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**Brand Awareness And Promotions Through The Application Of Net
Promoter Score (Cmic Customer)
(Central Cottage Industries Corporation of India Ltd).**

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Abstract:-

The main objective of CCIC is to promote, develop, aid, and counsel artisans and craft persons of Indian handloom & handicraft sector by providing them new design output as per market demand & find out the awareness of the brand “cottage” among the foreign and national customers and organizing exhibitions cum sales in India and Abroad.

Key Words:- Promotion & Development Indian handloom & handicraft, Brand “cottage”, Foreign and national customers , promoter & rating.

Introduction of Indian Handloom & Handicraft Sector.

The Handloom & Handicraft sector plays a very important role in the country's economy. It is one of the largest economic activities providing direct employment to over 65 lacs persons engaged in weaving and allied activities. As a result of effective Government intervention through financial assistance and implementation of various developmental and welfare schemes, this sector has been able to withstand competition from the powerloom and mill sectors. Consequently, the production of handloom fabrics registered more than tenfold increase from a level of 500 million sq. meters in the early fifties to 7506 million sq. meters in 2000-2001. This sector contributes nearly 19 per cent of the total

cloth produced in the country and also adds substantially to the export earnings. Handloom forms a part of the heritage of India and exemplifies the richness and diversity of our country and the artistry of the weavers. Hand-woven fabric is the product of Indian tradition, the inspiration of the cultural ethos of the weavers. Handloom is unparalleled in its flexibility and versatility, permitting experimentation and encouraging innovation. Innovative weavers with their skillful blending of myths, faiths, symbols and imagery provide the fabric an appealing dynamism. The strength of Handloom lies in introducing innovative designs which cannot be replicated by the Powerloom Sector.

The Office of the Development Commissioner for Handlooms has been implementing since its inception in the year 1976, various schemes for the promotion and development of the handloom sector and providing assistance to the handloom weavers in a variety of ways. Some of the major programmes formulated by this office relate to:

- a) Employment Generation;
- b) Modernization and Up-gradation of Technology;
- c) Input Support;
- d) Marketing Support;
- e) Publicity;
- f) Infrastructural Support;
- g) Welfare Measures;
- h) Composite Growth Oriented Package;
- i) Development of Exportable Products; and
- j) Research & Development.

All these measures aim at meeting the objectives enshrined in the Directive Principles of State Policy for the growth of decentralized handloom sector. All the schemes are weaver oriented. Concerted efforts are being made through the schemes and program to enhance productivity, income and socio-economic status of weavers by upgrading their skills and providing essential inputs.

Introduction

Central Cottage Industries Corporation Of India Ltd.

(A Govt. of India Undertaking, Ministry of Textiles)

Formed under the guidance of stalwarts like Kamla Devi Chatopadhyaya primarily to promote Indian Crafts, this tiny sales depot has evolved into the largest emporium in the country engaged in marketing of quality Handicrafts and Handloom products in India and abroad.

Set up in the year 1952, Central Cottage Industries Emporium is India's window of the world for best of Handlooms and Handicrafts produced with dexterity by the craftsmen from the country.

CCIC has its flagship showroom in JawaharVyaparBhawan at Janpath in Delhi and showrooms in Mumbai, Kolkata, Chennai & Bangalore, two franchisee outlets in Gurgaon & Patna. In addition Cottage also has the exclusive product showroom at Rajiv Gandhi Handicrafts Bhawan in Delhi – Cottage Carpets and Cottage Art Gallery.

Today the emporium enjoys considerable goodwill amongst its customers both at the National and International level for assurance of quality and authenticity in respect of crafts retailed by it. The emporium houses the finest crafts from all over India under one roof varying from exquisite carvings, sculptures, painting, art objects, metal & wood craft, stone-ware, ceramics, sterling silver, carpets, furniture, lamps, furnishings, home linen, sarees and ready to wear, accessories, dress fabrics, jewellery, craft items and much more.

Cottage Emporium has made special efforts to give the feeling of "Real-India" to all the art lovers through its products. It also offers value added services like corporate gifting, interior designing services, export, packing & shipping facilities, exclusive gift wrapping

ATM, foreign exchange counters, custom tailoring and many other services to make a complete shopping experience.

It caters to large numbers of foreign tourists, NRIS, Corporate clients and other middle and high segment groups. The marketing strategies of Cottage are adopted to give the best to the customers in terms of product & services at the best price.

CCIC is dedicated to the development of Indian Crafts and welfare of the Indian Crafts- persons. It has helped in preserving the high traditions of Indian Craftsmanship and has played a major role in the revival of the languishing crafts. It has helped the poor artisans and weavers by providing them product design and marketing support. CCIC process more than 80% of its merchandise directly from the artisans/weavers and approx. 6000 Craft-persons are on its panel. CCIC provides fair return to the artisans and weavers for their products. It is also engaging itself with craft clusters in different parts of the country for providing marketing support to the product development.

India is a country that has inspired trends, aroused curiosity, delighted tourists and at the end of it all, left an incredible impression on the minds of everybody who has visited it. World famous Central Cottage Industries Emporium, popularly known as “cottage”.

In the last fifty seven years, Central Cottage Industries Emporium has earned worldwide reputation as the showrooms at New Delhi, Mumbai, Bangalore, Chennai, Kolkata, and Gurgaon, CCIC also have products of outstanding craftsmanship made of Brass, Silver, Copper, Wood, Papier- Mache, Leather, Toys, etc. excellent art objects, paintings, durries and carpets. In Handloom, you will similarly find a wide range of sarees, shawls, ready to wear for men, women and children, dress fabrics, bed covers, furnishings and accessories.

Cottage has been India’s window to the world for over 50 years. It began as an Endeavour to preserve the traditional craftsmanship and excellence of skill as part of National heritage, has now become a cultural movement in its own way. It has brought about togetherness in various forms of arts, crafts and apparel of India under one roof. From a tiny scale depot, the emporium has now been developed into the largest single emporium in the country with extensive reputation and a stamp of ethnicity, authenticity and quality on all the merchandise it shelters.

Cottage industries Corporation of India ltd (CCIC) incorporated in the year 1976 as a government of India undertaking, is under ministry of textiles. CCIC was

developed with the objective to promote, develop, aid and counsel assist cottage industries, handicrafts and handlooms by organizing their sales in India and abroad.

CCIC offers wide range of quality merchandise under one roof through its retail showrooms situated in the country. CCIC holds the magic of real India all through its products, the decor, the exhibition & everything else that goes with it. This unique store has tackled handicrafts sales on a multilateral front embracing market research, hand-picked buying imaginative promotion, design develop, impeccable merchandise, careful inventories and varieties of auxiliary services to make it a complete shopping experience.

Objective Of Ccic

The main objective of CCIC is to promote, develop, aid, and counsel artisans and craft persons of Indian handloom & handicraft sector by providing them new design output as per market demand and organizing exhibitions cum sales in India and Abroad.

Features Of Ccic

CCIC Customers Are Important People

CCIC showrooms are visited by elite Indian customer and foreign tourists.

Head of state, dignitaries, delegates also form a major chunk of CCIC customers.

Nearly 50% of CCIC sale are realized through foreign currency.

Merchandise Range

The merchandise range of CCIC includes Shawls, Accessories, Ready to wear, Sarees, Carpets, Furniture, Home Furnishing, Dress Fabrics, Pottery, Marbleware, Brassware, Woodenware, Paper Mache etc.

Export To Foreign Markets

CCIC's products are also exported to foreign countries such as USA, UK, Germany, Australia, New Zealand, France etc.

Direct Sourcing –No Middlemen Involved

CCIC sources its merchandise directly from artisans, craftsmen, potters, weavers, etc. eliminating the middlemen in the process. This ensures that the above producer group receives fair compensation for their efforts. As on date CCIC has over 5,300 suppliers on its roll.

Suppliers From All Over India

The CCIC's suppliers are from all over the country including Rajasthan, MP, UP, Karnataka, Andhra Pradesh, Kerala, Tamil Nadu, Jammu & Kashmir, Maharashtra, Gujarat and other parts of the country.

High Priority Accorded

CCIC accords high priority for sourcing merchandise from

- Artisans
- Weavers
- Crafts persons
- Societies
- Trusts
- Artisans associations
- State and central government corporations
- SSI's
- Cluster group etc.
- Traders and middlemen are not entertained.

Quality Control

CCIC maintain highest level of quality for the products market by it. The merchandise is inspected in three stage . First when the buyer concerned, second by the expert in the store department and thirdly by the sales staff before the merchandise are out on the shelves/ racks for sale. The silver items shall be 85% or 92% pure. The silk will be of specified grammage. Cotton will be pure cotton. Sandal wood will be pure sandal wood. Pashmina shawl shall be pure Pashmina shawl. It required, the customer is given a quality assurance certificate.8.

Cluster Development

The office of development commissioner (handicrafts) and development commissioner (handlooms) have notified cluster for various product in various part of country. Clusters are formed by member of common craft/art for organizing their production/marketing efforts. Clusters share knowledge of raw material for their craft. They also share design inputs, marketing avenues, marketing sources. Clusters are provided support in form of distribution of scarce raw material, conducting design workshops, information about market demand, organization of exhibitions, craft bazaars at local, district, state and national level.

Exhibition

CCIC launches it new design products and innovation in house-exhibition/special display in various emporia, accompanied by publicity in local news paper. Every year 15-20 exhibitions has been accomplished by CCIC.

Swot Analysis Of CCIC

Strengths:

Online services to buy the products online without visiting the cottage emporium by the customers and the products are delivered to any parts of the world

1-In the world India is the 3rd largest producer of handloom Handicraft and it has an edge in low cast handloom and handicraft sourcing comparison to other country. According to the International market studies the textile industries is sifting to Asia and in future India will have a competitive advantage in the textile sector due the viability of manpower and related raw-material.

2-India also has skilled labor at low cost which is second largest in the world to feed labor intensive cottage industries of which country has huge advantage due to lower wage rate. There is also availability of high trained manpower for cottage Industries.

3-Today cottage is not only catering to the traditional needs of the Indian customers but also international customers, Cottage has thus gathered experience in term of working with domestic as well as global brand and it is beneficial for manufacturer and also for CCIC.

4-Although CCIC products are manufactured through hand and lower technology but its products is high quality, unique and attractive.

5-Cottage is also assisted by the government in various ways (less excise duty. liberalization for export etc).

Weaknesses:

1-Though CCICI has started the online buying system it has not taken good initiative to promote it as result most of the customers are not aware of the online facility .

2-Innumerable competitors selling similar products and at a very cheap price .

3-Cottage is not able to attract the middle class customers who are the main driver of the retail sector.

4-Lack of awareness about the “lift” facility which results as a wastage of a very useful service especially for old-age customer.

5>Showrooms of the cottage does not have hostess to guide the customers to the appropriate product floor moreover cottage’s customer are not aware of the lift which is available at an inappropriate location.

6-Parking facility is not up to the mark of customer’s satisfaction.

Opportunities:

1-By opening outlets at various customer available locations like Metro station Railway station ,malls etc .

2-By providing excellent customer services by improving the delivery time and other export related issues in terms of international customers .

3-As Indian economy is growing at very high pace, the per capita income of an average individual is rising day by day, so there is an opportunity for high sale in future because people will desire for better and unique products.

4-By offering periodic discount on the products it can attract the middle class customers.

5-As the product offered here does not involve the heavy cost of machines so cottage has an opportunity to attract the middle class by increasing in the number of their own handicraft makers.

6-CCIC has opportunity of attracting youngsters by introducing trendy wear.

7-By spreading the awareness of CCIC's website the online sells service can be increased in future especially for foreign customers.

8-More and more foreigners are influencing and inclining towards Indian culture & tradition so it can be benefited for CCIC as the products offered here represent the Indian culture & tradition.

Threats:

1-A lot of similar firms of India are doing same business at low prices.

2-New opening of Malls in Indian metropolitan cities may affect the sales of CCIC.

3-Liberalized export procedure of Government export policy open simple door for anyone to export Handloom and Handicrafts.

4-If the tourists do not assess in India especially at CCIC branch city, sales will decline.

5-Most of the Indian customers still prefer classic products rather than the handloom and handicraft products as they are cheap and easily available .

Aware 55 %
Not aware 37 %
No response 8 %

Awareness Of The Brand Cottage

Scope Of Study

This study has been undertaken to find and create brand awareness among the customers of the cottage emporium and also to calculate the cottage's net promoter score by asking them how likely they would recommend the brand cottage to their friends and colleagues by rating cottage between 0 to 10 and to use this rating to find out reasons and the ways of providing and enhancing the services so that it may help CCIC in attracting more national and international customers.

Analysis Based on 200 Samples of Questionnaire

200 Foreign And National Customers

Study - The above result shows that the 55% customers are aware of the brand **COTTAGE** and its punchline i.e, "**surround yourself with India**". 37 % are unaware and 8% did not say anything.

PROMOTER 48%
DETRACTUER 12%
NUTRAL 40%

Customers Likely To Promote Cottage

STUDY –Out of those 55% customer who were aware of the brand cottage 48% of them are likely to recommend cottage to friends and relatives and 12 % would not whereas 40 % were neutral i.e , they did not say anything.

% of PROMOTERS

(48 %)

% of DETRACTORS

(12%)

NPS

36%

CALCULATION OF NET PROMOTER SCORE FOR THE CENTRAL COTTAGE INDUSTRY CORPORATION OF INDIA (DELHI ZONE)

On the basis of the study the **NET PROMOTER SCORE** for the cottage can be calculated as follows

= ■

STUDY – here 48% of the customer are likely to recommend or promote cottage to their friends and colleagues and they rated cottage between 9-10 and 12% of the customer's are detractors i.e, they rated cottage between 0-6 and will never recommend or promote the brand COTTAGE to their friends and colleagues because they were not satisfied with the cottage. Hence when we subtract the percentage of promoters by the percentage of detractor we get NPS(Net Promoter Score) for Cottage i.e, 36 % .

Net Promoter Economics

Promoters and Detractors exhibit dramatically different behaviours and produce dramatically different economic results. Several factors distinguish Detractors from Promoters — explaining why it is so compelling for companies to increase the number of Promoters and decrease the number of Detractors in their business.

Retention Rate: Detractors generally defect at higher rates than Promoters, which means that they have shorter and less profitable relationships with a company.

Margins: Promoters are usually less price-sensitive than other customers because they believe they are getting good value overall from the company. The opposite is true for Detractors: they're more price-sensitive.

Annual Spend: Promoters increase their purchases more rapidly than Detractors. They tend to consolidate more of their category purchases with their favorite supplier. Promoters' interest in new product offerings and brand extensions exceeds that of Detractors or Passives.

NEWSPAPER 4%

MAGAZINE 14%

INTERNET 16%

OTHER 66%

Cost Efficiencies: Detractors complain more frequently, thereby consuming customer-service resources. Some companies also find that credit losses are higher for Detractors. (Perhaps that is how the Detractors extract revenge.) By contrast, Promoters help bring down your customer-acquisition costs by staying longer and helping to generate new referrals.

Word-of-Mouth: Quantify the proportion of new customers who selected your firm because of reputation or referral. The lifetime value of these new customers, including any savings in sales or marketing expense, should be allocated to Promoters. Between 80 and 90% of positive referrals come from Promoters. Detractors, meanwhile, are responsible for 80 to 90% of the negative word-of-mouth, and the cost of this drag on growth should be allocated to them.

HOW YOU CAME TO KNOW ABOUT CCIC?

CONCLUSION:

Most of foreign customer said other as an option including friends, lonely planet guide book. Someone said now when they visited here. Some customers said about internet. Some customer's response was magazine like lonely planet guide etc.

36%
13%
51%

Time Period

BEFORE LUNCH
DURING LUNCH
AFTER LUNCH
4th Qtr
6%
28%
42%
24%

Age Group

15-25
25-35
35-50
50 & Above

Limitation

Ratio of responses to approaches was approximately 1:3 that means I have approached to 200 foreign and national customers.

1-Only 14% of the total customers have filled the suggestion part.

2-Many customers left some options vacant because of non-experienced reason which limits our sample size

Findings And Suggestions

Suggestions By Customers:

- 1-Services can be enhanced
- 2-More variety of cloth is needed
- 3-More advertisement is required
- 4-Availability of products & their prices on website
- 5-Website should be updated regularly
- 6-Delivery on fabric floor should be fast
- 7-Improve parking, add more readymade garment.
- 8-There should be more space for park the vehicle.

Findings:

1. CCIC's products entertain the foreigners due to quality and unique design.
2. Foreign customers don't bother with price of product.
3. CCIC must also promote its product among the domestic customers of India.
4. Communication skill of staffs is not up to mark.
5. Most of foreign customers were not aware of the web site of CCIC.
6. CCIC does not give proper training to staffs who generally direct contact with foreign customers.
7. Awareness about CCIC is less in foreign and national countries.
8. Foreign customers were satisfied with the export service.
9. Very few customers knew about 'LIFT' facility available at CCIC.
10. Customers find it difficult to get their purchase product because packaging department, payment counter and delivery counter far away from each other

Suggestions

- ▶ Releasing advertisement methods or listing in the tourist guides like Delhi City, Delhi Diary, City igo etc. to attract foreigners.
- ▶ Sales person should be more active while showing the products to the customers and having good knowledge about product which they show.
- ▶ They should properly promote their website which will helps the foreign customers to enjoy online service, because most of customer not aware of CCIC website.
- ▶ There should be proper signboard which directing the way to the Lift.
- ▶ They can launch latest and fashionable products that may help in attracting young generation.
- ▶ Cottage may organize seminars or training camp in order to trained the staff member.
- ▶ Collaborating with the tour operators, five star hotels, museums etc.
- ▶ Quite aggressive advertisement should be done to attract the foreign customers.
- ▶ Parking place should be more spacious.

Conclusions

OUT of the 200 samples The above result shows that the 55% customers are aware of the brand **COTTAGE** and its punchline i.e, “**surround yourself with India**”.37 % are unaware and 8% did not say anything.48% of the customer’s were likely to promote the brand cottage and 12 % were dtractors,40% were neutral. CCIC has to work more on their customer services and must build great customer relationship to turn this detractors to promoters which will definitely help CCIC to boost its profits and promote its Brand

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