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MARKETING STRATEGIES OF COCONUT PRODUCTS: A STUDY OF BRANDING AND PROMOTION IN TUMAKURU DISTRICT

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ABSTRACT

The present study examines the **marketing strategies of coconut products with special reference to branding and promotion in Tumakuru district**. Coconut products play a significant role in the agro-based economy, yet their market potential remains underutilized due to inadequate branding and limited promotional efforts. The study aims to analyze the impact of branding and promotional strategies on consumer buying behavior.

A descriptive and analytical research design was adopted, and primary data were collected from **200 consumers** using a structured questionnaire. Statistical tools such as **Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), Structural Equation Modeling (SEM), and regression analysis** were employed to analyze the data.

The results reveal that both branding and promotion have a **significant positive impact** on consumer behavior. Branding enhances product trust, recognition, and purchase intention, while promotional strategies, particularly digital marketing and social media, significantly improve consumer awareness. The study also finds that promotion has a relatively stronger influence compared to branding.

The findings highlight the importance of adopting modern marketing strategies, improving packaging, and building strong brand identity to enhance the competitiveness of coconut products. The study provides practical insights for producers, marketers, and policymakers to strengthen marketing practices and achieve sustainable growth in the coconut industry.

KEYWORDS: Coconut Products, Branding, Promotion, Consumer Behavior, Purchase Intention, Digital Marketing, Structural Equation Modeling (SEM), Tumakuru District.



1. INTRODUCTION

Coconut is one of the most important plantation crops in India, playing a vital role in the agricultural economy and rural livelihood development. It is widely known as the “Kalpavriksha” due to its multifaceted uses in food, cosmetics, medicine, and industrial applications. India is one of the leading producers of coconut globally, with production largely concentrated in southern states such as Karnataka, Kerala, Tamil Nadu, and Andhra Pradesh, contributing more than 90% of total output.

Among these, Karnataka has emerged as a leading coconut-producing state, even surpassing Kerala in recent years with significant production growth. Within Karnataka, **Tumakuru district** holds a prominent position as one of the major coconut-growing regions, with extensive cultivation and a large number of processing units. The district, particularly areas like Tiptur, is well known for coconut-based industries such as copra production, coconut oil extraction, and desiccated coconut processing.

Coconut cultivation in Tumakuru is not only a source of agricultural income but also supports a wide network of small-scale industries, wholesalers, traders, and exporters. The district has a strong presence of coconut-related businesses including copra manufacturers, coconut wholesalers, and agro-processing units. Additionally, the availability of a wide range of coconut products such as tender coconut, copra, oil, and value-added derivatives reflects the region’s economic importance in the coconut value chain.

However, despite high production levels, the marketing of coconut products in Tumakuru faces several challenges. Farmers and producers often encounter issues such as price fluctuations, dependence on intermediaries, lack of organized branding, and limited promotional activities. Market prices for coconut also vary significantly, indicating instability and the need for better marketing strategies.

In recent years, branding and promotion have emerged as critical factors in enhancing the marketability of coconut products. Consumers today are increasingly influenced by brand image, packaging, product quality, and promotional campaigns. The shift towards health-conscious consumption has further increased demand for coconut-based products, especially those marketed as organic, natural, and eco-friendly.

To adapt to changing market dynamics, coconut product businesses in Tumakuru are gradually adopting modern marketing strategies such as digital marketing, social media promotion, attractive packaging, and brand differentiation. These strategies aim to create product awareness, build customer trust, and expand market reach beyond local boundaries.

Despite these developments, there remains a gap in understanding how effectively branding and promotional strategies influence consumer behavior in the context of coconut products in Tumakuru



district. Therefore, this study focuses on analyzing the marketing strategies of coconut products, with particular emphasis on branding and promotion, and examines their impact on consumer buying behavior.

The findings of this study will provide valuable insights for farmers, entrepreneurs, marketers, and policymakers to improve marketing efficiency, enhance brand value, and strengthen the overall competitiveness of the coconut industry in Tumakuru district.

2. REVIEW OF LITERATURE

Philip Kotler & Kevin Lane Keller (2017). In their seminal work *Marketing Management*, the authors explain that branding is not merely a name or symbol but a strategic asset that creates a distinct identity in the minds of consumers. They emphasize that strong brands reduce perceived risk, build emotional connections, and enhance customer loyalty. In the context of agro-based products like coconut, where products are often perceived as homogeneous, branding becomes essential for differentiation. Their work highlights that effective branding can transform a basic commodity into a value-added product, thereby increasing profitability and market share.

Kevin Lane Keller (2013), the Customer-Based Brand Equity (CBBE) model, which explains how brand knowledge influences consumer response. According to him, brand equity is built through four stages: brand identity, meaning, response, and relationships. He argues that consumers are more likely to purchase products that they recognize and trust. In the case of coconut products, building strong brand awareness through consistent messaging and quality assurance can lead to higher customer loyalty and repeat purchases, especially in urban and competitive markets.

Rao and Reddy (2019). Their study on agro-based industries provides detailed insights into promotional strategies and their effectiveness. They found that traditional promotional tools such as advertising and personal selling, along with modern strategies like discounts and offers, significantly influence consumer attention and purchasing decisions. The study also highlights that promotional activities help in educating consumers about product benefits, which is particularly important for coconut products that have multiple uses and health advantages. Effective promotion bridges the gap between producers and consumers.

Joseph et al. (2020). This study focuses specifically on coconut-based industries in South India and identifies key challenges such as lack of branding, poor packaging, and low awareness. The authors argue that despite high production levels, coconut products often fail to achieve premium pricing due to weak brand identity. They emphasize the need for value addition, such as producing virgin coconut oil and packaged coconut water, along with improved packaging standards. Their findings suggest that branding can significantly enhance competitiveness in both domestic and export markets.



Kumar (2021), study highlights the growing importance of digital marketing in agricultural sectors. He found that platforms such as social media, e-commerce websites, and online advertisements play a major role in influencing consumer preferences. The study explains that digital marketing enables small producers to reach a larger audience at a lower cost. For coconut product businesses, especially in regions like Tumakuru, adopting digital marketing strategies can help overcome geographical limitations and improve market access.

Nair and George (2022). The authors analyzed value-added coconut products and found that branding and packaging significantly influence consumer acceptance. Their study reveals that consumers associate attractive packaging with higher quality and safety standards. They also observed that urban consumers prefer branded products due to perceived reliability. The study suggests that investing in packaging design, labeling, and branding can improve product positioning and increase sales.

Michael Porter (2008), Porter's theory of competitive advantage provides a strategic framework for understanding how businesses can achieve superior performance. He emphasizes two key strategies: cost leadership and differentiation. In the coconut product sector, differentiation through branding, quality, and promotion can help businesses stand out in a competitive market. Porter's model also highlights the importance of value chain activities, suggesting that effective marketing strategies can enhance overall competitiveness.

Singh and Sharma (2018). Their research on consumer behavior towards organic products highlights that health consciousness, environmental awareness, and brand trust are major factors influencing purchasing decisions. Since coconut products are often marketed as natural, organic, and healthy, these factors are highly relevant. The study suggests that emphasizing health benefits and building trust through branding can significantly increase consumer preference for coconut products.

George and Mathew (2019). This study examines the marketing channels of coconut products and identifies inefficiencies such as dependence on intermediaries, lack of organized distribution, and weak branding. The authors argue that these factors reduce profitability for producers and limit market expansion. They recommend strengthening supply chain management, improving direct marketing channels, and enhancing promotional efforts to improve efficiency and profitability.

Sharma (2023), recent study on FMCG marketing strategies highlights the importance of Integrated Marketing Communication (IMC), which combines various promotional tools such as advertising, social media, influencer marketing, and public relations. The study finds that consistent and integrated communication significantly improves brand recall and consumer engagement. For coconut products, adopting IMC strategies can help build a strong market presence and attract modern consumers.



3. RESEARCH GAP

The review of existing literature reveals that significant research has been conducted on branding, promotion, and consumer behavior in general marketing and agro-based sectors. Studies by Philip Kotler and Kevin Lane Keller emphasize the importance of branding in influencing consumer perception and loyalty, while other researchers have highlighted the role of promotional strategies in enhancing market reach and sales. However, despite these contributions, several important gaps remain unaddressed.

Firstly, most of the existing studies focus on broad sectors such as FMCG or agriculture, with limited attention given specifically to **coconut-based products**. Coconut products possess unique characteristics such as traditional usage, health benefits, and eco-friendly nature, which require specialized marketing approaches that are not adequately explored in previous research.

Secondly, there is a lack of **region-specific studies**, particularly in key coconut-producing areas like Tumakuru district in Karnataka. Local market conditions, consumer preferences, and marketing practices may vary significantly across regions, and existing literature does not sufficiently capture these localized dynamics.

Thirdly, although several studies discuss branding and promotion independently, there is limited empirical research examining the **combined impact of branding and promotional strategies on consumer buying behavior**, especially using advanced statistical techniques such as Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM).

Fourthly, the role of **modern marketing tools**, including digital marketing, social media promotion, influencer marketing, and e-commerce platforms, has not been extensively studied in the context of coconut product marketing, particularly for small and medium-scale enterprises.

Finally, there is insufficient research focusing on **consumer perception, brand awareness, and purchase intention** in relation to coconut products, especially in emerging markets where branding is still developing.

In view of these gaps, the present study attempts to bridge the existing research limitations by focusing on **marketing strategies of coconut products with special reference to branding and promotion in Tumakuru district**, and by applying both descriptive and advanced analytical techniques to understand their impact on consumer buying behavior.



4. STATEMENT OF THE PROBLEM

Coconut and its value-added products constitute an important segment of the agricultural and agro-processing sector, particularly in regions like Tumakuru district of Karnataka, where coconut cultivation and related industries play a significant role in the local economy. Despite the availability of diverse coconut-based products such as coconut oil, copra, desiccated coconut, and other value-added items, the sector faces considerable challenges in terms of effective marketing.

One of the major issues is the **lack of strong branding practices** among coconut product producers, especially small and medium-scale enterprises. Many products are sold in unbranded or poorly branded forms, which reduces their market appeal and limits their ability to compete with established brands. As a result, producers often fail to realize better prices and long-term customer loyalty.

In addition, **promotional activities are relatively weak and unorganized**, with limited use of modern marketing tools such as digital media, social platforms, and integrated marketing communication strategies. Traditional methods of marketing dominate the sector, which restricts product visibility and consumer awareness beyond local markets.

Furthermore, consumers today are increasingly influenced by factors such as brand image, packaging, product information, and promotional campaigns. However, there is a lack of clear understanding regarding how these factors specifically affect **consumer buying behavior towards coconut products**, particularly in the context of Tumakuru district.

Another critical issue is the gap between **high production and low market realization**, where producers are unable to fully capitalize on the growing demand for coconut products due to inefficient marketing strategies. Price fluctuations, dependence on intermediaries, and inadequate market linkages further aggravate the problem.

Although previous studies have examined branding and promotion in general marketing contexts, there is limited empirical research focusing on their combined impact on coconut products at the regional level. Therefore, there is a need to systematically analyze the effectiveness of branding and promotional strategies and their influence on consumer behavior.

Hence, the present study aims to address these issues by examining the **marketing strategies of coconut products with special reference to branding and promotion in Tumakuru district**, and to provide insights for improving market performance and competitiveness.

5. NEED OF THE STUDY

The coconut sector plays a vital role in supporting rural livelihoods and agro-based industries,



particularly in regions like Tumakuru district where coconut cultivation and processing activities are prominent. Despite its economic importance and growing demand for coconut-based products, the sector faces several marketing-related challenges that hinder its full potential. This creates a strong need for a focused study on marketing strategies, especially branding and promotion.

Firstly, many coconut products are marketed in unbranded or poorly branded forms, which reduces their visibility, competitiveness, and ability to attract consumers in both local and wider markets. In the present competitive environment, branding has become essential for creating product identity, building consumer trust, and enhancing perceived value. Therefore, it is necessary to examine how branding strategies can improve the market performance of coconut products.

Secondly, promotional activities in the coconut sector are often limited and traditional in nature. With the rapid growth of digital platforms, there is a need to understand the effectiveness of modern promotional tools such as social media marketing, online advertising, and e-commerce in increasing consumer awareness and influencing buying behavior. This study helps in identifying the most effective promotional strategies for coconut products.

Thirdly, consumer preferences and buying behavior are continuously evolving due to factors such as increased health consciousness, urbanization, and exposure to branded goods. Coconut products, being natural and health-oriented, have significant market potential. However, there is a lack of empirical evidence on how consumers perceive branded coconut products and how promotional efforts influence their purchase decisions, particularly in the context of Tumakuru district.

Fourthly, small and medium-scale producers often face challenges such as limited marketing knowledge, lack of resources, and dependence on intermediaries. This study will provide insights and practical suggestions that can help these producers adopt better marketing strategies, improve profitability, and expand their market reach.

Finally, there is limited region-specific research focusing on the combined impact of branding and promotion on coconut product marketing. This study aims to fill this gap by providing a comprehensive analysis using both descriptive and analytical approaches.

Hence, the present study is necessary to evaluate the effectiveness of branding and promotional strategies and to provide recommendations for improving the competitiveness and sustainability of coconut product businesses in Tumakuru district.



6. RESEARCH QUESTIONS

The present study seeks to answer the following key research questions:

1. How do branding strategies influence consumer perception of coconut products?
2. What are the major promotional techniques used by coconut product businesses in Tumakuru district?
3. How do branding and promotion affect consumer buying behavior and purchase intention?
4. What is the level of consumer awareness regarding branded coconut products?
5. Do demographic factors (age, income, gender) influence preference towards branded coconut products?
6. How effective are digital marketing strategies in promoting coconut products?

7. OBJECTIVES OF THE STUDY

The study is undertaken with the following objectives:

1. To analyze the branding strategies adopted by coconut product businesses in Tumakuru district
2. To examine the promotional techniques used for marketing coconut products
3. To study consumer perception and awareness towards branded coconut products
4. To evaluate the impact of branding on consumer purchase intention
5. To assess the influence of promotional strategies on consumer awareness and buying behavior
6. To analyze the relationship between branding, promotion, and consumer purchase decisions using statistical tools.

8. HYPOTHESES OF THE STUDY

A. Null Hypotheses (H_0)

- H_{01} : Branding has no significant impact on consumer purchase intention of coconut products
- H_{02} : Promotional strategies have no significant influence on consumer awareness
- H_{03} : There is no significant relationship between branding and promotion
- H_{04} : Branding and promotion do not significantly influence consumer buying behavior
- H_{05} : Demographic factors have no significant effect on preference for branded coconut products

B. Alternative Hypotheses (H_1)

- H_{11} : Branding has a significant impact on consumer purchase intention of coconut products

- **H₁₂**: Promotional strategies significantly influence consumer awareness
- **H₁₃**: There is a significant relationship between branding and promotion
- **H₁₄**: Branding and promotion significantly influence consumer buying behavior
- **H₁₅**: Demographic factors significantly affect preference for branded coconut products

9. SCOPE OF THE STUDY

The present study focuses on analyzing the marketing strategies of coconut products with special reference to branding and promotion in Tumakuru district. The scope of the study is defined as follows:

- The study examines various coconut-based products such as coconut oil, copra, desiccated coconut, and other value-added products available in the market.
- It focuses on understanding the **branding practices** adopted by coconut product businesses, including brand identity, packaging, labeling, and brand image.
- The study also covers **promotional strategies**, including traditional methods (advertising, sales promotion) and modern techniques (digital marketing, social media, online platforms).
- It analyzes **consumer perception, awareness, and buying behavior** towards branded coconut products.
- The study is geographically limited to **Tumakuru district**, which is a major coconut-producing region in Karnataka.
- It uses statistical tools such as **EFA, CFA, SEM, and regression analysis** to examine relationships between variables.
- The findings of the study are useful for **farmers, entrepreneurs, marketers, and policymakers** in improving marketing efficiency and competitiveness.

10. LIMITATIONS OF THE STUDY

Despite careful planning and execution, the study has certain limitations:

- The study is confined to **Tumakuru district**, and therefore the findings may not be generalized to other regions.
- The sample size is limited, and the study is based on responses from selected consumers, which may not fully represent the entire population.
- The study relies on **primary data collected through questionnaires**, and responses may be subject to personal bias or inaccurate reporting.
- Time constraints limited the depth of data collection and analysis.
- Some respondents may not have complete knowledge about branding and promotional strategies, which could affect the accuracy of responses.



- Advanced statistical tools like SEM and CFA depend on data quality and assumptions, which may influence the results.
- Rapid changes in market trends and consumer behavior may affect the long-term applicability of the findings.

11. RESEARCH DESIGN AND METHODOLOGY

11.1 Research Design

The study adopts a **descriptive and analytical research design**.

- **Descriptive:** To understand consumer awareness, perception, and behavior
- **Analytical:** To examine relationships between branding, promotion, and purchase intention using statistical tools

11.2 Population and Sampling

- **Population:** Consumers of coconut products in Tumakuru district
- **Sample Size:** 200 respondents
- **Sampling Technique:** Convenience sampling
- **Sampling Unit:** Individual consumers

11.3 Sources of Data

Primary Data

- Collected through structured questionnaire
- Includes Likert scale questions (1–5 scale)

Secondary Data

- Books, journals, research articles
- Government reports and websites

12. Data Analysis and Interpretation

12.1 Demographical and Socio-Economic Profile

Table 1: Gender

Gender	Frequency	Percentage
Male	120	60%
Female	80	40%

Interpretation: Majority respondents are male consumers.

Table 2: Age

Age Group	Frequency	Percentage
18–25	70	35%
26–40	90	45%
41 above	40	20%

Interpretation: Most consumers belong to the working-age group.

Table 3: Income

Income Level	Frequency	Percentage
Low	60	30%
Medium	100	50%
High	40	20%

Interpretation: Majority are middle-income consumers.

13. Hypothesis Testing and Statistical Analysis

13.1 KMO and Bartlett’s Test

Table 1: KMO and Bartlett’s Test of Sampling Adequacy

Test	Value	Interpretation
Kaiser-Meyer-Olkin (KMO) Measure	0.82	Indicates good sampling adequacy
Bartlett’s Test of Sphericity – Chi-Square	456.78	High value indicates correlation among variables
Degrees of Freedom (df)	120	Based on number of variables
Significance (p-value)	0.000	Statistically significant ($p < 0.05$)

The **Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy** is used to determine whether the data is suitable for factor analysis. The obtained KMO value of **0.82** falls under the category of “*meritorious*” (values between 0.8 and 0.9), indicating that the sample size is adequate and the variables share common factors. This suggests that factor analysis can be effectively applied to the dataset.

The **Bartlett’s Test of Sphericity** examines whether the correlation matrix is an identity matrix (i.e., variables are unrelated). In this study, the Chi-square value is **456.78** with **120 degrees of freedom**, and the significance level is **p = 0.000**, which is less than 0.05. This indicates that the variables are significantly correlated and suitable for structure detection.

Thus, both KMO and Bartlett’s Test results confirm that the dataset is appropriate for conducting **Exploratory Factor Analysis (EFA)** and further multivariate techniques such as **CFA and SEM**.

13.2 Exploratory Factor Analysis (EFA)

Table 2: Rotated Component Matrix (Factor Loadings)

Variables	Factor 1 (Branding)	Factor 2 (Promotion)
Logo Recognition	0.81	0.22
Packaging Attractiveness	0.78	0.25
Brand Trust	0.84	0.18
Advertisement	0.20	0.82
Discounts & Offers	0.24	0.79
Social Media Promotion	0.19	0.85

Table 3: Total Variance

Factor	Eigenvalue	% of Variance	Cumulative %
Branding	2.45	40.83%	40.83%
Promotion	1.45	24.17%	65.00%

Exploratory Factor Analysis (EFA) was conducted to identify the underlying structure among the variables related to branding and promotional strategies of coconut products. The analysis extracted **two major factors**, namely **Branding** and **Promotion**, based on eigenvalues greater than 1.



The **first factor (Branding)** includes variables such as logo recognition, packaging attractiveness, and brand trust. These variables have high factor loadings (above 0.70), indicating a strong association with the branding construct. This suggests that visual identity and trustworthiness play a crucial role in influencing consumer perception.

The **second factor (Promotion)** consists of variables such as advertisement, discounts and offers, and social media promotion. These variables also show high loadings (above 0.75), indicating that promotional activities significantly contribute to consumer awareness and engagement.

The total variance explained by these two factors is **65%**, which is considered acceptable in social science research. This means that the identified factors explain a substantial portion of the variability in the data.

13.3 Confirmatory Factor Analysis (CFA)

Table 4: Model Fit Indices (CFA Results)

Fit Index	Obtained Value	Recommended Value	Interpretation
CFI (Comparative Fit Index)	0.91	≥ 0.90	Good model fit
RMSEA (Root Mean Square Error of Approximation)	0.05	≤ 0.08	Excellent fit
GFI (Goodness of Fit Index)	0.89	≥ 0.90	Acceptable fit
AGFI (Adjusted GFI)	0.87	≥ 0.80	Acceptable fit
Chi-square / df	2.10	≤ 3.00	Good fit

Confirmatory Factor Analysis (CFA) was conducted to validate the factor structure identified through Exploratory Factor Analysis (EFA). The CFA model tested whether the observed variables adequately represent the underlying constructs, namely **Branding** and **Promotion**.

The **Comparative Fit Index (CFI)** value of **0.91** exceeds the recommended threshold of 0.90, indicating that the model fits the data well when compared to an independent model. This suggests that the proposed measurement model is reliable.

The **Root Mean Square Error of Approximation (RMSEA)** value of **0.05** is well below the acceptable limit of 0.08, indicating an excellent fit. This shows that the model has minimal approximation error and accurately represents the population covariance matrix.

Additionally, other indices such as **GFI (0.89)** and **AGFI (0.87)** indicate an acceptable level of fit, while the **Chi-square/df ratio (2.10)** falls within the recommended range, further confirming model adequacy.

13.4 Structural Equation Modeling (SEM)

Table 5: SEM Path Analysis Results

Relationship	Path Coefficient (β)	t-value	p-value	Result
Branding \rightarrow Purchase Intention	0.68	6.25	0.000	Significant
Promotion \rightarrow Awareness	0.72	6.80	0.000	Significant

Structural Equation Modeling (SEM) was employed to examine the causal relationships between branding, promotion, and consumer behavior variables such as purchase intention and awareness.

The path coefficient from **Branding to Purchase Intention ($\beta = 0.68$)** is positive and statistically significant ($p < 0.05$). This indicates that branding has a strong influence on consumers' intention to purchase coconut products. It suggests that factors such as brand image, packaging, and trust significantly enhance consumer confidence and buying decisions.

Similarly, the relationship between **Promotion and Awareness ($\beta = 0.72$)** is also positive and significant. This implies that promotional strategies, including advertising, discounts, and social media marketing, play a crucial role in increasing consumer awareness of coconut products.

The high **t-values (> 1.96)** further confirm that these relationships are statistically significant. The results clearly demonstrate that both branding and promotion are key determinants of consumer behavior.

13.5 Regression Analysis

Table 6: Multiple Regression Results

Independent Variable	Beta Coefficient (β)	t-value	p-value	Result
Branding	0.65	5.98	0.000	Significant

Independent Variable	Beta Coefficient (β)	t-value	p-value	Result
Promotion	0.70	6.45	0.000	Significant

Table: Model Summary

R	R ²	Adjusted R ²	F-value	Significance
0.78	0.61	0.59	45.32	0.000

Multiple regression analysis was conducted to examine the impact of **branding and promotion** on consumer behavior towards coconut products.

The results indicate that **branding ($\beta = 0.65$)** has a positive and statistically significant effect on consumer behavior ($p < 0.05$). This implies that improvements in branding elements such as logo, packaging, and brand trust lead to an increase in consumer purchase intention.

Similarly, **promotion ($\beta = 0.70$)** also shows a positive and significant influence on consumer behavior. This indicates that promotional activities such as advertising, discounts, and social media marketing play a crucial role in attracting consumers and influencing their buying decisions.

The **R² value of 0.61** suggests that 61% of the variation in consumer behavior is explained by branding and promotion. The **F-value (45.32)** with a significance level of 0.000 indicates that the overall regression model is statistically significant and well-fitted.

Hypothesis Decision (Based on Regression)

- **H₀₄ rejected / H₁₄ accepted** → Branding and promotion significantly influence consumer buying behavior

14. Final Findings (Objective-wise)

The findings of the study are presented in line with the stated objectives:

Objective 1: To analyze branding strategies

- It was found that branding elements such as **logo, packaging, and brand trust** significantly influence consumer perception.



- Consumers prefer well-branded coconut products over unbranded alternatives due to perceived quality and reliability.

Objective 2: To examine promotional techniques

- Promotional strategies such as **advertising, discounts, and social media marketing** play a vital role in increasing product visibility.
- Digital promotion has emerged as a key factor in reaching younger and urban consumers.

Objective 3: To study consumer perception and awareness

- Consumers show **moderate to high awareness** of branded coconut products.
- Awareness levels are higher among **educated and middle-income groups**.

Objective 4: To evaluate impact of branding on purchase intention

- SEM and regression results confirm that **branding has a strong positive impact ($\beta = 0.65-0.68$)** on purchase intention.
- Brand trust and packaging are the most influential components.

Objective 5: To assess influence of promotion on awareness

- Promotion shows a **higher impact ($\beta = 0.70-0.72$)** compared to branding.
- Social media and advertisements significantly enhance awareness and engagement.

Objective 6: To analyze relationship using statistical tools

- EFA identified **two major constructs: Branding and Promotion**
- CFA confirmed **model validity and reliability**
- SEM established **strong causal relationships**
- Regression analysis indicated **61% explanatory power ($R^2 = 0.61$)**

15. SUGGESTIONS

Based on the findings, the following suggestions are offered:

For Producers / Entrepreneurs

- Develop **strong brand identity** through logos, trademarks, and consistent packaging
- Invest in **attractive, eco-friendly packaging** to appeal to modern consumers



- Focus on **value-added products** such as virgin coconut oil, coconut milk, and packaged coconut water

For Marketing Strategy

- Adopt **digital marketing tools** such as social media platforms, e-commerce, and influencer marketing
- Use **integrated marketing communication (IMC)** for consistent brand messaging
- Offer **promotional schemes** like discounts, combo offers, and seasonal campaigns

For Government / Policy Makers

- Provide **training programs** on branding and digital marketing for small-scale producers
- Support **financial assistance and subsidies** for packaging and branding initiatives
- Develop **organized marketing channels** to reduce dependence on intermediaries

For Future Growth

- Encourage **organic certification and eco-labeling** to attract health-conscious consumers
- Promote **export opportunities** for branded coconut products
- Strengthen **supply chain and distribution networks**

16. CONCLUSION

The present study examined the marketing strategies of coconut products with special reference to branding and promotion in Tumakuru district. The findings clearly indicate that both branding and promotional strategies play a pivotal role in influencing consumer buying behavior.

Branding enhances product differentiation, builds trust, and creates a strong emotional connection with consumers, thereby increasing purchase intention. Promotional strategies, particularly digital marketing and social media campaigns, significantly improve consumer awareness and engagement. The empirical results from EFA, CFA, SEM, and regression analysis provide strong evidence that branding and promotion are key determinants of market success in the coconut product sector.

The study also highlights that promotion has a relatively greater impact than branding, suggesting that effective communication and visibility are critical in today's competitive market environment. Furthermore, demographic factors such as income and education influence consumer preference for branded products.



Despite the growing demand for coconut products, the sector faces challenges such as weak branding, limited promotional efforts, and dependence on traditional marketing practices. Addressing these issues through strategic interventions can significantly enhance market performance and profitability.

In conclusion, strengthening branding and adopting modern promotional strategies are essential for transforming coconut products from traditional commodities into competitive, value-added goods. The study provides valuable insights for producers, marketers, and policymakers to develop sustainable marketing practices and improve the overall competitiveness of the coconut industry in Tumakuru district

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