

# A study on Consumer satisfaction towards khadi products in Coimbatore city

**Abstract:** This study revealed that the customer satisfaction towards khadi products . it is different from other normal products that is the unique feature of khadi it creates overall brand image among customer the personal factors influence play a major role for khadi consumer .in this study customer satisfaction are examined in Coimbatore city.

## Introduction:

In India ,villages are providing the base for the economic development of the country .The part of this is the formation of khadi and villages industries works at apex level under the close guidance of central government .it was introduced by Mahatma Gandhi in the year 1920.Customer satisfaction has been understood as a leaned pre dispositions for this project and it will explain the Positive (or)negative aspects of the customers satisfaction .The study, which certain to field to marketing was carried out in cbe city to all customers to find out the satisfaction towards khadi and village products.

## Statement of the problem

In a business enterprises success is need to satisfaction customer so customer satisfaction is main target to a business because satisfied customers are most likely to be loyal and to make repeated orders and to use a wide range of services offered by a business.

## Objectives

- 1.To identity customer satisfaction level of khadi customer
- 2.To understand the consumer perception towards khadi textile Industry.

## RESEARCH AND METHODOLOGY

### RESEARCH DESIGN

The type of research used in this study is descriptive. A study on consumer satisfaction towards khadi products in Coimbatore City .

### SAMPLING DESIGN

The population is very large and it is define and to get complete frame. Therefore the study was conducted based on simple random sampling.

## SAMPLE SELECTION

### SAMPLE SIZE

The size of the sample is 200.

### AREA OF THE STUDY

The sampling units are the customer who is making use of khadi products in Coimbatore city.

### SOURCE OF DATA

For the purpose of this study, data from two sources have been collected namely:

1. Primary data
2. Secondary data

### PRIMARY DATA

Primary data is original in character, which are collected directly from the respondents.

### SECONDARY DATA

Secondary data are refers to those type of data that containing collected and complete for other purpose. Those sources consist of the information collected from other persons, news papers, websites, etc.....

### 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) Chi-square analysis
- 3) Ranking Technique

### Limitations of the Study:

1. The study is limited to 200 respondents only.
2. The area was restricted to Coimbatore city only.
3. The result cannot be universally accepted .

### REVIEW OF LITERATURE

KVIC is primarily a means of self-expression .According to **J.C.Kumarappa** in his work “Gandhian economic thought .Further it helps one to grow. If it does not do it, It is not useful.

**KumarP.S(2003)** study says that kadhi and village Industries Board keeping with its mission to overcome the rural poor economic problem, Financial assistance will be provides for establishing Village Industries to make use of locally available raw materials and help to build up a strong rural economy in terms of money and wealth.

**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 and satisfy them effectively.

### ANALYSIS AND INTERPRETATION

**TABLE NO: 01**

#### Classification of the respondents based on Gender

Particulars	No. of Respondents	Percentage
Male	80	40%
Female	120	60%
Total	200	100

(Sources: Primary data)

**INTERPRETATION:**

The above table implies that 40 % of the respondents are in male and 80% of the respondents are in female.

**TABLE NO: 02****Opinion of the Respondents Regarding perception of before Buying Khadi Product (product Variety)**

Particulars	No. of Respondents	Percentage
Excellent	31	15.5%
Good	60	30%
Fair	34	17%
Poor	50	25%
Very poor	25	12.5%
Total	200	100

(Source: Primary data)

**INTERPRETATION**

The above table implies that 15.5% of the respondents represent their opinion excellent, 30% of the respondents represent their opinion good, 17% of the respondents represent their opinion fair, 25% of the respondents represent their opinion poor and 12.5% of the respondents represent their opinion very poor.

**TABLE NO: 4****Opinion of the Respondents Regarding satisfaction of Buying Khadi Product**

Particulars	No. of Respondents	Percentage
Highly Satisfied	74	37%
Satisfied	44	22%
Moderately	24	12%
Dissatisfied	32	16%
Highly Dissatisfied	26	13%
Total	200	100

(Source: Primary data)

## INTERPRETATION

The above table implies that 37% of the respondents represent their opinion highly satisfied, 22% of the respondents represent their opinion satisfied, 12% of the respondents represent their opinion moderately, 16% of the respondents represent their opinion dissatisfied and 13% of the respondents represent their opinion highly satisfied.

### Chi-square test

**Hypothesis: There is no significant relationship between Age of the respondents and period of using the products by the respondents**

**Table-1**

AGE	Period of using the product					Total
	Below 1 Year	1-2Year	2-3Year	3-4Year	Above4Year	
<b>Below30</b>	10(6)	14(7)	7(6)	5(8)	2(7)	38
<b>31-40</b>	13(7)	9(8)	2(5)	5(7)	3(9)	32
<b>41-50</b>	9(8)	11(9)	8(7)	7(8)	5(8)	40
<b>52-60</b>	5(11)	3(8)	11(8)	19(10)	12(13)	50
<b>Above60</b>	3(8)	6(11)	4(6)	3(6)	24(9)	40
<b>Total</b>	40	43	32	39	46	200

Result:

The Calculate  $X^2$  is much more than the table Value . The hypothesis is rejected.

**Hence there is significant relationship between an Age Period of using products.**

Table-6

## Ranking factor Influencing By the respondents

Factor	7	6	5	4	3	2	1	total	Mean	Rank
Price	31	33	28	24	29	15	40	200		
Score	217	198	140	96	87	3-	40	808	4.04	2
Quality	30	29	31	27	26	27	30	200		
Score	210	174	155	108	78	54	30	809	4.05	1
Durability	33	28	22	21	37	29	39	200		
Score	231	168	110	84	111	58	39	801	4.00	4
Availability	21	27	23	28	33	30	38	4.000		
Score	147	162	115	112	99	60	38	733	3.67	6
Design	12	36	27	26	38	29	32	200		
Score	84	216	135	104	114	58	32	743	3.72	5
Discount	9	25	21	34	25	41	43	200		
Score	63	150	105	136	75	82	45	656	3.28	7
Others	37	21	28	31	23	28	32	200		
Score	25	126	140	124	6	56	32	806	4.03	3

**Result:**

The above table reveals that the respondents have assigned "Quality" was the primarily factor (RANK1) and "Price" as the next factor (RANKII) Third Rank to Others, Fourth Rank to Durability, Fifth Rank to design, Sixth Rank to Availability, Seventh Rank to Discount.

**FINDINGS, SUGGESTIONS AND CONCLUSION****FINDINGS**

- ❖ Majority of the respondents are belongs to Female(60%)
- ❖ Majority of the respondents are belongs to age 21-30 years(64%)
- ❖ Majority of the respondents opinion are Good (30%)
- ❖ Majority of the respondents are highly satisfied to buy kadhi products(37%)

## SUGGESTIONS

- ❖ It should be create more impact of customers mind using his variety of products.
- ❖ To reduce the cost of his product so that it may useful to improve the customer
- ❖ It may include or develop his products using different kinds of ingredients.
- ❖ It can be create more advertisements for his product for future.

## CONCLUSION

The results of the research studies show that the consumers are the ones who have been satisfied with this khadi product. Customers feel that khadi have variety of products available in various departments. So that shopping with khadi also convenient for them .Hence sales and service at khadi is good. The government may offer incentives for improved technology in case of village industries goods.

## BIBLIOGRAPHY

- ❖ Small Industry Development Organisation, Ministry of Industry, Government of India. Industrial Development Potentialities of the Mandya District. Small Industries Service Institute, Bangalore, 1984.
- ❖ Sumitra, Gladys. An Analysis of 1977-78 N.S.S. 32nd Round on Energy Consumption, Perspective Planning Division, Planning Department, Government of Karnataka, Bangalore, 1987.
- ❖ Wahan, P., Venkatadasappa T. “Female Labour Force Participation Rates in Karnataka”. Indian Journal of Labour Economics, Vol. XX, No. 4, January 1978, pp. 237-342.