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A STUDY ON CONSUMER BEHAVIOUR TOWARDS LEATHER PRODUCTS IN AHMEDABAD

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ABSTRACT

This study examined the consumer behaviour towards leather products in Ahmedabad, which are the factor affecting the consumer decision at the time of purchase and by which parameters consumers chooses the leather product. This study also aims to know that customer really understand the difference between original leather and duplicate leather and does the consumer had been cheated by the sale staff for duplicate leather. The research had been done through descriptive research design. This study had targeted the Ahmedabad city only. Customers of both the genders had been surveyed. The primary data has been collected through questionnaire by using convenience sampling method and sample size was 100. The findings reveal that majority of respondent does not understand the difference between original and duplicate leather. Price is the main reason for which customer does not prefer leather and People does not spend more money towards leather products in Ahmedabad as compared to other states and countries. You will get further detail after reading the whole report.

KEYWORDS

Ahmedabad, consumer behaviour, consumer preference, duplicate leather, original leather, leather industry.

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INTRODUCTION

Leather is a prominent industry in India. The main sectors from which its demand is derived are fashion, footwear, furniture, interiors and automotive. Indian leather totals up to 13% of the world's total production of skins, around 10% of world's footwear production also comes from India. India's leather industry is bestowed with skilled manpower, innovative technology, increasing industry compliance to international environmental standards and the support of allied industries.

The global leather goods market is USD 95.4 billion in 2018 and will reach USD 128.61 billion by 2022 at a growth rate of 4.36% during the forecasted period. Retail stored hold the major share in this market that is over 90%, however online sales will increase during the period due to the growing popularity of e-commerce. As per officially notified DGCI&S monthly export data, the export of Leather and Leather products for the financial year April-Jun 2017-18 touched US\$ 1420.04 million as against the performance of US\$ 1438.79 million in the corresponding period of last year, recording a negative growth of -1.30%. In Rupee terms, the export touched Rs. 91533.21 million in April-Jun 2017-18 as against the previous year's performance of Rs. 96241.93 million registering a negative growth of -4.89%.

The major markets for Indian Leather & Leather Products are USA with a share of 14.66%, Germany 11.22%, UK 10.05%, Italy 7.03%, France 5.15%, UAE 5.04%, Spain 4.63%, Hong Kong 4.52%, China 3.09%, Netherlands 3.05%, Poland 2.23% and Vietnam 1.88%.

Source: - Council for leather exports (CLE)Ministry of commerce and Industry, Govt of India, www.commerce.nic.in., ResearchAndMarkets.com

LITERATURE REVIEW

(P.P.Ajith Kusum, 2018) This paper explores the effects of entrepreneur's perceptions on product innovations which have impact on industry enterprises sustainability in leather products and footwear industry of Sri Lanka. The research has found that the majority of entrepreneurs do not have an intention to engage in new product innovations in near future. They use designs already available which lead to competitiveness and sustainability issues in this industry. Level of innovations and use of Internet for routine business activities in enterprises in the industry remains low.

(Muthusamy & Karpagalakshmi, 2015) India is second largest exporters of leather footwear, third largest exporters of leather apparels and fifth largest exporters of Leather Goods & Accessories. This study has brought into light; some short comings the industry of they need an urgent attention so as to help in the proper functioning of the industry. The industry will achieve the global standards of export management; if at all a great and absolute professional approach will be exercised regarding its operations.

(Waghmare, 2017) Leather industry is one of the significant resource-based industry providing employment to leather workers, artisans and distribution. However, the performance of the industry has been unsatisfactory. In order to enhance the performance of leather industry, there is need of modernization, proper marketing and adequate investment.

(Dr. B. Saranya, 2016) The above study was carried out with the prime objective of analysing the export performance of leather in India. The study also found that there was beer tremendous increase in leather exports to many countries while it is low only in few countries. Therefore, the government should take various steps to improve the exports of leather to greater levels and provide more policies to promote exports and the countries should take active part to increase export performance.

(Madhava, 2016) The main aim of this research paper is to evaluate the extent to which the Indian Leather manufacturing firm adapts the international marketing strategies (i.e. price, product, promotion, and distribution) depending on the characteristics of the foreign environment. The results further signposted that the degree to which these firms adapt their pricing strategy depends on the degree of standardization or adaptation of the remaining marketing-mix elements (product, promotion, and distribution).

(Adamu, 2018) This study found that the majority of respondents favoured imported shoe. The study findings indicated that among other factors quality, style and price, were a reason for the majority of respondent's shoe choice. Regarding the style of leather shoes, the study found that the style of domestic shoes was less attractive in terms of fashionable and has less variety than imported shoes according to local shoe market perception. Concerning the quality of shoes, the study found that domestic leather shoes were better durable but less comfortable than their peers' imported ones. With reference to the price of the shoes, the study discovered that domestic leather shoes were lower priced than foreign shoes. For this reason, the domestic leather shoe highly dominated the shoe market of most of price mattered consumers.

(Triswanto Edi, 2018) The researcher studied the Various problems experienced by the leather processing industry located in Sidoarjo and Surabaya. These problems include management which includes poor accounting system and procedures, transaction recording is still done manually and do not have profit balance report. The purpose of this research is to know the strengths, weaknesses, opportunities, and threats faced by the leather craftsmen in Surabaya and Sidoarjo in the short and long term and to know how the participation of local government and related agencies in developing leather processing industry. The strategy that needs to be developed is the Diversification strategy so that the processed leather craft can continue to survive and develop.

(Bliss, 2017) Global demand for leather, leather products and leather footwear are worth approximately \$215 billion a year. However, as leather is capable of being replaced by other materials such as synthetics, the industry competes by promoting luxury and quality products-both aesthetically and functionally.

(Chaudhury, Syed, & Agarwal, 2015) This paper examines the relationship between the market mix strategies (with respect to place, product, price and promotion) and export performance. This exploration has been done in exporting leather footwear SME segment with 174 firms as sample size from four different clusters within India. The findings suggest that though the exporting firms are at a comfortable zone as far as their export destinations (strategy with respect to place) is concerned; they by and large are at a huge gap with respect to the product, pricing and promotional strategies and thus are losing out considerably as far as their export performance is concerned.

(Onwumere J., 2015) This study critically analyses the innovation types and the effect on the performance of the leather-based manufacturing enterprise in Abia state. Random samples of 120 leather-based manufacturing firms were obtained and the data were collected using a well-structured questionnaire. It was observed that the innovations used to enhance performance among leather based agro-industries were product, market and technological innovations. Specifically, innovation has a positive significant effect on the performance (profit) of the enterprise. The significant determinants of innovation were enterprise size, competitors, output level, and credit availability for the venture and education status of firm operators.

(Mwinyihija, 2013) During the study, it was observed that the leather sector is vastly impacted by certain socio-economic factors in attaining improved performances which otherwise are dismal particularly in Africa. For instance, in reference to some of the factors identified, nine important aspects needed to have been considered alongside the analytical process of the value chains to provide width and adequately cover the leather sector such as employment, trade, costs, price, productivity, competitiveness, income, technology, and research and development (i.e. innovation). However, a huge knowledge gap in associated research related to the leather sector.

IMPORTANCE OF THE STUDY

This study will help the Leather Retailers or Leather Good Manufacturers to understand the current market situation and accordingly they can make or change their strategy and take corrective steps and they can determine the consumer preference and their need.

OBJECTIVES OF THE STUDY

1. To study the consumer preference towards leather products of Ahmedabad people.
2. To know factor affecting consumer behaviour at the time of purchase.
3. To know consumer really understand the difference between genuine leather and Duplicate leather.

HYPOTHESIS

H0 (1) Price is not the main reason while purchasing leather products.

H1 (1) Price is the main reason while purchasing leather products.

H0 (2) There is no relationship between gender and spending money annually on Leather products.

H1 (2) There is relationship between gender and spending money annually on Leather products

RESEARCH METHODOLOGY

The study has been done through descriptive research design. Primary data has been collected through questionnaire and secondary data has been collected through research papers, some online portals and newspaper articles. The study had targeted Ahmedabad city only. Data has been collected from the respondents who had bought leather products earlier by using convenience sampling method and sample size was 100 respondents.

ANALYSIS AND INTERPRETATION

TABLE 1: DURATION OF BUYING LEATHER PRODUCTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekly	4	4.0	4.0	4.0
	Monthly	9	9.0	9.0	13.0
	Bi Annually	19	19.0	19.0	32.0
	Annually	36	36.0	36.0	68.0
	More than yearly	29	29.0	29.0	97.0
	Other	3	3.0	3.0	100.0
Total		100	100.0	100.0	

INTERPRETATION: According to our research, 36% of our respondent buy leather products Annually, 29% of them buy more than yearly and rest of them buy weekly, monthly and Bi Annually.

TABLE 2: SOURCE OF BUYING LEATHER PRODUCTS

		Responses		Percent of Cases
		N	Percent	
From where do you buy?	Local Retailer	58	33.0%	58.0%
	Brand Outlet	35	19.9%	35.0%
	Malls	30	17.0%	30.0%
	Abroad	14	8.0%	14.0%
	Online	36	20.5%	36.0%
	Other	3	1.7%	3.0%
Total		176	100.0%	176.0%

INTERPRETATION: According to our research, 58% of our respondent buy leather products from local retailer, 20.50% of respondents buy online, 19.90% buy from brand outlets, 17% of them buy from malls and 8% of respondents buy from abroad.

TABLE 3: TYPE OF LEATHER PRODUCTS BUY

		Responses		Percent of Cases
		N	Percent	
Which type of leather products do you buy?	Shoes	54	16.8%	54.0%
	Bags	46	14.3%	46.0%
	Jackets	43	13.4%	43.0%
	Belts	63	19.6%	63.0%
	Wallets/Purse	70	21.7%	70.0%
	Mobile case	16	5.0%	16.0%
	Hand Gloves	16	5.0%	16.0%
	Diaries/Folders	13	4.0%	13.0%
	Others	1	0.3%	1.0%
Total		322	100.0%	322.0%

INTERPRETATION: The response above clearly shows that, 21.70% of respondents buy leather wallets/Purses, 19.60% and 16.80% of them buy leather belts and leather shoes.

TABLE 4: MONEY SPEND ANNUALLY TOWARDS LEATHER PRODUCT (APPROX.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-1000	12	12.0	12.0	12.0
	1001-2000	25	25.0	25.0	37.0
	2001-3000	27	27.0	27.0	64.0
	3001-5000	19	19.0	19.0	83.0
	More than 5000	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

INTERPRETATION: The above results show that 27% of our respondents spend around 2001 to 3000 rupees annually on leather products. And there are only 17% respondents who spend more than 5000 towards leather products. While 12% of them does not spend much towards leather products due to availability of substitute material.

TABLE 5: UNDERSTAND DIFFERENCE BETWEEN GENUINE LEATHER AND DUPLICATE LEATHER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	46	46.0	46.0	46.0
	No	13	13.0	13.0	59.0
	Maybe	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

INTERPRETATION: 46% of our respondents says that they understand the difference between the genuine leather and duplicate leather, 13% says that they do not understand the difference and while rest of the 41% were not sure that they really understand the difference so they have said maybe. So, as per the results 13% and 41% respondents i.e. total 54% of respondents, which means half of our respondents don't understand the difference between the genuine leather and duplicate leather or they are in the dilemma.

TABLE 6: SALE STAFF EVER BEEN CHEATED FOR DUPLICATE LEATHER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	41.0	41.0	41.0
	No	29	29.0	29.0	70.0
	Maybe	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

INTERPRETATION: As per the above data 41% of our respondents has been cheated by the sale staff for duplicate leather by saying that it is original/genuine leather and 30% of them were not sure about they have been cheated by the sale staff or not.

TABLE 7: PRICE IS THE MAIN REASON FOR NOT PURCHASING THE LEATHER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	64	64.0	64.0	64.0
	No	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

INTERPRETATION: 64% of our respondents think that price is the main reason for not choosing or purchasing the leather, while 36% of respondents said No, that price does not affect their purchasing behaviour.

TABLE 8: FACTORS CONSIDER BEFORE BUYING

		Responses		Percent of Cases
		N	Percent	
Factor consider before buying?	Quality	87	19.2%	87.0%
	Brand	50	11.0%	50.0%
	Passion/Taste	28	6.2%	28.0%
	Smell	29	6.4%	29.0%
	Colours	44	9.7%	44.0%
	Originality	65	14.3%	65.0%
	Durability	52	11.5%	52.0%
	Texture	42	9.3%	42.0%
	Look	55	12.1%	55.0%
Total	Other	1	0.2%	1.0%
Total		453	100.0%	453.0%

INTERPRETATION: The above result indicates that 19.20% of respondent consider the quality of the leather as more important factor before purchasing leather products and Brand, Colours, Originality, Durability and look are also the important factor which affect the consumer.

TABLE 9: REASON FOR NOT CHOOSING THE LEATHER PRODUCTS

		Responses		Percent of Cases
		N	Percent	
Reason for not choosing the leather product?	More Expensive	48	17.5%	48.0%
	Hardness	15	5.5%	15.0%
	Non-Washable	39	14.2%	39.0%
	Limited Variety	32	11.7%	32.0%
	Quality	19	6.9%	19.0%
	Smell Issue	28	10.2%	28.0%
	High care required	40	14.6%	40.0%
	Colour evaporate risk	22	8.0%	22.0%
	Substitute material	29	10.6%	29.0%
	Other	2	0.7%	2.0%
Total		274	100.0%	274.0%

INTERPRETATION: 17.50% of our respondents said that price is the main reason for not choosing leather, 14.20% does not prefer leather because it cannot be washed, 11.70% said that there are less variety in leather as compared to other materials, 10.20% of them does not prefer leather due to its embarrassing smell, 14.60% of says that it requires high care to preserve and other 0.70% does not choose leather due to their religious issue.

TABLE 10: SUBSTITUTE MATERIAL

		Responses		Percent of Cases
		N	Percent	
Instead of genuine, which material do you prefer?	Foam leather	59	22.1%	59.0%
	Furr leather	16	6.0%	16.0%
	Rexine	33	12.4%	33.0%
	Faux/Synthetic leather	17	6.4%	17.0%
	Microfibre leather	11	4.1%	11.0%
	Canvas	24	9.0%	24.0%
	PVC	10	3.7%	10.0%
	Textile Polymer	16	6.0%	16.0%
	Apparel	19	7.1%	19.0%
	Rubber	14	5.2%	14.0%
Cotton	44	16.5%	44.0%	
Other	4	1.5%	4.0%	
Total		267	100.0%	267.0%

INTERPRETATION: As per the above result, 22.10% prefer foam leather instead of genuine leather because foam leather is cheaper than genuine leather, 16.50% of our respondents prefer cotton material while other remaining respondents prefer Furr leather, Faux leather Microfiber leather, Canvas, PVC, Textile polymer, Apparel etc. and other materials.

TABLE 11: RELIABILITY STATISTICS

Cronbach's Alpha	N of Items
.945	12

INTERPRETATION: Cronbach alpha of 12 Likert statement is 0.945. That shows data is properly scattered and data is accurate.

TABLE 12: OVERALL SATISFACTION AND AGE CROSS TABULATION

		Age					Total
		Less than 18	18-25	26-33	34-41	More than 41	
Overall Satisfaction towards leather product	1 Customer terrorist	1	0	1	1	3	6
	2 Dissatisfied customers	1	3	1	0	1	6
	3 Neutral	0	13	4	2	4	23
	4 Satisfied customers	0	23	13	2	3	41
	5 Delighted customers	0	13	4	4	3	24
Total		2	52	23	9	14	100

INTERPRETATION: The above result indicates that 23% of our respondent have given 4th rank from 1st to 5th, which means that they are satisfied with the leather products and their age group is 18 to 25 years and 13% of our respondent have given 5th rank from 1st to 5th, which means that they are delighted customers and their age group is 18 to 25 years.

TABLE 13: FACTORS CONSIDER BEFORE BUYING AND GENDER

			Gender		Total	
			Male	Female		
Factor consider before buying and gender.	Quality	Count	71	16	87	
	Brand	Count	40	10	50	
	Passion/Taste	Count	25	3	28	
	Smell	Count	24	5	29	
	Colours	Count	38	6	44	
	Originality	Count	55	10	65	
	Durability	Count	45	7	52	
	Texture	Count	36	6	42	
	Look	Count	43	12	55	
Other	Count	1	0	1		
Total			Count	80	20	100

INTERPRETATION: 71% of our male respondents and 16% of our female respondents consider quality as an important factor before buying the leather products, 12% female respondents consider Look as an important factor while Brand, Colours, Durability, Texture etc. are also an important factor which are affecting the consumer behaviour at the time of buying leather products.

TABLE 14: MONEY SPEND ANNUALLY AND AGE CROSS TABULATION

		Age					Total
		Less than 18	18-25	26-33	34-41	More than 41	
How much money do you spend annually on leather product (Approximately)	0-1000	0	6	3	1	2	12
	1001-2000	2	15	3	1	4	25
	2001-3000	0	15	7	3	2	27
	3001-5000	0	7	6	2	4	19
	More than 5000	0	9	4	2	2	17
Total		2	52	23	9	14	100

INTERPRETATION: 15% of our respondent spend around 1000 to 2000 annually on leather products and their age group is 18 to 25 years and only 9% of respondents spend more than 5000 and their age groups is 18 to 25 years. So as per the above data, most of our respondents has spent 2000 to 3000 annually on leather products.

TABLE 15: DURATION OF BUYING LEATHER PRODUCTS AND ANNUAL INCOME CROSS TABULATION

		Annual income				Total
		Less than 5 lakhs	6-10 lakh	11-15 lakh	More than 15 lakhs	
How often do you buy?	Weekly	3	1	0	0	4
	Monthly	8	0	1	0	9
	Bi Annually	8	6	4	1	19
	Annually	26	5	3	2	36
	More than yearly	17	4	6	2	29
	Other	2	0	0	1	3
Total		64	16	14	6	100

INTERPRETATION

26% of our respondents buy leather products annually having an annual income less than 5 lakh and from the same income group 17% of them buy more than yearly, while 6% of our respondents also buy more than yearly having an annual income from 11 lakh to 15 lakhs. So above data clearly shows that the majority of our respondents has purchased Annually or more than yearly.

TABLE 16: SOURCE OF BUYING LEATHER PRODUCTS AND GENDER CROSS TABULATION

			Gender		Total	
			Male	Female		
From where do you buy and Gender	Local Retailer	Count	49	9	58	
	Brand Outlet	Count	27	8	35	
	Mall	Count	22	8	30	
	Abroad	Count	10	4	14	
	Online	Count	32	4	36	
	Other	Count	2	1	3	
Total			Count	80	20	100

INTERPRETATION: 49% of our male respondents buy from local retailer, 27% male buy from brand outlet, 32% male buy from online, while 9% of female respondents buy from local retailer, 8% female buy from brand outlet, 4% female buy from online.

TABLE 17: MONEY SPEND ANNUALLY AND ANNUAL INCOME CROSS TABULATION

		Annual income				Total
		Less than 5 lakhs	6-10 lakh	11-15 lakh	More than 15 lakhs	
How much money do you spend annually on leather product (Approximately)	0-1000	11	0	1	0	12
	1001-2000	18	4	2	1	25
	2001-3000	14	4	7	2	27
	3001-5000	10	4	2	3	19
	More than 5000	11	4	2	0	17
Total		64	16	14	6	100

INTERPRETATION: 18% of them spend around 1000 to 2000 annually having an annual income less than 5 lakh and 14% from same income group spend 2000 to 3000 annually on leather products. 11% spend more than 5000 annually having an annual income less than 5 lakh and 7% spend 2000 to 3000 annually having an annual income of 11 to 15 lakh.

TABLE 18: UNDERSTAND THE DIFFERENCE BETWEEN GENUINE LEATHER & DUPLICATE LEATHER AND GENDER CROSS TABULATION

		Gender		Total
		Male	Female	
Do you understand the difference between genuine leather and duplicate leather?	Yes	39	7	46
	No	9	4	13
	Maybe	32	9	41
Total		80	20	100

INTERPRETATION: 39% of our male respondents and 7% of female respondents understand the difference between genuine and duplicate leather. 32% of male respondents and 9% of female respondents has said that they may or may not be understand the difference.

TABLE 19: UNDERSTAND THE DIFFERENCE BETWEEN GENUINE LEATHER & SALE STAFF HAVE EVER BEEN CHEATED FOR DUPLICATE LEATHER CROSS TABULATION

		While purchasing any leather product, does sale staff have ever been cheated you for duplicate leather by saying that it is original or genuine leather?			Total
		Yes	No	Maybe	
Do you understand the difference between genuine leather and duplicate leather?	Yes	18	19	9	46
	No	7	2	4	13
	Maybe	16	8	17	41
Total		41	29	30	100

INTERPRETATION: 18% of our respondents understand the difference between original and duplicate leather and they are saying that they are cheated by the sale staff for duplicate leather, which means that they do not understand the difference. So majorly most of the people does not understand the difference and they are cheated by the sale staff by giving them duplicate leather.

HYPOTHESIS TESTING

HYPOTHESIS 1

H0: - Price is not the main reason while purchasing the leather products.

H1: -Price is the main reason while purchasing the leather products.

TABLE 20: BINOMIAL TEST OF HYPOTHESIS (1)

		Category	N	Observed Prop.	Test Prop.	Exact Sig. (2-tailed)
Do you think price is the main reason for not purchasing the leather?	Group 1	Yes	64	.64	.50	.007
	Group 2	No	36	.36		
	Total		100	1.00		

INTERPRETATION: H0 is rejected because here significance level is 0.007 which is less than standard value 0.05. So, this indicates that, Price is the main reason while purchasing the leather products.

HYPOTHESIS 2

H0: - There is no relationship between gender and spending money annually on Leather products.

H1: - There is relationship between gender and spending money annually on Leather products.

TABLE: 21 CHI-SQUARE TESTS OF HYPOTHESIS (2)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.593 ^a	4	.628
Likelihood Ratio	2.699	4	.609
Linear-by-Linear Association	.559	1	.455
N of Valid Cases	100		

INTERPRETATION: Hence H0 is Accepted because here the significance level is 0.628 which is greater than standard value 0.05. So according to result there is no relationship between gender and spending money annually on Leather products.

FINDINGS

- Consumer consider the quality of the leather as more important factor before purchasing, 71% of our male respondents and 16% of our female respondents consider quality as an important factor before buying the leather products.
- 12% female respondents consider Look as an important factor and Brands, Colours, Originality, Durability and look also plays an important role for consumer before buying.
- As per the result, most of the respondents buy leather products Annually.
- 58% buy leather products from the local retailer, 20.50% buy online, 19.90% buy from brand outlets, 17% buy from malls and 8% of respondents buy from abroad.
- Only 7% spend more than 5000 towards leather products annually.
- Majority of the respondent does not understand the difference between original and genuine leather.
- 41% has been cheated by the sale staff for duplicate leather by assuming that it is original or genuine leather.
- Price is the main reason for not choosing or purchasing the leather.
- 14.20% does not prefer leather because it cannot be washed, 11.70% said that there are less variety in leather as compared to other materials and 10.20% of them does not prefer leather due to its embarrassing smell, 14.60% says that it requires high care to preserve and 0.70% does not choose leather due to religious issue.
- 22.10% prefer foam leather instead of genuine leather because foam leather is cheaper than genuine leather and people also prefer rexine, cotton, Furr leather, Faux leather Microfiber leather, Canvas, PVC, Textile polymer, Apparel etc
- 23% respondents have given 4th rank from 1st to 5th, which means that they are satisfied with the leather products and their age group is 18 to 25 years and 13% have given 5th rank, which means that they are delighted customers and they are also from the same age group.
- Only 39% of our male respondents and 7% of female respondents understand the difference between genuine and duplicate leather.
- There is no relationship between gender and spending money annually towards Leather products.

TABLE: 22 SUMMARY OF HYPOTHESIS

Hypothesis	Particular	Result
H0 (1)	People don't think price is the main reason for not purchasing leather products.	Rejected
H0 (2)	There is no relationship between gender and spending money annually on Leather products.	Accepted

SUGGESTIONS

- There must be authentic leather shops which sells genuine leather at affordable rate due to which customer may not be cheated by the sale staff or by any local retailer.
- Many of our respondent suggest to update the smell issue of leather, while some suggest that there must be more colors and varieties in leather products.
- Government should also promote and focus on the development of this precious industry. They should make perfect policies and take some action for development of this industry which will help to generate more revenue and foreign income. They should also focus on the international market for leather, because as compared to Indian market there is a huge demand of leather in foreign market and government should also focuses on leather export.

CONCLUSION

By conducting this research, Researcher came to know that price is the main reason for which customer does not prefer leather. People does not spend more money towards leather in Ahmedabad as compared to other states and countries. And the major problem is People does not understand the difference between original leather and duplicate leather.

There are certain brand outlets and mall in which also there might be possibility that they are selling foam leather which is more attractive and having good look and texture as compared to original leather and its prices are less as compared to genuine leather, and due to the image of brand outlet or mall consumer gets attracts and buy the duplicate leather by the perception of original leather and they are cheated. So, from buying anywhere customer should have proper knowledge and understanding for identifying the genuine leather.

Mostly customer is cheated when they buy from local retailer or from the local street vendor. They are selling their products starting from just 200 Rs, but if customer practically thinks the price of original leather, it would start from around 500 Rs. Customer should avoid buying such fake products from local retailer or local street vendor and they should check the quality and material of the product before buying it.

LIMITATION

This study is held in Ahmedabad city only and there is a huge population. As we have used convenience data collection method, we cannot reach each and every consumer who are consuming leather products and due to convenience data collection method, there is a possibility that we had miss good and accurate respondents. This study is conducted in Ahmedabad city only so it cannot reflect whole market or all consumer preference and time for research is limited.

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