

Impact of Selective Demographic Factors on the 4Ps of Marketing Mix Strategies of Baluchari Saree Considering the State Government Initiatives for the Promotion in West Bengal

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Abstract

The Marketing mix is a fundamental concept which has a significant impact on a firm's competitive positioning and facilitates the effective management and differentiation of marketing operations from other organizational functions. The current study is made to understand the impact of demographic factors like, Income, Education, Profession, Marital Status, Gender and Age of the customer of G.I. tagged Baluchari Saree of West Bengal on various marketing mix strategies namely, Product, Price, Place and Promotion (4Ps). The empirical study is extensively done by collecting primary data (507 samples) directly from Bishnupur of West Bengal, the hub of the authentic Baluchari Saree.

The study has identified the demographic factors having significant impact on 4Ps marketing strategy of Baluchari Saree. The marketers of the product can consider the finding of this paper for developing effective marketing strategy. The study uses ANOVA as the analytical technique.

The main focus of this study is to describe the impact of selective demographic factors on the components of 4Ps (Marketing mix) for attaining competitive advantage in market.

Keywords: Baluchari Saree, Demographic Factors, 4Ps, Marketing Strategy, ANOVA.

1. Introduction

The Baluchari saree, a quintessential handloom product of Bishnupur, West Bengal, is not merely a piece of cloth but a rich cultural artifact steeped in history and craftsmanship. It has been recognized by its intricate mythological motifs, artistry and high-quality silk, it holds a Geographical Indication (GI) status since 2012, underscoring its unique world-wide identity and heritage.

To ensure the survival and prosperity of this legacy craft, it's crucial to understand and adapt its marketing strategies. A key aspect of this adaptation is a thorough understanding of the socio-economic demographics of consumers. Consumer behavior is not static; it is heavily influenced by factors such as income, education, profession, gender, age, marital status, which in turn dictate purchasing power and preferences for traditional products. The exclusive handloom like, Baluchari Saree demands a sophisticated and targeted marketing mix.

Furthermore, the role of State Government initiatives in promoting and preserving the Baluchari saree noticeable. Recognizing the importance of the handloom sector for both cultural preservation and rural employment, the government has launched various schemes and policies. These initiatives, which often include financial assistance, skill development programs, and market support like exhibitions, e-commerce platforms, various franchises, collaboration with NGO and co-operatives are designed to empower weavers and connect them directly with consumers. The bottom line is that the government is taking significant steps to promote this industry and its growth will be even more extensive in the future.

This research paper, therefore, aims to bridge this gap by examining the intricate relationship between the socio-economic demographics of consumers and the marketing mix strategy of the Baluchari saree, also considering the influence and effectiveness of government initiatives.

The modern form of 4Ps was first proposed by E. Jerome McCarthy in 1960. He described the marketing mix as a “conceptual framework for marketing decision-making” that uses Product, Price, Place and Promotion to satisfy target consumers and meet business objective. The goal is to develop the “right” product. Make it available in the “right” place, at the “right” price, with the “right” promotion.

The term “Marketing Mix” was first coined by Neil H. Borden. This concept became popular when Neil H. Borden published his article on “The concept of Marketing Mix” in 1964.

Therefore, by better understanding of customer’s want, this study will help marketers create more effective strategies. This, in turn, will help the craft grow and thrive for a long period.

The figurative presentation of 4Ps Model (Marketing Mix Strategy) by Kotler et al. (1999) has been given in the following page

Fig:1 (Model of 4Ps, Marketing Mix) Strategy)



Source: Kotler, Ang, Leong and Tan (1999)

2. Literature Survey

- McCarthy is credited with popularizing the "4Ps" framework, which provides a simple yet powerful way for marketers to translate strategy into practice. The four components are: Product, Price, Place, Promotion. This framework became a cornerstone of marketing education and practice, providing a fundamental toolkit for businesses. (McCarthy E. J.,1960)

- This work introduced an extended marketing mix, often referred to as the 7Ps, by adding three new elements to the original 4Ps. These additions are particularly relevant for service-based businesses: People, Process, Physical Evidence. The 7Ps model became the standard for services marketing, providing a more holistic framework for firms that don't sell a physical product. (Booms B. H., & Bitner M. J., 1981)
- The marketing mix or marketing decision variables are the factors; a company can control to influence customer demand. These variables include things like a product's price, how it's promoted, where it's sold, and its features. By adjusting these variables, a company can try to increase demand for its product or services. (Garyl.L et al., 1999)
- The marketing mix has been a key concept in the development of both marketing theory and how marketing is actually done. It has profoundly influenced how marketers think about and execute their strategies. (Moller, 2006)
- Marketing is the process of creating, distributing, promoting and pricing goods, services and ideas to facilitate satisfying exchange relationships with consumers and to develop and maintain favorable relationships with shareholders in a dynamic environment. (Pride and Ferrel, 2009)
- The marketing mix encompasses various components, including personal selling, sales promotion, advertising, public relations and direct marketing. These elements collectively influence the relationship between the client and the organization, playing a crucial role in driving product or service sales. (Kurtz & Boone, 2011)
- A registered GI product, there is an improvement in the demand, with less competition or duplication of the product as well as attaining higher brand value. (Nanda et al., 2013)
- The origin of Baluchari sari can be traced to the village of Baluchar in Murshidabad. Though there is no traceable existence of the village leading to the extinction of the Baluchari art, the artisans of Bishnupur took active participation in reviving the art form. Now the question is which part is to be considered for the GI tag as there is a distance of about 200km between the two places. Although the whole of West Bengal is considered as a GI zone because the state comes forward as agency to apply the GI. (Nanda et al., 2013)
- The rich cultural and weaving history of India is beautifully represented by the regional saree forms that make up this country Saree, the Soul of its Woman. (Sharma, 2013)
- Marketing is the process by which companies create value for customers and build strong customer relationship in order to capture value from customer in return. (Kotler and Armstrong, 2014)
- The elements marketing mix emphasize the various components must be "blended" to create a cohesive and effective marketing program. A change in one element often necessitates an adjustment in others (e.g., a high-quality product requires a premium price and selective distribution). This body of work underscores the importance of an integrated marketing mix where all components are aligned to achieve a company's strategic goals. (Kotler and Armstrong, 2015)
- GI products would bring a higher amount of profit in comparison to the normal ones as the former holds the attention of the customers as it involves much of the labelling, branding, and quality standards. (Marie-Vivien and Bienabe, 2017)
- Indian mythology and folk tradition over the years have deeply infused the cultural roots of saree illustrations and created a synergetic cultural art form unique to Indian heritage. This integration of

different cultures and civilizations has parallels to how modern science is built on ancient period. (Paanar, 2018)

- The Baluchari weaving tradition is said to have evolved under the Mughal rulers, who greatly influenced the art and crafts of the region by introducing novel styles of weaving and motifs that set Baluchari sarees apart from other regional textiles. (Parthiban and Kandhavadvu, 2018)
- Through a collaborative initiative, the esteemed Baluchari saree was proudly relaunched in the market in 1957, thereby safeguarding the enduring legacy of this remarkable artistic craft. The use of jacquard looms aided in the production of Baluchari sarees with great efficiency without losing the traditional motifs of this revered textile art. (Banerjee and Chakrabarti, 2022)

3. Objectives

The objectives of this study are mentioned below:

1. To find out the impact of demographic factors on the customer's opinion about the Product; Baluchari Saree.
2. To find out the impact of demographic factors on the customer's opinion about the Price of Baluchari Saree.
3. To find out the impact of demographic factors on the customer's opinion about the Place (Distribution) of Baluchari Saree.
4. To find out the impact of demographic factors on the customer's opinion about the Promotion of Baluchari Saree with special reference to State Govt. initiatives.

4. Research Methodology

Research Design: For this particular study Exploratory research design has been followed.

Sampling: During the field work, systematic random sampling method has been used. The sample was chosen in the geographical area of Bishnupur in Bankura district of West Bengal, India. The researcher approached every 3rd customer with the questionnaire in front of weaver's house and retail outlet of Baluchari Saree.

Data Type: (i) Primary Data and (ii) Secondary Data.

Primary Data- It is collected directly from the respondents who were found at the point of purchase of Baluchari Saree in Bishnupur, West Bengal. In case of primary data, responses were collected in verbal-written mode from the respondents.

Secondary Data- Secondary data sources are Literature survey, Government documents, Commercial documents, Research Papers, etc.

Data Collection Instrument: Undisguised structured questionnaire has been used as an instrument for collecting data. A questionnaire was prepared to collect relevant information from the customers of Baluchari Saree. A 'Verbal-Written' mode was used every single time to collect the response from the respondent.

Data Collection Place: Bishnupur in Bankura district of West Bengal, India.

Sample Size: 507

Research Tool Used: Analysis of Variances (ANOVA)

ANOVA is a statistical technique used to compare the means of three or more groups to determine if there is significant difference between them. It works by analyzing the variances of a dataset. The result of an ANOVA test can be determined from p-value. If the p-value is less than the 0.05, the researcher can reject

the null hypothesis (H_0) and accept the alternate hypothesis (H_1). Therefore, there will be statistically significant impact of independent variable on dependent variables.

5. Data Analysis

Impact of demographic factors on the customer's opinion about the **Product** ("Acquisition of Baluchari Saree") Baluchari Saree.

ANOVA:

H_0 : There is no significant impact on "Acquisition of Baluchari Saree" with respect to selected demographic factors of customers.

H_1 : There is significant impact on "Acquisition of Baluchari Saree" with respect to selected demographic factors of customers.

Table 1: ANOVA (Product Vs. Demographic Factors)

		Sum of Squares	df	Mean Square	F	Sig.
Income	Between Groups	38.542	4	9.635	8.501	.000
	Within Groups	568.989	502	1.133		
	Total	607.531	506			
Education	Between Groups	14.824	4	3.706	6.447	.000
	Within Groups	288.588	502	.575		
	Total	303.412	506			
Profession	Between Groups	33.675	4	8.419	3.039	.017
	Within Groups	1390.613	502	2.770		
	Total	1424.288	506			
Marital Status	Between Groups	5.802	4	1.451	3.135	.015
	Within Groups	232.281	502	.463		
	Total	238.083	506			
Gender	Between Groups	1.010	4	.252	2.287	.059
	Within Groups	55.409	502	.110		
	Total	56.418	506			
Age	Between Groups	1650.611	4	412.653	3.352	.010
	Within Groups	61793.038	502	123.094		
	Total	63443.649	506			

Source: Author

Interpretation: The ANOVA test has been conducted to find out the above-mentioned impact with respect to the demographic factors of customers. Variables for the tests are Demographic Factors (Independent variables) and the statement "Acquisition of Baluchari Saree" (Dependent variables).

Here the p values of ANOVA test for Income, Education, Profession, Marital Status and Age are found to be less than 0.05; suggest that H_0 of the tests can be rejected and H_1 of the tests can be accepted for the above-mentioned demographic variables. Whereas for the rest of the demographic factor say Gender, the p value of the ANOVA test is found to be greater than 0.05, suggest that H_0 of the test can be accepted and H_1 of the test can be rejected.

(II) Impact of demographic factors on the customer's opinion about the **Price** (Price is major concern before making purchase decision of Baluchari Saree) of Baluchari Saree.

ANOVA test

H₀: There is no significant impact on "Price" with respect to selected demographic factors of customers.

H₁: There is significant impact on "Price" with respect to selected demographic factors of customers.

Table 2: ANOVA (Price Vs. Demographic Factors)

		Sum of Squares	df	Mean Square	F	Sig.
Income	Between Groups	28.505	3	9.502	8.254	.000
	Within Groups	579.026	503	1.151		
	Total	607.531	506			
Education	Between Groups	2.164	3	.721	1.204	.308
	Within Groups	301.248	503	.599		
	Total	303.412	506			
Profession	Between Groups	43.865	3	14.622	5.328	.001
	Within Groups	1380.423	503	2.744		
	Total	1424.288	506			
Marital Status	Between Groups	1.424	3	.475	1.009	.388
	Within Groups	236.659	503	.470		
	Total	238.083	506			
Gender	Between Groups	.811	3	.270	2.444	.063
	Within Groups	55.607	503	.111		
	Total	56.418	506			
Age	Between Groups	520.349	3	173.450	1.387	.246
	Within Groups	62923.300	503	125.096		
	Total	63443.649	506			

Source: Author

Interpretation: ANOVA has been conducted to find out the above-mentioned impact with respect to the demographic factors of customers. Variables for the test are Demographic Factors (Independent Factors) and the "Price" (Dependent Factors).

Here the p values of ANOVA tests of Income and Profession are found to be less than 0.05; suggest that H₀ of the tests can be rejected and H₁ of the tests can be accepted.

Whereas for the rest demographic factors say, Education, Marital Status, Gender and Age the p values of the ANOVA tests are found to be greater than 0.05, suggest that H₀ of the tests can be accepted and H₁ of the tests can be rejected.

(III) Impact of demographic factors on the customer's opinion about the **Place (Distribution)** of Baluchari Saree.

1) To find out the Impact on "Self-decided purchase location of Baluchari Saree" with respect to selected demographic factors of customers.

ANOVA test

H₀: There is no significant impact on “Self-decided purchase location of Baluchari Saree” with respect to selected demographic factors of customers.

H₁: There is significant impact on “Self-decided purchase location of Baluchari Saree” with respect to selected demographic factors of customers.

Table 3: ANOVA (Place/Distribution¹ Vs. Demographic Factors)

		Sum of Squares	df	Mean Square	F	Sig.
Income	Between Groups	27.262	3	9.087	7.877	.000
	Within Groups	580.268	503	1.154		
	Total	607.531	506			
Education	Between Groups	7.795	3	2.598	4.421	.004
	Within Groups	295.617	503	.588		
	Total	303.412	506			
Profession	Between Groups	79.406	3	26.469	9.900	.000
	Within Groups	1344.882	503	2.674		
	Total	1424.288	506			
Marital Status	Between Groups	.383	3	.128	.270	.847
	Within Groups	237.700	503	.473		
	Total	238.083	506			
Gender	Between Groups	2.239	3	.746	6.930	.000
	Within Groups	54.179	503	.108		
	Total	56.418	506			
Age	Between Groups	638.911	3	212.970	1.706	.165
	Within Groups	62804.737	503	124.860		
	Total	63443.649	506			

Source: Author

Interpretation: ANOVA test has been conducted to find out the above-mentioned impact with respect to the demographic factors of customers. Variables for the tests are Demographic Factors (Independent Factors) and the statement regarding place of purchasing Baluchari Saree (Dependent Factors).

Here the p values of ANOVA test of Income, Education, Profession and Gender is found to be less than 0.05 suggest that H₀ of the tests can be rejected and H₁ of the tests can be accepted.

Whereas for the rest demographic factors say, Marital Status and Age the p value of the ANOVA tests are found to be greater than 0.05, suggest that H₀ of the tests can be accepted and H₁ of the tests can be rejected.

2) To find out the Impact on “Purchasing authentic Baluchari Saree from Bishnupur” with respect to selected demographic factors of customers.

ANOVA test

H₀: There is no significant impact on “Purchasing authentic Baluchari Saree from Bishnupur” with respect to selected demographic factors of customers.

H₁: There is significant impact on “Purchasing authentic Baluchari Saree from Bishnupur” with respect to selected demographic factors of customers.

Table 4: ANOVA (Place/Distribution² Vs. Demographic Factors)

		Sum of Squares	df	Mean Square	F	Sig.
Income	Between Groups	16.627	3	5.542	4.718	.003
	Within Groups	590.903	503	1.175		
	Total	607.531	506			
Education	Between Groups	1.461	3	.487	.811	.488
	Within Groups	301.951	503	.600		
	Total	303.412	506			
Profession	Between Groups	19.835	3	6.612	2.368	.070
	Within Groups	1404.453	503	2.792		
	Total	1424.288	506			
Marital Status	Between Groups	2.799	3	.933	1.995	.114
	Within Groups	235.284	503	.468		
	Total	238.083	506			
Gender	Between Groups	.475	3	.158	1.423	.235
	Within Groups	55.943	503	.111		
	Total	56.418	506			
Age	Between Groups	2650.315	3	883.438	7.310	.000
	Within Groups	60793.334	503	120.861		
	Total	63443.649	506			

Source: Author

Interpretation: ANOVA test has been conducted to find out the above-mentioned impact with respect to the demographic factors of customers. Variables for the test are Demographic Factors (Independent Factors) and the statement “Purchasing authentic Baluchari Saree from Bishnupur” (Dependent Factors). Here the p values of ANOVA tests of Income and Age are found to be less than 0.05; suggest that H_0 of the tests can be rejected and H_1 of the tests can be accepted.

Whereas for the rest demographic factors say, Education, Profession, Marital Status and Gender the p values of the ANOVA tests are found to be greater than 0.05, suggest that H_0 of the tests can be accepted and H_1 of the tests can be rejected.

3) To find out the Impact on “Purchasing Baluchari Saree directly from weaver’s house only” with respect to selected demographic factors of customers.

ANOVA test

H_0 : There is no significant impact on “Purchasing Baluchari Saree directly from weaver’s house only” with respect to selected demographic factors of customers.

H_1 : There is significant impact on “Purchasing Baluchari Saree directly from weaver’s house only” with respect to selected demographic factors of customers.

Table 5: ANOVA (Place/Distribution³ Vs. Demographic Factors)

		Sum of Squares	df	Mean Square	F	Sig.
Income	Between Groups	10.785	4	2.696	2.268	.061

	Within Groups	596.746	502	1.189		
	Total	607.531	506			
Education	Between Groups	1.342	4	.336	.558	.693
	Within Groups	302.070	502	.602		
	Total	303.412	506			
Profession	Between Groups	8.858	4	2.215	.785	.535
	Within Groups	1415.429	502	2.820		
	Total	1424.288	506			
Marital Status	Between Groups	4.686	4	1.172	2.520	.040
	Within Groups	233.397	502	.465		
	Total	238.083	506			
Gender	Between Groups	1.025	4	.256	2.322	.056
	Within Groups	55.393	502	.110		
	Total	56.418	506			
Age	Between Groups	1569.953	4	392.488	3.184	.013
	Within Groups	61873.695	502	123.254		
	Total	63443.649	506			

Source: Author

Interpretation: ANOVA test has been conducted to find out the above-mentioned impact with respect to the demographic factors of customers. Variables for the test are Demographic Factors (Independent Factors) and the statement “Purchasing Baluchari Saree from weaver’s house only” (Dependent Factors). Here the p values of ANOVA tests of Marital Status and Age are found to be less than 0.05; suggest that H_0 of the tests can be rejected and H_1 of the tests can be accepted.

Whereas for the rest demographic factors say, Income, Education, Profession and Gender the p value of the ANOVA tests are found to be greater than 0.05, suggest that H_0 of the tests can be accepted and H_1 of the tests can be rejected.

(IV) Impact of demographic factors on the customer’s opinion about the **Promotion** (“State Govt. initiatives for the promotion of Baluchari Saree”) of Baluchari Saree with special reference to State Govt. initiatives.

ANOVA test

H_0 : There is no significant impact on “State Govt. initiatives for the promotion of Baluchari Saree” with respect to selected demographic factors of customers.

H_1 : There is significant impact on “State Govt. initiatives for the promotion of Baluchari Saree” with respect to selected demographic factors of customers.

Table 6: ANOVA (Promotion Vs. Demographic Factors)

		Sum of Squares	df	Mean Square	F	Sig.
Income	Between Groups	121.453	4	30.363	31.358	.000
	Within Groups	486.078	502	.968		
	Total	607.531	506			

Education	Between Groups	8.964	4	2.241	3.820	.005
	Within Groups	294.449	502	.587		
	Total	303.412	506			
Profession	Between Groups	100.046	4	25.012	9.481	.000
	Within Groups	1324.242	502	2.638		
	Total	1424.288	506			
Marital Status	Between Groups	6.299	4	1.575	3.411	.009
	Within Groups	231.784	502	.462		
	Total	238.083	506			
Gender	Between Groups	.595	4	.149	1.337	.255
	Within Groups	55.823	502	.111		
	Total	56.418	506			
Age	Between Groups	2729.339	4	682.335	5.642	.000
	Within Groups	60714.310	502	120.945		
	Total	63443.649	506			

Source: Author

Interpretation: ANOVA test has been conducted to find out the above-mentioned impact with respect to the demographic factors of customers. Variables for the test are Demographic Factors (Independent Factors) and the “State Govt. initiatives for the promotion of Baluchari Saree” (Dependent Factors).

Here the p values of ANOVA tests of Income, Education, Profession, Marital Status and Age are found to be less than 0.05; suggest that H_0 of the tests can be rejected and H_1 of the tests can be accepted.

Whereas for the rest demographic factor say Gender, the p value of the ANOVA test is found to be greater than 0.05, suggest that H_0 of the test can be accepted and H_1 of the test can be rejected.

5. Findings and Conclusion

The study concentrates on investigating the change in 4P's (Product, Price, Place & Promotion) marketing strategy of Baluchari Saree with respect to the demographic factors of the customers. The demographic factors of the customers that are considered in the study are Income, Education, Profession, Marital Status, Gender and Age.

It is found through the analysis of variance (ANOVA) that the customers' opinion about the essentiality for the acquisition of Baluchari Saree varies significantly with the Income, Education, Profession, Marital Status and Age of the customer.

In the following objective; after using analysis of variance, we have found that the opinion of customers considering Price as a major factor; the Baluchari Saree purchase varies significantly with Income and Profession of them.

The third P among the 4Ps namely 'Place' or distribution and availability of Baluchari Saree is defined through the three different aspects of distribution namely, (i) “Self-decided purchase location of Baluchari Saree”, (ii) “Purchasing authentic Baluchari Saree from Bishnupur”, (iii) “Purchasing Baluchari Saree directly from weaver's house only”.

It is found by using ANOVA, that the statement (i) varies significantly with Income, Education, Profession and Gender of the customer. For the statement (ii), it varies significantly with Income and Age of the customer whereas it is found by using ANOVA, that the statement (iii) varies significantly with Marital Status and Age of the customers.

Here, for the 4th P of 4Ps we have found through the analysis of variance (ANOVA) that the customers' opinion about State Govt. initiatives for the promotion of Baluchari Saree varies significantly with the Income, Education, Profession, Marital Status and Age of the customer.

The study successfully identified the impact of selective demographic factors namely, Income, Education, Profession, Marital Status, Gender and Age. The following table summarizes the results of the ANOVA test for the purpose. The findings of the study suggest that say Income, Education, Profession, Marital Status and Age have significant impact on product strategy of the Baluchari saree. In case of pricing strategy, Income and Profession have significant impact. Now for the ideal place/distribution strategy three different variables (statements) are used. In case of "Self -decided purchase location of Baluchari Saree", factors having significant impact are, Income, Education, Profession and Gender. In case of "Purchasing authentic Baluchari Saree from Bishnupur", factors having significant impact are, Income and Age. In case of "Purchasing Baluchari Saree directly from weaver's house only", factors having significant impact are, Marital Status and Age. Whereas, for the promotional strategy with special reference to State Govt. initiatives, Income, Education, Profession, Marital Status, and Age have significant impact. So, the marketers have to consider these demographic factors while making marketing strategy of Baluchari Saree.

Table 7: Analytical Summary (ANOVA results)

Statement	4Ps	Income	Education	Profession	Marital Status	Gender	Age
Acquisition of Baluchari Saree	Product	✓	✓	✓	✓		✓
Price is a major concern before making purchase decision of Baluchari Saree.	Price	✓		✓			
Self -decided purchase location of Baluchari Saree	Place	✓	✓	✓		✓	
Purchasing authentic Baluchari Saree from Bishnupur		✓					✓
Purchasing Baluchari Saree directly from weaver's house only					✓		✓
State Govt. initiatives for the promotion of Baluchari Saree	Promotion	✓	✓	✓	✓		✓

Source: Author

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