

THE THEORETICAL FRAMEWORK ON CONSUMER BEHAVIOR TOWARDS THE VARIOUS PRODUCTS OF KHADI AND GRAMODYOG OF GUJARAT STATE

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Abstract:

The Khadi and Gramodyog represent the heritage of India. It is also part of our rich culture from Indus civilization to the period of Mahabharata from that to end of Mughal Empire. During above stated period, industry at stage of peak. But in late 1900s, industry was demolished by the British Taj. Even today, industry at the growth stage of its life cycle. To sustain market and to achieve the maturity stage, industry must know the consumer behavior. In this research, research scholar focus on the consumer behavior towards the various products of Khadi and Gramodyog.

Key – words: Khadi and Gramodyog, Consumer Behaviour.

1. INTRODUCTION OF KHADI AND GRAMODYOG WITH CONSUMER BEHAVIOR:

► Introduction and History of Khadi and Gramodyog:

The Khadi and Gramodyog exits from the Indus Civilization, Indus people was spun the cloth with help of handmade machine which exactly look like Charkha.The archeologists discover the spinning wheel – Charkha from the site of Mohenjo Daro and Harappa. Even in the Ved Vyasa describe about the Charkha in Mahabharata. During the Mughal Empire it is at peak of its life. But entrance of British Taj at Indian subcontinent, the industry moves towards the stage of decline due to the modern machineries. Near to, mid of 1700s to entail years of 1900s the industry, almost reach near to demolishment.

The day of 13th –April 1919, Jallianwala Bagh massacre at Amritsar was consider as the Black Day for the nation. And as result of that, Swadeshi movement as action had taken by the Gandhiji, as part of non- violence towards the massacre. Gandhiji boycotts of British Taj by foreign goods. Now, Indian become self sufficient by spinning of cotton, wool and jute by the charkha and manufacturing the village based product. The movement provides the life blood to the Khadi and Gramodyog. Even the first national flag which is designed by Madam Kama, at center flag at place of Ashok chakra; Charkha-Spinning wheel was taken. From 1920s- Khadi and Gramodyog is rebirth only due to Mahatma Gandhi. From 1920s to today, Khadi and Gramodyog after facing solid competition reach to growth stage.

To achieve maturity and to sustain in the competition, industry must know about consumer behavior.

► Consumer Behaviour:

As from research scholar view point, the behavior is reaction towards the action. Consumer behaviour is unpredictable. At any filed, the marketer know about the consumer behaviour. The behaviour is depended on many factors like- perception, ethics, values, educational qualification, culture, satisfaction, like- dislike, region, religion, cast, awareness, society, financial position , past experiences of own as well as others. Even behaviour of individual may be change from time to time and from situation to situation.

2. REVIEW OF LITERATURE:

- Ansuya, D.B. (2016) , in her research paper she only focus on the Coimbatore District. She found that consumer are satisfied the various products of Khadi and Village Industry with 200 consumer.
- Hosouneh I.M.(2003), “ Consumer Behaviour”- the stated book high lights the importance and study of consumer behaviour , how the environmental influences on it, innovation and consumer behaviour, various factors , consumer decision process and its importance.
- Nair , S. (2010), 360 degree analysis of consumer behaviour is mention; the book includes the each criteria of consumer behaviour.
- Ramagundan, R.(2008), the book Gandhi’s Khadi : A History of Contention and Conciliation focus on role of Khadi and importance of Khadi during freedom movement and before it. Also describe how Mahatama Gandhi uses Khadi as weapon for freedom.

3. RESEARCH METHODOLOGY:

3.1 Title of Research Paper:

“The Theoretical Framework On Consumer Behaviour Towards The Various Products Of Khadi and Gramodyog Of Gujarat State.”

3.2 Objectives of Study:

- ▶ To apply the SWOT Analysis based on the research.
- ▶ To know the consumer behaviour towards the various products of Khadi and Gramodyog of Gujarat State.

3.3 Population and Sample Size:

Population of above stated research is Gujarat State; it includes five region of Gujarat State – Saurashtra, Kutch, North Gujarat, Central Gujarat and South Gujarat. The sample size of research is 100.

3.4 Tools and Techniques of study:

The research is based descriptive method is used for analysis. The data is collected primary source by structural questionnaire by using convince and snow- ball sampling method.

3.5 classification of various products of Khadi and Gramodyog:

- ▶ Clothes of Khadi,
- ▶ Bed sheets and pillow covers,
- ▶ Leather items,
- ▶ Eatables,
- ▶ Agarbatties,
- ▶ Soap and Shampoos,
- ▶ Handicraft and ethnic product,
- ▶ Furniture,
- ▶ Honey and
- ▶ other products are part of the research.

4. MARKETING PRACTICE FOR KHADI AND GRAMODYOG AND CONSUMER BEHAVIOUR:

Marketing consider the soul of business it includes the whole logistics. The marketing involved the huge number of activities from identification of problem to post- purchase behaviour of consumer.

▶ Product:

Products is not just the goods ,which produced or manufacture but it is combination of good and services, portion of goods and service is depends on the business but both are exits at the stage.

Before develop the product must know the behaviour of consumer, produced that type of product which like and purchase by the consumer with in efforts. As products of Khadi and Gramodyog are costly but honey as well as mask are cheaper than other.

▶ Product Line of Khadi and Gramodyog:

Provide large assortments of products are necessary to sustained in the market. According to the need of selected segment with catchy designs.

▶ Pricing, promotion and place policy of Khadi and Gramodyog:

Price must be affordable to the consumer, it doesn't mean to sale with loss, because the Khadi and Gramodyog provide huge employment to the nation, even employ to them whom are illiterate and unskilled people too. But pricing policy must decide on the base of current situation of economy and Indian economical people.

While, in case of promotion Khadi and Gramodyog only focus on discount sales and exhibition too. To increase the awareness towards the products must focus on campaigns; use Multi- Medias, to attract more consumers. In the field of marketing, Advertisements plays major role.

Place include the major distribution system and place of Bhavans' too.

5. ANALYSIS OF OBJECTIVES:

Applying the SWOT Analysis based on the Research:

<p style="text-align: center;"><u>Strength</u></p> <ul style="list-style-type: none"> ❖ Gandhian thought of swadeshi ❖ Eco- Friendly ❖ Provide Employment Opportunities ❖ Heritage of Nation ❖ Status symbol ❖ Assortment of products ❖ Quality of products ❖ Global products ❖ Government Schemes ❖ Comfortable ❖ Original taste and natural 	<p style="text-align: center;"><u>Weakness</u></p> <ul style="list-style-type: none"> ❖ Unorganized market ❖ Use the traditional method of production, ❖ Time consumption ❖ Costly products ❖ Limited width of products ❖ Limited funds ❖ Skills of employees ❖ Simple look ❖ Cost per unit is high
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> ❖ Focus on global/ international market ❖ Skill of trained employees ❖ Use modern means of production ❖ Increase the Export 	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> ❖ Modern products with low cost and huge assortment. ❖ International brands ❖ Quality – price effects ❖ Indian Economical Consumers ❖ Limited offers ❖ Display

✚ Consumers have positive behaviour towards the various products of Khadi and Gramodyog of Gujarat state highly preferable products of consumer are:

- The cloths of Khadi and Gramodyog
- Eatables

- Agarbatties Soap and Shampoos
- Honey and,
- Handicrafts and ethnic products.
- ▶ Products are comfortable in use as well as provide original taste and natural too. Consumers are delighted with products due to following reasons:
 - Trust with products
 - Price and quality of products
 - Gandhian thoughts still alive
 - Life of products
 - Rich look and status symbol
 - Generation of employment
 - Staff response
 - Organic and eco- friendly products

6. FINDING, RECOMMENDATION AND LIMITATION OF THE STUDY:

Findings:

- ▶ 98% of consumers are delighted with products of Khadi and Gramodyog.
- ▶ Consumers highly prefer the clothes of Khadi and Gramodyog.
- ▶ The SWOT Analysis provides the absolute measurements towards the Khadi and Gramodyog and consumer behaviour.

Recommendations:

- ▶ The KVIC must focus on the Strength and opportunity to cover market and improve weakness as well as formulate the various strategies to recover from the threats of market.
- ▶ The KVIC also focus, on the consumer behaviour; periodically review on consumer and its behaviour to sustain in the market.

Limitations of Study:

- ▶ The scope of study is only limited with Gujarat State.
- ▶ The study limited with 100 sample size.
- ▶ The study based on perspective of individual consumer, May it is dynamic after specific period.

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