

“Attitude Towards Khadi Gramodyog of Rural Background People”

Abhijit A. Pandit

Assistant Professor in Public Administration,
Department of Political Science & Public Administration,
Government Arts and Science College, Aurangabad – 431001.
(Maharashtra, India)

ABSTRACT

Objectives of the study - To examine the attitude towards khadi gramodyog of rural background people. Hypothesis - There will be positive attitude towards khadi gramodyog of rural background people. Sample The present study 100 rural background people were selected. The age group of people 20 to 40 years ($M=37.65$, $SD = 5.32$). Non- probability purposive sampling method was used. Variables Independent Variables – Rural background people Dependant Variables – Attitude towards khadi gramodyog Tools Attitude towards khadi gramodyog This scale constructed and standardized by Researcher used to measure Attitude towards khadi gramodyog. This scale included 30 items. Statistical Analysis for the present study Chi Square was used for statistical analysis of data. Conclusion 1. There was positive attitude towards khadi gramodyog of rural background people.



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Introduction:

The method of Implementation of schemes and applications starts offevolved at the Ministry of Micro, Small and Medium Enterprises which is the administrative head of the programs. The Ministry receives money from the Central Government of India, and routes these to the Khadi and Village Industries Commission for the implementation of applications and schemes associated to Khadi and Village Industries.

The Khadi and Village Industries Commission then makes use of these money to put into effect its applications both at once - Through its 29 country offices, by means of immediately funding Khadi and Village establishments and co-operatives, or in a roundabout way via 33 Khadi and Village Industries Boards, which are statutory our bodies fashioned with the aid of the country governments inside India, set up for the motive of merchandising Khadi and Village Industries in their respective states. The Khadi and Village Industries Boards, in turn, fund Khadi and Village Institutions/Co-operatives/Entrepreneurs.

Consumer conduct performs a imperative position in the existing advertising and marketing situation and each and every marketer is anticipated to recognize the pulse of the shoppers whilst discharging the features of marketing. Though conduct is induced with the aid of quite a few factors, the issue „attitude“ determines the purchase/ consumption. Hence, it would be very a lot useful for the entrepreneurs as properly as researchers if they are capable to analyze the attitudes of the consumers/ customers. Attitude idea lookup is a key center of attention for client conduct theorists and derives from the subject of psychology. The find out about of attitudes is vital to perception the motivation and choice techniques employed via consumers. In the context of marketing, an mindset is the filter to which each and every product and provider is scrutinized. Armstrong and Kotler (2000) point out that the conduct is influenced through motivation, perception, studying and attitude. But, mindset is an vital thinking in advertising lookup as it is fashioned via motivation, grasp and learning. Moreover, mind-set makes the individual to like or dislike the object.

Ajzen and Fishbein (1980) determined that the mindset is distinctly correlated with intentions i.e. practical predictor of behaviour. However, the attitudes are integral to understand. In the phrases of Fishbein (1967) “attitude is a realized predisposition of human beings. This predisposition makes an person to reply to an object (or an idea) or a range of matters (or opinions)”. In simple, Kotler states that an




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mindset makes the human beings to like or dislike the object. Engel and Blackwell (1982) and Kassarian and Kassarian (1979) specify that the time period mind-set without a doubt occupies a central role in lookup on patron behavior. Consumer lookup has additionally been worried with perception the relation between attitudes and subsequent conduct (Day and Deutscher 1982; Ryan and Bonfield 1975; Smith and Swinyard 1983). The find out about on mindset is very a whole lot crucial due to the fact an mind-set satisfies a non-public intent and at the identical time influences the purchasing and buying habits of the consumers.

Objectives of the study

To examine the attitude towards khadi gramodyog of rural background people.

Hypothesis

- 1) There will be positive attitude towards khadi gramodyog of rural background people.

Sample

The present study 100 rural background people were selected. The age group of people 20 to 40 years ($M=37.65$, $SD = 5.32$). Non- probability purposive sampling method was used.

Variables

Independent Variables –

- 1) Rural background people

Dependant Variables –

- 1) Attitude towards khadi gramodyog

Tools

1) Attitude towards khadi gramodyog

This scale constructed and standardized by Researcher used to measure Attitude towards khadi gramodyog. This scale included 30 items.

Statistical Analysis for the present study

“Chi-Square” was used for statistical analysis of data.

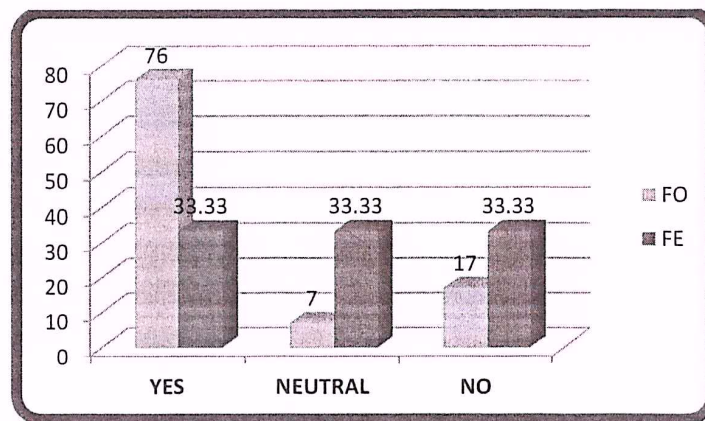


' χ^2 ' showing the significance of difference between the Frequency Observed (FO) and Frequency Expectation (FE) with respect to Attitude towards khadi gramodyog.

Table No. 1

Sentence	YES	NEUTRAL	NO	TOTAL	DF	χ^2
FO	76	07	17	100	02	83.41**
FE	33.33	33.33	33.33	100		

$0.01 = 50.89$, $0.05 = 43.77$



Seeing the table above, it seems to you "is the attitude towards looking at your khadi gramodyog industry figures positive? Out of 100 Rural background people "YES" respond 76 people, 07 people respond "COULD NOT SAY" and 17 people respond "NO" to this statement. It also got $\chi^2 = 83.41$, $df = 2$, $P < 0.01$. and both level are significant. It concluded that there was positive attitude towards khadi gramodyog of rural background people.

Many researchers have looked into the importance of customer satisfaction. Kotler (2000) defined satisfaction as: "a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations". Hoyer and MacInnis (2001) said that satisfaction can be associated with feelings of acceptance, happiness, relief, excitement, and delight. There are many factors that affect customer satisfaction.

Conclusion

- 1) There was positive attitude towards khadi gramodyog of rural background people.



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