

CUSTOMERS SATISFACTION TOWARDS KHADI AND VILLAGE INDUSTRIAL PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY”

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INTRODUCTION

This study is an outcome for District Rural Development, Coimbatore to study the customer Satisfaction towards the Khadi and Village Industrial products. I incidentally came across the fact that there are only few empirical studies on Khadi and Village Industrial products and there is a great scope as well as need for systematic research on buyer's behavior regarding Khadi and Village Industrial products. Satisfaction toward a product can be changed by highlighting new functions of the product, or by associating them with celebrities. By changing the beliefs of customer has regarding the products, or by getting the customer more involved in the product. The study, which certain to the field of marketing, was carried out in Coimbatore city to the customers to find out the satisfaction towards the Khadi and Village Industrial products. The study aims at providing an insight on customer's Satisfaction and also the various factors, which influence to buy the Khadi and Village Industrial products. It is also aimed at helping the District Supply and Marketing Society a marketing retail outlet in improving the sales and various other Promotional activities. It shall also help the policy makers to decide as to how the Khadi and Village Industrial commission (KVIC) stores are working in the present context and what should be the government response to various KVIC stores activities.

CUSTOMER

A customer is an individual or business that purchases another company's goods or services. Customers are important because they drive revenues, without them, business cannot continue to exist(Will Kenton, 2021).

SATISFACTION

Customer satisfaction is the matching degree of consumer expectation and consumer experience, the customer satisfaction reflects a psychological state of the customer, which comes from a comparison of how customers feel about their product service consumption and their expectation (chang,2013). Customer satisfaction is directly connected to customers needs. The degree to which these needs are fulfilled determines the enjoyment in the case of conformity or disappointment from discrepancy (Hill et al.2007)

OBJECTIVES OF THE STUDY

1. To measure the Customers Satisfaction on KVI products in Coimbatore City.
2. To identify the problems faced by the Customers towards KVI Products.
3. Suggest measures to solve the problems faced by the customers.

REVIEW OF LITERATURE

Muruganandan .S and Yazhini .M(2012) “ A Case Study on Attitude of Rural and Urban Customers of Khadi products” .Knowing the customer attitude is important for the marketing manager as it produces consistency in behavior and relates to the preferences of the product or service. The present study aims to examine the attitude and satisfaction towards khadi products and to compare the rural consumers with their urban counterparts . The statistical tools such as ANOVA , Paired t- test , correlation analysis were used apart from fishbin's multi – attribute Attitude measurement model. This study finds that rural and urban customers not significantly differ in attitude and satisfaction . Hence the policy maker in Khadi and village industries may adopt single strategy for the whole market without differentiating the rural and urban in augmenting the sales of khadi products.

Choudhay P and Ojha S (2015) “Buying behavior of Khadi among the youth of Jaipur and Developing innovative Khadi products”. The total sample size of the study was of 100 men and women. Random sampling was done by office going and self employed. Survey method was conducted in various Khadi ghar in Jaipur. Majority of the respondents mostly prefer the khadi kurtas, 57% of respondents did not use Khadi fabrics regularly, 43% respondents used regularly. 42% respondents purchase khadi fabrics from khadi shops and 23% respondents purchase from handloom shops. The majority of the respondents revealed that they are aware about khadi fabrics. Highest preference is given to cotton khadi fabrics. the results indicates that consumer have positive behavior towards Khadi.

Manikandan .A and Kumaresan .S (2015)“ Customer Satisfaction towards Domino's Pizza in Chennai- An Empirical study” .Domino's pizza is an American restaurant chain and international franchise pizza delivery production. This project will be focusing the customers of dominos pizza outlets in Chennai . the purpose of this project is to view the customer satisfaction in domino's pizza outlets, it reveals about the customer perception and customer preferences about the dominos products. It will explore the level of satisfaction of customers in pricing factors and in delivery of a such adding some new products , reduction in price etc. this project will be useful to dominos pizza outlet to understand more about customer preference and perception , it will

help the company to improve their quality and standards. D.Anusuya and M. Banurekha (2016) " A study on Customer satisfaction towards the Khadi and Village Industrial products in Coimbatore District. The objective of the study is to find out consumers preference and satisfaction towards KVI products. A sample of 200 respondents was taken into account for finding the satisfaction of khadi products. The major finding of this study was majority of the respondents gave first rank for quality , second rank for price, third to quantity. Researcher suggested that the government wants to take special initiative to sell the products through online, KVI should concentrate more on quality products and improve the quantity.P.Pradnya , Sugandha Ambre.La (2017) "Khadi – Awareness and promotion among youth". In this paper attempt has been made to discover the awareness about khadi among college youth and also to promote khadi as a fashion fabric . A small survey was conducted for teenagers and fashion show performed by students where the materials were sponsored by KVIC , Mumbai. Khadi was meant to become supplementary industry to agriculture , a crucial element in self sustaining economy. It greatly supports the rural artisans to earn their livelihood , thus strengthening the rural economy . from the responses that are received for this study , it was observed that khadi can no more be neglected and it is soon becoming a fashion symbol.Chellammal . T (2020) " Customers satisfaction towards Hyper Market in Thoothukudi" . Super market and hyper market are two different types of shopping storeswhere customers purchase their groceries, food, and other household supplies. This research is aimed to assess the satisfaction level of customers towards hyper market . the location of the study is Thoothukudi. Researcher adopts simple random sampling method to collect data from respondents. The sample size of the study is 75. Simple statistical tools are used by the researcher for data analysis. Product varieties got first rank. High crowd is the main problem of the customers. Induce the customer to buy unwanted things is the least problem of the customers. The study found that majority of the customers are satisfied with the product varieties, while a minimum of customers are not satisfied with the parking facility. Customer are facing some problem one such is waiting in a long queue for billing. The management may provide special attention for quick billing and providing additional billing sections. The researcher concluded that most of the customers are satisfied with the product variety, quality, and price of the goods produced in Thoothukudi.

STATEMENT OF THE PROBLEM

Khadi and Village Industries plays a vital role in the development of the socio – economic condition of rural and urban people, it provides employment opportunities especially to small and medium size families. Owing to the Quality, Price and Standards of KVI products an in – depth analysis of Customers to understand the satisfaction level of customers towards KVI products. Satisfaction play a significant role in their behaviour towards organization and the performance of such organization. In Tamilnadu KVI play a predominant role in respect of production, processing and marketing KVI products. In order to increase the earnings of Khadi artisan's attention need to be given to promote sales by restructuring and strengthening the marketing strategy. Hence, the marketer has to understand the purchase intention, belief and attitude of consumers because attitudes are easy to form but difficult to change. Coimbatore city is the second largest city in Tamil Nadu . It is one of the main industrial centre in India. So the study conducted in Coimbatore city. Hence the present study is carried.

RESEARCH METHODOLOGY

Research Methodology is the complete structure of the research study, the size and sample methods, the practices and techniques utilized to collect data and the process to analyse data (Bowling 2002). The relevant informations was obtained from various customers of Khadi outlets through a questionnaire .The primary data for the study are collected with the help of structured questionnaire. The geographical location is Coimbatore city . The study is descriptive in nature. The questionnaire was distributed to 100 respondents.

Data Analysis

The tools used for analysis are Simple Percentage Method and Two stage Factor Analysis

SIMPLE PERCENTAGE ANALYSIS

It refer to the special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

Formula

$$\frac{\text{Number of respondents' response to a question}}{\text{Total number of samples selected for the study}} \times 100$$

 $\frac{\text{Total number of samples selected for the study}}{\text{Total number of samples selected for the study}}$

GENDER

Gender refers to the socially constructed roles, behaviours and identities of male and female diverse people. It influences how people perceive themselves and each other, how they behave and interact and the distribution of power and resources in society. For this purpose, gender has been classified into two groups Viz., male and female.

Table 1. -Gender of Respondents

S. No	Gender	Frequency	Percentage	Cumulative Percentage
1	Male	42	42	42
2	Female	58	58	100

	Total	100	100	
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The above table shows that out of the total respondents taken for the study, 42 per cent of the respondents are male and 58 per cent of the respondents are female. The majority of respondents are belonging to female category. So compared to females, the male respondents are less.

TABLE 2 - AGE OF RESPONDENTS

S.NO	AGE GROUP	NO.OF RESPONDENTS	PERCENTAGE
1	BELOW 25 YEARS	10	10
2	25-35 YEARS	38	38
3	35-45 YEARS	22	22
4	45-55 YEARS	20	20
5	ABOVE 55 YEARS	10	10
	TOTAL	100	100

SOURCE: PRIMARY DATA

From Table 2, it is clear that, 10 percent of the respondents fall under the age group of below 25 years, 38 per cent of the respondents fall under the age group 25-35 years, 22 of them belongs to 35-45 years, 20 per cent of them belong to 45-50 years and remaining 10 per cent of the respondents are in above 55 years of age. Thus, majority of the respondents are of the age between 25 to 35 years.

MARITAL STATUS**TABLE 3 - MARITAL STATUS OF RESPONDENTS**

S.NO	MARITAL STATUS	FREQUENCY	PERCENTAGE	CUMULATIVE PERCENTAGE
1	SINGLE	32	32	32
2	MARRIED	68	68	100.0
	TOTAL	100	100.0	

SOURCE: PRIMARY DATA

From the above table, it is observed that 32 percent of the respondents belong to single category and 68 percent of the respondents belong to married category. Numbers of married are more in comparison to the number of unmarried respondents. The majority of respondents belong to married category.

Table 2. Quality of Products – Customers Satisfaction

S. No	Opinion	No. of Respondents	Percentage	Cumulative Percentage
1	Very good	20	63	63
2	Good	63	20	20
3	Average	17	17	100.0
	Total	100	100.0	

From the above table clear that, 63 per cent of respondents are Satisfied with KVI products are good, 17 per cent feel products quality are average and 20 per cent of respondents satisfied with the quality of KVI products are Very good.

TABLE 4.-FREQUENCY OF PURCHASE OF KVI PRODUCTS

S.NO	Opinion	NO.OF RESPONDENTS	PERCENTAGE	CUMULATIVE PERCENTAGE
1	Frequently	8	8	8
2	Moderately	72	72	72
3	Whenever I come across	12	12	12
4	Not interested	8	8	100.0
	TOTAL	100	100.0	

SOURCE: PRIMARY DATA

From the table it is clear that 72% of the respondents buy KVI products Moderately, 12% whenever they come across it, 8 buy frequently and 8 are not interested in buying KVI products.

TABLE 5 -CUSTOMERS SATISFACTION ABOUT PACKING OF KVI PRODUCTS

S.NO	Opinion	NO.OF RESPONDENTS	PERCENTAGE
1	Attractive	20	25

2	Moderate	55	55
3	Not attractive	25	20
	TOTAL	100	100.0

The table reveals that 55% of respondents are satisfied with the packing to be moderate, 25% of respondents feel it is not attractive and 20% of respondents are satisfied to be attractive.

FACTOR ANALYSIS

Factor Analysis is a set of technique which by analyzing correlations between variables reduces their numbers into fewer factors which explain much of the original data, more economically. Even though a subjective interpretation can result from a factor analysis output, the procedure often provides an insight into relevant psychographic variables, and results in economic use of data collection efforts. The subjective element of factor analysis is reduced by splitting the sample randomly into two and extracting factors separately from both parts. If similar factors result, the analysis is assumed as reliable or stable¹.

METHODS OF CONDUCTING FACTOR ANALYSIS

There are two stages in factor analysis.

Stage 1 Factor Extraction process,- this process is primarily used to determine how many factors will be extracted from data.

Stage 2 Rotation of Principal Components.-This is actually optional, but highly recommended. In this study, the rotation of principal component is used. After extracting the factors, the next task is to interpret and title the relevant factors. This is done by the process of identifying which factors are associated with which original variables. The factor matrix is used for this purpose. The rotated factor matrix comes about in stage 2, these rotated factor matrices is used to analyse and interpret the factors.

The factor matrix gives us the loading of each variable on each of the extracted factors. This is similar to a correlation matrix with 'loadings' are having values between 0 and 1. Values close to 1 represent high loadings and those close to 0, denotes low loadings. The normal procedure is to identify the high loading factors and provide a suitable title.

STATISTICS ASSOCIATED WITH FACTOR ANALYSIS

Formal statistics are available for testing the appropriateness of the factor model.

1. Bartlett's test of sphericity: Bartlett's test of sphericity is used to test the null hypothesis that the variables are uncorrelated in the population. The test for sphericity is based on a chi- square transformation of the determinant of the correlation matrix. A large value of the test statistic favours the rejection of the null hypothesis.

2. Kaiser-Meyer-Olkin measure of sampling adequacy:

This index compares the magnitude of the observed correlation coefficients to the magnitude of the partial correlation coefficients. Small values indicate that the correlations between pairs of variables cannot be explained by other variables and that factor analysis will not be appropriate.

3. Eigen value: Represents the total variance explained by each factor.

4. Factor loading: Simple correlation between the variables and the factors.

5. Factor matrix: Contains the factor loadings of all the variables and the factors.

TABLE - 6 - KMO and Bartlett's Test for Encourage the Products of KVI

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.550
Bartlett's Test of Sphericity: Approx. Chi-Square		1323.088
Df		105
Sig		.000

In the above table, two tests namely, Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) & Bartlett's Test of Sphericity have been applied to test whether the relationship among the variables has been significant or not. The Kaiser-Meyer-Olkin Measure of sampling adequacy shows the value of test statistics is 0.55, which means the factor analysis for the selected variable is found to be appropriate or good to the data. Bartlett's test of sphericity is used to test whether the data are statistically significant or not with the value of test statistics and the associated significance level. It shows that there exists a high relationship among variables.

TABLE - 7- TOTAL VARIANCE EXPLAINED

Component	Factors that satisfying the customers of KVI products	Initial Eigen values			Extraction Sums of Squared Loadings		
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	Price is	3.265	21.764	21.764	3.265	21.764	21.764

	reasonable						
2	Good in quality	2.270	15.134	36.899	2.270	15.134	36.899
3	Products are available promptly	1.537	10.247	47.145	1.537	10.247	47.145
4	Home delivery of the product	1.294	8.629	55.774	1.294	8.629	55.774
5	Value for money	1.128	7.518	63.293	1.128	7.518	63.293
6	Standard for using	1.095	7.301	70.594	1.095	7.301	70.594
7	Saving of monthly fund	.884	5.893	76.487			
8	Easy Availability of the product	.733	4.887	81.374			
9	Reliability of the product	.699	4.659	86.033			
10	Varieties of the product	.537	3.581	89.615			
11	Quality raw materials used for the products	.443	2.956	92.570			
12	User friendly products	.377	2.515	95.085			
13	Scope of the products.	.313	2.086	97.171			
14	KVI products are boon to the market	.257	1.711	98.882			
15	Traditional and cultured product	.168	1.118	100.000			

Extraction Method: Principal Component Analysis

The principal component analysis is used in the above table. It is a multivariate technique for identifying the linear components of a set of variances. The principal component analysis have extracted six factors, there are 8 factors that have Eigen values more than 1; i.e., 3.265, 1.537, and 1.294, 1.128, 1.095. The eight factors extracted together account for 70.59 per cent of the total variance under Rotation Sums of Squared Loadings, which is a good sum. The number of variables has been economized from 15 to 6 underlying factors. Only while 29.41 per cent of the information content has been lost (70.59 per cent is retained by the 6 factor extracted out of the 15 variables). This is a very less percentage and can be ignored.

TABLE – 8- ROTATED COMPONENT MATRIX FOR CUSTOMERS SATISFACTION TOWARDS THE KVI PRODUCTS

S.NO	FACTORS	COMPONENT					
		1	2	3	4	5	6
1	Price is reasonable	.721	.260	.038	.343	-.247	-.099
2	Good in quality	.720	.124	.174	-.057	.211	.020
3	Products are available promptly	.712	-.139	.270	-.093	.129	.176
4	Home delivery of the product	-.026	.834	.228	-.247	-.128	-.039
5	Value for money	.408	.732	-.133	.124	.194	.095
6	Standard for using	-.003	.606	.045	.535	-.151	-.253
7	Saving of monthly fund	.212	.194	.848	.049	.006	-.153
8	Easy Availability of the product	.229	-.076	.640	.035	.063	.261
9	Reliability of the product	-.161	.427	.480	.295	.346	.170
10	Varieties of the product	.156	-.045	-.059	.853	.086	-.035
11	Quality raw materials used for the products	.222	.019	-.163	-.513	.265	-.146
12	User friendly products	.131	-.045	.083	-.006	.904	.138
13	Scope of the products.	.067	.023	.551	-.212	.555	-.179
14	KVI products boon to the market	.222	.060	.009	.129	.160	.764
15	Traditional and cultured product	.281	.166	-.049	.389	.169	-.575

Extraction Method: Principal Component Analysis.**Rotation Method: Varimax with Kaiser Normalization**

a. Rotation converged in 21 iterations

It indicates the Rotated Component Matrix wherein rotation converged in 14 iterations. Using the Rotated Component Matrix which is a better matrix for interpreting factors, the factors are interpreted as explained below. Factor 1, the variables like customers satisfied with KVI products because they are very reasonable , These products are known for their quality and the products are available promptly, have high loading on factor 1 due to high correlation values of 0.721, 0.720 and 712. Factor 2, the variables like the availability of home delivery is credible in KVI products, customers are satisfied with KVI products as they are known not only for quality but also for value of money and standard for using have high loading on factor 2 due to high correlation values of 0.834, .732 and 0.606. Factor 3, The variables like saving of monthly fund and KVI commodities are easily availability in the market have high loading on factor 3 due to high correlation values of 0.848 and 0.640. Factor 4, the variables like reliability of the KVI products and varieties of the products is not there have loaded high with values of 0.853. Factor 5, the variables like the KVI products are user-friendly and the scope of the products have high loading on factor 6 due to high correlation values of 0.904. Factor 6 is made up of KVI products are boon to the market and. as indicated by high correlation values of 0...764.

Findings

- 42 per cent of the respondents are male and 58 per cent of the respondents are female. The majority of respondents are belonging to female category. So compared to females, the male respondents are less.
- 10 percent of the respondents fall under the age group of below 25 years, 38 per cent of the respondents fall under the age group 25-35 years, 22 of them belongs to 35-45 years, 20 per cent of them belong to 45-50 years and remaining 10 per cent of the respondents are in above 55 years of age. Thus, majority of the respondents are of the age between 25 to 35 years.
- 63 per cent of respondents are Satisfied with KVI products are good, 17 per cent feel products quality are average and 20 per cent of respondents satisfied with the quality of KVI products are Very good.
- 72% of the respondents buy KVI products Moderately, 12% whenever they come across it, 8 buy frequently and 8 are not interested in buying KVI products.
- 55% of respondents are satisfied with the packing to be moderate, 25% of respondents feel it is not attractive and 20% of respondents are satisfied to be attractive.
- It is clear that, two tests namely, Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) & Bartlett's Test of Sphericity have been applied to test whether the relationship among the variables has been significant or not. The Kaiser-Meyer-Olkin Measure of sampling adequacy shows the value of test statistics is 0.55, which means the factor analysis for the selected variable is found to be appropriate or good to the data.
- It indicates the Rotated Component Matrix wherein rotation converged in 14 iterations. Using the Rotated Component Matrix which is a better matrix for interpreting factors, the factors are interpreted as explained below. Factor 1, the variables like customers satisfied with KVI products because they are very reasonable.
- Factor 2, the variables like the availability of home delivery is credible in KVI products, customers are satisfied with KVI products as they are known not only for quality but also for value of money and standard for using have high loading on factor 2 due to high correlation values of 0.834, .732 and 0.606
- Factor 3, The variables like saving of monthly fund and KVI commodities are easily availability in the market have high loading on factor 3 due to high correlation values of 0.848 and 0.640.
- Factor 4, the variables like reliability of the KVI products and varieties of the products is not there have loaded high with values of 0.853.
- Factor 5, the variables like the KVI products are user-friendly and the scope of the products have high loading due to high correlation values of 0.904.
- Factor 6 is made up of KVI products are boon to the market and. as indicated by high correlation values of 0.764.

SUGGESTIONS

- KVI should concentrate more in manufacturing Eco – friendly products and packing of Khadi products should improved and more attractive.
- KVI wants to gear up its strategies and schemes to tackle the customers and in order to make customer frequently visit the store.
- The Government should support the KVI sector for continuous progress.
- KVI should concentrate more innovating in export quality products.
- The new innovation and more varieties of products should be introduced to attract younger generation.

CONCLUSION

This study has analysed the assessment of Customers satisfaction towards Khadi and Village Industrial products. The present study reveals evidence to the fact that KVI products are boon to the market. The Khadi and village industries had gained worldwide appreciation as it is handmade, durable, long lasting and organic products. The KVI in Tamilnadu shows an increasing trend in production, sales, employment opportunities and earnings. Therefore the khadi and village industrial products may encourage and develop the high value to hold the customers in the study area.

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