

## **Impact of Advertising on Khadi Consumer Awareness in Delhi/Ncr Region**

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### **Abstract**

This abstract aims to provide a concise overview of the study investigating the impact of advertisement on Khadi consumer awareness in the Delhi/NCR (National Capital Region) regions. Khadi, a traditional hand spun and handwoven fabric, holds immense cultural and economic significance in India. The study focuses on understanding the effectiveness of advertising campaigns in raising consumer awareness about Khadi products and their associated benefits, and its influence on consumer behaviour in the Delhi/NCR regions. Primary data was collected through a structured questionnaire survey administered to a diverse sample of consumers residing in Delhi/NCR. The survey aimed to capture demographic information, consumer perceptions, preferences, and awareness levels regarding Khadi. The findings of the study revealed that advertising significantly influences consumer awareness about Khadi products in the Delhi/NCR regions. The majority of respondents indicated that they had gained awareness about Khadi primarily through advertisements across various media platforms, such as television, print, social media, and outdoor hoardings. These advertisements played a crucial role in disseminating information about Khadi's heritage, eco-friendly nature, and association with Indian culture, leading to increased interest and recognition among consumers.

**Keywords:** Khadi, consumer awareness, advertisement, Delhi/NCR, consumer behaviour, traditional crafts, marketing.

### **1 Introduction**

#### **1.1 Background**

##### **Khadi and its Cultural Significance:**

Khadi, a fabric traditionally associated with the Indian independence movement, symbolizes self-reliance, indigenous craftsmanship, and sustainability. It holds a prominent place in India's cultural heritage and has been actively promoted by the Khadi and Village Industries Commission (KVIC) under the Ministry of Micro, Small and Medium Enterprises (MSMEs) in India. Khadi production not only supports rural artisans and weavers but also aligns with the government's focus on promoting traditional and sustainable industries. Khadi's cultural significance extends beyond its material value. It embodies the essence of sustainability and environmental consciousness. The production of Khadi involves minimal use of machinery, reducing carbon emissions and conserving energy. The use of natural fibres like cotton and silk, along with organic dyes, further enhances its eco-friendliness. In a world increasingly concerned about the impact of consumerism on the environment, Khadi serves as a timeless reminder of the importance of mindful consumption and traditional craftsmanship. Beyond its political significance, Khadi is deeply rooted in India's cultural fabric. The process of hand-spinning and hand-weaving is a labour-intensive craft that requires skill, precision, and patience. Each yard of Khadi fabric is a testimony to the craftsmanship and dedication of the artisans who produce it. The fabric itself is known for its durability, breathability, and versatility, making it suitable for a wide range of clothing and home furnishings.

The Indian government has played a vital role in promoting Khadi by establishing institutions like the Khadi and Village Industries Commission (KVIC). The KVIC aims to empower rural communities, support artisans, and promote Khadi as a viable economic enterprise. It has also introduced various initiatives to encourage the use of Khadi in sectors such as fashion, tourism, and home textiles.

#### **1.2 Role of Advertising in Consumer Awareness:**

Advertising plays a pivotal role in shaping consumer awareness and influencing their purchasing behavior. By leveraging various communication channels, such as television, radio, print media, and digital platforms, advertisers aim to create brand awareness, increase product visibility, and educate consumers about the unique features and benefits

of a particular product or service. Effective advertising campaigns have the potential to drive consumer interest, generate positive brand perceptions, and ultimately influence consumer purchase decisions.

In today's fast-paced and competitive marketplace, effective advertising plays a crucial role in shaping consumer behaviour and influencing their purchasing decisions. The realm of advertising has witnessed significant transformations, with digital platforms and social media becoming dominant channels for promotional activities. As traditional industries strive to retain their relevance, it becomes imperative to examine the impact of advertising on consumer awareness within specific product domains.

### **1.3 Significance of the Study**

**Promoting Khadi:** Khadi, a hand-spun and hand-woven fabric traditionally associated with India, has cultural and economic importance. By examining the impact of advertisements on Khadi consumer awareness, this study contributes to understanding effective strategies for promoting Khadi products. Increased consumer awareness can lead to higher demand, which, in turn, can support the growth and sustainability of the Khadi industry.

**Advertising Effectiveness:** The study explores the effectiveness of advertisements in creating consumer awareness. It can provide valuable insights into the specific elements of advertisements that influence consumer perceptions, attitudes, and purchase intentions towards Khadi products. Understanding which advertisement strategies work best can help advertisers and marketers create more impactful campaigns in the future.

**Consumer Behaviour:** The study delves into consumer behaviour in relation to Khadi products. It investigates the influence of advertisements on consumer awareness, perception, and decision-making processes. By examining how advertisements shape consumer behaviour, the findings can help businesses and policymakers design targeted advertising campaigns that resonate with the target audience and drive consumer engagement.

**Regional Perspective:** Focusing on the Delhi/NCR (National Capital Region) areas, the study considers a specific geographical region that is known for its diverse consumer base and economic activity. Understanding the impact of advertisements on Khadi consumer awareness in this region provides localized insights that can be extrapolated to similar urban areas. It highlights the importance of tailoring advertising strategies based on regional characteristics and preferences.

**Policy Implications:** The findings of this study can have implications for policymakers involved in promoting Khadi and supporting the handloom industry. By identifying the impact of advertisements on consumer awareness, policymakers can make informed decisions regarding allocation of resources, subsidies, and other measures to encourage the growth and sustainability of the Khadi sector.

Concluding the study on the impact of advertisement on Khadi consumer awareness in Delhi/NCR regions is significant as it contributes to the understanding of effective advertising strategies, consumer behavior, regional dynamics, and the promotion of Khadi products. The findings can inform advertisers, marketers, policymakers, and stakeholders involved in the Khadi industry, leading to more targeted campaigns, increased consumer awareness.

## **2 Literature Review**

34 percent of the total manufacturing cost is spent by the businesses on advertising. This is because advertisers and marketers frequently utilise advertising to promote items and win customers over from competing brands and products (Singh, 2012). Therefore, marketing is the foundation of businesses. Consumers go through various stages before making a final purchase, according to Kotler, Keller, Koshy, and Jha (2007). AIDA, the Hierarchy of Effects Model, the Innovation Adoption Model, and the Information Processing Model were some of the models used to explain this. Ehrenberg (1992) provided an alternate model to explain the hierarchy of effects theories. This model proposed that advertising initially raises consumer awareness and interest, which encourages them to test products and then influences their post-purchase conduct. By establishing the effects of commercials on attitude formation and consumer behaviour, Rai (2013) provided a further explanation for this.

Marketers and advertisers employ media channels to communicate a compelling message to the intended audience. According to Anyanwale, Alimi, and Ayanbimipe (2005), marketers frequently use newspapers, magazines, radio, television, and outdoor advertising. However, internet advertising is becoming more and more popular. This covers a wide range of commercial content types. Billboards and banner ads are examples of electronic commercials that are comparable to conventional advertising. Other forms that are not conventional advertising include corporate Web sites, email messages, interactive games, and so on (Ducoffe, 1996). According to Sorce and Dewitz (2007), the amount of

money spent on advertising in broadcast, cable TV, and radio in 2004 was 44%, which was just a little bit more than the amount spent on advertising in newspapers and magazines.

In contrast, Nayak and Shah (2015) believed that newspaper advertisements continue to be an important part of building brands and influencing consumer decisions. Print media was listed by Pongiannan (2012) as another advertiser favourite. Magazine commercials are more successful than TV advertisements, according to Sorce and Dewitz's 2007 study. Contrary to popular belief, Trivedi (2017) found that viral marketing does not directly affect consumer purchase decisions; rather, consumer attitude towards the brand and consumer involvement in the message process play a mediating role in generating purchase intentions. According to the conclusions above, media has an impact on customers' behaviour at different stages of purchase. It should be noted that earlier research was either limited to the overall influence of media (whether positive or negative) or concentrated solely on assessing effects on brand awareness and purchasing behaviour. Consumers have more media options thanks to the media revolutions of the twenty-first century, so more study is required to assess the effects of various media advertisements on different stages of consumer behaviour. This will help advertisers choose the best media mix.

### **Consumer Awareness**

According to Aaker (1991), awareness refers to a consumer's familiarity with a specific brand. During this phase, customers should be introduced to the items (Rowley, 1998). Therefore, as mentioned by Baca et al. (2005) at this point, the fundamental objective of advertisers is to convey about the qualities and benefits of the product. Rossiter et al. (1991) established that brand awareness is a requirement for creating purchase intention. There is a significant correlation between consumer conduct and brand awareness, according to numerous academics. (1984 Hoyer; 1990 Nedungadi). As a result, advertising must constantly provide information on new and existing products in order to raise consumer awareness of their existence (Meyrick, 2006).

The researcher has developed the following hypothesis based on the discussion of the above literature review:

H1: TV advertisements have a significant influence on the awareness

H2: Radio advertisements have a significant influence on the awareness

H3: Newspaper's advertisements have a significant influence on the awareness

H4: Magazine's advertisements have a significant influence on the awareness

H5: Internet advertisements have a significant influence on the awareness

### **3 Methodology**

#### **Data and Sample**

The descriptive research design was utilized, and convenience sampling was administered to conduct the study. A structured questionnaire was framed and executed in a group of 200 respondents. The respondents were blended with male and female pursuing graduation and post-graduation degree in Delhi/NCR Region. The online Google form was shared with the respondents with a timeline of five days to respond to the questionnaire. Partial responses were not considered for analysis due to incompleteness, hence leaving 152 fits for further analysis.

#### **Measures**

The questionnaire consisting of 11 items was administered in the English language. The constructs used in the questionnaire was measured with the help of 7-point Likert scale vary from 'strongly disagree' to 'strongly agree.'

<b>Scales used in the Study</b>		
<b>Construct</b>	<b>No. of Items</b>	<b>Source</b>
Awareness	11	Ranga (2011), Shumaila (2013) & Costa (2010), Yadav & Modi (2022)

#### **Data Analysis**

The researcher has used SPSS software for data analysis. The internal consistency of the scales was checked by testing Cronbach's alpha in SPSS. As it can be seen from Table 1, all the values of Cronbach's alpha were obtained above 0.70 and hence acceptable (Nunnally, 1978). Construct validity was checked by exploratory factor analysis. Hypothesis testing was done by using the Kruskal Wallis test. The results are shown in Table 5.

**Factor Analysis**

The KMO rating of 0.83 indicates that there are a sufficient number of elements from which to extract information. Additionally, the fact that Bartlett's Test of Sphericity's significant value is 0.000 which is  $< 0.05$ , suggests that factor analysis is beneficial for the data. There is no need to exclude any variables from the study because all commonality values are greater than 0.5, indicating that all variables share a considerable amount of variance. To identify the factors, an exploratory factor analysis (EFA) was conducted. Table 3 shows that all factor loading values surpassed 0.50 and were therefore acceptable.

Principal component analysis and the rotation method of the varimax with Kaiser normalization and the criterion Eigenvalue larger than one were used to extract the factors. Execution of the rotated and unrotated component matrix took place. The factor structure has been strengthened as a result of rotation. The rotated component matrix has been employed for interpretational purposes. The factors' reliability analysis was completed, and the Cronbach's alpha value is higher than 0.7. Thus, it can be said that the factor scale is trustworthy. To determine whether factor scores are regularly distributed or not, a normality test was run on the factor scores. Shapiro-Wilk and Kolmogorov-Smirnov tests were run; the associated significance value for both tests are less than 0.05. The factor scores are therefore not normally distributed, as can be inferred. Therefore, using nonparametric testing would be appropriate.

**Hypothesis testing (Kruskal Wallis test)**

Table 5 shows the result of the Kruskal Wallis test. For TV, newspapers and internet utility of advertisements, it can be seen that the significant two-tailed value is .007, .044 and .010 respectively, which is less than 0.05 and hence hypothesis H2, H3 & H5 are accepted.

**Conclusions and Discussions**

Radio advertisement has a significant impact on awareness of Khadi products. This validates the hypothesis H2. This result is in sync with Ranjbarian, Shaemi, and Jolodar (2011) where the impact of radio ads on AIDA was tested. This result is also matched with the findings of Anjum, Irum & Sultana (2015); Hoque & Ahmed (2013) and Sanayei, Shahin & Amirosdad (2013). Khadi has a special place in the Indian market and radio is available in each nook and corner of the country. Moreover, our Honorable Prime Minister Mr. Narendra Modi has a special show named as "Mann Ki Baat" where he many times addressed common people and requested them to use and wear Khadi which marked an increase in the sales of Khadi. This result validates hypothesis H2.

Newspaper's ads have a significant impact on awareness of Khadi products. This validates hypothesis H3. Additionally, due to habitual reading newspapers ads affects consumer awareness. These results matched with the results derived by Kakkad (2016). Results obtained from the Newspaper Association of American (2014) also supports these findings. Newspaper's ads significantly affect purchase decisions are also supported by Nayak & Shah (2015). The majority of research work found that newspapers ads are more effective in influencing purchase decisions. This research also established the significant and robust influence of newspapers ads on the purchase decision. The faith of the advertisers in newspapers as one of the most preferred media when comes to Khadi. As Khadi is still under MSME and KVIC, government body often uses newspapers to publish any new launches or exhibition.

Internet advertisements affect awareness of the Khadi Products. This validates hypothesis H5. These results are in alignment with results obtained from Ahmed (2017) where it was observed that online ads have more impact on consumer awareness. This result is partially matched with the result obtained by Tang and Chan (2017), where they found that online media is used more for creating awareness. When it comes to Khadi, KVIC has a separate website for Khadi and its products where all information related to marketing, promotion, new launches and financial reports are published maintaining full transparency with the public.

To conclude, the findings indicate that radio, newspaper and internet ads are affecting awareness in respect to Khadi products. However, TV ads did not contribute much as very rare ads are shown on TV regarding Khadi products.

**Appendix****Table 1. Reliability Test**

Factors	No. of items	Cronbach's value
Awareness	11	0.80

**No. of items**

11

**Source:** Author's findings.**Table 2. KMO and Bartlett's Test**

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.83
Bartlett's Test of Sphericity	Sig.	.000

**Source:** Author's findings.**Table 3. Exploratory Factor Analysis**

<b>Item</b>	<b>Awareness</b>
<b>Awareness</b>	
Advertisements help me to know about New Products being launched in Khadi	0.780
I give due attention to the advertisements if they are about Khadi	0.643
I look for the advertisement before I buy the Khadi products	0.689
I regularly watch, read or/and listen to the advertisement to make myself updated about the Khadi products	0.686
I always try to look at brochures and pamphlets for information before buying Khadi	0.520
I keep a watch on the Khadi websites and media for new Khadi launches	0.525
I came to know about environment friendliness of Khadi through Advertisement	0.510
Advertisements create awareness how khadi products are made and how they should be used	0.501
There has been increase in awareness of the consumers towards Khadi after more intense advertisement campaigns being launched	0.637
Through advertisement I get aware about the various discounts and rebates being given at Khadi stores and websites	0.515
Due to advertisement more youth is now directed towards the usage of Khadi	0.646

**Source:** Author's findings.**Table 4. Tests of Normality**

<b>Tests of Normality</b>		<b>Kolmogorov-Smirnov<sup>a</sup></b>			<b>Shapiro-Wilk</b>		
		<b>Statistic</b>	<b>Df</b>	<b>Sig.</b>	<b>Statistic</b>	<b>df</b>	<b>Sig.</b>
<b>Awareness, Interest, and</b>		.055	529	.001	.989	529	.000

<b>Purchase and Post Purchase</b>	.061	529	.000	.976	529	.000
a. Lilliefors Significance Correction						

**Source:** Author's findings.

**Table 5. The output of Hypothesis Testing**

<b>The outcome of Hypothesis Testing</b>			
	<b>Statement</b>	<b>P-Value</b>	<b>Result</b>
H1	TV advertisements have a significant influence on the Awareness.	.066	Rejected
H2	Radio advertisements have a significant influence on the Awareness.	.007	Accepted
H3	Newspapers advertisements have a significant influence on the Awareness.	.044	Accepted
H4	Magazines advertisements have a significant influence on the Awareness.	.140	Rejected
H5	Internet advertisements have a significant influence on the Awareness	0.010	Accepted

**Source:** Author's findings

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