

Changing Dimensions of Tribal Markets Through Online Platform with Reference to Jawadhu Hills – Tiruvannamalai District

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Abstract

This paper aims to explore the extensive literature on tribal marketing. The tribe always been a mean separate view people for marketing purposes and community marketing is recognized as an ability way of narrowing the measure population for a given brand. With the progress of online platform another striven in tribal Marketing has been victory. There maturity of online marketing strategies and the progress mastery by brands online platform have now versatile tribal marketing to another level as it is detailed in the following literature review

Keywords:- Online platform, tribal markets, maximum support price

Introduction

In earlier times, tribal economies were a trading mechanism by mutual assistance. Thus, the tribal self-sufficient economy has no significant surplus to guarantee the expansion or the capacity of organized markets for its tribal retailers. Agent came and these tribes slowly sold their product to the retailers (or) Agent, neighbor market, LAMP unfortunately these people are being victims and are paid party amount, their marketing support of the tribal people is less because unable elicit communication and technology could not adopt improper communication with common community so they are struggle not sustainable in the stand and survival livelihood sector. Tremendous challenges transportation, warehousing support price financial support, warehousing and infrastructural facilities tribal people agricultural former are forced to sales their cultivated produce at the point of origin, These agent charge skyrocketing prices of these agricultural cultivated produce from the client and also resort malpractices like boarding and black marketing most of the tribal people are still use the totally depend upon the traditional marketing strategies. Could not adopt their online platform of marketing. The lack of awareness of people about marketing of the products is a tremendous challenges their tribal people still do not explore the possibilities of technologies they could not able use for marketing products.

The importance of the present is to reveals the latest marketing strategies to tribal products and ensure maximum support price to tribal people therefore an explore is made through this study to found the extent of livelihood safeguard to the tribal people through online platform online media marketing strategies to promote a product (or) services online networking websites allow individuals businesses other organization, middlemen to Interact with one another and build relationships and community online.

When the tribal people join these online platform channels client can interact with them direct ways. The Interaction can be more personal to users then traditional method of overcome marketing and advertising. There is no Interfere of agent and tribal can reap the maximum support price for their product. Given the Important of tribal marketing this research article aims to view at the modern literature regarding the bottlenecks of tribal marketing in recent years and especially online platform image of the brand online social responsibility and global communication.

Objectives of the Study

To analyses the possibilities of implementation of online marketing of their business by tribal people.

Review of Literature

Dr. T. Shobarani (2019)¹ This study explore. Information communication strategy method are play vital role in this digitalized world and effective assistance to tribal those who are marketing this product in different platform, tribal people especially tribal victims by tremendous Problems like lack of knowledge, lack of support price lack of were housing lack of Infrastructure facility lack of education, lack of technical know-how, lack of financial assistance and lack of freedom for marketing of products. By suing of ICT tools tribal people increase their victory level to marketing of this products, mobile phones and Internet necessity tool for victory business operation and contest and also gives tremendous range of opportunities to tribal people different kinds ICT tools which are having favorable Inaugurated and practices by tribal people marketing this product service

Rajathilagam & Dr.K. Kavitha (2018)² This study describes on latest marketing strategies to tribal product and determine the maximum support price to this products. Therefore an attempt made explore this study find out he extent of live Livelihood security tribal people in kodaikanal through social media sourcing online platform where tribal people, Agriculture, NGO Individual join the online platform channels climate can process with direct tribal people these is no interfere middlemen,

NGO LAMP and tribal people can reap maximum price of this product of marketing for the selection of simple random sampling method adopted to this study is to be used for which guaranteeing equal probably though sample procedure kodaikanal municipal 0.3 that is 102 schedule tribe has been living the of this study to explore the Marking strategies to possibilities implementation and progress social marketing among tribe to enhance this livelihood security.

¹ Dr. T. Shoba Rani (2019)¹ Possibilities for implementation of information and communication technology by tribal women entrepreneur in marketing of this products journal of the Gujarat research society ISSN:0374-8588 volume 21 issue 16 December 2019.

² Rajathilagam & Dr. K kavitha (2018)² changing Dimensions of tribal tankers through social platform international journal scientific Research is computer science application and management studies V017 Issue 5 ISSN 2319 – 1953

Caneolievier (2020)³ This studies revealed Tribal marketing now a day facing its tremendous challenges as society and tribe evolving towards a single and unique manner of Information through online platform society and world tribe are now groups of people who are Independent and cannot be controlled by the brand, tribes such as Harlay david son owners are concern on this own with rules and rituals that are hard to control. For further analyses researches recommended this study the relation ship between the loyalty and financial patronage of tribes among different product besides their measure different back ground and peculiar each member of the tribes share some inducement to client perception and social Interaction

Mohamad Ajaz –UL –Islamism sulaiman QULI. R Rai and a sofi (2016)⁴ This study shows that direct jobs under routine forestry activities are created by the Forest Department, generally causal labor. The main forest-based activities from which people get jobs and income are land measures Tendu leaf procurement and the tribal bam boo role were used to set contracts on a regular pay basis for further forestry activities, the employment in such activity, due to its seasonal existence, is largely sporadic. In order to enrich the research activities in the sample village under the block of the Ranchi District of Jharkhand, the author suggested cooperation to support gram pradhan leader local NGOs.

Major Challenges of Tribal for using Online Plat form

Major problems faced by tribal people Jawadhu hills in Tiruvamamalai district are problem of getting finance, searching for raw material is stiff contest limited mobility family cohesiveness, sales this product lack of education communication and intimations haring sending Email. WhatsApp telegram face book, and improving marketable skills of tribal people with the help of internet.

Factors Helping Tribal People For Successful Adoption Towards The Marketing Of Tribal Product In Online Platform

1. Education

With the assistance of the online platform the tribal people are learning about the latest manufacturing techniques, rational related ownership, the learning strategies concerning the sales distribution and logistics, which helps them take a better decision-maker the Tribal people are learning about data collection, data processing, desk top publishing and IT education.

2. Greater Integration into the Market

Huge access to the online portal allows to know prices well, and standards allow for efficient

³ Caneolievier (2020)³ the evolution of tribal marketing with in social network How the community marketing and community brand. International journal of marketing management and consumes behavior vol 2 Issue 5 (2020) 23-34

⁴ Mohamad Ajay –U1-Islam Sm sulaiman Quli², R.Rai and PA sofi(2016)⁴ Livelihood contributions of forest resources to the tribal community Indian Journal of fundamental applied research ISSN 2231 – 6345.

planning of this combination of products and input purchases. Access to online platforms allows for standards to sell, which are the most lucrative markets and establish an optimum selling time that helps them eliminate the agent, intervention, NGI and e-commerce, and also helps them collect their raw material needs, while online again reducing costs.

3. Aboriginal Knowledge

Tribal people can be helped by the Online Platform to learn new ways and things in marketing now tribal areas and learn many things about doing this market. This is a modern way of producing this product with new equipment on the market, of storing rationally packaged modems related to food preservation of specific cultivation nutrition.

4. Sensitization through Awareness

By publicizing a promising project in advertising magazines journals and social sciences, the online platform enhanced the role of tribal in the information technology market. This generates a greater social consciousness and helps them develop new national and international social ties.

Researcher Recommended such Suggestions

- To develop a new dynamic of tribal marketing tends to social marketing
- To create Direct trader consumer direct interaction that helps to eliminate the Interfere of middlemen factor, in marketing
- To reveal online platform marketing of tribal products though progress of its retail outlets all over India and overseas
- To Promote Economic growing of their tribal livelihood
- To create awareness about present market situation price to get maximum support price (MSP) of their product
- To expose tribal values and their cultivated produce that helps to build tribal urban relationship via social medium.

Conclusion

Most of the tribal people are ready to apply online tools in marketing activities but the problems lack of rational knowledge about application of information tools they anticipated need from government, family cohesion, and community to marketing of this products, In this modern and developed community we have for equally run with strategic changes to target desired goals so the government and organize authorities will plan for conducting training programs and conducting training for increasing awareness on application of Information tools. By that they will do hassle free transactions of their marketing activities where the tribal people is respected and empowered that nation will be developed in all respects.

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