**Consumer Buying Behavior Using Exploratory Factor Analysis - A Case Study Of Pochampally Handloom Silk Sarees**

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**Abstract:**

This study explores the underlying factors that influence the consumer buying decision towards pochampally silk sarees. An empirical study was conducted and an exploratory factor analysis of the survey data revealed six factors which influences the consumer buying decision namely (1) E-Commerce (2) Customer Satisfaction (3) Consumer Awareness (4) attitude (5) perceived behavioral control and (6) purchase intension. The findings of the results provide insights to the master weavers and weavers to design their product, also the marketing strategies to attract and retain the customers.

**Key words:** Consumer buying decision, Pochampally, Exploratory factor analysis.

**1. Introduction**

Abraham Maslow theory says that, the basic need of humans are food, cloth and shelter. In India cloth was produced first by the handlooms (Krishna, 2016). After many revolutions, now handlooms came to decline stage due to the competition from power looms and mill industry ([www.Fiber2Fashion.com,2007](http://www.Fiber2Fashion.com,2007)). Customers also changing from traditional cloths (handlooms) to western style (mill products) (PARGAI, 2016). Handloom industry is an important source of employment after agriculture, the total number of households in India engaged in handloom activities (weaving and allied activities) is 31.45 lakhs (according to 4th All India Handloom Census) which is an increase from 3rd census where the count was 27.83 lakhs.

Handloom industry contributes nearly 22% of the total cloth production in the country ([www.Fiber2Fashion.com](http://www.Fiber2Fashion.com), 2018). The handloom textile contributes over 60% to the Indian textile sector (The Handloom Export Promotion Council).



To hold the handloom industry from vulnerability to sustainability, it is first and most important step is to retain the customer and attract the customer towards the handloom products. This study is making an attempt to understand the factors which mostly influences the consumer buying decision towards the handloom product i.e., pochampally handloom silk sarees.

Consumer buying decision of any handloom product plays a crucial role in their sustainability in the market. Generally, buying decisions influenced by the attitude, plays a major role in (Mohit kumar Trivedi et al., 2020) handloom products. This can be influenced with store location, promotion tools and impulsive buying towards apparel industry (Chakraborty & Suresh, 2018) which acts as perceived behavioral control. The subjective norms like peer groups, self-decision (Murali Krishna et al., 2016) and word of mouth (Malmaraugan,2008) influences the purchasing decision of handloom customers.

**2. Literature Review:**

The literature review of the study exposes that, sales of handloom products require the complete study of customers like their needs, tastes, preferences and awareness towards handloom products.

The most influential factor in buying behavior towards clothing is attitude (Sadhana H. Barabde). Millennial buying behaviors are influenced with store location, promotion tools and impulsive buying towards apparel industry (Chakraborty & Suresh, 2018). Consumers are not much aware about the handloom products and there is a need to increase the promotion effectiveness to reach the customer (Kumudha, 2013). Word of mouth plays a major role in buying decision towards handloom products rather than TV, magazine, banner, newspaper (Malmaraugan,2008).

Customer perception towards handloom products, it is medically good for skin and have Aesthetic sense and also, the use of handloom products gives swadeshi feelings and even the purchases of handloom products satisfy the customers (Rani & Bains, n.d. 2014). Self-decision is the major provocateurs which influences the purchasing decision of handloom customers followed by the parents, friends and spouse etc. (Murali Krishna et al., 2016).

Though there are various reasons which acts as the factors responsible for the extinction of Handloom Sector, promotion is one of the key areas to make more awareness to customers (Kumudha, 2013). According to Deshmukh (2013), study on consumer buying behavior highlights the age, income and profession as decisive factors in purchase of handlooms. He observed that young male and female professionals from middle class families have higher influence in purchasing decision process towards handloom products.

Agarwal and Luniya (2013) found that many consumers are not aware about the originality of hand-woven products. An awareness tool should be created to sensitize the young consumers so that they tend to buy original handloom products (Pargai & Jahan, 2016). (Anumala et al., 2015) researched on the impact of demographic variables of customer purchase intensions in Andhra Pradesh state. The study suggested that, for the survival of Handloom sector, creating the consumer awareness about handloom products is the major factor which can be supported by a detailed consumer behavior report.

The most important attributes in consumer buying decision process towards apparels are style, fit, variety, comfort, durability and color (Dhiman et al., 2018). The knowledge of handloom is the driving force to buy the handloom products (Anahita Bindra,2107). (Manokari et al., 2017), stated that because of the quality of handloom silk fabric customers are willing to buy. (Mohit kumar Trivedi et al., 2020), suggest that story marketing and Region of Origin of products significantly influence consumers’ attitude and purchase intentions with the mediating effect of the perceived value of Indian handloom products.

**3. Research Problem:**

From the literature review, it is observed that there are numerous studies were carried out in the area of consumer buying behavior towards handloom products. However, still there is a need to study the niche market i.e., customers of pochampally handloom silk sarees to gain a better understanding to empower weavers as well as master weavers to generate better strategies to retain and attract the customers towards pochampally silk sarees. The previous research studies performed by scholars talked mainly about the consumer buying behaviors, consumer awareness, consumer perceptions towards generalized handloom products. Only some of the studies are about the socio-economic conditions of pochampally handloom weavers and the Indian handloom weavers in the handloom industry. However, there are no previous studies that focused on the consumer buying behavior towards pochampally handloom silk sarees with the use of Exploratory Factor Analysis (EFA). This study aimed to perform EFA to know the underlying factors/components that impact the consumer buying decision of pochampally handloom silk sarees.

**4. Research Question:**

From the identified research gap, the following research question for the study is framed:

What are the factors/components influencing the consumer buying behavior?

5. Research Objective:

To identify the underlying factors/components in relevance to consumer buying behavior of pochampally handloom silk sarees.

6. Research Methodology:

6.1: Questionnaire Design

The questionnaire survey method was used for this study to collect the primary data, a total of 60 survey items were identified from previous articles. The questionnaire consists of two sections. Section one is comprised of demographic data of the respondents. Section two comprised of selected 60 items on consumer buying behavior. Five-point Likert scale is used to measure the responses, ranging from ‘1- strongly disagree 2- disagree, 3- neutral, 4- agree, 5- strongly agree’.

6.2: Study Population

The study population comprised customers of pochampally handloom silk sarees from the cities of Southern region of India.

6.3: Sample Design & Method

The survey is conducted on line using Google form. The study is conducted using snowball sampling method/ chain-referral sampling method, which is a non-probability sampling technique also called as chain-referral sampling method. The current respondents make recommendations to acquire new samples for research, which is well suitable for the study (Lavuri, 2020)The structured questionnaire was sent out to 108 respondents however, only 64 responded.

7. Data Analysis:

The demographic profile of respondents is summarized in Table. 1

Table: 1

Demographic profile of respondents.

|  |  |  |  |
| --- | --- | --- | --- |
| Characteristics | Category | Frequency | percentage |
| Gender | Male | 9 | 14.1 |
|  | female | 55 | 85.9 |
| Age group | 19-25 | 10 | 15.6 |
|  | 26-35 | 26 | 40.6 |
|  | 36-45 | 18 | 28.1 |
|  | 46-55 | 7 | 10.9 |
|  | 55 & above | 3 | 4.7 |
| Marital status | Married | 49 | 76.6 |
|  | Unmarried | 15 | 23.4 |
| Educational qualification | SSC | 2 | 3.1 |
|  | Intermediate | 3 | 4.7 |
|  | Graduation | 25 | 39.1 |
|  | P.G. | 18 | 28.1 |
|  | Above P.G. study | 16 | 25 |
| Occupation | Entrepreneur | 5 | 7.8 |
|  | Govt. service | 20 | 31.3 |
|  | Pvt. service | 21 | 32.8 |
|  | House wife | 10 | 15.6 |
|  | Student | 7 | 10.9 |
|  | others | 1 | 1.6 |
| Location of residence | Rural | 10 | 15.6 |
|  | Semi-urban | 2 | 3.1 |
|  | Urban | 48 | 75.0 |
|  | Metro | 4 | 6.3 |
| Average monthly income | Below 10000 | 6 | 9.4 |
|  | 10001-20000 | 14 | 21.9 |
|  | 20001-30000 | 8 | 12.5 |
|  | 30001-40000 | 14 | 21.9 |
|  | 40001-60000 | 10 | 15.6 |
|  | Above 60000 | 12 | 18.8 |
| Earning persons in family | Single | 26 | 40.6 |
|  | Double | 35 | 54.7 |
|  | multiple | 3 | 4.7 |
| General expenses for apparels (quarterly) | Below 10000 | 34 | 53.1 |
|  | 10000-20000 | 22 | 34.4 |
|  | 20000-30000 | 8 | 12.5 |
| Association with handloom products | Below 1 year | 18 | 28.1 |
|  | 1-5 years | 24 | 37.5 |
|  | 5-10 years | 4 | 6.3 |
|  | 10 years & above | 18 | 28.1 |

Table.1, reveals that majority (85.9%) of the respondents are Female. 40.6% of respondents falls under 26-35 years age group. Most of the respondents (76.6%) are Married, and 39.1% of them are Graduates. 32.8% of the respondents are working in the Private sector. Most of the respondents (75%) are from Urban location. Information on average monthly income of respondents revealed that they are either falling in ₹10001-₹20000 group or 30001-40000 (21.9%+) are having both and,

54.7% of the respondents are having double income earners in their families. 53.1% of the respondents are spending less than Rs.10000, for apparels in three months. most of the respondents (37.5%) are having 1-5 years of association with handloom products, followed by 10 years and above and less than one year (28.1%) each.

A further analysis was done to check the sample adequacy for conducting exploratory factor analysis. The two tests which were conducted are KMO for sample adequacy and Bartlett’s test of Sphericity to know the substantial correlation within the data.

The values of KMO and Bartlett’s test of Sphericity were 0.768 (the general acceptance index of KMO is over 0.6) and 0.000(Bartlett’s test of Sphericity is below 0.005), which are under acceptable limits. (Hoque, 2016).

The results of the same are shown in Table. 2

Table. 2

Results of KMO and Bartlett’s test

|  |  |  |
| --- | --- | --- |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .768 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1678.016 |
| df | 435 |
| Sig. | .000 |

As the sample is adequate, the researcher continued with the factor extraction process by using, total Variance explained statistics to determine the number of significant factors (Yong, 2013). The initial Eigen values less than 1 are not taken into consideration, hence they are not presented in the following Table.3. Results of Factor Extraction and Explained Variance before rotation using PCA are presented in Table. No.3.

Table. 3

Factor Extraction and Explained Variance Using PCA (Before Rotation)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Total Variance Explained** | | | | | | | | | |
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
| Total | % Of Variance | Cumulative % | Total | % Of Variance | Cumulative % | Total | % Of Variance | Cumulative % |
| 1 | 11.356 | 37.855 | 37.855 | 11.356 | 37.855 | 37.855 | 6.021 | 20.070 | 20.070 |
| 2 | 3.510 | 11.700 | 49.554 | 3.510 | 11.700 | 49.554 | 4.931 | 16.438 | 36.508 |
| 3 | 2.509 | 8.364 | 57.918 | 2.509 | 8.364 | 57.918 | 3.400 | 11.334 | 47.842 |
| 4 | 2.072 | 6.907 | 64.825 | 2.072 | 6.907 | 64.825 | 3.123 | 10.410 | 58.252 |
| 5 | 1.487 | 4.957 | 69.782 | 1.487 | 4.957 | 69.782 | 2.735 | 9.116 | 67.368 |
| 6 | 1.279 | 4.263 | 74.045 | 1.279 | 4.263 | 74.045 | 2.003 | 6.677 | 74.045 |

Extraction method: PCA; Note: Truncated SPSS output for the total variance explained for extracted factors.

From Table. 3, the output tells that the EFA extracted 6 dimensions/factors/components with

eigen value 11.356 for component 1, 3.510 for component 2, 2.509 for component 3, 2.072

for component 4, 1.487 for component 5 and 1.279 for component 6. So, the study shows that

items are grouped into 6 components and would be considered for further analysis. The total

variance explained by the 6 components is 74.045%.

To know the rotated eigen values and to determine the number of significant factors

underlying in the items, scree plot is used and shown in Diagram. 1

Diagram. 1

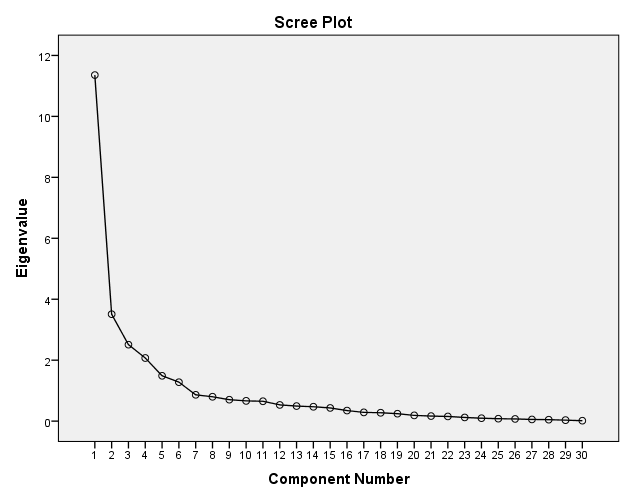


Diagram. 1 depicts clearly that the items are grouped into 6 components and would be consider for further factor analysis procedure.

The researcher proceeded with the factor analysis, using PCA (Principal Component Analysis) method for extraction and Varimax method for rotation of components, to identify the underlying factors as well as to reduce the data through SPSS 22.0 software. Out of 60 items 31 items were deleted after conduction of Exploratory Factor Analysis (EFA) due to cross loadings. The minimum cut-off criteria for the deletion of the items were: factor loadings (< 0.50) (karatepe et al.,2005), cross- loadings (<0.40) or communalities (< 0.30) (Jr, 2014)). The complete analysis was run at 95% confidence level. After the analysis 6 factors (dimensions) were extracted from EFA procedure and Table. 4 summarizes the results of factor analysis. we interpreted the results by assigning labels to the factors. The underlying factors were labelled as follows:

**Component 1: E-Commerce.** This consists of seven items that explained 20.07% of the variance. The items are all related to the customer preference towards online purchase of pochampally handloom silk sarees.

**Component 2: Customer Satisfaction.** This encompasses six items that explained 16.43% of the variance. These items are all deals with the customer satisfaction towards pochampally handloom silk sarees.

**Component 3: Consumer awareness.** This includes four items that explained 11.33% of the variance which are important sources for awareness of pochampally handloom silk sarees to consumer.

**Component 4: Attitude.** This comprises of three items that explained 10.41% of the variance. The items are all related to the feelings of customer towards pochampally handloom silk sarees.

**Component 5: Purchase Intension.** this consists of four items that explained 9.11% of the variance. These items are all deals with the customer intensions for purchasing pochampally handloom silk sarees.

**Component 6: Perceived Behavioral Control (PBC).** This includes five items that explained 6.67% of the variance. The items are all related to the customer behaviors towards pochampally handloom silk sarees.

Table. 4

Results of Exploratory Factor Analysis

|  |  |
| --- | --- |
| **Component** | Factor loadings |
| **Component one: E-Commerce**.  I prefer e-commerce site because of easy return.  I prefer e-commerce site because of cash on delivery option  I prefer e-commerce site because of delivery time  I prefer e-commerce site because of user friendly website.  I prefer e-commerce site because of discounts.  I prefer e-commerce site because of packaging.  I prefer e-commerce site because of more design’s availability. | .864  .846  .823  .805  .770  .722  .673 |
| **Component two:** **Customer satisfaction.**  Please rate your satisfaction towards P. handloom silk sarees regarding designs.  Please rate your satisfaction towards P. handloom silk sarees regarding quality.  Please rate your satisfaction towards P. handloom silk sarees regarding durability.  Please rate your satisfaction towards P. handloom silk sarees regarding comfort.  Please rate your satisfaction towards P. handloom silk sarees regarding price.  Please rate your satisfaction towards P. handloom silk sarees regarding availability. | .811  .794  .784  .762  .674  .595 |
| **Component three:** **Consumer awareness.**  I come to know about rebates offered for P. handloom silk sarees through TV  I come to know about rebates offered for P. handloom silk sarees through internet  I come to know about rebates offered for P. handloom silk sarees through advertisements.  I come to know about rebates offered for P. handloom silk sarees through newspapers and magazines. | .874  .786  .738  .655 |
| **Component four:** **Attitude.**  Fabric softness is well and good for body.  I feel more comfort by wearing P. handloom silk sarees.  Wearing P. handloom silk sarees gives swadeshi feeling whole heartedly | .762  .681  .544 |
| **Component five: Purchase intension.**  I feel it is very important to buy the P. handloom silk sarees on occasions like seasonal wise**.**  I feel it is very important to buy the P. handloom silk sarees if there are no occasions also.  I feel it is very important to buy the P. handloom silk sarees on occasions like national festivals.  I feel it is very important to buy the P. handloom silk sarees on occasions as birthdays. | .916  .776  .651  .619 |
| **Component six:** **Perceived Behavioral Control**.  I would like to buy P. handloom silk sarees because number of varieties/designs are high.  I would like to buy P. handloom silk sarees because varieties/designs are more attractive.  I prefer to buy P. handloom silk sarees because quality matches with the Value of money.  P. handloom silk sarees gives good fit to the body structure.  P. handloom silk sarees shows uniqueness from others. | .859  .821  .678  .648  .637 |

7.1 Reliability analysis for the measuring items influencing consumer buying behavior towards pochampally handloom silk sarees:

The most significant part of analysis is to refine the scale by computing coefficient alpha i.e., Cronbach’s α (Churchill, 1979). Cronbach’s alpha measures the reliability of the instrument and detects the consistency of the scale developed on the basis of the responses. Cronbach’s alpha value should be at least 0.60, if it is > 0.70 then the measurement instrument considered as highly reliable (Nunnally, 1978). The present study used the internal consistency technique for calculating the instrument’s reliability for all factors shown in Table 5.

Table 5.

Reliability statistics for the six components

|  |  |  |
| --- | --- | --- |
| **Component** | **Number of items in a component** | **Cronbach Alpha values** |
| **Component 1** | 7 | 0.951 |
| **Component 2** | 6 | 0.948 |
| **Component 3** | 4 | 0.815 |
| **Component 4** | 3 | 0.686 |
| **Component 5** | 4 | 0.842 |
| **Component 6** | 5 | 0.826 |

**8. Discussions:**

The study identified the impacting components/factors of consumer buying behavior towards pochampally handloom silk sarees. These impacting components/factors are classified into the following components/factors: E-commerce, customer satisfaction, consumer awareness, attitude, purchase intension and perceived behavioral control. Each dimension is described as follows:

* 1. E-Commerce

At present scenario, nearly 622 million internet users (2020) in India and it expected to be reach 900 million by 2025 (E-commerce industry report 2022, India Brand Equity Foundation). There is a huge market through e-commerce and many organizations have been using internet (Lanocioni et al. 2000). The consumer buying behavior towards pochampally handloom silk sarees are also have impact with the e-commerce characteristics as easy return, cash on delivery option, delivery time and so on. Parties can enjoy the wealth maximization to a greater degree with focusing on E-Commerce style of business.

* 1. Customer Satisfaction

The Previous researchers studied the impact of demographic variables such as age, gender, income levels on satisfaction towards handloom products (Anumala et al., 2015). Another author product specific attributes like quality, price, availability have impact on customer satisfaction towards handloom products (Murali Krishna et al., 2016).The present study identified the satisfaction towards attributes such as quality, designs, comfort and durability also strongly expressed by the respondents of pochampally handloom silk sarees. Customer satisfaction is one of the critical success factors for sustainability of handloom industry. Based on the results obtained, the weavers and master weavers should focus to increase the customer satisfaction levels.

* 1. Consumer Awareness

The previous studies states that, customers are not very much aware about the handloom products (Kumudha, 2013). Word of mouth was the most influential power for awareness (Malmaraugan, 2008). The researcher found that through the study, the customers of pochampally handloom silk sarees were aware through T.V., internet and so on. Publicity of the handloom products can increase the market share; the weavers should keep their focus on creating awareness strategies.

* 1. Attitude

Attitude plays a crucial role in consumer buying behavior of handloom products and to interpret the purchase intensions too (Martin Fishbein and Icek Azjen, 1967). To have a good understanding of customer buying behavior, marketers should focus on their attitude towards the pochampally handloom silk sarees, it the improvement and innovations in the product for sustainability with profits.

* 1. Purchase Intension

To predict the buying behavior of consumers, which intensions are important like motivational factors, product attributes, promotional offers and so on would be understood by the marketer. According to Theory of Planned Behavior, consumers are more likely to take action of purchase in future, if they have a strong purchase intension (Ajzen 1991, Morwitz 2012). So, purchase intensions towards the handloom products are also plays a vital role such as occasions like birthdays, seasons, national festivals motivate customers to purchase pochampally handloom silk sarees.

* 1. Perceived Behavioral Control (PBC)

On basis of Expectancy-Value Model of attitude, it is assumed that perceived behavioral control is determined by the total set of accessible control beliefs. PBC was added as a construct in Theory of Planned Behavior (Ajzen, 1977) to determine the behavioral intention of customer or to predict the behavior of customer. Marketers should know the factors which acts as a controller for behavior in purchasing handloom products. Based on the present study, the factors like varieties, uniqueness and fit, pochampally handloom silk saree customers are perceived to purchase that product.

**9. Conclusions:**

To withstand the competition from the global brands and marketers, the handloom marketers as well as manufacturers must face the challenge in two important aspects namely (1) to retain existing customers and (2) to attract the new customers. In this paper, we identified the most impacting/ influencing factors which lead towards consumer buying behavior of pochampally handloom silk sarees. This will help and strengthen the understanding of consumer intentions/behaviors. The successful planning and implementation of marketing strategies as suggested in the paper will assist Pochampally Handloom Silk Sarees to defend themselves from their competitors.

In this study, the results of EFA revealed six major components/dimensions which are influencing/ impacts the buying behavior of pochampally handloom silk sarees namely: E-Commerce, Customer Satisfaction, Consumer Awareness, Attitude, Purchase Intension, Perceived Behavioral Control. These results will be beneficial to (i) to the Pochampally Handloom Silk Sarees marketers, weavers and master weavers. These are essential for them to plan the successful marketing strategies and to modify the product feature with innovative ideas (ii) to future researchers, as it gives basis for a more detailed investigation of pochampally handloom silk saree customers.

9.1 Implications of the research findings

This study provides the scope for future research, based on the limitations of this study. They are: relatively small sample size with cross sectional data, and only a specific category of product from pochampally weavers. The future studies can include other product lines from pochampally and data can be collected using before and after research design on consumer purchase behavior towards pochampally handloom silk sarees.

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