Exploring the Various Underlying Attributes of Tribal Handicrafts: A Factor Analysis Approach

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Abstract

In the ear of modernisation and digitalisation, the demand for handicraft lovers are more; they are not only restricted to the geographical boundary of a county but also speeded across the globe. The e-tailing further gives a mileage to the demand for these handicraft products. It not only generates revenue to the artisans but also propagates the aboriginal cultural uniqueness of a locality to the rest of the world. Hence, the growing demand for handicrafts by consumer has put certain implication before the marketers and academicians as well, to know the various underlying factors which influence the decision making of consumer. The present research is a sincere attempt to understand the various attributes of tribal handicrafts and their association in the attitude of the consumers towards tribal handicrafts. The present research is carried out using a qualitative survey of customers in the District of Rayagda, Odisha. For analysing the data Exploratory Factor Analysis (EFA) was used as statistical tools. This analysis was carried out using SPSS software.

Keywords: Consumer attitude, tribal handicrafts.

Introduction

The present era of modernisation and westernisation has never fads the affinity of Indian consumers towards tribal handicrafts as a result the demand for handicrafts are increasing day by day not only in national market but also there is massive demand for this product in the international market. The handicrafts products express the uniqueness of aboriginal culture of the locality and creative expressions of tribal artisans. The response of consumers to tribal handicrafts is unpredictable and lends itself less to research and generalization than does the response to other products. Predicting the enigmatic buying behaviour is always a herculean task before the marketers and academicians as well, further it varies from product to product and influenced by endless endogenous and exogenous factors. (Dash, 2011), "Consumers buy handicrafts because they like to feel connected with indigenous traditions and cultures in a global and increasingly commoditized world". According to Shiffman and Kunak (2010), "...consumer behaviour refers to the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs". Hence, the growing demand for handicrafts by consumer has put certain implication before the marketers and academicians as well, to know the various underlying factors which influence the decision making of consumer. The present research is a sincere attempt to find out the various underling factors and vital components which develops the attitude of the consumers towards tribal handicrafts.

Objective of the Study

1. To study the various attributes of tribal handicrafts and attitude of consumer towards these attributes.
2. To study how the various underlying factors influence the buying behaviour of tribal handicrafts product and their association.

Review of Literature

The current literature on buying behaviour towards tribal handicrafts has mainly concentrated on identifying the factors and attributes, which affect the willingness of consumers in buying tribal handicrafts products.

A study conducted by Pani. D, & Pradhan, S.K, (2016) revealed that demographic factors like age and gender do not have significant role in influencing the consumer preference. The study further concluded that the variables undertaken in the study like simplicity, Natural design, Aesthetic appeal, Artistic and Creative, Expression, Cultural Influence and Eco-friendliness are the major

attributes which have positive and significant relationship with the overall preference of the consumer.

A study was conducted by Dash. M, (2010) with an objective to study the perception of customers towards handicrafts the outcome of the study revealed that consumers preferred handicraft items because of its religious depictions. Secondly, the study showed there is a direct and significant relationship between relationship between the income and expenditure towards handicrafts. Out of other characteristics of the handicrafts most of the respondents were motivated to purchase handicrafts due to artistic nature of the products and expressed that they like modern designs.

A study was conducted by Bal. R.K, & Dash. M, (2010) with an objective to study the intention for purchase of handicraft products and to understand various factors that affecting the buying behaviour of the customers. The study revealed urban consumers shows more affinity in buying handicrafts products then the rural consumers. As religious depictions in handicraft items impress the customers. Most of the respondents pointed out that there is greater need for improvement in design of handicraft products, followed by the need for improving quality. Further the research found that there is a good reputation of handicraft items particularly for gift purpose. People are generally attracted to handicraft items because of their artistic values.

A study was conducted by Dasgupta. A, & Chandra. B, (2016) with and objective to to explore qualitatively the emotions, motivations, and values, as guiding factors in shaping the consumption behaviour towards handicraft. The outcome of the research revealed handicraft consumers were found to be motivated by sustainability aspects, cultural aspects, utilitarian aspects, novelty seeking aspects, artisan linkage, contradictive aspects and nature linkage.

A study was conducted by Raju. S, & Soundhariya. S, (2015) to understand the buying behaviour towards select handicrafts products. The study found that most of the girls prefer quelling jewellery than terracotta items. The price, design, colour, eco-friendly and cultural expression were the major factors for girls to buy these handicrafts.

The study found that friends were the major source of information for these handicrafts.

A study was conducted by Rani & Banis, (2014) to understand the consumers perception towards handloom products in the state of Punjab and Harayana. The study finally concluded that Consumers prefer handloom brands irrespective of current fashion trends. They give recognition to our indigenous industry. They have perception that the handloom products are medically good for skin and have Aesthetic sense. The use of handloom products effect swadeshi feelings and even the purchase of handloom products satisfy them.

A study was conducted by Nur F.P. et al., (2016) to understand the tourist's perception towards handicrafts product. The finding indicates that tourist's purchase decisions are mostly influenced by the price attributes, followed by design and store. However, the spending pattern of tourists indicates slightly different in terms of price. Price attributes signify that it represents two aspects which are quality and value for money.

A study was conducted Mogindol & Bagul, (2014) to explore the perception of the tourists relating to handicrafts based on certain demographic factors in Malasia. The study found that out of 24 attributes, there were 11 attributes that recorded a significant difference in the mean scores on the dependent variables between local and foreign tourist. The attributes concerned are; 'design I like', 'purchase directly from craftsmen', 'can be displayed at home or office', 'unique and one of a kind', 'made by prominent craftsmen', 'original', 'get to observe production', 'unusual', 'makes a good gift', 'easy to pack or carry during travel', and 'easy to care and clean'. In most of the cases above, local tourists have greater beliefs about an appealing local handicraft compared to foreign tourists. On the other hand, foreign tourists have greater behavioural beliefs about an appealing local handicraft than local tourists with two attributes, namely; 'design I like' and 'purchase directly from craftsmen.

Reviewing from the available literature, it can be noticed that various attributes of tribal handicraft like Simplicity, Looks Beautiful, Natural design, Decorativeness, Artistic Nature, Eco-friendliness, Creative Expression, Handmade,

Original Product, Colour I Like, Smooth Finishing, Made by prominent Craftsman, Easy to care and clean, Pack and Carry during Travel, Swadeshi Feeling, Easy availability, Displayed at home or office, Gift giving, Uniqueness, Price for value, Novel Experience, Affordable and Souvenir are the major attributes which forms the attitude of consumer towards tribal handicraft product. This forms the context for study for the present research.

Research Methodology

1 Scope of the Study - The respondents were people of Rayagada, they were selected with a convenience sampling method.

2 Population and Sample Size – The population of this study includes all the people in the district of Rayagada, whereas 150 customers were selected for this study.

3 Data Collection - The current study is to measure the consumer attitude towards various identified attributes of tribal handicrafts and the association among the underlying factors. For this purpose the primary data was collected with a self administered questionnaire. Convenience sampling approach was adopted in order to collect the primary data and it took a period of one month for the entire collection of data.

4 Survey Instrument - A structured questionnaire was developed with a seven point Likert scale, with 1 the strongly disagree and 7 the strongly agree on certain identified variables which are given below It was developed with discussion of experts and review of available literature extensively.

5 Statistical Tools - Data analysis was done using statistical package for social science (SPSS) version 21.0 was used as statistical tools.

To identify Principal Component from the set of identified variable

The KMO statistic is a Measure of Sampling Adequacy, both overall and for each variable (Kaiser 1970; Cerny and Kaiser 1977; Dziuban & Shirkey, 1974). KMO values greater than 0.8 can be considered well, i.e. an indication that component or factor analysis will be useful for these variables. In our analysis we got KMO value as 0.878, so this scale can be considered to be good.

Table – 1 KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.878
Bartlett's Test of Sphericity	Approx. Chi-Square	2398.891
	df	253
	Sig.	.000

The Bartlett's test compares the observed correlation matrix to the identity matrix. In other words, it checks if there is a certain redundancy between the variables that we can summarize with a few number of factors. In our analysis we got the p-value from Bartlett's test of sphericity as (. 000) and where as p < 0.005, also indicate that it was appropriate to apply the exploratory factor analysis techniques to this data set.

Table – 2 Total Variance Explained								
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.408	36.554	36.554	8.408	36.554	36.554	5.231	22.741	22.741
2	3.439	14.950	51.505	3.439	14.950	51.505	98	16.514	39.256
3	2.225	9.673	61.178	2.225	9.673	61.178	3.731	16.223	55.479
4	1.567	6.815	67.993	1.567	6.815	67.993	2.878	12.514	67.993

5	.813	3.533	71.525						
6	.791	3.439	74.964						
7	.680	2.956	77.920						
8	.649	2.823	80.744						
9	.601	2.614	83.358						
10	.541	2.351	85.709						
11	.437	1.899	87.608						
12	.429	1.865	89.474						
13	.374	1.626	91.100						
14	.314	1.367	92.467						
15	.288	1.254	93.720						
16	.256	1.113	94.833						
17	.243	1.057	95.890						
18	.225	.978	96.867						
19	.190	.826	97.693						
20	.169	.733	98.426						
21	.154	.670	99.097						
22	.117	.507	99.604						
23	.091	.396	100.000						
Extraction Method: Principal Component Analysis.									

With principal components analysis and an Eigen value of 1.00 as the deciding criterion, Varimax rotation yielded four factors that explained approx 67.993% of the matrix variance which is depicted in the above table -2. According to (Hair et al., 1995) practical significance criteria, individual item factor loadings have to exceed 0.4, and one factor should include at least two items. These practical significant criteria were fully met in the exploratory factor analysis.

Table -3 Rotated Component Matrix					
Principle Components		Component			
		1	2	3	4
Artistic Factors	Natural Design	.859			
	Price for Value	.833			
	Smooth Finishing	.762			
	Artistic Nature	.755			
	Uniqueness	.741			
	Creative Expression	.658			
	Colour I like	.552			
Product Specific Factors	Swadeshi Feeling		.773		
	Simplicity		.707		
	Handmade		.700		
	Looks Beautiful		.677		
	Souvenir		.608		
	Decorativeness		.604		
	Easy Availability		.592		
	Eco-friendliness		.582		
Aesthetic Factors	Novel Experience			.811	
	Displayed at Home			.802	
	Original Work			.784	
	Made by Prominent Craftsman			.784	
	Affordable			.709	

Utilitarian Factors	Easy to care & clean				.832
	Gift Giving				.752
	Easy to Pack				.657
	Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
	a. Rotation converged in 9 iterations.				

Table 3 shows the factor analysis of the twenty three variables which shows principle components in justifying attitude of consumers towards tribal handicrafts. This factor analysis extracted four factors from the twenty three variables. Each factor was defined by at least three scale items.

Factor 1 loaded on the first seven variables. These factors can be labelled artistic factors, as these seven attributes revealed the artistic aspects of the handicraft products. These factors are Natural design, price for value, smooth finishing, artistic nature, uniqueness, creative expression and colour i like. This factor alone has explained 22.741% of the total variation in the factor analysis.

Factor 2 loaded with eight variables. These are labelled as product specific factors which include factors like swadeshi feeling, simplicity, handmade, looks beautiful, souvenir, decorativeness, easy availability and eco-friendliness. This factor has explained 16.514 % of the total variation in the factor analysis.

Factor 3 loaded with five variables. These are labelled as Aesthetic factors which include factors like, Novel experience, displayed at home, original work, made by prominent craftsman and affordable. This factor has explained 16.223% of the total variation in the factor analysis.

Factor 4 loaded with three variables. These are labelled as utilitarian factors which include factors like. Easy to care and clean, gift giving and easy to pack. This factor has explained 12.514% of the total variation in the factor analysis.

Conclusion

The present study has revealed the various underlying attributes of tribal handicrafts and the attitude of the consumer towards these attributes. All these attributes were broadly classified into four major constructs as Artistic Factors, product specific factors, aesthetic factors and utilitarian factors. Factors like natural design, price for value, smooth finishing, artistic nature, uniqueness, creative expression and colour i like is included under artistic factors. Product specific factors includes the attributes like swadeshi feeling, simplicity, handmade, looks beautiful, souvenir, decorativeness, easy availability and eco-friendliness. Aesthetic factors includes factors like novel experience, displayed at home, original work, made by prominent craftsman and affordable and finally utilitarian factor includes the attributes like easy to care and clean, gift giving and easy to pack. The present research revealed the positive attitude towards these attributes. The outcome of the research has set an implication for further research as how these constructs influences the buying intention of consumer towards tribal handicrafts products.

As this is the first ever research conducted on exploring the various attributes of tribal handicrafts, it has set the groundwork for further research. Firstly, random sampling techniques are not employed in this research; the ability of the collected data to generalize the entire population is reduced because only consumers residing in the township of Rayagada city were sampled. A random sample covering the whole of Rayagada district should be employed to examine whether the results from this study are replicated. Secondly, the sample size was relatively small. A larger sample should be used to carry out any future research in this field.

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