CHAPTER – 5

SUMMARY OF FINDINGS SUGGESTIONS AND CONCLUSION

The following findings and suggestions were made on the basis of analysis and interpretation of the previous chapter:

FINDINGS

- Male customers from majority (67.5 percent): 20-40 is the age group that has majority customers. (54.5 percent): 63 percent customers are married: Degree/Diploma holders are of 45.5 percent: Employees are in large number (38.8 percent): Majority customers (38.8 percent) earn annual income of Rs.1 – 2 lakhs:

- Majority of the customers (40 percent) have possessed the relationship with the TWSS for the period of 2-4 years. Next, 34.8 percent customers have maintained it for the last 1 year. ‘Above 3 years’ is the period of the customership to the 25.3 percent customers.

- Majority customers (45.5 percent) go to the TWSS once in fortnight and they buy any desired products from the Sangh. 28 percent customers visit usually once in month. 21.5 percent customers visit
once in week. 5 percent customers visit the TWSS occasionally and they form the minority in number.

- In respect of the source of awareness, majority of the customers (46.75 percent) have such awareness from the neighbours. 32.75 percent customers got advertisement the source. At the same time, the minimum number of customers (15.25 percent) have the source from their friends/relatives.

- In respect of the visit of the customers to the TWSS, maximum number of customers (54.5 percent) visit occasionally. On the other hand, rest of the customers’ visit (45.5 percent) to the Sangh is a planned one. Their visit is a gainful one to the TCWSS.

- It is clear that 44.8 percent customers spend Rs.201-400 per month for the Khadi products and they form the majority. 25.5 percent customers spend Rs.401-600 per month in this regard. It is the amount upto Rs.200 to the 22.5 percent customers. Minimum number of customers (7.3 percent) spends more than Rs.600 per month for purchasing the Khadi products from the TWSS.

- The majority customers (48.6 percent) usually buy aurvedic medicinal products from the TWSS. 22.6 percent customers purchase herbal products. 14 percent customers buy leather products. 12 percent customers purchase handloom dress items. Other products are bought by 3.4 percent customers.
• Majority customers (71.5 percent) do not have any grievance against the Kahadi products or the TWSS. Really, this is a great credit to the TWSS. At the same time, the 28.5 percent customers have some grievances. So, the TWSS has to look after on those grievances of the customers even they are in least number.

• It is ascertained that 49.5 percent customers are motivated by the salesmen to buy the Khadi products. At the same time, 21.5 percent customers are motivated by the friends/relatives. 29 percent are motivated by themselves.

• Apart from the persons, environment, conditions of life and position/status of the customer may take a place in determining the decision in relation to the purchase. The table 4.10 shows the situation that has motivated the customers.

• Ayurvedic’ / ‘siddha’ nature of products motivates the majority number of customers (47.7 percent). 33 percent customers are motivated by 33 percent. 18.3 percent customers are motivated by the purity of the goods. Advertisement is taking a very minimal role and the 1 percent customers are motivated by it. So, it is clear that the TWSS should pay its attention on the powerful advertisements.

• Majority of the customers (25.3 percent) indicate the Congested space of the shop as their difficulty. 24 percent customers point out that the lesser number of salesmen in the showroom of the TWSS is
the difficulty faced by them. 22.3 percent customers show their difficulty as the crowd in the shop. Absence of vehicle parking facility is a difficulty to 9 percent customers. So, it is clear that the customers are suffering from these difficulties. The TWSS should rectify such difficulties.

- It is clear that the home made nature of products is the attraction to the majority customers (54.8 percent). Quality is the attractive factor to the 24.5 percent customers. 11.3 percent customers point out that the variety of goods is the attractive factor. 9.4 percent customers have indicated that the discount/special offers/concessions are the attractions to them.

- It is known that the majority customers’ (47.2 percent) discouraging factor is the distance shop from their area. So, it is clear that the TWSS has to consider opening of new branches in various areas of the city. 26.3 percent customers pointed out the working hours of the TWSS as the discouraging factor. 25 percent customers indicated the Carelessness of salesmen as the discouraging factor and 21.5 percent customers viewed the price as the factor.

- Majority customers (46.8 percent) pointed out the seven day functioning of the TWSS. Next, 26.3 percent customers expect that the TWSS should function without lunch break. 14.5 percent
customers demand Quick response of the salesmen and the rest of the customers (12.4 percent) expect concessions in price, offers etc.

FINDINGS FROM CHI SQUARE TEST

• There is no association between gender of the customers of the TWSS and type of visit to the Sangh.

• There is association between gender of the customers and length of relationship with the TWSS.

• There is association between gender of the customers and frequency of visit to the TWSS.

• There is no association between gender of the customers and amount spent for purchasing the Khadi products.

• There is no association between gender of the customers and having grievance against the Khadi products/TWSS.

• There is no association between gender of the customers and motivating aspect.

• There is no association between gender of the customers and motivating person to them.

• There is no association between age of the customers and type of visit.

• There is no association between age of the customers and frequency of visit to the TWSS.
• There is no association between age of the customers and amount spent for purchasing the Khadi products.

• There is no association between age of the customers and having grievance against the Khadi products / TWSS.

• There is no association between age of the customers and motivating aspect.

• There is no association between age of the customers and motivating person.

FINDINGS FROM ANOVA Test

AGE AND SATISFICATION

• Age has no significant impact on the level of agreement on various factors of satisfaction except the factor ‘customer relationship of the TWSS’. The small values of F and very high values of p (> .05) for all the factors except ‘customer relationship of the TWSS ‘verify that the respective null hypotheses are accepted and it can be concluded that there is no significant difference in the mean level of agreement of customers in different age groups on various factors of satisfaction. (i.e., age has no effect on satisfaction).

AGE AND AWARENESS

• The age has no significant impact on the level of agreement on various factors of Satisfaction so that the respective null hypotheses
are accepted and it can be concluded that there is no significant
difference in the mean level of satisfaction of customers in different
age groups on various factors of satisfaction. (*i.e., age has no effect
on Satisfaction*).

**AGE AND ATTITUDE TOWARDS PRICE**

- The age has no significant impact on the level of agreement on the
  attitude towards price. The small values of F and very high values of
  p (> .05) for all the factors verify that the respective null hypotheses
  are accepted and it can be concluded that there is no significant
difference between the mean level of agreement of customers in
different age groups and the attitude towards price. (*i.e., age has no
  effect on attitude towards price*)

**AGE AND ATTITUDE TOWARDS PRODUCT**

- The age has no significant impact on the attitude of towards the
  product. The small values of F and very high values of p (> .05) for
  all the factors verify that the respective null hypotheses are accepted
  and it can be concluded that there is no significant difference
  between the mean level of agreement of customers in different age
  groups and the attitude of towards the product. (*i.e., age has no effect
  attitude of towards the product*).
AGE AND ATTITUDE TOWARDS PATRONAGE

- The age has no significant impact on the attitude of the customers towards the patronage. The small values of F and very high values of p (> .05) for all the factors verify that the respective null hypotheses are accepted and it can be concluded that there is no significant difference between the mean level of agreement of customers in different age groups and attitude of the customers towards the patronage. (i.e., age has no effect on attitude of the customers towards the patronage).

AGE AND ATTITUDE TOWARDS IMAGE

- The age of the customers has no significant impact attitude towards image except the factors ‘Maintenance friendliness’ ‘Sentimental touch’, and ‘Competitiveness’. The small values of F and very high values of p (> .05) for the factors verify that the respective null hypotheses are accepted and it can be concluded that there is no significant difference in the mean level of agreement of customers on the attitude towards the image. (i.e., Income of customers has no effect on attitude toward image).

AGE AND ATTITUDE TOWARDS TRUST

- The age of customers has no significant impact on the level of agreement on the attitude of the customers towards trust except the factor faith on quality’. The small value of F and very high values
of p (>.05) for the factor confirms that the respective null hypotheses are accepted and it can be concluded that there is no significant difference in the mean level of agreement of customers with different age groups on the attitude towards trust. \(i.e., \text{Age of customers has no effect on the attitude towards trust}\).

**INCOME AND SATISFACTION**

- The income of customers has no significant impact on the level of agreement on various factors of satisfaction except for the three factors ‘quality’, and ‘Availability of variety of Goods’. The small values of F and very high values of p (> .05) for all the other factors verify that the respective null hypotheses are accepted and it can be concluded that there is no significant difference in the mean level of agreement of customers with different income groups on various satisfactory factors. \(i.e., \text{Income of customers has no effect on satisfaction}\).

**INCOME AND AWARENESS**

- The income of customers has no significant impact on the level of agreement on various factors of satisfaction except for one factor i.e., ‘Extent of working hours’. The small values of F and very high values of p (> .05) for all the other factors verify that the respective null hypotheses are accepted so that there is no significant difference
in the mean level of agreement of customers with Income of customers in different income groups on various factors of awareness. (i.e., Income of customers has no effect on awareness).

INCOME OF CUSTOMERS AND ATTITUDE TOWARDS PRICE

- The income of customers has no significant impact on the level of agreement on various factors of attitude towards price except for the factors i.e., ‘Lesser Price, Expectation on reduction of price’. The small values of F and very high values of p (> .05) for all the other factors verify that the respective null hypotheses are accepted and it can be concluded that there is no significant difference in the mean level of agreement of customers in different income groups on various factors of attitude towards price. (i.e., Income of customers has no effect on attitude towards price).

INCOME OF CUSTOMERS AND ATTITUDE TOWARDS PRODUCT

- The income of customers has no significant impact on the level of agreement on various factors of attitude towards product except for one factor i.e., ‘availability of substitutes’. The small values of F and very high values of p (> .05) for all the other factors verify that the respective null hypotheses are accepted and it can be concluded that there is no significant difference in the mean level of agreement of
customers in with Income of customers on various factors of attitude towards product. (i.e., *Income of customers has no effect on product*).

**INCOME OF CUSTOMERS AND ATTITUDE TOWARDS PATRONAGE**

- The income of customers has no significant impact on the level of agreement on various factors of image except for the factors ‘Willing to wait, Willing to Argue and Reluctant to criticize. The small values of F and very high values of p (> .05) for all the other factors verify that the respective null hypotheses are accepted and it can be concluded that there is no significant difference in the mean level of agreement of customers in different income groups on various factors of attitude towards patronage. (i.e., *Income of customers has no effect on attitude towards patronage*).

**OCCUPATION AND SATISFACTION**

- The occupation has no significant impact on the level of agreement on various factors of satisfaction except for the three factors ‘Price of the Products, Approach of the staff, and reliability. The small values of F and very high values of p (> .05) for all the other factors verify that the respective null hypotheses are accepted and it can be concluded that there is no significant difference in the mean level of agreement of customers in with occupation on various factors of
satisfaction. \textit{(i.e., educational occupation has no effect on satisfaction)}.

\textbf{OCCUPATION AND AWARENESS}

- The occupation has no significant impact on the level of agreement on various factors of awareness except for the factors such as ‘Functions of the Sarvodaya Sangh’, ‘Concessions / discount / offers’ and ‘Benefits of Sarvodaya products’. The small values of F and very high values of p (> .05) for all the other factors verify that the respective null hypotheses are accepted and it can be concluded that there is no significant difference in the mean level of agreement of customers of different occupations on various factors of awareness. \textit{(i.e., educational Occupation has no effect on awareness)}.

\textbf{OCCUPATION AND ATTITUDE TOWARDS PRICE}

- The occupation has no significant impact on the level of agreement on various factors of attitude towards price except overall attitude’. The small values of F and very high values of p (> .05) for all the other factors verify that the respective null hypotheses are accepted and it can be concluded that there is no significant difference in the mean level of agreement of customers with occupation on various factors of attitude towards price. \textit{(i.e., educational occupation has no effect on attitude towards price)}. 

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OCCUPATION AND ATTITUDE TOWARDS PRODUCT

- The occupation has no significant impact on the level of agreement on various factors of attitude towards product except for the factors such as ‘Nature of products’, ‘Availability of Substitutes’ ‘Possibility for improvement of products’ and ‘overall attitude. The small values of F and very high values of p (>.05) for all the other factors verify that the respective null hypotheses are accepted and it can be concluded that there is no significant difference in the mean level of agreement of customers in occupation on various factors of attitude towards product. (i.e., Occupation has no effect attitude towards product).

ANOVA TEST: OCCUPATION AND ATTITUDE TOWARDS PATRONAGE

- The occupation has no significant impact on the level of agreement on various factors of attitude towards patronage except for the factors such as ‘sentimental touch, Willing to come back’ Reluctant to criticize Willing to recommend and First Preference. The small values of F and very high values of p (> .05) for all the other factors verify that the respective null hypotheses are accepted and it can be concluded that there is no significant difference in the mean level of agreement of customers in with occupation on various factors of
attitude towards patronage. (i.e., Occupation has no effect on attitude towards patronage).

FINDINGS FROM ‘t’ TEST

- The average level of agreement of male and female customers on various satisfaction factors and test for significant differences among male and female customers. It can be observed from the above table that the factor ‘reliability’ has the highest mean level of agreement (3.52), followed by ‘Information providing by the salesmen’ (3.45) and ‘Location of the shop’ (3.05). However, while looking at the overall level of agreement of all the factors of satisfaction, the mean is only 2.81, which has a literal meaning of ‘below neutral’. Generally speaking, the customers of the TWSS do not have adequate satisfaction. Also, it can be observed that gender has no significant impact on the level of agreement on various factors of satisfaction except the factor ‘reliability’. The small values of t and very high values of p (>.05) for all the factors except ‘reliability’ verify that the respective null hypotheses are not rejected and it can be concluded that there is no significant difference in the mean level of agreement of male and female customers of the TWSS on various factors of satisfaction. (i.e., gender has no effect on satisfaction).

- The gender has no significant impact on the level of agreement on various factors of awareness. The small values of t and very high
values of $p (> .05)$ for all the factors except ‘Benefits of Khadi products’ verify that the respective null hypotheses are not rejected and it can be concluded that there is no significant difference in the mean level of agreement of male and female customers of the TWSS on various factors of awareness. \((i.e., \text{gender has no effect on awareness})\).

- The gender has no significant impact on the level of agreement on various factors of attitude towards price. The small values of $t$ and very high values of $p (> .05)$ for all the factors verify that the respective null hypotheses are not rejected and it can be concluded that there is no significant difference in the mean level of agreement of male and female customers of the TWSS on various factors of attitude towards price. \((i.e., \text{gender has no effect on attitude towards price})\).

- The gender has no significant impact on the level of agreement on various factors of attitude towards product. The small values of $t$ and very high values of $p (> .05)$ for all the factors verify that the respective null hypotheses are not rejected and it can be concluded that there is no significant difference in the mean level of agreement of male and female customers of the TWSS on various factors of attitude towards product. \((i.e., \text{gender has no effect on attitude towards product})\).
towards product). The differences in agreement are highly NOT significant.

- The gender has no significant impact on the level of agreement on various factors of attitude towards patronage. The small values of t and very high values of p (>.05) for all the factors except protection of the customer friendliness verify that the respective null hypotheses are not rejected and it can be concluded that there is no significant difference in the mean level of agreement of male and female customers of the TWSS on various factors of attitude towards patronage. (i.e., gender has no effect on attitude towards patronage).

- The marital status has no significant impact on the level of agreement on various factors of attitude towards image except two factor ‘sentimental touch’. The small values of t and very high values of p (> .05) for all the other factors verify that the respective null hypotheses are not rejected and it can be concluded that there is no significant difference in the mean level of agreement of married and unmarried customers of the TWSS on various factors of attitude towards image. (i.e., marital status has no effect on attitude towards image).
SATISFACTION VS. MARITAL STATUS

- The marital status has no significant impact on the level of agreement on various factors of attitude towards trust except the factor ‘faith on the advertisements’. The small values of t and very high values of p (> .05) for all the other factors verify that the respective null hypotheses are not rejected and it can be concluded that there is no significant difference in the mean level of agreement of married and unmarried customers of the TWSS on various factors of attitude towards trust. (i.e., marital status has no effect on attitude towards trust).

TRUST VS. MARITAL STATUS

- The marital status has no significant impact on the level of agreement on various factors of attitude towards price except the factors ‘Immateriality of price’, ‘Lesser Price’ and ‘overall attitude’ The small values of t and very high values of p (> .05) for all the other factors verify that the respective null hypotheses are not rejected and it can be concluded that there is no significant difference in the mean level of agreement of married and unmarried customers of the TWSS on various factors of attitude towards price (i.e., marital status has no effect on attitude towards price).
RELATIONSHIP AND ATTITUDE TOWARDS PRODUCT

- The marital status has no significant impact on the level of agreement on various factors of attitude towards product except the factors ‘Availability of Substitutes’ and ‘Possibility for improvement of products’. The small values of t and very high values of p (> .05) for all the other factors verify that the respective null hypotheses are not rejected and it can be concluded that there is no significant difference in the mean level of agreement of married and unmarried customers of the Sangh on various factors of attitude towards product. (*i.e., marital status has no effect on attitude towards product*).

MARITAL STATUS AND ATTITUDE TOWARDS PATRONAGE

- The marital status has no significant impact on the level of agreement on various factors of attitude towards patronage except the factors ‘Continuous support’, ‘Willing to wait’, ‘Willing to come back’ ‘Reluctant to criticize’, and ‘overall attitude’. The small values of t and very high values of p (> .05) for all the other factors verify that the respective null hypotheses are not rejected and it can be concluded that there is no significant difference in the mean level of agreement of married and unmarried customers of the TWSS on various factors of attitude towards patronage. (*i.e., marital status has no effect on attitude towards patronage*).


FINDINGS FROM MODEL FITTING

- The variables Image, patronage, Trust and price have the negative skewness which mean that the customers tend to be on the lower side of the agreement/satisfaction level, whereas the variable image has the positive skewness of 0.185. This means that although are not very much satisfaction with various aspects of the TWSS, they tend to be satisfied with the TWSS. The critical ratios for all the variables (<1.96) confirm the skewness and kurtosis values are not significant.

- The variable Trust has a significant positive effect on Satisfaction and the variable patronage has a significant negative impact on satisfaction. The other two variables price and image with respective coefficients 0.056 and 0.035 do not have any significant impact on Satisfaction (p > .10) and their corresponding null hypotheses are not rejected.

- The high value of 0.36 for the Trust indicates that it has the major influence on Satisfaction, followed by patronage(-0.079).

- The coefficient of the intercept (1.812) is also significant (p<.001) at 1% level of significance. This indicates that apart from the variables taken for the study, some other intangible variables may
also have severe impact on the satisfaction of the customers of the TWSS.

SUGGESTIONS

Based on the above findings, the following suggestions are made

- As majority of the young and educated consumers have high level of attitude towards khadi products, more number of Khadi outlets may be opened especially at commercial area/Bazaars/airport etc. This would help in increasing the sales of khadi products and in turn, it would improve the workers/ artisans" living condition.

Moreover, revamping of khadi outlets is the need of the hour.

- Overall, the consumers have positive attitude towards khadi products. To enhance this attitude further, the following marketing strategies may be adopted by the authorities.

- Enlisting new khadi institutions by relaxing the restrictions on registration, particularly to private sector.

- An Advertising campaigns may be carried out to make all classes of people aware of khadi and to project it as a fashion statement for the youth.

- As cotton Khadi cloth is the favorite of the majority of consumers, different colors and designs may be introduced to suit the taste of, especially, the younger generation.
- Packaging of khadi products may be improved and made attractive as package is the determining factor in the point of purchase decision.

- Advertising at large scale needs to be done to increase the sale of products. Introducing of user friendly goods and attractive packaging will help expanding metro urban markets as well customers.

- By creating awareness about khadi products among youth and introducing different varieties and colors to suit the customer preference. Easy availability of products would help to increase in sales. So more franchisees should be introduced in urban areas.

- Innovative marketing channels should be needed to attract young generation. Many village people don’t know about khadi products. So the khadi education should be introduced in education system, so that people get aware of gandhian ideology and khadi products.

- The village industries are not entitled for any production subsidy which indicates its interest strength. So as to increase the production of village industries goods, the production subsidy may be given.
• Credit facility which is offered to khadi products may be extended to village industries goods so as to boost the sales.

• By introducing new design and technologies the production could be increased. Khadi institution should not concentrate on same variety of products; it should promote their products by giving diversified products.

• The government may offer incentives for improved technology in case of village industries goods.

• It is essential to come out with viable technology to reduce the cost of production of Khadi and village industries products.

• The cloth required by Government departments like schools, Hospitals & Jails, should be purchased only from the Khadi industries and Sarvodaya sanghs.

• The government employees of all the departments should be compulsorily asked to use Khadi products. They may be encouraged to buy the Khadi products, credit facility may be granted to them.

• Marketing techniques of the Sarvodaya sanghs should be suitably adopted and modified.
• Khadi & village industries should be encouraged in villages and MNCs or big firms should not be allowed to produce those products produced by Khadi & Village industries

• Khadi Plazas are to be set up in all the cities similar to support marketing of KVI

CONCLUSION

The Government has played its role successfully to disseminate the information among the general public regarding the Khadi products. And the TWSS has secured strong customer base. Overall, the consumers have positive attitude towards the khadi products. So, the Sarvodaya Sangh should maintain its business in the present stream very carefully.

The customers of TWSS are satisfied with quality of the goods. Because, the TWSS offers the standardized and natural goods. Particularly the male customers have the higher level of satisfaction in respect of the service and in the case of other factors the female customers have the higher level of satisfaction. However, the satisfaction is not permanent one because the customers may go to the large super market to buy the same goods in future. So, the TWSS should retain the customers by offering the standardized products to the customers. The results indicate that the consumers have positive attitude
towards Khadi products. Moreover, the consumers who have good attitude towards Khadi products have more satisfaction. In general, Khadi and Village Industries Commission (KVIC) may promote their products by participating in national level exhibitions/trade fairs and also by providing financial assistance in conducting such exhibitions.

This study reveals that the overviews about the products manufactured by the Khadi are satisfactory. The customer attitude towards the purchase decisions are influenced more by the way of trustworthy, service, price and quality. It is an attempt to study the Khadi products and the awareness and preference towards the products is being surveyed to make this study complete. As a result, it has been observed from the respondents that the Khadi products are qualitative and pricing is reasonable and affordable. But the customer also expressed the need of improvement in packing. It is an idea of bringing a social change in the economy exclusively for the middle class community.

**ORIGINAL CONTRIBUTION**

The present research concentrates on the TWSS customers and it has identified that the customers are of peculiar in nature in such a way that the customers like natural products and they wish to avoid artificial/polluted/contaminated products of modern life. The research
adds that the existing consumers are not of repeated customers unless they can avail pure natural goods.

SCOPE FOR FURTHER RESEARCH

Khadi and Village Industries play the crucial role in the part of marketing the products. KVI concept itself formed to bring the social reform in the Below Poverty line people and up lift them. So based upon the needs and taste of the customers the future studies may be undertaken.

The products are found to be reasonable and affordable by the customer. Khadi has gained worldwide appreciation as it is handmade, durable, long lasting and organic in nature. So, the researches may concentrate on the customers’ attitude and preferences in micro level studies. Further, macro level studies may be held at national level to highlight the potentialities of the KVI sector.