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CONSUMERS PERCEPTION AND SATISFACTION TOWARDS HANDLOOM PRODUCTS

Dr.K.Parimalakanthi¹, Ramya M²

¹M.Com.,M.Phil.,MBA.,PGDCA.,Ph.D.,Associate Professor, Department of Commerce,Sri Krishna Adithya College of Arts and Science, Coimbatore.

²III B.COM A, Sri Krishna Adithya College of Arts and Science , Coimbatore.

ABSTRACT

The handloom sector in India is a unique and vital part of the country's economy, symbolizing the ancient civilization and providing a high-quality cloth material for clothing. Handwoven fabrics are unparalleled in artistry and intricacy, with major items such as sari, dhoti, gamachalam, bed sheets, lungi, shirting, and towels. The production of handloom cloth is concentrated in three states: Tamil Nadu, Andhra Pradesh, and Uttar Pradesh, with Tamil Nadu having the highest concentration of handloom weavers in the country.

Introduction

The sector has been sustained by transferring skills from one generation to another, resulting in its uniqueness, flexibility of production, openness to innovations, adaptability to supplier requirements, and wealth of tradition. An "Indian handloom brand" is an endorsement of the quality of handloom products, including raw material, processing, embellishments, weaving design, and other parameters, earning consumer trust. Domestic marketing is important for providing linkage between producers and consumers, promoting marketing and sales of handloom products both inside and outside the state. Handloom is any manually operated, motorized, or electrically powered loom, which uses no electricity and creates fabric by intersecting warp and weft threads together. Handloom enterprises fulfill basic needs like cloths and play a vital role in the economy, providing self-employment opportunities for many people. Hand-woven fabric is an essential part of Indian heritage, blending myth faith symbols and imagery to create appealing dynamism.

STATEMENT OF THE PROBLEM

Now days, Handloom products play an important role in the economy of the country and acts as a backbone of Indian culture and tradition. Buying behaviour will vary from one consumer to another consumer based on the innovative designs that are provided in handloom products. Handloom products play a role in walk off life of customers. The market exhibits a greater number of products belong to the product of handloom and power loom. There are exclusively varieties of products that are manufacture only in handloom. In modern days, people use more frequently power loom and textile products than handloom products. The use of handloom products and the whole is not only comfortable but also do not create any problem to the users.

OBJECTIVES OF THE STUDY

- To identify the factors that influences the buying behaviour of the consumer towards handloom products.
- To assess the consumers level of satisfaction towards handloom products.

SCOPE OF THE STUDY

The entire study revolves around the factor that influences the buying behaviour of the consumer and examines the consumer perception and analyse the consumer level of satisfaction towards handloom products. The present study is made to measure awareness level of customer about handloom

products in through this study handloom marketers get knowledge about the awareness level of customer and it helps them to improve their performance standard in creating. The study area is helpful to further development and growth in this field.

LIMITATIONS OF THE STUDY

- The sample size is limited to 200 respondents. Hence, the findings cannot be generalized to the whole population.
- In this study only those consumers are considered who are off and on buying and using hand loom products.

RESEARCH METHODOLOGY

Research is commonly known to be search for knowledge. A scientific approach to the research methodology is very much essential to evaluate the research problem systematically. The success if any research study depends upon the effective application of suitable and net event methodology. The study entitled to “handloom products” become carried on out with the Following methodology. Research methodology is the pathway or an approach to get the needed information by locating the data from different sources of primary and secondary data.

ANALYSIS AND INTERPRETATION

Data analysis is the process of developing answers to questions through the examination and interpretation of data. Data interpretation refers to the process of critiquing and determining the significance of important information, such as survey results, experimental findings, observations or narrative reports. Interpreting data is an important critical thinking skill that helps you comprehend text books, graphs and tables.

In this chapter, the analysis and interpretation of the “**Consumers Perception and Satisfaction towards Handloom Products**” is presented based on a sample size of 200 respondents. The collected data are classified and tabulated. The data are analysed using the following statistical tools:

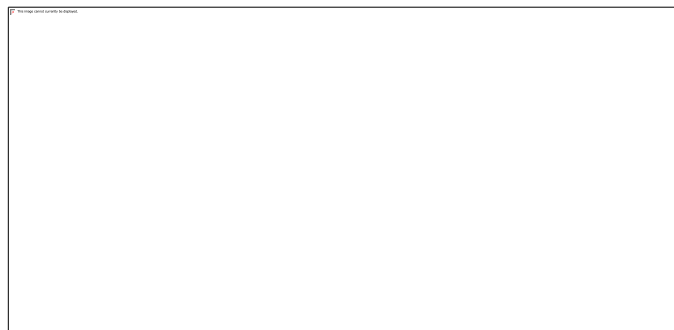
Simple percentage

AGE (YEARS)	NO OF RESPONDENTS	PERCENTAGE
21years -40years	107	53.5
Above40years	57	28.5
Below 20 years	36	18
TOTAL	200	100

Simple percentage

INTERPRETATION:

The above table shows that **18%** of respondents lies between below 20 years of age, **53.5%** of respondents belong to 21 to 40 years and **28.5%** of respondents are above 40 years of age. Hence the respondents in the age group of 21 to 40 (**53.5%**) are more.



FINDINGS

The primary data collected using questionnaire from 200 respondents (both men and women) in Coimbatore city has been analysed and the consolidated results are shown below.

SUGGESTIONS

- Weavers have to change their attitude from traditional to modern. Change of designs as per market requirements, creation of a local brand image, and quality in products. Product innovation and utilization of modern technology in marketing strategies enhance the domestic and international market.
- The government has to implement skill development programs, create awareness on technological changes that are suitable for the handloom industry, financial support for up gradation of technology, providing credit facilities, development of marketing facilities, strategies for ensuring confidence in youth for taking handloom as profession.

CONCLUSION

This research looks at different perceptions of handloom products and it 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. All recommendations are to increase the Customer awareness about the handloom products and in turn to make it as a Sustainable industry. The study can be further extended to understand consumer Buying behaviour of handloom products customer satisfaction about handloom products.

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