



ISSN Print: 2394-7500  
 ISSN Online: 2394-5869  
 Impact Factor: 5.2  
 IJAR 2019; 5(4): 544-548  
 www.allresearchjournal.com  
 Received: 13-02-2019  
 Accepted: 17-03-2019

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## Study on demographic factors and distribution of silk apparel awareness mechanism relevance to GI

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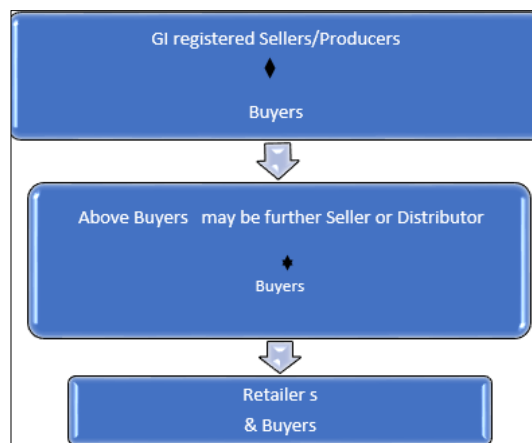
### Abstract

In India, Consumers and traders of genuine silk demanded that the Central Silk Board introduce measures to bring in fair practices to the trade. As a response to those demands, Silk Mark was launched on 17th June 2004. Silk Mark is promoted by Silk Mark Organisation of India (SMOI), a registered society under the Karnataka Society Act 1960. SMOI is an initiative of the Central Silk Board, Ministry of Textiles, and the Government of India. The Silk Mark labels are in the form of paper hangtags and sew-in labels. These are affixed only on pure silk products by the authorised users of Silk Mark. Each label has a hologram and a unique number printed on it, which helps the consumer trace the product back to the authorised user. This research have highlighted the introducing the awareness mechanism at distribution level of Kanchipuram silk apparel.

**Keywords:** Kanchipuram silk saree/ apparels, authorized sellers, silk mark, awareness, mechanism, GI

### Introduction

To reach Kanchipuram silk saree/ apparels from authorized seller to buyer, there should be labeling mechanism. So that unauthorized seller will not get chance for fake sell. As supply and distribution system should be there that at the initial stage, from the Kanchipuram silk apparels is distributed and then reaches to ultimate buyer, The GI Symbol should be there/imprinted or labled. it is necessary to know that the GI registered sellers' products are labeled so at the initial stage the GI registration labeling as well as its appropriate communication to the sellers and buyers is necessary. In this distribution system of Kanchipuram Silk, the buyer may be further Seller or distributor in market.



**Diagram 1:** The hypothetical Distribution system of Kanchipuram Silk Apparels

From the above diagram 1 the hypothetical Distribution system of Kanchipuram Silk Apparels. It indicates the flow of the kanchipuram silk apparel distribution in the market. It involves the producers, Distributors, wholesalers and the retailers. Here in the distribution system the buyer becomes the further seller, like the distributor or supplier is buyer for the producer. They further becomes seller to wholeseller. And the wholeseller becomes the seller to retailer. And retailer becomes seller to the buyer. So either sellers or buyers it is necessary

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to be aware about GI registered products. Therefore the further study was carried to know whether seller or buyer is aware about the element of TRIPS for regional products/produce is Geographical Indication which has socio-economic as well as rural perspective. Therefore, the following hypothesis is framed to check the awareness mechanism among Mumbai Buyers and Sellers

**Hypothesis for the study**

**H1:** Buyers awareness mechanism of Geographical Indication of silk apparels is compulsory through appropriate media.

The above hypothesis was formulated to analysis the awareness mechanism of Geographical Indication of silk apparels that whether it should be compulsory through an appropriate medium to avoid the duplication.

**Ho:** Buyer’s awareness mechanism of Geographical Indication of silk apparels is not compulsory through appropriate media.

The researcher wanted to analysis that why there is no compulsory mechanism to create awareness about the registered geographical Indication.

**Quantitative data**

**The Demographic factors of the Sellers and Buyers Profile in this study**

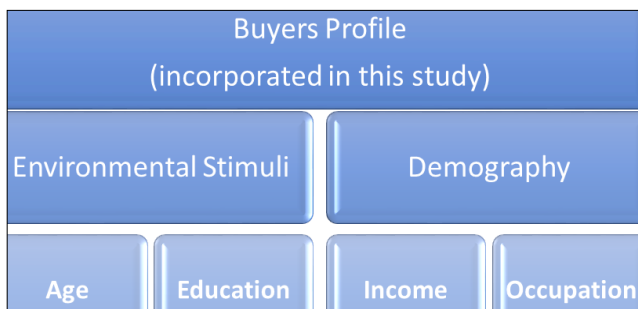
It is necessary to study the demographic factors of the buyers who become sellers for the same. Mumbai is cosmopolitan city with mix culture and very trendy in fashion and any new trends in wearing tearing is always welcomed and adopted. Kanchipuram silk apparels is preferred by every lady who desire to wear Kanchipuram silk during occasion. Other than that with mixed culture all types of festivals and occasssion are being attended as such there is huge scope of Kanchipuram silk in Mumbai market always. In Mumbai Buyers are well-versed, educated and active buyers for any products and ready to pay the any price quoted. Therefore, the analysis the market for the authentic buyers for GI registered Kanchipuram Silk Apparels and its advantages to the authentic and authorized producer, it is necessary to analysis the demographic profile of buyers and seller. So whether to analysis marketing tools like labeling of GI symbol on product. But at first stage it is necessary to analysis the demographic profile. The demography factors of the ‘Buyer Profile as follows: The buyer of the Kanchipuram silk apparels further can be seller of the Kanchipuram silk apparels. The consumer profile parameters include:

the study, the researcher studied the profile to categorize the buyers for their further preference study and awareness mechanism. The field –survey with structured questionnaire was conducted which includes Age, Education, Income, Occupation to identify Borrower’s Profile. The details of respondent’profile on the basis of field survey have been explained further.

- The four parameters were scale in their respective ranges to get appropriate response like:

Age	• 25-35,36-45,46-55, 55-above
Education	• S.S.C-H.S.C ,H.S.C-Graduate ,Graduate-Post Graduate, Higher/professional, others
Monthly Income	• Less than 15000, 15000-25000, 26000-30000, 31000-50000, 51000-75000, 76000-above
Occupation	• Government Service, Private Service, Business

- It has been analyzed from the diagram 2 that populous AGE in the range of 36-45 is higher side. Responses from this age group becomes authentic to make the finding on awareness mechanism as this age group are responsible with decision makingto buy or to sell.
- It has been analyzed from diagram 2 that the populous Education is between. H.S.C and Graduation, good qualified respondents. This indicates that the respondents have basic H.S.C or graducation. The buyers with education base is important respondents as they expects proper labelling and awareness about the product.
- It has been analyzed that from diagram 2 that out the total respondents, the Government Service person is more. This factor of analysis can be a fixed salaried income people. Further these can be the prospective buyers of the silk apparels for their consumption.
- It has been analyzed that from diagram 2 that out of total respondents, monthly income is higher side towards 76000 and above as well as monthly income between 51000-75000 is also higher side of the respondents.



**Diagram 2:** Buyers profile (incorporated in this study)

The above diagram 2 expresses the buyers profile that is considered to be the respondent profile in this research. To get the authentic prospective buyers and further sellers for

**Parameters and variables of the study towards awareness mechanism**

The survey is presented through proper Graphical presentation on question wise asked to the respondents of Mumbai region. The variables like Transparency, Reliability and Credibility have influence on Perception of Symbolic presentation of GI registered products. The Transparency factors involved the Price, Quality etc. This was considered as Paramateres and the Variables of the study. The study revolved around these Paramateres and further moved to analysis the Variables. These variables helped to frame the hypotheses of the study.

**Parameters are**

- Sellers awareness
- Buyers awareness

- c. Silk mark awareness
- d. Labeling on Silk mark: Price, Quality, warning
- e. Should the GI symbol will benefit the sellers and buyers as well
- f. GI symbol Perception and Preference
- g. Media for communication

The Variables are classified into Dependent and Independent Variables for this study is

**Table 1:** The Variables are classified into Dependent and Independent Variables for this study

Dependent Variable	Independent Variable
Transparency	Sellers
Reliability	Buyers
Credibility	Awareness Mechanism
Pricing	Labeling
Quality	Symbol
Warning	Media Communication

The questionnaire included following parameters and variables of the study as follows:

**‘Sellers Awareness’**

In order to identify the Respondent’s Awareness, the researcher included first the ‘Seller Awareness in the questionnaire for the survey to collect data. The survey analysis as follows:



**Chart 1:** ‘Awareness of Sellers Respondents of GI element on Silk

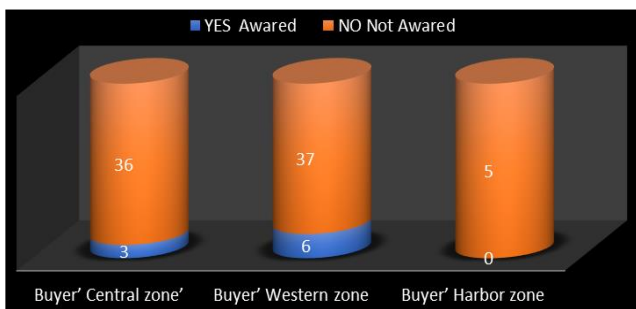
The table 2 and Chart 1 indicate the Awareness of the Sellers Respondents of the Study. The total respondents were 387 collected for study in Mumbai region. The study was conducted by dividing the market into three zones ie. Central zone, Western zone and Harbour zone of Mumbai. The Sellers were identified by only Silk selling or also silk selling (including whole seller, Supplier, Distributor). As per the field study made in these zone, it indicates that Seller from ‘CentrelZone’ total Sellers (including distributors, wholeseller, Supplier, Distributors) total interviewed 178 respondents. Out of 178 sellers respondents 55 respondents are Aware about the GI (Geographical Indication element of TRIPS). They assured that the supplychain of Kanchipuram silk the from authentic and authorised producer. Out of 178, 123 are not aware about the GI (Geographical Indication element of TRIPS). But they also assured that the supplychain of Kanchipuram silk is from authentic and authorised producer.

**‘Buyers Awareness’**

**Table 3:** ‘Awareness of Buyers Respondents on Kanchipuram silk registered under GI

‘Buyer Awareness’	No. of Respondents	Percent	Responses	
			Yes	No
			Awared	Not Awared
Buyer Central zone	39	44.84	3	36
Buyer Western zone	43	49.42	6	37
Buyer Harbor zone	05	5.74	00	5
Total	87	100.0		

(Compiled from the field-survey)



**Chart 2:** ‘Awareness of Buyers Respondents of Kanchipuram silk registered under GI

The table 3 and Chart 2 indicates the Awareness of Buyers respondents of GI element of Silk. Out the total respondent i.e.387, the acutal buyer means consumer of the silk sarees/ apparels were 87,who were the respondent for the

Awareness of Kanchipuram silk registered under GI element of TRIPS. So Out of total 87 respondents only 9 respondents as consumersr (buyers) were aware of the Geographical Indicaiton element of TRIPs but was not aware whether Kanchipuram silk as been registered because nothing was displayed in shops or on apparels or labelled as such its just like having information of word Patent, copyrights same as Geographical Indication. But which product catgory follows under Geogprahical indication or other element were not cleared. As being Buyers, these people expect there should some short documentary or publicity should be from authority to creat awareness and its importance domestically and globally just like social advertisements are made. This will help them to buy authentic apparels as they are paying high for the right quality product in the tag that it is Kanchipuram silk sarees or apparels.

**‘Silk mark Awareness**

**Table 4:** ‘Silk mark Awareness’

‘Silk mark Awareness’	No. of Respondents	Percent	Yes	No
			Awared	Not Awared
Seller’ Central zone’	93	24.03	93	00
Seller’ Western zone	153	40.31	153	00
Seller’ harbor zone	54	13.95	54	00
Total Buyers respondents	87	22.48	87	00
Total	387	100.0		

(Compiled from the field-survey)



(Compiled from the field-survey)

**Chart 3:** Silk mark Awareness

The table 4 and Chart 3 indicates Silk mark Awareness, out of total 387 respondents all most all the respondents were aware about the silk mark on silk apparels. Silk mark is quality assurance label. It is a certification mark in India for silk textiles. The mark certifies that the piece of textile

which bears the mark is made of pure natural silk. The certification is managed by the 'Silk Mark Organisation of India', a society set up by the state-controlled Central Silk Board of India. Even though promoted by the government of India, the mark is only advisory in nature and is not legally endorsed. The certification scheme was founded by the Central Silk Board in 2004. In the original format, the mark included a silk mark logo woven on a hang-on tag on which a unique numbered hologram would be affixed. But the hang-on tag tended to be faked (reused) hence, a new method with the mark woven onto the textile itself has been proposed. The researcher would like to highlight that the silk mark logo woven on hang-on tag on which a unique numbered hologram would be affixed. As such all most all the respondents were aware about the silk mark.

**Labeling on Silk mark: Price, Quality, warning**

The table\_ and graphical presentation on Labeling on silk mark as well as Price, Quality and warning are been presented through separate tables as well as graphs below:

**Table 5:** Labeling on Silk mark: Price, Quality, Warning

Labeling on Silk mark: Price, Quality, Warning	No. of Respondents	Silk Mark	Price	Quality	Warning
Seller’ Central zone’	93	Yes	Yes	Yes	Yes
Seller’ Western zone	153	Yes	Yes	Yes	Yes
Seller’ harbor zone	54	Yes	Yes	Yes	Yes
Total Buyers respondents	87	Yes	Yes	Yes	Yes
Total	387	100.0			

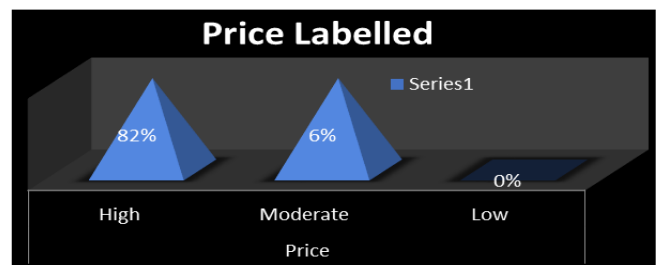
(Compiled from the field-survey)

The table 5 indicates Labeling of Silk mark with Price, Quality and warning. From the above table it indicates that as per the zone-wise all most all the respondents have seen the labels of Silk mark or aware about the silk mark on silk apparels.

This indicates that with proper system of labeling on products the buyers are aware about the product, they are buying. The research further analysed the responses on the Price labelled. The the table 6 indicates the Price labelled:

**Table 6:** Price Labelled on Silk apparels

Price labelled		
High	Moderate	Low
82%	6%	0%



**Chart 4:** Price Labelled on Silk apparels

Table 6 and chart 4 indicates the Price Labelled on Silk apparels. To get the responses and further to analyses the researcher had scaled the Price variable into HIGH, MODERATE, LOW.

This helped to analyse that most of the respondents are aware about the labelled price of silk apparels are always higher side. It means the authentic silk apparels with high price is acceptable. But if it is not labeled than paying high price and buying becomes beleivable. But the labelling it not there, that raise further query on quality which is the important factor in silk ‘about considering Quality.

**Table 7:** Quality Labelled on Silk apparels

Quality Labelled		
High	Moderate	Low
82%	6%	0%

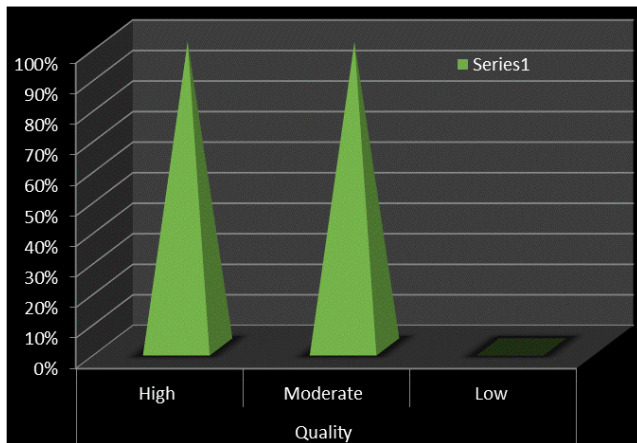
**Chart 5:** Quality Labelled on Silk apparels

Table 7 and chart 5 indicate Quality Labelled on Silk apparels, the survey was conducted with the questionnaire to analyse whether labelled quality in authentic to fix high price of the product. The responses indicates that the buyers believes in quality which shown on labelled product and ready to pay the high price. Therefore the research intension with this analysis is to find out that labelling plays important role in silk apparels as well as benefits the sellers because buyers are ready to pay. Thus on the basis of this the researcher wanted to find out that with silk mark label (as it is popular through appropriate communication and promotion to Buyers and Sellers) Can the GI symbol will benefit the sellers and buyers.

### Conclusion

The regulation of GIs is based first and foremost on a system of self-enforcement by producers. GIs can also be enforced through informal mechanisms, such as mutually agreed social controls and unwritten rules of practice and standards. Self-regulation and self-enforcement alone can apply locally in very specific contexts. When relationships among producers are not strong and/or marketing abuses (imitation of the product and GI usurpation) are common either nationally or internationally, legal protection of the GI may be considered by local stakeholders as a tool for effective regulation. Even when no problems of imitation or divergence in local production practices emerge, the establishment of formally recognized rights over the GI could be important, inasmuch as a formal recognition of the GI, whether legal or not, could prevent registration of the GI by other actors.

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