

# A Study on Consumer's Perception towards Handicraft Products with Special Reference to Tiruppur City

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**Abstract-** Handicraft is an art of craft in which people create something solely with their hands or using simple instruments. Handicraft industries are those that manufacture items by hand, rather than utilising machines, to suit the needs of the people in their community. Artistry, crafting, and handcrafting are all names used to describe handicrafts. Handicrafts emerge with the rise of human creative activity.

**Keywords-** Consumer Perception, Handicraft products, handmade products.

## I. INTRODUCTION

"An item or product made using manual skills, with or without mechanical, electrical, or other processes that appeals to the eye because it is artistic, aesthetic, creative, ethnic, or representative of cultural, religious, or social symbols or practises whether traditional or contemporary."

- Handicraft is a skilled activity in which something is done by hand in a conventional manner rather than by machines in a factory, or an object created by such an activity. The word "arts and crafts" is also used in this context.
- Consumer Perception is a term used to describe a consumer or group of consumers' thoughts and feelings about a company.

Examples of Handicraft products

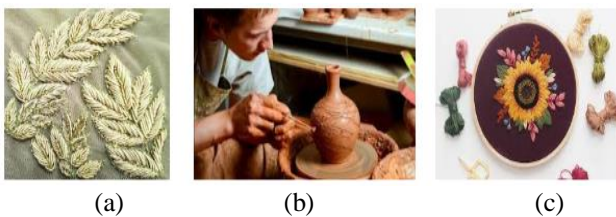


Fig 1. Handi Craft Products.

## II. REVIEW OF THE LITERATURE

Joshi et al (2020), identified that the purpose of this paper is to show how green training, an important human resource function, promotes green innovation in handicraft businesses. The moderating influence of resource commitment and the mediating role of green dynamic capacities are also investigated. To evaluate the proposed hypotheses, a survey of 211 handicraft managers is

conducted, followed by a qualitative method in which two handicraft organisations' examples are explored.

The study's findings show that green training has a direct and indirect impact on an organization's green creativity, and that the green dynamic capabilities have an indirect impact on green creativity via the moderating function of resource commitment in delivering superior creative outputs. This is the first study to look at green creativity as a result of green training. The study's mixed-methods methodology aids in a better understanding of the hypothesised linkages, allowing for the development of existing theory on green training, green dynamic capability, and green creativity.

## III. DATA ANALYSIS AND INTERPRETATION

### 1. Simple Percentage Analysis:

The Percentage analysis is used for comparing certain features. The collected data represented in the form or table and graphs in order to give effective population comparison made.

$$\text{Simple percentage} = \frac{\text{Actual Population} \times 100}{\text{Sample Size}}$$

### 1.1 Gender of the respondents:

Table 1. Gender of the Respondents.

| S.No  | Gender | Total no. of respondents | Percentage (%) |
|-------|--------|--------------------------|----------------|
| 1.    | Male   | 85                       | 62             |
| 2.    | Female | 51                       | 38             |
| Total |        | 136                      | 100            |

### Interpretation:

The above table shows, 62% of the respondents were male and 38% of the respondents were female.

It is observed that the majority of the respondent's gender belongs to (62%) male.

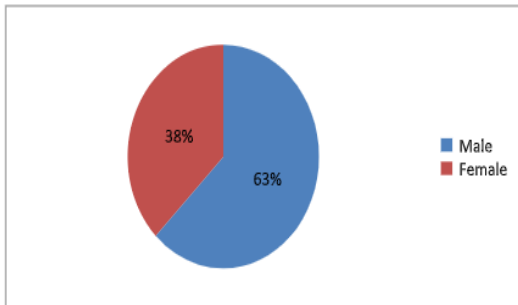


Fig 2. Chart Showing the Gender of the Respondents.

### 1.2 Source of income:

Table 2. Source of Income.

| S.No  | Particulars | Total no. of respondents | Percentage (%) |
|-------|-------------|--------------------------|----------------|
| 1.    | Self        | 74                       | 56             |
| 2.    | Parents     | 60                       | 43             |
| 3.    | Siblings    | 2                        | 1              |
| Total |             | 136                      | 100            |

Source: Primary data

#### Interpretation:

The above table shows, it is clear that 43% of the respondents earn income by self, followed by 43% of the respondents earn income through their parents and the rest 1% of the respondents earn income through their siblings. It is observed that the majority of the respondents (56%) earn income by self.

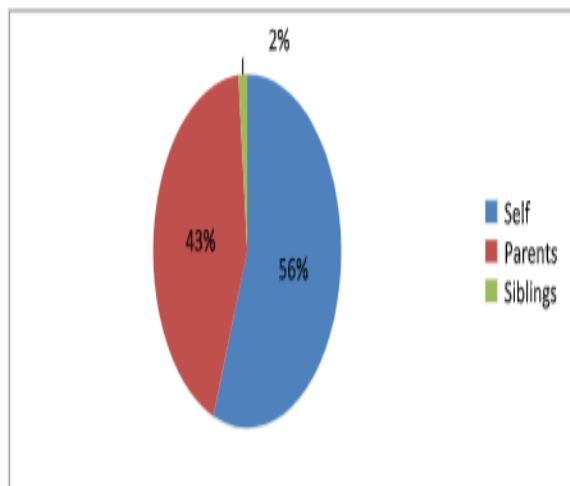


Fig 3. Chart Showing the Source of Income of the Respondents.

### 1.3 Awareness level of the handicraft products:

Table 3. Awareness level of the handicraft products.

| S.No  | Particulars             | Total no. of respondents | Percentage (%) |
|-------|-------------------------|--------------------------|----------------|
| 1.    | Yes in the recent times | 67                       | 49             |
| 2.    | Yes I knew it earlier   | 69                       | 51             |
| Total |                         | 136                      | 100            |

Source: Primary data

#### Interpretation:

The above table shows, 51% of the respondents were aware of handicraft products earlier and 49% of the respondents were aware of the handicraft products in the recent times.

It is observed that the majority of the respondents (51%) were aware of the handicraft products earlier.

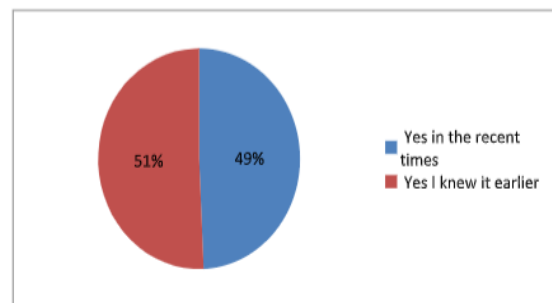


Fig 4. Chart Showing the Awareness level of the handicraft products of the Respondents.

### 1.4 Reason to use handicraft products:

Table 4. Reason to use handicraft products.

| S.No  | Reason to use handicraft products | Total no. of respondents | Percentage(%) |
|-------|-----------------------------------|--------------------------|---------------|
| 1.    | Environmental friendly product    | 51                       | 38            |
| 2.    | Innovatively created products     | 40                       | 16            |
| 3.    | Old tradition                     | 22                       | 2             |
| 4.    | Handmade products                 | 13                       | 32            |
| 5.    | Designed in artistic way          | 10                       | 12            |
| Total |                                   | 136                      | 100           |

Source: Primary data

**Interpretation:**

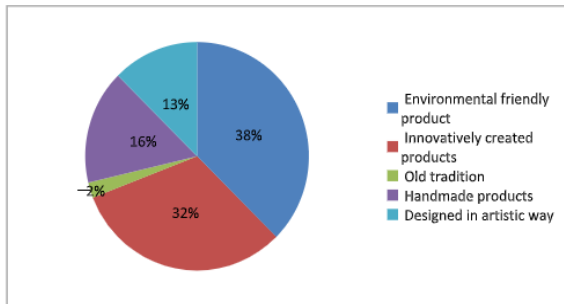


Fig 5. Chart Showing the Reason to use Handicraft Product.

The above table shows that 38% of the respondents were using the handicraft products because it is environmental friendly followed by 32% of the respondents were using the handicraft products because it was handmade innovatively created and 16% of the respondents were using handicraft products because it was innovatively created. 12% of the respondents were using the handicraft products designed in artistic way and 2% of the respondents were using the handicraft products for old tradition. The majority of the respondents purchased the handicraft products because it was environmental friendly.

It is observed that the majority of the respondents (38%) purchased the organic cosmetic because it was environmental friendly.

**2. Ranking Analysis:**

Under this method the respondents are asked to rank the choices. This method is easier and faster. Here in this study the respondents are asked to rank various factors based on their attitude towards online and offline purchase.

Table 5. Customer attitude of online purchase

| Factors                                   | 1  | 2  | 3  | 4  | 5  | Score | Rank |
|---|----|----|----|----|----|-------|------|
| Reading reviews                           | 12 | 9  | 28 | 51 | 36 | 318   | II   |
| Availability of products with wider range | 10 | 9  | 22 | 45 | 50 | 293   | IV   |
| Availability of online customer service   | 2  | 4  | 36 | 48 | 45 | 275   | V    |
| Saves time and effort                     | 15 | 20 | 14 | 39 | 48 | 323   | I    |
| Payment methods                           | 10 | 23 | 9  | 40 | 54 | 303   | III  |

Source: Primary data

**Interpretation:**

From the above table, it shows that saving time and effort was ranked 1st with the score of 323, reading reviews ranked 2nd with the score of 318, payment methods was ranked 3rd with the score of 303, availability of products with wider range was ranked 4th with the score of 293 and availability of online customer service was ranked 5th with the score of 275.

Table 6. Customer attitude of offline purchase

| Factors                                     | 1  | 2  | 3  | 4  | 5  | Score | Rank |
|---|----|----|----|----|----|-------|------|
| Happiness and spending time with loved ones | 65 | 2  | 17 | 2  | 50 | 438   | III  |
| No need to wait for the delivery            | 52 | 28 | 4  | 50 | 2  | 486   | II   |
| Availability of customer service            | 40 | 4  | 18 | 5  | 70 | 350   | IV   |
| Touch and feel the product                  | 60 | 48 | 17 | 8  | 3  | 562   | I    |
| Payment methods                             | 26 | 3  | 6  | 57 | 44 | 318   | V    |

Source: Primary data

**Interpretation:**

From the above table, it shows that touch and feel the product was ranked 1st with the score of 562, no need to wait for the delivery ranked 2nd with the score of 486, happily spending time with loved ones for purchasing was ranked 3rd with the score of 438, availability of customer service was ranked 4th with the score of 350 and payment methods was ranked 5th with the score of 318.

**IV. CONCLUSION**

The main goal of this study is to determine the needs and wants of the targeted consumers, as well as their preferences for handicraft products. It discussed a variety of topics that will have an impact on consumer perception of handicraft products. The study's conclusion might serve as a starting point for new businesses entering the market. According to the findings, handicraft products are mostly consumed by female. Self-earning respondents are willing to buy customised handicraft products at a cheaper price with realistic quality expectations.

From the study it is explored that the consumers are aware of handicraft products. The consumers are mostly willing to use organic and eco-friendly products. The consumers prefer both online and offline shopping for purchasing handicraft products.

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