



PROBLEMS IN MARKETING OF TEMPLE JEWELLERY –AN GEOGRAPHICAL INDICATIONS IN KANYAKUMARI DISTRICT

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ABSTRACT Temple jewellery was the jewellery used to adorn the idols of Gods and Goddesses. Temple Jewellery is one of the traditional jewellery and it is one of the geographical indications in Kanyakumari district. In this paper an attempt is made to analyze the problem regarding marketability of temple jewellery in Kanyakumari district. For this purpose 120 sample respondents were selected on convenience basis. A well structured interview schedule was monitored and primary data was collected. This study covers the problems regarding marketability and problems faced by jewellery industry and the result shows that the major problem in marketing is high competition, high transport cost and low price.

KEYWORDS : Goddesses, Traditional, Temple Jewellery, Geographical indication

INTRODUCTION

Indian jewellery art is at times divided into three kinds - temple jewellery, spiritual jewellery and bridal jewellery. Temple jewellery was the jewellery used to adorn the idols of Gods and Goddesses. Temple Jewellery is one of the traditional jewellery. Jewellers adorn the image of hindu gods. Temple jewellery is worn by the classical dancers like Bharatanatyam, Kathakali, Kuchipudi, etc. Stones studded on the jewellery is called Kempu stones.

Temple jewellery ruled the South Indian jewellery box up until the 16th century during the reigns of great monarchs which included the Pandya dynasty, the Chola dynasty and the Krishnadeva Raya rule. Experienced and talented goldsmiths and craftsmen were employed to craft temple jewellery accessories for kings, queens and people holding other important positions during these rules. It's called temple jewellery as it was given as offerings in the temple by the royal people. Gifting these jewellery pieces to temples helped in preserving them more carefully by the immense protective measures taken by the temple authorities for numerous years.

The traditional goes back to at least as early as 14th century AD. There is need to give a tulip to the traditional art which is a traditional profession for this group of craftsmen which is in danger of languishing. Vadasery a tiny village on the outskirts of Nagercoil, is dedicated to crafting temple jewellery in kanyakumari district. There are 58 units, with 300 traditional artisans, engaged in the manufacture of temple jewellery. A geographical indication tag had been given to this Kanyakumari Temple Jewellery crafts. These traditional jewels are made of silver and 24 ct gold leaves (thin gold foil)

Statement of the problem

The temple jewellery which is one of the Geographical Indication of Kanyakumari District. It is a traditional gold ornament studded with red and green semi-precious stones. Some of these designs are being made in silver and then washed with gold. In this study the researcher is interested in finding out problems regarding Temple Jewellery Industry and Temple Jewellery makers.

OBJECTIVES OF THE STUDY

- To study about the problems regarding marketability of temple jewellery.
- To analyze the problems of Temple Jewellery industry in Kanyakumari district

METHODOLOGY OF THE STUDY

Both primary and secondary data were collected primary data were collected using an interview schedule and secondary data were collected from books, journals and websites.

SAMPLING DESIGN

Convenience sampling was used for collecting the data. The data was collected from 120 sample respondents

DATA ANALYSIS AND INTERPRETATION

The analysis and interpretation of data was made with the help of the statistical tools like factor analysis and Garrett Ranking Technique are used.

Factor loading for problems regarding marketability

In this study sixteen variables relating to the problem of marketability of temple jewellery and have been analysed with the help of factor analysis and the result is given below.

TABLE
Rotated Component Matrix For Problems Regarding Marketability

SI no	variables	Emotional influence	Economical problem	Marketing problem	Middlemen problem	Consumer problem	Technical problem
1	Lack of professional marketers	.838					
2	Expert marketing personal	.795					
3	No awareness about availability	.701					
4	Seasonal	.631					
5	Long-term sustainability		.887				
6	Poor demand		.717				
7	High transport cost		.612				
8	High competition			.831			
9	Unorganized marketing			.679			
10	No advertisement				.749		
11	Cheating by intermediaries				.733		

12	Subsidy from the government				.596		
13	Local marketing ideas					.868	
14	Difficult to identifying the customer needs					.731	
15	Low price						.794
16	Technology upgradation						.708
	Eigen value	3.084	2.308	2.138	1.716	1.479	1.085
	Percent of variance	19.276	14.425	13.363	10.724	9.243	6.780
KMO measures of sampling Adequacy : 0.536		Barlett's test of sphericity Chi-square value : 1103.588 Df : 120 Significant value : .000					

The KMO value is very high (.536). similarly the barlett's test of sphericity has been conducted to test of validity of data, and the chi-square value is 1103.588 at 120 degrees of freedom which is significant at five percent level. The above table indicates the rotated factor loading for the sixteen variables. It is clear from the above table that all the sixteen variables have been extracted into six factors.

The result of factor analysis by principle component analysis to find out how many factors are to be extracted is given below

Table: Principle component analysis

Sl no	Factor	No of variables	Eigen value	Percent of variance	Cumulative percent of variance explained
1	Emotional influence	4	3.084	19.276	19.276
2	Economical problem	3	2.308	14.425	33.701
3	Marketing problem	2	2.138	13.363	47.064
4	Middlemen problem	3	1.716	10.724	57.788
5	Consumer problem	2	1.479	9.243	67.031
6	Technical problem	2	1.085	6.780	73.811

It can be inferred that six factors are extracted according to its importance in influencing the problems regarding marketability out of sixteen variables.

'Emotional influence' has the variance of 19.276 and in this factor 'Lack of professional marketers' of problem regarding marketability of temple jewellery has a high factor loading of .838, 'Expert marketing personal'.795, 'No awareness about availability'.701 and 'Seasonal'(.631)

The next factor considered is 'Economical problem' which has a percentage of variance of 14.425 and it is a combination of 'Long-term sustainability' (.887), 'Poor demand'(.717) and 'High transport cost' (.612).

From the third factor column it can be viewed that the variables 'High competition' and 'Unorganised marketing' have higher loading with the variance of 13.363 and it can be combined and named as 'Marketing problem'

The variables 'No advertisement' with a loading of .749, 'Cheating by intermediaries' with a loading of .733 and 'Subsidy from the government' with a loading of .596 can be combined and named as 'Middlemen problem'

The fifth factor namely 'Local marketing ideas' and 'Difficult to identifying the customer needs' are combined together to be called as 'Consumers problem'

In the last loading column the factor 'Low price' with a loading of .794 and 'Technology upgradation' with a loading of .708 are combined together with a percentage of variance of 6.780 which can be called as 'Technical problem'

Thus it can be concluded that 'Emotional influence, Proper planning, Marketing problem, Agents, Consumer problem and Technical problem are main factors influencing the problems regarding marketability and by using factor analysis 16, variables are reduced to six variables.

Problems Of Temple Jewellery Industry

Garret ranking technique is used to rank the preference indicated by the respondents on different variables. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted in to score value

TABLE:3 Problem Of The Jewellery Industry

Factors	Mean Score	Rank
a) High Competition	64.16	I
b) High transport cost	63.66	II
c) Low price	62.5	III
d) Seasonal	56.58	IV
e) Poor demand	56.4	V
f) Cheating by intermediaries	49.52	VI
g) No demand	46.04	VII
h) No advertisement	43.54	VIII
I) No awareness about the availability	36.02	IX
j) No subsidy from the government	35.62	X

Source: Primary Data

The above table shows "changing fashion" gets the first rank as it is the main problem faced by the jewellery industry (66.06). The second rank is given to "Transportation" (59.46), the third rank is given to "Imbalance growth" (56.69), the fourth rank is given to "Traditional way crafting"(54.15), the fifth rank goes to "dependence on import" (51.91) the sixth rank is given to "labour" (46.57), the seventh rank is given to "competition threats" (39.07), the eight and ninth rank is given "lack of training facilities" and "Unsuitable working and payment condition", and the last rank is given to low level of quality and productivity. This shows the main problem faced by the jewellery industry is changing fashion and transportation.

Findings of the study

Temple jewellery is at present essentially an item for consumption in the internal market. Temple jewellery of India initially used to be described as the jewellery used to adorn the idols of Gods and Goddesses. In this article clear explain addition is given regarding the problem of marketability and the jewellery industry. By applying Henry's Garrett Ranking technique it is found that the main problem of temple jewellery industry are high competition and high transport cost as these variables got the highest mean scores. No subsidy from government is the least problem of jewellery industry. Factor analysis is used to find out the problem regarding marketability temple jewellery. The analysis indicates that 6 factor are extracted which account for 73.811 percent of total 16 variables.

Suggestion

1. The price fixed for the product is very low. So the jewellery must come forward to increase the price. Because of low price there is high competition. To manage the competition the temple jewellery maker can increase the price
2. The temple jewellery maker tells about transportation cost is very high. To manage the transportation cost they can increase the price.

CONCLUSION:

This study is made to find out the problem in marketing of temple jewellery- an geographical indications of Kanyakumari district . So respondents are selected by convenience sampling and data are collected. Temple jewellery is hand crafted by a talented lot of acharys or goldsmith in a small region. The researcher finds out the problem regarding marketability of temple jewellery and temple jewellery industry in Kanyakumari district.

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