

AN EXPLORATORY REASERCH ON CONSUMER BEHAVIOUR TOWARDS THE VARIOUS PRODUCTS OF KHADI AND GRAMODYOG OF SAURASHTRA - KUTCH REGION OF GUJARAT STATE

Oza Megha S.¹, Dr. Sonal Nena²

¹ Ph.D Research Scholar- (M.Com, M.Phil, GSET,NET), Department of Commerce & Business Administration, Saurashtra University, Rajkot, Gujarat. (India)

² Assistant Professor & Head, Accountancy (M.Com, M.Phil, NET), Smt. J.J. Kundalia Arts & Commerce College, Saurashtra. University, Rajkot, Gujarat. (India)

Abstract:

Khadi and Gramodyog is not just an ordinary industry of the India but, it refers as THE KHADI AND GRAMODYOG, for each citizen of country. The industry describes the freedom of India. Literally, for the world KHADI seems as The Mahatma Gandhi from that moment to today. In this research paper researcher wants to explore the consumer behavior towards the various products of Khadi and Gramodyog of Saurashtra –Kutch Region of Gujarat State.

Key – Words: Consumer Behaviour, Khadi and Gramodyog, Region.

1. INTRODUCTION TO KHADI AND GRAMODYOG AND CONSUMER BEHAVIOUR:

The Khadi and Gramodyog is not mere industry but it is national sprite of India. The industry provides the numberless opportunity for the employment as well as provides countless employment to needy people who are illiterate too at border areas of the country. The motto of Khadi and Gramodyog is to work on the principles of Mahatma Gandhi. Now a day, Khadi and Gramodyog immerge as symbol of status plus comfort too. To achieve the goal of wealth maximization and profit maximization to predicate consumer behavior must.

2. REVIEW OF LITERATURE:

- ✚ Hossin, M.S.(2019): The research is based on Cottage (Gramodyog) Industry of Bangladesh. Only focus on cottage industry with case study as descriptive base. Researcher found that there is shortage of raw material as well infrastructural resources. As result of research, there is need of Government support for further development.

- ✚ Nair, S.(2010), :in the book author of her, “ Consumer Behaviour in Indian Perspective with Text & Cases”, book focus on each and every part of consumer behavior with various models of consumer behavior.

3. RESEARCH METHODOLOGY:

3.1 Title of Research:

“An Exploratory Research on Consumer Behaviour towards the Various Products of Khadi And Gramodyog of Saurashtra – Kutch Region of Gujarat State.”

3.2 Objectives of Study:

- ✚ To identify the level of awareness of consumer and geographical location of consumer of Saurashtra- Kutch Region towards the various products of Khadi and Gramodyog of Gujarat State.
- ✚ To measure affect the positive/ negative influencing factor and geographical location of consumer of Saurashtra- Kutch Region towards the various products of Khadi and Gramodyog of Gujarat State.
- ✚ To know the satisfaction level of consumer with Geographical location of consumer of Saurashtra- Kutch Region of Gujarat State towards the various products of Khadi and Gramodyog of Gujarat State.
- ✚ To find out the level of satisfaction and monthly family income of consumer towards the various products of Khadi and Gramodyog of Saurashtra- Kutch Region of Gujarat State.
- ✚ To verify the perception effected by the educational qualification as well as to the gender of consumers towards the various products of Khadi and Gramodyog of Gujarat State.

3.3 Hypothesis of Study:

➤ Null Hypothesis:

H0: There is no significant Difference between level of awareness and geographical location of consumer towards the various products of Khadi and Gramodyog of Saurashtra- Kutch Region of Gujarat State.

H0: There is no significant Difference between satisfaction level and geographical location of consumers towards the various products of Khadi and Gramodyog of Saurashtra- Kutch Region of Gujarat State.

H0: There is no significant Difference between satisfaction level and monthly family income of consumer towards the various products of Khadi and Gramodyog of Saurashtra-Kutch Region of Gujarat State.

H0: There is no significant Difference between level of perception and educational qualification of consumer towards the various products of Khadi and Gramodyog of Saurashtra- Kutch Region of Gujarat State.

H0: There is no significant Difference between level of perception and gender of consumer towards the various products of Khadi and Gramodyog of Saurashtra –Kutch Region of Gujarat State.

➤ Alternative Hypothesis

H1: There is significant Difference between level of awareness and geographical location of consumer towards the various products of Khadi and Gramodyog of Saurashtra - Kutch Region of Gujarat State.

H1: There is significant Difference between satisfaction level and geographical location of consumer towards the various products of Khadi and Gramodyog of Saurashtra – Kutch Region of Gujarat state.

H1: There is significant Difference between satisfaction level and monthly family income of consumer towards the various products of Khadi and Gramodyog of Saurashtra- Kutch Region of Gujarat State.

H1: There is significant Difference between level of perception and educational qualification of consumer towards the various products of Khadi and Gramodyog of Saurashtra- Kutch Region of Gujarat State.

H1: There is significant Difference between level of perception and gender of consumer towards the various products of Khadi and Gramodyog of Saurashtra- Kutch Region of Gujarat State.

3.4 Population of study and Sample Size:

For recent research work researcher has been chosen Rural, Semi- Urban and Urban locations of Saurashtra – Kutch Region as geographical location. The selected sample size is 75 samples for recent work.

3.5 Tools and Techniques of Study:

The Primary data used as source of data. Data is collected by researcher through Structural questionnaire based on convince sampling method and snow-ball sampling method. For analysis of collected data researcher used Microsoft Excel 2007 for coding and encoding of data and for ANOVA test applied by SPSS.

4. DATA ANALYSIS AND INTERPRETATION :

✚ Total Sample size is taken by the researcher is 75.

4.1 Data Analysis is based on Demographic Profile

Demographic Variables	No. of Respondents	Respondents in %	Analysis and Interpretation of Data
Age: Upto 35 Years	20	26.67%	The products are highly consumed by the age group of 35-60 Years
Between 35-60 Years	28	37.33%	
More than 60 Years	27	36.00%	
Gender: Male	33	44.00%	56% of consumers are Female.
Female	42	56.00%	
Educational Qualification:			Consumer with enough literacy level have knowledge about the products of Khadi and Gramodyog
Upto S.S.C /H.S.C	36	48.00%	
Graduate	20	26.67%	
Post- Graduate	14	18.66%	
Above Post- Graduate	05	6.67%	
Marital Status: Married	64	48.00%	Married consumer also consumed the products even it is costly too with 48%.
Unmarried	36	27.00%	
Monthly Family Income:			Consumer have modarate income level like upto 35,000 also consume the products with 24%.
Upto Rs. 35,000	18	24.00%	
Between Rs. 35,001- 75,000	39	52.00%	
More than Rs.75,001	18	24.00%	
Occupation : Student	14	18.67%	Generally female are consumed high from result of Gender from above. Here also House- Wife are consumed more with different
Salaried	18	24.00%	
House -Wife	27	36.00%	
Business	13	17.33%	

Other	03	04.00%	varities of products with 36%. While second is salaried.
Region : Saurashtra	38	50.67%	Consumer of both region are consumed near to each other.
Kutch	37	49.33%	
Geographical Location:			Consumer with Rural background consume more because they highly engage with it, while in urban location , huge facilities of Bhavans' and exhibition.
Rural	35	46.67%	
Semi- Urban	18	24.00%	
Urban	22	29.33%	
Family member associated with political party:			Even people without the political background are higly used the products of KVIC.
Yes	06	08.00%	
No	69	92.00%	

4.2 Data Analysis is based on Subjective Profile:

Null Hypothesis (H0)	Alternative Hypothesis (H1)	Result of ANOVA	Data Analysis and Interpratio
H0: There is no significant Difference between level of awerness and geographical location of consumer towards the various products of Khadi and Gramodyog of Saurashtra –Kutch Region of Gujarat State	H1: There is significant Difference between level of awarness and geographical location of consumer towards the various products of Khadi and Gramodyog of Saurashtra- Kutch Region of Gujarat State.	Significant .239 <u>H0</u> <u>Accepted</u>	Level of Awarness is not depends on the Geographical Location, because today Khadi And Gramodyog expanded to remote areas too. With help of exhibition it promote its awarness to the far areas of country.
H0: There is no significant Difference between satisfaction level and geographical location of consumer towards the	H1: There is significant Difference between satisfaction level and geographical location of consume towards the	Significant .148 <u>H0</u>	Satisfaction is not depend on the location of consumers beause the utility of individual is different from time to

various products of Khadi and Gramodyog of Saurashtra- Kutch Region of Gujarat State.	various products of Khadi and Gramodyog of Saurashtra – Kutch Region of Gujarat State.	<u>Accepted</u>	time and place to place.
H0: There is no significant Difference between satisfaction level and monthly family income of consumer towards the various products of Khadi and Gramodyog of Saurashtra – Kutch Region of Gujarat State.	H1: There is significant Difference between satisfaction level and monthly family income of consumer towards the various products of Khadi and Gramodyog of Saurashtra – Kutch Region of Gujarat State.	Significant .461 <u>H0</u> <u>Accepted</u>	Each mesurment is not always based on the Monetry turm , but some how it also depend on the emotions Products of Khadi and Gramodyog now a days, become the status symbol for the Youth.
H0: There is no significant Difference between level of perception and educational qualification of consumer towards the various products of Khadi and Gramodyog of Saurashtra- Kutch Region of Gujarat State.	H1: There is significant Difference between level of perception and educational qualification towards the various products of Khadi and Gramodyog of Saurashtra- Kutch Region of Gujarat State.	Significant .165 <u>H0</u> <u>Accepted</u>	Literacy directly affect the perception of the people, but some how it may be possible that consumer consuming the product due to hobby, due to fera or may be habituated for consmption.
H0: There is no significant Difference between level of perception and gender of consumer towards the various products of Khadi and Gramodyog of Saurashtra –Kutch Region of Gujarat State.	H1: There is significant Difference between level of perception and gender of consumer towards the various products of Khadi and Gramodyog of Saurashtra –Kutch Region of Gujarat State.	Significant .723 <u>H0</u> <u>Accepted</u>	Gender and perception is depend on the ethical issues but, here it is not associated because products of Khadi And Gramodyog is totally based on comfort , simplicity and faith of consumer

5. FINDINGS , RECOMMENDATIONS AND LIMITATIONS OF THE STUDY:

Findings:

- ✚ Consumers of Saurashta- Kutch Region have positive behavior towards the products of Khadi And Gramodyog of Gujarat State.

Recommendations:

- ✚ KVIC should expand their promotion activities so, increase in the level of awareness towards the industry

Limitations:

- ✚ Sample size of researcher is 75.
- ✚ Only selected region is Saurashta- Kutch.
- ✚ Based on convince sampling method.

➤ REFERENCES :

- ▶ Hossin M.S.(2019). An Analysis of Cottage Industry in Bangladesh: A case study on Khadi.
- ▶ Nair, S. (2010). Consumer Behaviour in Indian Perspective. Mumbai, Maharashtra, India : Himalaya Publishing House.