CONSUMER SURVEY AND ANALYSIS ON VALUE ADDED HOME TEXTILE PRODUCTS

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ABSTRACT

A survey approach has been undertaken by considering the importance of value added application in home textiles, to know the needs and demands on existing products and also to find the awareness of value added home textile. In order to sort out the consumer's opinion, Research survey is designed with a series of 25 questions in a questionnaire about home textile product- characteristics, aesthetic value, material selection, care and maintenance, branded and non-branded preference, cost factor, dissatisfaction parameters in existing products and Consumer's level of awareness regarding value added finishes. The method chosen is quantitative survey of 50 homemaker's and working women consumers. The present study facilitates to understand the concern such as what the respondents think, lacking factor in home textile products, their behavior on care and maintenance, cost factor, budget and quality parameters etc., Having an insight into these findings, researcher's enable to know better and to predict the demand on home textile products.

Keywords: Survey, Questionnaire, Home textiles, Consumer's opinion.

1. INTRODUCTION

In the past years the home tech industry has been witnessing tremendous growth. At global level, of the total technical textile market, home tech tries to contribute more percentage of the share and the industry is expected to be dominated by technical application of various textile materials in different forms in the next millennium. Home textile is one of the largest technical textile segment comprises household textiles, furnishings and upholstered furniture industry **(Supriya Pal, 2010).** Home textile represents for a small share in the global textile market. In 2016, the global home textiles exchange added up to $47 billion, and it has been rising at the compound annual growth rate of 0.2% since 2012.The global home textiles market has reached $96 billion by 2017,states by **Vini pargain (2017)**. Textiles with preferred functional properties have an evergreen demand among the consumers worldwide. Unless any textile material is characterized by value addition, it is unfeasible to survive in this highly competitive market. Manufacturers should produce products to satisfy customers that are best in terms of quality and cost. Only novel products will be sustainable to open up new horizons for textile industry. Today Customers have a broad range of choices and the one who produces the best quality at a better competitive price will survive and prosper.

2. LITERATURE REVIEW

Home Textiles can be explained as the textile materials utilized for home furnishing. It comprises of a various series of functional as well as decorative products, as quoted by **Ramesh babu and sundaresan (2018)**. **Neelima (2009)**, defines Home textile incorporates an extensive variety of products. Some of the widespread home textile products are bed spreads, blankets, pillow and pillow covers, cushion and cushion covers, carpets and rugs, wall hangings, kitchen linen, towels, table linen and bath linen.

Saha (2012) describes the developing significance of Home textile industry in India with advancements and product enhancement. The domestic market of Home textile has developed in versatile, consumer's preference and needs has shifted from the traditional products to fashioned & functional products. Government of India is also providing financial support to improve technology. So Indian home textile industry should accept the advantages of the opportunity to get such initiative.

Reethi rai (2008) reports, the Entire range of home furnishings are increasingly becoming accessible to the growing middle class due to their raising income. The maximum penetration has been in segments such as bedding and window dressings. Increased awareness and consumer interest in home interiors have stimulated greater buying among consumers and this trend is expected to continue at a faster pace.

3. EXPERIMENTAL PROCEDURE

3.1 SIGNIFICANCE OF THE STUDY

The purpose of this study were to know about the level of perception and satisfaction about the existing home textile products and to explore the characteristics and decision factors that may influence consumers as it relates to their preferences for home textile products.

3.2 RESEARCH DESIGN

The survey approach has been chosen for the study to gather data about home textile products. **Yuniya kawamura (2011) describes,** survey is a research method in which subjects respond to a series of statements or questions in a questionnaire or an interview.

3.3 SAMPLE DESIGN

By adopting convenient sampling method the data have been collected from 50 home makers and working women's of Erode District.

3.4 AREA OF SAMPLE

The area for the study was chosen on the basis of a method, in which a desired number of sample units were selected deliberately depending upon the object of the enquiry so that the important items representing the true characteristics of the area are included in the sample as suggested by **Gupta (2003).** Erode District were also known as Periyar District. It's a district in the Kongu Nadu region, western part of the state Tamil Nadu, India.

3.5 SURVEY DATA COLLECTION

The data were collected from the respondents using questionnaire. The researcher drafted 25 questionnaires which are issued to the respondents relating to socio-economic profile, perception, problems, needs and satisfaction towards home textile products and their views and opinions were received.

4. RESULTS AND DISCUSSION

4.1.1 Socio-economic profile of the respondents

The table-1 presents the socio-economic profile of the respondents. The analysis is presented in a tabulation representing their Name, Age, Position, Education, size of family, Monthly Income, Number of Earning member in a family and Marital status.

TABLE-1
SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

S.no	Respondents profile (N= 50)		Respondents	
			Numbers	Percentage
1.	Age	18-30 years	12	24%
		31-50 years	22	44%
		51 and above	16	32%
2.	Marital status	Married	36	72%
		Unmarried	14	28%
3.	Position	Working	20	40%
		Home maker	30	60%
4.	Educational status	Schooling/diploma	11	22%
		Under graduate	23	46%
		Post graduate/ professional	9	18%
		Illiterate	7	14%
5.	Size of family	2 members	10	20%
		3-4 members	26	52%
		5-6 members	11	22%
		More than 6 members	03	6%
6.	Monthly income	Rs.5000-10,000/-	12	24%
		Rs.10,001-15,000/-	22	44%

		More than 15,001/-	16	32%
7.	Number of Earning member in a family	1 member	17	34%
		2 members	23	46%
		More than 2 members	10	20%

4.1.2 Awareness and Demand of value added home textile products

From table- 2 to table 4, describes about the selection of fabrics, aesthetic values, product preference, product purchase, care and maintenance, selection of branded and non-branded products, budget and factors for purchasing, product satisfaction, Wash durability of home textile products, need and selection of value added finishes.

TABLE-2

S.No.	Variables	RESPONDENTS (N=50)	PERCENTAGE
1.	**Selection of fabrics**		
	Cotton fabrics	30	60%
	Synthetic fabrics	9	18%
	Blended fabrics	9	18%
	Any fabrics	2	4%
	Total	**50**	**100.0**
2.	**Most important aesthetic value**		
	Material	15	30%
	Color	20	40%
	Texture	3	6%
	Design	12	24%
	Total	**50**	**100.0**
3.	**Product Preference while buying**		
	Bed linen	21	42%
	Table linen	2	4%
	Bath linen	8	16%
	curtains	19	38%
	Total	**50**	**100.0**
4.	**Number of purchase in a year**		
	>twice	20	40%
	<twice	5	10%
	Very rare	15	30%
	Offers/discount	10	20%
	Total	**50**	**100.0**
5.	**Changing of dirt linens in a month**		
	Once	18	36%
	Twice	20	40%
	Weekly once	7	14%
	According to dirt	5	10%
	Total	**50**	**100.0**
6.	**Preference for branded or non-branded products**		
	Yes	19	38%
	No	31	62%
	Total	**50**	**100.0**

TABLE-3

SELECTION OF BRAND/NON BRAND, BUDGET, FACTORS WHILE PURCHASING AND SATISFACTION OF EXISTING PRODUCTS

S.No.	Variables	RESPONDENTS	PERCENTAGE
1.	**Selection of brand**		
	Bombay dyeing	14	74 %
	D'décor	0	--
	Fab India	1	5 %
	Any other brand	4	21 %
	Total	**19**	**100.0**
2.	**Reason for selecting non-branded**		
	Cheap	17	55 %
	Can afford(budget)	08	26 %
	No fixed price	05	16 %
	interest	1	3 %
	Total	**31**	**100.0**
3.	**Budget for home textile product**		
	> Rs.500	17	34%
	< Rs.500	22	44%
	< Rs.1000	09	18%
	Depends upon quality	2	4%
	Total	**50**	**100.0**
4.	**Factors considering while purchasing**		
	Price	20	40%
	durability	19	38%
	Quality	10	20%
	Any other factor	1	2%
	Total	**50**	**100.0**
5.	**Consumer satisfaction in existing products**		
	Yes	22	44%
	No	28	56%
	Total	**50**	**100.0**
6.	**Reason for dissatisfaction**		
	Durability lacks	15	54 %
	Dimensional problem	4	14 %
	Quality diminishes	9	32 %
	Any other Reason	0	--
	Total	**28**	**100.0**

TABLE-4

WASHING, STORING, DURABLITY, AWARENESS AND WILLINGNESS FOR VALUE ADDED FUNCTIONAL FINISHES

S.No.	Variables	RESPONDENTS	PERCENTAGE
1.	**Number of washes in a month**		
	Once	17	34%
	Twice	22	44%
	Rarely	03	6%
	It depends	8	16%
	Total	**50**	**100.0**
2.	**problems while storing home textile products**		
	Moth formation	19	38%
	Odor	22	44%
	Stiffness	3	6%
	Crease	6	12%
	Total	**50**	**100.0**
3.	**Durability judgment after washing**		
	Shrinkage	21	42%
	Crease	12	24%
	Colorfastness	15	30%
	Pilling	2	4%
	Total	**50**	**100.0**
4.	**Awareness of value added finishes**		
	Yes	18	36%
	No	32	64%
	Total	**50**	**100.0**
5.	**Willingness for value added finishes**		
	Yes	41	82%
	No	09	18%
	Total	**50**	**100.0**
6.	**Selection criteria of functional finishes**		
	Hygienic finish	25	61 %
	Easy care finish	10	24 %
	Comfort finish	5	12 %
	Soil and stain finish	1	3 %
	Total	**41**	**100.0**

Hence, by considering the importance of value added application in home textiles a survey has been undertaken to know the needs and demands on existing home furnishing products and also to find the awareness of value added home textile. From the survey result in **Table-1**, it was clearly evident that 44 per cent of the 50 selected subjects were 31-50 years of age group, 72 per cent of the respondents were married and 60 per cent of them were housewives.46 per cent respondents were under graduate holders and living in as nuclear family by 52 per cent. 44 per cent of respondent's monthly income was Rs.10, 001-15,000 and two members are earning in a family by 46 per cent.

From **Table -2**, result shows 60 Per cent of respondents selected cotton fabrics. 18 per cent of respondents selected synthetic and blended fabrics and 4 percent of them use any type of fabrics respectively. While purchasing home textile products 40 per cent of respondents consider color. Material and design were considered by 30 and 24 per cent. Only 6 per cent of them prefer texture as a most important aesthetic value. 42 per cent of respondents often prefer to buy bed linen, secondly 38 per cent of them give preference to buy curtains. Table linen and bath linen were considered by 4 and 16 per cent of respondents. It was clear that 40 per cent of respondents purchase home textile products more than twice in a year, 30 per cent of them purchase very rarely, 20 per cent are ready to purchase while they get any offers and discounts and only 10 per cent of respondents purchase even less than twice in a year. 40 per cent of respondent's change their home textile products twice in a month, 36 per cent of them change once in a month, 14 per cent of respondents change the dirt linens weekly once and 10 per cent of respondents are changing their home textile products according to the dirt. Only 38 per cent of respondents give preference to buy branded home textile products.

From **Table -3**, Bombay dyeing, Fab India and some other brand were the main brands as stated by 74, 5 and 21 respectively. D'décor brand were not preferred by the respondents.62 per cent out of 50 respondents prefer non-branded products. 55, 26, 16 and 3 per cent of the respondents prefer non-branded home textile products for its cheapness, they can afford according to their budget and no fixed price so they can bargain and due to their interest few prefer non-branded. Details of the budget shows 44 per cent of them spending more than Rs.500, 34 per cent of respondents spend less than Rs.500 for purchasing, respondents were ready to spend more than Rs.1000 and spend as per the quality by 18 and 4 per cent respectively. Price, durability, quality and some other factors like comfort and easy care were the important factors which influenced by the respondents for the selection of home textile products as expressed by 40, 38, 20 and 2 per cent respectively. 44 per cent of the respondents were satisfied with the existing home textile products and 56 per cent of them were not satisfied and the reason for dissatisfaction were lack of Durability, dimensional problem and diminishes of quality.

From **Table -4**, regarding washing 44 per cent of respondents wash the home textile products twice in a month, 34 per cent of them wash once in a month. Some respondents wash the products rarely and few wash depends on the dirt and necessity as expressed by 6 and 16 per cent respectively. Problems faced by the respondents while storing home textile products for a period of time were odor by 44 per cent, moth formation by 38 per cent, crease formation by 12 per cent and stiffness by 6 per cent. Problems faced after washing were shrinkage, crease, colorfastness and pilling properties which influenced by the respondents for the lack of durability and it were stated by 42, 24, 30 and 4 per cent respectively. From the survey data it was evident that respondent's awareness of value added finishes was very meager. Among 50 respondents only 18 (36%) of them are aware of this value added finishing and all the others (64%) were unaware. Maximum 82 per cent of respondents (41) are very much interested and willing to implement value added finishes in home textile products and 18 per cent of them are not showing any interest for value added finishes.

5. CONCLUSION

The present study reveals the consumer awareness on value added functional finished products and also regarding their demand on home textile products. Salient findings of the survey facilitates to understand the concern such as what the respondents think, what the lacking factor behind the existing home textile products, what their behavior on care and maintenance are, what the budget, cost factor and quality parameters behind their purchase are, what type of fabric and product they prefer, what they reflect about value added home textile products and respondents awareness concerning eco friendly and herbal finishing. Having an insight into these findings, researcher's enable to know better and to predict the demand on home textile products. More importantly, if these findings are considered whilst developing new products, it will support in developing products with higher possibility of success in home textile industry.

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