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Exploring Consumer Loyalty towards Sambalpuri Handloom: A Structural Equation Modeling Approach

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Sambalpuri handloom, Consumer behavior, Market reach, User experience

JEL Classification

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Abstract: The purpose of this study is to explore the inclination of consumers towards Sambalpuri handloom. An attempt has been made to assess the consumers' loyalty through analysis of the factors influencing buying decisions towards these products. The data were collected from 550 selected respondents from the Sambalpur District of Odisha through random sampling. Exploratory Factor Analysis, Confirmatory Factor Analysis, Structural Equation Modeling, Garrett Ranking Technique and ANOVA have been applied to the data as per the objective. This study reveals thatmost consumers are highly familiar with Sambalpuri Handloom. Sambalpuri Bastralaya is the most preferred destination for the respondents and the usage of Sambalpuri Handloom is influenced by product specifications as well as market reach. Therefore, the focus of the policymakers should be on bringing handloom products within consumers' reach in terms of product, price, promotion and physical distribution.

1. Introduction

The splendour and cultural diversity of Sambalpuri handloom industries have long been a source of debate. Handloom weaving is a centuries-old cottage industry. Next to agriculture, the handloom sector is the largest employment provider in the country. The richest handcraft and weaving traditions in the nation are found in Odisha, and sambalpuri sarees pay a substantial tribute to these traditions. This provides round-the-year means of livelihood for the weaving families. The Sambalpuri handloom products play an important role in up keeping the rich tie and dye weaving tradition of western Odisha. Because of their texture, pattern and colour durability, these handlooms have a distinct identity and market demand. Due to competition from power loom products, and a shift in consumer taste towards contemporary clothes, handloom marketers are facing serious marketing challenges (Ramanna *et al.*, 2019). As a result, marketing tactics are becoming increasingly important, and customer purchasing pattern, as well as attitude research, is required (Vaishnavi and Suja, 2017). Marketers are still unsure of

how consumers in two distinct buying scenarios accept goods and services as well as how they would respond (Mohanty and Das, 2021). Hence it is crucial to ensure that long-term relationships are built with clients to please them and win their loyalty (Chawla and Singh, 2022).

However, handloom items are not widely known among consumers, and only a small percentage of consumers are aware of handcrafted clothes (Kumudha and Rizwana, 2013). Additionally, consumers are not completely informed about the handloom sector (Sivasakthi and Basariya, 2018). This requires a thorough analysis of consumer behaviour, particularly their reason for purchases and devotion to Sambalpuri Handloom. On the other hand, a relatively higher level of westernisation is responsible for making people less interested in wearing traditional clothing. Increased distinctiveness and awareness of handlooms aid in the sustainability of this sector (Bharathi & and Jyothi, 2020). Taking into account all of these factors, the current study aims to investigate the purchase intention of the consumers and also explore how market and product experience affect their buying intention. It will help the handloom marketers in updating their approach to draw in a growing number of customers. Therefore, exploring consumer loyalty towards Sambalpuri handloom products is of great significance to the sustenance and growth of the industry. This research aims to study the factors influencing consumer loyalty towards Sambalpuri handloom products, which can provide insights into how the industry can better connect with consumers and promote the unique cultural heritage of the region.

2. Literature Review

2.1. User Experience

The necessity of spreading knowledge about handloom goods was stressed by Pargai and Jahan (2016). The same opinion was expressed by Nair and Kinslin (2016) who claimed that while customers are aware of handmade goods, they are less familiar with their distinctive quality. The decision-making process for handwoven products, according to Silver and Kundu (2012), is most influenced by friends and family. According to Tirpude *et al.* (2019), designers ought to create creative packaging with distinctive designs that reflect the perceptions of consumers.Product trust and perceived quality both have a favourable impact on product diagnosticity, according to Sangeetha and Charles (2020). Ruma et al.'s (2019) investigation looked at the role that social media user interactions and image-sharing services have in advancing the handloom clothing sector. In their 2017 study, Mondal and Karmakar attempted to define the idea of visual identification of ethnic products, i.e., how factors like colour, texture, motifs, etc., have a significant influence on the decision to purchase. Hamil and Natchiar (2016) outlined the complexity of consumer behaviour and recommended conducting multiple types of research on it.

2.2. Market Experience

According to Chowdhury (2020), sustainability in these industries can only be guaranteed by stable demand and the ability of artisans to develop for the benefit of both domestic and foreign customers. Behera and Khandual (2014) discovered that market success comes from spotting consumer trend emissions. According to Govindasamy and Balasubramanian (2015), the reputation and price of the shop will have an impact on a consumer's decision to buy handloom products, both of which will

improve the brand's image. According to Anumala and Acharyulu (2015), age, income, and retailer-specific factors, all had an impact on consumers' overall happiness. According to Jena & Ghosh (2018), market possibilities can be created by utilising web-enabled marketing and hiring highly qualified designers. According to Satpathy and Patra (2018), the quality and longevity of handloom products keep them in demand in today's technologically advanced market.

2.3. Product Experience

According to Ramana *et al.* (2019), the inventive designs of handwoven goods combined with the distinctive abilities of weavers can only increase sales of handlooms. Quality consciousness has been shown by Prathap and Sreelaxmi (2020) to favourably impact consumers' buying intentions. Despite the most recent fashion trends, Rani and Bains (2014) found that buyers favour handloom businesses because they help the local economy. Traditional handlooms, according to Vaishnavi and Suja (2017), need an Indo-Western touch that is currently missing. According to Paul *et al.* (2017), product variety, creative product creation, and modern design development by the weavers will persuade customers to buy handloom products. According to Debnath (2021), environmental factors have an impact on how handloom fabrics and products are prepared, woven, and finished. To preserve cultural sustainability, Pradhan and Khandual (2020) discovered that exquisite traditional designs in production are necessary, and these will draw in more customers. According to Renukadevi and Henma (2020), consumer-to-consumer marketing is still the most effective strategy in the current market, and the success of handloom products is more pronounced due to the practicality and comforts that consumers enjoy.

Numerous research in the sector have been done in the past, but little attention has been paid to finding a link between market size, user experience, and product specifications. To better understand how user, market, and product-based factors influence consumer loyalty to Sambalpuri handloom, this study looks into these factors. Additionally, the study will examine the product categories as well as the choice of retailers by the consumers.

3. Objectives and Hypotheses of the Study

3.1. Objectives of the Study

Against the backdrop stated above, the present study precisely attempts to access the followings:

- To measure the association of demographic variables of consumersand their attitudes towards Sambalpuri Handloom.
- To analyze the factors influencing consumer loyalty and the reasons behind purchase decisions regarding Sambalpuri Handloom.

3.2. Hypotheses of the Study

H_1: There is a significant impact of product specifications and market availability towards the usage of Sambalpuri Handloom.

H_2: There is an association between gender, age and income level towards consumer loyalty.

4. Research Design and Methodology

4.1. Sampling and Data Collection

The study is confined to the Sambalpur District of Odisha. The random method of sampling has been used for the selection of respondents. Both descriptive and inferential research approaches have been applied to identify the perception of consumers towards Sambalpuri handloom. This study used a quantitative methodology for data collection, using a structured questionnaire as the main data collection tool. The questionnaire was developed using a five-point Likert scale and checkboxes.In this regard, data were collected (Online through Google Forms) bya survey method where the respondents filled out a questionnaire related to their buying attitude towards Sambalpuri handloom. A total of 550 respondents are selected out of 587 after thorough data screening and for further processing. These sample units meet the criteria outlined by Kline (2011) as well as Weston and Gore (2006). According to Kline (2011), 10 to 20 units may be needed for each estimator. For structural equation modelling, Weston and Gore (2006) suggested that the sample size should be more than 200. The first section gathered information on the demographic profiles like questions about gender, income details, age and professions, etc. The second set of questions is related to awareness and attachment towards Sambalpuri handloom. The study used a validated scale with 5-point Likert Scale items arraying from 1-Strongly Disagree to 5-Strongly Agree. SPSS 25 and AMOS 26 are used for data analysis.

4.2. Measurement of Reliability

Data reliability refers to the completeness and accuracy of data, and it is an important foundation for establishing data trust.Cronbach's (1951) alpha determines how closely a group of items are related to one another, which is a measure of internal consistency. It is generally recognised that this value should be more than 0.7. (Nunnally, 1988). According to George and Mallery (2003), a Cronbach's Alpha value of 0.90 or more suggests outstanding internal consistency, 0.80 or higher is good, 0.70 or higher is acceptable, 0.60 or higher is debatable, 0.50 or higher is subpar, and 0.50 or lower is unsatisfactory.

4.3. Justification of Statistical Tools

4.3.1. Exploratory Factor Analysis

EFA is generally used to discover the factor structure of a measure and to examine its internal reliability. Kaiser-Meyer-Olkin (KMO) adequacy (Kaiser, 1970) test and Bartlett's (Bartlett, 1950, 1951) test of Sphericity, communalities, and variances are generally checked before interpreting the factors. A value of more than .6 is acceptable (Cerny and Kaiser, 1977). On the other hand, Bartlett's test statistics must be significant to confirm the propinquity of variables which is also advocated by (Snedecor and Cochran, 1989). The p-value is less than 0.5 resulting in the variances being homogeneous. For factor loading the general criteria accepted is more than 0.5 (Yong & Pearce, 2013). The higher loading factor indicates the stronger affiliation of an item to a specific factor.

4.3.2. Confirmatory Factor Analysis

CFA is used to confirm the factor structure of a collection of observed variables. The link between the observable variables and the underlying latent constructs can be tested using this technique. Among a CFA's presumptions are multivariate normality, a large enough sample size (n > 200), an accurate a priori model definition, and the requirement that the data come from a random sample (Flora *et al.*, 2012). Although this study used EFA to check, organise, and load measuring scale items, it also requiredscreening the same by using CFA among all the variables while keeping the measuring scale items that were maintained by EFA.

4.3.3. Structural Equation Modelling

SEM can help in accessing the measurement properties and testing the proposed theoretical relationship by using a single technique. SEM Model consist of a measurement model and a structural model. The measurement model depicts how the observed variables are related to the construct whereas a structural model shows how the constructs are interrelated to each other. Indicators with an outside loading of less than 0.40, should always be eliminated (Hamid, *et al.* 2017). It specifies whether the relationship exists or does not exist.

4.3.4. ANOVA

ANOVA is a statistical method used to determine whether the means of two or more groups significantly differ from one another. The Levene homogeneity test (Levene, 1960) shows that all of the components have Sig. values larger than 0.05. So the variances are not significantly different. This indicates that the variances are homogeneous, allowing ANOVA to be performed.

4.3.5. Henry Garrett Ranking Technique

This technique (Garret and Woodworth, 1969) is frequently used to rank different goods, services, businesses, etc. based on the responses of respondents. Participants were asked to rank each of the factors, and the results are then transformed into a score value using the formula below:

Percentage Score = $100(Rij - 0.5)/ Nj$

Where, Rij= Rank, i'th item, j'th individual and

Nj = Number of items Ranked by j'th individual.

After that, divide the Total Garrett Score by the number of choices to get the average Garrett Score.

The alternate ranking is based on the highest average value.

5. Results and Discussion

Table 1 shows the frequency analysis for the demographical aspects of the respondents. From this analysis majority of male i.e. (56.5 %) participated in comparison to female (43.5%). While considering the age groups, most of the respondents belong to 36 to 45 years (42.9%) followed by 26-35 years (39.8%). 9.8 % were16-25 years and only 7.5% were above 45 years of age. While considering

Table 1: Frequency of Demographic Characteristics

	Category	*Respondents*	*Percentage (%)*
Gender	Male :	311	56.5
	Female :	239	43.5
	Total :	550	100
Age	16 - 25 Years	54	9.8
	26 - 35 Years	219	39.8
	36 - 45 Years	236	42.9
	Above 45 Years	41	7.5
	Total	550	100
Monthly Income	Below 10,000	83	15.1
	10,000 - 20,000	37	6.7
	20,000 - 40,000	234	42.5
	Above 40,000	196	35.6
	Total	550	100
Association with Sambalpuri Handloom	Below 1 Year	140	25.5
	1-5 Years	92	16.7
	5-10 Years	78	14.2
	10 Years & above	240	43.6
	Total	550	100

Source: Authors' Calculation

respondents' income level, the majority of the respondents (42.5%) income is 20,000 to 40,000 per month. 35.6 % of the respondents earnedmore than 40,000. The rest 21.8 % are earning below 20,000 per month. In addition, most of the respondentsi.e. around 43.6 % admitted,that they are associated with Sambalpuri Handloom for more than 10 years. 14.2 % were associated with handloom products for 5 to 10 years.

Table 2: Reliability Statistics

Cronbach's Alpha	*Cronbach's Alpha Based on Standardized Items*	*N of Items*
.716	.781	17

Source: Authors' Calculation

Table 2 reveals that all the items have a strong internal consistency of data. The alpha statistic in this study is 0.716 implying that the items have sufficient internal consistency and are reliable for further analysis. It shows that the reliability of this study is substantial from every perspective.

Table 3: KMO & Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.813
Bartlett's Test of Sphericity	Approx. Chi-Square	474.082
	df	136
	Sig.	.000

Source: Authors' Calculation

KMO test revealed, that this study is highly significant and hence suitable for factor analysis. As the value is 0.813 which is more than 0.6. A value of more than .6 is acceptable (Cerny and Kaiser, 1977). On the other hand, Bartlett's test statistics must be significant to confirm the propinquity of variables which is also advocated by (Snedecor and Cochran, 1982). In the present study, with a p-value of 0.00, the statistics become significant. The P-value is less than 0.5 resulting in the variances being homogeneous.

Table 4: Factor Loading Matrices

Variables	*Factor Loading*			*Factor Names*	*Reliability*
	1	*2*	*3*		
I always prefer Sambalpuri Handloom over another fashion trend (Rani & Bains, 2014)	.865			User Experience (UE)	*0.865*
I must purchase Sambalpuri Handloom in Future	.865				
I recommend the Sambalpuri handloom to my friend or colleague	.824				
I must spend a little more money to buy Sambalpuri Handloom	.764				
I like to receive a compliment when I wear Sambalpuri Handloom	.762				
I like the combination of Sambalpuri Handloom with contemporary style.	.644				
Sambalpuri Handlooms are easily available in the Market (Ramanna, *et al.,* 2019)		.803		Market Experience (ME)	*0.733*
Sambalpuri Handlooms can easily be purchased online.		.666			
Design improvisation is necessary to meet the current trend (Salerno Kochan, R. 2008)		.666			

contd. table 4

Variables	*Factor Loading*			*Factor Names*	*Reliability*
	1	*2*	*3*		
Plenty of varieties are available in the market		.613			
Sambalpuri Handloom Market is ready for the growing demand		.537			
The Color Combinations of Sambalpuri Handloom are Attractive (Tripathy, 2009)			.843	Product Experience (PE)	*0.685*
The Quality of Sambalpuri Handloom is Satisfactory			.806		
Sambalpuri Handloom requires minimal maintenance (Salerno Kochan, R. 2008)			.665		
Sambalpuri Handlooms are generally durable (Salerno Kochan, R. 2008)			.611		
The price of the Product is comparatively high (Pargai & Jahan, 2016)			554		
Sambalpuri handloom is comfort to wear			.659		

Source: Authors' Calculation

Table 4 reveals that each of the three dimensions was properly come under three factors and loaded on their constructs. A higher factor loading indicates that the factor can adequately explain the variance in that variable. Loading for each item on a factorshould be greater than or equal to ± 0.40 (Hair *et al.*, 2008).

5.1. Confirmatory Factor Analysis

The model would assume that market reach and product specification are indicators of the higher-order latent variable, which in turn influences the observed variable, usage of Sambalpuri handloom. The constructs of the first-order CFA (PE & ME) are highly correlated. So a second-order CFA is used. PME is the major construct in the diagram above, while product experience and market experience are its two sub-constructs. PME, the primary construct, will become a second-order construct in second-order CFA, while two sub-constructs will become first-order constructs. The model would allow for testing hypotheses about the relative importance of market reach and product specification in driving the overall demand for Sambalpuri handloom, and would help to identify areas where interventions could be targeted to increase usage of the product.

Threshold Values Source: Hair *et al.* (1998, 2010), Bryne (2001, 2010) and O'Boyle& Williams (2008).The measurement model fit indices of user experience showed an adequate fit. The observed data closely match the relationships specified in a hypothesized model. This model is reasonably consistent with the data.

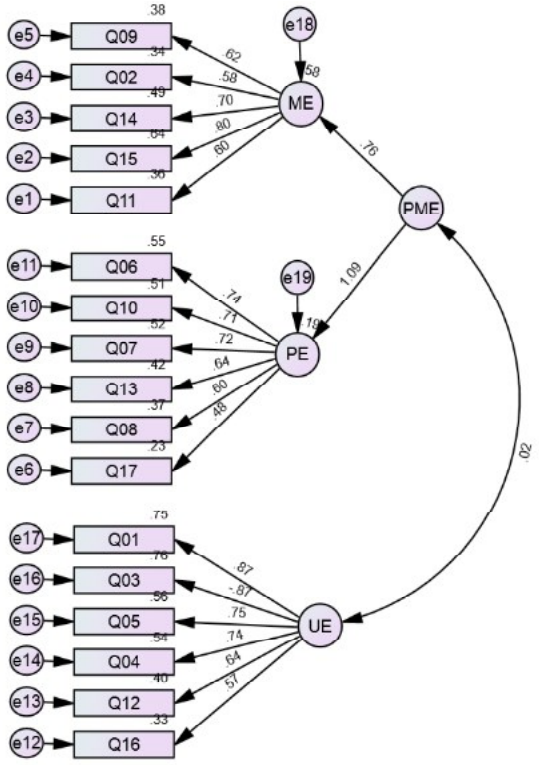

Figure 2: Diagram of 2nd order CFA and 2nd order Confirmatory Factor Analysis

Source: Authors' Compilation

Table 5: Model Fit Indices

	Absolute Fit Indices			*Incremental Fit Indices*				*Parsimony Fit Indices*	
	χ2 / df	*GFI*	*RMS*	*CFI*	*NFI*	*TLI*	*RFI*	*AGFI*	*PNFI*
	3.27	0.976	0.109	0.968	0.963	0.963	0.957	0.958	0.82
Threshold	≤ 2-5	≥ 0.90	≥ 0.08	≥ 0.95	≥ 0.95	≥ 0.95	≥ 0.95	>0.5	>0.5

Source: Authors' Calculation

Table 6: Reliability and Validity Measures

Factors	*CR*	*AVE*	*MSV*	*ASV*	*UE*	*PE*	*ME*
UE	0.816	0.530	0.397	0.349	0.730		
PE	0.732	0.559	0.482	0.007	0.022	0.748	
ME	0.796	0.542	0.397	0.356	0.735	0.120	0.736

Source: Authors' Calculation

Table 6 reflects the reliability & validity parameters of the constructs. Convergent validity is the degree to which multiple methods of measuring a variable provide the same results (O'Leary – Kelly and Vokurka, 1998). The following criteria must be satisfied towards ensuring convergent validity. CR.>0.7, CR>AVE and AVE>0.5 (Hair *et al.,* 2010). The AVE of the constructs was greater than 0.5. Further in all the cases, the (CR) alpha statistics are significantly greater than their respective AVE statistics. Thus all the constructs satisfy the prerequisites of convergent validity. Discriminant Validity shows that two measures that are not supposed to be related are in fact, unrelated. The square root of the AVE for all the constructs is more than the absolute value of the correlations with another factor. The MSV for all the factors is less than AVE.

Table 7: Discriminant Validity through HTMT Score

	UE	*ME*
UE		
ME	0.731	
PE	0.638	0.674

Source: Authors' Calculation

The above table replicates the discriminant validity. From Table 07, hence all the HTMT scores are less than 0.85, and discriminant Validity is established between the constructs (Kline, 2011)

5.2. Structural Model

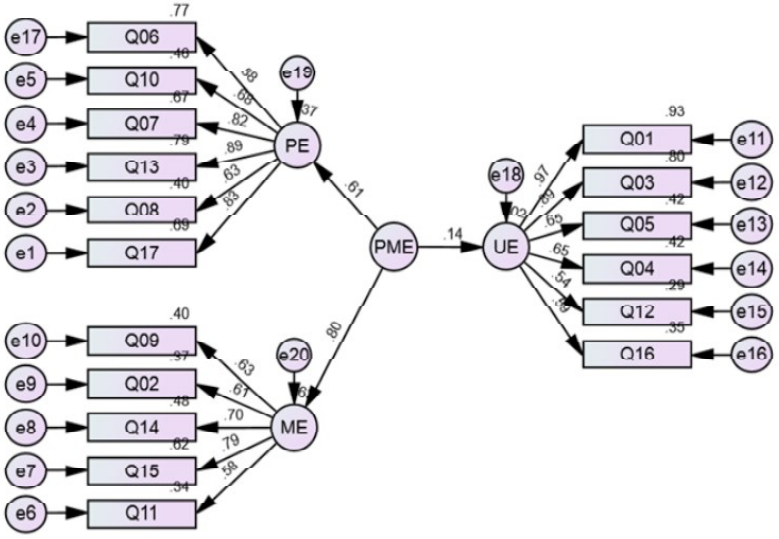

Figure 3: Path Diagram of Product Market Experience with User Experience

Source: Authors' Calculation

Table 8: Path Coefficient & its Significance

Construct	*Path*	*Construct*	*Estimate*	*P*	*Result*
User Experience	←	Product & Market Experience	.14	***	Significant

Source: Authors' Calculation

Hypothesis Testing: The structural equationmodel was examined to test the relationship among the constructs. After adjustment of the model by observing the modification indices value,the goodness of fit indicated for this model were *Chi-square/df =2.59, GFI=0.95, CFI=0.91, NFI=0.91, and RMSEA=0.07.*The obtained values are consistent with the model fit criteria which results in a "fit model". The independent and dependent variables for this hypothesis are PME and user experience (UE) respectively. The result of this analysis indicates that the path from PME to UE has a loading of 0.14 with a p-value < 0.01. Hence there is a significant impact of product and market experience on user experience.

5.3. Analysis of Garrett Ranking

Table 9: Ranking of Sambalpuri Handloom Retailers

Retail Outlet		*Rank Given by the Respondents*							
		1st	*2nd*	*3rd*	*4th*	*5th*	*6th*	*7th*	*Total*
1	SambalpuriBastralaya	166	110	116	62	52	28	16	550
2	Utkalika	80	112	86	60	32	86	94	550
3	Boyanika	62	66	74	102	122	78	46	550
4	Meher Bastralaya	158	112	88	62	38	52	40	550
5	Sakshi Handloom	138	102	90	92	49	44	35	550
6	Samaleswari Handloom	144	96	104	72	62	46	26	550
7	Bunkari	32	62	60	66	92	112	126	550

Source: Authors' Calculation

The respondents' rankings of sambalpuri handloom retailers are shown in Table 09. The respondents are given the names of a total of seven retailers, and they are asked to rank them (1–7) according to their preferences.

Table 10: Conversion into Garrett Scores

Rank	*Formula*	*Percentage*	*Garrett Value*
1	100(1 – 0.5)/7	7.14	78
2	100(2 – 0.5)/7	21.43	66
3	100(3 – 0.5)/7	35.71	57
4	100(4 – 0.5)/7	50	50
5	100(5 – 0.5)/7	64.29	42
6	100(6 – 0.5)/7	78.57	35
7	100(7 – 0.5)/7	92.86	22

Percentage Score = 100 (Rij – 0.5)/ Nj

According to Henry Garret's (1969) ranking method, the percentage score is computed as. Percentage Score, where, Rij= Rank, i item, j individual. Nj = the number of items Ranked by j individual. Garrett Values are obtained by referring Garrett ranking conversion table.

Table 11: Ranking of Retailers by Mean Scores

Retailers / Factors	*Rank Given by the Respondents*									
	1st	*2nd*	*3rd*	*4th*	*5th*	*6th*	*7th*	*Total*	*Mean Score*	*Rank*
Sambalpuri Bastralaya	12948	7260	6612	3100	2184	980	352	33436	60.79	I
Utkalika	6240	7392	4902	3000	1344	3010	2068	27956	50.82	V
Boyanika	4836	4356	4218	5100	5124	2730	1012	27376	49.77	VI
Meher Bastralaya	12324	7392	5016	3100	1596	1820	880	32128	58.41	II
Sakshi Handloom	10764	6732	5130	4600	2058	1540	770	31594	57.44	IV
Samleswari Handloom	11232	6336	5928	3600	2604	1610	572	31882	57.9	III
Bunkari	2496	4092	3420	3300	3864	3920	2772	23864	43.3	VII

Source: Authors' Calculation

Mean Score = Total score / No. of Respondents

& Score = 1st Column of 'Table 6 x 1st row of 'Table 7 and so on.

It is clear from Table 11 that, the most preferred retailer by the consumers (with the highest mean score i.e. 60.79) is Sambalpuri Bastralaya. Whereas Meher Bastralaya with a mean score of 58.41 is the second-highest in the table. Sakshi Handloom and Samaleswari Handloom with a close mean score of 57.44 and 57.9 respectively stood at 3rd and 4th Rank. 50.82 is the mean score of Utkalika and 49.8 is the mean score of Boyanika the fifth and sixth rank respectively in the table. In the ranking positions of Sambalpuri Handloom Retailers Sambalpuri Bastralaya achieved the first rank in the table.

Table 12: ANOVA Test

		F	*Sig.*
Age	Overall Loyalty	0.665	0.574
Gender	Overall Loyalty	3.77	0.042
Income	Overall Loyalty	1.211	0.305

Source: Authors' Calculation

According to Table 12, the test result for the ANOVA reveals that there is a significant difference between gender in terms of loyalty (*p-value = 0.04*). This indicates that consumers' loyalty to Sambalpuri

handloom depends in part on their gender. However, because the p-value is more than the level of significance, or 0.05, the respondents' age and income differences were not found to be significant in terms of their level of loyalty. In other words, the loyalty of consumers does not change with age or income. Therefore, it is evident that there is no difference between age, income, and loyalty factors concerning Sambalpuri handloom.

Table 13: Preferred Sambalpuri Handloom

	Cotton	*Silk*	*Tassar*	*Total*
Saree	168	64	2	234
Dress Materials	256	32	2	290
Dhoti, Lungi, Napkins	8	2	0	10
Furnishing	14	2	0	16
Total	446	100	4	550

Source: Authors' Calculation

From the above table, it is clear that most of the consumers choose cotton Sambalpuridress materials, followed by sarees and other handloom items.Out of the 550 responders overall, 234 chose a saree, while 290 preferred dress materials. Nevertheless, 256 of the 290 respondents prefer cotton-based materials. 168 of the 234 respondents favour cotton sarees. Therefore cotton materials are preferred over silk and tassar materials. It may be due to the wearing of comfortable and durable colour fabrics.

6. Conclusion and Implications

43.6 % of the respondents are associated with Sambalpuri Handloom for more than 10 years and another 14.2 % of the respondents are associated with Sambalpuri Handloom for more than 5 years. The most Preferred Sambalpuri Handloom is cotton dress materials.Age and income have little bearing on a person's attachment to sambalpuri handloom; nevertheless, gender does. In other words, loyalty is unchanged regardless of an individual's age or income level. Sambalpuri Bastralaya is mostly preferred followed by Meher Bastralaya and Samleswari Handloom. Product specifications and market favorability,both factors have a joint effect on the buying behaviour of consumers.To satisfy consumers and win their loyalty to handloom products, marketers should concentrate on both product specifications and market reach. Due to the utility and comforts that customers enjoy, the success in the marketing of handloom products is more apparent.A combination of marketing communications, like promotion and publicity, participation in fairs, exhibition and personal selling, brand creation, keeping client databases etc. would help the handloom clusters grow and prosper (Debbarma and Chakraborty, 2020).Whereas according to Humbe and Bhalerao (2019), customers purchase handloom products due totheir quality artisan work.Finally, it can be concluded that this industry has all the potential that it can conquer the international textile market and also the manifest identity of our region worldwide.

This research still predicts that further research can be conducted with additional variables before generalization can be made because by adding more variables, the individual effect on the target variable can be isolated. Moreover, the study is confined to the Sambalpur district. Physical observation and data collection could have reduced the bias of the study. More study is needed to assess consumer perceptions of Sambalpuri Handloom after-sales service quality.

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