International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

Consumer Behaviour Towards Marketing of Kosha Silk Handloom Products in Raipur District of Chhattisgarh State

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A B S T R A C T

The Handloom sector of Chhattisgarh is second largest employment sector after agriculture. Cloth is the one of the basic needs of all individuals in the world. In India Cottage industry is one of the oldest industries in Indian history. The handloom sector immersed a distinct and unique place in Indian economy. The Handloom weavers of Chhattisgarh is famous for hand spinning, hand printing and hand typing etc. Kosha silk Handloom products are symbolic to the Chhattisgarh culture. Chhattisgarh handloom weavers have great excellence and extraordinary skills in making good quality of kosha silk handloom products. In present modern era Consumers of Raipur district prefer Kosha silk handloom products rather than current fashion trends. They give preference to our indigenous domestic kosha silk handloom industry. They have perception that the kosha silk handloom products are medically good for our body and have a superior then other fabric because it has an Aesthetic sense. The use of kosha silk handloom products has a great feeling of homeland and the purchase of kosha silk handloom products satisfy them.

Keywords: Kosha Silk, Chhattisgarh, Handloom weavers, homeland, Consumer, Cottage industry.

1. Introduction

1.1 Handloom Industry

Silk production is a skill, a hard and strenuous job, with high risks and better rewards. Although silk makes up only 0.3% of the world's total textiles, it is valued for certain unique properties by consumer like natural luster, color affinity, hygroscopicity, absorbency, lightness, viscosity, low thermal conductivity, excellent drapeability, which is still called the **queen of textiles**, low static current, low because it is elastic, high strength, and comfortable to wearing. Next to the agriculture sector in India, the handloom industry is one of the most significant sectors since it creates jobs for the most vulnerable members of society. According to the "Fourth All India Handloom Census of India" (2019–2020)[5], In India, there are 31.45 lakh households working in the handloom industry (weaving and related activities). This is an increase from the Third Census, when there were 27.83 lakhs people counted. The handloom industry is rural, fragmented, and disorganized, yet it holds a special place in the Indian economy. The majority of households are situated in rural areas. This industry support most of the weavers and related workers of weaker sections such as SC, ST, OBC. This cottage industry has less impact on environment and completely depends on labor. Handrails do not cause noise, air and water pollution. They do not consume electricity, which is lacking today, especially in rural areas, where most of the handrails are located. Natural fibers like cotton, wool, silk and jute are mainly used to make handicrafts, so the handicrafts are environmentally friendly.

Handloom could be a traditional product. The standard handloom weaving in Asian nation has been unbroken alive by the traditional good weavers. The strength of handloom lies in innovative styles that can't be replicated by the mill products. because of innovative designs and completely different weaving techniques the handloom sector has managed to resist competition from the mill sector within the country. loom is uneven in its flexibility and versatility.

Handloom zone forms part of history of India. It exemplifies the richness and diversity of our artistry of the weavers. The Northeastern region has a wealthy background of handlooms and the authorities has been laying large emphasis in uplifting this area.

1.2 Marketing - Handloom Products

Weavers and middlemen are responsible for marketing handloom goods. There are marketing companies that offer resources directly or indirectly for the promotion of handcrafted goods. These groups include the Apex Society for Handlooms, National Handloom Development Corporation, Weavers Cooperative Societies, and All India Handlooms Fabric Marketing Cooperative Societies. These groups shield the weavers from the dishonest intermediaries and give them chances to sell their goods at fair prices.

1.3 An Introduction of Chhattisgarh

Handloom industry is established as one of the major cottage industries in the Chhattisgarh state. In view of vast scope for employment in the industry and the rich cultural heritage of weaving, handloom weaver and handloom industry are encouraged though various scheme and programs. Chhattisgarh is the twenty sixth state of India created on 1st November 2000, by means of dividing the erstwhile nation of Madhya Pradesh. It has total 33 districts and out of that 16 of districts have Sericulture activities. The states of Chhattisgarh involve in mainly three styles of Sericulture activities viz., Tasar (Kosha), Mulberry & Eri. In this state Janjgir/Champa is the district which are having adequate quantity of tasar (Kosha) silk manufacturing and advertising and marketing machine for which massive variety of Handloom is being utilized and plenty of authority's scheme is also strolling for the useful of rural weavers that livelihood is depend upon this Silk manufacturing device. Chhattisgarh state is famous for tasar (Kosha) silk products like silk sarees, shawls. Janjgir/Champa district called the silk hub of Chhattisgarh.

2. Review of literature

The Handloom industry fulfils one among the essential needs i.e., the cloth. It plays an important role within the economy of our country and provides self-employment opportunity to several people within the country. Marketing of Handloom products isn't only concerned with the flow of Handloom products from the producer to the buyer but also the flow of data from consumer to producer this is often essential for the graceful sale of products. With the assistance of data associated with consumer demand, the producers are going to be ready to produce the proper products, fix the proper price of the products, place the products to the proper channel of distribution and choose right media to speak with the buyer.

2.1 Consumer Behaviour

Consumer's purchase processes begin in their minds, where they search for alternatives among the available goods with their proportional benefits and drawbacks. Internal and external research are a result of this. Consumers decide how to allocate their available resources, such as time, money, and effort, on consumption-related items, including what, why, when, where, and how frequently they buy, use, evaluate, and discard after the purchase. Consumers also decide how such evaluations will affect their purchasing decisions in the future. A consumer's purchasing decision is influenced by a variety of factors, including psychological, social, and economic factors. Compared to other months, the buying behaviours of consumers increase during festival season. Therefore, consumer behaviour is the study of how people make purchases. The primary factor that influences a person's decision to purchase a good or service is their need for it.

Consumers buy goods and services as and when they are needed. Ideas, emotions, experiences, and behaviours of consumers are combined with external environmental elements like commercials, prices, and accolades to form consumer behaviour. It is dynamic method, thanks to the continual changes in concepts, perceptions and activities of consumers as a private or in an exceedingly cluster. (Olson and Peter, 2008)[6].

"The behaviour of consumers in choosing to acquire, utilize or not use, or dispose of, the things which suit their wants," said Chunawalia (2002)[4]. The decision-making process and physical activity involved in purchasing, assessing, utilizing, and discarding goods and services are also mentioned in one of the major analyses under the category "Consumer Behaviour." This concept makes it very evident that consumer behaviour is not merely focused on when things are purchased or services are used; rather, the process begins well in advance of these events. The consumer's thought process begins the purchase process, which results in the discovery of product alternatives. Understanding the consumer's needs, wants, and purchasing patterns is essential to introducing successful products to the market despite the fact that consumer behaviour can be categorized in a variety of ways.

2.2 Need arises evert time

Every time a need arises, a consumer, according to Belch and Belch (2004)[2], searches for a variety of information to aid in his purchase. Personal, professional, public, and personal experience are some of the information's sources.

2.3 consumer buying behaviour

In order to determine whether or if the store concepts, product lines, and business strategies of the companies are adequate towards consumer requirements, Christopher (1989)[3] discusses consumer buying behaviours. While attempting to comprehend how individuals or groups decide to spend their available resources on consumption-related items, the author held the belief that consumer behaviour is unpredictable and always changing. These are elements that affect the buyer before to, during, and following a purchase.

2.4 Consumer reviews

According to (Schiffiman and Kanuk,1997)[8] it includes consumer reviews, packaging, promotion, product presentation, and price.

2.5 Satiate needs and desires

It was defined as the study of the procedures that take place when individuals or groups choose, acquire, utilize, or discard goods, services, concepts, or experiences in order to satiate needs and desires by Solomon and others (2001)[9].

2.6 Influence of Consumer Decision

Consumer behaviour is influenced by the following factors. These are categorized by Kotler and Armstrong (2008)[1] as:

2.6.1 Psychological Factors

Interestingly, although these aspects aren't quite simple to evaluate, human psychology is actually a key factor that affects consumer behaviour. A few crucial psychological elements influencing how consumers behave are as follows:

- Motivation

Actually, a person's motivation develops into a significant defining feature that affects their purchasing habit. Maslow's theory of the hierarchy of needs, which he developed, is a well-known theory of motivation. It lays the groundwork for five different levels of human needs, starting with psychological needs and progressing through safety needs, social needs, esteem needs, and finally self-actualization needs. Our fundamental needs and security demands are typically prioritized above all others among these requirements.

- Perception

When we receive information about a product and analyze it to create a suitable image of a certain thing, our perception is influenced.

Every time we see an advertisement, review, comment, or promotion for a product, we create an impression of it. As a result, how we perceive something greatly influences how we make decisions about what to buy.

- Learning

We gain more knowledge about a product through experience every time we buy it. Our prior information, skills, and experience play a major role in this learning.

This learning may be conditional or cognitive. Conditional learning is when we are repeatedly exposed to a scenario, allowing us to react to it. This contrasts with cognitive learning, where we utilize our knowledge to satisfy our wants and find satisfaction with the object we acquire.

- Attitudes and Beliefs

Each of us holds certain attitudes or convictions that either consciously or unconsciously influence our shopping choices. For instance, whereas your friend might prefer tea because they think caffeine is bad for their health, you might prefer coffee since you think caffeine gives us energy. Our attitudes and beliefs affect how we behave toward a product and are a major factor in creating the brand image of that product. Therefore, knowing a consumer's attitude and belief helps marketers create effective marketing efforts.

2.6.2. Social Factors

We are all social beings; therefore, it stands to reason that the people we are around by will have some influence on our shopping decisions. In an effort to blend in with our environment, we are always trying to imitate other people. As a result, societal influences have an impact on how we make purchases. Among these elements are:

- Family

In reality, our families have a big influence on our purchase decisions. As children, we observe how our families use particular things and develop a predisposition or dislike to them as they continue to use them as we get older.

- Reference Groups

Reference groups are essentially social groups that we identify with. These include acquaintances, a group of friends, acquaintances, schools, professional or playgroups, churches, etc. The individuals in the reference groups typically share a consistent buying pattern and have an opinion leader who has an impact on their purchase decisions.

- Roles and status

of course, the position we occupy in society affects us all. The more status we possess, the more it influences what and how much we buy. For instance, the purchasing habits of a company's CEO and a regular employee would differ.

2.6.3. Cultural factors

The values and ideologies of the society and the community we live in influence the values and beliefs that each of us holds. Our actions are influenced by the culture that is prevalent in that community, whether we are aware of it or not.

Several crucial cultural aspects include:

- Culture

Our cultural elements are essentially the fundamental needs, beliefs, desires, behaviours, and preferences that we notice in our immediate families as well as other influential individuals in our lives and absorb.

- Subculture

We have many subcultures within a given cultural group. These groups hold similar values and convictions. They may include individuals from different racial groups, faiths, castes, and geographical locations. This client group encompasses the whole consumer base.

- Social Class

Every civilization on the planet is identified and known by a particular social class. Our combined family histories, professions, levels of education, and places of living determine this socioeconomic class. Our socioeconomic class is yet another factor that controls how we behave as consumers.

2.6.4. Personal Factors

We all have individual aspects that affect our decisions in addition to social, psychological, and cultural ones. These variables differ from person to person, resulting in a range of perceptions and actions.

Some of these personal factors include:

- Age

One of the key elements influencing our preferences is our age. Teenagers tend to make more colorful and spectacular purchases than do senior people, as is clear. Our middle-aged population is naturally more interested in buying homes, cars, and other real estate.

- Income

Our purchase habits are most definitely influenced by our money. Our purchasing power increases as our income does, and vice versa. A higher standard of living forces us to spend more on luxuries, whereas a lower standard of living forces us to spend more on necessities like food, clothing, and education.

- Occupation

Our choice of products is heavily influenced by our profession. We all have a tendency to buy things that are useful or appropriate for our line of work.

- Lifestyle

One of the key factors influencing our decisions the most is our way of life. Our purchase habits are largely influenced by our lifestyle.

2.7 Personal Factors impact consumer Choice

Consumer choices are typically impacted by a variety of factors, including culture, subculture, socioeconomic class, and personnel considerations**.**

According to Philip Kotler (2008)[7], consumer purchasing decisions are also influenced by personal considerations. Age, income, occupation, way of life, and personality are all taken into consideration. Depending on an individual's age and income level, different products will appeal to them differently.

Hypotheses of the Study

On the basis of review of literature, following hypotheses are developed:

H_1: The awareness level of Consumer regarding Kosha silk handloom products.

H_2: The existing practices and factors that influences the purchase of Kosha silk handloom products.

4. Research Methodology

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The present research is exploratory in nature. Since Consumer behaviors is dynamic in nature and time to time study is required in this area. specially there is a huge gap of empirical and behaviors studies on Consumer in Raipur district. The study tries to find the significance of popular behavior regarding handloom products.

This study is conducted to find out views of Consumer in Raipur district of Chhattisgarh state to know awareness, factors that influences the purchase and Consumer ideas & opinion etc. the respondents selected are of different sectors which will give wider difference in understanding. The scope of the study is limited only to the concerned area of study which cannot be justified for any other place.

4.1 Area of the study

Raipur is an important city in Chhattisgarh state. It is the capital of Chhattisgarh state. It is one of the fastest growing cities in Chhattisgarh and it is a major textile, industrial, commercial, educational, information technology, healthcare and manufacturing hub of Chhattisgarh.

4.2 Source of data

4.2.1 Primary Data

Primary data is information that is collected specifically for the purpose of research project. An advantage of primary data is that it is specifically tailored to the research needs. The source of the primary data is the population sample from which the data collected. The first step in this process is determining the target population. As a next step it is necessary to decide how to represent this population in the study. Normally the major method of collecting primary data is the interview schedule. Interview schedule is basically with a set of carefully designed questions posed to the target population. Hence this method is employed to collect the required data.

4.2.2 Secondary data

This type of data has already been collected by someone else and has already passed through statistical process. This type of data has been collected from books and journal.

4.3 Sampling design

Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample. In practice, the sample size used in a study is determined based on the expense of data collection, and the need to have sufficient statistical power. In complicated studies, there may be several different sample sizes involved in the study. In this research 50 respondents have been selected for collecting the required data. By using convenience sampling method.

4.4 Tools and techniques used

The various tools and techniques used to analyze the data are given below.

4.4.1 Mathematical Tools:

In the present research work, mathematical tools are used. In this method are including the percentage and simple average has been used to analysis and interpretation or collection of data.

A percentage frequency distribution is a display of data that specifies the percentage of observations that exist for each data points. It is particularly useful method of expressing the relative frequency of survey responses and other data the mathematical method is using followings tools are given as below:

a) Percentage Method

It was used to draw specific inferences from the collected data that fulfill the objective of the study.

The formula used was:

$P = Q/R*100$

Were

P = Reading in percentage

Q = Numbers of respondents falling in specific category to be measured

R = Total number of respondents or it is the population

5. Data Analysis and Discussion:

In this, "Consumer Behaviour Towards marketing of Kosha Silk Handloom Products in Raipur District of Chhattisgarh State" is analyzed and interpreted using a sample of 50 respondents chosen from Raipur through an interview schedule consisting of personal profile questions and study-related topics. The following tools are used to categorize and analyze the collected data in accordance with the study's goals.

Any study can benefit from the percentage analysis because it shows how the respondents are distributed across the various categories. When it is expressed as a percentage, comparisons are made easier, and appropriate comparisons are also made for the reader's benefit.

5.1 Gender

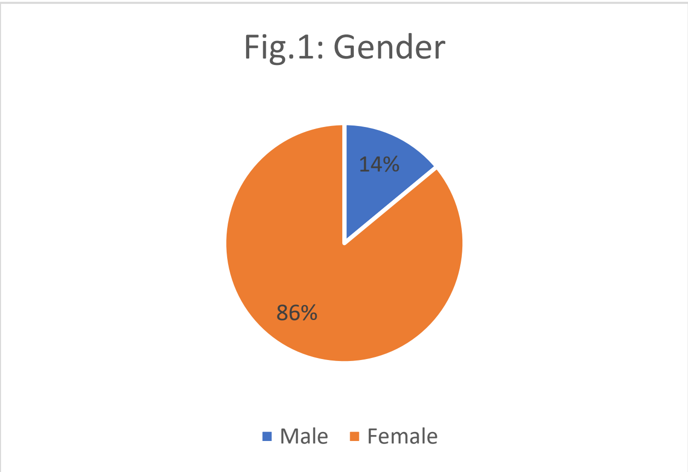
The table 1 describes gender wise distribution of the respondents selected for the study. The gender is classified as male and female.

Table 1: Gender wise distribution of the respondents

Gender	No. of respondents	Percentage
Male	07	14
Female	43	86
Total	**50**	**100**

It is found from the table 1 that out of the total respondents taken for the study, 43 (86%) respondents are female and 07(14%) respondents selected for the study are male.

It is concluded that majority (86%) of the respondents selected for the study are female.



5.2 Age group

The table 2 describes age wise distribution of the respondents selected for the study. The age group of the respondents is classified as less than 25 years, 25-45 years, 46-65 years and 66years & above.

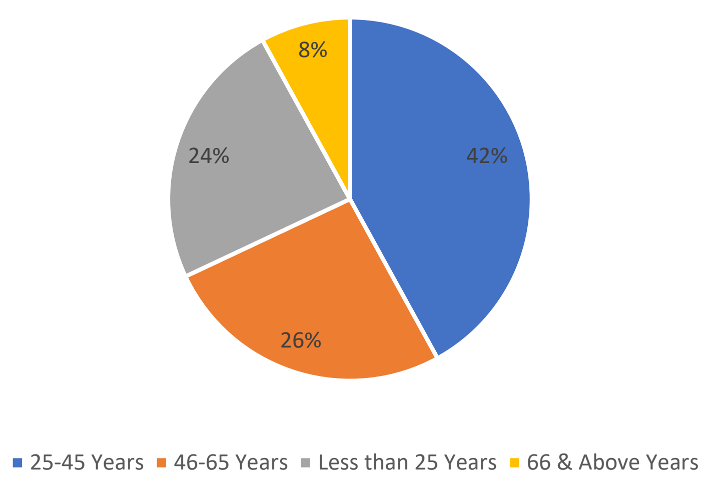
Table 2: Age group wise distribution of the respondents

Age Group (Years)	No. of respondents	Percentage
Less than 25	12	24
25-45	21	42
46-65	13	26
66 & above	04	08
Total	**50**	**100**

It is understood from table 2 that out of total respondents taken for the study, 21(42%) respondents belong to the age group of 25-45 years, 13 (26%) respondents belong to the age group 46-65 years of age, 12 (24%) respondents belong to the age group less than 25 years and 04 (8%) of them 66 & above years.

It is concluded that maximum (42%) of the respondents selected for the study belong to the age group of 25-45 years.

Fig.2: Age Group



5.3 Educational level

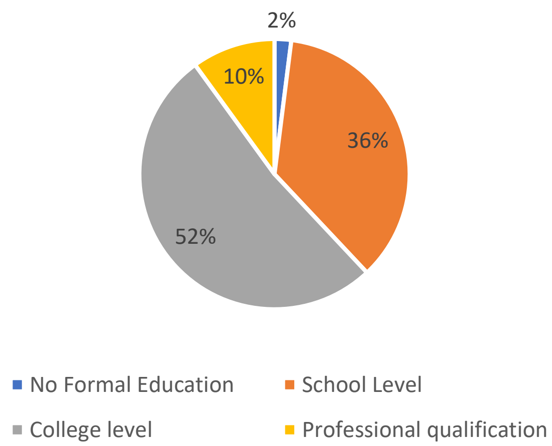
The table 3 describes education wise distribution of the respondents selected for the study. The education of the respondents is classified as no formal education, school level, college level, professional qualification.

Table 3: Educational level wise distribution of the respondents

Education Level	**No. of respondents**	**Percentage**
No formal education	01	02
School level	18	36
College level	26	52
Professional qualification	05	10
Total	**50**	**100**

It is understood from table 3 that 26 (52%) respondents are qualified with college level education, 18 (36%) have school level education, 05 (10%) have professional qualification and 01 (2%) have no formal education.
It is concluded that majority (52%) of the respondents selected for the study are qualified with college level education.

Fig.3: Educational Level



5.4 Occupational status

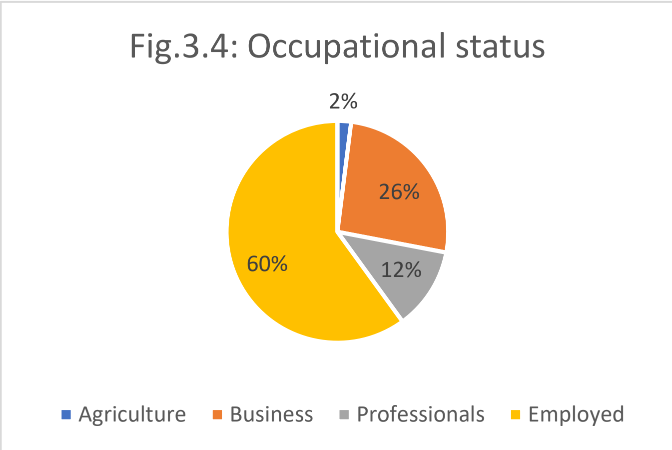
The table 4 describes occupational status wise distribution of the respondents selected for the study. The occupational status of the respondents is classified as agriculture, business, professionals and employed.

Table 4: Occupation wise distribution of the respondents

Occupational status	No. of respondents	Percentage
Agriculture	01	02
Business	13	26
Professionals	06	12
Employed	30	60
Total	**50**	**100**

It is understood from table 4 that out of the total respondents 30 (60%) respondents are employed, 13 (26%) are doing business, 06 (12%) respondents are professionals and 01 (2%) respondents are doing agriculture.

It is concluded that majority (60%) of the respondents selected for the study are employed.



5.5 Monthly family income

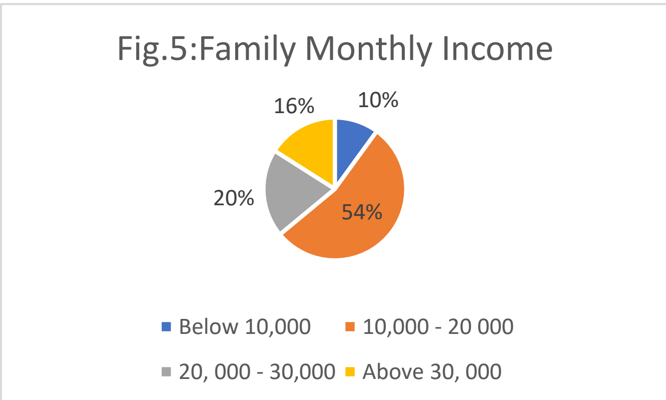
The table 5 describes family monthly income wise distribution of the respondents selected for the study. The family monthly income of the respondents is classified as below Rs 10,000, Rs 10,000 -Rs 20 000, Rs 20 000 - Rs 30 000, & Above Rs 30 000.

Table 5: Family monthly income wise distribution of the respondents

Monthly Family income (Rs)	No. of respondents	Percentage
Below 10,000	08	16
10,000 - 20,000	27	54
20, 000 - 30,000	10	20
Above 30,000	05	10
Total	**50**	**100**

It is understood from table 5 that 27 (54%) respondents have family monthly income of Rs 10,000- Rs 20,000, 10 (20%) respondents have Rs 20,000- Rs 30,000 of family monthly income, 08 (16%) respondents have family monthly income of below Rs 10,000 and 05 (10%) respondents have family monthly income of above 30,000.

It is concluded that majority (54%) of the respondents selected for the study have family monthly income of Rs.10,000-Rs 20,000.



5.6 Marital status

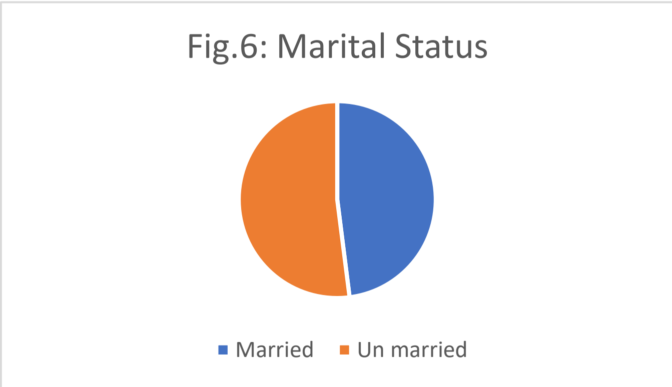
The table 6 describes marital status wise distribution of the respondents selected for the study. The marital status is classified as married and unmarried.

Table 6: Marital status wise distribution of the respondents

Marital status	No. of respondents	Percentage
Married	24	48
Un married	26	52
Total	**50**	**100**

It is found from the table 6 that 26(52%) respondents are unmarried and 24(48%) respondents selected for the study are married.

It is concluded that majority (52%) of the respondents selected for the study are unmarried.



5.7 Size of the Family

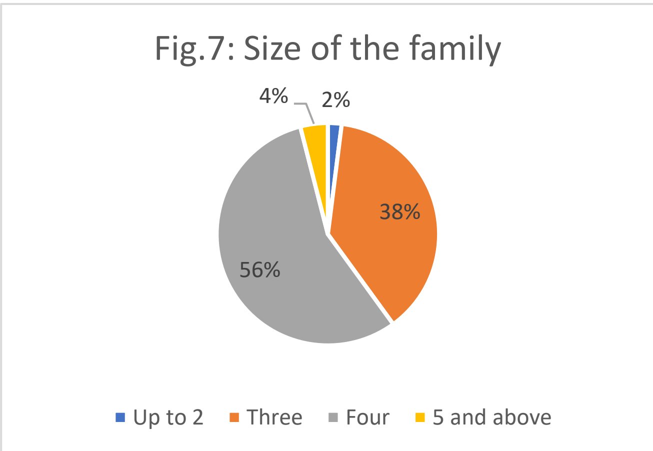
The table 7 describes size of the family wise distribution of the respondents selected for the study. The size of the family of the respondents is classified as up to two, three, four and five & above.

Table 7: Size of the family wise distribution of the respondents

Size of the family	No. of respondents	Percentage
Up to 2	01	02
Three	19	38
Four	28	56
5 and above	02	04
Total	**50**	**100**

It is found from table 7 that 28(56%) respondents have family size of the four, 19(38%) respondents have three members, 02(4%) respondents have five members and above and 01(2%) respondents have up to two members in the family.

It is concluded that majority (56%) of the respondents selected for the study have four members in the family.



5.8 Number of Earning Members

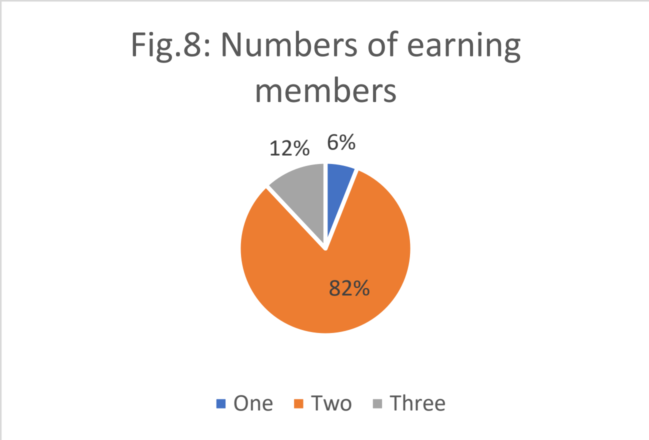
The table 8 describes earning members wise distribution of the respondents selected for the study. The number of earning members of the respondents is classified as one, two and three.

Table 8: Number of earning members wise distribution of the respondents

Number of earning members	No. of respondents	Percentage
One	03	06
Two	41	82
Three	06	12
Total	**50**	**100**

It is found from table 8 that 41(82%) respondents have two earning members in the family, 06(12%) respondents have three earning members and 03(6%) respondents have only one earning member in the family.

It is concluded that majority (82%) of the respondents selected for the study have two earning members in the family.



5.9 Awareness about handloom products

The table 9 describes the sources of awareness about handloom products wise distribution of the respondents selected for the study. The awareness about handloom products of the respondents is classified as advertisement, sales representatives, friends & relatives and handloom exhibition.

Table 9: Sources of awareness about handloom product wise distribution of the respondents

Sources of awareness	No. of respondents	Percentage
Advertisements	09	18
Sales representatives	20	40
Friends & relatives	13	26
Handloom exhibition	08	16
Total	**50**	**100**

It is found from table 9 that 20 (40%) respondents come to know about handloom products through sales representatives, 13 (26%) are aware through friends & relatives, 09 (18%) respondents are aware through advertisements and 08 (16%) respondents are aware through handloom exhibition.

It is concluded that maximum (40%) of the respondents selected for the study come to know about handloom products through sales representatives.

5.10 Media of advertisements.

The table 10 describes advertisement media of the respondents selected for the study. The media of advertisements are classified as notices, leaflets & pamphlets, Posters & Banners, newspapers & magazines, television, radio and internet.

Table 10: Media wise classification of the respondents

Media of advertisements	No. of respondents	Percentage
Notices, leaflets& pamphlets	01	02
Posters& Banners	06	12
Newspapers & Magazines	05	10
Television	18	36
Radio	04	08

Internet	16	32
Total	**50**	**100**

It is found from table 10 that out of those respondents who are aware through advertisements, 18(36%) respondents come to know about handloom products through television, 16(32%) respondents are from internet, 04(08%) respondents are aware through radio, 05(10%) respondents are aware through newspapers & magazines, 06(12%) respondents are aware through posters& banners and 01(2%) respondents are aware through notices, leaflets & pamphlets.

It is concluded that maximum (36%) of the respondents selected for the study aware through television. Period of awareness about handloom products

5.11 Period of awareness about handloom products

The table 11 describes period wise distribution of the respondents selected for the study. The period is classified as up to 3years, 3 to 6years, 6 to 9 years & 9 years and above.

Table 11: Period wise distribution of the respondents

Period of awareness (years)	**No. of respondents**	**Percentage**
Up to 3	05	10
3 to 6	27	54
6 to 9	14	28
9 and above	04	08
Total	**50**	**100**

It is found from table 11 that 27(54%) respondents are aware of handloom product during 3 to 6 years, 14(28%) are aware of 6 years to 9 years, 05 (10%) respondents are aware of handloom products of up to 3 years and 04(8%) respondents are aware of handloom products 9 and above years.

It is concluded that majority (54%) of the respondents selected for the study are aware of handloom products 3 to 6years.

5.12 Level of Awareness towards Handloom Products

The table 12 describes the distribution of respondents based on the level of awareness towards the various handloom products. The handloom products are classified as men's wear, women's wear, bedspreads& curtains, towels & mats and furnishing cloths.

Table 12: Level of awareness towards handloom products

Level of Awareness / Products	**Very high awareness**	**High awareness**	**Moderate awareness**	**Low awareness**	**Very low awareness**
Men's wear	11 (22%)	17 (34%)	13 (26%)	07 (14%)	02 (4%)
Women's wear	17 (34%)	15 (30%)	12 (24%)	04 (8%)	02 (4%)
Bedspreads& Curtains	19 (38%)	16 (32%)	10 (20%)	03 (6%)	2 (4%)
Towels & Mats	18 (36%)	15 (30%)	08 (16%)	08 (16%)	1 (2%)
Furnishing Clothes	19 (38%)	14 (28%)	08 (16%)	06 (12%)	3 (6%)

Note: The values in brackets are in percentage

It is found from the table 12 that out of the total respondents taken for the study, 19(38%), 18(36%), 19(38%), 17(34%) and 17(34%) respondents have very high level of awareness respectively towards furnishing clothes, towels & mats, bedspreads & curtains, women's wear and men's wear.

It is concluded that among the various handloom products considered for the study, furnishing clothes and bedspreads & Curtains (38%) have very high level of awareness among the respondents of the study.

5.13 Buying of handloom products

The table 13 describes buying of handloom products wise distribution of the respondents selected for the study. The buying of handloom products of the respondents is classified as men's wear, women's wear, bedspreads & curtains, Towels & mats and furnishing clothes.

Table 13: Buying of handloom products wise distribution of the respondents

Products	**No. of respondents**	**Percentage**
Men's wear	41	82

Women's wear	49	98
Bedspreads& Curtains	47	94
Towels & Mats	44	88
Furnishing Clothes	43	86

It is known from table 13 that 49(98%) respondents prefer to buy women's wear products, 47(94%) respondents prefer to buy bedspreads & curtains of handloom products, 44(88%) respondents prefer to buy towels &mats, 43(86%) respondents prefer to buy furnishing cloths and 41(82%) respondents prefer to buy men's wear.

It is concluded that majority (98%) of the respondents selected for the study prefer to buy women's wear handloom products.

5.14 Place of buying handloom products

The table 14 describes place of buying handloom products wise distribution of the respondents selected for the study. The place of buying of handloom products of the respondents is classified as directly from the producer/weaver, wholesaler, retailer, handloom society &handloom exhibition.

Table 14: Place of buying handloom products wise distribution of the respondents

Place of buying handloom products	Number of respondents	Percentage
Directly from the producer/weaver	01	02
Wholesaler	18	36
Retailer	20	40
Handloom society	05	10
Handloom exhibition	06	12
Total	50	100

It is found from table 14 that 20(40%) respondents are purchasing handloom products from Retailer, 18(36%) respondents are purchasing from Wholesaler 05(10%) respondents purchase from handloom society, 06(12%) respondents purchase from handloom exhibition and 01(2%) respondents prefer to purchase directly from the producer/weaver.

It is concluded that a maximum (40%) of the respondents purchase handloom products from retailers.

5.15 Mode of Purchase

The table 15 describes mode of purchase wise distribution of the respondents selected for the study. The mode of purchase of the respondents is classified as cash, credit &both.

Table 15: Mode of purchase wise distribution of the respondents

Mode of Purchase	Number of respondents	Percentage
Cash	45	90
Credit	01	02
Both	04	08
Total	50	100

It is evident from table 15 that out of the total respondents, 45(90%) respondents pay cash & credit for buying handloom products, 04(8%) respondents pay cash for buying handloom products and 1(2%) respondent purchase handloom products on credit.

It is concluded that majority (51%) of the respondents buy handloom products for both cash and credit.

5.16 Ranking the respondents based on the factors influence towards handloom products

The table 16 describes the distribution of respondents on the influence towards the various factors as price, designs, colours, status, comfort and eco-friendly.

Table 16: Factors to influence the purchase of handloom products of the respondents

Ranks / Factors	Rank1	Rank2	Rank3	Rank4	Rank5	Rank6	Rank7
Price	01 (2%)	37 (74%)	03 (6%)	02 (4%)	03 (6%)	04 (8%)	0 (0)
Designs	03 (6%)	01 (2%)	11 (22%)	19 (38%)	07 (14%)	09 (18%)	0 (0)

Colours	09 (18%)	02 (4%)	05 (10%)	06 (12%)	19 (38%)	09 (18%)	0 (0)
Status	25 (50%)	02 (4%)	03 (6%)	06 (12%)	05 (10%)	09 (18%)	0 (0)
Comfort	08 (16%)	05 (10%)	06 (12%)	07 (14%)	09 (18%)	15 (30%)	0 (0)
Eco Friendly	02 (4%)	05 (10%)	24 (48%)	10 (20%)	05 (10%)	04 (8%)	0 (0)

The values in brackets are in percentage

It is found from the table 16 that 24(48%), 15(30%), 25(50%), 19(38%), 19(38%) and 37(74%) of the total respondents have given top rank respectively towards the influence, status, colours, comfort, design, price and eco-friendly.

It is concluded among the various factors a maximum of the respondents (74%) has given top rank towards Price.

5.17 More buying of handloom products

The table 17 describes more buying of handloom products wise distribution of the respondents selected for the study. The more buying of handloom products of the respondents is classified as during festival, occasions, summer season, offer/discount time & others.

Table 17: More buying of handloom products wise distribution of the respondents

More buying of handloom products	Number of respondents	Percentage
During Festival	08	16
Occasions	05	10
Summer season	25	50
Offer/Discount time	11	22
Others (three month once etc…)	01	02
Total	50	100

5.18 Frequency of purchase of handloom products/materials

The table 18 describes frequency of purchase of handloom products wise distribution of the respondents selected for the study. The frequency of purchase of handloom products of the respondents is classified as very frequently, frequently, moderately, rarely and very rarely.

Table 18: Frequency of purchase of handloom products/material wise distribution of the respondents

Frequency of purchase of handloom products/material	Number of respondents	Percentage
Very frequently	01	02
Frequently	12	24
Moderately	32	64
Rarely	03	06
Very rarely	02	04
Total	50	100

It is known from table 18 that, 32(64%) respondents moderately buy the handloom products, 12(24%) frequently purchase the handloom products, 03(6%) respondents rarely purchase the handloom products, 01(2%) respondents very frequently purchase the handloom products and 02(4%) respondent purchase the handloom products very rarely.

It is concluded that majority (64%) of the respondents selected for the study moderately purchase the handloom products.

5.19 Frequently buying handloom products

The table 19 describes frequently buying handloom products wise distribution of the respondents selected for the study. The frequently buying handloom products of the respondents is classified as men's wear, women's wear, bedspreads & curtains, towels &mats and furnishing cloths.

Table 19: Frequently buying handloom products wise distribution of the respondents

Products	Number of respondents	Percentage
Men's wear	06	12
Women's wear	49	98
Bedspreads &curtains	14	28

Towels &Mats	07	14
Furnishing Clothes	03	06

It is found from table 19 that 49(98%) respondents frequently buy the handloom products of women's wear, 14(28%) respondents are buying bedspreads &curtains frequently, 07(14%) are buying frequently towels & mats, 06(12%) respondents are buying handloom products of men's wear frequently and 03(6%) respondents are buying handloom products of furnishing clothes frequently.

It is concluded that majority (98%) of the respondents selected for the study are frequently buying handloom products of women's wear.

6. Findings

In this chapter findings of the study are presented based on the opinion of 50 respondents selected for the study.

6.1 Results on personal profile of the respondents

- Majority (86%) of the respondents selected for the study are female.
- Maximum (42%) of the respondents selected for the study belong to the age group of 25-45 years.
- Majority (52%) of the respondents selected for the study are qualified with college level education.
- Majority (60%) of the respondents selected for the study are employed.
- Majority (54%) of the respondents selected for the study have family monthly income of Rs.10, 000-Rs 20,000.
- Majority (52%) of the respondents selected for the study are unmarried.
- Majority (56%) of the respondents selected for the study have four members in the family.
- Majority (82%) of the respondents selected for the study have two earning members in the family.

H1: The awareness level of consumers regarding Kosha Silk handloom products.

Results of descriptive analysis

- Maximum (40%) of the respondents selected for the study come to know about handloom products through sales representatives.
- Maximum (36%) of the respondents selected for the study aware through television.
- Majority (54%) of the respondents selected for the study are aware of handloom products 3 to 6years.
- Among the various handloom products considered for the study, furnishing clothes & Bedspreads& Curtains (38%) have very high level of awareness among the respondents of the study.

H2: To study the existing practices and factors that influences the purchase of Kosha silk handloom products.

Results of descriptive analysis

- Majority (98%) of the respondents selected for the study prefer to buy women's wear handloom products.
- Maximum (40%) of the respondents purchase handloom products from retailers.
- Majority (90%) of the respondents buy handloom products for both cash.
- Among the various factors a maximum of the respondents (50%) has given top rank towards status.
- Majority (50%) of the respondents selected for the study prefer to buy handloom products during summer season.
- Majority (64%) of the respondents selected for the study moderately purchase the handloom products.
- Majority (98%) of the respondents selected for the study are frequently buying handloom products of women's wear.

7. Conclusion

No matter if the items are conventional or modern, marketing is a crucial component of corporate operations. Always remember that what consumers desire today must be created and provided at the necessary level of quality and cost. Any business organization that does not adhere to the aforementioned maxim cannot endure and succeed in the cutthroat market. This maxim is particularly applicable to the textile industry; thus, it is important that they meet all of their consumers' expectations and make an effort to solve any problems they may be having. In order to make marketing of their products easier, the handloom business sector must concentrate on the quality, diversity, durability, and other features of handloom products. In order to compete with the goods produced by power looms and the textile industries, they must also employ the proper strategy. Even if the handloom industry is a traditional one, it is essential that it compete in a market where all items are combined. The manufacturing of handloom products must be planned and designed in a way that meets consumer expectations. Two crucial factors in the marketing of handcrafted goods are the expectations of the consumer and their satisfaction. If these two concerns are addressed, competition won't be a problem for the sale of handcrafted goods.

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