

International Journal of Advanced Biochemistry Research



ISSN Print: 2617-4693
ISSN Online: 2617-4707
NAAS Rating (2025): 5.29
IJABR 2025; SP-9(8): 406-409
www.biochemjournal.com
Received: 12-06-2025
Accepted: 15-07-2025

Sourav Baruah
Department of Apparel and
Textile Science, College of
Community Science, Assam
Agricultural University,
Jorhat, Assam, India

Rickey Rani Boruah
Department of Apparel and
Textile Science, College of
Community Science, Assam
Agricultural University,
Jorhat, Assam, India

Momita Konwar
Department of Apparel and
Textile Science, College of
Community Science, Assam
Agricultural University,
Jorhat, Assam, India

Ngangbam Vedamani Chanu
Department of Apparel and
Textile Science, College of
Community Science, Assam
Agricultural University,
Jorhat, Assam, India

Priyanka Borah
Department of Apparel and
Textile Science, College of
Community Science, Assam
Agricultural University,
Jorhat, Assam, India

Corresponding Author:
Sourav Baruah
Department of Apparel and
Textile Science, College of
Community Science, Assam
Agricultural University,
Jorhat, Assam, India

A study on consumer awareness about handloom products with special references to Jorhat district

Sourav Baruah, Rickey Rani Boruah, Momita Konwar, Ngangbam Vedamani Chanu and Priyanka Borah

DOI: <https://www.doi.org/10.33545/26174693.2025.v9.i8Sg.5186>

Abstract

The handloom industry contributes significantly to the national economy. Because of its connections to sensitive and significant industries like agriculture, the handloom sector has enormous significance in the agrarian economy. It offers an accessible marketplace for agricultural production because it uses products from agriculture as raw materials. This implies that the significance of handlooms is well recognized in an economy where the majority of people depend on the agricultural sector for their income. Additionally, it employs a large number of women, fulfilling its role in empowering women. Given the great significance of the handloom industry, it is reasonable to wonder why this specific sector is dealing with so many challenges. Recent years have seen an acceleration of the issues that craftsmen face. Numerous handloom units have closed as a result, which has led to widespread unemployment. The current study aims to analyse consumer awareness when purchasing and utilizing handloom products in this context. In addition, the study investigated the various aspects that affect handloom buyers' purchasing decisions.

Keywords: Handloom, consumer awareness, employment, buying behavior

1. Introduction

Handlooms are a part of India's tradition and are an excellent representation of the country's richness, diversity, and weavers' artistry. The most significant cottage industry in the nation is the handloom sector. The Indian textile industry's handloom sector is historical and has contributed significantly to employment in the country's economy. By being justified and encouraged to introduce value-added customized products for customers worldwide, it can currently play a significant role in the quota free trade system. This necessitates the proper kind of government assistance. Given its scale and employment potential, the industry is highly significant. It is the largest economic activity, second only to agriculture, and employs over 13 million weavers directly and indirectly. Indian handloom goods are renowned for their exquisite craftsmanship and distinctive designs. The growing trend is to produce unique items by combining traditional designs with modern methods.

The Ministry of Textiles, Government of India, established the Handloom Export Promotion Council (HEPC) as a statutory agency to encourage the export of all handloom articles, including carpets, floor coverings, textiles, and home furnishings. When HEPC was founded in 1965, it had 65 members; today, it has over 2, 000. In addition to existing programs and schemes, the Government of India has launched a new program called the Deen Dayal Hathkargha Protsahan Yojana and recently established a National Centre for Textile Design (NCTD) in an effort to support handloom weavers financially and boost the fabric's design industry. The Health Package Scheme (1993), the Thrift Fund Scheme (7th Five-Year Plan), and the New Insurance Scheme for Handloom (1997-98) are among the Weavers Welfare Schemes being implemented by the Indian government.

It is widely acknowledged that the handloom industry plays a significant role in the national economy. This sector has the potential to significantly contribute to export earnings due to its many advantages, including the ability to produce in small quantities, originality, constant opportunity for innovation, eco-friendliness, adaptability, and, most importantly, the element of rich artistry. As a result, exporting handloom goods has been designated as a "Thrust Area" for the sector's overall growth.

2. Methodology

2.1 Area of the research study

The study was conducted in the Jorhat district of Assam.

2.2 Selection of respondents

The respondents were selected from the Assam Agricultural University, Jorhat which includes undergraduate and postgraduate students. A total of 100 respondents were selected randomly for the study and all of them are having idea about the handloom products.

2.3 Development of tools for data collection

A questionnaire was developed to collect information from undergraduate and postgraduate student of Assam Agricultural University regarding the consumer buying behavior.

2.4 Collection of Data

Data were collected by personal interview method. Structural schedule was used to collect data in the present study. Every effort was made to clarify the questions to get the correct responses from the respondent. Interview schedule which was prepared in simple English language.

2.5 Statistical analysis of Data

The collected data were tabulated and analyzed properly in accordance with the objectives of the present study. The following descriptive and inferential statistics were used to analyses the data in the present study.

- Frequency distribution.
- Percentage.

3. Results and Discussion

3.1 Distribution of number of male and female members engaged in the study.

Table 1: Distribution of number of male and female members engaged in the study

Criteria	Frequency(f)	Percentage (%)
Male	30	30
Female	70	70

Table 3.1 reveals that 30% respondents were male and 70% respondents were female.

3.2 Distribution of respondents according to their marital status.

Figure 1 reveals that 82% respondents were unmarried and 18% respondents were married.

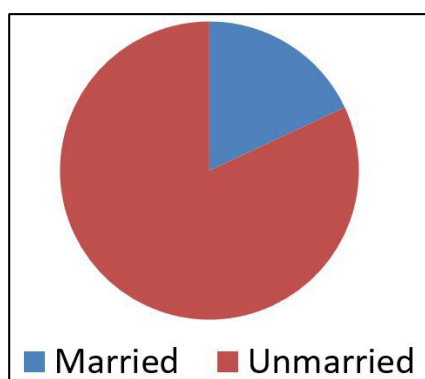


Fig 1: Distribution of respondents according to their marital status.

3.3 Distribution of respondents according to their highest level of education.

Figure 2. reveals that 56% respondents are pursuing UG, 23% respondents are pursuing PG and 21% respondents are pursuing Ph.D

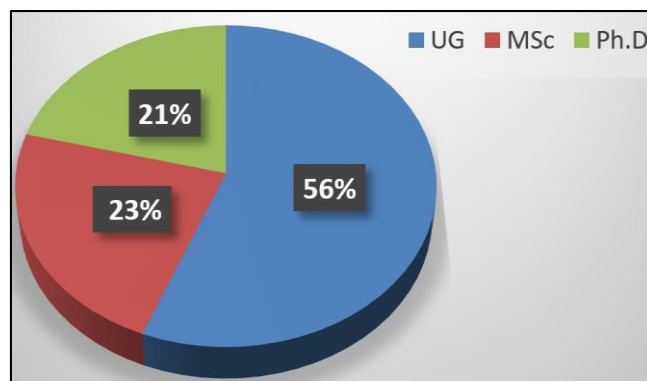


Fig 2: Distribution of respondents according to their highest level of education.

3.4 Distribution of respondent according to their use of handloom product.

Table 2: Distribution of respondent according to their use of handloom product.

Criteria	Frequency(f)	Percentage (%)
Yes	91	91
No	9	9

Table 3.4 shows that 91% of the respondents were using handloom products and 9% were not using handloom products.

3.5 Distribution of respondents according to their frequency of using handloom products.

Figure 3 reveals that 68% of the respondents were using handloom product daily and 32% using handloom product occasionally.

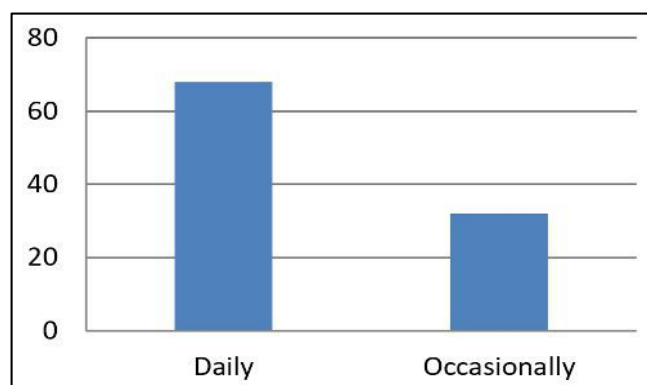


Fig 3: Distribution of respondents according to their frequency of using handloom products.

3.6 Distribution of respondents based on their type of handloom product usage

Figure 4 reveals that from the total respondents 93% using gamocha, 67% using mekhela/chadar, 58% people using cushion cover, 41% people using kurti, 36% people using pillow cover, 27% people were using bed sheet, 12% people using shirt and 18% people using any other products as handloom products.

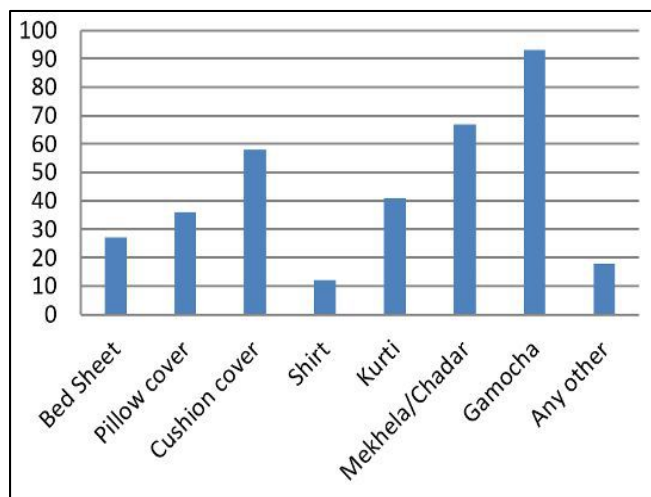


Fig 4: Distribution of respondents based on their type of handloom product usage.

3.7 Distribution of respondents according to use of power loom product.

Table 3: Distribution of respondents according to use of power loom product

Criteria	Frequency(f)	Percentage (%)
Yes	100	100
No	0	0

Table 3 shows that 100% of respondents use power loom products.

3.8 Distribution of respondents according to their ability to identify the handloom and power loom products.

Figure 5 shows that 67% respondents were able to identify the handloom and power loom products.

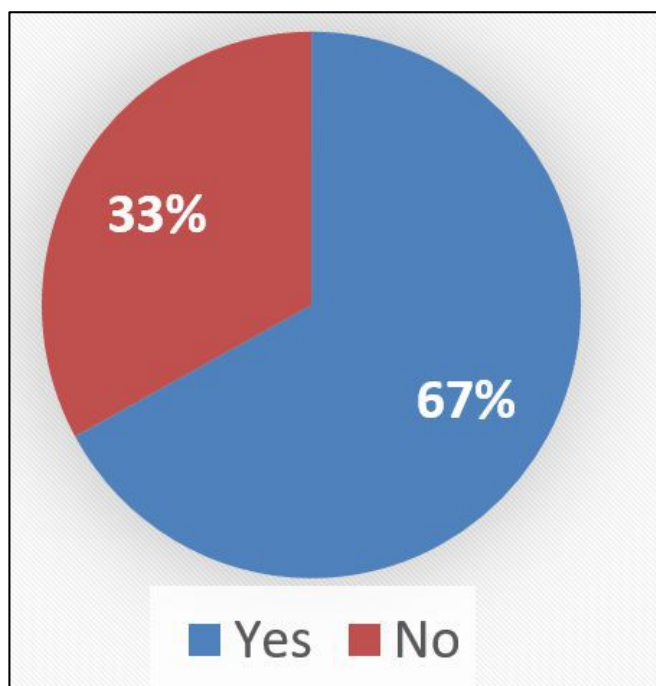


Fig 5: Distribution of respondents according to their ability to identify the handloom and power loom products.

3.9 Distribution of respondents based on criteria use to differentiate handloom products from power loom products.

Figure 6 reveals that 57% respondents able to differentiate handloom products from power loom products by observing, 24% by touch and 19% by any other criteria.

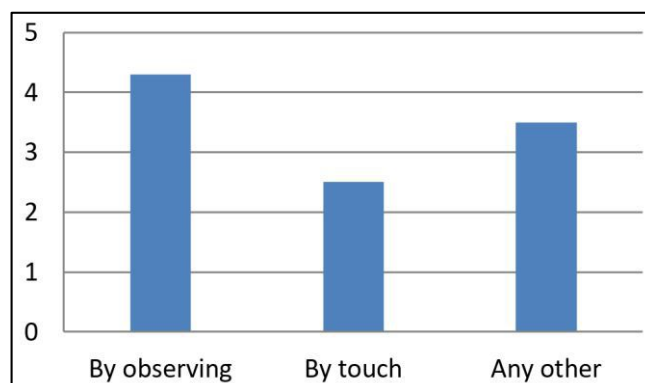


Fig 6: Distribution of respondents based on criteria use to differentiate handloom products from power loom products.

3.10 Distribution of respondents according to the source of information regarding the characteristics of handloom products.

Figure 7 illustrates the sources from which respondents obtained information about the characteristics of handloom products. Television was the most common source, cited by 26% of respondents, followed by exhibitions (24%), books (19%), magazines (16%), and radio (8%). Meanwhile, 7% received information through radio, and the remaining 7% relied on other sources.

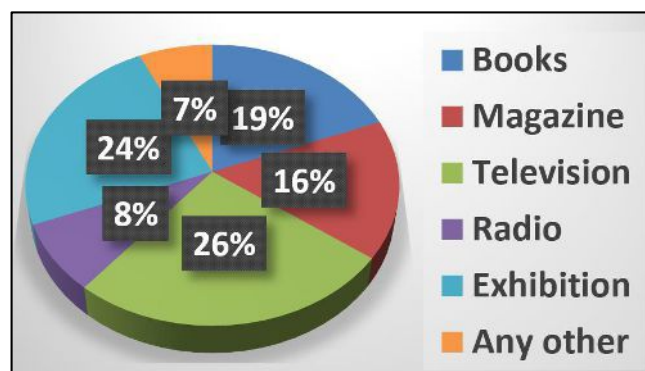


Fig 7: Distribution of respondents according to the source of information regarding the characteristics of handloom products.

3.11 Distribution of respondents according to their awareness about handloom mark.

Table 4: Distribution of respondents according to their awareness about handloom mark.

Criteria	Frequency(f)	Percentage (%)
Yes	66	66
No	34	34

Table 4 shows that 66% respondents were aware about handloom mark and 34% were not aware about handloom mark.

3.12 Distribution of respondents according to their source of information about the handloom mark.

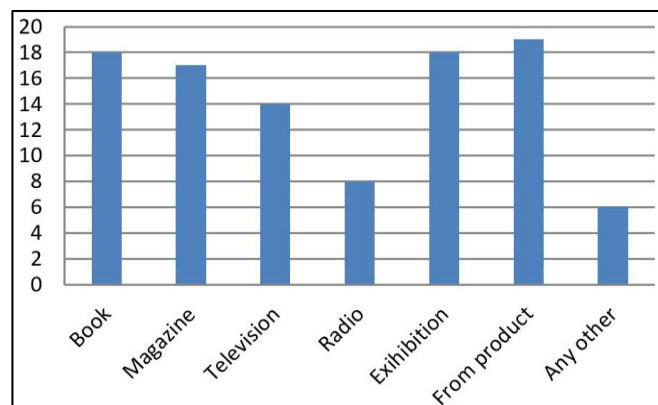


Fig 8: Distribution of respondents according to their source of information about the handloom mark.

Figure 8 represents that 19% of respondents obtained information about the handloom mark from purchased product, 18% from books, 18% from exhibition 17% from magazine, 14% from television, 8% from radio, and 7% from any other sources.

3.13 Distribution of respondents based on their consideration of handloom mark at the time of purchase.

Table 8: Distribution of respondents based on their consideration of handloom mark at the time of purchase.

Criteria	Frequency(f)	Percentage (%)
Yes	58	58%
No	42	42%

Table 5 reveals that 58% of respondents check handloom mark in the time of purchasing while 42% do not check.

3.14 Distribution of respondents according to their knowledge of the role of handloom mark.

Figure 9 reveals that 53% respondents knew about the role of handloom mark in handloom products and 47% don't have idea about handloom mark.

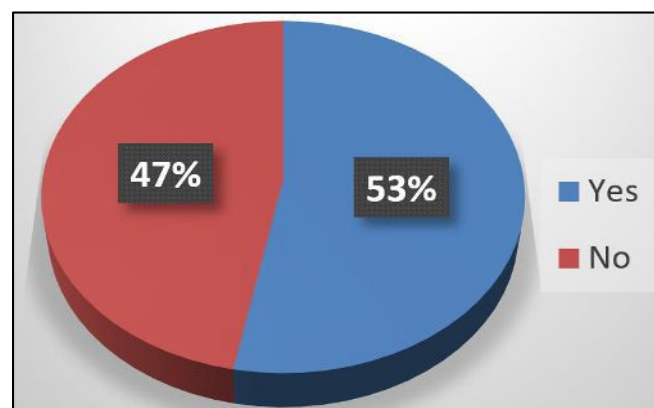


Fig 9: Distribution of respondents according to their knowledge of the role of handloom mark.

4. Conclusion

The study highlights the significant role of handloom products in the lives of consumers, with 91% of respondents using handloom products. However, a smaller portion (9%)

does not engage with these products. Among the users, 68% incorporate handloom products into their daily routines, while 32% use them occasionally. The preference for specific handloom items varies, with gamocha being the most widely used (93%), followed by mekhela/chadar (67%) and cushion covers (58%). Other products such as bed sheets, pillow covers, shirts, and kurtis also have considerable usage. Despite the widespread use of handloom products, the study finds that all respondents (100%) also use power loom products, indicating that consumers do not exclusively rely on handloom textiles. Additionally, 67% of respondents can distinguish between handloom and power loom products, with the majority identifying them through observation (57%), followed by touch (24%) and other methods (19%). This suggests that while many consumers recognize the difference, a substantial portion (33%) cannot differentiate between the two. The awareness regarding the handloom mark, which certifies the authenticity of handloom products, is moderate. About 66% of respondents are aware of the handloom mark, while 34% remain uninformed. Information about handloom products and marks is obtained through various sources, including television (26%), exhibitions (24%), books (19%), and magazines (16%). However, only 58% of respondents actively check for the handloom mark while purchasing products, and 53% understand its significance. The findings indicate a strong presence of handloom products in consumer choices, yet highlight gaps in awareness and authentication. There is a need for increased educational efforts and promotional campaigns to enhance consumer knowledge about the distinction and certification of handloom textiles, ensuring informed purchasing decisions and the preservation of traditional weaving practices.

5. References

1. Anumala A, GVRK D. A demographic study on consumer satisfaction about handloom products in India-a study on Andhra Pradesh State Handloom Weavers' Co-operative Society Limited. *Journal of Textile and Apparel, Technology and Management*. 2015;9(13):1-15.
2. Kumudha A, Rizwana M. Promotion of handloom products with special reference to handloom weavers' co-operative societies in Erode district-an empirical study. *Names International Journal of Management Research*. 2012;2(1):138-144.
3. Kumudha A, Rizwana M. Consumer awareness about handloom products with special reference to Erode district. *Journal of Marketing and Consumer Research*. 2013;1:17-21.
4. Nisha Rani, Bains A. Consumer behavior towards handloom products in the state of Punjab and Haryana. *International Journal of Advanced Research in Management and Social Sciences*. 2014;3(10):92-105.
5. Pappeswari C, Rajalakshmi S. Consumers' satisfaction level on the role of VOC Co-optex of handloom products in Thoothukudi. *Research Journalist, Journal of Marketing*. 2013;1(1):1-44.
6. Shaw T. A study of present situation of the traditional handloom weavers of Varanasi, Uttar Pradesh, India. *International Journal of Social Sciences*. 2015;4(3):48-53.