STATUS AND PROSPECTS OF BURNAY JAR MANUFACTURING

Gudelio Generoso P Pajarillo

ABSTRACT

Attempting to assess the status and prospects of burnay jar manufacturing/industry in Wigan, Ilocos Sur, particularly in Barangay Pagburnayan, the study investigated on the current marketing practices and strategies of selected jar manufacturers. It also aimed at finding out prevailing problems encountered, and tried to look into the factors contributing to such problems; and trying to find out market outlets for the products. In the end, the study looked into means and ways on eradicating of at least minimizing such problems.

In this investigation four owners of jar factories were targeted, 100 sample consumers were also interviewed as respondents. Most of the marketing operations were mainly in the factory compound, so consumers and buyers just walked in the areas. The burnay industry in the capital town of Vigan has been possessing a bright prospect not only for consumers but also for tourists from various parts of the country and even foreigners as well. In spite of this, it is also beset with difficulties and problems as found in this study such as: insufficient capital for stockpiling; seasonality of broken jars; seasonality of clay deposits; decreasing availability of firewood for fuel and diminishing quality burnay workers. Manufacturers, however tried to maintain their survival status in the town markets.

INTRODUCTION

The Ilocano "burnay" which gained prominence not only among the inhabitants of the capital town of Vigan, Ilocos Sur and its neighboring municipalities but also among tourists from various parts of the Philippines. is a clay product that has passed on through generations cven since the pre-hispanic times. Although crude when compared to the glazed jars imported from China or Malaysia, the burnay has thc merits of dark in color, rough in texture and impermeable, all contributing to its bein an ideal container and storage for liquid products such as vinegar, "basi", bagoon water rice and other grains. The small sized varictics of burnay are used as ornaments, decorative accessories, safe-dcposit boxes for jewelry and coin money. Th burnay has its original and main factory in barangay Pagburnayan. It became a flourishing industry even before and during the World War II, the commodity bcin transported to Northern and Central Luzon to banter with rice, thc primary basic, and supplied the town markets.

The industry encountered a decline in the 1950's when tin cans and plastic containers came to a boom. The tobacco industry aggravated the situation on the supply of firewood for the burnay kilns when its price soared too high bringing the industry into a losing venture. In the early 1960's, the scenario for the burnay trade was very dim. The burnay industry is signifantly linked to Ilocano heritage so that its death would imply the death of a part of Filipino culture. These thoughts initiated the revitalizing of the "burnay" industry because tourism has placed a significance on it as a cultural aspect.

The study aimed to improve the marketing strategies of the burnay manufacturers in Vigan, Ilocos Sur in order that the trade is strengthened. It hopefully expected to benefit the following:

I. The jar makers/manufacturers especially in the improvement not only of their products but the whole burnay industry and its operations;

2. The llocos Region, in the thrust for socio-economic growth and development considering the peoples' values for hard work and industry and its vast natural resources;

3. The cottage industries considering their potentialities in contributing to the export product development program of the government and in which they can be effective agents in the transformation of the Philippines into a highly industrialized country.

4. The government in its policy making functions and professed concern for local industries particularly in assisting the small and medium scale industries in the rural areas and in its encouraging of the promotion of livelihood projects in the localities;

5. All other enthusiasts along further studies and researches on jar, pottery and ceramics industry as source of materials.

OBJECTIVES OF THE STUDY

The study aimed to:

1. determine and evaluate the current marketing strategies of the jar manufacturer respondents;

2. determine the market segment for burnay jars;

3. evaluate/assess the current marketing activities of the jar manufacturers;

4. find out and analyze the prevailing problems and constraints encountered by the jar manufacturers and find means to minimize the same; and

5. formulate recommendations for the improvement of the burnay manufacturers' marketing strategics.

SCOPE AND DELIMITATION OF THE STUDY

The study focused on the prevailing marketing strategies and activities of four (burnay) jar manufacturers of Pagbumayan, Vigan, Ilocos Sur which comprised the locality's (burnay) jar industry. These manufacturers were small-medium scale entrepreneurs, most knowledgeable and first hand information sources of authoritative data for the study. Consumer-buyers were also included as respondents of the study.

RELATED STUDIES AND LITERATURE

The study anchored on the following related studies and theoretical framework.

Edera (1977) in her study, "The Pottery Industry Operation" in Suba, Davao City, found that the industry failed to progress from its primitive state and has remained a primarily antiquated cottage industry due to the obsolete methods and tools used in manufacture of pots, all of which were due to financial constraints. The industry, according to Edera only revived through the inclusion of pottery and allied courses in the elementary and secondary curriculum.

Chiong (1975), in his study of "The Pottery Manufacture in Daro, Dumaguete, Philippines: Its Implications to Ethno-Archaeology," as related to Archaeology, found out the nature of products/pottery to be slipped by red pigmentation which brought about the earthenware products in Daro to be slipped with red color except jars with epigot. All potters in Daro were women, too. Compared to that of Davao City's pottery, despite unfavorable factors relative to low workmanship and income, majority of potters expressed feelings to maintain the industry.

In his report on Ceramic Industry, Del Rosario (1983), placed importance on the status of the industry highlighting on similar problem areas such as: lack of stable, adequate, homogeneous and reasonably-priced raw materials for raw ceramic materials **are few** and widely dispersed; lack of appropriate technology or dissemination of technology information is poor; problems relative to identifying and locating major ceramic raw materials; lack of skilled and semi-skilled manpower; lack entrepreneurship skills, marketing expertise and management competence; and other related problems.

Cordova (1972) in his report identified problems and plight of manufacturers on the future of the industry in the Philippine Georgraphical Journal.

Elenita Grande, owner of New Grande ceramics which exports 80% of its products, reported in the PCARRR Seminar that Taiwanese and Japanese competitors offered lower prices than Philippine-made ceramics.

Yoram Wind and Thomas S. Robertson signified a new direction for ceramic marketing strategy to overcome several limitations.

Victor J. Cook Jr. introduced the concept of strategic marketing venture linking them to investments with market share.

METHODOLOGY

A structured interview system was done to the owners of *the* (burnay) jar factories who were first-hand source of data for the study. Sampled consumer-buyers of "burnay" were also included as additional respondents who provided the possible feedbacks nceded.

Descriptive statistics by means of frequency counts, weighted sum and the mean were used to report the findings.

DISCUSSION OF RESULTS

Table 1. Socio-Demographic ProfileofOwner Respondents

	No.	%
Age Bracket		
45–49	2	50.00
50 - 54	1	25.00
55 - 59	1	25.00
Total	4	100.00
Sex		
Male	2	50.00
Female	2	50.00
Total	4	100.00
Educational Background		
Did not finish high school	1	25.00
High school graduate	1	25.00
Secretarial graduate	1	25.00
College graduate	I	25.00
Total	4	100.00

As gleaned from Table I, representing the socio-demographic characteristics of zspondents, the most common age group of owners was *45 to* 49 (50%0 with I 25%) at age *55-59.* This implies that such is the age of propensity along most areas life activities. There *was* an equal sex distribution of the owner-respondents. Their lucational bakground ranged from not finishing high school *to* having finished college.

Table 2. Demographic **Profile** of Resellers

	No.	%
Age Bracket		
10–34	34	15.00
35–39	1	5.00
40 - 44	11	55.00
45–49	5	25
Sex		
Male	9	45.00
Female	11	55.00
Place of Reselling		
Ilocos Sur	10	50.00
Metro Manila	5	25.00
La Union	2	10.00
Baguio City	2	10.00
Pangasinan	1	5.00

Table 2 shows that the age bracket of resellers was mostly between 40-44, as per 11 (55%) respondents. This reflects again the age of propensity when individuals are most active. Most resellers 11 (55%) are female. The reselling place was still mostly in the province of Ilocos Sur.

Table 3. Socio-Demographic Profile of Individual Consumers/Buyers

	No.	%
Age Bracket		
Below20	5	6.25
20–29	30	37.50
30–29	22	27.50
40 - 49	15	18.75
50 & above	8	10.00
Sex		
Male	38	47.50
Female	42	52.50
Place of Residence		
Ilocos Sur	43	53.75
Metro Manila	21	26.25
Ilocos Norte	4	5.00
Benguet	4	5.00
Pangasinan	2	2.50
Cagayan Valley	2	2.50
Foreign Country	2	2.50
Abra	1	1.25
Pampanga	1	1.25

Table 3 gives a picture of the profile of consumer-buyers and is reflected that most belonged to age bracket 20-29 as per 30 (37.50%) respondents followed by age group 30-39 as per 22 (27.50%) respondents. Majority, as per 42 (52.50%) **were** female. Consumer-buyer respondents mostly came from the province of llocos Sur as per 43 (53.75%) respondents followed by buyers from Metro Manila.

Table 4. Distribution of Varieties/Characteristics of Product/Burnay

	No.	
Variety		
Decorataive and common jars	2	50.00
Broken	I	25.00
Both	I	25.00
Size		
Multiple	3	75.00
Single	I	25.00
Size us catered to specific market		
It caters to specific market		
Does not cater to specific	4	100.00

Table 5. Quantity or Bumay Produced Monthly

Quantity by Piece	No.	%
Below 500	I	25.00
500 - 600	2	50.00
Above600	I	25.00

Table 4 shows that there are also characteristics of the jar (burnay) products which determined the price such as: variety, general size and size catered to markets. Decorative reflected 2 (50%); multiple size as per 3 (75%) owner respondents and **4** (100%) as per size catered to the markets. Table 5 also shows that the quantity which the owners produced monthly was 500-600 pieces as per 50% of the respondents.

Table 6. Distribution of Sources of Raw Materials

Material	Source/s	No.	%
Clay	Rented Private Lands	2	50.00
	Owned Land	2	50.00
Sand	Seashore/s	3	75.00
	Truckers/sand haulers	1	25.00
Firewood	Surrounding locality	3	75.00
	Far from the locality	1	25.00

Table 6 reflects the sources of raw materials for the industry. It is shown that clay materials came from both rented private lands as per 2 (50%) and owned land as per 2 (50%) respondents. Sand materials mostly came from the seashores as per 3 (75%) of the owner respondents. Firewood mostly came from just the surroundings as per 3 (75%) of the ,owner respondents. The primary bases of pricing the burnay product included: size as per 4 (40%) and design as per 3 (30%) and others such as quality and appearance. The. pricing of the bumay product included: size as per 4 (40%) and design as per 3 (30%) and others such as quality and appearance.

Table 7. Basis of Burnay Pricing

Basis	No.	%
Size	4	40.00
Design	3	30.00
Current Price Fluctuations	1	10.00
Quality	1	10.00
Appearance	1	10.00

The pricing of the product was also competitive. This is reflected in Table 7. It is shown in Table 8 that the frequency of bumay price changes was dependent on price fluctuations as per 3 (75%) of respondents which were due to costs of materials and of labor.

Table 8. Frequency and Factors of Bu**r**ay Price Changes

	No.	%
Frequency		
once a year		25.00
dependent of price fluctuations	3	75.00
Factors		
cost of materials	2	50.00
cost of labor	2	50.00

Table 9. Market Distribution Centers for Burnay

Market	**No.**	%
Within the factory	4	28.57
Resellers' market	3	21.43
Ilocos Region	3	21.43
Southern Tagalog provinces	2	14.28
Metro Manila	1	7.14
Central Luzon	1	7.14
Base	4	100.00

Table 9 showing the market distribution centers for burnay reflects that: 4 28.57%) were within the factory; 3 (21.43%) were within the reseller's market, and 3 21.43%) in the Ilocos Region.

Table 10. Distribution of Buyers of Burnay

	No.	%
Individual buyers (anybody)	3	21.43
Resellers	3	21.43
Bagoong makers	3	21.43
Vinegar (or Basi) makers	3	21.43
Salt makers	2	14.28
Base	4	100.00

Table IO presenting the distribution of buyers of burnay shows that 3 (21.43%) were individual (anybody) buyers; 3 (21.43%) were resellers; 3 (21.43%) were vinegar or basi producers and 2 (14.28%) were sail producers.

Table 11. Method of Creating Awareness of the Product and Promotional Campaigns

	No.	%
Creating Awareness		
Product display	2	50.00
Fonner Buyers	2	50.00
Promotional Campaigns		
Existing		
Non-existing	4	100.00

Table 11 shows that both product display as per 2 (50%) respondents and fanner buyers as per 2 (50%) owner respondents created awareness of the products.

Table 12. Current Problems Affecting the Bumay Industry

Problem	**No.**	
Lack of sufficient capital	2	18.18
Seasonality of broken jars	2	18.18
Problems relative to rainy season	2	18.18
Supply of fuelwood	I	9.09
Decreasing deposits of clay		9.09
Competition with plastic and tin container factory	I	9.09
Diminishing qualified bumay workers	I	9.09
Imperfect cooking	I	9.09
Base	4	100.00

Table 12 shows the problems encountered by the jar (burnay) factory owners which included: lack of sufficient capital as per 2 (18.18%) of rcspondcnls; seasonality of broken jars as per 2 (18.18%); problems relatcd to rainy season which can affect the production of jars; 1 (9.09) expressed scarce source of firewood and imperfect cooking; lack of qualified workers and competition with factory owners of tin and plastic containers.

Table 13. Government Awareness of Problems in Table and Factors Causing Unawareness and Action Taken

	No.	
Awareness of Government		
really aware	2	50.00
not aware	2	50.00
Factors Affecting Government Awareness of Problems of the Industry		
Factory never visited	2	*50.00*
Factory sometimes visited	2	50.00
Action Taken by Government		
Done nothing	3	80.00
Made broken promises	1	20.00

Table 13 reflecting the awareness of the government about the problems of burnay producers which is *50%* aware and *50%* unaware. It is shown that the government is unaware of the problems because neither the factory is visited by any official nor is sometimes visited. That is why, no action has been made because of such unawareness.

Table 14. Alternatives Done by Owners to Alleviate Industry from Problems

Action/Alternative	No.	%
Stock piling of raw materials	3	*50.00*
Borrow capital from friends	1	16.67
Training of prospective workers	I	16.67
Trial and error method of cooking products		16.67

Table 14 shows that the most common alternative to solve problems were: stock piling of raw materials as per 3 *(50%);* borrow capital from friends as per 16.67%; training of workers and trial and error cooking method products.

. Table I5 shows that all the owner respondents were very sure of the Improvement and progress of the burnay industry.

Table 15. Prospective Status of the Burnay Industry from Problems

Prospective Status	No.	%
It will improve	4	100.00
It is stagnant		

FINDINGS

Findings of the study revealed that most of the marketing operations of the burnay manufacturers were mainly concentrated in the factory compound. Owners sought buyers for their products outside the province especially those in bulk. Most buyers of "burnay" jars were from the province who just walked-in to the factories. Among the four factory owner respondents, only one (1) produced all varieties (as container, decorative and the broken). Another one produced only one (l) variety. Consumers used to order the design ,and size they preferred and al times, it was the consumer-buyer-resellers who specified the size and design and other qualities of the product such as texture and durability which were the determinants of pricing the jar. Price calculation used. to be crude but was mainly based on costs of materials aside from qualities above. **As for** market outlets for the "burnay" jar, reseller respondents sold them 'to walk-in individual buyers. Some resellers exported the product.

Relative to the problems encountered by the manufacturers, most common were: proximity of the source, competition arising from glazed jars, too many varieties of jars; competition with plastic and tin container manufacturers; problems relative to transporting the product and the public's low level of awareness of the bumay product. All these can affect the status of the industry.

The "burnay" jar industry of Vigan, Ilocos Sur still possesses a bright status because of demands for its values as container for the common products in the locality like vinegar, sugar cane wine, for bagoong fermentation, and grain storage. Yigan is also a flourishing tourist spot with the burnay as a decorative and attractive item.

CONCLUSIONS

The jar manufacturers' marketing activities and strategics arc entirely sound. The value of having other outlets aside from their sole distribution channels is important.

The jar manufacturers were still unaware of necessary marketing strategics, although they had sheer capabilities to protect their own business interests through their expediency measures.

Bumay has a wide market but manufacturers are unable to tap potential buyers outside the province. The government, inspite of its extension of community development funds through the officials, had been accounted to as a factor in the stagnant condition of the jar industry due to some feelings of prejudices/biases.

RECOMMENDATIONS

Based on above findings and conclusions, the following recommendations would be worthwhile proposing:

1. The bumay manufacturers should adopt and implement promotional campaigns so that their products can capture the consumers' attention and interest and this could be in the form of trade exhibits during fairs be it under private or government sponsorship;

2. The "burnay" manufacturers should put up other distribution outlets in other parts of the country, a way of tapping market potentials.

3. The jar factory owners should arrive at a compromised pricing scheme for the product;

4. Having felt and made aware of the conditions and problems affecting the jar industry, the governments' assistance should be extended especially in terms of lending capital with low interest, putting up pilot projects or technology transfer which is free along improvement of products;

5. Owners of jar factories should form an association among themselves to promote their products and to upgrade the welfare of their industry in terms of their strategics and marketing strategies;

6. The jar manufacturers should also offer incentives to their workers to holster their capacities and productivity potentials.

BIBLIOGRAPHY

Edera, Alfreda D. *The Pottery Industry Operation in Suba, Davao City*. Thcsis, M.A. Univ. of San Carlos, Cebu City, Oct. 1977, pp. 133-134; 141.

Del Rosario, Ernesto G. *The Ceramic Industry: and Economic Profile*, Philippine Development Journal, Vol. II, No. 5, Oct. 1983, pp. 20-31.

Chiong, Lionel T. *A Study of the Pottery Manufacture in Daro, Dumaguete, Philippines: Its Implications to Ethno-Archaeology*, **M.A.** Thesis, Siliman University, April 1975, pp. 140-142.

Cordova, Romeo, "Philippine Ceramics Industry" *The Philippine Georgraphical Journal*. Vol. 116, No. 3, July-Aug.-Sept. 1972, **p.** 136.

Wind, Yoram and Robertosn Thomas S. "Marketing Strategy: New Directions for Theory and Research" *Journal of Marketing*, Vol. 47, No. 2, 1983, pp. 12-24.

Cook, Victor Jr. Jr. "Marketing Strategy and Differential Advantage", *Journal of Marketing*. Vol. 47, No. 2, 1983, pp. 68-78.