

**MARKETING PROBLEMS OF KUDUMBASREE UNITS IN**  
**KERALA WITH SPECIAL REFERENCE TO THRISSUR**  
**DISTRICT**

**SUVARNALAKSHMI. V**  
**Assistant Professor**  
**Department of Commerce**  
**NSS College Pandalam**  
**Pathanamthitta – District**  
**Kerala**

**Executive summary**

Marketing have great significance in day to day life. The focus of marketing increased due to competitive nature in the world. But in the past years women are not entering into marketing or competitive world. However our government interested to encourage women. Then they formulated many policies for women, one of the sensational movement is Kudumbasree.

Kudumbasree formulated different type of policies to encourage women. These policies are needed for women to their individual development. Kudumbasree working in different areas and different authorities give training for improving their skill and ability. Kudumbasree produces different type of products and these products have high demand in the local market to an extent. The international companies are introducing their product by using different promotional techniques. So Kudumbasree unit wants to compete with them and the Kudumbasree (Prosperity of the Family), the poverty eradication mission of the state of Kerala, is a community based self help initiative involving poor women. It has been envisaged as an approach to poverty alleviation focusing primarily on micro finance and micro-enterprise development, and integrally linked to local self-government institutions. National Bank of Agriculture and Rural Development (NABARD) initiated women Self Help Groups (SHGs) in India with the support of local NGOs.

**Scope of the study**

- It can be used in marketing field of Kudumbasree and also in business field.
- In the competitive market different type of marketing strategy can be implemented with the help this study.
  - Women are empowered through interaction with different type of people in the society.

- It is use full to find out whether advertising effective in purchasing behavior of individuals and it is helpful for Kudumbasree units or not.
- Customer relationship: It can be utilized to improve customer relationship and in promotional activities.
- Manufacturing: the information helps to understand customer behavior and taste. So Kudumbasree units can make products which more preferable to customers.
- It can be used for effective marketing by creating new marketing strategy which can influence in more acceptance of product.

## **Objective of the study**

Every research has its own objectives. The study is about ‘marketing problems of Kudumbasree units.’ The study is trying to achieve some of the objectives.

- To know the demand potential of Kudumbasree products.
- To study the marketing problems of Kudumbasree units.
- To identify the factors influencing purchasing behavior.
- To identify the competitive strength of kudumbasree products comparing to other products.
- To get the suggestions for future development.

## **Findings**

The Kudumbasree made many changes in market trend and increased the value of their product through marketing strategy

1. Kudumbasree products have a enough demand in market and it retains customers because of quality of product
2. Competition among multinational companies is very difficult the reason is that the produces in a bulk quantity and it distributes in a lower price than Kudumbasree products. so it make some problems
3. Advertisement is needed for promoting the product, and then only the customer is known about product. We need to compete with other companies; advertisement is a good medium for it.
4. The feedback from customers is useful to find problems of product and helps to rectify the mistakes.
5. Kudumbasree uses many marketing techniques like monthly market and daily market for increasing the sales turnover of product.
6. Usually Kudumbasree products does not allow discount for their products, it negatively effects turn over
7. Brand name of Kudumbasree is also an important factor, and it helps to increase the sales of product
8. Kudumbasree faces a problem of high expenses incurred on sales in certain situations

9. The products of Kudumbasree receives profits through adopting different marketing strategy in some areas only
10. The demand of Kudumbasree products are increasing in certain seasons like onam, vishu ,Christmas, bakreed
11. The sales cost increases these festival time is important
12. Raw material shortage will not affect beyond a limit because normally they are using local raw material
13. Lack of storage space is a problem
14. Most of them agree that male involvement is needed for marketing
15. Price fixation in a proper manner is a problem to units
16. Most of them saying that units have no capacity to compete with other products due to packaging problem, brand name and lack of advertisement
17. Consumers are not aware of these products especially in town area
18. Units member are not aware of modern marketing techniques
19. Seasonal demand is a problem
20. They are not considering their effort and time as a cost
21. Poor technology is using
22. Most of the units are facing financial shortage
23. They are not affordable with the transportation cost to sell in distant places
24. Consumers are suspecting in quality of products due to lack of awareness of products
25. Only limited market
26. Chance of damage to the goods especially perishable goods
27. Attitude of traders is a problem .They are not ready to buy the products
28. Credit purchase will create burden to units
29. The present marketing trend is increasing.

## **Conclusion**

Marketing have greater significance in this world. It goes improving in every day. Behind all succeeded products there must have a best and effective marketing strategy. The strategy adopted by different company directly affects sales turnover of their products. Kudumbasree have greater quality products, it can be marketed by introducing a good market strategy they can gain the whole market. The present marketing trend shows all the customers of Kudumbasree products are retains forever in market. Kudumbasree products have greater demand in festival seasons like Onam, Vishu, Christmas, bakreed etc. seasonal sales shows high fluctuation in the festivals. These seasons contribute more profit to Kudumbasree. All Kudumbasree products have natural quality. These products have easy accessibility in market. Direct home selling strategy is the important success factor of Kudumbasree products.

\*\*\*\*\*