

A Study on Consumer Behaviour Towards Online Shopping In Thiruchirappalli

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ABSTRACT

Handloom sector in India is the most ancient cottage industry. The Handloom sector is a rural based cottage industry, and plays important role in improving economic conditions of rural weavers. Tamilnadu occupies maximum number of handlooms in the country. In Kanayakumari District handloom sector is a traditional industry which is the largest in the unorganized sector. In Kanayakumari District, handloom sector came into being more than 2000 years ago. This handloom sector is facing many problems related to Health of weavers, Production, Raw material and Wage related problems. Hence the present study is an effort to understand the various problems of handloom weavers in Kanayakumari District. The data required for the present study is collected mainly from primary sources. Simple Random sampling technique was used to select a sample of 120 Handloom Weavers in Kanayakumari District.

Keywords: Handloom, Weavers, Kanayakumari District.

INTRODUCTION

The handloom sector occupies a important place in the Indian economy. It has been transferring skills from one generation to another. Tradition of weaving by hand is a part of the country's cultural ethos. These sectors provide largest employment after agriculture. Competition from power loom sector, changing consumer preference and availability of cheaper imported fabrics are some of the problems threatened the handloom sector. According to annual report ministry of Textiles 2017-18, this sector contributes nearly 15 per cent of the cloth production in the country and also contributes to the export earning of the country. 95 per cent of the worlds hand woven fabric comes from India. According to the handloom and Textiles policy note (2018-19), in the year 2017-2018, the weavers' co-operative societies in Tamilnadu have produced Rs.790.35 lakh meters of handloom cloths valued at Rs.695.50 crore and sold handloom fabrics to extent of Rs.852.93 crore. In this year 959 weavers co-operative societies are working on profit. At present handloom sector facing many problems that some sector is to focus the problems do not have. Hence the present weavers in Kanayakumari District

REVIEW OF LITERATURE

G. Naga Raju and Viyyanna Rao (2014) in their article evaluated that, “handloom sector occupies a place second only to agriculture in terms of employment. The sector with about 23.77 lakh handlooms provides employment to 43.31 lakh persons of whom, 77.9 per cent are women, and 28 per cent belong to scheduled castes and scheduled tribes. This sector is faced with various problems, such as, obsolete technology, unorganized production system, low productivity, inadequate working capital, conventional product range and

weak marketing links. Further, handloom sector has always been a weak competitor against power loom and mill sectors. In respect of financial support offered by the formal institutions like commercial banks or co-operative banks, the interest rates only vary between 3 and 12 per cent.

Anu Varghese and Dr. M.H. Salim (2015) in her article evaluated that, “the handloom sector in Kerala employs about 1.75 lakhs of people directly and indirectly. Competition from Tamil Nadu handloom sector is another problems faced by the handloom sector in Kerala. This also affects the market of the Kerala handloom products. For the efficient use of all the resource the employment of a suitable human force is essential. Manpower planning plays a vital role in the achievement of the common goals of the enterprise. Technical and management problem also affect the performance of handloom weavers society. Like any other industry, the handloom industry is also facing stiff competition. The competition, particularly from the power loom sector, will only increase in the days to come. In order to retain its market share and also to enter new market segments the handloom sector needs some well thought- out and clearly articulated remedial strategies, supported by conducive policy initiatives.

Nikhil Kaushik and Dr.madhur Raj Jain (2015) in his article presented that, “ Cross-sectional descriptive research was adopted to determine the awareness of weavers against the various schemes like yarn supply scheme, integrated handlooms development scheme, marketing and export promotion scheme, health Insurance scheme, Mahatma Gandhi Bunker Bima Yojana and assessing the extent to which core issues in weaving are addressed through these schemes. It was revealed from the research that almost one-fourth of weavers surveyed were not aware of these government schemes. Hence, an immediate effort about awareness campaign from the government of Indi in this area is required so that satisfactory usage of these schemes to improve the livelihood and enhancement income of the weavers may take place. This study thus gives recommendations to tackle the bottle necks of the schemes.

Ajay Tamta (2016) in his articles highlighted that, “ On 29 March 2016, the ministry of health issued a detailed directive to provide benefits of RSBY to the handloom weavers which also provides for an insurance cover of Rs.30, 000 to hospitalized patients. The economic and social condition of handloom weavers is not much different from that of their counter parts in the power loom sector. The handloom weavers are spread across India and are also found in remote tribal areas. This is the reason that their social security life is getting more complex day- by –day. Government of India has started several welfare schemes for the benefit of weavers.

D.Srinivasa Rao and Dr. N. Sreedhar (2017) in his article pointed that, “ the government says are 43 lakh weavers in the country of which 2.5 lakh weavers in only AndhraPradesh. There are 11,912 weavers in Krishna district. According to the annual reports of ministry of textile (2100-2012) the handloom sector with about 23.77 lakh handlooms provides employment to 43.31 lakh persons of which, 77.9 per cent are women and 28 per cent belongs to scheduled castes and scheduled tribes. Simple random sampling was used and 120 weavers were selected for this study. Almost all the respondent weavers stated that they are suffering from any one of the health problems due to weaving. A large number of respondent weavers (43.33 per cent) are suffering from

back pain. Due to the various economic reasons some of the weavers were committed to suicide. The government implementing the various welfare schemes to the weavers, but they not reach at poor weavers.

OBJECTIVE OF THE STUDY

- To study the various Health and Family related problems of Handloom weavers.
- To examine the Raw material and Production related problems of Handloom weavers.

- To enlist the wages and new technological related problems of Handloom weavers.

SCOPE OF THE STUDY

The study also extended to identify the various problems of Handloom weavers.

METHODOLOGY

The present study has been conducted in Kanyakumari District. It is descriptive in nature and is mainly based on primary data. The questionnaire was designed in a way of covering adequate information in all fact of the study. The required secondary data for the study was collected from books, magazines, journals, newspapers and websites. In Kanyakumari district, the total number of handloom weavers co-operative societies is 40 and 6545 weavers are working under these societies. For the present study simple Random sampling technique was used to select a sample of 120 handloom weavers from Kanyakumari district.

RESULTS AND DISCUSSIONS

HENRY GARRETT RANKING TECHNIQUE

This technique has been used to rank the factors to identify the problems faced by the Handloom Societies in the study area. In this method the respondents were asked to rank their opinion regarding the problems faced by them. The order of merit given by the respondents was converted into ranks by using the following formula.

$$\text{Percentage Position} = 100(R_{ij} - 0.5/N_j)$$

Where,

R_{ij} - Ranking Position

N_j - Total No. of Ranks

The percentage position of each rank thus obtained is converted into scores by referring to the Table given by Henry Garrett. Then for each factor the scores of individual respondents were added and divided by the total number of respondents for whom the scores were added. These mean scores for all the factors were arranged in order of ranks and from this inference were drawn.

TABLE 1 HEALTH RELATED PROBLEM

SL.NO	PROBLEMS	TOTAL SCORE	MEAN SCORE	RANK
1	Asthma	7617	63.47	II

Sl.No	Problems	Total Score	Mean Score	Rank
2	Joint Pain	5481	45.87	IV
3	Tuberculosis	9830	81.92	I
4	Cough	5762	48.02	III
5	Inflammation of Respiratory system	4523	37.69	V

It is identified from Table 1 that the 'Tuberculosis' as a prime health related problem and the same was ranked first with a Garrett score of 9830 points. It is followed by the 'Asthma', 'Cough', 'Joint Pain' were ranked second, third and fourth ranks with Garrett scores of 7671, 5762 and 5481 points respectively. The last rank is placed for the 'Inflammation of Respiratory system' with a Garrett score of 4523 points. From the analysis it can be inferred that majority of the weavers Health related problem as 'Tuberculosis' and 'Asthma'.

TABLE 2 FAMILY RELATED PROBLEM

SL.NO	PROBLEMS	TOTAL SCORE	MEAN SCORE	RANK
1	Insufficient attention to work	6423	53.53	II
2	More time is required to complete the work	6972	58.10	I
3	No possibility of shifting domestic work	5422	45.18	V
4	Attention to family inadequate	5963	49.69	III
5	Adequate attention to children education is not possible	5460	45.50	IV

It is identified from Table 2 that the 'More time is required to complete the work' as a prime Family related problem and the same was ranked first with a Garrett score of 6972 points. It is followed by the 'Insufficient attention to work' 'Attention to family inadequate' and 'adequate attention to children education is not possible' were ranked second, third and fourth ranks with Garrett scores of 6423, 5963 and 5460 points respectively. The last rank is placed for the 'No possibility of shifting domestic work' with a Garrett score of 5422 points. From the analysis it can be inferred that majority of the weavers Family related problem as 'More time is required to complete the work' and 'Insufficient attention to work'.

TABLE 3 PRODUCTION RELATED PROBLEM

SL.NO	PROBLEMS	TOTAL SCORE	MEAN SCORE	RANK
1	High price of thread	6398	53.32	II
2	Scarcity of thread	5984	49.87	IV
3	Repairs in loom	6043	50.36	III
4	Damaged in dhotis	6428	53.57	I
5	Low length of pavoo	5387	44.89	V

It is identified from Table 3 that the 'Damaged in Dhotis' as a prime Production related problem and the same was ranked first with a Garrett score of 6428 points. It is followed by the 'High price of thread', 'Repairs in loom' and 'Scarcity of thread' were ranked second, third and fourth ranks with Garrett scores of 6398, 6043 and 5984 points respectively. The last rank is placed for the 'Low length of Pavoo' with a Garrett score of 5387 points. From the analysis it can be inferred that majority of the weavers Production related problem as 'Damaged in Dhotis' and 'High price of thread'.

TABLE 4 SRAW MATERIAL RELATED PROBLEM

SL.NO	PROBLEMS	TOTAL SCORE	MEAN SCORE	RANK
1	Poor quality of yarn	6972	58.10	I
2	Shortage of raw materials	5932	49.43	III
3	Untimely supply	5848	48.73	IV
4	Insufficient Number of looms	6148	51.23	II
5	Delayed in supply of Yarn	5340	44.50	V

It is identified from Table 4 that the 'Poor quality of Yarn' as a prime Raw material related problem and the same were ranked first with a Garrett score of 6972 points. It is followed by the 'Insufficient Number of looms'

'Shortage of raw materials' and 'Untimely supply' were ranked second, third and fourth ranks with Garrett scores of 6148, 5932 and 5848 points respectively. The last rank is placed for the 'Delayed in supply of Yarn'

with a Garrett score of 5340 points. From the analysis it can be inferred that majority of the weavers Raw material related problem as 'Poor quality of yarn and 'Insufficient Number of looms'

TABLE 5 WAGES RELATED PROBLEM

SL.NO	PROBLEMS	TOTAL SCORE	MEAN SCORE	RANK
1	Low wages	6194	51.62	II
2	Delayed Payment	3900	32.50	V
3	Insufficient Wages	5679	47.33	III
4	No advanced Payment	6710	55.92	I
5	Piece rate System	5528	46.07	IV

It is identified from Table 5 that the 'No advanced payment' as a prime wage related problem and the same were ranked first with a Garrett score of 6710 points. It is followed by the 'Low wages' 'Insufficient Wages' and 'Piece rate system' were ranked second, third and fourth ranks with Garrett scores of 6194, 5679 and 5528 points respectively. The last rank is placed for the 'Delayed payment' with a Garrett score of 3900 points. From the analysis it can be inferred that majority of the weavers Wages related problem as 'No advanced payment' and 'Low wages'

TABLE 6 NEW TECHNOLOGY RELATED PROBLEM

SL.NO	PROBLEMS	TOTAL SCORE	MEAN SCORE	RANK
1	Lack of Capital	5064	42.20	V
2	Lack of training	5139	42.83	IV
3	Lack of Knowledge about the utility	6824	56.87	II
4	Lack of space/ infrastructure	6069	50.57	III
5	Lack of design of the tool	7144	59.53	I

It is identified from Table 6 that the 'Lack of design of the tool' as a prime new technology related problem and the same were ranked first with a Garrett score of 7144 points. It is followed by the 'Lack of Knowledge about the utility' 'Lack space / infrastructure' and 'Lack of training' were ranked second, third and fourth ranks with Garrett scores of 6824, 6069 and 5139 points respectively. The last rank is placed for the 'Lack of capital'

with a Garrett score of 5064 points. From the analysis it can be inferred that majority of the weavers New technology related problem as 'Lack of design of the tool' and 'Lack of knowledge about the utility'

FINDINGS

- The production process for handloom weaving involves continuous movement, it affect the health of the weaver. The major health related problem is Tuberculosis and Asthma.
 - More time is required to complete the work; it is the major family related problem of handloom weavers.
 - Handloom weavers' major production related problem is dhotis are damaged frequently.
 - Poor quality of yarn is the major raw material related problem of handloom weavers.
 - Weavers shifting to another employment for the problem of low wages compare to other sector.
 - Lack of design of the tool is the major technology problem of weavers.
- The above mentioned findings have been drawn from the analysis with the help of Henry Garrett Ranking Technique.

SUGGESTION

- Traditional hand woven products are in danger of becoming obsolete and weaving skills are decline. Adequate technical-up gradation is used to meet the present challenges.
- The government can provide knowledge of trending tastes, marketing, arranging finance for their needs.
- To increasing the income of weavers, government should implement a scheme to boost the sale of handloom cloth.
- Government has formed a few research, training and input institutes to help the handloom sector.

CONCLUSION

The present study reveals that to understand the problems of handloom weavers. To increase the scope of weaving activity, measures should also be taken to provide raw materials, finance, production facilities and other requirements .Hence enough measures have to be Both the central and state governments should recognize the role of handlooms in achieving sustainable development. Handloom sector plays a vital role in improving in the country's economy. Government involvement through financial support and welfare schemes the handloom sector has been capable to overcome these problems. To enable the sector to realize full potential, the bottlenecks which hinder the development must be removed.

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