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## AN AI-DRIVEN ANALYSIS OF BUYING BEHAVIOR

### TOWARD KHADI AMONG YOUTH (21–29) IN PUNE

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#### **ABSTRACT:**

Khadi is defined as any cloth hand spun and hand woven. The raw material may be silk, cotton, wool, which are spun into threads on a spinning wheel called a charkha. Khadi is a versatile fabric, also known by another name khaddar. Thus, the study focuses on how individual make decision to spend their resources (time, money, effort) on khadi fabrics and products which includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it. Fifty men and women working in private sectors age group between 21-29 were approached to obtain the relevant information. Random sampling was done. A questionnaire was formulated to gather the relevant information about the Khadi fabric and products. The results of the study revealed that majority of the respondents are aware of khadi fabrics and products. From the various Khadi materials highest preference was given to cotton khadi. A large number of people find khadi fabrics as consumer friendly because khadi fabrics are chemical free. The result also indicates that the consumers have positive behavior towards khadi.

#### **Keywords:**

Khadi, Khaddar, Charkha, hand woven, fabric, Brand Khadi.

#### **INTRODUCTION**

Khadi is defined as any cloth hand spun and hand woven. The raw materials may be cotton, silk or wool, which are spun into threads on a spinning wheel called a Charkha. Khadi



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is an Indian fabric, also known by another name Khaddar. During pre-Independence era, the movement of Khadi manufacturing gained momentum under the guidance of father of nation, Mahatma Gandhi. This movement of khadi manufacturing and weaving started as symbol of defiance to discourage the Indians from wearing the foreign clothes.

### **Features and Characteristics of Khadi**

1. Rich Gandhian heritage legacy of constructive programme launched by Mahatma Gandhi during freedom struggle.
2. High credibility among the public.
3. Symbol of truth and non- violence
4. Pure friendly and ecofriendly products.
5. It has the unique property of keeping the wearer warm in winter as well as cool in summer season.

### **CONSUMER BEHAVIOR**

Consumer behavior can be defined as the decision making process and physical activity. Buying behavior study of how people buy, when they buy and why they buy (Blackwell, 2006).

### **OBJECTIVES OF THE STUDY**

- To study about Khadi fabrics and products existing in Pune
- To find out the awareness of the consumers
- To know about the preferences of consumer about khadi
- To know about the buying behavior of consumers towards khadi

### **SCOPE OF THE STUDY**

Scope of the study is that after gathering the information about preference & buying behavior of youth of Pune on Khadi, which includes different products in Khadi. This study will be helpful for the khadi Ghar and khadi bhandars who are in this business segment of apparels. Manufacturer will be able to know the preference & buying behavior of youth & what will be the products & services which will help them to change the non-user into user of their



Khadi & retain existing customer by providing them the products which they want from the company.

## METHODOLOGY

### ▪ **Locale of the Study**

The study was conducted in Pune.

### ▪ **Selection of sample**

The total sample size for the study was of 100 men and women. Random sampling was done by office going & self-employed. For this, a group of 100 men & women falling under the age group of 21-29 years were approached to obtain the relevant information through questionnaire.

- **Selection Method:** For the study, survey method was conducted in various Khadi Ghar in Pune. Surveys are commonly used in market research to collect self-report data. A pilot survey was done to know about the Khadi fabrics and products available in the market by visiting the Khadi Ghar and khadi bhandars.

- **Data collection:** This was an important aspect in formulation the objective of research process where the data collected via two processes-

**Primary Data:** Primary data was collected through a questionnaire which was filled by the respondents. This indirect communication by gathering information from respondents through the circulation of questionnaires.

**Secondary Data:** This was the source of data collection where the data was obtained from published and printed sources such as newspapers, magazines, and website and so on.

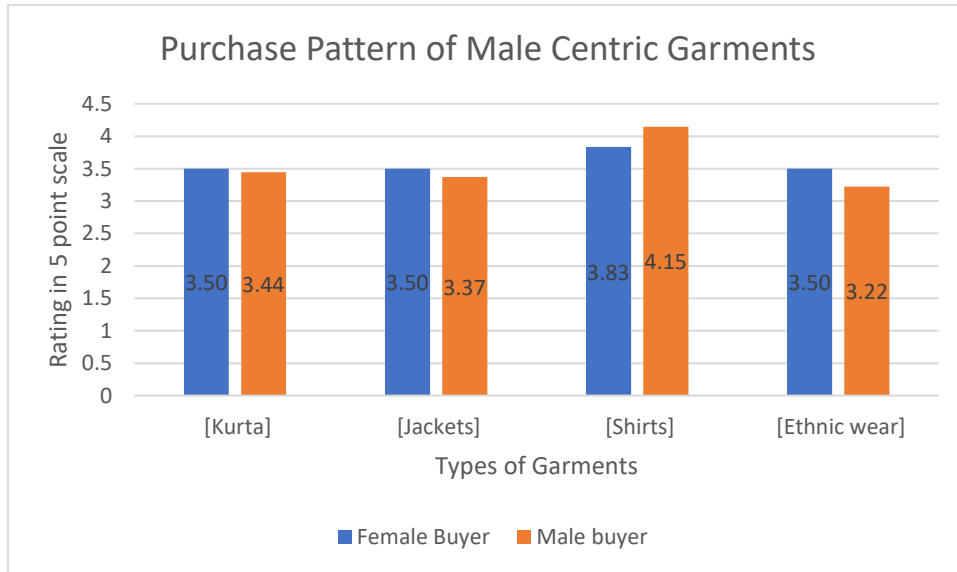
- **Analysis & Interpretation of data**

The collected data was analyzed to know about the awareness, preference and consumer buying behavior of youth of Pune towards Khadi. For the analysis of data, the following steps were undertaken:

**Coding:** The data from the questionnaire was transferred to the ANOVA by assigning numerals to responses. This facilitates and analysis of data.

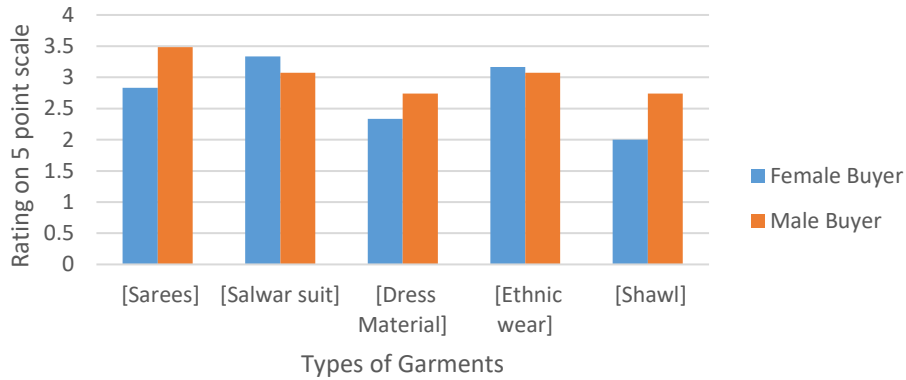
**Tabulation:** The data was transferred to the ANOVA. Tabulation was done to arrange the data in form of tables.

**Analysis:** Collected data was analyzed to express the complex and scattered information into simple, clear and logical data which was reflect the frequency and percentage of the data. Statistical data was used where will be required.



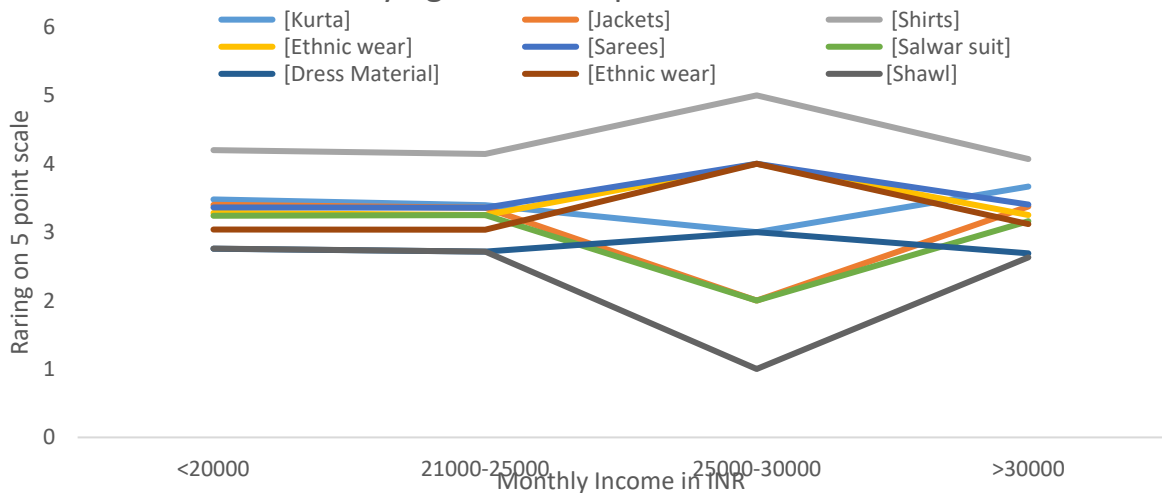
	Female Buyer	Male buyer
[Kurta]	3.5	3.4444444444
[Jackets]	3.5	3.37037037
[Shirts]	3.8333333333	4.148148148
[Ethnic wear]	3.5	3.222222222

Purchase Pattern of Female centric garments



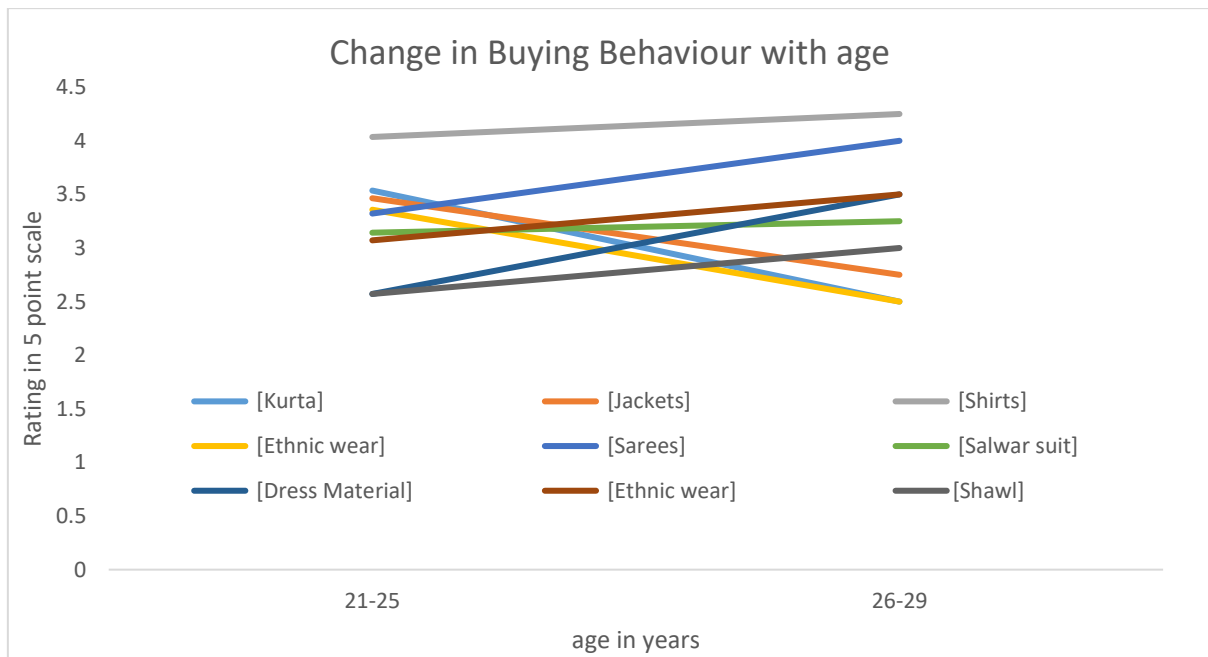
	Female Buyer	Male Buyer
[Sarees]	2.833333333	3.481481481
[Salwar suit]	3.333333333	3.074074074
[Dress Material]	2.333333333	2.740740741
[Ethnic wear]	3.166666667	3.074074074
[Shawl]	2	2.740740741

Buying Behaviour pattern based on income





Item	<20000	21000-25000	25000-30000	>30000
[Kurta]	3.48	3.39586	3	3.666667
[Jackets]	3.4	3.35862	2	3.375254
[Shirts]	4.2	4.14483	5	4.068966
[Ethnic wear]	3.28	3.25103	4	3.250913
[Sarees]	3.36	3.35724	4	3.403448
[Salwar suit]	3.24	3.24966	2	3.16146
[Dress Material]	2.76	2.71586	3	2.690467
[Ethnic wear]	3.04	3.03586	4	3.119878
[Shawl]	2.76	2.71586	1	2.631643





	21-25	26-29
[Kurta]	3.535714	2.5
[Jackets]	3.464286	2.75
[Shirts]	4.035714	4.25
[Ethnic wear]	3.357143	2.5
[Sarees]	3.321429	4
[Salwar suit]	3.142857	3.25
[Dress Material]	2.571429	3.5
[Ethnic wear]	3.071429	3.5
[Shawl]	2.571429	3

## SUMMARY AND CONCLUSION

Khadi is defined as any cloth hand spun and hand woven. The raw materials may be cotton, silk or wool, which are spun into threads on a spinning wheel called a Charkha. Khadi is an Indian fabric, also known by another name Khaddar. During pre-Independence era, the movement of Khadi manufacturing gained momentum under the guidance of father of nation, Mahatma Gandhi. This movement of khadi manufacturing and weaving started as symbol of defiance to discourage the Indians from wearing the foreign clothes.

**Consumer Behavior:** Consumer behavior can be defined as the decision making process and physical activity. Buying behavior study of how people buy, when they buy and why they buy (Blackwell, 2006).

### Buying Behavior

- A habit - determined group of brand loyal consumers who tend to be satisfied with the product or brand last purchased.



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- A price - cognitive group of consumers who decide principally upon the basis of price or economy comparison.  
A cognitive group of consumers who are sensitive to rational claims
  - A group of emotional reactors who respond to product symbols and are heavily swayed by images.
  - A group of new consumers who haven't yet stabilized the psychological dimensions of their behavior.

## CONCLUSION

- There is no significant change in buying behaviour of Khadi garments based on gender.
- The results of the study revealed that majority of the respondents are aware of khadi fabrics and products.
- From the various khadi materials highest preference is given to cotton khadi fabrics.
- Social influence plays an important role in promoting khadi fabrics & products.
- Quality of material and status symbol stand out to be the two most important factors in buying decision of khadi which co-relates to the fact that most of the khadi products are mostly purchased because of social influence.
- A large percentage of people from khadi fabrics consumer friendly because khadi fabrics are chemical free.
- The result indicates that the consumers have positive behavior towards khadi.

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