

Market Survey for Bamboo Craft

Detailed Report of a short Market Survey for Bamboo Craft in four important cities of Vidarbha i.e., *Chandrapur, Tadoba, Nagpur, and Wardha* conducted during 8th June 2019 to 14th June 2019.

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1. Introduction

In India, Maharashtra has a rich source of handicraft manufacturing because of its tribal background. The Vidarbha region of Maharashtra State consists of 11 districts having a large proportion of tribal population. Gadchiroli (38.75%), Chandrapur (19.70%) and Yavatmal (21.47%) districts have a larger percentage of tribal population as compared to other districts.

Gadchiroli, due to its largest share in percentage of tribal population, contributes highest in handicraft production of Maharashtra state. Bamboo, being one of the majorly available forest resources in Gadchiroli area, communities around the districts have always been trying to depend their livelihoods on bamboo. Bamboo is a very fast growing, renewable and easy-to-grow resource. It is an extremely versatile material with countless uses including construction, clothes, food and fuel.

Tribal communities in Gadchiroli district have been making traditional bamboo products since years. It includes baskets, soops, ladders, charpai, furniture, huts, etc. Potential of bamboo as a raw material is tremendous, but unfortunately these tribal communities couldn't make its proper use as they should. New generation from these communities are moving ahead towards understanding new technologies and opportunities in livelihood generation from bamboo craft with the help of an organisation named 'Science and Technology Resource Center' which runs under 'Gondwana University, Gadchiroli'. This organisation helps them to identify new opportunities in bamboo crafts, train the tribal young artisans in order to cope up with the modern crafts and make platforms available for entrepreneurship development in bamboo crafts. This survey is one of the prime step towards setting up platform for entrepreneurship development in this field. The market survey aims to understand the trends for crafts in nearby markets, product and price ranges and identifying other opportunities in this field.

2. Objectives

In order to make livelihood opportunities from bamboo crafts, it is necessary to identify current market trends in bamboo crafts. Objective of this market research is to understand and identify these trends from nearby markets, determine demanding product and price range and identifying new opportunities in bamboo crafts. Also, this research aims to suggest an appropriate futurist bussiness plan for the producers including detailed marketing and bussiness plan.

3. Intended outcomes

From this report, it will be easy to select types of product which may have high demand in market and will help to fix the price range of the particular product according to current market trends.

4. Target group

This survey was targeted to two groups of users, craft shop owners and Craft consumers. Major stakeholders in bamboo craft field are these two user groups. Understanding and analysing each and every aspect of market in bamboo craft from their perspective will be useful to draw a line of action for further intended program in bamboo craft and livelihoods. For this survey, 11 craft shop owners were interviewed from 4 cities Chandrapur, Tadoba, Nagpur and Wardha and 67 consumers of different age groups and backgrounds took an online survey.

5. Research Methodology

5.1 Secondary Research

Background study related to this field has been done before going for actual market study. Existing market research reports were analysed for the prior knowledge and guidelines of the research methodology. Some useful insights were taken into consideration before going for research in field.

Market research for bamboo craft of Tripura conducted by LL&Fs Clusters and MART for Tripura Bamboo Mission was studied for secondary research. Their research methodology and findings were useful in deciding the methodology for this research.

[Study for Preparation of marketing strategy and implementation plan for bamboo handicrafts of Tripura](#)

Some more existing researches were referred as a background study and few important insights were taken for study.

[Marketing of bamboo & its products](#)

[A Study on Cane and Bamboo Handicraft Industry in North-East India](#)

[Market for Indian Handicrafts](#)

5.2 Primary Research

Two methods were used for the primary Market research of bamboo crafts, Qualitative research method and Quantitative research method.

5.2.1 Qualitative Research method



In this method, I (researcher) visited four nearby prospective market cities for bamboo crafts and interviewed 11 craft shop/gallery owners. These one on one contextual interviews were based on a rough framework of questionnaire followed by some spontaneous questions based on the previous answers. The framework of questionnaire used for this method is as below:

1. Ice braking question, Introduction, Demographics
2. How long has he/she been in the bussiness?
3. What do the sell?
4. Do they have craft items to sell?
5. What kind?
6. Do they sell tribal crafts?
7. If yes, what kind?
8. If no, why?
9. Do they sell of ever tried to sell Bamboo craft?
10. What product do they think may have good demand?
11. What price range is avarage price range?

Apart from these questions, two charts(C1 and C2) were shown to each shopkeeper and asked them to choose demanding item from the chart.



In C1, one product- bamboo pen stand with card holder was given in four options made of four different materials i.e., Wood, Metal, Bamboo and leather. Users were asked to pick one from these options which they thik may have highest demand in the market. From this chart, it would be easy to guess whether bamboo product will have demand if it is made to replace existing material product. Result of this chart was positive and 6 out of 11 users showed bamboo product as demanding product out of these options.

Chart C1



Chart C2

In chart C2, 9 categories of bamboo products were given and asked to choose categories which they think may have good demand in market. Result of this chart shows Lamps, Clock, stands and office accessories may have good demand as these categories got highest score among all.

Find the Interpretations of the interviews taken in four cities [here](#).

(Abbreviations: OC- Owner Chandrapur, ON-Owner Nagpur, OT-Owner tadoba, OW-Owner wardha, RN- Representative Nagpur, N01-Note 01, US-User statement, O- Observation, I- Insight)

5.2.2 Quantitative Research

The image displays four sequential screenshots of an online market survey form titled "Market Survey".

- Screenshot 1 (Demographics):** Asks for "Name", "Age", "Education", "City you are living in", and "Native city". It includes a "NEXT" button and a progress indicator.
- Screenshot 2 (Interest in Crafts):** Asks "How much money would you wish to spend on buying desirable craft items?". It shows four product images (a desk, a wooden cabinet, a wooden stool, and a wooden chair) with radio button options: "Don't plan to spend with any of these", "Wouldn't plan to spend with any of these", "Don't plan to spend with any of these", and "Wouldn't plan to spend with any of these".
- Screenshot 3 (Interest in Bamboo Craft):** Asks "What would you like to buy from following categories of products?". It shows a grid of product images (bamboo baskets, bamboo stools, bamboo chairs, bamboo tables, bamboo lamps, bamboo planters, bamboo storage boxes, bamboo jewelry, bamboo home decor, bamboo accessories, bamboo home appliances) with checkboxes for each category.
- Screenshot 4 (Usefulness):** Asks "How useful the items are to you, please answer the following questions". It includes radio button options for "Yes", "No", and "Maybe", and a list of factors for why users might buy or not buy the items: "Just for fun", "Decorative", "Useful", "Personal", and "Gift".

In this method, an online questionnaire form was shared to random users of different age groups and backgrounds and asked them to fill the form. The purpose of the survey has not been told earlier in order to get unbiased responses. The questions were designed in such a way that responses of the form gives overview of how users think about craft, bamboo craft and will get recommendations of the desired bamboo made product users would like to use.

The form is divided in three sections, 1. Demographics 2. Interest in crafts 3. Interest in Bamboo Craft

Demographics in the survey helps understanding the patterns of the interest of people of different age groups, geographical locations and educational backgrounds. According to demographic patterns, their interest in buying bamboo crafts may differ which helps understanding the demand of particular bamboo craft in particular market.

Second section helps in understanding whether people are interested in crafts or not. Which age group is more interested in crafts from which location. Whereas, third section helps understand interest of people very specific about bamboo.

The questionnaire form circulated online is [here](#), and responses received from the random users can be seen [here](#).

6. Results of Qualitative Research

1. Small in size, more have demand

From the analysis of quantitative research, according to most of the craft shop owners bamboo craft which is not so big in size have good demand. In case of functional bamboo products, sometimes size doesn't matter but in most cases customers tend to buy small craft products. It is seen from the research that tourist places have great demand of bamboo craft especially tourist places around Gadchiroli district. While talking to few tourists, it is observed that tourists tend to find things to take away with them which portrays identity of the place. Gadchiroli, being a tribal district, tourists tend to buy tribala handicrafts from tourist places. As tourists keeps travelling around to long distances, it is not practical to carry big sized craft products with them. Therefore they choose to buy small sized bamboo craft items which are little light in weight and easy to carry.

One important problem is observed on tourist places is packaging. Bamboo crafts are delicate and may break while travelling, so tourist prefer to buy crafts which are nicely packed in compact packaging. No bamboo craft shop on such tourist places sells packaged products in my observation. If packaging issue could resolve, tourist places will become good market for bamboo craft for sure.

2. Local customers tend to buy usable products while tourist buys artpieces

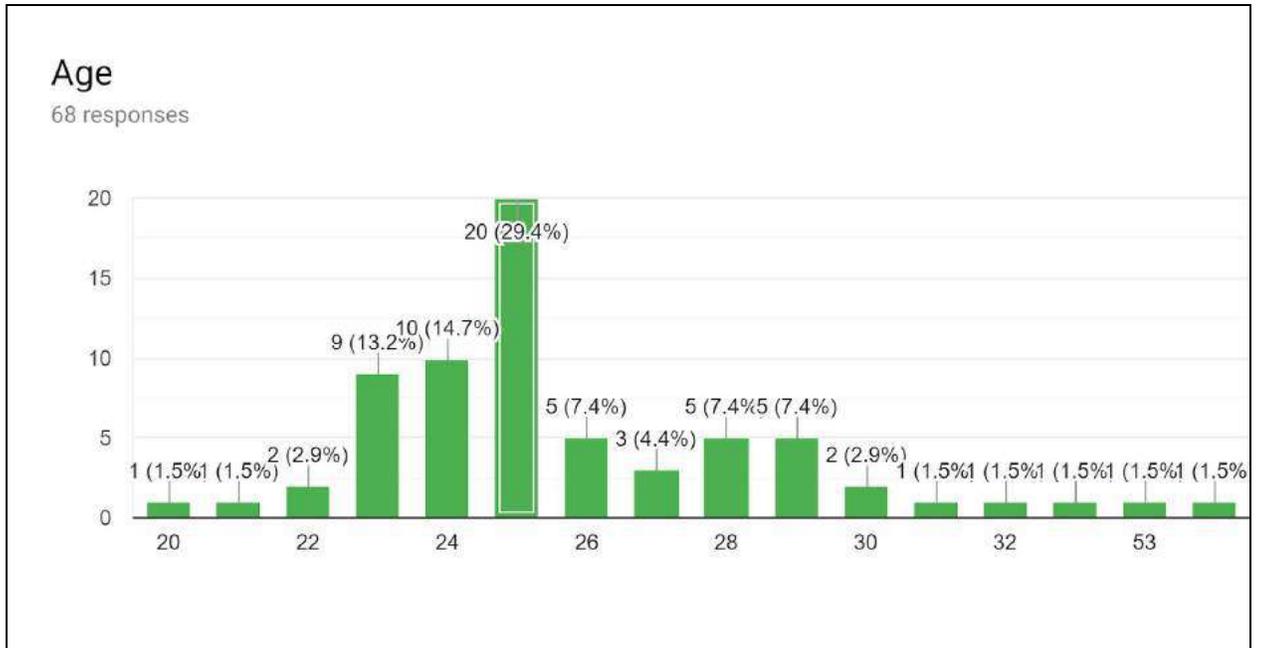
One of the important findings from this method of research is local customers tend to buy usable products made from bamboo whereas tourist tend to buy attractive artpieces or souvenirs which are specialty of the place. Therefore while making craft products for particular market places, this point should keep in mind.

3. Customers consider heavy products good and costly

If little weight is added to the bamboo craft product, it gives a feel of valuable and cost worthy product. Its appearance as well as weight matters to decide its price. For example, one craftsman cum shopkeeper adds wooden block at bottom of stand or puts glass on the bamboo frame in order to make it little heavy. This makes the product feel good and cost worthy, he says.

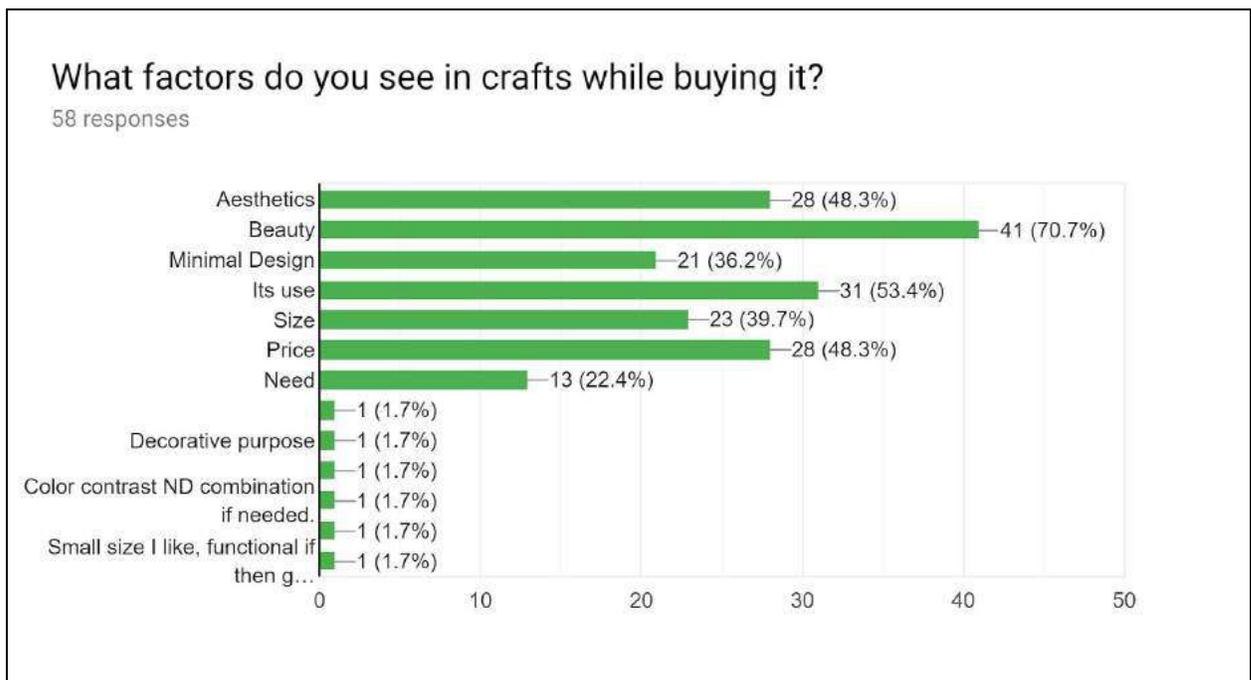
7. Results of Quantitative Research

1. Young adults in 20's are more interested in Crafts



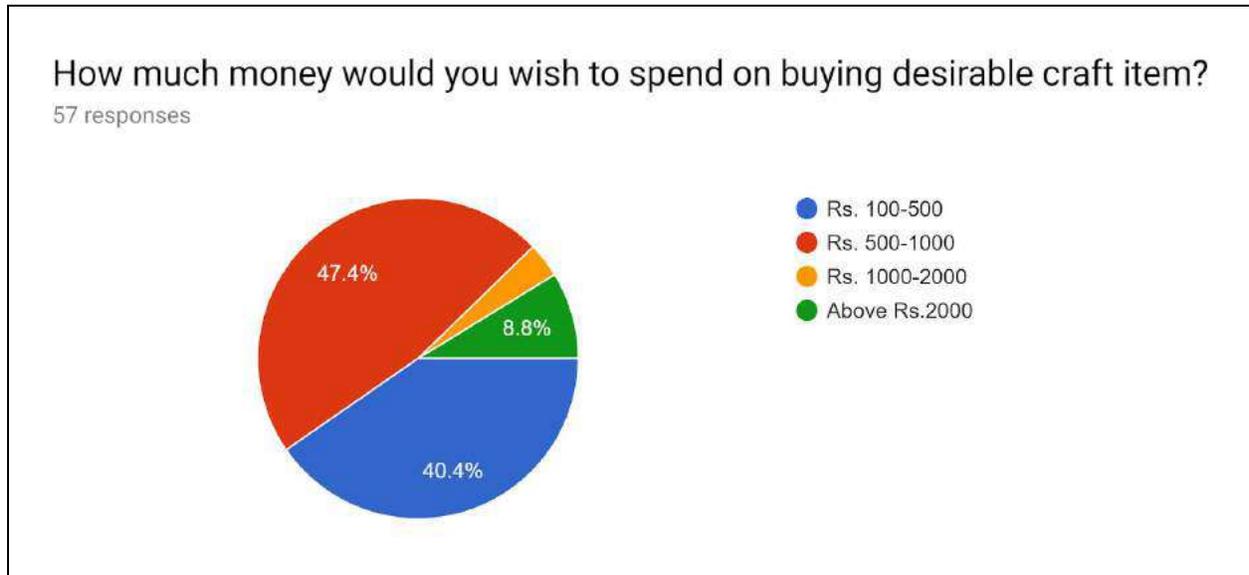
From the above chart, it can be seen that population of age group ranging from 23 years old to 29 years old are seem to be more interesd in crafts. This implies that the trends which young adults follows should be observed in order to transform them into bamboo craft.

2. Beauty and its use are the main factors to be considered while crafting bamboo products



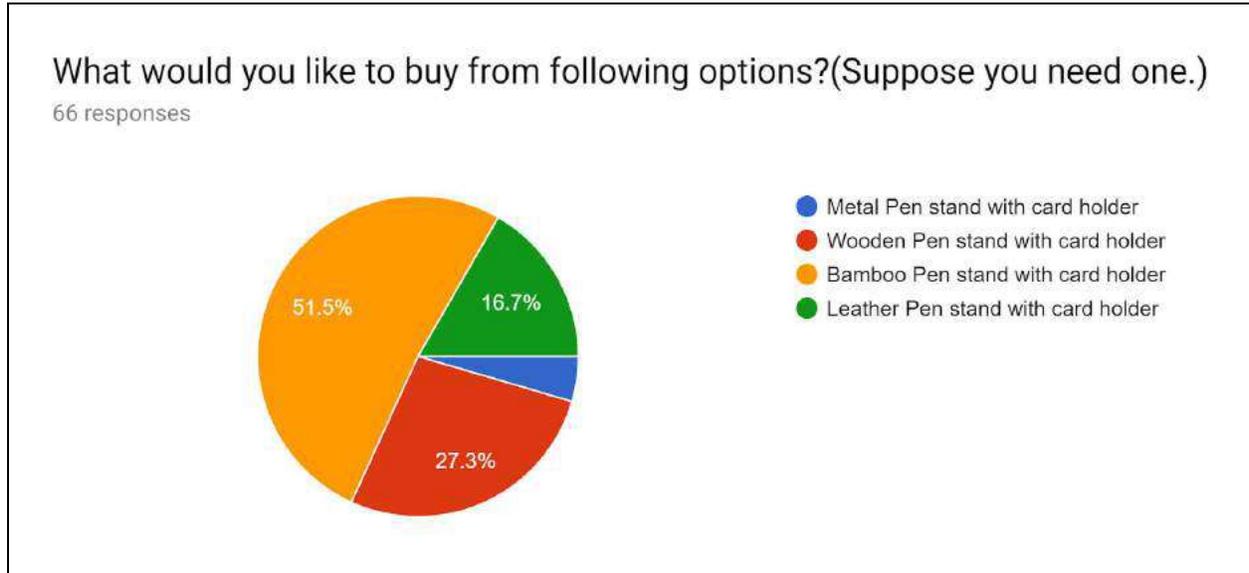
70% of users said they see beauty while buying crafts followed by around 53% users who said they see its use while buying crafts. Also, Price and aesthetics are looked while buying crafts. Therefore, these four factors should be primarily taken into consideration while crafting bamboo products.

3. Most of the people tend to buy products under range of Rs.1000



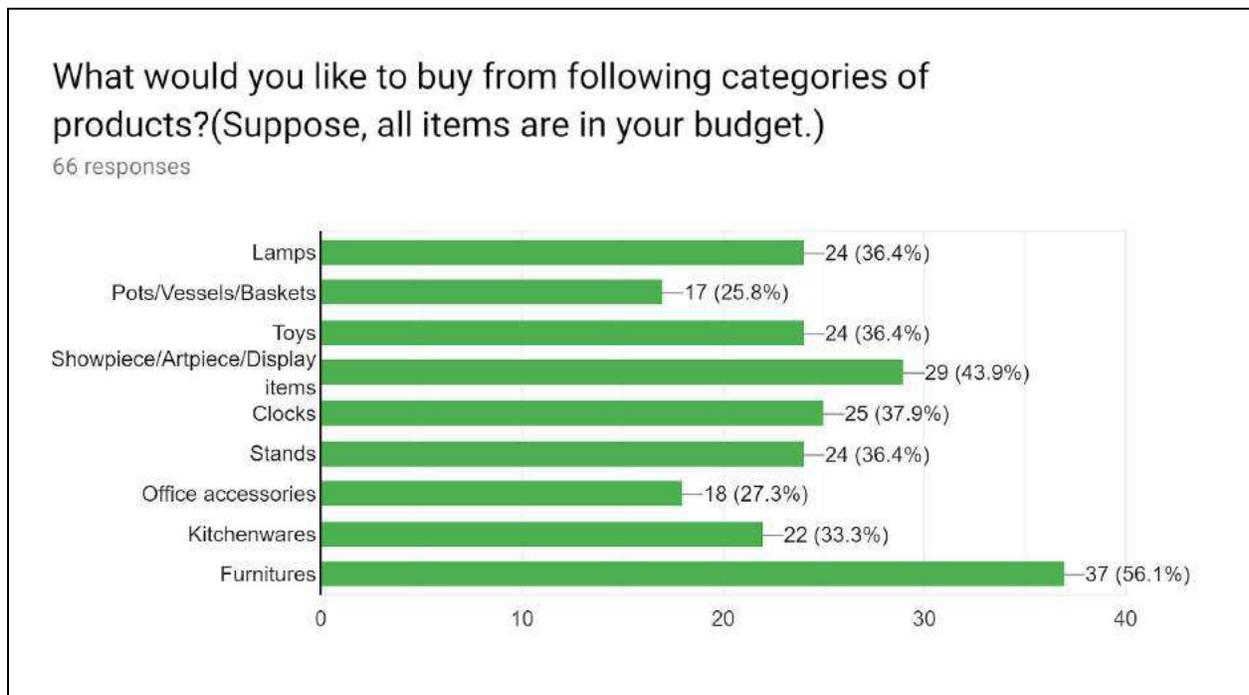
Around 47% users says they wish to spend Rs. 500-1000 on buying craft item followed by around 40% users which says they wish to spend Rs.100-500 on buying crafts. It is very crucial to think upon setting up price of crafts in this range in order to make it desirable for most of the population to buy crafts. This doesn't mean that products above price of Rs.1000 will not be sold at all, as earlier result says most of the users see beauty and its use while buying craft than its price. If the product is so beautiful and functional as well, they may spend more than Rs.1000 for the product. Therefore, critical thinking about the quality of product and policy for setting up price should be done.

4. Yes, Bamboo craft attracts people!



When users were asked to choose one products out of four options(chart C1), around 51% users shows their interest in Bamboo made pen stand and card holder. This shows bamboo has ability to replace other materials and will have a great demand.

5. Though not craft, but Bamboo-made furniture have good demand



It is seen from the responses to this this question, most of the people said they would buy bamboo furniture if it is in budget. Though furniture does not belong to craft category, but have good demand in consumers as they see bamboo as a material for furniture. People find it very interesting to see new furniture designs made from bamboo and it is in trend now a days. Most of the user, after furniture, shows interest in Showpiece/Artpiece/display item made from bamboo. From responses, it is very clear that after furniture and display items, clocks, stands, toys and lamps are demanding categories. Therefore these six categories of bamboo crafts could be thought for production in initial stage.

6. Household utility products, if made from bamboo would like to have



From the affinity mapping of interpretation of interviews and online questionnaire, it is found that people would like to have household products made from bamboo. These products are as follows

Static household products such as key holders, lamps, clocks, blinds for windows, room partitions, photo frames, protective covers, etc.

Movable household products such as cups, pots, plates, boxes, kitchenware, etc.

Electronic products such as speakers, headphones, etc.

Pots or vessels such as flower pots, flower basket, fruit basket, etc.

Stands such as pen stands, shoe stand, mobile stand, vessel stand, etc.

8. Conclusions

Bamboo craft has tremendous potential to stand in market if properly planned in all aspects. Few factors should always be considered while making bamboo products in production unit.

1. Selecting a proper(demanding) bamboo product to craft
2. Unique and modern design to cope up with current trends
3. Consideration of size of product, it shouldn't be too big
4. Beautification in design, people likes beauty in craft
5. Functionality of product
6. Price range under Rs.1000

All the above factors can be achieved with the help of results of this reports.

9. Recommendations

1. Bamboo has a beautiful cylindrical shape. While making craft from bamboo, the original shape of bamboo should be maintained or at least iproduct should look like it is made from bamboo, otherwise it is as good as making craft from wood.
2. A checklist should be followed while crafting bamboo products. Checklist should include six points which are stated in conclusion section.
3. Tourist spots are good market, concentrating on this area for marketing is a good idea. And for that should have to think about packaging of bamboo crafts as well.
4. Promoting how bamboo is a better replacement for plastic than other material is must. Cheap plastic products are ready to take over craft market but new generation customers are finding ways to replace plastic as they are aware of its disadvantages.
5. In order to decrease price of bamboo craft, its production should take place by assembly line. This will reduce time taken for making of one product and so the production cost.
6. Ten customers visiting craft store in a day may buy a small product of Rs.50-100 even if it is not needed but they like it. Whereas they will think before buying bamboo craft of Rs.500-1000. This shows small product of less price are more likely to have demand than big sized product. Moreover, small product takes much lesser time in making and can easily be manufactured in assembly line.