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A Study on Marketing Practices of Shg Products in Namakkal

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ABSTRACT

Self-help group is a homogeneous group of micro entrepreneurs with affinity among themselves, voluntarily formed to save whatever amount they can conveniently save out of their earnings and mutually agree to contribute to a common fund of the group from which small loans are given to the members for meeting their productive and emergent credit needs at such rate of interest, period of loan and other terms as the group may decide. Self Help Group (SHG) is a small voluntary association of poor people, preferably from the same socio-economic background. They come together for the purpose of solving their common problems through self- help and mutual help. The SHG promotes small savings among its members.

1. INTRODUCTION

The savings are kept with a bank. This common fund is in the name of the SHG. SHG is a group formed by the community, which has specific number of members like 15 or 20. Usually, the number of members in one SHG does not exceed twenty. In such a group the poorest would come together for emergency, disaster, social reasons, economic support to each other have ease of conversation, social interaction and economic interactions. In Tamilnadu women's Development project, 50 per cent of women self-help group members reported that, for the first time in their lives, they had visited new places and travelled longer distances, while 90 per cent had interacted with institutions such as banks , NGOs and project agencies.

2. STATEMENT OF THE PROBLEM

The main problem expresses that SHG finance is extent for marketing practices. Then the barriers of economic condition are main reason for lack of SHG member's involvement in leaves little or no energy and time to devote to business. Due to lack of education there are not aware of business. Working person is compelled to play a dual role as a personal problem and the wage earner which might affect their efficiency, concentration and devotion in the occupation chosen. Even now the SHG member is considered as the weaker section of the society except in few advocated countries. Hence an attempt is made to study the problems faced by SHG members.

3. REVIEW OF LITERATURE

Klaus Deininger (2013), we assess the impact of an approach in the Indian state of Andhra pradesh that combines micro – credit with efforts to target the poor, their specific needs, and enhance their economic potential.our results support the pro- poor nature of the program and point toward benefits in terms of female empowerment and nutritional intake but not asset formation or income for program participants and other villagers.

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Yuan Zhou (2014), Retailers have an incentive to cooperate in the form of group buying (GB) when a supplier provides quality discounts, because wholesale price under GB depends on total purchasing rather than individual purchasing (IP) quantity. Most previous studies on GB focus on the benefits that buyers get but ignore the suppliers response to GB. In this paper, we take the suppliers response into considerations, and present a game model with a single supplier and two symmetric competing retailers in two systems: the retailers purchase individually, and the retailers group buy. Under a general quantity discount schedule, each system has a unique sub-game perfect equilibrium.

4. OBJECTIVES OF THE STUDY

- To know the marketing practices of SHG in Namakkal.
- To know the efforts taken by SHG members on production of products.
- To study the problems faced by SHG members in marketing their products.
- To identify the factors influencing for manufacturing products by SHG.

5. HYPOTHESIS

- There is no significance relationship between actual product manufacturing and cost of material.
- There is no relationship between selling and marketing channel.

6. METHODOLOGY

To fulfill any task, it is necessary to follow a systematic method. Research methodology is the main aspect of research studies. The methodology follow by research is detailed here. The research was of descriptive design aim to procure a clear, complete and accurate description of the situation.

DATA SOURCE

Data was taken mostly through primary data. However company and product profiles were referred too. Primary data is original and collected by the researcher freshly. In this study, primary data was collected through questionnaire. Questionnaire is a popular means of collecting primary data. A questionnaire is a list of question for the own.

SAMPLING TECHNIQUES

The sampling techniques used for the study was convenience sampling.

ANALYTICAL TOOLS

- Simple Percentage Method
- Correlation
- Chi Square test

SCOPE OF THE STUDY

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In this study an attempt has been made to survey the marketing practices by SHG. Areas which are located within Namakkal selected for the study.

7. LIMITATIONS OF THE STUDY

- The period of study is confined to a shorter period of time at the disposal of the researcher.
- The study is limited to the willingness of the SHG members to answer the question appropriately.
- They are not bold enough to speak out their personal and business problem.
- The researcher faced with difficulties of gathering, information from the SHG members. Since some of them were ignored and could not explain about their business with sufficient knowledge.

8. ANALYSIS OF DATA

ACTUAL PRODUCT MANUFACTURING IN SHG

S. NO	PRODUCT	NO.OF RESPONDENTS	PERCENTAGE
1	Food product	25	25
2	Mat manufacturing	21	21
3	Tea cup	19	19
4	Handmade product	18	18
5	Others	17	17
TOTAL		**100**	**100**

Source: primary data

TABLE NO 1

The above table shows that 25% of the respondent manufacture in food product 21% of the respondents are mat manufacturing 19% of the respondents are tea cup 18% of the respondents are handmade product and 17% of the respondents are others. Thus the majority 25% of the respondents are manufacturing food product.

COST OF RAW MATERIALS USED PER MONTH

S.NO	COST OF MATERIAL	NO.OF RESPONDENTS	PERCENTAGE
1	Below Rs 5000	3	3
2	Rs 5001- 10000	20	20
3	Rs 10001- 15000	29	29
4	Above Rs15000	48	48
TOTAL		**100**	**100**

Source: primary data

TABLE NO 2

The above table shows that 3% of the respondents are purchase below 5000. 20% of the respondents are purchase Rs 5001 -10000. 29% of the respondents are purchase Rs

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10001 -15000 and above Rs 15000 of the respondents are purchase 48%.Thus the majority 48% of the respondents are purchase above Rs 15000.

CHI SQUARE TEST

The table shows the analysis of the relationship between actual product manufacturing and cost of raw materials per month.

ACTUAL MANUFACTURING / COST OF OUTPUT	FOOD PRODUCT	MAT MANUFACTURING	TEA CUP	HANDMADE PRODUCT	OTHERS	TOTAL
Below 5000	1	1	1	0	0	3
5001-10000	5	4	4	4	3	20
10001-15000	7	6	6	5	5	29
Above 15000	12	10	9	9	8	48
TOTAL	**25**	**21**	**19**	**18**	**17**	**100**

TABLE NO 3

H_0: There is no significant relationship between actual product manufacturing and cost of raw material per place of output per month.

H_1: there is a significant relationship between actual product manufacturing and cost of raw material per place of output per month.

Level of significance : 5% Table value :1.782 Calculated value:1.92

RESULT

Since the calculated value is greater than the table value. So we reject the null hypothesis. There is no relationship between actual product manufacturing and cost of raw material per place of output per month.

MARKETING PRACTICES OF SHG

S.No	Terms of Selling	No. of Respondents	Percentage
1	Cost	49	49
2	Credit	21	21
3	Both	23	23
4	Others	7	7
TOTAL		**100**	**100**

Source: primary data

TABLE NO 4

The above table shows that 49% of the respondents are selling cost. 21% of the respondents are selling credit. 23% of the respondents are selling both and 7% of the respondents are selling others. Thus the majority 49% of the respondents selling cost.

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MARKETING CHANNEL OF SHG

S.No	Marketing Channel	No. of Respondents	Percentage
1	Direct	19	19
2	Agent	56	56
3	Broker	17	17
4	Others	8	8
TOTAL		**100**	**100**

Source: primary data

TABLE NO 5

The above table shows that 19% of the respondents are direct marketing channel. 56% of the respondents are Agent. 17% of the respondents are Broker both and 8% of the respondents are Marketing Channel others. Thus the majority 56% of the respondents through agent.

CORRELATION

This is a positive correlation. There are relationships between terms of selling in marketing practices and need for marketing channel

MARKETING PRACTICES OF SHG

S.NO	FACTORS	HIGHLY SATISFIED		SATISFIED		NEUTRAL		DISSATISFIED	
		RESPONDENTS	%	RESPONDENTS	%	RESPONDENTS	%	RESPONDENTS	%
1	Quality	29	29	45	45	18	18	8	8
2	Price	51	51	36	36	11	11	2	2
3	Demand	23	23	63	63	10	10	4	4
4	Compare with others	35	35	39	39	17	17	9	9
Total		138	138	183	183	56	56	23	23

Source: primary data

TABLE NO 6

The above table shows that SHG members marketing practices. There are 46% members are satisfied awareness in marketing practices. 48% of the respondents are highly satisfied in self-confidence. 58% of the respondents are satisfied motivation. 56% of the respondents are satisfied with economic condition and 49% of the respondents are satisfied in self-employment. Thus the majority of the respondents are 58% are motivated by self-help group members.

9. CONCLUSION

The quality of SHG is quite low compared to other regions or States. It is observed that due to fast growing of the SHG-bank linkage programme in the country, the quality of SHG has come better level. Inadequate incentive to NGO’s for nurturing their groups, lack of proper monitoring, absence of quality enhancement mechanism etc. Are the some problems to be immediately solved. Further, it is observed that SHGs has a positive impact on women member and in many cases it is prove that SHG promotes empowerment in the study districts. SHGs

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have positive impact on decision making patter economic empowerment and then psychological aspects.

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