

## **A Study On Demand Of Handmade Products With Reference To Chennai, Tamilnadu.**

**Dr. Saikumari. V**

(Prof & Head) Department Of Management Studies Easwari Enigneering College Chennai, India  
Dr.Kumaris@Gmail.Com

**C. Lalitha**

Department Of Management Studies Easwari Enigneering College Chennai, India Lalitha9497@Gmail.Com

**E. Moganapriya**

Department Of Management Studies Easwari Enigneering College Chennai, India Priyaelango31@Gmail.Com

**Article History:** Received: 10 November 2020; Revised 12 January 2021 Accepted: 27 January 2021; Published online: 5 April 2021

---

**Abstract—** Handmade Products Have Its Own Market Spot In Our Country Where They Carry A Unique Expression. They Come Along With Our Culture And Heritage. Its Importance Is Felt Through Centuries And Now We Have The Support Of Government Through Programs In Order To Develop The Interest On Handmade Products.

The Purpose Of This Study Is To Know The Preference Of Handmade Products Among Consumers. The Analysis From The Study Will Lend A Helping Hand To Retailers To Know Their Demand In Market Place. The Study Here Is Done Through Mail Survey And The Data Is Collected From The Age Group Of 18 - 50 Years. From This Population We Used Convenience Sampling Method To Collect Samples. Here We Intend To Do Descriptive Analysis With The Assistance Of Ms-Excel Software Where The Data Are Analysed Through Different Charts And Graphs.

---

**Keywords—** Handmade Products, Handicrafts, Artisans, Crafts, Artworks, Entrepreneurship.

---

### **Introduction**

India Have A Rich Cultural Diversity And Heritage That Provides Abundant Resources For The Development Of Handmade Industries. Before The Industrial Revolution In Our Country, It Was Handicraft Industry Which Gave A Major Contribution To The Economic Growth. Even Today They Have A Prosperous Growth Rate Of 20% Year On Year. This Industry Requires Major Labour Involvement Because Of Which The Consumer Have Huge Respect Over Till Date. These Products Are Diversified Into Three Categories: Folk Crafts, Religious Crafts And Commercial Crafts. Comparative To Machine Made Goods These Products Are Preferred By Consumers As They Have Added Advantage Of Being Customized.

By Showing Interest To This, The Government Has Been Helping Hand With Its Various Movements Such As Made In India. Made In India Is A Type Of Swadeshi Movement Covering 25 Sectors In The Country. It Was Launched In September 2014. It Mainly Concentrates On Goods Being Manufactured In India Which Includes Even The Handicraft Sector. They Have Also Extended Their Exclusive Support For Tribal Goods Through Mobile Application Like Tribes India – Trifed. This Application Is For Selling Goods That Are Made By Tribal People And It Includes Jewellery, Paintings, Clothing, Metal Crafts And Wood Crafts.

Indian Handmade Products Have Their Own Remarkable Market All Over The World. This Market Is Been Governed And Regulated By All India Handicraft Board, Ministry Of Textiles, Government Of India. This Governing Board Regulates The Overall Activity Of Handicraft Industry In The Form Of Funding, Guidance, Training, Exports Resource Procurement And Transportation.

In Addition, The Government Aiming In Promoting The Growth Of The Industry, It Consequently Provides A Platform For Artisans Which Generates Employment Opportunities. As The Handicraft Industry Is A Highly Creative Sector The Demand For The Product Are Huge Both In National And International Market.

## I. Objectives, Assumptions And Limitations

### A. Primary Objective

- To Determine The Demand Of Handmade Products In The Market.

### B. Secondary Objectives

- To Analyse The Perception Towards Price Range Of Handmade Products.
- To Find The Convenient Mode Of Shopping For Consumers.
- To Determine The Use Of Handmade Products In The Market

### C. Assumptions

- Necessity Of Handmade Products Are High Among Consumer

### D. Limitations

- Change In Customer Preference And Time Factor.
- Customer Ignorance

## II. Factors Affecting Demand Of Handmade Products

The Demand Of Handmade Products Is Affected By Various Factors Which Need To Be Considered. This Analysis Helps Us To Draw The Following Conclusions Based On Certain Assumptions.

## III. Analysis

### 1. Product Nature

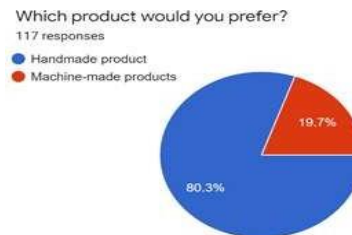


Figure 1.1 - Nature Of Product



Figure 1.2 - Genre Of Product

2. Price Range



Figure 2.1- Price Range

3. Mode Of Shopping

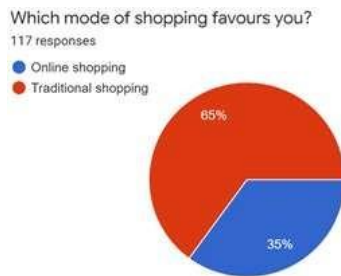


Figure 3.1 - Mode Of Shopping

4. Delivery Charges



Figure 4.1-Charges For Delivery

5. Use Of Product



Figure 5.1- Usage Of Product

6. Origin Of Product

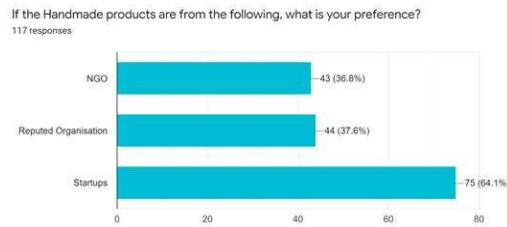


Figure 6.1- Origin Of Product

7. Mode Of Advertisement

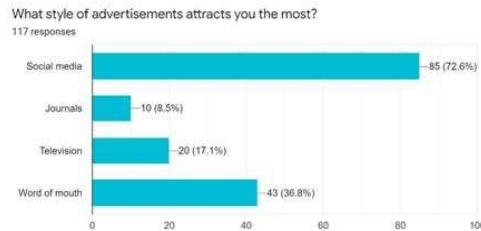


Figure 7.1- Mode Of Advertisement

8. Mode Of Payment

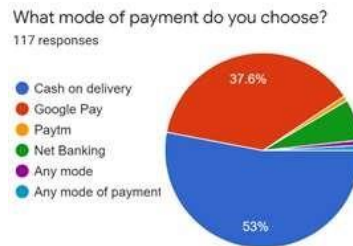


Figure 8.1 - Mode Of Payment

IV. Findings

- 80% Of The Respondents Preferred Handmade Products When Compared To Machine Made Products.
- In Handmade Products 79% Of Respondents Preferred Customized Products To Ready-Made Products.
- More Than Half (65%) Of The Respondents Were Female.
- Nearly Half Of The Respondents Were At The Age Category Between 18 To 25 Years.
- More Than 57 % Of The Respondents Are Willing To Pay Between The Range Of Rupees 200 To 500 For Handmade Products.
- Traditional Shopping Is Opted More (65%) Than Online Shopping.
- Among The People Who Preferred Online Shopping 50% Of Them Are Neutral In Paying Additional Amount For Instant Delivery.
- Majority Of The Respondents Who Preferred Handmade Products Buy Them For Personal Use, Down The Line It Is Used For Gift Purpose.
- More Than 64% Of The Respondents Preferred Handmade Products From Startups.
- Buying Behavior Of More Than 72% Of The Respondents Get Attracted By Social Media Advertisement.
- 53% Of The Respondents Chose The Option Of Cash On Delivery. Hence, Mode Of Payment Does Influence The Demand.

### **V. Suggestions**

- Most Of The Respondents Are Between The Age Group 18 To 25 Years. From The Analysis 70% Of The Respondents Are Attracted By Advertisements Through Social Media. Here I Suggest Handmade Manufactures To Opt For Marketing In Digitalized Form, So That They Can Have Wide Reach.
- More Than Half Of The Respondents Are Willing To Purchase Handmade Products Not More Than For 500 Rupees. Hence, I Suggest The Producers To Meet The Customer Expectations.
- More Than Half Have Opted Handmade Products For Personal Use In Customized Manner. So I Suggest The Producers To Have The Option Of Customization For Their Products.

### **VI. Conclusion**

In This Era, The World Is Updated Every Second. Every Hour We Have New Products Launched And We Are Stacked Up With Alternatives. In This Instance, We Need To Do Profound Research Of Any Industry Before Entering Into. Referring To The Same This Study Is Also One Such Analysis To Find The Demand Of Handmade Products In India Especially In Chennai, Tamil Nadu.

In This Study Major Objective Is To Find The Demand Of Handmade Products. It Covered Various Aspects That Will Have An Impact Over The Demand. The End Of The Study Can Act As A Base For Start-Ups Who Are Entering The Market Sector. This Study Concluded That Many Customers Are Willing To Purchase Customized Handmade Products At Lower Price With Reasonable Quality Expectation.

### **Reference**

- [1] Ms. Shreya Jadhav - Indian Handicrafts: Growing Or Depleting, Iosr Journal Of Business And Management (Iosr-Jbm), Pp 07-13
- [2] [https://en.wikipedia.org/wiki/Make\\_in\\_India](https://en.wikipedia.org/wiki/Make_in_India)
- [3] Towseefmohiud Din - Handicraft Production And Employment In Indian: An Economic Analysis, Volume 14 Issue 4 Version 1.0 Year 2014.
- [4] [http://Trifed.In/Trifed/\(S\(KheiuInpszrvbkrxgjlcrpf\)\)/About\\_Trifed.aspx](http://Trifed.In/Trifed/(S(KheiuInpszrvbkrxgjlcrpf))/About_Trifed.aspx)
- [5] <http://Handicrafts.Nic.In/Schemes.aspx>
- [6] Towseefmohi-Ud-Din, Lateef Ahmad Mir, Dr Sangram Bhushan-An Analysis Of Current Scenario And Contribution Of Handicrafts In Indian Economy, Journal Of Economics And Sustainable Development, Vol.5, No.9, 201