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AN EMPIRICAL STUDY ON MARKETING OF GADWAL SARIS IN INDIA

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ABSTRACT

Handloom forms a precious part of Indian culture and economy. It is the 2nd largest employment provider next to agriculture. With the changes in tastes and preferences of customers, handloom products have to be marketed in such a way so that their survival and existence is ensured. Past literature has highlighted the grim status of weavers in handloom industry and their socio-economic conditions. Mass marketing is one of the reasons for it. Hence the profit is very low and sometimes it does not even cover the basic expenses involved, thus resulting in frustration, depression and suicides of weavers. The reasons might be that they are not able to anticipate, cope and adapt to the changes present in internal and external environment. Nevertheless, they cannot afford to be ignorant about customers' tastes and preferences as competition from domestic and international market is quite high. It is right time to change the way the product is being made and marketed. In order to understand and find out the reasons for the gap between the final product and customers' expectations, a primary research has been conducted in Mahabubnagar, Andhra Pradesh to know customer's perception and satisfaction level for gadwal saris for 50 respondents selected through purposive sampling method. The study reveals that existing customers are very much satisfied with the product (sari). This indicates that market can be expanded only by increasing the size of the market by attracting new customers. In this regard, present study devised and proposed a marketing mix for gadwal product to combat marketing related issues.

KEYWORDS

Gadwal sari, Handloom, Marketing mix.

INTRODUCTION

Importance of handloom sector can be very well appreciated by the fact that not only it is 2nd largest employment provider next to agriculture but also an integral part of Indian culture. The sector has 23.77 lakh handlooms and provides employment to 43.31 lakh persons. Several others are involved directly or indirectly in the supply/value chain. In spite of its inevitable presence, the sector is overwhelmed with diverse problems, such as, out of date technology, unorganized production system, low productivity, insufficient working capital, conservative product range, ineffective marketing links, overall sluggish production and sales. Besides this, there is hovering competition from power-looms and mill sector (annual report 2010, Ministry of textiles).

Due to these lingering and hovering problems, the weavers are badly affected. They are not only financially drained but also mentally harassed. When the future looks so gloomy where is the source of light? Economic and social conditions of weavers can only be handled properly when they get the right share of their hard-work. Middlemen and master weavers enjoy the cake leaving behind the crumbs for weavers. The plight of the weavers can be managed by creating and increasing the demand of handloom products. One of the ways to achieve this goal is to examine the market conditions and suggest some strategy to make handloom products desirable for customers. The idea is to increase the size of the market by escalating the demand so that some benefit is filtered to weavers. Customer satisfaction is very important in this regard. Merchandising and effective marketing are also central to propel the growth of market. Main emphasis should be on increasing the market base without jeopardising the quality of the product and customer satisfaction levels.

LITERATURE REVIEW

There is a positive effect of perceived quality on customer satisfaction (Rust and Oliver 1994). Research findings of Caruana (2002) and Tsiotsou (2006) states that there is positive and direct effect of product quality on customer satisfaction. Consumer perception and satisfaction is very much dependant on the product quality. It can be expected that greater the perceived quality of a product, greater will be the customer satisfaction. Thus, it can be deduced that the perceived quality of gadwal saris will affect the customer satisfaction level. Hence, quality of gadwal saris should not be tampered for short term profits; rather the product should be marketed in such a way that it reflects the ethos of its existence.

Westbrook and Oliver (1991) define customer satisfaction as a mental state where the customers compare and contrast the results of their expectations from pre-purchase expectations and post purchase performance perceptions. Several studies have also focused and linked customer satisfaction with repurchase intentions. There is a positive association between customer satisfaction and intentions to purchase again from the supplier who was involved in the initial level of satisfaction (Anderson & Sullivan 1993, Bloemer & Kasper 1994, Jones & Sasser 1995, Macintosh & Lockshin 1997). Hence it is important to retain existing customers and also to market the product in such a way that they buy the product frequently.

Against this background, it is very important to have a suitable marketing mix so as to cater to the needs and preferences of customers. Marketing mix concept was first introduced by McCarthy in 1964 and is referred to as 4Ps which defines marketing mix as a tool to translate marketing planning into practice. Though Borden (1965) claims to be the first one to use the term and his marketing mix elements were namely product planning; pricing; branding; channels of

distribution; personal selling; advertising; promotions; packaging; display; servicing; physical handling; and fact finding and analysis. Frey (1961) further suggested that marketing variables can be divided into two parts as offering and methods and tools. Later the 4Ps of marketing concept was found to be insufficient to cover all the aspects of product (Van Waterschoot & Van den Bulte, 1992:91), hence 7Ps was introduced by Booms and Bitner (in Zeithmal & Britner, 2003) which includes packaging, positioning and people.

In the light of the above discussions, the marketing mix for gadwal saris need to be considered and revived so that the product attains greater acceptance and wider reach. It should alleviate demand for the product. The first and the foremost step in this direction are to find out customer perception and satisfaction level for gadwal saris. It will be also suitable to find out reasons for small market share for gadwal saris. In this backdrop, primary data was collected to know the satisfaction level for gadwal saris in Mahabubnagar, A.P and further to bridge the gap between the demand and supply, a marketing mix model has been proposed. The following objectives have been prepared to meet the need of the study.

OBJECTIVES

The specific objectives of the proposed study are:-

- To study the general perception and satisfaction level of existing customers buying gadwal saris.
- To examine the reasons for lower level of demand for gadwal saris.
- To propose right marketing mix for gadwal saris to compete in the prevalent market conditions.
- To give recommendations and suggestions for increasing the size of the market for gadwal saris.

The primary data about customers' general perception and satisfaction level has been collected which is discussed in the following section.

DATA ANALYSIS AND FINDINGS

METHODOLOGY

The data required for the study has been collected through questionnaire and personal interviews. Dichotomous, multiple choice and open ended questions were used to get maximum information from the sample. Simple percentages were calculated to assess the meaningful inferences.

FINDINGS

- The age group of the respondents varies from 20-50 year. 18 percent of the respondents were between 20-30 years, 25 percent were from 30-40 years and 7percent from 40-50 years. The categorization has been done so as to cover all the cross section of the society who wear sari and have knowledge about the current tastes and preferences (Table-1, Appendix). Younger generation also has been tapped so as to know whether they are having favourable attitude towards gadwal saris.
- Table-2 (appendix) refers to the occupational status of the respondents. 60 percent of the respondents were employed and 40 percent were housewives. The sample consisted of both working and non working women, so that it can reflect the perception of both the groups.
- Income level of working women were diverse. Out of 30, 40 percent were earning upto Rs. 10,000, 37 percent were earning between Rs.10, 000-20,000 and 7 percent were earning Rs. 20,000 and above. The samples consist of all women who can buy any range of gadwal saris (Table-3, Appendix).
- Frequency of purchase of saris by existing customers seems to be very favourable, as out of 50, 30 percent buy saris every 3 to 6 months. 28 percent purchase every 1 to 3 months and another set of 10 percent purchase 6-9 months. Gadwal saris are bought for some occasions and ceremonial functions (Table-4, Appendix).
- Table 5(Appendix) refers to the preference of women regarding their choice for the type of sari. About 34 percent out of 50 respondents prefer fancy sari followed by silk (20 percent) and cotton sari (14 percent). Respondents prefer fancy saris. This shows that they are looking for a change in the product. They will prefer to buy new fashioned gadwal cloth rather than traditional design with no major changes.
- Table 6 (Appendix) clearly indicates that within the silk source market, gadwal saris has good demand. This clearly shows that customers are willing to buy the core product of gadwal.
- Table-7(Appendix) indicates that customers prefer to buy in a shop rather than approach weavers/master weavers directly. Hence modern retail outlets are preferred outlets for gadwal than traditional outlets. More than 70 percent prefer wholesalers and retailers as place of purchase.
- Different factors are highlighted by respondents when buying silk saris. Most of them (54 percent) prefer the saris because of its grand look. Hence consumers like the basic product but they are looking for variety (Table 8, Appendix).
- More than 75 percent of respondents perceive gadwal sari as a very good product. 22 percent of the respondents' opinion is between average and good. Hence perception about consumer is very positive and it reveals that demand can be further alleviated by aggressive marketing strategies (Table-9, Appendix).
- More than 60 percent are satisfied with the price of gadwal sari. It seems that price is not a barrier for consumers; they prefer variety and quality product rather than go for cheap cloth with lower prices (Table-10, Appendix).
- About 48 percent could tell all the varieties of gadwal sari which is quite less considering the fact that the sample was taken from a place which is inherently famous for gadwal saris. It is evident that there is lack of information about the product and hence promotional strategies should focus this issue to combat fewer sales (Table 11, Appendix).
- More than 60 percent of the respondents were aware of different shades of gadwal saris which highlights the knowledge of the product. This can be attributed to the fact that the sample has been selected where gadwal saris are popular. The need is to generate same interest and knowledge for potential customers (Table 12, Appendix).
- More than 82 percent of the respondents stated that the colour combination of the gadwal sari is appreciable. Hence if the product is suitably marketed, the potential customers will also prefer these saris due to their grandeur looks.
- More than 70 percent of respondents stated that quality of gadwal saris is good which indicates that core product of gadwal is highly appreciated and there is no doubt about its perceived quality.
- More than 80 percent of respondents were of the opinion that gadwal saris can be worn in parties or special occasions. As we know that India is the land of festivals. In any part of our country, there are always marriages, special occasions and festivals in line. Hence the need is to fine tune the core product of gadwal with the occasion and festive mood of the potential customers (Table 15, Appendix).

Primary data highlighted the level of satisfaction and perception for gadwal saris. Consumer goes through a decision making process to buy a product. At this stage it is important to understand the buying behaviour of customers for handloom saris. The information obtained from primary data will help in bringing changes in the present marketing mix for gadwal sari so as to cater to wider market domestically or internationally.

CONSUMER BUYING BEHAVIOUR

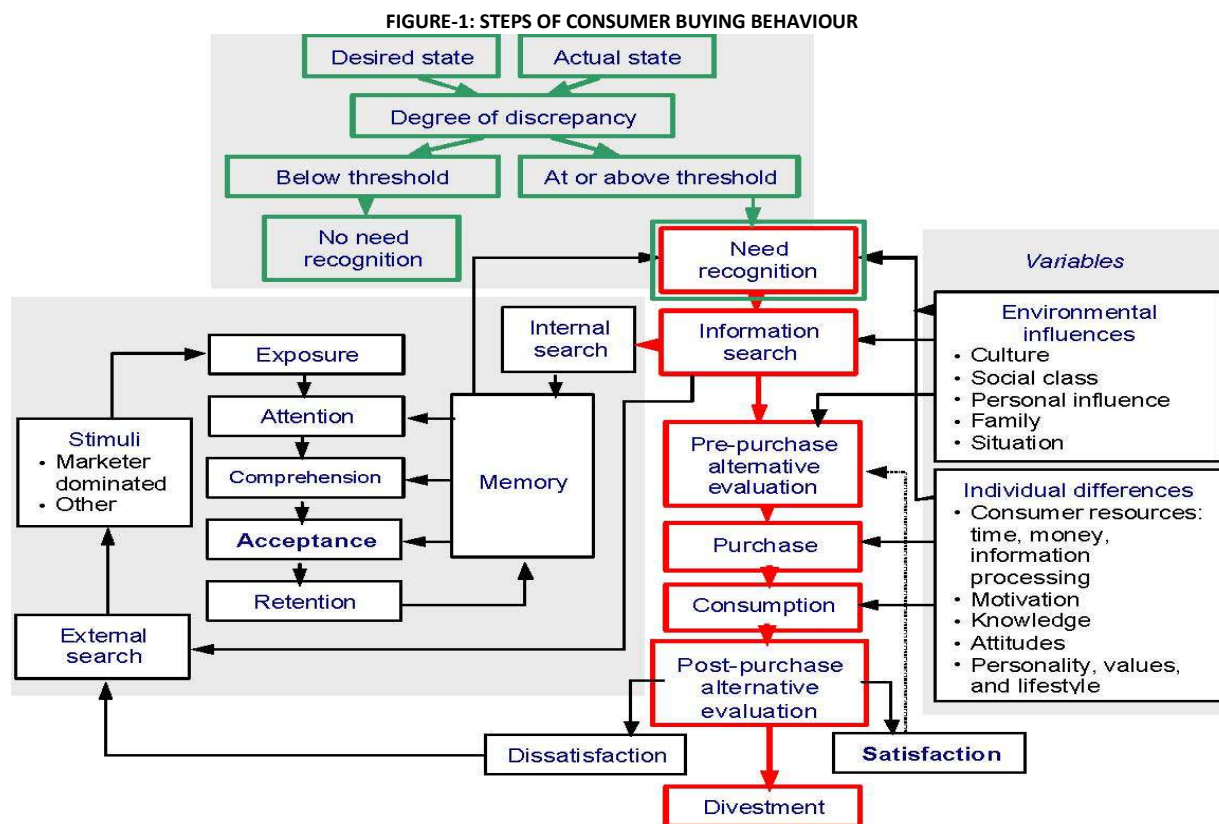
Consumer behaviour research is the scientific study of the processes consumers use to select, secure, use and dispose of products and services that satisfy their needs. Knowledge of consumer behaviour directly affects marketing strategy (Anderson *et al.* 2005). In order to satisfy needs of customers, marketing strategies must incorporate knowledge of consumer behaviour into every facet of a strategic marketing plan (Solomon, 2002). Consumer behaviour has been legitimized in marketing for it provides the conceptual framework and strategic thinking for carrying out successful segmentation of markets (Schiffman and Kanuk 2000).

SUPERIMPOSING THE MODEL OF CONSUMER BUYING BEHAVIOUR FOR GADWAL SARIS

According to the model of Engel and Blackwell (1995), the consumer decision-making process comprises a need-satisfying behaviour and a wide range of motivating and influencing factors. The following figure-1 is showing various steps in decision making process:

1. Need recognition – realisation of the difference between desired situation and the current situation that serves as a trigger for the entire consumption process. However, to trigger the action, the need should be considered as important and the need satisfaction should be within a person’s resources (e.g. time, money, etc.).

Gadwal saris can be worn on several occasions; hence there is always a possibility to buy a sari on ceremonies, marriage or small get together. The idea is to generate need for purchasing gadwal saris. The weavers can focus on producing so many varieties and colour combinations so as to suit every event and family occasions. For younger generation the need can be generated if gadwal designs are imprinted on jeans tops, suits, skirts and wrap ups.



Source: Engel, J.F., Blackwell, R.D and Miniard, P.W. (1995) Consumer Behavior, page no 95

2. Search for information - search for data relevant for the purchasing decision, both from internal sources (one's memory) and/or external sources.

In case of gadwal sari, the personality, resources and reference groups play important role. Word of mouth can play a very significant marketing tool, as satisfied customer will tell others to buy gadwal saris. Internal as well external sources are very important aspect for purchasing saris. Experience and positive influence of family and friends play a crucial role. Websites with good designs, colour combinations and other features of saris can dissipate information to far flung customers.

3. Pre-purchase alternative evaluation - assessment of available choices that can fulfill the realised need by evaluating benefits they may deliver and reduction of the number of options to the one (or several) preferred. Furthermore, studies report that well- informed customers are willing to pay more for the quality brand than were lower-knowledge customers (Cordell 1997).

An important part of the pre-purchase alternative evaluation is acceptance - whether the consumer accepts and believes the information provided and trusts the sources of that information. The quality and attractiveness of the sari should be highlighted in such a way that when a customer is analyzing different options it considers purchase of gadwal sari/material.

4. Purchase - acquirement of the chosen option of product or service.

Purchasing and selecting sari should be very pleasant and conducive. Sales person should be friendly and ready to give suggestions. Samples of gadwal weavers' sari cloth can be offered. The information and photographs of models wearing different saris and variations should be displayed at every important places like cash counters, help desk, cloth counters etc.

5. Consumption - utilisation of the procured option.

Customers' database can be managed and their feedback regarding sari and its design can be obtained which can further give inputs to the weavers about the most popular colour design, or motif.

6. Post-purchase alternative re-evaluation - assessment of whether or not and to what degree the consumption of the alternative produced satisfaction.

Any kind of dissatisfaction like colour fade, poor quality of yarn etc should be minimized. The price of the product should justify the quality given to the customers. Hence lesser the complaints of gadwal saris, the more positive feedback will be obtained.

7. Divestment - disposal of the unconsumed product or its remnant. Divestment became a focus of customer research relatively recently because of growing environmental concerns.

Gadwal saris do not have any environmental hazards as they are made of natural fibers (cotton and silk).

There is an earnest need to redefine the marketing mix of the gadwal saris as it is evident from the primary data that core product of gadwal product is well accepted and price is not a barrier. Consumers are looking out for more varieties and changes in the designs. There is a need to diversify the product so as to reach customers of different segments. This will not only promote the product but its widespread applicability will help weavers to sustain and share large profit margins. The changes in the marketing mix will give consumers the liberty to experiment and buy product in various ways. It will also be able to get into north Indian market.

PROPOSED MARKETING MIX FOR GADWAL SARIS

It is very important to know about our market and customers’ buying behavior. What we were producing and selling till date does not guarantee the same pattern of buying behaviour in future. Some of the ways in which market information can be gathered is:

- through trade fairs and exhibitions
- Customers’ feedback and suggestions

- exchanging information with other trading houses
- Gathering information from trade magazines, newspapers and government bulletins.

With the help of updated market information there is reduction of risk, updated information about customers, new competitors and general market conditions. All these information will help in analyzing the marketing mix and few changes can guide the weavers and different centers in allocating limited resources in each element efficiently so as to get maximum benefit and customer satisfaction. The following is the proposed changes in the elements of marketing mix:

PRODUCT

The main purpose for market research and marketing mix is to find out what to produce and in what quantity. In handloom industry the demand is depended on the end customers and supply is dependent on the weavers' ability to make the product in faster time. The product has to go into number of phases like wrapping, weaving, processing, finishing, stitching, value addition and packaging. It is better that marketing center takes care of all the production under one roof and give its inputs at each stage depending upon the fashion, new trends and demands of the customers. It will help in making product more competitive and suitable with respect to the changing tastes of the market. Product mix needs to be changed by introducing diversified products with different utilities.

PRICE

According to the primary data, the customers do not have any apprehensions about the price of the gadwal sari. The only concern which has to be looked upon is that no unfair deals and differentiation in prices are encouraged. Also, we can very well appreciate that cost minimization at each step is the survival technique for weavers. Pricing strategy should be such that it reflects the product differentiation. Survey results have shown that affordability is not a problem but price should commensurate with the quality and variety offered.

PROMOTION

Integrated communication can be used for this element, as it is very effective for our product. The most influential strategy could be that a celebrity adorning gadwal sari, as they are very powerful in influencing public opinion. Celebrities can be selected on the basis of their popularity and acceptability. Consumer personal reference marketing can be used where a customer publicises a brand by accepting the product and spreading the trend by word of mouth. The product has to be promoted in such a way that it differentiate itself from its competitors right from the stage it enters the market. Advertisement in different media can be given, stressing about the good quality of product. Focus can also be made on varieties of product offered, environmental friendly product, comfort and the awareness of handloom products. Special offers and discounts in festive season is a good way of pushing product at the right time. Consumers remember the product for a longer time if it gets associated with some positive incidence in life like marriage, birthdays, anniversaries etc.

PLACE

Place of distribution is very important in creating a right marketing mix. Customers feel the ambience and surroundings first then look for product. Store, hypermarkets, emporium etc should have elegant atmosphere emphasizing the handloom culture and depicting current trends. The value chain should be analysed holistically. Sometimes in national and international exhibitions, depicting a scenario with villages and weavers doing their work gives a very beautiful environment and feeling of our culture. Export markets, trade fairs and huge hypermarkets can be tapped to place the product.

The discussions have highlighted some of the pertinent steps which can be taken to help gadwal saris attain a prominent market share and get their rightful place in the eyes of customers and market. The following recommendations envisaged the untapped potential of gadwal saris which will retain the loyal customers and at the same time attract new ones.

RECOMMENDATIONS

DIVERSIFICATION OF THE PRODUCT

As it is quite evident that the market in North and South India is flooded by various varieties of saris coming from across India, the competition is very fierce. Gadwal saris are not only competing with other states' products but also foreign products which are flooding the market. It is high time that product diversification should be adopted rather than waiting for the art to get extinct, due to lack of funds, poor socio economic conditions of weavers. There are numerous ways to add variety and still preserve art. Few of the suggestions are discussed below:

- Gadwal art can be reflected on a silk cloth which can be tailored for cushion covers, table cloth etc.
- Various notebooks, folders, organisers' covers can be made from gadwal gadwal sari, giving it a grand and splendid look. It will be ideal gift for business purposes. Tourists like the items which reflect the culture of India.
- Saris can be customised to make suits, wrap around, abaya, and strollers to suit the younger generation and to look trendy.
- Wall paintings can be canvassed with vibrant colours and unique designs.
- Hand purses, jewellery boxes etc. can have the feel of silk and gadwal design to look it more grand and ravishing.

POTENTIAL MARKET FOR PRODUCTS

It is very important to have a marketing center for gadwal saris which can look for domestic and international markets. As the competition is becoming fierce day by day, it is very difficult to maintain or increase the market share. The centre should organise exhibitions, Haat and melas to promote gadwal saris all over India. Also it should look for foreign markets where similar products with some modifications can be introduced. The customer base consisting of NRIs and NREs can also be tapped as they always want to be in touch with the home country. Workshops and seminars can be conducted and this will help in having buyers, media persons, opinion makers as well as general public to participate and it is cost effective.

MARKETING AND ADVERTISING

The organizations that are developing the new and innovative items are required to give publicity at the international level in order to explore the possibility to market their items. Effective and well-designed publicity drive creates awareness amongst the potential buyers.

Products range being offered by India and also help in dissemination of National policies and information on other issues like Social Environmental, working condition to educate buyers and consumers. It is, therefore, proposed to launch a systematic publicity campaign through audiovisual/ printed publicity by making video film preparing posters, catalogues, folders, brochures on Indian Handicraft/Carpet, Road Shows, Catalogue Shows, fashion shows, live demonstration by crafts persons and such other methods as will create positive image of Indian Handicrafts in the foreign markets. With the view to market their products the organizations may like to participate in various international exhibitions/fairs, Buyer Seller Meets etc., display their items in reputed departmental stores. In order to create awareness about Indian Culture at the international level it is also necessary to depute crafts persons for live demonstration during the international fair/exhibition/Buyer Seller Meet and to organize the cultural exchange programme between various countries.

The market is a dynamic place and situation is ever changing in terms of the potentiality, taste, fashion and International focus. With the increased international competition, market trends are changing and market segments are becoming more and more country specific as well as product focused. Even with in a country different types of stores (Mega departmental stores, specialized stores etc.) are growing in large numbers. Simultaneously, the number of fairs and exhibitions being organized in India and Abroad are growing. It is necessary for all organizations engaged in export of handicrafts to compete and continuously have an up dated market intelligence to be successful in their objective in this competitive international market. In order to meet with the challenges and opportunities organizations are required to participate in fair and exhibitions, conduct market studies etc.

LIMITATIONS

The limitation of the study is that it is based on a micro study which has been generalized to devise a marketing plan. The large customer base can be approached to better understand the expectations and perceptions of customers.

FUTURE RESEARCH DIRECTIONS

The complex buying behaviour of customers for handloom product and more specifically for gadwal saris can be studied nationwide and data can be analysed further with statistical packages to understand and further add to the knowledge and information about market and customers.

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APPENDIX

The following tables represent the demographic profile of 50 respondents and their opinion about gadwal saris.

TABLE - 1: AGE OF THE RESPONDENTS

Particulars	No of the respondents
20-30 years	18
31-40 years	25
41-50 years	07
Total	50

Source: field survey

TABLE - 2: OCCUPATION OF THE RESPONDENTS

S. No.	Particulars	No. of respondents	Percent
1	Working Women	30	60
2	Non Working Women	20	40
Total		50	100

Source: field survey

TABLE - 3: INCOME LEVEL OF WORKING WOMEN

S. No.	Particulars	No. of respondents	Percent
1	0-10,000	12	40
2	10,000-20,000	11	37
3	20,000 & above	7	23
Total		30	100

Source: field survey

TABLE - 4: FREQUENCY OF PURCHASE OF SARIS

S. No.	Particulars	No. of respondents	Percent
1	Below one month	2	4
2	1-3 month	14	28
3	3-6 month	15	30
4	6-9 month	5	10
5	Once in a year	14	28
Total		50	100

Source: field survey

TABLE - 5: PREFERENCES FOR DIFFERENT TYPES OF SARIS

S. No.	Particulars	No. of respondents	Percent
1	Silk Saris	10	20
2	Fancy Saris	17	34
3	Cotton Saris	14	28
4	Work Saris	09	18
Total		50	100

Source: field survey

TABLE - 6: PREFERENCE FOR DIFFERENT TYPES OF SILK SARI

S. No.	Particulars	No. of respondents	Percent
1	Gadwal	33	66
2	Benaras	02	04
3	Kanchi	06	12
4	Venkatagiri	04	08
5	Pocham palli	05	10
Total		50	100

Source: field survey

TABLE - 7: PLACE OF PURCHASE

S. No.	Particulars	No. of respondents	Percent
1	Directly from the producer	09	18
2	Whole seller	18	36
3	Retailer	17	34
4	Master weaver	06	12
Total		50	100

Source: field survey

TABLE - 8: FACTORS INFLUENCING THE PURCHASE DECISION

S. No.	Particulars	No. of respondents	Percent
1	Price	03	06
2	Design	06	12
3	Colour	06	12
4	Grand look	27	54
5	All the above	08	16
Total		50	100

Source: field survey

TABLE - 9: PERCEIVED OPINION ABOUT GADWAL SARIS

S. No.	Particulars	No. of respondents	Percent
1	Excellent	24	48
2	Very good	13	26
3	Good	08	16
4	Average	03	06
5	Poor	02	04
Total		50	100

Source: field survey

TABLE - 10: OPINION ABOUT PRICE OF GADWAL SARIS AS COMPARED TO OTHER SARIS

S. No.	Particulars	No. of respondents	Percent
1	Fully satisfied	13	26
2	Satisfied	30	60
3	Not satisfied	04	08
4	Not at all satisfied	03	06
Total		50	100

Source: field survey

TABLE - 11: NUMBER OF VARIETIES FOUND AMONG GADWAL SARIS

S. No.	Particulars	No. of respondents	Percent
1	1	03	06
2	2	05	10
3	3	14	28
4	4	04	08
5	More than 4	24	48
Total		50	100

Source: field survey

TABLE - 12: NUMBER OF COLOUR SHADES OF GADWAL SARIS

S. No.	Particulars	No. of respondents	Percent
1	1	02	04
2	2	03	06
3	3	10	20
4	4	02	04
5	More than 4	33	66
Total		50	100

Source: field survey

TABLE - 13: COLOUR COMBINATION OF GADWAL SARIS

S. No.	Particulars	No. of respondents	Percent
1	Excellent	17	34
2	Very good	12	24
3	Good	12	24
4	Average	04	08
5	Poor	05	10
Total		50	100

Source: field survey

TABLE - 14: QUALITY OF GADWAL SARI

S. No.	Particulars	No. of respondents	Percent
1	Excellent	21	42
2	Very good	16	32
3	Good	09	18
4	Average	02	04
5	Poor	02	04
Total		50	100

Source: field survey

TABLE - 15: OPINION REGARDING THE SUITABILITY OF GADWAL SARIS FOR PARTIES AND SPECIAL OCCASIONS

S. No.	Particulars	No. of respondents	Percent
1	Yes	42	84
2	No	08	16
Total		50	100

Source: field survey

TABLE - 16: OPINION REGARDING PRICES

S. No.	Particulars	No. of respondents	Percent
1	Very expensive	02	04
2	Expensive	16	32
3	Affordable	28	56
4	Cheap	02	04
5	Very cheap	02	04
Total		50	100

Source: field survey

TABLE - 17: ATTRACTIVE ASPECTS OF GADWAL SARIS

S. No.	Particulars	No. of respondents	Percent
1	Affordability	03	06
2	Grand look	30	60
3	Many varieties	08	16
4	Many to maintain	07	14
5	All	02	04
Total		50	100

Source: field survey

TABLE - 18: OPINION REGARDING PUBLICITY AND ADVERTISING FOR GADWAL SARIS

S. No.	Particulars	No. of respondents	Percent
1	Excellent	06	12
2	Very good	15	30
3	Good	18	36
4	Average	04	08
5	Poor	07	14
Total		50	100

Source: field survey

TABLE - 19: PRICE RANGE SUITABLE FOR DIFFERENT CUSTOMER GROUPS

S. No.	Particulars	No. of respondents	Percent
1	I don't think so	03	06
2	Partly disagree	05	16
3	No idea	03	06
4	Partly agree	14	28
5	Yes they are available	25	50
Total		50	100

Source: field survey

TABLE - 20: RANKING OF GADWAL SARIS

S. No.	Particulars	No. of respondents	Percent
1	Excellent	17	34
2	Very good	19	38
3	Good	09	18
4	Average	02	04
5	Poor	03	06
Total		50	100

Source: field survey

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