

AN ANALYTICAL STUDY ON PROMOTION AND DISTRIBUTION OF HANDLOOM PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

V. Maheswari, Ph.D Research Scholar, Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore-49.

Dr. K. Premalatha, Assistant Professor, Department of Management Studies, Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore-49.

ABSTRACT

Indian Handloom Industry is an ancient cottage industry of India which occupies a unique place in the Economy. It is mainly considered as the Source of Employment for many people. The present Indian textile has been classified as modern textile mills, independent power loom, Handlooms and Garments. This sector is one of the largest unorganized sectors after agriculture having being advantages of less capital intensive, minimal use of power, eco-friendly, adaptability to market requirements etc. But at the same time, this industry is facing numerous problems that some other industries did not face. The government of India also acting towards the development and improvement of its productivity and marketing, still weavers are facing livelihood crisis. The Researcher used Primary data and Secondary data for the study. The tools used for the study are Percentage analysis and Chi-Square for the Study. So that it is the need of the today to identify the problems as well as the strengths and weaknesses of handloom industry to make it profitable. Hence the present study is an attempt to find out the promotion mix of handloom products with special reference to handloom weavers cooperatives society. Against this backdrop the present paper attempts to examine the promotion and distribution policies of the handloom enterprises. Further, it is concluded that there is no significant relationship between Age and Experience of the Respondents, hence huge awareness must be created among the public in order to promote Handloom Products.

Keywords: Handloom, Textile, Weavers, Industry, Promotion, Problems, Society.

INTRODUCTION

Handloom industry is an ancient cottage industry of India rolls its carpet back to the ancient times. Handloom industry acts as the backbone of Indian culture and tradition with a huge variety of designs, printing techniques, Weaving art and materials used Indian Handloom has created magic all over the world. Indian handloom has been the pride of Indian Traditions and a representative of its cultural brilliance. In today's scenario handloom production is the second largest employment activity after Agriculture and its contribution is around 14% share of the total production of Textile Industry. The Handloom sector is not only

our past glory but also it plays a vital role even in the context of Present Indian Economy. Recently the profitability of the working societies in the co-operative fold has also been affected there are various factors responsible for decline of handloom industry and the problem associated with marketing strategies specifically the promotional strategies plays a very important role. Hence this present paper is to study the promotional blend of handloom products. The handloom sector in Indian as an economic activity occupies the second place after the agriculture.

Promoting a product is basically to attract the consumer or customer in such a way that he will be willing to purchase the product and continue to buy the products in future as well, Thus we can say that the main objective of promotion is to create awareness of the products is the most presentable way to attract the consumer. Consumers are informed about the availability of the products and services through promotions by the markets to enhance the purchase of the commodities. The demand pattern of the customers depends highly on the promotional activities. These days the manufacturing concerns do not always sell goods to consumer directly but make use of intermediaries.

Distribution is the process of getting goods into the hands of the consumer. The channel of distribution is the movement of goods and services between the point of production and consumption through organization that perform a variety of marketing activities. The major distribution channels are: Producer, final consumer and middleman, wholesaler and retailer. Distribution channels are characterized in terms of number of channel level, distribution channels for handloom products are complex as the producers are scattered and mainly unorganized.

LITERATURE REVIEW

Sahai Biswambhar reported (2000) that the problems of handlooms are owing to the competition from power looms and mills. He felt that there is need to employ trendy techniques of production and design, government ought to establish training centres for the benefit of weavers where they are concentrated and materials like, design books and related instruments need to be created there.

Kumar (2009) in their study on strategies to improve sales of handloom products with special reference to puducherry primarily aimed at understanding the local market and secondly to developed a marketing strategy for handloom exports in puducherry. The study suggested that customers prefers brand name for handloom products has to be sold with exclusive brand name.

Bhadouria (2012) in her study analyzed the problems affecting the handloom industry. The study examines the three major problems, shortage of raw materials, and lack of proper financing and marketing insufficiency of the finished products as well as competition with other sectors. It is found from the study that

handloom industry is facing lot of problems in procurement of raw materials, lack of proper financing and marketing insufficiency of the finished products.

A.Ramesh (2015) Analysis of profitability and financial health of the handloom weaver's co-operative societies in karur district. Studied the profitability and financial health about the handloom weaver's society. He concluded that there is no significance in achieving gross profit of the various societies.

Chakaraborthy S.M. (2016) remarked that the handloom quality of products was declined, owing to the high rates of raw materials. The weavers were using cheap quality dyeing colours. As a result of this the consumers prefer mill made cloth so as weavers community lost their livelihood. To overcome this situation, government ought to offer raw materials at subsidized rates, with quality and in right time.

STATEMENT OF THE PROBLEM

The handloom sector plays an important role in the economic development of the rural poor in the state. It contributes significantly by generating more employment opportunities and providing bread to the rural poor. It absorbs more than 4 million people in its fold. Despite several measures taken by the Government by the way of support and direct financial assistance to the handloom weavers they are suffering miserably due to myriad problems and are sustaining continuous losses. These problems include improper supply of raw materials, price, hike in yarn, lack of proper marketing facilities resources involvement of middleman competitions from mill and power loom products, lack of modern technology lack of prompt timely support from the Government and others allied agencies and so on.

OBJECTIVES OF THE STUDY

- To make an overview of Handloom Industry in India
- To study the socio-economic background for promoting the handloom products.
- To organize production and to promote handloom sector.

RESEARCH METHODOLOGY

Methods followed to conduct the research were -

- Sample survey (convenience sampling methods)

SOURCE OF DATA

- **Primary data:**

Primary data have been collected by conducting a survey among 40 Samples in Coimbatore district.

- **Secondary data:**

Secondary data have been collected from books, journals, article, internet etc.

HYPOTHESIS OF THE STUDY

Ho: There is no significant relation between Age and Experience

TOOLS OF ANALYSIS

1. Analysis of percentage

S.no	Particular	Category	No.of Response	Percentage
1.	Gender	Male	28	70.0
		Female	12	30.0
		Total	40	100.0
2.	Age	up to 40 years	7	17.5
		40-45years	14	35.0
		45-50 years	11	27.5
		Above 50 years	8	20.0
		Total	40	100.0
3.	Family	Joint family	14	35.0
		Nuclear family	26	65.0
		Total	40	100.0
4.	Marital status	Married	38	95.0
		Unmarried	2	5.0
		Total	40	100.0
5.	Education	Up to 10 th	16	40.0
		Up to 12 th	15	37.5
		ITI/diploma	2	5.0
		Others	7	17.5
		Total	40	100.0
6.	Experience	10 years	1	2.5
		10-15 years	16	40.0
		15-30 years	18	45.0
		Above 30 years	5	12.5

		Total	40	100.0
7.	Working status	independent weavers	29	72.5
		working under middleman	11	27.5
		Total	40	100.0

SOURCE OF PROMOTION OF THE HANDLOOMPRODUCTS

S.No .	PROMOTION	No. of Respondents	Percentage
1.	Advertising	13	32.50
2.	Sales Promotion	14	35.0
3.	Personal Selling	09	22.50
4.	Publicity	04	10.0
	TOTAL	40	100.0

INTERPRETATION:

From the above analysis it can be inferred that majority of the respondents uses Sales Promotion as the promotion tool.

DISTINGUISHING HANDLOOM MATERIALS FROM OTHERMATERIALS

S.No .	Opinion	No. of Respondents	Percentage
1.	Yes	29	72.50
2.	No	11	27.50
	Total	40	100.0

INTERPRETATION:

From the above analysis it can be inferred that majority of the respondents can able to distinguish Handloom material from other material.

AVAILABILITY OF HANDLOOM PRODUCTS IN THEMARKET

S.No .	Opinion	No. of Respondents	Percentage
1.	Agree	31	77.50

2.	Dis Agree	09	22.50
	Total	40	100.0

INTERPRETATION:

From the above analysis it can be inferred that majority of the respondents have strongly agreed for availability of Handloom products in themarket.

OPINION ON THEQUALIITY OF THE HANDLOOMPRODUCTS

S.No	Quality	No. of Respondents	Percentage
1.	Yes	26	65.0
2.	No	14	35.0
	Total	40	100.0

INTERPRETATION:

From the above analysis it can be inferred that majority of the respondents have strongly agreed with the Quality of Handloom products in the market.

Chi square

H₀₁: There is no significant relation between Age and Experience.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.807 ^a	6	.992
Likelihood Ratio	.823	6	.991
Linear-by-Linear Association	.009	1	.924
N of Valid Cases	40		

INTERPRETATION

The chi square table reveals that the probability value (9.992) is greater than 0.05, null hypothesis is accepted at 5% level of significance. Hence, it is concluded that there is no significant relationship between Age and Experience.

FINDINGS

1. It is inferred that nearly twenty eight weavers (70%) are male.
2. The (35%) of the Respondence are belong to the age of 40-45years.
3. It is inferred that more than twenty six of the weavers (65%) are form nuclear family.
4. It is inferred that thirty eight of the weavers (95%) are married.

5. Majority (40%) of the Respondence are completed 10th std.
6. It is inferred that more than eighteen weavers (45%) have their experience from 15-35years.
7. It is inferred that twenty nine weavers (75.5%) are working as an independent weavers.
8. It is inferred that majority of (35%) of the Respondents are satisfied with the Sales Promotion tool
9. It states that Majority of (72.50%) Respondents are able to distinguish the Handloom materials from other products
10. It can be inferred that Majority of (77.50%) of the Respondent have strongly agreed for availability of Handloom products in the Market
11. It can be inferred that majority of (65.0%) Respondents have strongly agreed with the Quality of Handloom products in themarket
- 12.12 cells (100.0%) have expected count less than 5. The minimum expected count is 2.28, where there is no significant relationship between Age and Experience of the Respondents.

SUGGESTIONS:

- The study reveals that aged societies are giving more importance to promotional strategies and thus the age of the society and promotional strategies are related and government should give promotion subsidy to aged and well established.
- Of all the promotion mix sales promotion is the widely used promotion tool and the society can introduce innovative sales promotion tools in the interest of the customers and it is also suggested that as per the current trend online advertising has to be given importance.
- Out of many sales promotion tools the society is giving only cash rebates to the end customers and it is suggested that the societies can employ other interesting sales promotion tools like coupons, psychological discount, free goods etc. to create interest and excitement to buy handloom products.
- That they require attention in modernization of loom equipment's and infrastructural development so that amiable steps have to be taken for the betterment of the handloom industry.
- The government should organize more awareness programs in popularizing the handloom mark to create unique brand image for genuine handloom products

CONCULSION:

Handloom is a traditional cottage industry offering millions of employment opportunity to millions of weavers in India but recently the industry is facing lot of problems and going towards the decline stage. Through there are various reasons which acts as the factors responsible for the extinction of handloom sector. Promotion is one of the key areas and hence the considerable efforts has to be put for the betterment of the handloom products. In many cases consumer do not even have knowledge about the industry. Hence a first

step of bringing in a hug awareness need to be performed among the public, followed by design steps for an efficient penetration in the defined market sector.

REFERENCE:

- [1] Ramesh A. (2015)-“Analysis of profitability and financial health of the handloom weaver’s co-operative societies in karur district” International journal of scientific research, Vol. No.4 Issues no. 5, ISSN 2277-8179.
- [2] Bhadouria P.S (2012). Handloom industry on the way of distress: An empirical study over the major problems, Asian journal of research in social science & Humanities, Vol.2.No.6, pp.71-83.
- [3] Mathiraj, s.p & Rajkumar.p (2008) Problems analytical study on handloom products-production and marketing, Tamilnadu journal of cooperation, pp. 69-73.
- [4] Annapurna, M. (2006). Transitioning markets: Transcending consumption, Economic and political weekly, Vol.41, No.pp.3388-3393.
- [5] Kalyani anumala (2015) Demographic study on handloom products: Journal of textile and apparel, technology and management.Vol.no.9, Issue.3.
- [6] Kumudha.A. (2013)A study on consumer awareness about handloom products: Journal of marketing and consumer research.Vol.No.1
- [7] Samira patra (2015) Profitability analysis of handloom weavers: Abhinav national refereed journal of research in commerce and management.Vol.no.4, Issue 8, ISSN-2277-1166.