

CHAPTER VII

ROLE OF MIDDLEMEN IN DIARY MARKETING

7.1 INTRODUCTION

Business intermediaries act as the connecting link between the manufacturers and consumers. In the supply chain, a middleman may represent a distributor who purchases goods from the manufacturer and sells them to a retailer or to a consumer. The role of middleman is very important in marketing the products. The gap between the producers and the consumers is reduced by the middlemen. Middlemen specialize in carrying out the transfer of title between the producers and buyers.

According to American Marketing Association, “Middleman is one who specializes in performing operations on rendering services that are directly involved in the purchase and sale of goods in the process of their flow from producer to final buyer”.⁵⁹

⁵⁹R.S.N. Pillai, Bagavathi, *“Modern Marketing – Principles and Practices”*, New Delhi: S.Chand & Co. Ltd., 2009, p.145.

Middlemen are very important in the modern ever widening market by making the distribution easy and smooth. Organized markets for many commodities are created by them. They create time, place and possession utilities. Middlemen concentrate their effort on marketing and distribution of goods. Hence, manufacturers can concentrate their attention on production. The more efficient process of distribution can be performed by middlemen. They know the market conditions and guide in pricing the products which is satisfactory to both producers and consumers. They perform the functions of concentration, equalization and dispersion. Therefore, the services of middlemen are essential in the chain of distribution.

7.2 ANALYTICAL FRAMEWORK

Socio economic profile of the respondents has been analysed by using one way chi square test. The formula used for chi square test is

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Here O - Observed frequency

E - expected frequency

$$\text{Degrees of freedom} = \frac{\text{Total}}{\text{No. of Cases}}$$

When the calculated value is more than the table value, the null hypothesis is rejected and vice versa.

Garrett's ranking technique has been used to analyse the essentials of middlemen.

$$= \frac{100 (R_{ij} - 0.5)}{N_j}$$

R_{ij} - i^{th} rank by j^{th} element

N_j – Number of ranks

By using formula, the score value is obtained. It is multiplied by the responses given by middlemen and mean scores are calculated. Ranks are assigned to the mean score on the basis of descending order.

Factor analysis has been used for rotating the qualities required to become successful middlemen. Before applying factor analysis, KMO test and Bartlett's test of Sphericity has been calculated to check whether the data is adequate for factor analysis or not.

7.3 SOCIO ECONOMIC PROFILE OF THE MIDDLEMEN

Socio economic profile influences the behaviour pattern of human beings to a large extent. Hence, in this study, the socio economic variables age, education, ownership pattern marital status, family size , number of earning members in the family, number of dependents in the family, residential status, experience and monthly income of the 72 selected middlemen have been taken into account.

7.3.1 Age wise classification of the respondents

Table 7.1 shows the age wise classification of the respondents.

TABLE 7.1

AGE WISE CLASSIFICATION

Age (in years)	No. of respondents	Percentage
Below 30	11	15.28
30 – 40	23	31.94
40-50	20	27.78
50 and above	18	25.00
Total	72	100

Source: Primary Data

Out of 72 respondents, 23 (31.94%) are in the age group of 30-40 years, 20 (27.78%) belong to the age group of 40-50 years, 18 (25.00%) come under the age group of 50 and above and 11 (15.28%) fall under the age group of below 30 years.

Chi square test has been employed to analyse the significance of difference among the respondents regarding age wise classification. The null hypothesis framed is that there is no significant difference among the respondents regarding age wise classification

Calculated Value = 4.33

Table value = 7.48

$$\text{Degrees of freedom} = (4-1) = 3$$

The calculated value and table value of chi square test are 4.33 and 7.48 respectively. As the calculated value is less than the table value, the null hypothesis is accepted. Hence there is no significant difference among the respondents regarding age wise classification.

7.3.2 Education wise classification

Table 7.2 exhibits the education wise classification of the respondents.

TABLE 7.2

EDUCATION WISE CLASSIFICATION

Education	No. of respondents	Percentage
School Level	32	44.44
College level	17	23.61
Others	23	31.94
Total	72	100

Source: Primary Data

Out of 72 respondents, 32 (44.44%) completed their education up to school level, 17 (23.61%) finished their education up to college level and 23 (31.94%) belong to others category.

Chi square test has been employed to analyse the significance of difference among the respondents regarding education wise classification. The null hypothesis framed is that there is no significant difference among the respondents regarding education wise classification.

Calculated value = 4.72

Table value = 5.99

Degrees of Freedom = (3-1) = 2

The calculated value and table value of chi square test are 4.72 and 5.99 respectively. As the calculated value is less than the table value, the null hypothesis is accepted. Hence, there is no significant difference among the respondents regarding education wise classification.

7.3.3 Ownership pattern

There are three types of ownership pattern of diary agents such as sole trader, partnership and company form of organisation. Table 7.3 displays the ownership pattern of the respondents.

TABLE 7.3

OWNERSHIP PATTERN

Ownership pattern	No. of respondents	Percentage
Sole trader	33	45.83
Partnership	26	36.11
Company (private)	13	18.06
Total	72	100

Source: Primary Data

Out of 72 respondents, 33 (45.83%) belong to sole trader, 26 (36.11%) come under partnership and 13 (18.06%) fall under company form of organization.

Chi square test has been employed to analyse the significance of difference among the respondents regarding ownership pattern. The null hypothesis framed is that there is no significant difference among the respondents regarding ownership pattern.

Calculated value = 8.59

Table value = 5.99

Degrees of freedom = $(3-1) = 2$

The calculated value and table value of chi square test are 8.59 and 5.99 respectively. As the calculated value is more than the table value, the null hypothesis is rejected. Hence, there is a significant difference among the respondents regarding ownership pattern.

7.3.4 Marital status wise Classification

Table 7.4 presents the data regarding marital status wise classification of the respondents.

TABLE 7.4

MARITAL STATUS WISE CLASSIFICATION

Marital Status	No. of respondents	Percentage
Married	56	77.78
Unmarried	16	22.22
Total	72	100

Source: Primary data

Out of 72 respondents, 56 (77.78%) are married and the remaining 16 (22.22%) are unmarried.

Chi square test has been employed to analyse the significance of difference among the respondents regarding marital status wise classification. The null hypothesis framed is that there is no significant difference among the respondents regarding marital status wise classification.

$$\text{Calculated value} = 18.22$$

$$\text{Table value} = 3.84$$

$$\text{Degrees of freedom} = (2-1) = 1$$

The calculated value and table value of chi square test are 18.22 and 3.84 respectively. As the calculated value is more than the table value, the null hypothesis is rejected. Hence, there is a significant difference among the respondents regarding marital status wise classification.

7.3.5 Family size wise Classification

Table 7.5 displays the family size wise classification of the respondents.

TABLE 7.5

FAMILY SIZE WISE CLASSIFICATION

Family Size	No. of respondents	Percentage
Below 3	14	19.44
3 – 6	43	59.72
6 and above	15	20.84
Total	72	100

Source: Primary Data

Out of 72 respondents, 43 (59.72%) have 3-6 members, 15 (20.84%) have above 6 members and 14 (19.44%) have below 3 members in their family.

Chi square test has been employed to analyse the significance of difference among the respondents regarding family size wise classification. The null hypothesis framed is that there is no significance difference among the respondents regarding family size wise classification

$$\text{Calculated value} = 60.09$$

$$\text{Table value} = 5.99$$

$$\text{Degrees of freedom} = (3-1) = 2$$

The calculated value and table value of chi square test are 60.09 and 5.99 respectively. As the calculated value is more than the table value, the null hypothesis is rejected. Hence, there is a significant difference among the respondents regarding family size wise classification.

7.3.6 Number of earning members wise classification

Table 7.6 shows the details about number of earning members in the respondent's family.

TABLE 7.6

NUMBER OF EARNING MEMBERS WISE CLASSIFICATION

No. of earning members	No. of respondents	Percentage
One	23	31.94
Two	31	43.06
More than two	18	25.00
Total	72	100

Source: Primary Data

Out of 72 respondents, 31 (43.06%) have two earning members, 23 (31.94%) have only one earning member and 18(25%) have more than two earning members in their family

Chi square test has been employed to analyse the significance of difference among the respondents regarding number of earning members wise classification. The null hypothesis framed is that there is no significant difference among the respondents regarding number of earning members wise classification.

Calculated value = 3.58

Table value = 5.99

Degrees of freedom = $(3-1) = 2$

The calculated value and table value of chi square test are 3.58 and 5.99 respectively. As the calculated value of chi square test is less than the table value, the null hypothesis is accepted. Hence, there is no significant difference among the respondents, regarding number of earning members wise classification.

7.3.7 Number of dependents wise classification

Table 7.7 depicts the information about number of dependents wise classification

TABLE 7.7

NUMBER OF DEPENDENTS WISE CLASSIFICATION

Number of dependents	No. of respondents	Percentage
One	24	33.33
Two	30	41.67
More than two	18	25.00
Total	72	100

Source: Primary Data

Out of 72 respondents, 30 (41.67%) have two dependents, 24 (33.33%) have one dependent and 18 (25%) have more than two dependents.

Chi square test has been employed to analyse the significance of difference among the respondents regarding number of dependents wise classification. The null hypothesis framed is that there is no significant difference among the respondents regarding number of dependents wise classification.

Calculated value = 3

Table value = 5.99

Degrees of freedom = (3-1) =2

The calculated value and table value of chi square test are 3 and 5.99 respectively. As the calculated value is less than the table value, the null hypothesis is accepted. Hence, there is no significant difference among the respondents regarding number of dependents wise classification.

7.3.8 Residential status wise Classification

Table 7.8 gives the data regarding residential status wise classification of the respondents.

TABLE 7.8

RESIDENTIAL STATUS WISE CLASSIFICATION

Residential Status	No. of respondents	Percentage
Own house	41	56.94
Rental house	12	16.67
Lease house	19	26.39
Total	72	100

Source: primary data

Out of 72 respondents, 41 (56.94%) have own houses, 19 (26.39%) are in lease houses and 12 (16.67%) are in rental houses.

Chi square test has been employed to analyse the significance of difference among the respondents regarding residential status wise classification. The null hypothesis framed is that there is no significant difference among the respondents regarding residential status wise classification.

$$\text{Calculated value} = 19.08$$

$$\text{Table value} = 5.99$$

$$\text{Degrees of freedom} = (3-1) = 2$$

The calculated value and table value of chi square test are 19.08 and 5.99 respectively. As the calculated value is more than the table value, the null hypothesis is rejected. Hence, there is a significant difference among the respondents regarding residential status wise classification.

7.3.9 Experience wise classification

Table 7.9 lists out the experience wise classification of the respondents.

TABLE 7.9

EXPERIENCE WISE CLASSIFICATION

Experience (in years)	No. of respondents	Percentage
Below 5	8	11.11
5 – 10	21	29.17
10 -15	17	23.61
15 and above	26	36.11
Total	72	100

Source: primary data

Out of 72 respondents, 26 (36.11%) have above 15 years experience, 21 (29.17%) have 5-10 years experience, 17 (23.61%) have 10-15 years experience and 8 (11.11%) have below 5 years experience.

Chi square test has been employed to analyse the significance of difference among the respondents regarding experience wise classification. The null hypothesis framed is that there is no significant difference among the respondents regarding experience wise classification.

Calculated value = 9.68

Table value = 7.48

$$\text{Degrees of freedom} = 4 - 1 = 3$$

The calculated value and table value of chi square test are 9.68 and 7.48 respectively. As the calculated value is more than the table value, the null hypothesis is rejected. Hence, there is a significant difference among the respondents regarding experience wise classification.

7.3.10 Monthly income wise classification

Table 7.10 shows the monthly income wise classification of the respondents

TABLE 7.10

MONTHLY INCOME WISE CLASSIFICATION

Monthly income (In `.)	No. of respondents	Percentage
Below 40,000	5	6.94
40,000 – 60,000	16	22.22
60,000 – 80,000	29	40.28
Above 80,000	22	30.56
Total	72	100

Source: primary data

Out of 72 respondents, 29 (40.28%) earned `60,000 – `80,000 per month, 22 (30.56%) earned above `80,000 per month, 16 (22.22%) earned `40,000 – `60,000 per month and 5 (6.94%) earned below `40,000 per month.

Chi square test has been employed to analyse the significance of difference among the respondents regarding monthly income wise classification. The null hypothesis framed is that there is no significant difference among the respondents regarding monthly income wise classification.

Calculated value = 17.32

Table value = 7.48

Degrees of freedom = $(4 - 1) = 3$

The calculated value and table value of chi square test are 17.32 and 7.48 respectively. As the calculated value is more than the table value, the null hypothesis is rejected. Hence, there is a significant difference among the respondents regarding monthly income with classification.

7.4 MARKETING OF DIARIES

In marketing of diaries, the factors influencing while purchasing the diaries from producers, marketing channel for distribution of diaries, target customers, way of approaching the customer, coverage area, mode of transport, sale of diaries, essentials of middlemen, qualities of successful middlemen and problems faced by them are taken into account.

7.4.1 Factors influencing while purchasing diaries from producers

Table 7.11 displays the factors influencing while purchasing diaries from producers.

TABLE 7.11
FACTORS INFLUENCING THE PURCHASE OF DIARIES
FROM PRODUCERS

Factors	No. of respondents	Percentage
Price	9	12.5
Quality	31	43.06
Prompt supply	17	23.61
Credit facilities	3	4.17
Proximity	4	5.56
Discounts and Concessions	8	11.11

Total	72	100
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Source: Primary data

Out of 72 respondents, 31 (43.06%) are influenced by quality, 17 (23.61%) considered prompt supply. 9 (12.5%) gave importance to price, 8 (11.11%) looked the discounts and concessions, 4 (5.56%) are influenced by proximity and 3 (4.17%) considered credit facilities while purchasing diaries from producers.

7.4.2 Opinion about supply of diaries by producers

Table 7.12 displays the opinion of the middlemen about supply of diaries by producers.

TABLE 7.12

OPINION ABOUT SUPPLY OF DIARIES BY PRODUCERS

Opinion	No. of respondents	Percentage
Very prompt	42	58.33
One or two days later	19	26.39
Considerable delay	11	15.28
Total	72	100

Source: Primary data

Out of 72 respondents, 42 (58.33%) opined that the supply is very prompt, 19 (26.39%) felt that the diaries are supplied one or two days later, and 11 (15.28%) viewed that there is a considerable delay in the supply of diaries.

7.4.3 Mode of distribution of diaries

Table 7.13 depicts the mode of distribution of diaries

TABLE 7.13

MODE OF DISTRIBUTION OF DIARIES

Mode of Distribution	No. of respondents	Percentage
Directly to consumers	47	65.28
Sub agents	25	34.72
Total	72	100

Source: Primary data

Out of 72 respondents, 47 (65.28%) distributed the diaries directly to customers and the remaining 25 (34.72%) distributed the diaries through sub agents.

7.4.4 Target customers

Table 7.14 exhibits the target customers of middlemen

TABLE 7.14

TARGET CUSTOMERS

Target customers	No. of respondents	Percentage
Businessmen	22	30.56
Employers	41	56.94
Professionals	9	12.5

Total	72	100
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Source: Primary data

Out of 72 respondents, 41 (56.94%) have employers as target customers, 22 (30.56%) have businessmen as target customers and 9 (12.5%) have professionals as target customers.

7.4.5 Way of approaching the customers

Table 7.15 presents the information about way of approaching the customers by middlemen.

TABLE 7.15

WAY OF APPROACHING THE CUSTOMERS

Ways	No. of respondents	Percentage
Identifying the buying motive	21	29.17
Identifying the needs of customers	26	36.11
Convincing them gently	13	18.06
Accepting delayed payment	12	16.67
Total	72	100

Source: Primary data

Out of 72 respondents, 26 (36.11%) identified the needs of the customer, 21 (29.17%) identified the buying motive, 13 (18.06%) convinced the customers gently and 12 (16.67%) accepted the delayed payment from customers.

7.4.6 Coverage areas for distribution of Diaries

Table 7.16 portrays the state wise coverage areas for distribution of diaries

TABLE 7.16

COVERAGE AREAS FOR DISTRIBUTION OF DIARIES

State	No. of respondents	Percentage
Tamil Nadu	61	59.80
Kerala	12	11.76
Karnataka	7	6.86
Andhra Pradesh	18	17.65
Madhya Pradesh	4	3.93
Total	102	100

Source: Primary data

(Note: As the respondents cover more than one state, the number of responses exceeds 72)

It is clear from Table 7.16 that 61 (59.80%) covered Tamil Nadu, 18 (17.65%) distributed diaries to Andhra Pradesh, 12 (11.76%) covered Kerala, 7 (6.86%) distributed the diaries to Karnataka and 4 (3.93%) covered Madhya Pradesh.

7.4.7 Opinion about coverage area

Table 7.17 shows the opinion of the middlemen about coverage area.

TABLE 7.17
OPINION ABOUT COVERAGE AREA

Opinion	No. of respondents	Percentage
Enough	14	19.44
Still to be expanded	27	32.50
Covering the existing area in depth	31	43.06
Total	72	100

Source: Primary data

Out of 72 respondents, 31 (43.06%) opined that the existing area have to be covered in depth, 27 (37.5%) felt that the distribution areas have still to be expanded and 14 (19.44%) have an opinion that the coverage area is enough.

7.4.8 Mode of transportation

Table 7.18 shows the mode of transportation for delivery of diaries.

TABLE 7.18

MODE OF TRANSPORTATION

Mode	No. of respondents	Percentage
Own vehicles	9	12.5
Rented vehicles	46	63.89
Producers' vehicles	17	23.61
Total	72	100

Source: Primary data

Out of 72 respondents, 46 (63.89%) used rented vehicles, 17 (23.61%) used producers' vehicle and 9 (12.5%) used own vehicles for distribution of diaries.

7.4.9 Vehicles used for delivery of diaries

Table 7.19 lists out the vehicles used for delivery of diaries

TABLE 7.19

VEHICLES USED FOR DELIVERY OF DIARIES

Vehicles	No. of respondents	Percentage
Lorry	29	40.28
Van	20	27.78
Truck	18	25

Train	5	6.94
Total	72	100

Source: Primary data

Out of 72 respondents, 29 (40.28%) used lorries, 20 (27.78%) used vans, 18 (25%) used trucks and 5 (6.94%) used train for distributions of diaries.

7.4.10 Storage of diaries

It is the duty of the middlemen to store diaries in a godown till transferring them to the customers. Table 7.20 mentions the venue of storing the diaries.

TABLE 7.20

STORAGE OF DIARIES

Storage	No. of respondents	Percentage
Own godown	7	9.72
Hired godown	43	59.72
Producer's godown	8	11.11
Sub agent's godown	14	19.44
Total	72	100

Source: Primary data

Out of 72 respondents, 43 (59.72%) used hired godown, 14(19.44%) used sub agents godown, 8 (11.11%) used producer’s godown and 7 (9.72%) used own godown for storing diaries.

7.4.11 Sale of diaries

Table 7.21 displays the number of diaries sold by middlemen per order.

TABLE 7.21

NUMBER OF DIARIES SOLD PER ORDER

Sales (in units)	No. of respondents	Percentage
Below 20000	19	26.39
20000 – 40000	28	38.89
40000 – 60000	16	22.22
60000 – 80000	2	2.78
Above 80000	7	9.72
Total	72	100

Source: Primary data

Out of 72 respondents, 28 (38.89%) sold 20000-40000 diaries, 19 (26.39%) sold below 20000 diaries, 16 (22.22%) sold 40000 – 60000 diaries, 7 (9.72%) sold above 80000 diaries and 2 (2.78%) sold 60000 – 80000 diaries per order.

7.4.12 Essentials of middlemen

Middlemen are the connecting bridge between producers and customers. On behalf of the producer, the middlemen are engaged in marketing of diaries and also take efforts to satisfy the needs of the customers. Table 7.22 shows the essentials of middlemen in diary marketing.

TABLE 7.22

ESSENTIALS OF MIDDLEMEN IN DIARY MARKETING

Essentials	Rank										Total
	I	II	III	IV	V	VI	VII	VIII	IX	X	
Knowledge about company	6	11	5	4	12	7	11	9	2	5	72
Knowledge about producer	19	9	4	5	1	7	2	13	10	2	72
Knowledge about customers	7	19	8	2	11	7	5	9	3	1	72
Knowledge about competitors	3	11	12	10	5	2	8	11	6	4	72
Knowledge about Selling process	10	2	19	16	2	7	4	5	5	2	72
Enhance customer confidence	12	3	7	20	3	1	15	2	2	7	72
Create demand	1	9	9	6	12	4	19	2	7	3	72
Improve customer satisfaction	4	4	1	2	4	14	3	13	19	8	72
Connecting link	7	1	5	4	10	13	3	3	6	20	72
Provide feedback to producers	3	3	2	3	12	10	2	5	12	20	72

Total	72	72	72	72	72	72	72	72	72	72	72	
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Source: Primary data

Garrett's ranking technique has been applied for analyzing the essentials of middlemen in diary marketing.

TABLE 7.23

ESSENTIALS OF MIDDLEMEN – GARRETT'S RANKING TECHNIQUE

Essentials	Mean Score	Rank
Knowledge about company	9.56	IX
Knowledge about producer	17.93	VII
Knowledge about customers	32.59	IV
Knowledge about competitors	12.01	VIII

Knowledge about Selling process	5.84	X
Enhance customer confidence	35.07	III
Create demand	40.61	II
Improve customer satisfaction	29.80	V
Connecting links between producer and customer	43.78	I
Provide feedback to producers	20.96	VII

Source: Primary data

Most of the respondents gave I rank to the statement connecting link between producers and customers as it scores 43.78 followed by ‘Create Demand’ with the mean score of 40.61. The third ranks goes to the statement ‘Enhance Customer Confidence’ with the mean score of 35.07.

7.4.13 Qualities of successful middlemen

The middlemen must possess certain special qualities to perform their work in an efficient manner i.e. to market diaries. The qualities of the middlemen are listed in Table 7.24.

TABLE 7.24

QUALITIES OF SUCCESSFUL MIDDLEMEN

Qualities	SA	A	NO	DA	SDA
Smiling face	12	17	18	20	5
Tactful	16	15	4	11	26

Co-operative attitude	19	4	24	20	5
Recognize customers	13	25	17	6	11
Humorous nature	21	7	17	9	18
Memory power	21	7	3	10	31
Honesty	8	34	5	22	3
Sound health	3	26	5	21	17
Courtesy	6	17	21	14	14
Perseverance	34	1	10	15	12
Observation	7	3	33	23	6
Good grooming	16	4	29	5	18
Politeness	11	9	15	35	2
Alertness	32	11	21	2	6
Helping tendency	24	13	17	2	16
Appropriate dresses	16	11	3	12	19
Loyal	23	18	10	9	12
Integrity	21	3	18	29	1
Clean and tidy appearance	1	5	39	5	22
Initiation	44	5	18	4	1

Self confidence	27	11	19	13	2
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Source: Primary data

Factor analysis has been applied to rotate the qualities which are most important for the successful middlemen. Before applying factor analysis, Kaiser Mayo Oklin Test has been conducted. The results of KMO test is given in Table 7.25.

TABLE 7.25

KMO TEST RESULTS

Kaiser Mayo Oklin Test		0.847
Bartlett's test of Sphericity	Chi Square Test	0.549
	DF	61
	Significance	0.000

Source: Calculated data

The KMO value is 0.847 which indicates the data is adequate for factor analysis. The Bartlett's test of sphericity is 0.549 which is also significant.

The total values, variances, cumulative variances, extraction sum of square of loading, rotated sum of square of loadings are given in Table 7.26.

TABLE 7.26

TOTAL VARIANCES EXPLAINED

S.No.	Sum of square of loadings			Extraction sum of square of loadings			Rotation sum of square of loadings		
	Total	% of variance	Cumulative % of variance	Total	% of variance	Cumulative % of variance	Total	% of variance	Cumulative % of variance
1.	4.59	61.94	61.94	4.59	61.94	61.94	7.81	31.48	31.48
2.	2.06	8.02	69.96	2.06	8.02	69.96	10.49	29.64	51.12
3.	1.98	4.81	74.77	1.98	4.81	74.77	15.98	23.65	74.77
4.	3.01	3.67	78.44	3.01	3.67	78.44	20.04	3.67	78.44
5.	2.35	2.98	81.52						
6.	9.10	1.16	82.68						
7.	2.78	1.98	84.66						
8.	1.06	2.57	87.23						
9.	1.58	3.43	90.66						
10.	7.44	0.08	90.74						
11.	1.74	0.19	90.93						
12.	9.22	1.12	92.05						
13.	8.49	1.36	93.41						
14.	5.13	1.75	95.16						
15.	2.14	1.90	97.06						
16.	1.71	0.04	97.10						
17.	7.29	0.17	97.27						

18.	3.85	0.51	97.78						
19.	4.78	2.01	99.79						
20.	5.75	0.21	100.00						

Extraction: Principal component Analysis Method

Rotation: Varimax with Kaiser Normalisation

Rotated in 5 iterations

Source: Calculated data

It is clear from table 7.26 that four factors are rotated to the extent of 78.44 per cent. The cumulative percentage of variance for I factor is 61.94. The cumulative percentage of variance for the II factor is 69.96. The cumulative percentage of variance for the III Factor is 74.77. The cumulative percentage of variance for the IV factor is 78.44.

Table 7.27 explains the rotated sum of factor loadings.

TABLE 7.27

ROTATED SUM OF FACTOR LOADINGS

Factor Name	Variables	F1	F2	F3	F4
Physical qualities	Humorous Action	0.991			
	Good drawing	0.984			
	Clear & Tidy Appearance	0.971			

	Smiling face	0.968			
	Sound health	0.954			
	Appropriate dresses	0.930			
Social qualities	Co-operative attitude		0.978		
	Helping Tendency		0.964		
	Politeness		0.945		
	Courtesy		0.920		
	Tactful		0.914		
Mental qualities	Observation			0.970	
	Self confidence			0.938	
	Recognize customers			0.921	
	Alertness			0.891	
	Initiative			0.886	
	Memory power			0.840	
Character qualities	Perseverance				0.942
	Loyal				0.927
	Honesty				0.916
	Integrity				0.909

Source: Calculated data

In the I factor, 6 statements are loaded. The dominant statement with highest loading is Humorous action (0.991). The other loaded statements are good grooming (0.984), clean and tidy appearance (0.971), Smiling face (0.968), Sound health (0.954) and appropriate dresses (0.930). The I factor is termed as 'Physical qualities'.

In the II factor, 5 statements are loaded. The dominant statement with highest loading is Co-operative attitude (0.978). The other loaded statements are helping tendency (0.964), politeness (0.945), Courtesy (0.920) and tactful (0.914). The II factor is named as 'Social qualities'.

In the III factor, 6 statements are loaded. The dominant statement with highest loading is Observation (0.970). The other loaded statements are self confidence (0.938), recognize customers (0.921), alertness (0.891), initiative (0.886) and Memory power (0.840). The III factor is called as 'Mental qualities'.

In the IV factor, 4 statements are loaded. The dominant statement with highest loading is Perseverance (0.942). The other loaded statements are Loyal (0.927), Honesty (0.916) and integrity (0.909). The IV factor is viewed as 'Character qualities'.

7.4.14 Problems faced by middlemen in marketing of diaries

While marketing diaries, the middlemen faced several problems which are given in Table 7.28

TABLE 7.28

PROBLEMS FACED BY MIDDLEMEN

Problems	No. of respondents	Percentage
Shortage of finance	45	62.50
Delay in the supply of diaries	4	5.56
Heavy competition	10	13.89
Credit management	2	2.78
Lack of transportation	6	8.33
Lack of storage facilities	5	6.94
Total	72	100

Source: Primary Data

Out of 72 respondents, 45 (62.5%) are affected by shortage of finance, 10 (13.89%) faced a problem of heavy competition, 6 (8.33%) suffered by lack of transportation, 5 (6.94%) have a problem of lack of storage facilities, 4 (5.56%) are affected by delay in the supply of diaries and 2 (2.78%) suffered by credit management.

7.5 SUMMARY

This chapter deals with role of middlemen in marketing of diaries. Most of the middlemen belong to the age group of 30-40 years, completed their studies up to school level and render services for sole trader. Most of them are married, have 3-6 members in their family have two earning members in their family and two dependants in their family Most of them are in a own house, have above 15 years experience and earned `6000 – `8000 per month. Out of ten socio economic variables, six socio economic

variables namely ownership pattern, marital status, family size, residential status, experience and monthly income are significantly related. The remaining four variables age, education, number of earning members and number of dependants are not significantly related.

While purchasing diaries from the producers, the middlemen considered quality of the diary and the diaries are supplied one or two days later. Most of the middlemen distributed the diaries directly to the customers and they have employed people as target customers. The middlemen identified the need of the customers. They distributed more diaries in Tamil Nadu and they felt that the coverage area have to be expanded. They used rented vehicles mostly lorries for transportation of diaries. They stored goods in hired godowns. They sold 20,000-40,000 diaries per order.

Most of the middlemen felt that ‘They are the connecting link between producers and customers” which is the essential function of middlemen. Four qualities of the middlemen namely physical qualities, social qualities, mental qualities and character qualities are rotated by applying Factor Analysis.

Chapter VIII

CONSUMER BEHAVIOUR TOWARDS USAGE PATTERN OF DIARIES