A STUDY ON SILK WEAVERS ATTITUDE ABOUT THE RETAIL MERCHANDISE SCOPE FOR KANCHIPURAM SILKS IN NEW GENERATION RETAIL FORMATS

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ABSTRACT

Retailing is an indispensable entity in the day to day consuming activity of consumers. Globally in recent years, the growth and shape of retail business has been changed. The entry and growth of organized retailers as first generation entrepreneurs and corporate houses in retail industry have changed the shape of doing business. It has also escalated the expectation of ultimate buying ends. It is also learnt that the role of market intermediaries by organized retailers also changed the supply source management by manufacturers and designers. In this aspect, the growth of textile retailing in India, especially with special reference to silk retailing has revamped in terms of retailing practices. The silk is the special occasional buying item and which is purchased by consumers with special attention by comparing models, colours, designs and varieties. In addition to that, silk buying is related to more on tradition, culture, customs and sentiment. In this aspect, the silk manufacturing and retailing in India revolves on place made branding (Origin Effect) like Kanchi, Varanasi, Aarani and so on. In recent decade, the growth of selling of silks, the entry of organized chain stores and manufacturing cum retailing have changed the retailing practices and market competitiveness in this industry. The present paper attempted to understand the changing attitude of silk weavers and its influence on market competitiveness and retail brand preference. The study has laid the objectives of measuring attitudinal related aspects among the weavers about retailing practices adopted by present day retailers and its influence on market competitiveness and retail branding preference. For this study around 176 respondents with the background of weaving, wholesales cum weaving, retailing cum weaving have been chosen on judgmental basis and based on their attitudinal measurement the importance aspects have been factorized through EFA and its influence has been measured on market competitiveness through multiple regression analysis and the outcome of market competiveness has been measured for its influence on retail brand preference through linear regression analysis.

KEY WORDS: *Market Competitiveness, Retail Branding, organized retailers, Exploratory Factor Analysis*

1.0.   INTRODUCTION

Dress materials are the specialty items which are purchased by the consumers by giving their valuable time, energy, cost and references. The dress materials comprise different ranges and categories like casual, traditional, occasional and luxurious wears.   It is observed in the study about the uniqueness of fashion features (e.g., designer brand, celebrity endorsement, media reviews) that are consistently associated with emotional terms plays the strongest role in the buying behavior among consumers (Clavo and Marrero, 2009). The importance of purchase intention differs among the consumers while they buy different form of dress materials. Normally consumers pay due attention while selecting dress materials in terms of its quality, price range, model, varieties, color and durability. In this connection, silk is the special form of dress materials purchased by consumers by paying due

attention and importance while they select the material to place of buying. A study has been done by (Papadoupoulos et al, 1993), shows that the consumer preferences of a product's country of origin are based on their knowledge towards the products and the brand which is their "cognitions", the positive and negative attitudes towards the country of origin which is consumer "affect" and "conative" behaviour which is when the consumers actually buy the foreign products. In India, silk buying is treated as occasional and special buying situation like festival purchase, family ceremonies and so on. The buying situations of silks are given special buying efforts by consumers especially women. The efforts made by them for to buy silk gives more perceived value and cost compare to other categories of products. The extensive searching and complex buying behavior employed by consumers while buy silks in terms of colour comparison, range of assortment and collection of designs. The silk categories are not compromised by the consumers in terms of price ranges since it is considered as the product for durability and social presentation by the women. The buying behavior of Indian consumers towards silk is more influenced by non financial attributes than price. The buying behavior process applied by them is more complex in terms of searching, evaluation, purchase decision, actual purchase and post purchase behavior. In addition to that, the influences of culture, economical background, and social reference play an important role in buying of silk materials.

But the recent changes in the buying pattern of silks among the Indian consumers in terms of buying at occasion from to buying at requirements have made the silk market as fast moving product market. The entry of organized retailers, the scrambled merchandise pattern of textile shops to cross sell the silk items along with regular products. The extensive price ranges to target from below middle class to upper class consumers have changed the market structure and selling methods of silks in India. The periodical buying of silks among the consumers, the introduction of new designs, colours, varieties and ranges by the silk marketers have given an opportunity as well challenges for the basic manufacturers of silk to work out new design, innovative models and updated varieties. The changes in the consumer preference and fast revolving product feature expectations of consumers are effectively studied by the silk retailers and also to retain existing customers the sellers demands the manufacturers to introduce new design and models with the latest application at regular intervals. The entry of organized and branded retailers in the silk retailing also pave the way for demanded products from the ends of silk weavers. but at the same time, the availability of capital, advanced machines and equipments and other resources are becoming the mammoth constraints among the silk weavers.

The extensive buying pattern and innovative product demanding retail market conditions stimulate both consumers and retailers to look for branded silks not only in terms type of manufacturers also view in terms of location of manufacturers. In this aspect, Kanchipuram is a place of repute for the manufacturing and marketing of silk sarees in India till from its tradition. Country of Origin is the huge impact on purchase intention. This point is brought many things for consumers, make consumer has knowledge of the product, and keep in their mind that the product from abroad is good quality and make them satisfy. The reason behind this is nowadays considered as globalization era and makes people able to obtain product from abroad (Bhakar, Shailja, and Shilpa, 2013). The quality and design of Kanchipuram silk sarees are preferred at worldwide and users from the different part of the world as well as our country, the both manufacturer and retailers need to update the designs and models at affordable price in order to attract the consumers and retain the existing customers. In addition to that, the regional wise competition for silk manufacturing in India like Banaras, Kanchipuram, Aarani, Chennai and other southern parts activates the retailers to work behind the manufacturers to come with latest and innovative product categories and assortment. In this aspect, the market pressure and business challenges encountered by the manufacturers of Kanchipuram silks none other than the silk weavers' attitude and view on silk retailing has been changed.

An attitude is a relatively stable organization of beliefs, feelings, and tendencies toward something, that is, the attitude object. Attitudes can predict behavior and attitudes are acquired through learning and then developed through experience (Morris, 1996).The weavers attitude about the silk retailing activities in Kanchipuram has been changed in terms of its retailing method, entry of organized retailers, selling targets, new product development ranges, support extended by the retailers to weavers, retailers and weavers relations, opportunities and issues faced by the weavers to maintain long term relationship with retailers, manufacturing cost and prevailing supply price need to be studied in order to understand the influence of attitude on various aspects of weavers towards retail and retailing formats and its influence on the weavers commitment on manufacturing and designing and which in turn affects the market cum product competitiveness and branding. The present study aims to address the above mentioned issues and understand the effectiveness of branding of Kanchipuram Silks in the competitive silk market through the world.

2.0. STATEMENT OF THE STUDY PROBLEM

Retailing has become competitive entity in present day marketing dynamics. The growth and

structural change in this industry has leveraged taste and preference changes among consumers. The growing competition has created diversified expectation among the consumers in terms of product, ranges, features, models, pricing, promotional and customer management aspects. In this aspect, silk is one of the growing industries in India, since in the last one decade, the buying intention and situation of silk was changed among the consumers and it has given an opportunity for the entry of organized retailers as well the category addition of silk in shops by unorganized retailers. The growth on online marketing also helps the market for silk to grow. The changes in market structure for silks also have an impact on the retailing of Kanchipuram silks in both domestic and international market. The silk industry in Kancheepuram is one of the fastest growing industries in India. The industry currently employs more than 30,000 weavers in the art of saree making. This was not the scenario in the past. In this aspect, it is observed there are reasonable numbers of research studies have been undertaken on the marketing practices of silk retailers, consumer research on silk buying, retail store preference and so on. But it is observed that less amount of research studies have been undertaken to understand the view of manufacturers/designers/weavers opinion about the changes in retail practices of silk in present day market and also its impact on the market competitiveness and branding activities. The present study address the attitude of silk weavers/ manufacturers about the modern retailing practices of silk products and its direct influence of market competitiveness and indirect influence on branding status.

3.0 LITERATURE BACKGROUND OF THE STUDY

Competition in retail changed over the past years. Nowadays, format competition is probably the most important term here. Store formats are defined as competing categories of store types that provide specific benefits to match the needs of different customer types and shopping situations (Gonzalez-Benito et al., 2005)..Competitive advantage is extent to which service business comprise to reason of the businesses have a superior performance (Fiol and Lyles, 1985; Sinkula, 1994). The competitive advantage has the role important to obtain and maintain business performance of service businesses (Bharadwaj, Varadarajan, and Fahy, 1993). In this study, competitive advantage presents that how an organization is able to create a defensible position over its competitors (Porter, 1985; McGinnis, 1999).A brand thus signals to the customer the source of the product, and protects both the customer and the producer from competitors who would attempt to provide products that appear to be identical (Aaker, 1991). According to Keller (2003a), consumer brand-

knowledge can be defined in terms of the personal meaning about a brand stored in consumer memory, that is, all descriptive and evaluative brand-related information. A brand position is part of the brand identity and value proposition that is to be actively communicated to the target audience and that demonstrates and advantage over competing brands (Aaker, 1996).

4.0. OBJECTIVES OF THE STUDY

The growth of textile market and which is rated as the second largest retail sector in India, the entry of various business formats in very recent years have given an ample opportunity for the inclusion of first generation entrepreneurs both in manufacturing and retailing. In addition to that, the changes in retail formats of silk retailing have given an impetus on the manufacturing and designing business of silk. The growth and application of computer technology and working pattern of manufacturing system of silk business has changed the business models in silk manufacturing, by keeping this view, the following objective has been studied.

1. **To understand the personal and business background of silk weavers in Kanchipuram District:-**

The growth of silk industry and its working methods have given both opportunity and issues for both manufactures and designers in this industry. In addition to that, the manufacturer – retailers' connectivity has been given working pressure for the manufacturers in the industry. The competitive system in the industry has given business opportunity in terms of expansion, speed market reach and also the issues to tap the opportunity. On the base, the following objective has been studied.

2. **To learn their opinion about the current business status and its issues:-**

The changes in retail marketing of silk products has been restructured due to the competitive aspect of market, entry of organized retailers and the influence of international marketing practices. In this aspect, the scrambled merchandise practices, the invoke of customer retention practices have reflected in the manufacturing pattern of silk products, in addition to that, the forward business integration strategies of silk manufacturers and also their imperativeness to study the ultimate customer requirements and also to study the retail market happenings have created a view or attitude for them on present retail market sitatuion. The following objective has been framed for that purpose.

3. **To understand the factors viewed by weavers about the present retail market situation for silk products:-**

Attitude formation is the psychological component which leads to the conceiving on idea about on object. The formation of individual attitude about the object could be either

favoruable or unfavourable. In this connection, the attitude formation of weavers on retail business may have an impact on their business methods and operations. The weavers attitude on retailing formats of silk in present situation have an influence on market competitiveness and branding methods. To analyze the attitude influences the following objective has been framed.

4. **To analyze the influence of attitude of weavers about the retail formats on the market competitiveness and branding of Kanchipuram silks:-**

5.0 HYPOTHESES OF THE STUDY

The weavers opinion about their current business status and situation was tested for its significant difference in terms of their selected personal and career background. The reason for setting this hypothesis is that, the silk weaving business is carried out by different background based weavers and their nature of business also differs in terms of its size and investment. In this aspect, the following hypothesis was tested

H_0: **There is no significant difference about the status and situation of current business among the viewers in terms of their selected personal and business background/**

The weavers' attitude about the retail business in silk retailing has been influenced by various aspects. The influencing aspects were categorized as different factors and in addition to that the influence of factors on market competitiveness. This has been tested through the following hypothesis.

H_0: **There is an influence of attitudinal related factors on market competitiveness.**

The market competitiveness induce and motivates the manufacturers and retailers to establish their brand image through different promotional strategies. In order to understand the influence of market competitiveness on branding of retail brand the following hypothesis has been framed.

H0: **There is an influence of market competitiveness on retail branding.**

6.0. SCOPE OF THE STUDY

The present study covers the aspects of emerging new generation retail formats for silk retailing in Kanchipuram District. The study covers the personal and business background of silk weavers. The study views the business related opportunities and issues faced by silk weavers in the emerging retail market situations. The study details the attitude of silk weavers about the emerging retail formats and its influence on market competitiveness and branding of kanchipuram silk sarees in global market. the study has taken the view and attitude measurement of viewers about the changes in the retail situation of silk sarees and emerging retail formats related advantages and disadvantages.

7.0. RESEARCH METHODOLOGY
7a.Study Population:-

The study population for the present study was weavers of silk sarees and related products. it is observed majority of the study were done with respect to the attitude measurement of consumers related to retailing in general and retailing activities of textile in specific and this present study measure the attitude of weavers about the retail formats and emerging situation of retail marketing of silk products at Kanchipuram District.

7b. Study Area:-

The Kanchipuram District has been chosen as study area for the present study. Since Kanchpuram is an illustrious land mark for the manufacturing, whole selling and retailing of silk sarees since from the traditional days, in addition to that, in recent day retail situation, the entry of modern and organized retailers along with the scrambled merchandise practice of existing unorganized retailers, Kanchipuram has become the one of the know point of purchase of silk sarees by the domestic and international customers. The changes in demand pattern and retail selling structure, the present location has been chosen for the study.

7c. Sampling Unit:-

The weavers who are employed in the manufacturing and designing of silk sarees and its related products were chosen as samples for the study. The weavers with the manufacturing background of small, medium and large scale operations were considered for the study. The weavers belong to sole manufacturing, manufacturing through cooperatives and manufacturers cum whole sellers and retailers were taken for the study.

7d. Sample Size:-

The sample size for the study was confined to 176. The total weavers belong to the categories of small, medium, large, cooperative and whole selling include more than 450. In which the weavers who were available and ready to response for the queries were chosen as sample size and that way there were 176 weavers considered as samples for the study. The sample size of 120 was collected through convenience basis.

7e. Scale Measurement:-

Structured questionnaire was employed for the study. The questionnaire was administered with personal interview with the respondents. The questionnaire comprised three parts. The first part of questionnaire covered the personal and business background of weavers. The second part of the questionnaire included the response of weavers about the status of their business. The third part of questionnaire includes questions to measure the attitude of weavers about the emerging trends and status of silk retailing.

based on the pilot study and experience survey with the weavers, silk retailer both from organized and unorganized categories, the constructs were developed (due to the non availability of previous constructs with scales). The constructs in the attitude measurement covered with the aspects like weavers opinion on emerging retail operations, changes in retail formats, challenges and opportunities based by manufacturers and weavers due to the modern retail scenario in silk retailing, forces from retail sources towards product development, branding issues and so on. The constructs also included the questions about market competitiveness and branding related aspects. The prepared questionnaire with necessary constructs was pre tested for its validity and reliability. From the pre testing, it is observed the constructs meet the necessary content and discriminant validity and also the reliability (cronbach alpha value 0.89 or 89

percent). So the pre tested questionnaire was taken for further data collection from the respondents.

7f. Tools Application:-
The personal background of respondents were collected and analyzed through percentage analysis. The respondents' opinion about their business background were collected and analyzed through one way ANOVA. The attitude of weavers about the retail formats and emerging retail situations were measured through Exploratory Factory Analysis (EFA). The identified factors with loaded variables about the retail aspects, market competitiveness and branding were analyzed through multiple regression.

8.o RESULT AND DISCUSSION
The business and personal background of silk weavers at Kanchipuram has been analyzed with the help of descriptive statistics namely percentage table. The details are furnished in the table 1/

8a. Personal and Business Background of Weavers:-

Table 8.1
Personal and Business Background of Weavers

Sl.No	Attributes	Distribution	Number of Respondents	Percentage to Total
1	Type of Business	Small	58	33.0
		Medium	60	34.0
		Large	58	33.0
2	Nature of Business	Sole Proprietorship	54	30.7
		Partnership	63	35.8
		Others	59	33.5
3	Category of Business	Manufacturing	63	35.8
		Manufacturing and Wholesales	63	35.8
		Manufacturing and Retailing	50	28.4
4	Experience in the present Business	Less than 10 Years	41	23.3
		10 to 20 Years	71	40.3
		Above 20 Years	64	36.4
5	Annual Turnover	Less than Rs. 10 Lakhs	49	27.8
		Rs.10 to Rs.20 Lakhs	67	38.1
		Above Rs.20 Lakhs	60	34.1
6	Nature of Manufacturing	Handmade or Manual	49	27.8
		Semi- Manual	70	39.8
		Fully Automation	57	32.4
	Total		176	100.0

Source: Computed Primary Data

Table 8.1 shows the personal and business background of weavers at Kanchipuram Town. Regarding the type of business engaged by the weavers, 33 percent are doing both small and large type business and 34 percent perform medium type business of silk weaving/designing and manufacturing. 35.8 percent of weavers are doing the business as partnership firms, 33.5 percent do as cooperative and other formats and 30.7 percent as sole proprietorship. In terms of their category of business, 35.8 percent as manufacturing and manufacturing and wholesales and 28.4 percent as

manufacturing and retailing. The weavers experience in the present business, from the table it is inferred that 40.3 percent have 10 to 20 years of experience, 36.4 percent have more than 20 years of experience and 23.3 percent have less than 10 years of experience. Regarding the approximate annual turnover of weavers, 38.1 percent make an annual turnover between Rs.10 to 20 lakhs, 34.1 percent make more than Rs.20 lakhs and 27.8 percent make less than Rs.10 lakhs. Regarding the nature of manufacturing silk, it is observed that 39.8 percent use semi manual system, 32.4 percent employ fully

automation and 27.8 percent prefer manual or handmade.

In order to test the significance of silk weavers opinion about their current business related aspects based on their selected personal and business background, the one way ANOVA has been employed. The aspects like business competitiveness and risk, margin, profit, availability of labour and so on have

been taken as dependent variable, the personal and business background aspects have been taken as factor variable, The level of significance has been assumed as 5 percent. The below table 2 describes the outcome of testing the hypothesis that there is no significant difference in the opinion of weavers about their business status based on the selected personal and business background aspects.

Table 8.2
Weavers Opinion about their current business status

Sl. No	Independent Factor	Dependent Factor	F value	Significant	Status of Hypothesis
1	Experience	Level of competition	3.111	0.047	Rejected
		Labout availability	4.897	0.036	Rejected
		Margin	3.234	0.0398	Rejected
		Support by Market Intermediaries	1.667	.192	Accepted
		Investment Intensive	.511	.601	Accepted
		Business Scope and Opportunities	5.238	0.0246	Rejected
2	Nature of Manufacturing	Level of competition	2.246	0.0456	Rejected
		Labout availability	2.256	0.0421	Rejected
		Margin	1.756	0.0542	Rejected
		Support by Market Intermediaries	5.221	0.0201	Rejected
		Investment Intensive	1.765	.167	Accepted
		Business Scope and Opportunities	2.246	0.0456	Rejected
3	Category of Business	Level of competition	4.897	0.036	Rejected
		Labout availability	3.234	0.0398	Rejected
		Margin	5.221	0.0201	Rejected
		Support by Market Intermediaries	2.246	0.0456	Rejected
		Investment Intensive	4.591	0.0321	Rejected
		Business Scope and Opportunities	2.388	0.421	Rejected

Source: Computed Primary Data

Table 8.2 shows the weavers opinion about their current business status. The current business status covers the aspects like level of competition, labour availability, margin, support from market intermediaries, investment intensive and business scope and opportunities. The significant difference among the weavers about these aspects were tested based on their selected personal and business backgrounds like experience, nature of manufacturing and category of business.

In terms of experience, all the aspects like level of completion, margin, labour availability, support by market intermediaries and business scope significantly differ except investment intensive. Since all the factors, the calculated F value is more than table value and the null hypothesis was rejected. Based on the nature of manufacturing, all the aspects significantly differ among the weavers except investment intensive and where as in terms of category of business all the aspects from level of competition to business scope and opportunities significantly differ.

8.3. Attitude Related Aspects about the Retail Merchandise Scope for Kanchipuram Silks in new generation Retail Formats.
8.3a.Reliability Analysis

It was planned to undertake a pilot study among the 30 selected respondents from the category of large, medium and small scale business. The respondents were chosen based on judgmental basis. The pilot study helped to undertake reliability analysis of the 44 constructs which covered the aspects of attitude of weavers about the new retail formats, market competitiveness and brand preference. The constructs were prepared with Likert scale with 1-strongly disagree to 5- strongly agree. The outcome of Reliability and its corresponding cronbach alpha value is given in the following table.

Table 8.3a
Reliability Table

Reliability Statistics	
Cronbach's Alpha	N of Items
.972	44

Table 8.3a highlights that the designed 44 constructs were tested for its reliability and from the obtained combat's Alpha statistics with the value of 0.972 (97.2%) permitted to consider all 44 constructs for the further study for the purpose of extracting the important constructs under the factor through Exploratory Factor Analysis.

The Attitude related aspects about the retail merchandise scope for kanchipuram silks in new generation retail formats among the silk weaves who are involving in manufacturing, designing, wholesales and retailing were collected through the structured questionnaire. The attitude related aspects were collected with 44 constructs which comprised the aspects related to attitude of weavers about the current silk retail formats, market competiveness and brand preference. The 44 constructs were selected based on the personal interaction with weavers, retailers and filed experts. The collected responses about the 44 constructs were tested for its discrminant and convergent validity.. Through EFA the factor loading value above 0.7 (for each constructs) were selected through its discrminant and convergent basis.

Factor Analysis – Step I

Correlation matrix for the variables, item 1 to item 44, was analyzed initially for possible inclusion in Factor Analysis. Since one of the goals of the factor analysis is to obtain 'factor s' that help explain these correlations, the variables must be related to each other for the factor model to be appropriate. A closer examination of the correlation matrix may reveal what are the variables which do not have any relationship. Usually a correlation value of 0.3 (absolute value) is taken as sufficient to explain the relation between variables. All the variables from 1 to 44 have been retained for further analysis. Further, two test s are applied to the resultant correlation matrix to test whether the relationship among the variables is significant or not.

Table 8.3b
KMO and Bartlett's Test

	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.826
Bartlett's Test of Sphericity	Approx. Chi-Square	10786.296
	df	946
	Sig.	.000

One test is Bartlett's test of sphericity. This is used to test whether the correlation matrix is an identity matrix. i.e., all the diagonal terms in the matrix are 1 and the off-diagonal terms in the matrix are 0. In short, it is used to test whether the correlations between all the variables is 0. The test value (10786.296) and the significance level (P<.01) are given above. With the value of test statistic and the associated significance level is so small, it appears that the correlation matrix is not an identity matrix, i.e., there exists correlations between the variables. Another test is Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy. This test is based on the correlations and partial correlations of the variables. If the test value, or KMO measure is closer to 1, then it is good to use factor analysis. If KMO is closer to 0, then the factor analysis is not a good idea for the variables and data. The value of test statistic is given above as 0.826 which means the factor analysis for the selected variables is found to be appropriate to the data.

Step 2

The step two is to determine the method of factor extraction, number of initial factors and the estimates of factors. Here Principal Components Analysis (PCA) is used to extract factors. PCA is a method used to transform a set of correlated variables into a set of uncorrelated variables (here factors) so that the factors are unrelated and the

variables selected for each factor are related. Next PCA is used to extract the number of factors required to represent the data. The results from principal components analysis are given below. To start with, in the correlation matrix, where the variances of all variables are equal to 1.0. Therefore, the total variance in that matrix is equal to the number of variables. In this study, there are 44 variables (items) each with a variance of 1 then the total variability that can potentially be extracted is equal to 44 times 1.

Table 8.3c
Total Variance Explained

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	20.815	47.307	47.307	20.815	47.307	47.307	7.211	16.388	16.388
2	3.805	8.649	55.956	3.805	8.649	55.956	6.359	14.453	30.841
3	3.021	6.866	62.822	3.021	6.866	62.822	6.247	14.199	45.039
4	2.255	5.125	67.947	2.255	5.125	67.947	4.614	10.487	55.526
5	1.869	4.247	72.195	1.869	4.247	72.195	4.396	9.991	65.517
6	1.605	3.647	75.842	1.605	3.647	75.842	4.123	9.369	74.886
7	1.306	2.969	78.811	1.306	2.969	78.811	1.558	3.541	78.428
8	1.071	2.434	81.244	1.071	2.434	81.244	1.239	2.817	81.244
Extraction Method: Principal Component Analysis.									

Table 8.3c shows that the factor 1 account for about 16.388 percent of the total variance, factor 2 about 14.453, and so on. As expected, the sum of the Eigen values is equal to the number of variables. The third column contains the cumulative variance extracted. The variances extracted by the factors are called the Eigen values. The overall variance explained is 81.244 percent. From the measure of how much variance each successive factor extracts we can decide about the number of factors to retain. Retain only factors with eigen values greater than 1. In essence, this is like saying that, unless a factor extracts s at least as much as the equivalent of one original variable, we drop it. This criterion is probably the one most widely used and is followed in this study also. In this study, using the above criterion, 6 factors (principal components) have been retained

Table 8.3d.
Rotated Component and Factor Identification

Factors	Items	Attributes	1	2	3	4	5	6
F1 (Process Related Factors)	1	The availability of manpower to manage manufacturing and designing is feasible according to the sales volume	.788					
	2	The role of private label brand is the stiff competition for silk manufacturers in local market	.728					
	3	The manufacturer s indulge the issue of stock return and design failures frequently in the market	.739					
F2 (Market Driven Factors)	4	The recent trends of textile market has given the work pressure for the silk manufacturers		.799				
	5	The manufacturing community of silk manufacturing are learning advanced manufacturing system		.803				
	6	The scope for innovative product design and models are feasible in textile manufacturing		.718				
	7	The market demands for new varieties, design, models and colour continuously		.767				
	8	The procurement process of finished silk products by organized and unorganized retailers are highly competitive in the market		.716				
	9	The manufacturing community is paid right prices for its manufacturing and designing		.813				

Factor	Item	Statement						
F3 \(Promotional Factors)	10	The manufacturing incentives and subsidies are helpful to manufacturers to produce according to retail market requirements			.709			
	11	The silk weaving units in Kanchipuram obtain recognition as home and cottage industry category due to the growth of silk retailing			.774			
	12	The movement of silk material is comparatively faster than previous years			.752			
	13	The scope for exports is good for kanchipuram silks			.715			
F4 (Retail Driven Factors)	14	The manufacturers are interested to set back in same industry in recent years due to the growth of retail market for silks				.787		
	15	The retailers of silks bring health competition in market				.800		
	16	The unorganized retailers are able to meet the challenges of retailing extended by organized retailers				.775		
	17	The stocking aspects are on par with both organized and unorganized retailers				.756		
	18	The kanchipuram silk is able to retain and grow its market share				.710		
F5 (Market Competitiveness)	19	The silk manufactures are able to push the finished products regularly without any stock overload					.712	
	20	The competitive environment among the manufacturers of silk is healthy					.786	
F6 (Brand Preference)	21	The ultimate buyers are specifically ask for Kanchipuram silks compare to other categories						.924
	22	The growth of competition is not having impact on the brand uniqueness for Kanchipuram silks						.836
	23	The product acceptance of Kanchipuram silk is augmenting in overall markets						.865
	24	The customers are giving due importance for the brand of kanchi silks compare to other brands						.859

Source : Primary Data

Table 8.3d shows the total 44 constructs have been reduced to 24 important constructs and which are discriminated and convergent into 6 important factors namely (process related, market driven, promotional, retail driven/oriented, market competitiveness and brand preference). The process related comprises 4 constructs. The market driven comprises 5 constructs, the promotional factors comprises 4 constructs, the retail driven comprises 5 constructs, the market competitiveness 2 and brand preference with 4 constructs.

Multiple Regressions have been employed in order to test the hypotheses of

    a. Attitude related aspects weavers have an influence on market competitiveness

    b. Market competitiveness have an influence on preference of brand

8.4 Multiple Regressions Analysis

In order to test the hypothesis that attitude related aspects have an influence on market competitiveness. The attitude related factors like process related, market driven, promotions and retail driven were taken as independent variable and market competitiveness has been chosen as dependent variable.

Table 8.4a Model Summary				
Mode l	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749a	.562	.555	.66699486
a. Predictors: (Constant), Process related, market driven, promotional related and retail driven b. Dependent variable : Market competitiveness (2 constructs)				

The multiple correlation co-efficient (R) value was found to be 0.562 which shows that there is moderate level of correlation between the dependent variable.

Table 8.4b

ANOVAb					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	152.216	4	38.054	85.538	.000a
Residual	118.784	267	.445		
Total	271.000	271			
a. Predictors: (Constant), Process related, market driven, promotional related and retail driven b. Dependent variable : Market competitiveness (2 constructs)					

As per table 8,4b the F-test is highly significant, thus it proves that there is a linear relationship between the variables in our model Table 5.1 also shows that the set of independent variables taken together. The F ratio value (85.538) shows that there is significant relationship between the overall market competiveness and the set of independent variables. The R square value indicates that 56.2% of variation in the market competitiveness score is explained by the set of independent variables included in the model

Table 8.4c

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.644	.225		2.862	.005
	Process Related	.1.761	.864	.653	2.045	..003
	Market Driven	.061	.041	.061	1.499	.135
	Promotional Related	.746	.041	.746	18.400	.000
	Retail oriented/Driven	-.037	.041	-.037	-.913	.362
a. Dependent Variable: Market Competitiveness						

The table 8.4c highlights that when we look in to individually, looking at the regression co-efficient, it is seen that process related and promotional related aspects have affected the market competitiveness positively. That is the market competitiveness increases when the process and promotional aspects changes. It means when one unit of process related aspects changes will increase 0..653 unit of market competitiveness and one unit of promotional aspects changes lead to 0.746 units of market competitiveness.

8.5. The Influence of Market Competitiveness on Retail Brand Preference:-

The market competitiveness from the perspective of silk weavers opinion has been tested for its influence on retail brand preference among the supplier and consumers in present day situation was tested for its influence through linear regression analysis. The market competitiveness has been taken as an independent variable and retail brand preference as dependent variable.

Table 8.5a
8.5a. Linear Regression Test Result on Retail Brand Preference by Market Competitiveness

Attribute	Std. Beta Coefficient (T-Statistics)	F Statistics	R^2	Adjusted R^2
Market Competiveness on Retail Brand preference	0.002 (15.66)	18.0352	0.336	0.331

a. Predictors: (Constant), Market Competitiveness
b. Dependent variable : Retail Brand Preference

From the table 8,5a the F-test is highly significant, thus it proves that there is a linear relationship between the variables in the model Table 8.5a also shows that the set of independent variables taken together. The F ratio value (18.0352) shows that there is significant relationship between the market competitiveness and retail brand preference. The R square value indicates that 33.6% of variation in the retail brand preference is explained by the independent variable included in the model.

9.0. MANAGERIAL IMPLICATION AND CONCLUSION

The retail environment in India has been changing phenomenally and the entry of organized retailers not only changed the shopping behavior of consumers and also the attitude of supply source. In this aspect, the growth and entry of organized retail chains in textile and garment sectors have changed the identity for the retail brands in Indian market. Silk is one of the product which are purchased by consumers on special occasion through complex buying behaviours and the retail selling strategies by organized retailers given an opportunity for the consumers to look for more value for money and in addition to that the silk branding is also a source of competition in selected Indian market. In this aspect, the changing scenario of retailing silks needed to understand from the dimension of weavers. The present study identified the attitude of weavers in terms of process of manufacturing, promotional, retail trends as important factors and its influence on market competitiveness and which influences retail branding. The study will be useful for the growing retail sectors in silk industry to understand the manufacturer perspective and also give due weight age on maintaining long term and integrated effective supply chain management.

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