Full Length Research Paper

Product stage and packaging features adopted by small scale industries in Uttarakhand, India

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The development of business skills to enable the establishment and successful operation of Small scale Enterprises constitutes a major priority and pre-requisite for rapid economic growth in India. The product manufactures by small scale industries generally satisfy the need of their customers directly. A product is any want-satisfying attribute a consumer receives in exchange. The product benefits could be physical as well as psychological. Performance of the small scale sector, therefore, has direct impact on the national economy. The study examines the first and the most important 'P' of marketing that is product. The study shows that the stage of product, their packaging feature and the need of marketing research of the products. In order to work out with the study we considered both primary and secondary data. The primary data collected on the basis of questionnaires administered with the sample size of 150 units deal in various products manufactured under Khadi Woolen and Handicraft.

Key words: Stage of product, packaging feature, marketing research.

INTRODUCTION

India is on the threshold of a new world. She chose to integrate herself to global economy and winds of change in the market place, which has expanded vastly and become fiercely competitive. In the changed environment, decision maker view the marketing concept as the key to success. Prosperity of a Nation depends on the development of the nation's economy. Every nation has the responsibility to ensure economic development to improve the living standards of the people, eliminate poverty and backwardness. The process of economic development involves improvement in the Gross National Production (GNP) and depends upon the utilization of physical natural resources by the human resources to realize the productive potential of the nation. It requires increase in production and level of consumption.

Product management covers the whole gamut of product planning and product development by itself covers new product development, right from concept to commissioning. Thus, the entire area of product management is a fascinating one in the overall marketing management function. A product is any want-satisfying

attribute a consumer receives in exchange. The product benefits could be physical as well as psychological. Formerly, products were what the factories made. These days products are what the consumer wants. The definition of product is constantly expanding. It includes more than a mere bundle of benefits. Hence, 'Product is any thing that is potentially valued by a target market for the benefits or satisfactions it provides, including objects, services, organizations, places, people, and ideas'.

The concept of product life cycle is one of the popular concepts in marketing. This concept has been used as a tool for forecasting and also for developing marketing strategies for the organization. In its simplest form, this model explains the market response to a new product introduced in the market over a period of time. The concept of product life cycle creates distinct stages in product performance in market place as introduction, growth, maturity, saturation and decline phase.

Marketing research is the study of marketing problems, techniques and other aspects of marketing related decision- making and their implementation. Marketing

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research is a systematic process of gathering, recording and analyzing data about problems relating to the marketing of the goods and services under essentially nonrecurring conditions. It is a function that links the consumer with the organization through information.

The small scale industrial units play a crucial role in the progress of India. They represent a stage in economic transition from traditional to modern technology. Such a tendency is a witness in the growth of small-scale units. Small Scale Industries are mostly found in village and semi urban areas. If they are encouraged further, the smaller firms and the countryside can benefit from modern industrialism. The small-scale unit use less amount of scarce factor viz. capital. In India capital is a scarce commodity; in spite of this cause small units can be established with a few amount of capital, small scale industries are also adaptable to a large extent to the changing conditions and habits of the people. Uttarakhand being a newly formed state has a large number of small scale industries functioning in the rural and the literally interior areas of the state. These units produce the required material of the people near to them. So the products produced are Khadi, woolens, or the handicrafts which they can produce easily with the local raw material. Keeping all the conditions in mind the study help in examine and analyzing the small scale industries in respect of product they produce and the product strategies adopted by these industries in the state.

Literature review

Saxena (2004) studied the practices and problem of cotton marketing of small scale units in Punjab. He pointed out that nearly the small growers themselves to the regulator market for the final requirement brought 85% of the produce. Bhanshali (1997) examined the performance of small-scale industry. He pointed out that the marketing activity is one of the important criteria to measure the development of Entrepreneurship. He suggested that the entrepreneur should go in for adopting certain specific Marketing Strategies for the products of small scale industrial sector. Apparao and Subbi (1988) examined the internal courses of marketing. They observed that the poor quality of the product, the high cost of production, operations in a sellers market, competition with large-scale producers – all these results in the marketing problems of small scale units. Hooda (1991) study focused on the marketing practices in small scale industry. He examined the marketing practices in terms of Product, Price, Place and Promotion. The study suggested having the marketing orientation in small-scale industry as the small scale units are not using any marketing activities. Rao (2002) examined to know in detail the problems faced by the Cotton growers in marketing their products. He observed that the cotton industries are not adopting marketing policies like storage, Advertising, Distribution channels. Madasamy

and Xavier (2002) examined the analysis the production and sales performance, marketing of Khadi and Village Industries product. He observed that the awareness on quality, pricing, customer satisfaction, and effective marketing management not considered by the same (KVI).

Objective of the study

The Small Scale units are the backbone of the industrial structure in the state. These units are manufacturing a variety of goods ranging from tiny needles to sophisticated electronic goods. This study proposes information regarding the product of the small scale unit in the state of Uttarakhand. The study is done on the basis of several parameters out of which there are (a) to examine the product lies in which stage, (b) to evaluate the various packaging features which a entrepreneur incorporate in their product, (c) to analyzes the need of marketing research for the product of small scale enterprises (d) to examine whether the entrepreneurs want to enter the new market.

METHODOLOGY

The study is based on both the primary as well as secondary data. The primary data collected on the basis of questionnaires administered to various Small scale Industries in the state of Uttaranchal. The information sought from the entrepreneur of Small Scale Industry regarding their background, finance, product strategies, etc. The secondary data was collected from published and unpublished records and reports of the central Government and Government of Uttaranchal. The units were selected by using the stratified random Sampling technique. The sample of study will be 150 units in State of Uttaranchal. The product groups are: Khadi, Woolen and Handicraft. The study selected Dehradun, Pauri, Chamoli, Udam Singh Nagar, Almora and Pithoragarh on the basis concentration of Industries. The study covered the period from 2008 to 2009. The data collected on the basis of questionnaire tested with the help of test of significance besides using various other statistical techniques like average, correlation, etc.

RESULTS AND ANALYSES

In this study, a sample of total 150 respondents is taken, belonging to small scale industries. The table 1 shows the demographic profile classification of 150 respondents. Demographic profile contains five main basis on which these respondents are further divided are main product of the enterprise, present age of the entrepreneur, qualification, family occupation and location of the unit.

On the basis of main product of the enterprise 34 respondents manufacture shawls/sweater, 113 respondents manufacture carpets and the remaining 3 respondents manufacture handicrafts. Further on the basis of the present age of the entrepreneurs, 24 respondents fall under the age category of 18 - 25 years, 108 respondents comes under the age category of 26 - 45 years and 18

Table 1. Demographic profile.

Demographic base	Classification				Total
Main product of the enterprise	Khadi products 34	Woolen products 113	Handicrafts 03		150
Present age of the entrepreneur	18-25 years 24	26-45 years 108	45 & above 18		150
Qualification	Primary 97	High School 29	Intermediate 18	Graduate 6	150
Family occupation	Service 12		Business 138		150
Location of the unit	Inside the town 52		Outside the town 98		150

Table 2. Stage of product in PLC.

			Stage of product in PLC		Total
			Growing product	Mature product	
Main product of the enterprise.	Khadi products	Count	16	18	34
	Woolen products	Count	54	59	113
	handicrafts	Count	0	3	3
Total		Count	70	80	150
		Value	**df**		
Pearson Chi-Square		2.684(a)	2		
Number of valid cases		150			

respondents come under 45. Among 150 respondents, on the basis of qualification 97 respondents have primary education, 29 respondents have high school education, 18 respondents have done intermediate and the remaining 6 respondents have done graduation. On the basis of family occupation 12 respondents have service as their family occupation whereas 138 respondents have business as their family occupation. And lastly on the basis of location of the unit, 52 respondents have their unit located inside the town and 98 respondents have their unit located outside the town.

Product category

According to Table 2 there are total 150 respondents. Out of them 16 respondents who deal in Khadi products said that their product is a growing product and 18 respondents who deal in Khadi products said that their product is a mature product. Fifty-four respondents who deal in Woolen products said that their product is a growing product and 59 respondents who deal in Woolen products said that their product is a mature product. No respondent who deal in handicrafts said that their product

is a growing product and 3 respondents who deal in handicrafts said that their product is a mature product. Since calculated value of chi-square for degree of freedom 2 at 5% level of significance is 2.684 is less than tabulated value 5.991, therefore null hypothesis is accepted. Main product of the enterprise and their product in PLC are independent.

According to Table 3 there are total 150 respondents. Out of them, 3 respondents who deal in Khadi products said that their target market is institution where as 31 respondents who deal in Khadi products said that their target market is any other market. Nine respondents who deal in Woolen products said that their target market is institution where as 104 respondents who deal in Woolen products said that their target market is any other market. No respondent who deal in handicrafts said that their target market is institution where as 3 respondents who deal in handicrafts said that their target market is any other market. Since calculated value of chi-square for degree of freedom 2 at 5% level of significance is 0.292 is less than tabulated value 5.991, therefore null hypothesis is accepted. Main product of the enterprise and target customer is independent.

According to Table 4 there are a total of 150

Table 3. Target Customer.

			Target Customer		Total
			Institutions	Any other	
Main product of the enterprise.	Khadi products	Count	3	31	34
	Woolen products	Count	9	104	113
	Handicrafts	Count	0	3	3
Total		Count	12	138	150

	Value	df
Pearson Chi-Square	0.292(a)	2
Number of valid cases	150	

Table 4. Marketing of the Product.

			Marketing of the Product		Total
			Yes	No	
Main product of the enterprise.	Khadi products	Count	31	3	34
	Woolen products	Count	92	21	113
	handicrafts	Count	3	0	3
Total		Count	126	24	150

	Value	df
Pearson Chi-Square	2.436(a)	2
Number of valid cases	150	

Table 5. Marketing Research is effective tool.

			Marketing Research is effective tool		Total
			Yes	No	
Main product of the enterprise.	Khadi products	Count	28	6	34
	Woolen products	Count	98	15	113
	handicrafts	Count	3	0	3
Total		Count	129	21	150

	Value	Df
Pearson Chi-Square	0.913(a)	2
Number of valid cases	150	

respondents. Out of them 31 respondents who deal in Khadi products said that they face problem in marketing of their product and 3 respondents who deal in Khadi products said that they do not face problem in marketing of their product. Ninety-two respondents who deal in Woolen products said that they face problem in marketing of their product and 21 respondents who deal in Woolen products said that they do not face problem in marketing of their product. Three respondents who deal in handicrafts said that they face problem in marketing of their product and no respondent who deal in handicrafts said

that they do not face problem in marketing of their product. Since calculated value of chi-square for degree of freedom 2 at 5% level of significance is 2.436 is less than tabulated value 5.991, therefore null hypothesis is accepted. Main product of the enterprise and do they face any problem in marketing of their product are independent.

According to Table 5 there are total 150 respondents. Out of them 28 respondents who deal in Khadi products said that they feel marketing research is effective in determining the quantity and quality of the product in the

Table 6. New Market within the Country.

			New Market within the Country		Total
			Occasionally	Never	
Main product of the enterprise.	Khadi products	Count	6	28	34
	Woolen products	Count	56	57	113
	handicrafts	Count	3	0	3
Total		Count	65	85	150

	Value	df
Pearson Chi-Square	14.841(a)	2
Number of valid cases	150	

Table 7. Stage of product in PLC.

			Stage of product in PLC		Total
			Growing product	Mature product	
present age of the entrepreneur	18-25 years	Count	9	15	24
	26-45 years	Count	46	62	108
	46 & above	Count	15	3	18
Total		Count	70	80	150

	Value	df
Pearson Chi-Square	11.254(a)	2
Number of valid cases	150	

market and 6 respondents who deal in Khadi products said that they feel marketing research is effective in determining the quantity and quality of the product in the market. Ninety-eight respondents who deal in Woolen products said that they feel marketing research is effective in determining the quantity and quality of the product in the market and 15 respondents who deal in Woolen products said that they feel marketing research is effective in determining the quantity and quality of the product in the market. Three respondents who deal in handicrafts said that they feel marketing research is effective in determining the quantity and quality of the product in the market and no respondent who deal in handicrafts said that they feel marketing research is effective in determining the quantity and quality of the product in the market. Since calculated value of chi-square for degree of freedom 2 at 5% level of significance is 0.913 is less than tabulated value 5.991, therefore null hypothesis is accepted. Main product of the enterprise and do they feel marketing research is effective in determining the quantity and quality of the product in the market are independent.

According to the Table 6 there are total 150 respondents. Out of them 6 respondents who deal in Khadi products said that the selling in the new market within the country occasionally led to re-fixation of the prices of their

products and 28 respondents who deal in Khadi products said that the selling in the new market within the country never led to re-fixation of the prices of their products. 56 respondents who deal in Woolen products said that the selling in the new market within the country occasionally led to re-fixation of the prices of their products and 57 respondents who deal in Woolen products said that the selling in the new market within the country never led to re-fixation of the prices of their products. 3 respondents who deal in handicrafts said that the selling in the new market within the country occasionally led to re-fixation of the prices of their products and no respondent who deal in handicrafts said that the selling in the new market within the country never led to re-fixation of the prices of their products. Since calculated value of chi-square for degree of freedom 2 at 5% level of significance is 14.841 is more than tabulated value 5.991, therefore null hypothesis is rejected. Main product of the enterprise and selling their product in the new market within the country are dependent.

Age

According to Table 7 there are a total of 150 respondents. Out of them 9 respondents who are between 18 to

Table 8. Target Customer.

			Target Customer		Total
			Institutions	Any other	
present age of the entrepreneur	18-25 years	Count	3	21	24
	26-45 years	Count	9	99	108
	46 & above	Count	0	18	18
Total		Count	12	138	150
		Value	**df**		
Pearson Chi-Square		2.242(a)	2		
Number of valid cases		150			

Table 9. Marketing of the Product.

			Marketing of the Product		Total
			Yes	No	
present age of the entrepreneur	18-25 years	Count	18	6	24
	26-45 years	Count	93	15	108
	46 & above	Count	15	3	18
Total		Count	126	24	150
		Value	**df**		
Pearson Chi-Square		1.811(a)	2		
Number of valid cases		150			

25 years of age said that their product is a growing product and 15 respondents who are between 18 to 25 years said that their product is a mature product. Forty-six respondents who aged between 26 to 45 years said that their product is a growing product and 62 respondents who aged between 26 to 45 years said that their product is a mature product. Fifteen respondents who age is 46 and above said that their product is a growing product and 3 respondents who age is 46 and above said that their product is a mature product. Since calculated value of chi-square for degree of freedom 2 at 5% level of significance is 11.254 is more than tabulated value 5.991, therefore null hypothesis is rejected. Present age of the entrepreneur and their product in PLC are dependent.

According to Table 8 there are a total of 150 respondents. Out of them 3 respondents who aged between 18 to 25 years said that their target market is institution where as 21 respondents who aged between 18 to 25 years said that their target market is any other market. Nine respondents who aged between 26 to 45 years said that their target market is institution where as 99 respondents who aged between 26 to 45 years said that their target market is any other market. No respondent whose age is 46 and above said that their target market is institution where as 18 respondents whose age is 46 and above said that their target market is any other

market. Calculated value of chi-square for degree of freedom 2 at 5% level of significance is 2.242 is less than tabulated value 5.991, therefore null hypothesis is accepted. Present age of the entrepreneur and their target customer are independent.

According to Table 9 there are a total of 150 respondents. Out of them 18 respondents who aged between 18 to 25 years said that they face problem in marketing of their product and 6 respondents who aged between 18 to 25 years said that they do not face problem in marketing of their product. Ninety-three respondents who aged between 26 to 45 years said that they face problem in marketing of their product and 15 respondents who aged between 26 to 45 years said that they do not face problem in marketing of their product. Fifteen respondents who age is 46 and above said that they face problem in marketing of their product and 3 respondents who age is 46 and above said that they do not face problem in marketing of their product. Since calculated value of chi-square for degree of freedom 2 at 5% level of significance is 1.811 is less than tabulated value 5.991, therefore null hypothesis is accepted, Present age of the entrepreneur and do they face any problem in marketing of their product are independent.

According to table 10 there are total 150 respondents. Out of them 24 respondents who aged between 18 to 25 years said that they feel marketing research is effective in

Table 10. Marketing Research is effective tool.

			Marketing Research is effective tool		Total
			Yes	No	
present age of the entrepreneur	18-25 years	Count	24	0	24
	26-45 years	Count	90	18	108
	46 & above	Count	15	3	18
Total		Count	129	21	150

	Value	df
Pearson Chi-Square	4.651(a)	2
Number of valid cases	150	

Table11. New Market within the Country.

			New Market within the Country		Total
			Occasionally	Never	
present age of the entrepreneur	18-25 years	Count	15	9	24
	26-45 years	Count	41	67	108
	46 above	Count	9	9	18
Total		Count	65	85	150

	Value	df
Pearson Chi-Square	5.185(a)	2
Number of valid cases	150	

determining the quantity and quality of the product in the market and no respondent who aged between 18 to 25 years said that they feel marketing research is effective in determining the quantity and quality of the product in the market. Ninety respondents who aged between 26 to 45 years said that they feel marketing research is effective in determining the quantity and quality of the product in the market and 18 respondents who aged between 26 to 45 years said that they feel marketing research is effective in determining the quantity and quality of the product in the market. Fifteen respondents whose age is 46 and above said that they feel marketing research is effective in determining the quantity and quality of the product in the market and 3 respondents whose age is 46 and above said that they feel marketing research is effective in determining the quantity and quality of the product in the market. Since calculated value of chi-square for degree of freedom 2 at 5% level of significance is 4.651 is less than tabulated value 5.991, therefore, null hypothesis is accepted, that is, Present age of the entrepreneur and do they feel marketing research is effective in determining the quantity and quality of the product in the market are independent.

According to Table 11 there are a total of 150 respondents. Out of them 15 respondents who aged between 18 to 25 years said that the selling in the new market within the country occasionally led to re-fixation of the prices of their products and 9 respondents who aged between 18 to 25 years said that the selling in the new market within the country never led to re-fixation of the prices of their products. Forty-one respondents who aged between 26 to 45 years said that the selling in the new market within the country occasionally led to re-fixation of the prices of their products and 67 respondents who aged between 26 to 45 years said that the selling in the new market within the country never led to re-fixation of the prices of their products. 9 respondents whose age is 46, above said that the selling in the new market within the country occasionally led to re-fixation of the prices of their products and 9 respondents whose age is 46, above said that the selling in the new market within the country never led to re-fixation of the prices of their products. Since calculated value of chi-square for degree of freedom 2 at 5% level of significance is 5.185 is less than tabulated value 5.991, therefore, null hypothesis is accepted. Present age of the entrepreneur and selling their product in the new market within the country are independent.

Qualification vs. PLC

According to Table 12 there are a total of 150

Table 12. Stage of product in PLC.

			Stage of product in PLC		Total
			Growing product	Mature product	
Qualification.	Primary	Count	43	54	97
	High School	Count	15	14	29
	Intermediate	Count	12	6	18
	Graduate	Count	0	6	6
Total		Count	70	80	150

	Value	df
Pearson Chi-Square	8.654(a)	3
Number of valid cases	150	

Table13. Target Customer.

			Target Customer		Total
			Institutions	Any other	
Qualification.	Primary	Count	9	88	97
	High School	Count	0	29	29
	Intermediate	Count	0	18	18
	Graduate	Count	3	3	6
Total		Count	12	138	150

	Value	df
Pearson Chi-Square	18.683(a)	3
Number of valid cases	150	

respondents. Out of them 43 respondents who have primary education said that their product is a growing product and 54 respondents who have primary education said that their product is a mature product. Fifteen respondents who have high school education said that their product is a growing product and 14 respondents who have high school education said that their product is a mature product. Twelve respondents who have intermediate education said that their product is a growing product and 6 respondents who have intermediate education said that their product is a mature product. No respondent who have done graduation said that their product is a growing product and 6 respondents who have done graduation said that their product is a mature product. Since calculated value of chi-square for degree of freedom 3 at 5% level of significance is 8.654 is more than tabulated value 7.815, therefore, null hypothesis is rejected. Qualification and their product in PLC are dependent.

According to Table 13 there are a total of 150 respondents. Out of them 9 respondents who have primary education said that their target market is institution where as 88 respondents who have primary education said that their target market is any other market. No respondent who have high school education said that their target market is institution where as 29 respondents who have high school education said that their target market is any other market. No respondent who have intermediate education said that their target market is institution where as 18 respondents who have intermediate education said that their target market is any other market. Three respondents who have done graduation said that their target market is institution where as 3 respondents who has done graduation said that their target market is any other market. Since calculated value of chi-square for degree of freedom 3 at 5% level of significance is 18.683 is more than tabulated value 7.815, therefore null hypothesis is rejected. Qualification and their target customer are dependent.

According to Table 14 there are a total of 150 respondents. Out of them 79 respondents who have primary education said that they face problem in marketing of their product and 18 respondents who have primary education said that they do not face problem in marketing of their product. Twenty-six respondents who have high school education said that they face problem in marketing of their product and 3 respondents who have high school education said that they do not face problem in marketing

Table 14. Marketing of the Product.

			Marketing of the Product		Total
			Yes	No	
Qualification.	Primary	Count	79	18	97
	High School	Count	26	3	29
	Intermediate	Count	15	3	18
	Graduate	Count	6	0	6
Total		Count	126	24	150

	Value	df
Pearson Chi-Square	2.311(a)	3
Number of valid cases	150	

Table 15. Marketing Research is effective tool.

			Marketing Research is effective tool		Total
			Yes	No	
Qualification.	Primary	Count	88	9	97
	High School	Count	20	9	29
	Intermediate	Count	18	0	18
	Graduate	Count	3	3	6
Total		Count	129	21	150

	Value	df
Pearson Chi-Square	18.174(a)	3
Number of valid cases	150	

of their product. Fifteen respondents who have intermediate education said that they face problem in marketing of their product and 3 respondents who have intermediate education said that they do not face problem in marketing of their product. Six respondents who have done graduation said that they face problem in marketing of their product and no respondents who have done graduation said that they do not face problem in marketing of their product. Since calculated value of chi-square for degree of freedom 3 at 5% level of significance is 2.311 is less than tabulated value 7.815, therefore, null hypothesis is accepted. Qualification and do they face any problem in marketing of their product are independent.

According to Table 15 there are total 150 respondents. Out of them 88 respondents who have primary education said that they feel marketing research is effective in determining the quantity and quality of the product in the market and 9 respondent who have primary education said that they feel marketing research is effective in determining the quantity and quality of the product in the market. Twenty respondents who have high school education said that they feel marketing research is effective in determining the quantity and quality of the product in the market and 9 respondents who have high

school education said that they feel marketing research is effective in determining the quantity and quality of the product in the market. 18 respondents who have intermediate education said that they feel marketing research is effective in determining the quantity and quality of the product in the market and no respondent who have intermediate education said that they feel marketing research is effective in determining the quantity and quality of the product in the market. 3 respondents who have done graduation said that they feel marketing research is effective in determining the quantity and quality of the product in the market and 3 respondents who have done graduation said that they feel marketing research is effective in determining the quantity and quality of the product in the market. Since calculated value of chi-square for degree of freedom 3 at 5% level of significance is 18.174 is more than tabulated value 7.815, therefore, null hypothesis is rejected. Qualification and do they feel marketing research is effective in determining the quantity and quality of the product in the market are dependent.

According to Table16 there are total 150 respondents. Out of them 36 respondents who have primary education said that the selling in the new market within the country occasionally led to re-fixation of the prices of their

Table 16. New Market within the Country.

			New Market within the Country		Total
			Occasionally	Never	
Qualification.	Primary	Count	36	61	97
	High School	Count	17	12	29
	Intermediate	Count	9	9	18
	Graduate	Count	3	3	6
Total		Count	65	85	150

	Value	df
Pearson Chi-Square	4.723(a)	3
Number of valid cases	150	

Table 17. Stage of product in PLC.

			Stage of product in PLC		Total
			Growing product	Mature product	
family occupation	service	Count	6	6	12
	business	Count	64	74	138
Total		Count	70	80	150

	Value	df
Pearson Chi-Square	0.058(b)	1
Number of valid cases	150	

products and 61 respondents who have primary education said that the selling in the new market within the country never led to re-fixation of the prices of their products. 17 respondents who have high school education said that the selling in the new market within the country occasionally led to re-fixation of the prices of their products and 12 respondents who have high school education said that the selling in the new market within the country never led to re-fixation of the prices of their products. Nine respondents who have intermediate education said that the selling in the new market within the country occasionally led to re-fixation of the prices of their products and 9 respondents who have intermediate education said that the selling in the new market within the country never led to re-fixation of the prices of their products. 3 respondents who have done graduation said that the selling in the new market within the country occasionally led to re-fixation of the prices of their products and 3 respondents who have done graduation said that the selling in the new market within the country never led to re-fixation of the prices of their products.

Since calculated value of chi-square for degree of freedom 3 at 5% level of significance is 4.723 is less than tabulated value 7.815, therefore null hypothesis is accepted. Qualification and selling their product in the new market within the country are independent.

Occupation

According to Table 17 there are a total of 150 respondents. Out of them 6 respondents whose family occupation is service said that their product is a growing product and 6 respondents whose family occupation is service said that their product is a mature product. Sixty-four respondents whose family occupation is business said that their product is a growing product and 74 respondents whose family occupation is business said that their product is a mature product. Since calculated value of chi-square for degree of freedom 1 at 5% level of significance is 0.058 is less than tabulated value 3.841, therefore, null hypothesis is accepted, Family occupation and their product in PLC are independent.

According to Table 18 there are a total of 150 respondents. Out of them no respondent whose family occupation is service said that their target market is institution where as 12 respondents whose family occupation is service said that their target market is any other market. Twelve respondents whose family occupation is business said that their target market is institution where as 126 respondents whose family occupation is business said that their target market is any other market. Since calculated value of chi-square for degree of freedom 1 at 5% level of significance is 1.134

Table 18. Target Customer.

			Target Customer		Total
			Institutions	Any other	
family occupation	service	Count	0	12	12
	business	Count	12	126	138
Total		Count	12	138	150

	Value	df
Pearson Chi-Square	1.134(b)	1
Number of valid cases	150	

Table 19. Marketing of the Product.

			Marketing of the Product		Total
			Yes	No	
family occupation	service	Count	12	0	12
	business	Count	114	24	138
Total		Count	126	24	150

	Value	df
Pearson Chi-Square	2.484(b)	1
Number of valid cases	150	

is less than tabulated value 3.841, therefore null hypothesis is accepted. Family occupation and their target customer are independent.

According to Table 19 there are a total of 150 respondents. Out of them 12 respondents whose family occupation is service said that they face problem in marketing of their product and no respondent whose family occupation is service said that they do not face problem in marketing of their product. 114 respondents whose family occupation is business said that they face problem in marketing of their product and 24 respondents whose family occupation is business said that they do not face problem in marketing of their product. Since calculated value of chi-square for degree of freedom 1 at 5% level of significance is 2.484 is less than tabulated value 3.841, therefore, null hypothesis is accepted. Family occupation and do they face any problem in marketing of their product are independent.

According to Table 20 there are total 150 respondents. Out of them 12 respondents whose family occupation is service said that they feel marketing research is effective in determining the quantity and quality of the product in the market and no respondent whose family occupation is service said that they feel marketing research is effective in determining the quantity and quality of the product in the market. 117 respondents whose family occupation is business said that they feel marketing research is effective in determining the quantity and quality of the

product in the market and 19 respondents whose family occupation is business said that they feel marketing research is effective in determining the quantity and quality of the product in the market. Since calculated value of chi-square for degree of freedom 1 at 5% level of significance is 2.123 is less than tabulated value 3.841, therefore null hypothesis is accepted. Family occupation and do they feel marketing research is effective in determining the quantity and quality of the product in the market are independent.

According to Table 21 there are a total of 150 respondents. Out of them no respondent whose family occupation is service said that the selling in the new market within the country occasionally led to re-fixation of the prices of their products and 12 respondents whose family occupation is service said that the selling in the new market within the country never led to re-fixation of the prices of their products. Sixty-five respondents whose family occupation is business said that the selling in the new market within the country occasionally led to re-fixation of the prices of their products and 73 respondents whose family occupation is business said that the selling in the new market within the country never led to re-fixation of the prices of their products. Since calculated value of chi-square for degree of freedom 1 at 5% level of significance is 9.974 is more than tabulated value 3.841, therefore, null hypothesis is rejected. Family occupation and selling their product in the new market within the

Table 20. Marketing Research is effective tool.

			Marketing Research is effective tool		Total
			Yes	No	
family occupation	service	Count	12	0	12
	business	Count	117	21	138
Total		Count	129	21	150

	Value	df
Pearson Chi-Square	2.123(b)	1
Number of valid cases	150	

Table 21. New Market within the Country.

			New Market within the Country		Total
			Occasionally	Never	
family occupation	service	Count	0	12	12
	business	Count	65	73	138
Total		Count	65	85	150

	Value	df
Pearson Chi-Square	9.974(b)	1
Number of valid cases	150	

Table 22. Stage of product in PLC.

			Stage of product in PLC		Total
			Growing product	Mature product	
location of the unit	inside the town	Count	25	27	52
	outside the town	Count	45	53	98
Total		Count	70	80	150

	Value	df
Pearson Chi-Square	0.064(b)	1
Number of valid cases	150	

country are dependent.

Location

According to Table 22 there are a total of 150 respondents. Out of them 25 respondents said that the location of their unit is inside the town said that their product is a growing product and 27 respondents said that the location of their unit is inside the town said that their product is a mature product. Forty-five respondents said that the location of their unit is outside the town said that their product is a growing product and 53 respondents said that the location of their unit is outside the town said

that their product is a mature product. Since calculated value of chi-square for degree of freedom 1 at 5% level of significance is 0.064 is less than tabulated value 3.841, therefore, null hypothesis is accepted. Location of the unit and 'their product in PLC' are independent.

According to Table 23 there are a total of 150 respondents. Out of them 6 respondents said that the location of their unit is inside the town said that their target market is institution where as 46 respondents said that the location of their unit is inside the town said that their target market is any other market. 6 respondents said that the location of their unit is outside the town said that their target market is institution where as 92 respondents said that the location of their unit is outside the

Table 23. Target customer.

			Target Customer		Total
			Institutions	Any other	
location of the unit	inside the town	Count	6	46	52
	outside the town	Count	6	92	98
Total		Count	12	138	150

	Value	df
Pearson Chi-Square	1.354(b)	1
Number of valid cases	150	

Table 24. Marketing of the Product.

			Marketing of the Product		Total
			Yes	No	
location of the unit	inside the town	Count	46	6	52
	outside the town	Count	80	18	98
Total		Count	126	24	150

	Value	df
Pearson Chi-Square	1.179(b)	1
Number of valid cases	150	

town said that their target market is any other market. Since calculated value of chi-square for degree of freedom 1 at 5% level of significance is 1.354 is less than tabulated value 3.841, therefore null hypothesis is accepted. Location of the unit and 'their target customer' are independent.

According to Table 24 there are a total of 150 respondents. Out of them 46 respondents said that the location of their unit is inside the town said that they face problem in marketing of their product and 6 respondents said that the location of their unit is inside the town said that they do not face problem in marketing of their product. 80 respondents said that the location of their unit is outside the town said that they face problem in marketing of their product and 18 respondents said that the location of their unit is outside the town said that they do not face problem in marketing of their product. Since calculated value of chi-square for degree of freedom 1 at 5% level of significance is 1.179 is less than tabulated value 3.841, therefore null hypothesis is accepted. Location of the unit and 'any problem faced in marketing of their product' are independent.

According to Table 25 there are a total of 150 respondents. Out of them 46 respondents said that the location of their unit is inside the town said that they feel marketing research is effective in determining the quantity and quality of the product in the market and 6 respondents said that the location of their unit is inside

the town said that they feel marketing research is effective in determining the quantity and quality of the product in the market. Eighty-three respondents said that the location of their unit is outside the town said that they feel marketing research is effective in determining the quantity and quality of the product in the market and 15 respondents said that the location of their unit is outside the town said that they feel marketing research is effective in determining the quantity and quality of the product in the market. Since calculated value of chi-square for degree of freedom 1 at 5% level of significance is 0.401 is less than tabulated value 3.841, therefore null hypothesis is accepted. Location of the unit and 'do they feel marketing research is effective in determining the quantity and quality of the product in the market' are independent.

According to Table 26 there are a total of 150 respondents. Among them 12 respondents whose units are located inside the town agree that they are occasionally selling their product in the new market within the country where as 40 respondents whose units are located inside the town agree that they never sell their product in the new market within the country. 53 respondents whose units are located outside the town agree that they are occasionally selling their product in the new market within the country where as 45 respondents whose units are located outside the town agree that they never sell their product in the new market within the country. Since

Table 25. Marketing Research is effective tool.

			Marketing Research is effective tool		Total
			Yes	No	
location of the unit	inside the town	Count	46	6	52
	outside the town	Count	83	15	98
Total		Count	129	21	150

	Value	df
Pearson Chi-Square	0.401(b)	1
Number of valid cases	150	

Table 26. New Market within the Country.

			New Market within the Country		Total
			Occasionally	Never	
location of the unit	inside the town	Count	12	40	52
	Outside the town	Count	53	45	98
Total		Count	65	85	150

	Value	df
Pearson Chi-Square	13.300(b)	1
Number of valid cases	150	

calculated value of chi-square for degree of freedom 1 at 5% level of significance is 13.300 is more than tabulated value 3.841, therefore, null hypothesis is rejected. Location of the unit and 'selling your product in the new market within the country' are dependent.

Conclusion and suggestions

A product is any want-satisfying attribute a consumer receives in exchange. The product benefits could be physical as well as psychological. Formerly, products were what the factories made. These days products are what the consumer wants. The definition of product is constantly expanding. It includes more than a mere bundle of benefits. The above given tables are analysis on the basis of certain demographical basis. These demographical bases are main product of the enterprise, present age of the entrepreneur, academic qualification, family occupation and the location of the unit. Moreover, it can be concluded from the above given analysis of tables that PLC has been used as a tool for forecasting and also for developing marketing strategies for the organization. The products of these small scale industries come under the growth and the maturity stage of the PLC. There are around 70 units whose product fall under the growth stage and the 80 units whose product fall under the maturity stage on the basis of main product of

the enterprise, present age of the entrepreneur, academic qualification, family occupation and the location of the unit.

The concept of the product becomes very simple to understand in terms of what the buyers buy. The product can be an institutional or individual product. On the basis of main product of the enterprise, present age of the entrepreneur, academic qualification, family occupation and the location of the unit the 12 respondents manufacture their product for the institutions where as the remaining 138 respondents manufacture their product for the individuals (anyone). Marketing research is the study of marketing problems, techniques and other aspects of marketing related decision-making and their imple-mentation.

Marketing research is a systematic process of gathe-ring, recording and analyzing data about problems relating to the marketing of the goods and services under essentially nonrecurring conditions. It is a function that links the consumer with the organization through infor-mation. Out of total 150 respondents 126 respondents agree that they face problems in marketing their product in the given areas and the left over 24 respondents are not agree with this view. However, 129 respondents are agreeing that they feel marketing research is effective in determining the quantity and quality of the product in the market and 21 respondents do not agree. And lastly, the manufactures having good sales or not like to expand

their market to earn profits or to recover their losses from the previous areas, so they try to sell their product in the new market, which is open to them. 65 respondents said that they like to sell their product in the new market within the country whereas 85 respondents do not like to sell their products in the new market.

On the basis of the above analysis of data and conclusion it becomes very clear that the condition of the small scale industries in the state of Uttarakhand with respect to product is critical. Government makes various schemes to promote them, but the actual help in form of policies and financial cannot make them to survive or aren't reach them. Generally the products manufactured by these units belong to the growth or the maturity stage of the PLC, which indeed a matter of concern as majority of products belong to maturity stage going to start declining and at last died up. Manufacturers should try to add some new features in the products which are in their maturity stage so that it moves to the new PLC for its survival. Moreover they had to try to make their growing product to remain in the same stage for longer period by using one or other product strategies, to avoid the product to enter the maturity stage of PLC.

Proper marketing facilities and the related policies should be framed by the government which actually works out in the market. Support by various governmental or non-governmental organizations being required by the entrepreneurs so that their product can grow and survive long in the market. Small industry sector has performed exceedingly well and enabled our country to achieve a wide measure of industrial growth and

diversification. By its less capital intensive and high labor absorption nature, SSI sector has made significant contributions to employment generation and also to rural industrialization. This sector is ideally suited to build on the strengths of traditional skills and knowledge, by infusion of technologies, capital and innovative marketing practices. This is the opportune time to set up projects in the small-scale sector. It may be said that the outlook is positive, indeed promising, given some safeguards.

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