



ANALYZING CUSTOMERS' PERCEPTION ON GI TEXTILE PRODUCTS OF INDIA: PROTECTING THE ECONOMY FROM ITS SPACE

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ABSTRACT

Geographical Identification (GI) refers to the product origin of the particular place. It indicates the quality and feature of the place of production. It also involves the specific standard which helps to maintain the same standard of the product. This study analyzed the awareness and satisfaction factors of GI products mainly on the textile GI tagged products. The simple random sampling techniques have been adopted for the study. Both primary and secondary data have been used in this study. For the purpose of primary data 25 respondents were selected and well-framed questionnaire were distributed and collected from the respondents under survey method. Such collected data analyzed using SPSS software by doing the percentage analysis, ANOVA and mean ranking test. By doing the analysis, the study concluded that more awareness has to be created among people about the availability of different brands and the price can be little bit reduced where the sarees and fabrics will be reached all the class of people.

KEYWORDS: *Geographical Identification (GI), Small-scale producers, Textile, Awareness and Satisfaction.*

INTRODUCTION

Geographical Identification (GI) is the key aspect which develops the specific economy with its benefit of products. It represents the origin and good qualities of the economy. The GI representation is on different factors such as agriculture, handicrafts, machinery, sweets and more. It eliminates the unauthorized channel and also helps the holder of the products to gain profit by using simple techniques without much investment. This shows the standards of such GI products which denote its own specificity of the place. The tags will be offered for the products called GI tags which registered under Register and protection Act 1999. This registration act will come under Industry promotion and international trade. Such registration prevents the third-parties involvement by the way of providing the indication for the product and also help to apply standards by maintaining its quality without any deviation.

Due to the development of small scale producers, it arises the need of making a study on knowing the awareness, satisfaction and problems faced by the customers on using the GI tagged products.

STATEMENT OF THE PROBLEM

In India, small scale producers and traders benefitted by these GI products in the case of improving the sales and profit. Such GI tagged products are having high demand because of its specialty on the basis of different variables such as quality, taste, features and others. As small scale manufacturers and producers are trying to indulged on gaining good profit circulating the awareness among the common public is a crucial one to be maintained. Since the GI tag has been offered to all variety of products, the development can be attained in all facts such as agriculture, handicrafts which might help many families to survive in the economy.



SCOPE OF THE STUDY

This study mainly focuses on the distribution and awareness on GI products which are avail in overall India. While studying the such awareness and preferences, the growth of manufacturers and traders will be suggested to improve their own business. In addition, the registration and Protection Act 1999 of GI products will help to exhibit the strength of the country. It also help to have further study on analyzing the growth of agriculture and textile in a particular economy.

OBJECTIVES OF THE STUDY

1. To analyse the awareness level of GI Textile products among the people of Coimbatore City
2. The know the satisfaction on the usages of the GI Textile products.

RESEARCH METHODOLOGY

Sampling Design

The study has adopted the **descriptive sampling design**.

Sampling Area

The structured questionnaire has been framed and collected among the respondents of **Coimbatore city of Tamil Nadu** since the survey method has been adopted,.

Sampling Technique

In this study **Simple random sampling** has been adopted by collecting the questionnaire from the different respondents in Coimbatore city.

Sampling Size

This study constituted 25 respondents for the purpose of primary data collection. Since the Simple random sampling has been adopted, the questionnaires have been collected from different respondents of Coimbatore city.

Sampling Research Tools

The tools chosen for this analysis are

1. Percentage Analysis
2. Anova
3. Mean Ranking

REVIEW OF LITERATURE

Tregear, Torok and Gorton (2016), made an attempt on knowing the extent to which geographical indication in improving the position of small-scale producers. It is a secondary data study which examines numerous case studies which upgrading potentials of GIs for all agricultural producers. This study analyzed the higher margins of existing products, collective action and diversification of new agri-products. Finally, this study concluded that using current value chains and also the alternative chains help to find the relationship of best options to have an effective production and distribution of GI agri products.

Vecchio et al (2020) made a case study which aimed at boosting the agri-food local supply chain and rural economic development. This case study has been carried out to clarify the GI setting by focusing on various dimensions and circle. The context level of analysis made on the basis of both quantitative and qualitative data. Questionnaires and Interviews were administered in the study area to get the virtuous circle. This analysis confirmed the potentialities of the shea butter of GI which is a crucial one on the development of local rural communities.



ANALYSIS AND INTERPRETATION

Level of Awareness on GI Products

GI Textile Products	Very High Awareness	High Awareness	Moderate Awareness	Low Awareness	Very Low Awareness	Total
Paithani Saree & Fabrics	4 (16%)	6 (24%)	12 (48%)	1 (4%)	2 (8%)	25 (100%)
Chanderi sarees	1 (4%)	10 (40%)	9 (36%)	2 (8%)	3 (12%)	25 (100%)
Muga Silks	1 (4%)	4 (16%)	6 (24%)	13 (52%)	1 (4%)	25 (100%)
Mysore Silk	9 (36%)	7 (28%)	5 (20%)	2 (8%)	2 (8%)	25 (100%)
Likal Sarees	2 (8%)	2 (8%)	4 (16%)	12 (48%)	5 (20%)	25 (100%)
Udupi Saree	4 (16%)	10 (40%)	5 (20%)	4 (16%)	2 (8%)	25 (100%)
Arani Silk	5 (20%)	10 (40%)	4 (16%)	3 (12%)	3 (12%)	25 (100%)
Kancheepuram Silk	16 (64%)	4 (16%)	2 (8%)	1 (4%)	2 (8%)	25 (100%)
Banaras Brocades and Sarees	12 (48%)	9 (36%)	2 (8%)	1 (4%)	1 (4%)	25 (100%)
Gadwal Sarees	2 (8%)	2 (8%)	1 (4%)	12 (48%)	8 (38%)	25 (100%)
Bomkai Saree & Fabrics	1 (4%)	1 (4%)	6 (24%)	8 (32%)	9 (36%)	25 (100%)

The above table shows that 64% of the respondents are very highly aware about the Kancheepuram silk, 40% of the respondents are highly aware of Chanderi, Udupi and Arani silk sarees, 48% of respondents are moderately aware on Paithani sarees & fabrics, Likal and Gadwal sarees are having low awareness level of 48% and Gaswal sarres is having very low awareness of 38%.

Satisfaction Level towards GI Products

Factors	Highly Satisfied	Satisfied	Neutral	Dis- Satisfied	Highly Dis-Satisfied	TOTAL
Price	1 (4%)	6 (24%)	13 (52%)	2 (8%)	3 (12%)	25 (100%)
Availability	12 (48%)	10 (40%)	1 (4%)	1 (4%)	1 (4%)	25 (100%)
Quality	11 (44%)	7 (28%)	5 (20%)	1 (4%)	1 (4%)	25 (100%)
Designs	7 (28%)	9 (36%)	5 (20%)	2 (8%)	2 (8%)	25 (100%)
Aesthetic	13 (52%)	3 (12%)	6 (24%)	3 (12%)	1 (4%)	25 (100%)
Comfortability	13 (52%)	4 (16%)	3 (12%)	2 (8%)	2 (8%)	25 (100%)
Durability	7 (28%)	12 (48%)	1 (4%)	2 (8%)	3 (12%)	25 (100%)

The above table gave a clear view that 52% of respondents are highly satisfied with the features like Aesthetic and comfortability, 48% of respondents are satisfied due to the factor Durability, 52% of respondents felt that the price are neutral, 12% of respondents are not satisfied due to the aesthetics sense of GI products, price and durability of products are not at all satisfied on GI products.



Satisfaction Factors of GI Products and Age

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Price	Between Groups	3.600	3	1.200	1.235	.322
	Within Groups	20.400	21	.971		
	Total	24.000	24			
Availability	Between Groups	.960	3	.320	.285	.836
	Within Groups	23.600	21	1.124		
	Total	24.560	24			
Quality	Between Groups	.240	3	.080	.069	.976
	Within Groups	24.400	21	1.162		
	Total	24.640	24			
Designs	Between Groups	1.707	3	.569	.354	.787
	Within Groups	33.733	21	1.606		
	Total	35.440	24			
Aesthetic	Between Groups	2.800	3	.933	1.021	.403
	Within Groups	19.200	21	.914		
	Total	22.000	24			
Comfortability	Between Groups	5.040	3	1.680	.865	.475
	Within Groups	40.800	21	1.943		
	Total	45.840	24			
Durability	Between Groups	16.640	3	5.547	4.774	.011
	Within Groups	24.400	21	1.162		
	Total	41.040	24			

The above table One way ANOVA results shows that the p-value is 0.322 (Price), 0.836 (Availability), 0.976 (Quality), 0.787 (Designs), 0.403 (Aesthetics) and 0.475 (Comfortability) are higher than the significant level 0.05. Therefore, it is inferred that there is no significant difference between satisfactoral factors of GI Products and age, hence the hypothesis is accepted.

It is also found that the 0.011 (Durability) is less than the significant level 0.05. Therefore, there exists a significant difference between satisfactoral factors of GI Products and age, hence the hypothesis is rejected.

Mean Ranking on Satisfaction factors

S.No	Reasons	Mean Rank	Actual Rank
1.	Price	4.36	I
2.	Availability	5.07	IV
3.	Quality	4.98	III
4.	Design	5.25	VI
5.	Aesthetic	4.92	II
6.	Comfortability	5.28	VII
7.	Durability	5.15	V

The above table inferred that from the above satisfaction factors Price ranked I with the mean rank of 4.36.

SUGGESTIONS

- ∂ More and more awareness should be created with the speciality of products.
- ∂ Marketing and sales promotion related to the usages and benefits can be made to increase the awareness of different brands.
- ∂ Aesthetic sense related to tradition and culture can be focussed.
- ∂ Cost of the products can be reduced to some extent.



∂ Designs of sarees can be improved to focus on quality.

CONCLUSION

Since GI products are the indications of the economy. It is very important to focus on its rapid growth and development. Since GI tags have been offered on different products, especially textile plays a key role on specifying the specialty of the saree and fabric materials. While taking the textile into consideration all small weavers re getting benefitted just by getting into the registration and protection Act. This helps the small producers and investors for best survival by eliminating intermediaries which might lead to losing of money. In addition, the GI products under tagging help to maintain tradition of the particular place.

“Be Aesthetic by Upgrading the Trend”