

An Exploratory Study on Scope of Fashionable Thangka Clothing Business Growth Perception by Retailers of Himachal Pradesh

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Abstract: *The present paper describes the scope of fashionable Thangka cloths business growth towards perception by retailers of Himachal Pradesh. The aim is to familiarize innovative clothes to the customers, which is in demand now days because of increasing tourist's visitors year by year. The questionnaires were framed to know the consumer perception towards keeping new clothes in their retail stores. The sample comprised of 52 retailers selected. The statistical treatment was used i.e. Mean, Standard deviation and t-values were computed.*

Keywords: Fashionable, Thangka, Clothes, Business, Retailers, Innovative, Customers, Tourists

1. Introduction

According to a demographic survey of Tibetans living in exile conducted by the CTA Planning Commission in 2009, approximately 128,014 Tibetans lived outside Tibet, among whom 94,203 lived in India.¹ Nevertheless, unconfirmed sources put the number of Tibetans in India as high as 300,000.² Today, the Tibetan exile community lives in and around a region, which will be collectively referred to as Dharamshala - covering the villages around McLeod Ganj and Bhagsu Nag and Naddi, which the Tibetan government in GangchenKyishong Has offices in exile. Mostly Indian cities of Lower Dharamshala, and the Norbulingka Institute in the Kangra Valley.

The goal was to return Tibetan art to its former glory, adhering to the exacting standards in terms of material selection, quality of craftsmanship and adherence to traditional methods. Also with a growing interest in Tibetan culture in India and abroad, Norbulingka can also serve as a messenger of Tibetan culture, a place where people can come to work and immerse artists in the Tibetan community. The increasing attraction for the Tibetan Buddhism, internationally it created a demand for exceptionally crafted art objects, which would make the project sustainable. Thangka painting is practiced by the Tibetan community in exile. Dharamshala is the centre of the Tibetan exile world in India. Apart from that it is also practiced in parts of Russia (Kalmykia, Buryatia, and Tuva) and Northeast China. Thus, Dharamshala has communities of Tibetans, amongst whom a few of them tried to preserve their culture

and art by learning and practicing them in institutes like Norbulingka Institute.³

Thangka is the foremost Tibetan Buddhist art form. They are generally paintings of Buddhist deities and symbols, although some serve as illustrative teaching assistants in traditional Tibetan medicine. Due to the increasing interest in Tibet and Tibetan Buddhism, Thangkas have become more popular among art lovers and collectors.⁴ The Tibetan scroll paintings or Thangkas' belong to the rich Tibetan cultural heritage and are an integral part of many public and private collections of Asian art in the Western world (Sabine Cote, 2010: 8).

The Thangka can be found in various sizes, ranging in height from less than one foot to several meters, but the average Thangka is several feet in height and width (Wein, 2016).⁵ The majority of anonymously created Thangkas, however, have taken shape as a scientific arrangement of content, colour and proportion, all of which follow a prescribed set of rules. These rules, however, differ by denomination, geographical region and style. Thangka is mostly done on cotton as well as on linen but rarely on materials like silk.

2. Objectives

The objectives of the study are;

- To know the awareness and perception among retailers about application of Thangka art on apparels and accessories products art of Himachal Pradesh.
- To know the preferences among retailers about application of Tibetan Thangka art on apparel and accessories.

¹CTA. *Tibet in Exile*, <http://tibet.net/about-cta/tibet-in-exile/>. (18 February 2013). Additional data are available in CTA (2010). *Demographic Survey of Tibetans in Exile - 2009*. <http://www.phayul.com/news/article.aspx?id=28666&t=1> (18 February 2013). More information can be found in the printed version that was distributed by the CTA Planning Commission.

²Rashme Sehgal: *Born in Exile*. Infochange India, July 2008, <http://infochangeindia.org/agenda/migration-a-displacement/born-in-exile.html>, (20 February 2013).

³URL: <https://www.swadesi.com/news/Thangka-painting/>

⁴Himalayan heritage-Tibet Library, Dharamshala, Himachal Pradesh., 5281: 10.

⁵Translating the Tibetan Buddhist "Thangka" (An Adapted MA Thesis), *JSTOR-The Tibetan Journal*, Laura Wein, Vol-41, No. 1 (Spring/Summer 2016), pp. 9-64.

3. Hypothesis of the Study

- H_{01} : There is no significant difference among retailers about awareness and perception about application of Thangka art on apparels and accessories products.
- H_{a1} : There is significant difference among retailers about awareness and perception about application of Thangka art on apparels and accessories products.
- H_{02} : There is no significant difference among retailers about preference on application of Thangka art on apparels and accessories.
- H_{a2} : There is significant difference among retailers about preference on application of Thangka art on apparels and accessories.

4. Scope of the Study

Thangka art has its own uniqueness and found to be more relevant and is not yet fully explored and has never been studied in detail. Thangka art on apparels and accessories in Himachal Pradesh are not done in this sector. Thangka designs development on apparels and accessories and its implementing in Himachal origin would improve economy, and in developing countries. There is a huge gap and scope as well to work on fresh ideas and innovation. Thus researcher felt producing of innovative textile products and its availability in the various apparel retail stores through they could be benefitted by consumer of across domestic and international market.

5. Research Methodology

Present study is descriptive and exploratory in nature. Here researcher has taken four cities i.e. Chamba, Dharamshala, Kullu, and Shimla of the Himachal Praesh. The data are collected from the primary sources such as questionnaire. The 52 apparel retail stores were selected among four cities. The questionnaire was distributed equally in retail stores of four cities to know their view. The statistical treatment was used i.e. Mean, Standard deviation and t-values were computed. The data collected through primary source which was analyzed with the help of Statistical Package for Social Sciences (SPSS) package. The designs were developed for reference sample to be familiarized the art forms by the customers and retailers too. The secondary data were collected from deferent sources i.e. books, proceedings, Journals, websites and reviewing available relevant literature.

6. Result & Discussion

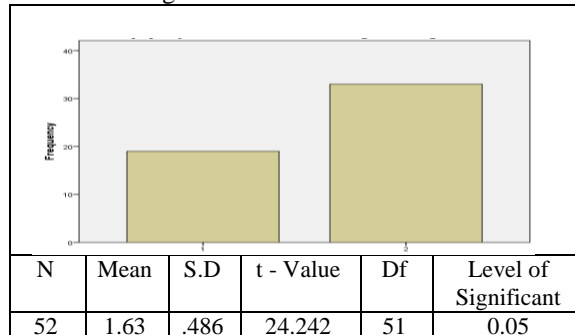
Hypothesis-1

- H_{01} There is no significant difference among retailers about awareness and perception about application of Thangka art on apparels and accessories.
- H_{a1} There is significant difference among retailers about awareness and perception about application of Thangka painting on apparels and accessories.

1) Do you know about Tibetan Thangka Painting organization at Dharamshala?

Interpretation: On asking the above question it is found that about only 36.5% retailer said yes they knew about Tibetan Thangka painting. While 63.5% retailers said no the retailers do not know about Tibetan Thangka painting.

Table 1: Do you know about Tibetan Thangka Painting organization at Dharamshala?

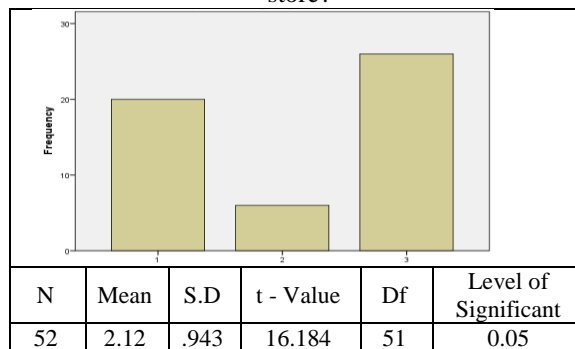


From the above table-1 the mean, standard deviation and t-value is presented. The awareness about Tibetan Thangka Painting among retailers analyzed by mean score 1.63 and standard deviation 0.486. Test difference between the mean t-value 24.242. The t-value is on 0.05 levels significant. The absolute value of the calculated t-value 24.242 is greater than critical t-value 1.96 for a tow-tailed test. The significant value indicates that H_{01} is rejected and because there is significant difference found among retailers awareness and perception on application of Thangka art on apparels and accessories H_{a1} has been accepted.

2) Do you feel about the Thangka exploration on apparels and accessories will be profit earning for your store?

Interpretation: On asking the above question it is found that about 38.5% retailers think that the Thangka exploration on apparels and accessories would be profitable earning for their stores. While only about 11.5% retailers think that it will not be profitable to their stores, and about 50% retailers can't say anything at present.

Table 2: Do you feel about the Thangka exploration on apparels and accessories will be profit earning for your store?



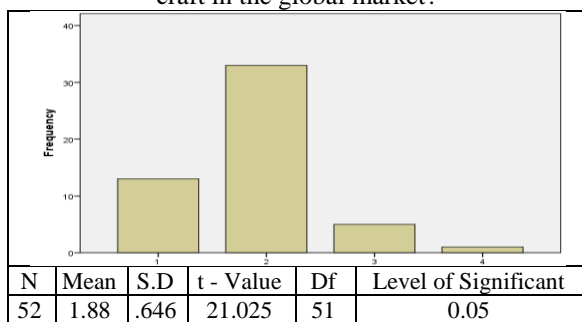
From the above table 2 the mean, standard deviation and t-value is presented. The application of Tibetan Thangka exploration on apparel and accessories profitability perception among retail stores analyzed by mean score 2.12

and standard deviation 0.943. Test difference between the mean t- values 16.184. The t-value is on 0.05 levels significant. The absolute value of the calculated t-value 16.184 is greater than critical t-value 1.96 for a tow-tailed test. The significant value indicates that H_{01} is rejected and because there is significant difference found among retailers about awareness and perception about application of Thangka painting on apparels and accessories H_{a1} is accepted.

3) Do you agree, fashionable Thangka cloths availability in your area can directly popularize this art and craft in the global market?

Interpretation: On asking the above question it is found that about 63.5% retailers are somewhat agree that fashionable Thangka cloths availability in their area of domestic retail market, through directly popularize this art and craft in all over the global market. About 25% retailers are strongly While only 9.6% retailers are somewhat disagree with the fact, and about 1.9% retailers are strongly disagree.

Table 3: Do you agree, fashionable Thangka cloths availability in your area can directly popularize this art and craft in the global market?



From the above table 3 the mean, standard deviation and t-value is presented. The fashionable Thangka cloths availability in the retail stores through this art and craft can be popularized directly or directly in the global market analyzed by mean score 1.88 and standard deviation 0.646. Test difference between the mean t- values 21.025. The absolute value of the calculated t-value 21.025 is greater than critical t-value 1.96 for a tow-tailed test. The t-value is on 0.05 levels significant. The significant value indicates that H_{01} is rejected and because thereis significant difference found among retailers about preference on application of Thangka art on apparels and accessories H_{a1} is accepted.

Hypothesis 2:

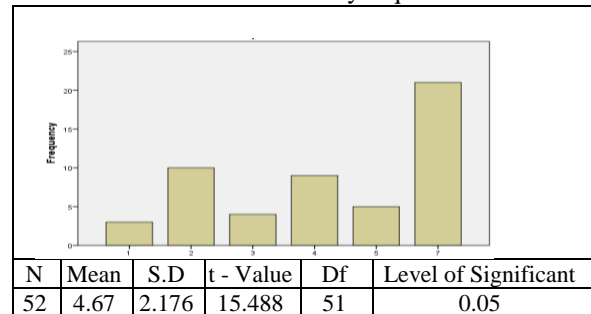
- H_{02} : There is no significant difference among retailers about preference on application of Thangka art on apparels and accessories.
- H_{a2} : There is significant difference among retailers about preference on application of Thangka art on apparels and accessories.

1) Which type of textile fabric materials & products that customer mostly requests?

Interpretation: On asking the above question it is found that about 40.4% customer requests mostly All knitted, woven & Denim fabrics and related products. About 5.8%

customer requests Knitted fabric, about 19.2% customer requests Woven fabric, about 7.7% customer requests Denim fabric, about 17.3 customer requests Knitted & Woven fabric, and 9.6% customer requests Knitted & Denim fabric respectively.

Table 4: Which type of textile fabric materials & products that customer mostly requests?

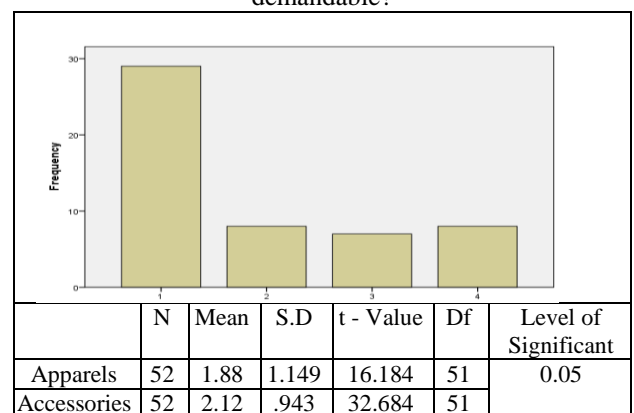


From the above table-4 the mean, standard deviation and t-value is presented. The type of textile fabric materials & products that customer mostly requests analyzed by mean score 4.67 and standard deviation 2.167. Test difference between the mean t- value 15.488. The t-value is on 0.05 levels significant. The absolute value of the calculated t-value 15.488 is greater than critical t-value is 1.96 for a two-tailed test. The significant value indicates that H_{01} is rejected and because thereis significant difference found among retailers about preference on application of Thangka art on apparels and accessories H_{a1} has been accepted.

2) According to you, what kind of pattern design application on apparels and accessories are more demandable?

Interpretation: On asking the above question it is found that about 15.4% retailers are supports for center motif design application, about 13.5% retailers are supports for design at border area, while about 15.4% retailers are supports for both center and border design application on apparels are demandable respectively.

Table 5: According to you, what kind of pattern design application on apparels and accessories are more demandable?



From the above table 5 the mean, standard deviation and t-value is presented. The kind of pattern design application on apparel and accessories are more demandable analyzed by mean score 1.88 and standard deviation 1.149. Similarly the application of pattern design on accessories demands by

mean score 2.12 and standard deviation 0.943. Test difference between the mean of two categories i.e. apparels t- value 16.184 and accessories t-value 32.684. The t-value is on 0.05 levels significant. The absolute value of the calculated t-value 16.184 and 32.684 are greater than critical t-value is 1.96 for a two-tailed test. The significant value indicates that H_{01} is rejected and because there is significant difference found among retailers about preference on application of Thangka art on apparels and accessories H_{a1} has been accepted.

3) Please rank your suitable apparel category on which Thangka exploration may increase the selling capacity in your store?

Interpretation: On asking the above question it is found that Category [i]: Tops, T-Shirts, Shirts, Dress, Tunics, Kurtas, Kurti, Capes and Kaftans etc. are considered excellent by 44.2% retailers and found suitable apparel category on which Thangka exploration may increase the selling capacity in your store, while 23.1%, 11.5%, 17.3% and 3.8% ranked it Very Good, Good, Ok and Poor respectively (Table 5.59 a). Category [ii]: Cardigan, Sweat Shirt, Hoodie, Jackets and Coats etc. are ranked excellent by 42.3% retailers and found it suitable apparel category on which Thangka exploration may increase the selling capacity in your store, while 19.2%, 17.3%, 11.5% and 9.6% Very Good, Good, Ok and Poor respectively.

Table 6 (a): Please rank your suitable apparel and accessories category on which Thangka exploration may increase the selling capacity in your store?

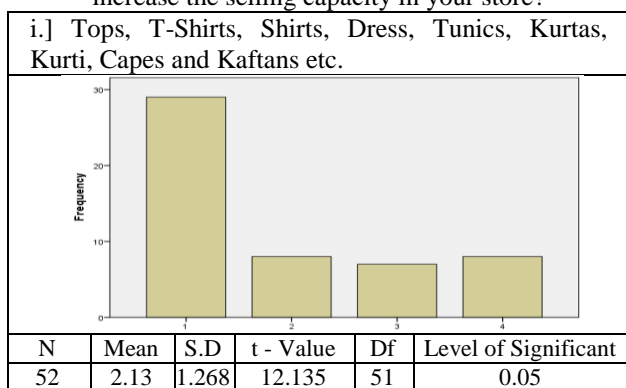
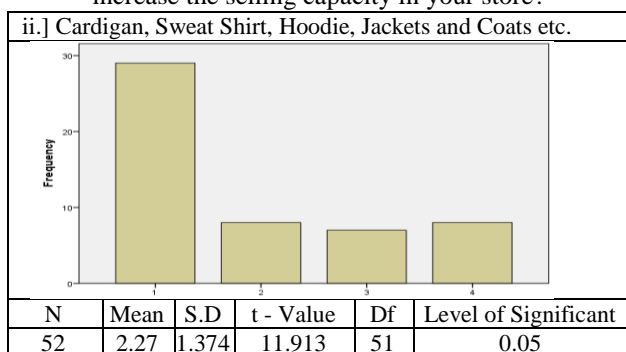


Table 6 (b): Please rank your suitable apparel and accessories category on which Thangka exploration may increase the selling capacity in your store?



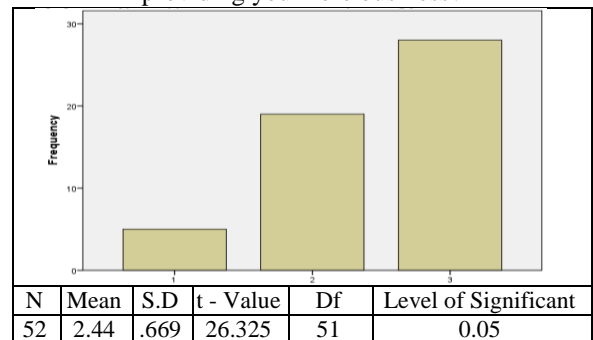
From the above table 6a the mean, standard deviation and t-value is presented. The suitable apparel category-i on which application of Tibetan Thangka art may increase selling

ability among retail stores analyzed by mean score 2.13 and standard deviation 1.268. Similarly in table 6b suitable apparel category-ii on which application of Tibetan Thangka art may increase selling ability among retail stores analyzed by mean score 2.27 and standard deviation 1.374. The t-value is on 0.05 levels significant. The absolute value of the calculated t-value 12.135 and 11.913 are greater than critical t-value is 1.96 for a two-tailed test. The significant value indicates that H_{01} is rejected and because there is significant difference found among retailers about preference on application of Thangka art on apparels and accessories H_{a1} has been accepted.

4) Which type of apparels and accessories are providing you more business?

Interpretation: On asking the above question it is found that about 53.8% retailers think that both men’s & women’s wear provides good business. If they have only women’s wear it provides only about 36.5% business and if they have only men’s wear it provides only about 9.6% business respectively.

Table 7: Which type of apparels and accessories are providing you more business?



From the above table 7 the mean, standard deviation and t-value is presented. The type of apparels and accessories are providing business more to retailers analyzed by mean score 2.44 and standard deviation 0.669. The t-value is on 0.05 levels significant. The absolute value of the calculated t-value 26.325 is greater than critical t-value is 1.96 for a two-tailed test. The significant value indicates that H_{01} is rejected and because there is significant difference found among retailers about preference on application of Thangka art on apparels and accessories H_{a1} has been accepted.

7. Conclusion

The Himachal Pradesh retailers are constantly following the traditional way means the costumes they are keeping at their stores are only for local people. They need to be change in modern way of thinking according to consumer who are frequently or once or twice in a month. It has been seen that huge number of Indian and international tourists are visiting in these places and tourists arrivals seems increasing year by year. Therefore researcher feels that if application of Thangka Art in form of printing, embroidered, sequence & bead work articles are introduce and keep available in these retail stores, retailers would have more varieties of new and fresh merchandise for consumers. It is an occurrence that customers always look for new fresh and trendy arrivals during their shopping. Thus, exploration of fusion

merchandise would definitely help in popularizing the domestic retail stores while sale more and growing their business. The requirement of customers also would be fulfill at right time with right positioning.

References

- [1] CTA. *Tibet in Exile*, <http://tibet.net/about-cta/tibet-in-exile/>. (18 February 2013). Additional data are available in CTA (2010). *Demographic Survey of Tibetans in Exile – 2009*. <http://www.phayul.com/news/article.aspx?id=28666&t=1> (18 February 2013). More information can be found in the printed version that was distributed by the CTA Planning Commission.
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