



Consumer Awareness and Perception towards Woolen Shawls

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INTRODUCTION

Woolen Shawls were first widely produced in the Kashmir, India. They were imported into Britain in the late 18th century, and were very expensive. Before long, British weavers tried to make shawls of their own in wool to compete with imports from Kashmir. The English word shawl comes from the Persian shawl, meaning a type of woven fabric. The finest shawls were made in Kashmir using the soft fleece of the mountain goat. They were extremely expensive, and were worn mainly by noblemen, draped over the left shoulder and the head.

Kashmir Shawls

Kashmir shawls were woven on hand looms using tapestry twill weave. The weft (horizontal) threads pass over two or three warp (vertical) threads at a time, giving a distinctive diagonal line. Until the end of the 18th century these long rectangular shawls had a decorative border at each end. Narrow vertical borders, woven separately, were stitched down the sides. Each color was put in with a separate shuttle, and the shawl could sometimes take up to 18 months to weave. It was no wonder they were so precious and expensive. Many of the design ideas originated in Persia, and the decorative motif most used on the end borders was a Persian/Indian motif known as a buta or boteh. This was first styled as a graceful flower, complete with roots, but the motif changed gradually into a more recognizable cone or pine shape. Pashmina shawl is made from the finest cashmere wool in the world. It is combed from the underside of the Himalayan Mountain Goat - *Capra Hircus*, which are indigenous to the mountains of Central Asia. Pashmina has been valued for centuries throughout Asia then by Europe and now throughout the world as the costliest fiber called white gold, and the wonderful qualities of pashmina are now making it just as popular in the West. Pashmina wool, also known as the softest, most luxurious and the best pashmina wool in the world. It comes from hair of



underbelly of mountain goat Capra Hircus in Himalayan region as finest Kashmiri wool which is derived at the altitude of 12000 to 14000 ft. where temperature goes down up to -40 degree centigrade. THE THERMO CONDUCTIVITY OF THE WOOL IS BEST IN THE WORLD as it survives the animal AT -40 degree centigrade far below ZERO TEMPERATURES in virgin pollution free climate of the world. Blessed by nature with a unique very thin short inner coat of hair which is the best insulation in the world and this inner coat of hair is PASHMINA. The animal is survived because of this nature gifted hair. Pashmina fiber is less than 14-19 microns in thickness making it very soft (whereas human hair is 75 microns thick) one pashm produces 3 to 8 ounces of Pashmina per year. Origin of Pashmina dates back to ancient civilization . Earlier in olden days Pashmina shawls found favor with EMPERORS, KINGS, PRINCES, RULERS and NOBLES. This precious fabric was known as FIBRE FORKINGS. Now this royal luxury is being offered in wide variety of shawls, stoles, scarves and sweaters. These luxurious pashmina shawls are hand woven by traditional weavers whose families have been in the occupation since ages and they inherit this art from their ancestors, and tradition of this art continues from one generation to another generation. Golden International presents shawls, stoles, scarves, throws and wraps in Pure pashmina wool and in Silk-pashmina in all possible colors, in plain, with embroidery work, bead work and in printed. Pure pashmina sweaters are also available.

Pashmina Quality

Increasingly sought-after by stylish women of all ages who recognize the elegance of these shawls - a well-chosen Pashmina can transform the simplest attire into the most chic ensemble - and appreciate their practicality and versatility as a snug muffler, coat or blanket. Most department stores and designers retail scarves woven from 100 percent genuine fiber or blended with silk. But beware of fake "ordinary wool" garments masquerading as pashmina on sale in less reputable shops. This luxurious accessory can also be purchased on the internet. A pashmina is worn close to the face and the color must suit each person's skin tone". The colors that are particularly fashionable this season are shades of purple; from pale lilac to a deep violet shade of prune. Pashmina trends this year are slightly ethnic embroidery and pleats. Due to the timeless and season less versatility of the pashmina, many women opt for a classic color that can be worn season after season, perennial favorites include pink-pale shades through to bright fuchsia-butter yellow, white and, of course, jet black. It takes the wool from four and over 200 man-hours (spinning, weaving, dyeing and decorating,) to make just one pashmina shawl. Hand-spinning the wool for a single pashmina takes 15 days, so naturally the labor-intensive production is reflected in the price.



Pashmina

Pashmina refers to a type of fine cashmere wool and the textiles made from it. The name comes from Pashmineh made from Persian pashm ("wool"). The wool comes from changthangi or pashmina goat, which is a special breed of goat indigenous to high altitudes of the Himalayas in Nepal, Pakistan and northern India. Pashmina shawls are hand spun, woven and embroidered in Nepal and Kashmir, and made from fine cashmere fiber.

How Pashmina Cashmere is manufactured?

1. Wool Collection

First of all the wool from Chyangra (*Capra Hircus*) goat is collected. The Cashmere wool is collected every spring. Then the soft fine cashmere is separated from the thick coarse hair. And both the soft cashmere and the thick coarse hair is taken for their further process.

2. Spinning

The cashmere wool is collected every spring and is basically spun by hand. The yarn is spun on a spinning wheel locally known as Charkha. Prior to spinning, the raw material is treated by stretching and cleaning it to remove any dirt and soaked for a few days in a mixture of rice and water to make it softer. Hand-spinning is an extremely painstaking task. It requires immense patience, dexterity and dedication and is an amazing process to watch.

3. Weaving Cashmere

Yarn is too fragile for the vibration caused by power looms, the weaving of the traditional 100% cashmere shawls are therefore done on hand-looms. It is essential for the weaver to have a uniform hand. For par excellence fabric. Weaving here is done with a shuttle carrying the soft cashmere yarn through the fine yet strong silk warp. The weaving process is in itself an art, which has been passed down over generations, to give you the fabulous shawls, which we offer. It takes about four days to weave a single cashmere shawl. The weaving of cashmere products differ according to the nature of cashmere products. Different looms are required to weave different cashmere products. For cashmere shawls, cashmere stoles, cashmere mufflers, cashmere scarves, cashmere blankets and cashmere sweaters are woven in



different looms and they takes different amount of cashmere fibers and takes time accordingly.

4. Fringes and Designs

The attractive and excellent fringes and beautiful designs in cashmere shawl will be different than the others. Fringe and designs add extra beauty to cashmere shawls and other cashmere products. The making of the distinctive cashmere fringe and designs is an interesting stage of shawl making. Because the fringe and design making process is artistic and delicate process it takes hours to fringe and design each cashmere shawl or any other cashmere product by the expert.

5. Dyeing

Dyeing is also done by hand and each piece individually. Dyers with immense patience and generations of experience are the one who dye the cashmere shawls, Cashmere stoles, cash mere mufflers, cashmere scarves, and other cashmere products, as even the smallest negligence reflects on the quality of the product. Only metal and azo free dyes are used, making the shawls and other cashmere products completely eco-friendly. The pure water used for dyeing is pumped up from deep beneath the surface. Dyeing is done at a temperature just below boiling point for nearly an hour. Cashmere wool is exceptionally absorbent, and dyes easily and deeply. In this way a fabulous Pashmina Wool, cashmere shawl, cashmere stole, cashmere scarf, cash mere muffler, cashmere sweater, cashmere blanket and other cashmere products are made.[1]



What Is the Meaning of Consumer Awareness?

Consumer awareness, which refers to a buyers knowledge of a particular product or company, allows the buyer to get the most from what he buys. Consumers know more about their choices when they have product information and benefit from knowing their rights, hearing about alerts and warnings and finding out about safety issues.

Importance of Consumer Awareness

Consumer awareness is a term used to describe the awareness of a potential or current buyer about a particular product or company. Consumer awareness can be as simple as a shopper remembering a television commercial or as specific as a customer delving into the manufacturing origins of a specific product.

Benefits of consumer awareness

Consumer awareness for individuals include enhanced critical thinking, improved life skills and increased self-confidence. Consumer awareness benefits society by promoting customer satisfaction, increasing economic stability and creating realistic customer expectations.

Types of consumer awareness

There are several different types of consumer awareness. Media awareness involves a customer's knowledge of the advertising surrounding a given product or company. Media awareness also encompasses independent product reviews online or in print publications. Cost awareness involves comparing the prices of a similar product among different competitors.

What is the Meaning of Consumer Perception?

A marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings. customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels



Consumer Decision Making Process:-

- Decision making - on the basis of analysis , decision
- response- response to buy without any prejudice
- Information processing- process , analyze information about product
- Stimuli- need, reasons, influences, gathering information



CONSUMER RESEARCH:-

Consumer research is the methodology used to study consumer behavior research offer set diverse to identify consumer needs it is used to identify both felt & unfelt needs, to learn how consumers. Perceive product & brand & stores. What their attitudes are before and after promotional campaigns & how & why they make their consumption decision.[2]

OBJECTIVES OF THE STUDY:

1. To study the consumers awareness regarding Woolen Shawl.
2. To study the level of consumer satisfaction towards Woolen Shawl.
3. To study the various factors that influences the purchase decision of customer towards Woolen Shawl.

LIMITATIONS OF THE STUDY

As we know that no work is complete in itself, similarly during the course of my study on Woolen Shawls, I had to face the following difficulties for completing the report:

1. The project is carried out for limited period.
2. Measurement of consumer awareness and perception towards woolen shawls is a complex subject, which uses non objective method, which is not reliable.
3. As data has been collected through questionnaire, there are chances of biased information provided by the respondents.
4. The survey is limited to Ludhiana only.



5. Difficulty in sampling control: no respondent is forced to fill the questionnaire or give the interview. Non response can vitiate the character of the sample.

6. Whole of the analysis is based on the feedback of the employees through the medium of filled questionnaire and it was based on their personal perception and attitudes which may vary from individual to individual. Although, the above limitations were there while working with the project, but the efforts were made to reduce the degree to which these limitation would not affect the result

RESEARCH METHODOLOGY

In this project, the research methodology used in the conduct of the study has been discussed. the aim of the study is to explore the "Consumer Awareness and perception towards Woolen Shawls". the study tries to cover all the aspects of consumer perception towards woolen shawls.

1. Research Design: A scientifically carried out research project has a definite framework for data collection. this framework constitutes the research design. The research design for the present study is descriptive in nature, as it matches well with the objectives of the study.[3]

2. Universe of the study: The universe of the study is confined to Ludhiana city.

3. Technique of sampling: After thoroughly reviewing the nature of the study, it is decided to employ a non sampling technique named convenience sampling.

4. Sample size: The sample size is 100

5. Research period: Research work is only carried for one month

6. Data collection: For the purpose of study, both primary and secondary data are required.

- primary data is collected from the people by using questionnaire which is devised to be brief, simple and reliable.



➤ secondary data is collected from various journals/magazines and websites.

7. Questionnaire Designing :For the purpose of collecting relevant research data, structured and non-disguised type questionnaire is used. This work is carried out through face to face survey and self- administered questionnaires. The questions offered multiple choices.

8. Techniques used for analyzing the collected data are: The data is collected from 100 respondents through filling the questionnaire and for getting the most appropriate factors that affects the respondent's perception, we have used factor analysis.

ANALYSIS & INTERPRETATION

The analysis and interpretation of the data involves the analyzing of the collected data and interpretation it with pictorial representation such as bar charts, pie charts and others.

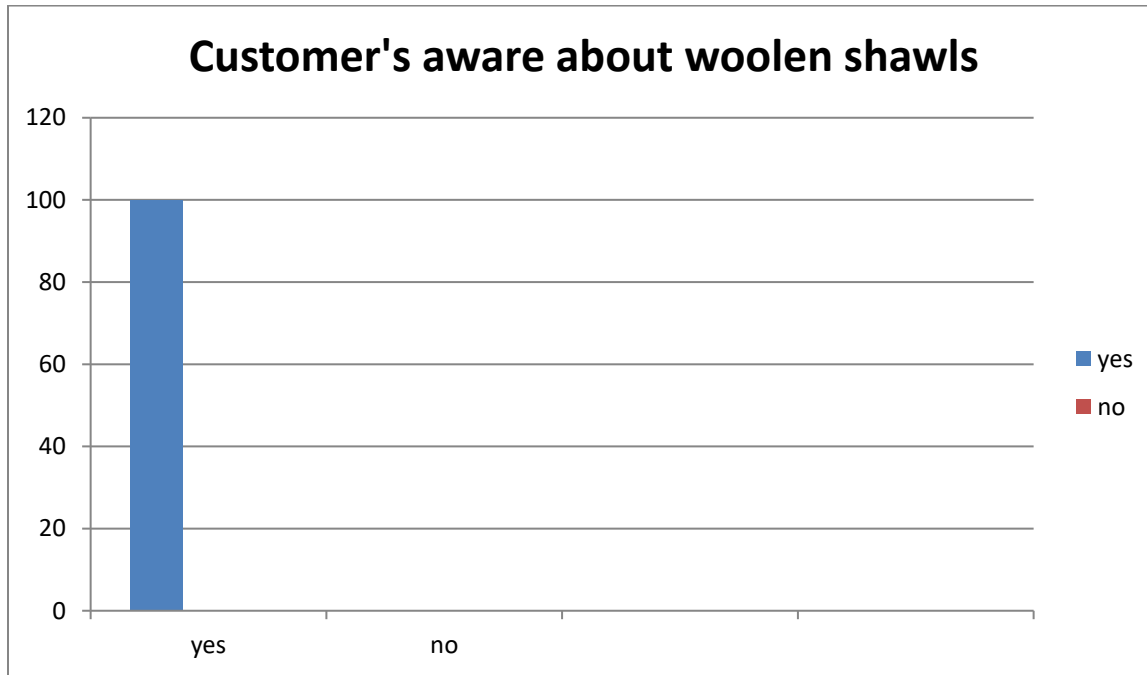
GENDER:

Gender play vital role in purchase decisions. Gender classified on sex basis i.e. male and female. Gender classification is requiring to marketer because different gender exhibits different perception towards products. In classification of gender the following number is used to know their perception. [4]

DATA ANALYSIS AND INTERPRETATION:-

Q1). Do you buy shawls?

No. of respondent	YES	NO
% percentage awareness	100	0

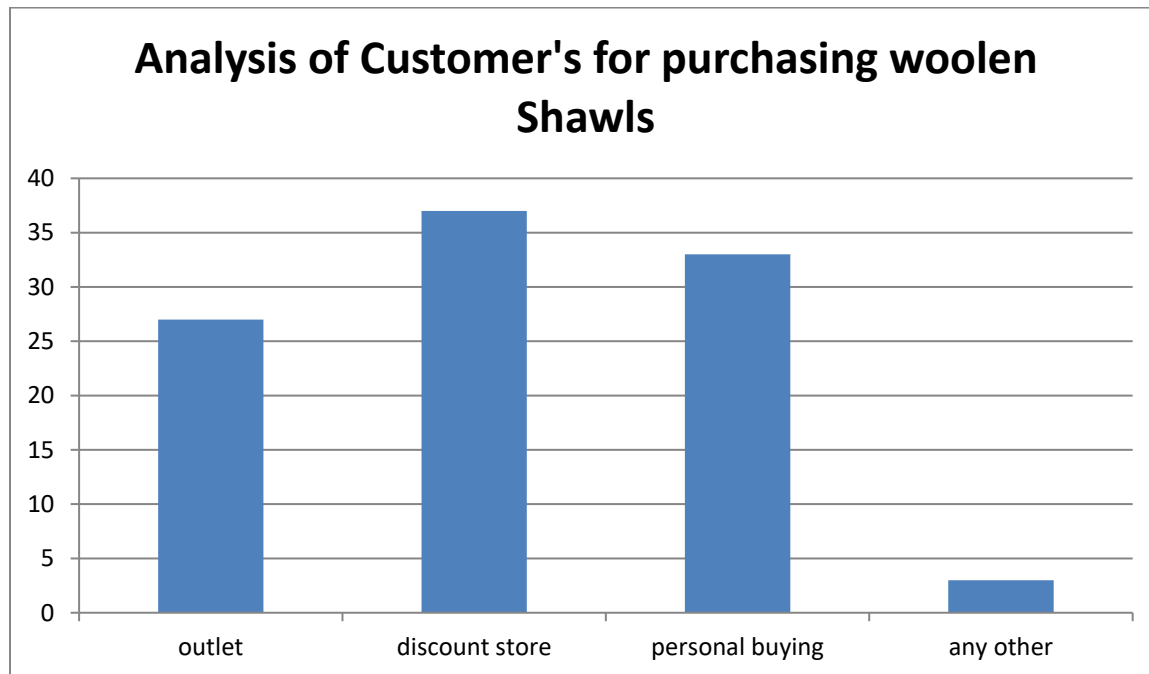


INTERPRETATION:

100% of the respondents were recommended that they are aware about woolen shawls

Majority of the customers are aware about woolen shawls.

Q2). From which place do you buy Shawls?



INTERPRETATION:

27% of the respondents can recommend that they are purchasing woolen shawls on outlets, 37% are the majority for buying into the discount store, 33% are on the personal buying, 3% on the others.

FINDINGS & CONCLUSION

The main purpose of conducting the study was to fulfill the objectives of the study and the findings of the study showed that whether the study fulfills the objectives or not. So in short findings of the study depicted the main benefits of the study. The major findings of the study are discussed below:-

- a) Most of the respondents had awareness about the Woolen Shawls.
- b) It is findings in the survey that majority of the consumer prefer for purchasing the shawls into the Discount store by 37%, 32% in Personal buying, 22% in outlets.



- c) It has been found from the analysis that the majority of the consumers prefer the pure quality of the shawls by giving 37%, 27% semi pure, 31% general, 5% are others.
- d) The main purchasing factors for the Woolen shawls are Quality based. It is the perception of the customers before purchasing the shawls.
- e) Most of the consumers choosing jamawar embroidery shawls by given 40%, 21% are given to booty, 22% for cashmere and 17 % for others.
- f) Majority of the respondents are given 50% to 2000-5000 price, 20 % to less than 2000, 15 % to 5000-10000 and 15% to 10000 or above.
- g) Another factor that is the major determinant of consumer perception towards Woolen shawls is the Quality, price, color and trend.
- h) 90% of the respondents are highly satisfied with warmth of the woolen shawls, 5% are satisfied and 5 % are neutral .
- i) 50% Consumers are buying shawls in winter season, 20% are for trends, 12% for fashion, 10% for others and 8% for occasions.

Finally , I conclude that, majority of the customers are highly satisfied with the warmth of the woolen shawls, Most of the respondents are purchasing the woolen shawls for their quality, price, color , design, embroidery's. To know about the customers perception towards woolen shawls. The customers purpose for purchasing the woolen shawls for winter wear as less than the others occasions or other. Applying the KMO and Bartletts Test for factorizing the quality, color, trend and price. The customers are choosing jamawar shawls than others like booty, cashmere etc. These shawls are demanding buy the customers in the winter season. Many respondents can pay for the shawls 2000-5000 and other demand for less than 2000 for the middle persons who are buying the shawls, 10000 or above are pay for their pure quality and embroidery's.

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