



## Measurement of Marketing Challenges Being Faced By Traditional Textile Manufacturers of Garhwal Region of Uttarakhand

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**Abstract:** Handloom division under material industry is the second-biggest work producing segment for a significant provincial populace in India after agribusiness. It gives direct work to a significant populace occupied with weaving and partnered exercises. Extraordinary plans and artfulness is the claim to fame of Indian handloom industry alongside the masterfulness of weavers, it additionally exhibits the wealth and assorted variety of the country. Handlooms contribute a significant part in sends out too. The area has a bit of leeway of being less capital escalated, insignificant utilization of intensity which makes it eco-accommodating, adaptability of little production, receptiveness to advancements and versatility to showcase necessities. Some significant handloom export Indian centres are Varanasi, Panipat and Kannur some more places which involved in the handloom items like Bed clothing material, Table material, Linen, Kitchen material, Flooring material, weaved materials, curtains and so forth are delivered for export markets. Present research paper has measured the marketing challenges which are faced by the traditional textile manufacturers of Garhwal region of Uttarakhand. On the basis of research findings various suggestions and recommendations are made to manufacturers, state Government and other associated stakeholders.

**Keyword:** Textile Industry • Tribal Community • Marketing Challenges • Garhwal Region

### Introduction

It is a characteristic creative resource and convention at cottage level, which has supported and developed by move of ability from one age to other. Inferable from the sloppy idea of the part there are a few issues that the weavers face which have aggravated in the ongoing occasions. This has prompted conclusion of numerous handloom units and hence has brought about gigantic joblessness. In this current scenario, the organizations are facing various challenges. All these issues are challenged by local vendors, national and international marketers (Bhagwati & Jagdish, 2004). The major challenges are generation of solid leads which is considered pivotal for marketing success (Kotler, 2003). Another challenge is Information overload. Subsequently inadequate use of tools and technology is also a challenge for all (Singh et al.,

2018). Other significant challenge are overwhelming flow of data from various external sources (Meredith & Robyn, 2007) and securing Enough Resources. The progressions positively influencing (or harassing) the both assistance and assembling industry are no mystery. The business faces broad-based globalization of its business, deregulation of ventures and markets, privatization of state-claimed resources, and progressive mechanical advances (as depicted in the former article). Those progressions are influencing the business in manners that are just currently getting evident. In the upcoming decade, marketing is confronted with some irresistible complications, changes are all over the place (Dharmaraju, 2006). New categories are evolving and settling at a speedy rate. Communication is progressively divided and heavily influenced by the crowd instead of the brand. In this swift



moving digital world includes innovative alternatives and intricacy. It is more enthusiastically than at any other time for a contribution or a marketing project to break out. Since the epoch of 1980's the Indian rural marketers have utilized to fascinate in the Indian buyer showcase. The way that 70% of country's populace was untouched (Shrivastava & Prasad, 2018), that was the significant fascination for advertisers. In ongoing time this fascination has expanded with the extra cash that arises into the hands of rural buyers because of green unrest, ascend in Agri-produce costs and MNREGA spending. Financial plan 2013 further fortifies the rural story with MNREGA in light of the fact that there has been a considerable increment in their expenditure. These activities move the rural purchasers towards Brands. Rural market comprises a significant section of generally speaking economy, for instance in USA, 55 million individuals dwell in rural zones (Kotni, 2012). Government offices like IRDA (Insurance Regulatory and Development Authority) and NCAER (National Council for Applied Economics Research) characterize rural as a town with a populace under 5000 with 75% male populace occupied with agribusiness, while Hindustan switch, ITC and most FMCG organizations characterize rural as wherever with a populace under 20,000. Engardio (2007) has emphasised on important role of handlooms for export businesses for both Indian and China for reducing their fiscal deficit.

### Review of Literature

The fabric producing industry grips a noteworthy prominence in the Indian Economy, (Khatua 2000). It gives one of the utmost basic requirements of human being to be specific clothing, (Kuznets & Simon 1971). Indian fabric producing industry act as a self-regulating, from the fundamental necessity of raw materials to the final merchandises, with enormous valuable enlargement at each phase of processing, (Gherzi 2000). Gokhle & Katti (1995) explained Fabric producing plants were endeavoured in India as ahead of schedule as 1818, however for an

assortment of reasons, the primary effective one was set up simply after 1850. It is notable that these plants didn't have the advantages of noteworthy tax assurance, that was considered as uniquely to arise in the 1920, (Chaudhuri, 1992). The tale of the development of the Indian turning and weaving businesses is finest explanation given by Mehta (1953, 1954). The fabric producing industry holds a significant place in our nation. This whole industry is treated as independent and resourceful industry, from manufacture of raw materials to the transport of completed goods with significant value-addition at separately phase of procedures; it is considered as giant contributor in the nation's economy (Mishra 1993). India holds third position in the world as a biggest producer of cotton after China and the USA-and also India is the subsequent leading cotton customer after the China (Whalley 1997). India is also the world's second biggest producer of fabric after China (Sreenivashan & Kashturi 1984). After horticulture, Indian fabric production and garment industry hold the second position to create a large number of occupation utmost vital economic activity. It provides work directly to more than 15 million people in the plants, power loom and handloom divisions (Mehta 2001). Entire Indian fabric producing industry is one of the noteworthy supporters of the complete yield of the quickly developing Indian modern area; it represents 14% of the entire industrial manufacturing (Sundar & Shetty 2001). The development of Indian Fabric producing Industry and Fabric producing sectors' commitment to GDP of India is likewise critical which right now adds up to 4%. It is likewise one of the significant wellsprings of fare profit for the nation and its commitment is around 16-17% of all out-fare profit. Its offer in the producing value added is assessed right now at around 12 % (Sengupta & Nirmal 2001).

### Data Analysis and Interpretation

In order to measure the marketing challenges being faced by the traditional textile manufactures of Uttarakhand, following research objectives and hypotheses have been formulated;



1. The primary objective of the study is to assess the marketing challenges in the processes and working of the traditional textile industry units established in Garhwal region.

➤ **H<sub>0</sub>1** There is no significant marketing challenge being faced by tribal woollen textile manufactures of Uttarakhand towards processes of the traditional textile industry

➤ **H<sub>0</sub>1.1** There is no significant marketing challenge faced by tribal woollen textile manufactures of Uttarakhand towards working with the traditional textile industry

In order to measure the collective and overall perception and satisfaction level of tribal woollen

textile manufacturers towards marketing challenges being faced by them while processing and working in traditional textile industry in Uttarakhand and to test the proposed Null hypothesis “**H<sub>0</sub>1** There is no significant marketing challenge being faced by tribal woollen textile manufactures of Uttarakhand towards processes of the traditional textile industry” and achieving its corresponding objective “The primary objective of the study is to assess the marketing challenges in the processes and working of the traditional textile industry units established in Garhwal region”, Researcher has conducted One sample t-test and Gap analysis and results are computed in Table 1.

**Table 1:** Results of One sample t – test for perception and satisfaction of tribal textile manufactures towards marketing challenges being faced while processing traditional textile industry in Uttarakhand

Group	N	Hypothesize Mean	Mean	S.D	Mean Difference	t-ratio	p-value
Manufacturers	1000	25	21.80	0.980	03.20	103.22	0.000**

**Source- Primary Data**

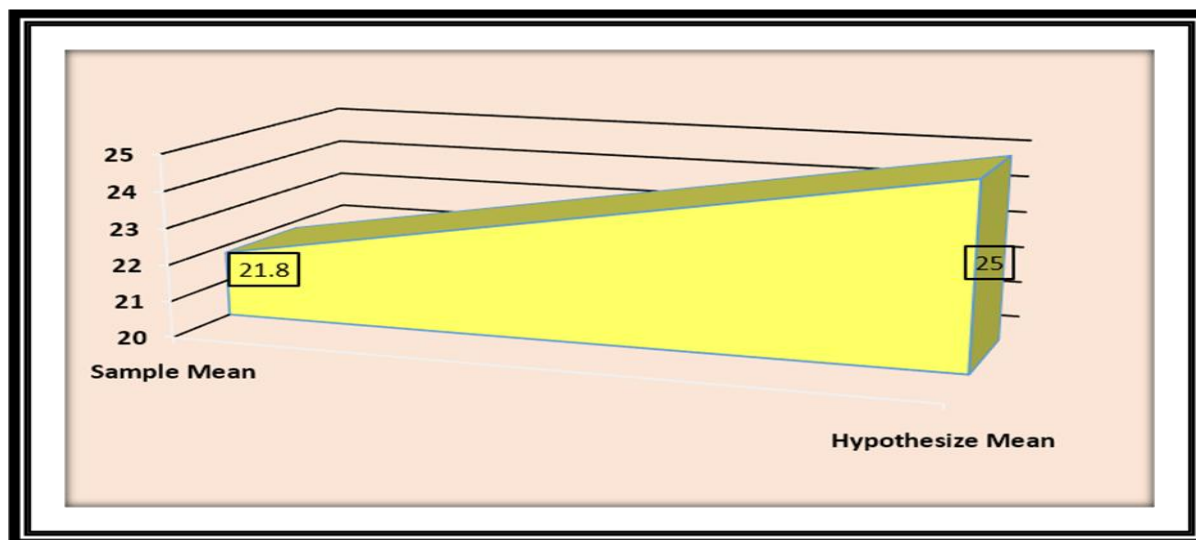
Table 1 shows that sample mean of total woollen textile manufacturers’ (N=1000) perception and satisfaction is 21.80 and value of hypothesize or population mean is 25 (test value) and mean difference of 03.20 between them and value of S.D., t-ratio, and p value are 0.980, 103.22 and 0.000 respectively. Hence, p value is 0.000 (p=0.000 < 0.01) which is less than 0.01 and 0.05 therefore there is a significant mean difference between sample and hypothesize or population mean of total textile manufacturers (N=1000) perception and satisfaction towards marketing challenges being faced by them while processing and working in traditional textile industry in

Uttarakhand and thus, Null hypothesis “**H<sub>0</sub>1** There is no significant marketing challenge being faced by tribal woollen textile manufactures of Uttarakhand towards processes of the traditional textile industry” has been **rejected** and its corresponding objective “The primary objective of the study is to assess the marketing challenges in the processes and working of the traditional textile industry units established in Garhwal region” was also **achieved**. Further, with the help of area graph this is also clear that sample mean of textile manufacturers is lying under which level of perception and satisfaction category towards marketing challenges being faced by them while processing in traditional textile industry in Uttarakhand based on the Table 2.



**Table 2:** Level of perception and satisfaction category of manufacturers towards marketing challenges being faced while processing textile industry

Mean Scores	Level of perception and Satisfaction
5-10	Low
11-15	Average
16-20	High
21-25	Very High



**Figure 1:** Area Graph of Perception and Satisfaction of manufactures towards marketing challenges being faced while processing textile industry

From Table 2 and Fig 1, it is clear that traditional textile manufactures of Uttarakhand are facing very high marketing problems while processing textile industry, as sample mean (21.80) of their perception and satisfaction is fall under very high level of perception and satisfaction category (21-25).

For measuring the collective and overall perception and satisfaction level of tribal woollen textile manufacturers towards marketing challenges being faced by them while processing and working in traditional textile industry in

Uttarakhand and to test the proposed sub-Null hypothesis “**H<sub>0</sub>1.1**There is no significant marketing challenge being faced by tribal woollen textile manufactures of Uttarakhand towards working with the traditional textile industry” and achieving its corresponding objective “The primary objective of the study is to assess the marketing challenges in the processes and working of the traditional textile industry units established in Garhwal region”, Researcher has conducted One sample t-test and Gap analysis and results are computed in Table 3.



**Table 3:** Results of One sample t – test for perception and satisfaction of tribal textile manufactures towards marketing challenges being faced while working with traditional textile industry in Uttarakhand

Group	N	Hypothesize Mean	Mean	S.D	Mean Difference	t-ratio	p-value
Manufacturers	1000	25	22.90	0.768	02.10	86.41	0.000**

**Source- Primary Data**

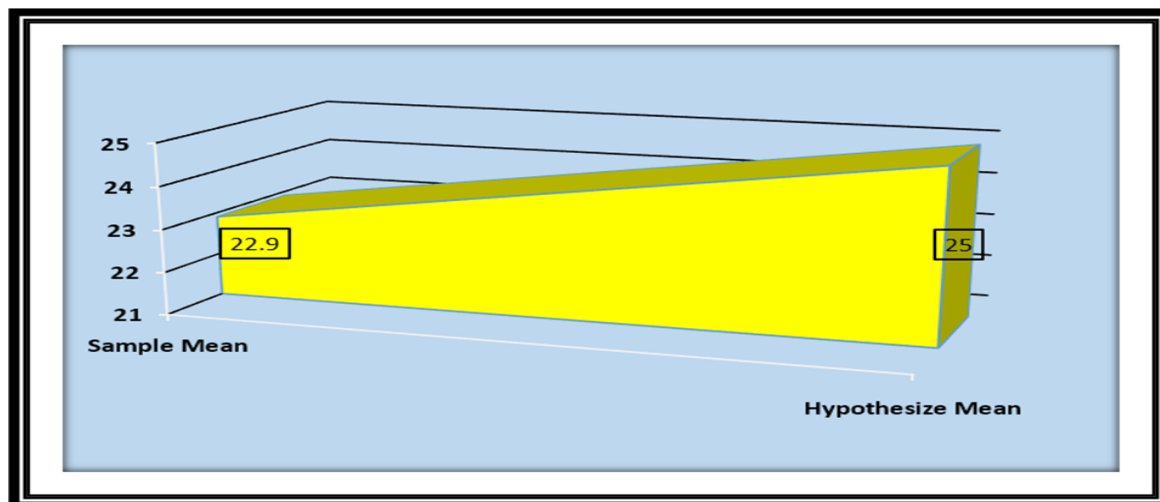
Table 3 shows that sample mean of total woollen textile manufacturers’ (N=1000) perception and satisfaction is 22.90 and value of hypothesize or population mean is 25 (test value) and mean difference of 02.10 between them and value of S.D., t-ratio, and p value are 0.768, 86.41 and 0.000 respectively. Hence, p value is 0.000 ( $p=0.000 < 0.01$ ) which is less than 0.01 and 0.05 therefore there is a significant mean difference between sample and hypothesize or population mean of total textile manufacturers (N=1000) perception and satisfaction towards marketing challenges being faced by them while processing and working in traditional textile industry in Uttarakhand and thus, sub-Null hypothesis

“**H<sub>0</sub>1.1** There is no significant marketing challenge being faced by tribal woollen textile manufactures of Uttarakhand towards working with the traditional textile industry” has been **rejected** and its corresponding objective “The primary objective of the study is to assess the marketing challenges in the processes and working of the traditional textile industry units established in Garhwal region” was also **achieved**.

Further, with the help of area graph this is also clear that sample mean of textile manufacturers is lying under which level of perception and satisfaction category towards marketing challenges being faced by them while working with traditional textile industry in Uttarakhand based on the Table 4.

**Table 4:** Level of perception and satisfaction category of manufacturers towards marketing challenges being faced while working with textile industry

Mean Scores	Level of perception and Satisfaction
5-10	Low
11-15	Average
16-20	High
21-25	Very High



**Figure 2 :** Area Graph of Perception and Satisfaction of manufactures towards marketing challenges being faced while working with textile industry

From Table 4 and Fig 2, it is clear that traditional textile manufactures of Uttarakhand are facing very high marketing problems while working with textile industry, as sample mean (22.90) of their perception and satisfaction is fall under very high level of perception and satisfaction category (21-25).

### Findings, Conclusions and Recommendations

1. It was found that population or hypothesize mean (25) of the total traditional tribal textile manufacturers of Uttarakhand (N=1000) was greater than their sample mean (22.90) toward marketing challenges being faced by them related to **processing** of textile industry in the study area and there is significant difference between them. Therefore it is concluded that traditional textile manufacturers of Uttarakhand are facing very high and significant marketing challenges related to processing of textile industry in the study area.
2. Results suggested that population or hypothesize mean (25) of the total traditional tribal textile manufacturers of Uttarakhand (N=1000) was greater than their sample mean (22.90) toward marketing challenges being faced by them related to **working** with textile industry in the study area and there is significant difference between them.
3. It was noticed that mean score (22.90) of working marketing challenges was greater than mean score (21.80) processing marketing challenges being faced by traditional tribal textile manufacturers of Uttarakhand (N=1000) in the study area and there is significant difference between them. Therefore it is concluded that traditional tribal textile manufacturers of Uttarakhand are facing more working marketing challenges as compare to processing marketing challenges with the textile industry in the study area.
4. It is recommended to State Government and other associated Non-Governmental organizations that they must support and provide financial assistant to local manufacturers and minimize the marketing challenges through ensuring proper market structure and platforms.
5. There is need of Public Private Partnership (PPP) in order to improve the present conditions of tribal traditional textile industry of Uttarakhand and work collective towards the common goals.
6. Active participation of local communities must be ensure through traditional textile



industry in Uttarakhand and provide them economic and employment opportunities that would lessen up migration problems of the state.

7. Indigenous culture, traditions and products shall also be protected and promoted with the help of textile industry in the State.

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