

CONSUMER PREFERENCE AND SATISFACTION TOWARDS HANDICRAFT PRODUCTS WITH SPECIAL REFERENCE TO KOZHIKODE DISTRICT KERALA

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Abstract

Handicrafts sector in the country offers occupation around 35 lakhs people and makes foreign exchange to the refrain about Rs.36,000 Crores annually. The sector shows a vital role in rural economy of the country. The Handicrafts sector echoes the cultural richness and the products show the variety and traditions that exist in the country. The Industry faces a lot of challenges on account of low productivity, poor wages, and drudgery in work places etc. The new generation is not passionate about continuing in the traditional sector. Realising the potential of this sector central and state Government have come up with various schemes for the development of sector such as cluster approach for expansion, Innovative tools and Craft expansion centres, Proficiency expansion training, Plan and product expansion, Formation of marketing infrastructure, Craft tourism creativities etc. In the state of Kerala it is appraised that there are about 1.7 lakh handicrafts artisans dynamically involved in the sector. There are 32 variety crafts exist in Kerala like ivory carving, wood and horn carving, bell metal, hand embroidery, coconut shell carving are important commercial items. The systems employed by the Government of Kerala propose to exclude middlemen, improve the skill of artisans, efficiency, increase market openings and strengthen Co-operatives. Hence the present study is an attempt to know the consumer Preference and attitude towards handicraft products. The present study is descriptive in nature. The data required for the study is collected mainly from a well-structured questionnaire. Convenient sampling technique was used in the study to collect a sample of 150 customers from Kozhikode District, Kerala. The data was collected through a five point Likert scale questionnaire from the respondents. Kruskal wallis test and ANOVA were carried out to serve the purpose of study.

Keywords: Handicraft, Consumer, Preference and Satisfaction.

Introduction

Handicraft is a form of creative art and craft work which includes creation of products by one's very own hands. Since days of yore individuals have been depending on handicrafts for gaining their work or seeking after it as an interest. So this creative practice is fundamentally viewed as regular as it shows the conventions profoundly installed in the culture of a region. It additionally mirrors the skills of craftsmen of explicit geographic regions who utilize various devices, methods and examples which are unique to a particular group to make an item. Handicrafts exemplify hundreds of years of developmental convention and incorporate the products having religious holiness and social noteworthiness, similar to metal ware, pottery, Jewellery, embroidery, sewing, and weaving, which are the primary things which comprise Indian handicraft industry.

The word handicraft is the combination of two words hand and Craft . Hand mean by made of hand or utilizing straightforward tools in creation of any thing, advertisement craft mean a unique articulation that speak to a culture, custom and the heritage of a nation. Handicraft is otherwise called artisanry, which mean a sort of work where valuable and beautifying gadgets are made totally by hand or utilizing basic tools. The term handicraft is most as often as possible utilized for the 'art and craft'. Art and craft work isn't just a matter of glad yet additionally making helpful just as creative work for individuals, utilizing regular materials and conventional procedures.

Statement of the Problem: In this scenario people use more hand craft product than machine made products. Furthermore handicraft products are well Eco-friendly nature and it is not problematic to the users. On the other hand, the use of handicraft products are either seasonal or short term oriented. In fact, using handicraft products is fashionable, consumers ready to buy more of these products in the regular day today basis. Consumers may have various reasons to buy such handicraft products because of its Quality, Eco-friendliness, attraction, customization and Usefulness. Besides that buying handmade can have easy customization on the product demand. Under these circumstances an attempt has been made by the researcher to study the Consumer preference and satisfaction towards handicraft and hence the study was taken.

Review of Literature

Robbins (1932)¹, has stated that human wants are unlimited and once one want is satisfied, another wants crop up. **Maslow (1943)²** has observed that human needs are growing with the satisfaction of one need another higher need crops up. **Oliver (1974)³** has observed that a person will decide to behave or act in a certain way because they are motivated to select a specific behaviour over other behaviours due to what they presume the outcome of that particular behaviour will be.

Rao (1990)⁴ in his book "Promoting of Handicrafts" seen that "Handicrafts offer solution to India, which is described by unemployment and foreign exchange crunch"

Fallon and Lucas and Besley and Burgess (1993)⁵, proposed that that these prohibitive provisions in handicraft have influenced monetary development and development in employment.

Samal, (1994)⁶ has done her examination work in "Appliqué create convention of Orissa and change". She has depicts about position of appliqué in Orissa and its development as per time. Upadhyaya in the book "Financial matters of handicraft industry" feels that without design development, innovation progression and quality enhancement, we can't consider sound development of such industry. It has been concurred in dependable quarters that even in the field of handicrafts a specific measure of mechanization ought to be acquainted all together with get the two-crease target of better complete and rationalization.

P.Nayak (1997)⁷ in his book titled "Role of Handicraft Cooperatives in Rural Development, Problems and Policy Options", it was discovered that the problems of handicraft co-agents product due to lack of administration, general mindfulness among craftsmen, political impedance, lack of money related assets, crude materials innovation up degree and fumble of funds.

Objective of the study:

1. To know consumer's preference towards handicraft products with special reference to Kozhikode, Kerala.
2. To examine consumer's satisfaction level towards handicraft products with special reference to Kozhikode, Kerala.

Hypothesis

H01: There is no significant difference between age of consumer's and their preference level towards handicraft products with special reference to Kozhikode, Kerala.

H02: There is no association difference between Income of the consumer's and their satisfaction level towards handicraft products with special reference to Kozhikode, Kerala.

Research Methodology: This study is descriptive and analytical in nature which describes and analyse the behaviour of the consumers in the purchase of handicraft. It analyses the socio-economic variables of consumers in the purchase of handicraft products. The data can be collected through primary and secondary sources. The data can be collected using a well-structured questionnaire. The questionnaire mainly focused on the variable like, Preference and Satisfaction towards handicraft products. Convenient sampling technique was used in the study to collect sample of 150 customers from Kozhikode District, Kerala. The data was collected through a five point Likert scale questionnaire from the respondents. Kruskall wallis test and One way ANOVA were carried out to serve the purpose of study.

Analysis & Discussion

Table.1. Demographic Profile of the Respondents

FACTOR	OPTION	FREQUENCY	PERCENTAGE
Age	Below 20years	24	16
	20years-40years	98	65
	40years-60years	12	8
	Above 60years	16	11
	TOTAL	150	100
Gender	Male	44	29
	Female	106	71
	TOTAL	150	100
Educational Qualification	School level	12	8
	College level	104	70
	Professional	14	9
	Others	20	13
	TOTAL	150	100
Occupation	Business	42	28
	Employee	69	46
	Agriculture	24	16
	Others	15	10
	TOTAL	150	100
Income	Below 10000	13	9
	10000-25000	36	24
	Above 25000	101	67
	TOTAL	150	100

Interpretation: From the table it is shows that out of 150 respondents 98(65%) respondents belong to 20years – 40years age group. Majority 106 (71%) of the respondents are Female category. Out of 150 respondents 104(70%) of them are belongs to college level category. The majority of the respondents 69(46%) belongs to employee category. About 101 (67%) of the respondents drop under above 25000 income group.

Result of Hypothesis

H01: There is no significant difference between age of consumers and their preference towards handicraft products with special reference to Kozhikode, Kerala.

Table

Ranks			
	age of the respondents	N	Mean Rank
Preference level	Below 20	70	69.50
	20-40	60	84.53
	40-60	12	58.38
	above 60	8	85.94
	Total	150	

Table

Test Statistics ^{a,b}	
	Preference level
Chi-Square	6.757
Df	3
Asymp. Sig.	.080
a. Kruskal Wallis Test	
b. Grouping Variable: age of the respondents	

Interpretation: It is found from the table that the p value is .080 which is greater than 0.05 and the result has been not significant at 5% level. Hence, the null hypothesis (H₀) is accepted and the alternative hypothesis (H₁) is rejected.

From the analysis it is concluded that there is no significant association between Age of the respondents and level of Preference towards Handicraft products.

H₀₂: There is no association between Income of the consumer's and their satisfaction level towards handicraft products with special reference to Kozhikode, Kerala.

Table
Descriptive

Income of the respondents

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Dissatisfied	7	1.5714	.53452	.20203	1.0771	2.0658	1.00	2.00
Satisfied	70	2.4143	.75167	.08984	2.2351	2.5935	1.00	3.00
Neutral	1	3.0000	3.00	3.00
Highly satisfied	72	2.4583	.71083	.08377	2.2913	2.6254	1.00	3.00
Total	150	2.4000	.74185	.06057	2.2803	2.5197	1.00	3.00

ANOVA

Income of the respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.425	3	1.808	3.448	.018
Within Groups	76.575	146	.524		
Total	82.000	149			

Interpretation: From the table it is concluded that the table value is .018 which is less than 0.05 and the result has been statistically significant. Hence, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted.

From the analysis it is concluded that there is a significant association between Income of the respondents and level of Satisfaction towards Handicraft products.

Findings

1. The present study stated that majority of 98(65%) respondents belong to 20years – 40years age group.
2. Majority 106 (71%) of the respondents are Female category. Out of 150 respondents 104(70%) of them are belongs to college level category.
3. The majority of the respondents 69(46%) belongs to employee category. Majority 101 (67%) of the respondents drop under above 25000 income group.
4. The p value is .080 which is greater than 0.05 and the result has been not significant at 5% level. So there is no significant difference between Age of the respondents and level of Preference towards Handicraft products.
5. The table value is .018 which is less than 0.05 and the result has been statistically significant. Hence, there is a significant association between Income of the respondents and level of Satisfaction towards Handicraft products.

Conclusion

Handicraft is very significant art because it denotes our culture and tradition. It encourages the legacy of a country through the use of ethnic materials and it preserves traditional knowledge and talents. Handicraft is the manifestation of our history and I think we should encourage the artisans to continue the craft production to show the beauty of our tradition. Handicrafts play very vital role in representing the culture and traditions of our country. Handicrafts are a generous medium to reserve of rich traditional art, heritage and culture, traditional skills and talents which are connected with people's existence and history. The study concluded that majority of 98(65%) respondents belong to 20years – 40years age group. Majority 106 (71%) of the respondents are Female category. Out of 150 respondents 104(70%) of them are belongs to college level category. The majority of the respondents 69(46%) belongs to employee category. Majority 101 (67%) of the respondents drop under above 25000 income group. The p value is .080 which is greater

than 0.05 and the result has been not significant at 5% level. So there is no significant association between Age of the respondents and level of Preference towards Handicraft products. The table value is .018 which is less than 0.05 and the result has been statistically significant. Hence, there is a significant association between Income of the respondents and level of Satisfaction towards Handicraft products.

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