Chapter – II

Review of literature
CHAPTER II
REVIEW OF LITERATURE

The literature and review that was undertaken served to provide a theoretical base in order to develop and justify the research initiative. An overview of literature highlighting the customer attitude, practices of customers towards purchase of handloom products, buying behavior and satisfaction that was studied to address selected objectives. The review includes publications of articles, journals published and unpublished thesis.

SahaiBiswambhar (1956) in their study revealed the problems of handlooms products. The very first fragment of Indian handloom was excavated from the parts of Egypt. After that, finely woven and dyed cotton fabrics were found in Mohenjo-Daro (Indus Valley Civilization). In fact, traditional handloom style has been one of the oldest forms. The cloth occupies the second position among the three absolute necessities of human life. This study expresses the need modern techniques for increasing the handloom products production and overcome the powerloom or mill made producer. The study found that handloom producer must do production in today trend needed design. It concludes government should establish training canters for the benefit of weavers where they are concentrated and materials like, design books and related instruments have to be made available.

Kulkarni (1978) in his study examine the improve the handloom products production. Indian handloom created a special place for itself in India and abroad too. With so many varieties of handloom from different states, India has collected a precious wealth of innovation. India is best known for its distinctiveness, style, traditionalism and modern technology. Each and every state in India has the capability of boasting innovative printing, weaving, embroidery and designing trends. This study the user of handloom significant of fine textured fabrics, exclusively beautiful patterns, trendy outlook and sheer finesse in the product. In fact, handloom industry has tried its hands on almost every product that can be thought off. From saris to suits, lehengas, skirts, stoles, scarf’s, shawls, jackets and many more. Handloom production in India has flourished to a large extent. This study has suggested on the improved technology and skills for the handloom product development in terms of
maximization of production, employment opportunities, marketing facilities and working capital conditions of the weavers.

Srikantaiah (1978) conducted a study about the production of Maharashtra, handloom Co-operative. The main objectives of this study improving production. The Indian handloom products have a distinct place in the world of fabrics. This study the primary data is collected from the handloom co-operative society. Handloom cloth is not just a cloth material or traditional wear and long tradition of excellence in making high quality of handloom products with extraordinary skills and craftsmanship. The study found that various aspects of productivity quality increasing, cost reducing and to, the weavers should be given incentives for their skills and efforts. Incentives motivate any worker to give his best. The study suggested that the cost control and diversification of cloth with various latest designs are essential to improve the productivity of the handloom products.

Chakaraborthy (1982) made a study about standardization of handloom products. Tradition of hand weaving is a part of our country’s cultural heritage and symbolises ability of the weavers to design intricate artistic and attractive products by use of handlooms. Handloom is unparallel in its flexibility and versatility, permitting experimentation and encouraging innovations. The handloom sector of India is known all over the world for its uniqueness and intricate designs. It has established its reputation as a timeless facet of the rich cultural heritage of India. The weavers were using cheap quality dyeing colours. This study that the quality of handloom products was declined, due to the high rates of raw materials. As a result of this the consumers prefer mill made cloth. To overcome this situation, government should supply raw materials at subsidized rates, with quality and in right time. This study that concluded the government worker, school and college compulsory wear handloom dress. Handloom product related awareness create school book and college related syllabus must followed.

Gopalan (1986) conducted a study on handloom co-operatives societies. The main objective of this study on production, marketing of handloom goods by handloom co-operatives societies. Co-operation has a very important role to play for the economic and social upliftment of an economy. Moreover handloom cooperative
society has been playing a vital role in the country’s economy by forming part of its rich heritage, and exemplifying the artistry of the weavers. In this study concludes the handloom cooperatives are lacking an appropriate strategy for marketing their products. This study suggested the cooperative societies are get marketing assistance from Development Commissioner (Handloom and Textile) and State Government under various schemes and they are given opportunities to participate in fairs and exhibitions to sell their products.

**George Mathew (1987)** in his study “Price, profitability and employment in the handloom Industry in Kerala” analysed the price, profitability and employment in the handloom industry to make detailed analysis of uniqueness of this industry and other important aspects such as organisation, functioning and problems. He concluded that the handloom industry can solve the unemployment problem in India to a great extent. Under the normal conditions the weavers are able to get at least 5% profit when they marketed their products. but it cannot compete with power-loom sector.

**Omkar Goswami (1990)** conducted a study to find the decline of handloom products. Textiles are an important element in everyday life and fulfill this need with handlooms since a history almost as old as mankind itself. In traditions of Indian handloom, one can read the complicated ethnic and caste relationships that characterize the social matrix of the people. A handloom style is a manifest expression of the world of the artisan. Each type represents a particular people or group of people in one place at a point in time. In this study revealed more and more people in lower and middle income groups prefer synthetics and blended in power loom cloth. Because of low cost comparing handloom. The study concluded that most common handloom production is about 22 per cent more expensive when compared with power loom production. This is the main reason for most of them not prefer handloom Products and it cases to decline the handloom products.

**Kotaiah (1991)** conducted a study about the problems faced by the handloom fabric producer. This study revealed the handloom fabric producer caused by lack of attention to productivity and capacity of handlooms. Handloom in India has always been a centre of attraction. It is because dressing styles have an essence of magnetism in them that people tend to adopt some or the other trend on every occasion.
Moreover, there is some sort of exclusivity in each state’s handloom craft, whether it is printing technology or weaving style. And in all this, the importance of material lies in the way it is used for weaving or printing. Each and every material in India is significant. The study found that the increase the marketing and sales of handloom products for increasing of production. This study concludes the certain items of cloth should be reserved for production on handlooms for getting protected in market for their products. It would help-to develop the increase the handloom product.

Rajmani Singha (1995) under took a study about the production and marketing of handloom product for exports. In Manipur out of 117 co-operative societies, 100 societies were selected for this study. Cooperatives are one of the implementing strategies of the Gandhian model of rural development. The production of handloom cloth for local consumption, which was the mode long prevalent in rural India, underwent some change with the opening up of sea trade routes and the consequent expansion of export trade in the seventeenth and eighteenth centuries. The study reveals the most of the foreigner like to wear handloom dress materials. The study concluded that many of them are not even aware of the modern techniques of marketing such as product development, brand promotion, packaging, advertising, market surveys and demand forecasts. To maximize their exports and sales volume, it has become very important for them to know how to get maximum returns by using different marketing strategies. There is a need to study and implement marketing practices to increase export and provide customer satisfaction.

Amrik Singh Sudan (1997) in his study focussed towards marketing management of handloom products in Jammu & Kashmir. In his, study main objective was to analyse the marketing management of handloom products of J&K State handloom Development Corporation. In this study, it was found that find the handloom products lacked quality control, testing and inspection. The study suggested for establishing data banks to assess customers’ preferences and speedy disposal of sales rebates for strengthening the handloom marketing, apart from improving finishing operations and measures for incorporating variety of designs.

Ravichandran (1998) conducted a study about the performance of Aralepet silk handloom Weavers Production and Sales Co-operative Society. The silk
sarees of India are among the living examples of the excellent craftsmanship of the weavers of the country. The artistic and aesthetic sense of Indian weavers is not content with striking colours they choose for the fabrics, but lies in their mastery over the creation of floral designs, beautiful textures, fine geometry and the durability of such work. The weaver not only weaves with yarn, but with intense feeling and emotion. Aralepet silk handloom silk sarees known for their unique features like beautiful colour combinations, intricate designs and wonderful motifs, tops the demand of the domestic market. In India, there are a number of silk weaving centers spread all over the country, known for their distinct and typical style of weaving. South India is the leading silk producing area of the country also known for its famous silk weaving enclaves like Kancheepuram, Dharmavaram, Arni, Pochampalli, Gadwal etc. In this study concludes the adoption of effective sales promotion techniques and increasing the number of looms.

**Rahman and Matiur (1998)** under took a study a handloom products of Sirajgonj District. The main objective of this study is marketing of problem in handloom products. The same size is 160 collected from the retailer, wholesaler and producer. Sirajgonj is a district of Bangladesh is a South-Asian least developing country. Most of the people live in urban and engage with agriculture. The study examine the marketing of handloom products is not only concerned with the flow of handloom products from the producer to the consumer but also the flow of information from consumer to producer. The study that suggested with the help of consumer demand related information, the producers will be able to produce the right product, fix the right price of the products, place the products to the right channel of distribution and select right media to communicate with the consumer.

**Joseph Nelson (2000)** made an attempt a study “Weavers' Co-operative Societies in Dindigul District. The study tell to expose the general growth of the societies in terms of membership, financial structure, organization for management, production and marketing functions, purchase of yarn from co-optex and arranging for sale of finished goods through exhibition and fairs, co-optex, wholesalers and retailers, etc. The study suggests that effective production and sales performance of the societies such as the societies need not seek the assistance of private processors in the activities of dyeing, bleaching and printing. The study concluded that the societies
may create mechanisms for the development of new product, design and quality production.

Gurumoorthy and Rengachary (2002)\textsuperscript{14} conducted a study about the problems faced by handloom industry. The study identified the major problems is accumulation of huge stock and marketing of handloom products. The study was stated that pricing is one of the major problems of the handlooms producer. The price of handloom fabrics fixed by the society covers only the direct expenses known as cost of raw materials and wages. It does not cover indirect expenses known as overheads which in turn affect the profit of the handloom products. The study examined that to overcome the shortage of input the capacity of the spinning mills can be increased, to overcome the working capital problem the Co-optex has to settle its dues to Handloom Co-operatives as and when the procurement is made, to overcome the accumulation of huge stock. The study was also suggested that instead of following market oriented approach the handloom industry has to follow consumer oriented approach in their production and marketing.

Karunakaran and Karthikeyan (2002)\textsuperscript{15} in their study on consumers' behaviour towards handloom textile. This study is made an attempt to analyze factors influencing the buying behaviour and find out the post purchase behaviour of customer towards the handloom products. India is a traditional textile-producing country with textiles in general, and cotton in particular, being major handloom industries for the country. India is among the world’s top producers of yarns and fabrics, and the export quality of its products is ever increasing. Handloom Textile Industry is one of the largest and oldest industries in India. Handloom textile Industry in India is a self-reliant and independent industry and has great diversification and versatility. The study found that more than 70\% of the respondents were satisfied about handloom products with the product attributes such as quality, durability, design, colour, price and variety of handloom fabrics and percentage of respondents under not satisfied category is very minimal.

Marketing Research (2003)\textsuperscript{16} undertook a study on the purchasing pattern of the customer, buying behavior and customer preferences in all product categories. The study was conducted the primary as well as secondary research. Primary research involved collecting data from handloom Retailers and Customers. With the help of
detailed questionnaires, an author collected the information from respondents. The data is collected from the representative sample of 100. The objectives of the study is to understand customer preferences, buying pattern and general perceptions and practices of retailers. The study that found most of the respondents said that their annual textile spending ranges Rs. 5000 to Rs.10000, among all handloom products shirts, pants, saris, salwar suits, bed sheets are most commonly purchased items and frequently purchase handloom products. 68% of them feel handloom products is distinguish cloth from other cloth material, most of them place of purchase is exhibitions, handloom emporiums and co-operative out lets and 84% are satisfied in the handloom products. This study suggests that increasing of number of outlets, offering convenient and comfortable shopping experience.

**Agencies (2004)**\(^1\) in this report is handloom fabric demand picks up, in this study revealed the out that the sale of handloom clothes in Andhra Pradesh has gone up. The handloom products of any region with all its embedded quality and design represent the culture of that region. Their cultural mix can be created by picking up the best and most makeable designs from each type of product. In this study examine the main reason for increasing demand for handloom products is Chief Minister's told to people to wear handloom dresses at least once a week to generate demand in the market. This was supported by a massive promotional campaign launched by the government through exhibitions and discount sales.

**Shipra Banerjee and SavitaChoudhary (2004)**\(^1\) conducted a study to examine the Chhattisgarh handloom production. Handloom industry plays an important role in the development of the rural economical scenario of Chhattisgarh. The Handloom Industry in Chhattisgarh has potential to provide large scale rural livelihoods with minimum infrastructure cost. This study is descriptive in nature. Handloom industries are established in various states of Chhattisgarh. Tussar fabric is famous for its unique traditional design and color pattern all over in the world. Chhattisgarh is known all over the world for its special structure and design. Bilaspur, Raigarh, Champa are known for Kosa silk or tussar fabric. The study concluded that the state comprising maximum number of weaving co-operative societies and maximum number of looms involved maximum number of weavers also. Central Region of Chhattisgarh has maximum handloom production. In Chhattisgarh, Janjir-
Champa acquires first position in handloom production while Durg and Raigarh acquire second and third position. Kawardha, Chhattisgarh gain maximum profit from tussar/kosa handloom cloth produced in Janjgir-Champa.

Monica Bansal and Kuldeep Singh (2005) focused in his study on review of handloom export units In India. This study focus the handloom cloth is the softness of material that tends to hold attention. It contributes nearly 19 percent of the total cloth produced in the country and also adds substantially to export earnings. Government intervention through financial assistance and implementation of various developmental and welfare schemes, so they has been able to withstand competition from the power loom and mill sectors. The study concluded that the many of them are not even aware of the modern techniques of marketing such as product development, brand promotion, packaging, advertising, market surveys and demand forecasts. To maximize their sales volume of handloom products, it has become very important for them to know how to get maximum returns by using different marketing strategies. There is a need to study and implement marketing practices in order to increase export and provide customer satisfaction.

Suntu kumar ghosh (2005) in their study analyses the handloom industry on the way of extinction over the pre-dominant factors. In this study, main objective was to identify the level of demand of these products in international market. Handloom industry in Bangladesh is having glorious past, questionable present and blurry future due to a lot of internal and external factors that are acting behind the scene. This study found that the production of handloom products is not sufficient to meet demand. In this study it was suggested that there is no development program for weavers and hence various specialized trainings program should be launched for weavers that will keep them updated. In this study, it was concluded that high level of skill is required to produce handloom products.

Nihar Dash (2007) investigated a study in the area of Potentiality in Boudh Districts of Orissa. The main objective of this study was to analyze the socio-economic condition of weavers of selected villages, to find out different components of handloom based livelihood, to find out the different marketing channel for weavers at various point of time in these villages through market mapping, to analyze the supply and demand of handloom products and have a comparative analysis of market
and consumer preference, to find out the market’s influence on the handloom based economy and livelihood of weavers in the study area. The study found that the weavers are no more interested in having any middlemen and wants to foster a direct linkage with the market. It has also been found that traditional way requires the entire family to engage but one person get wage so they suggest, every individual work should be recognized and reforms should be incorporated in wage structure. The study concluded that there are three cornerstones to build up enhanced livelihood situation- sufficient and timely supply of raw material, proper wage system and appropriate marketing of finished goods.

Mathiraj and Rajkumar (2008) made a study on handloom products production and marketing of Ramanathapuram handloom societies. The study examine the production related problems and marketing of handloom products. The Societies and reviewed the marketing process carried out by the Weavers’ Societies. The study was found in their study that the societies in Ramanathapuram District are facing wide fluctuation in yarn price, lack of availability of skilled labour force. The study suggested that the production pattern, sales design may be formulated to accelerate the handloom products in the market and modernization of handloom industries can be made with a moderate cost to ease down the problems of weavers.

Agarwal and Luniya (2009) made an attempt in their study to identify the buying behaviour of women consumer regarding hand woven kotadoria saris. The study was conducted with 65 women respondents of age group 30 to 45 years, having family income not less than Rs. 15000 per month. The study found that consumers are very much aware about the originality of hand woven doria pattern and the knowledge of Geographical Indications patent is very less. Floral mode of design, all over woven pattern, multicolor combination, and hand embroidery was most preferred. Most preferred buying venues were shops .Kota doria and Banarasi saris are equally preferred among hand woven saris.

Anshu Sharma (2009) in his study to find the unique type of handloom Products in Meghalaya. The study examined the motifs and colours combinations etc. This study found that the traditional handloom units of West Garo Hills districts of Meghalaya was observed various most preferred motifs are naturalistic and geometrical motifs. The study was concluded that weavers of Garo Hills are making
very good handloom products. But these products are unexplored out of Garo hills, so that there is a need to explore and revive these handloom products out of Garo hills. They were several traditional weaving culture using indigenous looms and traditional designs. Now, there is a need to revive this weaving culture by using latest and fast looms and new designs to compete in today’s world of fashion.

Jeyakodi (2009)\textsuperscript{25} conducted a study on working of rebate schemes in handloom cooperatives in Tamilnadu. The study was stated that the rebate on sales of handloom products falls in the class of subsidies. The handloom goods are costlier than the mill made cloth and this is for the reason handloom Industry’s productivity is low and wage rate is high. The study was also said that due to stiff competition the efficiency of the handloom weavers societies are coming down in turn it led the planners to think about the evaluation of performance of such cooperatives in the best interest of the weaver members. This is the reason the government has been supporting this industry through assistance called rebate subsidy.

Tripathy (2009)\textsuperscript{26} made an attempt to study the problems and perspectives of Handloom in Orissa. Handloom weavers of Orissa, produce a wide variety of fabrics such as sarees (which constitute the major component), dress materials, scarf’s, dhotis, towels, other fabrics of day-to-day use as well as the highly artistic calligraphy on fabrics (wall hangings), etc. It has been noted that there is a wide difference in the skill level of weavers in Orissa and their fission into different weaving sub-castes according to their weaving knowledge and skill. The study concluded that the handloom products marketer should understand the customer preferences about design and colour combination in selection of handloom products. It suggests they should consider product development as an essential exercise for successful marketing of handloom products.

Vaddi and Balakrishnaiah (2009)\textsuperscript{27} made an attempt study on khadi and handloom of Andhra pradesh, Main objectives is to analyze the consumer awareness and consumer behaviour towards khadi and handloom products. Globally, India is the second largest producer of cotton, khadi and silk. India is highly renowned for its handloom products. Every state in India asserts its ethnicity and heritage through their handlooms and khadi. The study was found that in Andhra Pradesh 65% of consumers
were aware about Khadi and handloom fabrics. It concludes maximum of feel khadi and handloom fabric is good and buy all classes of consumers who get attracted by publicity and advertisements, interested by new designs and bright colors.

**Kumar et al (2010)** conducted a study to examine the Strategies to improve sales of handloom products with special reference to Puducherry. The main objective of this study is promote handloom products in Domestic as well as International Markets. This study was primarily aimed at understanding the local market and secondly to develop a marketing strategy for handloom exporters in Puducherry. The respondents were customers & exporters in Puducherry state. The data collection was carried out for a period of two months. The sample size of retail customers and exporters were 80 & 90 respectively. Statistic tools such as simple percentage, chi-square analysis, and time series were employed. The study revealed that number of the exporters depends upon domestic market. Retailing was found to be the best way to promote their products in domestic market. It is also revealed that domestic market occupies 30% of total business and a number of exporters are dependent on domestic market in this financial downturn. Based upon the results a few strategies were suggested to improve the sales of handloom products.

**Aggarwal et al (2011)** in their study about Static or Dynamic—the Analysis of handloom products of Assam. The objective of this study is customer preference of handloom products. Handloom Weaving is a way of life and intensely linked with Assamese Culture and Heritage. Handloom product of Assam is known for its rich tradition of making handloom and handicraft products. This study stated that 58.5% respondents preferred handloom products over power loom products because of the ethnic design and traditional importance of handloom products in Assamese culture. The study found that the respondents are satisfied with the color and design of the product. The study concluded that the quality of the handloom products is gradually deteriorating. The study suggests the improving the quality of the handloom fabric is using the number one quality yarn and use quality dye.

**Rachana Goswami and Ruby Jain (2011)** in their study discusses the various managerial issues such as procurement of yarn, production and marketing of handloom products. The study revealed that government of India is constantly making
efforts to enhance the productivity and marketing of handloom products through various initiatives. The individualist production base of handloom cloth is a tremendous asset, making it capable of producing the most fanciful colours and designs for regional, national and international markets in small quantities. The handloom weavers weave a range of fibers like cotton, silk, tussar, jute, wool and synthetic blends. While at the lower end coarse lungis, dhotis and sarees in low counts are produced by majority of weavers in a large number of handloom centers/clusters, at the higher end are the more expensive. This study concluded that the entire production of handloom products production till the marketing should be based on the information available on the trends in fashion, size of market and consumer preference.

Achalapathi et al (2012) made a study which is an empirical study study on marketing of Gadwal Saris in India. The main objective of this study is to study the general perception and satisfaction level of existing customers buying gadwal saris. handloom forms a precious part of Indian culture and economy. Primary study has been conducted in Mahabubnagar, Andhra Pradesh to know customer's perception and satisfaction level for gadwal saris for 50 respondents selected through purposive sampling method. The study reveals that existing customers are very much satisfied with the product (sari). In this study it was found that the frequency of purchase of saris by existing customers seems to be very favourable, as out of 50, 30 percent buy saris every 3 to 6 months. 28 percent purchase every 1 to 3 months and another set of 10 percent purchase 6 to 9 months. Gadwal saris are bought for some occasions and ceremonial functions. It concludes that market can be expanded only by increasing the size of the market by attracting new customers.

CII (20012) conducted study to a examine the customer opinion about buying handloom and handicraft products. The development of handlooms in the North Eastern Region would have to concentrate on commercialisation of local skills and designs. This study involves identification of a number of products which would have market potential within the region, in the rest of the country and also in the export markets. The study found that 65% do not feel the products to be too costly, more than 70% of respondents felt that the products need redesigning to meet the requirements of the consumers more than 76% of the respondents felt that the channels of marketing of the handloom and handicraft products are insufficient and
they also understood the need to aggressively advertise the products. This study suggests that change to multi colour and design, increasing the advertisement of the handloom and handicraft product through various channels like radio, newspaper, expiation etc.

**Kumudha and Rizwana (2012)**

Indian Textile sector occupies a unique place in the world economy. In this study examine the promotion mix of handloom products with special reference to handloom weavers cooperative society. This study falls under empirical research. The data were collected from the primary sources. Stratified Random sampling technique was used to select a sample of 140 societies in Erode District. The study examines the effective promotional tools for promoting their handloom products. The study suggested that the Government should organize more awareness programmes in popularizing the handloom mark to create unique brand image for genuine handloom products. Out of many sales promotion tools the society is giving only cash rebate 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.

**Manu Chandran (2012)**

conducted a study examine a design of business model and marketing strategies to promote handloom products in India. The introducing of spinning jenny and power looms during the British invasion period became a huge threat to the handloom industry of India. The handloom fabric is at a dying stage due to lack of business strategies and marketing linkages. The main objective of this study is to design a business model and develop marketing strategies to promote handloom products in India. Survey conducted to understand the present structure of Indian handloom sector and government initiatives to support the handloom workers. Various handloom trend and traditions in India were identified. The study found that the uniqueness and unique selling point of handloom products were also identified. The study concluded three concepts titled - designer boutiques, co-branding with tourism and online shopping model were introduced. Co-branding with tourism was selected as the final concept through weighted ranking method.

**Muralidhar et al (2012)**

in this study analyses the cost reduction possibilities in handloom silk saree manufacturing SME's in Chintamanitaluk (Chikkaballapur
district) of Karnataka state. The Chintamani taluk comprises approximately 850 silk saree manufacturing handloom units. In the study it was found that 95% of the respondents are not getting any financial assistance as subsidized loans and loans at less interest. The weavers are not selling their products directly to the customers. It is also identified that the cost of raw silk yarn and zari, labour, capital, process cost and marketing cost is very high. Many of the respondents feel that they require market guarantee, market information, Silk Yarn at reasonable and stabilized prices. 3.33% of the respondents started weaving sarees with a mixture of silk and cotton instead of pure silk. The Handloom weavers want a separate handloom policy from the government. The government is encouraging weavers to use the Technology Upgradation Fund (TUF). But without a market and capital, it is impossible to benefit from TUF. In this study it was concluded that all the weavers (100%) must be covered under the organized sector (co-operative fold) to get benefits of various schemes by government, as many schemes are not available to unorganized sector handloom weavers.

Fayaz Ahmad and Aasif Hussain Nengroo (2013) made a study to analyse the growth and performance of handloom product in Jammu And Kashmir State. The centuries old tradition of weaving by hand is one of the richest and most vibrant aspects of the cultural heritage of the State. It is labour intensive sector, does not rely on scarce resources, does not cause pollution and is environment friendly. The study is based on a sample of 100 handloom unit holders. The objective of the study is to find out the trend value of production, employment and sales of handloom products by using secondary data from last two decades from all possible sources. The level of artistry and intricacy achieved in the handloom fabrics is unique and unparallel. The J&K State is famous for the weaving of specialized fabrics like Pashmina shawls, Raffal shawls, Kani shawls, Silk sarees, Kishtwari blankets, Lois, ChashmeBulBul blankets in hilly areas of the State besides Cotton Check bed sheets and long cloth in Jammu and Kathua Districts. Block printed bed sheets and Masnads of Samba are also very famous. The study concluded that there is very significant increase in production of handloom products during the study period.

Jyoti Narzary (2013) undertook a study to examine marketing problems and prospects of handloom and handicrafts industry in B.T.A.D. (Bodoland Territorial Area Districts). The study considered the sample size of 200 respondents who are the
producers and retailers of the handloom and handicrafts Products. Besides that, pre-
designed questionnaires were distributed to the respondents who are the producers,
retailers and also the consumers of the handloom and handicrafts products for
collection, sampling and analysis of data. Issues identified in the study were- lack of
accessibility of market information, lack of awareness among the customer about
product features, promotion and advertising of handloom, quality Control, lack of
logistics management. In this study further suggested that the logistics management,
innovative promotional and advertising campaign, continuous feedback from
customers, availability, accessibility and visibility of the product are factors from
marketing point of view. Pricing strategy must be formulated on the basis of the
market demand, the segment that is targeted, cost of the production, value added to
the product and brand image of the product, efforts should be done to bring superior
quality in handloom products the pre and post loom process development should take
place.

Kumudha and Rizwana (2013)\textsuperscript{38} attempted to study the level of consumer
awareness about different types of handloom products. The study was to examine the
handloom Industry is the integral part of textile industry in our country. The demand
and popularity of Indian handloom has been growing not only in our country, but also
around the world. The study revealed that handloom fabric has a unique character
which other mill made or power loom fabric doesn’t have. The distinctiveness of
handloom products compared with other mill made cloths is not known to the
customer. The study suggested that majority of the customers were male and there is
more scope to attract female population. Hence, it also suggested that female segment
of the market also has to be paid attention by offering more variety and female
specific products like sarees, dress materials etc. The study concludes that consumers
are not very much aware about the handloom products and for that sufficient
measures have to be taken place in order to increase the awareness of handloom
products.

Pratibha and Deshmukh (2013)\textsuperscript{39} conducted a study to examine a buying
behavior of consumer towards handloom and handcraft with special reference to cidco
urban haat project NaviMumbai. The main objectives of this study is to find out the
target consumers who prefers and believes in the handlooms and handcraft product
consumer buying behavior and factors which influence the purchase decision process.
The survey was conducted through close ended questionnaire from random sampling size of 100 respondents. The purpose of this study was to identify target consumers, factors influencing purchase decision process and to analyze the product meet target consumer’s requirements. The study found that majority of buying in young male and female consumers playing vital role in this CIDCO Urban Haat Project. The study also revealed that young female and male those are the professionals with middle class family are the target consumers who have greater influence on purchase decision process of handloom and handcraft product. Therefore it is need to focus on this issue to make success the purpose. The study concluded that these are problems encountered through this study and also there is need to well understand the target consumers’ requirements.

**Pappeswari and Rajalakshmi (2013)** undertook a study of consumers satisfaction level on the role of Voc Co-optex of handloom products in Thoothukudi. The study had a view of identifying the positions of various Co-optex products in relation to quality and price changes. The study focused the handloom products of any region with all its embedded quality and design represent the culture of that region. The results revealed in this study that 23 percentage of the respondents have high level of satisfaction towards VOC Co-optex. The study suggested that Co-optex should add some additional features in order to satisfy the new variety seekers. They have to update their models according to consumer needs and wants.

**Ramswamy et al (2013)** conducted a case study on handloom production in Tribal Clusters of Thenzawl in Mizoram. The objectives of study this paper studies the various aspects of handloom production such as production processes, the number and type of looms owned, their capacity utilization and so on in the traditionally run micro handloom enterprises in the Thenzawl cluster. The micro handloom enterprises in India are largely home-based enterprises but play an important role in the Indian economy. In spite of the challenges faced, the handloom sector has shown great resilience in surviving and sustaining over the decades by maintaining a 20-25% share of the total textile production and been the second largest employer in India. The north eastern states of India have the largest concentration of handlooms in the country with more than 65% of the total looms. A remote tribal cluster predominantly run by women entrepreneurs, located in Mizoram. The study suggested that
development activities to be undertaken in the cluster to enable the enterprises to sustain and grow.

Rayapatiraveendranad (2013) conducted a study to understand the handloom market (Need for Market Assessment, Problems & Marketing Strategy), handloom is a traditional product. Marketing and distribution system for handloom is also a conventional type. West Bengal, Tamilnadu, Uttar Pradesh, Andhra Pradesh, Assam and Manipur are the major handloom states in India. Three-fourth of handloom weaving in the country comes under these six states. Almost all handloom products in India is for domestic market. Only 1.3 percent of working looms produce for export markets. Marketing is a major constraint for the handloom sector. The study revealed that the handloom sector is not only our past glory but also it plays a vital role even in the context of present Indian economy. This sector accounts for 18.4 percent of the total cloth product produced in the country (excluding clothes made of wool, silk and spun yarn) and 15 percent of the total exports of the fabrics. Over 125 countries are now buying handloom products from India. It suggests the middlemen play a major role in selling the cloth to the consumer. If the family is very poor, any delay in marketing of the cloth, creates harm to the weavers. The power looms dominates textile production in India and have encroached upon the handloom sector traditional market because of lack of proper marketing. Still the appropriate marketing strategy has not been evolved as a whole by the handloom sector. The study concludes that Government should help in opening more outlet, exhibition and trade fair, loans to setup a shop subsidized the products, relaxation on duties and taxes, improve the marketing strategy, encourage the mechanization, special outlets, implementation of the rules strictly, outlets at village level / taluk level, better technology for weavers at cheaper rates, discount, competitive customer service etc, compulsory selling of handloom products at all textile outlets, compulsory for school uniform, helps in generating in more designs and Government should see overseas opportunities to make the handloom sector survive.

Shaha (2013) undertook a study to examine the problems and prospects of handloom industry in India. The main objective of this study to find the reasons of low popularity of handloom products among the people. The data was collected in primary and secondary data. The handloom product deep roots in the rich traditional,
historical and cultural diversity of India which makes it unique in the world. Handloom products are produced in different states of the country. Some of the popular varieties are, riba, multa, munga silks of Assam, bedspreads and furnishing of Bihar, check shirting and bed sheets of Delhi, tie and dye cotton and silk saris of Odisha, cotton weft saris of Maharashtra, chiffon saris, dress materials of Karnataka, durries, carpets and muslin fabrics of Uttar Pradesh etc. The study shows the result of low popularity among the common people. Most of the people do not use handloom fabric because of its high price and maintenance, traditional designs, no guarantee of genuineness and non-availability.

Savithri et al (2013) made an attempt to enlighten the world famous Indian traditional handloom silk sarees. Indian handloom silk sarees known for their unique features like beautiful colour combinations, intricate designs and wonderful motifs, tops the demand of the domestic market. In India, there are a number of silk weaving centers spread all over the country, known for their distinct and typical style and products. South India is the leading handloom silk producing area of the country also known for its famous silk weaving enclaves like Kancheepuram, Dharmavaram, Arni, Pochampalli, Gadwal etc. This study focused the handloom silk is the most elegant textile in the world with unparalleled grandeur, natural sheen and inherent affinity for dyes, high absorbance, light weight, soft touch and high durability and is known as the queen of textile in the world ever. The study that concluded the Silk saree is an important bridal wear while the traditional practice of wearing silk clothing (handloom silk cloth) on all auspicious days has been the strength of the Indian silk in the domestic market.

Singh et al (2013) in their study attempted to know the overview of handloom industry in panipat. Handlooms have been known in India right from the historic ages. The use of fabrics, techniques created to make designer art pieces and expressing ethnicity through them has been an integral part of India's base. Its power is such that handloom industry constitutes around 14 percent of total preindustrial production and 30 percent of the total export business. It is also the second largest industry in India with important segments, such as independent power looms, modern textile mills, handlooms and garments. This made the handlooms popular in foreign markets also and raised their demand. The main objective of this research paper is to study the current scenario of textile industry in India along with the export exposure.
of handloom products. It is concluded that in order to promote the export of handloom products and textile industry the government has introduced many schemes and the textile industry has taken the benefit of these schemes.

Veena Rajendra and Humbe (2013) conducted a study about to examine consumer behaviour approach towards handloom Industries of Maharashtra State - with special reference to paithani Saree. Today, India's textile sector comprises four important segments: Modern Textile Mills, Independent Power Looms, Handlooms and Garments. The study focused that the paithanisaree contains three values viz. attention, Information and Persuasion or not and to what extent these values satisfy consumer’s needs and expectations. The study is mainly based on primary data. A detail and comprehensive questionnaire for consumers of Paithanisaree was prepared and canvassed among 100 female consumers. The consumer expectations and satisfaction of the three values reveals that more than consumers are satisfied with all three values viz. Attention, Information and Persuasion in Paithanisaree. The study found that that paithanisaree attracts attention due to its bright colours with gold embroidery and silk texture, whereas, few respondents who were unsatisfied felt that Paithanisaree has traditional fashioned design which does not attract attention. The study suggested that latest fashion designs in Paithanisaree can attract younger generation, hence it would be beneficial to have various changes in designs without changing the traditional look.

Nisha Rani and Anupama Bains (2014) undertook study to find out the consumer behaviour towards handloom products in the state of Punjab & Haryana. India has a long tradition of excellence in making high quality of handloom products with extraordinary skills and craftsmanship. The study focuses the strength of handloom products lies in innovative designs which cannot be replicated by the mill products. Due to innovative designs and different weaving techniques the handloom sector has managed to withstand competition from the mill sector in the country. The high quality of Indian handloom products like Muslin of Chanderi, Silk brocades of Varanasi, Tie & dye products of Rajasthan & Orissa, Chintas of Machhlapatnam, Himroos of Hyderabad, Kheses of Punjab, Durries of Haryana, Prints of Farrukhabad, Phenek, Tongam & Bottle designs of Assam and Manipur, Maheshwarisarees of Madhya Pradesh and the Patolasarees of Baroda are famous all over. The revealed
study that the quality and style of handloom products is attracting foreigners and increasing their knowledge about Indian cultural heritage. This study concluded the natural fibres like cotton, wool, silk and jute are mainly used for making handloom products therefore handloom products are ecofriendly. They have perception that the handloom products are medically good for skin and have Aesthetic sense. The use of handloom products effect swadeshi feelings and even the purchase of handloom products satisfy them.

RachanaGoswami and Ruby Jain (2014) conducted a study to find the strategy for sustainable development of handloom. The study found that the identification of new product, quality assurance system, promotion, distribution channel in this four strategy followed for the developing of handloom. The study that suggested there is need to create awareness about the features and advantages of handloom products. Effective publicity through appropriate media mix should be done. Print and electric media can be used in right proportion. A regular buyer-seller meet is required so that the weavers get a platform to market their products. through online sales through website, marketing personnel’s can be consulted, a tie up with boutique owners can be done to sell the handloom products, chain selling readymade garments such as Westside & Big Bazaar can be approached.

Savithri et al (2014) made an attempt to study unique silk handloom cluster. In this study, main objective is the uniqueness of pochampally silk sarees. Silk is the queen of textiles dominates the textile industry with its luster, sensuousness and glamour. Pochampally popularly known as bhoodan pochampally which is situated in the district of Nalgonda in Telengana and is popularly referred to as the 'Silk City of India' for its beautifully crafted silk sarees and fabric. Pochampally silk saree manufacturing history goes back to 1970, when it was decided by some village headmen of Pochampally to weave silk along with cotton. In this study it was concluded that the uniqueness of Indian handloom silk sarees beautiful colour combinations, intricate designs and wonderful motifs, tops the demand of the domestic market. In this study, it was also suggested that the protection of silk related products under the Geographical Indication Act.

Venkateswaran (2014) made an attempt to study the production of a saree and various schemes available to handloom weavers. The main objectives of the study
is to know about various processes involved in manufacturing saree, various scheme available to handloom weavers. The various schemes implemented by the Government like Rebate Subsidy Scheme/Marketing Incentive Scheme, Deen Dayal Hathkargha Prottsahan Yojana Scheme, Tamilnadu Handloom Weavers Family Pension Scheme, Bunker Bima Yajana scheme for increasing the sale of handloom cloth and help the weavers. The study concluded the weavers are not producing more saree and they are also not getting more income. The most of the weavers are not aware of the scheme available to them. So the necessary steps to be taken to create awareness among the weavers.

Vijayabhaskar (2014)⁵¹ in his study focussed towards increased import duty on China Silk - Shutdown the Handloom Industry. The main objective of this study is to analyze the Present position in the handloom cloth in India. The existence of handloom dates from times immemorial in India. Though handloom literally refers to a traditional weaving method, symbolically it stands from much more. It represents a philosophy and a way of life. The philosophy is the simple faith of Indian folk artisan- the handloom weaver- the man behind the loom. Handloom stands for the revitalization of traditional creative energies and the certainty that they can be infused into our modern civilization. Though the methods employed in making handloom products are simple, the results are extraordinary. The human effort results in creations, which are both aesthetically delightful and extremely durable. Handloom weavers are the back bone of the Indian Economy. Weaving is a family activity that shows the entire family involving the process of weaving of any kind of product. This study focused on production of 2008 to 2013. In this study find present position of handloom products from 2008-2009 to 2012-2013 stating that handloom cloth production increased 226 million sq.mtrs, during the 2009-2010 on the base year of 2008-2009. In the period from 2009-2010 to 2011-2012 there is no proper growth in the production, it might be slight variant but during the period of 2012-2013 there is a growth of 35 million sq.mtrs, despite growing competition from mill made and decentralized power loom industry, is heartening.

Govindasamy and Balasubramanian (2015)⁵² conducted a study on consumer preference of handloom products at Co-optex in Thanjavur. This study attempts to figure out the reason for the consumer preference of co-optex from Thanjavur district for their selection cloths on the basis of their age, gender, income
level of the respondent and other factors like the price, reputation by the respondent. The surveys are selected based on the convenience sampling method and 200 respondents are chosen randomly from Thanjavur. The data is analyzed using descriptive statistics and correlation analysis. This study revealed that the consumer preference includes not only price but also reputation of the shop. Here, the consumers’ demand a high performing and reliable shop which will increase their brand image. The result derived that there are more male respondents than the female respondents and respondents under the age group of 45-54 years use 41% of co-optex.

**Rizwana (2015)** conducted a study examine the problems faced by the customers with reference to buying Of handloom Products –the main objectives is to analyze the problems faced by customers while buying and using handloom products produced by Handloom Weavers’ Co-operative Societies in Erode district. The world famous handloom products of India which has won the hearts of people for generations because of its unique patterns, design, colour, eco friendliness. Though the government has taken some initiatives to differentiate handloom clothes from other mill made products, the extent to which it has reached needs to be studied. The present study has been conducted Erode district, which is one of the renowned handloom centers in the country. The study is empirical in nature. The present study has been conducted Erode district, which is one of the renowned handloom centers in the country. The study is empirical in nature. Henry Garrett ranking Technique has been used to rank the problems faced by respondents while buying and using handloom products. The study found that the respondents considered ‘limited colour’ as a predominant problem while buying handloom products. The study that suggested the handloom societies can segregate the colours into three categories viz., light, medium and dark. Based on these three categories the societies can further introduce more number of colour combinations in order to satisfy the customers’ requirements.

**Shaw Tanusree (2015)** made a study is to understand the various problems of Handloom Weavers of Varanasi in Uttar Pradesh. The Handloom is a traditional industry of India and it provides employment opportunities to millions of people in the rural and urban belts of our country. After industrialization, the handloom industry has been decline. Most of the problems faced by handloom industry are perpetual in nature and hence to sustain the cultural and economic importance of the industry. The study found that the problems are invention of new technology (power-loom),
capitalist control, drop off in wages, increased price of yarn, and so on. The present study is descriptive in nature. The study suggests that policy maker should realize the importance of handloom sector and allocate the required funds for the upliftment of handloom weavers to avoid the decline in handloom industry.

**Samira Patra and Sanjeeb Kumar Dey (2015)** in their study Profitability Analysis of Handloom Weavers revealed that there are various handloom products produced by the handloom weavers in Odisha. Odisha handloom products have a significance demand in the local and foreign market. Odisha has one of the richest traditions of handloom and handicrafts in the country, which goes back to the time of ancient it found that next to agriculture, handloom and handicrafts producer are the major provider of employment to the people in Odisha. Apart from that, handloom and handicrafts products of Odisha are appreciated all over the country and outside because of exquisite designs, natural motifs and superb colour combination. The main objectives of this study was to study the profitability position of the selected handloom products of Odisha. Various statistical tools like mean, standard deviation and chi-square test have been used to analysis the profitability of selected handloom products of Odisha. The selected handloom products of PataSaree, Body Bandha Saree, Kumbha Saree, Silk saree, Cotton (design) saree, Cotton (plain) saree, Buti Saree, Scarfs, Gamuchha, and Handkerchief etc. In this study it was found that the profitability of Odisha handloom products have a significance difference in their earning of profits. In this study it was suggests that Promotion/advertisement increasing the number of outlet, exhibitions, developing new designs, awareness, customization of products etc are needed to increase the profitability of handloom products.

**Surya Kumar and Naidu (2015)** in their study made an attempt to analyse the handloom production and exports in India. The handloom is long tradition of excellence in craftsmanship, occupies a place of eminence in preserving the country’s heritage and plays an important role in the economy of the country. Indian handloom symbolizes ethos of vibrant Indian culture and civilization a rich heritage and a long tradition of excellence. The main objective of this study was to analyse the handloom production in India and export of top ten countries. In this study it was found that the share of handloom cloth production recorded 24.98 percent in total textile cloth production in the year 1980-81, this share was continuously declined to 2013-14,
accounting 15.02 per cent. Export of handloom products during early period showed a steady increase. But there was a decline during the year 2013-14, export of handloom products has registered only Rs.2233 crores. USA engage major portion of the share in India’s handloom cloth exports. In this study, it was concluded that the government should give grants, many concessions and incentives to the handloom weaver and conducting encouraging programmes to handloom weavers. For increasing production and exports.
Reference


