



A STUDY ON CONSUMER PERCEPTION TOWARDS KHADI PRODUCTS IN MADURAI CITY

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ABSTRACT:

Khadi is very closely associated with India's freedom movement and it's a matter of pride for every Indian. The khadi movement aimed at boycotting foreign goods including cotton and promoting Indian goods. Even after the independence khadi was associated with politics. Khadi is a symbol of over national freedom, struggle and of our commitment to maximum possible self reliance. The Khadi Gramodyog institutions are engaged in providing livelihood to Millions of spinners, weavers and Artisans in the rural areas. To provide an opportunity to the rural population to undertake creative and productive activities which generate self-employment and income. The opportunity to every man; women and child to cultivate self discipline and self scarifies as a part on cooperation.

KEYWORDS:

KHADI NATURAL PRODUCTS, UNIQUE PRODUCTS.

1.1 INTRODUCTION

Mahatma Gandhi, who viewed his capacity as a tool to be self-reliant, autonomous and bring villages back to life, handled the resurrection of Khadi. In his words: 'The spinning wheel represents to me the hope of the masses. The masses lost their freedom, such as it was, with the loss of the Charkha. The Charkha supplemented the agriculture of the villagers and gave it dignity'. Gandhi realised that accepting the fabric would enhance our daily lives through the creation and selling of this hand-woven fabric. Khadi became synonymous with Gandhi's Swadeshi movement. As a social egalitarian, he advocated the simplicity of Khadi and made it the fabric of the nation. In India villages are providing the base for the economic development of the country. The part of this is the formation of khadi and Villages industries works at apex level under the close guidance of central government .It was introduced by mahatma Gandhi in the year 1920.The Customer perception has been understood as a learned pre dispositions for this project and it will explain the positive (or) negative aspects of the customers satisfaction . Khadi and Village Industries products have created new records every year in terms of sales with the sales recording Rs 31,154 crore in the financial year 2013-14, with an unprecedented growth of 332 percent, it reached Rs 1,34,630 crore in the financial year 2022-23, which has been the highest ever.

1.2 STATEMENT OF THE PROBLEM:

In a Rural area it help that sustain through the employment of Rural Artisans and women even though Khadi is our Heritage and culture the majority of people do not wear it in the presents study the challengers faced by

the marketers of problem in khadi bhandars in selling the khadi Garments to find out the reason for the Non-Acceptance of khadi to identify the problems faced in selling khadi Garment to promote khadi has a fashion.

1.3 REVIEW OF LITERATURE:

It sounds like Deshmukh's study focused on analyzing the buying behavior of target customers for handicrafts and handloom products from the Urban Haat project in India. The Urban Haat project is part of the Government of India's policy to establish permanent marketing functions at key locations in the country to eliminate middlemen. The study found that young professionals from middle-class families, both male and female, were the primary target consumers for these products. However, despite their high influence in the purchasing decision process, their requirements were not being met due to cost and other factors. Additionally, the study found that high-class customers were not attracted to these products.(2013)

It seems like Rani and Bains' study focused on analyzing consumer behavior towards handloom products in the states of Haryana and Punjab, as well as examining the status of handloom weavers and allied workers in the region. The study also looked at various factors influencing consumer behavior and highlighted the employment opportunities that the handloom sector provides for the poor.(2014)

1.4 OBJECTIVES:

- To identify customer satisfaction level of khadi customer.

- To Understand the consumer perception towards khadi textile industry.
- To promote and develop khadi and village industries and produce khadi products.
- The wider objective of creating self-reliance amongst the people and building up a strong rural community spirit.
- To provide an opportunity to the rural population to undertake creative and productive activities which generate self-employment and income.

1.5 RESEARCH DESIGN:

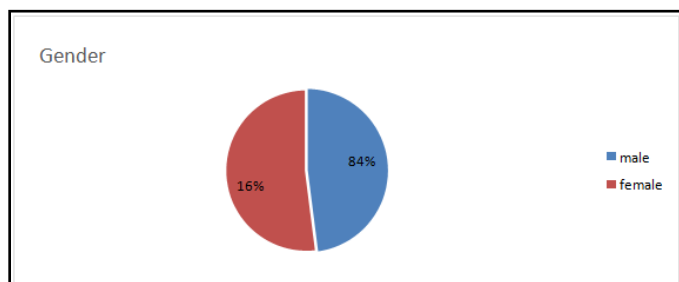
The research methodology used in the project is secondary data and descriptive in nature. Its objective is to study the level of awareness, acceptance, and satisfaction of customers towards khadi natural products in madurai district. The study also aims to identify whether there exists any significant relationship between consumer acceptance and consumer satisfaction.

1.6 DATA ANALYSIS

CLASSIFICATION OF RESPONDENTS ACCORDING TO DEMOGRAPHIC PROFILE

TABLE 1
GENDER

SI NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES
1	Male	42	84
2	Female	08	16
Total		50	100



INTERPRETATION:

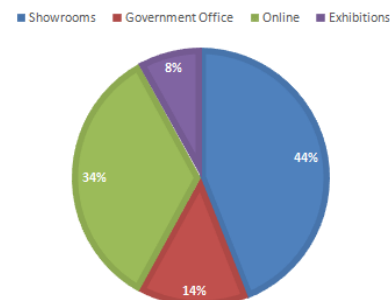
In the above table 3.1 The above data indicates that 84% of respondents were male 16% were female

TABLE 2

HOW DID YOU BUY THE KHADI PRODUCT?

SI NO	PARTICULARS	NO.OF. RESPONDENT	PERCENTAGE
1	Showrooms	22	44
2	Government Office	7	14
3	Online	17	34
4	Exhibitions	4	8
Total		50	100

NO.OF.RESPONDENT



INTERPRETATION:

In the above data indicates that 44% of respondents are showrooms, 14% of respondents are government office, 34% of respondents are online and 8% of respondent are exhibitions.

TABLE 3

WHAT IS YOUR OPINION ABOUT KHADI PRODUCT?

S.NO	PARTICULARS	NO.OF.RESPONDENT	PERCENTAGE
1	Economical	26	52
2	Variety	12	24
3	Easy Payment	6	12
4	Reasonable Rate	6	12
Total		50	100

INTERPRETATION:

In the above data indicates that 52% of respondents are economical, 24% of respondents are variety, 12% of respondents are easy payment and 12% of respondent are reasonable rate.

FINDINGS:

1. Chart 1.6.1: Majority of the respondents was male.(84%)
2. Chart 1.6.2: Majority of the respondent prefer the khadi product to be in a showrooms.(44%)
3. Chart 1.6.3: Majority of the respondent prefer about khadi product in a economical.(52%)

CONCLUSION:

The results of the research studies show that the consumers are the ones who have been satisfied with this khadi product. Customers feel that khadi have variety of products available in various departments. So that shopping with khadi also convenient for them .Hence sales and service at khadi is good. The government may offer incentives for improved technology in case of village industries goods.

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