

# DEMOGRAPHIC-CENTRIC MARKETING STRATEGIES FOR CASHEW NUT PROMOTION: A COMPREHENSIVE STUDY

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## Abstract

This research study investigates the effectiveness of demographic-centric marketing strategies in promoting cashew nuts and examines the marketing strategies employed by cashew nut processing units in a designated study area. Additionally, it evaluates the extent to which digital marketing has been incorporated into the operations of these units. The study adopts a quantitative research approach, utilizing surveys and data analysis, spanning a three-month period from April 2023 to June 2023. Sampling 400 registered and 400 unregistered units through simple random sampling techniques ensures a balanced representation. Data is collected through structured questionnaires administered via face-to-face interviews, online forms, and telephone interviews following pilot testing for questionnaire refinement. The results highlight the significance of consumers' age in shaping their perception of cashew nuts, particularly among the younger age groups (16-25 years and 26-35 years). These demographics are more influenced by modern marketing strategies and technology, underscoring their importance in analyzing consumer perception. Regarding marketing strategies employed by cashew nut processing units, retailers emerge as the dominant distribution channel (67.50%), followed by wholesalers. Middlemen play a diminishing role, reflecting changing consumer behaviors driven by technological advancements in the rural context of Cuddalore. Price determination is shared between the government and local sellers (50% each). While adherence to Cashew Nut Union advice is limited, unity among local communities is recognized as essential. In terms of marketing strategies, digital platforms, especially social media, hold significant sway over traditional mediums such as newspapers and magazines. Social media's popularity can be attributed to widespread mobile phone access and increased comfort with platforms like WhatsApp, Facebook, and LinkedIn. These findings provide valuable insights into the marketing dynamics of cashew nuts and underscore the need for businesses to adapt to changing consumer preferences and technology trends in their marketing strategies.

**Keywords:** Cashews, Marketing, Strategies, promotion, Panruti.

## INTRODUCTION

In an era marked by rapidly evolving consumer preferences and increasingly competitive markets, the success of marketing strategies hinges upon their ability to resonate with specific target audiences. This rings particularly true in the agribusiness sector, where products like cashew nuts are not only valued for their nutritional benefits but also deeply entrenched in cultural and regional contexts. The promotion of cashew nuts, a versatile and nutritious snack, in the vibrant and diverse demographic landscape of Cuddalore district, presents a unique and challenging opportunity for marketers. The Cuddalore district, situated in the southern part of

Tamil Nadu, India, is a region characterized by its rich agricultural heritage, diverse cultural tapestry, and a population encompassing a wide spectrum of age groups, income levels, and dietary preferences. The cultivation of cashew nuts in this region has long been a prominent economic activity, contributing significantly to both the local economy and the larger agricultural landscape of India. However, to tap into the immense potential of this cashew-growing region, it is imperative to adopt marketing strategies that are not only attuned to the unique attributes of cashew nuts but also tailored to the specific demographic segments residing in Cuddalore district. This comprehensive study aims to explore and analyze demographic-centric marketing strategies for the promotion of cashew nuts within the distinct context of Cuddalore district. By delving into the nuances of the local demographic composition, consumer behaviors, and cultural preferences, this study seeks to provide invaluable insights and actionable recommendations to businesses, farmers, and policymakers interested in harnessing the full potential of cashew nut production and consumption within this region. As the global demand for nutritious and natural snacks continues to rise, the promotion of cashew nuts represents an opportunity to not only foster economic growth within Cuddalore district but also promote healthier dietary choices among its residents. Through this comprehensive study, we embark on a journey to uncover the key factors that will drive the success of cashew nut promotion in this culturally rich and diverse region. By addressing the unique characteristics of the local demographic, this study aims to pave the way for sustainable and socially responsible marketing strategies that will enhance the fortunes of both cashew nut producers and consumers in Cuddalore district

## REVIEW OF LITERATURE

The researcher collected 25 article related to marketing of cashew nut processing units, however due to time and number of word count in the article planning to submit only five important article which is novelty based study. In his 1981 article titled "An Economic Analysis of Production and Marketing of Cashew Nut in Jayamkondam Taluk at Trichirapally District, Tamil Nadu," Jayaraman<sup>14</sup> outlines that the total production cost comprises both fixed and variable costs. Fixed costs encompass the annual allocation of the overall establishment expenses, land revenue, interest on fixed capital, depreciation on fixed assets, and the rental value of land. On the other hand, variable costs represent the yearly maintenance expenses, including labor involved in various operations and the expenditure on plant protection chemicals. In her 1976 study titled "The Impact of Minimum Wage Legislation on the Cashew Industry," Emam Beevi<sup>15</sup> indicates that the initial impact of minimum wage laws led to an increase in wage rates within processing units subject to factory regulations. This resulted in higher daily earnings for workers due to the introduction of a minimum wage. However, the annual average earnings declined due to a shift of processing activities from Kerala to Tamil Nadu, which resulted in a reduction in the number of working days in Kerala. In their 2011 article titled "Analysis of Marketing Channels and Pricing Systems of Cashew Nuts in the North Central Region of Nigeria," Adejo, Otitolaye, and Onuche<sup>16</sup> analyzed the one-way flow of cashew nuts from producers to end consumers. The study highlights that the cashew nut market is primarily affected by price fluctuations due to the seasonal nature of production and

the lack of adequate storage and processing facilities. To ensure an efficient and effective marketing system with controllable pricing, proper storage and consistent cashew nut supply are essential to maintain market activity throughout the year. Cashew deserves special attention in both local and international markets. The crop was introduced to Nigeria by Portuguese explorers between the 15th and 16th centuries and has since spread across all agro-ecological zones of the country. In their 2009 study on the "Marketing Behavior of Cashew Farmers," Johnson and Manoharan<sup>17</sup> aimed to investigate the marketing behavior of both new and experienced farmers in Cuddalore district, Tamil Nadu. The study selected four villages from Panruti block and four villages from Vridhachalam block of Cuddalore district as its research sites. The sample included 45 respondents from both established and recently planted cashew gardens. The findings indicated that a majority of the respondents exhibited a moderate level of marketing behavior. Interestingly, the new garden farmers demonstrated better marketing behavior compared to their experienced counterparts. Most respondents sold raw cashew nuts to local traders and only occasionally sold cashew apples. Furthermore, many respondents sought advice from neighbors and relatives before selling their cashews, while only a few consulted extension officials. The study identified factors such as decision-making behavior, progressiveness, annual income, and age as influential and critical variables impacting marketing behavior. In their 1982 research, Ipte and Borude<sup>19</sup> delved into the Economics of Marketing and Processing of Cashew Nuts in the Ratnagiri and Sindhudurg Districts of Maharashtra, as published in "Cashew Causerie." Their findings revealed that the cost of processing per quintal amounted to Rs. 161.42. The primary cost components included containers (14.44 percent), labor (21.92 percent), and interest on capital (46.03 percent). Furthermore, the processing of raw nuts led to a value addition of Rs. 350.72 per quintal, constituting a substantial 52.66 percent increase in value. In summary, these five articles collectively emphasize the multifaceted nature of the cashew nut industry. To succeed in this sector, stakeholders must consider factors such as production costs, labor regulations, supply chain management, farmer behavior, and processing economics. Additionally, it is evident that cashew nuts hold a significant place in both local and international markets, making it imperative for stakeholders to adapt to changing dynamics and invest in infrastructure and marketing strategies to maximize the industry's potential. Overall, a comprehensive and strategic approach is essential for the sustainable growth of cashew nut processing units.

### Research Question

1. What is the effectiveness of demographic-centric marketing strategies in promoting cashew nuts?
2. How do cashew nut processing units in the designated study area employ marketing strategies for promoting their products?
3. To what extent have cashew nut processing units in the study area incorporated digital marketing into their operations?

## OBJECTIVES OF THE STUDY

1. To Study the utilization of demographic-centric marketing strategies in the promotion of cashew nuts.
2. To assessing the marketing strategies employed by cashew nut processing units operating in the designated study area.
3. To evaluating the extent to which cashew nut processing units in the study area have incorporated digital marketing into their operations.

## RESEARCH METHODOLOGY

This study will adopt a quantitative research approach, primarily employing surveys and data analysis to extract valuable insights. The research will span a period of three months, commencing from April 2023 and concluding in June 2023.

### Sampling

The total population under consideration encompasses 675 registered units and 3800 unregistered units. Out of this total, we have chosen to sample 400 registered units and 400 unregistered units to ensure a balanced and representative selection. This sample size will be determined through the utilization of simple random sampling techniques.

### Data Collection

Survey Questionnaire: We will design a structured questionnaire tailored to collect pertinent data concerning demographics, consumer preferences, and cashew nut consumption habits. The surveys will be administered through various channels, including face-to-face interviews, online forms, and telephone interviews, depending on the convenience of the respondents. Before full-scale implementation, the questionnaire will undergo pilot testing on a small sample to fine-tune the questions and ensure they are clear and comprehensible.

### Data Analysis

Descriptive Analysis: To present a comprehensive overview of the demographic data, we will employ descriptive statistics such as mean, median, standard deviation, and others. Chi-Square test as a statistical tool to identify significant differences and associations among demographic variables, preferences, and consumption habits. This test will enable us to delve deeper into the relationships between these variables, uncovering valuable insights for our study.

## RESULT AND DISCUSSION

The age of consumers plays a pivotal role in shaping their perception of Cashew nuts, particularly in terms of their familiarity with marketing strategies. This variable reflects the maturity and knowledge levels of consumers regarding Cashew nuts. Generally, older

individuals tend to possess more experience and knowledge, while younger consumers are often more attuned to technological advancements and contemporary marketing trends. Consequently, it becomes imperative to gauge how consumers' age influences their perception of Cashew nuts. To better understand this relationship, we've categorized the age groups of the consumers, as presented in Table 1. It's worth noting that the age group of 16 to 25 years is of particular significance, comprising a substantial 36.25 percent of the total respondents. Following closely, the 26 to 35 years age bracket constitutes 27.38 percent, indicating another influential segment. Additionally, the group aged 36 to 45 years represents 18.13 percent, while those above 45 years constitute 18.25 percent, as outlined in Table 1.

This data underscores the prominence of the younger age groups among the respondents, especially the 16 to 25-year-olds who have demonstrated a heightened interest in this study. Their perspectives on Cashew nuts are likely to be shaped by their exposure to modern marketing strategies and technology, making them a crucial demographic to consider when analyzing consumer perception in this context.

**Table 1: Age of the Consumers**

S. No.	Age	Registered	Un registered
1	16-25 years	143	147
2	26– 35 years	160	59
3	36 - 45 years	76	69
4	Above 45 years	75	71
Total		454	346

## Cashew Nut Processing Unit Marketing Strategic

### Selling the Cashew Nut

When examining marketing strategies, it is crucial to understand how products are distributed and sold. In this research, three key elements have been identified as significant factors in the selling process: wholesalers, retailers, and middlemen. A five-point scale has been employed to assess the importance of these distribution channels. The collected data from the field study reveals interesting insights into the marketing of cashew nuts. According to the data, it is evident that retailers play a predominant role in the marketing of cashew nuts, with a substantial 67.50% market share. This finding indicates that a significant portion of cashew nut sales is conducted directly through retailers in the study area. Following closely behind are wholesalers, who also hold a noteworthy share of the market. It's noteworthy that the research was conducted in Cuddalore, a rural district. In such regions, many individuals actively engage in the cashew nut selling process. This involvement is partly driven by advancements in technology, which have enabled more direct selling opportunities. As a result, middlemen are being bypassed in the marketing chain. The data presented in Table 2 clearly supports this trend. It showcases the shifting preference of market participants away from middlemen, likely due to the increased accessibility and efficiency afforded by modern technology. This observation underscores the importance of adapting marketing strategies to align with changing consumer behaviors and technological advancements in the rural context of Cuddalore.

### Price Deciding Authority

The authority responsible for price determination is a highly sensitive and crucial aspect within the context of this study. According to the findings, it is evident that the pricing of cashew nuts is predominantly influenced by both the government and local major sellers. However, it is noteworthy that the distribution of decision-making power appears to be evenly split, with the government and local individuals each holding a 50 percent share of this authority. This implies that sellers tend to adhere to government regulations and pricing guidelines, which are in turn shaped by the dynamics of their respective markets. Furthermore, the researcher has observed that in the study area, the general population often disregards the advice provided by the Cashew Nut Union. This behavior is counterproductive and not recommended for the local community. The reason for this disconnect may stem from the unique social dynamics present in this locality. Despite the absence of widespread adherence to union advice, it is essential to recognize that unity has the potential to bring strength to a community. However, it appears that the traditional concept of a union might not be readily applicable in this specific local context due to the already strong bonds and close relationships among the local people.

**Table 2: Cashew Nut Processing Unit Marketing Strategic**

S. No.	Source	Very Important	Important	Moderately Important	Not Important	Not at all Important	Mean
<b>Whom do you sell the product</b>							
	Wholesaler	397	327	34	26	16	4.33
		I	II	III	IV	V	
<b>I</b>	Retail shops	540	199	24	18	19	4.53
		I	II	III	V	IV	
	Middlemen	86	172	257	183	102	2.95
		V	III	I	II	IV	
<b>Who will fix the price for cashew nuts</b>							
	Government	72	504	72	76	76	3.53
		III	I	III	II	II	
<b>II</b>	Cashew trader unions	76	221	287	144	72	3.11
		IV	II	I	III	V	
	others	176	514	60	35	15	4
		II	I	III	IV	V	
<b>Marketing Strategic</b>							
	TV/Radio	468	222	72	26	12	4.39
		I	II	III	IV	V	
<b>III</b>	Magazine	72	222	350	144	12	3.25
		IV	II	I	III	V	
	Newspapers	148	470	72	72	38	3.77
		II	I	III	IV	V	
	Social Media	458	249	59	29	5	4.41
		I	II	III	IV	V	

Primary data

## Marketing Strategic

In discussions concerning marketing strategies, it is evident that platforms such as TV, radio, and social media have emerged as pivotal components, far surpassing the influence of traditional mediums like newspapers, magazines, and printed materials. The preference for social media is particularly striking, with a significant majority of the 800 respondents, more than 600 individuals, strongly endorsing its significance. This overwhelming support can be attributed to the contemporary landscape where people have widespread access to mobile phones, and they have become increasingly at ease with using social media platforms such as WhatsApp, Facebook, LinkedIn, and others. Table 2 provides valuable insights that underscore the crucial role of social media in the realm of cashew nut marketing strategies. The researcher has identified social media as a fundamental and highly influential tool in shaping the marketing landscape for cashew nuts. This preference for social media is not merely a trend but reflects a fundamental shift in how businesses engage with their target audience and capitalize on the changing habits and preferences of consumers. In essence, it serves as a testament to the evolving dynamics of marketing strategies in the digital age, where social media platforms have assumed a paramount role in driving success and profitability in the cashew nut industry.

**Table 3: Cashew Nut Processing Unit Digital Marketing Adoption**

S. No.	Variables	SA	A	N	DA	SDA	Mean
1.	Did the digital marketing is highly adopted Cuddlore district?	350	286	45	75	44	4.03
		I	II	IV	III	V	
2.	Does the cashew industry rely fully on online sales and trade?	296	358	28	91	27	4.01
		II	I	V	III	IV	
3.	Did the low level of literacy with Information technology (IT) in Cuddalore district?	273	395	35	66	31	4.02
		II	I	IV	III	V	
4.	Are the economic settings in Cuddlore does not create an enabling environment for digital marketing adoption?	283	375	34	77	31	4.00
		II	I	IV	III	V	
5.	Does the improved means of using online tools to trade has been evidenced among cashew processing industrial units?	91	279	64	32	334	2.70
		III	II	IV	V	I	
6.	Did the training on digital marketing among exporting firms are less conducted for workers?	308	281	66	95	50	3.88
		I	II	IV	III	V	

### Primary data

When the research scholar inquired about the extent to which respondents in Cuddlore district have embraced digital marketing, it was observed that those who "agreed" and "strongly agreed" with this notion had secured scores exceeding 600 out of a possible 800 points. This suggests that a significant proportion of the sample population showed a high degree of agreement regarding the adoption of digital marketing strategies in the study area. This strong consensus among respondents indicates a prevailing trend of digital marketing adoption in the region. Furthermore, the researcher sought to gain clarity on the dependence of the cashew industry in Cuddlore district on online sales and trade. Remarkably, 75 percent of the sampled

respondents expressed a strong inclination toward this notion. This high level of agreement among respondents underscores the substantial reliance of the cashew industry on online platforms for conducting sales and trade, signifying a noteworthy aspect of the local business landscape. As the researcher delved deeper into the technological literacy levels in Cuddalore district, it became evident that a substantial portion of the population lacked formal education in information technology (IT). However, a noteworthy revelation was that despite the absence of formal education, many individuals exhibited competence in using technology due to their practical experiences. This observation highlights the significance of experiential learning and the adaptability of the local populace to technological advancements. Additionally, when discussing the economic environment in Cuddalore with regard to digital marketing adoption, it became apparent that the existing conditions were not conducive to fostering such adoption. The researcher found that the prevailing economic settings did not create a favorable environment for the widespread adoption of digital marketing practices. This insight sheds light on the challenges faced by businesses in the region in their efforts to embrace digital marketing as a strategic tool for growth. Lastly, when examining the training initiatives related to digital marketing within exporting firms, it was noted that such training programs were infrequently conducted for workers. Interestingly, a significant majority of the workers strongly agreed with the notion that such training was lacking in their workplace. This underscores the need for increased emphasis on digital marketing training programs within exporting firms, as acknowledged by the workers themselves. In table 3, the research findings reflect a multifaceted landscape in Cuddalore district, where digital marketing adoption is prevalent, the cashew industry heavily relies on online platforms, technological literacy is largely experiential, economic conditions pose challenges, and there is a notable demand for enhanced digital marketing training within exporting firms. These insights provide a comprehensive view of the digital marketing landscape in the region, highlighting both strengths and areas for improvement.

## CONCLUSION

In conclusion, this research study has shed light on the effectiveness of demographic-centric marketing strategies in promoting cashew nuts and has provided valuable insights into the marketing strategies employed by cashew nut processing units in the designated study area. Additionally, it has assessed the extent to which digital marketing has been integrated into the operations of these units. In summary, the findings of this study emphasize the dynamic nature of the cashew nut market and the importance of staying attuned to changing consumer preferences and technological trends. Cashew nut processing units should consider adopting demographic-centric marketing approaches, focusing on younger age groups, and integrating digital marketing into their strategies to remain competitive and effectively promote their products. As consumer behaviors continue to evolve, adaptation and innovation will be key drivers of success in the cashew nut industry.

### Availability of Data and Materials

Reasonable demand for data generated during research is available to the relevant author



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### Authors Contributions

VR carried out the design of the study alignment and drafted the manuscript.

TM design and coordination and helped to draft the manuscript

VR, TM read and approved the final manuscript.

### Competing Interests Statement

(✓) We declare to have significant competitive, financial, professional, or personal interests that have laid down the performance or presentation of the work described in this manuscript.

### Ethical Clearance

N/A

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