

## A STUDY ON PURCHASE PREFERENCE OF WOMEN TOWARDS KALAMKARI PRODUCTS IN ECOMMERCE WEBSITES IN AP

Seshu Kumar Jujjuvarapu\* and A.Udaya Shankar\*\*

**Abstract:** *The purpose of this study is to find out the purchase preference of women while buying the kalamkari handlooms in ecommerce sites in Andhra Pradesh. With the revolutionary changes in telecommunications space the ecommerce industry has taken a steep inclination in organized retail market segment. With the increase in the disposable income and change in tastes and habits of the consumers there is a proportional increase in the purchasing power, which results in boosting the retails spending in India. Apparel shoppers across the cities and towns are increasingly showing their inclination towards ethnic and traditional wear, thereby there is upward trend for the sale of handloom, making it the growing segment across various apparel segments. The main focus of this study is to find out the awareness of women towards kalamkari products, and what are the elements women were considering while choose the kalamkari Products, In conjunction with the lifestyle, income level's and perception of women towards kalamkari products. The outcome of this research study in selection of kalamkari apparels by women is for its colors made out of plant roots and leaves mixed with the minerals, fabrics used to make the apparels, printed and painted designs, fit and comfort of the fabric and lastly the price which were affordable by any class of the people, with traditional and cultural touch.*

**Keywords:** *Handloom, Kalamkari, Apparel, Ecommerce, Purchase Channel, Lifestyle.*

### INTRODUCTION

India is the treasure hub of most handicrafts since ages. One of such handcraft which is most widely admired across the globe is the Kalamkari. Kalamkari is derived its name from kalam means Pen and kari means work. This means pen work on fabrics. The artists use a bamboo or palm stick with a bundle of fine hair as a brush to paintings the fabric. The colors used in painting kalamkari handlooms were made from plant roots and leaves which were then added with mineral like tin, copper and iron to form the colors. This gives an impression and sophistication touch to the fabric. Initially these paintings were drawn only on cotton fabric as there is change in tastes and habits of consumers, now a day these paintings were printing on silk and other fabrics. Kalamkari is of two types i.e. painting and printing.

---

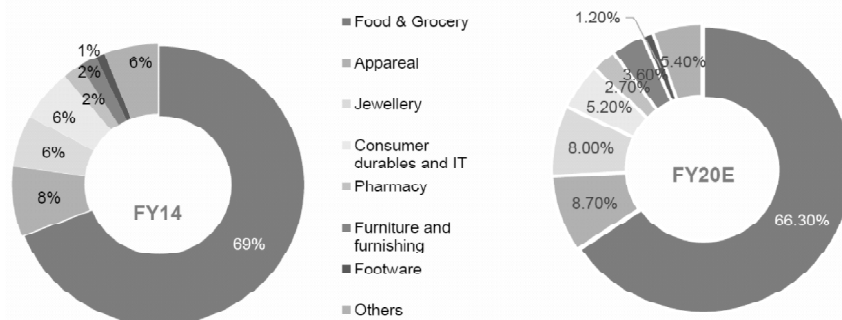
\* Research Scholar, K.L.U. Business School, K. L. University, Greenfields, Vaddeswaram, Guntur District, Andhra Pradesh, India.

\*\* Associate Professor, K L U Business School, Greenfields, Vaddeswaram, Guntur District, Andhra Pradesh, India.

Kalamkari is an ancient art from Andhra Pradesh, finds its roots in Sri Kalahasti (near Tirupati) and Pedana (near Vijayawada). Both the regions have their own styles of kalamkari prints. In Sri Kalahasti the paintings were mostly on the themes of Hindu mythology, where as in pedana they use hand curve and screen block. The making of Kalamkari fabrics follows a vigorous and a slow process of dyeing and hand paintings. Kalamkari will undergo different treatments before and after coloring the fabric, the color and textures will change depends on different treatments the kalamkari fabric while undergo.

Textiles were considered as the basic necessity of the mankind along with Food, Water and shelter. Textile and clothing will determine the lifestyle of any country. The status of any individual will be showcased on the apparel he wears. Indian women were more conscious over fashion than men. Out of every 100 models made in fashion industry, 75% will be exclusively for women. From this we can infer that the market for women apparels is more than men. With the inclination of urbanization, there arises a need for women to support the families earning's. Which the increase in urbanization there raises the need for women to showcase themselves on par with men in all wakes of work life. Well-mannered Apparels increases the confidence among men and women, which raise the requirement for women to shift from age old fashions to modern ware fashions. Indian women termed as the goddesses of the household and by nature women will be more conscious towards traditions and cultural than men. There arises the need for ethnic and traditional ware for women.

India is one of the fastest growing markets in the world, with a growth rate of 7.5% a year. As per the estimates Indian retail market will reach 1.3 trillion USD by 2020, from 600 billion USD in 2015,with CAGR (Compounding Average Growth Rate) of 16.7 %. The driving factors of this growth is, change in the demographic profile, increase in the disposable income, shift in consumer tastes and preference of the people. The percent retail sending's in Indians were illustrated below.



Source: Technopak, Indian Retail Market January 2013, Deloitte, A Report on 'Changing trends: gems & jewellery industry' by Onicra, TechSci Research. Notes: E- Estimated, India Brand Equity Foundation January 2016 - www.ibef.org

Smart phones, Mobile devices and Internet penetration drive the ecommerce business. In India the total e-Commerce spending accounts to 2% of the total retail spending, which accounts to 16 billion USD in 2015, which will reach to 101 billion by 2020 with CAGR of 34%. The no. of online shoppers in India were 39 million in 2015, which may rise to 220 million by 2020 with CAGR of 41%. Globally, e-Commerce has been operating via various models such as B2B, B2C, C2C, Aggregators and Hybrid.

### **OBJECTIVES OF THIS RESEARCH PAPER**

- To study the online buying behaviour of women for apparels in Andhra Pradesh.
- To study the features of kalamkari fabrics.
- To study the factors which influenced women in buying kalamkari apparels in AP
- To understand the retention levels of kalamkari apparels by women in AP
- To study the issues and challenges faced by women in selecting the kalamkari apparels in AP
- To understand the levels of satisfaction gained by women after purchasing kalamkari apparels AP

### **LIMITATIONS OF RESEARCH**

- The study on buying preferences of kalamkari fabrics, considered the secondary data available online and offline.
- The study is a conceptual research and which don't have realistic outcomes or results.
- Further research can be conduct on the subject matter to add or suggest new dimensions on the buying preferences of kalamkari apparels in AP
- The study is limited only to kalamkari apparels which were manufactured in A.P

### **RESEARCH METHODOLOGY**

- This research is conducted on the secondary data collected online, offline databases articles and magazines. The data was analyzed and arrive on the assumptions made on the onset of this research study.

### **LITERATURE REVIEW**

With the advancements in the technology in textile arena for modern textiles and fashions, handlooms and handicrafts have their prominence in consumer purchasing preferences of the handlooms and handicrafts due to its unique features

like fabric, colors, materials used in making, with culture and traditional touch makes the consumers to opt for these products competing the machine made fabrics. The marketing strategy in handlooms and handicrafts should have a deep understanding of the market. India is a huge market for any market segment, due to its size and diverse cultures.

### **Market dominated Variables influencing the buying preferences of women**

#### ***Product***

The visual and physical characteristics like colors, fit, comfort, touch and feel are the keys for successful placement of any fabric in the market. With the advancements of technology in making the textile results in fine finishing and looks on the individuals. Indians spend more on apparels after food and beverages. There is a scope for modern, western and traditional wares. India is a diversified country with different cultures and creeds. Have a larger scope for different apparel sects. Ethnic and Western wears will have a definite place for market, there arises the need for handloom and handicrafts like kalamkari, dharamavaram and other ethnic wares. Apparels make an impression on the personality of any individual on this lifestyle.

#### ***Purchase Channel***

The purchase channel considered as the most important variable in making the purchasing preferences of apparels and textiles. With the increase in working women and the time spending on physical shopping made women to move from offline shopping in shops and shopping malls to online. This is an edge for ecommerce sellers to capture the opportunity, with the discounts and loyalty programs to retain the consumers for longer period.

#### ***Price***

Price another variable which influence the buying, with increase in the disposable income and changing tastes and habits, and change in demographic profiles there is always a positive node towards spending of the consumers on lifestyle products.

#### ***Promotion***

Promotion is another factor which influences the buying preference of the product or fabric. Promotion is a way of retaining the consumers with discounts and offers. Promotion of product is not only retaining the consumer but also to gain new consumers with advertisements in media, print media and magazines. Promotion raises awareness to the consumer on the product features and specifications. Even though the is having good features, look and have every features which different segment of consumer requirement still there will be a need for consumer awareness

on the product, which can be addressed only through promotion. Through branding we can create an awareness and image of the product.

### **Consumer dominated Variables in purchasing preferences of women**

**Requirement of the product:** Consumer will buy the product based on the requirement, where as in apparel segment the requirement will be marriage, family function, festivals, birthdays, gifting were in the consumers will look for apparels. This is the touch point to making the requirements in to an opportunity for market the apparels. As India is unified with different diversities is another opportunity to market for apparels to different traditions and cultures.

**Cultural influence:** Customs, beliefs are the ways of life which is factor influences the buying preferences of the consumers. Wearing new Apparels on the occasion of the festivals were considers as the sacred feeling in any of the Indian cultures. The lifestyle of the consumers will be associated with textiles. Culture influences more on the buying preferences of the textiles by the consumers.

**Psychological Influences:** Psychological factors like character and attitude of the consumer towards the textiles will major influence on the buying preferences of the consumers. The Psychological factors like social status, attitude, and lifestyle will influence the way of thinking of the consumer buying behaviour.

**Personality:** Personality is another factor which influences the buying behaviour like every individual is having a unique personality and emotions towards the products and buying preferences of the consumer.

**Social Status:** Social factors like realities and past experiences in conjunction towards the tastes and habits will greatly influence on the purchasing preferences of the consumer.

**Social Marketing:** With the increase of social media like Facebook, twitter, WhatsApp, etc., there is a Social awareness in the society influencing the buying preferences on the consumers. Eco Friendly and green marketing initiatives were some of the factors which influence the buying preferences.

**Age:** Age of the consumer will have a greater influence on the purchasing behaviour like for children the decision maker will be the parents. The apparel fashions tend to change based on the age of the consumers like more casuals in young age, formals in idle ages and ethnic and traditional wares in later ages. From this we infer that we have different market requirements on the age factors of the consumers.

### **ISSUES AND CHALLENGES**

In ecommerce space, Apparels were the second in place were online buyers spends more after foods and beverages. With the increase in the sales in this space, there

were issues and challenges in online buying behaviour of women for kalamkari fabrics in Andhra Pradesh.

- Major challenge is the connectivity of the internet in rural and suburban areas
- Consumer awareness, is another challenge which have direct impact on the buying preference of the women
- Competition is another challenge in promoting the kalamkari products as we have different handloom products in available in apparels
- Returns are another challenge for online buying, as the fabric touch and feel will be different than the images in online. Due to which there will be sales return. Which is time consuming and leaves a negative feeling for both consumer and the vendor
- To retain the consumer is the major challenge in online business; we have to give discount, loyalty benefits, which affect the margins. In this competitive market we have to be very cautious to retain the consumer with the loyalty and discounts other that quality products.

## CONCLUSIONS

Colors, Designs, Quality, touch and feel of the kalamkari fabric have the great impact on consumer buying preference , So while promoting the kalamkari products in ecommerce we should be very cautious in presenting the images, write up and specification of the fabric should be legible and more descriptive and easily understandable to the consumers.

Fit and comfort of the fabric is another point which influence the buying preference, so ecommerce websites should give more specification on the fit and comfort like different sizes should be available while presenting the kalamkari fabric online

Presentation and Promotion of the kalamkari fabrics is another factor which influences the consumer buying preference as the kalamkari fabric availability is limited to 2 places (Pedana and Srikalahasti), while there were many other handloom fabrics are available in Andhra Pradesh.

Price of the kalamkari fabric is another factor which influences women buying preference in Andhra Pradesh, increase in disposable income and change in tastes and preferences, pricing will be least factor which can influence the buying preference of the women. So be cautious in pricing the fabrics on different consumer segments.

A part from above said factors, the online vendors should keep up to date fashionable kalamkari fabrics to meet the tastes and preferences of the consumers.

### **References**

- Anjali S. Deshmukh and Gulshan Ganeshani - Kalamkari – An Eco-friendly Approach for Sustainable Fashion Development - International Journal of Theoretical & Applied Sciences, 5(1): 84-87(2013) -ISSN No. (Print): 0975-1718, ISSN No. (Online): 2249-3247.
- Purohit, Pooja - The Study of traditional hand painted Kalamkari to Design a set of new age prints - 11-May-2015 - <http://14.139.111.26/jspui/handle/1/70>.
- Mr. Viresh Oberoi, Mr. Chandrajit Banerjee, Mr. Neeraj Jain - CII - e-Commerce in India A Game Changer for the Economy - April 2016.
- Investec India – Digital Media & E-Commerce Building momentum in a rapidly evolving market - Investec.
- M.R.PRAKASH, Mr. N. SARAVANAN April 2015 - A Study on Female Consumers Buying Behavior Towards Textile Showrooms in Chennai- INDIAN JOURNAL OF APPLIED RESEARCH.
- Mr. M. Sandeep Kumar, Dr. D. Prasanna Kumar, Dr. M. Srinivasa Narayana - Impact of Brand Equity on Customers Purchase Decision Making while Choosing Branded over Unbranded Apparel in Andhra Pradesh, ISSN 0973-4562 Volume 11, Number 7 (2016) pp 5202-5209.
- Kalyani Anumala, Dr. GVRK Acharyulu - A Demographic study on customer satisfaction about Handloom Products in India - A study on Andhra Pradesh State Handloom Weaver's Cooperative society Limited - Volume 9, Issue 3, 2015.
- Namita Rajput, Subodh Kesharwani & Akanksha Khanna - Dynamics of Female Buying Behaviour: A Study of Branded Apparels in India, International Journal of Marketing Studies; Vol. 4, No. 4; 2012, ISSN 1918-719X E-ISSN 1918-7203.
- ABHIJIT MITRA - E-COMMERCE IN INDIA- A REVIEW - International Journal of Marketing, Financial Services & Management Research \_\_\_\_\_ ISSN 2277- 3622, Vol. 2, No. 2, February (2013), Online available at [www.indianresearchjournals.com](http://www.indianresearchjournals.com)
- India Brand Equity Foundation, January 2016 - [www.ibef.org](http://www.ibef.org)
- Textile & Apparel Policy 2015 – 2020 - GOVERNMENT OF ANDHRA PRADESH.
- Dr. Sasmita Behera - INFLUENCE OF PSYCHOLOGICAL FACTORS ON TEXTILE BUYING BEHAVIOUR - IJBARR, E- ISSN -2347-856X, ISSN -2348-0653.