



An evaluation on GI tagged textile products: Crucial for economic development

C Mythili, R Vishnupriya

Assistant Professor, Department of Commerce with Business Process Services, PSG College of Arts & Science, Coimbatore, Tamil Nadu, India

Abstract

Geographical Indications (GI) refers to the product origin of the particular place. It indicates the quality and feature of the place of production. It also involves the specific standard which helps to maintain the same standard of the product. This study analyzed the awareness and satisfaction factors of GI products mainly on the textile GI tagged products. The simple random sampling techniques have been adopted for the study. Both primary and secondary data have been used in this study. For the purpose of primary data 125 respondents were selected and well-framed questionnaire distributed and collected among the respondents. Such collected data analyzed using SPSS software by doing the percentage analysis, descriptive statistics ANOVA and mean ranking test. By doing the analysis, the study concluded that more awareness can be achieved through social media among people. The availability of the products matching the demand, quality and trends which resulted in satisfaction on the GI tagged textile products.

Keywords: Geographical indications (GI), small-scale producers, textile, awareness and satisfaction

Introduction

A geographical indication identifies agricultural or natural or manufactured goods as originating or manufactured in the territory of a country or region or locality in that territory, where a given quality, reputation or other characteristic of such goods is essentially attributable to its geographical origin and in case where such goods are manufactured goods one of the activities of either.

Geographical Indications (GI) is one of the six Trade-Related Intellectual Property Rights (TRIPS) of the World Trade Organization (WTO). The promulgation of Geographical Indication (GI) Act, 1999 by Government of India has created an avenue for protection of the unique products of the country. The GI Act stipulates protection of the market of the producers and safeguards the interests of the consumers of the unique products through registration and taking infringement action against the infringers.

The Geographical Indications of Goods (Registration & Protection) Act, 1999 came into force in September 2003. The GI Act was passed in India in 1999 and has been amended for GI protection in 2003. In India 'The Geographical Indications of Goods (Registration and Protection) Act' (GI Act) was enacted on 15 September 2003 in compliance with India's obligations under TRIPS at the WTO. The Government of India has established the 'Geographical Indications Registry' with all-India jurisdiction at Chennai, where the GIs can be registered. The main conflict considered by the producers is to claim better legal protection for their product (Bashir, 2020).

An 'authorized user' identified by GI registered for any good, has the exclusive rights to the use of geographical indication in relation to goods in respect of which it is registered. In order to increase the knowledge of GI labels the area of influence can be focused which would result in boosting the demand of the customers (*et al*, 2021).

Due to the development of small scale producers, it arises the need of making a study on knowing the awareness, satisfaction and problems faced by the customers on using the GI tagged products.

Statement of the Problem

In India, small scale producers and traders benefitted by these GI products in the case of improving the sales and profit. Such GI tagged products are having high demand because of its specialty on the basis of different variables such as quality, taste, features and others. As small scale manufacturers and producers are trying to indulge on gaining good profit circulating the awareness among the common public is a crucial one to be maintained. Since the GI tag has been offered to all variety of products, the development can be attained in all facts such as agriculture, handicrafts which might help many families to survive in the economy.

This study mainly focuses on the distribution and awareness on GI products which are avail in overall India. While studying the awareness and preferences, the growth of manufacturers and traders will be suggested to improve their own business. In addition, the registration and Protection Act 1999 of GI products will help to exhibit the strength of the country. It also helps to have further study on analyzing the growth of agriculture and textile in a particular economy.

Table 1: Few Geographical Indication Tagged Textile Products of India

S. No	Product Name	State
1	Muga Silks	Assam
2	Bhagalpur Silk	Bihar
3	Kullu Shawl	Himachal Pradesh
4	Champa Silk Saree	Chhattisgarh
5	Udupi Sarees	Karnataka
6	Chanderi Sarees	Madhya Pradesh
7	Gopalpur Tussar Fabrics	Odisha
8	Kota Doria	Rajasthan
9	Kancheepuram Silk	Tamil Nadu
10	Bhavani Jamakkalam	Tamil Nadu
11	Madurai Sungudi	Tamil Nadu
12	Salem Silk	Tamil Nadu
13	Kovai Kora Cotton Sarees	Tamil Nadu

Source: pib.gov.in

Objectives of the Study

1. To analyse the awareness level of GI tagged Textile products among the people of Coimbatore City
2. To know the level of satisfaction on the usages of the GI tagged Textile products.

Research Methodology

The study has adopted the descriptive sampling design. The structured questionnaire has been framed and collected among the respondents of Coimbatore city of Tamil Nadu since the survey method has been adopted. The respondents of the study are women who are frequent buyers and users of sarees. In this study Simple random sampling has been adopted by collecting the questionnaire from the different respondents in Coimbatore city. This study constituted 125 respondents for the purpose of primary data collection. Since the Simple random sampling has been adopted, the questionnaires have been collected from different respondents of Coimbatore city.

In this 11 variables which contain the most familiar and availability GI tagged textile items in Coimbatore city. To know about the customers' level of awareness and satisfaction five scaling questions were used in the questionnaire on which 5 represents very high and 1 represents very low.

Review of Literature

Tregear *et al* (2016), made an attempt on knowing the extent to which geographical indication in improving the position of small-scale producers. It is a secondary data study which examines numerous case studies which upgrading potentials of GIs for all agricultural producers. This study analyzed the higher margins of existing products, collective action and diversification of new agri-products. Finally, this study concluded that using current value chains and also the alternative chains help to find the relationship of best options to have an effective production and distribution of GI agri products. Vecchio *et al* (2020)^[1] made a case study which aimed at boosting the agri-food local supply chain and rural economic development. This case study has been carried out to clarify the GI setting by focusing on various dimensions and circle. The context level of analysis made on the basis of both quantitative and qualitative data. Questionnaires and Interviews were administered in the study area to get the virtuous circle. This analysis confirmed the potentialities of the shea butter of GI which is a crucial one on the development of local rural communities.

Results & Discussion

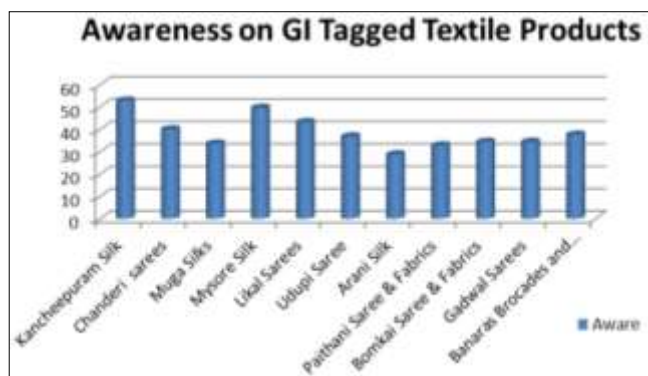


Fig 1: Level of Awareness on GI Tagged Textile Products

The above chart shows that 52.8% of the respondents are very high awareness about the Kanchheepuram silk, followed by Mysore silk 49.6%, 43.2% of the respondents are highly aware of Likal sarees, 37.6% of respondents are highly aware on Banaras Brocades & sarees, followed by udupi sarees having the awareness level of 36.8, 34.4% of respondents are aware of Bomkai Saree & Fabrics and Gadwal Sarees, 32.8 % of respondents are aware of Paithani Saree & Fabrics and the least awareness 28.8% is on Arani silks.

Table 2: Descriptive Statistics on the Satisfaction Level towards GI Products

Factors	N	Min	Max	Mean	S.D
Price	125	1	5	2.72	1.522
Availability	125	1	5	4.14	1.117
Quality	125	1	5	2.73	1.416
Designs	125	1	5	1.82	1.088
Aesthetic	125	1	5	1.84	1.240
Comfortability	125	1	5	2.75	1.378
Durability	125	1	5	1.53	0.930

Source: Primary Data

The descriptive statistics on analyzing the satisfaction level on GI tagged products has revealed that the factor availability of the fabrics and saree are the most satisfaction factors among respondents with the score (4.14), followed by comfort ability has the mean score (2.75), Quality of the GI tagged textile products has scored (2.73), price of the products has scored (2.72), Aesthetic variable scored (1.84), designs of the textile products scores (1.82) and least satisfaction score (1.53) has been attained by durability of the product.

Thus it clearly shows that the factors such as availability and comfort ability are acting as the most important satisfying factors on choosing the GI tagged textile products.

Demographic factors vs Awareness level on GI tagged textile products

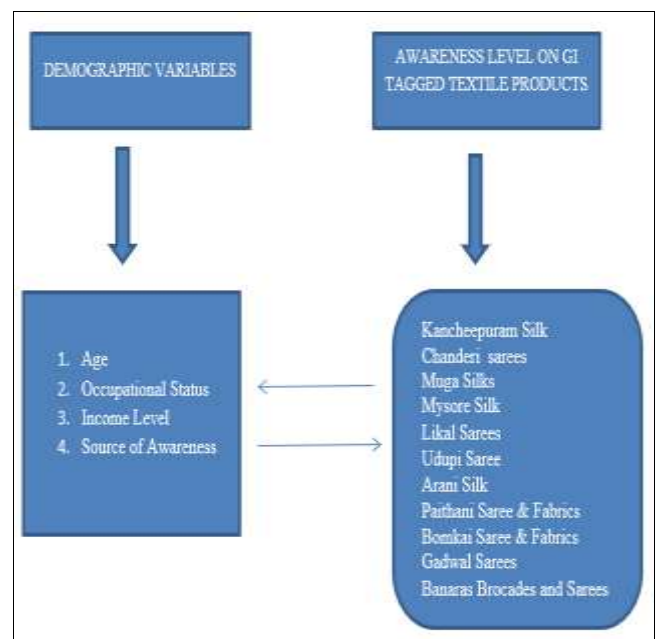


Fig 2

Table 3: ANOVA- Selected Personal Factors and Awareness on GI Tagged Textile Products

Variables	Groups	N	Mean	S.D	F-value	Table Value	S/NS
Age	Below 20 Years	5	2.98	0.846	3.235	0.015	S
	20-30 Years	42	3.98	0.550			
	31-40 Years	39	3.89	0.702			
	41-50 Years	31	3.85	0.584			
	Above 50 Years	8	4.19	0.793			
Occupational Status	Private Employee	61	3.90	0.700	1.128	0.350	S
	Govt. employee	8	4.40	0.835			
	Business	13	3.97	0.537			
	Agriculture	5	3.62	0.608			
	Professional	5	3.89	0.520			
	House Wives	8	3.82	0.481			
Family Monthly Income	Up to Rs.20000	13	4.03	0.469	2.141	0.065	S
	Rs.20001- Rs.40000	70	3.97	0.595			
	Rs.40001-Rs.60000	26	3.91	0.809			
	Rs.60001 – Rs.80,000	9	3.32	0.836			
	Rs.80,001 – Rs. 1,00,000	6	3.55	0.282			
	Above Rs.1,00,000	1	3.22	0.261			
Source of Awareness	Family Members	32	4.07	0.689	1.314	0.273	S
	Neighbors, Friends & Relatives	29	3.77	0.744			
	Dealers/Representative	15	3.78	0.385			
	Advertisement	45	3.90	0.662			

The ANOVA test depicts that all the demographic factors are having significant difference between the awareness on GI tagged Textile products and all the demographic factors.

Mean Ranking on Satisfaction factors

Table 4: Mean Ranking on Satisfaction Factors

S.No	Reasons	Mean Rank	Actual Rank
1.	Price	4.36	I
2.	Availability	5.07	IV
3.	Quality	4.98	III
4.	Design	5.25	VI
5.	Aesthetic	4.92	II
6.	Comfortability	5.28	VII
7.	Durability	5.15	V

The above table inferred that from the above satisfaction factors Price is acting as the most satisfied with the mean rank of 4.36. Next to aesthetic, customers are buying GI tagged textile products frequently due to the satisfaction of aesthetics which has scored (4.92) followed by quality achieved the mean rank score (4.98). Next availability of textile products has achieved with the score (5.07), durability has the mean score (5.15), designs of the GI tagged textile products have the score (5.25) and comfortability has the least score (5.28) among the satisfaction factors.

Results & Discussion



The customers’ awareness on GI tagged textile products has got influenced and by the sources of awareness. As people started to use the mobile phone in a great extent, they have started to acquire knowledge through Social media and fascinated to buy more. This results in high awareness on

some particular textile products. As the demand increases, the availability has also got increased with the help of high production which matches the quality and trends of the economy. This leads to the good satisfaction level among respondents. This shows that GI tags have been offered on different products, in such especially textile plays a key role on specifying the specialty of the sarees and fabric materials.

“Be Pretty by Choosing the Tradition”

References

- Vecchio, Iddrisu, Adinolfi, Rosa. “Geographical Indication to Build up Resilient Rural Economies: A Case Study from Ghana”, Sustainability,2020:12:2052.
- Belletti, Marescotti, Touzard. “Geographical Indications, Public Goods, and Sustainable Development: The Roles of Actors’ Strategies and Public Policies”, Elsevier,2017:98:45-57.
- Conneely, Mohan. “Protected Geographical Indications: Institutional Roles in Food Systems Governance and Rural Development”, Elsevier,2015:60:14-21.
- Kasturi Das. “Prospects and Challenges of Geographical Indications in India”, The Journal of Intellectual Property,2010:13(2):148-201.
- Ngokkuen, Grote. “Challenges and Opportunities for Protecting Geographical Indications in Thailand”, Asia-Pacific Development Journal,2012, 19(2).
- Babu, Kumaran, “Exploring Customers’ Awareness about Geographical Indication Tagged Products and their Willingness to Purchase it through Online”, JETIR,2018:5(7):239-244.
- Alfnes, Rickertsen. “European consumers’ willingness to pay for US beef in experimental Auction Market”, American Journal of Agricultural Economics,2003:85(2):669-682.
- Stone, Woodcock. “Interactive, direct and digital marketing A future that depends on better use of Business Intelligence”, Journal of Research in Interactive Marketing, 2014:8(1): 4-17.