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### **CUSTOMER SATISFACTION AND INCLINATION WITH WOODEN HANDICRAFT PRODUCTS- A FOLKLORE OF CHANNAPATNA**

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#### **ABSTRACT**

The Small Scale Industry playing a vital role in the development of the Indian economy and alleviation of major social problems like unemployment and poverty. The government of India is taken a great step to improving this sector where it is not only contributing to the GDP and economic development of the country, it is giving paramount importance to income and wealth distribution, self-dependency, and many other factors for the economic upliftment of the country. Handicrafts are yet another sector where it is an important part of SSI and its contribution is a considerable factor, increased by 6.44% during 2018-19, where it represents its tradition and customs of the particular region. In Karnataka, the place named Channapatna proverbial for wooden handicraft products since Tippu Sultan's period. The contribution and development of this sector by him is noticeable and remarkable. It faces many ups and downs in its development history. Well, skilled craftsmen and artisans from the organized sector are making attractive products using their talents and guidance provided by many sources. Woodworks exports during 2018-19 stand at US\$ 518.19 million. The focal point of the study was to analyze the satisfaction of customers towards wooden handicraft products in the competitive market when many other available alternatives. The study tries to understand customers' inclination to protect this sector as a mark of tradition in this altering environment.

The study was adopted as an explorative and descriptive method of research. Primary and secondary data were collected on entrenched objectives. SPSS package was used to analyze the data by applying Factor analysis and Correlation. Based on analysis respective interpretations were drawn to arrive at probable suggestions and conclusions. The probable finding of the study were focused to arrive at proving set objectives. This may help to identify the satisfaction level of customers indirectly helps to stimulate to produce more; the traditional protection inclination part of the customers may enhance latent growth of the sector in the future.

## PROLOGUE

India is a land of its rich culture, rituals, and heritage of much traditional history. The first reference to handicraft was founded in 3000 B.C – 1700 B.C at the time of Indus valley civilization, founded by Moen Jo Daro. This period was having technical excellence in making attractive pottery, metal, and jewelry making. They not only satisfy the local needs but also surplus was exported. Motionless Handicrafts an inconceivable tradition and practice of various regions in India. It is a part of the economic development and upliftment of many populations by adopting this as their livelihood. It stands as sources of income by generating employment for economically and socially backward people in society. This practice became a mark of tradition from one generation to another and also many people took up this as their startups and became flourishing entrepreneurs not only in India but also worldwide. To augment and shore up this sector in a gigantic way central and state governments have taken significant initiatives to reach the artisans and make handicrafts products famous in international markets. Distinguished initiatives are Development Commissioner ( Handicrafts ) Ministry of Textiles, Government of India, National Handicrafts Development Program ( NHDP), BabasahebAmbedkarHastshilpVikasYojana ( AHVY) Technology Upgradation Fund (TUF), and many more at district, state, and national level.

## REVIEW OF EARLIER STUDIES:

(Lal & Priyanka, 2019) their study mentioned about customers is not much aware of handloom products and effective measures to be taken to create awareness by organizing an exhibition, fair, personnel selling and those customer purchase the products are satisfied with the quality, durability, price promotional activities and availability.

(Sreelekha & Ambily, 2018) study about bamboo products, customer attitudes towards online marketing, and the awareness level. Suggestions provided to improve the marketing techniques, product delivery system, unaware about online marketing terms and conditions any other problems associated. But this study also concluded that most of the customers are not aware of the product's availability.

(Mogindol & Teknologi, 2014) study about tourist perception and appealing about handicraft products in Sabah, Malaysia. Tourist behavioral beliefs about the handicraft products, attitudes towards the purchase of handicraft products, attributes associated with the handicraft products, and many other criteria to attract the tourist to make purchase the handicraft products.

## OBJECTIVES OF THE STUDY

1. To analyze the satisfaction level of customers towards the quality of wooden handicraft products in Bangalore city.
2. To examine the satisfaction level of customers towards pricing of wooden handicraft products in Bangalore city.
3. To understand customers' inclination to protect the wooden handicraft product sector as a mark of tradition.

## HYPOTHESIS

1.H1: There is a significant relationship between the satisfaction levels of customers and the quality of wooden handicraft products.

H0: There is no significant relationship between the satisfaction levels of customers and the quality of wooden handicraft products.

2.H1: There is a significant relationship between customer satisfaction and the pricing of wooden handicraft products.

H0: There is no significant relationship between customer satisfaction and the pricing of wooden handicraft products.

3.H1: There is a relationship between customers' inclination and wooden handicraft products as a mark of tradition.

H0: There is no relationship between customers' inclination and wooden handicraft products as a mark of tradition.

## METHODOLOGY

**Research Design:** The study adopted descriptive and exploratory types of research as the study was conducted to evaluate the customer satisfaction and their inclination, both are qualitative and later it was converted into quantitative data to turn up at the anticipated symposium. As much research was not conducted before on wooden handicraft products specifically, this study enables us to get more input and in-depth insight into the selected topic.

**Scope of the Study:** India is a land of culture and varied traditions. It has its many traditions, norms, and conducts. To represent, only wooden handicraft products considered which were produced in Channapatna and sold in domestic, regional, national, and international markets. This study was conducted in Bangalore city to discern only customer satisfaction and inclination regarding wooden handicraft products from June to July 2020.

## Limitations

- a. This study is restricted to only Bangalore city.
- b. The study was conducted only on wooden handicraft products so that the results cannot be generalized to any other handicraft sectors.
- c. Bangalore is a metropolitan city, where the sample size taken only 150 out of which only 141 respondents were given responses.
- d. Due to the COVID-19 pandemic situation data collections were tiresome and approaching people was grim.

## Data sources:

**Primary Sources:** Making very specification about the primary sources of data, questionnaire tools were used effectively. Simple structured questions were set in sequential and logical order, to gather data from the selected respondents.

**Secondary Sources:** Many sources available to do the review in secondary sources of data. For the study purpose relevant articles, published, pre-reviewed journals, reports released by the government regarding handicraft products, and various relevant websites utilized to procure accurate data.

**Sampling technique:** Simple random sampling procedure used in the present research study under the probability sampling technique.

**Sample size:** For the effective study results the selected sample size was taken as 150, out of which 141 respondents were responded to the questionnaire survey in Bangalore city. Questionnaires were developed in the Google form and sent to all respondents because of the COVID-19 pandemic situation. This situation made it difficult to collect the data from a full set of sample size.

**Statistical techniques:** Pearson's Correlation and Factor analysis were used to generate the analysis of collected data using the SPSS Package.

## RESULTS

### Reliability Check

Cronbach's Alpha	N of Items
.704	28

### SPSS Output

### Scale: All Variables

#### Case Processing Summary

Cases	N	%
Valid	141	100.0
Excluded	0	0
Total	141	100.0

### SPSS Output

**Note: Zero respondents are excluded and Valid are 141 respondents, Bangalore**  
**Factor Analysis**

**Table 1.1**

Rotated Component Matrix	Components		
	1	2	3
During last year, have you purchased any wooden handicraft products	.702		
The wooden handicraft items were purchased because of the following reasons		.583	
How often do you use wooden handicraft products?			.466
Where do you use wooden handicraft items usually		.611	
Where do you purchase these wooden handicraft products	.857		
How familiar are you with wooden handicraft products			.446
What is the basis for purchasing wooden handicraft products		.643	
If it price as a base which of the following pricing strategy you will opt for?	.850		
If the purchase is based on quality, which of the following you consider the most important	.765		
If the purchase of a product is based on Tradition, which is the factor you feel to check to check.	.741		
How likely are you to recommend wooden handicraft products to a friend		.553	
How happy are you with wooden handicraft products		.545	
How would you feel if you could not use wooden handicraft products any more			.493
If you get a chance to purchase wooden handicraft products, would you buy it	.755		
Is the place, you reside, familiar from the point of tourism			.471
I sometimes like to buy wooden handicraft products impulsively	.703		
I buy wooden handicraft products because it looks more attractive than other handicrafts		.654	

I buy wooden handicraft products because; I know what I get from it as a value	.731		
I find wooden handicraft products are having more varieties than those of other handicrafts		.663	
For me, it is important to know information about the artisans who made the wooden handicraft products.		.671	
Although it is quite expensive, I buy wooden handicraft products to show as a mark of tradition		.669	
I buy wooden handicraft products because of their traditional and artistic value		.684	
It is imperative that other people would like the wooden handicrafts I buy.	.746		
I find wooden handicraft products are more interesting than those of other handicrafts.		.699	

Source: - SPSS Output

From the above table 1.1, it is clear that, the factors given with its factor loading. The above factors are measured by several observed variables and it is partially reflected on the Inclination, Quality, and Price of the wooden handicraft products in Bangalore city.

#### Factor: 1 –Inclination

**Table 1.2**

Sl.No	Factor : 1 ( Inclination)	Factor Loading
1	During last year, have you purchased any wooden handicraft products	.702
2	The wooden handicraft items were purchased because of the following reasons	.583
3	How often do you use wooden handicraft products?	.466
4	Where do you use wooden handicraft items usually	.611
5	Where do you purchase these wooden handicraft products	.857
6	How familiar are you with wooden handicraft products	.446
7	What is the basis for purchasing wooden handicraft products	.643
8	If the purchase of a product is based on Tradition, which is the factor you feel to check to check.	.741
9	How likely are you to recommend wooden handicraft products to a friend	.553
10	How happy are you with wooden handicraft products	.545
11	How would you feel if you could not use wooden handicraft products any more	.493
12	If you get a chance to purchase wooden handicraft products, would you buy it	.755
13	Is the place, you reside, familiar from the point of tourism	.471
14	I sometimes like to buy wooden handicraft products impulsively	.703
15	I buy wooden handicraft products because it looks more attractive than other handicrafts	.654

16	For me, it is important to know information about the artisans who made the wooden handicraft products.	.671
17	I buy wooden handicraft products because of their traditional and artistic value	.684
18	It is imperative that other people would like the wooden handicrafts I buy.	.746
19	I find wooden handicraft products are more interesting than those of other handicrafts.	.699

Source: SPSS Output

In the above table 1.2, it is clear that attributes under Factor- 1 with its factor loading. Since the factor loading is high under factor-1, those factors are considered as major challenges in the study area and those factors are termed as 'Inclination' and respondents were interested to save this tradition as a mark of heritage.

### Factor: 2 –Quality

**Table1.3**

Sl.No	Factor : 2 ( Quality)	Factor Loading
1	If the purchase is based on quality, which of the following you consider the most important ( Fire resistance, wood density, usage of chemicals, paints and varnishes, physical purity)	.765
2	I find wooden handicraft products are having more varieties than those of other handicrafts	.663

Source: SPSS Output

The attributes coming under Factor 2 table 1.3, with the factor loadings which is representing the quality components of the wooden handicrafts products. Since the factor loadings are moderate, it is clear that Individual statements are not repeated in the items under consideration, these factors are also posing the opinion of respondents regarding wooden handicraft products quality in the study area. Based on the related factor loadings the attributes are grouped under Factor-2 are termed as 'Quality' are presented in the above table.

### Factor: 3 –Price

**Table 1.4**

Sl.No	Factor : 3 ( Price)	Factor Loading
1	If it price as a base which of the following pricing strategy you will opt for? ( MRP, Discount price, seasonal price, membership card, physiological price)	.850
2	I buy wooden handicraft products because; I know what I get from it as a value	.731
3	Although it is quite expensive, I buy wooden handicraft products to show as a mark of tradition	.669

Source: SPSS Output

The attributes coming under Factor 3 table 1.4 with the factor loadings. Since the factor loadings are moderate, it is clear that Individual statements are not repeated in the items under consideration, these factors are also posing the opinion of respondents regarding wooden handicraft products price in the study area. Based on the related factor loadings the attributes are grouped under Factor-3 are termed as 'Price' is presented in the above table.

**Correlation:-**

**a. H<sub>0</sub>: There is no significant relationship between Consumer Opinion of wooden handicraft products and identified factor-1:- Inclination**

**Table 2.1**

Sl. No	Factor :1 - Inclination	Mean	Std. Deviation	Significance P-Value	Covariance	Hypothesis
1	During last year, have you purchased any wooden handicraft products?	1.37	.484	.963	.234	Status of Hypothesis (H <sub>0</sub> ) Null Hypothesis Rejected
2	The Wooden handicraft items were purchased because of the following reasons	2.6879	1.50776	.410	2.273	
3	How often do you use wooden handicraft products?	3.3333	1.54303	.422	2.381	
4	Where do you use wooden handicraft items usually	3.2979	1.11320	.936	1.239	
5	Where do you purchase these wooden handicraft products?	2.4965	1.11242	.906	1.237	
6	How familiar are you with wooden handicraft products?	1.9929	.89838	.917	.847	
7	What is the basis for purchasing wooden handicraft products?	3.0922	1.09480	.567	1.199	
8	If the purchase of a product is based on tradition, which is the factor you feel to check?	2.7518	1.34778	.026	1.817	
9	How likely are you to recommend wooden handicraft products to a friend?	1.9787	.98900	.013	1.026	
10	How happy are you with wooden handicraft products?	1.8794	.67056	.312	.541	
11	How would u feel if you could not use wooden handicraft products any more	2.7021	1.21740	.184	.766	
12	If you get a chance to purchase wooden handicraft products would you buy it	1.0780	.26915	.600	.072	
13	Is the place you reside, familiar from the point of tourism?	1.4539	.49965	.160	.250	
14	I Sometimes like to buy wooden handicraft products impulsively	2.0213	.80594	.408	.659	
15	I Buy wooden handicraft products because it looks more attractive than others	2.0142	.72689	.287	.547	
16	For me, it is important to know information about the artisans who made the wooden handicraft products	2.2979	.97647	.101	.866	
17	I buy wooden handicraft products because of their traditional and artistic value	1.9858	.72689	.834	.567	

18	It is important that other people would like the wooden handicraft I buy	2.2624	.82501	.093	.654	
19	I find wooden handicraft products are more interesting than those of other handicraft	2.1418	.79805	.298	.645	

Source: -SPSS Output

**b. H<sub>0</sub>: There is no significant relationship between Consumer Opinion of wooden handicraft products and identified factor 2:- Quality**

**Table2.2**

Sl.No	Factor:2 - Quality	Mean	Std. Deviation	Significance (2-Tailed) P-Value	Covariance	Hypothesis
1	If a price is based on the quality which of the following you consider the most important?	3.0709	1.40736	.666	1.981	Status of Hypothesis (H <sub>0</sub> )
2	I find wooden handicraft products are having more varieties than those of other handicraft	2.2482	.87142	.157	.782	Null Hypothesis is Rejected

Source: - SPSS Output

**c. H<sub>0</sub>: There is no significant relationship between Consumer Opinion of wooden handicraft products and identified factor 3:- Price**

**Table2.3**

Sl.No	Factor : 3 – Price	Mean	Std. Deviation	Significance (2-Tailed) P-Value	Covariance	Hypothesis
1	If it price as a base which of the following pricing strategy you will opt for?	1.9929	.85771	.931	.738	Status of Hypothesis (H <sub>0</sub> ) Null Hypothesis is Rejected
2	I buy wooden handicraft products because I know what I get from it as a value	2.0567	.71487	.195	.523	
3	Although it is quite expensive I buy wooden handicraft products to show as a mark of tradition	2.1631	.81612	.124	.638	

Source: - SPSS Output

From the above table 2.1, 2.2, and 2.3, it is found that the P-Value (Significance (2-Tailed) at 5%) is more than 0.05 (5%) there is no significant correlation between the two variables. It indicates strong evidence the null hypothesis was rejected and the alternative hypothesis accepted in all three cases of inclination, price, and quality of wooden handicraft products.

## FINDINGS

1.From the study, it is exposed that 45% of the respondents were purchase wooden handicraft products for household uses. Mean is 2.68 and SD is 1.50 which is an acceptable



level where wooden handicrafts are having an impact on respondents in terms of their usage.

2.40% of the respondents were using wooden handicrafts for decorative purposes where its Mean is 3.29 and SD is 1.11. It is having its exclusivity and appeals to the customers to purchase the products.

3.37% of the respondents purchased the products from the different exhibitions and its mean value is 2.4 and SD is 1.11. Wooden handicrafts are more conversant in diverse exhibitions.

4.51% of the respondents purchased the products because of the quality and 25% were purchase them because of their tradition. The mean and SD mentioned in the study are at an acceptable level where wooden handicraft products, culture, and quality is having a significant relationship.

5.58% of the respondents agreed that they purchase wooden handicraft products because of their attractiveness. Its mean value is 2.01 and SD is .72. It shows that these products having more distinctiveness.

6.58 % of the respondents purchase these products because of their value and as a mark of tradition 55% of respondents were agreed and 57% of the respondents are agreed with the pricing strategy of the products. It shows there is a significant relationship between wooden handicraft products, pricing strategies, and tradition.

## **SUGGESTIONS**

1. Awareness about the wooden handicraft products usage should be formed among the customers by using a variety of products. There is a medical and traditional sign in the usage of these products.

2. The design and the modern touch to be upgraded to increase the attractiveness of the products in a vibrant market environment. The government and organized sectors should take active initiatives to conduct offered programs.

3. The accessibility of the products should be made to all the needy customers by taming and enhancing various models of business and distribution channels with effective costs.

4. Effective pricing strategies should be set and executed in the market. Skimming and differentiated pricing practices should be controlled by several boards to protect the attention of the artisans and customers.

5. Quality is acceptable and many customers are not aware of its traditional background. Many programs to be undertaken to protect this sector and the value of this culture.

## **CONCLUSION**

Handicrafts are playing an important role in many craftsmen and artisans in several parts of the country. This is the main source of employment generation and income in a developing country like India. It is not only a business but a mark of tradition signifying different traditions. Over a time of modernization, industrialization, and globalization interest to develop this sector is decreasing. Some arts and handicrafts are extinct from the market due to more competition for alternative products. Hence not as a part of a competition or business the government should take effective implementation strategies of existing programs for the transformation of Brand of Handicrafts in terms of tradition. By this study, customers are satisfied with the wooden handicraft products with their pricing, quality, and the mark of tradition. It has to be spread widely among the young generation and the government to take forward as a part of the training, development of entrepreneurs, self-help groups, NGOs and other players to flourish and protect this for next all generations with all applicability of new and advanced technologies.

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