



A Study On Factors Influencing Consumers To Buy Handloom Products And Their Awareness About The Problems Faced By The Handloom Weavers

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Abstract: Handloom is the term in which the different types of textiles are Woven by the weavers all across the world. Handloom products play a great role in textile and fashion. The present study is to observe whether everyone knows about the term handloom or not. Because some may even not know the term handloom exists. This study helps to analyse the factors which influence the consumers to show interest in handloom products and preference of buying handloom products. It also helps to analyse the consumer's thinking and comments about problems faced by the handloom weavers in day to day life in general.

Keywords: *Handloom, Consumer awareness, Problems by handloom weavers, Factors influencing consumers.*

INTRODUCTION

Handloom segment is an old concept and has been considered as an integral part of the textile industry in India. As a result, the handloom industry is the next position after agriculture. It is one of the largest segments that produces Cotton, Silk, Jute, and Khadi in huge quantities. Handloom products are very good in demand especially in India, not only in domestic countries but also in host countries.

Handloom is a traditional weaving craft practised by generations of artisans to create attractive textile designs. The concept of handloom industry includes the process of operation by hand, of a wooden structure which is called the loom. Handloom weavers are facing a severe livelihood crisis because of adverse government policies, globalisation and changing socio-economic conditions. Raw Material supply and prices, Infrastructure and Investment, Design developments, Market for products, Patenting designs/selections, Free export/import trade opportunity, Cooperative system, Budget allocations, unfair competition from mills and power looms, Wages, employment and livelihood issues and other factors must be managed properly.

Consumers as persons buy the products for family consumption. Consumer Awareness refers to whether the consumers are satisfied or not, the buyer's knowledge of a particular product or product services which the people are going to consume.

OBJECTIVES OF THE STUDY

1. To study the consumer awareness on the term handloom products.
2. To study the most important source of information which influences the consumer to bring handloom products.
3. To study the level of problems faced by the handloom weavers.

METHOD OF THE STUDY

The main objective of the present study has been conducted about handlooms. 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 facts of the study. The structured questionnaire was distributed to the respondents to collect required information for primary data. The data pertaining to demographic profile of the consumers, level of awareness of the term handloom, source of information about customer buying behaviour and customer Attitude and Satisfaction, level of awareness about the problems faced by the handloom weavers are collected through structured questionnaires. The secondary data have been collected from books, magazines, journals, newspapers, and websites. In this study a sample of 100 customers is selected.

The research method used for the study is a combination of qualitative and quantitative methods.

Variables:

The variables in the present study are classified as

1. Independent variables
2. Dependent variables

1.Independent variables

- Age
- Gender
- Qualification

2.Dependent variables

- Study about the consumer's awareness on the term handloom.
- Study about the factors influencing consumers' perception on buying handloom products.
- Study the consumer's opinion about problems faced by the handloom weavers.

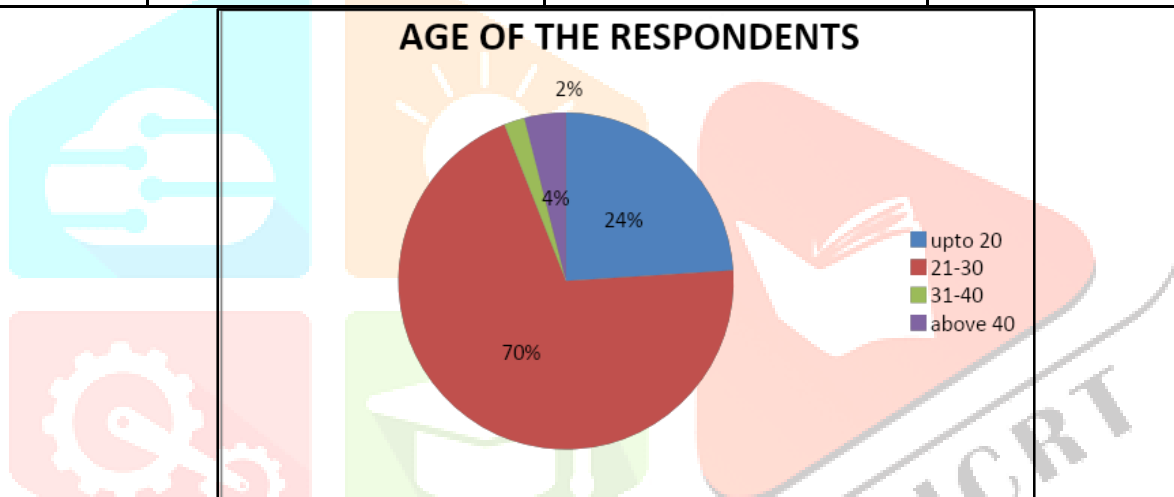
RESULTS AND DISCUSSIONS

This research was undertaken to study consumer awareness and their preferences and interests on handloom products. Each and every individual has their own interest towards handloom products. Some may know or some may even not know the handloom products themselves.

AGE OF THE RESPONDENTS

As much as 24% of the respondents belonged to age group upto 20, 70% of the respondents belong to age group 21-30, 2% belonged to age group 31-40 and 4% of the respondents are from age of 40 and above. From the given table it can be noted that the majority of the respondents 70% were of 21- 30 years of age.

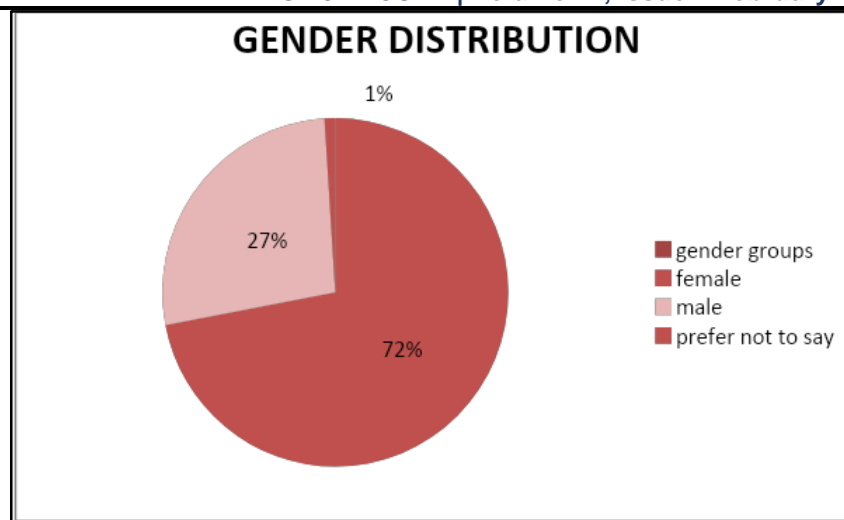
S.NO	AGE	RESPONDENTS	PERCENTAGE
1.	upto 20	24	24%
2.	20-30	70	70%
3.	30-40	2	2%
4.	Above 40	4	4%



GENDER DISTRIBUTION

Among 100 respondents, as may be seen there the females constituted about 72%, male constituted about 27% and prefer not to say constituted about 1%.

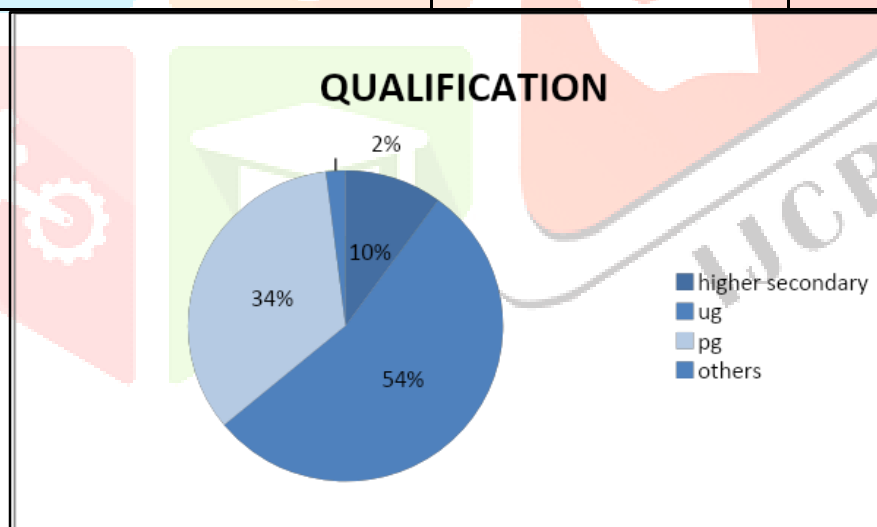
S.NO	GENDER	RESPONDENTS	PERCENTAGE
1.	MALE	27	27%
2.	FEMALE	72	72%
3.	PREFER NOT TO SAY	1	1%



QUALIFICATION

Among the respondents, about 10% are completed Higher secondary, 54% are completed UG, 34% are completed PG and 2% are chosen by others.

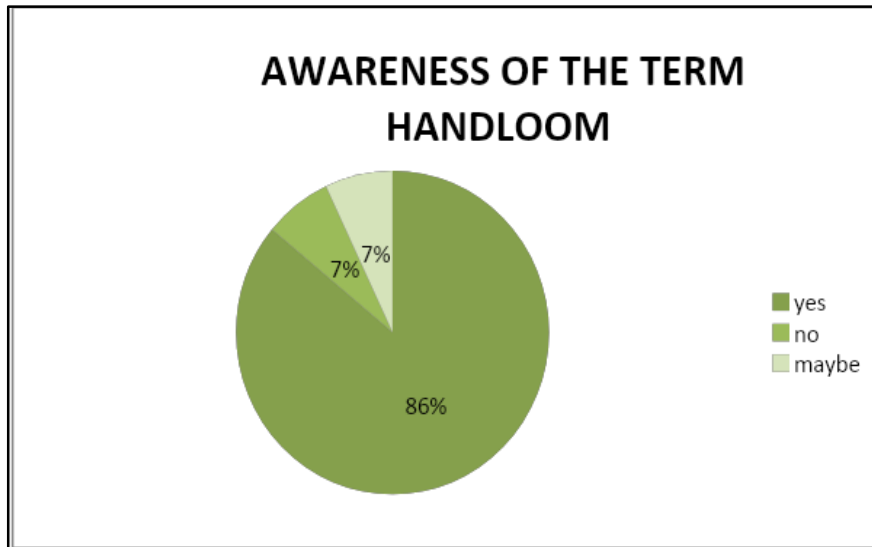
S.NO	QUALIFICATION	RESPONDENTS	PERCENTAGE
1.	HIGHER SECONDARY	10	10%
2.	U.G	54	54%
3.	P.G	34	34%
4.	OTHERS	2	2%



AWARENESS OF THE TERM HANDLOOM

Among the respondents, as we can see 86% of respondents said Yes, 7% of respondents said No and 7% of respondents said Maybe.

S.NO	AWARENESS OF THE TERM HANDLOOM	RESPONDENTS	PERCENTAGE
1.	YES	86	86%
2.	NO	7	7%
3.	MAY BE	7	7%

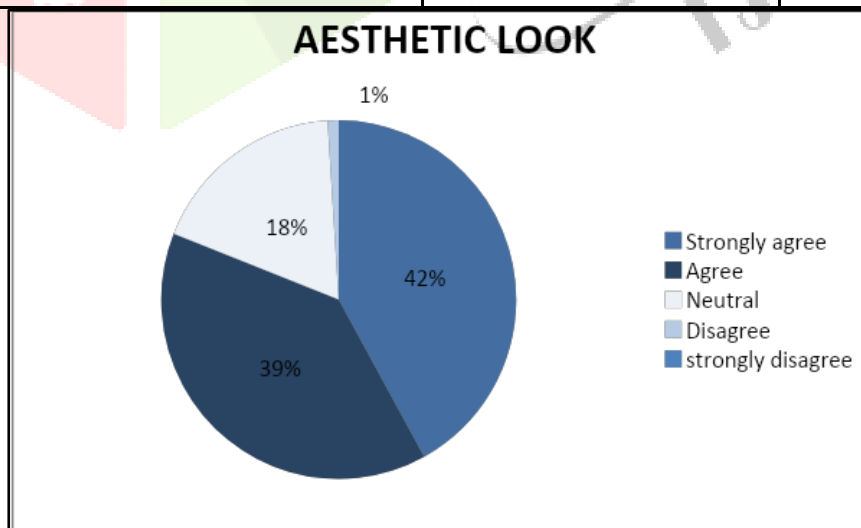


FACTORS INFLUENCING CONSUMERS PERCEPTION ON BUYING HANDLOOM PRODUCTS:

AESTHETIC LOOK

The below table and figure illustrates that 42% chose Strongly agree, 39% chose Agree, 18% chose Neutral, 1% chose Disagree, 0% chose Strongly disagree.

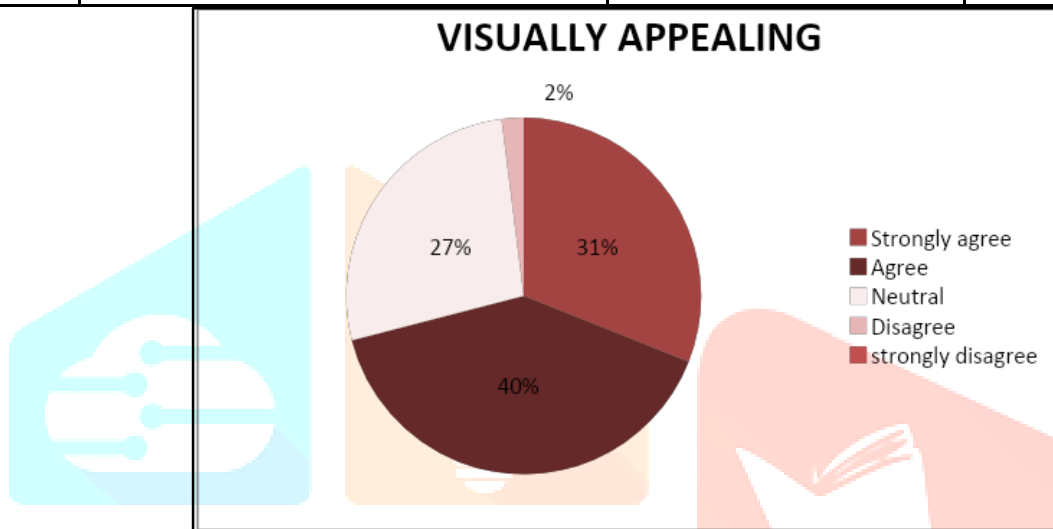
S.NO	AESTHETIC LOOK	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	42	42%
2.	AGREE	39	39%
3.	NEUTRAL	18	18%
4.	DISAGREE	1	1%
5.	STRONGLY DISAGREE	0	0%



VISUALLY APPEALING

The below table and figure illustrates that 31% chose Strongly agree, 40% chose Agree, 27% chose Neutral, 2% chose Disagree, 0% chose Strongly disagree.

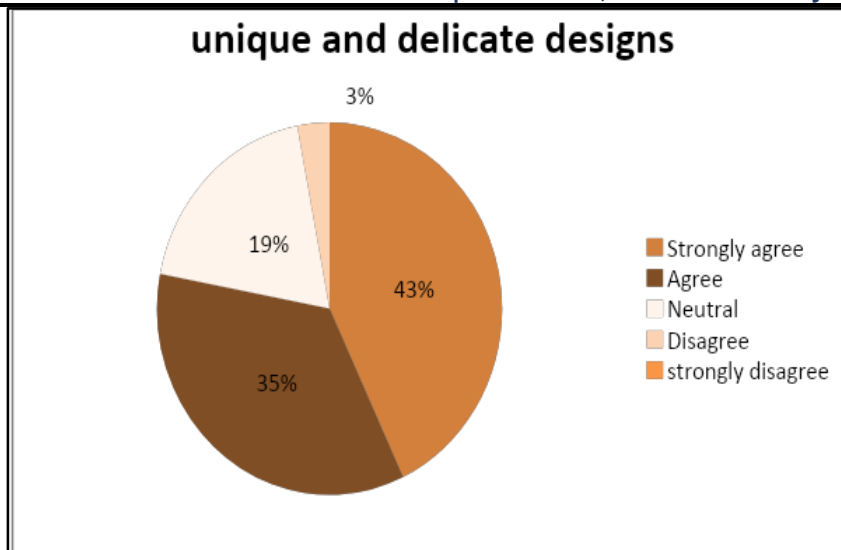
S.NO	VISUALLY APPEALING	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	31	31%
2.	AGREE	40	40%
3.	NEUTRAL	27	27%
4.	DISAGREE	2	2%
5.	STRONGLY DISAGREE	0	0%



UNIQUE AND DELICATE DESIGNS

The below table and figure illustrates that 43% chose Strongly agree, 35% chose Agree, 19% chose Neutral, 3% chose Disagree, 0% chose Strongly disagree.

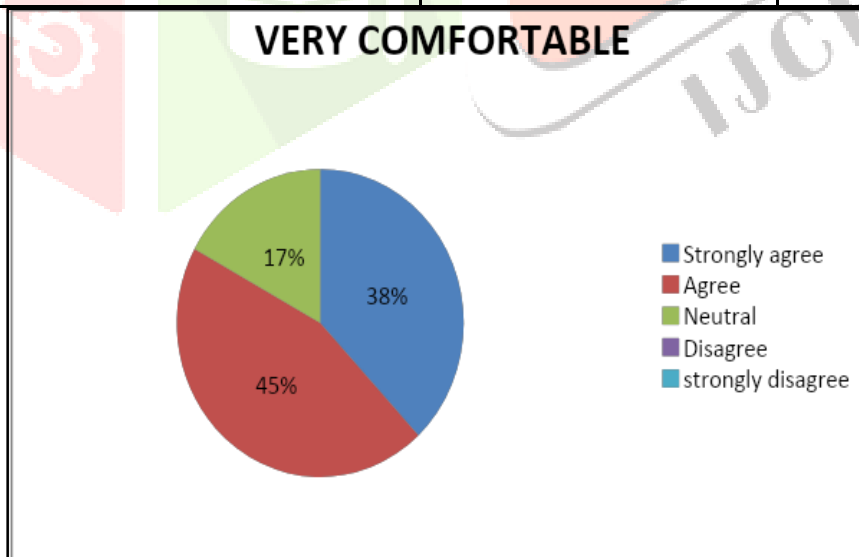
S.NO	UNIQUE AND DELICATE DESIGNS	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	43	43%
2.	AGREE	35	35%
3.	NEUTRAL	19	19%
4.	DISAGREE	3	3%
5.	STRONGLY DISAGREE	0	0%



VERY COMFORTABLE

The below table and figure illustrates that 38% chose Strongly agree, 45% chose Agree, 17% chose Neutral, 0% chose Disagree, 0% chose Strongly disagree.

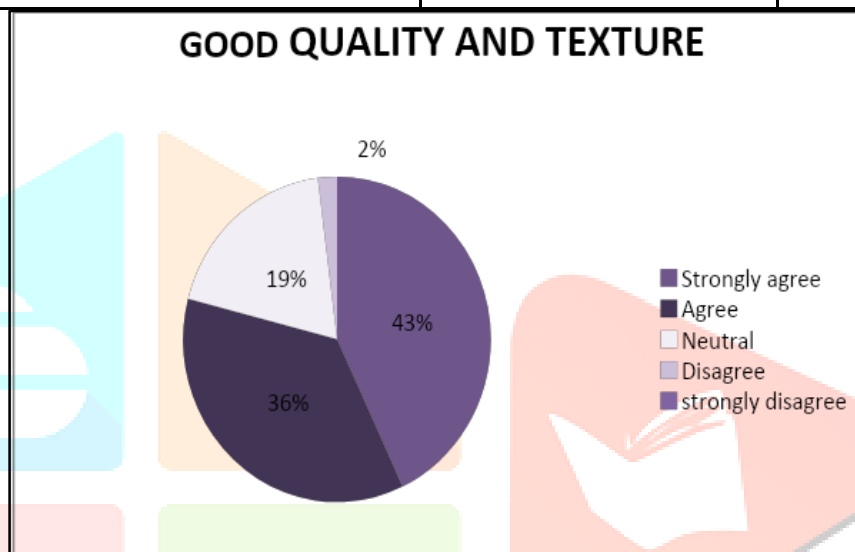
S.NO	VERY COMFORTABLE	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	38	38%
2.	AGREE	45	45%
3.	NEUTRAL	17	17%
4.	DISAGREE	0	0%
5.	STRONGLY DISAGREE	0	0%



GOOD QUALITY AND TEXTURE

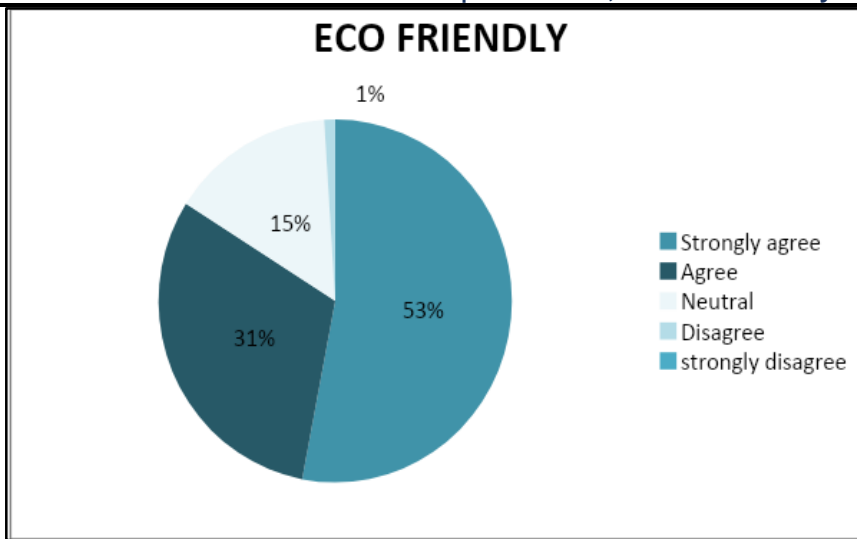
The below table and figure illustrates that 43% chose Strongly agree, 36% chose Agree, 19% chose Neutral, 2% chose Disagree, 0% chose Strongly disagree.

S.NO	GOOD QUALITY AND TEXTURE	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	43	43%
2.	AGREE	36	36%
3.	NEUTRAL	19	19%
4.	DISAGREE	2	2%
5.	STRONGLY DISAGREE	0	0%

**ECO - FRIENDLY**

The below table and figure illustrates that 53% chose Strongly agree, 31% chose Agree, 15% chose Neutral, 1% chose Disagree, 0% chose Strongly disagree.

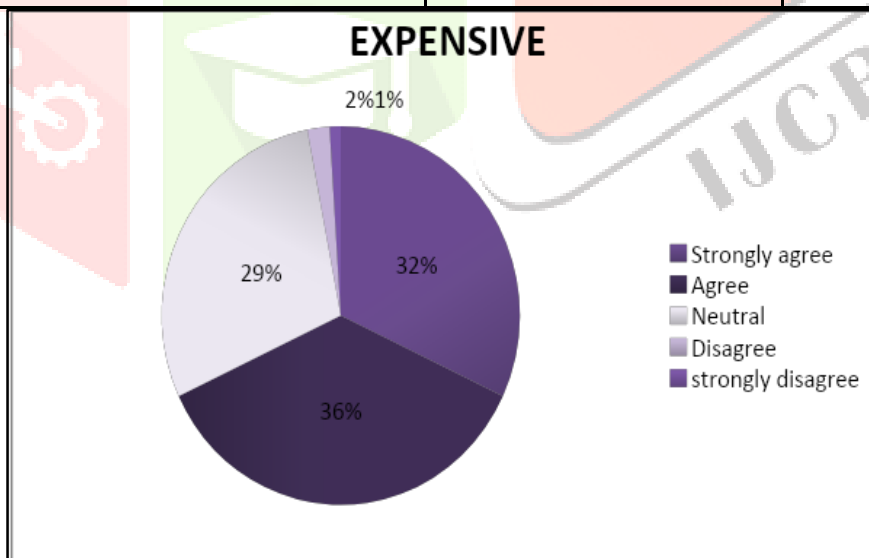
S.NO	ECO - FRIENDLY	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	53	53%
2.	AGREE	31	31%
3.	NEUTRAL	15	15%
4.	DISAGREE	1	1%
5.	STRONGLY DISAGREE	0	0%



EXPENSIVE

The below table and figure illustrates that 32% chose Strongly agree, 36% chose Agree, 29% chose Neutral, 2% chose Disagree, 1% chose Strongly disagree.

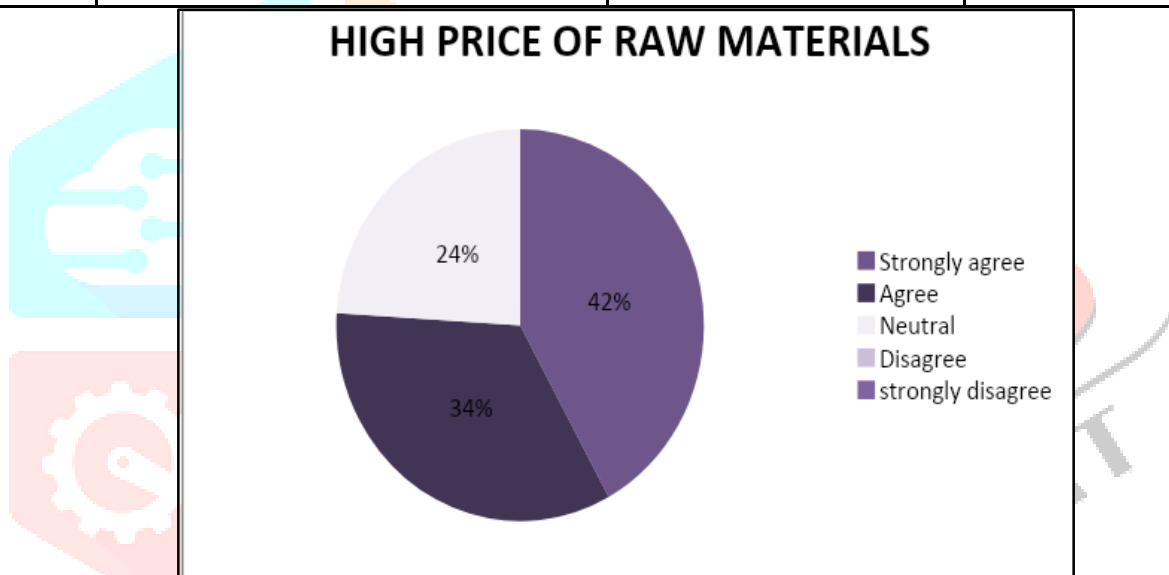
S.NO	EXPENSIVE	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	32	32%
2.	AGREE	36	36%
3.	NEUTRAL	29	29%
4.	DISAGREE	2	2%
5.	STRONGLY DISAGREE	1	1%



PROBLEMS FACED BY THE HANDLOOM WEAVERS:**HIGH PRICE OF RAW MATERIALS**

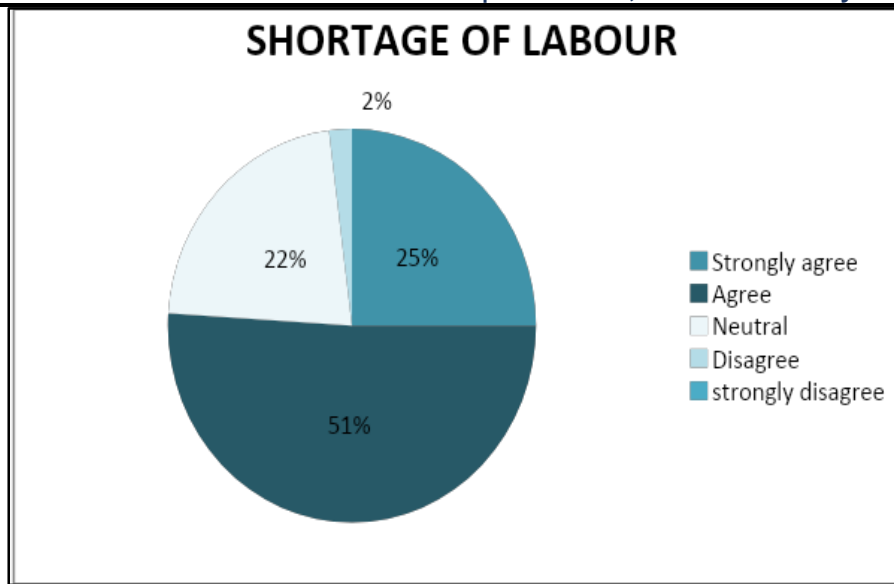
The below table and figure illustrates that 42% chose Strongly agree, 34% chose Agree, 24% chose Neutral, 0% chose Disagree, 0% chose Strongly disagree.

S.NO	HIGH PRICE OF RAW MATERIALS	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	42	42%
2.	AGREE	34	34%
3.	NEUTRAL	24	24%
4.	DISAGREE	0	0%
5.	STRONGLY DISAGREE	0	0%

**SHORTAGE OF LABOUR**

The below table and figure illustrates that 25% chose Strongly agree, 51% chose Agree, 22% chose Neutral, 2% chose Disagree, 0% chose Strongly disagree.

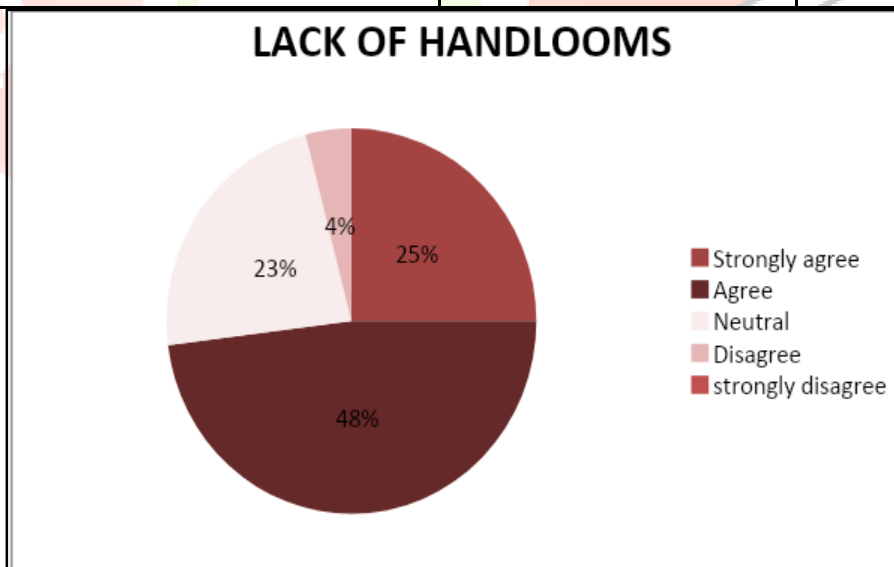
S.NO	SHORTAGE OF LABOUR	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	25	25%
2.	AGREE	51	51%
3.	NEUTRAL	22	22%
4.	DISAGREE	2	2%
5.	STRONGLY DISAGREE	0	0%



LACK OF HANDLOOMS

The below table and figure illustrates that 25% chose Strongly agree, 48% chose Agree, 23% chose Neutral, 4% chose Disagree, 0% chose Strongly disagree.

S.NO	LACK OF HANDLOOMS	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	25	25%
2.	AGREE	48	48%
3.	NEUTRAL	23	23%
4.	DISAGREE	4	4%
5.	STRONGLY DISAGREE	0	0%

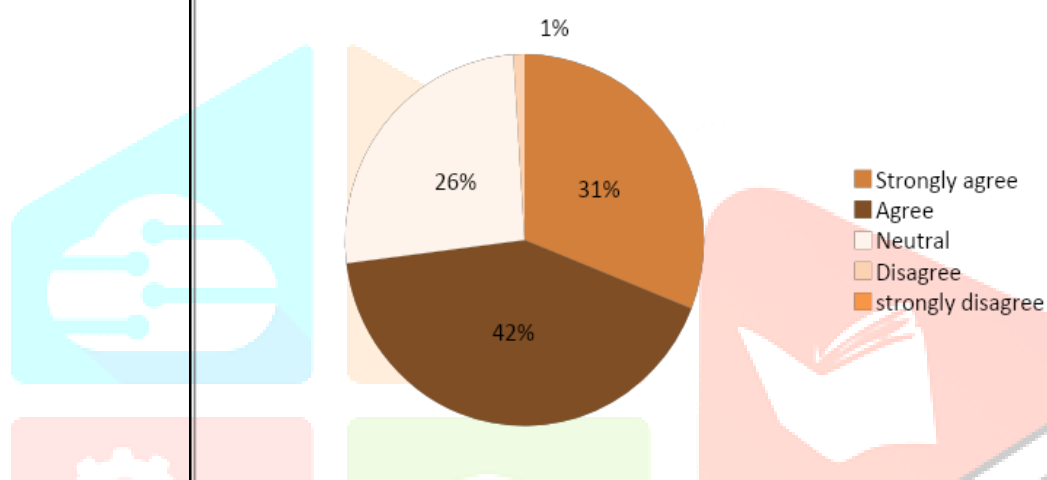


COMPETITION FROM OTHER SECTORS

The below table and figure illustrates that 31% chose Strongly agree, 42% chose Agree, 26% chose Neutral, 1% chose Disagree, 0% chose Strongly disagree.

S.NO	COMPETITION FROM OTHER SECTORS	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	31	31%
2.	AGREE	42	42%
3.	NEUTRAL	26	26%
4.	DISAGREE	1	1%
5.	STRONGLY DISAGREE	0	0%

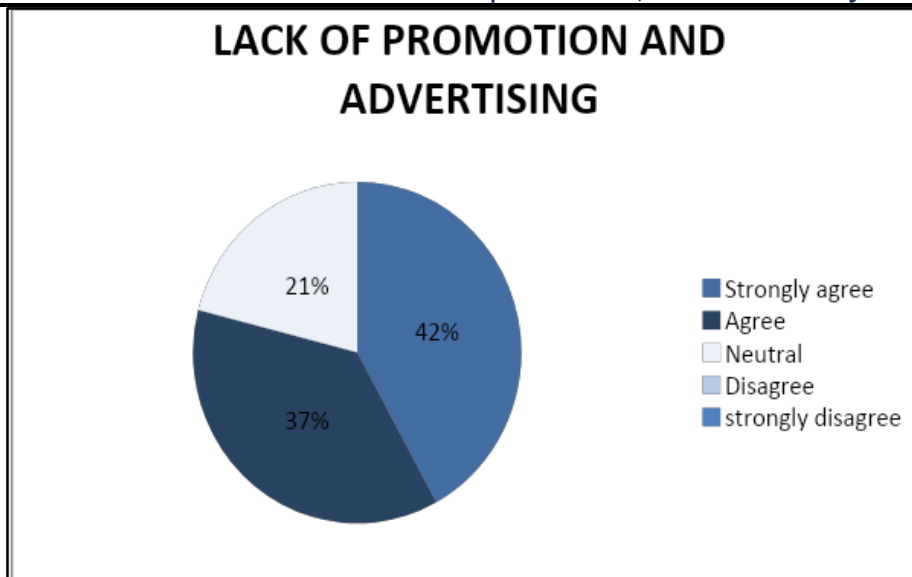
COMPETITION FROM OTHER SECTORS



LACK OF PROMOTION AND ADVERTISING

The below table and figure illustrates that 42% chose Strongly agree, 37% chose Agree, 21% chose Neutral, 0% chose Disagree, 0% chose Strongly disagree.

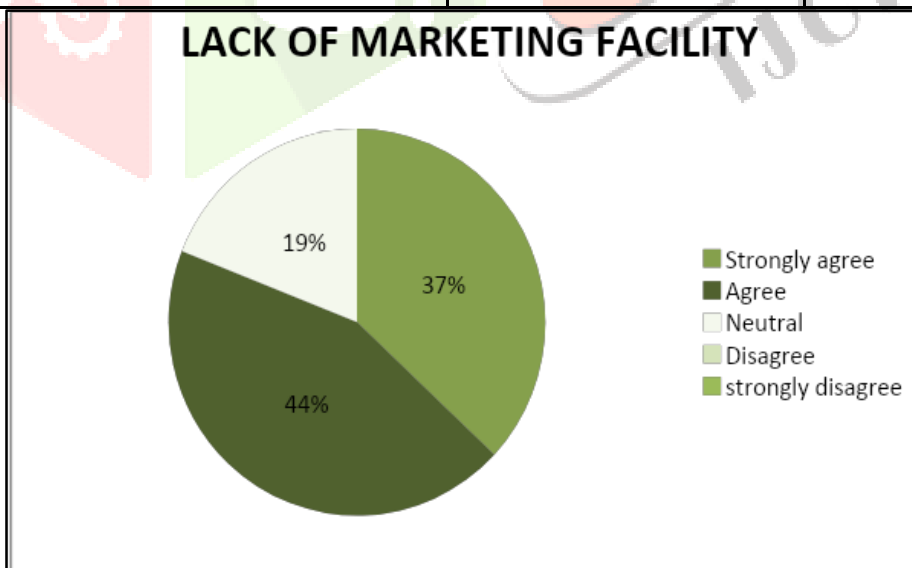
S.NO	LACK OF PROMOTION AND ADVERTISING	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	42	42%
2.	AGREE	37	37%
3.	NEUTRAL	21	21%
4.	DISAGREE	0	0%
5.	STRONGLY DISAGREE	0	0%



LACK OF MARKETING FACILITY

The below table and figure illustrates that 37% chose Strongly agree, 44% chose Agree, 19% chose Neutral, 0% chose Disagree, 0% chose Strongly disagree.

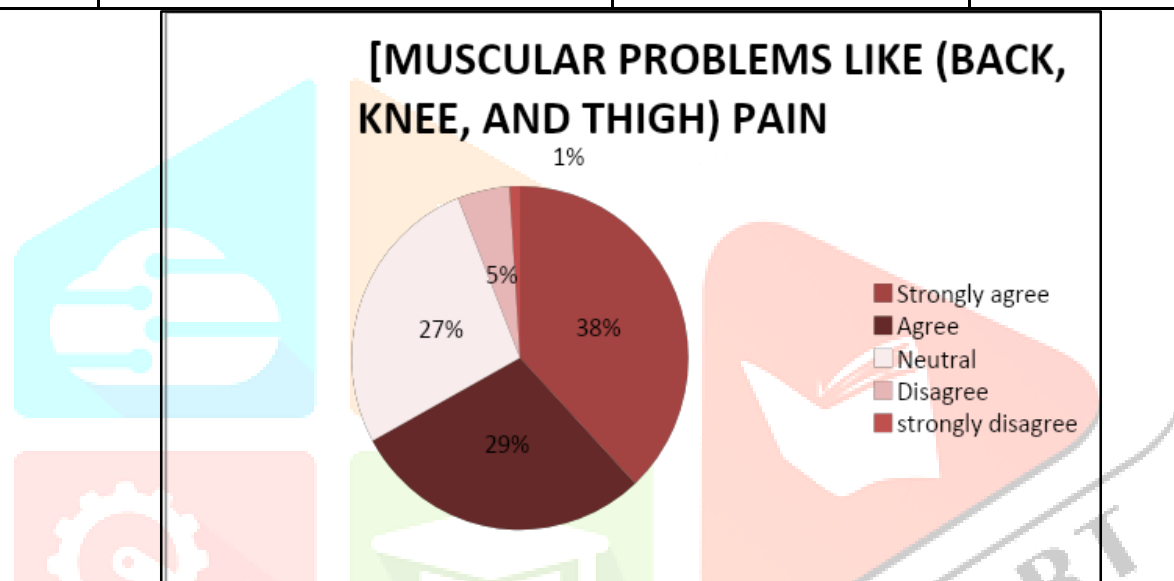
S.NO	LACK OF MARKETING FACILITY	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	37	37%
2.	AGREE	44	44%
3.	NEUTRAL	19	19%
4.	DISAGREE	0	0%
5.	STRONGLY DISAGREE	0	0%



MUSCULAR PROBLEMS (BACK, KNEE, AND THIGH) PAIN.

The below table and figure illustrates that 38% chose Strongly agree, 29% chose Agree, 27% chose Neutral, 5% chose Disagree, 1% chose Strongly disagree.

S.NO	MUSCULAR PROBLEMS (BACK, KNEE, AND THIGH) PAIN	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	38	38%
2.	AGREE	29	29%
3.	NEUTRAL	27	27%
4.	DISAGREE	5	5%
5.	STRONGLY DISAGREE	1	1%

**SUMMARY:**

1. Majority of the respondents belong to the age group of 21 to 30 years of age and among the respondents, women respondents are more than men.
2. Most of the respondents are students
3. Among 100 respondents most of the members knew the term handloom products.
4. Among many factors most of the respondents strongly agree that the Handloom products are eco-friendly and comfortable
5. Majority of the respondents knew the problems faced by the handloom weavers.
6. By analysing the results, problems like shortage of labour and lack of handloom are known by most of the respondents.

CONCLUSION:

From the summary it can be concluded that the majority buying handloom products are women rather than men. Many of them are aware of the term handloom. The factors like eco-friendly and comfortable fabric, aesthetic look, visually appealing designs, etc., Attracts the consumers to prefer and buy handloom products. Some of the problems faced by handloom weavers like muscle pain, shortage of labour, lack of marketing facility, etc., Are well known by many of the respondents.

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