Chapter 5: Conclusion
CHAPTER -5  
CONCLUSION

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It may be concluded from the study that consumers are highly inclined towards the selected handicraft items. They prefer the handicraft items and majority of them are satisfied in using the handicraft items.

Retailers face many constraints and challenges while selling their products. Retailers also report that there has been an increase and use of handicraft product. Therefore, it may be said that retailers are satisfied from their profession and prefer to be in this profession inspite of various challenges.

FINDINGS

On The Basis of Consumers

- Majority of the consumers said that the last handicraft purchased by them was 22% handlooms and 16.33% and quilts.
- They also replied that they purchased 35.33% the handicrafts as a gift for someone in their house hold.
- It was seen that the consumer shopped 34.33% for handicrafts approximately quarterly a year.
- Most of the consumers were said to have spent 10000 - 50000 40% of their family income on handicrafts within last year.
- 62% of consumers said that during the past year their family members have purchased handicraft products.
• Regarding the items which were purchased by the consumers in past 10 years, it was found that 24.67% majority of them purchased at least once a year.
• 34.33% of consumers were found to be very satisfied with the particular handicraft item they bought.
• 51.33% of the consumers said that the advancements in handicraft industries have made the products better.
• 21.33% of the consumer used handicrafts daily in their routine life.
• 38.67% of consumers purchased the handicraft item for domestic use.
• While in two months consecutively, it was observed that their frequency of usage was 35.33% about the same.
• 57.33% of the consumers bought the handicrafts on sale.
• 64.33% consumers said to have read the back and the side panel of the handicrafts package.
• 39.67% of consumers replied that they were very familiar with the handicrafts they used and they utilized those items on a regular basis.
• 36% of consumer replied that they bought the handicraft because it looked good.
• 64.33% of consumers responded that they would definitely like to purchase the craft item again.
• 35% of consumers said that may be after using the handicraft for a while they would probably recommend it to others.
• 24% of the consumers came to know about the various types of handicrafts available in the market with the help of T.V.
• 29.67% of consumers rated the handicraft purchased by them as excellent.
• 52.33% of consumer responded that they have ordered the handicraft from company.

• 62% of consumers said that they would recommend the product to their friends.

• 36% of consumers also accepted that they are very likely to purchase the next product.

• 34% of consumers said that regional factors are more responsible in influencing the handicrafts industry.

• 29.33% of the consumers made their order of purchasing handicrafts through telephone.

• It have been interpretate from use above study, consumer preference and satisfaction level towards available handicraft item are very high and they are highly satisfied with the individual it handicraft items.

• The preferences and satisfaction level of consumers are being studied with the help of percentage analysis method, bar graph and pie charts etc.

**On The Basis of Retailers**

• 15.33% of retailers replied that globalization has affected their product and its use.

• 76.67% of retailers said that it was a challenge for them as handicraft is a traditional product and globalization has changed the modern day technique.

• 62.67% of retailers responded that they cope with the increasing demand by both producing more crafts and increasing the cost (rate) of the product.

• 50.67% of retailers also responded that they sell the product which gives them maximum profit.
• 40% of the retailers used hand or hand operated machines in order to make the crafts.
• 19.33% of the retailers were seen to work with their spouse to produce handicrafts.
• 16% of retailers said that they sell their crafts at their workplace/workshop.
• 11.33% of retailers also seem to sell their crafts out of state.
• 28.67% of retailers claimed to have only <10% of the margin on the product.
• 42.67% of retailers said that their margin without a middleman is 10% - 20%.
• 68% of retailers said that they have a problem when they sell their goods through a government agency.
• 67.33% of retailers agreed to have problems when they sell their goods through a middle man.
• 38.67% of middlemen of retailers sell the good to other businessman.
• 58% of retailers claimed that they don't export the craft and 42% of them they said they export their crafts.
• 33.33% of retailers replied that the new technologies introduced in this sector will help than improve the quality of their handicrafts.
• 42.67% of retailers accepted that the artisans of their crafts were able to contribute to the economy of their village to some extent.
• 62.67% of retailers said that their place is important from tourist point of view on the other hand.
• 52% of retailers replied that the tourism had an impact over their sale.
• 64.67% of retailers said that the tourists visited their place to buy handicrafts.
• 45.33% of retailers accepted that they change more money from foreign tourists as compared to Indian tourists.
• 35.33% of retailers replied that their city has good chance for growing into a bigger handicrafts' destination.
• 52.67% of retailers claimed to receive awards for their manufactured handicrafts.
• 58% of retailers replied that they participate in fairs organized by the government on other agencies in order to promote their crafts.
• 38% of retailers generally participate in the fairs held in the state.
• 30% of retailers said that fairs should be organized by the government at least once year.
• 29.33% of retailers replied that they learned new skills and improved their skills in the fairs.
• 75.33% of retailers said that the growth of their craft have affected their family.
• 17.33% Lack of marketing channel, 36.67% lack of funds, 18% lack of government support, 9.33% non-availabilities of skilled labour, 8.67% non-availabilities of unskilled labour and non-availability of skilled labour, 10% non-availabilities of raw material were the main challenges faced by the retailers in handicraft industry.
• 58% of retailers agreed that they would like their children to go for the same business of handicrafts.
• 43.33% retailers said that they needed help from the society to improve and enhance their profession.

• 30% of retailers accepted that there is a good chance of growth of handicrafts in future.

LIMITATIONS
1. Consumers become more cautious with their spending.
2. High price of handicraft product.
3. No marketing of these handicraft products.
4. Retailers have become extremely price competitive.
5. Local Retailers face a lot of competition which is passed by foreign players.

SCOPE OF FURTHER RESEARCH
Based on the above discussion, many strategies and directions may be advised for future researches in this area such as-
1. Further studies are needed with larger sample size and deeper evaluation to generalize the results.
2. Researcher and field functionaries must work together to find how a balance can be struck between cultural and commercial aspect of handicraft.
3. For in depth understanding of the relationship of different variables, a cross-sectional data is required.
4. Further interventions and follow ups may be given to the participants and feedback may be taken.
5. The interdependence of consumer and handicraft as reflected in the similarities found in the nature of those two industries need to be exploited for the promotion of both sectors. Further research in
this aspect can help government and other agencies interested in their welfare.

6. Inculcating positive thinking in the certain participants to enhance the positivity through interventions may be carried out.

7. Training may be provided to participants on the certain techniques of physical workout, stress management and meditation which would ensure longevity and would enhance quality of life.

It is therefore, suggested that the future researchers may start from where the present work ends. However, the present study serves its heuristic purpose.