
PROBLEMS AND PROSPECTUS OF TEXTILE SECTOR IN VILLUPURAM

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ABSTRACT

Textile sector has been grown on significantly in the few years having emerging as one of most important sector in our Indian economy. Government of India promote the textile entrepreneurs have investments through increasing focus on various policy and fund schemes is adoption such as technical up gradation credit fund scheme and promoter development activities. It is fundamentally strong growth of textile sector products as well as export of demand in domestic and abroad. Textile sector is enhancing supply of modern products is available such as cotton, silk, woolen etc. Textile sector is major consideration protection of more employment opportunities both skilled and unskilled labour their earning income generation of economic activities change the standard living and inclusive growth for human resource development in our country.

Key Words: Textile, Marketing, Government , Economic, Production

Introduction

Indian textile sector are one of largest sector has served production and distribution of multivariate product for providing to fulfill the basic requirement of human wants. Textiles sectors are significantly contribute generation of employment opportunities changing standard living of economic growth in our country. Textile sectors is pathway ensuring spectrum of activities for manufacturing and launching modern variety of products such as handloom, cotton, handicrafts, sericulture and silk, wool & woolen textiles, hosiery and knitting sectors are largest section of the textiles sector. Textile sector is milestone predominantly collected the by-product producing of agricultural cotton is manufacturing of tradition of the country make unique development of economic growth for sustainable variation of per-capita income and increasing GDP rate in our country. Textile sector is decentralized capacity to produce a multi -variety of products suitable to attract the different market segments, both domestic and foreign country.

Textile entrepreneurs have spent for more working capital for directly bulk purchased the main product and exchange of money transaction between the wholesaler and producer. Textile sectors have adopted different marketing channels selling their product through modern marketing covered professional employees' expectation easy way purchasing new technology served in proper manner.

Objectives

The present study carries out of following objectives:

To measure socio-economic profile of textile traders in Villupuram

To analyses the various factors affecting the marketing problems and its impact on customer relationship management in textile sector.

Hypothesis

The researcher has found out the formulating hypothesis:

There is no association between the age group with regards to problems of insurance in textile.

There is no association between the educations with regards to problems of transports in textile.

There is no association between the occupations with regards to problems of warehousing in textile.

There is no association between the annual incomes with regards to problems of working capital in textile.

Sampling

The study is based on simple random sampling technique. The researcher has collected the primary data through survey fact investigation both wholesaler and retailer from textile respondents in the study areas. Villupuram there are nearly 200 textile shops are available to operate in successful manner. Textile sector divided into two strata as 100 respondents from wholesale and 50 respondents from retailer were selected on the basis of convenience sampling techniques. Hence, the total sample size is restricted to 150 respondents for the study.

The above table 17.33 percentage of the respondents are belong to the age group of below-30 year, 44 percentage of the respondents are belongs to the age group of 31- 40 year, 34.67 percentage of the respondents are belongs to the age group of 41-50 years, and remaining 4 percentages of the respondents are belongs to the age group of 41-50 year. It is inferred that 82.67 percentage of the respondents are male and remaining 17.33 percentage of the respondents are female.

It is exhibit that education of the respondents 17.33 percentages of the respondents are, illiterate, 8 percentage of the respondents completed primary level, 13.33 percentages of the respondents completed middle class, 17.33 percentage of the respondents completed high school level, 24 percentage of the respondents completed graduate and remaining 20 percentage of the respondents completed post graduates and above. Out of 75 respondents 89.33 percentages of the respondents are married and 10.67 percentages of the respondents are unmarried.

It is inferred that out of total 150 respondents 18.67 percentage of the respondents have job, 48 percentage of the respondents have own business, 13.33 percentage of the respondent have farmer and remaining 20 percentage of the respondents have landless labour.

It is noted that 42.67 percentages of the respondents have annual income of Rs. below 25000000, 20 percentage of the respondents have annual income of Rs. 2600000- 5000000, 29.33 percentage of the respondents have annual income of Rs. 5100000-7500000, and reaming 8 percentage of the respondents have annual income of Rs.7600000 and above.

Table -1 Profile of Respondents

Profile	Variable	Total		Chi-square Tests	
		N.R	Percentage	Tests	Result
Age	Below -30	26	17.33	chi-square	Significant
	31-40	66	44.00	value 28.6	
	41-50	52	34.67	df 3	
	51 and above	6	4.00	Table value at	
	Total	150	100	5% 7.815	
Gender	Male	124	82.67		
	Female	26	17.33		
	Total	150	100		
Education	Illiterate	26	17.33	chi-square	Not significant
	Primary	12	8.00	value 19.33	
	Middle class	20	13.33	df 4	
	High school	26	17.33	Table value at	
	Graduation	36	24.00	5% 9.488	

	Post graduation& above	30	20.00		
	Total	150	100		
Marital Status	Married	134	89.33		
	Unmarried	16	10.67		
Occupation	Job	28	18.67	chi-square	Significant
	Own Business	72	48.00	value 24.51	
	Farmer	20	13.33	df 3	
	Land less labour	30	20.00	Table value at	
	Total	150	100	5% 7.815	
Annual Income	Below 25000000	64	42.67	chi-square	Significant
	2600000- 5000000	30	20.00	value 154.48	
	5100000-7500000	44	29.33	df 3	
	7600000 and above	12	8.00	Table value at	
	Total	150	100	5% 7.815	
Proprietors	Sole trader	96	64		
	Partnership	54	36		
	Total	150	100		
Mode of Business	Retailer	114	76		
	Wholesaler	36	24		
	Total	150	100		
Show Room	Own	46	30.67		
	Rent	60	40.00		
	Lease	44	29.33		
	Total	150	100		

Sources: Primary Data.

It is understood that 64 percentage of the respondent proprietors are sole trader and remaining 36 percentage of the respondents proprietors are partnership and 76 percentages of the respondents mode of business are retailer and 24 percentages of the respondents mode of business are wholesaler and 30.67 percentage of the respondents are show room by own, 40 percentage of the respondents are show roomby rent, 29.33percentage of the respondents are show room by lease.

It is found that the chi-square value 28.6 is greater than the table value 7.815 at 5 % level of significance; therefore there is a significant association between age group and problem of insurance in textile. Hence, the null hypothesis H_0 is rejected. It is observed that majority (34.67%) of the respondents are in the age groups of 41 to 50 years.

It is calculated that the chi-square value 19.33 is greater than the table value 9.488 at 5 % level of significance; therefore there is a significant association between education and problem of transport in textile. Hence, the null hypothesis H_0 is rejected. It is observed that majority (33.33%) of the respondents are education in post graduate level.

It is noted that the chi-square value 24.51 is greater than the table value 7.815 at 5 % level of significance; therefore there is a significant association between occupation and problem of warehouse in textile. Hence, the null hypothesis H_0 is rejected. It is observed that majority (48%) of the respondents are occupation in own business.

It is found that the chi-square value 154.48 is greater than the table value 7.815 at 5 % level of significance; therefore there is a significant association between annual income and problem of working capital. Hence, the null hypothesis H_0 is rejected. It is observed that majority (42.67%) of the respondents are annual income Rs. below 25000000.

Table. 2 reveals that out of total 150 respondents 12 percentage of the respondents are purchase of materials by weekly, 62.7 percentage of the respondents are purchase of by monthly, 16 percentage of the respondents are purchase of by yearly, 9.33 percentage of the respondents are purchase of by necessarily.

It is exhibits that 30.67 percentage of the respondents are sources of materials through agents, 40 percentages of the respondents are sources of materials through broker, and 29.33 percentages of the respondents are sources of materials through directly

Out of 150 respondents 64 percentage of the respondents are purchasing for cash, 36 percentages of the respondents are purchasing for credit, and 18.67 percentages of the respondents have mode transport through auto, 24 percentages of the respondents have mode transport through minivan, 29.33 percentages of the respondents have mode transport through lorry and remaining 28 percentage of the respondents have mode transport through bus or parcel services.

Table -2 Function of Textile Sector

Function	Variable	Total		Grant Total	
		N.R	Percentage	T.N.R	Percentage
Purchase of Materials	Weekly	18	12.00		
	Monthly	94	62.67		
	Yearly	24	16.00	150	100
	Necessarily	14	9.33		
Sources of Materials	Agents	46	30.67		
	Brokers	60	40.00	150	100
	Directly	44	29.33		
Payment	Cash	96	64.00		
	Credit	54	36.00	150	100
Transport	Auto	28	18.67		
	Mini van	36	24.00		
	Lorry	44	29.33	150	100
	Bus or parcel services	42	28.00		
Warehousing	Shop	72	48.00		
	Home	40	26.67	150	100
	Go down	38	25.33		
Insurance	Yes	74	49.33		
	No	76	50.67	150	100
Capital	Upto-1cores	82	54.67		
	2 cores – 5cores	28	18.67		
	6core – 9 cores	26	17.33	150	100
	10core and above	14	9.33		
Sources of Fund	Own	54	36		
	Debt	96	64	150	100
Borrowing	Friends	36	24		
	Relatives	24	16		
	Banks	60	40	150	100
	Other	30	20		

Sources: Primary Data. Note: (T. N.R) Total Number of Respondents

It is inferred that 54.67 percentage of the respondents have invested capital upto Rs.1cores, 18.67 percentage of the respondents have invested Rs. 2 to 5 cores, 17.33 percentage of the respondents have invested capital Rs. 6 to 9 cores, and remaining 9.33 percentages of the respondents have invested capital Rs. 10 cores and above.

It is found that out of 100 percentage of the respondents 24 percentage of the respondents borrowing money from friends, 16 percentage of the respondents borrowing money from relatives, 40 percentage of the respondents borrowing money from banks and remaining 20 percentage of the respondents borrowing money from other sources.

Table -3 Problems of Textile Sector

Variable	Very high level	High level	Moderate level	Low level	Least level	Total
Purchase of material	40 (26.67)	50 (33.33)	30 (20)	14 (9.33)	16 (10.67)	150 (100)
Insufficient of labour	46 (30.67)	53 (35.33)	12 (8)	29 (19.33)	10 (6.67)	150 (100)
Huge competition	50 (33.33)	55 (36.67)	20 (13.33)	15 (10)	10 (6.67)	150 (100)
Inadequate of working capital	36 (24)	25 (16.67)	60 (40)	12 (8)	17 (11.33)	150 (100)
Marketing environment	62 (41.33)	36 (24)	30 (20)	14 (9.33)	8 (5.33)	150 (100)
Transport facilities	54 (36)	24 (16)	32 (21.33)	18 (12)	22 (14.67)	150 (100)
Customer relationship management	38 (25.33)	52 (34.67)	24 (16)	16 (10.67)	20 (13.33)	150 (100)
Availability of warehouse	46 (30.67)	28 (18.67)	44 (29.33)	18 (12)	14 (9.33)	150 (100)
Delay on insurance claims	26 (17.33)	44 (29.33)	52 (34.67)	10 (6.67)	18 (12)	150 (100)
Increasing on sales promotion	58 (38.67)	39 (26)	25 (16.67)	16 (10.67)	12 (8)	150 (100)

To provide offer/discount/credit	33 (22)	44 (29.33)	26 (17.33)	28 (18.67)	19 (12.67)	150 (100)
Cheating materials by customer	34 (22.67)	40 (26.67)	47 (31.33)	18 (12)	11 (7.33)	150 (100)
Lack of infrastructure	36 (24)	33 (22)	17 (11.33)	26 (17.33)	38 (25.33)	150 (100)
To meet huge expenditure	38 (25.33)	32 (21.33)	44 (29.33)	14 (9.33)	22 (14.67)	150 (100)
Government policy	34 (22.67)	48 (32)	30 (20)	18 (12)	20 (13.33)	150 (100)

Sources: Primary Data.

Table.3 inferred that problems of textile sector (33.33%) of the respondents said that purchasing of material at high level, (35.33%) of the respondents said that insufficient of labour at very high level, (36.67%) percentage of the respondents said that huge competition at least level, (40%) of the respondents said that inadequate working capital at moderate level, (41.33%) percentage of the respondents said that marketing environment at very high level, (12%) of the respondents said that transport facilities at moderate level, (10.67%) of the respondents said that customer relationship management at low level, (9.33%) of the respondents said that availability of warehouse at least level, (34.67%) of the respondents said that delay on insurance claims at moderate level, (38.67%) of the respondents said that increasing on sale at very high level, (29.33%) of the respondents said that provide offer/discount/credit at very high level, (31.33%) of the respondents said that cheating materials by customer at moderate level, and remaining (32%) of the respondents said that government policy at high level.

Suggestions

The Ministry textile should have given the required implementation of new policy and financial support to the textiles sector through its various schemes and as a result, there has been a significant improvement in textiles production in spite of slowdown in demand, high raw material prices, etc.

Textile traders association should be implementation labour welfare rehabilitation fund scheme to provide interim relief to textile workers rendered unemployed as a consequence of permanent closure of any particular portion or entire textile unit.

National Textile Corporation limited organizes the export and import oriented programme in the forms of sharing traditional marketing method follows the textile sectors. The whole sale and retailer of textile proprietor is compulsory participate sharing exchange of ideas to scope for further development in textile sector.

Textile research association assists and encourage for improvement new technical textiles is high technology area where most of the new material high-end converted products are imported. Government of Tamil Nadu should come forward to allocation of the special capital budgeting fund to open new research textile institute in state level.

South India Textiles Research Association to promote the textile traders encourage and motivation on sale technique oriented workshop, seminars, conference conducts to attract more customers in seasonal demand to provide the special offer/discounts to cover various customers in traditional marketing.

Ministry of textile industry should be introduced modern technical up gradation facilities with a view the customer can easily online purchase to pay the cash through net banking. It is one of the technical methods of selling the product to covers at maximum professional customers.

Conclusion

Textile sector is one of the largest sectors in India and also customer service oriented on inclusive economic growth in our country. Textile sectors is mainly occupying on uniqueness, flexibility of sales, openness to innovations, adaptability to the supplier's requirement as well as wealth of traditional. Still now textile sector not improve technology up-gradation modern schemes to attract number of professional customers and economic liberalization, however, has a serious impact on the textiles sector. Textile entrepreneurs are the most crucial role for increased internal regulatory and market issue investment, high -technology, training and development more working capital, research and development centers, innovation and trade policy have not updated for more are being introduced to encourage textile traders. Ministry of textile has uplift implemented the financial services and new policies of various welfare schemes as results of significant improvement in spite of decreased trend to the textile sectors.

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