

Customer perception towards handloom products: A Study of female customers in Visakhapatnam City.

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Abstract:

Customer satisfaction is a tool of measurement, how best one company can produce and meet its customer expectations. Customer retention is the capability or ability of any organisation to retain its customers. These are the two challenges for any marketer which are continuously challenging the marketer and his marketing strategies. Among these two, Customer satisfaction is the main factor which influences Customer retention. Customer satisfaction is the success mantra for every organisation in this competitive world. Satisfying the customer by understanding their needs and preferences is the underlying objective of any marketer. Satisfying the customer is a big challenge for any customer centric market. But in the case of handloom products it is very different, because they have power loom products and other branded textiles as their main competitors. In this paper an attempt was made to understand and analyse the factors influencing customer satisfaction among female customers towards handloom sarees in Visakhapatnam. Both primary and secondary data were used in this study, primary data was collected from 150 female respondents by using structured questionnaire and simple random sampling was used.

Introduction:

Understanding the customer and his requirements is the key factor which plays a crucial role in success of any business.

The concept of production centric and producer centric has been replaced with the concept of customer centric. The main

objective of any marketer is to get more profits and lead the market by attracting more and more customers with the better product offerings. Getting more profits and lead the market is only possible when the marketer starts understanding the customer needs and act accordingly. Customer satisfaction is very important in order to survive in the present competitive world. In the present competitive world it is very easy to attract the customer but it's very difficult to satisfy and retain the customer. Customer satisfaction is an indicator, how the goods and services offered by the marketer meets the customer expectations.

Customer satisfaction might be measured at the individual customer level but is an indicator for overall customer group. Basing on the satisfaction level of the customer, he will take his purchase decision. Customer satisfaction can't be decided by an individual attribute, there are many attributes like price, quality, features, benefits, offers, service, durability and advertising which will influence the customer satisfaction and loyalty. Increased loyal customers, customer retention and getting new customers are the results of customer satisfaction.

Customer satisfaction is a tool of measurement, how best one company can produce and meet its customer expectations. Customer retention is the capability or ability of any organisation to retain its customers. These are the two challenges for any marketer which are continuously challenging the marketer and his marketing strategies. Among these two,

Customer satisfaction is the main factor which influences Customer retention. Customer satisfaction is the success mantra for every organisation in this competitive world. Satisfying the customer by understanding their needs and preferences is the underlying objective of any marketer. Satisfying the customer is a big challenge for any customer centric market. But in the case of handloom products it is very different, because they have power loom products and other branded textiles as their main competitors. In this paper an attempt was made to understand and analyse the factors influencing customer satisfaction among female customers towards handloom sarees in Visakhapatnam. Both primary and secondary data were used in this study, primary data was collected from 150 female respondents by using structured questionnaire and simple random sampling was used.

Objectives

- To know the customer awareness about handloom products and their perception on the prices of the handloom products.
- To understand the efficiency of distribution channels and their ability to create customer satisfaction.

- To analyse the customer satisfaction level on handloom products availability, appearance, durability, variety, and prices of handloom products.

Methodology

To achieve the above mentioned objectives the following methodology has been adopted. This study is based on both primary and secondary data. Secondary data has been collected from books, journals, newspapers. The study of secondary data helped in the preparation of questionnaire. The Primary data has been collected from the 150 female consumers by using simple random technique in different shopping malls through interview method relating to the customer awareness, satisfaction and perceptions towards handloom products by using structured questionnaire. The respondents considered for this study are the people in Visakhapatnam city who purchases handloom products and they are identified by the interviewer positioned himself outside the outlets where handloom products are available.

Reliability Statistics	
Cronbach's Alpha	N of Items
.799	35

Scope of the study

The present study was undertaken to analyze the customer awareness,

satisfaction level on handloom products and the efficiency of distribution channels in Visakhapatnam city. The study was restricted to those customers who purchase handloom products.

Geographical area of the study: Visakhapatnam, Andhra Pradesh, India.

Study Area: Handlooms

Respondents: Female customers of Visakhapatnam.

Shopping Malls visited: Womens World, Kankatala, CMR, Chandana Brothers.

Review of literature

T.SHANMUGAPRIYA in her study “A study on customer satisfaction and customers expectation regarding handloom weavers among Negamam Town.” Published in Intercontinental Journal of Marketing Research Review (May 2016) Tries to identify the customer satisfaction and customer expectation towards handloom weavers in Negamam Town, and the study reveals that the quality and price are the major factors which satisfies the customers and the customers are expecting more variants in designs.

M.B.M. Ismail and M.J. Safrana in their study “*Impact of Marketing Strategy on Customer Retention in Handloom Industry*” published in 5th International Symposium (2015) efforts has been made to know the relationship between marketing strategies and customer retention in handloom industry and they found that

there is a strong relationship between customer retention with product and promotion than price and place. Among the product, price, place and promotion, Product plays the most effective factor in customer retention.

Kalyani Anumala and Dr. GVRK Acharyulu in their study (2015) ***“A Demographic Study on Customer Satisfaction about Handloom Products in India – A study on Andhra Pradesh State Handloom Weavers’ cooperative Society Limited (APCO Showrooms)”*** Tries to identify the customer satisfaction about handloom products and demographic variables influence on satisfaction of customers on handloom products and the study reveals that age group and income group respondents were satisfied with handloom products in addition to this overall customers’ satisfaction was depends on the product and retailer specific variables of handloom products.

“Study of Consumer Behaviour of Online Shopping of Handloom Products” published in International journal of innovations in engineering and management (jan-jun 2015) authors Jiveta Chaudhary Grover and Sunaina Sangwan in their study tries to investigate the influence of demographics on consumer behaviour toward online purchase of handloom products and they found that consumer perception is the factor which influences the online shopping of general products is more than the online shopping of handloom products.

“The Perception of customer satisfaction in textile industry according to genders in turkey” published in World Academy of

Science, Engineering and Technology (2007), authors Ikilem Gocek, Senem Kursun and Yesim Iridag Beceren tries to find out how the independent variables like brand image, perceived service quality and perceived product quality will affect the customer satisfaction and the study reveals that the customer satisfaction level depends on brand image and perceived service quality.

Data Analysis

Frequency Table

Table1: Classification of Respondents based on Age

Age	No. of Respondents	Percent
20-30	8	5.3
31-40	52	34.7
41-50	90	60.0
51-60	0	0
Above 61	0	0
Total	150	100.0

The table 1 shows that most of the respondents are under the age group of 41-50 (60%) followed by 31-40 (34.7%) age group and 20-30 (5.3%) age group respectively. Here it is observed that most of the female customers are in the age group of 31-50 years.

Table2: Classification of Respondents based on Education

Education level	No. of Respondents	Percent
Illiterate	8	5.3

Below SSC	17	11.3
SSC	83	55.3
Intermediate	16	10.7
Graduation	21	14.0
Others	5	3.3
Total	150	100.0

The table 2 exhibits the information on education levels of respondents. Majority (55.3%) of the respondents' educational qualification is 10th standard, 14% of the respondents are graduates and 17% of the respondents' educational qualification is below SSC.

Table3: Classification of Respondents based on marital status

Marital Status	No. of Respondents	Percent
Married	146	97.3
Unmarried	4	2.7
Total	150	100.0

The table 3 shows the marital status of respondents, 146 (97.3%) of respondents are married and 2.7% of the respondents are unmarried. Here it is observed that most of the female customers are married.

Table4: Years of Association with Handlooms

Years of association with handloom	No. of Respondents	Percent
Less than 5Years	50	33.3
5-10 Years	43	28.7
10-15Years	9	6.0
More than 15 Years	48	32.0
Total	150	100.0

Table no 4 exhibits that 32% of the respondents have been purchasing

handloom products for more than 15 years, 28.7% of the respondents have been purchasing handloom products for more than 10-15 years and 33.35 of the respondents have been purchasing handloom products for less than 5 years.

Table5: Frequency of Handlooms Purchase

Frequency of Handlooms Purchase	No. of Respondents	Percent
very frequently	10	6.7
Frequently	18	12.0
Occasionally	86	57.3
Sometimes	36	24.0
Never	0	0
Total	150	100.0

Table no 5 shows the frequency of purchase of handloom products. The data exhibits that 57.3% of the respondents purchase handloom products occasionally, 24% of the respondents purchase frequently, 12% of the respondents purchase frequently and 6.7% of the respondents purchase very frequently.

Table6: Type of handloom Purchase

Type of handloom Purchase	No. of Respondents	Percent
Bags & purses	9	6.0
Curtains	3	2.0
Kurtas	0	0
Sarees	128	85.3
Shawl	5	3.3
Any others	5	3.3

Total	150	100.0
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Table no 6 shows that 85.3% of the respondents prefer to purchase handloom sarees followed by bags, purses 6% and shawls 3.35 respectively. Here it is observed that most of the customers purchase handloom sarees.

Table7: Customer Opinion on Quality of handlooms

Customer Opinion on Quality of handlooms	No. of Respondents	Percent
High	25	16.7
Moderate	121	80.7
Poor	4	2.7
Total	150	100.0

Table no 7 provides the information of customer opinion on quality of handlooms. 80% of the respondents said that quality of handlooms are moderate i.e., average, 16% of the respondents said that handlooms are high in quality and 2.7% of the respondents are said that handlooms are poor in quality.

Table8: Money spent on handlooms

Money spent on handlooms	No. of Respondents	Percent
Less than 5000	102	68.0
5000-10000	48	32.0
10000-15000	0	0
More than 15000	0	0
Total	150	100.0

Table no 8 exhibits the information of money spent by the respondents on handlooms. 68%

of the respondents spent less than 5,000 rupees and 32% of the respondents spent 5000 to 10,000 rupees on handlooms.

Table 9: Source of Purchase

Source of Purchase of handloom products	No. of Respondents	Percent
Exhibitions	9	6.0
Handloom cooperatives	46	30.7
Retailers	63	42.0
Weavers	32	21.3
Online	0	0
Any other	0	0
Total	150	100.0

Table no 9 provides the information on sources of purchase of handlooms by the respondents. 42% of the respondents said that retailers are their main sources of purchase, 30% of the respondents said that handloom cooperatives, 21% of the respondents said that weavers and 6% of the respondents said that exhibitions are their main sources of purchase of handlooms.

Table 10: Source of information

Source of information	No. of Respondents	Percent
Advertisement	53	35.3
Exhibitions	44	29.3
Friends and peers	45	30.0
Government Promotion Schemes	4	2.7
Others	4	2.7
Total	150	100.0

Table no 10 exhibits the sources of handlooms information for the respondents. 35 of the respondents are getting

information from the advertisements, 30% of the respondents are getting information from friends and peers, 29% of the respondents are getting information from exhibitions and only 2% of the respondents are getting information from government promotional schemes.

Table 11: Most Reliable information

Most Reliable information	No. of Respondents	Percent
Advertisement	35	23.3
Exhibitions	52	34.7
Friends and peers	50	33.3
Government Promotion Schemes	8	5.3
Others	5	3.3
Total	150	100.0

The data in table no 11 exhibits the most reliable information of respondents on handlooms. It is inferred that exhibition (34.7%) is the most reliable information followed by friends and peers (33.3%) and advertisement (23.3%).

Table 12: Would you refer handlooms to others

Response	No. of Respondents	Percent
Strongly Agree	35	23.3
Agree	107	71.3
Neutral	8	5.3
Disagree	0	0
Strongly Disagree	0	0
Total	150	100.0

Data provided in table no 12 is respondents' opinion on referring the handlooms to friends and others. 71.3% of the respondents agreed that they will refer the handloom products to others and 23.3% of the respondents strongly agreed that they will refer.

Table 13: What do you refer?

What do you refer	No. of Respondents	Percent
Buying Experience	16	10.7
Discounts	12	8.0
Price	5	3.3
Product Durability	31	20.7
Product Quality	86	57.3
Total	150	100.0

Table no 13 provides the information of what will be refer by the respondents. Majority of the respondents that is 57.3% will refer product quality followed by product durability 20.7%, and buying experience 10.7% respectively.

Table 14: Satisfaction on handloom products appearance

Response	No. of Respondents	Percent
Highly Satisfied	13	8.7
Satisfied	115	76.7
Neutral	22	14.7
Dissatisfied	0	0
Highly dissatisfied	0	0
Total	150	100.0

Table no 14 exhibits the satisfaction of respondents on appearance of handloom products. 76.7% of the respondents satisfied with the appearance of handloom products, 14.7% of the respondents are neither satisfied nor dissatisfied with the appearance of handloom products and 8.7% of the respondents are highly satisfied with the appearance of handloom products.

Table 15: Satisfaction on handloom products Durability

Response	No. of Respondents	Percent
Highly Satisfied	17	11.3
Satisfied	86	57.3
Neutral	42	28.0
Dissatisfied	5	3.3
Highly dissatisfied	0	0
Total	150	100.0

Table no 15 exhibits the satisfaction of respondents on durability of handloom products. 57.3% of the respondents satisfied with the durability of handloom products, 11.3% of the respondents are highly satisfied with the durability of handloom products and it is only 3.3% of the respondents who are dissatisfied with the durability of the handloom products.

Table 16: Satisfaction on handloom product variety

Response	No. of Respondents	Percent
Highly Satisfied	20	13.3
Satisfied	87	58.0
Neutral	38	25.3

Dissatisfied	5	3.3
Highly dissatisfied	0	0
Total	150	100.0

Table no 16 exhibits the satisfaction of respondents on variety of handloom products. 58% of the respondents satisfied with the variety of handloom products, 25.3% of the respondents are neither satisfied nor dissatisfied with the variety of handloom products, 13.3% of the respondents are highly satisfied with the variety of handloom products and it is only 3.3% of the respondents who are dissatisfied with the variety of the handloom products.

Table 17: Satisfaction on price of handlooms

Response	No. of Respondents	Percent
Highly Satisfied	26	17.3
Satisfied	50	33.3
Neutral	70	46.7
Dissatisfied	4	2.7
Highly dissatisfied	0	0
Total	150	100.0

Table no 17 exhibits the satisfaction of respondents on price of handloom products. 46.7% of the respondents are neither satisfied nor dissatisfied with the price of handloom products, 33.3% of the respondents satisfied with the price of handloom products, , 17.3% of the respondents are highly satisfied with the price of handloom products and it is only 2.7% of the respondents are dissatisfied with the price of the handloom products.

Table 18: Satisfaction on discounts availability

Response	No. of Respondents	Percent
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Highly Satisfied	5	3.3
Satisfied	81	54.0
Neutral	60	40.0
Dissatisfied	4	2.7
Highly dissatisfied	0	0
Total	150	100.0

Table no 18 exhibits the satisfaction of respondents on availability of discounts. 40% of the respondents are neither satisfied nor dissatisfied with the availability of discounts, 54% of the respondents are satisfied with the availability of discounts, 3.3% of the respondents are highly satisfied and 2.7% of the respondents are dissatisfied with the availability of discounts.

Table 19: Satisfaction on Efficiency of Distribution channels

Response	No. of Respondents	Percent
Highly Satisfied	9	6.0
Satisfied	42	28.0
Neutral	86	57.3
Dissatisfied	13	8.7
Highly dissatisfied	0	0
Total	150	100.0

Table no 19 exhibits the satisfaction of respondents on Efficiency of Distribution channels. 57.3% of the respondents are neither satisfied nor dissatisfied with the Efficiency of Distribution channels, 28% of the respondents are satisfied with the Efficiency of Distribution channels, 6% of the respondents are highly satisfied and 8.7% of the respondents are dissatisfied with the Efficiency of Distribution channels.

Table 20: Satisfaction on advertising on handlooms

Response	No. of Respondents	Percent
Highly Satisfied	26	17.3
Satisfied	48	32.0
Neutral	51	34.0
Dissatisfied	25	16.7
Highly dissatisfied	0	0
Total	150	100.0

Table no 20 exhibits the satisfaction of respondents on advertisements of handlooms. 34% of the respondents are neither satisfied nor dissatisfied with the advertisements of handlooms, 32% of the respondents are satisfied with the advertisements of handlooms, 17.3% of the respondents are highly satisfied and 16.7% of the respondents are dissatisfied with the advertisements of handlooms.

Table 21: Satisfaction on availability of information on handlooms

Response	No. of Respondents	Percent
Highly Satisfied	0	0
Satisfied	55	36.7
Neutral	66	44.0
Dissatisfied	20	13.3
Highly dissatisfied	9	6.0
Total	150	100.0

Table no 21 exhibits the satisfaction of respondents on availability of information on handlooms. 44% of the respondents are neither satisfied nor dissatisfied with the availability of information on handlooms,

36.7% of the respondents are satisfied with the availability of information on handlooms, 6% of the respondents are highly satisfied and 13.3% of the respondents are dissatisfied with the availability of information on handlooms.

Findings:

1. Product durability, appearance, variety, price and discounts are major factors playing a key role in satisfaction of customers.
2. Respondents would like to refer others about quality and durability of handlooms.
3. Advertisements are the major sources of information for handlooms but exhibitions and friends are the most reliable sources of information.

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