

Customer Perception And Knowledge Towards Kvi Products

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Abstract

The aim of this study is to evaluate customer knowledge, awareness, and perception of Khadi and Village Industries (KVI) products in India. The research utilizes both qualitative and quantitative methods, including surveys and interviews, to assess the level of consumer awareness and the factors influencing their perceptions of these products. The study reveals that while customers generally recognize the cultural and eco-friendly aspects of KVI products, there is limited awareness regarding the full range of products available. Factors such as product quality, pricing, and accessibility were identified as key influences on customer perception. The findings suggest that enhancing product awareness through targeted marketing campaigns, improving product availability, and focusing on product quality could significantly increase consumer engagement and sales. Recommendations for improving the marketing strategies of KVI products include leveraging digital platforms, emphasizing sustainability, and creating a stronger emotional connection with younger consumers. The study provides valuable insights for businesses and policymakers aiming to promote KVI products in India, particularly within the context of sustainability and cultural heritage.

Keywords: Customer perception, KVI products, awareness, sustainability, marketing strategies, India, cultural heritage, consumer engagement.

1.0 Introduction

Khadi and Village Industries (KVI) products hold a unique position in India's cultural and economic landscape, symbolizing self-reliance, sustainability, and traditional craftsmanship. Rooted in the principles of Mahatma Gandhi's Swadeshi movement, these products reflect India's heritage while contributing to rural development and employment generation. Customer perception and knowledge towards KVI products play a crucial role in determining their demand, acceptance, and market growth. In recent years, changing consumer lifestyles, growing environmental awareness, and a shift towards sustainable products have influenced purchasing behaviours. However, despite their eco-friendly nature and cultural significance, KVI products often face challenges related to limited awareness, inconsistent quality perceptions, and competition from mass-produced alternatives.

Understanding customer perceptions and knowledge levels helps identify gaps in marketing strategies, improve product positioning, and strengthen consumer trust. This study focuses on analysing consumer attitudes, awareness, and preferences towards KVI products, offering insights that can aid policymakers, marketers, and producers in promoting these products effectively while preserving their traditional essence.

Customer perception of Khadi and Village Industries (KVI) products is largely shaped by their cultural value, quality, price, and availability. For many consumers, KVI products represent heritage, authenticity, and sustainability, as they are closely associated with India's traditional craftsmanship and rural empowerment. The eco-friendly nature and handmade

quality of these products attract consumers who value natural, chemical-free, and sustainable alternatives.

However, customer perception also varies depending on awareness, product knowledge, and brand positioning. While a segment of consumers associates KVI products with patriotism and eco-conscious living, others perceive them as outdated, less fashionable, or inferior in quality compared to mass-produced alternatives. Limited modern marketing, inconsistent availability, and lack of innovation in design and packaging have influenced these mixed perceptions.

In recent years, there has been a growing positive shift in perception due to increased awareness about sustainable living, organic products, and the role of KVI in supporting rural livelihoods. Government initiatives, online availability, and promotional campaigns have also contributed to improving consumer knowledge and acceptance. Strengthening branding, enhancing product quality, and adopting modern marketing strategies can further improve customer perception and increase demand for KVI products in competitive markets.

Customer perception of Khadi and Village Industries (KVI) products is influenced by a combination of cultural, social, economic, and psychological factors. As KVI products represent India's heritage, sustainability, and rural craftsmanship, consumers' attitudes towards them are shaped by awareness levels, product knowledge, quality standards, pricing, and availability. Cultural values and patriotism often encourage positive perceptions, especially among consumers who associate KVI products with national pride, eco-friendliness, and traditional authenticity.

The study examined how consumers view KVI products in terms of quality, design, affordability, and authenticity. It examined whether customers associate KVI products with durability, comfort, and craftsmanship or whether they perceive them as outdated compared to modern industrial alternatives. It examined how product packaging, innovation, and branding influence consumer perceptions, particularly among younger buyers who prefer stylish, trendy, and contemporary products. It also examined the role of awareness campaigns and marketing strategies in shaping knowledge about the social, cultural, and economic benefits of KVI products.

2.0 Statement Of The Problem

The increasing importance of sustainable and locally produced goods has led to a renewed interest in Khadi and Village Industries (KVI) products, which are deeply rooted in India's heritage and culture. Despite this growing recognition, there remains a gap in understanding how consumers perceive these products and their awareness of the benefits associated with them. Many potential customers may still be unaware of the diverse range of KVI products available and their significance in supporting local artisans and promoting sustainability. Additionally, there is limited research on how different consumer segments, influenced by socio-economic and demographic factors, evaluate and engage with these products. Understanding customer perceptions and knowledge towards KVI products is essential for developing effective marketing strategies and ensuring the growth of this sector in a competitive market. This study seeks to explore these aspects and provide a comprehensive understanding of consumer attitudes towards KVI products in India.

3.0 Objectives Of The Study

- To evaluate the customer knowledge and awareness regarding KVI products.
- To assess customer perception of KVI products.
- To identify the factors influencing customer perception of KVI products.
- To provide actionable recommendations to improve the sales and marketing of KVI products.

4.0 Literature Review

Kaur, S., & Kashyap, R. (2022) [1] analysed the present scenario of Khadi apparel, examine consumer perceptions and attitudes towards Khadi apparel, and suggest effective measures to enhance its acceptance, popularity, and promotion in the market. The present study is mainly based on primary data and is descriptive in nature. Interview schedule with open and close ended questions was prepared and required information was collected and expressed through frequency and percentage and chi-square analysis was done to find out the significant relationship between the two variables. The results indicated that khadi is perceived as simple, traditional, and plain compared to other fabrics. It is gradually gaining popularity as a fashionable fabric, particularly among young and educated consumers.

Deb, S. (2023) [2] aimed to assess the status of Khadi in Assam and analyse the socioeconomic conditions of artisans while evaluating its relevance in the modern era and examining efforts to strengthen Khadi in the state. Social science research is an enquiry or investigation with clearly defined parameters. The study is based on primary as well as secondary data. Information from the artisans and organisations was collected about core indicators. Structured questionnaires were applied. Secondary data was cross-verified wherever possible between various statistics. The results showed that Khadi holds deep-rooted cultural and economic importance in Assam, serving as a significant strength for the region. However, artisans, mostly women, struggle with outdated tools, low wages, and limited resources, which affect their productivity and growth.

Shakya, A., & Swami, C. (2021) [3] examined a develop an e-repository of Khadi textures and design Khadi Kurtis inspired by Mughal silhouettes using Fashion CAD, along with preparing and evaluating design sheets. It also aims to assess the acceptability of these designs among consumers. Convenient sampling method has been selected for the study. To carry out for this study, Dayalbagh Educational Institute, Agra, was selected. The results of the study indicated that respondents expressed positive feedback regarding the acceptability of new designs, colour combinations, and the uniqueness of Khadi Kurtis. This suggests that the innovative approach adopted in the study successfully enhanced consumer interest and created a fresh appeal for Khadi Kurtis.

ROHILLA, M., & VARSHNEY, D. (2023) [4] explored the reasons and factors affecting the brand image which ultimately affect the acceptance non-acceptance of the khadi. The most prominent and possible reasons were studied by the researcher. The proposed study is descriptive and is based on primary data, collected with the help of a surveys, interview. A set of relevant questions were prepared to seek information from respondents and convenient sampling was done. The locale of the study was Panipat district, where four blocks namely Israna, Panipat, Madlauda and Samalkha. Study revealed that comfort and budget friendly clothing is opted by youth in Panipat district.

Patel, N. (2024) [5] explored to gain insights into Khadi as a brand and analyse its marketing and advertising strategies, while understanding young consumers' familiarity with and inclination toward the Khadi brand, and exploring effective ways to enhance Khadi's overall marketing plan. The research was exploratory and descriptive nature and information was obtained from individuals using questionnaires, interviews and observations. Qualitative and quantitative data was including through the questionnaire, interview and observation. convenient technique was used for sampling. The findings revealed that most youth lack awareness about KVIC's product range under Khadi but show a strong willingness to learn and purchase due to increasing sustainability trends. However, slow technological progress in the Khadi sector highlights the need for innovation and modernization. KVIC must enhance R&D, reduce costs, improve product quality, and strengthen promotional efforts to attract young consumers effectively.

Kitey, P., & Belkhude, R. B. (2024) [6] investigated the perceptions of today's youth towards Muslim- Khadi products, with a specific focus on Seloo Town. Khadi, a symbol of India's independence movement, holds cultural and historical significance, while Muslim-owned businesses contribute to the rich tapestry of India's diverse entrepreneurial landscape. Despite this, there is a dearth of research exploring youth perceptions towards Muslin-Khadi products, particularly in smaller towns like Seloo. Using a mixed-methods approach, data will be collected through both quantitative surveys and qualitative interviews with youth consumers in Seloo Town. The survey questionnaire will be designed to gather demographic information and assess factors such as awareness, perception, and intention to purchase Muslin-Khadi products. The results revealed that Khadi holds strong cultural significance within the Muslim community, with marketing strategies influencing youth perceptions and socio-economic factors impacting purchasing behaviour.

Thomas, J. (2020) [7] explored the intentions of textile tourists shopping for Khadi, identify the benefits of Khadi industries and local communities resulting from tourism, and examine the challenges and issues faced by textile-based tourism. This study used a descriptive methodology to analyse past behaviours and predict future outcomes. A sample of sixty visitors and authorities was surveyed using closed and open-ended questionnaires with a five-point Likert scale. Key informant interviews were conducted with a convenience sampling technique. Secondary data was collected from journal articles, online newspapers, and other publications. The results showed that promotional strategies and product branding are key to boosting textile tourism in Kerala. Khadi consumption remains steady, with tourism creating investment, job opportunities, and economic benefits. Local hospitality significantly influences tourism, while Khadi's representation of Kerala's ethnicity is less pronounced, especially during the Onam festival.

Tariq, U., & Khan, H. (2016) [8] explored the influence of apparent product image, past experience and product awareness on consumers purchase intention. Purchase intentions of consumer is a state where consumers are delightful to make decisions to make a deal with the vender as defined in the literature. The sampling technique which is used in this research is random sampling. Regression is a key tool that has been used for the testing of hypotheses and positive results are determined that consumers do have direct impact of branded goods on their purchase intentions while keeping the variables into considerations. The results indicated that consumer purchase intentions in Karachi are significantly influenced by brand image and attitudes toward branded clothing, particularly Khadi. Consumers are willing to pay higher

prices for goods they are satisfied with. This study provides valuable insights for brands to understand consumer motivations and gain a competitive market edge.

Imran, S., & Khan, S. H. (2025) [9] Identified the cultural and societal elements portrayed in the advertisements and examine how the public perceives the two brands as a result. Both qualitative and quantitative methods are used in this research. Data for this study is gathered using both open-ended and closed-ended questions. The primary method of data collection in this study was two closed-ended questions followed by their open-ended counterparts. The findings revealed that advertisements reflecting Pakistani cultural values, traditions, and customs play a significant role in influencing consumer preferences. By embracing diversity and inclusivity in their marketing, brands like Khadi and Sapphire successfully create emotional connections with their target audience. This strategy not only strengthens brand loyalty but also enhances their appeal by promoting empowerment, ethnic pride, and a sense of cultural belonging.

Kaur, U., & Rathod, H. (2017) [10] Investigated the perception of the brand image of Khadi and preference of Khadi textiles/apparel among the youth in Delhi between the age group 20-35 years. Purposive sampling was conducted through structured questionnaire and observation of 168 young consumers at malls and shopping centres. The Major Statistical tool used for analysis was ANOVA. The results showed that Khadi's marketing strategy needs improvement, with increased visibility through print and electronic media. Consumers prefer malls for convenience, suggesting KVIC should open stores there. The youth Favor international and domestic fashion brands, prompting a need for Khadi to adopt a more youth-focused approach.

5.0 Scope Of The Study

Customer Perception and Knowledge Towards KVI Products focuses on exploring how consumers perceive and understand Khadi and Village Industries (KVI) products. It aims to assess the awareness, knowledge, and attitudes of customers toward KVI products, highlighting the factors that influence their purchasing decisions, brand loyalty, and overall satisfaction. The study covers various product categories, including apparel, personal care, home linens, and handicrafts, and examines how socio-economic, demographic, and cultural factors shape consumer preferences. It also delves into the impact of marketing strategies and government policies on consumer behaviour, particularly the perception of Khadi as a sustainable and culturally significant product. The findings aim to offer actionable insights that can help businesses, government agencies, and marketers enhance their strategies to improve sales and promote KVI products more effectively.

6.0 Research Methodology

6.1 Research Type: Descriptive research

6.2 Data Collection:

Primary Data:

Primary data was collected through structured questionnaires administered to 200 respondents. The questionnaire included items related to demographic details, consumer preferences, product perceptions, service attributes, and satisfaction levels.

Secondary Data:

Secondary data was obtained from industry reports, academic journals, published articles, government publications, case studies, official websites, and market research papers related to the Khadi and Village Industries sector.

6.3 Sampling Type: A stratified random sampling

6.4 Sampling Universe:

The sampling universe comprised existing and potential consumers of Khadi and Village Industry products across different market segments.

6.5 Sample Size:200

6.6 Statistical Tools Used: Percentage Analysis, Descriptive Statistics, One-Way ANOVA

7.0 Limitations Of The Study

- The sample size is limited.
- The use of self-reported questionnaires may lead to inaccuracies.
- The study may focus primarily on certain service quality dimensions, potentially overlooking other critical factors which also influence consumer behaviour.

8.0 Data Analysis And Interpretation

Percentage Analysis

Table 1: Demographic Variables of the Respondents

Demographic Variables	Particulars	Frequency	Percent
Age	18–25 years	24	12.0
	26–35 years	34	17.0
	36–45 years	52	26.0
	46–55 years	50	25.0
	Above 55years	40	20.0
Gender	Male	96	48.0
	Female	104	52.0
Educational Level	SSLC	43	21.5
	HSLC	32	16.0
	Diploma/ITI	57	28.5
	Graduate	47	23.5
	Postgraduate and above	21	10.5
Occupation	Private sector employee	43	21.5
	Government/Public sector employee	36	18.0
	Self-employed/Entrepreneur	34	17.0
	Homemaker	74	37.0
	Retired	13	6.5
	Private sector employee	43	21.5
Monthly Income	Below 10,000	16	8.0
	10,000 – 20,000	50	25.0
	20,000 – 30,000	53	26.5
	30,000 – 40,000	40	20.0
	Above 40,000	41	20.5

	Total	200	100.0
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Out of 200 respondents 26% were in the 36–45 years, 25% were in the 46–55 years, 20% were above 55 years, 17% were in the 26–35 years and 12% were in the 18–25 years. 52% were female and 48% were male. 28.5% had completed diploma/ITI, 23.5% had completed UG, 21% had completed SSLC, 16% completed HSLC and 10.5% had completed postgraduates and above.

37% were homemakers, 21.5% were private sector employees, 18% were government/public sector employees, 17% were self-employed individuals or entrepreneurs and 6.5% were retired. 26.5% earned between Rs.20,000 and Rs.30,000, 25% earned between Rs.10,000–Rs.20,000, 20.5% earned above Rs.40,000, 20% earned between Rs.30,000 –Rs.40,000 and 8% earned below Rs.10,000.

Table 2: Sociographic Variables of the Respondents

Sociographic Variables	Particulars	Frequency	Percent
Frequency of purchasing KVI products	Never	69	34.5
	Rarely	52	26.0
	Occasionally	45	22.5
	frequently	18	9.0
	Very frequently	16	8.0
Type of KVI products purchased	Apparel	69	34.5
	Home linens	31	15.5
	Personal care/cosmetics	22	11.0
	Accessories	55	27.5
	Handicrafts/gifts	23	11.5
Average Spend per Khadi Purchase	Less than 500	39	19.5
	500– 1,000	55	27.5
	1,001– 2,500	41	20.5
	2,501–5,000	45	22.5
	greater than 5,000	20	10.0
Information Sources for Khadi Products	In-store staff and displays	24	12.0
	Friends/Family	62	31.0
	Word of mouth	53	26.5
	Social media/Influencers	61	30.5
Motivations for Buying Khadi	Comfort/breathability	32	16.0
	Support for artisans/local economy	76	38.0
	Cultural/heritage value	54	27.0
	Price/value	38	19.0
	Total	200	100.0

Out of 200 respondents 34.5% never purchased KVI products, 26% rarely purchase, 22.5% occasionally purchase, 9% frequently purchase KVI products, 8% buying very frequently KVI products. The types of KVI products purchased, 34.5% apparel, 27.5% purchased accessories, 15.5% purchased home linens, 11% purchased personal care/cosmetics and 11.5% purchased handicrafts/gifts.

In terms of expenditure, 27.5% spent between Rs.500-Rs.1,000 on KVI products, 22.5% spent between Rs.2,501-Rs.5,000, 20.5% spent between Rs.1,001–Rs.2,500, 19.5% spent less than Rs.500 and 10% spending above Rs.5,000. Respondents sourced their information about

Khadi products from various channels, 26.5% the most common source was word of mouth, 30.5% were social media/influencers, 31% were friends/family and 12% In-store staff and displays were the least utilized source. The main motivation for purchasing Khadi products 38% support for artisans and the local economy, 27% cultural/heritage value, 16% were comfort/breathability and 19% were price/value.

Table 3: Descriptive Statistics for the Customer Knowledge and Awareness Regarding KVI Products

Statements	N	Mean	SD
I am aware of the unique qualities of Khadi products (hand-spun, handwoven).	200	3.05	1.355
I understand the differences between Khadi and other fabrics/materials.	200	2.70	1.397
I am aware of the different categories of Khadi products available (apparel, cosmetics, handicrafts).	200	2.99	1.292
I know where to purchase authentic Khadi products near my location or online.	200	2.73	1.384
I understand the typical price range and value proposition of Khadi products.	200	3.36	1.356
I am aware of government schemes supporting Khadi/artisans.	200	3.14	1.353
I know that buying genuine Khadi supports rural livelihoods.	200	2.82	1.413
Valid N (listwise)	200		

The above table indicates that customer disagree with understanding the differences between khadi and other fabrics/materials (2.70), aware of the different categories of khadi products were available (2.99), knowing where to purchase authentic khadi products near their location or online (2.73) and buying genuine khadi supporting rural livelihoods (2.82). The customer agrees with aware of the unique qualities of khadi products (3.05), understand the typical price range and value proposition of khadi products (3.36), and aware of government schemes supporting khadi/artisans (3.14).

Table 4: Descriptive Statistics for the Customer Perception of KVI Products

Statements	N	Mean	SD
Quality and Durability			
Khadi products are durable and long-lasting.	200	2.91	1.336
Khadi fabrics are comfortable to wear, especially in Indian weather.	200	2.98	1.398
Availability and Accessibility			
Khadi products are accessible in local markets and online.	200	2.78	1.354
Store staff provide helpful information about Khadi products.	200	3.01	1.414
Shopping for Khadi products is a pleasant and convenient experience.	200	3.07	1.385
Valid N (listwise)	200		

The above table indicates that customer disagree with khadi products were durable and long-lasting (2.91), khadi fabrics were comfortable to wear in Indian weather (2.98) and khadi products are accessible in local markets and online (2.78). The customer agrees with store staff provide helpful information about khadi products (3.01) and shopping for khadi products was a pleasant and convenient experience (3.07).

Table 5: Descriptive Statistics for the Customer Knowledge and Awareness Regarding KVI Products

Statements	N	Mean	SD
The designs and appearance of Khadi products meet my aesthetic preferences.	200	2.88	1.466
Khadi products have a unique cultural and heritage value.	200	3.06	1.424
I perceive Khadi as offering good value for money.	200	2.97	1.358
Store staff provide sufficient and accurate information about Khadi products.	200	3.12	1.441
Khadi products align with my values related to sustainability and eco-friendliness.	200	2.86	1.455
Khadi represents Indian patriotism and cultural pride.	200	3.08	1.426
I prefer purchasing Khadi products during festivals and cultural events.	200	3.08	1.426
Valid N (listwise)	200		

The above table indicates that customer disagree with designs and appearance of khadi products meet their aesthetic preferences (2.88), perceive khadi as offering good value for money (2.97) and khadi products align with their values related to sustainability and eco-friendliness (2.86). The customer agree with khadi products had a unique cultural and heritage value (3.06), store staff provide sufficient and accurate information about khadi products (3.12), khadi representing Indian patriotism and cultural pride (3.08), prefer purchasing khadi products during festivals and cultural events (3.08).

Table 6: Comparison between the Demographic variables (Occupation) of the Respondents and Various Dimensions

H₀₁: There is a substantial link between the demographic variables (occupation) of the respondents and various dimensions.

Dimensions	Occupation	N	Mean	SD	F	Sig.
Customer Knowledge and Awareness Regarding KVI Products	Private sector employee	43	2.84	1.271	0.207	0.934
	Government/Public sector employee	36	2.95	1.399		
	Self-employed/Entrepreneur	34	3.05	1.208		
	Homemaker	74	3.03	1.137		
	Retired	13	2.90	1.499		
	Total	200	2.97	1.242		
Quality and Durability	Private sector employee	43	2.72	1.315	0.606	0.659
	Government/Public sector employee	36	2.93	1.425		
	Self-employed/Entrepreneur	34	2.88	1.297		
	Homemaker	74	3.11	1.267		
	Retired	13	2.96	1.506		
	Total	200	2.95	1.322		
Availability and Accessibility	Private sector employee	43	2.72	1.315	0.813	0.518
	Government/Public sector employee	36	2.91	1.422		
	Self-employed/Entrepreneur	34	2.88	1.297		
	Homemaker	74	3.15	1.215		

Factors Influencing Customer Perception of KVI Products	Retired	13	2.90	1.499	1.074	0.371
	Total	200	2.95	1.306		
	Private sector employee	43	2.72	1.315		
	Government/Public sector employee	36	2.88	1.436		
	Self-employed/Entrepreneur	34	2.88	1.297		
	Homemaker	74	3.21	1.328		
	Retired	13	2.84	1.526		
	Total	200	2.97	1.354		

There is a substantial link between customer knowledge and awareness regarding KVI products (0.934), quality and durability (0.659), availability and accessibility (0.518), factors influencing customer perception of KVI products (0.371) and the occupation of the respondents.

Table 7: Comparison between the Demographic variables (Typical Khadi Categories Purchased) of the Respondents and Various Dimensions

Ho2: There is a substantial link between the Sociographic variables (Typical Khadi Categories Purchased) of the respondents and various dimensions.

Dimensions	Typical Khadi Categories Purchased	N	Mean	SD	F	Sig.
Customer Knowledge and Awareness Regarding KVI Products	Apparel	69	3.14	1.468	1.886	0.114
	Home linens	31	3.29	1.553		
	Personal care/cosmetics	22	2.55	0.980		
	Accessories	55	2.84	0.808		
	Handicrafts/gifts	23	2.73	0.985		
	Total	200	2.97	1.242		
Quality and Durability	Apparel	69	3.14	1.468	1.837	0.123
	Home linens	31	3.29	1.553		
	Personal care/cosmetics	22	2.77	1.077		
	Accessories	55	2.69	1.128		
	Handicrafts/gifts	23	2.65	1.027		
	Total	200	2.95	1.322		
Availability and Accessibility	Apparel	69	3.14	1.468	1.926	0.108
	Home linens	31	3.29	1.553		
	Personal care/cosmetics	22	2.55	0.979		
	Accessories	55	2.81	1.090		
	Handicrafts/gifts	23	2.65	1.027		
	Total	200	2.95	1.306		
Factors Influencing Customer Perception of KVI Products	Apparel	69	3.14	1.468	2.353	0.055
	Home linens	31	3.29	1.553		
	Personal care/cosmetics	22	2.32	1.023		
	Accessories	55	2.95	1.247		
	Handicrafts/gifts	23	2.65	1.027		
	Total	200	2.97	1.354		

There is a substantial link between customer knowledge and awareness regarding KVI products (0.114), quality and durability (0.123), availability and accessibility (0.108) and the typical khadi categories purchased of the respondents. there is no substantial link between

factors influencing customer perception of KVI products (0.055), and the typical khadi categories purchased of the respondents.

9.0 Findings

Demographic Variables of the Respondents

Most of the respondents have an age group within 36–45 years. Most of the respondents were female. Most of the respondents completed diploma/ITI. Most of the respondents were homemaker. Most of the respondents are earning a monthly income of Rs.20,000 – Rs.30,000.

Sociographic Variables of the Respondents

Most of the respondents occasionally purchased KVI products. Most of the respondents purchased apparel products. Most of the respondents spent between Rs.2,501 and Rs.5,000 on khadi purchases. Most of the respondents received information about khadi products from friends and family. Most of the respondent's motivation for purchasing khadi products is their support for artisans and the local economy.

Customer Knowledge and Awareness Regarding KVI Products

The findings indicated that most customers possess a moderate level of knowledge and awareness regarding Khadi and Village Industries (KVI) products. While they are generally aware of the unique qualities, product categories, and government support schemes related to Khadi, their understanding of differences between Khadi and other fabrics and knowledge of purchasing sources remains limited. Overall, customers recognize the role of buying Khadi in supporting rural livelihoods but lack comprehensive awareness about all aspects of KVI products.

Customer Perception of KVI Products

The findings revealed that customers have a moderate perception of the quality and durability of Khadi products, recognizing their comfort and suitability for Indian weather. However, availability and accessibility remain challenges, as many customers find Khadi products less easily accessible in local markets and online. While store staff are seen as supportive and shopping experiences are somewhat satisfactory, there is scope for improving convenience and overall customer satisfaction.

Factors Influencing Customer Perception of KVI Products

The findings indicate that customers moderately appreciate the cultural and heritage value of Khadi products and associate them with Indian patriotism and pride. While some customers find Khadi products aesthetically appealing and aligned with sustainability values, perceptions regarding their design, value for money, and eco-friendliness remain mixed. Additionally, many customers prefer purchasing Khadi products during festivals and cultural events, reflecting their cultural significance.

10. Suggestions

- KVI may focus on educating consumers about the diverse range of their products to boost knowledge and interest, especially in urban areas.
- KVI might improve the availability of products both online and in local markets to make them more accessible to a broader audience
- KVI can highlight the eco-friendly and cultural significance of their products to appeal to environmentally conscious consumers and strengthen brand loyalty.
- Utilize targeted marketing campaigns that emphasize the unique cultural heritage and sustainability aspects of KVI products to resonate with younger, socially aware consumers.
- KVI foster stronger engagement through social media, events, and community outreach to build a loyal customer base and increase word-of-mouth referrals.

- KVI may introduce loyalty programs or discounts for repeat purchases to encourage more frequent buying and create a positive brand experience for consumers.
- KVI may invest in continuous improvement of the product quality, especially in terms of durability and comfort, to meet consumer expectations and increase satisfaction.
- KVI partner with influencers and brand ambassadors who align with the values of sustainability and Indian craftsmanship to widen the brand's reach and credibility.
- KVI may offer customization options for products, such as colour or design choices, to appeal to a wider range of personal preferences and increase consumer engagement.
- KVI might ensure that the online shopping experience is optimized for mobile devices, making it easy for consumers to browse and purchase products.

11. Conclusion

Consumer perception and knowledge towards KVI (Khadi and Village Industries) products reveal a promising yet underutilized market potential. While there is significant awareness of the cultural heritage and sustainability associated with Khadi, there remains a knowledge gap regarding the full range of products offered. Many consumers are aware of the Khadi movement's historical significance but lack detailed knowledge about its diverse product offerings, especially in the modern context of fashion and lifestyle. This indicates an opportunity for brands to invest in educational campaigns, improving product accessibility, and leveraging the eco-friendly narrative to enhance consumer engagement.

Furthermore, the perception of Khadi products largely aligns with values of sustainability and Indian heritage, but there are areas for improvement in terms of product quality, comfort, and modernity. Consumers are increasingly drawn to products that not only meet functional needs but also resonate with their values, especially in terms of eco-consciousness and cultural pride. To capitalize on this, KVI products can expand their range to include more contemporary designs and variations that appeal to younger, fashion-forward consumers.

The importance of personalized customer experiences cannot be overlooked. Offering customization options, loyalty rewards, or tailored suggestions based on past purchases can enhance consumer satisfaction and repeat business. Furthermore, expanding the physical and online availability of KVI products, especially in smaller towns and rural areas, can bridge the accessibility gap and bring Khadi into the daily lives of more consumers. Collaborations with retail chains, both online and offline, can provide broader distribution and better visibility to the products.

Overall, by aligning product offerings with consumer values, enhancing accessibility, and engaging in targeted marketing, KVI products have the potential to build stronger connections with consumers. With a strategic focus on quality, awareness, and consumer engagement, Khadi products can experience broader acceptance and growth in the market, particularly among younger and socially-conscious demographics.

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