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A study on customer's preferences for natural dyed textiles and their price sensitivity levels in Hyderabad city of Telangana

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Abstract

Natural dyes are extracted from natural sources such as roots, stems, leaves, flowers, barks and fruits. Due to rise in concern about the environment pollution and carcinogenic properties of many synthetic dyes, natural dyes are gaining importance. Hence, the present study was conducted in Hyderabad in order to find customer's preference for natural dyed textiles and their price sensitivity levels. Primary data was collected from customers of natural dyed textiles using structured schedule. The data collected was subjected to various analytical tools like Descriptive analysis and price sensitivity analysis. Analysis of demographic characteristics of natural dyed textiles customers reveals that, majority of the natural dyed textile customers (63 per cent) are females and majority (45 per cent) of customers belong to upper-middle class having a monthly household income between Rs. 80,000 to 1 lakh rupees per month.

Keywords: Natural dyed textiles, customer preference, market, price sensitivity

Introduction

Nature has always dominated over synthetic or artificial, from the beginning of this world. As nature was the only option for human being then, and now with advantageous characteristics of naturally derived materials over synthetics is giving them priority. In the past, painters had used natural dyes extracted from plants, insects and minerals for their paintings. The unique character of their works were the result of using different mixtures of dyes and mordant's, as varnishes and lacquers responsible for cohesion of the pigments and protection of the layers destroyed by environmental effects.

The environment-friendly natural dyes are recently enjoying a resurgence in popularity because of the concern with the carcinogenic, mutagenic and sensitizing characteristics of many synthetic dyes. Natural color dyeing and printing have acquired a good demand especially in the foreign market and in indigenous, too. This is only due to its heritage importance along with its eco-friendliness. India is an agrarian-based country with varied agro-climatic zones. It has a good resource for natural dyes. In India, the art and craft of producing naturally dyed textiles are being practiced in every corner of the country by a limited number of expert crafts-persons. In Telangana, although a few boutiques and weavers are using natural dyes for textiles; its commercial production is yet to start. The information available in the secondary sources indicates that more than a dozen of companies are selling natural dyes in small packages and this sector is mostly dominated by women.

Demand for natural dyes has been growing rapidly due to increasing awareness among people towards natural dyes (Singh *et al.*, 2015) ^[10]. The use of natural dyes on textiles has been one of the consequences of increased environmental awareness worldwide and it also helps in maintaining the ecological balance (Mukharjee *et al.*, 2005). Considering the importance and demand for natural dyes in textile products and increasing awareness among people towards environmental issues, the study is planned with the following objective to know the customer's preference towards natural dyed textiles in the Hyderabad city of Telangana.

Materials and Methods

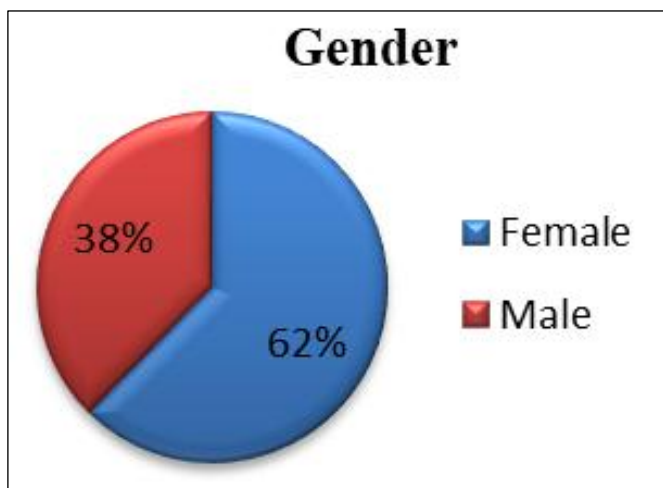
Customers of natural dyed textiles from three natural dyed textiles selling boutiques located in Hyderabad are selected for the study. Thirty customers from each boutique have been selected purposively. All the essential information required for the research study was collected through the survey method by interviewing the respondents using the pre-tested schedule. Data on the demographic characteristics of customers, their preferences, and price tolerance towards

natural dyed textiles were collected. For the purpose of evaluating the objectives of the study, based on the nature and extent of data, analytical tools like Descriptive analysis and price sensitivity analysis were employed for analyzing the data to draw meaningful results and conclusions.

Result and Discussion

The demographic characters of the customers include gender, marital status, family size, occupation and monthly income. Analysis of these socio-economic factors will give comprehensive details about the customer background.

Gender Representation of Respondents



Source: compiled from primary data, 2021

Fig 1: Gender representation of respondents

Marital Status



Source: compiled from primary data, 2021

Fig 2: Marital status of Natural dyed textiles customers
Family Particulars

Table 1: Family particulars of customers

S. No	Family particulars	Number of respondents (%)
1	Three members	37
2	Four members	38
3	Five members	25

Source: Compiled from primary data, 2021

Occupation of the Respondents

Table 2: Occupation of the customers

S. No	Occupation	Number of respondents (%)
1	Private employees	50
2	Government employees	20
3	Business	14
4	Not working	16

Monthly Household Income of the Respondents

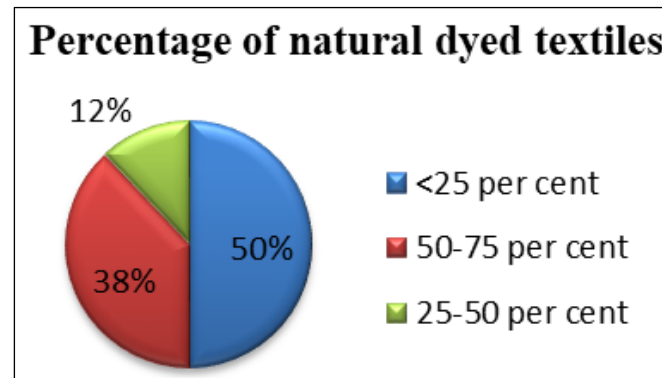
Table 3: Monthly house hold income of the respondents

S. No	Monthly income (Rs)	Number of respondents (%)
1	Below 20,000	0
2	20,000-40,000	3
3	40,000-60,000	10
4	60,000-80,000	35
5	80,000 -1 lakh	45
6	Above 1 lakh	7

Thus it can be concluded that majority of the respondents belong to upper-middle income group category with high to moderate purchasing power.

Percentage of Natural Dyed Textiles in Total Textiles Purchases by Respondents

Majority (50 per cent) of the respondents mentioned that, among the total textiles they buy, less than 25 per cent would be natural dyed textiles. Around 38 per cent respondents said 50 – 75 per cent of textiles they buy are natural dyed textiles and remaining 12 per cent said 25-50 per cent of textiles they buy are natural dyed textiles. Hence, in case of 62 per cent of respondents in the total textiles they buy less than 50 per cent are natural dyed textiles.



Source: Compiled from primary data, 2021

Fig 3: Percentage of natural dyed textiles in total textile purchases by respondent

Frequency of Buying Natural Dyed Textiles

To analyse the demand for the natural dyed textiles, data has been collected on the customers frequency of buying natural dyed textiles. Majority of the respondents (45 per cent) said they purchase natural dyed textiles once in three months, 30 per cent of respondents purchase once in six months, 15 per cent purchase once in a year and 10 per cent customers purchase natural dyed textiles once in a month.

Table 4: Frequency of buying natural dyed textiles

S. No	Frequency	Per cent of respondents
1	Once in a week	0
2	Once in a month	10
3	Once in 3 months	45
4	Once in 6 months	30
5	Once in a year	15

Place of Purchase of Natural Dyed Textiles

Among the total respondents, 60 per cent of the respondents said they buy natural dyed textiles from online platforms of boutiques, 20 per cent of respondents said they buy natural dyed apparels from boutiques. Similarly, 10 per cent of respondents said they purchase natural dyed textiles from weavers, 5 per cent of respondents said they purchase natural dyed textiles from exclusive traders and remaining 5 per cent of respondents said they purchase natural dyed textiles from exhibitions. The data for the same is presented in the table 5.

Table 5: Place preference of customers for buying natural dyed textiles

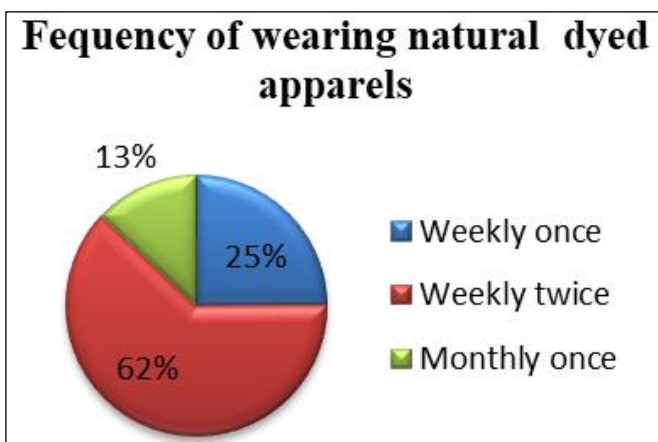
S.no	Places	Per cent of respondents
1	Boutiques	20
2	Weavers	10
3	Online platforms of boutiques	60
4	Exclusive traders	5
5	Exhibitions	5

Source: Compiled from primary data, 2021

Hence, it can be seen that boutiques are the major markets for natural dyed textiles.

Frequency of Wearing Natural Dyed Apparel

The degree of demand for a product and its consumption pattern is determined by the frequency of usage of the product. Hence, data has been collected on the customers frequency of wearing natural dyed textiles. Majority 62.5 per cent of respondents said they wear natural dyed textiles twice in a week. Another 25 per cent of respondents said they wear it once in a week and remaining 13 per cent of respondents said they wear natural dyed textiles two or three times in a month.



Source: Compiled from primary data, 2021

Fig 4: Frequency of wearing natural dyed apparels

Category of natural dyed textiles preferred by respondents

Purchase preferences are a person's general attitude toward

purchasing activities, and they influence a variety of customer behaviors such as product selection, general shopping patterns, brand awareness, apparel category, shopping experience, and shopping frequency. Data has been collected on category of natural dyed textiles preferred by the respondents. Half of the respondents (50 per cent) mostly prefer to buy natural dyed sarees. Around 19 per cent of the respondents mostly buy natural dyed dresses (Punjabi suits), 15 per cent respondents purchase natural dyed cloth and design their own apparels and around six per cent respondents mostly prefer to buy natural dyed baby clothing and around 10 per cent buy stoles, bed linen etc.

Table 6: Category of natural dyed textiles preferred by respondents

S. No	Category of natural dyed apparels	Preference of respondents (%)
1	Saree	50
2	Stoles	10
3	Dresses	19
4	Baby clothing	6
5	Natural dyed cloth	15

Source: Compiled from primary data, 2021

Colors Preferred by Respondents with Regard to Natural Dye Textiles.

Data has also been collected on the customers preference of colours while buying natural dyed textiles. Around 33 per cent of the respondents said they always prefer primary colours (red, yellow and blue), while the 30 per cent of respondents said they always prefer secondary colours (green, orange and purple), 10 per cent of the respondents prefer tertiary colours (combinations of primary and secondary colours like blue-green, red-orange). Around two per cent of the respondents said they always prefer neutral colours (black, white, grey) and remaining 25 per cent of the respondents like to wear different colours, so they sometimes prefer to buy primary colours, sometimes secondary colours and sometimes tertiary colours.

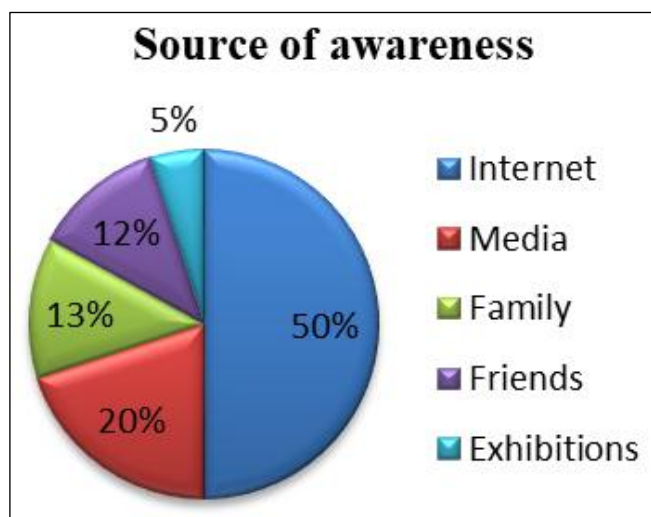
Table 7: Customers preference for colours with respect to natural dyed textiles

S. No	Colors	Always (%)	Mostly (%)	Sometimes (%)	Seldom (%)	Never (%)
1	Primary colours	33		25		
2	Secondary colours	30		25		
3	Tertiary colours	10		25		
3	Neutral colours	2				

Source: Compiled from primary data, 2021

Source of Awareness about Availability of Natural Dyed Textiles

Among the total respondents majority (50 per cent) said that internet was the major source of awareness about availability of natural dyed textiles. Another 20 per cent of the respondents said media like television and radio were the major source of awareness. Remaining respondents said family (13 per cent) and friends (12 per cent) were the major source of awareness for natural dyed textiles. Around five per cent of the respondents mentioned that exhibitions and conclaves were the major sources of awareness for them.



Source: Compiled from primary data, 2021

Fig 5: Source of Awareness

Hence, social media plays an important role in creating awareness as well in promoting the products.

Price Sensitivity Analysis of Customers of Natural Dyed Textiles

Data relating to the willingness of customers to pay more for the natural dye textiles was collected in order to find out the price sensitivity levels of the customers. Price sensitivity is the degree to which the price of a product affects consumers purchasing behaviors. It shows how the willingness to buy the product changes with the change in the price of the product. This information will help the manufacturers to make a sound decision about the price of product.

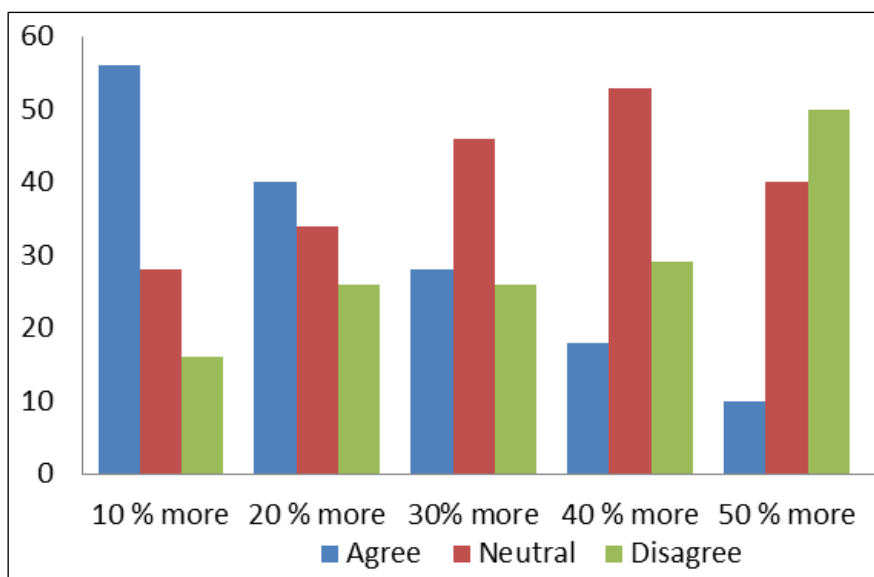
The data collected shows that when the natural dyed textiles are priced 10 per cent more than present price of natural dyed textiles, 56 per cent of respondents agreed to buy the product. Around 28 per cent respondents gave neutral response, showing they are undecided about their purchase. Whereas, remaining 16 per cent respondents disagreed to buy at 10 per cent more price.

If the price of natural dyed textiles is increased to 20 per cent more than present price of natural dyed textiles, around 40 per cent of respondents agreed to buy the product at this price, 34 per cent respondents gave neutral response whereas, remaining 26 per cent respondents said they disagreed to buy at 20 per cent more price.

If the price of natural dyed textiles is increased to 30 per cent more than present price of natural dyed textiles, 28 percent of respondents said they agreed to pay this price for natural dyed textiles, 46 per cent respondents gave a neutral response, whereas, remaining 26 per cent respondents disagreed to buy at 30 per cent high price.

If the price of natural dyed textiles is increased to 40 per cent more than present price of natural dyed textiles, 18 per cent of respondents agreed to buy the product at this price. Around 53 per cent respondents gave neutral response, whereas, remaining 29 per cent of respondents disagreed to buy at 40 per cent high price.

If the price of natural dyed textiles is increased to 50 per cent more than present price of natural dyed textiles, only 10 per cent of respondents agreed to pay this price for natural dye textiles, 40 per cent respondents gave neutral response, whereas, majority of the respondents (50 per cent) disagreed to buy at 50 per cent high price. Same data is presented in the figure.



Source: Primary data, 2021

Fig 7: Willingness of customers to pay for natural dye textiles

The data collected shows that for every 10 per cent increase in price, on average 12 per cent respondents are not willing to purchase natural dye textiles. Therefore, the price sensitivity for the product is 1.2. As per the thumb rule if the quantity of a product demanded or purchased changes more than the price change, the product is termed elastic. When the demand for product changes in response to price changes, this is known as

elastic demand. When the demand for product is inelastic, it is unaffected by price fluctuations. Demand for common commodities is usually elastic, whereas demand for essentials is inelastic. From the analysis it is noticed that the demand for the natural dye textile is quite elastic, which means the price change will cause only little change in the demand for the product.

Conclusion

Majority of customers of natural dyed textiles belong to upper-middle class and for only one fourth of their textile purchase consist of natural dyed textiles. It can be seen that online platforms is the major market for natural dyed textiles, it would be cost effective as well as reach wider customers as it is seen that most of the customers of natural dye textile belong to upper -middle class and round half of the respondents mostly prefer to buy natural dyed sarees.

The price sensitivity for the natural dyed textiles indicates that the demand for the natural dye textile is quite elastic, which means the price change will cause only little change in the demand for the product.

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