



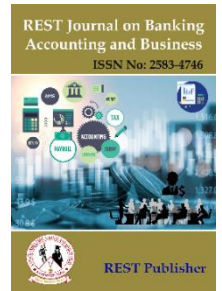
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## Marketing of Small Business with Regard to Handloom Sector

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**Abstract:** *The present paper explores the marketing practices of handloom based small business enterprises in India. It is assumed that marketing plays an immense role in promoting as well as preserving handloom products. Handloom sector plays a vital role in preservation of traditional craftsmanship and also provides job opportunities for the weavers specially women in case of Northeast India. Hence, it is a sector that makes women an empowered and self-reliant person. Small businesses in the handloom sector use a variety of marketing strategies which includes both traditional and modern approaches. Small business in handloom sector face different challenges in marketing of their products.*

**Keywords:** *Handloom, Marketing, Small business.*

### 1. INTRODUCTION

Handloom sector, which is an essential part of the small-scale business uses different types of marketing practices to achieve their target. Handloom plays important role in preserving the craftsmanship and traditional heritage. In India, Handloom sector is considered as one of the largest economic activities after the agriculture as it provides large employment opportunities to the artisans and supports livelihood of the many families in the country. The skills used in the handloom sector has been passed from generation to generation. Handloom sector is a key to economic development specially for the rural areas. In India, large number of people are engaged in the handloom sector specially in the rural areas.

In India, every single state is having its own unique style of handloom weaving. Handloom sector also helps in promoting women empowerment especially in rural areas as large number of women in rural areas are engaged in handloom weaving which enables them to take part in making financial decision of the family, to be self-employed. However, due to innovation in technology, lots of handloom industries are facing problems in marketing of their products as they are not able to adapt the changes quickly.

Marketing is a social and managerial process through which individuals and groups obtain what they require and desire by creating, offering, and exchanging products of value (Kotler & Keller, 2016). The marketing process begins with the identification of consumers specific needs and concludes only when those needs are satisfied. Marketing operations involved a large number of activities, including product planning, pricing, branding, channels of distribution, personal selling, advertising, promotions, packaging, display, service policies, physical handling policies related to warehousing and transportation, and fact-finding analysis (Borden, 1964). Handloom is one of the ancient methods of making cloths by hand which represent the richness of our country (Kumudha & Rizwana, 2013). Handloom industry is one of the oldest industries in India of which the popularity has increased with the passing years. It has a scope of employability and for the weaver's handloom is the major source of income and livelihood. Handloom predominantly is a rural occupation performed mostly by the women. Especially in the state of Assam the indigenous people use the local herbs and plants for weaving. (Bori & Bhattacharyya, 2021).

### Statement of the Problem

In India, the Handloom sector faces various challenges that affects the growth, although it provides employment opportunities and supports livelihood of the rural people. Small businesses in the handloom sector faces lots of challenges due to lack of branding strategies, lack of organised marketing channel, limited financial resources,

shortage of raw materials, limited access to markets, lack of proper marketing knowledge, competition from the mass production industries (Ramana et al., 2019). Northeast India is famous for its unique handloom products. What type of marketing practices are adopted in handloom sector? Therefore, there is a need to explore marketing practices adopted by Handloom based enterprises in Northeast India.

## **2. REVIEW OF LITERATURE**

A study titled “Marketing of Handloom Products: A Case Study of Thenzawl Cluster in Mizoram” which was conducted by Ramswamy & Kumar (2012) analysed the aspects of marketing in terms of share of different products in total sales, creation of designs, channels of distribution, terms of payment for sales, sales promotion techniques, market for the products and extent of participation of 200 micro handloom enterprises in exhibitions and fairs. Boro, S. (2017) in the study titled “Marketing practices of tribal handloom weavers: A study on Bodo weavers from Udalguri district of Assam” examined the marketing practices of Bodo handloom weavers of Udalguri district and also highlighted the problems on handloom business of Bodo. It is revealed by the study that as compare to male, females are more engaged in weaving sector, and maximum weavers sale their products in weekly markets and the products are supplied mostly within and outside the district only, and there are few weavers who availed loan from bank. A study titled “Problems and Marketing Strategy of Handloom” which was conducted by Vinayagamoorthy & Baskaranjan (2018) explored product related strategies, price related strategies, place related strategies and promotion related strategies for Handloom industries. Ramana et al. (2019) in their study titled “An Empirical Study on Marketing of Handloom Fabrics in Andhra Pradesh (A Case Study with reference to Guntur District) reviewed the status of handloom industry and studied about the business-related information of handloom markets and also analysed the marketing of handloom fabrics. A study titled “Marketing Practices and Challenges of Handloom Based Micro-Enterprises in Assam” conducted by Baruah et al. (2023) analysed the marketing practices and problems of handloom enterprises. The study reveals that demand fluctuation, intervention by intermediaries, and a lack of product diversity are identified as major marketing challenges for handloom enterprise. Garg et al. (2021) in their study titled “E-Marketing Strategy: A Qualitative Study for Manipur’s Handloom and Handicraft Sector” studied marketing challenges faced by the weavers and feasibility of e-marketing

## **3. RESEARCH GAP**

The existing studies largely focused on the problems faced by the handloom enterprises which includes limited financial resources, shortage of raw materials, lack of proper marketing knowledge, competition from mass production enterprises. The existing studies are lack of empirical research on small handloom businesses. Additionally, there is a lack of studies examining in depth marketing practices regard to promotion and price. There is a need for thorough exploration regarding the marketing practices by the handloom-based enterprises with regard to the product, place, price, promotion

## **4. OBJECTIVES OF THE STUDY**

- To explore the marketing practices of handloom-based enterprises with regard to the product.
- To explore the marketing practices of handloom-based enterprises with regard to the place.
- To explore the marketing practices of handloom-based enterprises with regard to the price.
- To explore the marketing practices of handloom-based enterprises with regard to the promotion

## **5. RESEARCH METHODOLOGY**

The study considered qualitative research methodology to explore the marketing practices adopted by handloom based small business in India. The study is based on secondary data. The secondary data were collected from different journals. The findings are presented in tabulations

## 6. ANALYSIS AND FINDINGS

### (a) Products:

**TABLE 1.** Types of Products produced

Sl. No.	Name of Community	Name of Products
1	Mizo	Puanchei, Ngotekherh, Siniar, Kawrchei, Tawlhloh puan, Tawlhloh puan, Puandum, Puan ropui, shawl, purse, plain puan, vest coat, puantial.
2.	Bodo	Dokhona, gamosha, aronia, endi cloth, mekhela-chadar, bed sheet.
3.	Assamese	Mekhela-chadar, gamosa, dhoti, saleg kapur(chadar), tangali, shirt piece, muffler.
4	Manipuri	Phanek, dupatta, full and half sarees, Manipuri traditional shawl, rani phee.

Source: Compiled from review of literature. From the table 1, it is found that weavers of four communities namely Mizo, Bodo, Assamese and Manipuri produce different types of handloom products which differs on the basis of their cultural and traditional values.

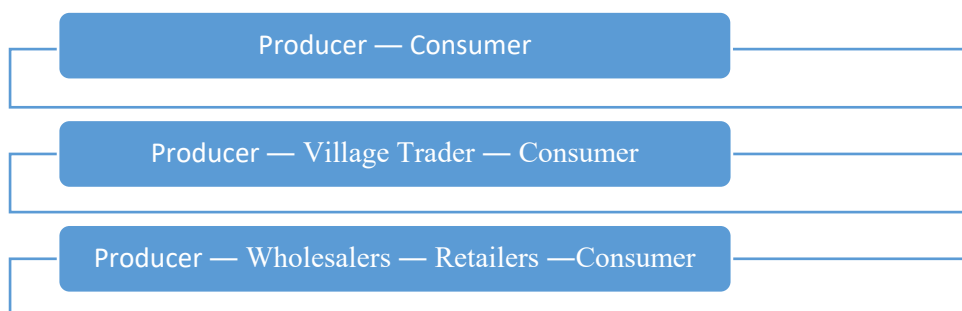
### (b) Place:

**TABLE 2.** Types of Market

Local market	National market (outside the state) like metropolitan cities	International market	E-platform
Yes (within the district, within the state). a. Weekly market b. Daily market	Yes, in some states of NER	Yes	Yes

Source: Compiled from review of literature. From the table 2, it is found that the weavers sale their products in the Local Market, National Market and International Market.

### Channel of Distribution:

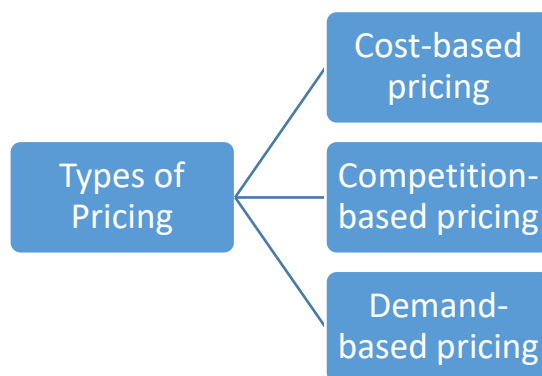


**FIGURE 1.** Types of Channels of Distribution

Source: Compiled from review of literature

From the figure 2, it is found that the weavers use zero level channel of distribution (Producer—Consumer), one level channel of distribution (Producer—Village trader—Consumer) and two level of distribution (Producer—Wholesalers—Retailer—Consumer).

**(c) Price:**



**FIGURE 2.** Types of pricing

Source: Compiled from review of literature. From the Figure 2, it is found that the weavers mainly use three types of pricing practices, namely Cost-based pricing, Competition-based pricing and Demand-based pricing.

**(d) Promotion:**

**TABLE 3.** Types of Promotion

Name of promotion	Techniques
Sales promotion	Discounts, offers, trade fairs and exhibitions, trade discount, customer discount, special discounts, promotional gifts.
Advertising	Social media, banner display
Personal selling	Sales representatives
Direct marketing	Social media

Source: Compiled from review of literature. From the Table 3, it is found that the weavers use four types of promotional tools, namely Sales promotion, advertising and personal selling.

**7. CONCLUSION**

The findings of the present paper reveal that the products produced by the enterprises from different states are mainly different from each other as they produce traditional dresses and the channel of distribution followed by the enterprises are direct selling, selling through one dealer, selling through two dealers, selling through government agency, selling through private agency. The study reveals that the weavers mostly sale their products in either weekly market or daily market, and only few in outside the state. But due to the lack of facilities there is very rare supply outside the country is done and they are not aware of online platforms, the weaver’s sale their products directly to the local market. The prising strategies adopted by the enterprises are cost based pricing. There is a need of proper marketing knowledge for the handloom based small enterprises.

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