

## ACCEPTANCE OF HANDLOOM TEXTILE, CLOTHING AND PRODUCTS BY THE PEOPLE RESIDING IN CHANDIGARH

\**Aditi Bhandari*

\**Faculty, D.A.V College for Girls, Yamuna Nagar, Haryana*

### ABSTRACT

The Handloom Textiles constitute a timeless part of the rich cultural Heritage of India. The element of art and craft present in Indian handlooms makes it a potential sector for the upper segments of market domestic as well as global. There are a set of 60 consumers who prefer to buy handloom products but they do find problems with the textiles. Handlooms need to dry cleaning and some consumers feel that they are not satisfied with what they buy. Some consumers also feel that handlooms do not give good value for money. Consumers want the sales persons to give them details about the handloom textiles they are buying. Salesmen are not always able to give all required information.

Thus government weavers and designers retailers need to work together to fill these gaps and satisfy the customer's expectations and demand for the right kind and quality of handloom products.

**KEYWORDS:** Handloom, Textiles, Weave, Looms

### INTRODUCTION

Weaving is a method of textile production in which two distinct sets of yarns or threads are interlaced at right angles to form a fabric or cloth. Other methods are knitting, crocheting, felting, and braiding or plaiting. The longitudinal threads are called the warp and the lateral threads are the weft or filling. (*Weft* is an old English word meaning "that which is woven"; compare *leave* and *left*.) The method in which these threads are inter-woven affects the characteristics of the cloth. Cloth is usually woven on a loom, a device that holds the warp threads in place while filling threads are woven through them. A fabric band which meets this definition of cloth (warp threads with a weft thread winding between) can also be made using other methods, including tablet weaving, back strap loom, or other techniques without looms.

The way the warp and filling threads interlace with each other is called the weave. The majority of woven products are created with one of three basic weaves: plain weave, satin weave, or twill. Woven cloth can be plain (in one colour or a simple pattern), or can be woven in decorative or artistic design

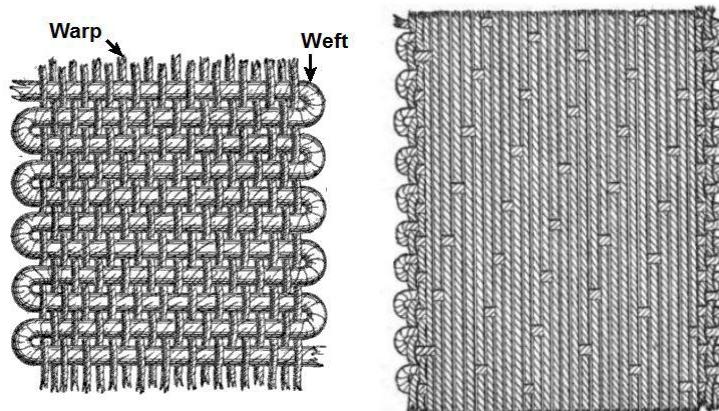


Figure 1:Warp and weft in plain weavingFigure 2: Satin weave

There are several types of looms like:

- Back strap loom.
- Warp-weighted loom.
- Draw loom.
- Handloom.
- Flying shuttle.

- Haute-lessee and basse-lisse looms.
- Ribbon weaving.
- Traditional looms.
- Power loom

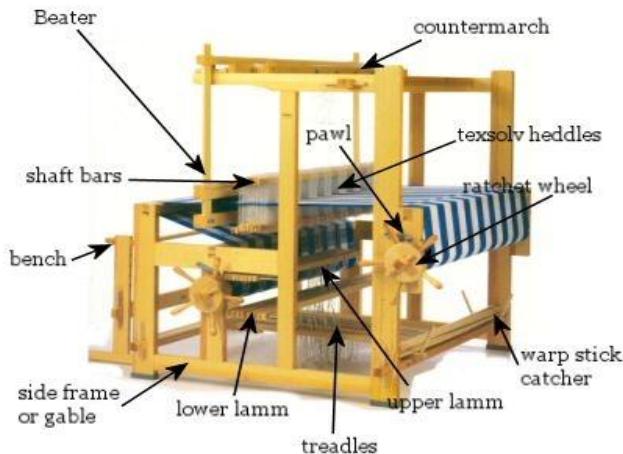


Figure3:Floor handloom machine

#### OBJECTIVES OF THE STUDY

- To study the acceptance of Handloom textiles and products being sold at one government Retail Store and one private retail store in Chandigarh.
- To study the acceptance of Handloom Textiles & Products in Chandigarh sold through state handloom exhibitions.
- To study the acceptance of handloom textiles and products being sold at a designer store in Chandigarh..
- To study the origin, price, sales and quality of Handloom Textiles & Products available in Chandigarh.

#### METHODOLOGY

The aim of the study is to analyse the overall acceptance of handloom products by the people residing in Chandigarh. The title explains different verticals like age, nature, income, work profile of consumer has been considered moreover accessibility, purpose as well as frequency of buying handloom products and it also includes trends and style(along with comfort) while purchasing a hand loom product.

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

#### SOURCES OF DATA

**Plan and Procedure:** Secondary data for the study was collected from articles, journals and research papers available in the libraries and online. Based on this a well structured questionnaire was developed to collect primary data. This data was analysed to arrive at results and to draw conclusions. An interview plan were scheduled with retailers exhibiting their work.

**Tools Used: In Stage 1**-a questionnaire was developed keeping in mind the relevance of questions which were in accordance of the queries and gaps found in the earlier studies.

**Sample of the Study: In Stage 2**-The study was focused on acceptance of handloom products by the women population of Chandigarh. The responses submitted by the women depended on their willingness to voluntarily contribute to this study. Two adjacent sectors were covered for the study i.e. sector 17 and 22.



20 walk in customers to each of these stores were interviewed depending on their willingness to give information. Total 60 Respondents.

#### STATISTICAL ANALYSIS OF THE DATA

The study was subjected to statistical analysis keeping in view the objectives and design of the study. Considering the nature of the data the following statistical techniques were applied to analyze the data. Data was coded and tables and charts were generated in Microsoft excel. Percentages were applied to find the results.

#### RESULTS AND DISCUSSION

**TABLE 1-DEPICTS THE DEMOGRAPHIC PROFILE OF CONSUMERS.**

Demographics	Frequency
Female	20
Female	20
Female	20
Total	60

**TABLE 2-DEPICTS THE AGE CATEGORY OF THE CUSTOMERS.**

Age Category	Frequency
30 to 35 years	28
35 to 40 years	20
40 to 45 years	21
Total	60

**TABLE 3- DEPICTS THE MONTHLY INCOME OF THE CUSTOMERS**

Monthly Income	Frequency
Less than 10,000	10
10,000 To 30,000	20
30,000 to 50,000	18
More than 50,000	12
Total	60

TABLE1:Most Preferred handloom products.

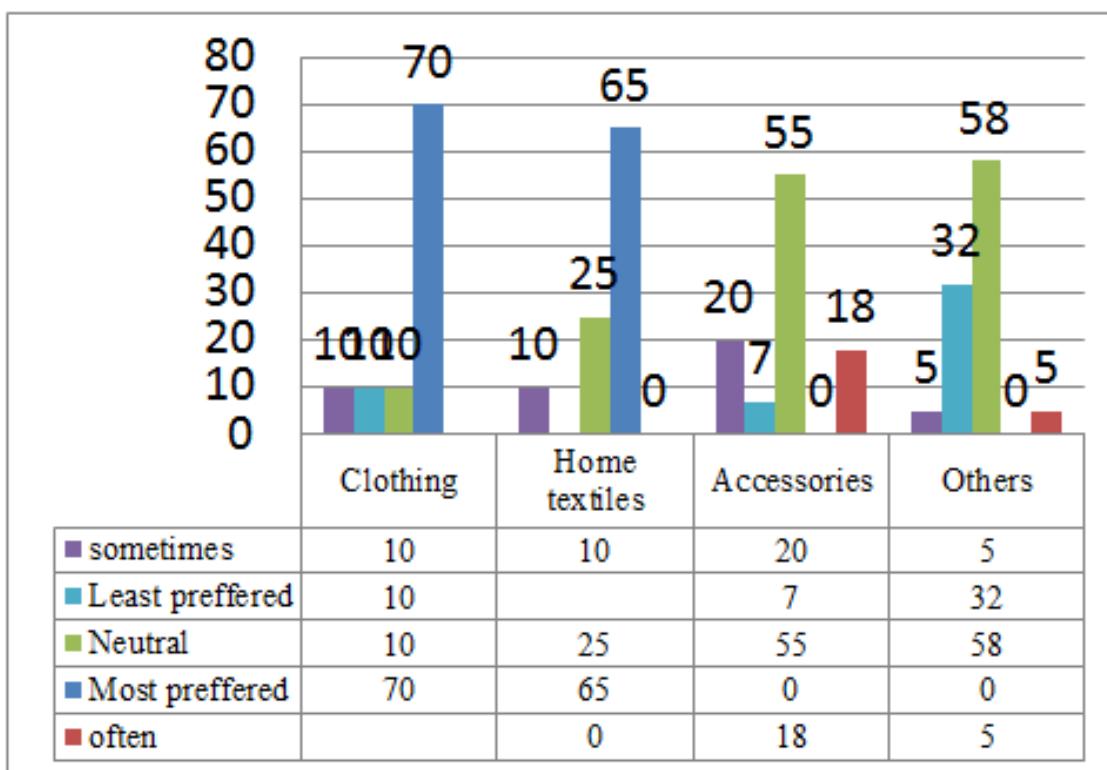


Figure 1 above shows that out of the 60 respondents from the age category of 30 to 45 years. This table and data shows that the most preferably women's buy home textiles and clothing and least preferably they buy other handloom products .

TABLE 2: Benefits of buying handloom products

BENEFITS	FREQUENCY	PERCENTAGE
They come in traditional designs	15	25
They carry handloom originality tag	15	25
They are comfortable to wear	10	16.6
They are environment friendly	20	33.3
TOTAL	60	100.0

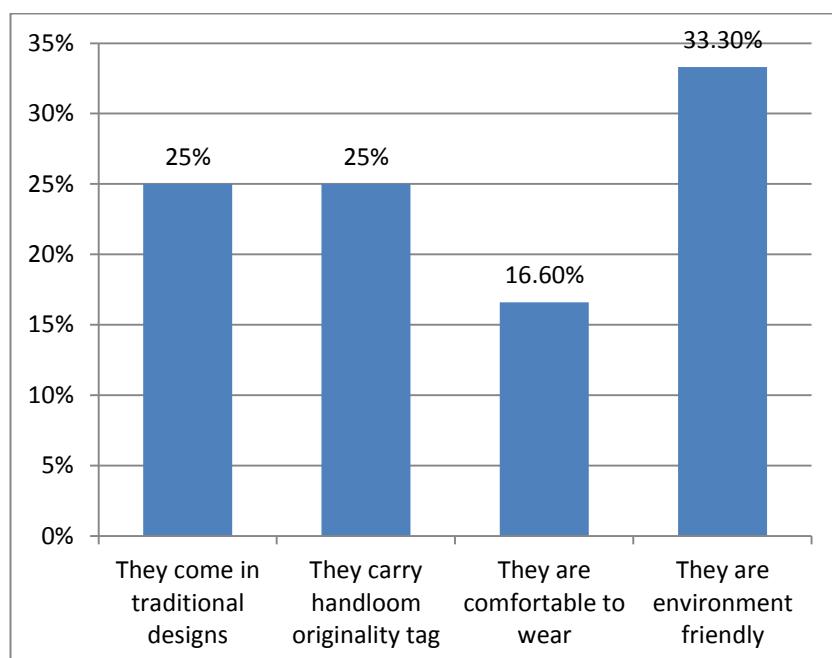


Figure 2 above shows that out of the 60 respondents 33.30% buy handloom products because they are environment friendly. 16.60% are those who think they are comfortable to wear and neutral are those who think they come in traditional designs and they carry handloom originality tag i.e. 25% each.

**TABLE 3: Data presentation on the basis of how frequently women go for shopping for handloom products.**

How frequently women go for shopping	Frequency	Percent
Daily	0	0
Weekly	10	16.6
Fortnight	20	33.3
Monthly	30	50
Total	60	100.0

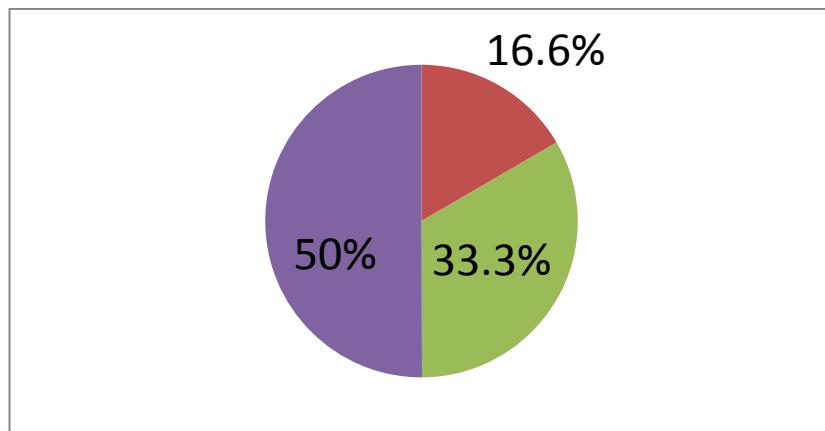


Figure 3: From the above pie chart it is interpreted that 50% of the people went for shopping on monthly basis. 33.3% went fortnight and 16.6% went weekly. 0% of the people went daily. Higher percentage of the people are those who went on monthly basis.

**TABLE 4: Data presentation on the basis of buying behavior of women.**

	FREQUENCY	PERCENTAGE
Always	5	8.3
Often	25	41.6
Sometimes	30	50
Never	0	0
Total	60	100.0

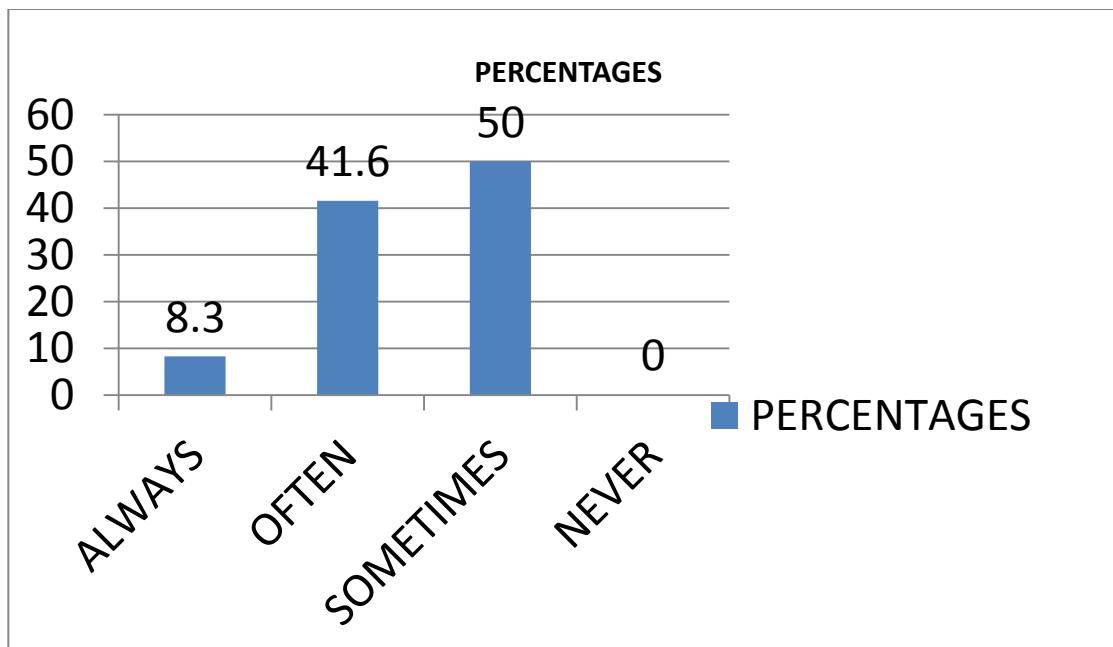
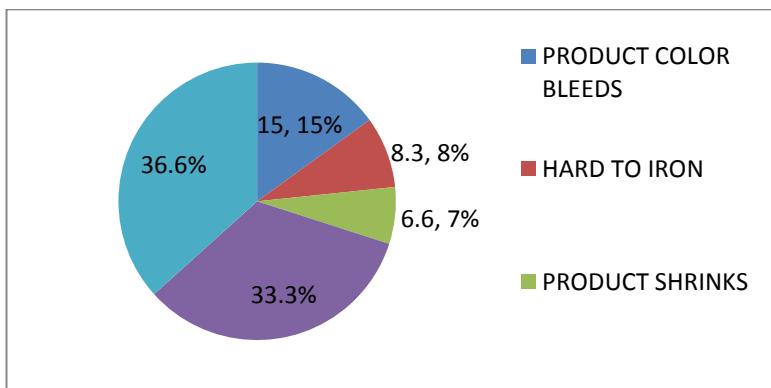


Figure4: From the above pie-chart it is concluded that high percentage of the people are those who buy handloom product sometimes i.e. 50%. Rest 41.6% of the people are those who often buy handloom product. 8.3% of women are those who always buy the handloom product.

**TABLE 5:Data presentation on the basis of problems found in handloom products.**

PROBLEMS	FREQUENCY	PERCENTAGES
Product color bleeds	9	15
Hard to iron	5	8.3
Product shrinks	4	6.6
Product is hard to wash	20	33.3
Dry cleaning is required everytime	22	36.6
Total	60	100.0



From the above pie chart it is interpreted that the highest frequency of women think that dry cleaning is required everytime i.e. 36.6% and after that 33.3% of women think that the product is hard to wash. Least percentage of women thinks that the product shrinks i.e. 6.6 % only.

**TABLE 6:Data presentation on the basis of amount spent on the handloom product by women.**

Amount	FREQUENCY	PERCENTAGES
Less than RS 1000/-	15	25
RS 1001/- to RS 1999/-	12	20
RS 2000/- to RS 2999/-	30	50
More than RS 3000/-	3	5
Total	60	100.0

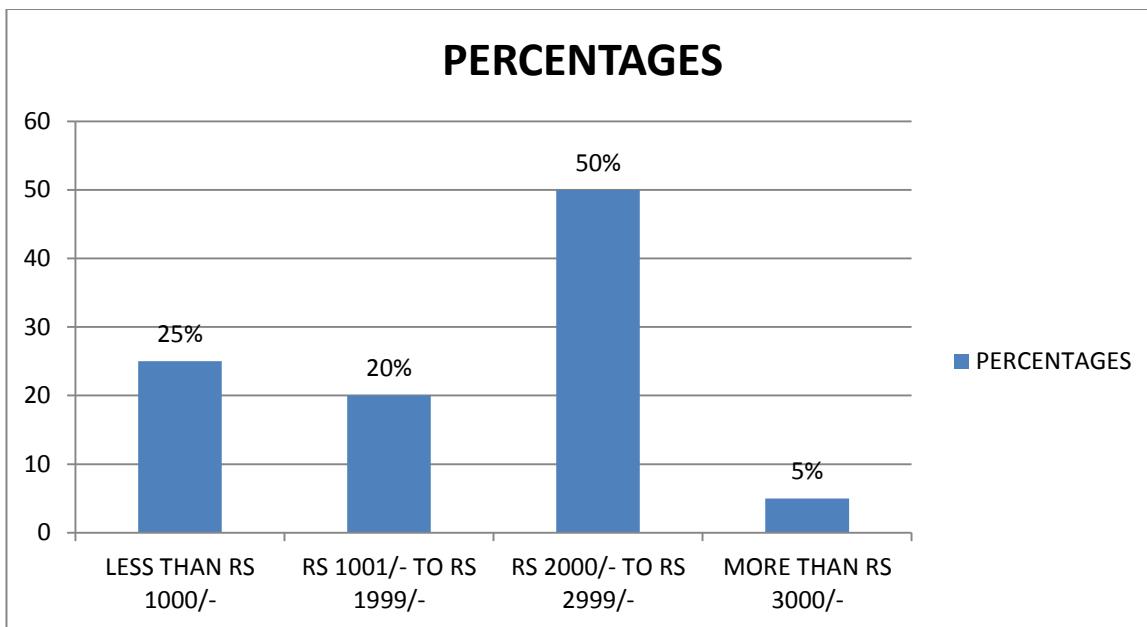


Figure6: From the above bar graph it is interpreted that mostly women spend Rs 2000/- to Rs 2999/- on handloom products i.e. 50%. only 5% of the women spend more than rs3000/-.20% of the women spend Rs 1001/- to Rs 1999/- and 25% of women spend less than Rs 1000/-.

## CONCLUSION

The following conclusions were drawn based on the analyses of data:

1. The most preferred handloom products were found to be clothing and home textiles.
2. Many women buy handloom products because they are environment friendly.
3. Monthly 50% of the women go for shopping for a handloom product.
4. According to the buying behaviour of women 50% of the women are those who buy handloom products.
5. Highest percentage of the women i.e. 36.6% think dry cleaning is required every time.
6. Most of the women spent Rs 2000 to Rs 2999/- on the handloom product.

## REFERENCES

1. Annual Report (2010-11), Ministry of Textiles, Government of India.
2. M. Khan, "Consumer Behaviour", new age international publications, 2015.
3. Michael R.Solomon, "Consumer Behaviour - Buying, Having, and Being", Prentice Hall; 10 edition (January 6, 2012)
4. 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.
5. Raoand NagaRaju(January 2010,Volume: 10).A Critique on the Promotion of Handloom Industry, Indian Outline", Tamil Nadu Journal of Cooperation, , No.3, Page: 49 to 54.
6. Ramana, P. B. (Oct 2016 Vol- 16 ). A Study on Customer Awareness and Satisfaction towards handloom products with special reference to Guntur District – Andhra Pradesh. Acme Intellects International Journal of Research in Management, Social Sciences & Technology ISSN 2320 – 2939 (Print) 2320-2793 , 1to3.

## INTERNET SOURCES

1. <https://www.fibre2fashion.com/industry-article/2269/handloom-industry-in-india>.
2. [https://www.researchgate.net/publication/319483451\\_HANDLOOM\\_SECTOR\\_IN\\_INDIA\\_A\\_LITERATURE REVIEW\\_OF GOVERNMENT \\_REPORTS](https://www.researchgate.net/publication/319483451_HANDLOOM_SECTOR_IN_INDIA_A_LITERATURE REVIEW_OF GOVERNMENT _REPORTS).
3. <http://www.handlooms.nic.in>
4. <http://www.thehandloomschool.org>