

Consumer Perception Towards Khadi Readymade Shirts in Ernakulam District

Archana P Kumar, Arun Gopinath, Preetha R

Abstract: *Khadi sector has been one of the most significant areas of handloom fabrics that have undergone a tremendous change in the past few years. It has witnessed stiff competition from the foreign brands dealing in fashion. It is due to the efforts taken by the promoters of khadi including MSME, KVIC and Government of India, this sector was able to evolve as a symbol of pride. This study mainly focuses on the consumers' perception towards khadi shirts as they are the most preferred among the other product line of khadi. The study was conducted including both users and non-users of khadi in Ernakulam district aiming the factors that the users considered for their preference for khadi shirts and the reasons for the non-users that held them back for not using the khadi shirts. It also targets on the age group to which both these categories belong.*

Key words: *Consumer Perception Khadi, KVIC, MSME*

I. INTRODUCTION

Khadi is the only Indian fabric that is famous for its versatile feature. The cotton is spun into threads and clothes are made using the spinning wheel called charka. This was the result of the movement started by Mahatma Gandhi when it was founded that the British exploited Indian citizens by charging of high price for the finished goods that were made out of the raw materials imported from India. This led to people boycotting foreign products and started making handmade clothes. This was the evolution of khadi. This improved the economic state of the country thus leading to the concept of self-reliance and encouragement for the rural artisans. The wrong notion of 'khadi limited to politicians' has transformed to the 'Pride of India' thought. Adding to this the exceptional feature of khadi is that Indian flag is only allowed to be made from khadi material. Khadi is promoted by MSMEs, KVIC and Govt. of India. Even though there has been stiff competition among the textile industry, due to the efforts taken by Khadi and Village Industries Commission, khadi sector have been able to evolve as a symbol of Indian heritage fabric.

Among the proud lines offered by khadi, khadi shirts are preferred by the consumers. It depends upon a consumer's perception to choose a product. During the past decades, a significant growth is visible to khadi sector and as a result it has emerged to the most beautiful Indian fabric overwhelming all the foreign brands prevailing in the market.

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Many measures have been undertaken by the Khadi and Village Industries Commission and also by some social activist's in order to bring up the demand for the products. Also, these became very successful that Khadi was able to increase their growth by 33% (2016-17) and achieve sales of Rs2503crores during the year 2017-18. In order to boost the production of Khadi products, KVIC has been taking steps to upgrade 6silver cotton plants spending around 35-40 crores for up gradation. It has also been found that the sales of khadi has reached over 1crore during Gandhi Jayanthi and is expecting a sales target of Rs5000crore by 2018-2019.

II. STATEMENT OF THE PROBLEM

Khadi sector has been witnessing a significant growth during the past few years. The KVIC and the Government of India has been taking several measures to uplift the khadi industries. Also, **Centre for Public Policy Research (CPPR)** has demanded All India Artisans and Craft Workers Welfare Association (AIACA) to conduct a study on the Khadi Sector in India. This will mainly focus on the problems faced by the Khadi sector by including all the participants related to the sector. The resultant report will contain the measures taken to revitalize the Khadi sector in the country.

III. OBJECTIVES

The main objective of the study is:

To analyse the consumer perception of consumers towards khadi readymade shirts

The secondary objectives are:

1. To study and analyse the factors that influenced the purchase decision of khadi shirts among users.
2. To analyse the relationship between availability of khadi readymade shirts in rural, urban and semi urban areas in Ernakulam
3. To critically analyse the influence of age in consumers buying behaviour of khadi shirts.

IV. LITERATURE REVIEW

1. **KVIC Annual Report (1980 -81)** brings out the details of development measures taken by KVIC. From 1980-85 they focused on khadi industries and found out the importance in providing employment. Other than the problem faced regarding the availability of raw materials and infrastructure facility, KVIC could earn up to 27% more increase in their output in comparison to previous year. This increased the income of the artisans by 26% and it was then KVI sector was awarded a priority sector status.



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2. Pesala Peter (2014) In His Study Khadi & Village Industry: A Case Study Of Khadi Institutions In India Assessed The Level Of Employment Which Was Generated By The Khadi Industries And The Problems These Institutions Had To Face. He Identified 200 Khadi Institutions Which Have High Potential For Further Growth And Came With A Conclusion That New Technology And Equipments Must Be Introduced So As To Increase Labour Efficiency And Employment.

3. Nitish Goel And Kshitij Jain (2015) In Their Study Revival Of Khadi – An Analysis Of The State Of Khadi In India With Supply And Demand Side Problems Have Focused On The Demand And Supply Side Problems Regarding The Demand And Supply Of Khadi. They Have Also Suggested Remedial Measures For The Rejuvenation Of Such Sectors Considering Both Supply And Demand.

4. Tasmayee Laha Roy (2016) in her report to ET Bureau has highlighted on Airlines, railways, companies go Khadi way for dress, gifts and napkins. The means by which airlines, railways and other companies promote khadi and its various products. It also has emphasized on how they were able to succeed with this promotional scheme and what are the future plans addressed by the KVIC Chairman.

5. Pradnya P. Ambre and Sugandha Lad (2017) in their study Khadi –Awareness and Promotion among Youth has pointed out the advantages and disadvantages of khadi shirts. The evolution of khadi as a symbol of new fashion is also described. Also, the level of awareness among youth regarding khadi and their attitude for the same is also bought into picture.

6. Report given by money control news (2018) states the Sales of khadi has significantly grown at a higher rate than ever. It also mentioned about the recent sales of khadi crossing Rs 1 crore and their expectation to make it cross more than they expect in the coming years.

7. Pallabi Dey Purkayastha (2018) in her report to Times of India has mentioned on the concept Khadi has evolved as a fashion statement. In this report she has focused on the varieties of khadi clothes, their usage by the youth and the promotional measures taken in order to upgrade them by highlighting the various contributories.

V. HYPOTHESIS

H0: There is no relation between the availability of khadi shirts and the locality of the respondents.

VI. RESEARCH METHODOLOGY

In order to attain the above mentioned objectives, the study was conducted by using both primary and secondary data. The primary data consisted of a well-structured questionnaire. The type of sampling method used was random sampling consisting of 50 respondents (both users and non-users of khadi products) in Ernakulam district. The secondary data consisted of websites, articles and various other journals which were related to the topic. In this paper, frequency analysis, correlation and cross tabulation techniques were

used to analyse the data collected using SPSS software package.

VII. TOOLS FOR DATA ANALYSIS

Statistical tools were applied for the analysis of the survey is Correlation, Frequency, Mean and Cross Tabulation.

VIII. DATA ANALYSIS AND INTERPRETATION

(A) Frequency Analysis

Table 1

Factors influencing the users in buying khadi shirts		
	Frequency	Percent
Shop Display	9	18.0
Word of Mouth	11	22.0
Family/Friends/Relatives	15	30.0
Dealer	2	4.0
Total	37	74.0
Non Users	13	26.0
Total	50	100.0

Source: Primary Data

The above table 2 shows the various factors that influenced the users of khadi to purchase the shirts. Among the 50 respondents, only 37 respondents are users of khadi shirts. The rest 13 respondents are non-users of khadi shirts. From the users of khadi shirts it can be understood that 18% purchase khadi shirts because of attracting feature of the shop display, 22% of the users prefer to buy khadi shirts due to the word of mouth details that they receive. Around 30% of the users were influenced to purchase the product due to the opinion given by their family/friends/relatives. The highest preference is also for the same. Only 4% of the users were influenced to buy khadi shirts from the dealers.

(B) Correlation

Table 2

Correlation between Locality of the respondent and availability of khadi shirts			
		Locality of the respondent	Availability of Khadi shirts
locality of the respondent	Pearson Correlation	1	-.189
	Sig. (2-tailed)		.190
	N	50	50
Availability of Khadi shirts	Pearson Correlation	-.189	1
	Sig. (2-tailed)	.190	
	N	50	50

Source: Primary Data

From the above table it can be understood that Pearson Correlation (-.189) is



significant at 0.1 level of significance which shows there is a low negative correlation between the locality of the respondents and availability of Khadi shirts. This shows that there is no correlation between area of the respondents and availability of khadi shirts. So accept null hypothesis.

(C) Cross Tabulation

Table 3

		Years of using khadi shirts * Age of the respondents. Cross tabulation					Total
		Age of the respondents				Total	
		20-30	30-40	40-50	50 and above		
Years of using khadi shirts	Not Yet	Count	8	0	0	2	10
		Expected Count	4.4	1.4	1.4	2.6	10.0
		% within Years of using khadi shirts	80.0%	0.0%	0.0%	20.0%	100.0%
		% within Age of the respo.	36.4%	0.0%	0.0%	15.4%	20.0%
	From 1yr	Count	5	3	4	1	13
		Expected Count	5.7	1.8	1.8	3.4	13.0
		% within Years of using khadi shirts	38.5%	23.1%	30.8%	7.7%	100.0%
		% within Age of the respo.	22.7%	42.9%	57.1%	7.7%	26.0%
	1-2yrs	Count	7	4	2	4	17
		Expected Count	7.5	2.4	2.4	4.4	17.0
		% within Years of using khadi shirts	41.2%	23.5%	11.8%	23.5%	100.0%
		% within Age of the respo.	31.8%	57.1%	28.6%	30.8%	34.0%
	Above 2years	Count	2	0	1	6	10
		Expected Count	4.4	1.4	1.4	2.6	10.0
		% within Years of using khadi shirts	20.0%	0.0%	10.0%	60.0%	100.0%
		% within Age of the respo.	9.1%	0.0%	14.3%	46.2%	20.0%
	Total	Count	22	7	7	13	50
		Expected Count	22.0	7.0	7.0	13.0	50.0
		% within Years of using khadi shirts	44.0%	14.0%	14.0%	26.0%	100.0%
		% within Age of the respo.	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Primary Data

Non-users of khadi shirts:

From the above table 3, it can be understood that 36.4% belong to the age category 20-30 years and are non-users of khadi shirts. Also respondents belonging to 30-40 years and 40-50years fall under the same category. Respondents above 50years (15.4%) are also non users.

From 1year:

Respondents who belong to 20-30years (22.7%) category have been using khadi shirts from 1year. The respondents who belong to the same category between the age group 30-40years is 42.9% .57.1% of the respondents use khadi shirts from 1year and belongs to the age category 40-50years. Only 7.7% of the respondents above 50 years use khadi shirts from 1 year.

From 1-2years:

Respondents who belong to 20-30year age category use khadi shirts from1-2 years is 31.8%.

The respondents who belong to the same category of using khadi shirts from 1-2years between the age group 30-40years

is 57.1% .28.6% of the respondents use khadi shirts from 1-2years and belongs to the age category 40-50years. Around 30% of the respondents above 50 years use khadi shirts from 1-2 years

Above 2years:

9.1% of the respondents belonging to age category 20-30years have been using khadi shirts for more than 2years.No respondents have been using khadi shirts for above 2years between the age group 30-40years .14.3% of the respondents use khadi shirts for more than 2years and belongs to the age category 40-50years. Almost 46.2% of the respondents above 50 years use khadi shirts for more than 2 years.

IX. FINDINGS OF THE STUDY

A. Among the 50 respondents, 44% belong to the age group 20years to 30years. Around 40% of the respondents are self-employed and have an income between 2 lakhs and 3lakh. Out of the 50 respondents 44% live in semi urban areas, 36% in urban area and 20% in rural area. Among the 50 respondents 26% are non-users of khadi shirts. Out of the 76% of users, the main factor that pursue them to use khadi shirts is the opinion given by the family/friends/relatives (47.6%). 72% of the users prefer cotton material for their shirts. Majority of the respondents (60.9%) purchase khadi shirts from khadi stores. 74% of the respondents believe khadi shirt is of high value and the reason they mention is due to the quality offered by such shirts. 72% of the users are of the opinion that the price of khadi shirts are reasonable, but 4% of the non-users mention that they do not use khadi shirts as they find it very costly. 60% of the respondents have access to khadi shirts. 52% of the respondents are not willing to switch to khadi even if it offers new promotional measures. There is no relation between the area of residence and the availability of khadi shirts.

X. SUGGESTIONS

Even though the respondents prefer to use the khadi shirts, they feel that the comfort level is much lower in comparison to foreign brands and so they suggest building up on this feature. The respondents are of the opinion that if khadi is able to produce more variety of designs and colours, it may help to attract new consumers. A part of the respondents has suggested increasing the marketing strategy of khadi products so that it might help in increasing the sales. Promotional techniques must be utilised so as to create demand for khadi as the other brands succeed in using these techniques. Indian railways and Air India have been encouraged to use khadi products in trains and aeroplanes. KVIC introduced designer wears, franchising of khadi stores, increase in offering organic products and opening stores at reachable and convenient locations. Setting up of khadi villages in all states to provide self-reliance to rural people by KVIC.

XI. CONCLUSION



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But now the situation has changed and now KVIC and the Government of India have been taking measures for the upliftment of khadi industries. As a result of this, a tremendous change has been witnessed. The sector has been providing employment for a large number of poor people and is promoting the rural artisans by providing them with sufficient facilities to grow. This has led to increase in the consumers for khadi products and khadi shirts are developing into the line of a new popular fashion. Along with the methods adopted by the Government if more promotional techniques and innovations are brought into picture, khadi shirts will be able to overcome the tight competition prevailing and can eradicate the over exploitation of foreign brands over Indian consumers. The future scope of this paper will be that the youth of the country will have more awareness about khadi and khadi industry. As weaving of khadi is done by rural artisans, their standard of living will increase as the present government has been taking more measures to uplift these industries and so the consumers will be supplied with high quality and varieties of kahdi products.



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