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## Market survey on technical textile stores

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#### Abstract

Technical textile has helped the global textile sector to explore opportunities that exist now, or are likely to emerge in the future. The innovation in technical textile is not only responding to the current organizational needs, but it is predicting the future trends and is developing ideas, products and services that allow it to meet this future demand rapidly and effectively. The main objective of this study is to find out the Technical textiles selling stores in Dharwad, Karnataka and their overview regarding the technical textile products, consumers, profit and their intention in expanding the business and also tried to trace the scope of technical textiles products in Dharwad.

**Keywords:** Dharwad, technical textiles, survey

#### Introduction

Technical textiles are value-added textile materials, which encompasses the whole gamut of textile industry. These are chiefly utilized for enhancing the life style and to safeguard the environment. (Ramkumar, 2023) [3]. In recent years the world has witnessed increased amount of globalization and outsourcing, following which, there has been a remarkable improvement in way things work in sectors like textile. The increased need to improve efficiency and effectiveness can be seen in textile with creation of newer and better textile. The market for technical textile is dominated by the innovation of products that includes product properties like strength, durability and growth of the global industries that depend on technical textile for its end uses. Nevertheless, factors like high cost of production, prices of end products and availability of low-priced and sub-standard products to replace technical textile are a game spoiler for the technical textile market. (Fiber2Fashion, 2014) [1].

The India's strength in natural fibers and traditional textiles has been already elucidated globally. (Sharma *et al.* 2020) [4] The market size of technical textiles in India according to 2010 is estimated at Rs. 47,756 Crore while US\$ 104,000 million globally. The 12<sup>th</sup> Five Year Plan predicted the size of the market to reach US\$ 28,727 million by 2016-17 at the growth rate of 20%. (Mankodi, 2015) [2]. The global technical textile industry is presently predominated by the products from China and European Union. The developing countries in Asia had the benefit to become a production centre for technical textiles due to the availability of raw material and cheap labour and moreover India has more potential to become a global player in the technical textile industry. (Textile Commissioner, 2016) [5].

#### Materials and Methods

The present study was conducted in Dharwad, Karnataka and it involves drawing of basic information from the retailers who are selling any of the technical textiles in their stores. A questionnaire was prepared to interview the retailers to get the primary data. In order to reach the objective, the questionnaire was prepared with 11 questions, which includes basic information, store information, products available in their store, source of procurement, frequent visitors, profit and feedback of the customers. While formulating the questions, specific questions considered Agrotech, Buildtech, Clothtech, Homemtech, Indutech, Geotech, Meditech, Mobiltech, Oekotech, Packtech, Protech, and Sportech.

#### Results and Discussion

The sample of the study was 50 respondents belonging to the age group of 30 years to 50 years, where, 54% of respondents have not responded about their age. In case of education, most of them are graduates (60%) followed by PUC (20%).

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While 20% of the respondents have skipped their response. Among the surveyed store, 76% stores are retail stores and 24% are whole sale stores. Most of the surveyed stores were established between 2000-2016 i.e., 48% and other stores were established between 1975 – 1998 i. e., 14%, whereas, 38% respondents were not sure about the establishment, as they were established by their ancestors.

The major survey was conducted on the availability of technical textiles in the store and through the results, it was found that most of the respondents (88%) are well aware of what are technical textiles, but only 22% of respondents are not aware of it.

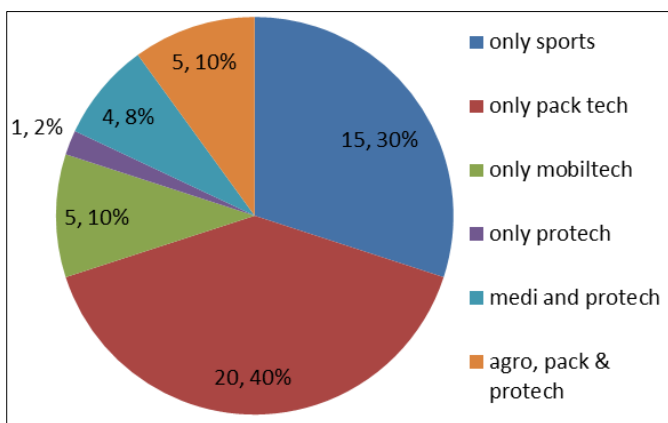


Fig 1: Distribution of availability of different technical textiles

According to the Fig.1, It is evident that, most of the stores sell only pack tech i.e., 40% followed by sport tech (30%). Moving to other stores, 10% of stores sell only mobiltech and 10% of stores sell agro, pack and protective textiles. It is recorded that only 2% of store sell only protective textiles and 8% of stores sell medical and protective textiles.

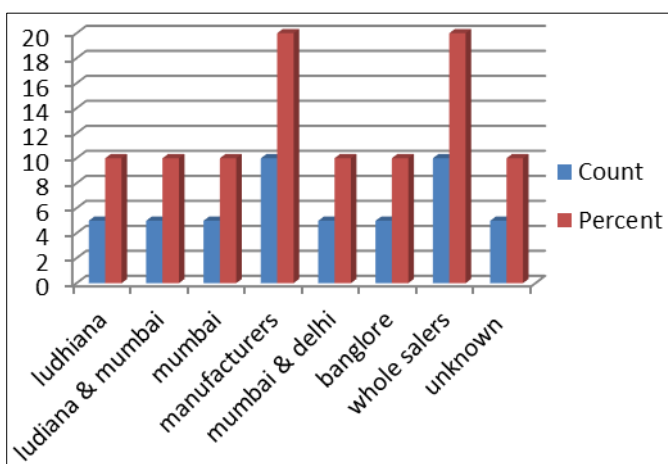


Fig 2: Distribution of procurement of raw materials / products

It is evident from the Fig.2 that the respondents are procuring their raw materials from different sources and from different places. Among that, most of them are procuring their raw materials / products from Ludhiana & Mumbai followed by Delhi and Bangalore. Some of them are procuring their raw materials from other sources and are not ready to disclose the information regarding it and mentioned as manufacturers and retailers.

One of the questions in the survey is framed out to find out who are the frequent customers in their store. It includes

children, ladies, gents and old age group people and their frequency of visiting the stores for purchasing type of technical textile products is given below.

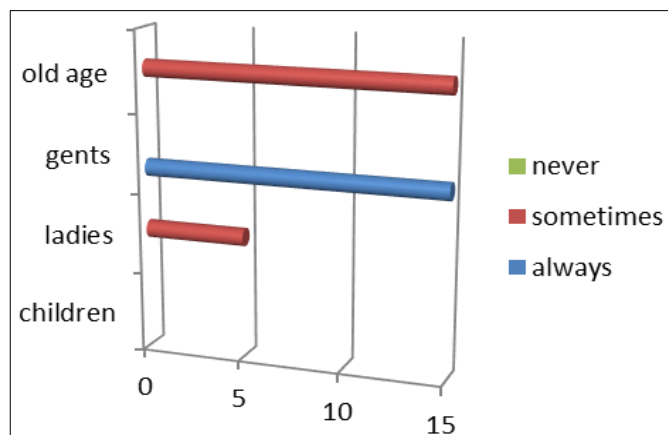


Fig 3: Distribution of type of consumers visiting to the store with sport tech

It is appropriate from Fig. 3 that, most of the consumers who are visiting the store with sports textiles are always gents and is visited by old people and ladies sometimes. Whereas children never visit the store with sports textiles, it might be due to the unawareness about sport tech to the children.

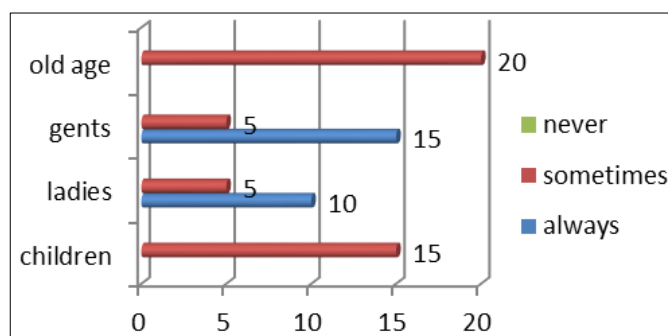


Fig 4: Distribution of type of consumers visiting to the store with Pack tech

It is obvious from Fig.4 that most of the consumers who are visiting the store with pack tech are all the four categories, i.e., children, ladies, gents and old age group people. Among them, 15 children, 5 women, 5 men and 20 old age consumers are visiting the store sometimes, while 15 men and 10 number of women are visiting the store more frequently.

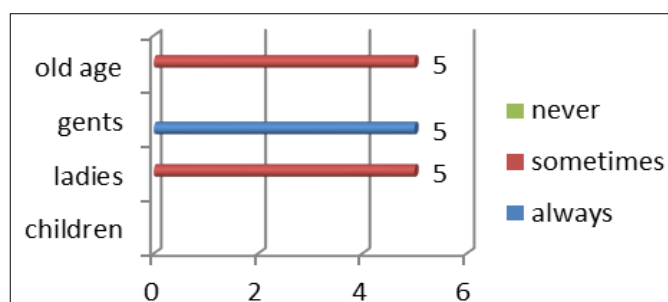
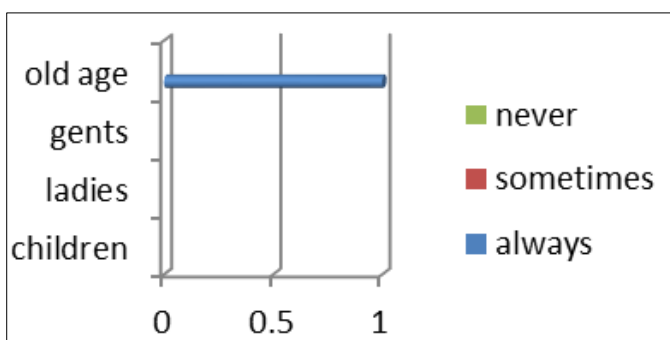


Fig 5: Distribution of type of consumers visiting to the store with Mobil tech

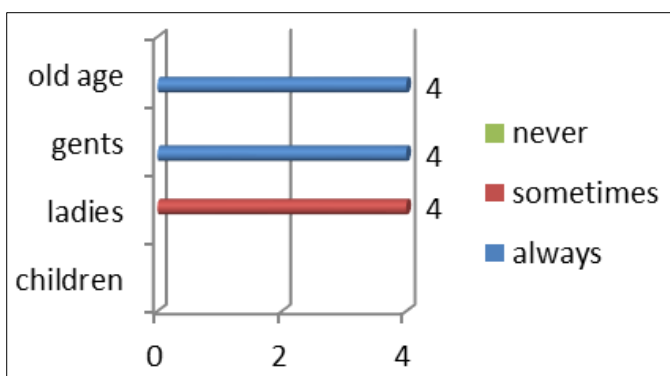
It is noticeable from Fig.5 that, most of the consumers visiting to the store with mobil tech are always gents and visited by

ladies and old age consumers sometimes. Whereas, no children are visiting Mobil tech store for any purchases.



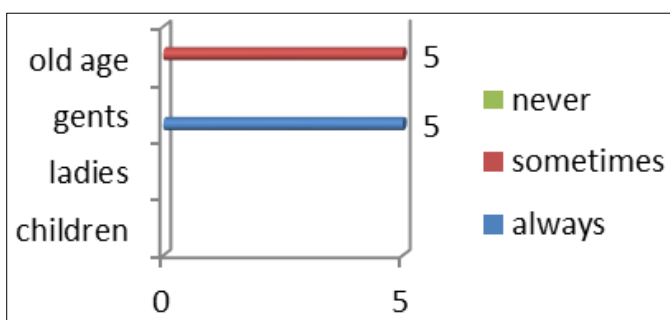
**Fig 6:** Distribution of type of consumers visiting to the store with Pro-tech

It is observable from analyzed data that Old age consumers are the only one who visit the store with protective textiles. It is shown that there are no other age group consumers who visit the store with protective textiles. (Fig.6)



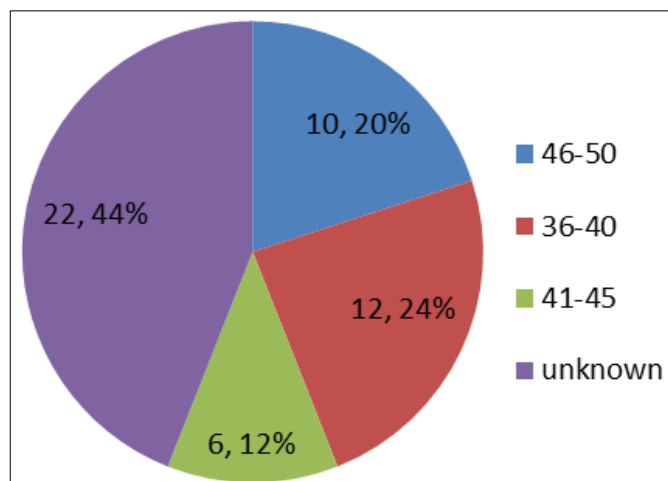
**Fig 7:** Distribution of type of consumers visiting to the store with medical & protective textiles.

It is noticeable from Fig. 7 that men and old age groups are the most frequently visiting consumers to the store who sells medical as well a protective textiles. And ladies also visit this store some times, but children never visit this store to purchase anything.



**Fig 8:** Distribution of type of consumers visiting to the store with agro, pack & protective textiles.

It is evident from Fig: 8 that among all the four categories of consumers, gents are the one who visit always and old age groups are the one who visit sometimes to buy the products of agro, pack and protective textiles. Whereas, it is recorded that ladies and children never visit this store to purchase the products.



**Fig 9:** Distribution of profit percent of the surveyed stores

The profit percentage of survey stores was collected & analyzed and the results were given in Fig. 9. It is evident from the above figure that most of the stores gain the profit percentage of 36% - 40% (24%), followed by 46% - 50% (20%) and 41% - 45% (12%). Whereas majority of respondents i.e., 44% are not ready to disclose the profit percentage details of the store and they are being very confidential.

From the collected data, it is revealed that, the respondents never get any feedback or comments regarding any design features, disorders, properties, durability and cost of the products bought from their stores. And it is also that, all the respondents are very positive about their business in technical textiles and everyone is having an idea of expanding their business in other areas as well as in increasing the product lines.

**Conclusion**

Technical Textiles have a significant part of growth in world textiles. Growing awareness about the superior functionality and application of technical textiles may encourage the higher consumption of technical textiles and related products.

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