



AN EXPLORATORY STUDY ON KHADI AWARENESS AMONG YOUTH IN PANIPAT DISTRICT

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ABSTRACT Khadi is a nature friendly handloom fabric with less carbon foot print. The main aim of this research is to analyze the knowledge and awareness level of khadi consumers and to study that is youth satisfied with khadi clothing and on what parameters. Consumers are having positive attitude towards khadi but according to surveys and responses it was understood that youth demand more of stylish and fashionable clothing with comfort. Khadi makes wearer comfortable in every season but to target youth it needs to explore trendy side of khadi. The study was carried out in Panipat with sample size of 50 which included convenient sampling. Khadi represents itself as a symbol of self-reliance and youth is quiet sensitive to this and are ready to accept khadi but they are not ready to compromise with latest fashionable looks. KVIC has gone online and has launched e-portal and is targeting youth by exploring in different products also other than the clothing. Awareness of khadi cloth among youth is there but brand consciousness about khadi is definitely need to be built among youth.

KEYWORDS : awareness, eco-friendly, self-reliance, khadi

Knowledge is actually an accumulation of appropriate information which gets stored through skillful insight vision and offers a structure for estimating, understanding and accumulating new experiences. Youth is now more aware of surrounding activities and when it comes to fashion the latest trends and clothes is a big area of interest for them. Brand consciousness is always a topic of discussion among youth. Therefore, when it comes to awareness and knowledge of any brand, image of that particular brand is very important factor. Youth of Panipat have heard of khadi at some time but knowledge of khadi as a brand needs to be taken seriously. Today's youth needs to know the difference between khadi and handloom fabrics and mill fabric. The main difference between khadi and other handloom fabric is that the fabrics made up of hand spun yarn and woven on handlooms are called "khadi", whereas the fabric made up of mill spun yarn while woven on handlooms are called "handloom" fabric. (Deepti and Shahnaz, 2016). Variety available like khadi silk, khadi cotton, khadi wool and blend with polyester etc. has been struggling in fashion market. Khadi is suitable for casual and festive wear. Unique property of khadi structure allows air circulation which keeps wearer comfortable and is suitable for all seasons. But to target youth comfort with style, pocket friendly pricing and more of promotional strategies need to discover.

I. Objectives

- To study and interpret the knowledge and awareness level of khadi among youth.
- To analyze youth satisfaction towards khadi clothing.

II. Research methods

3.1 Methodology

The study is based on primary data. The data was collected through structured close ended questionnaires and the samples were selected through convenient sampling. In fulfillment of this study two surveys were conducted for different objectives. The first one is to study and interpret awareness level of khadi and its products in youth and the second objective was to analyze youth satisfaction towards khadi clothing. Two sets of questionnaires with each set consisting of 12 questions were circulated among group and responses were studied and analyzed.

A. Target group and locale of the study

Exploratory research was conducted in Panipat district, Haryana. Sample size of 50 with 25 males and 25 females were finalized with the age group between 18-29yrs. convenient sampling was done.

III. Limitations of the study

- The sample size for the study is limited to 50 only.
- The area was restricted to Panipat only.
- The results and analysis of data is purely based on responses of respondents.

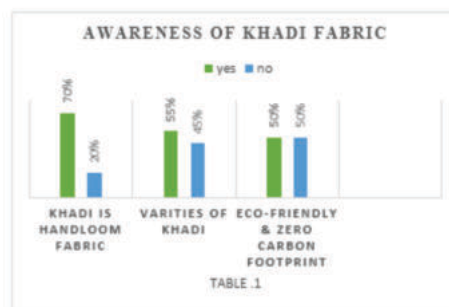
IV. Results & discussion

Demographic details of respondents:

S.no	Sample surveyed	value
1.	Gender	
	Male	25
	female	25
	Total	50
2.	Age (yrs)	
	18-21	17
	22-25	13
	26-29	20
3.	Qualification	
	Graduate	18
	Post graduate	25
	Non-professional graduate	-
	Non-professional post graduate	-
	other	7
4.	Family income (monthly)	
	15-25 k	16
	25-35k	8
	35-45k	4
	45-55k	12
	Above 55k	10
	Total	50

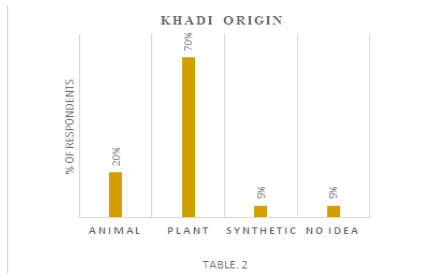
On the basis of responses filled, the data collected was analyzed and interpreted as follows in form of percentages. Percentage analysis was done to interpret the data in percent value:

$$n = \frac{\text{number of responses}}{\text{total number of respondents}} \times 100$$



Respondents were surveyed and analyzed to study the awareness level towards khadi and it was seen from the table1. That 70% of the respondents knew khadi is a handloom fabric while 20% had no idea about it. From the above table it is clear that only 55% of the

respondents are aware of varieties of khadi. In the data it can be seen that 50% of respondents are aware of khadi's eco-friendly properties.



From Table 2. It is revealed that nearly 70% of the respondents believed that khadi is a plant fiber while 20% said that it's an animal fiber and only 5% knew that khadi is available as blend with synthetic fiber. 5% of them were not clear about the origin of khadi.

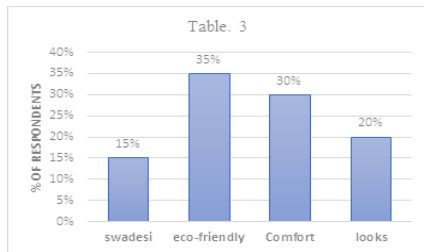


Table 3. Only 35% of respondents said that they accept khadi because of it is an ecofriendly fabric nature, 15% of the respondents wear khadi because it's a swadesi fabric while 30% respondents found khadi comfortable and only 20% accept khadi for looks.

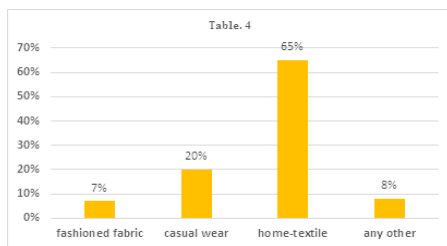


Table 4. is showing that very less percentage of youth use khadi as a fashion wear i.e., 7% whereas 20% of the them liked khadi as casual wear. Majorly 65% of youth said in Panipat that khadi is only used for home textile purpose like durries, quilt covers etc. Data reveals that youth is still not accepting khadi as fashioned fabric and believed it as home textile product.

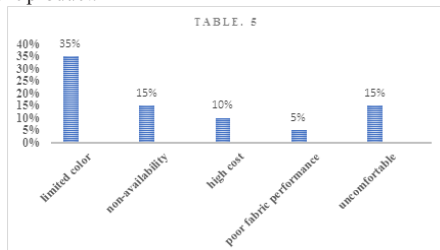


Table 5. It can be seen that 35% of the respondents said that they don't find khadi attractive because of limited color and design variety. 10% of youth found khadi costly. College youth did not buy khadi much so they were not aware of pricing of khadi products. Between age group 26-29yrs respondents complained about non-availability. 5% revealed that khadi has poor fabric performance.

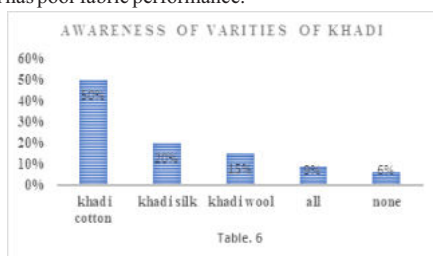


Table 6. From above graphical representation is clear that most of the respondents are aware of khadi cotton and was worn most out of all varieties. 20% of respondents like to wear khadi silk on some festive occasions. small percentage of respondents are familiar with other varieties also. Small percentage around 15% were aware of khadi wool. It is clear from the data that youth of Panipat is aware mainly of one or two variety of khadi fabric.

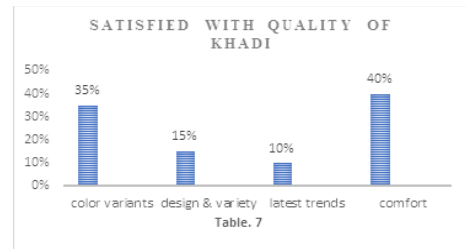
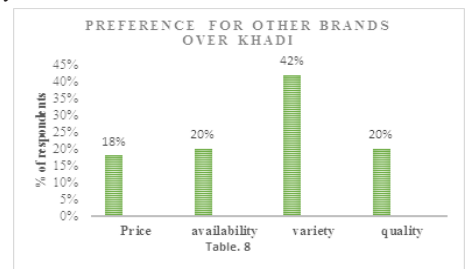


Table 7. It can be seen more than 30% of the respondents are not satisfied with color variety available in khadi garments. Youth is more inclined towards style in their wardrobe they tend to go for more of variety in design and color both. Surprisingly majority of the respondents found khadi comfortable because of it's a breathable fiber property.



In table 8. Data reveals the preference of other brands over khadi by youth. It can be clearly understood that nearly half of the respondents prefer more design, color and latest trends available in other brands. Price is also an important factor for preference of other brands. 20% said that other branded clothes are easily available whereas genuine khadi is available at khadi stores only. 20% of respondents like product quality of other brands.

VI. Conclusion

The study in Panipat concluded that youth of Panipat are aware of khadi fabric and knew that khadi was originated in India by Gandhiji. Some of them also knew that khadi stores provide discount on Gandhiji's birthday i.e., 2nd October. Majorly khadi cotton is accepted by youth but khadi silk is also preferred during festive season. Pricing of clothing also plays important role in acceptance of khadi because youth demands for a greater number of garments with design and color variety and they perceive khadi costlier than other local brands. Rural youth of Panipat perceive khadi as "khaddar" and is mainly applicable for home textiles like durries, blanket covers, bed sheets etc. and they don't find khadi fit for clothing. They don't perceive khadi as a brand which clearly indicates that brand consciousness of khadi among youth is not so great. Brand positioning and brand consciousness for khadi can open up further areas for research and studies.

VII. REFERENCES

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