



A Study on Customer Awareness and Satisfaction Towards Handloom Products With Special Reference To Erode District – Tamilnadu

Dr. S. Hariharaputhiran

Dept.Of Commerce, Kristu Jayanti College, Bangalore.

ABSTRACT

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. In this context, the present study is an effort to analyze the awareness and satisfaction levels of customers while buying and using handloom products. Also the various factors that influence the buying behaviour of handloom customers. The present study has been conducted in Erode District of Tamilnadu. The data required for the present study has been collected from primary sources. A sample of Two hundred respondents (Handloom Customers) has been selected by using stratified random sampling from various Taluks and villages of Erode District. Appropriate graphical and statistical analysis is used to derive the interpretations

KEYWORDS : Handloom, Power loom, Customer, Awareness, Customer Satisfaction

1. Introduction

Handloom Industry is the integral part of textile industry in our country. This industry is placed in the second position in terms of provision of livelihood and comes next to agriculture. It is the largest cottage industries which produce Cotton, Silk, Jute and Khadi in large quantities. The demand and popularity of Indian handloom has been growing not only in our country, but also around the world. Handloom fabric has a unique character which other mill made or powerloom fabric doesn't have. But, the distinctiveness of handloom products compared with other mill made cloths is not known to the customer. Hence the present study is an attempt to understand the customer awareness about handloom products, various factors that influence the buying behaviour of customers and the satisfaction levels of customers towards handloom products. The present study is descriptive in nature.

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. In the present study on customer awareness and satisfaction about handloom products, an effort is made to understand how far consumers are aware of handloom products, factors influencing the buying of handloom customers and the overall customer satisfaction towards handloom products. 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 about the handloom products.

2.Objectives of the Study

To study the level of customer awareness regarding handloom products.

To study the factors which influence the buying decision of handloom customers

To study the customers satisfaction towards handloom products.

Research Methodology

The present study has been conducted in Erode District., The present study is descriptive in nature and is mainly based on primary data. Structured questionnaire method was used as a main tool for collecting the primary data. The questionnaire was designed in a methodical way of covering adequate information in all facets of the study. The data pertaining to demographic profile of the consumers, level of awareness of the handloom products, source of information of handloom products, factors influencing customer buying behaviour and level of customer satisfaction are collected through structured ques-

tionnaire. The required secondary data for the study was collected from books, magazines, journals, newspapers and websites. For the present study, a random sample of 200 customers from 10 different taluks in Erode District are selected using Stratified Random sampling technique. Graphical representation and Chi-Square statistical analysis is applied using SPSS to derive the interpretations.

4. Statistical Analysis and interpretations

Chi-Square Analysis:

The Chi-Square analysis is applied to test the consistency of the data. The Chi-Square analysis is applied in this paper to test the consistency of the respondents opinions regarding awareness on handloom products, factors influencing their buying behaviour, satisfaction levels.

The procedure for Chi-Square test for goodness of fit includes

Null Hypothesis (H_0): There is no significant difference between the respondent opinions.

Alternative Hypothesis (H_1): There is a significant difference between the respondent opinions.

The level of significance $\alpha = 0.05$ or 0.01 or 0.1 .

The Test Statistic
$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Where $e_i = \sum O_i/n$

If $\chi^2 \leq \chi^2_{\alpha}$, Accept Null Hypothesis H_0

If $\chi^2 > \chi^2_{\alpha}$, Reject Null Hypothesis H_0

Source of customer awareness about handloom fabrics

Null Hypothesis (H_0): there is no significant difference among the various sources of customer awareness regarding handloom products.

Alternative Hypothesis (H_1): there is a significant difference among the various sources of customer awareness regarding handloom products.

Calculations

	Observed N	Expected	Residual
	(O_i)	N(E_i)	
Sales personnel	73	33.3	39.7

Advertisements	20	33.3	-13.3
Friends and relatives	61	33.3	27.7
Trade fairs / handloom exhibitions	41	33.3	7.7
Sales personnel, Friends and relatives	3	33.3	-30.3
Sales personnel, Trade fairs / handloom exhibitions	2	33.3	-31.3
Total	200		

Test Statistics

	Source of awareness about handloom fabrics
Chi-Square(χ^2)	134.320 ^a
Df	5
Asymp. Sig.	0.05

Inference:

The calculated value of χ^2 is 134.320, the critical value of χ^2_{α} at 5 df is 11.07.

Since $\chi^2 > \chi^2_{\alpha}$, Reject the null hypothesis H_0 .

Hence, there is a significant difference among the various sources of customer awareness regarding handloom products

Factors influencing the buying decision

Null Hypothesis (H_0): there is no significant difference among the various factors which influences the buying decision of handloom customers.

Inference:

The calculated value of χ^2 is 298.550, the critical value of χ^2_{α} at 12 df is 21.026,

Since $\chi^2 > \chi^2_{\alpha}$, Reject the null hypothesis H_0 .

Hence, there is a significant difference among the various factors which influences the buying decision of handloom customers.

5.4 Provocation of Purchasing decision

Null Hypothesis (H_0): there is no significant difference among the various people who provoke the purchasing decision of handloom customers.

Alternative Hypothesis (H_1): there is a significant difference among the various people who provoke the purchasing decision of handloom customers.

Calculations

	Observed N (O _i)	Expected N(E _i)	Residual
Self	124	22.2	101.8
Spouse	10	22.2	-12.2
Parents	34	22.2	11.8
Children	6	22.2	-16.2
Friends	19	22.2	-3.2
Self, Spouse	3	22.2	-19.2
Self, Children	2	22.2	-20.2
Self, Friends	1	22.2	-21.2

Self, Spouse, Parents	1	22.2	-21.2
Total	200		

Test Statistics

	Provocation of Purchasing decision
Chi-Square(χ^2)	566.980 ^a
Df	8
Asymp. Sig.	0.05

Inference:

The calculated value of χ^2 is 566.980, the critical value of χ^2_{α} at 8 df is 15.507,2 2

Test Statistics

	Level of Customer Satisfaction
Chi-Square(χ^2)	108.050 ^a
Df	4
Asymp. Sig.	0.05

Inference:

The calculated value of χ^2 is 108.050, the critical value of χ^2_{α} at 8 df is 9.488.

Since $\chi^2 > \chi^2_{\alpha}$, Reject the null hypothesis H_0 .

Hence, there is a significant difference among the opinions of handloom customers towards their satisfaction levels.

6. Analysis Summary

The statistical analysis can be summarized as

S.No	Hypothesis and Relationship	Test	Critical Value (0.05)	Calculated value	Verification results
1	H_0 : there is no significant difference among the various sources of customer awareness regarding handloom products.	Chi-Square test	11.07	134.32	Reject H_0
2	H_0 : there is no significant difference among the various factors which influences the buying behavior of handloom customers.	Chi-Square test	21.026	298.55	Reject H_0
3	H_0 : there is no significant difference	Chi-Square	15.507	566.98	Reject H_0

	among the various people who pro-vocate the purchasing decision of hand-loom customers.	Square test			
4	H ₀ : there is no significant difference among the opinions of hand-loom customers towards their satisfaction levels.	Chi-Square test	9.488	108.05	Reject H ₀

7. Conclusions

The study reveals that consumers are not very much aware about the handloom products.

Major conclusions of the study are

Majority of the handloom customers are getting awareness on hand-loom products through sales personnel, Friends & relatives followed by Trade fairs / handloom exhibitions.

Quality is the major factor that influences the buying 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..

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..

8.Suggestions

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 buying 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, thehandloom 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..

It is suggested the weavers to Develop new variety of new handloom products to match with all segments of customers and on par with the latest trends.

More awareness programmes has to conduct to differentiate the handloom products from the power loom and other mill made products and also to increase the awareness among the customers.

Finally the central, State and Local governments have to take the measures to protect the handloom products from the power loom and other mill made products and also to assist

the weavers and traders by providing loans, subsidiarized raw materials, conducting training programs, weaver welfare activities etc..

9.References

1. Malmarugan, D (2008) Influential power of word of mouth for purchase of sarees, Indian Journal ofMarketing, Volume .38, Issue. 6, pp 50-58
2. Vaddi,S and Balakrishnaiah,B.(2009). Study Of Khadi And Handloom Industry of Andhra Pradesh, India - Focus on marketing strategies and Consumerism, retrieved from <http://www.scribd.com/doc/16688873/Apkhadi-Handlooms>
3. Agarwal ,S &Luniya,V. (2009).A Study On Awareness, Preferences &Buying Behaviour Of Women Consumer Regarding Hand Woven Kota Doria Sari, International Referred Research Journal, Vol.(1),pp 115-117.
4. Jeyakodi ,K (2009,February). Working of rebate scheme schemes in handloom cooperatives in Tamilnadu., Tamilnadu Journal of cooperation.,pp55-59
5. Dr.a.kumudhaRizwana. M - "Consumer awareness about handloom products with special reference to erode district"Journal of marketing and consumer research - an open access international journal.vol 12013 Pp 17-21.
6. Rayapatiraveendranadh, -"Handloom Market (Need For Market Assessment, Problems & Marketing Strategy)", - international journal of emerging research in management &technology. Volume-2, issue-5,May 2013. Pp 6-11.
7. Nisha Rani and AnupamaBainsDr,"Consumer Behaviour Towards Handloom Products In The State Of Punjab & Haryana", International Journal of Advanced Research in Management and Social Sciences, 2014, Vol. 3.
8. Kumar, PM, Sultana, S and Pillai, M, K (2010). Strategies to Improve Sales of Handloom Products with Special Reference to Punducherry, Tecnia Journal of Management Studies ,Vol. 4 , No.2 , pp. 16-25
9. Dr. Rizwana. M ,International Journal of Business and Administration Research Review, 2015,Vol 2 ,No10, P 56.
10. Philip Kotler, Kevin Lane Keller, " Marketing Management", Prentice Hall; 12 edition (January 1, 2006)
11. David L. Loudon & Albert J. Della Bitta, "Consumer Behaviour", McGraw-Hill, 2009.
12. M. Khan, "Consumer Behaviour", new age international publications, 2015,
13. Michael R.Solomon, "Consumer Behaviour - Buying, Having, and Being", Prentice Hall; 10 edition (January 6, 2012)
14. MeenuAgarwal, "Consumer Behaviour and Rural Marketing in India", New Century Publications, 1st Edition 2009.
15. <http://www.handlooms.nic.in>
16. <http://www.thehandloomsschool.org>
17. <http://www.aphandtex.gov.in>
18. <http://www.apcofabrics.com>