

## **A Review Study on Consumer Behaviour Towards Khadi and Products of Village Industries of West Bengal**

**Shilpa Debnath <sup>1</sup>, Dr. Purnima Tiwari <sup>2</sup>, Dr. Archana Mishra <sup>3</sup>**

<sup>1,2,3</sup> Department of Economics, Mansarovar Global University, Sehore, M.P., India.

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### **ABSTRACT**

India is a country that possesses enormous resources, which has attracted a vast number of countries to put those riches to use and enrich their economies to the fullest extent possible. Customers' tastes and preferences are also subject to rapid change in today's environment, which is characterized by the rapid advancement of technology. For the sake of India's overall growth and for the purpose of achieving economic autonomy among its population, it is essential that rural areas experience rapid industrialization. The role of the small-scale industries is to assist in the expansion of the government's infrastructure and to reduce problems such as pollution, poverty, and slums. These industries are an essential component of the economy because they encourage the growth of both urban and rural areas, which in turn leads to an increase in employment opportunities and economic development. SSI is responsible for the creation of jobs, the advancement of women, the development of balanced regions, the mobilization of local resources, the optimization of capital, the promotion of exports, and the development of entrepreneurialism. The development of rural areas is the foundation upon which the Indian economy is built. Accordingly, the government is attempting to solve the issue of unemployment in rural areas by taking a number of different types of actions. Khadi and Village Industries Commission (KVIC) is an example of one such endeavour that has been made.

**Keywords:** *Agriculture, Economic, Traditional, Industries, Rural, Village, etc.*

### **INTRODUCTION**

“India lives in its villages” – so said Mahatma Gandhi. More than two-thirds of India's population still calls rural areas home. A high-quality of life comparable to that of city dwellers should be available to those living in rural areas as well. To achieve economic growth and social fairness in rural areas, it is necessary to raise living standards by ensuring access to basic necessities and high-quality social services. An agricultural economy supports the majority of the population. As a result, the government's plans aim to help the rural poor in material and social ways by boosting agricultural output and encouraging the non-farm sector to create jobs that make good use of traditional production methods, local expertise, and raw materials.

Although the government has implemented numerous subsidy schemes to promote products from small and village industries, marketing remains the sole tool that can turn the productivity of rural non-farming units into a reasonable livelihood. To succeed in the competitive market, products must focus on consumer satisfaction strategies, which entails understanding the consumer's likes, dislikes, expectations, motivations and overall behaviour.

The academic study of consumer behaviour seeks to understand people's wants and spending habits by investigating demographics, personality traits, lifestyle choices, and behavioural variables like usage frequency, brand loyalty, advocacy, and referral propensity. Society at large (opinion leaders, brand influencers) and social groupings including family, friends, sports, and reference groups are also considered while studying consumer behaviour.

The origin of the name "Khadi" can be traced to the Indian word "Khaddar," meaning cotton fabric that is spun and weaved by hand using a spinning wheel, or charkha. It represents the rich history of Indian textiles. The Swadeshi Movement, which Mahatma Gandhi spearheaded, is closely linked to the Khadi. He suggested the Khadi movement because he intended it to be a self-sufficiency program for the villagers.

## **REVIEW OF LITERATURE**

**Patil R Bajirao (2023)** A customer's attitude has traditionally been regarded as a learned bias that predicts how they would consistently behave toward various things in the environment. This is the conventional way of thinking about consumer attitudes. Marketing research on attitudes is crucial since attitudes influence our ideas and behaviors. Assume responsibility for the behavior of a client. The primary focus of this investigation is on the impressions that purchasers have regarding particular characteristics that Khadi and Village Industrial Products provide. Both the Likert scale and the semantic differential scale are utilized in regard to the measurement of attitude.

**Yadav Deepa and Modi Sanjeev Kumar (2022)** Khadi, which is often referred to as "Khaddar," is the distinctive brand of India. It was established during the time before the country gained its independence. Over the course of several decades, Khadi have been met with preference from the indigenous people of India. Information about Khadi is now readily available to individuals as a result of the proliferation of online resources. However, the customer's information regarding the deal they are about to make is affected by a variety of factors that impact their cognition. The factors that affect consumer knowledge when buying Khadi products are examined throughout this study. In all, 171 samples were selected for the purpose of data analysis, utilizing a structured questionnaire after an initial research study was conducted in the Delhi/National Capital Region (NCR) area. Finding, quantifying, and classifying 37 research objects into variables is the aim of this study. These variables include advertisement, buy intention, price, authentication/quality consciousness, consumer knowledge, and source of information. Within the context of Khadi products, these six characteristics can be utilized to provide an explanation for the level of consumer awareness.

**Archana U (2022)** Consumer satisfaction with Khadi and Village Industrial products was the subject of this study, which was commissioned by the District Rural Development, Coimbatore. Below are the results of this study. By chance, I learned that empirical research on Khadi and Village Industrial items is scarce. Somewhat surprisingly, amount of room for improvement in addition to a requirement for systematic study on the behavior of buyers in relation to Khadi and Village Industrial items. Products manufactured by the village industry. One way to alter a consumer's level of satisfaction with a product is to emphasize the product's newly developed features or to associate the product with well-known figures with either of two ways: either by altering the perceptions that the consumer has about the items, or by increasing the customer's level of involvement with the product. Customers in the city of Coimbatore were the subjects of a marketing-specific survey that sought to ascertain their degree of contentment with Khadi and Village Industrial products. This research aims to fill gaps in our knowledge by examining consumer satisfaction with Khadi and Village Industrial products and the many factors that influence their purchasing decisions. The District Supply and Marketing Society is a marketing retail outlet, and it is also meant to help them with various promotional activities and to increase sales. Also, lawmakers can use this data to figure out how the Khadi and Village Industrial Commission (KVIC) stores are doing in the present and how the government should react to all the different things the KVIC stores are doing.

**Rohilla Monika, Gautam Anamika (2022)** In the Panipat area of Haryana, this study set out to examine the extent to which young people there are familiar with and knowledgeable about khadi. Characteristics of purchasing behavior and its acceptability among young people were investigated in the study. We asked 292 adults, ranging in age from 18 to 29, to fill out the survey. Based on the findings of the study, 62% of young people did not consider khadi apparel to be an affordable choice. Although just 40% of buyers were familiar with cotton khadi, 56% were willing to buy it because of its high comfort level. The same proportion of people (70%) think that khadi is appropriate for women of any age. It was found that roughly 20% of the younger generation was completely avoiding khadi. Additionally, it was noted that approximately 20% of the participants favored khadi only for domestic textiles, including curtains, bedsheets, blanket coverings, and the like. In contrast, 62 percent of young people thought khadi was too pricey. It was determined that khadi was well-received by consumers. In addition to valuing comfort, young people are drawn to affordable yet stylish attire.

**Datta et al. (2022)** Few studies have investigated how customers rate the legitimacy of Khadi Bhandars selling authentic Khadi garments. Although there has been some study on Khadi fabrics, the buying habits of consumers have been mostly ignored, even though Khadi is a genuine Indian material. Focusing on Khadi bazaars in particular, this study investigates what makes customers buy Khadi fashion wear. Those who purchased Khadi-made clothing and textiles were among the guests. Store atmosphere, perceived authenticity, and purchase mindset are predictor traits. The data was analyzed using a structural equation model in addition to exploratory factor analysis. Research has demonstrated that the retail setting has a substantial impact on consumers' attitudes about buying, their intention to buy, and their perceptions of the authenticity of products. A person's attitude and the widespread perception of them influence their purchase intention, which in turn greatly influences their purchasing behavior.

**Padmasani (2021)** Through the lens of Fishbein's attitude model, the research investigates the feelings that consumers have about khadi products. The impact of personal characteristics and it delves into the impact of consumers' attitudes on their purchase choices and the connections between attitudes and consumer satisfaction. Most consumers think khadi goods are beautiful, and those buyers who are more optimistic about the trend report higher levels of satisfaction with their purchases.

**Chellammal. T (2020)** The satisfaction that shoppers in Thoothukudi feel after shopping at the Hyper Market. Both super markets and hyper markets provide food, groceries, and other home essentials, yet they serve different purposes. The degree to which consumers are satisfied with hypermarkets is defined, according to this research. In Thoothukudi, all the scientific studies are being conducted. In order to acquire information from respondents, the researcher uses a straightforward random sampling procedure. 75 people make up the study's sample population. For the purpose of data analysis, the researcher makes use of straightforward statistical tools. A variety of product types came in first place. The clients' primary concern is the presence of a large throng. The customer faces a lot of challenges, the least of which is being pressured to buy things they don't want. The degree to which consumers are satisfied with hypermarkets is defined, according to this research. In Thoothukudi, all the scientific studies are being conducted. Waiting in a long line for billing is one of several problems that consumers are facing. Providing more billing sections and delivering fast billing are two areas that management may prioritize. The study's author concluded that Thoothukudi's product variety, quality, and the majority of clients are satisfied with the price point.

**Bhuvaneswari. S (2019)** The researchers set out to determine the level of expertise consumers are about khadi goods. Khadi stands out from the crowd because it lacks the attributes that are commonly associated with other products. The purpose of this research is to ascertain how well-known the items under consideration are. In addition, this model considers all the various aspects that impact khadi shoppers' decisions. The one that is already in use the area of Coimbatore has been the focus of a recent study.

**P. Pradnya, Sugandha Ambre. La (2017)** Among young people, "Khadi" stands for "awareness and promotion." Efforts to market khadi as a fashion fabric and gauge college students' familiarity with the term have been ongoing throughout this article. The supplies for the fashion show that was done by kids and the little survey that was conducted for teenagers were supplied by KVIC, Mumbai. An integral part of a self-sustaining economy is agriculture, and Khadi was meant to grow into an industry that would augment it. Based on the responses of this survey, it is clear that khadi is becoming a fashion symbol and can no longer be ignored. For the simple reason that it helps rural economies thrive by providing much-needed income to artisans.

**D.Anusuya and M. Banurekha (2016)** Researchers in the Coimbatore District found that buyers of Khadi and Village Industrial products were happy with their purchases. The study's objective is to uncover customer preferences and satisfaction levels with KVI goods. Two hundred persons were considered with the objective of determining individuals' degrees of contentment with Khadi products. The most significant finding of this survey was that, according to the majority of respondents, quality is the most essential element, followed by quantity, then price, and finally quantity. According to a researcher's conclusions, KVI should focus on making high-quality products and increase their inventory in order to promote online sales. The researcher advocated for particular policies that the government should enact.

**Choudhay P and Ojha S (2015)** "Developing innovative Khadi products and observing the purchasing patterns of young people in Jaipur who are interested in Khadi." Involved in the research were 100 males and females. To the random sampling, people who worked in offices and those who were self-employed contributed. Several Khadi Ghar in Jaipur were visited for the purpose of conducting the survey. The vast majority of respondents (57%) favor Khadi kurtas; nevertheless, 43 percent of respondents use Khadi materials daily and 57% do not regularly use Khadi textiles. Among those who purchased khadi fabrics, 42% did so from khadi shops and 23% from handloom shops. Nearly everyone who took part in the poll has heard of khadi and its distinctive materials. When it comes to choosing, cotton khadi fabrics are taken very seriously. Results indicate that consumers view Khadi favorably due to their actions.

**Manikandan. A and Kumaresan. S (2015)** An empirical study on customer satisfaction with Domino's Pizza in Chennai. The Domino's Pizza brand includes both brick-and-mortar locations and franchises around the world. Customers of Domino's Pizza locations in Chennai will be the primary focus of this research project, which aims to learn more about their experiences there, as well as their thoughts and feelings towards Domino's pizza and other items. Customer satisfaction with pricing and delivery aspects, such as the introduction of new products, price reductions, etc., will be investigated. Domino's Pizza Outlet will benefit from this project since it will help them learn more about their customers' tastes and opinions, which will lead to higher quality products and services.

**Muruganandan. S and Yazhini. M (2012)** "The Attitudes of Khadi Product Buyers in Rural and Urban Areas: A Case Study". As a result of knowing the customer's attitude, the marketing manager can consistently cater to the customer's preferences in terms of product or service. The current research is to compare rural and urban consumers with regard to their attitudes and levels of satisfaction with khadi goods. Outside of the fish bin's multi-attribute attitude measurement model, statistical procedures such as ANOVA, Paired t-test, and correlation analysis were employed. According to the results, there is little to no difference in satisfaction and attitude between rural and urban consumers. As a result, officials in the Khadi and village sectors may take a one-size-fits-all strategy to boosting khadi sales, ignoring the fact that some consumers may reside in more remote areas than others.

**Padmasani, & S, Muruganandan & M, Yazhini. (2011)** The purpose of this study is to examine the viewpoints and emotions of consumers regarding khadi goods through the lens of Fishbein's attitude model. The study delves into the correlation between consumers' attitudes and their degree of contentment, as well as the impact of personal qualities and aspects related to purchasing preferences on attitudes. Customers have a generally positive attitude of khadi goods, according to this survey. This assertion is supported by those data. In addition, customers who have a more optimistic outlook on life report higher levels of contentment with the products they have purchased.

**Aditya Tripathi (2009)** He intends to use his findings to determine which factors are most important to customers when making purchases from modern retail formats and to rank the relative weight of these factors. The consumer market in India is also seeing some changes, so businesses there need to be flexible in their strategies and plans if they want to meet customers' expectations for value.

**Rajendran (1999)** examined the many forms of support provided to small businesses with the main goal of finding institutional support for the growth of small businesses and the issues these businesses confront in the Tamilnadu district of Tiruchirapalli. According to his conclusion, the biggest issue facing small business owners was the lack of sufficient funding. In addition, tiny businesses deal with issues with product marketing, raw material procurement, technology, and administrative issues. The financial institutions' loan application processes were convoluted, and there was a lack of cooperation between government authorities and promotional organizations.

**Emma Tarlo (1996)** A common misconception that every Indian had easy access to the same, universally accepted interpretation of the word "khadi" was borne out by her writings. She contended that different varieties of Khadi might serve as a means of social differentiation through the expression of differing interpretations of its significance. A Gandhian modernity grounded on alternative economic and moral principles and capitalist progress have always been at odds with one another, as the history of Khadi's resurrection in the 20th and 21st centuries show. The widespread adoption of khadi as casual clothing, as Gandhi had envisioned, was never really considered. But keep its significant symbolic function in evoking the texture and singularity of India's Freedom Struggle and offering an alternate vision of modernity.

Khadi has a major effect on GDP growth, according to this study's findings. One additional perk of Khadi is that it can help expand business opportunities in rural areas by attracting buyers from inside. The urban equivalents, thus, benefit from this. The manufactured goods are intrinsically resistant to inflation because they are necessities for most people. Results from rigorous trials conducted in Gujarat and Tamil Nadu at the behest of the 'Khadi & Village Industries Commission' show that a small textile mill with 16 upgraded Nepal type and semi-automatic looms and 48 spindle power operated ring spinning frames can produce Janata Cloth, also known as common variety cloth, in a cost-effective manner, making it ideal for mass consumption, particularly among the community's less fortunate members. This might improve the efficiency and economics of the small-scale units. These things suggest that small size entities can survive by depending on each other instead of trying to outdo each other.

## CONCLUSION

The use of Khadi allowed the Indian people to fight peacefully and without weapons during Mahatma Gandhi's independence movement. Devotion to one's work, independence, and peaceful resistance to the invasion of foreign commodities were all symbolized by khadi.

The retail garment market is projected by McKinsey & Company to reach \$55 billion by 2015, driven by an increase in disposable income, according to their report titled India's Fast Growing garment Market predicts. It predicts that the clothing retail industry can achieve margins of up to 35–50%. The labor-intensive operational Khadi has more opportunities thanks to this huge margin.



Demand for Khadi, which has the potential to generate a lot of jobs in rural areas, can increase with some smart marketing, rebranding, and a move towards organic apparel. Khadi should take note of the encouraging signs, such as the increasing demand for eco-friendly items and the prominence of cotton in fashion design, and act accordingly to improve the product's quality and marketability. Regarding this matter, it is important to focus on 'Brand building' and the development of markets for Khadi's specialized products. Getting the word out about Khadi through retail outlets is another strategy. As a result, institutions won't have to spend as much time and money selling Khadi products, freeing them up to concentrate on making good items.

The findings of the review study on consumer behavior in West Bengal with regard to Khadi and the products of village industries indicate that these indigenous items possess substantial cultural, economic, and social significance. Khadi is becoming increasingly recognized by consumers not only as a representation of India's tradition and self-sufficiency, but also as an option that is sustainable and good to the environment in the contemporary market. Consumer preferences, on the other hand, are influenced by a number of elements, including quality, price, design, availability, and awareness of the brand.

Newer generations of consumers are typically driven by fashion consciousness and product innovation, in contrast to previous generations, who are typically motivated by traditional values and patriotism. According to the findings of the study, Khadi and village industry products have the potential to effectively compete with commercial brands if they are equipped with appropriate marketing tactics, quality enhancements, and contemporary design, respectively. The increasing acceptability of these products can be attributed to a number of factors, including government measures, institutional backing, and awareness campaigns; nonetheless, persistent efforts are still required to enhance consumer trust and market reach.

In conclusion, Khadi and village industry products in West Bengal have a tremendous potential for expansion if the expectations of consumers are satisfied through the implementation of modernization, improved branding, and increased accessibility. Increasing consumer awareness of the socio-economic benefits of purchasing such products can further strengthen the market sustainability of these products and contribute to the empowerment of rural communities and the development of local economies that are self-sufficient.

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