

Attitude of consumer towards handloom products with special reference to Trivandrum district

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ABSTRACT

Handloom Industry is the main of textile industry in our country. This textile industry is placed in the 2nd position. It is the largest cottage industries which produce Cotton, Silk, Jute and Khadhi in large number. The popularity of Indian handloom has been growing not only with in our country also around the world. Handloom fabric has a separate feature which other mill made or power loom doesn't have. The distinctiveness of handloom products are compared with other mill made cloths is not known to the customer. Hence the present study is an attempt to understand the customer awareness about handloom products. The present study is descriptive in nature. The data required for the present study is collected mainly from primary sources. Convenient sampling technique was used in the study to select a sample of 50 customers from Trivandrum District, Kerala.

Keywords: Hand loom, customer, awareness, handloom mark

1. INTRODUCTION

Thiruvananthapuram is promoting a large for industrial development. There are 2 central sector 14 state sector, 1 co-operative sector 4 joint sector, and 60 private sector and large scale industries. The Kerala state industrial development corporation engages more than 9262 employees in their various units which spends Rupees 34394 for industrial elevation. There were 901 registered factories which include oil mills, cashew factories, cotton textiles, saw mills, printing units, rubber industrial units, Chemical, match factories, engineering and automobile workshop. The district has some intrinsic merit in handicraft industries too .The product of handicraft has great demand in foreign countries. There are a large number of small scale industries are working in Thiruvananthapuram district. Agro based units 4544 employees were working. 3080 employees were working in forest based units, 980 in animal husbandry, 5058 in pesticide, 1282 in chemical based units 4708 in engineering, 3075 manufacturing and construction material section and 6192 in other industries. There were 1323 in S.C/S.T units and about 6065 women units are available. The industrial area at Pappanamcode and industries development centre at Kochu Veli is encouraging the industrial development in Thiruvananthapuram. Coir and Handloom industries are other important industries in Thiruvananthapuram district. Balaramapuram, Amaravila, Kulathoor, and Chirayinkeezhu are famous for handloom industries. It is estimated that cloths worth Rupees 951 lakhs are annually produced in handloom sector. 20 depots and 5 show room are maintained by Handloom Weavers Corporative society. Customer is a king of every product. They are individuals who buy products for their household consumption or for themselves. Consumer Awareness refers to a sum of information known to an individual about a product. It means buyer's knowledge of a particular product or services which they are going to consume. The consumer may not be aware about the quality of the products which they are going to use. In the present study on customer awareness about handloom products is an effort which is made by the researcher to understand how far Consumer are aware about the handloom products in the existence of other mill made cloths and power loom cloths. Though the handloom products are available in many places whether the consumers can able to buy the genuine handloom cloths is the researcher's question .Hence the present study is to understand the consumer awareness about the handloom products.

Statement of the problem: Poor knowledge of customer about the handloom product make them to purchase other mill made or low quality handloom products. Competitor like power loom and other mill made products influence the customer then handloom products

Objectives of the study: To understand the consumer awareness level and the most powerful source of information and occasion which influence the consumer to buy handloom products

Scope of the study: The present study is made to measure awareness level of customer about handloom products in Trivandrum district. Through this study handloom marketers get knowledge about the awareness level of customer and it helps them to improve their performance standard in creating awareness

Review of literature: Agarwal and Luniya (2013) in their study made an attempt to identify the buying behavior of female consumer regarding handmade Kota Doria saris. The study was conducted with 65 women respondent of age group 30 to 45 years, having family income not less than Rs. 15000 per month. It was found in the study that consumers are very much aware about the originality of hand woven Doria pattern and the knowledge of Geographical Indications patent is very less. Floral mode of design, all over woven pattern, multicolor combination, and hand embroidery was most preferred. Most preferred buying venues were shops. Kota Doria and Banaras saris are equally preferred among hand woven saris.

Jeyakodi (2013) studied the working of rebate scheme schemes in handloom cooperatives in Tamil Nadu. It is stated in the study that the rebate on sales of handloom products falls in the class of subsidies. The handloom goods

are costlier than the mill made cloth and this is for the reason handloom Industry's productivity is low and wage rate is high. It is also said in the study that due to stiff competition the efficiency of the handloom weavers societies are coming down in turn it led the planners to think about the evaluation of performance of such cooperatives in the best interest of the weaver members. This is the reason the government has been supporting this industry through assistance called rebate subsidy.

Vaddi and Bala Krishnaiah (2013) in their study aimed to analyze the consumer awareness and consumer behavior towards khadhi and Handloom products as one of their objectives. It was found from the study that in Andhra Pradesh 65 of consumers were aware about Khadi and Handloom fabrics .Irrespective of the religion, communication and education levels most of the exhibition, mellas and rebate seasons were popularly utilized by all classes of consumers who get attracted by publicity and advertisements, interested by new designs and bright colors.

2. RESEARCH METHODOLOGY

The present study has been conducted in Trivandrum District which is one of the most important handloom centers in kerala. The present study is descriptive in nature and is mainly based on original source of data. Structured questionnaire method was used as a main tool for collecting the primary data. The questionnaire was designed in a way of covering adequate information in all fact of the study. The data describing to demographic profile of the consumers, level of awareness of the handloom producers, source of information of handloom products, awareness about price and handloom mark are collected through structured questionnaire. The needed secondary data was collected from books, magazines, journals, newspapers and websites. For the present study convenient sampling technique was used to select a sample of 50 customers from 6 different handloom center of Trivandrum District.

3. DATA ANALYSIS AND INTERPRETATION

Table.1.Gender of the respondents

Gender	No. of Respondents	Percentage
Male	21	42
Female	29	58

The above table indicates that 58percentage of the respondents are female and 42percentage of the respondents are male

Table.2.Consumer awareness

Awareness of customer	Yes	No	Total
Can able to distinguish handloom materials from other materials	74	26	100
Are you aware about handloom mark	20	80	100
Are you aware about rebate offered for handloom products in market	34	66	100
Availability of handlooms are more than the others	30	70	100

There is a partial awareness among customers about handloom products.

Table.3.Availability of retails

Opinion	No. of Respondents	Percentage
Handloom society	14	28
Handloom exhibition	16	32
Exclusive handloom outlet	12	24
Others	8	16

From the analysis it is revealed that rebate system is widely available in Handloom Exhibition (32 percentage) followed by Handloom Society (28 percentage)

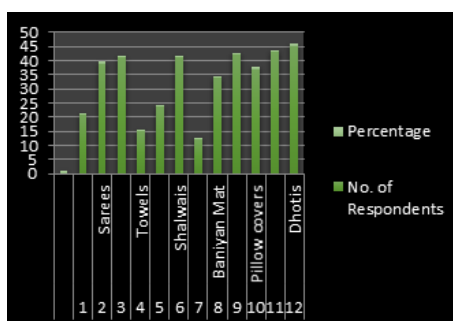
Table.4.Occasion that makes customer to purchase

Reasons	No. of Respondents	Percentage
During Festival	16	32
Special rebate and offer	6	12
When need arises	17	34
During handloom Exhibition	7	14
When salesman approach	4	8

From the analysis it is identified that most of the customer purchase handloom products when need arises and during festival time

Table.5.Awareness about available type of handloom products

Products	No. of Respondents	Percentage
Bed sheets	21	42
Sarris	39	78
Jamakkalam /Carpet	41	82
Towels	15	30
Bed spread	24	48
Shalwais	41	82
Duster cloth	12	24
Baniyan Mat	34	68
Curtains	42	84
Pillow covers	37	74
Lining cloth	43	86
Dhotis	45	90

**Chart.1.Awareness about different types of handloom products**

From the analysis more customers are aware about dhotis, carpet, salwai, lining cloths than other products available in handloom.

Correlation analysis:**Variables:**

1. Pricing policy of marketers
2. Satisfaction level of customer

Hypothesis (ho): There is no significant difference between the pricing policy and Satisfaction level of customer

Hypothesis (h1): There is a significant difference between the pricing policy and Satisfaction level of customer

Table.6.Table showing the pricing policy of marketers and source of information

X (Pricing policy)	Y(Satisfaction level of customer)	X ²	Y ²	XY
15	4	225	16	3600
10	10	100	100	10000
7	6	49	36	1764
10	20	100	400	40000
8	10	64	100	6400
50	50	538	652	61764

$$R = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{[(N\sum X^2 - \sum(X)^2)(N\sum Y^2 - \sum(Y)^2)]}}$$

$$= \frac{5*61764 - (50)(50)}{\sqrt{(5*538 - 50^2)(5*652 - 50^2)}}$$

$$= \frac{308820 - 2500}{\sqrt{(2690 - 2500)(3260 - 2500)}}$$

$$R = 8.061$$

There is a positive relationship between pricing policy and customer satisfaction level in purchasing handloom product

Table.7.Awareness about the handloom products

Sources	No. of Respondents	Percentage
Friends & relatives	4	8
Advertisement	10	20
Handloom society	6	12
Handloom exhibition	20	40
Exclusive handloom outlet	10	20

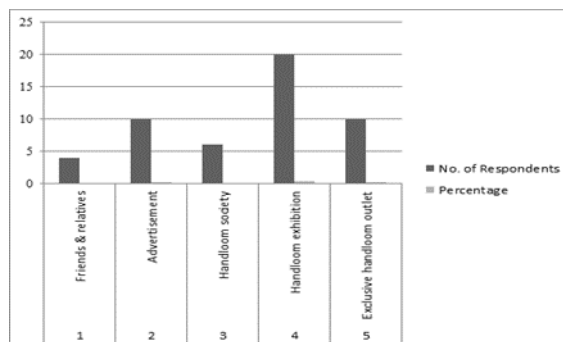


Chart.2.Awareness about the handloom products

From the above chart it is clear that handloom exhibition is the main source of awareness for Handloom Products.

Findings:

- Among 50 number of the customer there are 58 percentage of female it shows that female are more aware than male. 60 percentage of customers are aware about all kind of products provided by the handloom producers.
- 74 percentage of customer can able to differentiate handloom products from other mill made products because of the effort of marketers. Advertising and sales promotion policies are less for handloom products while comparing with other mill made goods.
- Handloom exhibition is highly helping the producer of product for the products sales. Availability of handloom products are less comparing with other mill made products in market.
- 80 percentage of customers are less aware about marks of handloom and logos so they are less conscious about the quality of the product it affect the sale of original handloom products
- There are only few outlet are available for handloom products separately it is one of the reason for defect in sales. Handloom products are very costly comparing to other products so the customer purchase cloths only when need arises.

Suggestions:

- The study reveals that all customers are aware of handlooms but very limited customers are only aware of every product items in handloom product mix and entire details about items. Hence more Sale display has to be made for those products with detail description by Handloom Weavers Cooperative Societies.
- Already we aware that most of the product of handloom s are sold in cash discount still more customers are not aware of the schemes offered to them so more awareness programs should be organized by the sellers and distributors of handloom.
- Awareness program has to be conducted in large to increase the awareness of handloom marks. Salesman of every outlet should take necessary action to sell the product by convincing the customer.
- Producer of the handloom should make products in different color, designs to attract the customer towards handloom products.
- The study says that customers prefer to buy during festivals so it is recommended to offer more promotion activities like special offers, free gifts etc during festival times.

4. CONCLUSION

The above study brings out that consumers are more aware of handloom product but not much aware of descriptions and quality checking methods .Hence enough measures have to be taken place in order to increase the awareness about handloom products. All suggestions are to increase the awareness about the handloom Products and in turn to make it as a sustainable Industry in the mind of customer. The study can be further extended to understand consumer buying behavior and customer satisfaction about handloom products etc.

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