

# IDENTIFY CHALLENGES FACED BY ARTISANS IN TERMS OF TECHNOLOGY, MARKETING, AND COMPETITION

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## **ABSTRACT**

*It is quite accurate to say that artisan groups are the ones responsible for preserving a nation's legacy. They have the responsibility of ensuring that art and crafts continue to exist in the modern day society by ensuring that culture continues to flow from the old Indian craft framework. A period of time passed during which the society underwent a transformation that resulted in it being a civilized, industrialized, and globalized civilization. It became more challenging for the craftsmen to compete with the rising trends of consumerism as a consequence of this scenario. In addition to this, individuals are subjected to the authority of intermediaries, and their direct access to their financial rights has been diminished. These enormous inequities in the handcraft market have become a recurring phenomenon, which is putting craftsmen in a new phase of fights with a variety of implications. Recent years, on the other hand, have seen the emergence of digital marketing as a powerful pillar in the organization of the market for handcraft sales. The Indian telecom market is the second-largest telecommunications market in the world, in addition to reaching out to the public via trade fare and stores. When it comes to marketing, competition refers to the competition that exists between current businesses, services, or goods that are present within a certain market. While it comes to marketing, competition is a factor that marketing experts take into account while developing their marketing strategies. This is done with the intention of assisting individual businesses in distinguishing themselves from other market rivals. While this competition has the potential to have a good impact in the sense that it may bring about positive changes in the sector, improved products and services, and higher innovation, it also has the potential to bring about adverse circumstances for enterprises who are unable to maintain their competitive edge. For the purpose of assisting your firm in becoming more competitive within its sector, it is essential to have a solid understanding of competition in marketing.*

**Keywords - Marketing - Artisan, competition, Consumerism, Digital**

## **INTRODUCTION**

According to the definitions that are now in use, an artisan is someone who produces or creates things by hand. These things may include ornamental arts, sculptures, jewelry, and other products that have a utilitarian purpose. The importance of artisan industry in the process of constructing and maintaining a nation's economy cannot be overstated. In point of fact, the craftsmen provide a substantial contribution not only to the enhancement of the economy but also to the manifestation of the cultural and social traditions of a community. They have been confronted with a variety of difficulties brought about by the tremendous improvements in material culture that have taken place in the community. The inclinations of people for modernized and

westernized forms of production, as well as patterns of consumption, are not taken into account by them. This means that they have become nothing more than workers of the labor class who, although possessing the necessary abilities, are employed by members of the upper class, namely intermediaries (brokers and dealers), in order to make a living. When it comes to the structure of the workplace, these privileged classes have a favorable relationship with craftsmen who are now in a somewhat disadvantaged position.

With a teledensity of 84.88% as of April 2019 (India Brand Equity Foundation) and a subscriber count of 1.17 billion as of September 2019 (Invest India), the Indian telecom industry is the world's second-largest telecoms market. There are 1.17 billion subscribers in India. As a result of the commercial introduction of Reliance Jio services in the telecom sector in 2016, the Indian telecom market saw an increase in the number of mergers and acquisitions. A pricing war that had never been seen before was started by Reliance Jio, which resulted in the destruction of earnings and the expulsion of numerous other cellular carriers from the market.

As a result of intense rate battles in the Indian telecom sector, the financial stability of the telecom providers was rendered fragile. The many players in the telecommunications business came to the conclusion that the Indian economy would not profit from trying to maintain its position as the world's cheapest telecommunications market. Consultations were held for this reason, and as a result, tariff costs increased by about forty percent compared to the levels seen in 2017-2018 and 2018-2019. According to the Competition Commission of India (2020), this has resulted in the Indian telecom sector being more sustainable via the use of efficient pricing techniques.

According to the report that was written by the India Brand Equity Foundation (IBEF) (2019), the market has experienced significant expansion in recent years. This expansion has been driven by a number of factors, including affordable tariffs, expanding 3G and 4G coverage, wider availability, Mobile Number Portability (MNP), evolving consumption patterns of subscribers, and a regulatory environment that is favorable. As the number of customers continues to grow and the need for connection continues to rise, the market for telecommunications services has become very competitive. In order to thrive in this cutting-edge competition, suppliers of telecommunications services must overcome a multitude of obstacles. This involves fierce rivalry in terms of pricing, differentiation, technical developments, and other such advancements. Mobile telecom carriers need to focus on a number of elements or tactics, including price and non-pricing aspects, in order to survive and achieve a competitive edge in the Indian telecom industry, which is always evolving.

### **Telecom Policy**

In order to facilitate the growth and continued existence of mobile telecom carriers in the ever-competitive market, the telecommunications (telecom) business needs a suitable legislative framework that may create useful recommendations. Telecom Regulatory Authority of India (TRAI), Department of Telecommunications (DoT), Wireless Planning Commission (WPC), Standing Advisory Committee on Frequency Application (SAFCA), and Telecom Disputes Settlement and Appellate Tribunal are some of the regulatory authorities in India that are responsible for formulating and enforcing policies pertaining to telecommunications. TRAI is an independent regulatory institution that is supported by the government and is incapable of being influenced by market actors or being manipulated by political forces. The legislative structure that it employs is flexible enough to accommodate the rapidly evolving and technologically integrated telecommunications sector

## **Customer Loyalty**

The desire of a company's returning customers to make more purchases from that business is referred to as customer loyalty. Because it impacts the customer's purchasing choice and pushes them to prefer one firm over others, customer loyalty is a major factor in determining the success of any corporation. Nair (2014) made the observation that the most important factor in determining customer loyalty is the level of happiness experienced by the consumer, followed by the quality of the company's image and the advertising mix. The components of customer happiness, which include contentment with the provider, satisfaction with the service items and features, and the ability to choose from a variety of plans given by the organization, were shown to have the most significant effect on customer loyalty when taken collectively. In addition, the most important signs of customer loyalty were the customer's recommendation of the firm's services to their friends and acquaintances, the customer's subsequent purchase from the same company, and the customer's favorable word of mouth. Verma (2018) made the observation that there was a very substantial and positive correlation between customer satisfaction and customer loyalty.

## **Customer Retention**

A company implements a customer retention strategy in order to monitor the level of engagement of its customers and the turnover that results from that engagement. This allows the company to provide its customers with exceptional experiences and to provide them with value. Both the growth and the sustainability of a business are strongly dependent on the acquisition and retention of customers. investigated how successful customer retention strategies are in the Indian telecommunications industry. He made the observation that the factors that ultimately determined whether or not a consumer would remain loyal to a company were perceived tangibility, perceived dependability, perceived responsiveness, assurance, empathy, network quality, convenience, interpersonal interaction, and switching costs. The interests and preferences of customers were the primary elements that influenced the factors that influence customer retention. In the process of retaining consumers, such customers become loyal to the firm since they continue to make purchases from the same company. This, in turn, makes them acquainted with the goods and services that the firm provides, and as a result, the tastes and preferences of the consumers are significantly impacted. Telecom firms need to use a variety of marketing methods in order to satisfy the tastes of their broad consumer base. The providers concentrated on providing services that were dependable and uninterrupted, as well as ensuring that clients made advantage of the most recent technological advancements. In order to achieve success in customer acquisition and retention, it was necessary to internalize some aspects of consumer behavior and to make adjustments to the strategy.

## **Direct competition**

Direct competition is the most common form of competition in marketing, where two companies offer similar products or services and have almost identical missions or business goals. For example, two clothing brands can offer the same type of clothing for around the same price and hold similar values, while still differentiating their products from one another. Direct competitors often study one another in a process called a competitor analysis, where they identify what makes their direct competitors successful and what processes or marketing tactics they can adopt to also experience some of that success.

## **Indirect competition**

Indirect competition is when two or more businesses offer similar products or services but have vastly different values and goals. Indirect competition can sometimes occur between two companies that operate in different industries. For example, if a hotel creates an app for guests that allows them to compare room rates from direct competitors, they might indirectly compete with dedicated travel comparison services. Indirect competition allows companies to find more creative ways to compete with other businesses in different markets or areas, potentially expanding revenue and the core customer base

## OBJECTIVES

**Improve Brand Reputation-** Improving the way customers see your brand will lead to better reviews, higher customer satisfaction rates, and a more enjoyable customer experience. The happier customers are, the more repeat purchases you'll secure, and the higher your long-term revenue will be.

**Increase Brand Presence-** The more visible your brand is, the more chances you have to reach potential customers. Increasing your brand presence might look like showing up on different platforms, or posting more on the channels you're already active on.

**Optimize Brand Positioning-** Having a clear path forward means knowing exactly who you are and what you want to say. Identifying your position in the market helps you communicate your USP and attract right-fit customers and clients.

**Launch Product-** Launching a new product can bring a number of benefits to your brand—reaching new customers, improving brand awareness, and solidifying you as one of the top brands in your market. However, there are lots of steps involved in launching a new product, so it's important that you strategically map them out to hit every milestone.

## METHODS

### SWOT

The acronym W.O.T. stands for strengths, weaknesses, opportunities, and threats. It is a marketing mix that enables you to aggressively promote your company while taking into consideration all of the crucial aspects of your company, including its opportunities, threats, strengths, and limitations.



1. **The purpose of the** For the purpose of analysis, the primary rivals in the market are identified, and the media strategy is identified.
2. **Existing problems:** fewer customers and fewer buyers.
3. **Situation in the sphere:** Due to the presence of several huge chain businesses, the rivalry is quite strong.
4. **Influence from outside** The state maintains a stringent oversight over both the content and the selection of the products sold at other outlets, which are continually increasing their product ranges.

## IMPORTANCE

When it comes to reaching clients with products and services, digital marketing comprises all of the activities that occur only via the use of electronic media devices. In comparison to traditional market channels, these online marketplaces not only provide publicity for the art and antiques, but they also enable the artists to communicate with a more extensive and specific audience in a shorter amount of time. The development of digital marketing trends may result in rankings in search engines, increases in popularity, the discovery of rivals, a multitude of communication channels, as well as analytics and optimization. Craftspeople may benefit from it in the following ways:

### Customer relations-

Establishing commercial communication and providing information about their items may be made easier for artists with the use of this opportunity. Due to the fact that once a customer's database is collected, they are able to be provided with information on forthcoming items and offerings

### Customer's trust

In addition to this, it enhances the goods' devotion to the brand. Because the market in the current situation is full with goods and services that may not be original or could be duplicates, having direct access to the items and interacting directly with the craftsmen can help clients develop confidence and conformity in regard to the uniqueness of the product. The buyer is provided with a thorough understanding of the product, including its availability, designs, and variants.

### **Lower cost**

As a result, it becomes an effective method for lowering the costs of retail expenditures, managing supply chains, and monitoring items with just technical efforts. It reduces the amount of time needed to administer shop transactions and makes items conveniently available at any time, according to the convenience of the consumer.

### **More profits**

There is the potential for increased profitability when there are no intervening merchants or intermediaries involved. Having direct relationships with customers may be of great assistance to artists in achieving total earnings from their individual items. The digital platforms will not only serve on a modest scale domestically, but they will also have the potential to become accessible on a global and international scale.

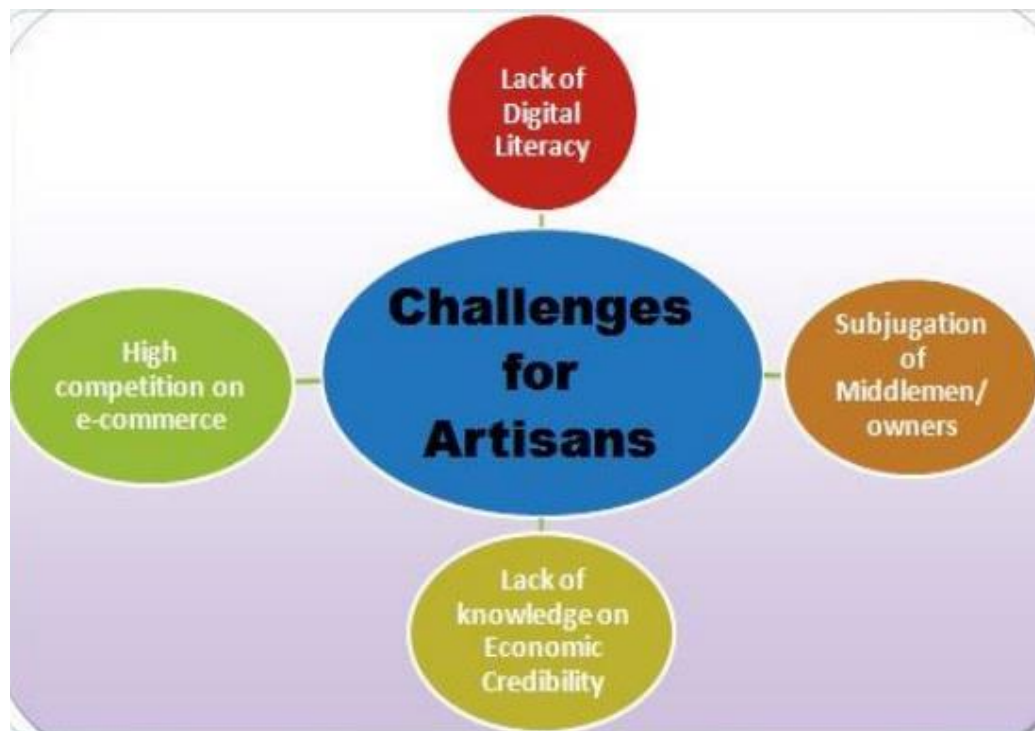
### **Emerging trends**

In addition, digital platforms have the ability to update one with recent developments in the industry. As a result of the tendency to investigate forthcoming shifts in consumerism, trends, and preferences, craftsmen might profit from doing research on the needs and wishes of customers. In terms of how to satisfy the preferences of the consumer, it gets more specific.

### **Challenge for the Artisans**

Within the context of the current situation, digital marketing has proven to be an extremely important tool for craftsmen to use in order to promote their goods among clients. On the other hand, it seems that they are having a difficult time acquiring the expertise necessary to properly use such advanced technology. As a result of the fact that the majority of craftsmen in India are illiterate and do not have sufficient understanding about the developing trends in this contemporary age, they are missing out on a great deal of money opportunities. They are unable to provide for themselves without the assistance of intermediaries in the areas of raw resources, manufacturing, marketing, and sales. They have been used to being reliant on intermediaries and owners as a consequence of this, which has contributed to their disconnection from the public recognition.





According to Adams (2001), "it is an economic system organized on individual lines, meaning that the greatest possible number of economic decisions are made by individuals or households rather than by collective institutions or organizations." This definition is based on the ideals that are associated with economic liberalism. It can be deduced from this that the amount of freedom that a person is afforded is directly proportional to the private and individual advantages that they experience. According to a similar line of reasoning, in order for craftsmen to be liberated, it is essential for them to be liberated from the capitalist kind of conduct that is shown by middlemen and dealers. These individuals are exploiting craftspeople in order to maximize their economic benefits from the market. The direct access that artisans have to market areas is limited, and they have a limited understanding of the economic legitimacy of their offerings. There are a number of characteristics that are essential for elevating the economic standing of craftsmen in the community. These characteristics include private property, independent access to the market, ownership over the means of production, and self-reliance without any external supervision. As a result, this is consistent with the ideas of liberals such as John Locke, who asserts that individuals are in "a state of perfect freedom to order their actions... as they think fit... without asking leave, or depending on the will of any other Man" (Locke, 1960(1689)).

Due to the fact that they are victims of half-education, their development to accept current measures of technology is regressed. Due to the fact that they are not familiar with the "know-how" of the internet, they are unable to have direct access to the market. As a consequence of this, craftsmen are eventually more likely to find employment with intermediaries in order to be able to support themselves. In light of this, providing the craftspeople with an additional possibility to make money via online platforms has become a difficult undertaking that requires the assistance of volunteers in order to educate and assist them.

## CONCLUSION

The artisan sector, which is the second biggest employment after agriculture, has the potential to continue to serve as a means of escape from poverty for a great number of people. It is the inability of artists and craftsmen to create techniques of marketing and to be creative enough to become adaptable to the changing demands of the market over time that is restricting the growth of the handicrafts industry. Because of this, even if the nation has a distinct and same artisanship, the inability of the craftsmen to adapt to the technological advancements that are occurring is impeding their progress. The Indian telecommunications sector requires a proper telecom policy framework in order to help mobile telecom operators expand and maintain themselves in the ever-competitive market. If craftsmen are to be liberated, it is vital for them to get a break from the capitalist kind of conduct that is being shown by the business. Service providers and consumers were safeguarded by the revisions that the government made to the TTO 1999 and the NTP 1999 documents. There was a modestly good effect seen in customer loyalty as a result of customer engagement tactics. The high switching costs incurred by telecom carriers in India have a significant negative impact on consumer loyalty.

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