

Gender And Age - A Demographic Study For Purchase Preference Towards Handicraft At Tribal Chhattisgarh

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Abstract

According to the 2011 census, tribal people make up 8.6% of India's overall population, or roughly 104 million people (68 million people according to the 1991 census). This is the world's greatest number of tribal people. The tribes of Bastar are known for their interesting and particular innate culture and legacy in everywhere throughout the world. Each innate gathering in Bastar has their own particular unmistakable culture and makes the most of their own remarkable conventional living styles. Every tribe has built up its own lingos and contrasts from each other in their ensemble, dietary patterns, traditions, customs and even adores diverse type of god and goddess. A handicraft, often known as distinctive handiwork or carefully assembled, is any of a variety of types of work in which costly and beautiful products are created entirely by hand or with very simple tools. It is a common basic division of speciality that covers a wide range of inventive and design activities associated with making things with one's hands and abilities, such as working with materials, pliable and inflexible materials, paper, plant filaments, and so on.

This paper expects to think about, how the demographic properties like age and sexual orientation impacts consumers inclination towards handicraft items and to know different traits, which largely affect buy of ancestral craftsmanship item. The study was undertaken at Bastar district and its scope is restricted to this region only. In this research structured questionnaire was utilized to gather information. The research was completely descriptive in nature. The information was assembled through a five point Likert scale from 300 respondents. Mean, Standard deviation, one way ANOVA and Regression investigation were completed to fill the need of study.

Keywords: Tribal Handicraft, Consumer Preference, Consumer Purchase , preference.

Introduction:

Handicrafts are a type of industry where the majority of the items are manufactured by hand. They are often made with modest initial capital expenditure using materials that are primarily found in the producing country, with designs that reflect local cultural aspects and abilities.

According to United Nations Educational, Scientific and Cultural Organization/Information Technology Community (UNESCO /ITC) International Symposium on "Crafts and the International Market: Trade and Customs Codification", Manila, Philippines, October 1997: Handicrafts can be defined as products which are produced either completely by hand or with the

help of tools. Mechanical tools may be employed as long as the artisan's direct manual contribution is the most significant component of the final output. Handicrafts are made from natural materials and can be made in any quantity. Utilitarian, aesthetic, artistic, creative, culturally linked, ornamental, functional, traditional, religiously and socially meaningful and significant objects are examples.

When compared to other products, the response of consumers to handicraft is unpredictable. Handicraft objects are often attractive to people because of their creative value. The study illustrates the respondents' motivation for purchasing handicrafts in relation to specific artistic values. The artists might focus on creating new designs and models for handmade items that are distinctive in terms of inventiveness and artistic worth. Because of the aesthetic aspect of the products, the majority of respondents were motivated to purchase handicrafts. (Bal & Dash 2010)

About Bastar

Bastar District is a district in the Indian state of Chhattishgarh. The district headquarters is Jagdalpur. The district is 4029.98 km² in size. The Bastar District is in the state of Chhattishgarh, in central India. Before it was separated into districts, Bastar was one of India's largest districts. Jagdalpur is home to the district headquarters. The district is approximately 8755.79 square kilometres in size. The Bastar District is located in Chhattishgarh's southern region, at a plateau elevation of 2000 feet above sea level. In 2011, Bastar, encompassing Kondagaon district, had a population of 1,411,644, with male and female populations of 697,359 and 714,285 respectively. Tribal people account for more than 70% of the entire population include Gond Tribe, Maria, Muria, Dhruva, Bhatra, Halba Tribe, etc. .

To safeguard their own unique culture, a considerable number of Bastar tribals still live in deep forests and avoid mixing with outsiders. Bastar tribes are also noted for their vibrant celebrations and handicrafts. The Bastar Dussehra is the region's most well-known celebration. Bastar's tribals were among the first to deal with metal and are skilled at creating magnificent figures of tribal gods, votive animals, oil lamps, carts, and animals. The tribes of Bastar are well-known around the world for their distinct tribal culture and heritage. Each tribal group in Bastar has its own distinct culture and traditional way of life.

Handicrafts of Bastar

The tribal society of Bastar is popular for their work that includes magnificent handicrafts in different shapes and sizes. The craft work incorporate wood-carvings, Bell metal products, terracotta items, bamboo decorative pieces.

Bastar, being a dense forest region having the finest quality of teak and different sorts of woods from which exceptionally alluring wooden-cutting artworks and different sorts of furniture are being made by the talented and experienced hands of the Artist. You can get these attractive handicrafts in shops of Jagdalpur easily.

Terracotta Art

The tribes of Bastar are the skilled Artist making handcrafted terracotta products. Terracotta is finest quality clay obtained from the river Indrāvati. Decorative terracotta items mostly depicts elephants, tigers, deer, table lights and etc.

Bamboo Crafts

Bastar tribal is also skilled in making items from bamboo that incorporates the items such as wall hanging, table lights, table mats, fishing traps, baskets and hunting tools.

Cotton Fabrics

Cotton Fabrics are one of the popular and appealing craft work made by the tribal people of Bastar. These are made of Kosa string which is produced from a worm found in the forest. The hand printing is commonly done with the natural vegetable dye extracted from aal, found in the Bastar forest. The fabrics use to make dress material, drapes and cotton sari, popularly known as Bastar Kosa Saree.

Bell Metal Handicrafts

The Bastar tribes are popular in making bell metal handicrafts which are created by hand through the vanishing wax system. The bell metal handicraft incorporates items such as elephant, deer, bull, horse, lamp shades, hangers, boxes, and baskets of different shapes and sizes.

The bell metal art of Bastar zone prominently known as "Dhokra Craft" is found in Jagdalpur

Kondagoan and Narayanpur areas. The Dhokla specialty is asserted to be age-old art being transmitted from one generation to another.

Wood Craft

Eco-friendly beautiful wood products are been loved by all age group people. India is being blessed with the Mother Nature and given several useful trees to get unique wood items from. Woodcraft is a standout among the most renowned delightful and extraordinary specialty of wooden cutting of Bastar tribals.

These wooden artworks are made out of the finest teak wood and white wood. These wooden specialties incorporate models, furniture things and so forth among the furniture, Deewan (Cot with box) is exceptionally celebrated and alluring since it includes the craft of cutting with various pictures of Bastar culture and different plans of intrigue. These crafted works are for the most part traded to better places of the nation, and these wood items are also been requested to be export to foreign countries.

The tribal belt of Bastar is noted for its woodcraft, which includes statues of tribal gods, cut wooden masks, and wall decorations. Toys, boxes, bedposts, flower vase, candle holder cots, and other painted and lacquered wood items are very popular in Chhattisgarh.

The woodcarving workmanship has been thriving in Chhattisgarh from time immemorial and one can discover flawlessly cut wooden items planned by the expert of the State. The skilled artisans of Bastar make magnificent items and home décors such as a wooden ceiling, doors using various types of wood like shisham, teak, dhudi, sal and kikar. The specialists likewise make the mask, window frames, furniture, decorative pieces, and sculptures.

Consumer Inclination towards Tribal Handicraft

The cutting edge man lives in an automated society. He is burnt out on this perplexing and occupied world. He discovers freshness and effortlessness in these creations of rustic craftsmanship. These crafted works give him liberally refreshment and creative amusement. Without a doubt, it is because of the adjustment in uplifting state of mind of current customer; the inborn painstaking work have started to appreciate notoriety all through the world.

However, a study of buyer behaviour toward inborn handiwork is urgently needed, as it will not only help us understand the unpredictable purchasing behaviour, but also the various aspects that contribute to positive buyer inclination toward ancestral craftsmanship. The study of buyer behaviour explores how individuals, groups, and organisations pick, purchase, use, and arrange products, services, thoughts, or experiences to meet their needs and desires. Understanding customer behaviour and getting to know clients is never easy. Merchants can determine the right item to configure, value, publicise bids, and appropriation channels by understanding the customer behaviour of distinct market segments.

Literature Review

(Tiwari, 2015) in his examination expressed, "Painstaking work are the Design, Structural Design, Geometrical Design, Abstract noticeable image of social conduct." He additionally has given an alternate point of view of skilled worker to him. "Any verbalized item in the circle of imagination could be named as a creative handiwork. The individual who envisions and makes these hand made merchandise of various roots frames is called as skilled worker. Silpi, Kalakar, Ghadwa, Karigar and so on. The specialty culture of India demonstrates the firm base in the nation's well established aesthetic customs." The exploration laid by Tiwari shows that workmanship items mirror the way of life of the general public and imagination of craftsmans.

(Khan and Amir 2013) According to their findings, "Handicraft is such a product that when a buyer likes it, he is willing to pay a price that may be well in excess of the product's usual price." His preference for the product is the most important factor. Channel agents such as middlemen, retailers, and distributors aim to profit from such opportunities, almost entirely at the expense of the craftspeople. Price, export on the domestic market, ease of maintenance, ease of storage, utility value or decorative value, and modernity or traditional orientation are all factors to consider when categorising handicraft products.

(Joseph, 2012) examined the attitudes and behaviours of urban and rural consumers when making purchases. Consumer centric marketing concentrates around the consumer buying

mentality, according to the study. Marketers who are consumer-focused in the present age often customise products/services to match the tastes of the consumer through correct positioning and targeting tactics, which emphasise the importance of attitude change.

(Dash, 2011) in her paper, featured the significance of workmanship which portrays, "India which comprise of an assortment of ethnic conventions and culture, is likewise a fortune place of painstaking work. Impeccable crafted works utilizing assorted crude materials are created in various parts of the nation. This incorporate craftsmanship metal product, wood product, hand printed materials and scarves, applique, cowhide makes, pattachitra, hand tied and weaved merchandise, shawls as workmanship product, stone carvings, zari and zari products, impersonation gems, filigree and various different handiworks. One of the novel element of the painstaking work is that all the more frequently a similar thing of the workmanship, created in various areas, are not quite the same as each other as far as the craftsmanship, style, shading mix and wrap up." The above examination gives us a thought regarding the stylish interest and uniqueness of inborn handiwork as it is presented by their individual culture. In addition the crude material utilized, handling of it and the last item is especially ecofriendly, which allures more towards the present condition delicate shoppers.

(Bal & Dash 2010) Customers' buying behaviour in relation to handicraft objects was studied in order for business organisations selling these items to develop effective marketing strategies. Handicraft objects are often attractive to people because of their creative value. The study illustrates the respondents' motivation for purchasing handicrafts in relation to specific artistic values. The artists might focus on creating new designs and models for handmade items that are distinctive in terms of inventiveness and artistic worth. Customer satisfaction and orientation are the cornerstones of any company's success. Client orientation necessitates a knowledge of customer purchasing behaviour.

(Mohapatra, 2011) in his research exhibited the impressions about the specialty and conceivable recommendations for the change of the specialties of the celebrated skilled workers who have dedicated as long as they can remember in the quest

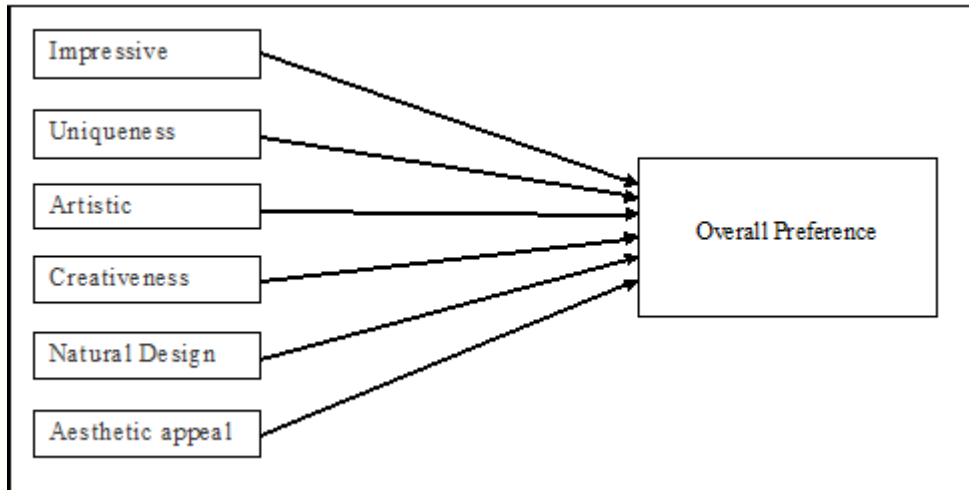
for every single creative specialty. They are the bosses of the crafted works, which they have been seeking after perseveringly with awesome dedication for quite a long time. To the extent the silver filigree is concerned unless the specialists are paid better wages, filigree advertise is sorted out and nature of items is controlled, the specialty will soon die. If there should arise an occurrence of appliqué huge numbers of the ace specialists are not willing to make any new plans because of dread of replicating. So government should make strides for avoiding copying of outlines. Plan enlistment ought to be finished. Government ought to help the craftsmans to participate in various mela, displays and so forth. Like other art if there should be an occurrence of stone cutting promoting is the principle issue which ought to be dealt with procedure of making the specialty ought to be made strides. If there should be an occurrence of pattachitra the market isn't composed.

(James & Burton 2003) in their study demonstrate that most shoppers will require some type of markdown on the off chance that they are to buy GM nourishments in spite of the fact that the span of this rebate would depend to some degree on any impacts (e.g., concoction, environmental) of the new innovation and on the age and sex of the purchasers themselves. It is additionally evident that, predictable with the findings of different research, Australians are additionally ready to acknowledge quality innovation as a feature of the nourishment creation process if creature qualities are excluded in that innovation. It appears that the span of the market for hereditarily modified nourishments will be obliged by the presence of a tireless, very dedicated gathering of customers who are loath to GM nourishments. These purchasers seem to require an infeasible markdown to expend these nourishments.

(Silver and Kundu 2012), In their thesis they found that loved ones have the most noteworthy impacts on their basic leadership while Swedish clients buy any hand made items,. The item appearance additionally affects their basic leadership however contrast and the loved ones impacts item appearance has bring down effect. What's more, they found that Swedish individuals purchase hand-made item to make a mockery of their societal position as well. These three powerful factors are depicted and upheld by three key components of hypothesis of planed conduct. As a matter of first importance, regulating conviction demonstrates

that Swedish clients are persuaded by the social weights from critical social gatherings. Besides, behavioral accept clarifies that they are additionally propelled by the standpoint and the nature of high quality specialties. Last yet not the minimum, Swedish handiwork clients judgment about their social level is portrayed by the control conviction as well.

The above Literature after reviewing signifies that Impressive, Uniqueness, Artistic, Creativeness, Natural Design and Aesthetic appeal are the major attributes of tribal handicraft which forms overall preference of consumer which in turn forms the context for the present study.



Research Methodology:

was adopted

Objectives:

1. To study relationship between all the variable undertaken with overall preference.
2. To study the relationship between overall preference with demographic factors (gender,age).

Scope of the Study:

The scope of the study is restricted to Bastar District only.

Population and Sample Size:

Whole Population of Bastar District. Sample size of 300 people

Data Collection:

Primary data was collected by a structured questionnaire. Convenience sampling approach

Survey Instrument:

A Structured Questionnaire with five point likert scale, with 1 as strongly disagree and 5 strongly agree for variables discussed above.

A three point likert scale was used to measure the overall preference variable with 1 as unfavorable, 2 as Neutral and 3 as Favorable.

Tools:

SPSS version 21.0 was used for analyzing the data gathered. Mean, Standard Deviation, Regression Analysis and one way ANOVA were used.

Tabulation and Analysis:

Sample Profile

Table 1 below exhibits the demographic feature of all the respondents

Table 1 Sample Profile

Demographic Variable	Categories	Total	Percent
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Gender	Male	158	52.66
	Female	142	47.33
Age	less than 25 yrs	59	19.66
	25 to 35 yrs	76	25.33
	35 to 45 yrs	72	24
	above 45 yrs	93	31

Descriptive Statistics

Table 2 shows the overall positive preference perceived by the respondents in relation to identified attributes of tribal handicraft

Table 2 Descriptive Statistics

	N	Mean	Std. Deviation	Variance
Impressive.	300	4.14	1.864	3.470
Uniqueness	300	4.07	1.730	2.990
Artistic	300	3.29	1.799	3.240
Creativeness	300	3.73	2.215	4.880
Natural Design	300	4.16	1.864	3.470
Aesthetic appeal	300	3.29	1.799	3.240
Overall Preference	300	2.83	0.710	0.500

The mean score on overall positive preference was found to be 2.83 on a three point Likert Scale, which is above the neutral score of 1.5, it means that respondents overall preference is favorable or positive.

The survey conducted for knowing the response on various attributes relating to overall preference towards handicraft. The mean scores of all independent variables are above the neutral score of 3, which implies favorable outcome.

This means that Impressive followed by Uniqueness and creativeness has more impact in forming overall preference.

Relationship between Overall Preference of the customers with demographics factors (age, gender):

1st Hypothesis: Relationship between Overall Preference of customers with demographics factors

H0: The Overall Preference does not vary in accordance with age

H1: The Overall Preference varies in accordance with age.

To analysis hypothesis that is there difference in Overall Preference according to age, we use One Way ANOVA.

Table 3 One Way ANOVA

Overall Preference

	Sum of Squares	df	Mean Square	F	Sig
Between Groups	2.34	6	0.390	1.340	0.518
Within Groups	86.34	293	0.290		
Total	88.68	299			

Overall Preference according to age is analysed

using one way ANOVA. The result is F(6,293)

=1.34, $p=0.518$ where $p>0.05$ so result is insignificant at 5%. So null hypothesis is accepted as Overall Preference does not vary in accordance with age.

2nd Hypothesis: Relationship between overall factors with demographic factors(gender)

H0: The Overall Preference does not vary in accordance with gender

H1: The Overall Preference varies in accordance with gender.

To analysis hypothesis that is there difference in Overall Preference according to gender, we use One Way ANOVA.

Table 4 One Way ANOVA

Overall Preference

	Sum of Squares	df	mean square	F	Sig
Between Groups	0.34	1	0.340	1.170	0.960
Within Groups	88.34	298	0.290		
Total	88.68	299			

The result is $F(1,299)=0.340$, $p=0.960$ where $p>0.05$, so result is insignificant and as a result null hypothesis is accepted. Overall Preference does not vary in accordance with gender.

good predictor of Overall Preference.

The relationship between Overall Preference and identified factors is analysed using linear regression model

To test whether the identified factors are

Table 5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.862	0.74	0.679	0.371

The above table is model summary which depicts the R, R^2 , adjusted R^2 , and the standard error.

R -- multiple correlation coefficient, whose value is 0.862 which indicates good level of prediction.

R^2 -- Coefficient of determination, whose value is

0.740, which means independent variable explains 74% of the variability of our dependent variable.

Adjusted R^2 – value is 0.679, which means that the model reports our data to be 67.9% accurate.

Table 6 ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	68.950	6	11.490	171.492	0.0321
Residual	19.703	293	0.0670		
Total	88.680	299			

a. Dependent Variable: Overall Preference

b. Predictors: (Constant), Impressive, Uniqueness, Artistic, Creativeness, Natural Design, Aesthetic appeal

3rd Hypothesis : Relationship between identified factors and overall Preference

H0: There is no significant relationship between identified factors and overall preference.

H1: There is significant relationship between identified factors and overall preference

The F-ratio in the ANOVA table demonstrates that the detected factors (Independent Variables) statistically significantly predict total preference (Dependent Variable), $F(6,293) = 171.49$, $p = 0.05$,

indicating that the result is significant. H0 is ruled out. As a result, the total regression model fits the data well. The independent variables statistically significantly predict the dependent variable, as shown in the table.

Table 7 Coefficients^a

Model	Unstandardized coefficients		Standardized Coefficients	T	Sig
	B	Std Error	Beta		
1 (Constant)	-0.308	0.148		-2.075	0.040
Impressive.	0.122	0.043	0.183	2.843	0.005
Uniqueness	0.23	0.043	0.357	5.329	0.000
Artistic	0.095	0.032	0.158	3.009	0.003
Creativeness	0.102	0.036	0.160	2.832	0.005
Natural Design	0.104	0.035	0.167	2.961	0.004
Aesthetic appeal	0.062	0.032	0.106	1.924	0.056

The above table shows that unstandardized coefficients indicate how much overall preference varies with identified factors

The identified factors have a positive relation with overall preference. With Beta value of 0.23 the Uniqueness factor has highest impact on overall preference. Aesthetic appeal factor with Beta value 0.062 has the lowest impact. Except Aesthetic Appeal Factor all the identified independent factors affecting overall preference are not statistically significant.

Conclusion

This experimental examination has uncovered profound established bits of knowledge of shopper's inclination in association with innate craftsmanship items. The present investigation was a genuine endeavor to know the effect statistic factors on customer inclination towards ancestral handicraft. The investigation reveals, demographic factors like age and sexual orientation don't have critical part in impacting the customer inclination. The consumers are highly inclined towards the Impressive, Uniqueness, Artistic, Creativeness, Natural Design and Aesthetic appeal in buying tribal handicrafts. These factors plays important role in forming positive preference of the consumer.

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