

5.2 Northern region

In the northern region two cities were visited namely Delhi and Jaipur. In Delhi the total respondents interviewed was twenty-five while in Jaipur the number was 18.

Profile of the store:

- Out of the total stores visited 11 stores had exclusively furnishings and accessories with them.
- Thirty stores had both furnishing as well as apparel with them.

Some of the salient features of the northern region that emerged out of the research are:

1. Furnishing, fabrics, accessories and fashion accessories are kept by almost all the stores visited. Around 70% of the respondents claimed to have the above-mentioned items.
2. In Jaipur most of the stores had apparel (both for ladies as well as men). In Delhi around 50% of the stores visited had apparel with them. Dress fabrics are not a very popular item and very few stores had it. With the help of designers and keeping with the latest fashion trends, many new interventions were done as far as designing apparels is concerned.
3. Around 50% of the stores had more than 50% of the handloom product available with them in both the cities in all product ranges. Delhi differed from Jaipur, in a way that in apparel there was less of handloom product as compared to Jaipur. Jaipur is famous for its handloom products and is a major tourist destination. This is one of the major reasons for Jaipur having more of handloom products with them.
4. Consumer segment:
 - Majority of the consumers belong to the elite class and the upper middle class in the northern region. *Foreign tourists form a major chunk of the buyers here and they are perceived as belonging to the elite class.*

- Middle class consumers do not form a major buyers segment. Around 20% of the middle class consumers in the northern region come to these stores.
- The consumers are not very sensitive to the price of the handloom products in the northern region.
In both the cities consumers are more sensitive toward the price of fashion accessories and apparel than compared to furnishings.
- The buying frequency of the married middle-aged couple is high (around 60%) in both the cities. The young and married couples also form a sizeable portion of the buyers (around 50%). The singles do not show much of interest in handloom products in both the cities. A clear trend that is emerging from the northern region is that the singles (younger section of the consumers) are more brand conscious and influenced too much by advertisements.

5. Attributes important for sale: The attributes that emerged out to be important for the sale of the product were:

- Color combination
- Design pattern
- Quality consistency
- Ethnic perception

Consistent supply was considered average as far as the sales of the product is concerned. Brand name is not an important attribute as far as the sales of the product is concerned.

6. Design trend and color preferences:

- Colors like *red, black, indigo and white* are very popular.
- The preference for pastel colors is low
- There is a clear-cut season demarcation existing in the northern region. The color preferences of the consumers also change according to the season. Consumers prefer to wear brighter colors in summer and pastel colors in winter.

- Floral pattern was found very common in Jaipur. Floral designs are the traditional designs of Jaipur. Traditional designs are popular in the northern region.
- In Delhi because of the metropolitan culture, there is a shift in the consumers preference towards a fusion of Indian and western wear. This is not the case in Jaipur where the preference for floral and traditional designs is still strong.

7. Designs:

- Almost all the respondents were aware about block printing. Block printing is the traditional way in which printing is done in Jaipur. Awareness about Kalamkari block printing is less amongst the people.
- Awareness about Ikkat is low amongst the respondents.
- Block prints are very much in demand as far as the northern region is concerned. Block prints are popular in apparel and furnishings.
- Ikkat is not in much demand and whatever little demand exists it is only for the apparels and some of it being for furnishings.

8. Promotion strategies followed:

- The most common promotion strategy followed is giving advertisements in magazines and newspapers. Most of the stores advertise in city info magazine.
- In Delhi the stores also maintain a customer database and mail to them regularly about new product arrivals. In Jaipur there is no system of direct mailing prevalent as emerged from the respondents answers.
- The stores rarely participate in exhibitions.
- Most of the stores have annual sales once a year. They also give discounts to the customers when the customers purchase goods worth a certain value. This value differs from store to store but in most of the cases it is given on purchases above Rs 5000 or more.

5.3 Western region:

Two major cities were covered in the western region of the country, namely Ahmedabad and Mumbai. The total numbers of respondents interviewed were 21. The profile of the stores visited was:

- 7 stores had exclusively only home furnishing material.
- 16 stores had both furnishing as well as apparel with them.

Some of the important characteristics that emerged from the western region are:

1. Furnishing, fabrics and accessories are kept by most of the stores. Around 80% of the respondents contacted had furnishing fabrics.
2. Fashion accessories were also predominantly found and around 65% of the stores had fashion accessories.
3. Most of the stores had apparel and about 40% of the stores were found to keep dress fabrics with them. With the help of designers and keeping with the latest fashion trends, many new interventions were done as far as designing apparels is concerned.
4. Around 65% of the stores have handloom products more than 50% in furnishings, fabrics, fashion accessories and apparel.
5. Consumer segment:
 - Majority of the consumers visiting the stores belong to the upper middle class. Upper elite class also forms a sizeable portion of the total consumer base. The frequency of visits made by the middle class is generally low.
 - The young and married category was found to be the most frequent buyers for the handloom product i.e. 80% of the respondents said that the young and married form a sizeable portion of the total consumer base.
 - There is a marked contrast as far as the buying behavior of single class in Ahmedabad and Mumbai. In Ahmedabad apart from young and married, the singles also forms the majority of the buyers but in Mumbai the frequency of visit of single category is very low.

- The frequency of visit of married middle-aged couple is medium in both the cities.
- In Ahmedabad market is very price conscious and sensitive as far as furnishing fabrics and accessories is concerned. They look for value for the money.
- Consumers are also found to be sensitive towards the fashion accessories and dress fabrics. But in Mumbai, sensitivity toward the prices of all the product is just average. About 30% of the respondents said that the customers are least sensitive toward the prices of handlooms products.

6. Design trend and color preferences of the consumers:

- Red, indigo and yellow were found to be prominent colours in Ahmedabad.
- Pastel colors were not that preferred by the consumers. One of the reasons for it can be that the majority of the consumers belong to the young and married group.
- In Mumbai the red, and indigo are found to be prominent colors in the bright colors segment. Earthy and pastel colors like green, brown and yellow are also popular.
- Traditional designs are popular in Ahmedabad. There is also a strong liking for the fusion element like a fusion of Indian and Western wear.
- The design pattern popular in Mumbai is a fusion of western and Indian designs.
- *It can be said that in western region, fusion of Indian and western pattern are becoming common.*
- It was found that lot of printing variations and experiments are done as per the preferences of the customers in Mumbai.
- It was also found that in Mumbai, the international market dictates colour and design pattern.

7. Designs

- The awareness about Ikkat is almost average in this region. Around 60% of the respondents were aware about this design pattern.

- In furnishings fabrics and accessories the stores had all both ikkat and Kalamkari products.
- Kalamkari designs are popular in dress fabrics and apparel.
- The Kalamkari and blended handloom fabrics are mostly in demand for the dress fabrics and apparel.

8. Promotion strategies followed:

- Print media is extensively used for giving advertisements. Most of the stores give advertisements in magazines and newspaper.
- Stores also participate in exhibition but the participation rate is just 20%.
- As far as the in store promotion strategy is concerned, 60% of the stores give discounts to the customers. These discounts can be either in the form of annual sales or it can be discounts on the selling price to regular customers.

5.4 Indian Market Overview

The following section deals with the overview of the Indian market as a whole with regards to the handloom products, as being apparent from and within the constraints of this study.

5.4.1 Consumer segment:

- a) The parameters, which affect the sales of the product, were taken and *factor analysis* was performed on these variables (Result of factor analysis output is attached in the Annexure II). Factor analysis was performed to come out with the main attributes that affect the sales of the product.

The main factors affecting the sales of the product are quality (which includes fabric feel and weave consistency), durability of the product (design and color fastness), Brand name and fashion trend that includes color combination.

On the basis of the above factors we divide the market into 4 consumer segments:

- *Quality conscious consumers*: Consumers who look for weave consistency and fabric feel in the product.
- *Durability conscious consumers*: Consumers who look for value for money and are very conscious about color fastness and fabric durability

- *Brand conscious consumers*: This is the image conscious class of the society who go for reputed brands to suit their social image.
- *Fashionable consumers*: Young consumers who look for fashion trends existing in the market and whose purchasing behavior is influenced heavily by the media.

Consumer segments age-wise:

b) Upper middle class is the major consumer segment that buys the handloom products in India. This is followed by the elite class. The middle class forms a very insignificant part of the consumer's base. Taking Indian market into consideration, where the middle class is major portion of the potential consumer base, there appears a tremendous potential to expand sales by attracting this consumer section. Middle class is still not attracted towards handloom products, because the price of the handloom products is high as compared to its substitutes and these products require greater maintenance. Well-educated consumers who have the purchasing power and a taste for quality and design still prefer handloom products.

c) Young married consumers (25+) and the middle-aged consumers (45+) show a higher buying frequency. It has been observed that in this class also, double income families who have larger disposable income at their hand do exhibit a higher buying behavior. There is a higher demand for fashion accessories and apparel, which can be attributed due to a higher percentage of young married couples buying the handloom products. The demand for furnishing fabrics in handloom is also high, and the major consumer segment buying it includes middle-aged consumers as well as young and married.

Singles (< 25 yrs.) do not form a major buyer group. The only item, which is popular amongst the singles, is the apparel for girls. Young girls are slowly getting attracted towards the purchase of apparel.

5.4.2 There does not exist any specific correlation between the consumer segment (SEC type) and the sensitivity to price. This has been illustrated by the correlation analysis (annexure II). The major consumer segment, which buys handloom products, is the upper middle class and the elite class. To illustrate this contrast let us take the example of Mumbai and Ahmedabad. In Ahmedabad no consumer appears least

sensitive to the price of the handloom products whereas in Mumbai around 22% of the consumers for furnishings and 32% for fashion accessories and apparel appear to be least sensitive to the prices of the products.

5.4.3 The latest design pattern in the handloom is a fusion of Indian and Western. Even traditional and geometrical designs are not being sold in isolation. It is the combination of geometrical and traditional designs, which is selling in the market. Floral designs are also popular in the market and stores such as Anokhi are exclusively into floral design patterns.

5.4.4 Bright colors are popular throughout the country. The major hot selling colors are: **Red, Black, Indigo, White and Yellow**. Red and indigo are the most popular colors and appear to be preferred throughout the country. The seasonal preference for the colors varies from region to region. In the southern region there is no clear-cut seasonal demarcation and the color preferences remain the same throughout whereas in the northern region the color preferences changes with season.

5.4.5 Pricing ranges:

Table 5.1:

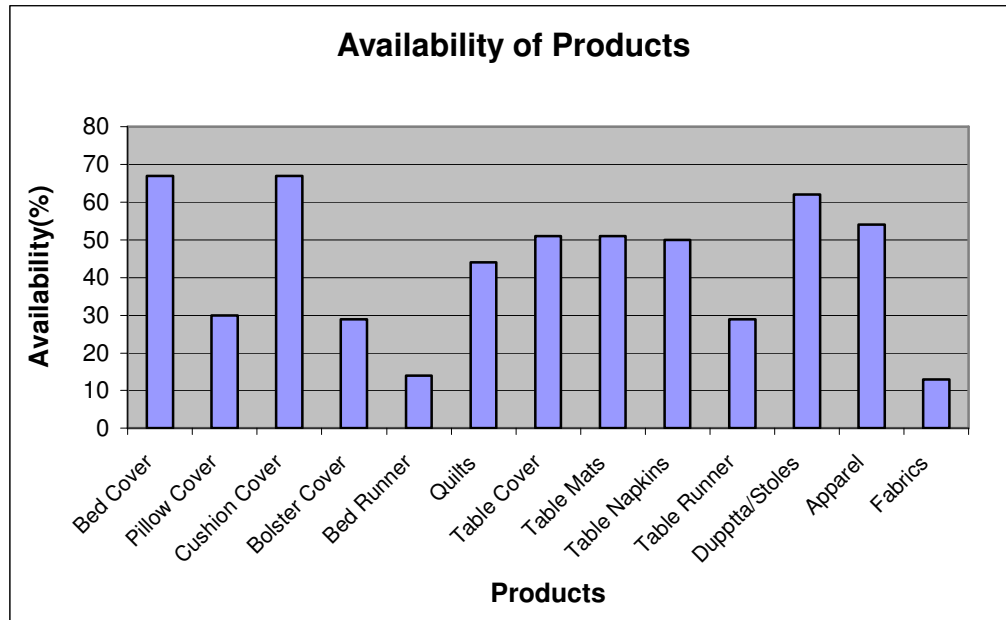
Items	Design/material	Price range
Single Bed Cover		
	Tie and die	Around Rs 400
	Hand block	Around Rs 400
	Handcrafted	1000—2000
Double Bed cover	Hand woven	300—600
	Tie and die	Around Rs 700
	Hand block	Around Rs 600
Cushion cover	Handcrafted	2000—4000
	Hand woven	Around Rs 500
Pillow Cover	Cotton	Around Rs 200
	Silk	500—1000
Bolster cover		Around 200
Quilts	Cotton	500—1500
	Silk	1500—2000
Duppattas/stoles		

	Cotton	200—400
	Silk	> 1000
Table Cover	Cotton	200—500
	Silk	>650
Table mats		
	Cotton	40—60
	Silk	>150
Table runner		
	Cotton	200—500
	Silk	>900

The above table illustrates the most common price range prevalent in the market for each of the product. Huge variations were found in the market in the price ranges. For ex. Dupattas/ stoles are priced as low as Rs 200 and as high as Rs 15,000 (Sadhka, Mumbai). The Price of the product depends to a large extent on the store's profile and its location. Stores located in the tourist area or five star Hotels, keep very high end priced products. Price also depends on the type of raw material used for making the product. Silk products are generally very expensive depending upon the quality of silk being used.

5.4.6 Demand for the various products:

Figure 5.1:



The diagram above illustrates the availability of various product ranges. From the availability of the products in the stores visited, the demand for the product can be estimated in the market.

- Bed Cover and Cushion cover have the highest demand in the market
- Duppattas and stoles in handloom have a good demand (around 62%)
- Apparel in handloom has a good demand (around 54%)
- Bed runner and fabrics have a very low demand existing in the market.
- Bolster cover and pillow cover have a low demand (around 30%).

6. Recommendations and Conclusion:

A detailed analysis was carried out on the data collected during the field survey. The following suggestions are an amalgamation of the diverse ideas received, discussed and finally filtered through the basic tenets of business management.

6.1 Four prominent consumer segments appear out of the study. These are *Quality conscious consumers, Durability seeking consumers, Fashionable consumers and Brand conscious consumers*. Any organisation aiming to market handloom products should devise its strategy in such a way so that it can target all the above-mentioned categories. It should come out with a different targeting strategy for each of the above segments.

- Quality has emerged out to be an important parameter. There is just a small fraction of the consumer base that is educated and aware about the fact that handloom clothes do fade away with washing. Awareness about the benefits of vegetable dye has to be advertised strongly, so that the perception of the handloom based material in the minds of the consumers enhances.
- The western region of the country shows two strong variations from the rest of the country, mainly Mumbai. Firstly, color fastness is not an important attribute there as far as the sales of the product is concerned. Consumers are more fashion conscious there and do not pay much importance to the quality parameter. So to target such a consumer base, it is important to keep making product in tune with the latest international fashion. The preferences of such consumers change with fashion trends. As the production cycle in the handloom

products is generally long (around 30-45 days), there has to be constant forecast done as regards the fashion trends. If the fashion forecast is not done correctly, the product may become redundant by the time it reaches the market.

- Branding is an important parameter. With the onset of big retail stores and shopping malls, the concept of branding has become all the more important. The consumer base visiting these malls is basically young and their purchasing behavior is guided by the brand name. Fab India, Anokhi, Cottons, Chetna are some of the big names that have established a reputation as a brand selling quality fashionable handloom products.
- *No definite correlation is emerging between the type of consumer class and the sensitivity to price.* As there exists no correlation, it is hard to assume that the presence of upper middle class and elite class as the major buyer of handloom products gives a reason to price the products high. *Specific strategies have to be followed depending upon the city and the nature of market existing there.* For ex. In Mumbai around 30% of the consumers are least sensitive to the price of the handloom products. This is because of the fact that Mumbai is the entertainment and commercial capital of India making the consumers more fashion sensitive than price sensitive. On the other hand in Jaipur there are around 15% of the consumers who are least sensitive to the price of the products. This is because of the fact that Jaipur is a tourist destination and attracts foreign tourists in a large number. On the contrary, in Ahmedabad no consumer was found to be least sensitive to the price. This is due to the conservative nature of the society existing there.

6.2 Females are the major decision makers as far as the buying of handloom products is concerned. The major reason that can be attributed to this is that most of the handloom products are either in home furnishing, fashion accessories or apparel. As this segment appears to be the major decision maker, marketing strategies have to be more aggressively directed toward them. Some of the suggested strategies are:

- The major promotion strategy followed by the stores is giving advertisements in newspapers and magazines. In the magazine category, the advertisements are

mainly given in the city info magazine, which is more of a tourist magazine. Advertisements should be given in the lifestyle magazines and women based magazine like Femina, Women's Era, etc.

- Some of the popular serials on television, taking into consideration their TRP rating and the audience composition, may be targeted for advertising about the handloom products, in a non-direct way, by displaying them as parts of sets / costumes.
- The major in store promotion strategy followed by the stores was giving discounts on purchase worth a certain amount of money. The stores again should adopt giving gifts and other items that can give the consumers a reason to purchase and visit the stores more frequently. These and similar innovations help to attract consumers and induce repetitive purchase behavior.

6.3 Market facilitation:

One of the biggest challenges that any product needs to face is its success in the market. It is also the ultimate testing ground for all technologies developed, all the trainings provided, all the design development carried out etc. Any intervention, which does not better the marketability of the product, is ineffective.

Based upon the **4 P's of marketing**, the following strategies are suggested to increase the market penetration any organisation aiming to market handloom products:

i. Product:

Full time designers should be employed to be solely involved with designing and development of the product. These could be taken as a judicious mix of local weaver-designers and city based textile designers. They should aim to enhance the distinctive look of the handloom fabric as compared to the powerloom and mill based ones.

Home furnishings are more utility-based product. Their quality and durability aspect should be improved so that further market penetration can be achieved.

ii. Price:

The pricing strategy should be to develop a cost based price for each market, wherein a standard mark-up of the costs might be used to set up differential market rates. This cost would include the transportation and other administrative overheads. Depending

upon the price sensitivity of the market differential pricing strategy should be evolved. Pricing strategy will also differ depending on the profile of the end customer. The same product can be sold to two differential prices to Fab India and Lifestyles. *Differential pricing needs to be followed geographically.* For the fairs, strategy can be evolved to reach the lower end market segment of the society. The entire export surplus and the defected material returned by the stores can be sold in the fairs so as to clear the stock.

iii. **Place:**

Various shopping malls like shoppers stop, Big bazaar, Lifestyle etc have come up in major cities across the country. These stores can be the potential sources where any company can supply its products. An important feature about the location of some of the handloom stores is that they are located at the point of major tourist attractions. For eg.

- a. Ambawata Shopping complex near Qutub Minar, Delhi
- b. Santushti shopping complex near India Gate, Delhi
- c. Shopping area near Chowpati Sea face, Marine Drive, Mumbai
- d. Colaba shopping area near Gateway of India, Mumbai
- e. Area between Hawa Mahal and Zorawar Singh Gate, Jaipur.

iv. **Promotion:**

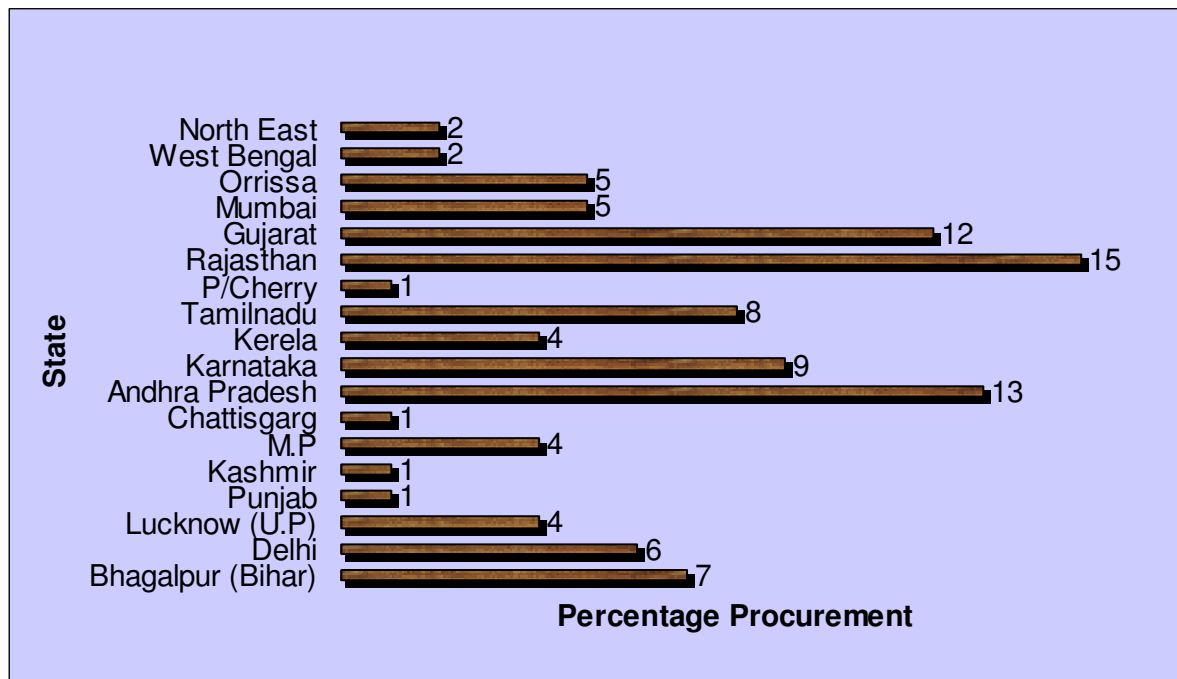
Sustainable links with the buying houses and exporters, etc. can be developed faster by participating in exclusive buyer seller meets. This can be done with the help of various agencies who have good networks with various buying houses, trading houses, exporters etc. *Linkages with fair trade organizations (esp. members of IFAT) could be fostered with a view to promote handspun nature of the trade, with a special emphasis on the rural production base.* The help of SIPA can be sought, as they are already into marketing Pochamapalli products.

Retail meets can be organized at the completion of any new design development/product diversification workshops or any trial revival of the original art forms too. This would help in gauging the acceptability of the new product range, i.e. these exclusive retail meets can serve the purpose of test marketing of the new products. *The feedback from these events could be used to effectively translate more product development exercises.*

7.6 Organizations/regions in handloom business:

Business houses like **Fabindia, Yamini, Anokhi and Cottons** have their outlets in most of the cities. These stores are exclusively in selling/marketing of handloom products and have a strong presence. It was also observed that there are lots of new business houses that are coming up in each city for production and marketing of handloom product.

Figure 6.5: Procurement of handloom and handicraft products in India region/state wise:



- It was found that Rajasthan, Gujarat, Andhra Pradesh and Karnataka are the major supplier of handloom products to the cities visited. Most of the supplies are being met from these states.
- Supply of handloom from Tamilnadu, Karnataka, Delhi, Bhagalpur (Bihar), Lucknow (Uttar Pradesh), Orrisa and Mumbai is almost average.
- Demand of Ikkat fabrics and accessories are met from the Andhra Pradesh and Orissa. It is observed that Ikkat from Orissa are more popular than of Andhra Pradesh.
- Bhagalpur in Bihar has been the prominent supplier of silk fabric in northern and western regions.

- Among the southern states, Andhra Pradesh is the major supplier of handlooms to the north and western regions. About 40% of the respondents in these regions said that their supply is being met from AP.

7.7 Collaborating organization for business development:

Development Commissioner (Handlooms):

An apex institution set up by the Central govt., *the Development Commissioner looks after the promotion of weavers, and works for the upliftment of their socio-economic status aims at integrating programmes for the development and promotion of handloom sector.* The various schemes run under the aegis of the Commissionerate addresses all the aspects of the production process at both the macro- and micro-level issues.

Weavers' Service Centre:

Weavers' Service Centre (WSC) set up by the DC (handlooms), GOI is one of the few agencies in the State, which have carried out the implementation of schemes at the grassroots level effectively. WSC has adequate facilities to provide guidance in weaving and developing new weave patterns, design development on the looms using doobby and jacquard, dyeing technology improvement (development of new shades and layouts), use of new azo-free dyes and other R&D issues.

Handloom Export Promotion Council

The Handloom Export Promotion Council was set up in the year 1965 to promote exports of all cotton handloom items, viz. Fabrics, Home Textiles etc. The Council has its head office at Chennai, with regional offices at Delhi and Mumbai.

The following are the activities of the Council:

- a) Dissemination of trade information and intelligence
- b) Publicity abroad for Indian handloom products
- c) Facilitating product diversification and adaptation to meet modern market requirements & providing impetus to modernization of handlooms for the export market

- d) Provision of design inputs to promote exports of handloom products
- e) Organization of business mission, Buyer seller meet and participation in trade fairs abroad.
- f) Consultancy and guidance services for handloom exporters
- g) Liaison with the Government of India on all procedural and policy matters relevant to the handloom export trade.
- h) Dealing with trade complaints pertaining to handloom exports.
- i) Liaison with import promotion and commercial agencies abroad for the benefit of handloom exporters.

The Handloom Export Promotion Council restricts itself not only to disseminating information and assisting in promotional activities but also extends qualitative services to the handloom sector by effecting technological improvements. To create awareness among the exporters and the weavers, Council in the past conducted Seminars on ISO 9000 and usage of azo free dyes and modern dyeing practices in various handlooms export production centers.

The Council has brought out various publications such as Importers Directory, Exporters Directory, Product Manual and Directory of Handloom Manufacturers in Tamil Nadu etc. Council also proposes to bring out the handloom Manufacturers Directory for all the States. Apart from this, it gives a link between the Exporters and the Importers; Council has conducted many Buyer-Sellers Meets in important international and national centres.

International Federation for Alternative Trade (IFAT)

IFAT is a network of organisations believing in the principle of elimination of poverty, through the channels of fair trade. They are a milieu of Alternative Trade Organisation (ATOs) and voluntary organisations, working with a strategic focus on –

- Monitoring fair trade practices through self assessment
- Networking and information dissemination (exchange of market information and strategy exchanges for information and training, participation in fairs etc.)

- Market access through Fair Trade Craft Fairs, trade between members and supporting capacity building of the producers to achieve mainstream marketing on their own
- Technical and business support through financial and IT linkages
- Advocacy support

They have a total of 152 members at present, with a third of the member organisations from Asia. The number of member organisations has increased from 116 in 1997, when IFAT was conceptualised as a harbinger of change in global trade.

Small Industries Development Bank of India (SIDBI)

SIDBI, established in April 1990 under an act of Parliament (the Small Industries Development Bank of India Act, 1989) is an apex institution with the role to –

- Serve as the principal financial institution for promotion, financing and development of industry in the small scale sector, and
- Co-ordinate the functions of the institutions engaged in promotion, financing and developing industry in the small-scale sector.

SIDBI has taken a major initiative for reducing the risk perception of banks in extending collateral free loans to the tiny sector units. Some of the relevant initiatives of SIDBI are –

1. Integrated Infrastructure Development Scheme. This scheme has been expanded this year to progressively cover all areas in the country with 50% reservation for rural areas. Under this scheme, 50 % of the plots to be developed would be earmarked for the tiny sector. In addition to setting up of new centres, the creation/upgradation of infrastructure facilities like power, water, communications etc. in the existing centres would also be eligible for assistance under the scheme.
2. National Programme for Rural Industrialization. The Bank has been entrusted with the task of promoting initiatives in 25 rural clusters (total coverage of 100 clusters). The Bank implements the programme in the clusters by deploying external implementing agencies which facilitate skill upgradation of training for the

entrepreneurs, conducting technology dissemination workshops, providing technical inputs, securing financial assistance, developing marketing linkages etc.

3. Entrepreneurship Development Programmes. The bank sponsors EDPs, which are conducted by NGOs/specialized agencies for developing finance & managerial capacities.
4. Marketing initiatives. The Bank furthers market development initiatives, by way of sponsoring domestic and international exhibitions, seminars/workshops, buyer-seller meets, market studies etc. Last year alone, it has sanctioned assistance of Rs. 1.43 crores through NGOs, industry associations etc.

Design Institutes:

- **National Institute of Design, Ahmedabad.** Set up in 1961, NID is one of the premier institutions in the field of design. *Their outreach programmes could be of special significance to the craft and small-scale industries sector, wherein they provide for skill development of artisans and for strategic product diversification.* NID functions through a number of satellite centres, which have been primarily set up to –
 1. Undertake consultancy for industry, manufacturers and State Govts.
 2. Demonstrating the impact of design, through value addition in select products
 3. Identify specific areas of design promotion in various clusters
 4. Extension of its current programmes to the industry as per their requirements.
- **National Institute of Fashion Technology.** Set up primarily to cater to the requirement of fashion professionals in the textile industry, NIFT has transformed itself into one of the premier institutions working for product and design development in the field of textiles. They have done a design research project in Pochamapalli, where they have developed a new range of products and test-marketed it in the metropolitan markets.

- **Indian institute of Craft and Design.** IICD with its experienced faculty and enthusiastic students provides design and technical development consultancy to the crafts sector. Moreover, IICD's ongoing education programmes give an opportunity to the clients to explore young talents for design development under the expert guidance of experienced faculty.

Annexure

I Charts

Figure i. Awareness level of handloom products in each city.

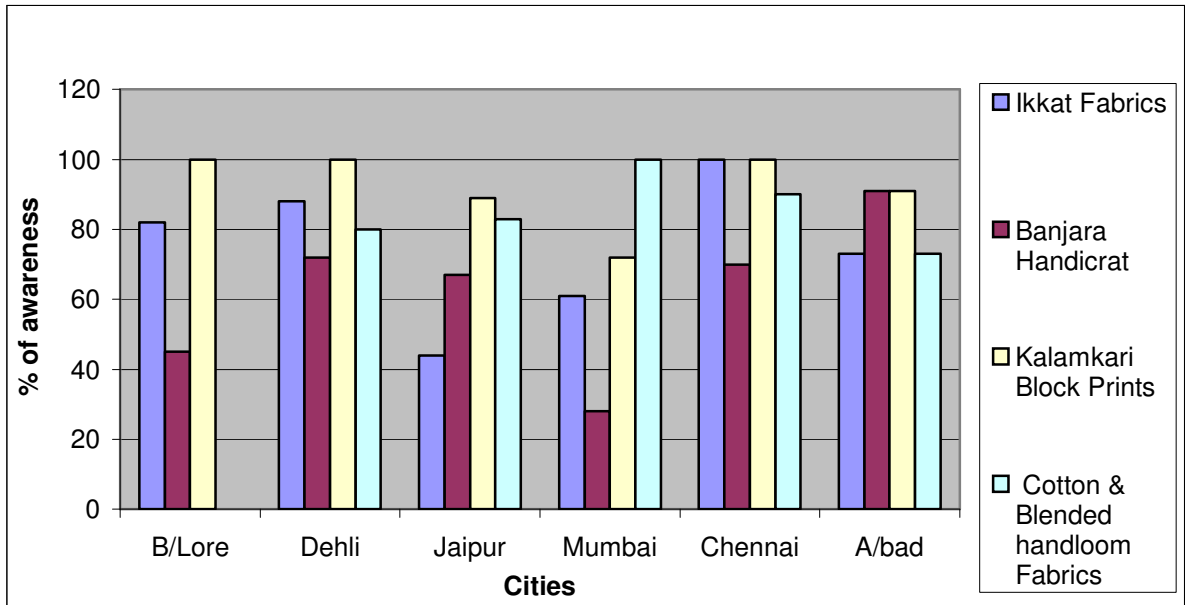


Figure ii: Promotion strategies followed for sale of the products in each city:

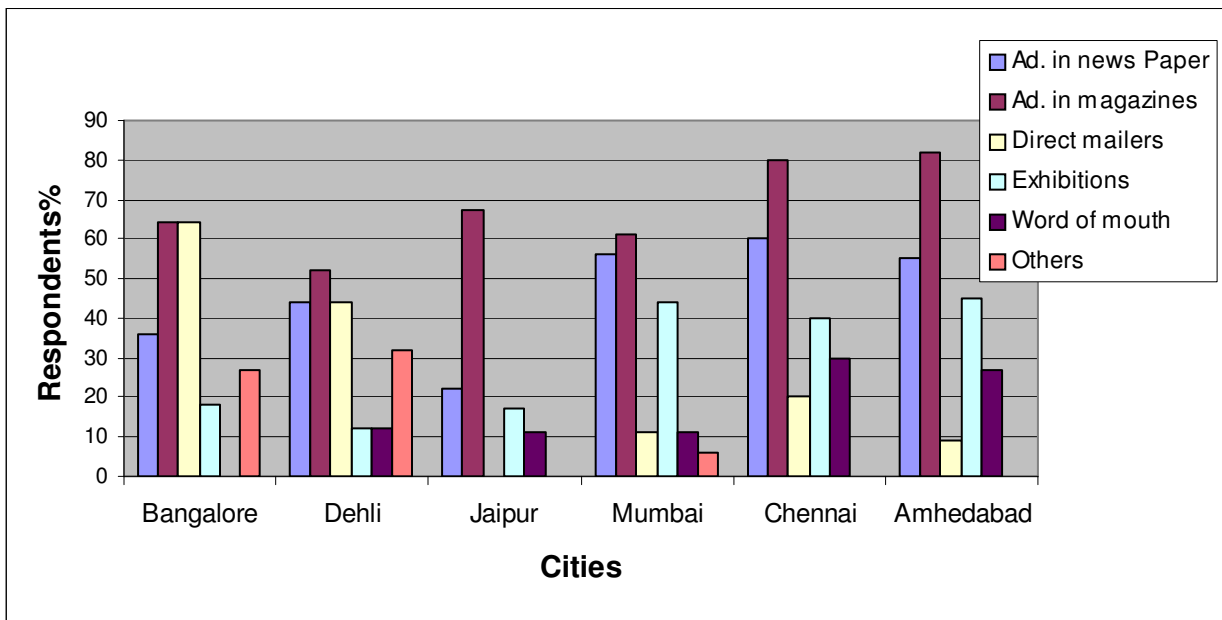


Figure iii: In store strategy followed in each city.

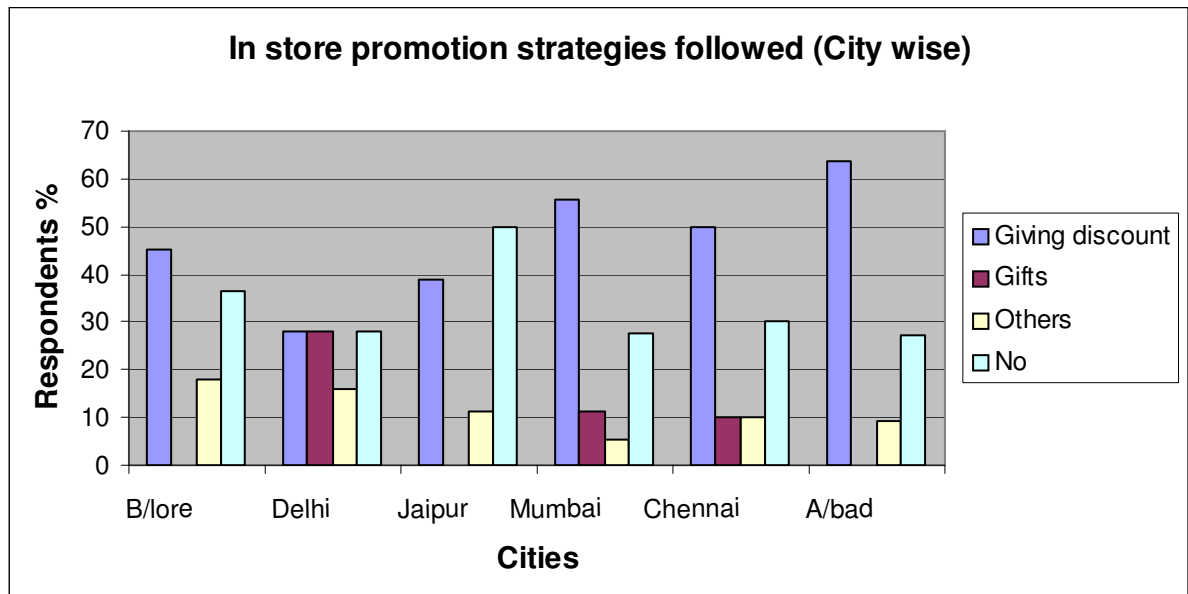


Figure iv: Range of products available in each city

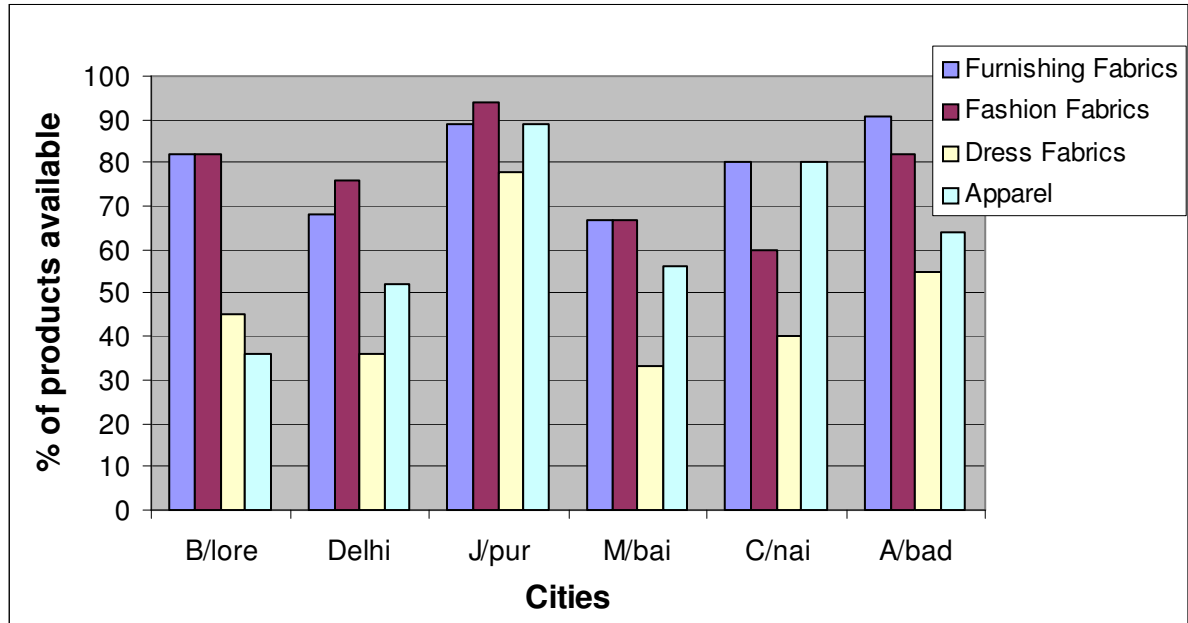


Figure v: Purchasing decision:

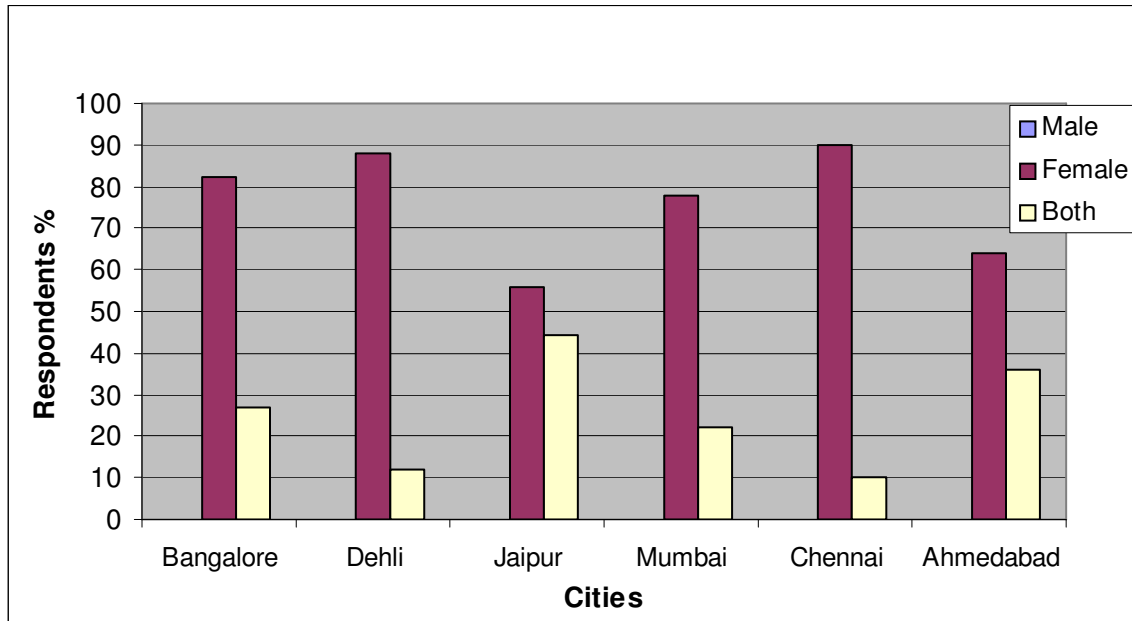


Figure vi: Seasonal variation in the sales of the handloom products

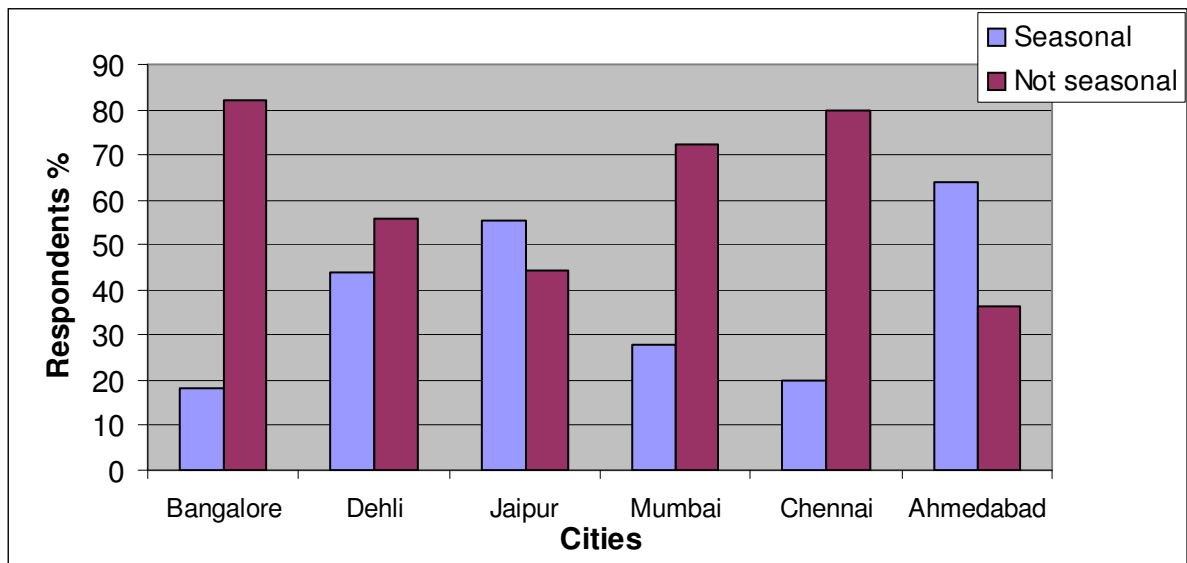


Figure vi: Quality parameters that influence the sales of the products in southern region.

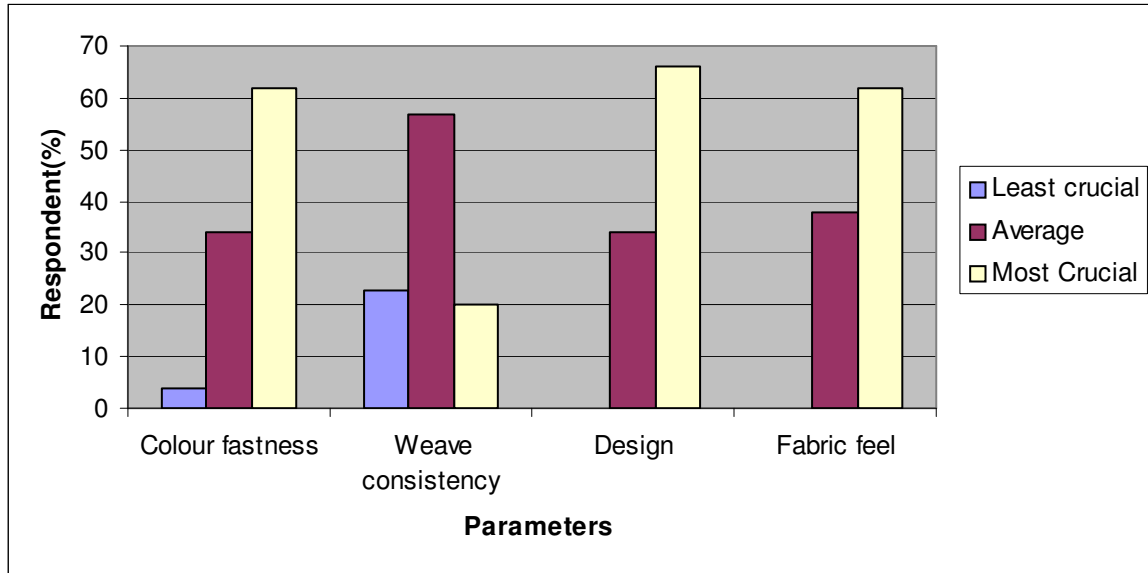


Figure vii: Quality parameters that influence the sales of the products in northern region.

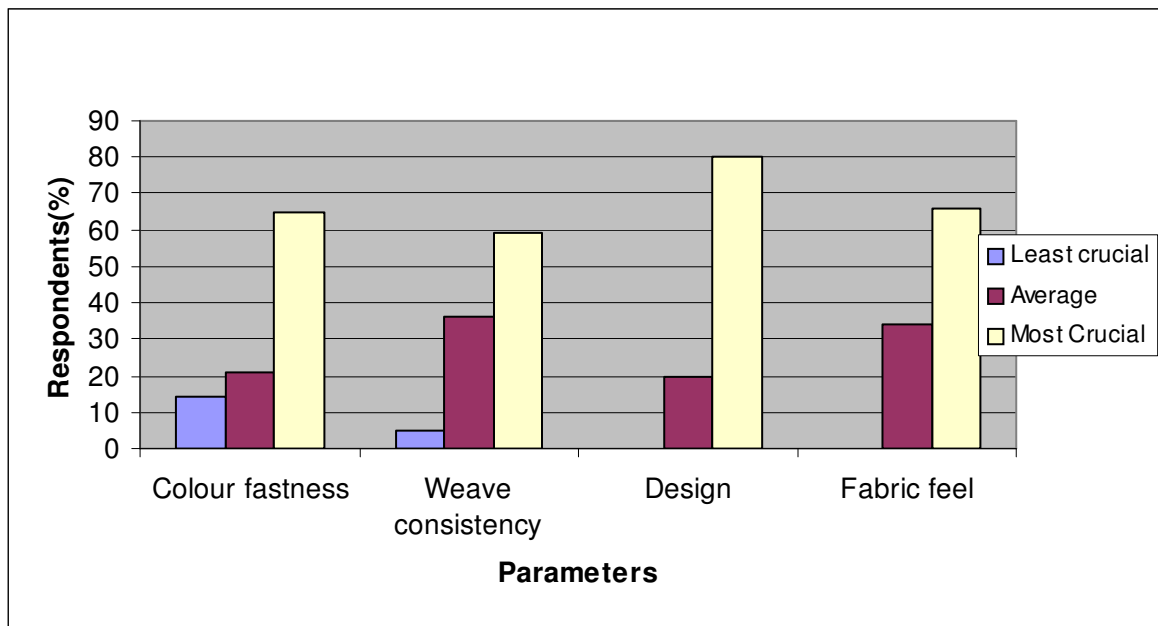


Figure viii: Quality parameters that influence the sales of the products in western region.

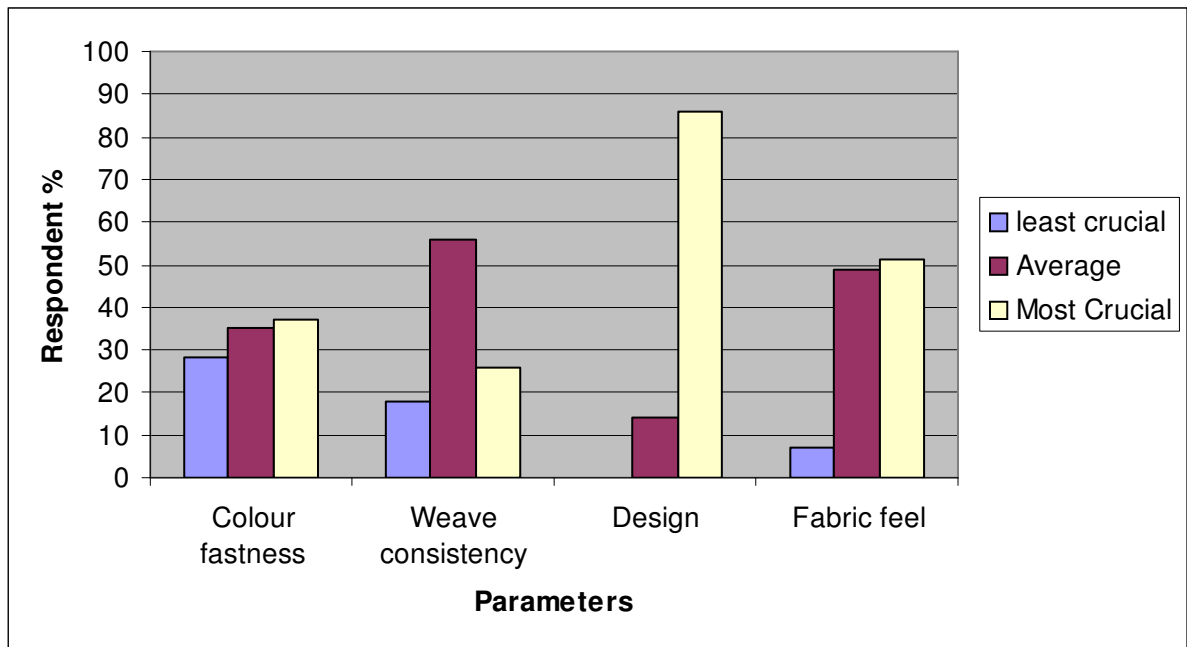


Figure ix: Factors that necessitates the colour and design combination in the market

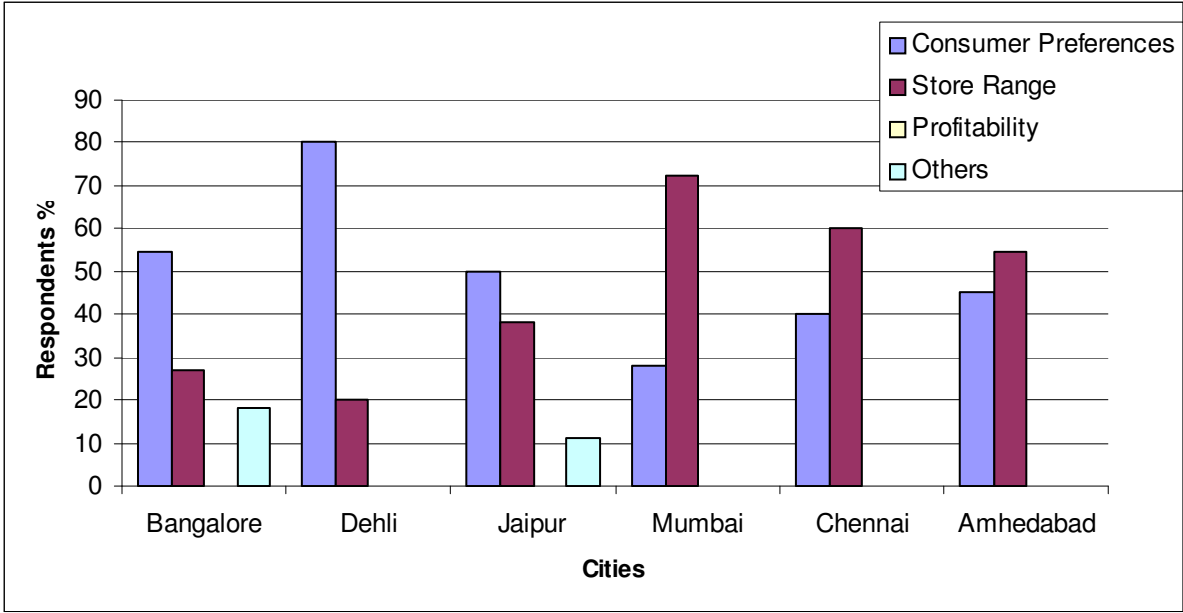


Figure x: Factors determining the preferences over brands:

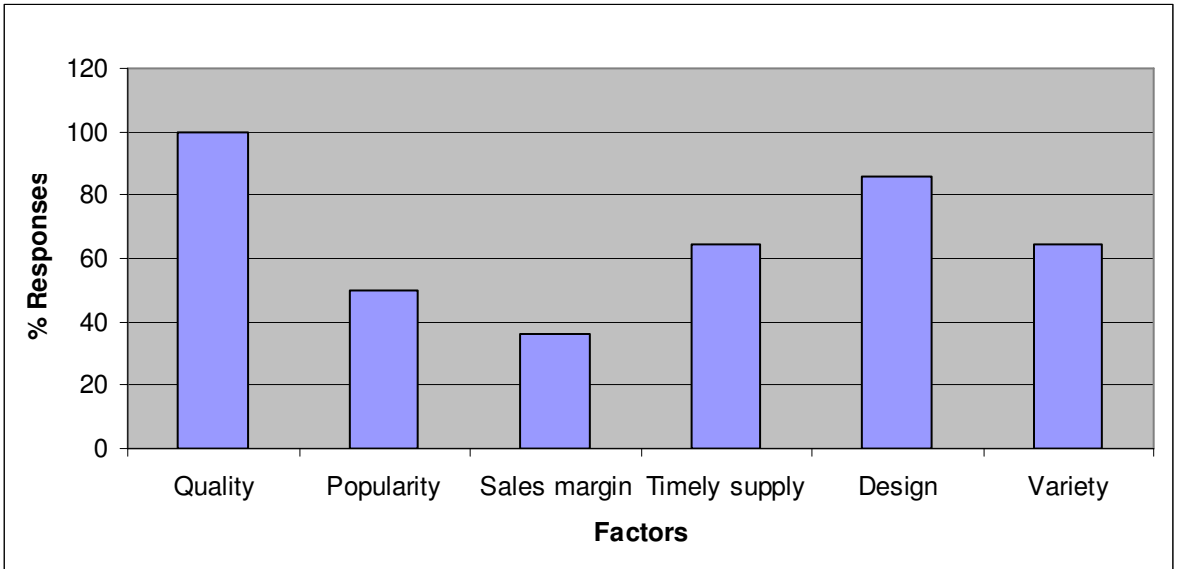
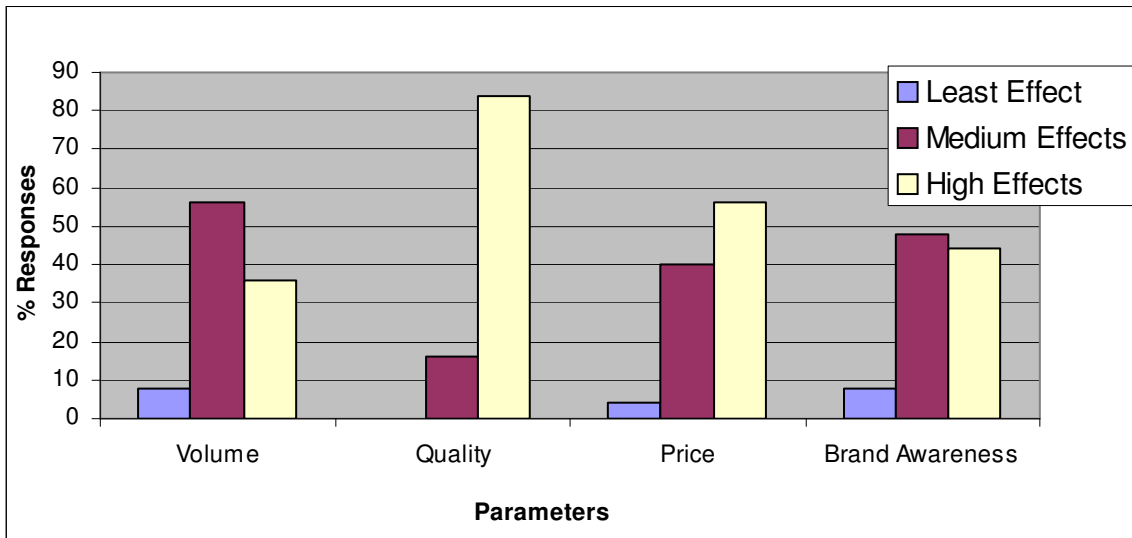


Figure x: Parameters affecting sales of the handloom products with respect to substitute products.



II SPSS Outputs:

A. Factor Analysis performed on the variables influencing the sales of the product:

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
color combination	2.8587	.35024	92
design pattern	2.7717	.42201	92
traditional ethnic perception	2.2391	.73184	92
Quality consistency	2.8261	.38111	92
consistent supply	2.2065	.65529	92
Brand name	2.1630	.85520	92
color fastness	2.4022	.74214	92
weave consistency	2.3152	.66182	92
Design	2.8043	.39888	92
Fabric feel	2.5761	.53931	92

Correlation Matrix

	color combination	design pattern	traditional ethnic perception	Quality consistency	consistent supply	Brand name	color fastness	weave consistency	Design	Fabric feel
Correlatic color combination	1.000	.002	.005	-.104	.033	.041	.052	-.138	-.121	-.030
design pattern	.002	1.000	.179	.092	.172	-.018	.016	-.094	.058	.005
traditional ethn perception	.005	.179	1.000	.190	-.150	-.133	-.078	.160	.124	.176
Quality consist	-.104	.092	.190	1.000	.057	-.114	.056	.133	-.226	.172
consistent sup	.033	.172	-.150	.057	1.000	.155	.076	-.228	-.264	.033
Brand name	.041	-.018	-.133	-.114	.155	1.000	.086	-.034	.127	-.063
color fastness	.052	.016	-.078	.056	.076	.086	1.000	.119	-.251	-.009
weave consist	-.138	-.094	.160	.133	-.228	-.034	.119	1.000	.111	.255
Design	-.121	.058	.124	-.226	-.264	.127	-.251	.111	1.000	.019
Fabric feel	-.030	.005	.176	.172	.033	-.063	-.009	.255	.019	1.000

a. Determinant = .465

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.505
Bartlett's Test of Sphericity	Approx. Chi-Square	66.496
	df	45
	Sig.	.020

Communalities

	Initial	Extraction
color combination	1.000	.860
design pattern	1.000	.658
traditional ethnic perception	1.000	.643
Quality consistency	1.000	.581
consistent supply	1.000	.674
Brand name	1.000	.737
color fastness	1.000	.581
weave consistency	1.000	.688
Design	1.000	.763
Fabric feel	1.000	.418

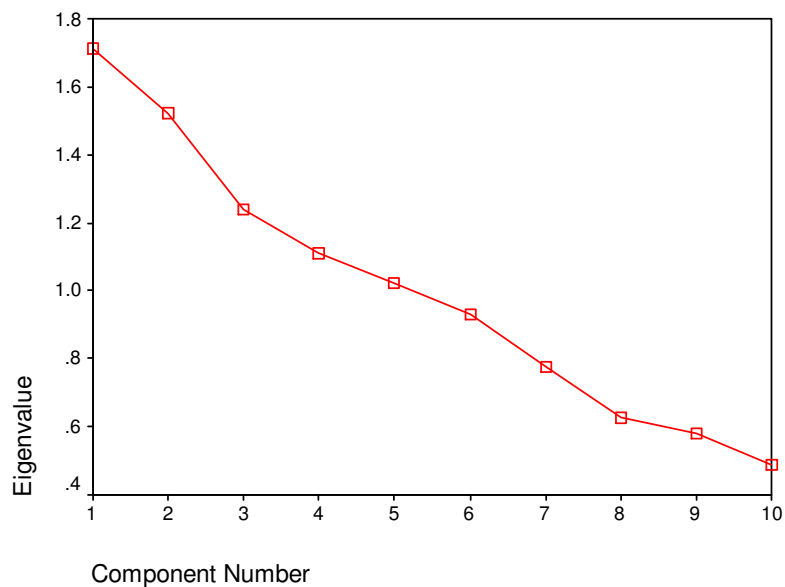
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.712	17.125	17.125	1.712	17.125	17.125	1.539	15.388	15.388
2	1.522	15.219	32.344	1.522	15.219	32.344	1.520	15.201	30.589
3	1.238	12.377	44.721	1.238	12.377	44.721	1.263	12.634	43.224
4	1.110	11.103	55.825	1.110	11.103	55.825	1.232	12.321	55.544
5	1.021	10.211	66.036	1.021	10.211	66.036	1.049	10.492	66.036
6	.928	9.284	75.320						
7	.776	7.756	83.076						
8	.628	6.276	89.352						
9	.579	5.788	95.139						
10	.486	4.861	100.000						

Extraction Method: Pri

Scree Plot



Component Matrix ^a

	Component				
	1	2	3	4	5
color combination					.846
design pattern			.722		
traditional ethnic perception	.601				
Quality consistency		.653			
consistent supply	-.513				
Brand name				.759	
color fastness					
weave consistency	.627				
Design		-.684			
Fabric feel					

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
color combination					.915
design pattern			.806		
traditional ethnic perception					
Quality consistency					
consistent supply					
Brand name				.850	
color fastness		.547			
weave consistency	.756				
Design		-.834			
Fabric feel	.628				

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Component Transformation Matrix

Component	1	2	3	4	5
1	.787	-.417	-.025	-.414	-.185
2	.360	.843	.355	-.181	-.014
3	-.245	-.316	.890	-.217	.034
4	.362	-.093	.284	.858	-.211
5	.245	-.078	.031	.113	.959

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

B. Correlation performed to determine the relationship between the elite class and the price sensitivity:

Descriptive Statistics

	Mean	Std. Deviation	N
consumer class	1.3830	.48872	94
sensitivity	2.0426	.70199	94

Correlations

		consumer class	sensitivity
consumer class	Pearson Correlation	1	.046
	Sig. (2-tailed)	.	.660
	N	94	94
sensitivity	Pearson Correlation	.046	1
	Sig. (2-tailed)	.660	.
	N	94	94

C. Correlation performed to determine the relationship between the upper middle class and the price sensitivity towards furnishing products:

Descriptive Statistics

	Mean	Std. Deviation	N
consumer class	1.0870	.28332	92
sensitivity	1.9863	.71673	73

Correlations

		consumer class	sensitivity
consumer class	Pearson Correlation	1	-.071
	Sig. (2-tailed)	.	.551
	N	92	73
sensitivity	Pearson Correlation	-.071	1
	Sig. (2-tailed)	.551	.
	N	73	73

D. Correlation performed to determine the relationship between the upper middle class and the price sensitivity toward apparel.

Descriptive Statistics

	Mean	Std. Deviation	N
consumer class	1.0870	.28332	92
sensitivity	1.9859	.66532	71

Correlations

		consumer class	sensitivity
consumer class	Pearson Correlation	1	.004
	Sig. (2-tailed)	.	.970
	N	92	71
sensitivity	Pearson Correlation	.004	1
	Sig. (2-tailed)	.970	.
	N	71	71

- E. Correlation performed to determine the relationship between the upper middle class and the price sensitivity towards fashion accessories.

Descriptive Statistics

	Mean	Std. Deviation	N
consumer class	1.0870	.28332	92
sensitivity	1.9054	.66557	74

Correlations

		consumer class	sensitivity
consumer class	Pearson Correlation	1	-.107
	Sig. (2-tailed)	.	.363
	N	92	74
sensitivity	Pearson Correlation	-.107	1
	Sig. (2-tailed)	.363	.
	N	74	74

Respondents' addresses:

Sl. No	Name of the store	Address	Phone/fax	Email/Website
1	Yamini interiors Pvt. Ltd.	11/2, Haudin Road, Ulsoor, Banglore-560 042	51134781(P*) 51134781(P**)	ymnibir@vsnl.com
2	Anokhi	B-1, B-2, B-3, Leela Galleria, The Leela Palace, Airport Road, Bengaluru	25217491	www.anokhi.com
3	Tree of life	1132, 100ft Road, Indranagar, Bangalore-38	51153131	treeoflifebangalore@hotmail.com
4	Inexcess	277, 13 th Cross, 5 th main, C.M.H. Double Road, Indranagar, Bangalore-560038	5201791	inexcezz@rediffmail.com
5	Lifestyle boutique restaurant	100ft Boutique Restaurant 777/1,10ft Road, HAL 2 nd Stage, Indranagar, Bangalore 560 008	25277752, 25278626	rendezvousimpex@india.com
6	Things	No. 294, 1 st Floor, 7 th Cross, Above Corportion Bank, Dolmur Layout, Bangalore-560 071	25356678	things@bgl.vsnl.net.in
7	Dwarka	A Kalamkari Showroom 18/1A, Belary Road, Sadashivanagar, Bangalore-560080	3612265	dwarakalam@yahoo.com
8	Ethnic weave	1 st Floor, Safina Plaza, Infantry Road, Bangalore-560 001.	5320748	
9	Fabline	No.32, Osborne Road, Bangalore- 560 042	25548873.	fabline9@hotmail.com Frst
10	Eka	19 Gangadhar Chetty Road, Bangalore 560 042	25544371	firstmoon@vsnl.com www.ekalifestyle.com
11	Auro Astha	16, Victoria Road, 2nd Cross, Chennai	25363405	
12.	FabIndia	Ilford House,3, Woods Road, Chennai 600 002	28510395(P) 52158026 (F)	madras@fabindia.com
13.	The Design Store	79 C.p. Ramaswamy Road, Chennai 600018	24997157(P) 24997260(P)	designstorechn@vsnl.net
14.	Fabric Touch	570, Anna salai, Teynampet, Chennai - 600 018	2431 0516(P)	-
15.	Contemporary Arts and Crafts	45, C. P. Ramaswamy Road Chennai -18	24660159(P) 24997069(P)	
16.	Seams Natural	11/55, Greenways Road, R.A. Puram, Chennai -600 028	2461 0629(P)	binu_jha@hatmail.com

17.	Nalli	New NO. 101, PONDY Bazar, T Nagar, Chennai	2434 4347(P)	
18.	Shilpi	1, Gee Gee Minar 23, College Road, Nungambakkam, Chennai	2828 2603(P)	
19.	Encore Alsa Regency	165 Eldams Road, Chennai	2435 7673(P)	
20.	Maurya	41, Nunganbakkam High Road, Chennai - 600 034	28232875(P)	kameseshgupta@eth.net
21.	Prana	D6, 6h Street, Anna Nagar East, Chennai - 600 102	5217 0077	indigo.inc@vsnl.com
22	Kilol Fabrics Pvt. Limited	31, hauz khas Village, 1 st Floor, New Delhi 110 016	26531974(P)	kilol_jaipur@yahoo.com
22	Good Earth Verandah	Ambawatta Complex, Mehrauli village Road, New Delhi- 110 030	2664 6466(P) 2664 1608(P)	www.goodearthverandah.com
23	Sumrita			
24	Shyam Ahuja	27, M-Block Market, Greater Kailash II, New Delhi-110 048	29215215(P) 29210260(F)	saldel@del.vsnl.net.in
25	People tree	8, Regal Building, Parliament Street New Delhi- 110001	3744877(P) 3340699(P)	www.peopletreonline.com peopleretree@vasn.com
26	The Shop	10, Regal Building, New Delhi- 110 001	334 0971 (P) 334 2575 (F)	www.theshop.com theshop@vsnl.com
27	Super Cloth Store	M-23A, Greater Kailash-I, New Dehli- 110048	26410373(P)	mgupta_scs@yahoo.co.in
28	Zeba	C-1, Near M-Block Market, Greater Kailash 1, New Delhi-110 048	5163 1448(P)	www.zebaworld.com
29	Kalpana	9/14, 2 nd Floor, East Patel Nagar, New Delhi, 110 008	25817049 (P) 25789320 (F)	cultures@nda.vsnl.net.in
30	Tribes Shop	9, Mahade Road, New Dehli-110 001	2373 1214(P) 23718306(F)	www.trifed.nic tribes@vsnl.net
31	Tex Indus	7, Santushti Shopping Arcade, Opp. Ashok Samrat Hotel, Chanakyapuri New Delhi-110 003	2688 0625(P)	artindus@rediffmail.com
32	Bandhini	The valley Asola, New Delhi 110 030	2665 4934 (P) 2664 4939 (P)	www.bandhini.com bandhini@nda.vsnl.net.in
33	Sadhaka			
34	Tulsi	19, Santushti Shopping Complex, Opp. Ashok Hotel, New Wellington Camp Delhi-110 021.	6870339(P)	tal@satyam.net.in
35	Noorjehan	23, Santushti Shopping Complex, opp. Ashok samrat Hotel, New	2611 2971(P)	noor@ndb.vsnl.net.in

		Delhi-110 003		
36	Anokhi	Santushti Shopping Complex, Race Course Road, New Wellington Camp, New Delhi - 110 003	26883076(P)	www.anokhi.com
37	Anmol	Santushti Shopping Complex, Race Course Road, New Delhi - 110 003	26886018(P) 26899500(F)	
38	The Next Shop	N 16 Block Market, Greater Kailash-1, New Delhi-110048	2622 9381(P)	
39	Tulips	118, Shahpur jat, K.S. House, Adjacnt tp S.B.I. New Delhi 110 049	2649 6644(P) 51752644(F)	www.tulipsindia.com dehli@tulipsindia.com
40	Alter Ego Rema Kumar	87 B, Shahpurjat, Near Asiad Village, New Delhi-49	51798846 (P)	alterego_rp@yahoo.co.in
41	Dastakar	45-B, Shahpur Jat, New Delhi- 110 049	25495921 (P) 26495921(F)	dastkar@vsnl.com
42	Soma Shop	K44, Connaught Place, Opp. PVR Plaza, New Delhi, 110 001	23416003(P)	www.somashop.com somajp@sancharnet.in
43	Fab India	14 N Block Market, Greater Kailash-1, New Delhi-110048	26465497(P)	gklinens.dehli@fabindia.com
44	The Home Store	Anuvrat Marg. Lado Sarai, New Delhi	29523718(P)	
45.	Bandhej	Shri Krishna Centre, Near Mithakali 6 Road, Navrangpura, Ahmedabad - 380 009	26422181(P)	www.bandhej.com
46.	Yogi Bharat Kala Mandir	43, G.F. City Centre, Swastik Char Rasta, C.G. Road, Navrangpura, Ahmedabad -380 009	26440471(P)	
47.	Banascraft	8, Chandan Complex, Above Mirch Masala Restaurant, C.G. Road, Navrangpura, Ahmedabad -380 009	26405784(P)	banascraft@icenet.net www.banascraft.org
48.	Cover Up	Sarthik, Nr. Fun Republic, Satellite Road, Ahmedabad-15	26923040(P)	
49.	Charariya	G4, Amar Complex, Swastik Char Rasta, Navrangpura, Ahmedabad -9 1, Shuntinah Apartment, 53 B, Swastic Society, Navrangpura, Ahmedabad	26431740(P)	

50.	Sanskriti	G-6, Suryarath, B/h. White House, Gulbai Tekra Road, Panchwati Cross Road, Ellisbridge, Ahmedabad -380 006	26443341(P)	sanskriti_dhanpal@yahoo.com
51.	Options	Harivilla, Next to Saarthi Hotel, Nr. Amaltas Bungalows, Vastrapura, Ahmedabad 380 054	26841922(P)	options-abd@icenet.net
52.	Yogi Bharat Kala Mandir	43, G.F. City Centre, Swastik Char Rasta, C.G. Road, Navrangpura, Ahmedabad- 380 009	26440471(P)	
53	Bhujodi	Mithakhali Six Road, Ahmedabad- 380 006	26400967(P) 26462649(F)	
54.	Reve	304, Agrawal Arcade, Opp. Shivalik, Ambawadi, Ahmedabad	265664631(P)	jig_reve@rediffmail.com
55	Cotton Décor	No 41, Ground Floor, Lakshmi Nivas, Ambedkar Colony, 18 th Road, Khar Road Khar Danda, Khar West, Mumbai 400 052.	26056691(P)	
56	Yamini Interiors Pvt. Ltd	No.34, Turner Road Patkars, Bungalow, Bhadra, Mumbai 400 050	2643 6525(P)	yamibandra@vsnl.net .
57	Energy	Ram Nimi Building 8, mandlik Road, Colaba, Mumbai 400 001	2812870(P)	
58	Queenie Furnishings	Giri-Kung, 11B- N.S. Patkar marg, Kemp's Corner, Mumbai- 400 007	2380 7070(P) 2380 4646(F)	queeniefurnishing@vsnl.net
59	Surprise	2 Kohinoor, 29 Hughes Road, Mumbai 400007	30972125(P) 26046160(F)	info@surpriselines.com www.surpriselines.com
60	Splendour	10, Dharam palace, Hughes Road, Mumbai 400 007	5600 7448(P) 2367 5678(F)	splendour_hr@hotmail.com
61	Cotton Cottage	16, Sunny Side, Lokhandwala Complex, Andheri (W), Mum-53	2639 8663(P)	
62	Women India Trust	23, Bombay Market, Tardeo, Mumbai 400 034	23511753 (P)	www.wit.org.in wit@hathway.com
63	The Oak Tree	18, Cusrow Baug, Colaba Causeway, Colaba, Mumbai 400 005.	2281 9031 (P)	
64	Swasha	Studio 4, Swastik Plaza, V.L. Mehta Road, J.V.P.D. Scheme, Vile	5573 2298 (P)	www.swasha.com

		Parle (W), Mumbai 400 049.		
65	Prakritee	Shop No. 5, Lokhandwala Complex, Andheri (W), Mum-53.	2633 2233 (P)	Prakree123@hotmail.com
66	Beaufords (India) Pvt. Ltd.	35, Veer Nariman Road, Readymoney Mansion, Fountain, Mumbai-400 023	5633 2487 (P) 5633 8224 (P)	
67	Splendour	10, Dharma Palace, Hughes Road, Mum-400 007	5600 7448 (P) 2367 5678 (F)	Spledour_hr@hotmail.com
68	Helping Hands	G-1, Mayur Apartments 40-41, Raj Bhawan road, Civil Lines, Jaipur-06	220690(P)	Helpinglands555@yahoo.co.uk
69	Surubhi	18, Keshav Vihar, Gopalpura By Pass Road, Jaipur - 18	2762143(P)	
70	Aravali Bazaar	52, Dhuleshwar Garden, C-Scheme, Jaipur - 302 001	2364354(P) 2383195(F)	aravali@hotmail.com
71	Cotton Curie	3, Achrol House scheme, Near Ajmer Pulia, Mini Bazar, Civil Lines, Jaipur.	2228267(P)	rbanapanday@yahoo.com
72	Soma	Soma House, Khatipura, Jaipur - 12	2352391(P) 2352397(F)	www.somashop.com
73	Suvasa	Dundlod House, hawa sarak, Civil Lines, Jaipur- 302019	2211104(P)	suvasa@datainfosys.net
74	Kilol	F-25/26, Kartarpura Indl. Area, 22 Godam, Jaipur-302 006.	2212693(P)	Kilol_Jaipur@yahoo.com
75	Govind Ram Ramchand	Mirza Ismail Road, Jaipur-302 001	237 3097(P) 2652602(F)	amarsons@datainfosys.net
76	Saurashtra Oriental Arts	In Jorawarsingh Gate, Opp. Ayurveda College, Amber palace road, Jaipur 302 002	2643 5774(P) 263 5647(F)	saurashtraipr@hotmail.com
77	Venus Handicraft	Shop No 122, Hawa Mahal Road, Jaipur - 2	260 0422(P)	
78	Cottons	Hari, Bhawan, Main Achrol Houses, Jacob Road, Civil Lines Jaipur-06	222 3870(P)	cottonsjaipur@hotmail.com
79	Ocean Collections	D-138, Basant Marg, Bani park, Jaipur 302 016	220 2383(P) 220 3854 (F)	www.oceanexim.com ravindranath@oceanexim.net
80	Ratan Textiles	Papriwal Cottage, Ajmer Road, Jaipur 302 006	222989(P) 223185(F)	www.ratantextiles.com
81	Suruchi	3, Bhawani Singh Road, Opp. Nehru Sahkar Bhawan, Jaipur 303 001	238 1590(F)	suruchijaipur@email.com
82	Maharani	63, Hawa mahal, Near	29016063(P)	maharaniemporium@hotmail.com

	Emporium	Old Assembly, Jaipur 02		
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* Phone Number

** Fax Number