Impact of marketing mix among customers with reference to khadi products

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Abstract

Khadi products are known for Gandhiji's symbolic wear. Khadi products are not well attracted for major consuming among customers. Though its products are diversified, their penetration levels of products among customers are very low. It is known for tradition value of usage.

In Tamil nadu, the Tamil nadu sarvodhaya sangh was established in 1958, with its head quarters at Tirupur, to continue khadi work in the state. After the starting of Tamil nadu sarvodhaya sangh, khadi and village industries had development to a great extent in Tamil nadu. The Tamil Nadu sarvodhaya sangh started decentralization in 1961. As a consequence the kanyakumari district sarvodhaya sangh had been established on 19th February 1962. The study focuses on how different marketing mix impacts on khadi products among customer. This study also examines the level satisfaction of usage of products among customers.

Keywords: *Khadi products, Marketing mix, Sarvodhaya sangh*

1. Introduction

Kanyakumari district situated at the extreme south of our country is an agricultural district, where the study unit is located, with fertile lands and adequate water facilities. It is an area well advanced educationally topping the whole of Tamilnadu in percentage of literacy, but is industrially backward.

The present has been conducted with the importance of to identify the factors influencing the buying behavior of customer with reference to khadi products. The study would highlight the efficiency and inefficiency of the study unit which in turn would help the study unit to improve further in it operations and set correct measures to increase its sales by improving its customers. The present study will help us to identify the ways to promote the khadi products into customers. This will help us to specifically trace out the customer opinion about the khadi products and what drives them to purchase the khadi products. This study would be certainly a basis for a better understand of the sarvodaya products and its customers.

2. Objectives of the study

- To identify the factors influencing 4p's among customers.
- To know the gender wise impact of 4p's among customers.
- To identify the level of satisfaction with khadi products

3. Methodology

The present study is a survey method. The kanyakumari district sarvodaya sangh, Nagercoil is the study unit. The necessary data required for the study were collected through questionnaire. The study has been conducted kanyakumari only. The study covers both the opinion of male and female about the use of khadi and gramodyog products and their opinion about extending khadi market in urban areas. With the help of spss tools the output has been generated and presented in the form of tables and figures.

3.1 Primary data

Primary data has been collected by means of questionnaires, which were distributed to customers of kanyakumari district sarvodaya sangh.

3.2 Secondary data

The secondary data pertaining to the industry details, reviews etc have been collected from articles and employees working in organization. Further details have been collected from the various data sources on the internet.

3.3 Sampling Technique

The sampling technique we have used in this study is simple random sampling. The individuals in this study have been randomly selected and taken as samples since the number of customers under each stratum is evenly distributed and their availability could not be assured.

3.4 Tools for Analysis

A structured questionnaire which was personally administered to the respondents was the tool used in this study. The questionnaire contained questions that were aimed at describing the satisfaction level customers among khadi products. Close ended questions were predominantly given in order to make it easy to compare the responses. Then tools such as Friedman test and Mann - Whitney are used to determine the satisfaction and expectation level of customer among khadi products.

4. Analysis of satisfaction and expectation level of customer on khadi products

To study the satisfaction and expectation level of customer among 4p's on khadi products, set of questionnaire which consists of 16 factors used to collect the information for analysis and inputted for the Freidman test in SPSS. This scrutinizes the data and elicits the significance of each parameter.

4.1 Formulation of Hypothesis:

Null hypothesis (H_0): The satisfaction and expectation level of customer are not significantly different.
Alternate hypothesis (H_1): The satisfaction and expectation level of customer are significantly different.

4.2 Level of Significance:

The level of significance for the study is determined as 5% which emanates that the level of confidence is 95%.

4.3 Results and Inference:

The Friedman test is used to analyze the parameters and the parameters are ranked on the satisfaction level of the customer and the inference is depicted as follows.

Table 1: Satisfaction Level of Customer

	Mean	Std. Deviation	Minimum	Maximum
Products are expensive	2.1667	1.04950	1.00	5.00
Price should be reduced	2.1250	.79741	1.00	5.00
To provide subsidiary on cotton price	2.8333	1.40393	1.00	5.00
Customers desire to purchase modern Products	1.5000	.51075	1.00	2.00
Khadi products are old design and tradition	2.0417	1.16018	1.00	5.00
Customers need diversified products	2.1667	1.12932	1.00	5.00
Khadi products are seasonal fit	2.3750	1.17260	1.00	4.00
Khadi products are customer friendly	2.4583	1.10253	1.00	4.00
Khadi products are substantially marketed	3.5833	1.17646	1.00	5.00
Education system (Product awareness at educational level)	1.8333	.86811	1.00	4.00
Should wear by Govt employees	2.2917	.80645	1.00	4.00

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Need vigorous advertisement	1.7500	.53161	1.00	3.00
Attractive packaging	1.9583	1.16018	1.00	5.00
Rural development	3.5000	.93250	1.00	5.00
Modern urban stores	2.6250	1.31256	1.00	4.00
Strong marketing channels	1.9583	.69025	1.00	4.00

Source: Primary Data (SPSS output).

5. Analysis of satisfaction and expectation level of customer (gender wise) on khadi products

To study the satisfaction and expectation level of customer (gender wise) on khadi products, set of questionnaire which consists of 16 factors used to collect the information for analysis and inputted for the Mann – Whitney test in SPSS. This scrutinizes the data and elicits the significance of each parameter.

5.1 Formulation of Hypothesis:

Null hypothesis (H0): The satisfaction and expectation level of customer (gender wise) are not significantly different.
Alternate hypothesis (H1): The satisfaction and expectation level of customer (gender wise) are significantly different.

5.2 Level of Significance:

The level of significance for the study is determined as 5% which emanates that the level of confidence is 95%.

5.3 Results and Inference:

The Mann – Whitney test is used to analyze the parameters and the parameters are ranked on the satisfaction level of the customer (gender wise) and the inference is depicted as follows.

Table 2: Test statistics

	price	product	**promotion**	Place
Mann-Whitney U	50.500	65.500	**37.000**	50.500
Wilcoxon W	105.500	120.500	**92.000**	105.500
Z	-1.161	-.269	**-1.990**	-1.174
Asymp. Sig. (2-tailed)	.246	.788	**.047**	.240

Source: Primary data (SPSS output).

In above case the asymptotic sigma value of price, product and the place is higher than 0.05, it indicates the null hypothesis should be accepted. (i.e.) the ratings of various indicators used to measure the satisfaction and expectation level of customer (gender wise) are not significantly different.

In case for promotion the asymptotic sigma value is 0.47 which is less than 0.05, it indicates the null hypothesis should be rejected and the alternate hypothesis should be accepted. (i.e.)The ratings of various indicators used to measure the satisfaction and expectation level of customer (gender wise) are significantly different.

Therefore the organization should take correct measure to promote their products.

6. Findings of the Study

➢ 58.3% of respondents are male customer
➢ 7.5% of respondents are under the age between 19- 29 years.
➢ 41.8% of respondents are having the educational qualification of S.S.L.C.
➢ 66.7% of respondents are married category.
➢ Many of the customers feel that the khadi products are priced very high with the mean rate of 2.167
➢ Customer feel that the price of the khadi products to be reduced substantially and it has mean rate of 2.125
➢ This study reveals that subsidiary on cotton price will not make much more impact on price of the khadi products with the mean rate of 2.833
➢ Most of the customers are satisfied with modern products rather than khadi products with the high mean rate of 1.50
➢ Customer feel that the khadi products are not attractive, because of its old design and tradition and it has mean rate of 2.04

- Customer feel that the khadi products should come with diversified products and it has mean rate of 2.16
- The study reveals that, the khadi products are seasonal fit with the mean rate of 2.375
- The study reveals that, the khadi products are somewhat customer friendly with the mean rate of 2.458
- Customer feel that the khadi products are not substantially marketed and it has mean rate of 3.583
- Customer feel that the khadi education should be introduced in education system and it has high mean rate of 1.833
- Customer feel that the government employees should adopt with wearing of khadi textile twice in a weak it has mean rate of 2.29
- This study reveals that the khadi products need vigorous advertisement with the mean rate of 1.75
- Customer feel that the khadi products should come with attractive packaging with the mean rate of 1.95
- This study reveals that, the khadi institution is not only meant for rural development with the mean rate of 3.5
- Customer feel that the khadi products are widely available in modern urban stores it has mean rate of 2.62
- Customer feel that strong marketing channels should be need to attract modern urban stores with the mean rate of 1.95

7. Conclusion

Advertising at large scale needs to be done to increase the sale of products. Introducing of user friendly goods and attractive packaging will help expanding metro urban markets as well customers. By creating awareness about khadi products among youth and introducing different varieties and colors to suit the customer preference. Easy availability of products would help to increase in sales. So more franchisees should be introduced in urban areas. Innovative marketing channels should be needed to attract young generation. Many village people don't know about khadi products. So the khadi education should be introduced in education system, so that people get aware of gandhian ideology and khadi products. The village industries are not entitled for any production subsidy which indicates its interest strength. So as to increase the production of village industries goods, the production subsidy may be given. Credit facility which is offered to khadi products may be extended to village industries goods so as to boost the sales. By Introducing new design and technologies the production could be increased. Khadi institution should not concentrate on same variety of products; it should promote their products by giving diversified products. The government may offer incentives for improved technology in case of village industries goods.

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