

A STUDY ON CUSTOMER ATTITUDE TOWARDS MARKETING OF HANDLOOM PRODUCTS

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ABSTRACT

Handloom industry is the integral part of textile industry in our country. It has passed through different stages of development. In modern days, peoples use more frequently power loom and textile products than handloom products. The handloom business sector focus towards quality, variety, durability, etc. aspects of handloom products so that marketing of their products become easier. Here, is an attempt to make a study on marketing of handloom products.

Keywords: handloom, products, business.

INTRODUCTION

Handloom industry is the largest cottage industry in India, it occupies a place of prominence in the economy of the country. Nearly 1/5th of the total requirement of cloth in the country is provided by this sector, catering to all segments of the markets. The Indian handloom industry has been popular world over for its workmanship. It was a big craze and status symbol in European countries to have Indian handloom products in their homes. Thus, the Indian handloom industry had an excellent past. Its history goes back to the Indus Valley Civilization.

India was a producer of cotton, silk and woollen fabrics for costumes. Indian textiles found their way to many countries for centuries. The creative urge of the people found expression in myriad forms of loveliness and the aesthetic textiles had infinite charm. India's graceful textiles were well known for their colorful weaving, precise details, unique character and design, workmanship, motif and color combinations. History shows that hand weaving has been in existence in India for over five thousand eight hundred years now, Five thousand years ago the people of Mohenjo-daro knew how to grow cotton and spin and weave.

The handloom industry in India has passed through different stages of development. It has passed through the cycles of prosperity and depression. It is a well-known historical fact that India had flourishing handlooms in the early times. The decline of the handloom industry began in the latter days of the Hindu period. It was accelerated during the regime of the Pathan rulers. The supremacy of Indian handicrafts began to decline towards the end of the 18th century. The Industrial Revolution in England during the second half of the 18th century and competition from cheaper English goods owing to the policy of laissez-faire.

The series of widespread famines in the last quarter of the 19th century adversely affected the handloom industry in the country. This attracted the attention of the government, which appointed two commissions, viz., The Royal Commission of 1880 and The Famine Commission of 1898. These two commissions recommended the protection of all crafts to support the people rather than providing them other public works. The Famine Commission of 1901 also made a similar recommendation. The Central Government asked the provincial governments to conduct investigations into important cottage industries like hand weaving.

OBJECTIVES

1. To study the awareness level of customer regarding handloom products.
2. To study the customer idea, opinion, and preferences of handloom products.
3. To study the customer satisfaction towards handloom products.

STATEMENT OF PROBLEM

Handloom products play important role in walk off life of customers. The market exhibit more number of products belong o the product of handloom and power loom. There are exclusively variety of products that are manufacture only in handloom. In modern days, people use more frequently power loom and textile products than handloom products. The use of handloom products and the whole is not only comfortable but also do not create any problem to the users. On the other hand, the use of power loom products either seasonal or short term oriented. For the fact, the using of power loom product are consumers resort to more of this product, the regular day-to-day life other than this fact handloom products do not suffer from other limitations such as non-availability of varieties, colors, designs, etc. Under these circumstances, the customer's attitude towards handloom product was taken.

RESEARCH METHODOLOGY

The area of research was conducted on Coimbatore city. For the purpose of the study both primary and secondary data were used. The primary data is collected by scheduled questionnaire. The secondary data is collected by using various journals, articles and websites. The sample size for the study is taken 150 by using convenience sampling method.

TOOLS AND TECHNIQUES

For this study, the researcher used tools were percentage analysis, weighted average score, and diagrammatic percentage analysis.

REVIEW OF LITERATURE

Jain and Jera (2017)¹, said that handloom is facing multifarious problems the Government of India is supported for the development and improvement of their productivity and marketing viewers are still facing the crisis to find a livelihood. They suggested that weavers should be given proper training and to provide market intelligence so that they can produce handloom textiles, handloom products according to the needs of the customers.

Rizwana (2015)², conducted a study examine the problems faced by the customers with reference to buying an annual products. The main objective is to analyze 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, colors, etc. so the government has taken some initiatives to differentiate handloom clothes from mill made products. The study for that the respondents considered limit color as a predominant problem while buying handloom products. The study that suggested the handloom societies can segregate the colors in three colors like light, medium and dark. Based on these three categories the societies can further introduced more number of color combinations in order to satisfied the customers.

ANALYSIS AND INTERPRETATION

Table-1 Demographic profile of the respondents

Demographic factors		Total no. of respondents	Percentage of respondents
Gender	Male	63	42
	female	87	58
Age group	Less than30 yrs	15	10
	31-40 yrs	51	34
	41-50 yrs	45	30
	Above 50 yrs	39	26
Educational qualification	No formal education	6	4
	School level	45	30
	College level	57	38
	Professional qualification	42	28
Occupation status	Agriculture	30	20
	Business	45	30
	Professional	60	40
	Others	15	10
Marital status	Married	117	78
	Unmarried	33	22
Family monthly income	Less than rs.10000	6	4
	Rs.10001-rs.20000	6	4
	Rs.20001- rs.30000	57	38
	Rs.30001 and above	81	54
Nature of the family	Joint family	33	22
	Nuclear family	117	78
No.of earnings in the family	1	24	16
	2	54	36
	3	51	34
	4 and above	21	14

Source: primary data

From the above table, out of total number of respondents 58% of the respondents belongs to female, 34% of the respondents belongs to the age group of 31-40 years, 38% of the respondents belongs to college level of their educational qualification, 40% of the respondents are belongs to profession of the occupation status, 78% of the respondents are belongs to married as their marital status, 38% of the respondents belongs Rs.20001-Rs.30000 as family monthly income,78% of the respondents belongs to nature of family as nuclear family, and, 36% of the respondents belongs to number of earnings in family is 2 members.

Table-2 Factors that influence to purchase handloom product

factors	level	6 1	5 2	4 3	3 4	2 5	1 6	total	rank
Price	No	48	30	24	18	18	12	612	VI
	Score	288	150	72	54	36	12		
Design	No	42	24	42	30	6	6	648	V
	Score	252	120	168	90	12	6		
Color	No	42	36	30	30	6	6	660	IV
	Score	252	180	120	90	12	6		
Status	No	66	30	24	18	6	6	714	I
	Score	396	150	96	54	12	5		
Comfort	No	54	48	18	12	9	9	699	II
	Score	324	24	72	36	18	9		
Eco-friendly	No	60	36	20	18	8	8	698	III
	Score	360	180	80	54	16	8		

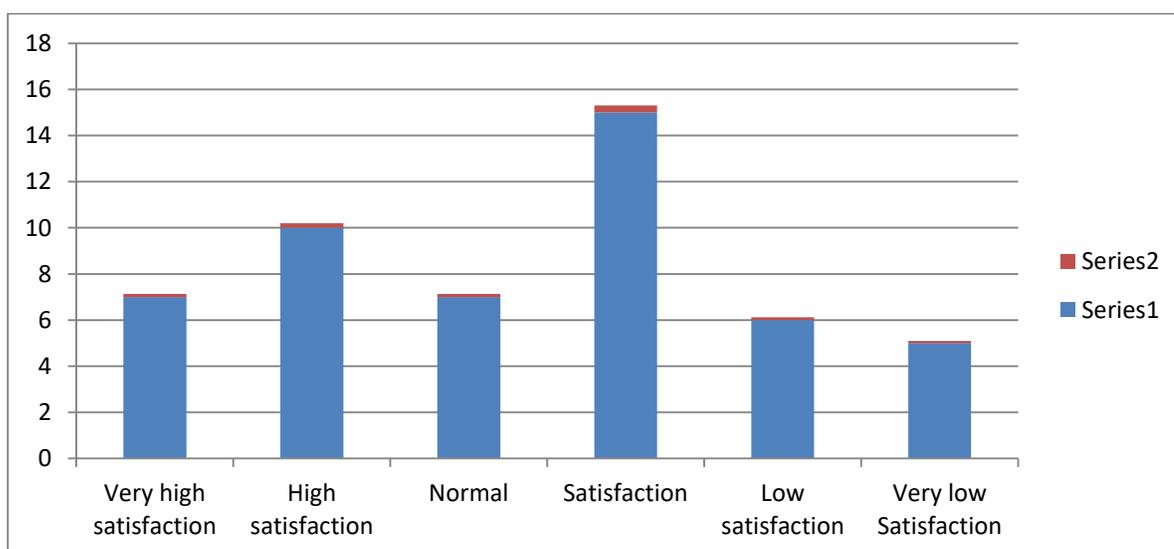
Source: primary data

From the above table, it is found that, the respondents gives top priority to the status, second priority gives to comfort, third priority gives to eco-friendly, fourth priority gives to the color, and fifth priority gives to price.

Table-3 Level of satisfaction towards quality of Handloom Products

Level of satisfaction	Total no. of respondents	% of respondents
Very high satisfaction	21	14%
High satisfaction	30	20%
Normal	21	14%
Satisfaction	45	30%
Low satisfaction	18	12%
Very low Satisfaction	15	10%

From the above table, it is found that 30% of the respondents are satisfied with the handloom products, 14% of the respondents are having normal and very highly satisfied towards handloom products, 10 % of the respondents having very low satisfaction on handloom products.



FINDINGS

1. Majority (58%) of respondents belongs to female, most (34%) of the respondents belongs to the age group of 31-40 years, most (38%) of the respondents belongs to college level of their educational qualification, most (40%) of the respondents are professionals in their occupational status, majority (78%) of the respondents are married, most (38%) of the respondents are earning Rs.20001-Rs.30000 as family monthly income, majority (78%) of the respondents belongs to nuclear family, and, most (36%) of the respondents belongs to number of earnings in family is 2.

2. Majority of the respondents gives top priority to the status, most of the respondents gives second priority to comfort, third priority gives to eco-friendly, fourth priority gives to the color, and fifth priority gives to price.
3. Most (30%) of the respondents are satisfied with the handloom products, most (14%) of the respondents are having normal and very highly satisfied towards handloom products, most (10%) of the respondents having very low satisfaction on handloom products.

SUGGESTIONS

From the above study, it is suggested that, the dealers, manufactures, and advertisers should focus on creating more awareness about the handloom products then only to enable the smooth marketing of such products. It is also suggested that, the price of handloom products is high, hence the manufacturers of such products can make best possible efforts to bring the cost down and try for price reduction for their products. If the customers feel the price is high, the preference of handloom products will be low and it will definitely affect the marketing of those products. But the customer response to handloom product is favorable and that they feel happy to recommend to others. Thus marketing through customers to customers always remain as the best marketing strategy in modern days marketing.

CONCLUSION

The handloom business sector focus towards quality, variety, durability, etc. aspects of handloom products so that marketing of their products become easier. It is also important for them to use appropriate strategy to face competition from the products of power looms and textile sectors. The customer expectations and their satisfaction are two important elements in marketing of handloom products. If these two elements are taken care of, competition will not be a huddle to the business of handloom products. The success in marketing of handloom products is more visible due to the advantage of its utility and comforts that the customers enjoy.

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