

Consumer's Attitude Towards Chikankari Products as Occasion Wear

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Abstract

Comfort is the new in! Consumers of the apparel industry today demand of soft and breathable fabrics which are suitable to wear on casual outings as well as at certain family functions or parties. Designers across the world are coming up with innovative designs on such fabrics which are comfortable to wear and which the consumer feels confident to wear on ceremonial occasions. This change of events is a golden opportunity for the players in Indian Handicrafts Industry operating in the category of textiles. The manufacturers in the Chikankari industry are taking advantage of this scenario and taking steps to create such products which satisfy the needs of the consumers while also keeping the essence of the craft alive. This research paper aims to study the attitude of consumers towards the acceptance of Chikankari products as occasion wear.

Keywords

Handicrafts, Textiles, Chikan Industry, Uttar Pradesh, and Apparel.

Biographies

Tanu Singh is a graduate in Business Administration from Chhatrapati Shahu Ji Maharaj Kanpur University and has further completed her postgraduation with the degree of Master of Fashion Management from the prestigious fashion institute of India, National Institute of Fashion Technology. At present, she is a Research Scholar (Management) in the School of Humanities and Social Sciences at Harcourt Butler Technical University, Kanpur, India pursuing her research in the field of handicrafts and has qualified UGC NET in the year 2018. Also, she has been a member of the organizing committee of college fests and conferences organized by the institutions she has studied in.

Vinod Kumar Yadav is a Professor of HRM and OB in the School of Humanities and Social Sciences at Harcourt Butler Technical University, Kanpur, India. He has been teaching B. Tech, M. Tech, M.C.A, M.B.A, and Ph.D. programs since last 22 years along with supervising doctoral students. He has more than 35 research contributions at national and international levels to his credit. He is associated with many professional bodies like National Institute of Personnel Management (NIPM) and Performance Measurement Association (PMA). He has also chaired technical sessions of national and international conferences at different universities and institutions. Apart from being a subject expert of UGC, he has developed study material for the development of students at state level universities of Uttar Pradesh. He has organized Faculty Development Programs, Conferences, Industrial Lectures, and has been instrumental in many state and institutional level committees.