

A STUDY ON CHALLENGES FACED BY THE PRODUCERS IN SALT MARKETING IN THOOTHUKUDI DISTRICT

Dr. M. Rajarajan¹ & Mrs. M. Suriya²

¹*Professor and Head, PSPT MGR Govt. Arts and Science College, Puthur - Sirkali, Mayiladuthurai District, TamilNadu.
(Deputed from Annamalai University), India*

²*Ph.D. Research Scholar (Part Time – External), Department of Commerce, Annamalai University, Annamalai Nagar,
Chidambaram, Tamil Nadu, India*

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ABSTRACT

In order to determine the state's chosen marketing approach, the study polled 150 producers in Tamil Nadu's salt sector. It was discovered that the state also used the identical marketing techniques as were used for India overall. However, it was discovered that the competitive pricing methods for iodized salt were effective, as companies such as Annapurna and Tata Salt were able to secure the largest market shares. The industry's salt producers are facing a number of competitive challenges that highlight both their critical advantages and disadvantages. It can pinpoint the industries where changes are most likely to have a big impact as opportunities or dangers. This study was intended to be carried out using specific criteria before a marketing strategy was created for salt by its producers.

KEYWORDS: *Salt, Marketing, Strategy, Market, Producers*