

IMPACT OF DIGITALIZATION IN THE MARKETING OF GEOGRAPHICAL INDICATION PRODUCTS WITH SPECIAL REFERENCE TO ARANMULA KANNADI

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Digitalization has become the order of the day in most developed and developing countries. The process of converting data into a digital format is called digitalization. The world has now become a digital village. Digital Marketing is an experiment in marketing segment. Aranmula Kannadi is a Geographical Indication product. It is a handcrafted metal combination mirror, made in Aranmula, a small residential area in Kerala state. The purpose of the study was to analyze the influence of digitalization in the sales of Aranmula Kannadi. The study conducted on thirty producers of Aranmula Kannadi. The data has collected by distributing the questionnaires among the selected producers. Descriptive statistics was used to analyze the demographics and 't' test was used to analyze the research objectives. The result of the study showed that digitalization helps to improve the sales of Aranmula Kannadi significantly.

Key Words: Digitalization, Geographical Indication, Aranmula Kannadi

INTRODUCTION

Digitalization has become a great change in our daily life. The process of translating data into a digital format is called digitalization. Introduction of several software and development of technology brought new revolution in the business world. Digital Marketing is an experiment in marketing segment. Internet is an innovative technique of marketing a product/service internationally to the direct market around the world. We get greater amount of information from internet. We can get a comparison of the products that we need. Websites are more helpful for shopping. The demand for web information and connectivity revealed that the internet saturation proportions increased between the whole world. This saturation and adaption of digital resources has taken fast improvement in the country. The marketing segment revolt because of digital knowledge. Digital marketing generates better exposure, improved brand reliability, computable results, and global reach. All region has its own label and recognition.

Geographical Indication [GI] is an indication on such goods like agricultural, natural, artificial and industrial that specify particular region or locality (www.wipo.int). Geographical Indication [GI] helps to the producers for discrete their products from challenging products in the market and create a reputation and generosity about their products at best price.

Aranmula Kannadi is the only metal mirror available in the world (www.kerala.gov.in). It received a Geographical Indication [GI] tag in 2004-05. This is the first GI product from Kerala. Aranmula kannadi is a precious natural gift. It represents a mesmerizing sphere of culture and scientific interest, began in the early

18th century. It is a special product from Aranmula, in Pathanamthitta District near Chengannur, state of Kerala (en.wikipedia.org). This handicraft is to beautify the magnificence of the houses. Mysterious in its creation and unequalled in its beauty, this medieval Dravidian marvel was in vogue long before the appearance of today's silicon glass mirror. This handicraft is attractive and nice looking. Most of the people keep this as a symbol of prosperity and souvenir of culture. Research efforts shows that digitalization is helps to improve the sales of products. While many interventions have been short-term and some have methodological short comings. It is beneficial to review the findings of previous work to guide future research and practice.

RESEARCH OBJECTIVES

- To study the importance of digitalization in marketing of GI Products.
- To analyze the influence of digitalization in the sales of Aranmula kannadi.

HYPOTHESIS

H1: Digitalization is influence in the sales of Aranmula kannadi.

RESEARCH METHODOLOGY

The investigator selected thirty Aranmula kannadi producers only. The data for the study were collected using questionnaires. The present study was mainly focused on primary data and to analyze the influence of digitalization in the sales of Aranmula kannadi. A draft questionnaire was prepared taking into account the type of information that was expected.

The questionnaire was arranged in logical order to receive desired answers without any undue problem for the subject. Care was taken to frame each question in precision without any ambiguity. The answers to the question 'Yes' or 'No' filling the blanks and ticking the appropriate statements according to their choice in the columns provided along with. Almost care was taken to prepare the questioners according to the guidelines provided by the experts. Special attention was given to touch all the necessary section while preparing the questionnaires.

In order to get the responses fast and more reliable the investigation made a personal visit to all the thirty Aranmula kannadi producers. Assurance was given to them that the responses in the questionnaire would be used only for the research purpose. Descriptive statistics was used to analysis the demographics and 't' test was used to analyze the research objectives. It has been clarified for better understanding. Finally analysis was taken up so as to arrive at definite Conclusion.

RESULTS AND DISCUSSIONS

TABLE 1. DEMOGRAPHIC PROFILE

Variable	Characteristics	No of Responds	Percentage
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Age	Below 25	1	3%
	25-35	17	57%
	35-45	11	37%
	Above 45	1	3%

Interpretation:

Table 1 indicates that 57% percent of the respondents are category of 25-35 years. 37% of the respondents belong to the category of 35-45 years and the 3% percent of the respondents are above 45 years and below 25years.

TABLE 2. ADVERTISEMENTFOR THE SALE OF ARANMULA KANNADI

Variables	Characteristics	No of Responds	Percentage
Advertisement	Yes	30	100%
	No	0	0%

Interpretation:

All the respondents are aware about the advertisement for Aranmula kannadi.

TABLE 3. MOST IMPORTANT MARKETING TECHNIQUE

SI No	Marketing Techniques	No of Responds	Percentage
1	Online marketing	14	47%
2	Direct Marketing	12	40%
3	Retail shop	0	0%
4	Wholesale shops	4	13%
5	Others	0	0%
	Total	30	100

Interpretation:

From the above table shows that, online marketing technique is most important technique for the sales of Aranmula kannadi (47%) followed by direct marketing (40%).

TABLE 4. CUSTOMER PREFERENCE FOR THE PURCHASE

SI No	Customer preference	No of Responds	Percentage
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1	Online marketing	14	47%
2	Direct marketing	9	30%
3	Handicraft Shops	7	23%
4	Others	0	0%
	Total	30	100

Interpretation:

From the analysis it is revealed that, most of the customers preferring online marketing is the mode of purchase (47%) followed by direct marketing (30%).

TABLE 5. INCREASE IN THE SALES OF ARANMULA KANNADI AFTER DIGITALIZATION.

Variables	Characteristics	No of Responds	Percentage
After digitalization	Yes	30	100%
	No	0	0%

Interpretation:

All the respondents are saying that sales of Aranmula kannadi increase after digitalization.

TABLE 6. IDEAL IN IMPROVING SALES OF ARANMULA KANNADI

Improving sales	I	II	III	IV	V	VI	VII	VIII	IX	X
Business communication adapted to the mobile devices	0 (0%)	0 (0%)	12 (40%)	6 (20%)	6 (20%)	5 (17%)	0 (0%)	0 (0%)	1 (3%)	0 (0%)
Websites	12 (40%)	17 (57%)	0 (0%)	0 (0%)	1 (3%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Blog	0 (0%)	0 (0%)	4 (13%)	5 (17%)	8 (27%)	12 (40%)	0 (0%)	1 (3%)	0 (0%)	0 (0%)
Email marketing	0 (0%)	0 (0%)	2 (7%)	6 (20%)	8 (27%)	5 (17%)	7 (23%)	0 (0%)	1 (3%)	1 (3%)
Email campaigns	0 (0%)	0 (0%)	0 (0%)	1 (3%)	1 (3%)	0 (0%)	8 (27%)	0 (0%)	6 (20%)	14 (47%)
Social marketing (Facebook, twitter, LinkedIn, Instagram, YouTube,)	18 (60%)	12 (40%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)

Specialized forums	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (3%)	4 (13%)	12 (40%)	11 (37%)	2 (7%)
Webinars	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (3%)	3 (10%)	9 (30%)	9 (30%)	8 (27%)
Advertisement in print media(News Papers, Magazines)	0 (0%)	0 (0%)	0 (0%)	7 (23%)	1 (3%)	1 (3%)	6 (20%)	8 (27%)	2 (7%)	5 (17%)
Advertisement in T.V	0 (0%)	1 (3%)	12 (40%)	5 (17%)	6 (20%)	5 (17%)	1 (3%)	0 (0%)	0 (0%)	0 (0%)

Interpretation:

The above table shows that 57% of the respondents are strongly agree that Digitalization is attracting to new customers for purchasing Aranmula kannadi. However 43% respondents are agree about the Digitalization is attracting to new customers.

TABLE 8. INCREASED BRAND AWARENESS

SI No	producer preference	No of Responds	Percentage
1	Strongly Agree	18	60%
2	Agree	12	40%
3	Neutral	0	0%
4	Disagree	0	0%
6	Strongly Disagree	0	0%

Interpretation:

Above table shows that 60% of the responds are strongly agreed that brand awareness increased because of digitalization. Followed by 40% responds are agree.

**TABLE 9.
GLOBAL
REACH**

SI No	Producer preference	No of Responds	Percentage
1	Strongly Agree	25	83%
2	Agree	5	17%
3	Neutral	0	0%
4	Disagree	0	0%
6	Strongly Disagree	0	0%

Interpretation:

Above table shows that 83% of the responds are strongly agreed that digitalization made global reach. Followed by 17% responds are agree.

TABLE 10. VERY HIGH REACTIVITY

SI No	Producer preference	No of Responds	Percentage
1	Strongly Agree	10	33%
2	Agree	14	47%
3	Neutral	6	20%
4	Disagree	0	0%
6	Strongly Disagree	0	0%

Interpretation:

Above table shows that 33% of the responds are strongly agreed that digitalization make very high reactivity. Followed by 17% responds are agree.

TABLE 11. EASY TO SALE

SI No	Producer preference	No of Responds	Percentage
1	Strongly Agree	17	57%
2	Agree	13	43%
3	Neutral	0	0%
4	Disagree	0	0%
6	Strongly Disagree	0	0%

Interpretation:

Above table shows that 33% of the responds are strongly agreed that digitalization make very high reactivity. Followed by 17% responds are agree.

TABLE 12. DESCRIPTIVE STATISTICS AND‘T’ TEST

Variables	N	Mean	SD	t value	df	P value
Attracting new customers	30	4.57	0.50	17.03*	29	.000
Increased brand awareness	30	4.60	0.49	17.58*	29	.000

Global Reach	30	4.83	0.37	26.49*	29	.000
Very high reactivity	30	4.13	0.73	8.50*	29	.000
Easy to sale	30	4.57	0.50	17.02*	29	.000

*Significant level was fixed at 0.05 with df 29 table value 2.75.

The above table shows that mean value of digitalization is attracting to new customers for purchasing Aranmula kannadi was 4.57, standard deviation \pm 0.50 with t value 17.03, mean of brand awareness increased because of digitalization was 4.60, standard deviation \pm 0.49 with t value 17.58, mean value of digitalization made global reach was 4.83, standard deviation \pm 0.37 with t value 26.49, mean value of digitalization make very high reactivity was 4.13, standard deviation \pm 0.73 with t value 8.50 and the mean value of digitalization is help to easy to sale was 4.57, standard deviation \pm 0.50 with t value 17.02.

The hypothesis of the study stated that digitalization is influence in the sales of Aranmula kannadi. The results of this study proved that the sales of Aranmula kannadi increased after digitalization. Hence, don't reject thereseach hypothesis.

FINDINGS

- Among 30 number of the producers there are 47% of responds are supported to online marketing is the most important technique for the sales of Aranmula kannadi and 40% of producers supported to direct marketing.
- 47% of producers respond that, customers are highly preferred online marketing. And also 30% of responds revealing that, customers preferred direct marketing.
- The sales of Aranmula kannadi increased after digitalization
- Digitalization is attracting to new customers for purchasing Aranmula kannadi.
- Brand awareness increased because of digitalization.
- Digitalization is helps to promote the sales of Aranmula kannadi
- Online marketing is help to the sale of Aranmula kannadi easily
- 60% producers are strongly agreed that, social marketing
- method is most important aspect in ideal improve sales of Aranmula kannadi.
- 57% producers are agreed with websites help to promote the sales of Aranmula kannadi.
- Digitalization is help to increase the popularity of the product.

CONCLUSION

Aranmula kannadi is one of the Geographical Indication products in south India . Geographical Indication [GI] is an indication on such goods like agricultural, natural, artificial and industrial that specify particular region or locality. Digitalization has become a great change in our daily life. When the rest of the world is pacing towards digitalization. Now a days the usage of social media and internet has increased. Digital marketing generates better exposure, improved brand reliability, low cost, computable results, and global reach. Digitalization provides a

chance to gather information promptly and more effectively to the consumer's requirements. The benefits of digitalization use completely in the business sector to well grow in the competitive environment. This results of the study found that, digitalization helps to improve the sales of the product Aranmula Kannadi significantly.

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