A STUDY ON CUSTOMERS ATTITUDE TOWARDS HANDLOOM PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT

Handloom Industry is the essential piece of material industry in our nation. This industry is set in the second position as far as arrangement of business and comes close to horticulture. It is the biggest cabin businesses which produce Cotton, Silk, Jute and Khadi in huge amounts. The interest and prevalence of Indian handloom has been becoming in our nation, yet in addition around the globe. Handloom texture has a one of a kind character which other factory made or powerloom texture doesn't have. The uniqueness of handloom items looked at with other plant made fabrics isn't known to the client. Henceforth the current examination is an endeavor to comprehend the client mindfulness about handloom items.

INTRODUCTION

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.

STATEMENT OF THE PROBLEM

The utilization of handloom items all in all 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 or 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.

Scope of study

The current investigation is elucidating in nature and is primarily based on essential information. Organized survey technique was utilized as a primary device for gathering the essential information. The survey was structured in a systematic method of covering satisfactory data in all features of the examination.

Objective of study

- To study the mindfulness level of clients with respect to handloom items

- To study the current practices and factors that impacts the acquisition of handloom items.
- To study the clients thoughts, feeling and inclination towards handloom items.
- To study the clients fulfillment towards handloom items.
- To study the issues looked by the clients in utilizing the handloom items.
- To offer recommendations dependent on the aftereffects of the investigation.

STATISTICAL TOOL USED
1. Simple Percentage Analysis
2. Likert Scale Analysis
3. Rank Analysis

Limitation of study
The research is being carried out in Coimbatore city only from 150 respondents using an interview schedule method. However, data were collected from those respondents with utmost care and personal attention to avoid ambiguity in the results of the study.

REVIEW OF LITERATURE
R Ravi Kumar1 , Dr S K Gopal 2, (2020) 'A Study of Handloom Sector to Increase Productivity, Reduce Costs and Improve Quality', which they observed that different kinds of looms available for weaving process in the study area. In general handlooms are divided into two kinds one is pit loom and another one is frame loom. The productivity of the handlooms is very low and cost of production is also high due to lack of attention towards modem technologies.

Gunti Amaravathi, K. Bhavana Raj (2019), the most of the handloom products are not much have impressive, in later period have idle looms increased from the 1980s to 2010s. Younger generation is not interested to take handloom as a profession, low productivity, lagging behind technology, low income generation, health problems, competition from organized power loom and mill sector, insufficient marketing infrastructure, lack of initiation in export, and lack of government support.

Asit Paul (2019) as a small scale and cottage industry it deserves a special attention as it need a small capital investment. This industry is labour intensive and decentralized in nature. Handloom sector also has the competence to minimize the regional imbalances as it are decentralized in nature and even in the most remote and backward areas handloom industry may flourish.

Low wage of labour is a severe problem for the weavers of whole Dakshin Dinajpur. Among the all other problems this problem ranks frist in handloom of Dakshin Dinajpur. It has the highest intensity in Gangarampur, Tapan and Kumargang Block. The problem of poor wage is so wide that the weavers are compelled to adopt substitute job.

DATA ANALYSIS AND INTERPRETATION
The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can; be made so as to present suitable interpretation for the same. The data have been analyzed using the following statistical tools.
- Simple percentage analysis
- Likert scale analysis
- Rank analysis

SIMPLE PERCENTAGE ANALYSIS:
The percentage analysis is mainly employed to find the distribution of different categories of respondents. As the value are expressed in percentage it facilities comparison and standardization. The analysis describes the classification of the respondents failing under each category.

FORMULA
PERCENTAGE=

$$\frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$
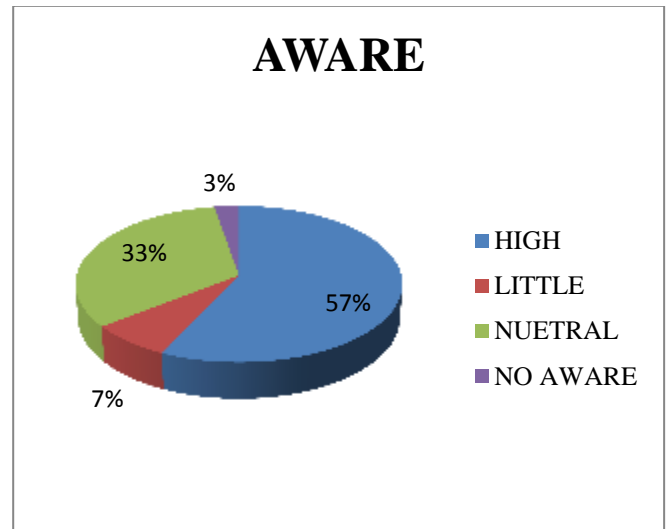
TABLE NO: 1
GENDER OF THE RESPONDENTS

SI.NO	Gender	NO. OF. RESPONDENT	PERCENTAGE
1	MALE	74	49%
2	FEMALE	76	51%
	TOTAL	150	100

gender
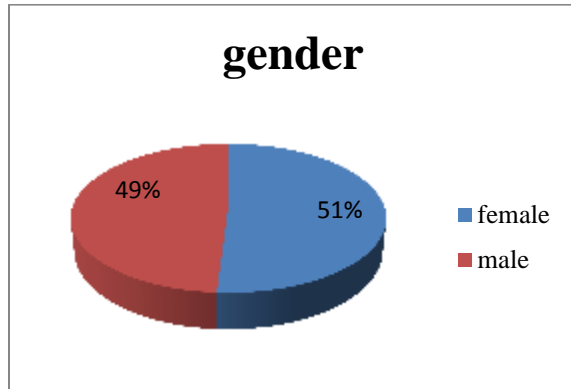
ITERPRRETATION

The above table, 49% respondents are male and 51%respondents are female.

Majority 51% of the respondents are female.

Table 2:
Aware of the handloom products

SI.NO	AWARE	NO. OF. RESPONDENT	PERCENTAGE
1	HIGH	86	57%
2	LITTLE	11	7.4%
3	NUETRAL	49	33%
4	NO AWARE	4	3%
	TOTAL	150	100%

LIKERT SCALE ANALYSIS

A Likert scale analysis is a method of meaning attitude. Ordinal scale of responses to a question or statement, ordered in hierarchical from strongly negative to strongly positive. Used mainly in behavioral science, in likert's method a person's attitude is measured by combining (adding pr averaging) their responses all items.

Table 3:
TABLE SHOWS THE SATISFACTION LEVEL OF THE RESPONDENTS
(opinion about usage of handloom products)

SI. NO	FACTOR	NO. OF. RESPONDENT	LICKER SCALE	TOTAL SCALE
1	Highly satisfied	87	4	348
2	Satisfied	51	3	153
3	Neutral	12	2	24
4	Dissatisfied	0	1	0
	TOATL	150		525

Likert Value= fx/no. of respondent = 525/15 = 3.5

AWARE

ITERPRRETATION

The above table, 57% of the high aware, 7% little of aware, 33% of neutral, 3% of the peoples are no aware.

Majority (57%) of the respondents are high aware.

FORMULA:

Likert scale = ∑ (FX)/Total number of respondents

F = Number of Respondents
X = Likert Scale Value
(FX) = Total Scale

INTERPRETATION

From the above table about the level of satisfaction regarding the shows opinion of the handloom products Likert Scale value is 3.5 which are greater than the mid value(3). Hence the customers are most of the members are highly satisfied.

Table 4:
TABLE SHOWS THE SATISFACTION LEVEL OF THE RESPONDENTS
(comfortable with buying of handloom products)

SI.NO	FACTORS	NO. OF. RESPONDENT	LICKER SCALE	TOTAL SCALE
1	Easily available	103	4	412
2	Rare available	25	3	75
3	Less available	21	2	42
4	No available	1	1	1
	TOTAL	150		530

Likert Value= fx/no. of respondents
= 530/150 = 3.53

INTERPRETATION
From the above table about the level of satisfaction regarding the shows opinion about comfortable of buying handloom products Likert Scale value is 3.53 which are greater than the mid value(3). Hence the customers are most of the members are says easily available.

RANK ANALSIS
A Rank analysis is any of several statistics that measure an ordinal association. The relationship between ranking of different ordinal variables or different ranking of the same variable. Where "ranking" is the assignment of the label "first", "second", "third", etc. to different observations of a particular variable.

Table 5
TABLE SHOWS THE RESPONDENTS HANDLOOM PRODUCTS.

SI.NO	FACTORS	RANK I	RANK II	RANK III	RANK VI	RANK V	RANK VI	RANK VII	RANK VIII	TOTAL	RANK
1	Sarees	100(8) 800	17(7) 199	12(6) 72	4(5) 20	2(4) 8	0(3) 0	3(2) 6	12(1) 12	1,117	1
2	Dhoti	77(8) 616	41(7) 287	12(6) 72	4(5) 20	2(4) 8	0(3) 3	4(2) 8	10(1) 10	1,024	2
3	Towel, Gramsa and Angavasthram	72(8) 576	30(7) 210	30(6) 180	2(5) 10	4(4) 16	1(3) 3	5(2) 10	6(1) 6	1,011	3
4	Lungi	73(8) 584	27(7) 189	22(6) 132	14(5) 70	3(4) 12	1(3) 3	5(2) 10	5(1) 5	1,005	4
5	Case, Bed sheet, Bedcover counter pan, furnishing.	77(8) 616	31(7) 217	13(6) 78	3(5) 15	14(4) 56	2(3) 6	5(2) 10	5(1) 5	1,003	5
6	Jamukkalam, Tevy or Tort	82(8) 656	11(7) 77	18(6) 108	4(5) 20	4(4) 16	12(3) 36	4(2) 8	7(1) 7	928	8
7	Dress material	70(8) 560	30(7) 210	16(6) 96	8(5) 40	1(4) 4	2(3) 6	14(2) 28	9(1) 9	953	6
8	Blanket, Woolen	68(8) 544	28(7) 196	21(6) 126	6(5) 30	3(4) 12	2(3) 6	6(2) 12	16(1) 16	942	7

(Source: Primary Data)

INTERPRETATION
The table shows that out of 150 respondents, Sarees is in the rank 1, Dhoti is in the Rank 2, Towel, Gramsa and Angavasthram is in the Rank 3, Lungi is in the Rank 4, Case, Bed sheet, Bedcover counter pan, furnishing is in the Rank 5, Dress material is in the Rank 6, Blanket, Woolen is in the Rank 7, Jamukkalam, Tevy or Tort is in the rank8.

INFERENCE
This is resulted that Sarees is in the Rank 1 that respondents give for the handloom products.

FINDINGS, SUGGESTIONS AND CONCLUSION
Finding
- From the study it was found that majority of the handloom user age is between 21-30.
- From the study it was found that majority of the respondents are student.
- From the study it was found that majority of the respondents are highly aware about handloom products.

➤ From the study it was found that majority of the respondents are aware from television.

➤ From the study it was found that majority of the respondents are using handloom products influence by self only.

➤ From the study it was found that majority of the respondents use Sarees, Shawls only.

➤ From the study it was found that majority of the respondents are highly satisfied about handloom product about products, price, quality, Varity.

➤ From the study it was found that majority of the respondents are female so the respondents are highly ranked for Sarees.

➤ From the study it was found that majority of the respondents are usage of handloom products is highly satisfied.

➤ From the study it was found that majority of the respondents are highly comfortable to buy the handloom products.

Suggestions

From the above analysis of the survey and personal observation of the study of customer attitude towards handloom products, lots of experience was gained from the survey. The observations and suggestions provided by the researcher will help in the competitive environment.

➤ From the study it was found that majority of spend RS.1500 and above of the handloom products.

➤ From the study it was found that majority of the respondents buy handloom products from retailers.

➤ From the study it was found that majority of the respondents are mostly buy cloth items.

➤ From the study it was found that majority of recently purchased the handloom products between 1-4 months.

➤ From the study it was found that majority of the respondents are use handloom products are comfort ability.

Conclusion

Through the research paper entitled, "A study on customer attitude toward handloom product special reference to 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. The study it was found

that majority of the respondents are use handloom products are comfort ability.

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