



A study on factors influence to buy Khadi products in Nagapattinam district

Dr.E.K.SIVASAKTHIVEL, Head & Associate Professor of Commerce, Poompuhar College, Melaiyur-609107

G.DHANALAKSHMI, Ph.D, Research Scholar, Poompuhar College, Melaiyur-609107, Institute Affiliated to Bharathidasan University, Tiruchirappalli-620024.

Abstract- The study has made an attempt to analyse the factors which are influencing the customers to buy khadi products in Nagapattinam district. The study has been made with the primary data. The researchers selected sample of the study using convenient sampling method. The sample size of the study is 384. The study area is Nagapattinam district (before bifurcation into Nagapattinam and Mayiladuthurai). The researchers collected primary data from the respondents using well structured questionnaire. The researchers applied simple percentage, mean, standard deviation, coefficient of variation and ANOVA as statistical tools. The study found that quality of khadi products, treatment of shoppers, encouraging village and small industries, encouraging handcrafters and tradition in family were the most influencing factors on the respondents to buy khadi products in the study area. It was also noted that design in khadi products, influence of freedom fighters, varieties in khadi products, attractive packaging and advertisements were the least influencing factors on respondents to buy khadi products in the study area.

Key words: Khadi, village industries, factors, tradition and influence.

I. INTRODUCTION

Food, Dress and Shelter are the necessary needs for any people in the world. People work to earn to spend primarily for these necessary things and they want to spend for other products if they have excess. In the present world economic power of people has grown drastically and they purchase many types of goods to run their life including luxurious goods. Even in necessary products such as food and dress, there are many varieties in the market. Majority of these products are produced in large scale by giant corporate and market them. People also are buying such products in the market and they want to buy varieties of food and dress and other type of products. In this trend, they do not consider about quality, durability, price and intention to upgrade village and small industries. Before independence in India, all type of products were manufactured locally by local producers and marketed to local people. The raw materials used to manufacture such type of products are also obtained locally from local farmers and other manufacturers. They helped village industries economically. But latter on, many products from foreign countries are imported and foreign and giant host industrialists started to manufacture both necessary and luxurious goods and marketed to people.

Khadi products are peculiar and unique in nature. These products are unique in the aspects of material used, manufacturing methods, manufacturing places (village and small industries) etc. A particular section of people alone are liking khadi products. In this context, purchases of various khadi products are influenced by various factors. The factors such as, price of the products, quality of products, intend to encourage handcrafters, encouraging village and small industries, love on Gandhian thoughts, freedom fighters in the family, political attachments in the family etc. are some of the factors which may be influencing the customers to buy khadi products. Study of factors influencing the customers to buy khadi products will help the khadi shoppers to improve their marketing strategies to increase their sales level.

II. REVIEW OF LITERATURE

Ranjith Paul and Horen Goowalla (2018) in their paper found that majority of the handloom customers were getting awareness on handloom products through advertisement, trade fairs/exhibitions followed by sales personnel, friends and relatives. Harivansh Lal Vishwakarma and Priyanka Rai (2019) evidenced that availability and exclusive colour of the handloom product played a major role in influencing consumers' choice. Bharat Jain and Dolly Mogra (2020) in their study identified that sizeable consumers were aware that organic / eco denims were fabrics that could be made from natural fibers like cotton,

Jute, Hemp, Linen etc., and its processing is hazardous chemical free. Sizeable consumers were open to shift to sustainable options e.g. Khadi denim (Hand Spun & Hand Woven) in future depending upon its nearby & easy availability & its comparative costs vis-à-vis non eco products. Parala Venkata Sree Vyshnavi and Suja S Nair (2020) found that the customers were not much aware of how to differentiate the handloom products from others, the benefits of wearing it in a tropical climate. There was no much promotion. They felt the need for Indo-Western touch to the handlooms, which was lagging.

Objectives

The study is made with the following objectives.

- To study the factors influence the customers to buy khadi products in Nagapattinam district and
- To study the significant differences in factors influence the customers to buy khadi products with socio-economic factors.

III. METHODOLOGY

The study has been made with the primary data. The researchers selected sample of the study using convenient sampling method. The sample size of the study is 384. The study area is Nagapattinam district (before bifurcation into Nagapattinam and Mayiladuthurai). The researchers collected primary data from the respondents using well structured questionnaire. The researchers applied simple percentage, mean, standard deviation, coefficient of variation and ANOVA as statistical tools.

IV. RESULTS AND DISCUSSION

Present part of the paper presents the results of the study and discussion. The researcher analysed the level of influence of selected factors on the respondents in purchase of khadi products in Nagapattinam district, simple percentage was used and the results are presented in table 1.

Table 1: Factors Influencing the Purchase of Khadi Products

Sl. No.	Factors	HI	I	N	NI	HNI	Total
1.	Price of products	114 (29.7)	88 (22.9)	26 (6.8)	117 (30.5)	39 (10.1)	384 (100)
2.	Quality of products	191 (49.7)	98 (25.5)	34 (8.9)	46 (12.0)	15 (3.9)	384 (100)
3.	Encouraging handcrafters	97 (25.3)	125 (32.6)	47 (12.2)	74 (19.3)	41 (10.6)	384 (100)
4.	Encouraging small and village industries	102 (26.6)	103 (26.8)	88 (22.9)	68 (17.7)	23 (6.0)	384 (100)
5.	Varieties of products	67 (17.4)	56 (14.6)	40 (10.4)	165 (43.0)	56 (14.6)	384 (100)
6.	Designs of the products	39 (10.2)	68 (17.7)	44 (11.5)	105 (27.3)	128 (33.3)	384 (100)
7.	Attractive packaging	74 (19.3)	54 (14.1)	40 (10.4)	156 (40.6)	60 (15.6)	384 (100)
8.	Treatment of shoppers	149 (38.8)	71 (18.5)	46 (12.0)	70 (18.2)	48 (12.5)	384 (100)
9.	Love on Gandhi's thoughts	74 (19.3)	49 (12.8)	84 (21.9)	106 (27.5)	71 (18.5)	384 (100)
10.	Advertisements	101 (26.3)	37 (9.6)	52 (13.5)	146 (38.0)	48 (12.6)	384 (100)
11.	Influence of family members	94 (24.5)	75 (19.5)	64 (16.7)	102 (26.6)	49 (12.7)	384 (100)
12.	Influence of friends / relatives	104	71	29	133	47	384

Sl. No.	Factors	HI	I	N	NI	HNI	Total
		(27.1)	(18.5)	(7.6)	(34.6)	(12.2)	(100)
13.	Influence of freedom fighters (family members/others)	49 (12.8)	59 (15.4)	16 (4.2)	207 (53.9)	53 (13.7)	384 (100)
14.	Traditional in my family	123 (32.0)	85 (22.1)	31 (8.1)	96 (25.0)	49 (12.8)	384 (100)
15.	Establishing prestige in society	129 (33.6)	49 (12.8)	18 (4.7)	137 (35.7)	51 (13.2)	384 (100)

Source: Primary Data

HI - Highly Influenced; I - Influenced; N - Neutral; NI - Not Influenced; HNI - Highly Not Influenced

It is inferred that majority of the respondents opined that the factors price of khadi products, quality of khadi products, encouraging handcrafters, encouraging village and small industries, treatment of shoppers and tradition in family were the factors influenced them to buy khadi products. Majority of the respondents opined that the factors varieties in khadi products, design of products, attractive packaging, advertisements and influence of freedom fighters did not influence them to buy khadi products.

The above results show that the opinion of the respondents regarding level of influence of 15 selected factors in purchase of khadi products in the study area. In order to know most influencing and least influencing factors to buy khadi products mean value was calculated and the factors were ranked based on mean value. Apart from this standard deviation and coefficient of variation were calculated to know the deviation level of opinion of the respondents from the mean value. These results are presented in table 2.

Table 2: Descriptive Statistics of Factors Influencing the Purchase of Khadi Products

Sl. No.	Factors	\bar{x}	σ	CV	Mean Rank
1.	Price of products	3.32	1.43	43.02	6
2.	Quality of products	4.05	1.19	29.38	1
3.	Encouraging handcrafters	3.42	1.33	38.96	4
4.	Encouraging small & village industries	3.50	1.22	34.95	3
5.	Varieties of products	2.77	1.35	48.51	13
6.	Designs of the products	2.44	1.37	56.21	15
7.	Attractive packaging	2.81	1.38	49.24	12
8.	Treatment of shoppers	3.53	1.46	41.51	2
9.	Love on Gandhi's thoughts	2.87	1.38	48.09	11
10.	Advertisements	2.99	1.43	47.66	10
11.	Influence of family members	3.16	1.39	43.89	8
12.	Influence of friends / relatives	3.14	1.45	46.12	9
13.	Influence of freedom fighters	2.59	1.26	48.68	14
14.	Traditional in my family	3.36	1.46	43.59	5
15.	Establishing prestige in society	3.18	1.53	48.09	7

Source: Primary Data

The results of table 3.34 indicates that the factor 'quality of products' is the most influencing factor on the respondents to buy khadi products as opined by the respondents. Its mean value was highest at 4.05 and ranked first. Followed by, the factor 'treatment of shoppers' was ranked second with the mean score of 3.53, this factor also influenced the respondents to buy khadi products followed by the factors 'encouraging village and small industries', 'encouraging handcrafters' and 'tradition in family', they were ranked 3rd, 4th and 5th respectively with the mean scores of 3.50, 3.42 and 3.36 respectively. Mean scores of the factor price of khadi products was also found to be high. The factor 'design of khadi products' was ranked last (15th) with the mean score of 2.44. It indicated that it was the least influencing factor on the respondents to buy khadi products followed by the factors 'influence of freedom fighters', 'varieties in khadi products' and 'attractive packaging' and they were ranked 14th, 13th and 12th respectively with the

mean scores of 2.59, 2.77 and 2.81 respectively. The mean scores were also found to be low for the factors love on Gandhi's thoughts and advertisements. It was found that there was moderate level of variation in opinion of the respondents regarding factors influencing them to buy khadi products from the mean of all the factors as shown by the results of standard deviation and coefficient of variation.

ANOVA between Influencing Factors and Socio-Economic Factors

The researcher has made an attempt to know whether there were any significant differences in influence level of the selected factors on purchase of khadi products in the study area based on their socio-economic factors. For this purpose the researcher has taken the socio-economic factors of gender, age, income, education, occupation, experience in purchase of khadi products and amount spent per khadi shopping to test the differences. The following null hypothesis was framed and the same was tested using ANOVA. These results are presented in table 3.

Ho: There is no significant difference between the factors influencing the respondents to buy khadi products and their socio-economic factors.

Table 3: ANOVA between Influencing Factors and Socio-Economic Factors

Sl. No.	Factors	Gender		Age		Income		Education		Occupation		Experience		Amount per shopping	
		F	P	F	P	F	P	F	P	F	P	F	P	F	P
1	Price of products	4.992	0.006	3.421	0.015	7.249	0.000	1.711	0.241	7.328	0.000	2.269	0.060	7.348	0.000
2	Quality of products	0.014	0.912	6.855	0.000	0.181	0.896	9.022	0.000	1.534	0.285	6.837	0.000	0.455	0.716
3	Encouraging handcrafters	1.320	0.251	3.689	0.018	1.352	0.250	5.982	0.000	1.031	0.431	3.233	0.022	2.128	0.096
4	Encouraging small and village industries	1.743	0.188	5.589	0.000	0.744	0.563	1.911	0.108	1.046	0.390	3.312	0.018	0.540	0.655
5	Varieties of products	3.847	0.050	0.219	0.884	5.175	0.000	1.306	0.267	0.274	0.927	2.014	0.112	1.967	0.119
6	Designs of the products	3.927	0.048	1.004	0.391	2.596	0.027	0.278	0.892	1.038	0.395	1.443	0.230	0.830	0.478
7	Attractive packaging	0.093	0.760	0.623	0.601	1.779	0.132	1.091	0.361	0.931	0.461	2.006	0.113	4.562	0.000
8	Treatment of shoppers	0.361	0.548	1.192	0.313	0.295	0.881	5.354	0.000	5.541	0.000	0.177	0.912	0.432	0.730
9	Love on Gandhi's thoughts	0.612	0.434	6.524	0.000	1.631	0.245	1.682	0.154	4.998	0.000	4.225	0.000	1.545	0.202
10	Advertisements	1.969	0.161	0.326	0.807	0.499	0.737	0.288	0.896	2.047	0.071	0.820	0.483	4.664	0.000
11	Influence of family members	4.829	0.029	0.962	0.410	2.058	0.086	1.479	0.421	1.247	0.287	0.385	0.764	3.482	0.016
12	Influence of friends / relatives	0.628	0.428	3.568	0.024	1.279	0.278	1.993	0.095	0.680	0.639	0.255	0.858	1.664	0.174
13	Influence of freedom fighters (family members/others)	1.689	0.191	4.568	0.000	0.926	0.449	0.268	0.898	0.528	0.755	3.298	0.224	2.137	0.095
14	Traditional in my family	1.160	0.282	3.389	0.018	0.351	0.843	0.331	0.857	0.357	0.878	2.120	0.097	1.510	0.212
15	Establishing prestige in society	0.018	0.894	1.109	0.345	2.488	0.049	1.176	0.388	4.710	0.000	1.601	0.189	2.293	0.078

Source: Primary Data

It is found from table 3 that significant differences were found in the influencing factor of price of khadi products based on gender, age, income, occupation and amount spent per khadi shopping. Significant differences were identified in the influencing factor of quality of khadi products based on age, education and experience in buying khadi products. The socio-economic factors, age, education and experience in buying khadi products made differences in influence level of the factor encouraging handcrafters. Significant differences were found on the influencing factor of encouraging village and small industries based on experience in buying khadi products. Significant differences were found in the influencing factor of varieties of khadi products based on gender and income of the respondents. The socio-economic factors gender and income made significant differences in influencing level on the factor designs of khadi products. Significant differences were identified in the influencing factor of attractive packaging based on amount spent per khadi shopping. The socio-economic factors, education and occupation of the respondents caused differences in the influencing level of the factor of treatment of shoppers. Significant differences were evidenced in the influencing factor of love on Gandhi's thoughts based on age, occupation and experience in buying khadi products. The socio-economic factors, amount spent per khadi shopping made significant differences in level of influence of the factors of

advertisements and influence of family members. The demographical factor age made significant differences in level of influence of the factors influence of friends / relatives and tradition in family on purchase of khadi products. Significant differences were found in influencing level on the factor of influence of freedom fighters based on age and experience in buying khadi products. The study found significant differences in influencing level of the factor of establishing prestige in society based on occupation of the respondents.

V. CONCLUSION

Marketing of various products is very important to develop a business. Many products are available in the market and they are manufacture red by corporate. But khadi products are manufactured by handcrafters, village and small industries. In other words, local producers are manufacturing khadi products and raw materials used for these products are also locally produced and locally available. Hence purchase of khadi products will enhance village and small industries in the country. Understanding the factors influencing the customers to buy khadi products will help the marketers to make suitable marketing strategies for khadi products. The study found that quality of khadi products, treatment of shoppers, encouraging village and small industries, encouraging handcrafters and tradition in family were the most influencing factors on the respondents to buy khadi products in the study area. It was also noted that design in khadi products, influence of freedom fighters, varieties in khadi products, attractive packaging and advertisements were the least influencing factors on respondents to buy khadi products in the study area.

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