

An Empirical Study On Marketing Of Handloom Fabrics In Guntur District Of Andhra Pradesh

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Abstract: Handlooms have been known to India right from the ancient historic ages. The Handloom Industry has a long tradition of excellence and unique craftsmanship. The handloom product has a special space in Textile Industry, due to its typical combination of design and color. There by the handloom weavers gained a remarkable reputation in the global scenario and put in the high demand level on the world economy.

Around 4.3 million people depends on the industry directly to eke-out their livelihood while many more millions of them inclined to subsidiary occupation in the handloom industry. Further this industry provides disguised as well as incidental indirect employment to dyers, twistors, construction of work shed, acquisition of looms and accessories, etc. Marketing of handloom products became very difficult now a days because of changing tastes and preferences of customers, tough competition from power loom fabrics, lack of support from the government and other reasons.

The present study is made an attempt to study the marketing of handloom products in Guntur District of Andhra Pradesh. The required data is being collected from both the Primary and Secondary sources. A sample of one hundred respondents (Handloom Marketers) from selected Mandals and villages of Guntur District have chosen up through simple random sampling method. Interpretations were made through the derivations of appropriate necessary statistical analysis.

Keywords: Handloom Industry, Handloom Weavers, Marketing, power loom fabrics, Primary, Secondary data, Simple random sampling method, Statistical analysis.

I. INTRODUCTION

Handloom industry is one of the major decentralized traditional industries. It plays a vital role in rural economy spread over in the nook and corners of the Indian sub continent. The primary occupation of the people in the rural belts of the state of Andhra Pradesh is restricted to agriculture farm. The weaving occupation has no less significant in its potentiality to embrace the rural lot as a basic live hood source by generating extant employment opportunities. It is correlated with prominent communities like Devanga and Padmasali in addition to some sub associated communities like Kamasali, Kaikala and Thogata. There are about 3,20,000 handlooms in operation of which most of the handlooms are scene in costal Andhra Pradesh. There are more than 5 lakh families have direct involvement and 20 lakh families

indirectly involved and depend on the Handlooms. Most of the handlooms are located in Coastal area of Andhra Pradesh. The establishment of APCO (Andhra Pradesh Handloom Weaver's Cooperative Society Ltd.) was formed with an objective to provide assistance and extends services in the supply of raw materials like yam, dyes, chemicals, etc., and arrange necessary facilities for the marketing of handloom products. It was the remarkable event in the history of handlooms in the state of Andhra Pradesh. The State of Andhra Pradesh is stands for its shirting fabrics, block-printed fabrics and made-ups, tie-dye materials known as I-kat and saries, lungees, Batik prints, Kalamkar prints etc.

Most of the Marketing functions are being undertaken by different categories of weavers and number of marketing cooperative societies. They also support for both the domestic and foreign marketing services. There are some organizations

such as National Handloom Development Corporation (NHDC), Association of Corporations, Apex Societies for Handlooms (ACASH) and Marketing Development Assistance Scheme (MDA) that safeguard the interests of handloom weavers by releasing them from the clutches of the middlemen and improving the standard of living by providing enough employment opportunities and facilities to them to market their products at competitive prices.

Presently government policies are increasingly influenced by the globalization processes and are related to WTO-induced trade regimes. As the controls on exports get liberalized and domestic markets open up, the handloom scenario in the country is likely to undergo drastic changes in terms of skills, inputs like designs, market trends and changing demands therein. The question is whether these changes include the interests of weavers who are still practicing their traditional skills and knowledge

II. REVIEW OF LITERATURE

Dharmaraju P. (2006) In his paper "Marketing in Handloom Co-operatives", Dharmaraju has expressed his view that, over the decades, the experience of handloom co-operatives has been a mixed one. The arbitrary mergers, excessive control by master weavers and local power groups, politicization and bureaucratization and mismanagement of funds, are some factors that have obstructed the efficient functioning of co-operatives.

D. Narasimha Reddy (2008) is of the opinion that, it is time that, government recognized the value of the handloom sector in achieving sustainable development of the country. Despite the adverse conditions, due to larger support from consumers and being a livelihood option for millions of weavers, Handloom sector has been surviving and has the potential to be so. Government has to ensure a 'level playing field' for this sector towards competition among the different sub-sector of textile industry.

Sehgal H. K. (2009) has examined that as far as the garment export sector is concerned, there have been mixed signals: continuing world economic downturn; some late recovery, however temporary and for some people; recent Rupee appreciation and with a new Government, expected to be stable, assuming charge.

Prachi (2010) has observed that Indian handloom is growing in its popularity not only among the people in India, but also among the people admiring Indian handloom and Indian handicrafts from around the globe. In spite of having distinct styles and ways of weaving, there is a lot of exchange of styles that happened among the diverse Indian handloom styles.

IANS (2011) has noted that Indian consumers need to change the thinking; they need to think 'swadeshi' rather than 'videshi'. The greatest tragedy weavers' face is being ignored not just by people but by designers as well. The fashion industry is a very powerful platform to convey the message across the masses that fashion is more than chic dressing; there has to be an essence to it.

Dr. Srinivasa Rao. K (2012) presented a paper basing on field work Socio-economic analysis of handloom industry in

Andhra Pradesh A Study on selected districts. he was studied in the socio economic analysis of handloom industry in Andhra Pradesh a study on Selected district(East Godavari, Prakasam, Kurnool , Nalgonda).

A. Kumudha, M. Rizwana (2013) in her paper Problems faced by handloom industry-A study with handloom weavers co-operative societies in erode district the paper focus on problems of handloom industry and problems of handloom co-operative society weavers.

Venkateswaran. A(2014) in his paper A Socio Economic Conditions of Handloom Weaving: A field study in Kallidaikurichi of Tirunelveli District this paper studied in the A Socio Economic Conditions of Handloom weavers and problem facing on handloom weavers.

OBJECTIVES OF THE STUDY

- ✓ To study the status of handloom industry.
- ✓ To study the business related information of handloom marketers
- ✓ To study the marketing of handloom fabrics.
- ✓ To make suitable suggestions for the development of handloom industry in general and marketing of handlooms in particular.

III. RESEARCH METHODOLOGY

NEED OF THE STUDY

In these days, Handloom industry has facing numerous problems in the area of raw materials, marketing, finance and competition. The industry is primarily dominated by powerlooms and mill made products faces an acute competition. Consequently, the handloom weavers left with multiple problems such as low revenue, Lack of support from Government and its allies, Victimization / Unfair practices of middleman, non availability of updated skill development techniques, severe competition from Power looms and other mill made products etc...

In view of this, the present study attempts to understand the progress of handloom industry in Andhra Pradesh and also to analyze the above said problems related to the handloom weavers. Identified problems of both the handloom and industry and handloom weavers in spite the scholar and necessitated to share and focus the study.

SCOPE OF THE STUDY

The study broadly examines the marketing of handloom fabrics in the selected mandals of Guntur District. In this direction the need of the study on the marketing of handlooms is being substantiated.

Source of data: The data is collected from two sources (i) primary data and (ii) secondary data.

Primary Data: 1) Questionnaire; A Structured questionnaire has been issued to the selected sample of 100 respondents (Handloom Marketers) in various mandals of Guntur District. 2) Personal interview, 3) Group discussion and 4) Observation methods were used and gathered first hand

information.

Secondary Data: Secondary data for the study has been collected using 1) Published reports by the government, departments, offices Centre's concerned with the industry, 2) Published research papers in the reputed journals, books, thesis and dissertation and 3) Popular websites related to the present research.

SAMPLE SIZE

Sample of 100 respondents (handloom marketers) drawn from the selected mandals of Guntur District.

STATISTICAL ANALYSIS

Percentages, Cross-tabulation and Chi-Square test are applied using SPSS Software to analyze the data and to derive the valid interpretations.

AREA OF STUDY

This study was confined only to the handloom marketers in the selected mandals of Guntur District.

LIMITATIONS OF THE STUDY

- ✓ The study is essentially a micro level limited to the aspects of the handloom marketers.
- ✓ The information being related to the marketing of handloom fabrics through the questionnaires of the handloom marketers may not be obtained intact.
- ✓ The personal opinions and expressions of the marketers also limits the present study as it was totally based on their experience with the societies.

IV. STATISTICAL ANALYSIS

There are nearly 25,000 looms in the district and nearly 90 working Handloom Co-operative Societies are functioning there at present. Apart from the cooperative societies, a good number of Master Weavers and the traders are promoting and selling the handloom fabrics in the study area.

	Frequency	Percent
Master Weaver(M.W)	34	34.0
Trader	51	51.0
Cooperative Society	15	15.0
Total	100	100.0

Source: Primary Data

Table 1: Classification of Sample Marketers

In the study area, marketers are classified into Master Weaver, Cooperative society and Trader. From the sample of 100 marketers from the study area (Guntur District), 51%(51) of the marketers are traders, 34%(34) of the marketers are Master weavers and 15% (15) of the marketers are cooperative societies. This indicates that most of the handloom business is done by the Traders and master weavers followed by the Cooperative Societies in the study area.

ASSOCIATION BETWEEN CATEGORY OF MARKETER AND THE ANNUAL TURNOVER

Null Hypothesis (H₀): There is no significant association between the category of marketer and the annual turnover.

Alternative Hypothesis (H₁): There is a significant association between the category of marketer and the annual turnover.

		Marketer category			Total
		Master Weaver(M.W)	Trader	Cooperative Society	
Estimated Annual Turnover	Below Rs 25 Lakhs	Count 30 (88.2)	44 (86.3)	8 (53.3)	82 (82.0)
	Rs 25 lakhs - Rs 50 lakhs	Count 3 (8.8)	7 (13.7)	4 (26.7)	14 (14.0)
	Rs 50 lakhs - Rs 75 Lakhs	Count 0 (0.0)	0 (0.0)	2 (13.3)	2 (2.0)
	Rs 1 Crore and above	Count 1 (2.9)	0 (0.0)	1 (6.7)	2 (2.0)
	Total	Count 34 (100.0)	51 (100.0)	15 (100.0)	100 (100.0)

Table 2: Classification of the Marketers by the estimated annual turnover

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.288 ^a	6	.006
Likelihood Ratio	14.862	6	.021
Linear-by-Linear Association	4.562	1	.033
N of Valid Cases	100		

Table 3: Chi-Square Tests

The Pearson Chi-Square value is 18.288 and the P Value is 0.006

Since 0.006 < 0.05, Reject the Null Hypothesis (H₀) i.e., accept the alternative hypothesis (H₁) at 5% Level of significance. Hence there is a significant association between the category of marketer and the annual turnover.

The estimated annual turnover distribution is made and presented in the Table 5.1.12. The survey reveals that 82% (82) of the respondents have an estimated annual turnover of below Rs 25 lakhs, 14% (14) of the respondents have an estimated annual turnover from Rs 25 lakhs to Rs 50 lakhs and very few percentage of the respondents have an estimated annual turnover of above 50 lakhs in the study area.

ASSOCIATION BETWEEN CATEGORY OF MARKETER AND THE SOURCE OF FINANCE

Null Hypothesis (H₀): There is no significant association between the category of marketer and the source of finance.

Alternative Hypothesis (H₁): There is a significant association between the category of marketer and the source of finance.

		Marketer category			Total	
		Master Weaver(M.W)	Trader	Cooperative Society		
Source of finance	Own Funds	Count	30	37	0	67
		Percentage	(88.2)	(72.5)	(0.0)	(67.0)
	Commercial Banks	Count	0	2	0	2
		Percentage	(0.0)	(3.9)	(0.0)	(2.0)
	Co-operative Banks	Count	0	0	11	11
		Percentage	(0.0)	(0.0)	(73.3)	(11.0)
	Private Financers	Count	2	4	0	6
		Percentage	(5.9)	(7.8)	(0.0)	(6.0)
Loans from relatives and friends	Count	2	8	0	10	
	Percentage	(5.9)	(15.7)	(0.0)	(10.0)	
NABARD	Count	0	0	4	4	
	Percentage	(2.9)	(3.9)	(26.7)	(4.0)	
Total	Count	34	51	15	100	
	Percentage	(100.0)	(100.0)	(100.0)	(100.0)	

Table 4: Classification of the Marketers by the source of finance

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	104.611 ^a	18	.000
Likelihood Ratio	89.329	18	.000
Linear-by-Linear Association	20.027	1	.000
N of Valid Cases	100		

Table 5: Chi-Square Tests

The Pearson Chi-Square value is 104.611 and the P Value is 0.000

Since $0.000 < 0.05$, Reject the Null Hypothesis (H_0) i.e., accept the alternative hypothesis (H_1) at 5% Level of significance. Hence there is a significant association between the category of marketer and the source of finance.

The distribution of source of finance is made and presented in the Table 4.2.1.18. The survey reveals that 67% (67) of the respondents their own funds to run the business, 11% (11) of the respondents use cooperative banks as their source of finance, 10% (10) of the respondents borrowing loans from relatives and friends and very less percentage of the respondents using private financers, commercial banks and NABARD as their source of finance in the study area.

ASSOCIATION BETWEEN CATEGORY OF MARKETER AND THE FABRIC HANDLED

Null Hypothesis (H_0): There is no significant association between the category of marketer and the fabric handled.

Alternative Hypothesis (H_1): There is a significant association between the category of marketer and the fabric handled.

		Marketer category			Total	
		Master Weaver(M.W)	Trader	Cooperative Society		
Fabric handled	Sarees	Count	20	16	3	39
		Percentage	(58.8)	(31.4)	(20.0)	(39.0)
	Dress Material	Count	1	1	2	4
		Percentage	(2.9)	(2.0)	(13.3)	(4.0)
	Lungies	Count	0	1	0	1
		Percentage	(0.0)	(2.0)	(0.0)	(1.0)
	Shirting	Count	1	5	2	8
		Percentage	(2.9)	(9.8)	(13.3)	(8.0)
	Bed Sheets	Count	1	0	1	2
		Percentage	(2.9)	(0.0)	(6.7)	(2.0)
	Sarees, Dress Material	Count	8	18	3	29
		Percentage	(23.5)	(35.3)	(20.0)	(29.0)
	Sarees, Shirting	Count	1	4	3	8
		Percentage	(2.9)	(7.8)	(20.0)	(8.0)
Sarees, Dress Material, Shirting	Count	2	4	0	6	
	Percentage	(5.9)	(7.8)	(0.0)	(6.0)	
Sarees, Dhotis, Dress Material, Lungies, Towels, Shirting, Bed Sheets	Count	0	2	1	3	
	Percentage	(0.0)	(3.9)	(6.7)	(3.0)	
Total	Count	34	51	15	100	
	Percentage	(100.0)	(100.0)	(100.0)	(100.0)	

Table 6: Classification of the Marketers by the fabric handled

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	79.720 ^a	40	.000
Likelihood Ratio	75.558	40	.001
Linear-by-Linear Association	13.106	1	.000
N of Valid Cases	100		

Table 7: Chi-Square Tests

The Pearson Chi-Square value is 79.720 and the P Value is 0.000

Since $0.000 < 0.05$, Reject the Null Hypothesis (H_0) i.e., accept the alternative hypothesis (H_1) at 5% Level of significance. Hence there is a significant association between the category of marketer and the fabric handled.

The information related to the fabric handled by the marketer is described in the table: 5.2.1 and which explains that 39% (39) of the respondents handling with exclusively Sarees, 29% (29) of the respondents handling with Sarees and Dress material, 8% (8) of the respondents handling with Sarees and shirting and very less percentage of the respondents handling with dhotis, Lungies, towels, bed sheets and combination in the study area.

ASSOCIATION BETWEEN CATEGORY OF MARKETER AND SOURCE OF RAW MATERIAL

Null Hypothesis (H₀): There is no significant association between the category of marketer and source of raw material.

Alternative Hypothesis (H₁): There is a significant association between the category of marketer and source of raw material.

		Marketer category			Total	
		Master Weaver (M.W)	Trader	Cooperative Society		
Sources for raw material	Local market	Count	30	49	1	80
		Percentage	(88.2)	(96.0)	(6.7)	(80.0)
	Master weaver	Count	0	1	7	8
		Percentage	(0.0)	(2.0)	(46.7)	(8.0)
	Co-op Society	Count	4	1	3	8
		Percentage	(11.8)	(2.0)	(20.0)	(8.0)
	Yarn agency / Distributor	Count	0	0	4	4
		Percentage	(0.0)	(0.0)	(26.7)	(4.0)
Total	Count	34	51	15	100	
	Percentage	(100.0)	(100.0)	(100.0)	(100.0)	

Table 8: Classification of the Marketers by the source of raw material

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	66.219 ^a	12	.000
Likelihood Ratio	58.130	12	.000
Linear-by-Linear Association	15.010	1	.000
N of Valid Cases	100		

Table 9: Chi-Square Tests

The Pearson Chi-Square value 66.219 and the P Value is 0.000

Since $0.000 < 0.05$, Reject the Null Hypothesis (H₀) i.e., accept the alternative hypothesis (H₁) at 5% Level of significance. Hence there is a significant association between the category of marketer and source of raw material.

The information related to the source of raw material is described in the table: 5.2.5 and which explains that 80% (80) of the respondents purchase raw material from local market, 8% (8) of the respondents purchase raw material from cooperative societies and master weavers, 4% (4) of the respondents purchase raw material from yarn agency/distributor in the study area.

ASSOCIATION BETWEEN CATEGORY OF MARKETER AND DEMAND FOR THE PRODUCT

Null Hypothesis (H₀): There is no significant association between the category of marketer and demand for the product.

Alternative Hypothesis (H₁): There is a significant association between the category of marketer and demand for the product.

		Marketer category			Total	
		Master Weaver (M.W)	Trader	Cooperative Society		
Type of demand for the products	Seasonal	Count	27	13	9	49
		Percentage	(79.4)	(25.5)	(60.0)	(49.0)
	Continuous	Count	7	38	6	51
		Percentage	(20.6)	(74.5)	(40.0)	(51.0)
Total	Count	34	51	15	100	
	Percentage	(100.0)	(100.0)	(100.0)	(100.0)	

Table 10: Classification of the Marketers by the demand for the product

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.589 ^a	2	.000
Likelihood Ratio	25.924	2	.000
Linear-by-Linear Association	6.591	1	.010
N of Valid Cases	100		

Table 11: Chi-Square Tests

The Pearson Chi-Square value 24.589 and the P Value is 0.000

Since $0.000 < 0.05$, Reject the Null Hypothesis (H₀) i.e., accept the alternative hypothesis (H₁) at 5% Level of significance. Hence there is a significant association between the category of marketer and type of demand.

The information related to the type of demand for the product is described in the table: 5.2.7 and which explains that 51% (51) of the respondents opinioned that there is a continuous demand for handloom products whereas 49% (49) of the respondents opinioned that there is a seasonal demand for handloom products in the study area.

ASSOCIATION BETWEEN CATEGORY OF MARKETER AND MARGIN OF PROFIT

Null Hypothesis (H₀): There is no significant association between the category of marketer and margin of profit.

Alternative Hypothesis (H₁): There is a significant association between the category of marketer and margin of profit.

		Marketer category			Total	
		Master Weaver (M.W)	Trader	Cooperative Society		
Estimated Margin of profit	5%	Count	1	1	1	3
		Percentage	(2.9)	(2.0)	(6.7)	(3.0)
	10%	Count	27	33	11	71
		Percentage	(79.4)	(64.7%)	(73.3%)	(71.0)
	12%	Count	2	2	1	5
		Percentage	(5.9)	(3.9)	(6.7)	(5.0)
	15%	Count	2	6	2	10
		Percentage	(5.9)	(11.8)	(13.3)	(10.0)
	20%	Count	2	9	0	11

	Percentage	(5.9)	(17.6)	(0.0)	(11.0)
Total	Count	34	51	15	100
	Percentage	(100)	(100.0)	(100.0)	(100.0)

Table 12: Classification of the Marketers by the Estimated Margin of profit

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.058 ^a	4	.195
Likelihood Ratio	7.100	4	.131
Linear-by-Linear Association	.274	1	.600
N of Valid Cases	100		

Table 13: Chi-Square Tests

The Pearson Chi-Square value 6.058 and the P Value is 0.195

Since $0.195 > 0.05$, Accept the Null Hypothesis (H_0) at 5% Level of significance. Hence there is no significant association between the category of marketer and margin of profit.

The information related to the margin of profit is described in the table: 5.2.15 and which explains that 71% (71) of the respondents expecting 10% profit on sales, 11% (11) of the respondents expecting 20% profit on sales, 10% (10) of the respondents expecting 15% profit on sales and very few percentage of the respondents expecting 12% and 5% profits on sales in the study area.

ASSOCIATION BETWEEN CATEGORY OF MARKETER AND METHOD OF PRICING

Null Hypothesis (H_0): There is no significant association between the category of marketer and method of pricing.

Alternative Hypothesis (H_1): There is a significant association between the category of marketer and method of pricing.

		Marketer category			Total	
		Master Weaver (M.W)	Trader	Cooperative Society		
Method of Pricing	Cost based	Count Percentage	30 (88.2)	41 (80.4)	9 (60.0)	80 (80.0)
	Demand based	Count Percentage	0 (0.0)	0 (0.0)	2 (13.3)	2 (2.0)
	Competition based	Count Percentage	3 (8.8)	10 (19.6)	0 (0.0)	13 (13.0)
	Objective based	Count Percentage	0 (0.0)	0 (0.0)	1 (6.7)	1 (1.0)
	Price fixed by the Govt.	Count Percentage	1 (2.9)	0 (0.0)	3 (20.0)	4 (4.0)
	Total	Count Percentage	34 (100.0)	51 (100.0)	15 (100.0)	100 (100.0)

Table 14: Classification of the Marketers by the method of pricing

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.817 ^a	18	.003
Likelihood Ratio	33.322	18	.015
Linear-by-Linear Association	3.369	1	.066
N of Valid Cases	100		

Table 15: Chi-Square Tests

The Pearson Chi-Square value 38.817 and the P Value is 0.003

Since $0.003 < 0.05$, Reject the Null Hypothesis (H_0) i.e., Accept the alternative hypothesis (H_1) at 5% Level of significance. Hence there is a significant association between the category of marketer and method of pricing.

The information related to the method of pricing is described in the table: 5.2.17 and which explains that 80% (80) of the respondents use cost is the base for price fixation, 13% (13) of the respondents use competition is the base for price fixation, 4% (4) of the respondents opinioned that government fixes the price of handloom products, very few percentage of the respondents use demand and objective are the base for price fixation.

ASSOCIATION BETWEEN CATEGORY OF MARKETER AND PREFERRED TOOL FOR PROMOTION

Null Hypothesis (H_0): There is no significant association between the category of marketer and preferred tool for promotion.

Alternative Hypothesis (H_1): There is a significant association between the category of marketer and preferred tool for promotion.

		Marketer category			Total	
		Master Weaver (M.W)	Trader	Cooperative Society		
Preferred promotional tool	Advertising and Publicity	Count Percentage	5 (14.7)	10 (19.6)	2 (13.3)	17 (17.0)
	Personal Selling	Count Percentage	7 (20.5)	17 (33.3)	3 (20.0)	27 (27.0)
	Direct marketing	Count Percentage	18 (52.9)	18 (35.3)	5 (33.3)	41 (41.0)
	Public relations	Count Percentage	0 (0.0)	3 (5.9)	0 (0.0)	3 (3.0)
	Sales promotion	Count Percentage	4 (11.8)	3 (5.9)	5 (33.3)	12 (12.0)
	Total	Count Percentage	34 (100.0)	51 (100.0)	15 (100.0)	100 (100.0)

Table 16: Classification of the Marketers by the preferred promotional tool

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.087 ^a	16	.049
Likelihood Ratio	27.388	16	.037

Linear-by-Linear Association	4.386	1	.036
N of Valid Cases	100		

Table 17: Chi-Square Tests

The Pearson Chi-Square 26.087 and the P Value is 0.049 Since $0.049 < 0.05$, Reject the Null Hypothesis (H_0) i.e., accept the alternative hypothesis (H_1) at 5% Level of significance. Hence there is a significant association between the category of marketer and preferred tool for promotion.

The information related to the preferred promotional tool is described in the table: 5.2.23 and which explains that 41% (41) of the respondents opinioned that direct marketing is the preferred promotional tool, 27% (27) of the respondents opinioned that personal selling is the preferred promotional tool, 17% (17) of the respondents opinioned that advertising and publicity are the desired promotional tools and 3% (3) of the respondents opinioned that public relations is the preferred promotional tool in the study area.

ASSOCIATION BETWEEN CATEGORY OF MARKETER AND SALES PROMOTIONAL ACTIVITIES ADOPTED

Null Hypothesis (H_0): There is no significant association between the category of marketer and sales promotional activities adopted.

Alternative Hypothesis (H_1): There is a significant association between the category of marketer and sales promotional activities adopted.

		Marketer category			Total	
		Master Weaver (M.W)	Trader	Cooperative Society		
Sales promotional activities	Offers	Count	4	10	1	15
		Percentage	(11.8)	(19.6)	(6.7)	(15.0)
	Discounts	Count	8	17	2	27
		Percentage	(23.5)	(33.3)	(13.3)	(27.0)
	Quality	Count	20	8	7	35
		Percentage	(58.8)	(15.7)	(46.7)	(35.0)
	Rebate	Count	0	1	1	2
		Percentage	(0.0)	(2.0)	(6.7)	(2.0)
	Artisan	Count	0	5	0	5
		Percentage	(0.0)	(9.8)	(0.0)	(5.0)
	Discounts, Quality	Count	2	7	1	10
		Percentage	(5.9)	(13.7)	(6.7)	(10.0)
	Total	Count	34	51	15	100
		Percentage	(100.0)	(100.0)	(100.0)	(100.0)

Table 18: Classification of the Marketers by the sales promotional activities adopted

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.270 ^a	20	.006
Likelihood Ratio	39.139	20	.006
Linear-by-Linear Association	3.258	1	.071

N of Valid Cases	100		
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Table 19: Chi-Square Tests

The Pearson Chi-Square 39.270 and the P Value is 0.006 Since $0.006 < 0.05$, Reject the Null Hypothesis (H_0) i.e., accept the alternative hypothesis (H_1) at 5% Level of significance. Hence there is a significant association between the category of marketer and sales promotional activities adopted.

The information related to the preferred sales promotional activity is described in the table: 5.2.25 and which explains that 35% (35) of the respondents opinioned quality is desired tool for sales promotion, 27% (27) of the respondents opinioned discounts are desired tool for sales promotion, 15% (15) of the respondents opinioned offers are desired tool for sales promotion, 10% (10) of the respondents opinioned quality and discounts are the desired tools for sales promotion in the study area.

ASSOCIATION BETWEEN CATEGORY OF MARKETER AND PROVISION FOR ONLINE SALES

Null Hypothesis (H_0): There is no significant association between the category of marketer and provision for online sales.

Alternative Hypothesis (H_1): There is a significant association between the category of marketer and provision for online sales.

		Marketer category			Total	
		Master Weaver (M.W)	Trader	Cooperative Society		
Provision for online sales	Yes	Count	2	2	0	4
		Percentage	(5.8)	(3.9)	(0.0)	(4.0)
	No	Count	32	49	15	96
		Percentage	(94.2)	(96.1)	(100.0)	(96.0)
Total	Count	34	51	15	100	
	Percentage	(100.0)	(100.0)	(100.0)	(100.0)	

Table 20: Classification of the Marketers by the provision for online sales

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.144 ^a	2	.564
Likelihood Ratio	1.184	2	.553
Linear-by-Linear Association	.033	1	.856
N of Valid Cases	100		

Table 21: Chi-Square Tests

The Pearson Chi-Square 1.144 and the P Value is 0.564 Since $0.564 > 0.05$, Accept the Null Hypothesis (H_0) at 5% Level of significance. Hence there is no significant association between the category of marketer and provision for online sales.

The information related to the provision for online sale is described in the table: 5.2.29 and which explains that 96% (96) of the respondents opinioned that there is no provision for

online sales and 4% (4) of the respondents opined that there is a provision for online sales in the study area.

ASSOCIATION BETWEEN CATEGORY OF MARKETER AND RANGE OF COMPETITION FROM POWER LOOM FABRICS

Null Hypothesis (H₀): There is no significant association between the category of marketer and range of competition from power loom fabrics.

Alternative Hypothesis (H₁): There is a significant association between the category of marketer and range of competition from power loom fabrics.

		Marketer category			Total	
		Master Weaver (M.W)	Trader	Cooperative Society		
Range of competition from Power loom fabrics	Very High	Count	20	11	7	38
		Percentage	(58.8)	(21.6)	(46.7)	(38.0)
	High	Count	8	27	7	42
		Percentage	(23.5)	(52.9)	(46.7)	(42.0)
	Medium	Count	6	12	1	19
		Percentage	(17.6)	(23.5)	(6.7)	(19.0)
	Low	Count	0	1	0	1
		Percentage	(0.0)	(2.0)	(0.0)	(1.0)
Total	Count	34	51	15	100	
	Percentage	(100.0)	(100.0)	(100.0)	(100.0)	

Table 22: Classification of the Marketers by the range of competition from power loom fabrics

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.838 ^a	6	.022
Likelihood Ratio	16.098	6	.013
Linear-by-Linear Association	.854	1	.355
N of Valid Cases	100		

Table 23: Chi-Square Tests

The Pearson Chi-Square value is 14.838 and the P Value is 0.022

Since 0.022 < 0.05, Reject the Null Hypothesis (H₀) i.e., accept the alternative hypothesis (H₁) at 5% Level of significance. Hence there is a significant association between the category of marketer and range of competition from power loom fabrics.

The information related to the range of competition from power loom products is described in the table: 5.3.1 and which explains that 42% (42) of the respondents opined that there is high competition from power loom products. 38% (38) of the respondents opined that there is very high competition from power loom products, 19% (19) of the respondents opined that there is medium competition from power loom products in the study area.

V. ANALYSIS SUMMERY

The statistical analysis can be summarized as

S. No.	Statement of Hypothesis	χ^2 - Value	P-Value	Hypothesis Rejected / Accepted at 95% (LOS)
1	There is no significant association between the category of marketer and the annual turnover.	18.288	0.006	Reject H ₀
2	There is no significant association between the category of marketer and the source of finance.	104.611	0.000	Reject H ₀
3	There is no significant association between the category of marketer and the fabric handled.	79.720	0.000	Reject H ₀
4	There is no significant association between the category of marketer and source of raw material.	66.219	0.000	Reject H ₀
5	There is no significant association between the category of marketer and demand for the product.	24.589	0.000	Reject H ₀
6	There is no significant association between the category of marketer and margin of profit.	6.058	0.195	Accept H ₀
7	There is no significant association between the category of marketer and method of pricing.	38.817	0.003	Reject H ₀
8	There is no significant association between the category of marketer and preferred tool for promotion.	26.087	0.049	Reject H ₀
9	There is no significant association between the category of marketer and sales promotional activities adopted.	39.270	0.006	Reject H ₀
10	There is no significant association between the category	1.144	0.564	Accept H ₀

	of marketer and provision for online sales.			
11	There is no significant association between the category of marketer and range of competition from power loom fabrics.	14.838	0.022	Reject H ₀

Table 24

VI. FINDINGS

There are not enough facilities to market the handloom products in the study area. The present study includes:

- ✓ 51% of the marketers are traders, 34% of the marketers are Master weavers and 15% of the marketers are cooperative societies in the study area.
- ✓ 82% of the respondents have an estimated annual turnover of below Rs 25 lakhs, 14% of the respondents from Rs 25 lakhs to Rs 50 lakhs and very few percentages of the respondents above 50 lakhs in the study area.
- ✓ 67% of the respondents their own funds to run the business, 11% of the respondents depends on banks, 10% of the respondents borrowing loans from relatives and friends as their source of finance in the study area.
- ✓ 39% of the respondents handling with exclusively Sarees, 29% of the respondents handling with Sarees and Dress material, 8% of the respondents handling with Sarees and shirting and very less percentage of the respondents handling with dhotis, Lungies, towels, bed sheets and combination in the study area.
- ✓ 80% of the respondents purchase raw material from local market, 8% of the respondents purchase raw material from cooperative societies and master weavers, 4% of the respondents purchase raw material from yarn agency/distributor in the study area.
- ✓ 51% of the respondents opinioned that there is a continuous demand for handloom products whereas 49% of the respondents opinioned that there is a seasonal demand for handloom products in the study area.
- ✓ 71% of the respondents expecting 10% profit on sales, 11% of the respondents expecting 20% profit on sales, 10% of the respondents expecting 15% profit on sales in the study area.
- ✓ 80% of the respondents use cost is the base for price fixation, 13% of the respondents use competition is the base for price fixation, 4% of the respondents opinioned that government fixes the price of handloom products.
- ✓ 41% of the respondents uses direct marketing, 27% of the respondents uses personal selling, 17% of the respondents uses advertising and publicity and 3% of the respondents uses public relations as the preferred promotional tool in the study area.
- ✓ 35% of the respondents opinioned quality, 27% of the respondents opinioned discounts, 15% of the respondents opinioned offers and 10% of the respondents opinioned quality and discounts are the tools for sales promotion in the study area.

- ✓ 96% of the respondents opinioned that there is no provision for online sales and 4% of the respondents opinioned that there is a provision for online sales in the study area.
- ✓ 42% of the respondents opinioned that there is high competition from power loom products. 38% of the respondents opinioned that there is very high competition from power loom products and 19% of the respondents opinioned that there is medium competition from power loom products in the study area.

VII. SUGGESTIONS

- ✓ It is suggested to improve the promotional activities for handloom fabrics in the study area to increase the sales.
- ✓ Further, the government has to take initiatives to improve the marketing facilities for handloom products.
- ✓ It is further suggest the government to provide update technology to strengthen handloom weavers to stand on par with the power looms and other mill made products.
- ✓ The Banks and other financial institutions must also initiate for the grant of financial assistance to the handloom marketers at low rate of interest.
- ✓ Organize handloom exhibitions and melas as a part of promotion activity to uplift the marketing of handloom fabrics.
- ✓ It is further suggested to initiate steps for the export of handloom products to other countries.
- ✓ Further the government has to revitalize the welfare services to handloom weavers by launching workshops, seminars, free health insurance, health checkups, education for children, training & capacity building, skill development centers so that the quality of the output will be increased.
- ✓ Also the state and central governments has to take initiatives to reduce the impact of power loom products on handlooms.
- ✓ It is very much necessary to eliminate the middleman and strengthen the co-operative societies.

VIII. CONCLUSION

The handloom sector / the non-farm sector has prone to decline trend over the years. Handloom marketers are facing severe marketing problems due to the in adequate government assistance, globalization, Competition from power loom products and change in customer preferences towards clothing. The government schemes are enough to uplift the handloom industry. It is felt that the innovative designs of the handloom products with unique skills of handloom weavers can improve the sales of handlooms. Thus handlooms stands an integral part of the heritage and symbolizes the richness and diversity of incredible India. Concerted efforts have to be made through the schemes and programs for the imputes of production, productivity, and marketing facilities for handloom products. So that the conditions of the handloom marketers expect to raise.

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