

A study on consumer awareness and satisfaction towards handloom products with special reference to Coimbatore district

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Abstract

Handloom industry is one of the very old traditional industry which supports millions of rural artisans in our country. In the recent days the industry is facing tough competition from power loom and other mill made clothe producers. Though the government has taken some initiatives to differentiate handloom clothes from other mill made products, the extent to which it has reached needs to be studied. The customers are finding it difficult to differentiate handloom products from other mill made products. In this context, the present study is an effort to analyze the awareness level of customers while buying and using handloom products. The present study has been conducted Coimbatore district, which is one of the renowned shopping areas. The data required for the present study has been collected from primary sources. A sample of hundred respondents has been selected from customer of handloom products.

Introduction

The world famous handloom products of Tamilnadu which has won the hearts of people for generations because of its unique patterns, design, colour, eco friendliness is facing a major threat from the mill made cloths and power loom cloth .Consumers are individuals who buy products for household consumption or for themselves. Consumer awareness refers to a buyer'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. Customer awareness about handloom products an effort has been made by the respondents to understand how far

consumers are aware about the handloom products in the existence of other mill made cloths and powerloom cloths. Though the handloom products are available in many places whether the consumers can able to buy the genuine handloom cloths is a query .Hence the present study is to understand the consumer awareness and satisfaction towards e handloom products.

Review of literature

Kumudha and Rizwana (2013) attempted to study the level of consumer awareness about different types of handloom products .The study was to examine the Handloom Industry is the integral part of textile industry in our country. The demand and popularity of Indian handloom has been growing not only in our country, but also around the world. The study revealed that Handloom fabric has a unique character which other mill made or powerloom fabric doesn't have. The distinctiveness of handloom products compared with other mill made cloths is not known to the customer. The study suggested that majority of the customers were male and there is more scope to attract female population. This study concludes that consumers are not very much aware about the handloom products and for that sufficient measures have to be taken place in order to increase the awareness of handloom products.

Rayapati raveendra nadh (2013)conducted a study to understand theHandloom Market (Need For Market Assessment, Problems & Marketing Strategy),Handloom is a traditional product. Marketing and distribution system for handloom is also a conventional type. West Bengal, Tamilnadu, Uttar Pradesh, Andhra Pradesh, Assam and Manipur are the major handloom states in India. The study revealed that the handloom sector is not only our past glory but also it plays a vital role even in the context of present Indian economy. This sector accounts for 18.4 percent of the total cloth product produced in the country (excluding clothes made of wool, silk and spun yarn) and 15 percent of the total exports of the fabrics. Over 125 countries are now buying handloom products from India. The study concludes that Government should help in opening more outlet , exhibition and trade fair , loans to setup a shop subsidized the products, relaxation on duties and taxes ,improve the marketing strategy , encourage the mechanization ,special outlets ,implementation of the rules strictly ,outlets at village level / taluk level , better technology for weavers at cheaper rates , discount , competitive customer service etc ,

Nisha Rani and Anupama Bains (2014)in their study about theconsumer behaviour towards Handloom Products in the state of Punjab & Haryana . The high quality of Indian handloom products like Muslin of Chanderi, Silk brocades of Varanasi, Tie & dye products of Rajasthan & Orissa, Chintas of

Machhlipatnam, Himroos of Hyderabad, Kheses of Punjab, Durries of Haryana, Prints of Farrukhabad, Phenek, Tongam & Bottle designs of Assam and Manipur, Maheshwari sarees of Madhya Pradesh and the Patola sarees of Baroda are famous all over. The study revealed that the quality and style of handloom products is attracting foreigners and increasing their knowledge about Indian cultural heritage. In this study, Natural fibres like cotton, wool, silk and jute are mainly used for making handloom products therefore handloom products are ecofriendly. The study found that the customer perception towards handloom products are medically good for skin and have Aesthetic sense. The use of handloom products is effect swadeshi feelings and even the purchases of handloom products satisfy them.

Objectives of the study

1. To study the awareness level of customers regarding handloom products.
2. To study the customers satisfaction towards handloom products.

Results & Discussion

Awareness about handloom products

It is found that 30% of the respondents are in the source of awareness about handloom products of sales representatives, 28% are friends& relatives of source of awareness about handloom products, 25% of the respondents are in the source of awareness about handloom products advertisements and 25% of the respondents are in the source of awareness about handloom products are handloom exhibition. It is concluded that a maximum of 30% of the respondents selected for the study are in the source of awareness about handloom products of sales representatives.

Media of awareness through advertisement

It is found that 28% of the respondents are in the media of aware of Television, 24% are radio of media of aware, 20% of the respondents are in the media of aware of internet,16% of the respondents are in media of aware of posters& banners,8% of the respondents are in media of aware of news papers &magazines and 1% of the respondents are in media of aware of notices, leaflets pamphlets. It is concluded that a maximum of 28% of the respondents selected for the study are in the media of aware of Television.

Level of Awareness towards the Handloom Products

It is found that out of the total respondents 60%, 40% and 30% etc of the respondents have very high level of awareness respectively towards Bedspreads Curtains, Women's wear and Towels & Mats and so on. It is concluded that among the various handloom products consider for the study Bedspreads Curtains 60% have very high level of awareness among the respondents of the study when compare two other products.

Level of Satisfaction towards the Aspects

It is found that out of the total respondents 46%, 45% and 44.83% etc of the respondents have very high level of satisfaction respectively towards durability, availability, quality and so on. It is concluded that among the various aspects consider for the study durability 46% have very high level of awareness among the respondents of the study when compare two other aspects.

Suggestion

- School and college book compulsory including the handloom products related syllabus for increase the awareness.
- Frequently conduct the handloom product related expiations.
- They have to update their models according to consumer needs and wants. Once their needs and wants were satisfied, the consumer will not be switched over to other brands.
- Enlarge their branches to many places. It will increase the number of consumers and the availability of goods is possible.
- Decreasing the price of the handloom products because the price of the product is reasonable to all types of income groups.

Conclusion

The above study reveals that consumers are very much aware about the handloom products but there makes no profit to the handloom seller .customer are satisfying the comparing the mill made and power loom cloth handloom product is best and durability. Its concluded Private and government organization take step for increasing the quality and availability of products.

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