



Comprehensive Analysis of Power and Handloom Market Failures and Potential Regrowth Options

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Abstract

Millions of individuals in our nation's rural and urban regions have access to work prospects thanks to the handloom, a traditional industry in India. The handloom business has suffered since modernization. The creations of new technology capitalist rule, a decline in salaries, a rise in the price of yarn, as well as other issues, are the concerns. This current study is mainly textual. The handloom industry has significant marketing related challenges. In selling the fabric to the consumer, intermediaries are important. Due to improper marketing, the cotton industry has supplanted the handloom industry's traditional market in India, where it dominates textile manufacturing. This handloom industry needs to develop a comprehensive marketing plan. Our research deals with doing a descriptive analysis of a comparable organization that aspires to conserve Thanjavur's hand woven legacy. The inquiry would encourage research on the benefits it provided for the weavers and the existing environment, specifically identifying their degree of happiness with their employment in modern society. To gather the basic data, scheduling was employed. To create a preliminary research sample, 75 weavers were selected.

1. INTRODUCTION

The handloom industry, with great growth potential, would be the main non-farm regional job provider. Upon correctly identifying its structure as well as its requirements, it is capable of exponential expansion. This handloom market has great potential for boosting economic growth, encouraging moral commerce, and achieving sustainable populations. Increased market capital was sought by the better trade economic relationship, which is founded on communication, openness, and tolerance. It levels the playing field for expression growth by improving the trade conditions for marginalized farmers,

including workers, as well as upholding individual entitlements. During the better deal, customers were provided a substantial way to enhance producers' livelihoods through regular purchases, while individual projects were provided negotiation leverage. The responsible method of producing goods is represented by a better deal. In order to reduce wealth inequality as well as advance ecological responsibility, this is a strategic component that is used in all states. A few of the main components of fair trade practice include enhancement for historically excluded craftspeople and public empowerment of women.

It is widely acknowledged that the handloom industry was essential to the country's economic development. Our industry has the potential to make a significant contribution to export gains because of its advantages of flexibility of production in small batches, originality, continuous capacity of growth, eco-friendliness, scalability, including as more especially, its factor of rich workmanship. Consequently, a 'Lift Zone' for the entire development of the sector was already defined as the production of handloom fabrics. Our government is looking at ways that employ resources to the greatest extent possible in order to increase the production of handloom items that can be marketed. Instead, it's a result of the investment's incapacity to take chances as well as give weavers incentives to bring about changes. Mats, carpets, rugs, bedsheets, pillow covers, and other handloom items were the primary handloom goods produced in India. The overall value of the cotton durries shipped during most of that time was Rs. 104.53 crore (\$ 13 million). Global demand exists for Indian silk scarves. These handwoven goods account for a sizeable portion of all handloom shipments, which are expected to equal Rs. 61.5 crore (\$ 7.7million) in 2020-2021. With regard to 2020-2021 shipments, its overall proportion of handloom fabric items, including cotton bed linen, bathroom linen, kitchen cloth, napkins, pillows, cushion covers, tablecloths, etc., was around 20%.

India is putting significant effort into growing its technological textile sector. The epidemic has increased demand for specialized fabrics used in PPE suits and other equipment. Government assistance and machinery sponsorship are helping the sector. Leading industry players are achieving sustainability in their goods by creating textiles using recyclable natural resources. The Indian textile sector has a bright future ahead of it, supported by strong local and foreign demand. Since various foreign companies, like Marks & Spencer, Guess, and Next, entered the Indian market, the retail sector has grown quickly due to rising consumerism and disposable income. Higher disposable income is the outcome of strong economic growth.

With looms set up for tapestry and the restricted start of timing, the handloom and powerloom industries are two of the biggest in the world. The word "loom" has been around for a very long time and has its roots in English. The two types of powerlooms

used to create clothing are handlooms and powerlooms. Since the dawn of time, these technologies have been utilized all across the world. The primary distinction between a handloom and a powerloom is that a handloom is machinery used for manually weaving cloth. A powerloom, on the other hand, is a piece of machinery for weaving fabrics with the use of power.

The majority of the nation's handlooms are produced in Assam, followed by Andhra Pradesh. There are more handlooms and handloom weavers there than anywhere else in the nation. Handlooms have the least negative effects on the environment, both during and after manufacture. All of the cotton used in the weaving process is handled by hand. As a result, the cloth is softer, more cozy, and strong, as well as absorbing.

The development of a quality product, an appealing price, as well as accessibility for target clients was no longer sufficient forms of modern marketing. Additionally, handloom enterprises must interact with their current and future clients. An awareness, image, or preference gap in the target market is what marketing communication is focused on closing. Due to various customers, interaction was currently used to oversee the client's online transaction across time, during the pre-selling, selling, consumption, as well as post buying phases.

Market Strategies

The use of general target costs in handloom production proved unsuccessful. Because they were handmade, these products created a lot of employment. The phrase "handloom" originated in this manner. Additionally, it seems that the handloom sector caters to budget conscious clients from the lower middle class. These customers avoid buying handloom items since they are costly and require human work, and the brands don't have the trustworthiness required to appeal to the upper or elite classes. Although there are numerous locations around the nation where handloom manufacturers advertise their wares, there are only sporadic needs for them. Handloom producers work on both small and large sizes. In order to increase the efficiency of marketing tactics for the handloom industry, this extensive research has been conducted.

Price strategy: Numerous pricing schemes are available for a business to use. The company's goals that it has established for itself form a large part of

the pricing strategy. Pricing techniques that might be used include penetration pricing, skimming pricing, competition pricing, product line pricing, bundle pricing, psychological pricing, premium pricing, and optional pricing.

Place Strategy: The majority of manufacturers don't market their products directly to consumers. A marketing channel sits between the creators and the consumers. To get their items into stores, most manufacturers deal with marketing middlemen. Three standard distribution methods are available, depending on the kind of goods being supplied. Distribution that is extensive, exclusive, as well as pick-and-choose. If a company decides to use an exclusive or selective approach, they should pick an intermediary that has expertise working with products comparable to theirs, is reputable, and is well known to the target market.

2. LITERATURE REVIEW

Sivaiah. Vet.al, 2016 several studies were conducted in order to delve deeper into the subject of problems encountered by people wearing overalls. This makes an effort to educate readers about the existing situation and financial difficulties of unorganized women handloom workers while also making a case for the significance of social protection. This author addressed the subject of the health a woman weaver encounters together with the situation of women for weaving as well as the reasons that people turned to weaving in a very generic fashion. Our research was missing the exact details that may be recorded along with the data that covers all of India. The number of women who weave is broken down by state and a number of other minor elements that predominate in certain regions.

The margin varies greatly for each participant due to the lengthy value chain between the raw material supplier and the end customer. In order to improve the handloom industry, market penetration is also necessary. Additionally listed as important competitors by the author were poor logistical management, mill looms, as well as quality determination (Mathiraj and Rajkumar). As solutions to the challenges described, it was proposed that proper organization, a well-planned price strategy based on the target market, and a focus on brand segmentation be used.

The overall structure of a connection among

handloom fabric production and distribution is examined by (Narasaiah and Krishna). Our research found that the strategy for handloom goods was determined by the method of manufacture. Although the independent weaver mostly markets his work by paddling, organized manufacturers advertise their goods through display halls, money dealers. Gosh (1947) emphasized the handloom industry's dependence on geography (Lavit). According to research, businesses that are close to a market benefit from location-based promotion (Tripathy). The geographical advantage does not, however, have to be overemphasized.

3. METHODOLOGY

Sampling selections all of the people that work in the industry in Thanjavur were included in the research's potential market. According to this, a sample size of 75 collected samples had already been established. The qualitative and quantitative statistical tests used to conduct research investigations were used (Gurumoorthy and Rengachary). The respondent's data are taken into account using SPSS software implying the algorithm of linear regression model (Madhuri and Tejaswani) (Singh). Most data was gathered using questionnaires that asked for both individual and scientific information. Interviews as well as the analytical manual were used to gather qualitative sources.

For this study, basic is used to analyze the data collected through the questionnaire. These definitions suggest that average, sample variance, percentage, etc. are used in simple regression. This establishment of each variable with a theoretical foundation has been made based on the regression analyses (Mondal). By providing questionnaires to 75 sample respondents, data are collected, and simple tables are used to examine the data in terms of financial troubles, marketplace failures and medical problems (Govt and India Mitra).

4. RESULT AND DISCUSSION

Both quantitative and qualitative data were used to create the research. We used a structured questionnaire and an in person interviewing technique to gather quantitative data approach from 75 respondents. In the current study, simple random sampling was employed. This sample was comprised of handloom weavers as well as the inhabitants of Tamil Nadu state. By providing questionnaires to

75 sample respondents, data were obtained, and simple statistics were used to examine the data in terms of financial troubles, market challenges, manufacturing issues, social issues, and medical issues.

4.1. Financial Troubles

The handloom industry is decentralized, with locations in both rural and urban areas. It is very diverse in terms of product, method, and geographic movements. Only if the government can offer a rehabilitation program comparable to how many weavers in India labor under terrible conditions while producing goods of a high caliber will the handloom sector continue. People give their entirety to the job they do for the handloom industry as well as the farmers who lost crops. Table 1 below displays the respondents' financial troubles in Tamil Nadu.

TABLE 1. Financial troubles

Financial Troubles	No. of respondents	% of Weavers
Having financial issue	48	54.75
Haven't financial issue	27	45.25
Total	75	100

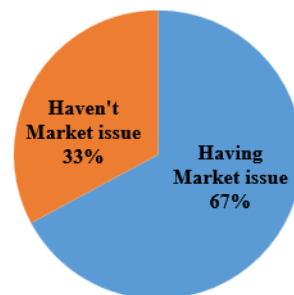
The majority of respondents had money issues, as seen in the accompanying table. That is, 48 (54.75%) of the 75 respondents who were weavers are having money issues. Only 27 (45.25%) respondents reported having no financial troubles.

4.2. Marketplace Failures

A lot of factors contribute to the local market's inability to add value to handloom items. Many people believe that handlooms neglect customer preferences as well as market changes. Through this separation, a position that reads market preferences, transforms them into designs, and is responsible for making them practicable at the manufacturing level was enabled. The main issue that necessitated the creation of an effective plan was marketing. Handloom is not just modifying established market rules; it is also transforming how market transactions are conducted. The sales oriented mentality has been adopted by the industry. Weavers are

underemployed and unemployed as a result of insufficient marketing services and facilities, which periodically accumulate stockpiles. Graph 1 below displays the respondents' marketing-related issues in Tamil Nadu.

Statement of marketplace issues



Graph 1: Statement of marketplace issue

The majority of responders, as seen in the above chart, have marketing issues. In other words, 57 (67%) of the 75 respondents who were weavers reported having marketing issues. Only 18 respondents, or 33%, reported have not a marketplace issues.

4.3. Medical problems

TABLE 2. Medical problems suffer from weavers

Medical Problem	No. of respondents	% of weavers
Eye problem	15	17
Back pain issues	35	45
Respiratory problem	20	25
Joint / Leg pain	5	13
Total	75	100

Everyone is aware that good health is wealth. When a person is free from any type of bodily or mental sickness, they are said to be in good health. In order to increase efficiency and production, better health is one of the requirements. Handloom weavers frequently have a range of occupational health issues that worsen as they age. Poor eye sight, cataracts, high or low blood pressure, heart conditions, respiratory problems, backaches, joint pains, leg aches, as well as other conditions, are a few of the health issues that handloom weavers are known

TABLE 3. QUESTIONNAIRE

	Acceptance Rates				
Are you aware that 95% of the handwoven textiles produced worldwide are produced on Indian handlooms?	1	2	3	4	5
Do you agree that the central marketing department stands ineffective?	1	2	3	4	5
Do you agree that the handloom sector as a source of employment for 27.83 lakh households continues to be significant for the Indian economy?	1	2	3	4	5
Do you agree that many customers in general assume that handlooms disregard their preferences and market developments?	1	2	3	4	5
Do you agree to the fact that the textile industry is largely dominated by power looms?	1	2	3	4	5
Should the stakeholders in the textile industry consider “pure handloom” production in India as a from reality	1	2	3	4	5
Do you agree that the developments of a quality product, an appealing price, and accessibility for target clients are no longer sufficient forms of modern marketing?	1	2	3	4	5
Do you agree that currently, communication is used to manage the customer’s buying process as it progresses through the pre-selling, selling, consuming, and post-consuming phases owing to various customers?	1	2	3	4	5
Do you think if a manufacturer chooses to use an exclusive or selective strategy, they should pick an intermediary who has expertise in dealing with comparable products, is reputable, and is well-known to the target market?	1	2	3	4	5
Do you agree that the consumers will have certain expectations from the handloom sector, and the weavers must constantly meet those expectations?	1	2	3	4	5
In comparison to the textile industry, the handloom sector is considerably behind in the promotion and advertising of its products.	1	2	3	4	5
Do you agree that even though a larger population of our country has sizable handloom community however some of those populations are rapidly dwindling?	1	2	3	4	5
Do you agree that the weavers turn to local master weavers who engage in the production and trade of handloom products, when such groups are unable to find work for themselves	1	2	3	4	5
Do you agree that the customer retention is also seen to be a key factor in determining overall satisfaction, intention to refer, perceived value for money, and intention to make another purchase.	1	2	3	4	5
Do you agree that through the use of a marketing strategy, a company’s limited resources can be focused on the best possibilities to boost sales and gain a long-term competitive edge?	1	2	3	4	5
Do you think that, lack of modernization and stiffness and limited designs also add to marketing difficulties.	1	2	3	4	5

to have. Most of the weavers have a considerably older appearance than their actual age.

The majority of respondents, or 35 out of 75 (55%), suffer from back pain issues, as seen in the above Table.2. Lung disease is the most com-

mon complaint among 20 responders (25%). 15 respondents (17%), it appears from the statistics, have cataracts and poor eye sight. Additionally, 5 responding weavers (13%) reported having joint as well as leg discomfort.

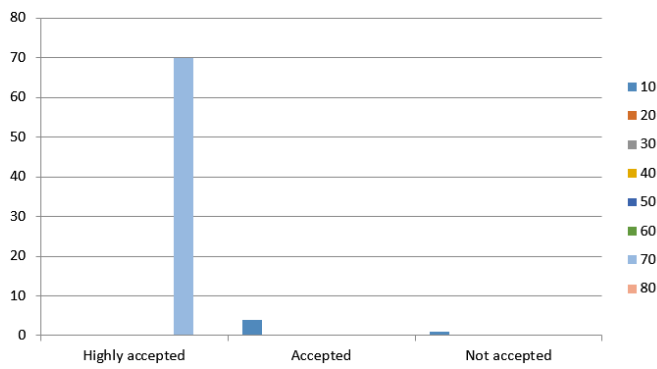


FIGURE 1. Indian Handloom handwork

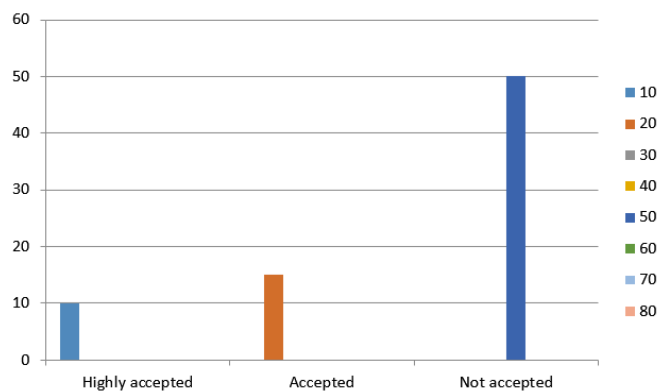


FIGURE 2. Central marketing department stands ineffective

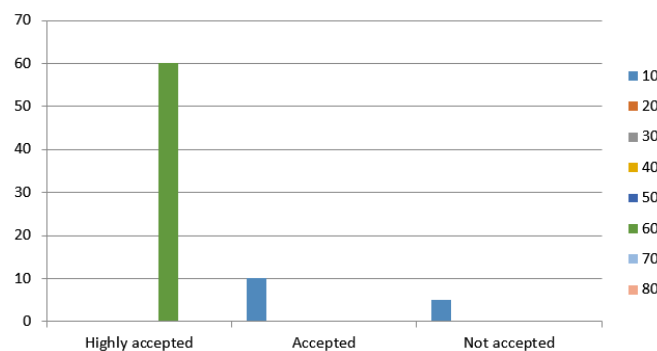


FIGURE 3. 28.7 Lakh is significant

1. What was the sales percentage of the handloom and power loom products during and before the covid 19 pandemic?

2. Do you have any suggestions regarding the marketing strategies that need to be implemented in order to improve the handloom sector's sales and production. (If any)

5. CONCLUSION

The traditional artisan craft abilities of the weavers, which satisfy local requirements and desires, have led to the industry being regarded as noteworthy. In

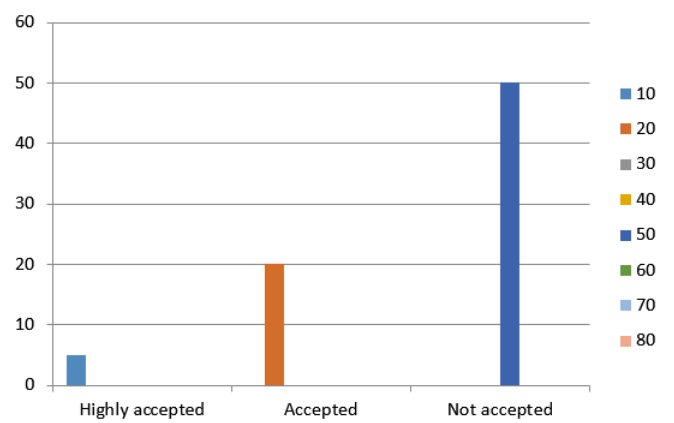


FIGURE 4. Disregard their preference and market developments

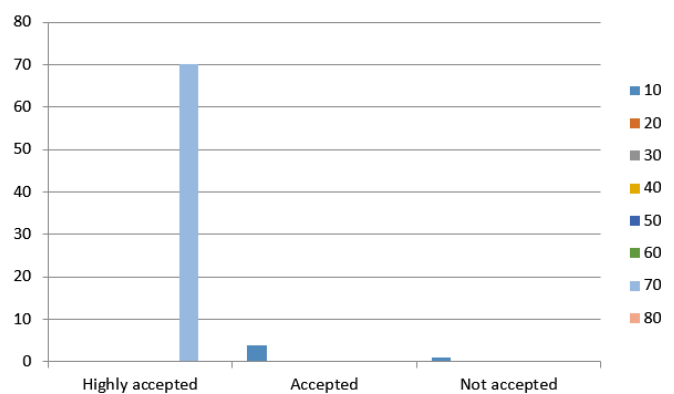


FIGURE 5. Textile industry is largely dominated by power looms

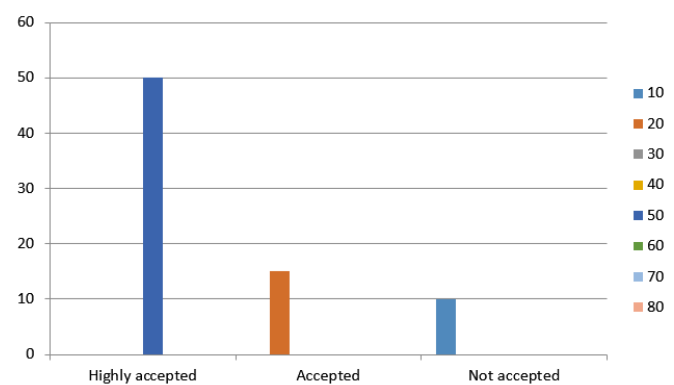


FIGURE 6. Pure Handloom

the contemporary economy, the handloom industry offers several advantages. It is straightforward and relates to the right technology. Due to their eco-friendliness, handlooms are a good fit for a world that seeks clean air and water. Every modern training and educational institution is unable to prepare students for the skills and capacities that are passed down to them. Every sort of community may start

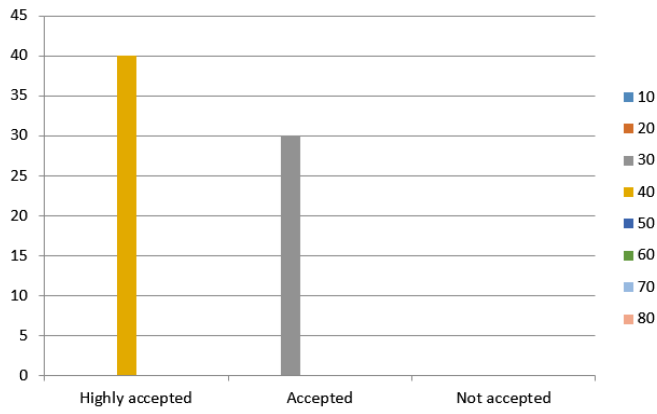


FIGURE 7. Modern Marketing

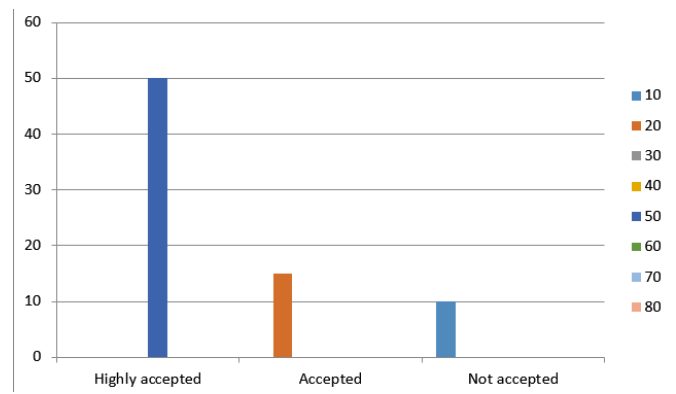


FIGURE 11. Rapidly Dwindling

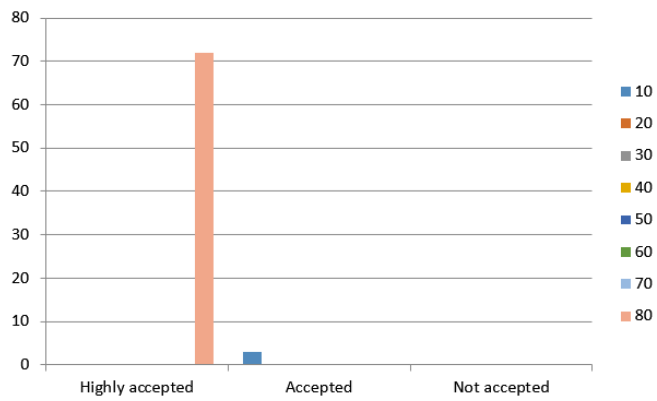


FIGURE 8. Communication

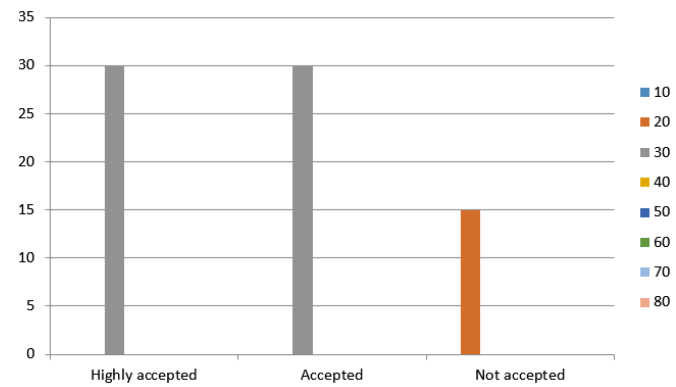


FIGURE 12. Find work for themselves

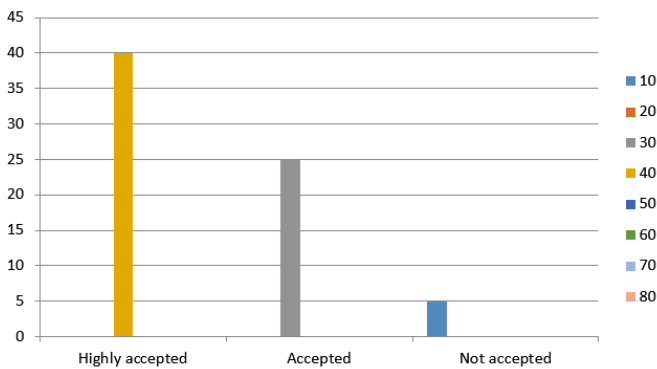


FIGURE 9. Well-Known Target

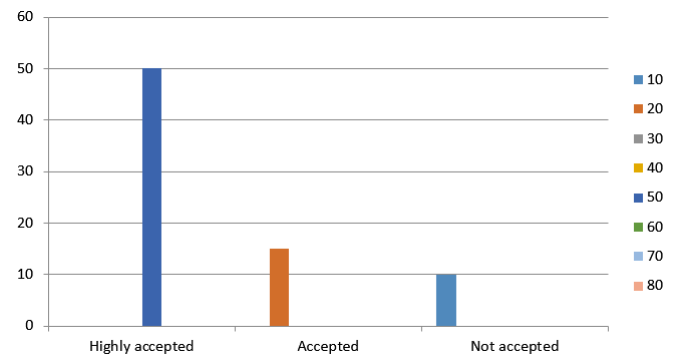


FIGURE 13. Purchase

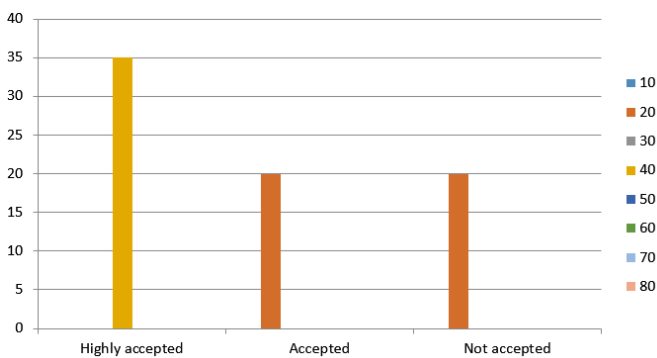


FIGURE 10. Expectations

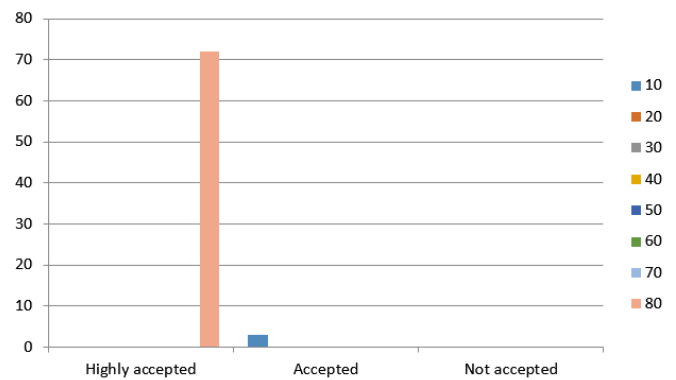


FIGURE 14. Long-term competitive edge

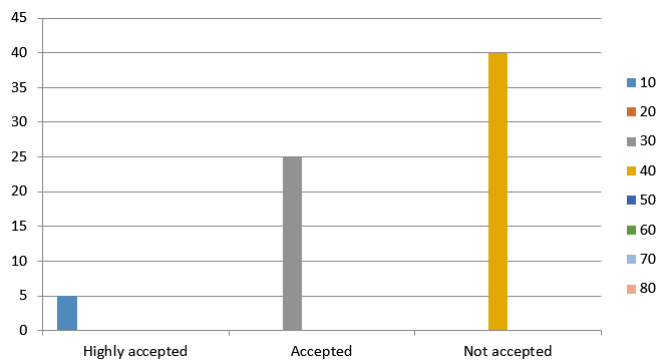


FIGURE 15. Marketing difficulties

practicing handloom weaving since there is enough room for customization. These techniques were broken down into numerous elements, and a questionnaire connected to the handloom industry was created for the purpose of analyzing them. Traditional methods are used to produce goods in the handloom industry. In the course of manufacturing, they will be able to incorporate new technology. Most of the customer's top choices are covered by new technologies.

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