HYPOTHESES

H1<sub>0</sub>: There is no significant difference in the shopping behavior of male and female consumer in India.

H2<sub>0</sub>: Product development in handloom products has no significant impact on their sales.

H3<sub>0</sub>: Product development in handicraft products has no significant impact on their sales.

H4<sub>0</sub>: Strong Marketing Linkages in handloom products have no significant impact on their sales.

H5<sub>0</sub>: Strong Marketing Linkages in handicraft products have no significant impact on their sales.