

# CUSTOMER PERCEPTION AND SATISFACTION TOWARDS THE MARKETING MIX OF HANDLOOM PRODUCTS IN HIMACHAL PRADESH

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## ABSTRACT

*The Indian handloom sector plays a very significant role in safeguarding cultural legacy and providing sustainable livelihoods. Handloom products in Himachal Pradesh, such as Kulluvi shawls, pattu, Kinnauri topis, stoles, and vintage textiles, dominate a unique market. The study investigates customer perception and satisfaction with respect to the marketing mix elements namely product, price, promotion, and place. The study is descriptive in nature and primary data were collected and analysis was done by descriptive statistics, one-way ANOVA, and simple correlation. The results reveal that customers appreciate the quality of handloom products, highly value their cultural identity and craftsmanship and positively respond to promotional efforts. These findings highlight the importance of a balanced and well-planned marketing strategy for strengthening the handloom sector.*

**Keywords:** Handloom Products, Consumer Perception, Marketing 4 P's Customer Satisfaction, Himachal Pradesh

## 1. INTRODUCTION

The handloom sector of India is not just an economic contributor but also a guardian of the historical tradition of the Indian heritage. It is the major source of employment to millions and closely associated with the rural livelihood. Himachal Pradesh, for its distinctive geographical and cultural identity, is famous for its conventional woolen handloom products such as Kulluvi Shawls, Caps, and Mufflers, which exhibit the creative heritage of the region. However, in recent years, this sector has faced many challenges due to the increase of machine-made cloths, fluctuating consumer interest and their preferences, and insufficient marketing strategies.

In this context, to understand the customers perception and satisfaction level becomes significant. The concept of the marketing mix (Product, Price, Place, and Promotion) offers a theoretical base to analyze how handloom products are placed in the market and how consumers respond to them. The current study looking for to bridge the gap between conventional handloom marketing practices and transforming consumer expectations. Through the analysis of customer experiences across major districts and marketplaces of Himachal Pradesh, the study aims to provide actionable recommendations that can help stimulate the handloom sector through effective marketing strategies.

## 2. REVIEW OF LITERATURE

The handloom sector has long been associated with cultural identity, heritage preservation, and rural employment. Various researchers have attempted to understand the dynamics of this sector in terms of consumer behavior, marketing challenges, and satisfaction levels.

Kumudha and Rizwana (2013) conducted a detailed study to understand the level Consumer Awareness about Handloom Products. The objective of the study was to examine the Handloom sector as an important part of the textile sector in our country. The study revealed that the Handloom fabric has a quality that no other mill or power loom fabric has. The customer is unable to compare the distinctive quality of handloom products to other mill cloths due to lack of awareness. The study found that the majority of customers were male, with less overall awareness of handloom products emphasizing the need to raise awareness mainly among women.

Rani's (2014) study presents an important overview on the handloom industries in Punjab and Haryana, emphasizing how consumer's culturally connected with traditional textiles and appreciate their authenticity and heritage appeal. Its main strength is to explain the social and traditional point of view that shapes consumer interests. However, the study is mainly dependent on secondary data and offers limited empirical evidence about how buyer actually behave. Some important factors like perception of the customers, their motivation, pricing of the products, and buyers purchase decisions are described conceptually but not backed by any statistical data. This study also fails to resolve the current issues like competition from power-loom products, evolving fashion choices and the growing influence of digital markets. Although the study highlights meaningful contextual information, it

does not present rigorous analysis and delivers only limited insights for developing effective marketing or consumer oriented strategies.

Gayathri and Kinslin (2016) conducted a study on “Attitude of consumer towards handloom products with special reference to Trivandrum district”. The study was formulated to analyze the level of consumer awareness and the source of information and opportunity for consumers to buy handloom products. The study revealed that sellers have gained knowledge about the level of customer awareness and assist them to increase their performance measures by creating awareness. The study can be further extended to know the consumer buying pattern and their satisfaction level with handloom products, etc.

Paul et.al. (2018) made a study in detail on consumer opinions and preferences regarding handloom based interior design. The author identified the declining consumer interest due to shifting in trends, innovation and technology, preferences and competition from power loom leading to severe losses for weavers and whole industry. The research also shows that at present the youth are less interested in handloom products due to some misconceptions like limited color choices, lack of better designs, lack of product availability, and high prices etc. So, in order to overcome these problems, we need to develop new designs that will suit the preferences of the younger generation and attract them towards handloom products.

Prathap & Sreelaksmi (2020) this study presents a strong theoretical and empirical contribution by using the Theory of Planned Behaviour and information-asymmetry framework to understand how GI certification affects purchase intention. This study, based on structural equation modelling using data from 202 respondents, shows that consumers who are more quality conscious perceived GI-labelled products as more reliable. This in turn reduces information gaps via perceived quality and trust, ultimately enhancing their intention to buy handloom products. A major strength of this study is its use of well-structured modelling and mediation analysis, providing clear insights for marketers, especially on how GI labels and reliable quality signals can reduce consumer doubt in markets dominated by power-loom imitations. However, the study's samples lack regional diversity. Although respondents are traditional handloom apparel consumers, the study does not simplify whether they represent diverse socio-economic and regional backgrounds. This limits the extent to which the findings can be applied to India's diversified consumer base.

Chattopadhyay and Dey (2020) highlighted that the consumers of handloom products in West Bengal give the highest importance to the quality of a product such as durability and intricate craftsmanship with the price which influences satisfaction to a limited degree. The main strength of this study lies in its simultaneous analysis of product quality and pricing, providing a clearer understanding of how consumers evaluate value. Nevertheless, the study's focus on a single region and its dependency on basic descriptive techniques restrict the generalizability of findings. The study also does not incorporate some important determinants such as branding, distribution networks, and cultural significance of handloom products which could offer a more comprehensive explanation of the components influencing customer satisfaction within the handloom sector.

Khandelwal and Mehta (2020) find that consumers in North India generally view handloom products favorably, appreciating their authenticity, durability, and cultural value. The study's strength lies in recognising how emotional and aesthetic factors shape satisfaction, not just functional attributes. However, its analysis remains largely descriptive, offering limited insight into how different marketing-mix elements individually influence perception. The sample is also region-specific, which restricts generalization to other handloom clusters. Moreover, the study does not sufficiently explore barriers such as limited promotion or inconsistent availability, leaving gaps in understanding how satisfaction can be improved through targeted marketing strategies.

Shameem and Ismail (2022) investigated how effectively handloom marketers understand the marketing mix (Product, Price, Place and Promotion) of handloom products. The study revealed that most of the retailers had good knowledge of product characteristics like product variety, quality, design and pricing strategies. However, their knowledge about distribution and promotional strategies was relatively low. A lack of knowledge in these aspects may hinder how efficiently they approach customers and operational efficiency. The study suggested that training

programme should be organized to improve knowledge of place and promotion and also suggested policy support and better infrastructure facilities for handloom retailers.

Thanzauva and Das (2023) conducted a study on how handloom producers set prices for their products and the problems they face while marketing handloom products. The study found that most producers use the cost-plus pricing method, where they add a fix margin of profit to the total cost of production. While some others use strategies like discounts to boost their sale in the market. The Study also revealed that the current pricing strategies of handloom producers are not flexible and does not consider the consumer price sensitivities. The study recommended that producers should adopt more strategic pricing techniques, such as premium and psychological pricing and also organize training programme to help weavers learn better pricing.

Naidu, P. B. (2023) investigated how consumer's use handloom products, their preferences, and their satisfaction levels towards handloom product. The study found favorable views especially in terms of affordability, environmental friendliness and cultural significance. However, it also revealed gaps related to limited designs varieties, inadequate availability of products, and lack of awareness. The study contributes value by revisiting earlier findings and capturing recent changes in consumer attitudes, which may be linked to the rising demand for sustainable and handmade products.

### **3. STATEMENT OF THE PROBLEM**

After doing a thorough literature review, it is found that a lot of work has been done in the field of handloom sector, still there are some areas where the research gaps arises. While consumers value the authenticity, craftsmanship, and eco-friendly nature of handloom products, yet studies highlights major issues such as limited awareness, less design variety, poor availability of the products, poor promotion, and limited marketing insights among producers and retailers. It is also pointed out that existing research is mostly region-specific and provides incomplete knowledge of how the marketing mix elements such as Product, Price, Place, and Promotion affects consumer buying behavior. Despite significant traditional value of handloom products in Himachal Pradesh, there is a lack of current and detailed evidence on consumer perceptions. The gap hinders influential marketing strategies and restricts support for weavers. Hence, a depth and purposeful study is required to examine consumer perception and satisfaction level toward marketing mix of handloom products in the Himachal Pradesh.

### **4. NEED AND SIGNIFICANCE OF THE STUDY**

The Indian handloom sector plays an important role in preserving our cultural heritage and supporting rural livelihoods. However, there is a lack of research on how marketing factors affect customer perception and satisfaction level towards handloom products. It is revealed from existing studies that consumers value handloom products for their originality, intricate craftsmanship, and environment-friendly features (Kumudha & Rizwana, 2013)<sup>1</sup>. However, they also reveal many issues, such as poor customer awareness, less diversities in design, limited promotional efforts, and inadequate marketing understanding among weavers and retailers (Gayathri & Kinslin, 2016; Paul et al., 2018)<sup>2</sup>. Although many research reveals the importance of product quality and cultural significance, most studies are descriptive and region-specific and do not provide the complete justification of how the marketing mix (i.e., product, price, place, and promotion) influence customer buying decisions. Khandelwal & Mehta, 2020)<sup>3</sup>.

In Himachal Pradesh, in spite of the robust cultural and economic significance of the handloom items, there is a lack of latest and detailed evidence presenting how different elements of the marketing mix affect customer satisfaction level and buying decisions. Although, previous studies, including work on GI labeling (Prathap & Sreelaksmi, 2020)<sup>4</sup>, show relevant insights, but these findings are applicable to limited sample area or limited analytical depth. Due to this research gap, it becomes complicate for policy framers, retailers, and producer groups to make effective strategies that increase market accessibility, enhance competitiveness, and improve the social and economic welfare of the weavers. Therefore, it becomes essential to do an empirical study that focuses on customer perception and satisfaction level towards handloom products with regard to the marketing mix in Himachal Pradesh. This research will be beneficial to develop targeted marketing initiatives, policy formulation, and support

product innovation in line with customer expectations. In conclusion, this research will contribute to enhancing market orientation and ensuring the long-term sustainability of the state's handloom sector.

## 5. OBJECTIVES

- To examine the customer perception and satisfaction level with regard to the 4 P's (Product, Price, Place, and Promotion) mix elements used in the handloom sector.

## 6. RESEARCH METHODOLOGY

The research methodology provides the structure for collecting and analyzing data for the fulfillment of the stated objectives of the study. The study is based on a descriptive-cum-analytical method. The present study aims to examine customer perception and satisfaction level towards the marketing mix of handloom products in Himachal Pradesh. Since the nature of study is quantitative in nature. Therefore, the data has been collected from customer by using the primary source methods, the special emphasis is given on Kullu, Mandi and Kinnaur district of Himachal Pradesh due to the high-density population of handloom product users.

### 6.1 Research Design:

The study is based on a descriptive research design to show the facts about customer perception and satisfaction levels and an analytical research design to examine the influence of marketing mix variables on customer perception.

### 6.2 Sampling Technique

In the current study, the data was gathered from 289 participants based on convenience sampling technique who were easily accessible and willing to engage in the survey. In this study respondents were chosen from Distt. Kullu, Kinnaur and Mandi based on their availability and readiness by the help of structured questionnaire. The questionnaire were designed on some parameters like purchase behaviour, satisfaction and perception level about marketing mix and overall satisfaction of the customer regarding handloom products.

### 6.3 Tools for Data Analysis

In the present study, descriptive statistics tools such as mean, median, percentages, frequency distribution, skewness, kurtosis and standard deviation have been used to summarise the data. One-way ANOVA has been used to examine the significant differences between the means of the selected variables while correlation analysis has been applied to identify relationships between perception factors and satisfaction levels. Where applicable, regression analysis has also been applied to predict satisfaction based on different elements of the marketing mix.

## 7. ANALYSIS AND DISCUSSION

From Table 1 it is revealed that the majority of the respondents are female and belonging to the age group of 26-35 years. 67.1 percent of the respondents are residing in a rural area and this are majority of the people have an income level maximum of 1.5 lakh. Few respondents have M.Phil. and Doctorate qualification, and 30.4 percent people are govt. employees purchasing handloom products.

**Table 1: Demographics Profile of Sample Respondents**

Classification of the respondents on the basis of gender			
Sr. No.	Gender	Frequency	Percent
1	Male	129	44.6
2	Female	160	55.4
	<b>Total</b>	<b>289</b>	<b>100.0</b>
Classification of the respondents on the basis of age			
Sr. No.	Age Group	Frequency	Percent
1	Below 25	55	19.0
2	26-35	114	39.4
3	36-45	75	26.0
4	46-55	35	12.1
5	56 above	10	3.5
	<b>Total</b>	<b>289</b>	<b>100.0</b>
Classification of the respondents on the basis of education level			
Sr. No.	Educational Qualification level	Frequency	Percent
1	Below 10th	7	2.4
2	Plus Two	73	25.3
3	Graduate	110	38.1
4	Post Graduate	79	27.3
5	Any other (MPhil& PhD)	20	6.9
	<b>Total</b>	<b>289</b>	<b>100.0</b>
Classification of the respondents on the basis of location status			
Sr. No.	Location	Frequency	Percent
1	Urban	59	20.4
2	Rural	194	67.1
3	Semi-Urban	36	12.5
	<b>Total</b>	<b>289</b>	<b>100.0</b>
Classification of the respondents on the basis of Income level			
Sr. No.	Annual Income level	Frequency	Percent
1	Below 1.5 Lakhs	131	45.3
2	1.5-3 Lakhs	28	9.7
3	3-5 Lakhs	77	26.6
4	5 Lakhs and above	53	18.3
	<b>Total</b>	<b>289</b>	<b>100.0</b>

Source: Data collected through questionnaire.

The table 2 results show that customers have a very positive perception of handloom products in Himachal Pradesh. The highest mean value (M=4.48) for local culture and heritage indicates that customer strongly value traditional designs that reflect their local tradition and culture. Product quality and durability are also rated highly, which means customer are really satisfied with core product attributes.

**Table 2: Customer perception and Satisfaction Level towards the Handloom Products: An analysis.**

Variables	Mean	S.D.	Skew.	Kurt.
Quality of the product	4.35	.741	-1.497	4.096
Design of the product	4.23	.802	-1.174	2.212
Durability of the product	4.35	.672	-1.111	2.961
Variety	4.08	.915	-1.308	2.374
local culture and heritage	4.48	.657	-1.634	5.091

Source: Data collected through questionnaire.

From table 3 it is revealed that customers have a generally positive intent of the pricing of handloom products in Himachal Pradesh. Findings of table 3 show that customer consider the products to be affordable and available at suitable price range which supports their overall satisfaction with the pricing. Customers also show a very strong desire to pay more for traditional designs which highlights the value they attach to cultural uniqueness.

**Table 3: Customer Perception and Satisfaction Level towards the Pricing of Handloom Products: An analysis.**

Variables	Mean	S.D.	Skew.	Kurt.
Affordable price	3.98	.916	-.995	1.347
Attractive Discounts and offers	3.78	1.001	-1.044	1.189
Price matches the quality	3.65	1.020	-.719	.497
Different price range	4.10	.836	-1.333	3.174
Willingness to pay more for traditional designs	3.99	.890	-1.403	3.059

Source: Data collected through questionnaire.

Table 4 findings show that customers feel the products are easily available (M = 3.95) and the stores are customer-friendly (M = 4.07). Customers also appreciate clean showrooms, although the table 4 reveals that the store layout and location convenience gain a little lower but still favorable ratings. Overall, these results indicate that the distribution network is functioning well.

**Table 4: Customer perception and Satisfaction Level towards the Distribution Network of Handloom Products: An analysis.**

Variables	Mean	S.D.	Skew.	Kurt.
Easily availability	3.95	.874	-.966	1.693
Customer-friendly stores	4.07	.857	-1.207	2.528
Clean showrooms	3.92	.856	-1.317	2.888
Layout is well-organized	3.73	1.049	-.823	.624
Showrooms conveniently located	3.74	1.075	-.960	.696

Source: Data collected through questionnaire.

The results of table 5 indicate that Government campaigns are considered effective, and traditional advertisements also play an important role in influencing buying decisions of the customer. The table also reveals that the customers respond strongly to offers and regular information, indicating that timely promotions and regular communication increase satisfaction.

**Table 5: Customer perception and Satisfaction Level towards the Promotion Channel of Handloom Products: An analysis.**

Variables	Mean	S.D.	Skew.	Kurt.
Effective advertisements	3.93	.979	-1.166	1.500
Social media affects buying	3.83	1.045	-.905	.591
Govt. campaigns are effective	3.95	.915	-.998	1.352
Offers encourage purchase	4.54	.499	-.161	-1.988
Regularity in information	4.54	.499	-.161	-1.988

Source: Data collected through questionnaire.

From the table 6, it is revealed that there are no statistically significant differences in customer perception and satisfaction toward handloom products across different districts of Himachal Pradesh, as all values are above 0.05 significance level. This indicates customers across the state share similar views about product quality, design, durability, variety, and cultural value.

**Table 6: District-Wise ANOVA of Perception and Satisfaction towards the Handloom Products: An analysis**

Variables	Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Quality of the product	Between Groups	2.108	2	1.054	1.934	.146
	Within Groups	155.892	286	.545		
	Total	158.000	288			
Design of the product	Between Groups	.481	2	.241	.372	.690
	Within Groups	184.986	286	.647		
	Total	185.467	288			
Durability of the product	Between Groups	.364	2	.182	.401	.670
	Within Groups	129.636	286	.453		
	Total	130.000	288			
Variety	Between Groups	4.701	2	2.350	2.843	.060
	Within Groups	236.469	286	.827		
	Total	241.170	288			
Local culture and heritage	Between Groups	.186	2	.093	.214	.807
	Within Groups	123.960	286	.433		
	Total	124.145	288			

Source: Data collected through questionnaire.

The table 7 results also show customer perception about pricing of handloom products across different districts of Himachal Pradesh is similar. This means customers in all districts share similar opinions about the affordability, discount/offers, price ranges, and willingness to pay for traditional products.

**Table 7: District-Wise ANOVA of Perception and Satisfaction towards Handloom Pricing: An analysis**

Variables	Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Affordable price	Between Groups	.965	2	.482	.573	.565
	Within Groups	240.911	286	.842		
	Total	241.875	288			
Attractive Discounts and offers	Between Groups	2.028	2	1.014	1.013	.364
	Within Groups	286.352	286	1.001		
	Total	288.381	288			
Price matches the quality	Between Groups	3.822	2	1.911	1.847	.160
	Within Groups	295.881	286	1.035		
	Total	299.702	288			

Variables	Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Different price range	Between Groups	3.097	2	1.549	2.235	.109
	Within Groups	198.190	286	.693		
	Total	201.287	288			
Willingness to pay more for traditional designs	Between Groups	.586	2	.293	.369	.692
	Within Groups	227.358	286	.795		
	Total	227.945	288			

Source: Data collected through questionnaire.

The table 8 reveals that for most dimensions of the distribution channel, customers from across different districts do not vary significantly in their satisfaction. However, the findings show some among differences the Customer-friendly stores and layout which means customers from different districts view store-friendliness and store layout differently.

**Table 8: District-Wise ANOVA of Perception and Satisfaction towards Distribution Network: An analysis**

Variables	Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Easily availability	Between Groups	.288	2	.144	.187	.829
	Within Groups	219.933	286	.769		
	Total	220.221	288			
Customer-friendly stores	Between Groups	4.812	2	2.406	3.329	.037
	Within Groups	206.662	286	.723		
	Total	211.474	288			
Clean showrooms	Between Groups	2.582	2	1.291	1.770	.172
	Within Groups	208.588	286	.729		
	Total	211.170	288			
Layout is well-organized	Between Groups	8.881	2	4.440	4.122	.017
	Within Groups	308.067	286	1.077		
	Total	316.948	288			
Showrooms conveniently located	Between Groups	3.629	2	1.814	1.575	.209
	Within Groups	329.423	286	1.152		
	Total	333.052	288			

Source: Data collected through questionnaire.

The table 9 results exhibit that customers from various districts share parallel views on most promotional tools used in the handloom sector. Table 9 also indicates that across districts, customer are satisfied with the effectiveness of advertisements, social media and Government campaigns as promotional tools. This indicates that these promotional activities are perceived almost the same across all districts. However, there is a significant difference in how customer from various districts feel about offers that encourage buying and regular information. The findings show that in some districts people like promotional offers and regular information more than others.

**Table 9: District-Wise ANOVA of Perception and Satisfaction towards Promotion Channel: An analysis**

Variables	Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Effective advertisements	Between Groups	1.389	2	.695	.724	.486
	Within Groups	274.362	286	.959		
	Total	275.751	288			
Social media affects buying	Between Groups	2.078	2	1.039	.950	.388
	Within Groups	312.614	286	1.093		
	Total	314.692	288			
Govt. campaigns are effective	Between Groups	1.202	2	.601	.716	.490
	Within Groups	240.119	286	.840		
	Total	241.322	288			
Offers encourage purchase	Between Groups	2.196	2	1.098	4.513	.012
	Within Groups	69.596	286	.243		
	Total	71.792	288			
Regularity in information	Between Groups	2.196	2	1.098	4.513	.012
	Within Groups	69.596	286	.243		
	Total	71.792	288			

Source: Data collected through questionnaire.

The table 10 results exhibit that all four components of the marketing mix i.e. Product, Price, Place, and Promotion are strongly and positively correlated to each other. Price has a strong correlation with Place ( $r = .800$ ) and Product ( $r = .645$ ), which means that when customers feel the price is fair, they also think the product quality is good and store are easy to accessible. Place also has a strong relationship with Promotion ( $r = .700$ ), indicating that easy availability of the products improves visibility of promotional activities. These results indicate that if one marketing factor improves, others also become strengthen in the minds of customers.

**Table 10: Simple Correlation Matrix Analysis**

Variables	1	2	3	4
Product	1			
Price	.645	1		
Place	.600	.800	1	
Promotion	.445	.638	.700	1

Correlation is significant at the 0.01 level (2-tailed).  
 Source: Data collected through questionnaire.

## 8. MAJOR FINDINGS OF THE STUDY

- The study found that majority of the respondents are female (55.4%), showing that female customers participate more in purchasing handloom products than men (44.6%).
- Most respondents belong to the 26–35 years age group, indicating handloom is more popular among younger and middle-aged consumers.
- In this study, most of the respondents are graduates (38.1%) and postgraduates (27.3%) indicating that well educated people often have better awareness regarding quality of the product, cultural significance, sustainability and marketing practices, which can affect how they get and buy handloom products.
- Majority of the people live in rural areas, indicating that handloom products are more popular among rural households. Most of them fall in the income group of Rs. 1.5 lakh p.a.
- Govt. employees form 30.4% share among buyers, showing that they are actively purchase handloom products.
- The study reveals that customers highly appreciate the cultural significance, traditional designs, durability and quality of the products.

- Most of the respondents are agreed that the distribution network is efficient, although improvements are necessary in store layout and location convenience.
- The findings of the study reveals that majority of the respondents like frequent offers, discounts and promotional activities. It indicates that promotional efforts by the government and advertisements are still viewed as effective.
- The study shows that customer's perceptions towards price and product are similar across districts, with a little variation. Most factors of distribution practices are also same, except for customer friendly service and store layout, which differ slightly between districts.
- This study also reveals that the marketing mix components are closely associated with each other. Price has the higher relationship with place and product quality, showing that fair pricing improves both product perception and accessibility.
- Customers consider handloom products as fairly priced and they are willing to pay more for traditional and culturally significant products.
- The study also shows that place also strongly correlates with promotion, revealing that good distribution network increases promotional effectiveness.

## 9. SUGGESTIONS

On the basis of the findings of the study, the following suggestions have been recommended.

- The findings reveals that there is a potential to improve options of designs and product categories. Introducing modern styles along with traditional designs, collaborating with professional designers, and keeping regular market trend assessments can stronger the product strategy.
- A balance between price and product quality and moderate consumer satisfaction with respect to discount suggests the need for more competitive and appealing pricing strategies. This can be improved by doing seasonal discounts, conducting loyalty programmes, and value-based pricing, so that the acceptance of customer can be improved.
- It is suggested that due to variations in customer-friendly culture and store ambience reveal the need to ensure uniform retail standards. By increasing the store ambience standard, improving product display at store and training of staff to improve the customer engagement can create consistently and satisfy shopping experience of the customer.
- The study is also suggested that due to the moderate influence of social media, there is an opportunity to improve digital outreach. By increasing promotional efforts through social media, by sharing story of handloom product's making, and consistent updates can attract more customers.
- The findings suggest that due to the similar customer views across districts highlights the importance of maintaining consistent product offerings and pricing structures.
- Differences in perceptions of customer friendliness at store indicate potential improvements in retail environments. By adopting customer-centric store layouts, maintaining better cleanliness, and improving store accessibility could increase overall satisfaction.

## 10. CONCLUSION

It is concluded that the study on the Marketing of Handloom Products in Himachal Pradesh reveals that customers maintain a strong and positive hold perception of handloom products. Customers also value their cultural significance, durability, and quality. Female, youth and middle-aged customers, and rural people comprises the primary customer base, indicating both cultural preference and accessibility. Customers believe that pricing of the handloom products is reasonable and they also express their willingness to pay more for products having traditional

or cultural significance. The study also concluded that customers are completely satisfied with the distribution network, although improvements in store layout and accessibility can enhance customer convenience. Promotional efforts especially regular offers and advertisements play a major role in influencing buying behaviour of the customers, supported by the continued effectiveness of government campaigns, and social media outreach.

The study finds that across the districts majority customers have the same perception with only minor variations with respect to store ambience and timely response to promotional strategies. The strong relationships between the product, price, place and promotions confirm that the components of marketing mix perform well interconnected system. When the improvement is done in one element, it will positively affect the other elements of the marketing mix. Overall, the study concludes the need for an integrated marketing approach to make stronger the product quality, to make sure fair pricing, increases distribution effectiveness and applied targeted promotional strategies. These measures can effectively improve customer satisfaction, loyalty and engagement while supporting the traditional cultural and economic sustainability of the handloom sector in Himachal Pradesh.

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