

# KHADI APPAREL : A SUSTAINABLE DESIGN SOLUTION

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## Abstract

Khadi is referred as an Indian fabric. It is also known by name 'Khaddar'. The study was to find the buying behavior and satisfaction of consumer towards ready-made garments in Khadi. The study has been conducted in Jaipur city. The sample has been selected purposively because of the easy accessibility of the respondents who are consumers for khadi apparel. The total sample size for the study has been 100. Group of 50 men and 50 women from Jaipur. Primary data has been collected through an interview schedule. The data has been done collected by an interview schedule.

## Introduction

Khadi is referred as an Indian fabric. It is also known by the name 'Khaddar'. It is made by spinning the threads on an instrument known as Charkha (Tankha, 2015). During per-independence era the movement of khadi manufacturing gained momentum under the guidance of father of nation Mahatma Gandhi ji. Through ready-made garments are available in khadi, but they are not trendy and there is lack of variety the ready-made in kids wear are not available. Clothes made of 100% natural fibers are preferred. A fabric that is too thick and heavy makes the kids look tired. Itchy textures of the fabric bother the skin of kids as it is very tender. Due to less cost, easy availability, easy care and maintenance parents have been opting for polyester fabrics. The study aims to study the consumer behavior towards apparel made of khadi.

## Consumer Behavior

Consumer behavior refers to a buyer's knowledge of a particular product & services which focuses on the consumes. The study explores an individual customer buying behavior and satisfaction about khadi. Customer satisfaction is the key factor for successful and depends highly on the behaviors of frontline service providers. Customers should be managed as assets, and that customers vary in their needs, preferences, and buying behavior. An effort is made to understand the awareness of consumers towards of khadi, factors influencing the buying behaviors and overall customer satisfaction towards khadi products. The study focuses on how people buy, what they buy, when they buy and why they buy.

## The main objectives of the study are :

1. To find the buying behavior of consumer towards ready-made garments in Khadi.

2. To find the satisfaction of consumers towards ready-made garments in Khadi.

## The main limitations are as follows :

1. Present study has been conducted only in Jaipur city.

## Research Methodology

**Locale :** The study has been conducted in Jaipur city.

**Target group :** Hundred consumers of 25-50 years of age group were the respondents for survey.

**Sampling method :** Purposive sampling method is used to approach the respondents.

**Research design :** Survey method is used to collect the data.

**Data collection method :** The data was collected with the help of interview schedule. The schedule has three sections which are as follows :

- Section A- Demographic details of the respondent
- Section B- Questions related to buying behaviour
- Section C- Questions related to satisfaction towards khadi

**Data analysis :** The data analysis was done using frequency and percentage.

## Results and Discussion

The demographic characteristics of the total sample was 100 respondents, 50% respondents were male and 50% respondents were female.

**Table 1 : Distribution of respondents on the basis of age**

Age	Frequency	Percentage
25-35	45	45.0
36-45	38	38.0
46 and above	17	17.0

Out of a total of 100 respondents 45% of them were in the age group of 25-35 years, followed by 38% who fell under the age group of 36-45 years and 17% were in the age group of 46 and above.

**Table 2 : Distribution of respondents on the basis of occupation**

Occupation	Frequency	Percentage
House wives	14	14.0
Government service	13	13.0
Corporate service	35	35.0
Self-employed/ professional	38	38.0



Majority of the respondents (38%) of the were in Self-employed/ professional, 35% were in corporate service while 13% were in Government service and 14% were house wives.

**Table 3 : Distribution of respondents on the basis of education**

Education	Frequency	Percentage
Not graduate	16	16.0
Graduate	27	27.0
Post- graduate	46	46.0
Professional qualification	11	11.0

Maximum respondents post-graduate (46%) where as 27% of respondents were graduated, it also shows that 16% were not graduated and it was noticed that only 11% of respondents were professionally qualified.

**Table 4 : Distribution of respondents on the basis of family size**

Income	Frequency	Percentage
0-3 lakh	51	51.0
3-5 lakh	32	32.0
5-10 lakh	9	9.0
More than 10 lakh	8	8.0

Majority of the respondents (51%) had the income between 0-3 lakh, 32% of respondents had the income between 3-5 lakh income where as 9% of respondents had the income between 5-10 lakh and 8% of respondents had the income more than 10 lakh.

The Buying behavior of respondents was also enquired to find out the purchasing khadi apparel, cost of khadi ready-made garment apparel, ranking khadi apparel.

**Table 5 : Distribution of respondents on the basis of visit Khadi showrooms**

visit khadi showrooms	Frequency	Percentage
Yes	61	61.0
No	39	39.0

Maximum number of respondents (61%) visit khadi showrooms regularly where as 39% of respondents do not visit khadi showrooms.

**Table 6 : Distribution of respondents on the basis of reasons for purchase Khadi**

Reason	Frequency	Percentage
Quality	48	48.0
Low price	29	29.0
Rebate	5	5.0
To support the rural artisans	2	2.0
Advertisement/exhibition	14	14.0
Gandhian ideology	1	1.0
Anyother	1	1.0

About 48% respondents purchase apparel Khadi on quality basis and 29% low price whereas only 1% of respondents purchase apparel Khadi to support the rural artisans, and Gandhian ideology.

**Table 7 : Distribution of respondents on the basis of Reason for Purchase Khadi**

Time	Frequency	Percentage
Once in 3 months	12	12.0
From 3-6 months	45	45.0
Once in a year	20	20.0
Occasionally	23	23.0

Majority of the respondents (45%) purchase khadi apparel from 3-6 months; whereas 23% said that they purchase Khadi apparel occasionally and minimum number of respondents i.e. 12% once in 3 months.

**Table 8 : Distribution of respondents on the basis on cost**

Period	Frequency	Percentage
Very costly	13	13.0
Costly	51	51.0
Fairly priced	36	36.0

About 51% of respondents feels that khadi apparel are costly whereas 36% of respondents states that they feel khadi apparel fairly priced.

**Table 9 : Distribution of respondents on the basis of Satisfied with the Khadi products**

Reasons	Fully satisfied		Partially satisfied		Not satisfied	
	(F)	%	(F)	%	(F)	%
Quality	76	76.0	22	22.0	2	2.0
Variety	27	27.0	67	67.0	6	6.0
Sizes	30	30.0	51	51.0	19	19.0
Color	23	23.0	50	50.0	27	27.0
Design	20	20.0	51	51.0	29	29.0
Package	11	11.0	58	58	31	31.0



Maximum respondents partially satisfied with variety (67%), sizes (51%), color (50%), and design (51%) package (58%) whereas quality 76% of respondents were fully satisfied with the Khadi products.

**Table 10 : Distribution of the respondents on basis of level of Satisfaction**

Reason	Fully satisfied		Partially satisfied		Not satisfied	
	(F)	%	(F)	%	(F)	%
Apparel	28	28.0	69	69.0	3	3.0
Price	41	41.0	5	5.0	54	54.0
Sales person in store	35	35.0	54	54.0	11	11.0

About 69% of respondents were partially satisfied with the apparel present in store whereas 28% of respondents were fully satisfied with the apparel in the store and only 3% of respondents were not satisfied with the apparel present in store. Whereas 54% of respondents were not satisfied with the price paid for ready-made apparel, 41% of respondents fully satisfied with the price paid for ready-made apparel whereas only 5% of respondents partially satisfied with the price paid for ready-made apparel and 54% of respondents partially satisfied with the sales person in the store and 11% of respondents not satisfied with the sales person in the store.

**Table 11 : Distribution of khadi sales**

Reasons	Frequency	Percent
Reduction in price	48	48.0
Improvement in quality	32	32.0
Improved package	35	35.0
Effective advertisement	26	26.0
More varieties needed	34	34.0
Training and development of salesmen	17	17.0
Rebate for the whole year	7	7.0

About 48% of respondents want to reduction in price for improved sales, 32% wants to improvement in quality and only 7% rebate for the whole year.

## Conclusions

Keeping in view the responses attained, the data collected and analyzed, the designs created and applied, it was concluded on the whole that during the study "Khadi apparel: a sustainable design solution" the need-based information collected at every level. The onset of synthetic materials has not only been destructive towards the environment, it

has also had a negative economic impact on those whose livelihoods depend on the production and processing of natural fibers. The study was to find the buying behavior and satisfaction of consumer towards ready-made garments in Khadi. The results of the study revealed that majority of the respondents are satisfied with the khadi products. Reduction in price can improve the sales of khadi. High sales of khadi because of its quality.

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