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Buying Preferences for *Durrie*s with Special Reference to Jaipur

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ABSTRACT

Durrie is a hand woven structure, using in almost all the cases, twisted cotton warp and weft of cotton/wool/silk/ synthetic or blended yarn. Rectangular, square section in single pattern is simplest form and more complicated ones with geometric pattern and floral design in a mix of contrasting colour. *Durrie*s are usually made in plain weave and in different colours. The decision of consumers about their floor covering like *durrie*s are influenced by a number of factors; personal assessment of need for comfort, care, cost and colour. Design is also a major concern. To increase the marketability and acceptance of the *durrie*s on a large scale, it is essential to keep the expectations of the consumers in mind. The current paper presents the result about preferences of consumers for *durrie* and problems faced during use, care and maintenance of *durrie*s. Perception of manufacturer and retailers toward consumer's demand and marketing aspects of *durrie*s have also been given.

Key Words : Customer Preferences, *Durrie*s, Marketability of *durrie*s,*Durrie* retailers, *Durrie* manufacturers

INTRODUCTION

*Durrie*s comprise a large volume of floor coverings made in India. These are smooth, flat or pile less hand woven rugs. Warp is invariably made of cotton and weave is usually plain and weft faced. Cotton *durrie* is considered the true indigenous carpet, much cooler than the woolen carpet or rug (Commarswamy, 1964).

According to Kaur (2002) "A *durrie* is a smooth, hard, pile less, cotton fabric, usually in single colour; simple stripes in different colours running" from side to side; broken into rectilinear sections or in simple patterns. With their arresting colours and artistic designs these make most effective and cool floor covering".

Allane (1995) said that the *durrie*s/killims are produced by inter weaving individual warp (vertical) and weft (horizontal) strands of material in such a way as to create the rugs, physical structure and the design visible on the front. The exact nature of the design is determined by a combination of the colours of the individual warp and weft strands and the specific weaving techniques. Indian *durrie*s have their own distinctive design and weaving heritage and so are generally thought to belong to an entirely separate tradition.

Rajasthan has its own place in *durrie* weaving, it has been able to maintain its tradition of *durrie* weaving in spite of several ups and down. The main manufacturing centers are, Jaipur, Jodhpur and Bikaner.

The decisions of consumers about their floor covering like *durrie*s are influenced by a number of factors:

– Personal assessment of need for comfort and care a major concern.

– Floor covering represents an investment of a large portion of the home furnishing budget and the cost is always a factor since the floor is a large surface.

– The colour, texture and design of the *durrie*s are taken into consideration, because of their decorative effects.

– Durability and easy maintenance are also very important because particles of dirt abrade the fibers when walked on. As well as water, stain and flame also affect the end use of *durrie*s when it is used in home.

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These problems are barrier in consumer interest in *durrie*s which do not meet requirements of the consumers.

In the light of the aforesaid situation and logic, the present study was proposed with the following objectives:

1. To study the consumer preference towards the *durrie*s and problems related to the use and care of *durrie*s.
2. To study the perception of *durrie* retailers towards *durrie*s and suggestion to increase the marketability of *durrie*s.
3. To study the manufacturers/weaves perception towards *durrie*s and need to enhance the quality of *durrie*s

METHODOLOGY

Locale of the study:

The locale of the present study was Jaipur district. Jaipur is famous as a cottage industry belt for manufacturing of *durrie*s. *Durrie* weaving is practiced in most of the houses on small scale as an income generating activity.

Selection of the sample:

The sample of the study consisted of the manufacturers/weavers, *durrie* retailers and *durrie*s' users in Jaipur district.

Sampling techniques:

Convenience sampling method was used to select the sample.

Size of the sample:

The selected sample size was 100 Consumers, 30 retailers and 80 manufactures/weavers.

Tools for data collection:

The data was collected from primary source with the help of interview schedule. Three interview schedules were prepared *i.e.* one for consumers of *durrie*, one for retailers and one for weavers/ manufacturers of *durrie*.

Analysis of data:

Collected data was analysed to present the complex and scattered information into simple, clear and logical data which was expressed through percentage.

RESULTS AND DISCUSSION

Result of consumer survey:

***Durries used by the consumer*:**

The respondents were asked the types of *durrie*s preferred by them on the basis of thread used. Data presented in Fig. 1 shows that that the majority of the consumers (65%) use cotton *durrie*s. Some of the respondents use silk, wool and polyester *durrie*s also. Cotton *durrie*s are major preference of the consumer due to its versatile properties like durable, ease of care and maintenance. Cotton is a universal favourite and is mainly used in apparel, household goods, home furnishings and industrial fabrics.

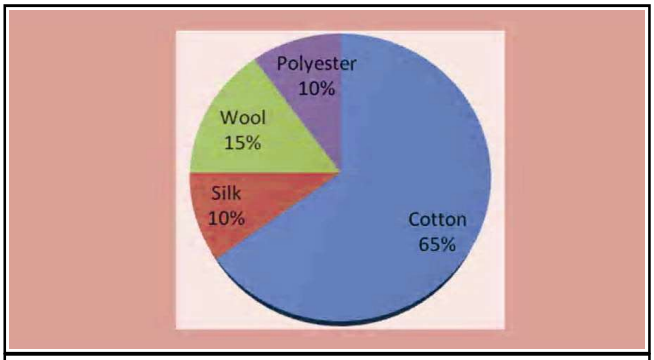

Fig. 1 : *Durrie*s used by the consumer

Expenditure pattern of consumers:

The respondents were asked about the expenditure on *durrie*s out of their total annual expense. The expenses include the cost related to purchase and maintenance of the *durrie*s. It is evident from Fig. 2 that most of the respondents do not spend more than 10 % of the total expenditure of their annual budget. Only 20% of the respondents spend between 10 to 30% and only 5% of the respondent spends more than 30 % on the *durrie*s.

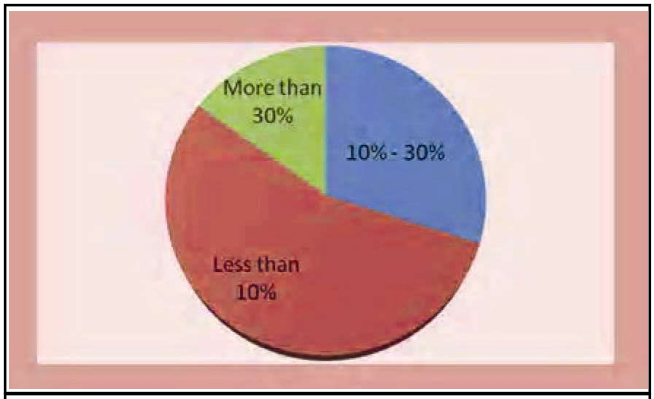

Fig. 2 : Expenditure pattern of consumers

The *durrie*s are considered as the rough and tough item and most of the respondents do not allocate a major budget on these. The respondents belonging to affluent family do most of the expenditure on the ornamental *durrie*s or buying on rich/self-thread *durrie*s.

Factors considered by consumers while buying Durries:

Result shows that majority of the respondents (40%) consider design/prints of *durrie*s, 35% of the respondents give preference to colour while buying *durrie* whereas 15% of the respondents consider durability and only 10 % of the respondents consider the cost while buying the *durrie*. It is obvious that the most deciding factor is the design and prints of the *durrie* followed by colour. The reason may be the fact that *durrie*s are mainly used on floor where design and colour are visible to the eye (Fig. 3).

On the other hand, cost remains the least considered variable, may be because *durrie*s are mostly onetime purchase. People can afford the price.

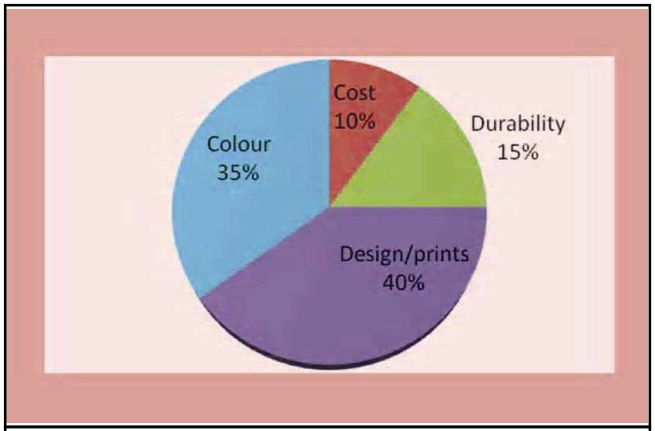

Fig. 3 : Factors considered while buying *durrie*s

Problems faced by consumers:

Respondents were asked about the problems faced during use and care of *durrie*s. The Fig. 4 shows that 30% of the respondents agreed that the soiling is the main problem with *durries* because *durrie*s are basically used as a floor covering. Besides, Jaipur district is located in desert state. Frequent washing and dry cleaning is not possible at home. 25% of the respondents said that *durrie*s are prone to catch fire and washing is also the problems related with the *durrie*s. Only 20% respondents face the problem related with the colour fastness.

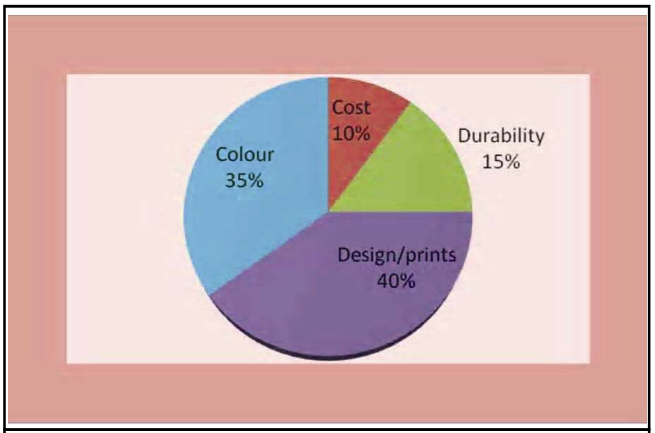

Fig. 4 : Problems faced by consumers

Uses of durries by consumers:

The respondents were asked about the uses of the *durrie*s as the house hold article. The result shown in the Fig. 5 reveals that majority of the respondents (65%) in Jaipur district use *durrie* as floor covering for the decorative purpose or for the sitting purpose such as while praying or for gatherings or outside the house. 35% of the respondents use *durrie* on bed to cover the mattress or to add life to the bed. It is also used on dewan. In rural areas of Jaipur, it has been seen that *durrie* is used on cot in summer due to its versatile properties.

Jaiswal (2000) in her studies on assessment of innovative designs of *durrie*s found that all the weavers made *durrie*s for bedspread and a very few for worship mat known as Aasan.

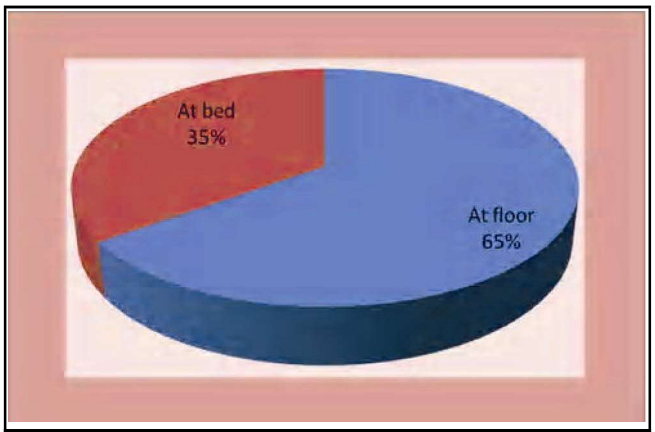

Fig. 5 : Uses of *durrie*s by consumers

Property enhancement in durries:

The result presented in Fig. 6 reveals that the consumers are not satisfied with the available range of *durrie*s in market. Consumers are interested in *durrie*s

with some additional properties like bright colour; water repellency, inflammability and ease of care. It could be seen that mostly the consumer wants the *durrie*s to be easy to care and attractive with the incorporation of the bright colours. Cleaning of *durrie*s includes regular vacuuming without a beater brush to remove dirt. To avoid damaging the fiber content, consumers do not scrub *durrie*. To avoid time taking cleaning process, *durrie*s should be enriched with ease care properties.

The inflammability and the water repellent properties of the *durrie*s are also desirous by the consumers. Most of the textile fibers are flammable. As a result, in case of a fire accident, they may not only get damaged themselves, but may also be a potential threat to human life and property. Therefore, flame retardancy is an important and desirable performance characteristic of textile products for safety.

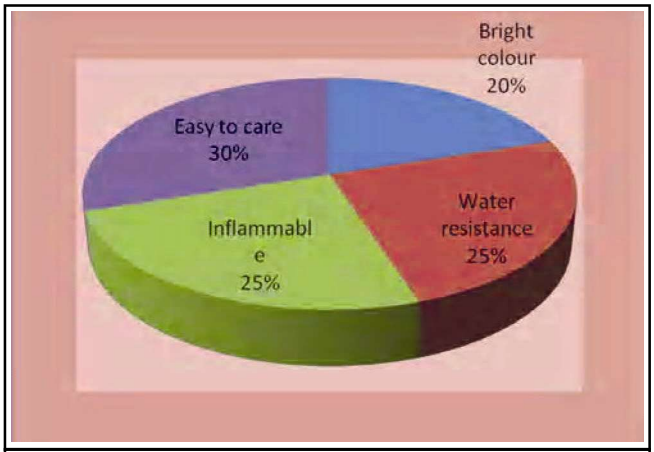

Fig. 6 : Property desired in *durrie*s

Number of durries owned by consumers:

The respondents were asked the numbers of *durrie*s they have at home. The responses from the respondents show that consumers keep a variety of home furnishing articles for household use including *durrie*s, carpet, rug etc. It has been found that have they had 10 to 15 *durrie*s in their home as home furnishing collection. These *durrie*s include new *durrie*s purchased by them as well as old *durrie*s belonging to their parents or grandparents.

Suggestion to increase the demand of durries by consumers:

Market chain retailer, wholesaler and manufacturers use different sales promotion techniques for increasing popularity of their products (*durrie*). Respondents were asked their opinion about the ways to increase demand of the *durrie* in the market.

The following are the suggestion :

– The respondents suggested that to increase the demand of *durrie* some features like easy care and easy maintenance should be included.

– By making the *durrie*s soil resistant, stain resistant and inflammable, the demand for the same can be increased.

– The change in the size of the *durrie*s can also increase the various use and hence can increase the demand.

– It should be available in bright colours, innovative& attractive designs and variety.

– The innovative uses of the *durrie*s can also increase the demand for them.

Result of survey of retailers:

The results from the survey show that retailers have all types of *durrie*s based upon the different size, fiber and the designs. They keep the stock of different kinds of *durrie*s (Table 1).

Table 1 : *Durrie* parameters available with retailers

Size	4 types of standard sizes are available- 12”x12” (Telephone Stand) 24”x 24” Assam 4 x 6 Feet- for Bed 20x20 feet- for social Gathering
Fiber	Cotton, Polyester, Wool, Jute and Hemp
Design	Mainly the *Durrie*s are found in Plain, Straight, Geographical and Floral Patterns

Retailers' view about Durries preferred by consumers:

Majority of the retailers opined that cotton and cotton blends *durrie*s are mostly preferred by the consumers. Some of the consumers also like wool, silk and polyester blend *durrie*s.

Buying consideration of consumers:

According to retailers, most of the customers prefer the design and prints while buying the *durrie*s, durability is also a major factor considered by consumers while buying *durrie*s. Other factors which are considered by the customers are colours and cost. The result is similar to that expressed by consumers (Fig. 3). The design and the prints were the most preferred consideration by the consumers and cost was the least considered variable.

Table 2 : Buying consideration of consumers

Variables	Percentage
Cost	17
Durability	23
Design/prints	33
Colour	17
Others	10

Complaints received from consumer of durries by retailers:

The result given in Table 3 shows that most of the complaints received by retailers were regarding the soiling of the *durrie*s. 33% of the retailers opined that customer's complaints about the soiling problem related with the *durrie*s. As these *durrie*s are mostly used as floor covering and home furnishing, the most prominent problem with these *durrie*s are getting spoiled easily. After soiling, the washing becomes the major concern in regards to the *durrie*s. Because of their weight and texture, it becomes very difficult to wash the *durrie*s. Others complaints include water repellency, ease of availability etc.

Table 3 : Complains about *durrie*s

Type of complain	Percentage
Colour fading	10
Soiling/staining	33
Washing	27
Flammability	16
Variety	7
Others	7

Value addition of durries suggested by retailers:

The Table 4 shows that most of retailers (40%) want easy to wash property in *durrie*s. Other features like stain resistant and flame resistance are demanded by 16-17% retailers. More variety in *durrie*s is preferred by 13% retailers. Design and colour fastness are demanded by some of the retailers.

Table 4 : Properties to be incorporated in *durries*

Properties	Percentage
Easy to care/washing	40
Stain resistance	17
Inflammability	16
More variety	13
Design	7
Colour fading	7

Suggestions for the modification in the durries:

The retailers gave the following suggestions for the modification in *durrie*s-

– *Design*: the most of the suggestions were based on the design and pattern of the *durrie*s. Most of the retailers opined that some innovation should be done with the designs of the *durrie*s and colours should also be reworked as per the mordent taste. The main selling feature in the business was the highly imaginative and clever use of colour. Most of the *durrie*s were bought on an impulse because the customer falls in love with a particular colour combination. So there is great scope in colour designing of *durrie*s for commercial benefits.

– *Staining*: *Durrie*s gets stained very easily so the retailers often have complains about it. They suggested that some kind of finishes should be used to make the *durrie*s more stain resistance.

– *Weight*: The *durrie*s should be light in weight and should be easy to fold and store

– *Size*: The retailers suggested that *durrie*s should be customized in size as per the demand of the customer because of different size of the room and various use.

– The manufacturer and weaver should be trained to cope up with the demand from the international market. Moreover the quality and life of the *durrie*s should also be improved.

Result of survey of manufacturer/weaver:

Durries produced by manufacturer/weaver:

The data given in the Table 5 shows that hand loom *durrie*s are mostly prepared by the manufacturers. The punja *durrie*, which are the mostly made in Rajasthan and Punjab, are produced by only 18.75% of the manufacturers while only 6.25% of the manufacturers make other types of *durrie*.

Table 5 : *Durrie*s produced by Manufacturer/Weaver

Type of *Durrie*s	Percentage
Punja	18.75
Handloom	75
Any other	6.25

Fibers used for manufacturing of Durries:

The Table 6 shows that cotton *durrie*s are mostly prepared by manufacturers. Cotton fiber blended with the polyester fiber is the second choice. 12.5% of the manufacturers showed their choice for the jute and wool *durrie* equally, while only 2% of the manufacturer use

silk in *durrie.* Hemp fiber is also used for *durrie* making. Hemp fiber is blended with the jute to manufacture the jute hemp *durrie*s. Manufacturers revealed that the choice of fiber mainly depends on type of *durrie* demanded by national and international customers.

Table 6 : Types of fibers used for manufacturing *Durrie*s

Fibers	Percentage
Cotton	50
Cotton /Polyester	18.75
Silk	2.5
Jute	12.5
Wool	12.5
Any other	3.75

Preferred market for Durries:

The Table 7 shows that most preferred destination is international market of USA, UK, JAPAN, and Europe. National market is preferred by only 18.75% of the manufacturer and hardly 6.25% manufacturers prepare and sell *durrie*s in local market.

Table 7 : Preferred market for *durrie*s

Market	Percentage
Local	6.25
National	18.75
International (USA, UK, JAPAN, Europe)	75

As per the published report, today almost 80% of the hand-woven *durrie*s sold in European and American markets are woven in India. Majorly the cotton, jute and wool *durries* made on pit loom are exported. Cotton polyester *durrie*s are also exported but in lessor quantity (Khera and Madhukar, 2000).

Types of complaints of Durries:

The manufacturers were asked about the complaints they receive in regards to *durrie*s by the customers. The results are shown below-

The Table 8 shows that most prevailing problem in regards to *durrie*s is the soiling problems. 25% of the manufacturers said that soiling is the most common complaint from customers because of the uses of *durrie*s as a floor covering. Washing and staining becomes the second highest complaint in regards to *durrie*s. With the increase in number of accidents caused by fire, flammability is also major concern area in floor covering. Colour fading, design and lack of variety remain the other problems faced by manufacture/weaver.

Table 8 : Types of complaints about *durrie*s

Type of complaint	Percentage
Colour fading	6.25
Soiling	25
Washing	18.75
Staining	18.75
Flammability	15
Lack in Variety	6.25
Design	10

Finishes used on durries:

Most of the manufacturers only do the washing in the case of soiling and staining of *durrie*s during weaving. Sidhu (1997) in her study concluded that no special finishing was given after the completion of durrie.

Special Purpose finishes on durries:

The respondents were asked about the other special purpose finishes used on the *durrie*s – like soil and stain release, water repellent and flame retardant etc. it was found that the manufacturers do not use any special finished. They simply wash the *durrie*s, at their own unit or sometimes at any other's units to make it soil and stain free.

Suggestion for modification indurries:

The modification suggested by the manufacturer in the *durrie*s weaving in regards to the advance level of looms, availability of the resources, like raw material, marketing strategy, the modification in design, handling the customer satisfaction, care free *durrie*s and also the modification in the properties of silk *durrie*s by chemical treatment. The result also supports the earlier study done by the Yadav and *et al.* (2006). Training as per the market demand, latest designs, modified technologies, colour combinations in consonance with the latest market trend, promotion of sale and supply of the products in urban market, new techniques in pre-weaving, weaving and post weaving processes (finishing) should be adopted.

Conclusion:

The research shows that cotton *durrie*s are still most preferred by consumers. Besides, customers prefer the *durrie*s which are easy to maintain and cost effective. Recently, demand for soil resistant, flame resistant and water resistant *durrie*s is increasing as revealed by

consumers, retailers and manufacturers' response. Customers also like new colour and pattern in *durrie*s.

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