

Customers Satisfaction towards Udupi Saree: A Study in Dakshina Kannada District

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Abstract

The Indian textile and apparel industry is one of the oldest and most culturally significant sectors of the national economy, reflecting a rich heritage of craftsmanship and tradition. Among traditional garments, the saree occupies a distinctive position as both a symbol of cultural identity and a contemporary fashion statement. In Southern India, Udupi sarees are particularly renowned for their elegance, superior craftsmanship, and strong regional identity. In the Dakshina Kannada District, Udupi sarees hold considerable cultural and economic importance, emerging as a preferred choice among women across diverse age groups and socio-economic backgrounds. A unique blend of traditional weaving practices and evolving consumer preferences characterizes the Udupi saree market in Dakshina Kannada District. Despite its regional prominence, there is limited empirical research focusing on customer satisfaction within this specific market context. This study attempts to address this gap by examining the level of customer satisfaction with Udupi sarees in Dakshina Kannada District. The research is based exclusively on primary data collected through a structured questionnaire administered to customers. A total of 200 respondents were surveyed for the purpose of

the study. The findings indicate that cultural attachment and product quality are the primary motivating factors influencing customers' purchase decisions. With regard to overall satisfaction, the results reveal that customers are generally satisfied with Udupi sarees. Additional findings and detailed analysis are discussed in the full study.

Keywords: *Customers, Udupi Saree, Satisfaction, Motiving Factor..*

Introduction

The Indian textile and apparel industry represents one of the oldest and most culturally significant sectors of the economy. Among traditional garments, the saree occupies a distinctive position as both a cultural symbol and a contemporary fashion statement. In southern India, Udupi sarees are widely recognized for their elegance, quality craftsmanship, and regional identity.

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Particularly in Dakshina Kannada District, Udupi sarees hold substantial cultural and economic importance, serving as a preferred choice for women across different age groups and social backgrounds. In today's highly competitive retail environment, customer satisfaction has emerged as a critical determinant of business success. Satisfied customers are more likely to exhibit repeat purchase behavior, positive word-of-mouth communication, and long-term loyalty. In contrast, dissatisfaction may result in switching behavior and reduced market share. Therefore, understanding the factors that influence customer satisfaction has become essential for retailers and manufacturers, especially in traditional markets where competition from branded and online platforms is intensifying.

The Udupi saree market in Dakshina Kannada District is characterized by a blend of traditional craftsmanship and evolving consumer preferences. Modern customers not only evaluate sarees based on design and fabric quality but also consider factors such as pricing, service quality, store ambiance, brand reputation, and value for money. Additionally, increasing exposure to digital marketing and social media has reshaped customer expectations and purchasing behavior. As a result, retailers must continuously assess customer perceptions and satisfaction levels to remain competitive. Despite the economic and cultural significance of Udupi sarees, limited empirical research has focused specifically on customer satisfaction within this regional market. Most existing studies concentrate on broader textile or apparel markets without addressing localized consumer behavior patterns. This study seeks to bridge this gap by examining customer satisfaction toward Udupi

sarees in Dakshina Kannada District. By identifying key determinants influencing satisfaction, the research aims to provide actionable insights for retailers, marketers, and policymakers to enhance service quality and customer experience. The findings of this study are expected to contribute to the existing literature on consumer behavior in traditional retail settings while offering practical implications for sustaining competitiveness in regional textile markets.

Review of Literature

Customers' reactions to various handloom product kinds have been examined by Kumudha and Rizwan (2013). They contend that both the home country and the host country have a need for handloom goods. While power loom and mill-made fabrics lack quality, handloom textiles are of excellent quality. According to the report, The majority of clients are men, but there is potential to draw in more women in the future. The majority of people are unaware that handloom products exist. To raise awareness of handloom products, adequate preventative measures must be implemented.

Singh (2012) stated that the handloom industries are suffering from lack of professional outlooks and in order to increase in sales volume it is necessary to adopt marketing strategies towards satisfying customer requirements. IST (2006) has marked that Punjabis could soon provide the justification of existence of the ailing handloom sector in India as the state becomes the biggest consumer of handlooms and the new machines are also been provided to weavers to improve product quality. Nandan (2006) examined that North-East India may soon have a business facilitation centre to train first generation

entrepreneurs. This along with the proposed design house for handloom and handicraft products in Guwahati may help young entrepreneurs and increase export volume and the state handloom and handicraft commissioner's office is working on the same agenda.

Shingi (2006) observed that a village level handloom cooperative brings out various dimensions in relation to the survival of handloom industry and also pointed that the extremely low level of wages are given to weavers is the major reason why the weavers are leaving handloom and entering into other trades which promise them relatively more income.

Sivakkannan (2005) observed that the Handlooms (Reservation of Articles for Production) Act, 1985 was enacted to reserve certain items for the industry and simultaneously, the Planning Commission has recently constituted a Steering Committee on Handloom to make recommendations to strengthen the industry and to provide inputs through policy formulation. In the EXIM Policy, Madurai, Karur, Kannur and Panipat have declared towns of excellence in respect of handlooms and a number of fiscal concessions are made available.

Ramanurjan (2005) observed that a plan for the preservation of skills through the 'Gurukulam' concept has been formulated to stop the migration of children of handloom artisans and this not only nurture the talents of disciples, but also surely create a congenial atmosphere to make them proud of their profession. Jayaswal (2005) noticed that 'desi looms are fast changing into dollar minting machines' with

meeting fastest growing demand for ethnic Indian products abroad has caught attention of foreign entrepreneurs and encouraged by the growing foreign interests in Indian handicrafts business which boost the domestic exporters to setup handicrafts and handloom stores abroad. The current state of Bangladesh's handloom industries has been examined by Ghosh and Akter (2005). The study's goals were to pinpoint issues with the handloom industries' manufacturing and marketing.

The handloom sector is impacted by a number of significant factors, including a lack of working capital, the high cost of acquiring raw materials, a lack of organizational skills, insufficient technology and efficiency, and a lack of regulatory assistance. Deshmukh (2013) focused on analyzing the purchasing patterns of the target market for handicrafts and handloom products from the Urban Haat project, which is part of the Government of India's strategy to eliminate middlemen by establishing permanent marketing offices at strategic locations across the country. The findings showed that young men and women who Professionals from middle-class families are the target market since they have more sway over the decision to buy handmade and handloom goods. However, for a variety of reasons, including expense, their requirements are not compelling.

Research Gap

Although customer satisfaction has been extensively examined in the retail and textile sectors, most studies focus on branded apparel, organized retail chains, or online shopping platforms in metropolitan contexts. Limited attention has been given to traditional, region-specific markets such as the Udupi saree

segment. Existing literature largely generalizes determinants of satisfaction—such as product quality, price perception, and service quality—without accounting for the cultural, social, and regional dynamics that shape consumer behavior in localized markets. In particular, empirical research addressing customer satisfaction toward Udupi sarees in Dakshina Kannada District remains scarce. The unique blend of traditional craftsmanship, regional identity, and evolving consumer preferences in this market warrants focused investigation. Moreover, few studies have explored satisfaction specifically among women customers within this context. Therefore, a gap exists in providing region-specific, data-driven insights into the factors influencing customer satisfaction in the Udupi saree market, which this study seeks to address.

Need for the study

The saree industry plays a significant role in India's traditional textile sector, contributing to cultural preservation, employment generation, and local economic development. Udupi sarees, known for their regional craftsmanship and aesthetic appeal, occupy a prominent place in the Dakshina Kannada District market. However, increasing competition from branded apparel outlets, online platforms, and changing fashion trends has intensified the challenges faced by traditional saree retailers. In such a competitive environment, understanding customer satisfaction becomes essential for sustaining market position and ensuring long-term profitability.

Customer satisfaction directly influences repeat purchase behavior, customer loyalty, and positive word-of-mouth communication. Without a clear understanding of customers'

expectations and perceptions, retailers may struggle to meet market demands effectively. Despite the importance of this sector, limited empirical research has examined the satisfaction levels of customers toward Udupi sarees in Dakshina Kannada District. Therefore, this study is necessary to identify the key factors influencing customer satisfaction, provide region-specific insights, and assist retailers in formulating effective marketing and service strategies to enhance competitiveness and customer retention.

Objectives of the study

1. To examine the factors motivating the customers to purchase the Udupi saree.
2. To study the customers satisfaction towards Udupi Saree.

Hypothesis

1. H01: There is no association between age and motivating factor to buy the Udupi saree.
2. H02: There is no association between occupation and motivating factor to buy the Udupi saree.
3. H03: There is significant difference between age and customers satisfaction on Udupi saree.

Research Methodology

The study adopts a descriptive research design to examine the factors influencing customer satisfaction toward Udupi sarees in Dakshina Kannada District. A quantitative approach is employed to obtain measurable and generalizable findings regarding customer perceptions and satisfaction levels. The study is used only primary data in the study and it is collected directly from customers through a structured questionnaire. The study was conducted in Dakshina Kannada District, where Udupi sarees are widely marketed and

purchased. The population of the study comprises women customers who purchase Udupi sarees in Dakshina Kannada District. Since it is difficult to obtain a complete sampling frame, convenience sampling technique was used to select respondents. A total of 200 respondents were surveyed for the study. A pilot study was conducted to ensure clarity and reliability of the instrument. Reliability was tested using Cronbach's Alpha, and the scale was found to be acceptable ($\alpha > 0.70$). The collected data were coded and analyzed using statistical software such as SPSS and used ANOVA and Chi-square test to test the hypothesis.

Analysis

1. H01: There is no association between age and motivating factor to buy the Udupi saree.

The hypothesis's Chi-square test results are displayed in Table 1. According to the findings, the "p" value at the five percent significance level is 0.23. There are twenty-four degrees of freedom. The computed "p" value of 0.23 is higher than the conventional value of 0.05 ($p > 0.05$). Since there is no correlation between respondents' age and the reason they purchased the Udupi Saree, the null hypothesis is accepted. It is stated that respondents from a variety of age groups were primarily driven by tradition, with quality, uniqueness, and brand coming in second. Additionally, it is proposed that in order to draw in more clients, Udupi saree weavers should incorporate cultural features into their designs. In order to raise the price of sarees and maintain their market share, it is also indicated that price range is the least motivating aspect.

Table 1
Chi-Square Test Results

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.971E2 a	24	.236
a. 14 cells (40.0%) have expected count less than 5. The minimum expected count is 1.17.			

2. H02: There is no association between occupation and motivating factor to buy the Udupi saree.

The hypothesis's Chi-square test results are displayed in Table 2. The "p" value at the five percent significance level is 0.10 based on the findings. There are twenty-four degrees of freedom. The standard value of 0.05 is less than the computed "p" value of 0.10 ($p > 0.05$). As a result, the null hypothesis is accepted, and it is discovered that there is no correlation between the respondents' occupation and what motivates them to purchase the Udupi Saree. It is concluded that respondents with a variety of occupations were primarily driven by tradition, with quality, uniqueness, and brand coming in second. It is advised that in order to draw in more clients, Udupi saree weavers should incorporate cultural features into their designs. In order to raise the price of sarees and maintain their market share, it is also indicated that price range is the least motivating aspect.

Table 2
Chi-Square Test Results

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.834E2 a	24	.104
a. 15 cells (42.9%) have expected count less than 5. The minimum expected count is .75.			

3. H03 There is significant difference between age and customers satisfaction on Udupi saree.

Table 3 shows that respondents' pleasure with the Udupi saree varied significantly depending on their age. According to the findings, the sum of squares inside the group is 4876.853 and between the customers is 3400.544. The mean square is 12.346 inside the group and 850.136 between the groupings. At the five percent significance level, the "F" value is 68.857 and the "p" value is 0.00, which is less than the conventional value of 0.05 ($p < 0.05$). Consequently, it is determined that there is a substantial difference between age and customer satisfaction and that the null hypothesis is rejected. In comparison to other age groups, respondents in the 36–45 and 46–55 age groups expressed more satisfaction with the Udupi saree. Therefore, it is recommended that cooperative societies concentrate on satisfying the needs of clients in the age range of 36 and beyond by offering additional styles and colors and elevating the Udupi brand to the level of rivals like Pochampally, Kanchi, etc. Reengineering the Udupi saree weaving techniques and stepping up marketing efforts will make it feasible.

Table 3
ANOVA Results

Group	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3400.544	4	850.136	68.857	.000
Within Groups	4876.853	195	12.346		
Total	8277.397	199			

Findings and Conclusions

The present study examined customer satisfaction toward Udupi sarees in Dakshina Kannada District with the objective of identifying the key motivating factors influencing customers' perceptions and overall satisfaction levels. Customers are found to be motivated by tradition and culture in 46.8% of cases, followed by quality (16.5%), uniqueness (14.8%), and brand (10%). It has been noted that less than 15% of buyers were motivated by elements related to price range, richness, and durability. Nonetheless, the majority of customers prefer to be motivated by tradition and culture. Therefore, in order to draw in more clients, weavers must reflect and enhance the Udupi Saree's quality, heritage, and culture.

The study also reveals that satisfied customers are more likely to demonstrate repeat purchase intention and recommend Udupi sarees to others, thereby contributing to customer loyalty and business sustainability. Demographic factors such as age, income, and education were found to influence purchasing preferences to some extent, suggesting the need for targeted marketing strategies. In conclusion, enhancing product quality, offering innovative designs, ensuring fair pricing, and improving customer service can significantly increase satisfaction levels. The findings provide valuable insights for retailers and manufacturers in Dakshina Kannada District to strengthen their competitive position and sustain long-term growth in the traditional saree market.

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