



A STUDY ON CONSUMER'S PURCHASE BEHAVIOUR AND NATURE OF SHORTFALLS FACED BY THEM TOWARDS KUDUMBASREE PRODUCTS

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Abstract:

Kudumbashree has a three-tier structure for its women community network, with Neighbourhood Groups (NHGs) at the lowest level, Area Development Societies (ADS) at the middle level, and Community Development Societies (CDS) at the local government level. In this paper, an attempt has been made to identify the nature of shortfalls faced by the consumers and suggest suitable measures for effective marketing of products manufactured/ processed by kudumbashree products. A sample of 100 respondent's was randomly selected from Palakad District. The selected samples are analyzed using percentage analysis and friedman ranking test. It is found that three variables namely age, gender, occupation, educational qualification, type of family and monthly income are found to be significant association with consumer's purchase behavior towards Kudumbasree products.

Key Words: Consumer, Behavior, Kudumbasree, Purchase, Products, Groups, Etc.,

Introduction:

Kudumbashree is the poverty eradication and women commission programme enforced by the State Poverty Eradication Mission (SPEM) of the Government of Kerala. The name Kudumbashree in Malayalam language means substance of the family. The name represents Kudumbashree Mission or SPEM as well as the Kudumbashree Community Network. What's generally appertained to as Kudumbashree could mean either the Kudumbashree Community Network, or the Kudumbashree Mission, or both. Kudumbashree was set up in 1997 following the recommendations of a three member Task Force appointed by the State government. Its conformation was in the environment of the degeneration of powers to the Panchayat Raj Institutions (PRIs) in Kerala, and the Peoples' Plan Campaign, which tried to draw up the Ninth Plan of the original governments from below through the PRIs.

Kudumbashree has a three- league structure for its women community network, with Neighbourhood Groups (NHGs) at the smallest position, Area Development Societies (Advertisements) at the middle position, and Community Development Societies (CDS) at the original government position. The community structure that Kudumbashree accepted is the bone that evolved from the trials in Alappuzha Municipality and Malappuram in early 1990s. Kudumbashree community network was extended to cover the entire State in three phases during 2000-2002. The Kudumbashree network by 15th September 2021 had NHGs combined to ADSs and 1064 CDSs with a total class of women. Kudumbashree class is open to all adult women, limited to one class per family.

In 2011, the Ministry of Rural Development (MoRD), Government of India recognised Kudumbashree as the State Rural Livelihoods Mission (SRLM) under the National Rural Livelihoods Mission (NRLM).

ES:

The top objects of Kudumbashree are

- Identification of poor families,
- Organizing women from poor families into NHGs (Ayalkkootams),
- Encouraging providence and investment through credit by developing informal banks of the poor, and most importantly,
- Improving inflows of the poor through developing vocational and entrepreneurial chops and by creating openings for tone/ paycheck employment.

Micro Enterprises Development & Marketing:

Micro Enterprises Development is an important strategy of Kudumbashree towards profitable commission of women. All members of Kudumbashree are encouraged to start Micro Enterprises' using original resources, and fiscal aid, skill training, handholding and marketing support handed by the Mission. Moment, there are around Micro Enterprises (including Beast Husbandry & Agri related livelihood groups), around

Common Liability Groups (Husbandry), further than 60 Construction Units and 8 Patron Companies/ Colleges (Agri/ AH/ Dairy/ Vesture/ Nutrimix/ IT).

Significance of designing applicable marketing strategies from time to time for the success of Micro Enterprises needs no emphasis. Presently, around 75 of the products are vended directly to the guests through Monthly Markets, Trade Expositions & Exhibitions, Home Shops and/ or at the product point itself. Around 10 of products are vended to retail dealers while a little lower than 10 of products are vended to Government Departments/ Agencies. The remaining percent of products are vended through marketing agencies and to retailers/ noncommercial dealers

Review of Literature

Devasenathipathi T and Paulraj T (2006) revealed that Marketers have started treating tweens as independent, mature consumers. The study also stated that children's conclusive power can impact the purchase decision of their parents in a big way and the parents are happily oblige their youths by Purchase whatever they have asked for. But targeting tweens as bare consumers is unethical and has the implicit to harm the further generation as they can't exercise information. The study take rational opinions in trivial situations leave alone on Purchase. It's the advertisers or patron's moral responsibility to make sure that the interest of tweens who are the future pillars of the nation. The study also concluded that consumers should be guarded and it should not be exploited for the marketers' short- term marketable earnings.

Abdul Brosekanand and Dr. C. Muthu Velayutham examined the Consumer Purchase Geste towards named Home Appliance Products in Ramanathapuram. A well-structured questionnaire was used to collect data from a sample of 100 attesters have been named from the area of Ramanathapuram. The study analysed that life characteristics have a big impact on the consumer Purchase behavior of the clusters. The study concluded that person chooses a product or a brand, which seems to retain a large possibility of the description or elaboration of his life style identity.

Shuchi Mittal (2016) examined the factors impacting consumer Purchase behavior for Indian ménage products. The sample size of 300 attesters has been collected through well structure questionnaire. The statistical tool SPSS interpretation 19.0 was used in this study for all the data collection. The findings of the data revealed that the overall set of independent variables was weakly associated with the dependent variable. The study concluded that in- depth analysis factory that product features, family and social status rudiments were strongly associated with the Purchase behaviours of Indore consumers. Ultimately the study shows that the overall set of independent variables was weakly associated with the dependent variable.

Objectives:

- To examine the purchase behaviour of consumers of kudumbashree products.
- To identify the nature of shortfalls faced by the consumers and suggest suitable measures for effective marketing of products manufactured/ processed by kudumbashree products.

Research Methodology:

Palakad District is the study area selected for this research. Primary data is collected through well-structured questionnaire. A sample of 100 consumer of kudumbashree products in Palakad District have been selected by random sampling method. The collected information were reviewed and consolidated into a master table. For the purpose of analysis the data were further processed by using statistical tools. The statistical tools are

- Simple Percentage
- Chi-Square Test
- Friedman Ranking Test

Limitations of the Study:

- The study is restricted to the selected sample of Palakad District and hence the result of the study cannot be generalized.
- The statistical methods used to analyze the data have their own limitation.
- All the limitations of primary data are applicable to this study.

Analysis and Interpretation:

1.1 Demographic Profile of the Respondents:

Table 1 describes the demographic profile of the consumer of kudumbashree products are taken for the study. Out of 100 respondents who were taken for the study: it has been identified that most (53.5%) of the respondents are female, (43.5%) whose age group is under 26 to 50 years, most (54%) of the respondents are graduates, (58.5%) respondents have nuclear family, maximum number (38%) of respondents are house wife, the monthly income of (58%) respondents is up to Rs.10,000.

Table 1: Demographic Profile of the Respondents

Factors	Number of Respondents N=100	Percentage
Gender		
Male	46.5	46.5

Female	53.5	53.5
Age (Years)		
Up to 25	38	38
26 to 50	43.5	43.5
Above 50	18.5	18.5
Educational Qualification		
Up to School Level	27	27
Graduate	54	54
Professional	19	19
Occupation		
Agriculture	19	19
Employee	24	24
Professional	12	12
Business	7	7
House Wife	38	38
Type of Family		
Joint Family	41.5	41.5
Nuclear Family	58.5	58.5
Monthly Income		
Up to Rs.10000	58	58
Rs.10000 to Rs.25000	19	19
Above Rs.25000	23	23

1.2 Consumer's Purchase Behavior of the Respondents:

Table 2 describes the consumer's Purchase behavior of kudumbashree products. Out of 100 respondents who were taken for the study: it has been identified that most (47%) of the respondents Purchase kudumbashree products seasonally, (43%) of the respondents Purchase behavior was influenced through Social Media, most (90%) of the respondents are Purchase their household durable in show room and (28%) respondents are attracted through price of the household durable.

Table 2: Consumer's Purchase Behavior of the Respondents

Factors	Number of Respondents N=200	Percentage
Frequency of Purchase household durable		
Ocasionally	26	26
Rarely	27	27
Seasonally	47	47
Factors Influence		
Family	22	22
Friends	34	34
Social Media	43	43
Place of Shopping		
Wholesale dealer	16	16
Show room	45	45
Departmental Stores	39	39
Reason		
Price	28	28
Place	17	17
Quality	11	11
Brand	20	20
Durable	24	24

Table 3: Relationship between Demographic Profile and Consumer satisfaction towards Kudumbasree products

Variables	χ^2 Value	Table Value	Remarks
Gender	7.534	5.991	S
Age	13.496	9.488	NS
Educational Qualification	12.178	9.488	NS
Occupation	17.515	15.507	NS
Type of Family	6.135	5.991	S
Monthly Income	10.765	9.488	S

*significant at 5% percent level

1.3. Relationship between Demographic Profile and Consumer satisfaction towards Kudumbasree

products:

Table 3 depicts the relationship between selected demographic variables and the consumer satisfaction towards Kudumbasree products. It is clear that, the calculated Chi-square value is greater than the table value at five percent level, there does not exist any significant association between gender, age, educational qualification, occupation, and consumer satisfaction towards Kudumbasree products of the respondents. Thus the null hypothesis is rejected.

Table 4: Consumers Purchase Behaviour towards Kudumbasree Products – Friedman Rank Test

Factors	Average Rank	Rank
High Price	5.62	1
Delay in Delivery	4.50	6
Less Quantity	4.96	3
Shop Convenience	4.67	5
Limited offers	5.21	2
Limited Choice	4.34	4

The above table shows about the Friedman Rank Test for consumers Purchase behavior of Kudumbasree products where the level of significance is at 0.000 which shows that there is a relationship between the ranks given. It shows that high price was the first nature of shortfall faced by the respondent's to Purchase Kudumbasree products. Limited offers was ranked as the second nature of shortfall faced by the respondent's to Purchase Kudumbasree products, Quantity was ranked as third nature of shortfall, Limited Choice was ranked as fourth nature of shortfall, Shop convenience was the fifth nature of shortfall and Delay in delivery was the sixth factor which was nature of shortfall faced by the respondent's to Purchase Kudumbasree products.

Conclusion:

Consumer behaviour is often determined by recognition of products, brands or labels. Kudumbasree products need to be convenient and easily recognizable. A Kudumbasree product is one of the most attractive, widely accepted, highly appreciated innovations in Palakad District. House wives are also very much preferred and satisfied towards them. Although the customers are satisfied with Kudumbasree products they also face some problems due to many technological and false advertisements. Many issues due to Kudumbasree products can be overcome by educating the customers. The research concludes that even though Kudumbasree products are very useful for the consumers, but it is chosen by them due to brand and quality. The study concludes that customers behavior are changing from time to time due to more innovations technological development and awareness of health

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