SUMMARY
AND
CONCLUSIONS
5.1 SUMMARY

In Andhra Pradesh, the second largest state in the country, weaving has for centuries been one of the major activities and it currently provides full-time employment to 3.67 Lakh persons and part-time employment to 85,000 persons out of 7 Crores population of the state. Andhra Pradesh weavers are supreme artists, because of their creative urge, inherited skills, and expert knowledge of color chemistry proud of her past after independence. Andhra Pradesh houses larger number of Handlooms in the country occupying second position after TamilNadu. It has survived through many hardships of colonialism, exploitations and industrialization. Even today the decentralized Handloom textile industry alone meets nearly one third of the total fabric requirements of the country.

The Khadi and Handloom industry has an edge over the Powerloom and mill sectors in its ability to commercially produce the goods in small volumes, quick switch over to new designs and creation of exquisite designs. Hence, a multi-dimensional micrlevel exploratory approach was made to the problem with the following hypotheses in focus.

NULL HYPOTHESES: H₀ is true

1. There exists no significant difference between the promotional marketing strategies followed by the private traders and Government organizations in the Khadi and Handloom sector of Andhra Pradesh.

2. There exists no significant difference between the aggressive marketing techniques and consumer awareness regarding the Khadi and Handloom products.

3. There exists no significant difference between the quality control measures followed and consumer satisfaction.
The study was undertaken with the following objectives.

**The major objective or the aim of the study was:**

To study the Khadi and Handloom industry of Andhra Pradesh focusing the marketing strategies and consumerism

**The specific objectives of the study were:**

1. To study the structure and present day scenario of the Khadi and Handloom in the state of Andhra Pradesh.
2. To assess the role of the Government, Non-Government and other organizations working in the Khadi and Handloom industry.
3. To study the working conditions and socio-economic status of the weavers of the sector.
4. To study the present marketing strategies and distribution channels of the Khadi and Handloom industry.
5. To analyze the consumer awareness and consumer behaviour towards Khadi and Handloom products
6. To study the linkages between the producers, traders and consumers of the Khadi and Handloom sector.

**Limitation**

The study was limited to the selected traditional Khadi and Handloom centers of Andhra Pradesh, India only.

**5.1.1 Methodology**

The methodology adopted was multi-dimensional micro level exploratory study, as detailed below.

With the understanding of all the ten five-year plans, reports of different committees and research works by different university scholars focusing Khadi and Handloom sectors, various Government and Non-Government Organizations were visited personally. Opinions of higher officials were taken to better understand the sector. A pilot
study was conducted at Silknagar of the Nalgonda district which helped to pre-test the interview schedules of weavers, wholesalers/retailers and consumers.

A sample of 28 traditional Khadi and Handloom units was selected, 14 in each sector in 3 regions of Andhra Pradesh, i.e. Andhra or Circar, Rayalaseema and Telangana regions. Purposive sampling technique was used to select the places. Production centers with concentration of traditional weavers were selected. Profiles of these units were studied. Case studies of the 14 weavers were taken for qualitative analysis.

Complete data as per structured interview schedules questionnaire could be pooled from 14 centers only with a sample size of 12 from each centre covering 336 weavers, 336 wholesalers/retailers, 336 consumers and pooled for statistical testing.

**Sampling Procedure:**

Purposive sampling technique was used for selecting the traditional weaving centers with specific identity for their products which are the characteristic of Andhra Pradesh state. The Khadi institutions and Handloom centers under the study were presented along with their locations.

**5.1.1.2 Statistical Analysis**

The responses received from various Weavers, Retailers and Consumers as per the questionnaire. Those answers containing different types like qualitative, quantitative or open ended type and close ended type were sorted out. The qualitative information was presented in the form of profiles and quantitative data was analyzed and presented in the form of frequency distributions, total, mean and percentage. Appropriate statistical tests such as standard deviation (SD), Co-efficient of variability (CV %), Co-efficient of correlation (r) were used, as per Panse and Sukhatme. The analyzed quantitative data are presented in the form of tables and graphs.
5.1.2 Major Findings of the Study

The major findings of the study were reported as follows:

5.1.2.1 Profiles of Khadi Institutions:

The study of profiles 14 selected Khadi institutions of Andhra Pradesh was covering the origin, financial input, size of the units, designs and products, production levels, quality testing, marketing channels etc.

5.1.2.2 Profiles of Handloom Centers:

The profiles of traditional handloom centers of Andhra Pradesh and active Handloom weavers' cooperative societies present was studied covering the origin/history, financial input, size of the unit, designs and products, production levels, quality control measures, marketing channels etc.

The profiles gave present scenario of the Khadi and Handloom industry of Andhra Pradesh.

5.1.2.3 Weavers Case Studies:

A structured case study schedule was implemented covering the various parameters to better understand the real life situations of the weavers.

5.1.2.4 Results of Quantitative Data Weavers:

Majority of weavers were middle aged and more males involved in whole time weaving, which was confined to few communities only. The entire family members including children were involved in the process of weaving and allied processes, but earnings were limited mostly between Rs.20,000/ to 1 Lakh per annum as against other employment in which only one person works, earns more than Rs.20,000/- per annum at poverty line demarcation. Therefore, weavers lived in kaccha houses with loom placed inside. Therefore, rainy days leads to no work, directly influencing for more idle days.

Migrations were not uncommon in search of work and become wage labour. The number of working hours were more than 10 hours per day and 7 days in a week. The
weavers possessed very good skills but, the master weaver based on the order received specifies the colours, patterns, product design, and type of article etc. to be woven based on their market demands. The skills of the weavers appeared to be high, inventing Asu machine (see Plate: 3) and indigenous Jacquard punching machines (see Plate: 4), who got Rashtrapathi awards.

In spite of high skills and efficiency to work, the poverty did not permit to go for higher education. The education in majority of the weavers was upto high school level only, rarely going to graduation. There was a strong desire expressed not to continue their children in weaving, because even a small job fetches comparatively more earnings.

Many of the weavers aspiring for assistance from Government in providing better employment and wages, through supply of raw material, procurement of products and marketing facilities. Weavers need assistance by way of implementing old-age pension schemes. The overall situation of weaving profession is not lucrative now-a-days, as it was before and during freedom movement. With the competition from Powerloom goods, imitations and mill made fabrics, the marketing of hand woven fabrics faced bitter set back.

5.1.2.5 Results of Quantitative Data Traders-wholesale / Retail outlets:

In general master weavers were found to be carrying out lucrative business compared to cooperatives that were mostly dormant in Khadi and Handloom fabrics. The financing was done by KVIC and cooperatives in Government sector while sole proprietorships, partners, Non Government Organisations were involved in private sector sales outlets as against production and marketing done by master weavers. The turnover runs into crores of rupees in private sector, but limited to lakhs only in Government sector.

The ratio of marketing officer to sales persons was wider as a means of reducing establishment cost in private outlets. The range of products did not differ much, but kids wear was found to be attractive in private sector. The product mix was more in private
Khadi and Handloom retail outlets attracting more consumers and making better profits. The business secret of profit range was not revealed by anyone, but rebate of 10% to 30% on different items was found in Government sector.

Similarly another trade secret was colour guarantee given by every retail outlet on all fabrics. But consumer complaints were noted about colour bleeding more in Khadi and less in handloom sector apart from other complaints on measurements, shrinkage etc. The traditional designs in all types of products like Sarees, Dhotis etc. were regularly sold at all the Khadi and Handloom centers. However, complaints from consumers were less for private sector outlets, the reason could be mix of Powerloom and mill made fabrics and also imitations which cannot be differentiated. Most of the complaints were rectified or replaced but never refunded to satisfy the consumer, as per market regulation. The niche designs and modern designs were confined to few cities only to attract high profile consumers. Unfortunately, there were no such stocks in many outlets due to no sales and lack of demand from consumers.

The publicity used by Khadi and Handloom outlets was limited to banners and display at public places by Government sector during rebate and festival discounts. But, private sector outlets made advertisement by using all sorts of available media including slide shows in theatres, local and F.M. radio channels, Television and few news papers. Most of the visitors to Government Khadi and Handloom outlets were middleclass people whereas private Khadi and Handloom outlets attracted high income group in higher number.

In the Government sector none were aware of interactive internet B to B or B to C but, private sectors were aspiring with in near future. None of the outlets visited had maintained separate counter for NRIs. Private sector outlet owners anticipate Government help to provide opportunity to participate in exhibitions, melas, international trade fairs etc.
5.1.2.6 Results of Quantitative Data Consumers:

In Andhra Pradesh about 65% of consumers were aware of Khadi and Handloom fabrics, 55% of them purchasing regularly and using the traditional wear only from a particular shop with confidence. The female consumers were more than males, mostly spending at least Rs.250/- on every visit. Regular visitors of once a month to six months were higher than irregular rare visitors.

Irrespective of religion, community and education levels, visitors to the exhibitions, melas during rebate season were found to be more by all classes of consumers who get attracted by publicity and advertisements and interested in new designs, bright colours. Men habituated wearing Khadi and Handloom Dhotis, Shirts or Kurta pajamas were most commonly observed at all outlets.

The consumers complained about many aspects, all of which may be difficult to satisfy by the outlet owners. But all consumers of Khadi and Handloom fabrics had understood the concept and value for eco-friendly nature of fabrics, comfortable to wear on special occasions like marriages, festivals, auspicious ceremonies etc. Handwoven cotton and silk articles were purchased from Government or Private Shops based on the product mix stocked and available at reasonable price range. The interiors, display of stocks, reception by sales persons, lighting and explanations etc. have a profound impact on consumers to persuade for purchasing handwoven fabrics.

These consumers feel that the weavers must be trained in latest designs to meet the changed social values due to increased income levels, publicity and competition from multi national companies (MNC) in the market. The publicity made by Government Khadi and Handlooms was limited to leaving impact only on lower and middle income consumers unlike private sector which captures elite high income groups of the society with higher purchasing capacity.
Consumers habituated with western styles could be attracted with aggressive promotional campaigns emphasizing the inbuilt comfort, natural colours, brand names like Ponduru, Pochampally, Narayanpet, Gadwal, Siricilla, Madhavaram, Dharmavaram, Proddatur, Chirala, Guntur, Pedana and other positive qualities of handwoven fabrics.

5.2 Conclusions:

The conclusions related to the study of Khadi and Handloom industry of Andhra Pradesh with focus on Marketing strategies and consumerism were as follows:

1. Khadi institutions were found to be working better with Rural Employment Generation Programme (REGP) schemes attracting the youth and also in marketing their products through wholesale supplies to Government organizations like railways etc.

2. With regard to consumers 100% (n=336) of them visiting the Government Khadi Bhandars expressed Swadeshi feeling towards wearing Khadi fabrics.

3. The Handloom industry doesn’t have employment generation schemes. Therefore, weavers were decentralized and majority find work with master weavers.

4. There was lucrative market for Handlooms in private sector which was not observed in the Government sector. Thus, Government sector should explore the new markets on par with the private sector following certain measures and modifications in their marketing strategies like visual merchandising, publicity etc.

5. Consumers were well aware of the hand woven fabrics and preferred to wear Khadi and Handloom Traditional dresses like Saree, Dhoti, Angavastram during special occasions.

5.3 NULL HYPOTHESES: H₀ is not true

The study was carried out with the null hypotheses in mind. The null hypotheses were rejected as $H₀ \neq H₁$ as there were significant differences in the statistical analysis of the quantitative data.
5.4 Implications of the study:

The study of Khadi and Handloom industry of Andhra Pradesh - focus on marketing strategies and consumerism provides information that can be useful to

- The study gave insight into the connecting linkages between the weavers-wholesalers/retailers-consumers. The feedback from the consumers and marketing team should be communicated to the weaver artisans to develop innovative products and designs.
- Modernization of Khadi and Handloom retail outlets to give a wonderful shopping experience keeping Consumer psychology of shopping in mind is the need of the day.

The study can be helpful to policy makers to revise the existing policies and framing new policies for overcoming certain problems of the Khadi and Handloom industry of Andhra Pradesh. Some of the suggestions are:

- Exclusive Khadi and Handloom product lines should be developed incorporating the functional finishes like crease resistant finish either on fabric or garment finishing like Shirts, Kurtas etc. in order to improve ease of maintenance without affecting their inherent qualities.
- The internet portals of KVIC, HEPC and APCO may be exploited towards potential marketing of the Khadi and Handloom products assuring the special qualities (traditional brands) of the fabrics on par with multinational branded textile companies. The return policies must be included to gain consumer's faith.

5.5 Recommendation:

A holistic approach to deal with the problem from all angles is suggested, a multidimensional micro level study can be conducted in other states of India with a drive to promote the market for traditional handspun, handwoven textiles or freedom fabrics of India.