

A Study on Customer Satisfaction and Customers Expectation regarding hand-Loom Weavers among Erode Town

Dr.S.Poongodi¹, S.Gowri²

¹Associate Professor, PG and Research Department of Commerce, Vellalar College for Women, Erode, Tamilnadu, India

²Ph.D. Research Scholar, PG and Research Department of Commerce, Vellalar College for Women, Erode, Tamilnadu, India

Abstract: Handloom is one of the ancient methods of making cloths by hand which exemplifies the richness of our country. It provides employment opportunities to millions of people in the rural and suburban belts of our country. Customers are satisfied with the handloom product because of its quality and price but there expectations are more in designs. Government should support the hand loom weavers by providing proper incentives and subsidy. Product research should be strong to improve the expectations of the customers. Foreign trade must improve; it helps to bring unforeseen changes in the present scenario.

Keywords: Handloom weavers, Customers Satisfaction, Customers expectation.

I. INTRODUCTION

The primary object of the Department of Handlooms and Textiles is to promote the harmonious growth of Handloom, Power loom and Textile Sectors and to strive for the welfare of all concerned particularly that of the weavers and workers. The Director of Handlooms and Textiles is the "Functional Registrar" for the Handloom and Power loom Weavers' Cooperative Societies and other Cooperative Institutions connected with the Industry throughout the State and is vested with powers delegated under the Tamil Nadu Cooperative Societies Act and Rules.

The Director of Handlooms and Textiles also functions as the "State Textile Authority" and as such has a general responsibility to facilitate the smooth functioning of the Spinning and Textile Mills, Hosiery units, Handlooms and Powerlooms. The Department has the overall responsibility for ensuring the availability of raw materials to all sectors of the industry, augmenting the production of yarn and fabrics at reasonable prices as well as creating an environment to promote the sale of end products. The Department has a special responsibility for the supply of yarn and other raw materials to the Weavers' Cooperative Societies and arranging for marketing of the finished products through Co-op tex, Loom World, Society's own showrooms and other selling outlets.

HANDLOOM SECTOR:

As per the 1987 Handloom Census, there are 4.29 lakh Handlooms in Tamil Nadu. Out of which, 2.17 lakh are under Cooperative societies. Handloom Industry in Tamil Nadu provides employment for a population of about 6.63 lakh. Out of these, 2.64 lakh are in the Cooperative Societies. As on 31.03.2006, there are a total of 1232 Handloom Weavers' Cooperative Societies in Tamil Nadu almost evenly spread over both rural and urban clusters

WELFARE SCHEMES FOR HANDLOOM WEAVERS:

With a view to improve the socio-economic condition of the handloom weavers, the following welfare schemes are being implemented by the Government of Tamil Nadu.

THE CO-OPERATIVE HANDLOOMS WEAVERS' SAVINGS AND SECURITY SCHEME:

To encourage saving habits among handloom weavers, the State Government has introduced the "Cooperative Handloom Weavers' Savings and Security Scheme" from the year 1975. Under this scheme, a Weaver - member in the Weavers Cooperative Society contributes 8 paise per rupee of wages earned, the State Government is contributing 4 paise per rupee of wages and the Government of India also contributes 4 paise. Accordingly, the total subscription of 16 paise is being deposited in the Government Account for which the State Government allows 9.5% interest. Out of the 9.5% interest, 6.5% is being credited to the weaver member's account and the remaining 3% is being utilized for implementing the Old Age Pension Scheme and Family Pension Scheme for Handloom weavers. As on 31.3.2006, 70316 weaver members were enrolled in the scheme.

TAMIL NADU HANDLOOM WEAVERS' FAMILY PENSION SCHEME:

Tamil Nadu is the first State to introduce the Tamil Nadu Cooperative Handloom Weavers' Family Pension Scheme with effect from 01.01.1992. In the event of death of a handloom weaver member before attaining the age of 60 years, the nominee of the deceased weaver will be paid a monthly pension of Rs.350/- for 10 years from the date of death of the weaver. The Family pension amount is paid from out of the 3% interest accrued under the Savings Security Scheme Fund Account. At present, 787 families of deceased handloom weavers are getting family pension under the scheme.

CO-OPERATIVE HANDLOOM WEAVERS' OLD AGE PENSION SCHEME:

The Government of Tamil Nadu have introduced the Old Age Pension Scheme for Handloom Weavers in the Cooperative fold from 01.04.1997. The Members enrolled in the Savings and Security Scheme who attain the age of 60 years are eligible to get Old Age Pension of Rs.200/- per month. The Old Age Pension amount is paid from out of the 3% interest accrued under the Savings Security Scheme Fund Account. At present, 11925 handloom weavers are getting Old Age Pension under the scheme.

OBJECTIVES OF THE STUDY

- To study the socio economic profiles of handloom weaves of Erode town.
- To find the customer satisfaction and customers expectation regarding hand loom weavers among Erode town.
- The study helps the researcher to know about the problem and competition faced by the handloom weavers

LIMITATIONS:

1. Result may not be same in other area.
2. The sample size was restricted to 200 respondents.

II. REVIEWS

Mintu Kundu (2014) has emphasized that the people of some villages of Alipurduar Block-II are engaged in traditional occupation. Handloom industry in Alipurduar Block-II has started from the earlier period. The migrated people from Bangladesh started work of weaving as they were having the traditional skill. The study focused on the present situation of handloom industry in Alipurduar Block- II and the government need to take some steps for the development of this sector. This study also highlights on the future prospects and further development of the industry so that the industry grows well and can solve the present problems.

Usharani, R. and Lakshmi, U.K (2014) have emphasized that Handloom Industry is the second largest industry next to agriculture providing livelihood to millions of weavers in India. Handloom sector plays a very important role in the country's economy. Handloom weaving in India is an inherited art where weavers learn to weave from their ancestors and thus this craft is practiced widely in rural areas and is providing employment to a wide section of rural artisans. Despite the fact that Indian handloom industry has made a distinct place in the world, this sector has not attained proper importance as far as weaving related health problems and their effects are concerned. Several health hazards are associated with weaving and related activities which may cause stress and strain to weavers and pose several health related risk factors to them. Majority of the weavers are facing severe occupational health problems such as Asthma, Tuberculosis and Inflammation of respiratory system, Blood pressure, Obesity, Cardiovascular diseases and Diabetes

mellitus. The study also assessing the nutritional status of the handloom weavers, identify the occupational health problems and to plan and implement functional food based approaches and nutrition education to overcome the health related problems.

Venkateswaran.A (2014) have emphasized that Handlooms have been known to India right from the historic ages. Basic needs of the human being are the food, clothes and shelter. This study explores the dynamics of local-level trade in plant-based handloom product in kallidaikurichi of Tirunelveli District. The handloom weaving sector plays an important role in the economic development of the rural areas. It contributes significantly by generating more employment opportunities and providing bread to the rural poor. The study results revealed that the situation of the weavers was worrying due to illiteracy, financial constraints, health problems, and poor Government support.

R.Mayamurugan (2014) have emphasized that the Textile industry has occupied a unique place in our country and its contribution to industrial production, employment and export earning is very significant. While Indian handloom weavers had a wider market in ancient times but have faced several challenges with the advent of textile mills. At present the industry is passing through a crucial juncture – it is trying to gain niche markets through its unique product style and modernisation of the craftsmanship. However, the condition of workers in this sector continues to be bleak and unless they are taken care of, the sector will die just because of lack of skilled manpower. Handloom industry in Tamil Nadu has in its fold more than five lakh handlooms providing direct employment to about 13 lakh people and livelihood to about 30 lakh people in associated areas. The industry has different types of handlooms such as: looms for weaving cotton clothes, producing silks, art silks and other cotton products. A survey in Madurai district of Tamil Nadu which is third largest handloom producing district of the state throws up interesting perspective on this issue.

Dr. Rachana Goswami & Dr. Ruby Jain (2014) have emphasized that According to Third National Handloom census (2009-10) there are 43.31 lakh weavers in India. Presently handloom industry is facing multifarious problems that some other industries do not have. The government of India is consistently pursuing to bring about improvement in the productivity and marketing of handloom sector still it can be seen that weavers are facing severe livelihood crisis. In order to make the industry profitable the problems should be identified, strength and weaknesses should be estimated.

N. V. Shaha (2013) have emphasized that, Handloom industry is one of the oldest industries in India and provided livelihood to millions of rural people across the country for centuries. However, it was reduced to ashes during the colonial rule by the entry of cheap and quality cloth made in the mills in England. But after independence it started reviving due to the government intervention. Today, it contributes nearly 14 per cent share of the total production of textile industry.

Dr. R. Jayavel (2013) Majority of weaver members of the silk co-operatives feel that due to a various reasons they do not get job satisfaction in their present occupation. Due to globalisation and modernization of textile industry the handloom co-operative weavers face lot of problems like meager wages, poor working conditions, inadequate non-monetary benefits, and insufficient work throughout the year. Thus, the involvement of members and opinion will certainly improve the performance of silk weavers' co-operative societies not only in study area but also in other areas. So, the Government should take necessary steps to overcome the problems of handloom weavers and improve the social status of the weavers.

Dr. Babu Praveen kumar (2013) has emphasized that weaving is an ancient art of making cloth and other fabrics and the Indians have been expert of weaving since the ancient period. Apart from weaving people in the Indian villages are also involved in other occupations like dyeing, designing, etc., weaving in Indian village is one of the those rare assets for which India can feel proud of handloom industry, the largest segment in the unorganized sector plays a vital role in India's socio economic development. The struggle of the community was symbolized through the charkha. But today, despite being a 5000 year old vocation and receiving great political importance, weavers continue to suffer a life of despair, poverty and agony.

Rayapati Raveendra Nadh, Dr. P.Venkata Rao, & Dr.B.M.HarshaVardhan (2013) have emphasized that the Handloom is a traditional product. Marketing and distribution system for handloom is also a conventional type. West Bengal, Tamilnadu, Uttar Pradesh, Andhra Pradesh, Assam and Manipur are the major handloom states in India. Three-fourth of handloom weaving in the country comes under these six states. Almost all handloom products in India is for domestic market. Only 1.3 percent of working looms produce for export markets. Marketing is a major constraint for the handloom sector. The middlemen play a major role in selling the cloth to the consumer. If the family is very poor, any delay in marketing of the cloth, creates harm to the weavers. The power loom dominates textile production in India and have encroached upon the handloom sector traditional market because of lack of proper marketing. Still the appropriate marketing strategy has not been evolved as a whole by the handloom sector.

Jyoti Narzary (2013) have emphasized that the major challenges faced by the handloom industry in B.T.A.D (Bodoland Territorial Areas District).The industry is in needs of entitlements in credit and yarn support, needs to be further examined and analysed. Detailed research into yarn production, yarn availability and the major agents and factors in this process is necessary. Similarly, an objective and detailed assessment of the structure of weaver cooperatives is necessary. The sector has great market opportunities if it is ready to take them. Products made by using organic cotton yarn and natural dyes in high demand in the developed nations and upper segment that are health conscious. For these kinds of products research and development, training and knowledge sharing are crucial things. Decentralized spinning mills are another area of concern to chase away the raw material supply problem.

A. Kumudha & M. Rizwana (2013) have emphasized that the Handloom industry offers massive amount of employment opportunities to lakhs of artistic weavers, recently it is facing lot of problems and it has been pushed towards the decline stage of the Product Life Cycle. To bring the industry back to growth stage Government should take care of problems like cost of raw material, technological, Shifting of weavers to other job, etc.,

III. RESEARCH METHODOLOGY

The success if any research study depends upon the effective application of suitable and net event methodology. The study entitled to “ handloom weavers special net event to Erode area” was carried on out with the following methodology.

RESEARCH DESIGN:

The researcher used descriptive research design. Descriptive research design to one which is concerned with describing the characteristics of a particular individual on a group. The researcher has collected a total sample sign response from handloom in around Erode. The research from handloom in around Erode. The researcher has adopted convenience sampling. Hence based on the convenient of the researcher.

DATA COLLECTION:

Primary data are used to conduct the study and 200 respondents are selected on random basis. The secondary data is collected from, journal, magazines, book, website., etc.

TOOLS FOR ANALYSIS:

Simple average method is the tool used for analysis.

IV. ANALYSIS AND INTERPRETATION

TABLE NO: 1 SOCIO ECONOMIC PROFILE OF HANDLOOM WEAVERS

Factors	No of Respondent	Percentage %
Gender		
Male	152	76
Female	48	24
Total	200	100
Marital Status		
Married	184	92
Unmarried	16	08
Total	200	100
Education qualification		
SSLC	54	27
HSC	30	15
Graduate	92	46
Other	24	12
Total	200	100
Type of weaver		
Individual	94	47
Master	46	23
Co. operative	60	30
Total	200	100
Monthly income		

Below Rs 5,000	92	46
Rs 5,000 – Rs 10,000	68	34
Rs 10,000 – Rs 15,000	36	18
Above Rs.15,000	04	02
Total	200	100
Year of experience		
> 5 years	24	12
5-10 years	26	13
10-15 years	74	37
15-20 years	66	33
< 20 years	10	05
Total	200	100
No of Looms		
1	130	65
2	42	21
3	16	08
4	08	04
<4	04	02
Total	200	100
Types of Looms		
Pit Loom	56	28
Raised loom	10	05
Frame loom	132	67
Total	200	100
Type of product		
Silk	04	02
Cotton	162	81
Piece	26	13
Dhotis	08	04
Total	200	100

From the above table shows the socio economic profile of respondents of handloom weavers in Erode town,

Majority of respondents 92% of them are Married. And 46% are graduates.

Majority of respondents 47% are individual weaver.

Majority of respondents 42% are below Rs. 5,000 monthly income group.

Majority of respondents 37 % are 10 to 15 years of experience.

Majority of the respondents 65% are having single loom

Majority of respondents 67% frame loom.

Majority of respondents 81% cotton only

TABLE NO: 2 CLASSIFICATION ON THE BASIS OF SATISFICATION OF PRODUCT

Satisfaction of product	No of Respondent	Percentage %
Yes	168	84
No	32	16
Total	200	100

Majority 84% are respondents are satisfied with the product.

TABLE NO. 3 CLASSIFICATION ON THE BASIS OF TIME FOR PRODUCTION

Time fallen for production	No of Respondent	Percentage %
2 days	186	93
7 days	12	06
< 7 days	02	01
Total	200	100

Majority 93% are respondents are Time fallen for production

TABLE NO. 4 CLASSIFICATION ON THE BASIS OF COMPETITORS OF HAND LOOM

Competitors	No of Respondent	Percentage %
Power Loom	192	96
Milk	02	01
Retail	02	01
Others	02	01
Total	200	100

TABLE NO. 5 CLASSIFICATION ON THE BASIS OF PROBLEM WITH MONEY LENDERS

Problem with money lenders	No of Respondent	Percentage %
High rate of interest	114	57
Too many formalities	68	34
Influence Requirement	08	04
Security to be furnished	10	05
Total	200	100

From the table, out of 114 respondents 57% of them are saying high rate of interest, 34% of them are saying too many formalities, 4% of them are saying influence requirement and 5% of them saying security to be furnished.

V. SUGGESTIONS

- [1] Most of the hand bloomers are frame loom only by using pitloom and the production may become easy.
- [2] The handloomers rest go for other products like silk, piece goods, dhoties, etc. through diversification of production they can attract college students and recent trends.
- [3] The hand loomers may import raw materials from other states to avoid high price leveling.
- [4] Handloomers must look at a favorable way to change their product to satisfy the taste fluctuations in the hand loom products.
- [5] The hand loomers may used to mechanic their production to compare with the power looms.
- [6] Hand loomers can approach the banks to avoid high rate interest from money lenders as well as expansion of their products.

VI. CONCLUSION

The reputation of hand loom production good among the customers but the producers must make some improvements in their products. The government should inter in hand loom products. By creating loan facilities to the producers they can make some TQM measures and also the expansion Programmes.

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