

A STUDY ON CONSUMER BEHAVIOUR ABOUT HANDLOOM PRODUCTS AND ITS MADE UPS

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ABSTRACT

Handloom products are one of the consumer products which form rich heritage of India. They have a long history in India as they have been woven from a very long period. In earlier times when machines were not available to produce fabrics handloom apparels were used and handloom made-up were used for their home needs. But due to the technological development, market is filled with different and innovative products which is satisfying the consumer needs at a very low price. These products are very attractive than the handloom products. Due to this handloom clothes and handmade made-up is decreasing.

INTRODUCTION

Handloom Industry is one of the most important industries as it generates employment for the weaker sections of the society. As per the last handloom census "Handloom Census of India" (2009-10) (1) there are 23.77 lakh handlooms employing 43.31 lakh handloom weavers and allied workers. Handloom sector provides both direct and indirect employment to the handloom weavers. The handloom sector is decentralized, unorganized and rural based which occupies a distinct and unique place in the Indian economy. Major portion of total household units are in rural areas. This industry supports a large section of weavers and allied workers who belong to the weaker sections like SC, ST and OBC. It is labour oriented cottage industry and has no effect on the environment.

Handlooms do not cause noise, air and water pollution. They do not consume power which is scarce these days especially in rural areas where most of the handlooms are located. Natural fibres like cotton, wool, silk and jute are mainly used for making handloom products therefore handloom products are eco-friendly. Handlooms are a traditional product. The North-eastern region has a rich heritage of handlooms, and the government has been laying considerable emphasis in uplifting this sector.

OBJECTIVES OF STUDY

- 1.To examine the elements influencing customers' preferences towards handloom products.
- 2.To study the purchasing pleasure derived out of the handloom product.
- 3.To know the crucial occasion that induces customers to buy handloom products.

LITERATURE REVIEW

Kumudha and Rizwan (2013): Have analysed the level of customer's reaction towards different types of handloom products. They argue that the demand of handloom products lies not only in domestic country but also in host countries. The handloom products have very good quality, but mill made, and power loom fabric does not have. The study suggested that most of the customers having in male population but in future the scope to attract the female population. Most of the population is not aware of the handloom products. Because of that reason the sufficient preventative measure must be taken place to increase the awareness of handloom products.

Jayakody (2009) has identified that handloom schemes play a very important role especially handloom cooperatives in Tamil Nadu. The handloom products are highly costlier than the mill made products, the reason is handloom productivity is very low and wages rate is very high. For all handloom weavers are facing strict competition from power loom and mills. Because of that the government should encourage handloom weavers through rebate subsidy.

Ghosh and Akter (2005): has been investigated on the present situation of the handloom industries in Bangladesh. The objectives of the study were to identify the problems that are related to production and marketing of the handloom industries. It is found that shortage of working capital, high cost of raw material procurement, lack of organizing capability, inadequate technology and efficiency and lack of policy support are major forces which hit the handloom industry.

Deshmukh (2013) concentrated on the analysis of the target customers buying behaviour for handicrafts and handlooms products from Urban Haat project which has been the policy of Government of India's in setting up permanent marketing functions at primal locations in the nation to discard middle agencies. The results indicated that young male and female who are the professionals from middle class family have been the targeted consumers who have higher influence in the purchasing

decision process of handcraft and handloom product. Yet their requirements are not compelling due to cost and various reasons.

Agarwal and Luniya (2009): in their study tried to identify the buying behaviour of women consumer regarding hand woven Kota Doria saris. The study was conducted with women respondent, and it was found that consumers are very much aware about the originality of hand-woven Doria pattern. Floral mode of design, all over woven pattern, multicolour combination, and hand embroidery was most preferred. Most preferred buying venues were shops. Kota Doria and Banaras sarees are equally preferred among hand woven sarees.

Tanushree (2015): Aims to understand the various problems of Handloom Weavers of Varanasi in Uttar Pradesh. The problems are invention of new technology (power loom), capitalist control, drop off in wages, increased price of yarn, and so on. The present study is descriptive in nature. The data have been collected through the in-depth interview, semi structured interview, case study and focused group discussion. The study findings revealed that the handloom weavers of Varanasi have lost their prestigious traditional industry. It has occurred due to the industrialization in all over India. The capitalist production, invention of power loom, increasing price of yarn, low wages and labour problem are pushed to handloom to an end.

Pappeswari and Rajalakshmi (2013): The study shows that the consumer satisfaction towards the role of VOC Co-optex in Tuticorin. The findings revealed that the consumer satisfaction was medium (56%) while the opinion on level of satisfaction of the respondents is independent of age, sex, educational qualification, occupation and monthly income.

Rizwana (2015): Has conducted a study examine the problems faced by the customers with reference to buying an annual product. The main objective is to analyse the problems faced by the customers while buying and using products. The world-famous handloom products of India which has won the hearts of people for generations because of its unique patterns, design, colours, etc. so the government has taken some initiatives to differentiate handloom clothes from mill made products. It is suggested the handloom societies can segregate the colours in three like light, medium and dark. Based on these three categories manufactures can further introduced a greater number of colour combinations to satisfy the customers.

Thirthankar Roy (1999): Examined the small-scale weaving factories in Tamil Nadu and their role in the economic growth. The entrepreneurs of power loom units hailed from handloom group. Handlooms and power looms were used to produce the same goods. Particularly the goods produced in power looms are the items reserved for handlooms, but this has been encroached on successfully by the power looms. He asserted that there are about 1,50,000 handlooms in non-competing items such as highquality silk sarees and bedspreads. It is also suggested that Government intervention should come in the form of financial incentives for efficient productions.

Narasaiah and Krishna (1999): Found that at the production level, the marketing problems of handloom industry was time lag between production and disposal of handloom products; without developing marketing facilities will necessitate protection of the industry for a long time to come at the cost of the public exchequer of labour to their units; weavers facing the problem of lack of skilled labour; problem of payment of higher wages; weavers were very poor in the production of the modern skills; there was a great need to learn modern techniques in weaving activity to get more income; there was a difficulty with the equipment i.e., there was a requisite to familiarise with modern equipment that can generate more income; non availability of raw material and diversity of the marketing agencies due to unorganized condition of the handloom industry.

Shruti Sudha Mishra AK Das Mohapatra: A study on analysing social status of handloom weavers in Tiruvannamalai district' to get an insight about the weavers, impact of weaving occupation on social status and propose a model which influences the social status of the weavers. There are mentions four elements on which the weaver's social status depends i.e., demographic Variables, participations, influence and prestige.

Shalini Sharma: Talks about reviving the handloom culture. She has mentioned about famous personalities like Smriti Irani, Indira Gandhi, Nirmala Seetaram wearing beautiful handloom sarees and standing out in their career.

Dr S Sudailamuthu: Talks about the importance of handloom sectors in India and various schemes available from Government. He is dancing that the Office of the Development Commissioner for Handlooms has been implementing, since its inception in the year 1976, various schemes for the promotion and development of the handloom sector.

Dr R S Sripoorni: Mentions the study of problems faced by handloom industries in India. There is mention of supply of raw materials, high price of raw materials, budget allocations and competitive power looms.

M Sundarapandian: In his book of growth and prospectus of handloom sector of India, he mentions regarding the textile industry contributing to exports, competition from other countries. He also mentions regarding the problem of gap between the consumer and weaver which creates distinctive design problem. He also mentions regarding the marketing problem prevailing in this sector.

DATA COLLECTION PROCESS

Data collection is the process of gathering and measuring information on variables of interest in an established systematic fashion that enables one to answer stated research questions test hypotheses, and evaluate outcomes.

Primary data

A sample of 36 individuals to be given questionnaire that gathers data and their opinions about handloom and its made-ups. The acquired data is used for analysis and interpretations.

Secondary data

The sources of secondary data to be acquired from reliable online sites like google scholar, journals and articles which are published.

Sampling Technique

In this research study simple random sampling is the technique used. This technique is choose to remove selection bias from the data collected.

DATA ANALYSIS

		Frequency	Percentage
Age	Below 20	2	5.5
	20 – 30	24	66.7
	30 – 40	5	13.9
	Above 40	5	13.9
	Total	36	100.00
Gender	Male	9	25
	Female	27	75
	Total	36	100.00
Marital status	Married	13	36.1
	Unmarried	23	63.9
	Total	36	100.00

The survey sample is towards younger age groups, within the 20-30 age range. The majority of respondents are unmarried. Female respondents are ore in number. The majority of respondents fall within the age range of 20-30, constituting 66.7% of the sample. A small percentage (5.6%) represents individuals below 20, while individuals above 40 also constitute 13.9% each. The majority of respondents are unmarried, accounting for 63.9% of the sample

DATA INTERPRETATION

The responses perception on purchase handloom products.

SL.NO	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly Agree	1	2.8
2	Agree	1	2.8
3	Neutral	9	25
4	Disagree	17	47.2
5	Strongly Disagree	8	22.2
TOTAL		36	100.00

From the above table, it is found that 47.2% of the respondents are satisfied with the handloom products, 25.0% of the respondents are having normal and very highly satisfied towards handloom products, 2.8% of the respondents having very low satisfaction on handloom products.

The respondents are aware of different handmade and handloom products available in the market.

SL.NO	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly Agree	1	2.8
2	Agree	1	2.8
3	Neutral	5	13.9
4	Disagree	21	58.3
5	Strongly Disagree	8	22.2
TOTAL		36	100.00

From the above responses received we can say that the awareness of the handloom and handmade products is only 2.8%, where the average respondents have only 13.9% are aware of these products. 22.2% of the population say that they are not aware of handloom made-ups.

The responses are satisfied in purchasing handloom products rather than branded products.

SL.NO	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly Agree	1	2.8
2	Agree	1	2.8
3	Neutral	5	13.9
4	Disagree	21	58.3
5	Strongly Disagree	8	22.2
TOTAL		36	100.00

From the above table 55% of the population is satisfied in buying the handloom and handmade products. 33% of the respondents are satisfied with these made-ups.11.1% of the respondents say that they are not satisfied with handmade products.

The respondents awareness of the reason why the handloom and handmade industry is diminishing.

SL.NO	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly Agree	15	41.7
2	Agree	14	38.9
3	Neutral	5	13.9
4	Disagree	2	5.6
5	Strongly Disagree	-	-
TOTAL		36	100.00

From the above table, the majority of respondents 80.6 strongly agree or agree that they are aware about the reason why handloom products are diminishing. From this we can say that most of the people are aware of the decline in handloom industries.

The respondents are aware of the time consumed in manufacturing handloom and handmade products.

SL.NO	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly Agree	15	41.7
2	Agree	15	41.7
3	Neutral	5	13.9
4	Disagree	-	-
5	Strongly Disagree	1	2.8
TOTAL		36	100.00

From the above,83.4 of respondents strongly agree or agree that they are aware of the time consumed in making handmade products and its made ups. Only 2.8% of the respondents are unaware of the time consumed in making them .

Respondants awareness regarding women from low economical background are benefitted from this industry.

SL.NO	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly Agree	15	41.7
2	Agree	14	38.9

3	Neutral	6	16.7
4	Disagree	1	2.8
5	Strongly Disagree	-	-
TOTAL		36	100.00

From the above,80.6% of the respondents strongly agree or agree that women from low economical background are benefitted from this whereas 2.8% of the respondents strongly disagree that handmade products industries help women from low economic background.

The respondents opinion on prices of handloom and handmade products are relatively less when compared to other made-ups.

SL.NO	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly Agree	7	19.4
2	Agree	15	41.7
3	Neutral	7	19.4
4	Disagree	7	19.4
TOTAL		36	100.00

From the above,61.7% of the respondents strongly agree or agree that the price of handmade goods are cheaper.19.4% of the population disagree upon this above statement.

The respondents opinion on handloom and handmade products are eco friendly

SL.NO	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly Agree	15	41.7
2	Agree	12	33.3
3	Neutral	5	13.9
4	Disagree	4	11.1
TOTAL		36	100.00

From the above,41.7% of the respondents strongly agree that the handloom and handmade products are eco friendly. Other 33.3% agree that they are eco friendly where as 11.1% disagree

Respondents opinion on innovative techniques and methods are the major hindrances for decline in this handmade industry

SL.NO	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly Agree	8	22.2
2	Agree	18	50
3	Neutral	8	22.2
4	Disagree	2	5.6
TOTAL		36	100.00

From the above table, The majority of respondents (72.2%) either strongly agree or agree with the statement. While the majority of respondents are supportive of the statement, there is smaller percentage of respondents who have disagreed.

Respondents opinion on purchase of handloom products because of its historical influence

SL.NO	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly Agree	13	36.1
2	Agree	17	47.2
3	Neutral	3	8.3
4	Disagree	2	5.6
5	Strongly Disagree	1	2.8
TOTAL		36	100.00

From the above table, the majority of respondents 83.3% either strongly agree or agree with the statement. A minimal percentage (2.8%) of respondents strongly disagree with the statement that People are induced in purchase of handloom and handmade products because of its historical influence.

SUGGESTIONS

Promoting Awareness: Since there are quiet significant percentage of respondents who are not aware of handloom and handmade products, we should increase the awareness to promote handloom and its products using various measures like n educational campaign, marketing strategies, and collaborations with influencers.

Addressing Dissatisfaction: For respondents who has expressed dissatisfaction with handloom and handmade products, one should try to understand the reasons behind their discontent, follow-up surveys or focus group discussions will provide insights to areas that will need improvement.

Addressing Decline Concerns: Since a significant proportion of respondents are aware of the decline in the handloom industry, efforts should be made towards addressing the reasons behind this decline. Innovative techniques and methods should be explored and implemented to sustain the industry.

Supporting Women from Low Economic Backgrounds: The respondents positive perception implies that women from low economic backgrounds benefit from the handloom industry, hence initiatives and policies that support and empower these women should be encouraged and promoted for more development of them as well as to encourage handloom industries and its made ups.

CONCLUSIONS

Overall, there is a relatively high level of satisfaction with handloom and handmade product among respondents. There is a gap in awareness, both about the products themselves and the reasons behind the decline in the handloom industry. Efforts should be made to bridge this gap through various measures. There is positive perceptions about the affordability, eco-friendliness, and historical influence of handloom and handmade products. Dissatisfaction in certain areas should be investigated further to identify specific issues and areas for improvement. Involving stakeholders such as artisans, businesses, and policymakers in discussions and initiatives will be crucial for the success of these efforts.

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