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To Study on Impact & Usage of Handloom Products in Coimbatore District

Ms. Sindhu V [A], Ms.Pavithra R [B] *

[a] Assistant Professor, Sri Krishna Adithya college of arts and science, Coimbatore - 641042
[b] Student, Sri Krishna Adithya college of arts and science, Coimbatore - 641042

A B S T R A C T

This study aims to explore the impact and usage of handloom products in the market. Handloom products are often associated with cultural heritage and are handmade, which makes them unique and attractive. However, the usage and demand for handloom products have declined in recent years due to the availability of cheaper and mass-produced alternatives. The study will use a mixed-method approach, including qualitative interviews and surveys, to gather data from consumers, retailers, and manufacturers of handloom products. The study will also examine the economic, social, and environmental impact of handloom products.

Key words – Handloom Products, Handmade, Mass Produced Alternatives.

1. Introduction

Handloom industry is one of the old and traditional industry, which is the livelihood for millions of rural artisans in our country. Handloom products are well known with their quality, affordability, durability, availability, artisan work etc. In the recent days handloom industry is facing severe problems like switching the customers from handloom products to other machine made products, tough competition from power loom and other mill made cloth producers. Though the government has taken some initiatives to differentiate handloom products from power loom and other mill made products. The customers are finding it difficult to differentiate handloom products from other mill made products.

Today, in Tamilnadu, out of 4.27 lakh handlooms, 2.83 Lakh handlooms are in cooperative fold producing about Rs.450 Crore worth of handloom cloth. of these weavers within the State are organized through 1354 handloom weavers" cooperative societies. Since of these societies were scattered and were unable to plug their handloom individually, formation of a state level apex marketing cooperative was needed to plug procured handloom through the network of outlets in and out of doors of Tamilnadu thus providing ensured marketing support. It's only during this context, the Tamilnadu Handloom Weavers" Cooperative Society Limited, popularly referred to as "Cooptex" was established in 1935. Besides, marketing of handloom, Cooptex also procure yarn from 14 Coop. Spinning Mills of the State and also from the National Handlooms Development Corporation to provide to member societies.

2. Statement of problem

The utilization of handloom items isn't just agreeable yet additionally don't make any issue to the clients. Then again, the utilization of material/power loom items are either regular momentary situated. For the way that, utilizing the material/power loom items are chic, customers resort to purchase a greater amount of these items in the customary day today life. Other than this reality, handloom items don't experience the ill effects of different constraints, for example, non-accessibility of assortments, shading, structure and so forth.

3. Objective of study

- To examine production pattern and the cost structure of handloom industries.
- To analyse the problems & issues of handloom products.
- To analysis the level of consumer awareness about different types of handloom products.

4. Research Questions

- How much money do you spent for buying the handloom products?
- What are the problems faced by the handloom industry to do the handloom products?

- Which type of materials are used in Handloom Products?

5. Research methodology

Research methodology is a way to systematically solving a research problem. Research methodology deals with the research design used and methods used to present the study.

5.1 Sampling design

This study is intended to analyze the Impact and Usage of Handloom Products in Coimbatore City.The study is Descriptive in nature.

5.2 Sample size

175 Questionnaire were distributed out of that 177 questioners were fit for analysis from different respondents in the Coimbatore city.

5.3 Sample area

The area of the study refers to Coimbatore city.

5.4 Data collection

The data is collected from both primary and secondary data.

5.5 sampling tools

- Simple percentage method

- Weighted average method

- Chi square

Review of literature

1. **Shanmuga Priya and Sakthi (2015),** have studied in their research, 'social media a tool for economic empowerment of women' that social media is a part of everyday life and also evolved with technological solutions for entrepreneurial ventures for women. This study also provides a new direction for enabling to provide the necessary technological education that this information era requires.

2. **Rickey Roni Boruah, Satvinder Kaur(2015),** in their research reveals that central and state Govt. have evolved many schemes to uplift the economic conditions by providing incentives in the form of grants and loans to impart training on new designs, modernization of looms, etc. but handloom wearing units continue to be in the grip of problems.

3. **Chaudhary et al, (2015),**The handlooms and power looms have seemed to be an unorganized sector depending on self-finance. The handlooms are used expensive silk yarn; natural dye and skilled labour which increase the cost and price of the product. On the other hand, power looms are used mixed silk, synthetic dyes, bright, polestar, rolex, plastic and unskilled labour. Therefore, the unorganized sectors have necessitated to upgrade technology, modernization, establishment of textile parks to promote a higher level.

4. **Islam and Hossain, (2015),** Technical inefficiency is existed in the handloom sector. The influencing factors are such as capital-labour ratio, education, the experience and age of owners and size of units. In order to reduce technical inefficiency, the handloom sector must be focused on more capital, educated and experienced weavers with a large number of units.

5. **Rizwana(2015),** suggested that societies working towards the development of handloom sector should segregate color coding system as per the market demand in order to deliver better handloom product which can be easily marketable as the color choices selected are based on the demand, which was concluded by segregating the market into three segments in his study.

RESEARCH GAP

The above research papers were only explained about the impact and usage of handloom. But, in this study, I have briefly explained how to improve the inflation of sales, by improving the promotional offers and marketing strategies. It also mainly focuses or the rural areas of Coimbatore city. This study also analysed how to bring new customers and retain old customers by giving sample products of handloom.

6. Analysis and Interpretation

Analysis of data is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusion, and supporting decision-making. Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data are collected and analysed to answer question, test hypotheses or disprove theories.

The following tools were used:

i.   Percentage Analysis

ii.   Weighted average method

iii.   Chi-square Analysis

6.1 Percentage method

Formula = $\dfrac{\text{No. Of respondents}}{\text{Total no. of respondents}} * 100$

Table No:1

Table showing that money spent for Purchase of Handloom products of the Respondents

Money Spent	Frequency	Percentage
Below Rs. 1000	63	36
Rs. 1000 to 2000	65	37
Rs 2000 to 2500	38	22
Rs 2500 & above	11	6
Total	176	100

SOURCE : Primary Data

Interpretation :

The above table shows 37% of the respondents are Rs. 1000 to 0 a2000, 36% of the respondents are Below Rs. 1000, 22% of the respondents are Rs 2000 to 2500 and 6% of the respondents are Rs 2500 & above.

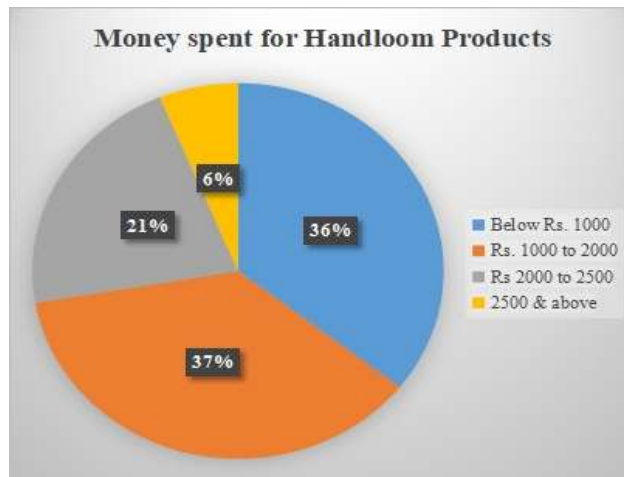Chart showing the Money spent for purchase of Handloom products of the Respondents

Table No:2

Table showing that problems faced by the handloom industry of the Respondents

Problems faced	Frequency	Percentage
Financial support	58	33
Infrastructure	35	20
Location	16	9
All the above	68	38
Total	176	100

SOURCE : Primary Data

Interpretation :

The above table shows 38% of the respondents are All the above, 33% of the respondents are Financial support, 20% of the respondents are Infrastructure and 9% of the respondents are Location.

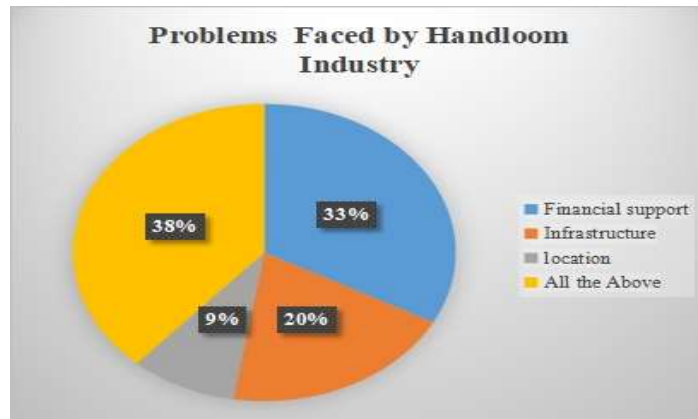Chart showing the Problems faced by Handloom products of the Respondents

Table No:3

Table showing that Material used for handloom Products of the Respondents
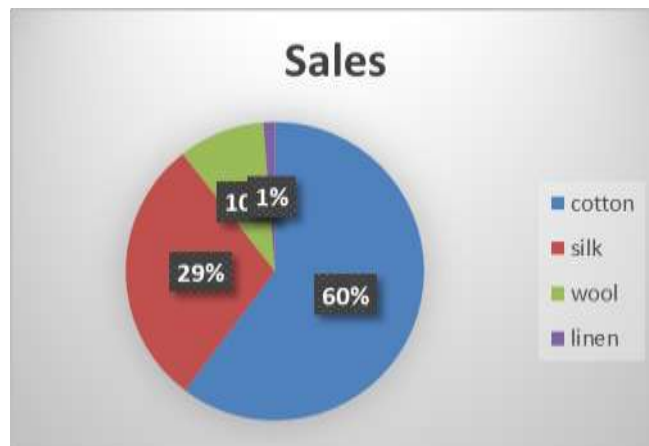
Material	Frequency	Percentage
cotton	102	58
Silk	49	28
Wool	17	9
Linen	9	5
Total	176	100

SOURCE : Primary Data

Interpretation :

The above table shows 58% of the respondents are cotton, 28% of the respondents are Silk, 9% of the respondents are Wool and 5% of the respondents are Linen.

Chart showing Material used for by Handloom products of the Respondents

6.2 WEIGHTED AVERAGE SCORE METHOD

A weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determines the relative importance of each quantity. Weightings are the equivalent of having that many like items with the same value involved in the average. A weighted average score takes different scores, or grades, with assigned weights, or percentages. To calculate a weighted average with percentages, each category value must first be multiplied by its percentage. Then all of these new values must be added together.

FORMULA:

$$\text{Weighted Average Score} = \frac{\text{Total of Rank}}{\text{Total number of Respondents}}$$

Table No:4

Table showing that level of Satisfaction towards using the Handloom products

level of Satisfaction	Satisfied	Highly Satisfied	Moderately satisfied	Dis satisfied	Highly Dis satisfied	Total Score	Weighted Average Score	Rank
Quality	90	61	23	1	2	295	1.66	5
Price	73	58	38	3	5	340	1.92	3
Location	75	43	53	4	2	346	1.95	1
Range of products	67	69	28	10	3	344	1.94	2
product's variety	77	61	29	4	6	332	1.87	4

Interpretation :

The above table shows that the Weighted average score of 1.95% for Location and 1.94% for Range of products, 1.92% for Price, 1.87% for product's variety and 1.66% for Quality.

6.3 Chi square analysis

The Chi square analysis is commonly used for testing relationships between categorical variables. The null hypothesis of the Chi-Square test is that no relationship exists on the categorical variables in the population; they are independent. There are several important considerations when using the Chi-Square analysis to evaluate a cross tabulation .Because of how the Chi-Square value is calculated, it is extremely sensitive to sample size. This can be addressed by always using categorical variables with a limited number of categories.

Formula:

$$\text{Chi – square value}(\textstyle\sum) = \frac{(\text{Observed value – Expected value})^2}{\text{Expected value}} *100$$

$$\text{Expected value} = \frac{\text{Row total * Grand total}}{\text{Grand total}}$$

$$\text{Degree of freedom} = (\text{Row} - 1) * (\text{Column} - 1)$$

Association between education qualification and the importance of promoting the handloom products
Hypothesis

Null hypothesis H_0: There is no significant relationship between education qualification and the importance of promoting the handloom products.
Alternate hypothesis H_1: There is a significant relationship between education qualification and the importance of promoting the handloom products

Table no. 5
Table showing the relationship between education qualification and the importance of promoting the handloom products.

		In your opinion, What is the importance of promoting Handloom Products ?				Total
		To preserve traditional art forms	To support the local artisans	To promote eco friendly products	To encourage handmade products	
Education Qualification	SSLC	3	4	2	2	11
	HSC	7	6	2	2	17
	UG	29	49	31	21	130
	PG	6	2	3	5	16
Total		45	61	38	30	174

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.987[a]	9	.438
Likelihood Ratio	9.287	9	.411
Linear-by-Linear Association	1.015	1	.314
N of Valid Cases	174		

Level of significance = 5% or 0.05

Degree of freedom = 9

Chi-square value X^2 =8.987

Table value = 16.919

Interpretation

In the above analysis, the calculated Chi-square value {8.987} is less than the table value {16.919} at the level of 5% significance. Hence, null hypothesis H_0 is accepted, thus, there is no significant relationship the Education Qualification and Importance of Promoting the Handloom Products.

Association between monthly income and money spent for purchase of handloom products

Hypothesis

Null hypothesis H_0: There is no significant relationship between income and money spent for purchase of handloom products

Alternate hypothesis H_1: There is a significant relationship between income and money spent for purchase of handloom products

	How much money do you spent for buying the handloom products ?				Total
	Below 1000	Rs. 1000 to 2000	Rs 2000 to 2500	2500 & above	
Family Monthly Income — Less than Rs.10000	31	11	5	3	50
Rs.10001 to Rs. 25000	17	35	13	4	69
Rs. 25000 to 30000	8	8	11	2	29
30000 & above	7	11	7	2	27
Total	63	65	36	11	175

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.061[a]	9	.001
Likelihood Ratio	26.825	9	.001
Linear-by-Linear Association	8.704	1	.003
N of Valid Cases	175		

Level of Significance = 5% or 0.05

Degree of freedom   = 9

Chi- square value   = 28.061

Table value   = 16.919

Interpretation

In the above analysis, the calculated Chi-square value {28.061} is More than the table value {16.919} at the level of 5% significance. Hence, null hypothesis H_1 is rejected, thus, there is a significant relationship family monthly income and the Money Spent for Purchasing of Handloom Products.

7. Findings, Suggestion and Conclusion

7.1 Findings

Percentage analysis

➢ 37% of the Respondents are spent the money for Handloom Product is Rs.1000 to 2000.

➢ 38% of the Respondents are faced the problems of handloom industry is financial support, infrastructure, location.

➢ 58% of the Respondents are using cotton material.

Weighted average score analysis

The above table shows that the Weighted average score of 1.95% for Location and 1.94% for Range of products, 1.92% for Price, 1.87% for product's variety and 1.66% for Quality.

Chi square analysis

➢ The educational status has no significant relationship between the perception towards handloom products.

➢ Monthly income has no significant relationship between the satisfaction towards handloom products.

7.2 Suggestion

Conduct a market analysis of handloom products to determine their popularity and demand. This can be done by surveying customers and tracking sales data. Investigate the manufacturing process of handloom products to understand the environmental and social impact of the industry. Conduct case studies of businesses or organizations that promote and sell handloom products to understand effective marketing strategies and business models. Examine the potential for scaling up the handloom industry through entrepreneurship, training programs, and government support. Study the consumer behaviour of those who purchase handloom products, including their motivations for buying and their perceptions of quality. Conduct surveys to understand the awareness of handloom products among consumers and identify strategies for increasing awareness and demand

8.3 Conclusion

Through the research paper entitled, "A study on Impact and Usage of handloom products in Coimbatore district", it is concluded that the demographic variables such as group, gender and occupation are having less impact on the factors of customer satisfaction. The research outcome also indicates that, most of the respondents are females they are comfortable with buying and using of handloom products. From the study it has been found that respondents were aware about handloom brand, purchases handloom products, but very few respondents only can differentiate between handloom products. Customers are also purchasing handloom products due its quality artisan work. Customers are taking decision of purchasing of handloom products with the reference from friends, relatives mostly. There is need to develop educational infrastructure. Government should facilitate easier access of credit from banks and other financial institutions and the promotion of the products of these sectors in domestic and foreign markets.

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