The basic aim of this chapter is to synthesize the observations that the researcher has encountered during the study. An attempt has been made to synthesize the observations from Chapter no. 3 to 5 in a chronological order. After analyzing the responses received from the respondents, the researcher has observed that there are different consumption habits, tastes and area of satisfaction for different consumers’.

It has been observed that regarding silk consumption of rural working women of North Lakhimpur district, majority of the respondents agreed that they are in need of purchasing silk products during rituals and festivals as well as during special occasions like birthday, anniversary, meetings, etc. and hence high impact has been observed regarding all the variables of need recognition. For information search of the silk products, majority of them are in favour that they collect information about silk products from their friends and relatives hence high impact has been observed but as per the respondents information search through different advertisements are not a main source of information for them and therefore there is some impact whereas information search through various other sale representatives, no doubt some of them have agreed to it but many of them remain neutral and few disagreed hence moderate impact has been observed. Going through the factor ‘evaluation of alternatives’ a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on
its quality, affordable in terms of price, looking at the design, promotional measures such as retail shop display, showroom display etc. as well as easy availability and hence high impact has been observed. Regarding reference to beautiful packaging very few have responded in favour of it whereas majority of the respondents are highly disagree which results to some impact only. Regarding silk mark, few of the respondents has agreed and many of them remain neutral as well as disagreed while responding to this point and hence moderate impact have been observed regarding silk mark consciousness. If we look into purchase of silk products most of the respondents are in favour of cash purchase, credit purchase as well as purchase through installment basis as the case may be, hence high impact has been observed in all the three statements. Finally regarding post purchase behaviour majority of the respondents often see the “values” of the products, compare silk products with other products/brands that they have purchased and also feel esteemed if someone give compliments on their purchase, suggestions put forwarded by parents, relatives and forefathers, collection of feedbacks from friends/relatives regarding purchase of silk products, as well as suggestions put forwarded by the sellers in order to preserve their silk products, hence high impact has been observed. But in case of following the “do’s” and “don’ts” as prescribed by the silk board time to time except few, majority of them remain neutral and few disagreed hence moderate impact has been observed in North Lakhimpur district.

Regarding silk consumption of rural home maker women is concerned in North Lakhimpur district, it has been observed that regarding need recognition majority of the respondents are highly agreed that they are in need of purchasing silk products during rituals and festivals so high impact has been observed. But for
special occasions like birthday, anniversary, meetings, etc. most of them remain neutral and many of them are disagreed, hence moderate impact has been observed. For information search of the silk products majority of them are highly agreed that they collect information about silk products from their friends and relatives and also through various other sale representatives hence high impact has been observed. But information search through different advertisements are not accepted by the respondents, many of the respondents are highly disagreed as well as remaining respondents are also disagreed to the statement and therefore only some impact has been observed. Going through the point evaluation of alternatives, the picture observed is different where most of the respondents are highly agreed that they usually purchase their silk products based on its quality, affordable in terms of price, looking at the design as well as easy availability and hence high impact has been observed. But towards promotional measures such as retail shop display, showroom display etc. most of the respondents remain neutral as well as disagreed with their responses hence moderate impact has been observed. Reference to beautiful packaging very few have responded in favour of it whereas majority of the respondents are disagreed as well as highly disagreed which results to have some impact only. For silk mark again majority of them are disagreed and many of them remain neutral while responding to this statement and hence some impact has been observed regarding silk mark consciousness. If we look into purchase of silk products most of the respondents are in favour of cash purchase, credit purchase as well as purchase through installment basis, so high impact has been observed in all the three statements. Finally regarding post purchase behaviour majority of the respondents feel esteemed if someone compliment on their purchase and hence
collect feedbacks from friends/relatives regarding their purchase of silk products. They follow the suggestions put forwarded by the seller of the silk products for preservation and also follow the suggestions put forwarded by parents, relatives and forefathers for preservation of my silk products, hence high impact has been observed. The respondents are not in favour to the fact that they follow the “do’s” and “don’ts” as prescribed by the silk board from time to time, as a result most of them are highly disagreed, hence only some impact has been observed. Regarding comparing of silk products with other products/brands and seeing the “values” of the products that they have purchased no doubt many of the respondents agreed but many of them remain neutral and also disagreed hence moderate impact has been observed.

It has been observed that regarding silk consumption of urban working women of North Lakhimpur district, respondents are found not only agreed but also highly agreed that they are in need of purchasing silk products during rituals and festivals, during special occasions like birthday, anniversary, meetings, etc. and hence high impact has been observed regarding all the variables of need recognition. If we go through the statements on variables of information search of the silk products majority of them agreed that they collect information about silk products from their friends and relatives and from various sale representatives, so high impact has been observed but many of them responded to neutral regarding collecting information from different advertisements, hence moderate impact has been observed. If we look into the point evaluation of alternatives a clear picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality, design, promotional measures as well as easy
availability and affordability in terms of price and hence high impact has been observed. But regarding reference to beautiful packaging very few have responded in favour of it whereas majority of the respondents remain neutral as well as disagreed which results to have some impact only. Regarding silk mark majority of them remain neutral while responding and also many of the respondents are disagreed, because of their ignorance regarding silk mark, as a result moderate impact has been observed regarding silk mark consciousness. If we look into purchase of silk products most of the respondents are in favour of cash purchase, credit purchase as well as purchase through installment basis, so high impact has been observed in all the three statements. Finally regarding post purchase behaviour majority of the respondents often see the “values” of the products that they have purchased and also feel esteemed if someone compliment on their purchase, also collection of feedbacks from friends/relatives regarding purchase of silk products. They also agreed to the fact that they follow suggestions put forwarded by the sellers in order to preserve their silk products and suggestions put forwarded by parents, relatives and forefathers, hence high impact has been observed. But regarding comparing of silk products with other products/brands and following the “do’s” and “don’ts” as prescribed by the silk board time to time no doubt few of them agreed to it but most of them remain neutral and few disagreed hence moderate impact has been observed.

Regarding silk consumption of urban home maker women of North Lakhimpur district, it has been observed that respondents are highly agreed that
they are in need of purchasing silk products during rituals and festivals, during special occasions like birthday, anniversary, meetings, etc. and hence high impact has been observed regarding all the variables of need recognition. Going through the statements on variables of information search of the silk products majority of them agreed that they collect information about silk products from their friends and relatives and from various sale representatives, so high impact has been observed but many of them have disagreed regarding collecting information from different advertisements, hence moderate impact has been observed. If we look into the point evaluation of alternatives, most of the respondents are highly agreed that they usually purchase their silk products based on its quality, design, promotional measures as well as easy availability and affordability in terms of price and hence high impact has been observed. But regarding reference to beautiful packaging very few have responded in favour of it whereas majority of the respondents remain neutral as well as highly disagreed, which results in having some impact only. Regarding silk mark majority of them are highly disagreed while responding and many of the respondents also remain neutral as because of their ignorance regarding silk mark, as a result moderate impact has been observed regarding silk mark consciousness. If we go through the statements of purchasing of silk products most of the respondents are in favour of cash purchase, credit purchase as well as purchase through installment basis, so high impact has been observed in all the three statements. Finally regarding post purchase behaviour majority of the respondents often see the “values” of the products that they have purchased and also feel esteemed if someone compliment on their purchase, also collection of feedbacks
from friends/relatives regarding purchase of silk products. They also agreed to the fact that they follow suggestions put forwarded by the sellers in order to preserve their silk products and suggestions put forwarded by parents, relatives and forefathers, hence high impact has been observed. But regarding comparing of silk products with other products/brands and following the “do’s” and “don’ts” as prescribed by the silk board from time to time no doubt few of them agreed to it but most of them remain neutral and few disagreed hence moderate impact has been observed.

Regarding silk consumption of rural working women of Dibrugarh district, it has been observed that majority of the respondents agreed that they are in need of purchasing silk products during rituals and festivals and also during special occasions like birthday, anniversary, meetings, etc. and hence moderate impact has been observed regarding all the variables of need recognition. For information search of the silk products no doubt many of the respondents agreed that they collect information about silk products from their friends and relatives, various other sale representatives and also from different advertisements but many of them also remain neutral as well as disagreed and therefore moderate impact has been observed. If we look into the point evaluation of alternatives a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality and affordable in terms of price and hence high impact has been observed. But in case of design, promotional measures as well as easy availability no doubt majority of the respondents have responded for highly agreed
as well as agreed but few also remain neutral as well as disagreed and as a result moderate impact has been observed. Regarding reference to beautiful packaging very few have responded in favour of it whereas majority of the respondents are disagreed which results in having some impact only but regarding silk mark majority of them are not only agreed but also many of them are highly agreed to this point and for that high impact has been observed regarding silk mark consciousness. Regarding purchase of silk products most of the respondents are highly agreed towards cash purchase so high impact has been observed and regarding credit purchase the scenario is just the opposite where majority of the respondents are highly disagreed, so some impact has been observed but regarding purchase through installment basis no doubt few of them are in favour but majority of them remain neutral as well as disagreed, so moderate impact has been observed. Finally regarding post purchase behaviour majority of the respondents often see the “values” of the products that they have purchased and also feel esteemed if someone compliment on their purchase, they also agreed to the fact that they follow the “do’s” and “don’ts” as prescribed by the silk board from time to time, follow suggestions put forwarded by parents, relatives and forefathers as well as suggestions put forwarded by the sellers in order to preserve their silk products, hence high impact has been observed. But in case of collection of feedbacks from friends/relatives regarding purchase of silk products no doubt majority of them agreed to it but also many of them remain neutral and few disagreed as well as highly disagreed hence moderate impact has been observed.
Regarding silk consumption of rural home maker women of Dibrugarh district, it has been observed that regarding need recognition majority of the respondents are highly agreed that they are in need of purchasing silk products during rituals, festivals and during special occasions like birthday, anniversary, meetings, etc. but some of them are also highly disagreed and hence moderate impact has been observed. Regarding information search of the silk products no doubt many of them agreed that they collect information about silk products from their friends and relatives and from different advertisements on silk products but many of the respondents are also disagreed, as a result moderate impact has been observed but most of them are agreed as well as highly agreed in getting information from sales representatives, hence high impact has been observed. If we look into the point evaluation of alternatives a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality, design, affordable in terms of price and easy availability hence high impact has been observed but regarding promotional measures, beautiful packaging as well as silk mark most of the respondents remain neutral in their response as a result of which moderate impact has been observed. Regarding purchase of silk products most of the respondents are in favour of cash purchase as well as credit purchase but many of them also remain neutral so moderate impact has been observed but regarding purchase on installment basis responses that are in favour is very less, most of the respondents remain neutral and the others are not in favour of purchasing on installment basis, as a result of which some impact only has been observed. Finally regarding post purchase behaviour majority of the
respondents often see the “values” of the products that they have purchased and also feel esteemed if someone compliment on their purchase, as well as suggestions put forwarded by the sellers in order to preserve their silk products, hence high impact has been observed. Regarding following the “do’s” and “don’ts” as prescribed by the silk board time to time, most of the respondents remain neutral, so moderate has been observed. Regarding suggestions put forwarded by parents, relatives and forefathers, collection of feedbacks from friends/relatives regarding purchase of silk products and comparison of silk products with other similar products/brands no doubt majority of them agreed to it but also many of them remain neutral and few disagreed as well as highly disagreed hence moderate impact has been observed.

Regarding silk consumption of urban working women of Dibrugarh district, it has been observed that respondents agreed that they are in need of purchasing silk products during rituals and festivals, during special occasions like birthday, anniversary, meetings, etc. but many of them also disagreed to this point and as a result moderate impact has been observed regarding need recognition. Regarding information search of the silk products no doubt many of them are in favour that they collect information about silk products from their friends and relatives, various other sale representatives as well as from sales representatives but many of them responded to neutral and also disagreed which results to moderate impact. If we look into the point evaluation of alternatives a clear picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality and affordability in terms of price and hence high
impact has been observed but in case of design, promotional measures as well as 
easy availability no doubt majority of the respondents have responded for highly 
agreed as well as agreed but many of them also remain neutral and hence moderate 
impact has been observed. Regarding reference to beautiful packaging very few 
have responded in favour of it whereas majority of the respondents are disagreed 
which results to some impact only but regarding silk mark no doubt many of them 
are in favour but many of them are also highly disagreed which results to moderate 
impact regarding silk mark consciousness. Regarding purchase of silk products most 
of the respondents are in favour of cash purchase as well as credit purchase so high 
impact has been observed but regarding purchase through installment basis no doubt 
few of them are in favour but many of them remain neutral as well as highly 
disagreed so moderate impact has been observed. Finally regarding post purchase 
behaviour majority of the respondents often see the “values” of the products that 
they have purchased and also feel esteemed if someone compliment on their 
purchase, they also agreed to the fact that they follow the “do’s” and “don’ts” as 
prescribed by the silk board time to time as well as suggestions put forwarded by the 
sellers in order to preserve their silk products, hence high impact has been observed. 
But in case of suggestions put forwarded by parents, relatives and forefathers and 
also collection of feedbacks from friends/relatives regarding purchase of silk 
products no doubt majority of them agreed to it but also many of them remain 
neutral and few disagreed as well as highly disagreed hence moderate impact has 
been observed.
Regarding silk consumption of urban home maker women of Dibrugarh district, a clear picture has been observed that respondents are highly agreed that they are in need of purchasing silk products during rituals and festivals, hence the impact is high. But during special occasions like birthday, anniversary, meetings, etc. no doubt many of them are agreed as well as highly agreed to this point but many of them also highly disagreed, as a result moderate impact has been observed regarding this point of need recognition. Regarding information search of the silk products majority of them are highly agreed to all the points that they collect information about silk products from their friends and relatives, different advertisements on silk products and also from various other sale representatives and as a result high impact has been observed. If we look into the point evaluation of alternatives a clear picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality, affordable in terms of price, easy availability as well as promotional measures and hence the impact is high whereas in case of design no doubt majority of the respondents have responded for highly agreed but many of them are also in neutral mode as well as disagreed and highly disagreed and as a result moderate impact has been observed. Regarding preference to beautiful packaging and silk mark consciousness very few have responded in favour of it whereas majority of the respondents are highly disagreed which results in having some impact only. Regarding purchase of silk products most of the respondents are in favour of cash purchase, credit purchase as well as purchase of silk products through installment basis so high impact has been observed on all the three points. Finally regarding post
purchase behaviour moderate impact has been observed only on collection of feedbacks from friends/relatives point as because some of the respondents are disagreed as well as highly disagreed but in all the other variables of post purchase behaviour a different picture has been observed as majority of the respondents are highly agreed regarding “values” of the products that they have purchased and also feel esteemed if someone compliment on their purchase, they also agreed to the fact that they follow the “do’s” and “don’ts” as prescribed by the silk board time to time, as well as suggestions put forwarded by the sellers in order to preserve their silk products, suggestions put forwarded by parents, relatives and forefathers and also regarding comparison when made with other similar products/brands hence high impact has been observed.

It has been observed that regarding silk consumption of rural working women of Sivasagar district, majority of the respondents agreed that they are in need of purchasing silk products during rituals and festivals as well as during special occasions like birthday, anniversary, meetings, etc. and hence high impact has been observed regarding all the variables of need recognition. For information search of the silk products majority of them are in favour that they collect information about silk products from their friends and relatives and various other sale representatives hence high impact has been observed. But regarding information search through different advertisements majority of the respondents are highly disagreed and therefore here there is no impact. Going through the point evaluation of alternatives a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality,
affordability in terms of price, looking at the design, promotional measures such as retail shop display, showroom display etc. as well as easy availability and hence high impact has been observed. Regarding reference to beautiful packaging very few have responded in favour of it whereas majority of the respondents are highly disagreed which results to some impact only. Regarding silk mark no doubt many of them are agreed but many of them also remain neutral while responding to this point and for that moderate impact has been observed regarding silk mark consciousness. If we look into purchase of silk products most of the respondents are in favour of cash purchase, credit purchase as well as purchase through installment basis, so high impact has been observed. Finally regarding post purchase behaviour majority of the respondents often see the “values” of the products that they have purchased and also feel esteemed if someone compliment on their purchase, suggestions put forwarded by parents, relatives and forefathers, collection of feedbacks from friends/relatives regarding purchase of silk products, as well as suggestions put forwarded by the sellers in order to preserve their silk products, hence high impact has been observed but in case of following the “do’s” and “don’ts” as prescribed by the silk board time to time and comparing silk products with other products/brands no doubt many of them are agreed to it but many of them remain neutral and few disagreed hence moderate impact has been observed.

Regarding silk consumption of rural home maker women of **Sivasagar** district, is concerned it has been observed that regarding need recognition majority of the respondents are highly agreed that they are in need of purchasing silk products during rituals and festivals, so high impact has been observed but for special occasions like birthday, anniversary, meetings, etc. most of them remain neutral and
many of them are disagreed and highly disagreed and hence moderate impact has been observed. For information search of the silk products majority of them are in favour that they collect information about silk products from their friends and relatives and various other sale representatives hence high impact has been observed but information search through different advertisements are not accepted by the respondents, most of them remain neutral and also many of the respondents are disagreed and therefore here moderate impact has been observed. Going through the point evaluation of alternatives a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality, affordable in terms of price, looking at the design as well as easy availability and hence high impact has been observed but towards promotional measures such as retail shop display, showroom display etc. most of the respondents remain neutral with their responses hence moderate impact has been observed. Reference to beautiful packaging very few have responded in favour of it whereas majority of the respondents are disagreed which results in having some impact only. For silk mark again majority of them remain neutral and many of them are disagreed while responding to this point and for that some impact has been observed regarding silk mark consciousness. Regarding purchase of silk products many respondents are in favour of cash purchase but many of them also remain neutral so moderate impact has been observed but regarding purchase on credit and installment basis most of the respondents are in favour, as a result high impact has been observed. Finally regarding post purchase behaviour majority of the respondents often see the “values” of the products that they have purchased and also feel esteemed if someone compliment on their purchase, as well as follow the suggestions put forwarded by
the seller of the silk products for preservation and also follow the suggestions put forwarded by parents, relatives and forefathers for preservation of my silk products hence high impact has been observed. The respondents are not in favour to the fact that they follow the “do’s” and “don’ts” as prescribed by the silk board time to time as a result of most of them remain neutral and disagreed hence only some impact has been observed. Regarding comparing of silk products with other products/brands and collection of feedbacks from friends/relatives regarding purchase of silk products majority of them remain neutral and also disagreed hence moderate impact has been observed.

It has been observed regarding silk consumption of urban working women of Sivasagar district, that respondents are found not only agreed but also highly agreed that they are in need of purchasing silk products during rituals and festivals, during special occasions like birthday, anniversary, meetings, etc. and hence high impact has been observed regarding all the variables of need recognition. If we go through the questions on variables of information search of the silk products majority of them are highly agreed that they collect information about silk products from various sales representatives so here high impact has been observed. But many of them responded to neutral regarding collecting information from different advertisements and also many of them are disagreed towards collection of information from their friends and relatives, hence moderate impact has been observed. If we look into the point evaluation of alternatives a clear picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality, design, promotional measures as well as easy availability and affordability in terms of price and hence high impact has been
observed but regarding reference to beautiful packaging very few have responded in favour of it whereas majority of the respondents are disagreed which results to some impact only. Regarding silk mark majority of them remain neutral while responding and many of the respondents also highly disagreed as because of their ignorance regarding silk mark and as a result moderate impact has been observed regarding silk mark consciousness. Regarding purchase of silk products most of the respondents are in favour of cash purchase as well as purchase through installment basis so high impact has been observed but regarding credit purchase no doubt many of them are in favour but most of them are disagreed so moderate impact has been observed. Finally regarding post purchase behaviour majority of the respondents often see the “values” of the products that they have purchased and also feel esteemed if someone compliment on their purchase, also collection of feedbacks from friends/relatives regarding purchase of silk products, they also agreed to the fact that they follow suggestions put forwarded by the sellers in order to preserve their silk products and suggestions put forwarded by parents, relatives and forefathers hence high impact has been observed. But regarding comparing of silk products with other products/brands and following the “do’s” and “don’ts” as prescribed by the silk board time to time no doubt few of them agreed to it but most of them remain neutral and few disagreed hence moderate impact has been observed.

Regarding silk consumption of urban home maker women of Sivasagar district, it has been observed that respondents are highly agreed that they are in need of purchasing silk products during rituals and festivals, as a result the impact is high and during special occasions like birthday, anniversary, meetings, etc. no doubt few of them are agreed as well as highly agreed to this point but many of them remain neutral and also disagreed, as a result moderate impact has been observed regarding
this point of need recognition. If we go through the questions on variables of information search of the silk products majority of them agreed that they collect information about silk products from various sale representatives and from their friends and relatives so here high impact has been observed but many of them responded to disagreed as well as highly disagreed regarding collecting information from different advertisements, hence moderate impact has been observed. Again if we look into the point evaluation of alternatives a clear picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality, design, promotional measures as well as easy availability and affordability in terms of price and hence high impact has been observed. But regarding reference to beautiful packaging and silk mark consciousness very few have responded in favour of it whereas majority of the respondents are disagreed which results in having some impact towards these variables. Regarding purchase of silk products most of the respondents are in favour of cash purchase, credit purchase as well as purchase of silk products through installment basis so high impact has been observed on all the three variables of purchase. Finally regarding post purchase behaviour moderate impact has been observed regarding the fact that they follow the “do’s” and “don’ts” as prescribed by the silk board time to time and regarding comparison when made with other similar products/brands as because some of the respondents are disagreed as well as highly disagreed but in all the other variables of post purchase behaviour a different picture has been observed as majority of the respondents are highly agreed regarding “values” of the products that they have purchased, collection of feedbacks from friends/relatives and also feel esteemed if someone compliment on their purchase,
suggestions put forwarded by the sellers in order to preserve their silk products as well as suggestions put forwarded by parents, relatives and forefathers hence high impact has been observed.

It has been observed regarding silk consumption of rural working women of Jorhat district, that majority of the respondents agreed that they are in need of purchasing silk products during rituals and festivals, during special occasions like birthday, anniversary, meetings, etc. and hence high impact has been observed regarding all the variables of need recognition. For information search of the silk products majority of them are in favour that they collect information about silk products from their friends and relatives and various other sale representatives hence high impact has been observed but information search through different advertisements no doubt many of the respondents agreed but many of them remain neutral and also disagreed hence moderate impact has been observed. Going through the point evaluation of alternatives a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality, affordable in terms of price, looking at the design, promotional measures such as retail shop display, showroom display etc. as well as easy availability and hence high impact has been observed. But regarding reference to beautiful packaging and silk mark no doubt many of them are agreed but many of them remain neutral while responding to this point and which results in having moderate impact regarding beautiful packaging and silk mark consciousness. If we look into purchase of silk products most of the respondents are in favour of cash purchase, credit purchase as well as purchase through installment basis so as a result
high impact has been observed. Finally regarding post purchase behaviour majority of the respondents often see the “values” of the products that they have purchased and also feel esteemed if someone compliment on their purchase, suggestions put forwarded by parents, relatives and forefathers, collection of feedbacks from friends/relatives regarding purchase of silk products, as well as suggestions put forwarded by the sellers in order to preserve their silk products, following the “do’s” and “don’ts” as prescribed by the silk board time to time and comparing silk products with other products/brands, hence high impact has been observed in all the statements of Post Purchase Behaviour.

Regarding silk consumption of rural home maker women of Jorhat district, is concerned it has been observed that regarding need recognition majority of the respondents are highly agreed that they are in need of purchasing silk products during rituals, festivals as well as for special occasions like birthday, anniversary, meetings, etc. so high impact has been observed. Regarding information search of the silk products majority of them are agreed as well as highly agreed that they collect information about silk products from sale representatives, hence high impact has been observed but information search through collecting of information from friends and relatives and different advertisements sources, most of the respondents remain neutral and also many of the respondents are disagreed and therefore moderate impact has been observed. Going through the point evaluation of alternatives a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality,
affordable in terms of price, looking at the design as well as promotional measures such as retail shop display, showroom display etc. and hence high impact has been observed. But regarding easy availability most of the respondents remain neutral with their responses hence moderate impact has been observed. Regarding reference to beautiful packaging very few have responded in favour of it whereas majority of the respondents are highly disagreed which results to some impact only. For silk mark no doubt few are in favour of it but majority of them remain neutral and many of them are disagreed while responding to this point and hence moderate impact has been observed regarding silk mark consciousness. Regarding purchase of silk products most of the respondents are in favour of cash purchase and credit purchase and hence high impact has been observed but regarding purchase on installment basis no doubt most of the respondents are in favour but many of them also remain neutral in responding as well as disagreed as a result of which moderate impact has been observed. Finally regarding post purchase behaviour majority of the respondents often see the “values” of the products that they have purchased, compare of silk products with other products/brands and also collect feedbacks from friends/relatives regarding their purchase of silk products. They also feel esteemed if someone compliment on their purchase, as well as follow the suggestions put forwarded by the seller of the silk products for preservation and also follow the suggestions put forwarded by parents, relatives and forefathers for preservation of my silk products, hence high impact has been observed. But majority of the respondents are not in favour to the fact that they follow the “do’s” and “don’ts” as
prescribed by the silk board time to time as a result most of them remain neutral and disagreed hence moderate impact has been observed.

It has been observed regarding silk consumption of urban working women of Jorhat district, that respondents are found not only agreed but also highly agreed that they are in need of purchasing silk products during festivals and during special occasions like birthday, anniversary, meetings, etc. and hence high impact has been observed but during rituals most of the respondents remain neutral while responding, hence moderate impact has been observed. If we go through the statements on variables of information search of the silk products majority of them agreed that they collect information about silk products from their friends and relatives and various sales representatives so here high impact has been observed but many of them responded to neutral as well as disagreed regarding collecting information from different advertisements, hence moderate impact has been observed. If we look into the point evaluation of alternatives a clear picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality, design as well as easy availability and affordability in terms of price and hence high impact has been observed but regarding promotional measures such as retail shop display, showroom display etc. and also reference to beautiful packaging, majority of the respondents remain neutral while responding, hence moderate impact has been observed. Regarding silk mark consciousness no doubt many responses are neutral but many respondents are highly agreed about it and as a result high impact has been observed. Regarding purchase of silk products
most of the respondents are highly agreed regarding cash purchase so high impact has been observed but regarding credit purchase as well as purchase through installment basis no doubt many of them are in favour but most of them are disagreed so moderate impact has been observed. Finally regarding post purchase behaviour majority of the respondents often see the “values” of the products that they have purchased, compare their silk products with other products/brands and also feel esteemed if someone compliment on their purchase, also collection of feedbacks from friends/relatives regarding purchase of silk products, they also agreed to the fact that they follow suggestions put forwarded by the sellers in order to preserve their silk products, follow the “do’s” and “don’ts” as prescribed by the silk board time to time and suggestions put forwarded by parents, relatives and forefathers, hence high impact has been observed in all the variables of Post Purchase Behaviour.

Regarding silk consumption of urban home maker women of Jorhat district, a clear picture has been observed that respondents are highly agreed that they are in need of purchasing silk products during rituals and during special occasions like birthday, anniversary, meetings, etc. hence the impact is high but during festivals, no doubt few of them are agreed as well as highly agreed to this point but many of them remain neutral and also disagreed, as a result moderate impact has been observed regarding this point of need recognition. If we go through the statements on variables of information search of the silk products majority of them agreed that they collect information about silk products from their friends and relatives and
various sales representatives so here high impact has been observed. But many of them responded to neutral as well as disagreed regarding collecting information from different advertisements, hence moderate impact has been observed. If we look into the point evaluation of alternatives a clear picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality, design, promotional measures such as retail shop display, showroom display etc. as well as easy availability and affordability in terms of price and hence high impact has been observed but regarding reference to beautiful packaging, many respondents remain neutral and many disagreed, hence moderate impact has been observed. Regarding silk mark consciousness many respondents are very much conscious but many of them remain neutral and also some disagreed are disagreed, as a result moderate impact has been observed. Regarding purchase of silk products most of the respondents are highly agreed towards cash purchase so high impact has been observed but regarding credit purchase the responses are mostly negative. As per them they usually don’t go for credit purchase and hence only some impact has been observed to this variable but purchase through installment basis no doubt many of them are in favour but many of them remain neutral and few disagreed, so moderate impact has been observed. Finally regarding post purchase behaviour majority of the respondents often see the “values” of the products that they have purchased, and also feel esteemed if someone compliment on their purchase, they also agreed to the fact that they follow suggestions put forwarded by the sellers in order to preserve their silk products and suggestions put forwarded by parents, relatives and forefathers, hence high impact
has been observed. But the respondents are not bothered regarding comparing their silk products with other products/brands in all the variables, collection of feedbacks from friends/relatives regarding purchase of silk products and also regarding following the “do’s” and “don’ts” as prescribed by the silk board time to time, so responses are not in favour of these variables and hence moderate impact has been observed in these variables of Post Purchase Behaviour.

It has been observed regarding silk consumption of rural working women of Nogaon district, that majority of the respondents are not in favour that they are in need of purchasing silk products during rituals, festivals as well as during special occasions like birthday, anniversary, meetings, etc. and hence moderate impact has been observed in all the variables of need recognition. In case of information search of the silk products majority of them are in not in favour that they collect information about silk products from their friends and relatives’, searching through different advertisements and various other sale representatives hence here again moderate impact has been observed in all the variables of information search. Going through the point evaluation of alternatives a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality, affordable in terms of price as well as looking at the design hence high impact has been observed. Reference to promotional measures such as retail shop display, showroom display etc. as well as easy availability no doubt many respondents are in favour but many of them also disagreed and hence moderate impact has been observed. In case of beautiful packaging very few have
responded in favour of it whereas majority of the respondents are highly disagreed which results in having some impact only. Regarding silk mark, few respondents are agreed and majority of them are disagreed while responding to this point and hence moderate impact has been observed regarding silk mark consciousness. If we look into purchase of silk products most of the respondents are highly agreed regarding cash purchase, so high impact has been observed but regarding credit purchase no doubt many respondents are in favour but many of them also disagreed and hence moderate impact has been observed. But regarding purchase through installment basis except few respondents many of them are disagreed as well as highly disagreed, as a result of which some impact has been observed regarding this variable of purchase factor. Finally going through post purchase behaviour majority of the respondents are in favour that they often see the “values” of the products that they have purchased and also feel esteemed if someone compliment on their purchase, suggestions put forwarded by parents, relatives and forefathers, in case of following the “do’s” and “don’ts” as prescribed by the silk board time to time as well as suggestions put forwarded by the sellers in order to preserve their silk products, hence high impact has been observed but regarding collection of feedbacks from friends/relatives and comparing silk products with other products/brands no doubt majority of them are agreed to it but also many of them remain neutral and few disagreed hence moderate impact has been observed.

Regarding silk consumption of rural home maker women of Nogaon district, is concerned it has been observed that regarding need recognition, majority of the
respondents are highly disagreed towards purchasing of silk products during rituals, hence only some impact has been observed and for festivals and special occasions like birthday, anniversary, meetings, etc. most of them remain neutral and many of them are disagreed as well as highly disagreed and hence moderate impact has been observed. For information search of the silk products majority of them are highly agreed as well as agreed, regarding collecting information about silk products from their friends and relatives, hence high impact has been observed but information search through different advertisements and various other sale representatives are not accepted by the respondents, most of them remain neutral and also many of the respondents are disagreed and therefore here moderate impact has been observed. Going through the point evaluation of alternatives a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality, affordable in terms of price and by looking at the design and hence high impact has been observed but towards easy availability and promotional measures such as retail shop display, showroom display etc. many respondents remain neutral and also disagreed with their responses hence moderate impact has been observed. Regarding reference to beautiful packaging very few have responded in favour of it whereas majority of the respondents are highly disagreed which results to some impact only. But regarding silk mark majority of the respondents are highly agreed while responding to this point and hence high impact has been observed regarding silk mark consciousness. Regarding purchase of silk products most of the respondents are highly agreed towards cash purchase, hence high impact has been observed but regarding purchase on credit and installment
basis majority of the respondents are disagreed to this variables of purchase as a result of which some impact has been observed. Finally regarding post purchase behaviour majority of the respondents often see the “values” of the products that they have purchased and also feel esteemed if someone compliment on their purchase, as well as follow the suggestions put forwarded by the seller of the silk products for preservation and also follow the suggestions put forwarded by parents, relatives and forefathers for preservation of my silk products, hence high impact has been observed. But the respondents are not in favour to the fact that they compare the silk products with other products/brands as a result most of them remain neutral and disagreed, hence only some impact has been observed. Regarding collection of feedbacks from friends/relatives about the purchase of silk products and following the “do’s” and “don’ts” as prescribed by the silk board time to time no doubt many respondents are in favour of it but many of them also disagreed hence moderate impact has been observed.

It has been observed regarding silk consumption of urban working women of Nogaon district, that respondents are in favour that they are in need of purchasing silk products during rituals and during special occasions like birthday, anniversary, meetings, etc. and hence high impact has been observed but during festivals no doubt many of them are in favour of purchasing silk products but many of them also remain neutral as well as disagreed, hence moderate impact has been observed regarding these variable of need recognition. If we go through the questions on variables of information search of the silk products majority of the respondents
remain neutral in their response regarding all the variables of information search i.e. collection of information from their friends and relatives, collecting information about silk products from various sale representatives as well as collecting information from different advertisements, hence moderate impact has been observed. If we look into the point evaluation of alternatives, respondents are in favour that they purchase silk products based on its quality, hence high impact has been observed but based on design, promotional measures and affordability in terms of price majority of the respondents remain neutral as well as dissatisfied while responding, hence moderate impact has been observed. Again regarding preferring of silk products which are easily available majority of the respondents are disagreed as well as highly disagreed, hence only some impact has been observed to this variable. But regarding reference to beautiful packaging and silk mark very few have responded in favour of it whereas majority of the respondents are disagreed, hence moderate impact has been observed. Regarding purchase of silk products most of the respondents are highly agreed towards cash purchase so high impact has been observed but regarding credit purchase and purchase on installment basis majority of them are disagreed as well as highly disagreed, hence only some impact has been observed. Finally going through post purchase behaviour majority of the respondents are in favour that they often see the “values” of the products that they have purchased, also feel esteemed if someone compliment on their purchase and following suggestions put forwarded by parents, relatives and forefathers regarding preservation of silk products, hence high impact has been observed but regarding collection of feedbacks from friends/relatives, in case of following the “do’s” and
“don’ts” as prescribed by the silk board time to time as well as suggestions put forwarded by the sellers in order to preserve their silk products, and comparing silk products with other products/brands no doubt majority of them are agreed to it but also many of them remain neutral as well as disagreed hence moderate impact has been observed.

Regarding silk consumption of urban home maker women of Nagaon district, a clear picture has been observed that respondents are highly agreed that they are in need of purchasing silk products during rituals, festivals as well as during special occasions like birthday, anniversary, meetings, etc. hence the impact is high. If we go through the questions on variables of information search of the silk products majority of them are highly agreed that they collect information about silk products from various sales representatives so here high impact has been observed but majority of the respondents remain neutral in their response regarding collecting information from their friends and relatives and different advertisements, hence moderate impact has been observed. Going through the point evaluation of alternatives a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality, design affordable in terms of price, promotional measures such as retail shop display, showroom display etc. as well as easy availability and hence high impact has been observed. Reference to beautiful packaging very few have responded in favour of it whereas many respondents remain neutral as well as disagreed which results in having moderate impact. For silk mark again majority of them remain
neutral while responding to this point and for that moderate impact has been observed regarding silk mark consciousness. If we look into purchase of silk products most of the respondents are agreed towards cash purchase, as a result high impact has been observed. But regarding credit purchase and purchase through installment basis no doubt many respondents are in favour but many of them also remain neutral while responding to this point and for that moderate impact has been observed. Finally regarding post purchase behaviour majority of the respondents are in favour that they often see the “values” of the products that they have purchased and also feel esteemed if someone compliment on their purchase, comparing of silk products with other products/brands, collection of feedbacks from my friends/relatives regarding the purchase of silk products, follow the “do’s” and “don’ts” as prescribed by the silk board time to time and also follow the suggestions put forwarded by parents, relatives and forefathers for preservation of my silk products, hence high impact has been observed. But regarding following the suggestions put forwarded by the seller of the silk products for preservation no doubt some respondents are in favour of it but majority of them (31%) are disagreed hence moderate impact has been observed.

It has been observed regarding silk consumption of rural working women of Kamrup district that majority of the respondents agreed that they are in need of purchasing silk products during rituals and festivals as well as during special occasions like birthday, anniversary, meetings, etc. and hence high impact has been observed regarding all the variables of need recognition. For information search of
the silk products majority of them are in favour that they collect information about
silk products from their friends and relatives, various other sale representatives and
also search through different advertisements, hence high impact has been observed.
Going through the point evaluation of alternatives, it has been observed that most of
the respondents are highly agreed that they usually purchase their silk products
based on its quality, affordable in terms of price, looking at the design, beautiful
packaging as well as easy availability and hence high impact has been observed and
regarding reference to promotional measures such as retail shop display, showroom
display etc. very few have responded in favour of it whereas majority of the
respondents remain neutral and many disagreed which results in having moderate
impact. Regarding silk mark no doubt few respondents are in favour but majority of
them remain neutral while responding to this point and for that moderate impact has
been observed regarding silk mark consciousness. If we look into purchase of silk
products most of the respondents are agreed as well as highly agreed, regarding
cash purchase, so high impact has been observed. But regarding credit purchase and
purchase through installment basis no doubt many respondents are in favour but
many of them also remain neutral while responding to this point and for that
moderate impact has been observed. Finally regarding post purchase behaviour
majority of the respondents often see the “values” of the products that they have
purchased and also feel esteemed if someone compliment on their purchase, accept
suggestions put forwarded by parents, relatives and forefathers and also comparing
silk products with other products/brands, hence high impact has been observed. But
in case of following the “do’s” and “don’ts” as prescribed by the silk board time to
time, collection of feedbacks from friends/relatives regarding purchase of silk products, as well as suggestions put forwarded by the sellers in order to preserve their silk products, no doubt majority of them are agreed to it but also many of them remain neutral and few disagreed hence moderate impact has been observed.

Regarding silk consumption of rural home maker women of Kamrup district, is concerned it has been observed that regarding need recognition majority of the respondents are highly agreed that they are in need of purchasing silk products during rituals and special occasions like birthday, anniversary, meetings, etc. so high impact has been observed but for festivals no doubt many respondents are in favour but many of them also remain neutral and many of them are disagreed and highly disagreed and hence moderate impact has been observed. For information search of the silk products majority of them are in favour that they collect information about silk products from their friends and relatives and various other sale representatives hence high impact has been observed but information search through different advertisements are not accepted by the respondents, majority of the respondents are disagreed and therefore here moderate impact has been observed. Going through the point evaluation of alternatives a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality, affordable in terms of price, promotional measures such as retail shop display, showroom display etc. as well as easy availability and hence high impact has been observed but towards purchasing by looking at the design most of the respondents remain neutral with their responses hence moderate impact has
been observed. Reference to beautiful packaging very few have responded in favour of it whereas majority of the respondents remain neutral and also some are disagreed which results to moderate impact. For silk mark again majority of them remain neutral while responding to this point and for that moderate impact has been observed regarding silk mark consciousness. Regarding purchase of silk products many of the respondents are in favour of purchase through installment basis but many of them also remain neutral so moderate impact has been observed but regarding purchase on cash and credit basis most of the respondents are in favour as a result of which high impact has been observed. Finally regarding post purchase behaviour majority of the respondents are in favour that they often see the “values” of the products that they have purchased and also feel esteemed if someone compliment on their purchase, collection of feedbacks from friends/relatives regarding the purchase of silk products, follow the “do’s” and “don’ts” as prescribed by the silk board time to time, as well as follow the suggestions put forwarded by the seller of the silk products for preservation and also follow the suggestions put forwarded by my parents, relatives and forefathers for preservation of my silk products, hence high impact has been observed. But regarding comparing of silk products with other products/brands no doubt some respondents are in favour of it but many of them are disagreed hence moderate impact has been observed.

It has been observed regarding silk consumption of urban working women of Kamrup district that respondents are found not only agreed but also highly agreed that they are in need of purchasing silk products during rituals and festivals,
during special occasions like birthday, anniversary, meetings, etc. and hence high impact has been observed regarding all the variables of need recognition. If we go through the questions on variables of information search of the silk products majority of them agreed that they collect information about silk products from their friends and relatives and various sale representatives so here high impact has been observed but many of them responded to neutral as well as disagreed regarding collecting information from different advertisements hence moderate impact has been observed. Going through the point evaluation of alternatives a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality, affordable in terms of price, promotional measures such as retail shop display, showroom display etc. as well as easy availability and hence high impact has been observed but towards purchasing by looking at the design, many respondents remain neutral with their responses hence moderate impact has been observed. Reference to beautiful packaging very few have responded in favour of it whereas majority of the respondents remain neutral and also some are disagreed which results in having moderate impact. For silk mark again majority of them remain neutral and many of them are disagreed while responding to this point and for that moderate impact has been observed regarding silk mark consciousness. Regarding purchase of silk products most of the respondents are in favour of cash purchase, credit purchase as well as purchase through installment basis so high impact has been observed. Finally regarding post purchase behaviour majority of the respondents are in favour that they often see the “values” of the products that they have purchased and also feel esteemed if someone
compliment on their purchase, collection of feedbacks from friends/relatives regarding the purchase of silk products, follow the “do’s” and “don’ts” as prescribed by the silk board time to time, as well as follow the suggestions put forwarded by the seller of the silk products for preservation and also follow the suggestions put forwarded by parents, relatives and forefathers for preservation of my silk products, hence high impact has been observed. But regarding comparing of silk products with other products/brands no doubt some respondents are in favour of it but majority of them are disagreed hence moderate impact has been observed.

Regarding silk consumption of urban home maker women of Kamrup district, that majority of the respondents agreed that they are in need of purchasing silk products during rituals and festivals as well as during special occasions like birthday, anniversary, meetings, etc. and hence high impact has been observed regarding all the variables of need recognition. For information search of the silk products majority of them are in favour that they collect information about silk products from their friends and relatives, various other sale representatives and also search through different advertisements, hence high impact has been observed. Going through the point evaluation of alternatives a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products based on its quality, affordable in terms of price, promotional measures such as retail shop display, showroom display etc. as well as easy availability and hence high impact has been observed but towards purchasing by looking at the design many respondents are disagreed, hence moderate impact has
been observed. Reference to beautiful packaging very few have responded in favour of it whereas many respondents are disagreed which results in having moderate impact. For silk mark again many of them remain neutral and many of them are disagreed while responding to this point and for that moderate impact has been observed regarding silk mark consciousness. If we look into purchase of silk products most of the respondents are agreed regarding cash purchase, so high impact has been observed. But regarding credit purchase and purchase through installment basis no doubt many respondents are in favour but many of them also remain neutral while responding to this point and for that moderate impact has been observed. Finally regarding post purchase behaviour moderate impact has been observed regarding following the “do’s” and “don’ts” as prescribed by the silk board time to time point and regarding comparison when made with other similar products/brands as because some of the respondents remain neutral in their response as well as disagreed but in all the other variables of post purchase behaviour a different picture has been observed as majority of the respondents are highly agreed regarding “values” of the products that they have purchased, collection of feedbacks from friends/relatives and also feel esteemed if someone compliment on their purchase, suggestions put forwarded by the sellers in order to preserve their silk products as well as suggestions put forwarded by parents, relatives and forefathers, hence high impact has been observed.

Thus from the study it has been observed that the rural consumers in the study area has been highly influenced by need recognition, evaluation of alternatives
and purchase factors in their buying behaviour of natural silk. On the other hand in case of urban consumers they have been highly influenced by need recognition, information search and post purchase behaviour in their buying behaviour of natural silk. It can be inferred that except need recognition there are dissimilarities of factors that plays an important role in their buying behaviour which is in accordance with the previous findings on buying behaviour of other products.

It has been observed from the study that the consumers belonging to home maker women category in the study area has been highly influenced by need recognition, information search and post purchase behaviour factors in their buying behaviour of natural silk. On the other hand in case of working women consumers they have been highly influenced by need recognition, purchase and post purchase behaviour in their buying behaviour of natural silk. It can be inferred that except need recognition and post purchase behaviour there are dissimilarities of factors that plays an important role in their buying behaviour. However for information search factor it is interesting to note that not a single category of women consumers were highly being influenced in their buying behaviour. This is mainly due to the reason that silk, being a traditional product of Assam almost all the respondents do have or presumed to have proper knowledge about the product, price and the place where it is being sold.

Regarding satisfaction of rural working women of North Lakhimpur district as consumer towards natural silk products is concerned most of the respondents have agreed to highly agreed to all the statements on the variables of
perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability and customization and hence high impact has been observed on all the variables of perceived quality. Again regarding appearance of the silk products it has been observed that majority of the respondents are agreed to the point that they look into how trendy the silk products are, while choosing, hence high impact has been observed. But while choosing the silk products by looking into its colours and fashion no doubt many of them are also in favour but many of the respondents remain neutral and hence moderate impact has been observed in these statements of appearance. If we look into the point expectation most of the respondents are agreed as well as highly agreed to all the statements on the variables of expectation i.e. the respondents are usually satisfied when the silk products are reliable, can be customized and also durable in nature, as a result of which high impact has been observed regarding expectations. Whereas regarding delivery system most of the respondents are agreed that they are satisfied with the two systems that are given as variables of the delivery system i.e. home delivery system and vendor delivery system and as a result high impact has been observed but delivery through show room purchase no doubt many of them are in favour but many of them also remain neutral in their response, hence moderate impact has been observed. If we go through the statements of sales performance where most of the respondents are highly agreed that they usually purchase their silk products from outlets where price is reasonable, which provides offers such as discount, free gifts etc. and where the sales volume is high and also the outlet which keep varieties such as design, colour etc., hence high impact has been observed. But purchasing from
outlets which contains show room, no doubt many of them are in favour but many of them also remain neutral as well as disagreed in their response, hence moderate impact has been observed. Again regarding perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price hence high impact has been observed. Regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable, when confirmed expectations as well as disconfirmed expectations are fulfilled and also when it is up to the mark with an ideal because almost all the respondents have responded to agreed as well as highly agreed, hence high impact has been observed. Towards consumers complain it is observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints, as a result of which high impact has been observed. Finally if we look into consumer’s loyalty and regarding giving suggestions to others for purchasing of silk products no doubt many of the respondents agreed but many of them also remain neutral as well as disagreed in their response as a result of which moderate impact has been observed.

It has been observed that regarding satisfaction on natural silk products by rural home maker women of North Lakhimpur district, most of the respondents are agreed as well as highly agreed to all the statements on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength,
adaptability, reliability and customization, as a result of which high impact has been observed in each of the variables. If we go through appearance of the silk products it has been observed that majority of the respondents are in favour to the point that they look into the colours while choosing their silk products and for that high impact has been observed. But while choosing the silk products by looking into fashion and trendiness no doubt many of them are in favour but many of the respondents remain neutral as well as disagreed and hence moderate impact has been observed in these variables of appearance. If we look into the point expectation most of the respondents are agreed as well as highly agreed to all the statements on the variables of expectation i.e. the respondents are usually satisfied when the silk products are reliable, can be customized and also durable in nature, as a result of which high impact has been observed. Regarding delivery system is concerned most of the respondents are satisfied with the receiving of products through home delivery system hence high impact has been observed whereas purchase through show-room purchase system and vendor delivery system no doubt many of them remain neutral as well as disagreed but many of them are also satisfied through those systems, as a result of which moderate impact has been observed. If we go through the sales performance a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products from outlets where price is reasonable, outlet which keep varieties such as design, colour etc., where the sales volume is high and also which provides offers such as discount, free gifts etc. hence high impact has been observed. But purchasing from outlets which contains show room, no doubt many of them are in favour but many of them also remain neutral as
well as disagreed in their response, hence moderate impact has been observed. If we look into perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price, hence high impact has been observed. Again regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable, when confirmed expectations and disconfirmed expectations are fulfilled and also when it is up to the mark with an ideal because almost all the respondents have responded to agreed as well as highly agreed, hence high impact has been observed. Regarding consumers complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints as a result of which high impact has been observed. Finally if we look into consumer’s loyalty most of the respondents are in favour to the statement that they will remain loyal to their chosen silk products, hence high impact has been observed. But regarding giving suggestions to others for purchasing of silk products, very few of the respondents have agreed to this point in their response but most of them are disagreed as a result of which moderate impact has been observed.

Regarding satisfaction on natural silk products of urban working women of North Lakhimpur district are like most of the respondents are agreed as well as highly agreed to all the questions on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability
and customization, as a result of which high impact has been observed. Again as per the observations majority of the respondents are in favour regarding how fashionable the silk products are, its colour and trendiness because as per them they are highly satisfied, hence high impact has been observed. If we look into the point expectation, most of the respondents are agreed as well as highly agreed to all the questions on the variables of expectation i.e. the respondents are satisfied when the silk products are reliable, can be customized and also durable in nature, hence high impact has been observed regarding expectations. If we go through the delivery system of silk products most of the respondents observed to be satisfied with the receiving of products through home delivery system, show-room purchase system as well as vendor delivery system, hence high impact has been observed in these statements too. Again if we go through the sales performance same picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products from outlets where price is reasonable, where the sales volume is high, where there is a showroom, outlet which keep varieties such as design, colour etc. and also which provides offers such as discount, free gifts etc. and hence here too high impact has been observed in all the statements. If we look into perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price, hence high impact has been observed. Regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable, when confirmed and disconfirmed expectations are fulfilled and also when it is up to
the mark with an ideal because almost all the respondents have responded to agreed as well as highly agreed and hence high impact has been observed. Regarding consumers complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints as a result of which high impact has been observed. Finally if we look into consumer’s loyalty most of the respondents are in favour of the point that they will remain loyal to their chosen silk products and hence high impact has been observed. But regarding giving suggestions to others for purchasing of silk products no doubt many of the respondents are agreed but many of them also remain neutral as well as disagreed while giving their response as a result of which moderate impact has been observed.

Regarding satisfaction towards natural silk products of the urban home maker women of North Lakhimpur district, where the respondents are agreed as well as highly agreed to all the questions on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability and customization etc, and hence high impact has been observed. Again regarding appearance of the silk products it has been observed that majority of the respondents are in favour to the point that they look into how fashionable and trendy the silk products are, while choosing and for that high impact has been observed. But while choosing the silk products by looking into colours no doubt many of them are also in favour but many of the respondents remain neutral and hence moderate impact has been observed in this statement of appearance. If we look into the point
expectation most of the respondents are agreed as well as highly agreed to all the questions on the variables of expectation i.e. the respondents are usually satisfied when the silk products are reliable, can be customized and also durable in nature, hence impact has been observed regarding expectations. Going through the delivery system it has been observed that most of the respondents are satisfied with the receiving of products through home delivery system, show room purchase system as well as vendor delivery system, hence high impact has been observed. If we go through the sales performance same picture has been observed where most of the respondents have highly agreed that they usually purchase their silk products from outlets where price is reasonable, where there is a showroom, where the sales volume is high and outlet which keep varieties such as design, colour etc. and also which provides offers such as discount, free gifts etc. and hence high impact has been observed. If we look into perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price hence high impact has been observed. Again regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable, when disconfirmed expectations are fulfilled and also when it is up to the mark with an ideal because almost all the respondents have responded to agreed as well as highly agreed and hence high impact has been observed but regarding confirmed expectations the picture observed is a bit different where no doubt many of the respondents are in favour of it but at the same time many of them also remain neutral which results to moderate
impact. Regarding consumers complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints, as a result of which high impact has been observed. Finally if we look into consumer’s loyalty most of the respondents are in favour of the point that they will remain loyal to their chosen silk products and also suggest others to go for purchasing silk products and hence high impact has been observed.

Regarding natural silk products by rural working women of Dibrugarh district is concerned most of the respondents are agreed as well as highly agreed to all the questions on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability and customization and hence as a result of which high impact has been observed. Regarding appearance of the silk products it has been observed that majority of the respondents are disagreed to the point that they look into how fashionable it is while choosing but many of them are also in favour, hence moderate impact has been observed. Again regarding colour and trendy while choosing the silk products, no doubt many of the respondents are in favour but many of them also remain neutral, hence moderate impact has been observed in all the three variables of appearance. If we look into the point expectation no doubt few of the respondents remain neutral but most of the respondents are agreed as well as highly agreed to all the questions on the variables of expectation i.e. the respondents are usually satisfied when the silk products are reliable, can be customized and also durable in nature, as a result of which high
impact has been observed regarding expectations. Going through the delivery system no doubt many respondents are agreed that they are satisfied with all the three systems that are given as variables of the delivery system i.e. home delivery system, vendor delivery and show room purchase but many of them also remain neutral in their response and as a result of which moderate impact has been observed. If we go through the sales performance a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products from outlets where there is a showroom, where price is reasonable and also which provides offers such as discount, free gifts etc. hence high impact has been observed. Regarding outlet where the sales volume is high and outlet which keep varieties such as design, colour etc. no doubt many of the respondents agreed but many of them remain neutral in their response as a result of which moderate impact has been observed. If we look into perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price, hence high impact has been observed. Regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable also when confirmed expectations are fulfilled and also when it is up to the mark with an ideal because almost all the respondents have responded to agreed as well as highly agreed and hence high impact has been observed but regarding disconfirmed expectations no doubt many of them are highly agreed but many also remain neutral as well as disagreed, as a result of which moderate impact has been observed. Regarding consumer’s
complain is concerned it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complains, as a result of which high impact has been observed. Finally if we look into consumer’s loyalty most of the respondents are in favour of the point that they will remain loyal to their chosen silk products and hence high impact has been observed. But regarding giving suggestions to others for purchasing of silk products no doubt many of the respondents agreed but many of them also remain neutral in their response as a result of which moderate impact has been observed.

Regarding satisfaction on natural silk products by rural home maker women of Dibrugarh district, most of the respondents are agreed as well as highly agreed to all the questions on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability and customization, as a result of which high impact has been observed. Regarding appearance of the silk products it has been observed that many of the respondents disagreed to the point that they look into how fashionable it is while choosing but many of them are also in favour, again regarding colour and trendy while choosing the silk products, no doubt many of the respondents are in favour but many of them also remain neutral, hence moderate impact has been observed in all the three variables of appearance. If we look into the point expectation no doubt few of the respondents remain neutral but most of the respondents are agreed as well as highly agreed to all the questions on the variables of expectation i.e. the respondents are usually satisfied when the silk
products are reliable, can be customized and also durable in nature, hence high impact has been observed regarding expectations. Going through the point delivery system, it has been observed that most of the respondents agreed that they are satisfied with the receiving of products through home delivery system and hence high impact has been observed whereas purchase through show-room purchase system and vendor delivery system no doubt many of them remain neutral as well as disagreed but many of them are also satisfied through those systems as a result of which moderate impact has been observed. If we go through the sales performance a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products from outlets where price is reasonable and hence high impact has been observed but regarding outlet where there is a showroom, where the sales volume is high and outlet which keep varieties such as design, colour etc. and also which provides offers such as discount, free gifts etc. no doubt many of the respondents agreed but many of them remain neutral in their response as a result of which moderate impact has been observed. If we look into perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price hence high impact has been observed. Regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable also when confirmed expectations are fulfilled and also when it is up to the mark with an ideal because almost all the respondents have responded to agreed as well as highly agreed and hence high impact has been observed but
regarding disconfirmed expectations no doubt many of them are highly agreed but many also remain neutral as well as disagreed, as a result of which moderate impact has been observed. Looking into consumer’s complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints, as a result of which high impact has been observed. Finally if we look into consumer’s loyalty most of the respondents are in favour of the point that they will remain loyal to their chosen silk products and giving suggestions to others for purchasing of silk products no doubt many of the respondents are agreed hence high impact has been observed. But regarding but many of them also remain neutral in their response as a result of which moderate impact has been observed.

Regarding satisfaction on natural silk products of urban working women of Dibrugarh district, are like most of the respondents are agreed as well as highly agreed to all the questions on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability and customization, hence high impact has been observed. Regarding appearance of the silk products it has been observed that many of the respondents disagreed to the point that they look into how fashionable it is while choosing silk products, hence moderate impact has been observed but many of them are in favour, regarding colour and trendy because as per them they are highly satisfied and hence high impact has been observed. If we look into the point expectation no doubt few of the respondents remain neutral but most of the respondents are agreed as well as highly
agreed to all the questions on the variables of expectation i.e. the respondents are usually satisfied when the silk products are reliable, can be customized and also durable in nature, as a result of which high impact has been observed regarding expectations. Going through the delivery system it has been observed that most of the respondents are satisfied with the receiving of products through home delivery system and vendor delivery system, hence high impact has been observed. Whereas regarding purchase through show-room purchase system, many respondents remain neutral as well as disagreed, as a result of which moderate impact has been observed. If we go through the sales performance a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products from outlets where price is reasonable and hence high impact has been observed but regarding outlet where the sales volume is high, where there is a showroom and outlet which keep varieties such as design, colour etc. and also which provides offers such as discount, free gifts etc. no doubt many of the respondents are in favour but many of them remain neutral in their response, as a result of which moderate impact has been observed. If we look into perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price hence high impact has been observed. Regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable also when confirmed expectations are fulfilled and also when it is up to the mark with an ideal because almost all the respondents have responded to agreed as well as highly agreed and
hence high impact has been observed but regarding disconfirmed expectations no
doubt many of them are highly agreed but many of them are disagreed as well as
highly disagreed, as result of which moderate impact has been observed. Regarding
consumers complain it has been observed that respondents are satisfied if as a
customer attention has been made towards them whenever they approach and also if
attention is given towards their complaints as a result of which high impact has been
observed. Finally if we look into consumer’s loyalty most of the respondents are
highly agreed regarding the point that they will remain loyal to their chosen silk
products and hence high impact has been observed. But regarding giving
suggestions to others for purchasing of silk products no doubt many of the
respondents are agreed but many of them also remain neutral in their response, as a
result of which moderate impact has been observed.

It has been observed that regarding satisfaction on natural silk products the
urban home maker women of Dibrugarh district, respondents are agreed as well as
highly agreed to all the questions on the variables of perceived quality i.e. they
usually purchase silk products by looking into its strength, adaptability, reliability
and customization, as a result of which high impact has been observed. Going
through the appearance of the silk products it has been observed that many of the
respondents disagreed and also many of them remain neutral while answering to the
points that they look into how fashionable it is as well as colour and trendy part
while choosing the silk products and hence moderate impact has been observed in
all the three variables of appearance. If we look into the point expectation no doubt
few of the respondents remain neutral but most of the respondents are agreed as well as highly agreed to all the questions on the variables of expectation i.e. the respondents are usually satisfied when the silk products are reliable, can be customized and also durable in nature, as a result of which high impact has been observed regarding expectations. Going through the delivery system it has been observed that most of the respondents are satisfied with the receiving of products through home delivery system, show room purchase system and as well as vendor delivery system, hence high impact has been observed. If we go through the sales performance a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products from outlets where price is reasonable, where there is a showroom and also which provides offers such as discount, free gifts etc. and hence high impact has been observed but regarding outlet where the sales volume is high and outlet which keep varieties such as design, colour etc. no doubt many of the respondents are agreed but many of them remain neutral in their response, as a result of which moderate impact has been observed. If we look into perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price, hence high impact has been observed. Regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable also when confirmed expectations as well as disconfirmed expectations are fulfilled and also when it is up to the mark with an ideal because almost all the respondents have responded to agreed as well as highly
agreed and hence high impact has been observed. Regarding consumer’s complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints, as a result of which high impact has been observed. Finally if we look into consumer’s loyalty most of the respondents are in favour of the point that they will remain loyal to their chosen silk products and also suggest others to go for purchasing silk products and hence high impact has been observed.

As per satisfaction of natural silk products of rural working women of Sivasagar district is concerned most of the respondents are not only agreed but are also highly agreed to all the statements on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability and customization, hence high impact has been observed on all the variables of perceived quality. Regarding appearance of the silk products it has been observed that majority of the respondents are in favour to the points that they look into how fashionable and trendy the silk products are while choosing silk products and hence high impact has been observed but while choosing the silk products by looking into colours no doubt many of them are in favour but many of the respondents remain neutral and hence moderate impact has been observed in these variable of appearance. If we look into the point expectation most of the respondents are agreed as well as highly agreed to all the questions on the variables of expectation i.e. the respondents are usually satisfied when the silk products are reliable, can be customized and also durable in nature, as a result of which high impact has been
observed regarding expectations. While regarding delivery system is concerned most of the respondents are agreed that they are satisfied with two systems that are given as variables of the delivery system i.e. home delivery system and show room purchase and as a result high impact has been observed whereas delivery through vendor delivery system no doubt many of them are in favour but many of them also remain neutral in their response and hence moderate impact has been observed. If we go through sales performance where most of the respondents are highly agreed that they usually purchase their silk products from outlets where there is a showroom, where price is reasonable, which provides offers such as discount, free gifts etc. and where the sales volume is high and also the outlet which keep varieties such as design, colour etc. and hence high impact has been observed. Again regarding perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price hence high impact has been observed. Regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable also when confirmed expectations as well as disconfirmed expectations are fulfilled and also when it is up to the mark with an ideal because almost all the respondents have responded to agreed as well as highly agreed and hence high impact has been observed. Towards consumers complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints, as a result of which high impact has been observed. Finally if we look
into consumer’s loyalty most of the respondents are in favour of the point that they will remain loyal to their chosen silk products and hence high impact has been observed but regarding giving suggestions to others for purchasing of silk products no doubt many of the respondents agreed but many of them also remain neutral in their response, as a result of which moderate impact has been observed.

Regarding satisfaction on natural silk products by rural home maker women of Sivasagar district, most of the respondents are agreed as well as highly agreed to all the statements on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability and customization, hence high impact has been observed in each of the variables. If we go through appearance of the silk products it has been observed that majority of the respondents remain neutral in responding to the points that they look into how fashionable, trendy as well as the colour of the silk products are while choosing them and hence moderate impact has been observed in all the three variables of appearance. If we look into the point expectation most of the respondents are agreed as well as highly agreed to all the statements on the variables of expectation i.e. the respondents are usually satisfied when the silk products are reliable, can be customized and also durable in nature, as a result of which high impact has been observed. Regarding delivery system is concerned most of the respondents agreed that they are satisfied with the receiving of products through home delivery system and hence high impact has been observed whereas purchase through show-room purchase system and vendor delivery system no doubt many of them remain neutral as well as disagreed.
but many of them are also satisfied through those systems, hence moderate impact has been observed. If we go through the sales performance a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products from outlets where price is reasonable, outlet which keep varieties such as design, colour etc. and also which provides offers such as discount, free gifts etc., hence high impact has been observed but regarding outlet where there is a showroom, where the sales volume is high, respondents remain neutral in their response as a result of which moderate impact has been observed. If we look into perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price, hence high impact has been observed. Again regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable also when confirmed expectations and disconfirmed expectations are fulfilled and also when it is up to the mark with an ideal because almost all the respondents have responded to agreed as well as highly agreed and hence high impact has been observed. Regarding consumer’s complain it can be observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints as a result of which high impact has been observed. Finally if we look into consumer’s loyalty most of the respondents are in favour of the point that they will remain loyal to their chosen silk products and hence high impact has been observed. But regarding giving suggestions to others for purchasing of silk products
no doubt few of the respondents are agreed to this point in their response but most of them are disagreed, as a result of which only some impact has been observed.

Regarding satisfaction on natural silk products of urban working women of Sivasagar district are like most of the respondents are agreed as well as highly agreed to all the questions on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability and customization, as a result of which high impact has been observed. As per the observations regarding appearance majority of the respondents are in favour regarding how fashionable the silk products are, its colour and trendiness because as per them they are highly satisfied and hence high impact has been observed. If we look into the point expectation again most of the respondents are agreed as well as highly agreed to all the questions on the variables of expectation i.e. the respondents are usually satisfied when the silk products are reliable, can be customized and also durable in nature and hence high impact has been observed regarding expectations. If we go through the delivery system of silk products most of the respondents again observed to be satisfied with the receiving of products through home delivery system, show-room purchase system as well as vendor delivery system, hence high impact has been observed in these variables too. Again if we go through the sales performance same picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products from outlets where price is reasonable, where the sales volume is high, where there is a showroom, outlet which keep varieties such as design, colour etc. and also which provides offers such
as discount, free gifts etc., so high impact has been observed. If we look into perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price hence high impact has been observed. Regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable also when confirmed expectations as well as disconfirmed expectations are fulfilled and also when it is up to the mark with an ideal because almost all the respondents have responded to agreed as well as highly agreed and hence high impact has been observed. Regarding consumers complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints as a result of which high impact has been observed to these variables too. Finally if we look into consumer’s loyalty most of the respondents are highly agreed regarding the point that they will remain loyal to their chosen silk products and hence high impact has been observed but regarding giving suggestions to others for purchasing of silk products no doubt many of the respondents are agreed but many of them also remain neutral in their response as a result of which moderate impact has been observed.

Regarding satisfaction on natural silk products of the urban home maker women of Sivasagar district, where the respondents are agreed as well as highly agreed to all the questions on the variables of perceived quality i.e. they usually
purchase silk products by looking into its strength, adaptability, reliability and customization etc, hence high impact has been observed. Whereas regarding appearance of the silk products a different picture has been observed where no doubt many of the respondents are in favour but many of the respondents are also disagreed and also many of them remain neutral while answering to the points as to looking into how fashionable it is and also regarding colour and trendy while choosing the silk products and hence moderate impact has been observed in all the three variables of appearance. If we look into the point expectation no doubt few of the respondents remain neutral but most of the respondents are agreed as well as highly agreed to all the questions on the variables of expectation i.e. the respondents are usually satisfied when the silk products are reliable, can be customized and also durable in nature, as a result of which high impact has been observed regarding expectations. Going through the delivery system is has been observed that most of the respondents are satisfied with the receiving of products through home delivery system, show room purchase system and as well as vendor delivery system, hence high impact has been observed. If we go through the sales performance same picture has been observed where most of the respondents have highly agreed that they usually purchase their silk products from outlets where price is reasonable, where there is a showroom, where the sales volume is high and outlet which keep varieties such as design, colour etc. and also which provides offers such as discount, free gifts etc. and hence high impact has been observed. If we look into perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products
for a given price, hence high impact has been observed. Again regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable also when confirmed expectations are fulfilled and also when it is up to the mark with an ideal because almost all the respondents have responded to agreed as well as highly agreed and hence high impact has been observed but regarding disconfirmed expectations the picture observed is a bit different where no doubt many of the respondents are in favour of it but at the same time many of them also remain neutral as well as disagreed as a result of which moderate impact has been observed. Regarding consumers complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints, as a result of which high impact has been observed. Finally if we look into consumer’s loyalty most of the respondents are in favour of the point that they will remain loyal to their chosen silk products and also suggest others to go for purchasing silk products and hence high impact has been observed.

As per satisfaction of natural silk products by rural working women of Jorhat district, is concerned most of the respondents are not only agreed but most of them are also highly agreed to all the statements on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability and customization, as a result of which high impact has been observed on all the variables of perceived quality. Regarding appearance of the silk
products it has been observed that majority of the respondents are in favour to the points that they look into how fashionable and trendy the silk products are and also they look into the colours while choosing their silk products, hence high impact has been observed in all the variables of appearance. If we look into the point expectation most of the respondents are agreed as well as highly agreed to all the questions on the variables of expectation i.e. the respondents are usually satisfied when the silk products are reliable, can be customized and also durable in nature, as a result of which high impact has been observed regarding expectations. While regarding delivery system is concerned most of the respondents are agreed that they are satisfied with two systems that are given as variables of the delivery system i.e. vendor delivery system and show room purchase and as a result high impact has been observed whereas delivery through home delivery system no doubt many of them are in favour but many of them also remain neutral as well as highly disagreed in their response and hence moderate impact has been observed. If we go through the sales performance where most of the respondents are highly agreed that they usually purchase their silk products from outlets where there is a showroom, where price is reasonable, which provides offers such as discount, free gifts etc. and where the sales volume is high and also the outlet which keep varieties such as design, colour etc. and hence high impact has been observed. Again regarding perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price, hence high impact has been observed. Regarding consumers satisfaction most of the respondents are satisfied on purchasing silk
products when all the aspects such as price, quality, durability etc. are favourable also when confirmed expectations as well as disconfirmed expectations are fulfilled and also when it is up to the mark with an ideal because almost all the respondents have responded to agreed as well as highly agreed and hence high impact has been observed. Towards consumers complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints, as a result of which high impact has been observed. Finally if we look into consumer’s loyalty most of the respondents are in favour to the point that they will remain loyal to their chosen silk products and give suggestions to others for purchasing of silk products hence high impact has been observed.

It has been observed that regarding satisfaction on natural silk products by rural home maker women of Jorhat district, most of the respondents are agreed as well as highly agreed to all the statements on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability and customization, hence high impact has been observed in each of the variables. Regarding appearance of the silk products it has been observed that majority of the respondents are in favour to the points that they look into how fashionable and trendy the silk products are and hence high impact has been observed. But while choosing the silk products by looking into colours no doubt many of them are also in favour but many of the respondents remain neutral and hence moderate impact has been observed in this variable of appearance. If we look
into the point expectation most of the respondents are agreed as well as highly agreed to all the statements on the variables of expectation i.e. the respondents are usually satisfied when the silk products are reliable, can be customized and also durable in nature, as a result of which high impact has been observed regarding expectations. While regarding delivery system most of the respondents are agreed that they are satisfied with the two systems that are given as variables of the delivery system i.e. home delivery system and vendor delivery system and as a result high impact has been observed whereas delivery through show room purchase delivery system no doubt many of them are in favour but many of them also remain neutral in their response and hence moderate impact has been observed. If we go through sales performance a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products from outlets where the sales volume is high, where price is reasonable, outlet which keep varieties such as design, colour etc. and also which provides offers such as discount, free gifts etc. hence high impact has been observed but regarding outlet where there is a showroom, many respondents are in favour but many respondents remain neutral as well as disagreed in their response as a result of which moderate impact has been observed. If we look into perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price, hence high impact has been observed. Again regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable also when confirmed expectations and disconfirmed
expectations are fulfilled and also when it is up to the mark with an ideal because almost all the respondents have responded to agreed as well as highly agreed and hence high impact has been observed. Regarding consumers complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints as a result of which high impact has been observed. Finally if we look into consumer’s loyalty most of the respondents are in favour to the point that they will remain loyal to their chosen silk products and also give suggestions to others for purchasing of silk products hence high impact has been observed.

Regarding satisfaction on natural silk products of urban working women of Jorhat district has been made where most of the respondents are agreed as well as highly agreed to all the statements on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability and customization, as a result of which high impact has been observed. Again regarding appearance of the silk products it has been observed that majority of the respondents are agreed to the point that they look into how trendy the silk products are and hence high impact has been observed. But while choosing the silk products by looking into fashionable and colours no doubt many of them are also in favour but many of the respondents remain neutral and hence moderate impact has been observed in these variables of appearance. If we look into the point expectation most of the respondents are agreed as well as highly agreed to all the questions on the variables of expectation i.e. the respondents are usually satisfied when the silk
products are reliable, can be customized and also durable in nature, as a result of which here high impact has been observed regarding expectations. While regarding delivery system most of the respondents are agreed that they are satisfied with home delivery system and as a result high impact has been observed whereas delivery through show room delivery system and vendor delivery system no doubt many of them are in favour but many of them also remain neutral in their response and hence moderate impact has been observed. Again if we go through the sales performance same picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products from outlets where price is reasonable, where there is a showroom, outlet which keep varieties such as design, colour etc. and also which provides offers such as discount, free gifts etc. and hence here again high impact has been observed. But respondents are not bothered regarding outlets where the sales volume is high, so no doubt few of them are in favour but many of them also remain neutral in their response and hence moderate impact has been observed. If we look into perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price hence high impact has been observed. Regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable also when confirmed expectations as well as disconfirmed expectations are fulfilled and also when it is up to the mark with an ideal because almost all the respondents have responded to agreed as well as highly agreed and hence high impact has been observed. Regarding consumers complain it
has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints as a result of which high impact has been observed to these variables too. Finally if we look into consumer’s loyalty most of the respondents are in favour of the point that they will remain loyal to their chosen silk products and also give suggestions to others for purchasing of silk products hence high impact has been observed.

Regarding satisfaction on natural silk products of the urban home maker women of Jorhat district, where the respondents are agreed as well as highly agreed to all the questions on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability and customization etc, hence high impact has been observed. Again regarding appearance of the silk products it has been observed that majority of the respondents are in favour to the points that they look into how trendy the silk products are also the colours of it and hence high impact has been observed. But while choosing the silk products by looking into its fashion, no doubt many of them are in favour but many of the respondents remain neutral as well as highly disagreed hence moderate impact has been observed in this variable of appearance. If we look into the point expectation most of the respondents are agreed as well as highly agreed to all the statements on the variables of expectation i.e. the respondents are usually satisfied when the silk products are reliable, can be customized and also durable in nature and hence as a result of which high impact has been observed regarding expectations. While
regarding delivery system, most of the respondents are agreed that they are satisfied with all the three systems that are given as variables of the delivery system i.e. home delivery system, show room purchase delivery system and vendor delivery system, as a result high impact has been observed. If we go through the sales performance, it has been observed that most of the respondents are highly agreed that they usually purchase their silk products from outlets where the sales volume is high, outlet where there is a showroom, where price is reasonable, outlet which keep varieties such as design, colour etc. and also which provides offers such as discount, free gifts etc. hence high impact has been observed. If we look into perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price, hence high impact has been observed. Again regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable also when confirmed expectations and disconfirmed expectations are fulfilled because almost all the respondents have responded to agreed as well as highly agreed and hence high impact has been observed. But majority of the respondents remain neutral regarding up to the mark with an ideal of the silk products, so moderate impact has been observed in this statement. Regarding consumers complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints as a result of which high impact has been observed. Finally if we look into consumer’s loyalty most of the respondents are in favour to the point that they
will remain loyal to their chosen silk products and hence high impact has been observed but regarding giving suggestions to others for purchasing of silk products no doubt many of the respondents agreed but many of them also remain neutral in their response, as a result of which moderate impact has been observed.

So far satisfaction of natural silk products by rural working women of Nogaon district is concerned most of the respondents are not only agreed but most of them are also highly agreed to all the statements on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability and customization, as a result of which high impact has been observed on all the variables of perceived quality. Regarding appearance of the silk products it has been observed that majority of the respondents are in favour to the point that they look the trendy part of the silk products while choosing and for that high impact has been observed but while choosing the silk products by looking into its colours and how fashionable it is, no doubt many of them are also in favour but few of the respondents remain neutral and some disagreed, hence moderate impact has been observed in these variables of appearance. If we look into the point expectation most of the respondents are agreed as well as highly agreed to all the questions on the variables of expectation i.e. the respondents are usually satisfied when the silk products are reliable, can be customized and also durable in nature, as a result high impact has been observed regarding expectations. If we go through the delivery system of silk products most of the respondents observed to be satisfied with the receiving of products through home delivery system, show-room purchase
system as well as vendor delivery system hence high impact has been observed in these variables too. Again if we go through the sales performance same picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products from outlets where price is reasonable, where the sales volume is high, where there is a showroom and outlet which keep varieties such as design, colour etc. and hence here again high impact has been observed. But regarding outlet which provides offers such as discount, free gifts etc. no doubt many of the respondents agreed but many of them remain neutral in their response, as a result of which moderate impact has been observed. If we look into perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price hence high impact has been observed. Regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable also when confirmed expectations as well as disconfirmed expectations are fulfilled, when it is up to the mark with an ideal because almost all the respondents have responded to agreed as well as highly agreed and hence high impact has been observed. Regarding consumers complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints as a result of which high impact has been observed to these variables too. Finally if we look into consumer’s loyalty most of the respondents are highly agreed regarding the point that they will remain loyal to their chosen silk products, hence high impact has been
observed. But regarding suggesting others to go for purchasing silk products no
doubt many of the respondents are in favour of it but many remain neutral as well as
disagreed in their response, hence moderate impact has been observed.

It has been observed that regarding satisfaction on natural silk products by
rural home maker women of Nogaon district, most of the respondents are agreed as
well as highly agreed to two variables of perceived quality i.e. they usually purchase
silk products by looking into its reliability and customization part, as a result of
which high impact has been observed but regarding strength and adaptability of the
silk products no doubt many of the respondents are in favour of it but many of them
are also disagreed as per their response, hence moderate impact has been observed.
Again regarding appearance of the silk products, majority of the respondents are in
favour of it that they look into how fashionable the silk products are, its colour as
well as trendiness, while choosing silk products, hence high impact has been
observed in all the three variables of appearance. If we look into the point
expectation most of the respondents are agreed as well as highly agreed to all the
questions on the variables of expectation i.e. the respondents are usually satisfied
when the silk products are reliable, can be customized and also durable in nature and
hence high impact has been observed regarding expectations. If we go through the
delivery system of silk products most of the respondents agreed that they are
satisfied with the receiving of products through show-room purchase system hence
high impact has been observed in these variable. But regarding home delivery
system and vendor delivery system majority of the respondents remain neutral and
also some disagreed while responding, hence moderate impact has been observed. If we go through the sales performance, it has been observed that most of the respondents are highly agreed that they usually purchase their silk products from outlets where price is reasonable, outlet which keep varieties such as design, colour etc. and also which provides offers such as discount, free gifts etc. hence high impact has been observed but regarding outlet where there is a showroom and where the sales volume is high, many respondents remain neutral as well as disagreed in their response, as a result of which moderate impact has been observed. If we look into perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price hence high impact has been observed. Again regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable also when confirmed expectations and disconfirmed expectations are fulfilled because almost all the respondents have responded to agreed as well as highly agreed and hence high impact has been observed. But regarding when it is up to the mark with an ideal no doubt many of the respondents are in favour of it but also many remain neutral as well as disagreed in their response, hence moderate impact has been observed. Regarding consumers complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints, as a result of which high impact has been observed. Finally if we look into consumer’s loyalty most of the respondents are highly agreed regarding the point that they will
remain loyal to their chosen silk products, hence high impact has been observed. But regarding suggesting others to go for purchasing silk products no doubt many of the respondents are in favour of it but many of them are also highly disagreed in their response, hence moderate impact has been observed.

Observations regarding satisfaction on natural silk products of urban working women of Nogaon district is concerned, most of the respondents are agreed as well as highly agreed to two variables of perceived quality i.e. they usually purchase silk products by looking into its adaptability and customization part, hence high impact has been observed but regarding strength and reliability of the silk products no doubt many of the respondents are in favour of it but many of them are also disagreed as per their response, hence moderate impact has been observed. Again regarding appearance of the silk products, no doubt many of the respondents are in favour of it that they look into how fashionable the silk products are, its colour and trendiness, while choosing silk products, but many of them are also disagreed as per their response, hence moderate impact has been observed in all the three variables of appearance. If we look into the point expectation most of the respondents are agreed as well as highly agreed to all the questions on the variables of expectation i.e. the respondents are usually satisfied when the silk products are reliable, can be customized and also durable in nature, as a result of which high impact has been observed regarding expectations. If we go through the delivery system of silk products most of the respondents, highly agreed that they are satisfied with the receiving of products through vendor delivery system hence high impact
has been observed in these variable but regarding home delivery system and show-
room purchase system majority of the respondents remain neutral and also some
disagreed while responding, hence moderate impact has been observed. Again if we
go through sales performance factor it has been observed that most of the
respondents are highly agreed that they usually purchase their silk products from
outlets where price is reasonable, where the sales volume is high and also which
provides offers such as discount, free gifts etc. and hence high impact has been
observed. But regarding outlet where there is a showroom and outlet which keep
varieties such as design, colour etc. no doubt many of the respondents agreed but
many of them are also disagreed in their response, as a result of which moderate
impact has been observed. If we look into perceived value while purchase of silk
products most of the respondents, highly agreed that they are satisfied regarding
better quality silk products for a given price hence high impact has been observed
but regarding affordable price for a given quality silk products, no doubt many of
the respondents agreed but majority of them remain neutral in their response, as a
result of which moderate impact has been observed. Again regarding consumers
satisfaction most of the respondents are satisfied on purchasing silk products when
the aspects such as price, quality, durability etc. are favourable, when confirmed
expectations are fulfilled and also when it is up to the mark with an ideal because
almost all the respondents have responded to agreed as well as highly agreed and
hence high impact has been observed but regarding disconfirmed expectations the
picture observed is a bit different where no doubt many of the respondents are in
favour of it but at the same time many of them also remain neutral as well as
disagreed, as a result of which moderate impact has been observed. Regarding consumers complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints as a result of which high impact has been observed. Finally if we look into consumer’s loyalty most of the respondents are in favour to the point that they will remain loyal to their chosen silk products, hence high impact has been observed. But regarding suggesting others to go for purchasing silk products no doubt many of the respondents are in favour of it but many of them remain neutral as well as disagreed in their response, hence moderate impact has been observed.

Observations has been made regarding satisfaction on natural silk products of the urban home maker women of Nogaon district, where most of the respondents are not only agreed but most of them are also highly agreed to all the statements on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability and customization, as a result of which high impact has been observed on all the variables of perceived quality. Again regarding appearance of the silk products it has been observed that majority of the respondents, agreed to the point that they look into fashionable the silk products are while choosing and for that high impact has been observed but while choosing the silk products by looking into its colours and trendy part, majority of the respondents remain neutral while responding, hence moderate impact has been observed in these variables of appearance. If we look into the point expectation again most of the
respondents are agreed as well as highly agreed to all the questions on the variables of expectation i.e. the respondents are usually satisfied when the silk products are reliable, can be customized and also durable in nature, as a result of which here high impact has been observed regarding expectations. If we go through the delivery system of silk products most of the respondents observed to be satisfied with the receiving of products through home delivery system and show-room purchase system hence high impact has been observed in these variables but regarding vendor delivery system majority of the respondents remain neutral while responding, hence moderate impact has been observed. Again if we go through the sales performance same picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products from outlets where price is reasonable, where the sales volume is high, where there is a showroom and outlet which keep varieties such as design, colour etc. and hence here again high impact has been observed. But regarding outlet which provides offers such as discount, free gifts etc. no doubt many of the respondents agreed but many of them are also disagreed in their response as a result of which moderate impact has been observed. If we look into perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price hence high impact has been observed. Regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable also when confirmed expectations as well as disconfirmed expectations are fulfilled, when it is up to the mark with an ideal because almost all
the respondents have responded to agreed as well as highly agreed and hence high impact has been observed. Regarding consumers complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints, as a result of which high impact has been observed to these variables too. Finally if we look into consumer’s loyalty most of the respondents, agreed that they will remain loyal to their chosen silk products, hence high impact has been observed. But regarding suggesting others to go for purchasing silk products no doubt many of the respondents are in favour of it but many of them are also disagreed in their response, hence moderate impact has been observed.

So far satisfaction of natural silk products by rural working women of Kamrup district is concerned most of the respondents are not only agreed but most of them are also highly agreed to all the statements on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability and customization and hence high impact has been observed on all the variables of perceived quality. Again regarding appearance of the silk products it has been observed that majority of the respondents are in favour to the points that they look into how fashionable the silk products are while choosing and for that high impact has been observed but while choosing the silk products by looking into its colours and trendy part no doubt many of them are also in favour but many of the respondents remain neutral and hence moderate impact has been observed in these variables of appearance. If we look into the point expectation most
of the respondents are agreed as well as highly agreed that they are usually satisfied when the silk products can be customized and also when it is durable in nature and hence as a result of which high impact has been observed but regarding the reliability of the silk products no doubt many of them are also in favour but many of the respondents remain neutral as well as dissatisfied and hence moderate impact has been observed in these variable of expectation. While regarding delivery system, most of the respondents are highly agreed that they are satisfied with only home delivery system and as a result high impact has been observed whereas delivery through vendor delivery system and show room purchase no doubt many of them are in favour but many of them are also disagreed as per their response and hence moderate impact has been observed. If we go through the sales performance factor where most of the respondents are highly agreed that they usually purchase their silk products from outlets where there is a showroom, where price is reasonable, which provides offers such as discount, free gifts etc., where the sales volume is high and also the outlet which keep varieties such as design, colour etc. and hence high impact has been observed. Again regarding perceived value while purchase of silk products most of the respondents, agreed that they are satisfied when better quality silk products for a given price, hence high impact has been observed but regarding affordable price for a given quality silk products, no doubt many of them are also in favour but many of the respondents remain neutral and hence moderate impact has been observed in these variable of perceived value. Regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable also when
confirmed expectations as well as disconfirmed expectations are fulfilled and also when it is up to the mark with an ideal because almost all the respondents have responded to agreed as well as highly agreed and hence high impact has been observed. Towards consumers complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints, as a result of which high impact has been observed. Finally if we look into consumer’s loyalty most of the respondents are in favour of the point that they will remain loyal to their chosen silk products and hence high impact has been observed but regarding giving suggestions to others for purchasing of silk products no doubt many of the respondents agreed but many of them are disagreed as per their response, as a result of which moderate impact has been observed.

It has been observed that regarding satisfaction on natural silk products by rural home maker women of Kamrup district, most of the respondents are not only agreed but most of them are also highly agreed to all the statements on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability and customization and hence high impact has been observed on all the variables of perceived quality. Again regarding appearance of the silk products it has been observed that majority of the respondents are in favour to the points that they look into how fashionable the silk products are while choosing and for that high impact has been observed but while choosing the silk products by looking into its colours and trendy part no doubt many of them are also in favour but
many of the respondents remain neutral and hence moderate impact has been observed in these variables of appearance. If we look into the point expectation most of the respondents are agreed as well as highly agreed that they are usually satisfied when the silk products are reliable and also when it is durable in nature, as a result of which high impact has been observed but regarding the customization of the silk products no doubt many of them are also in favour but many of the respondents remain neutral as well as dissatisfied and hence moderate impact has been observed in these variable of expectation. Regarding delivery system, most of the respondents are satisfied with the receiving of products through home delivery system and show-room purchase system, hence high impact has been observed whereas purchase through vendor delivery system no doubt many of the respondents agreed but many of them remain neutral while responding as well as dissatisfied, as a result of which moderate impact has been observed. If we go through the sales performance a different picture has been observed where most of the respondents are highly agreed that they usually purchase their silk products from outlets where price is reasonable, outlet which keep varieties such as design, colour etc., where the sales volume is high and also which provides offers such as discount, free gifts etc., hence high impact has been observed. If we look into perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price, hence high impact has been observed. Again regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable, also when confirmed
expectations and disconfirmed expectations are fulfilled, when it is up to the mark with an ideal because almost all the respondents have responded to agreed as well as highly agreed and hence high impact has been observed. Regarding consumers complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints as a result of which high impact has been observed. But regarding giving suggestions to others for purchasing of silk products and remaining loyal to their chosen silk products, no doubt few of the respondents have agreed to these points in their response but most of them remain neutral while giving their response, as a result of which moderate impact has been observed.

So far satisfaction of natural silk products by urban working women of Kamrup district is concerned most of the respondents are not only agreed but most of them are also highly agreed to all the statements on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability and customization, hence high impact has been observed on all the variables of perceived quality. Regarding appearance of the silk products it has been observed that majority of the respondents are in favour to the points that they looking into its colours and trendy part of the silk products while choosing and for that high impact has been observed. But while choosing the silk products by looking into how fashionable it is, no doubt many of them are also in favour but many of the respondents remain neutral and hence moderate impact has been observed in these variable of appearance. If we look into the point expectation again
most of the respondents are agreed as well as highly agreed to all the questions on the variables of expectation i.e. the respondents are usually satisfied when the silk products are reliable, can be customized and also durable in nature, as a result of which here high impact has been observed regarding expectations. If we go through the delivery system of silk products most of the respondents observed to be satisfied with the receiving of products through home delivery system, show-room purchase system as well as vendor delivery system hence high impact has been observed in these variables too. If we go through the sales performance it has been observed that most of the respondents are highly agreed that they usually purchase their silk products from outlets where price is reasonable, where the sales volume is high, where there is a showroom, outlet which keep varieties such as design, colour etc. and also which provides offers such as discount, free gifts etc. and hence high impact has been observed. If we look into perceived value while purchase of silk products most of the respondents are often satisfied regarding affordable price for a given quality silk products and also better quality silk products for a given price, hence high impact has been observed. Regarding consumers satisfaction most of the respondents are satisfied on purchasing silk products when all the aspects such as price, quality, durability etc. are favourable also when confirmed expectations as well as disconfirmed expectations are fulfilled, when it is up to the mark with an ideal because almost all the respondents have responded to agreed as well as highly agreed and hence high impact has been observed. Regarding consumers complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards
their complaints as a result of which high impact has been observed to these variables too. Finally if we look into consumer’s loyalty most of the respondents are in favour to the point that they will remain loyal to their chosen silk products and also give suggestions to others for purchasing of silk products, hence high impact has been observed.

Observations has been made regarding satisfaction on natural silk products of the urban home maker women of *Kamrup* district, where most of the respondents are not only agreed but most of them are also highly agreed to all the statements on the variables of perceived quality i.e. they usually purchase silk products by looking into its strength, adaptability, reliability and customization, as a result of which high impact has been observed on all the variables of perceived quality. Again regarding appearance of the silk products it has been observed that majority of the respondents are in favour to the points that they look into how fashionable and trendy the silk products are and also they look into the colours while choosing their silk products, hence high impact has been observed in all the variables of appearance. If we look into the point expectation most of the respondents are agreed as well as highly agreed to all the questions on the variables of expectation i.e. the respondents are usually satisfied when the silk products are reliable, can be customized and also durable in nature, hence high impact has been observed regarding expectations. While regarding delivery system is concerned most of the respondents are agreed that they are satisfied with the two systems that are given as variables of the delivery system i.e. home delivery system and show room purchase and as a result high

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impact has been observed whereas delivery through vendor delivery system no
doubt many of them are in favour but many of them also remain neutral as well as
disagreed in their response and hence moderate impact has been observed. If we go
through the sales performance it has been observed that most of the respondents
have highly agreed that they usually purchase their silk products from outlets where
price is reasonable, where there is a showroom, where the sales volume is high and
outlet which keeps varieties such as design, colour etc. and hence high impact has
been observed. But regarding outlet which provides offers such as discount, free
gifts etc. no doubt many of the respondents agreed but many of them remain neutral
in their response, as a result of which moderate impact has been observed. If we
look into perceived value while purchase of silk products most of the respondents
highly agreed that they are satisfied regarding better quality silk products for a given
price, hence high impact has been observed but regarding affordable price for a
given quality silk products, no doubt many of the respondents agreed but many of
them remain neutral in their response as a result of which moderate impact has been
observed. Again regarding consumers satisfaction most of the respondents are
satisfied on purchasing silk products when the aspects such as price, quality,
durability etc. are favourable, when disconfirmed expectations are fulfilled and also
when it is up to the mark with an ideal because almost all the respondents have
responded to agreed as well as highly agreed and hence high impact has been
observed but regarding confirmed expectations the picture observed is a bit
different where no doubt many of the respondents are in favour of it but at the same
time many of them also remain neutral, as a result of which moderate impact has
been observed. Regarding consumers complain it has been observed that respondents are satisfied if as a customer attention has been made towards them whenever they approach and also if attention is given towards their complaints, as a result of which high impact has been observed. Finally if we look into consumer’s loyalty most of the respondents remain neutral in their response regarding the points that they will remain loyal to their chosen silk products and also suggest others to go for purchasing silk products and hence moderate impact has been observed.

Thus, from the study it has been observed that broadly the factors affecting the consumer satisfaction are: Perceived Quality, Expectation, Sales Performance, and Perceived Value and the other factors like Appearance, Delivery System has a minor impact on the consumer’s satisfaction.

It has been observed from the analysis that the rural consumers in the study area has been highly influenced by perceived qualities, expectation, sales performance and perceived value in their satisfaction towards use of natural silk products. On the other hand in case of urban consumers also the same factors seems to have a role to play in their satisfaction level towards use of natural silk products which is not in accordance with the previous findings on consumer satisfaction level of other products because previous studies reveals that there exists a difference between the factors affecting the consumer satisfaction level between rural and urban consumers.

It has been observed from the analysis that the home maker women consumers in the study area has been highly influenced by perceived qualities,
expectation, sales performance and perceived value factors in their satisfaction towards use of natural silk products. On the other hand in case of working women consumers also, the same factors seem to have a role to play in their satisfaction level towards use of natural silk products.

It has also being observed that there are no significant differences between the rural consumers and urban consumers’ behaviour and satisfaction thereof towards natural silk products in the study area. This result is somewhat not conforming to the previous researches where it was observed that there are significant differences exist between rural consumers and urban consumers regarding their buying behaviour and satisfaction derived out of their purchases from different products.

In the next chapter an attempt has been made to sum up the study by highlighting the major findings, addressing the research questions set for the study, conclusion, suggestions, to state about the limitations and scope for future study in this area.