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A study on marketing of small scale and cottage Industry products

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Abstract

GDP growth, and export of the products, which is very helpful in inclusive and sustainable growth of India. Small scale and cottage industry differs from large scales industry in terms of products, price, distribution and marketing of the product. The popularity of small scales and cottage industry is growing at a very high pace in India even through the current economic downturn. The opportunity to develop in this field is very high compared to large scale and has humongous opportunity to grow bigger and better in the future. This paper would look into the aspects of cottage industry*s contribution towards growth and employment resulting in economic development in India. The objective of the study is to understand, how to market small scales and cottage industry's products in India. In this field, while technological knowledge is a need, the skills are must, which is designed to remove the poverty and backwardness of the rural people . It is very important for the government to take a big.

Keywords: Cottage Industry, Marketing, Branding, Employment, Growth

1. Introduction

A cottage industry is an industry primarily manufacturing which includes many producers, working from their homes, typically part time. The term originally referred to home workers who were engaged in a task such as sewing, lace-making, wall hangings or household manufacturing.

Cottage industries occupy an important place in the economy of India. India is a predominantly agricultural country. About eighty per cent of our country's population depends on agriculture. In India agriculture can be termed the largest and the most important industry. Agriculture is a seasonal industry which does not provide any work to the agriculturists for about three to four months in a year.

Objectives of the Study

- To study about the awareness level of using small cottage products among the customers.
- To study the idea preferences and purchase pattern of various small cottage products.
- To study the satisfaction level of the respondents towards small cottage products.
- To offer suggestions based on the findings of the study.

Statement of the Problem

Small scale and cottage are one of the primary industries which is a very important sector that given employment opportunities to the lot of people. The products of small scale and cottage scale are available everywhere at low cost category the need of all selection of the society. This made the research to study why consumer prefer small scale and cottage industry and what the factors associated with their purchase pattern and "A Study on small scale and cottage industry" is identified as the problem of the study.

Need and Scope of the Study

This study is done to know how the customers make use of small cottage product. It is also done for the purpose to know how the customers are aware about the products. Since there are less amount of customers using the small cottage product this study also tells how the awareness is given to the customers about the small cottage products.

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Methodology

Methodology is a way to systematically solving the research problem by applying the various research techniques along with the logic behind the problem. The present study is done to understand the consumer satisfaction towards small cottage industries in Coimbatore city. For the purpose of this

study 50 respondents were studied. The study is based on primary data. The data's were collected directly from the respondents through questionnaire. Descriptive analysis, Chi-square analysis, weighted average analysis are used to find the results of the study.

Analysis and Interpretation Respondents Awareness about Small Scale and Cottage Industry Products

S.No	Factors	Frequency	Percentage
A	Advertisement	15	15
B	Friends & relatives	20	20
C	Personal selling	10	10
D	Trade & fair exhibition	5	5
Total		50	50
Media Of Awareness			
A	Notice & pamphlets	7	28
B	Poster & pamphlets	4	16
C	Newspaper & magazine	5	20
D	TV	3	12
E	Radio	4	16
F	Interest	2	8
Total		25	100
Factors Influencing The Advertisement Of Small Scale And Cottage Product			
A	Attractive	6	24
B	Information	8	32
C	Comic	7	28
D	Suggestive to buy	4	16
Total		25	100
Frequency Of Purchase Of Small Scale And Cottage Industry Product			
1	Regularly	15	15
2	Occasionally	30	30
3	Rarely	5	5
Total		50	50

Most (20%) of the respondents friends and relatives. Most (28%) of the respondents are poster and pamphlets. Most (40%) of the respondents have opined that advertisement are

more informative. Majority (30%) of the respondents occasionally purchase the small cottage product.

Chi-Square Value Advertisement Personal Factors

Personal factors	P value	Df	Level of significance	Chi-square value	Significance
Gender	3.690	2	0.05	0.254	NS
Age	7.345	8	0.05	0.684	NS
Marital status	2.345	3	0.05	0.893	NS
Qualification	4.785	5	0.05	0.234	NS
Income	13.234	12	0.05	0.788	NS
Type of family	14.639	12	0.05	0.345	NS
Size of family	12.67	11	0.05	0.245	NS

NS-Non significant S-Significant

There is no significant relationship between advertisement and personal factors of respondents regarding small cottage industry product.

Respondents Awareness about the Product Following Small Scale and Cottage Industry Product

S.No	Products	Frequency	Percentage
1	Food item	4	4
2	Leather	3	3
3	Herbal item	2	2
4	Cosmetic	3	3
5	Handicraft	3	3
6	Dairy	5	5
7	Food item Leather Herbal item	5	5
8	Food item Leather Herbal item Cosmetic Handicraft	10	10
9	Food item Leather Herbal item Cosmetic Handicraft Dairy	15	15
Total		50	50

Majority (15%) of the respondents are aware about the all the product in small scale and cottage industry products.

Age Group Respondents Preferring Small Scale And Cottage Industry Products

S.No	Factors	Frequency	Percentage
A	Young age persons	10	10
B	Middle age persons	30	30
C	Old age persons	10	10
	Total	50	50
Table Showing Betterness Of Small Scale And Cottage Industry Products			
A	Yes	35	35
B	No	15	15
	Total	50	50
Resondents Over All Satisfaction			
1	Highly satisfied	13	13
2	Satisfied	27	27
3	Not satisfied	10	10
	Total	50	50

Majority (30%) of the respondents who prefer small cottage product are middle aged persons. Majority (35%) of the

respondents are better than other product. Most (27%) of the respondents are satisfied about the small cottage products.

Weighted Average Rank Analysis Factors Influencing Respondent’s Preference Cottage Industry Products

Factors	Rank value	I	II	III	IV	V	VI	Score	Mean	Rank
	Nos	Score	Score	Score	Score	Score	Score			
Cost	Nos	17	9	13	4	8	59	286	2.86	5
	Score	102	45	52	12	16	59			
Quality	Nos	46	37	0	18	9	0	533	5.33	1
	Score	276	185	0	54	18	0			
Availability	Nos	18	18	9	38	9	18	384	3.84	3
	Score	108	90	36	114	18	18			
Durability	Nos	9	0	64	28	9	0	412	4.12	2
	Score	54	0	256	84	18	0			
Design Fashion	Nos	9	9	9	9	18	56	254	2.54	6
	Score	54	45	36	27	36	56			
Discount	Nos	0	18	28	9	46	9	330	3.30	4
	score	0	90	112	27	92	9			

The above table exhibition the weighted average rank analysis with regard to the factors influencing respondents’ preference towards small cottage industry products. Majority influencing factor for small cottage industry product is quality and it is ranked as first mean value (5.3).

Most of the mean value with 2.40 determines that the varities and food item is highly satisfaction.

Suggestions

- Customers are getting awareness through advertisements. By this they are knowing much about small scale & cottage industry.
- The cost level of each product is very reasonable. The products cannot be used for long period.
- Workers can do their work at home. They do not work with any companies and factories.
- The level of customer is moderate.

Weighted Average Score Analysis Weighted Average Mean of Respondents Showing the Satisfaction Level towards Small Cottage Industry

Factors	HS	S	Ns	Naas	Total	Mean
Food item	31	24	4	0		2.04
Score	124	72	8	0	204	
Leather	17	36	3	0		1.82
Score	68	108	6	0	182	
Herbal item	14	27	14	1		1.66
Score	56	81	28	1	166	
Handicraft	10	27	14	1		1.5
Score	40	81	28	1	150	
Diary	17	20	13	6		1.6
Score	68	60	26	6	160	
Cosmetic	20	20	13	13		1.79
Score	80	60	26	13	179	

Conclusion

Cottage industries are of cultural and economic importance to India. They keep the age old traditions alive and also provide employment to a number of people. Support should be provided by the community to prevent exploitation and further develop these industries as they face stiff competition fro other economies.

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