



## STUDY OF CONSUMER PERCEPTION TOWARDS HANDLOOM PRODUCT IN GORAKHPUR

**\*Harivansh Lal Vishwakarma\*\*Dr.Priyanka Rai**

*\*Author, MBA, Centre for Management Studies, Madan Mohan Malaviya University of Technology, Gorakhpur, 273010, U.P.*

*\*\*Co-author, Assistant Professor, Centre for management Studies, Madan Mohan Malaviya University, Gorakhpur, 273010, U.P.*

### ABSTRACT

*The handloom sector plays a very major role in the country's economy. The Present study was conducted with the objective to study the consumer perception toward handloom product, factor influencing consumer ' choice and the level of satisfaction toward handloom products. Outcomes of the study revealed that owning a handloom product brings Swadesh feeling. Additionally, the study reported that availability and exclusive colour of the handloom product play a major role in influencing consumers' choice. In this context, the present study is an effort to analyze the awareness and satisfaction levels of customers while purchasing and using handloom products. Also, the various factors that influence the buying behaviour of handloom customers. The present study has been conducted in Gorakhpur District of Uttar Pradesh. The data required for the present study has been collected from primary sources. A sample of one hundred twenty respondents (Handloom Customers) has been selected by using stratified random sampling from various areas of Gorakhpur District. On the basis of the findings it is strongly suggested that government should make efforts in order to raise the standard of the industry in national as well as international market. Conclusions were also provided. It has attempted to throw a light to customers of Gorakhpur district in Uttar Pradesh about their significance or irrelevant relationship on various factors on awareness and satisfaction on handloom products.*

**Keywords: Consumer, Consumer Awareness, Satisfaction, Handloom Product.**

### INTRODUCTION

Handloom is any loom that is manually operated, different motorized or electrically powered looms. The handloom uses no electricity and is an apparatus on which weavers create fabric by intersecting the warp and weft threads together. The weaving on handloom done through the intersection of warp and weft. The warp is a vertical thread wound on a curler and the weft is a thread at proper angles to warp horizontal thread. The handloom enterprise fulfils one of the basic need e.g. cloths. It plays a vital role in the economy of our country and gives self-employment opportunity to many people in the country. Handloom fabric are an essential part of the heritage of India. It does not only the richness and diversity of our country, but also the artistry of the Indian weavers. Hand-woven fabric are the product of Indian tradition and the inspiration sought from the cultural ethos by the weavers. The tradition of weaving cloth by hand constitutes one of the richest aspects of Indian culture and heritage. The artistry and intricacies achieved in handloom fabrics are unparalleled and unique. Weavers with their skilful blending of myth faith symbols and imagery provide the fabric an appealing dynamism (Rani & Bains, 2014).

The Indian handloom products have a distinct place in the world of fabric. It is not just a cloth material or traditional wear, it is symbolic to the Indian civilization, which is one of the old on the planet. We had long tradition of excellence in making high quality of handloom product with, extraordinary skills and craftsmanship. When there were no such skills available anywhere in the world.

The handloom sector is not only our past glory but also it plays a vital role even in the contest of present Indian economy. In this sector for account for 18.4 percent of the total cloth product produced in the country



(excluding clothes made of wool, silk and spun yarn) and 15 per cent of the total export of the fabric. Over 125 countries are now purchasing handloom product from India.

The handloom area occupies a distinct and unique location within the Indian economy, besides being the biggest generator of non-farm rural employment. While available statistics indicate an financial quarter of sizeable size, there is still titanic cope for growth. The handloom sector is indeed able to exponential growth, with proper identification of its wishes, a reasonable degree of resource input and structural interest.

The Consumers are individuals who purchase products for household consumption or for themselves. Consumer awareness refers to a purchaser's knowledge of a particular product or services which he/she is going to consume. The consumer may or may not be conscious about the originality and quality of the products which he is going to consume. In the present study on customer awareness about handloom products an effort has been made by the researcher to understand how far consumers 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 purchase the genuine handloom cloths is a query. Hence the present study is to understand the consumer awareness about the handloom products.

In the 21st century the handloom industry has declined by 41% due to consumers shifting towards power loom. The need for people to purchase this fabric has increased as the looms in the country have reduced due to inconsistent work.

### **Characteristics of the Handloom Industry**

- It could be very diversified in nature, in phrases of product and relations of production. From weaving hard material for nearby needs to generating various medium and great fabrics for a bigger (typically urban) market, the forms of cloth produced on handlooms are indeed great. Each area is understood for a selected product that is specific in layout and style. The closing isn't a reference to era, however to the very structure of manufacturing itself, viz., to how production is organized. These modes and relations of manufacturing are once more very numerous. There are independent weavers; weavers organized into co-operatives and people running below master weavers. While some areas may be characterized by using one simple mode of manufacturing, a aggregate of kinds and a multiplicity of members of the family of production are usually located someplace else.
- It is able to splendid flexibility in methods, products and geographical shifts. Alterations in the manufacturing process and innovations in product are pretty without problems finished. Unlike land assets that root an character to a given vicinity, a weaver is limited handiest via his ability and, being cell, should shift from one manufacturing base to any other.
- It is decentralized, placed both in rural & city centres. Handloom weaving as an monetary activity present day industrialization. Within the village economy that obtained in the past, weavers catered in the main to neighbourhood needs. Thus, each village, or every cluster of villages, might have some of weaving families. It become additionally market-orientated manufacturing, positioned in large part in weaving centres near port cities, wherein grasp traders organized weaving for export. Sometimes, these had been prepared as karkhanas, or weaving 'factories', but by and large, unlike the exceptionally centralized mill region, handloom weaving nowadays is still dispersed and decentralized in nature.
- It is basically home-based totally; with labour inputs form the entire own family. The 2nd experience wherein the handloom enterprise is decentralized is that it is basically family-primarily based. While weaving sheds do exist on occasion, more significant is the weaver weaving at home, drawing at the labour of all the circle of relatives contributors. In every level of the manufacturing system, whether it is pre loom processing, weaving or finishing every member of the household has a clean function to play. In many methods, it's far just like the subsistence agricultural family that engages in the self-exploitation of labour in an effort to continue to be at the subsistence level.



A proper know-how of those essential characteristics of the handloom enterprise is integral for coverage formulations and introduction of supportive institutional infrastructures. It household-primarily based enterprise, with its low capital and electricity requirements and its potential to provide livelihoods to a huge range of humans, has substantial financial capacity. What is needed is a systematic identity of the heterogeneous nature of its wishes and troubles and the designing of suitably bendy inputs that could tackle those problems. Most of the stairs taken to address such desires as credit score, uncooked cloth and advertising and marketing have had a centralized structure that has been not able to reach out to the intrinsically decentralized nature of the industry. The development of assist structures that would fit the traits of the enterprise is urgently needed nowadays.

### **Indian Handloom industry**

As an economic activity and in terms of employment generation, the handloom sector occupied a place second only to agriculture. This sector is, however is challenged with various issues, inclusive of, outdated technology, unorganized production system, low productiveness, insufficient working capital, traditional product range, vulnerable advertising link main to accumulation of stocks at various degree etc. Indian handloom sector of the textile industry is ancient and has been served the economy well in terms of employment. At present it can play a major role in the quota free trade role by getting rationalized and supported for bringing out with value added and customized, products for consumer all over the world. For it is a right type of support by the Government become unavoidable. Handloom enterprise is the biggest cottage enterprise inside the use. This sector may be very vital from the point of view of its size and employment capacity. It provides direct and indirect employment to over 13 million weavers and is the largest economic activity second only to agriculture. The relevance of the handloom sector in the agrarian economy is massive because of its linkages with crucial and sensitive sectors like agriculture. It uses agricultural product as raw material and, therefore, provides an ever-ready market for agricultural product. Therefore, in an economy where majority of people trust on agricultural sector for their livelihood, the significance of handloom is well understood. It also gives employment to a lot of women and, thus, its play vital role in women empowerment. The strength of this sector is its innovation and dynamic in relating to changing market needs and requirement. Indian fabric industry which include spinning, weaving (and knitting), material processing and garment-making unit, account for approximately one-fifth of India total commercial output in 1994- 95 and about 7 percentage of GDP - percentage of the handloom sub- region in cloth output is round 35 percentage. It sectors additionally contributes nearly 23 percentage of the overall fabric produced.

### **Benefit of handloom Industry**

The handloom enterprise fulfils the fundamental requirement of people. It additionally makes considerable contribution to export and GDP. Its enterprise affords employment in rural as well as city areas. It provides employment directly as well as indirectly. Handloom the largest employment generator after sectors such as agriculture in India. Handloom sector provides employment to 43.31 lakh person engaged for 23.77 lacs handloom. Production in the handloom sector recorded a massive figure of 7116 million square meter in 2013-2014. Apart from being productive, in this sector is also labour intensive. During 2014-2015, production inside the handloom zone become thought to be around 3547 million square meters. That is the sector contributes near 15 percentage of the manufacturing of garments in the country. That also contributes to the export income of the country. Close to 5% of global hand-woven material from India. Handloom sector is lauded for its distinctiveness, ease of manufacturing, openness to improvements adaptability for supplier' requirement and guide for traditions (Ministry of Textiles, 2015).

Customers will be certain of product quality as per specification. Bulk purchaser, exporters will directly source quality fabrics and make India the primary market for authentic hand woven fabrics from the nation. Weaver will be able to garner bulk orders and more wages through direct interaction with the market. It initiative will empower women and weaker section of society. Products identified for handloom branding under the India Handloom Brand are: Saris (Cotton Jamddani, Tangail, Shantipiri, Dhaniakhali) silk (Baluchari, Mugasilk, Sulkuch silk Khandua) Cotton silk sari (chanderi Maheswari, Kota Doria, IIKal, Gadwal, Covai Kora Cotton).

### **Problem faced by Handloom Industry**

The handloom enterprise goes through a few essential hurdles which can be hampering the development of the industries. The main troubles are: final products processed via Handloom are surprisingly priced, availability of



such product is a prime trouble, designs and sample need amendment as according to the continued tendencies, advertisement and promoting is a backdrop for it region, earlier than processing such imparting marketplace surveys are need to examine the need, handloom merchandise lack in time period of customization (Bhutani & Matta, 2014).

According to the Government of India the diverse hurdle in the direction of success of handloom industries are: range of handloom weavers is declining sharply, low productivity in contrast to strength loom and mill region, limited scope of technological up gradation and development in weaving hobby, moving of professional labour to different sectors, more youthful generation isn't always adopting weaving career due to lower wages, hard working circumstance, serious constraint of credit availability (Government of India, 2015). These issues mentioned above must be order so that you can see It region of the industries flourishing.

### **Marketing of Handloom Fabrics**

Marketing of Handloom fabric carried out by means of weaver master weavers, middlemen, co-operative societies and additionally via marketing organisation., like Apex Weavers Co-operative societies, all India Handloom Fabric Marketing co-operative Societies sales and showroom of Handicraft and Handloom export Corporation and so on, furthers, there are business enterprise without delay or indirectly assisting the advertising and marketing centres of handloom fabric for both home and export functions. Some of those organizations are, National Handloom Development Corporation (NHDC), Presently government policies are increasingly influenced by the globalization processes and are related to WTO-induced trade regimes. As the controls on export get liberalized and domestic markets open up, the handloom scenario in the country is likely to undergo drastic changes in terms of skills, input like designs, market trends and changing demands therein. The question is whether these changes include the interests of weavers who are still practicing their traditional skills and knowledge.

Many policies and schemes are being implemented by government for the benefit and welfare of handloom weavers and for the progressive growth of handloom industry which has been providing livelihood for many people directly and indirectly. Yet, the handloom enterprise is still stunning in disaster. Hence an try is made it look at to observe and examine, the manufacturing overall performance and advertising of handlooms fabric as well as various issues and constraints that come across inside the system of weaving fabric on handlooms and in marketing the woven fabrics, greater especially the issues of the weavers are studied. (Sarma, 2005)

### **Online sale of handloom product.**

Consumer's usefulness, ease of use, attitude, behaviour aim, visibility and social influence of on-line hopping of popular product is higher than on line buying of handloom products. Thus, resistance in the market at the same time as figuring out to save handloom merchandise online is evident. Based totally on ranking of consumers; preferences, handloom company ought to pay extensive interest to troubles of transport time, type of products supplied, protection of bills, growing consumer-pleasant web sites and having a supportive, transparent and truthful return coverage. It could be suggested that handloom firm selling their products online could take measures to eliminate risk factor and build trust with the market. Firm could influence consumers through different platforms like social networking sites, ads, promotions, online discounts etc. to let people cross the threshold and start purchasing. They need to make websites that are more user-friendly and less intriguing. Firms should encourage online consumers to spend time exploring the site and comparing prices online, provide detailed product information and member discounts. After-sales operations like, dispute settling and delivery, if carried out promptly would build consumers' faith. Retailers need to reassure patron privacy and financial safety. Retailers should provide the coverage for shoppers that they ordered gadgets and make certain that the products will really be delivered to them. Handloom company need to don't forget patron demographics whilst formulating strategies for targeting potential segment (Sangwan, 2015).

### **Literature review**

Review of the existing literature provides an insight about the various concepts of the topic. Review helps in formulation of problems and selection of appropriate methodology. Following studies have been reviewed to get discernment about consumers' choice, perception and satisfaction level towards the handloom goods.



**Ghosh & Akter (2005)** Ghosh and Akter 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. The study 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 bitterly hit the handloom industry. The study concluded that the industry is facing lot of problems which are leading to the path of extinction of the industry. The recommendation as a whole is made to the entrepreneurs in the market should extend their helping hand to the government and NGOs to pave the way of development for the poor weavers.

**Khurana (2011)** Khurana has tried to gain information and insight into the perception of customers regarding handicraft products. The objectives of the study were to evaluate the overall customer experience in the purchase of handicraft product, to understand the choices, preferences and perspectives regarding handicraft product. The study concluded that consumers are becoming more cautious with their spending. It was put forth that high price and lack of marketing for handicraft products are the biggest drawback to the handicraft item. The study also reported that consumers are less likely to choose handicraft product that have little or no value.

**Pappeswari & Rajalakshmi (2013)** To investigated the significant difference in the satisfaction level of the customer for handloom products with respect to demographic variables. The study concluded that there is no significant relation between demographic variable like age, sex, education qualification occupation or respondent, marital status, size of family, place of residence and their level of satisfaction.

**Rao & Vardhan (2013)** They conducted a study to assess, the problems of handloom market. The study reported that marketing is a major constraint for the handloom sector and the middleman play a major role in selling the cloth to the consumer. Further it has stressed that power loom dominate textile production in India and have encroached the traditional handloom sector. The study suggested that customer satisfaction for handloom product can be increased by reducing the prices, increasing availability improving the quality and colour durability, increasing variety etc.

**Goswami & Jain (2014)** Goswami and Jain has been conducted a study to investigation the problems of handloom industry and further suggest a suitable strategy. The study reported that major problem faced by handloom sector are lack of innovative designs and upgraded loom, low sales at exhibition and poor-quality yarn. The author suggested that the strategies which can help the handloom sector to revive is differentiation.

**Boruha & Kaur (2015)** Boruha and Kaur has been made an attempt to analyse the economics of weavers' cooperative societies in 12 selected districts of Assam. It aimed at finding out the profile, production, marketing and financial management of weaver' cooperative societies. The study revealed that the handloom weaving units continue to be in the grip of problems in spite of the central and state governments having evolved many schemes to uplift the economic condition by providing incentives in the form of grants and loans to impart training on new designs modernization of looms etc. The study suggested that the government should take some serious and rigid steps forth for the evolution of It sector.

### **Objectives of the study**

Present study has been conducted with the subsequent goals:

- To examine the elements influencing customers' preference towards handloom product.
- To study purchasers' notion in the direction of handloom product.
- To study purchasers' pleasure derived out of the handloom product.
- To discover the crucial occasion that induces clients to buy Handloom Products.

### **RESEARCH METHODOLOGY**

The success if any research study depends upon the effective application of suitable and net event methodology. The study entitled to "handloom weavers special net event to Erode area" become carried on out with the following methodology.



### **RESEARCH DESIGN:**

The researcher used descriptive research design. Descriptive research design to one which is concerned with describing the characteristics of a particular individual on a group. The researcher has collected a total sample sign response from handloom in around Erode. The research from handloom in around Erode. The researcher has adopted convenience sampling. Hence based on the convenient of the researcher.

### **DATA COLLECTION:**

Primary data are used to conduct the study and 120 respondents are selected on random basis. The secondary data is collected from, journal, magazines, book, website., etc.

### **TOOLS FOR ANALYSIS:**

Simple average method is the tool used for analysis.

## **ANALYSIS AND INTERPRETATION**

**Table 1: The classification of respondent on basis of purchasing status of handloom product**

Response	Frequency	Percent
Yes	106	88.33
No	14	11.67
Total	120	100

It is apparent from the table and figure that 88.33percent of the respondent are consumer of handloom whereas 11.67 percent of the respondent are not involved in consumption process of handloom goods.

**Table 2: The sources of information for handloom products**

Sources	Yes	No
Friends and Relatives	96 (80)	24 (20)
Advertisement	67 (55.8)	53 (44.2)
Handloom Society	32 (26.7)	88 (73.3)
Handloom Exhibition	84 (70)	36 (30)
Exclusive handloom outlets	46 (38.3)	74 (61.7)

Explain the various sources of information for the handloom goods for the consumers. According to the table friends and relatives are the sources of information to the most the respondent (80 percent) and lowest source of information that respondent agree with are advertisement (55.8 percent) and handloom exhibition (70 percent). The sources of information that the consumers disagree with are: handloom society (73.3 percent) and exclusive handloom society (61.7 percent).



**Table No 3: Factors influencing the Buying decision**

S No	Description	No. of Respondents	Percentage
1	Price	16	13.33
2	Quality	40	33.33
3	Location	6	5
4	Artisan skill	4	3.33
5	Comfort	14	11.66
6	a. Price, b. Quality	10	8.33
7	a. Price, c. Location	3	2.5
8	a. Price, d. Artisan skill	5	4.16
9	a. Price, e. Comfort	7	5.83
10	Quality, c. Location	5	4.16
11	Quality, d. Artisan skill	4	3.33
12	Quality, e. Comfort	2	1.66
13	Price, b. Quality, e. Comfort	4	3.33
	<b>Total</b>	<b>120</b>	<b>100</b>

**Interpretation:** The above table and graph indicates that 37% of the respondents in which Quality is the base for their purchasing decision, 15% of the respondents in which Price is the base for their purchasing decision, 11.5% of the respondents in which Comfort is the base for their purchasing decision, 7.5% of the respondents in which Price and Quality are the base for their purchasing decision.

**Table No 4: Level of customer satisfaction**

S No	Description	No. of Respondents	Percentage
1	Highly satisfied	25	20.33
2	Satisfied	65	54.16
3	Neutral (Neither satisfied nor dissatisfied)	16	13.33
4	Dissatisfied	10	8.33
5	Highly Dissatisfied	4	3.33
	<b>Total</b>	<b>120</b>	<b>100</b>

Interpretation: The above table and graph indicates that 42% of the respondents are satisfied 27.5% of the respondents are neither satisfied nor dissatisfied, 23% of the respondents are highly satisfied, 5% of the respondents are dissatisfied and 2.5% of the respondents are highly dissatisfied with the handloom products.



**SUGGESTIONS:**Based on the results of the study, the following simple, existing and practical recommendations are forwarded:

- It is suggested that co-operative societies, handloom traders and master weavers have to take centre of attention more on sales personnel and also other promotional activities to provide more awareness on handloom products.
- Co-operative societies, handloom traders and master weavers have to conduct more awareness programmes to differentiate the handloom products from power loom and other mill made products and also to increase the customer awareness and the level of customer satisfaction.
- It is also suggested that local government, state and central should come forward to lend a hand the traders and weavers by providing loans, conducting training programs and raw materials.
- The study reveals that Majority of the handloom customers are getting awareness on handloom products through sales personnel, Friends & relatives followed by Trade fairs / handloom exhibitions. Hence it is suggested the handloom traders, Cooperative Societies and Master Weavers to focus more on advertising, sales promotion and other promotional activities to provide more awareness on handloom products.
- Quality is the major factor that influences the purchase decision of handloom customers. Hence it is suggested the weavers to maintain good quality and differentiate the handloom products from the power loom and other mill made products.
- To increase the level of customer satisfaction, the handloom traders, Cooperative Societies and Master Weavers must to focus on creating more awareness through different medium of communication, improvement in quality, provision of discounts & offers, Branding, after sale service, provision for online purchase, packaging etc.

### **Conclusions**

The above study reveals that consumers are not very much aware about the handloom products. Hence sufficient measures have to be taken place in order to increase the awareness of handloom products. Major conclusions of the study are

- The Majority of the handloom customers are getting awareness on handloom products through sales personnel, Friends & relatives followed by Trade fairs / handloom exhibitions.
- Quality is the major factor that influences the purchasing decision of handloom customers followed by price, comfort etc.
- Self-decision is the major provocateurs which influences the purchasing decision of handloom customers followed by the parents, friends and spouse etc.
- The Majority of the customers are opinioned that they are just satisfied with the handloom products with respect to the quality, price, availability, durability, promotional activities etc.

### **REFERENCES**

Data has been collected through various websites, journals, research paper, magazines and newspaper.

Ghosh, & Akter, S. (2005), Handloom Industry on the Way of Extinction: An Empirical study over the PreDominant factors, BRAC University Journal vol. 2(2)

Khurana, C. (2011), A study on consumer reference and satisfaction towards selected handicrafts (with special references to Jaipur city).

Kumuda, A. & Rizwana, M. (2012), Promotion of Handloom Products with Special Reference to Handloom Weavers Co-operative Societies in Erode district, Name *International Journal of Management Research*, Vol 2(1).

Bhutani, P. & Matta, G. (2014), The Indian handloom: boon to the Nation in Jeopardy, *The international Journal of Business & Management*, Yol.2(5).



Goswami, R. & Jain, R. (2014), Strategy for Substantial Development of Handloom industry, *Global Journal of Finance & Management*, Vol.6(2).

Sekar, & Vignesh R. (2014) a study on consumer perception and marketing issues of cottage industry product in Madurai district, *Asia Pacific Journal of Research* Vol.1,pp. 177-184.

Pappeswari, C. & Rajalakshmi S. (2013) consumer' satisfaction level on the role of Vocco-optex of handloom products in Thoothukudi, *Researchjournali's Journal of Marketing Vol. 1*.