

Marketing Strategies of Pattiwork Enterprise - A Study in Aligarh City U.P.

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Abstract

Pattiwork enterprise is a traditional home-based, handcrafted, textile enterprise of Aligarh. Present study is descriptive in nature which explores the current marketing situation of the *Pattiwork* Enterprises. The study aims at elaborating, marketing strategies, practised by *Pattiwork* enterprises. Aims are realised by exploring the products and price of *Pattiwork* along with place and promotional strategies. It also, finds out the factors influencing the adoption of marketing strategies. It was found that *Pattiwork* enterprises are home-based. Further, women play an important role in its production and marketing. The products choices and availability had increased as per the market demands from traditional, contemporary or modern. The selling price of product was very much guided by the quality and quantity of handwork, location of market and the demand. *Pattiwork* enterprise had a network of relatives who worked as marketing channels. Marketing strategy of *Pattiwork* enterprise is an innovative relationship marketing strategy.

Keywords: Marketing; Marketing Strategy; *Pattiwork*.

1. Introduction

Marketing strategy is significant element of *Pattiwork* enterprise. Marketing is not a separate management function rather; it is the whole business from customer's perspective (Drucker 1954). In other words, marketing defines a distinct organisational culture, a fundamental shared set of beliefs and values that put the customer in the

centre of the firm's thinking about strategy and operations (Deshpande & Webster, 1989). It acts as a guideline for an enterprise. Further, marketing strategy is the way in which the marketing function organises its activities to achieve a profitable growth in sales at a marketing mix level (Kotler, 1997). Basically, it is a plan to achieve the organisation's objectives. It consists of: Identifying markets and customers' needs in those markets; planning products which will satisfy the needs of these markets; and organising marketing resources in efficient and effective way to maximise customer satisfaction (Brodie et al 1997). This all would result in generating maximum sales, profits and revenues. Development of the different marketing strategies, refer to all those marketing decisions that are taken with reference to elements such as Product, Price, Promotion or Distribution known as marketing mix (Mongay, 2006).

Pattiwork enterprise is a traditional home-based, handcrafted, textile enterprise of Aligarh. It has grown from hobby and articulated talent of women to a well-established industry (Khan 2003). It has kept his inception quality intact. The products are propagated in local, national as well as international markets. The garments and the textile product industry are blooming with its products. The fashion industry is also harnessing its beauty and embellishments. The present study aims at elaborating the marketing strategies practised in production units of *Pattiwork* enterprise. Specifically, it explores the *Pattiwork* products and price; it finds out the place and promotion of *Pattiwork* Products; and it determines the factors influencing adoption of marketing strategies in *Pattiwork* Enterprise. The present study is significant because of the rising demands of its products and important role women are playing in its production, prorogation and marketing.

2. Methodology

The study was carried out in the Aligarh City of Uttar-Pradesh. It is at a distance of 130km from Delhi and has a good connectivity of roads and railways. Along with an educational hub, it reverberates with various business activities like lock, carpet, bakery, *Pattiwork* and other enterprises. In the absence of enterprise structured list, snowball sampling technique was used. A pool of 120 respondents was made with the help of convenient sampling. Respondents were the owners of production units of *Pattiwork* enterprise. Initially, survey was done to have the overview of industry, market and people involved in *Pattiwork*. Interview technique was used to collect the information of *Pattiwork* enterprise. For the purpose of in-depth study of marketing strategies practiced in *Pattiwork* enterprises, one product case study was done on Kurta. It was selected purposively. The criterion of selection was its popularity and the sales.

3. Result and Discussion

The result and discussion section is divided into three sections according to objectives of the study. They are classified as:

3.1 Price and Product

Markets were full of traditional and modern products available like, saris, kurtas, duppattas, frocks, suits, bedsheets, cushion-covers, table linens etc. Kurta is the popular clothing of *Pattiwork*. With the help of case study on kurta table 1 was prepared. It depicts the cost range of fabric, labour, other combination craft applied and other cost. These factors of production influence selling price. The selling price was the sum of cost price of base & *Patti* fabric, cost of labour as per the pattern, cost of additional craft like *Kamdani* or crochet, other cost and profits. For example, selling price of all over jaal cotton Kurta with tissue *patti* would be: sum of (Cost price of cotton base fabric* 2 mts + Cost price of tissue *patti* * 1+ Cost of labour of all-over jaal+ Combination craft if any+ other cost+ profit). So, approximately it would cost up to Rs. 600. Cost of pattern vary with the type of base fabric; and type of fabric and number of *Patti* used. The cost of combination craft was affected by the number of *Daney* (Dots in *Kamdani*) or length of Crochet. Other costs were influenced by the amount & intricacy of handwork; distance between production and market; and location of the market. From case study analysis, it was inferred that Kurta with tissue *Patti* was sold at home production unit at Rs. 600 approximately. Whereas, the same Kurta if sold in local market was of Rs.700 (Selling price +profit); further, similar type of product sold at Lucknow was of Rs.900; and at Delhi at Agha Khan Hall Rs.1500-2000. Here, demand has a direct relationship with price and plays a significant role. Also, the characteristics of market decide its cost. Hence, it can be concluded that price of product (selling and cost both) are dependent upon the quality and quantity of handwork, market location and demand. (*Table is prepared to calculate the cost of the product. It can be done by selecting the desired combination from the rows and their respective cost and then the sum of the cost could be calculated.)

Table 1: Price and Products of Pattiwork*

Product	Base and <i>Patti</i> Fabric			Cost of Labor		Combination Craft		Other cost ()
	Base Fabric	Cost per meter ()	<i>Patti</i> Fabric	Pattern	Cost ()	Craft	Cost ()	
Kurta	Cotton	50-75	Cotton	All-Over Jaal	200-1500	Crochet	50-100	Thread (10-30)
Dupatta	Silk	80-300	Silk	All-Over Buti	105-1500	Kamda ni Zari	25-200 100-200	Needle (10-20)
Shalwar	Net	25-60	Net	Borders	150-850	Tie & Dye	20-200	Transport (50-1000)

Suit	Synthetic	25- 80	Synthetic	Kikri	125-450		Other (50-500)
Frock/skirts	Tissue/ Organza	80-300	Tissue/ Organza	Neck with Buti	200-1250		

4.2 Place and Promotion of Pattiwork

The promotional strategies varied according to the place of the market as summarized in table 2. It was found that relationship strategy played a significant role in marketing of the *Pattiwork* products within local, district, other district, other states and other countries. It majorly worked within the dimension of public relations developed with the help of relatives or friend, living at different places. The gatherings acted as a market and relatives, friends, relatives of relatives or others as customers. It was also established that marketing channels comprise of homes and relatives. Both intentional and unintentional attempts helped in promoting the *Pattiwork* products. It was found that sometimes, products don't even come to the commercial markets and they are sold through relationship channels of relatives, friends and customer relatives living in other places and even in other countries. There was a circulation of products through market channel. So, it could be concluded that marketing in *Pattiwork* enterprise is primarily a network of relatives working as marketing channels and following a unique relationship marketing strategy.

Table 2: Place and Promotional Strategies of Pattiwork.

Place	Promotional Strategies
Local	Exhibits, web, social media, customer loyalty schemes
Other Districts within the State	Exhibits, web, social media, relationship
Other States within the Country	Exhibits, web, social media, relationship
Other Countries	Relationship, web, social media

4.3 Factors Affecting Adoption of Promotional Strategies

The common factors affecting were: age, education, relationship strength, communication skills, knowledge of computers or other media and its application (Table 3). It was found that now education and knowledge of computers were playing a major role in changing the marketing strategies of *Pattiwork* enterprise. Even who were not able to use it themselves are hiring people to do so. It was also observed that gradually, the strategies are being improvised by integrating knowledge of computers and its application with relationship strategies. So, it could be inferred that the strategies are being improvised keeping its essence of relationship strategy intact with the change in educational status and advancement in technology.

Table 3: Factors Affecting Adoption of Promotional Strategies.

Promotional Strategies	Factors Affecting
Exhibitions	Approach, Relationship strength, Communication skills
Web Marketing	Education, Knowledge of computers or other media and its application, Relationships
Social Media Marketing	Relationships, Knowledge of computers or other media and its application
Relationship Marketing	Relationships
Box Scheme (Door to Door)	Communication Skills
Customer loyalty Schemes	Relationships

4. Conclusions

Pattiwork is a kind of industry which comprises of mostly women. It was started as a hobby of textile embellishment and has grown into a competent industry. On the other hand, from the study, it can be concluded that:

- *Pattiwork* enterprise is primarily home-based in Aligarh.
- Women play significant roles in enterprise.
- Products choices and availability have increased as per the market demands ranging from traditional, contemporary and modern.
- The selling price of product was the sum of fabric cost, cost of labour, miscellaneous cost and profits.
- Price of product (selling and cost both) are dependent upon the quality and quantity of handwork, market location and demands.
- *Pattiwork* enterprise is a network of relatives working as marketing channels and following a unique relationship marketing strategy.
- The strategies are being improvised keeping its essence of relationship strategy intact with the change in educational status and advancement in technology.

The marketing strategies practised were innovative with a balance mix of relationship, circulation, education and technology.

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