

A study on Consumer Awareness towards khadi products in Coimbatore District.

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Abstract:

In this study the consumer awareness towards khadi products. It is different from other normal products that are the unique feature of khadi. The present study is an effort to analyze the awareness for the products. Also the various factors that influenced by the buyer behavior of khadi products. The present study has been conducted in Coimbatore district.

Introduction:

In India, villages are providing the base for the economic development of the country. Consumers are individuals person who buy the products for their own consumption or their own household. Consumer awareness refers to a buyers information of a particular products of services which their going to consume. The study, which certain to field to marketing was carried out in Coimbatore district to all customers to find out the awareness towards khadi and village products.

Statement of the problem

The Khadi & Village Industrial products are to develop the rural and urban marketing. So the government is mainly concerntrativity in the KVIC to develop the rural marketing this research the researcher wanted to highlights the awareness about KVIC products in the minds of customers.

Objectives

- 1.To know the level of consumer awareness regarding Khadi products.
- 2.To identify the most powerful source of information influence the consumer to buy products.
- 3.To give suggestions to improve khadi &village industries.

RESEARCH AND METHODOLOGY

RESEARCH DESIGN

The study has been conducted in Coimbatore district. This study is descriptive in nature and is mainly based on primary data. Structure questionnaire method was used as a tool for collecting the primary data and secondary data.

SAMPLING DESIGN

A sample design is a part of target population constituting the universe of enquiry. A sample design constitutes a define plan to obtain a sample from a given population which includes techniques that the researcher adopts for selecting sample teams. In the present study the sample consist of 600 respondents .who are the consumers of khadi this is simple random technique has applied in this study the data has been conducted from the respondents for period of 3 months. The consumer were identified and interviewed through house is it and at the time of their purchase from sales center.

AREA OF THE STUDY

The Study was conducted in the area of marketing under the topic “Customer Awareness towards Khadi Products” .The research was conducted in Coimbatore District.

TOOLS USED IN THE STUDY

1) Simple percentage method

Simple percentage analysis refers to a ratio. With the help of absolute figures it will be difficult to interpret ant meaning from the collected data, but when percentages are found out then it becomes easy to find the relative difference between two or more attributes.

$$\text{Percentage of respondents} = \frac{\text{no of respondents}}{\text{total respondents}} * 100$$

2) Mean

3) Kaiser-Meyer

4) Bartlett's Test

Limitations of the Study:

1. The sample size is limited to only 600 respondents .
2. The area was restricted to Coimbatore District only.
3. The results of the analysis made in this study are fully based on the respondents.
4. All the Findings and observations related to customer awareness are purely based on respondents answer the response may be due to personal factor.

REVIEW OF LITERATURE

KVIC is primarily a means of self-expression .According to

PatilandSurwade (2018) study explains the youth demands for Khadi.

In recent trends there is demand for youth wearing Khadi. 38.46% are feel patriotism for wearing khadiand 7.69% are boring to wear khadi.Finally it concludes the study conclude that Consumersarepurchasingproductsfromkhadistores andfeel comfortable touse khadiproducs.

Jha&Bansal(2018) According to his study ,Customer are different in their purchase preference they were buy their products based on different reason. So marketers need to study and understand their requirements of the customers and satisfy them effectively.

ANALYSIS AND INTERPRETATION

TABLE NO: 01

Classification of the respondents based on Gender

Particulars	No. of Respondents	Percentage
Male	280	47%
Female	320	53%
Total	600	100

(Sources: Primary data)

INTERPRETATION:

The above table implies that 47 % of the respondents are in male and 53% of the respondents are in female.

TABLE NO: 02**CONSUMERS OPINION ON SOURCE OF INFORMATION THROUGH ABOUT KHADI PRODUCTS**

Sl. No	Source of Information	No. of. Respondents	Percentage
1.	Publicity	51	8.5
2.	Friends & Relatives	86	14
3.	Dealers	42	7
4.	Self	255	42.5
5.	Spouse	99	16.5
6.	Co-worker	29	4.83
7.	Exhibition & Trade fair	25	4.16
8.	Word-of-Month Reference	13	1.74
	Total	600	100

Source: Primary Data

The above table clearly explains that 42.5 per cent of the sample subjects have gained information about Khadi Gramodyog products on their own and 16.5 per cent of the Khadi users have sourced information about Khadi Gramodyog products from their spouse. Followed by, 14 per cent of the consumers learned about Khadi Gramodyog products through their friends and relatives and 8.5 per cent of the sample consumers have gathered knowledge about the Khadi Gramodyog products through publicity. Similarly, 7 per cent of the sample populations have sourced information about Khadi Gramodyog products through dealers and 4.83 per cent of the Khadi users have gained information about Khadi Gramodyog products through their co-workers. Further, 4.6per cent of the consumers learned about Khadi Gramodyog products through exhibition and trade fair and 1.74 per cent of the sample subjects came to know about the Khadi Gramodyog products through the word of mouth reference from others.

The above studyclear that 42.5 % of the respondents are have gained information about Khadi Gramodyog products on their own.

TABLE: 4.3**CONSUMERS OPINION ON LONGEVITY AWARE OF KHADI GRAMODYOG PRODUCTS**

Sl. No	Longevity	No. of. Respondents	Percentage
1.	Less than 10 years	171	28.5
2.	11-20 years	202	33.67
3.	21-30 years	73	12.16
4.	Above 30 years	154	25.67
	Total	600	100

Source: Primary Data

The above table shows that the consumers opinion on awareness of Khadi Gramodyog products i.e. 11-20 years (33.67 per cent), less than 10 years (28.5 per cent), 30 years or above (25.67 per cent) and 21-30 years (12.16 per cent).

Majority of the respondents are belongs to 11-20 years (33.67

TABLE: 4.4

CONSUMERS LEVEL OF AWARENESS ABOUT KHADI GRAMODYOG BHAVAN AND PRODUCTS

Variables	Very High	High	Moderate	Low	Very Low	Sum	Mean	Rank
Trust / Reliability of Products	336 (45.10)	309 (41.48)	94 (12.62)	3 (0.40)	3 (0.40)	3207	4.30	1
Reputation of the Store	131 (17.58)	464 (62.28)	129 (17.32)	21 (2.82)	0 (0.00)	2940	3.95	2
Nature of Products Available	147 (19.73)	316 (42.42)	247 (33.15)	29 (3.89)	6 (0.81)	2804	3.76	3
Location of the Store	137 (18.39)	318 (42.68)	235 (31.54)	48 (6.44)	7 (0.94)	2765	3.71	6
Price of the Products	123 (16.51)	362 (48.59)	194 (26.04)	52 (6.98)	14 (1.88)	2763	3.71	6
Nature of Credit Available	134 (17.99)	213 (28.59)	292 (39.19)	72 (9.66)	34 (4.56)	2576	3.46	11
Product Range Available in the Store	147 (19.73)	244 (32.75)	258 (34.63)	73 (9.80)	23 (3.09)	2654	3.56	9
Nature of Discounts/ Offers Available	133 (17.85)	277 (37.18)	227 (30.47)	82 (11.01)	26 (3.49)	2644	3.55	10
Genuiness of Products	125 (16.78)	370 (49.66)	187 (25.10)	50 (6.71)	13 (1.74)	2779	3.73	4
Importance of the Khadi Gramodyog Outlets	133 (17.85)	340 (45.64)	212 (28.46)	47 (6.31)	13 (1.74)	2768	3.72	5
Others	96 (12.89)	366 (49.13)	202 (27.11)	54 (7.25)	27 (3.62)	2685	3.60	8

Source: Primary Data

The above table disputes that majority of the sample populations are highly aware of trust/reliability of products, reputation of the store, nature of the product available, genuineness of the products and importance of khadi gramodyog outlets. These awareness variables are ranked in the first, second, third, fourth and fifth positions with the mean score range of 4.30, 3.95, 3.76, 3.73 and 3.72 respectively. Followed by a group of Khadi users are moderately aware of location of the store and price of the products, others like: (wide varieties, availability of different colour borders etc.), product range availability in the store, availability of discounts or offers and nature of credit facilities available in the stores. The above stated awareness variables are ranked in the sixth, eighth, ninth, tenth and eleventh positions with the mean score range of 3.71, 3.60, 3.56, 3.55 and 3.46.

The study conclude that 86 per cent (i.e. mean score value of 4.30) of the respondents are highly aware of trust/reliability of Khadi Gramdoyog products.

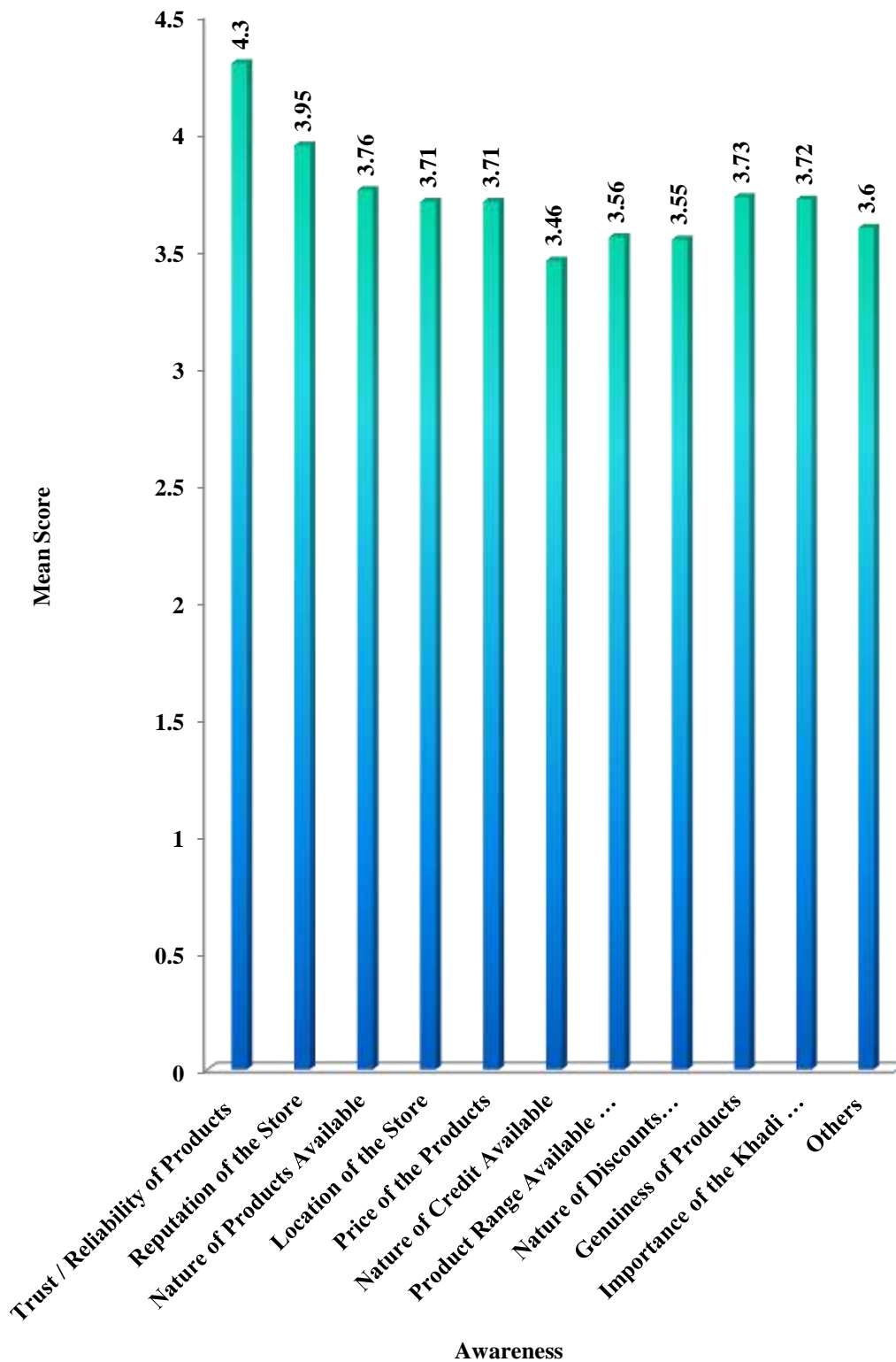


TABLE: 4.5**KMO AND BARTLETT'S TEST****CONSUMERS LEVEL OF AWARENESS ABOUT KHADI GRAMODYOG BHAVAN AND PRODUCTS**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.882
Bartlett's Test of Sphericity Approx. Chi-Square	2230.954
DF	55
Sig	.000

Level of Significance: 5 per cent

The Kaiser-Mayer-Olkin test is based on the correlation and partial correlation of the variables. Out of eleven variables considered it has been found that the value of test statistic is 0.882, which means the factor analysis for the identified variables is found to be appropriate to the data. The Bartlett's test of sphericity chi-square (2230.954) is used to test whether the correlation matrix is an identity matrix.

FINDINGS, SUGGESTIONS AND CONCLUSION**FINDINGS**

- ❖ Majority of the respondents are belongs to Female (53%)
- ❖ Majority of the respondents are aware about Khadi gramodyoga on self (42.5%)
- ❖ Majority of the respondents are belongs to 11-20 years (33.67%)
- ❖ Majority of the respondents are highly aware of trust/reliability of khadi gramodyoga(37%)
- ❖ The Kaiser-Mayer findings the value of test statistic is 0.882, which means the factor analysis for the identified variables is found to be appropriate to the data.

The Bartlett's test of sphericity chi-square (2230.954) is used to test whether the correlation matrix is an identity matrix.

SUGGESTIONS

- ❖ Cooperatives societies should take initiative to creating awareness about khadi products.
- ❖ More awareness program are required so it has to conducted to increase the reach of khadi products
- ❖ The study reveals that next to individual need customer prefer to buy during festivals hence it is suggested to offer more promotions like special offers, rebates, free gifts, etc during festival times.
- ❖ It can be create more advertisements for his productfor future.

CONCLUSION

Customers feel that kadhi have variety of products available in various department and also feel that shopping with khadi is convenient and sales their valuable time. This is due to the proper facility that is available in khadi .the customers are more aware of khadi it is a attempt to study the kvic products and its awareness and preference towards the kvic products is being surveyed to make this study completed. the customer are expressed the need of improvement in packing it is an idea of bring a social change in the economy exclusively for them middleclass community.

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