Customer Attitude and Satisfaction Towards Handloom Products with Reference to Nellore District – Andhra Pradesh

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ABSTRACT

Handloom segment is one of the old and traditional Industries in India and on which the millions of handloom weavers depends upon the weaving and the livelihood for rural artisans in our country. By and large the handloom products are in good quality, affordability, durability, availability and artisan work. On the one hand, at present handloom segment is at its worst condition that it faces severe problems like strict competition from power loom as well as from mill made producers. At this juncture the government has taken some preventative measures to divide the handloom products and machine made products as well as mill made products. On the other hand the customers are totally confused about in finding the differentiation between the handloom product and the machine made product. From this perspective, the paper tries to analyze and study the customer Attitude and Satisfaction towards buying and utilizing of handloom products. Moreover, the different factors that influence the buying behavior of handloom customers. Therefore, the present study has been conducted in SPSR Nellore district of Andhra Pradesh. The data has been collected from primary sources through questionnaire. At the same time, a sample of 150 respondents has been selected from four mandals, by using stratified random sampling method and Statistical analysis to derive the assessment.

Keywords: Customer Attitude, Customer Satisfaction, Handloom, Power loom.

1. INTRODUCTION

Handloom segment is an old concept and has been considered as an integral part of textile industry in India. As a result, handloom industry is the next position of after agriculture. It is one of the largest segment that which produces Cotton, Silk, Jute, and Khadi in huge quantities. Handloom products are very good in

demand especially in India, not only in domestic country but also in host countries. Handloom cloth has exclusive identity but mill made, textile made cloth doesn't have. But the customers cannot differentiate between handloom cloth and mill and power loom cloth. Therefore, the present study challenges to recognize the customer Attitude about handloom products and there are so many factors that influence the buying behavior of customer's Satisfaction levels of handloom products. The present study is descriptive in nature.

Consumers as persons buy the products for family consumption. Consumer Attitude refers to really the consumers satisfied or not, buyer's knowledge of a particular product or product services which the people is going to consume. Sometimes, the consumer may know and may not know about the product quality and originality of the product. The paper studies and analyses the customer's Attitude and Satisfaction about handloom products in a very detailed manner. In many locations, handloom products are available but the consumers are they really buying the original quality of hand loom products? For that reason the present paper tries to understand the customer Attitude about the handloom products.

2. OBJECTIVES OF THE STUDY

- To analyze the customers Attitude towards the purchase of handloom products.

- To study the level of satisfaction of customers in the purchase of handloom products.

3. REVIEW OF LITERATURE

Malmaraugan (2008) has observed that word of mouth plays an important role that which improves the purchasing power of the customers towards handloom products. Therefore, the researcher revealed that word of mouth is very powerful advertisement compared to other advertisements such as magazine, banner, TV and newspaper. It is two times efficient as radio advertising four times efficient as personnel selling and seven times efficient as newspapers and magazines.

Vaddi and Balakrishnaiah (2009) in their paper have analyzed the consumer awareness and consumer behavior towards Khadi and handloom products. In the paper mainly concentrated the region of Andhra Pradesh, around 65% of the people knew about khadi and handloom products, irrespective of the religion. In Andhra Pradesh most of the regions have been conducting handloom melas, exhibition of products, these opportunities used by the all consumers without spending of money and simultaneously all the handloom weavers are benefitting and increasing the sales volume.

Agarwal and Luniya (2009) indentify the women consumer behavior regarding hand woven kotadorai saris. The study was conducted around 65 women respondents of age group of 31 to 45 years the family income is not less than 15000 per month. The customers know the quality regarding woven dorai pattern, simultaneously the most women customers are willing to buy banarasi and kotadorai are equally preferred among the hand woven saris.

Jayakodi (2009) has identified that handloom schemes play a very important role especially handloom cooperatives in Tamilnadu. The handloom products are highly costlier than the mill made products, the reason is handloom productivity is very low and wages rate is very high. For all handloom weavers are

facing strict competition from power loom and mills. Because of that the government should encourage handloom weavers through rebate subsidy.

Kumudha and Rizwana (2013) have analyzed the level of customer's reaction towards different types of handloom products. They argue that the demand of handloom products not only in domestic country but also in host countries. The handloom products have very good quality but mill made and power loom fabric does not have. The study suggested that most of the customers having in male population but in future the scope to attract the female population. The study concludes that most of the population is not aware of the handloom products. Because of that reason the sufficient preventative measure have to be taken place in order to increase the awareness of handloom products.

Rayapati Raveendhranath (2013) has stated that historically handloom is the long-established products. The serious threat of the handloom is marketing and distribution of the product. In the Indian market around 15% of fabrics are exporting. Around 120 host countries are purchasing handloom products from India. The study concludes that the government should take the proper action and make sure of developing of handloom industry in India and it has to provide finance facilities, improve the marketing, provide the subsidies, better technology for cheaper rates, discounts and competitive customer service etc.

Nish Rani and AnupamaBains (2014) in their study analyzed the consumer's reaction towards handloom products with reference to Punjab and Haryana states. The study revealed the quality and style of handloom products like foreigners. In this study the handloom weavers are weaving variety of products like cotton, wool, silk and jute cloth etc.

4. RESEARCH METHODOLOGY

The present study has been conducted in the Nellore district. One of the most significant handloom centers, which is the midpoint of Andhra Pradesh. The study is in descriptive in nature since it analyses the behavior of the customers in the purchase of handloom products. The data has been collected through primary and secondary sources. The structured questionnaire was designed and distributed to the respondents to collect required information for primary data. The data pertaining to demographic profile of the consumers, level of Customer Satisfaction of the handloom products have been taken. The source of information about handloom products, customer buying behavior and customer Attitude and Satisfaction are also collected. The secondary data have been collected from books, magazines, journals, newspapers, and websites. In this study random sample of 150 customers in the Nellore district, is selected using stratified random sampling method. The researcher used chi-square statistical analysis and one way ANOVAs techniques.

5. ANALYSIS AND INTERPRETATION

Gender Wise Respondents

S.No.	Gender	No. of Respondents	Percentage
1	Male	92	61.33
2	Female	58	38.66
Total		150	

Mandal Wise Respondents

S.No.	Description	No. of Respondents	Percentage
1	Saries	38	25.33%
2	Dress Material	12	8%
3	Lungies	8	5.33%
4	Towels	6	4%
5	Shirting	5	3.33%
6	Bed sheets	4	2.66%
7	Dhotis	3	2%
8	Mosquito Nets	0	0%
9	Saries and Dress Material	14	9.33%
10	Saries and Lungies	7	4.66%
11	Saries and Towels	9	6%
12	Saries and Shirting	8	5.33%
13	Saries and Bed sheets	7	4.66%
14	Saries and Dhotis	3	2%
15	Dress Material and Lungies	7	4.66%
16	Towels and Shirting	4	2.66%
17	Bed sheets and Dhotis	2	1.33%
18	Dress material and Bedsheets	6	4
19	Shirting and Lungies	4	2.66%
20	Towels and Bed sheets	3	2%
Total		150	100 %

Interpretation: The above table specifies that 25.33% of the respondents are willing to buy Saries where as 8% of the respondents prefer Dress Materials. 5.33% of respondents prefer Lungies, where as 4% of the respondents prefer Towels. 3.33% of the respondents prefer shirting, 2.66% of the respondents prefer Bed sheets and finally 2% of the respondents prefer Dhotis etc.

Factors influencing the Buying Decision

S.No.	Description	No. of Respondents	Percentage
1	Sales Executives	61	40.66%
2	Advertisement	21	14%
3	Friends and relatives	33	22%
4	Hand loom exhibitions	12	8%
5	Sales Executives and Friends and Relatives	10	6.66%
6	Sales Executives and Hand loom Exhibitions	13	8.66%
Total		150	100%

Interpretation: The table shows 40.66% of the respondents are receiving handloom information from the sales executives and 14% of the respondents are getting the information from Advertisement and 22% of the respondents are receiving information from Friends and Relatives and 8% of the respondents are getting information from handloom exhibition and 6.66% of the respondents are getting the information from

Sales executives and Friends and relatives and finally 8.66% of the respondents are getting the information from Sales executives and Handloom exhibition.

Factors influencing Customer attitude

S.No.	Description	No. of Respondents	Percentage
1	Price	41	27.33%
2	Quality	65	43.33%
3.	Location	16	10.66%
4	Weavers Skill	13	8.66%
5	Comfort	15	10%
Total		150	100%

Interpretation: The above table indicates the graph that 27.33% of the respondents are purchasing products based on the Price and 43.33% of the respondents are purchasing products based on the Quality and 10.66% of the respondents are purchasing based on the Location and 8.66% of the respondents are purchasing products based on the weaving skills and finally 10% of the respondents are purchasing products based on comfort.

Factors influencing Customer's satisfaction

S.No	Description	No. of Respondents	Percentage
1	Highly Satisfied	30	20%
2	Satisfied	65	43.33%
3	Neutral	33	22%
4	Dissatisfied	15	10%
5	Highly Dissatisfied	7	4.66%
Total		150	100%

Interpretation: The above table shows 20% of the respondents are highly satisfied and 43.33% of the respondents are satisfied where as 22% of the respondents are Neutral and 10% of the respondents are dissatisfied and finally 4.66% of the respondents are highly dissatisfied.

Chi-Square Analysis

The Chi-Square analysis is applied to test the steadiness of the data and to test the stability of the respondent's opinion regarding attitude on handloom products, factors influencing their purchasing behavior and customer satisfaction levels.

The procedure for Chi-Square test,

- *Null Hypothesis (H_0):* There is no significant association between source of information and customer satisfaction towards purchase of handloom products.

- *Alternative Hypothesis (H_1):* There is a significant association between source of information and customer satisfaction towards handloom products.

- The level of significance $\alpha = 0.05$ or 0.01 or 0.1.

- Chi-squared = (Observed – Expected)^2/Expected

- The Test Statistic

  where, $ei = \Sigma oi/n$

- If, $\chi 2 \leq \chi 2\alpha$, Accept Null Hypothesis H0

- If, $\chi 2 > \chi 2\alpha$, Reject Null Hypothesis H0

Chi-Square Tests

Chi-Square Tests	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	384.452[a]	20	.000
Likelihood Ratio	318.362	20	.000
Linear-by-Linear Association	133.561	1	.000
N of Valid Cases	150		

[a]21 cells (70.0%) have expected count less than 5. The minimum expected count is 1.00.

"The Chi-Square value for the association between Sources of Information and Customer Satisfaction was obtained as 384.45 with 20 degrees of freedom and a Significance Probability less than 0.000 - ie. a very highly significant result. On the evidence of this data there would appear to be no doubt that there is an association between Sources of Information and Customer Satisfaction"
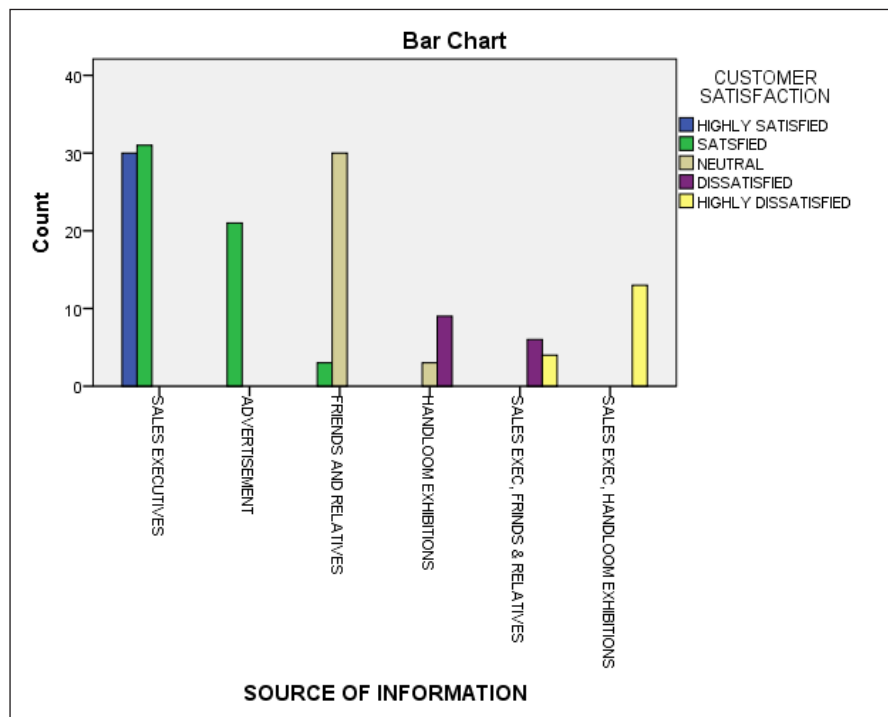
The above bar chart shows source of information for handloom weavers and customer satisfaction. The researcher explains customer know the handloom products information from different sources such as sales executives, advertisement, friends and relatives, handloom exhibitions. The above bar diagram indicates the customer satisfaction at different levels of highly satisfied, satisfied, neutral, dissatisfied and highly dissatisfied.

One way ANOVA Analysis

The one-way analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of two or more independent (unrelated) groups (although you tend to only see it used when there are a minimum of three, rather than two groups.

Customers buying decisions:

- **Ho:** There is no significance difference among the various factors which influence the buying decision of handloom products.

- **H1:** There is significant difference among the various factors which influence the buying decision of handloom products.

ANOVA
Product

ANOVA	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4735.711	4	1183.928	240.676	.000
Within Groups	713.282	145	4.919		
Total	5448.993	149			

Interpretation: The above table shows the output of the analysis. The result of the analysis explains the statistical difference between the grouped means. The significance value is 0.000, which is less than 0.05. Therefore, there is a statistically significant difference among the factors, such as Sales Executives, Advertisement, Friends and relatives, Handloom exhibitions, Sales Executives and Friends and Relatives, Sales Executives and Handloom Exhibitions in the buying decision of hand loom products.

Customer's level of Satisfaction:

- H_0: There is no significance difference among the customer satisfaction towards purchasing of hand loom products.

- H_0: There is a significance difference among the customer satisfaction towards purchasing of hand loom products.

ANOVA
Product

ANOVA	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4960.431	4	1240.108	368.051	.000
Within Groups	488.562	145	3.369		
Total	5448.993	149			

The table shows the output of the analysis and whether there is a statistically significant difference between grouped means. The significance value is 0.000, which below 0.05. Therefore, there is a statistically significant difference in the customer's satisfaction towards purchasing of handloom products.

6. CONCLUSION

The study reveals that all customers are not aware about handloom products. Important conclusions are given below.

- Most of the customers are getting handloom products information from sales personnel and friends and relatives.

- Quality is the important factor that influencing most buying decision of handloom products.

- Majority of the customers are satisfied about handloom products with respect to the quality, price, availability and Durability.

- There is a significant association between source of information and customer satisfaction towards handloom products.

- There is significant difference among the various factors which influence the buying decision of handloom products.

- There is a significance difference among the customer's satisfaction towards the purchasing of handloom products.

- Therefore, all the factors influence customer's attitude and satisfaction towards handloom products.

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