Impact of Cognitive Dissonance on Consumer Behavior in Handloom Produces Marketing

Dr.R.Subramaniya Bharathy, S.Jothi

Abstract—The handloom productiveness is one of the greatest earliest small house productions in Salem district of Tamil Nadu, India. Sari, dhoti and angavasthram are finished unavailable of silk yarn and cotton yarn. Handloom fabric has a separate feature which other mill finished or power loom doesn’t ensure. The individuality and greatness of handloom produces when matched with other mill finished clothes is not known to the consumer. The study was conducted to discover out factors that are causing the consumers to good buy Handloom products and the influences that may barricade them. The current study was descriptive in natural surroundings. The required data collected starting primary sources and also used secondary sources. A questionnaire consisting of demographic outline of consumers, awareness side by side of consumer about rebates offered for handloom products, cognitive dissonance deals with inducing and restricting factors of consumer’s based on buying handloom products. A samples are 152 consumers who are using handloom product has been selected by using convenient sampling technique from Salem district, Tamil Nadu, India. An Appropriate graphical and statistical analysis is hand-me-down to derive interpretations. The data discovered that 64.7% of the respondents are Female category. The result shows more number of buying handloom products are female categories and they are accepting rebate system available for handloom produces. The study find out that highly inducing factors of excellence of craftsman, design patterns, accessibility is good, improve quality and color durability of products, highly worth able etc. and restricting factors are High cost, GST, not providing auxiliary services, Low intermediaries those are involved in the time of buying handloom produces. The study determined that reducing GST and increase awareness about greatness and individuality of the handloom produce helps handloom industry to sustain in Salem District.

Key words: Buying Behavior, Consumer Behavior, Cognitive dissonance, Handloom Produces, Handloom sector, Handloom Brand, Varieties.

INTRODUCTION

Handloom fabrics and handloom weavers form an essential amount of the rich culture, heritage and tradition of India. ... This sector contributes neighboring 15% of the material production in the country and likewise underwrites to the disseminate earning of the country. 95% of the ecosphere’s hand-woven fabric originates from our India. It must remain continued by conveying expertise beginning one peer to one more. The strong point of the sector tricks in its individuality, suppleness of production, sincerity to modernizations, flexibility to the suppliers’ constraint and the prosperity of its tradition (Yoganandan & Vetriselvan, 2016).

However, handloom industry needs to reorient itself for meeting the challenges existence modelled by rapid economic, social and technological variations. Efforts are compulsory to produce defect free high-quality handloom fabrics according to contemporary consumer favorites, and also to make sure reasonable wages so that younger generation opts for this occupation. With a view to encourage this industry on a sustainable basis, it is believed necessary to produce quality fabrics with new design for winning the belief and confidence of the consumers Tamil nadu has the leading cotton textile productiveness cluster in India which underwrites to 39 percent of the total fabrication in the country. The textile industry is also adopted by new technology (Yoganandan & Vetriselvan, 2016). The textile industry growth will increase in India (Yoganandan & Vetriselvan, 2016). The country’s leading textile cluster, Tirupur is also positioned in Tamil nadu. It has the expense for exclusive handloom woven produces alike Silk sarees, cotton sarees, Equipping materials dhoties, lungies and Towels.

“India Handloom Brand” is an endorsement to quality of the handloom produces (Subramaniya, Bharathy; Jothi, 2017) in expressions of raw material processing, embellishments, weaving design and other parameters, besides social and environmental submissions for earning the belief of the consumers. Prime Minister Shri Narendra Modi propelled the India handloom Trademark at Chennai on August 7, 2015 as share of the First ever National Handloom Day Celebrations.

In the latest preceding, home endowing things are also woven, predominantly for these purposes. Further than 75,000 handlooms are working and the entire value of cloth twisted per annum is appraised at Rs. 5,000 crores. Kondalampatti is a slight census town in the district and it is well-known for its silk handloom produces. Kondalampatti handlooms are well
identified for the durability of the colors hand-me-down in the yarn. The combination of color springs the durability. The computation of the threads in a square inch hand-me-down in weaving springs the smoothness and stiffness of the fabric. In kondalampatti sarees 60 to 65 threads remain hand-me-down in a fair inch in warp. The width of the saree emanates from to 51 inches. To each and every one thread of the Kondalampatti handloom saree is hand knitted. The situation necessitates just about 4-8 days of exertion for weaving a saree.

**Products Acknowledged for Handloom Branding**

1. **Varieties of Sarees:-**
   - **Cotton Sarees:**
     These are the varieties of cotton sarees charted by Jamddani, Tangail, Shantipiri, Dhaniakhali, Bichitrapuri, Bomkai, Kotpad, Pochampalli, Venkatgiri, Uppada, Siddipet, Narayanpet, Mangalagiri, Chetinad, Balaramapuram, Kasergod, Kuthampally and Chendmangalam Dhoti

2. **Silk Sarees:-**
   These are the varieties of silk sarees charted by Baluchari, Mugasilk, Sulkuch silk, Khandua, Berhampuri, Bomkai Silk, Benares Brocade, Tanchoi, Benarasi, Butidar, Jangla, Benarasi Cutwork, Pochampally, Dharmavaram, Kanchipuram, ArniSilk, Molkalmuru, Paithani, Patola, Champasilk, Ashwali Silk, Salem Silk(Dhoti), Uppada, Jamdani

3. **Cotton Silk Sarees :**
   These are the varieties of cotton silk sarees charted by Chanderi, Maheswari, Kota Doria, IIKal, Gadwal, and Covai Kora Cotton

2. These are the varieties of **Dress materials** charted by
4. **Cotton :** Odisha Ikat, Pochampalli Ikat
5. **Silk :** Tanchoi, Benarasi, Cutwork, Odisha Ikat, Pochampally Ikat, Tassar Fabric, Muga Fabric, Mekhala/ Chadar

3. These are the **Varieties of Bed Sheets** charted by
   - Odisha Ikat, Pochampally Ikat
   - Odisha Ikat, Pochampally Ikat

4. These are the varieties of **Varieties of Scarf/Shawl/Chadar** charted by
   - Kani Shawl, Kinnori Shawl, Kulu Shawl, Tangaliya Shawl, Kutch Shawl, Wangkhei Phee

**CONCEPTUAL DEFINITIONS**

**Consumed Consumers:** -
Consumed consumers are people who are hand-me-down or exploited, willingly or not, for commercial expansion in the market place.

**Consumer Behavior:** -
Consumer behavior is the learning of the processes intricate when individuals or groups choice, purchase, use, or arrange of products, services, ideas, or experiences to fulfill requirements and desires.

consumers to buy particular goods and services, they will be clever to define—which products are desired in the marketplace, which are obsolete, and how best to present the goods to the consumers.

<table>
<thead>
<tr>
<th>Types of Consumer Behavior:</th>
<th>High Contribution</th>
<th>Low Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significant</td>
<td>Complex Buying Behaviour</td>
<td>Variety - seeking Buying Behaviour</td>
</tr>
<tr>
<td>Few</td>
<td>Dissonance-Reducing Buying Behaviour</td>
<td>Habitual Buying Behaviour</td>
</tr>
</tbody>
</table>

**Buyer Behavior:** -
Buyer behavior is the result is reflected an emphasis on the interface between consumers and producers at the period of purchase.

**Cognitive Dissonance:**-  
The tenure cognitive dissonance is used to designate the feeling of decomposure that consequences from holding two conflicting beliefs. When there is a inconsistency between principles and behavior's, something must change in order to eradicate or diminish the dissonance.

**REVIEW OF LITERATURE:**
1. (Harivansh & Priyanka, 2019) they examined that consumers are not precise much awake about the handloom products. Hence adequate measures have to be taken place in demand to increase the awareness of handloom produces.
2. (Kumutha & Rizwana, 2013) in his study uniqueness of handloom products paralleled with other mill made cloths is not known to the customer. Hence the present-day study is an effort to realize the customer awareness nearby handloom products.
3. (Kalyani & GVRK, 2015) in his aim of the revision is to distinguish the stimulus of demographic variables alike gender, age, educational qualification, occupation and annual income on customer satisfaction in the direction of handloom produces. The author has single-minded that the study it has been established that the handloom industry has been appropriately fronting huge competition from power loom and mill made sector. Apart from that insufficient infrastructure, poor marketing maintenance and weakening distribution network has exhausted an already delicate supply chain system.
4. (Ranjit & Horen, 2018) The researcher survives a important difference among the opinions of handloom customers towards their satisfaction level, among the various factors which inspirations the buying activities of handloom customers, among the various sources of customer’s awareness concerning handloom products and also between the various people who persuades the purchasing conclusion of handloom customers. These established that majority of the
customers are not very much conscious about the handloom products.

5. (Vipin & Ranjeev, 2015) the researcher occurs this study also has recommended some strategy which service organization might diminish cognitive dissonance.

STATEMENT OF THE PROBLEM:

Till 1960’s the handloom has been booming sector,

But after the arrival of little price power loom products, especially its growth in city side, affected the development of handloom sector. As, because around is a high level of penetration of this low cost power loom produces, handloom sector facing a cut throat competition. Moreover rising prices of raw materials, wages, GST made the handloom vulnerable.

In such a situation, consumers prefer to buy low cost power loom products and preference for handloom products have been reduced.

OBJECTIVES:

The objective of the revision of the above topic is that to recognize the factors that create cognitive dissonance in consumer buying behavior predominantly among the handloom produce purchaser in the Salem District. Nearly of these are family status, Customs, beliefs, and uncertainty etc. The study also reveals the buying barricades and gives suitable suggestions to overcome these barricades.

RESEARCH METHODOLOGY:

The present study has been showed in Salem district, one of the greatest significant handloom clusters of Tamil Nadu. The current study was descriptive in natural surroundings. The required data collected from prime sources and also used secondary sources. A questionnaire consisting of demographic outline of consumers, awareness near of consumer about rebates offered for handloom products, inducing and restricting factors of consumer’s based on buying handloom products. The required secondary information for the study was composed from books, magazines, journals, newspapers, and websites. For the current study convenient sampling technique was hand-me-down in the study to select a sample of 152 consumers from Salem district, Tamil Nadu, India. The study used statistical non-parametric tools, Kruskal Wallis test, Linear Regression, Correlation coefficients. The population was not normally distributed.

DATA ANALYSIS AND INTERPRETATION

<table>
<thead>
<tr>
<th>Gender</th>
<th>Mean Rank</th>
<th>Z</th>
<th>Sig 2 Tailed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opinion</td>
<td>Male</td>
<td>74.97</td>
<td>-.432</td>
</tr>
</tbody>
</table>

Source: Primary Data
p-value: .666 > 0.05 H0 : Accepted

Interpretation:

Form the above table it could be observed that the mean value of Female (78.11) is said to be high than the male category. Hence it is inferred that high level female respondents has agreed regarding the availability of rebate system in handloom products.

As the calculated P value (.666) is greater than 0.05. There is exists no significant mean difference between two groups. Therefore, The Null Hypothesis is accepted.

Figure 1 Rebate system of Handloom Products

Table No.2

To find combine influence to select independent variable over dependent variable

Ho: There is no combine influence between cognitive dissonance factors and Consumers prefer only handloom products with causes of induction. (Rejected)
### Regression Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>R.</th>
<th>R Square</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>2.139</td>
<td>.470</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Excellence of craftsman</td>
<td>-.136</td>
<td>.089</td>
<td>-.153</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Design patterns</td>
<td>.299</td>
<td>.124</td>
<td>.245</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Accessibility is good</td>
<td>.434</td>
<td>.101</td>
<td>.438</td>
<td></td>
</tr>
<tr>
<td></td>
<td>New launch</td>
<td>.151</td>
<td>.135</td>
<td>.107</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Colour combinations</td>
<td>-.140</td>
<td>.102</td>
<td>-.132</td>
<td></td>
</tr>
<tr>
<td></td>
<td>More Flexibility</td>
<td>.248</td>
<td>.091</td>
<td>.236</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cottons is very fond</td>
<td>-.349</td>
<td>.109</td>
<td>-.373</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Quality and guarantee</td>
<td>.414</td>
<td>.144</td>
<td>.352</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Very soft and shiny</td>
<td>-.416</td>
<td>.124</td>
<td>-.408</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Price</td>
<td>.062</td>
<td>.101</td>
<td>.056</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Worth</td>
<td>-.485</td>
<td>.134</td>
<td>-.380</td>
<td></td>
</tr>
</tbody>
</table>

**Source:** Primary data

a. Dependent Variable: Cognitive dissonance factors
b. Predictors: (Constant), Worth, More Flexibility, Price, New launch, Excellence of craftsman, Color combinations, Design patterns, Accessibility is good, Cottons is very fond, Very soft and shiny, Quality and guarantee

### Interpretation:

From the above table shows that consumer preference is increase by (.434) with also increase cognitive dissonance factors.

Hence, inferred that combine with cognitive dissonance factors have been influenced by consumers preferred by handloom products due to causes of induction.

As the calculated ANOVA value .000 is lesser than 0.01 % there is influence to select independent variable over dependent variable.

### Table No. 3

To find nature of relation between dependent and independent variables

**Hypothesis:** There is no relationship between factors of Consumers are discouraging reasons for purchasing handloom products

<table>
<thead>
<tr>
<th>Factors</th>
<th>Pearson Correlation</th>
<th>Coefficient of variation</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Cost</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>No Discount/ Not reduce the price</td>
<td>.107</td>
<td>.214</td>
</tr>
<tr>
<td>Not easily available</td>
<td>.186*</td>
<td>.372</td>
</tr>
<tr>
<td>GST</td>
<td>.372**</td>
<td>.744</td>
</tr>
<tr>
<td>It is difficult identify handloom material</td>
<td>.187*</td>
<td>.374</td>
</tr>
<tr>
<td>Not improve quality/ colour durability</td>
<td>.425**</td>
<td>.850</td>
</tr>
<tr>
<td>Not improve innovative design</td>
<td>-.103</td>
<td>-.206</td>
</tr>
<tr>
<td>Not give more varieties</td>
<td>.018</td>
<td>.036</td>
</tr>
<tr>
<td>Not give latest fashion and trends</td>
<td>.365**</td>
<td>.730</td>
</tr>
<tr>
<td>No more advertising</td>
<td>.345**</td>
<td>.690</td>
</tr>
<tr>
<td>Not increase awareness</td>
<td>.322**</td>
<td>.644</td>
</tr>
<tr>
<td>Not special market</td>
<td>.508**</td>
<td>.1016</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>survey for handloom products</th>
<th>Not provide auxiliary services</th>
<th>.480**</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low intermediaries</td>
<td>.250**</td>
</tr>
<tr>
<td></td>
<td></td>
<td>.500</td>
</tr>
</tbody>
</table>

**Source: Primary data**

- * Correlation is significant at the 0.05 level (2-tailed).
- **Correlation is significant at the 0.01 level (2-tailed).

**Interpretation**

The correlation coefficient Significance meant for factors ‘high cost’ & ‘GST value’ is .372 which indicates there is positive relationship between ‘high cost’ & ‘GST’ is highly significant at 1% level.

The correlation coefficient significance aimed at factors ‘low intermediaries’ & ‘No auxiliary services’ value is .250 which indicates there is positive relationship between ‘low intermediaries’ & ‘No auxiliary services’ is significant at 0.05% level.

**Findings:**

1. The study shows that majority of the respondents (64.7 %) are female.
2. From the Kruskal-Wallis test based on the high mean value (78.11) of female respondent is understood those females are aware about handloom products rebate system.
3. The findings from linear regression analysis show that income of the respondents influence inducing factors of consumers buying handloom products.
4. Correlation between used to discover out the relationship between ‘GST’ and ‘handloom products are very high cost’. And the relationship between ‘Low intermediaries’ and ‘No auxiliary services’.

**SUGGESTIONS:**

1. The study is recommend and suggest to the central, state Government and local Government try avoid GST in Handloom produces and increase intermediaries and the Co-operative society, master weaver, traders to more attention to create awareness to consumers over Online marketing like social media marketing, influencer marketing, Affiliate marketing, Email marketing, Content marketing, Search engine marketing, paid advertising etc. Convey information on the status of handloom produces and new designs. The researcher concludes that thereby increasing awareness of handloom produces and increasing sales of handloom produces to the consumers of Salem district.

**CONCLUSION:**

The government takes adequate measures in import substitution by means of producing the raw materials inside the country. The price of raw material procurement is minimized, so nearby is a chance of overcome cost reduction in handloom product. In doing so, the preference of customer concerning handloom produces will be increased.

Especially in Salem district there are a enormous number of handloom production and marketing. Therefore, co-operative societies, handloom traders and master weavers can spread consciousness about handloom products to consumers through Online marketing like social media marketing, influencer marketing, Affiliate marketing, Email marketing, Content marketing, Search engine marketing, paid advertising etc. Convey information on the status of handloom produces and new designs. The researcher concludes that thereby increasing awareness of handloom produces and increasing sales of handloom produces to the consumers of Salem district.

**Reference**


