

# Branding of Native Speciality Products: A Case of Dummadaï

S.A.Rahmath Ameena Begum, S.Gayathri, G.Mahesh Kuttalam

**ABSTRACT**--This case was motivated by the marketing problems faced by traditional entrepreneurs who manufacture Dummadaï, Fig sweet, Sugary sweet rice and many other delicious varieties, a local geographical indication sweets and snacks. A status analysis of current marketing methods was made through exploratory design using focused group discussion and face to face interview of women entrepreneurs. In addition to 4ps of the marketing mix, this paper discuss public relations, people and programmes as an add on determinants of the marketing mix specific to local speciality products. Information collected directly from entrepreneurs through face-to-face discussion based on parameters related to potency, applicability, and marketability of Native speciality products. The problem here is lack branding and lack of proper distribution channel and. Branding strategy interventions suggested in this paper took the shape of branding framework which will help position Kayalpatnam native speciality products in various other places.

**Index Terms**:—Entrepreneurs, distribution channel and branding

## I. INTRODUCTION

Harvard Business School teacher Howard Stevenson, whose examination and showing concentrated on the field of enterprise, stated, "entrepreneurship is the quest for circumstance past assets controlled." However, entrepreneur, pioneering and enterprise have extended implications today. They are once in a while used to portray people who can recognize neglected needs in an assortment of settings, incorporating into existing small scale businesses, and look to discover approaches to address those issues. All things considered, those terms are likewise connected to a perspective and a method for sorting out or overseeing, instead of just an approach to build up another business. In the exemplary feeling of the term, a business person begins another business adventure, constructing the association by satisfying what the person sees as a neglected customers need in the market.

In such manner, a entrepreneurial visionary likewise meets the meaning of both a business originator and an entrepreneur. In any case, only one out of every odd business author or entrepreneur is a business visionary. Organizations that were begun to give existing items or administrations in manners like others as of now in the market are not viewed as innovative, regardless of whether they give unrivaled items or administrations. To meet the

meaning of enterprise, the business adventure requires another or special component or procedure. This study deals with women entrepreneurs at the native of Kayalpatnam where the culture, patronage behaviour, values belief is unique. Entrepreneurs here and customers taste and preferences here are unique..

This case deals with women entrepreneurs residing at native of Kayalpatnam who manufacture traditional sweets. Women entrepreneur is the person who accepts the challenging role to meet her personal needs and become economically independent. Women entrepreneurs at Kayalpatnam having a strong desire to do something positive is an inbound quality who provide values to both value and society. But they lack in marketing aspects.

Actually Female Entrepreneurship is considered by many researchers and economists as a major contributing factor to the growth of an economy. Today, Female Entrepreneurship becomes important to economic development. The economic and social benefits of women's entrepreneurship are very positive for the global economy. Some researchers claim that Female Entrepreneurship could become one of the solutions to the actual economic crisis. (Hind Bouzekraoui and DrissFerhane, 2017).

Women entrepreneurship was a neglected space during the past, however with the spread of training and mindfulness among the women the image has been changed and the women have risen as the present most noteworthy and noted women entrepreneurs that the transition from homemaker to women entrepreneur is not so easy and similarly it is likewise hard for a women to succeed and sustain in her business. She needs to gain from her encounters, adjust and conquer the difficulties in her field. She needs to innovatively use her qualities to beat the callenges and get every one of the chances to limit her shortcomings. This will be unquestionably being a mantra for her to create and develop her business effectively (Dr. Ranjana Sharma, 2017).

## II. REVIEW OF LITERATURE

**Characteristics of strong territorial brands: The case of champagne-** Steve Charters and Nathalie Spielmann in their article examines the qualities of these regional brands utilizing the case study of the wines of Champagne in France. Utilizing a progression of essential informational collections and past examinations the paper initially investigates the idea of the regional brand (counting its overall nature and new advancement), at that point builds up

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an examination of the preconditions for solid regional brands. This investigation recommend that the regional brand is unmistakable from other spot marks by the ties which tie the key players and their need to cooperate. Also, the regional brand can, when settled, be an extremely incredible entertainer in a provincial economy. Journal of Business Research (2013).

**A brand orientation typology for SMEs: a case research approach** by Ho Yin Wong reveals that the hypothesis recognizes the stepping stool of SME brand direction, moving from negligible brand orientation, to embryonic brand direction to coordinated brand direction. Further, it is recommended that most SMEs will be on the lower ventures of the stepping stool. A model of the brand system procedure has been defined, indicating joins between brand hindrances, brand uniqueness, brand direction and brand-marketing execution. The investigation advances a few recommendations about the pre-conditions to move higher up the stepping stool, especially to a coordinated brand orientation. Journal of Product & Brand Management- Emerald Group Publishing Limited Journal of Business Research (2005).

**Branding of Territorial speciality products : A case of Uduppi Mattu Gulla Brinjal** by Vikram Baliga, suggested that a distinct brand identity needs to be created through product differentiation using branding and protection plan. Clear mandates to give impetus to marketing initiatives should be issued state agencies like department of Industrial policy and promotion, NABARD etc., to work with local stake holders. Indian Journal of Marketing (2019).

Farhana Sidek & Kathryn Pavlovich and Jenny Gibb in their article **"An Islamic Perspective on Entrepreneurial Opportunity Recognition"**. Their study highlighted compliance and the realisation of Tawhildas important factors influencing Muslim entrepreneurial opportunity recognition. More specifically they identified five Islamic spiritual principles that drove the opportunity discovery. International Journal of Small business (2015).

Gerard George and Shaker A. Zahra in their study **"culture and its consequences for entrepreneurship"** highlighted that there is a great attention to theory building in future studies on the link between culture and entrepreneurship. They have suggested that alternative measures of cultures and entrepreneurship should be considered. They believe that there is a relationship between manifestations of culture and forms of entrepreneurship- Institutional knowledge at Singapore Management University- Research collection Lee Kong Chian school of Business – July 2002.

Mohammed Iran and Sunita Tanwar in their article **"Economic and sustainability Development of entrepreneurial practices: A philanthropic approach of Islamic finance in India"** suggested that adoption of Islamic Entrepreneurial venture capital is required in India to bridge the gap between theory and practices, it is not only religious perspective, but it is also focused on economic perspectives. Islamic entrepreneurship is flourishing for engagement in recreation of ideas, power, innovation, encouragement and active participation of Muslims. They also added that Islamic business ethics is the combination of

religious & humanity. It includes shariah rules and regulations Arthshastra Indian Journal of Economics & Research (Jan-Feb 2018).

Dr Rajan Sharma in his article, **"Women entrepreneurs in India - emerging issues and challenges"** Women entrepreneurship was a dismissed space during the past, yet with the spread of training and mindfulness among the women the image has been changed and they have developed as the present most significant and rousing business entrepreneurs. It is said that family is a chariot with wheels which are driven by both the male and female individuals from the family. On the off chance that one of the wheels is lingering behind, the chariot for example the family won't most likely develop and create. Similarly when we talk about a country, the Women business assumes an overwhelming job in the financial improvement and makes huge commitments to the monetary development of the nation. International Journal of Development Research (dec.2017).

**"The influence of religion on retail patronage behaviour in Malaysia"** by safiekmokhlis, in his thesis has suggested Using consumer behavior model of retail support as a system, religious effects on the accompanying parts of shopper conduct were analyzed: way of life, utilization of data source, shopping direction, store quality significance and store support. Discoveries demonstrated that buyer religiosity, when contrasted with religious alliance, was progressively valuable in foreseeing parts of retail support exercises. In this way it is recommended that religiosity variable ought to be given thought in future support conduct model structure and research endeavors. University of Stirling (2006).

**"Entrepreneurial learning: a narrative-based conceptual model"** by David Rae found in his paper that conceptual framework pioneering learning as a triadic model, just as significant topics of private and social rise, talk learning, the arranged undertaking, and a lot of eleven related sub-subjects. Utilizations of the model in business enterprise instruction, work-based learning and apply, are anticipated, among and on the far side the setting of the masterful media exchange. Emerald Group Publishing Limited (2005)

### III. METHODOLOGY

This case contains both primary and secondary data were used. A questionnaire was prepared based on literature review and discussions with experts, and the same was tested. Responses were solicited from 13 women entrepreneurs who manufacture Dummadai as a predominant sweet. Sample size for qualitative research Author(s): Clive Roland Boddy, (Department of Leadership, Work and Organisations, Middlesex University Business School, London, UK) The questionnaire invited in regional language to give answers to descriptive questions, which was video-graphed for reference. This captured specific incident, events, related to production, marketing, sale, and supply. The qualitative survey and in-depth interview of entrepreneurs gave insights on issues and challenges faced



by women entrepreneurs and the gap existing in the branding and supply for exploiting the true potential of dammadai and other delicious sweets. Based on the responses and subsequent analysis, suggestion have been provided covering different aspects of branding and supply of sweets at Kayalpatnam.

#### A. Native speciality of Kayalpatnam

Kayalpatnam is the place resided at Thoothukudi District As per the Census 2011, the total Hindu population in Kayalpatnam is 10,689 which is 26.34% of the total population. Also the total Muslim population in Kayalpatnam is 27,293 which is 67.24% of the total population. Below is religion-wise population of Kayalpatnam as per Census 2011. The Sex Ratio of Kayalpatnam is 1,082. Thus per every 1000 men there were 1,082 females in Kayalpatnam. Also as per Census 2011, the Child Sex Ratio was 960 which is less than Average Sex Ratio ( 1,082 ) of Kayalpatnam. Kayalpatnam is famous for its cuisines a unique variety of food, sweets, snacks and eating habits.

#### B. Muslim population

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#### C. Kayalpatnam

Kayalpatnam is a Municipality city situated in Tiruchendur Taluk of Thoothukkudi locale. The Kayalpatnam city is partitioned into 18 wards for which decisions are held at regular intervals. According to the Population Census 2011, there are absolute 9,417 families dwelling in the Kayalpatnam city. The all out populace of Kayalpatnam is 40,588 out of which 19,492 are guys and 21,096 are females subsequently the Average Sex Ratio of Kayalpatnam is 1,082.

#### D Social diversity

In spite of the fact that greater part of the town's populace practice Islam, there are individuals from different religions as well, living in concordance with one another. Real celebrations, for example, Eid, Diwali, Pongal and Christmas are praised in harmony. The majority of the men are involved abroad or have outside exchange associations.

#### E Monuments and Places of Interest

Aside from a variety of antiquated mosques and tombstones, Kayalpatnam has an excellent beach and an enormous football ground. Youth form football clubs and a large portion of the town's adolescents play football. This is an rare Indian town with more fans and players for football when contrasted and those of cricket.

#### F Fascinating Facts

There are no theatres in Kayalpatnam, and there are no alcohol shops, and no police station as well! Isn't that

fascinating? All things considered, there is significantly more to know. Ladies stay with their folks even after marriage, as men remain at in-law's home. This is collectively trailed by all families in the town. Generally individuals lean toward marriage connections inside their family, or possibly inside the town. This convention is known to give a feeling of opportunity to ladies, for the most part during the time of pregnancy, labor and family upbringing. Share is disallowed and the husband to be needs to offer "mahr" to the bride during marriage, if they fails, falling flat which the marriage ends up invalid. "Mahr" can be as gold, cash or some other blessing. Ladies have separate pathways for them in the middle of two roads. Men can't utilize these "women only" way. All guidelines support ladies and this town has a least number of protests enlisted on eve prodding, inappropriate behavior, female child murder and so forth. Restriction on alcohol shops bans the odds of homicide and different wrongdoings. Henceforth, there is no requirement for a town police station!

#### G Unique cuisine at Kayalpatnam

As to cooking, the general population of Kayalpatnam serve their visitors with unique cuisine, not the same as rest of the towns in the zone. Kalarikari, vaada, dhamadai, white sheep gravy, rice vada, sugary rice and are a couple of unique sustenance to name, which are infrequently found outside Kayalpatnam.

#### H. Unique Pathway

The houses have extraordinary examples as well, with a different passageway for guys and females. These are a couple of special fascinating realities about the town. Banks, shops, likewise have a different way for guys and females

## IV. DUMMADAI – ANALYSIS USING MARKETING MIX

Though dammadai of Kayalpatnam is satiating the taste buds of local households since long there is no-time tested marketing strategy that can fetch remunerative price, brand, supply for its entrepreneurs. Having a history of many years, its growing and marketing progressed as a community based product. It's a challenging task to address various marketing issues as such as processing, grading, packing, packaging, labelling. Further a brief outline on marketing activities currently adopted by entrepreneurs manufacturing dammadai is discussed using marketing mix.

#### A. Price

The going rate pricing is the most commonly practiced strategy in the local market of Kayalpatnam. They have no control over the market price. The price of dammadai and other related sweets is fixed on the based on competing other competitors plus a premium value for its taste and sizes assigned to its special territorial status, which is decided by individual entrepreneurs. Dammadai costs 70 to 80 rupees for ¼ kg. some times single piece is sold at 7 rupees which is costlier but Kayalpatnam people is afford to pay for the taste.



### B. Place

Dammadai and related sweets of Kayalpatnam is distribute directly by entrepreneurs on their own to their customers at various prices. They also distribute to abroad and various other places through relatives. These sweets are available at entrepreneurs home. Few sweets are kept in main bazaar of Kayalpatnam. Only those who know about the specialty of this sweets buy. The customers from other places are unaware of this sweet.

### C. Product

Dammadai sweet plays a major role as once it has been tasted customers voluntarily order. When compared to other sweets like sugary rice, fig sweets, nuts halwa etc., so the entrepreneurs of these sweets fix prices according to the tastes, sizes and in special occasions like marriages and other important occasion. So product differentiation was adopted there. Customers need to select accordingly.

### D. People

According to the case here “people” element denote here is entrepreneurs and customers. Entrepreneurs are those who manufacture sweets like damadai at their home itself to meet the demand as they get order. They get order from both in and outside the natives. In Kayalpatnam they get orders frequently but outside the native very occasionally they get orders.

### E. Promotion

Promotion doesn't play a major role for Kayalpatnam dammadai. Word-of-mouth is the only promotional tool adopted by these entrepreneurs. Few advertisements can be seen in local channels that too for the shopkeepers who sell the dammadai sweets.

### F. Public Relations

Entrepreneurs of Kayalpatnam don't go separately for market to sell this sweets rather they sell it to shopkeepers at the bazaar as it's a Muslim community people mostly resides at Kayalpatnam. They have relatives here and there to buy their products. Buying and selling transaction doesn't take place for dammadai in separate market.

## V. CHALLENGES FACED BY ENTREPRENEURS OF DAMMADAI

- Sustainable sale is not possible for dammadai and other related sweets
- Customers at Kayalpatnam are well versed in cooking, baking at their home itself so sometimes this become a competing challenge for entrepreneurs
- No separate brand is there for dammadai as the product is known by the name not as a brand
- Poor channel of distribution prevails as the entrepreneurs herself needs to supply the product, and it depends on the relationship she has with the public
- No fixed price prevails, if the price is low the psychology of Kayalpatnam customers are negative as they think product is of poor quality, if they fix

premium price they bargain as the entrepreneurs and customers are relatives

- No separate market prevails for Kayalpatnam native sweets.

## VI. CASE ANALYSIS – DISCUSSIONS

For products that are deeply rooted in culture, tradition and geography, branding and channel of distribution plays a vital role. It is found from the discussion with dammadai entrepreneurs that they do not reverberate unique branding activity as the sweets are unique. Branding activities allows the manufacturers to achieve the market recognition for their sweets, bring the product differentiation against competition, and helps them to fix right pricing strategy.

These entrepreneurs adopt only word of mouth as their promotional tool, in today's communication media they can update their promotional tools like print media, social media and other feasible media to reach the product worldwide which creates brand awareness rather than sweets as its own name. Brand positioning can also be adopted as it has its own native special taste. Slogans can also make the sweets so special as the taste is rich. Kayalpatnam entrepreneurs should create its unique selling proposition (USP).

Kayalpatnam has its geographical indications by its unique culture and cuisine it can involve the loyalty available in their traditional sweets and create a brand and slogan of tradition of Kayalpatnam sweets. It can be positioned with a distinct brand identity. Exclusive website can be created as a digital marketing plan for not only dammadai but for all cuisine available at Kayalpatnam.

A successful marketing and sales promotion strategy needs both packing and packaging of products. Packing is the preparation of products for storage and transportation, while packaging is considered as the preparation of the product not only for storage and transportation, but also for sale. Entrepreneurs of dammadai pack their sweets in different manner according to the package ordered by the customers. They use polythene covers for each piece which is not advisable. Butter paper was used once for packing dammadai but due to heavy impact of polythene cover they started using polythene covers for each piece. Now again they need to change the packing model. For this they can make use of technical experts.

Channel of distribution plays a major role in marketing. Proper channel of distribution needs to be adopted by this entrepreneurs. These entrepreneurs think that it is of spending additional money. It should be properly aid by the government or experts.

All entrepreneurs who are manufacturing dammadai should use the same slogan or logo which is to be registered or patent rights for traditional sweets of Kayalpatnam for its geographical identity. All women entrepreneurs should be encouraged on this basis.

Women entrepreneurs lack in sales skills. So that ability to present an idea, product or services accurately should be convincing. Entrepreneurship is the passion and enthusiasm among the Kayalpatnam people and salesmanship is to sell the product. Special or acquired skills doesn't prevail within Kayalpatnam entrepreneur.



## APPENDIX

### VII. MANAGERIAL IMPLICATIONS

From the above case it is very clear that sweets of Kayalpatnam is very famous among local locality and among the customers who has experienced the taste. The finding of this case will shift the attention of budding entrepreneurs who are responsible for the branding and channel of distribution. The focus and discussion become more pertinent if the sweets is a native specialty. The spirit of local entrepreneurs must be given technical and marketing support to have a special brand or slogan or logo. The future of dammadai has grown naïve identity but these need to gain the acceptance from a wider set of customers in both domestic and international customers. The state agencies like Department of Industrial Policy and Promotion (DIIP), NABARD and other few agencies can concentrate more on the budding entrepreneurs. Even the DMK MP, Mrs. Kanimozhi has stated that the taste of Kayalpatnam has its own uniqueness for sweets and cuisines who visited Kayalpatnam during the month of February 2019.

### VIII. CONCLUSION

A distinct brand identity needs to be created through product differentiation using the branding and protection plan. Immediate focus to be taken on branding and channel of distribution so that, there prevails reasonable pricing strategy. The policy makers are suggested to appoint a marketing agency to network with state agencies and native entrepreneurs to implement this plan on ground. Promotional activities need to be concentrated to get sustainable sales and profit to women entrepreneurs at this locality. So that self employment is created. In turn there arise job givers rather than job seekers. The alleviation of Kayalpatnam women entrepreneurs from financial distress would largely depend on speedy action plan executed towards the success of brand awareness, protection, distribution channels, pricing strategy, and promotional efforts in regional and international markets.

### IX. LIMITATION OF THE STUDY

This case study develops brand awareness, pricing and distribution frame work from supply side by interviewing native women entrepreneur of Kayalpatnam. This was done keeping in themind current marketing scenario at the growing area and the intensity of the prevailing socioeconomic and cultural problems encountered by native entrepreneurs. Determinants of branding for native indications can be empirically tested based on consumer preference towards specific products. Future studies should concentrate on the above said elements from demand side. Moreover, marketing strategies for entrepreneurs products with special or unique characteristics especially with native indicators can be tested originally, and genuinely as the main elements of consumer preferences.



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