

## **Handloom Industry-A Study on Impact of International Marketing Strategy for Customer Retention**

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### **Abstract**

Handloom enterprise is the biggest handicraft enterprise in India. It's miles the second one biggest source of rural employment after agriculture. Handlooms, a traditional wear in India has lost its significance slowly with the appearance of low and alluring synthetic fabric. Make in India campaign is taking an initiative to sell handloom industry in domestic and international degree. America, UK, Germany and France are some of the pinnacle ten countries to in which the Indian handloom merchandise exported. The Indian authorities launched handloom emblem to ensure its distinctiveness, flexibility of manufacturing, openness to innovations, adaptability. The industry is a high labor and coffee capital intensive and sustainable in nature. Studies displaying that this enterprise affords over 6.5 million employments directly and indirectly. There are quite a few papers, journals, websites and articles are posted and reviewed to understand the applicable records and describing the records, development and scope of the enterprise in global market

**Keywords:** Customer Retention, Handloom industry, weavers, Marketing Strategies, Exports

### **Introduction**

The sector is an assembly factor of various cultures, traditions and most significantly people. While coming to style or apparel shifting from one Country to other country, the shade layout and tastes are extraordinary and there are new rules and customs to examine. It's miles the most vital element that is required to product sustainability in an aggressive marketplace (alveary, 2007). Client retention is the pastime that a vendor undertakes to reduce client defections. It's far all about attracting the proper patron, getting them to buy often and in better portions and to deliver you even extra clients. Customer retention may be the reflect photograph of consumer defection. Consumer retention, without a doubt described, is the potential for a business enterprise to hold its present clients. The truth is that the clothing / style is difficult and maximum aggressive marketplace, however the frequency of buying is higher than another product. Our extensive goal is to find out the barriers and problems of the handloom industry to reach in global clients and to hold the home clients. Customers will have precise expectations from handloom industry. These expectancies must usually be happy by means of the handlooms (For & Effectiveness, n.d.).

## **NEED FOR MARKET ASSESSMENT**

Whole textile industry also can be classified into two different segments.

1→organized (mill)

2→ unorganized (handlooms and power looms)

Unique evaluation of handlooms and fabric marketplace is important because there are one-of-a-kind players inside the marketplace like handloom, energy looms and mills. If we look at the handloom region there are special channels and quantity of gamers at numerous stages (Hallberg et al., 2017). Due to the complexity of its nature there is a want of market assessment, which would permit us to realize the position of different competitors that could help us in getting ready a competitive marketing method. In fabric enterprise, roles of different government organizations aren't well defined. Within handloom also there are numerous corporations, which cope with different problems without any coordination with others.

### **Objectives**

The following objectives of the study are outlined.

- To identify the troubles associated with the promotional marketing campaign.
- To identify the motives behind loss of interest of personal zone to go into on this enterprise.
- To become aware of the maximum traumatic fabricated from this industry.
- To perceive the extent of demand of these merchandise in international marketplace
- To pick out the instant competitors of this sector.
- To recognize the connection between advertising techniques and patron retention in handloom industry

## **REVIEW OF LITERATURE**

Review of literature enables to recognize the existing literature on the topic being pursued and on the associated factors. It unearths the gaps and the uncovered areas on the topic. Literature is reviewed into four elements along with

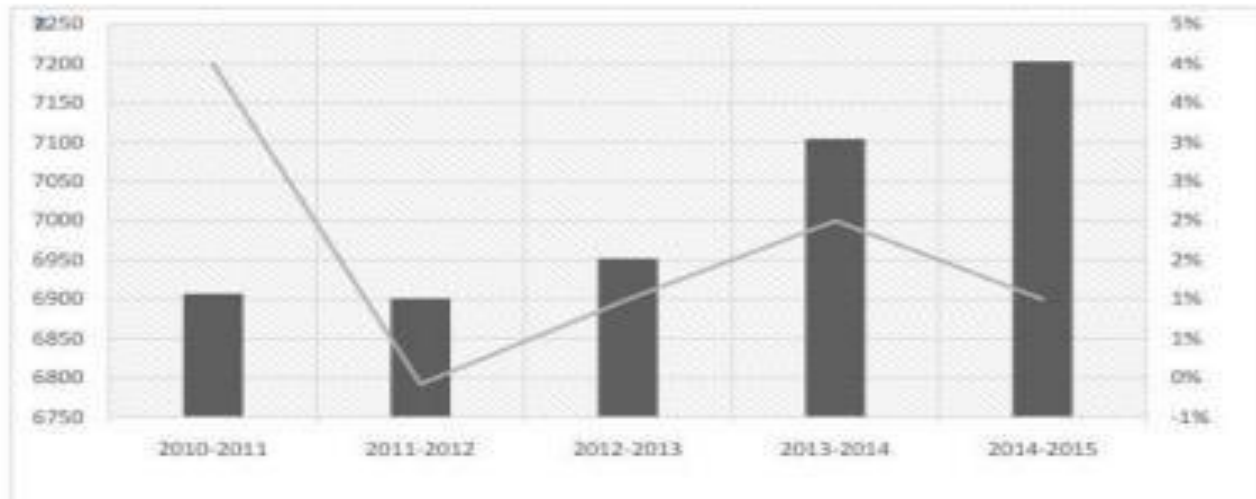
1. Handloom Industry production
2. Marketing Strategies
3. Customer retention
4. Exports of apparel

### **For the first instance, introduction about handloom is reviewed.**

The handloom industry is the historic, the most important and the maximum critical cottage enterprise of India. This enterprise has masses of prospects in addition to superb beyond. This region is responsible for a very high percentage of the state's financial system. The handloom industry of India has extended way of life of first-rate and incomparable craftsmanship. It has a diverse and rich fabric culture, a wide range of textiles of various designs, synthetic with the aid of

special techniques compared to different international locations of the arena. The strong point within the weave of the textiles in every area is developed based totally on area, climate and cultural influences. The weaves are often colorful, and fabrics are often worked over with tremendously problematic embroidery (Vinayagamoorthy et al., 2018).

**Chart 2: Handloom production (in million sq. Meters) and its growth during the years**



**Following the introduction of handloom, marketing strategies such as product, price, place and promotion are reviewed.**

The Chartered Institute of Marketing define marketing as “the management process responsible for identifying, anticipating and satisfying customer requirements profitably”.

**Product** refers to physical product or offerings that need to be based on customer needs and demands and to offer for more consolation and yet be essential enhance the exceptional of existing offerings to be done (Hallberg et al., 2017)

**Price** refers to that consumers use charge as a crucial extrinsic cue and indicator of product high-quality or advantages. Costly manufacturers are frequently looked as if it would be of better nice and much less prone to competitive price cuts than less expensive brands. Therefore, fee is related to perceived high-quality. A high-quality relationship between charge and perceived first-class has been supported through previous research (Ismail et al., 2015).

**Place** is one of the essential strategies of marketing which has lot of implication for handloom zone. Location isn't always handiest factor wherein consumer buy the product; however, this additionally consists of the route through which product has travelled to reach the cease patron. In case of handloom this rout or channel has lot of bottleneck for healthful growth of commercial enterprise.

**Promotion** is one of the marketing strategies and its miles very vital to the enterprise environment. Advertising is likewise one essential purpose wherein handloom quarter lacked at the back of and driven out of competition. Advertising marketing campaign is a shape of advertising conversation is a advertising activity that tries to spread data, affect, persuade, and / or remind the target market or

corporation and its merchandise to inclined to simply accept, purchase and dependable to the goods offered by way of the agency worried.

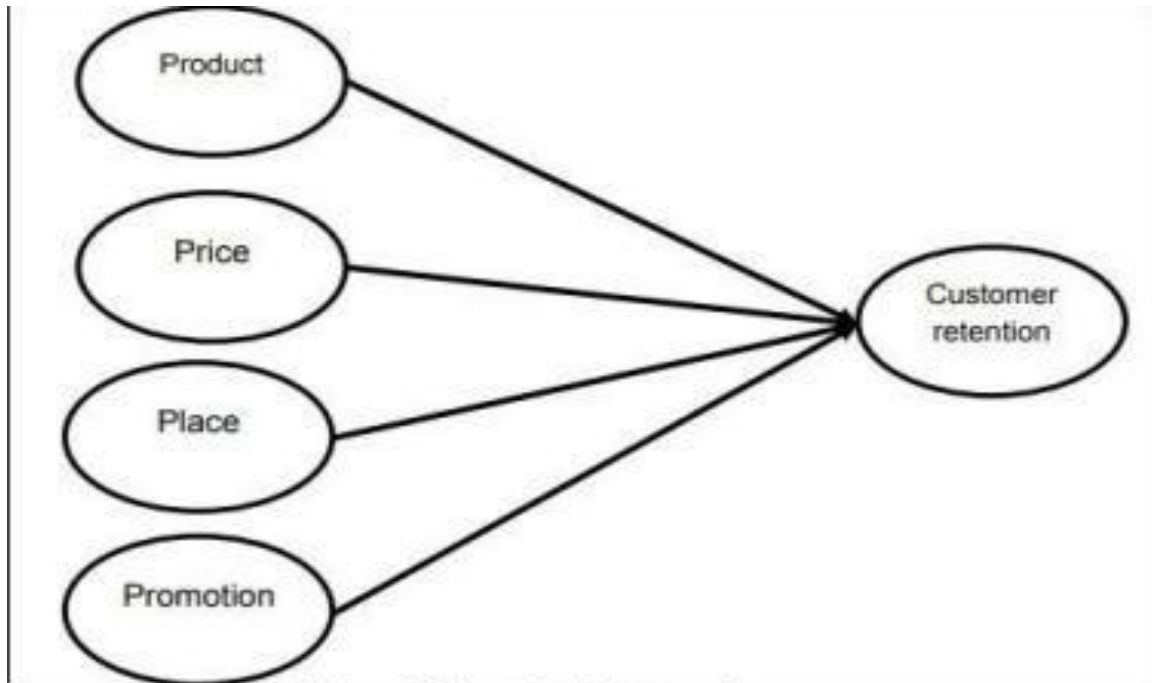


Figure 1. Conceptual framework

As far as operational strategies are concerned in handloom industry, once we are operating in politically stable and high economic growth country, best operational strategy is to have decentralized operation (Panwar and Malhotra, 2017). The same strategy we can consider in handloom to develop the business. Around 80% of Indian industries come in this category of Small/Medium enterprises (SME)(Amrinder, 2016). If we are able to promote the SME to serve the more sustainable products it can continuously achieve the International market stores.

### **Following the marketing strategies customer retention is reviewed.**

Many groups comprehend that purchaser retention is extremely essential. They apprehend that dropping valued, unswerving customers is bad for the organization's lengthy-term revenue capacity and average success. Even though that is understood on a primary degree, few organizations – especially the ones agencies presenting a carrier – appear to misconceive what losing a single purchaser can suggest to their commercial enterprise. So, client retention could be very crucial for some reasons together with increased revenue, lower purchaser acquisition fees and increased referrals (Ismail et al., 2015).

Different types of loyalty programs will also help to retain customers. Increase in Customer Retention. Following are the areas which helps through different loyalty programs.

- Great „Customer Win back“ strategy to bring back lost customers.
- Great way to encourage customers to move up from their current spend level to a higher spend

levels most of the handloom products are more expensive when comparing to the other brands

- Loyalty Programs give you the opportunity to acquire new customers. Value Rewards
- Gives you the opportunity to create brand advocates who can help you expand your customer base by giving personal recommendation. (Nandal, Nandal and Malik, 2020)

### **Following the marketing strategies Exports is reviewed.**

Export of handloom products become rs.1253 crore (us\$ 264 million) in the course of 2009- 10 and witnessed a constant growth throughout the 2010-2011, 2011-12 and 2012-13 registering rs.1575 crore (us\$ 346 million), rs.2624 crore (us\$ 548 million) and rs.2812 crore (us\$ 517 million) respectively. Eventually export witnessed a decline all through 2013-14 registering rs.2233 crore (us\$ 369 million). But export has marginally improved throughout 2014-15 and 2015-16 accomplishing rs.2246 crore (us\$ 367 million) and rs.2353 crore (us\$ 360 million) (talk to chart 4). There may be growth in exports of fabric like sarees, carpets, rugs, mats, cotton durries and other fabric in 2013-14. In general, the Indian handloom fabric are having an excellent call for within the global market among the years 2009-10 and 2013-14. Most of the pinnacle 10 export locations of handloom products in the course of f2014-15, America, Japan and Netherlands have witnessed decline of about eight%, 14% and 5% respectively while united kingdom, Germany, Italy, France, Australia, Sweden and Spain have registered growth of 15%, three%, three%, 5%, 24%, 26% and thirteen% respectively in the course of this period (Dissanayake et al., 2017)

### **CONCLUSION**

Entrepreneurs must make sure that their product gives pleasure to the client and purchasers complying with their notion, cost, norms and taste. This could cause occupy the complete marketplace. Handlooms product exceptional has to keep accordance with the consumer possibilities. Handloom industries need to recognize the marketplace segmentation to recognize the target market for every product. The entire product has to marketplace below particular logo and emblem call. It'll lead the industries in tremendous method. Entrepreneur has to try to introduce the modern-day generation on their manner to make better and regulation cost in output. Charge is essential aspect to run the company that simplest elements to be giving earnings to the sectors. So, handloom industries must don't forget whole value of manufacturing. Women social entrepreneurs (Nandal Naveen etal, no date) can also contribute this industry by taking initiative to promote women entrepreneurs in this Industry. Whilst determine the price for the product should be conscious the profits of the unique goal institution. Manufacturers can make separate pricing strategies for every product. Pricing strategies ought to entice the patron. Product fee must cover the whole sellers and shops. Congenial operating surroundings be ensured for personnel. Location needs to be easy get admission to for clients and raw materials. Display center must make appealing to the patron. Industries must contain in studies activities to aware the marketplace

position and to identify the goal segments and analyze the marketing surroundings. Worker retention plan be installed considering their distinctive expertise and advertisement as well as promotional activities be developed. Education be furnished to personnel to beautify their talent closer to the production. Hand loom industries must entice the new traders on this discipline to develop the industries as well as get assistance from the government to lessen the vulnerability in this discipline

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