenous product and services to add. Services now a day globally are backed by technology and data. Technocrats and scientist from India are contributing to many organizations across the globe by being in a top leadership position. If Indian people are has very important role to play, why India cannot restore the tag of "Golden Bird". During 16th century India was ranked 2nd after China in G.D.P or production. The composition of India's production that time was 25 % of world production. India did produce so hugely due to demand of Indigenous product which is related to Indian land like spices, silk and sculptures had enjoyed goodwill. Due to huge export backed by global demand country could make huge repository of gold by marketing and delivering Swadeshi Products outside. This golden period of Indian Economy could not linger as the country got trapped by colonial rules of British. Right after

independence and inception of Industrial revolution in phased manner the nation market which could have reaped the fruits of their oldest culture, tradition and cuisines by converting them into innovative products was replaced by the goods and services backed by western thought. Majority of goods and services present in Indian Market belongs to foreign land which eventually have added more values to Indian Economy. Imagine a situation where the country could have recognized the potential of indigenous product and have tried to innovate the products and services and have made it customer friendly and marketed globally the way western market have done India would have been in double economic capacity from the present capacity. Adopting western lifestyle and music were supposed to be the testimony of modernization and quality lifestyle. Gradually from kitchen to sanitary, food nutrition to medicines, clothes to accessories everywhere there are products flooded with foreign brands. Indigenous production and marketing has very important role to play in economy, It will add values to the economy: 1. Marketing will raise the demand which will increase the production in long run. 2. Increased production will give employment and regional balance as more number of skilled and unskilled labor will be accommodated 3. Rise in global demand will increase export that will add to foreign exchange reserve of the country. Despite of presence of foreign companies in India in such a large number even larger proportion of youths are unemployed, migration rates have not gone down from semi urban and rural areas to metro cities. GDP per capita has not increased the way it should increase. Indian population will surpass the china by 2022. Aspiration of the country is going to increase, more jobs more income and career opportunities in the local region will be the need of hour. Won't there be a need to foster the indigenous production and marketing to accompany with dominant foreign goods market. There is dire need to produce and market indigenous products and services. After so much ponder on the need of indigenous production and marketing one must understand and look back at the root cause of failure in production and marketing. There are various reasons of failure and to highlight important one is the intent and passion of which wiped out with the infusion of western culture and brand tremendously. Foreign brands due to their operation on economies of scale and efficient technology attract large number of retailers and wholesaler. Small artisans, women craftsmen, vocalist due to lack of know-how, finance, segmentation, targeting and positioning could not expand their business in terms of production and marketing. After considering all these problems into consideration and relate it to the current marketing ecosystem, things seems to be optimistic for such vulnerable producers and marketers. Entire business globally from pin to plane are sold either directly on digital platform or has some deal on online or digital platform. After the influence of technology the market is now boundary less and free from location. Earlier to deliver a product to the end customer a producer to reach out to the customer had to open an entity or to float their products with the help of wholesaler, distributors and retailers and producer don't had the option to track their good in transit and quick feedback and response system. Even from the demand side it is easier for the customer whatever they want. From the cost efficiency point of view maintaining a brick and mortar store and maintaining fixed operating cost per month with the human resource cost is the other challenge the offline company could face. Maintaining an app and website will have less cost and operating cost with numerous advantages. It is a matter of study to look at potential of indigenous product in e-commerce and digital ecosystem. In this paper, author will ponder upon the possibilities of revival of indigenous products and services in the era of digital marketing and e-commerce.

Objectives

- To look at the demand pattern of indigenous product
- To check the priority whether the production or marketing of indigenous products are important
- To study the ease of marketing of indigenous product in the era of digital marketing and e-commerce.

Literature Review

Indian Indigenous Brands: A note

Researcher across the world has acknowledge the fact that Brand's country of origin has to play an important role in purchase decision. The "Made in" tag plays a psychological purchase decision making. Kantar WorldPanel's Brand Footprint Study done in some past few years have shown the rise of local brands

worldwide. Local brand may have better understanding of taste, culture and belief. They also have to offer value for money. Local brands may go deeper to the untapped market. Innovation and tailor made modification is required for the survival and sustenance of indigenous brands.

K.C. Das: A Journey of Vigor and Sheer Perseverance

Mr. Nobin Chandra Das innovate and came up with the idea of manufacturing canned Rassogullas for the native Bengali people travelling to UK. A product with shelf life of 24 hours was packaged in such a manner that It can be extended for six months. Das also worked in the moderation of sugar content in their sweets. The company pioneered in the customized diabetic sweets since 1970s. Under leadership of Das, everything right from the raw material to cooking style are under check

on periodic basis. Even the Bengal Government has asked Mr. Das to spearhead for GI tag. K C Das is also a worker friendly company where employees are paid well including provident fund and other social benefits. Tinned Rassogulla in USA are suppose to be the perfect treat. People are willing to buy this can at more than \$20. At France and Italy they have considered as best dessert served after meal in comparison to the dessert served at Five Star Hotels. Das innovates on periodic basis to keep customer satisfaction at top.

The Priya Story

Priya Foods Products Ltd. believe that only advertising does not mean sell. Combination of different aspects pitch and positioned a product. Everything matters to succeed. With this intention Priya started exporting in the countries like Australia, China, Singapore and Korea with little modification according to the taste. Packaging are also different and packets are big. Priya adheres to the quality by testing their products and raw material on periodic basis.

It's about Oil and Spices – The Journey of Shalimar

According to the Shalimar Industry there is no such target audience they target. They focus on entire market. In Southern India market is price sensitive to retain in the market one has to play with the price. It is also necessary to keep the fueling their advertising campaign to be in the market.

Hamel and Prahalad (1996) Firm that succeed globally are those that perceive the changes in the international environment and are able to develop strategy which enable them to respond quickly.

Srivastava U . There is a suspicion in the west about the goods and services and its qualities by developing countries. However, the human resource in general and in science and technology field in specific are highly valued abroad. The same respect India does not receive in goods and services abroad. There is less investment in time, labor and money in conducting indigenous research. Local companies need to create a brand should foster discipline, business ethics, sincerity of services and professionalism.

Baruah D, Kakati V, Das A K

There are large number of products innovated locally to suit particular context. However, it could not be seen in the market in absence of commercial manufacturer that can be proved beneficial for innovators, users and to MSMEs as well.

Vadakepat V M

It was identified that retail channel that offers the maximum returns to producer and satisfaction to consumers. Result indicated that those entity owning exclusive retail channels guarantee sustainable marketing relationship for rural artisans.

Report on Market Research for promotion of Indian Handloom Brand

It was revealed that Handloom products are famous amongst youth because of its quality of fabric and look. Handloom products are airy and an ideal attire for summers. Fabric are only purchased for special occasion and not for regular. The challenge is to increase the usage. The advertisement should carry the information related to quality, comfort, eco-friendliness and pictures of Indian heritage. To promote the use of handloom occasion specific dresses should be marketed and well communicated. Major reason for non popularity of handloom products are limited availability and negligible communication. To promote the products the marketer must ensure availability via e-commerce sites, exclusive outlet in malls. It was observed that the youth are not much educated about the distinction between Khadi, Handloom and cotton fabrics.

Khan A W, Amir Z

Due to richness of Handicraft product if buyer like it, he may prepared to pay price which is more than standard price. It is appealing to them because of channel agent such as middlemen, retailer or distributors.

Vadakepat M V, Khateeb A F

Quality of the handloom products is one of the important strength but they fail in competing with the private production due to its innovative and customer centric marketing strategy. Handloom department should also shift their focus to innovative and creative marketing practices. The market threat could not be anticipated much as due to lack of data.

Baruah R S

North Eastern India Culinary Tourism having huge potential. Besides socio-economic development it will also add to foreign exchange reserve of the country. India is known for its richness in diversity at every hundred miles culinary tourism can be seen. Tourist will not have only the experience of place but also have the experience of food. The circuit of tourism in India is concentrated to some places. Culinary Tourism will add to jobs and growth and curb migration.

Sen Gupta A

In this study researcher's objective was to find out the affiliation of Indian consumers towards foreign brand in three fashion brand. In conclusion it was found that affinity for procurement of both local and global brands will increase due to economic progression. Study further revealed that some composition of Indian consumer have strong inclination towards

Procuring global brand and some composition of customer remain undecided. Additional finding of the study was that the north and north east India and west and South India have common choice in India whereas East India are less exposed to global brand.

(Anooja A, 2015) Digital India will revolutionize e-commerce which will provide e-commerce to expand its trade, efficient warehousing and will also explore market for buying and selling. It will also add to innovation in rural India and big innovation can transform the life of rural people.

Conclusion and Recommendation

This paper after various literature review come to the conclusion that there is huge potential for Indian brand for goods and services to mark their important presence in the global market however there is need to adopt good marketing mix with innovation throughout the passage of time. Indian brand at this time where Indian foreign relations with our foreign counterparts are improving gradually, India is going to be world's largest e-commerce platform. Youngster of this country are so vibrant and innovative with various skill set. There is dire need that the country should their energy to make their culture, cuisine, art and folk in form of products more global. Not only the goods but also the indigenous services have to be the part of the global marketing practices. India too can have indigenous app like Facebook , Mailbox and Whatsapp and let the world follow Indian system. Same manner Yoga, Ayurveda and Indian Vedic philosophy should also be marketed with modified marketing mix.

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