

A STUDY ON LIMITED AWARENESS OF KHADI'S AVAILABILITY IN THE MARKET DUE TO INSUFFICIENT ADVERTISING

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Abstract:

Khadi is a National Fabric since the pre independence era of India which was commonly known as British India. In that phase it was noticed that British ruler use to exploit Indian people in every way. Mahatma Gandhi started the revolutionary action against British Rule in 1906 by the name of Satyagrah. It was then continued with several other movements including Essential of Self Rule (Swadeshi cha satkar). The movement gained momentum as wealthy Indians donated funds and land for Khadi and Gramodyog societies, fostering local cloth production. This movement extended to other village industries, aiming to make villages self-sufficient.

Today, Khadi is count as a National Fabric of India. But the market penetration by Khadi is substantially less. The reason behind this can be the less awareness of the fabric in the market. The research shows that there is lack awareness of Khadi's availability because of insufficient advertising by the marketers and merchandise.

Keywords: Khadi, Awareness, Advertising

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Introduction:

Types of Fabrics: There several different types of Fabrics in textile industry. Some fabrics are renown but some of them are still unknown in the market. Some of the known fabrics available in textile market are as follows

1. Cotton. Cotton is a staple fiber, which means it is composed of different, varying lengths of fibers. Cotton is made from the natural fibers of cotton plants. Cotton is primarily composed of cellulose, an insoluble organic compound crucial to plant structure, and is a soft and fluffy material. The term cotton refers to the part of the cotton plant that grows in the soil, the encasing for the fluffy cotton fibers. Cotton is spun into yarn that is then woven to create a soft, durable fabric used for everyday garments, like t-shirts, and home items, such as bed sheets. Cotton prints and cotton solids

are both available designs.

- 2. Georgette.** Georgette is a type of crêpe fabric that is typically made from pure silk but can also be made from synthetic fibers like rayon, viscose, and polyester. Crêpe georgette is woven using tightly twisted yarns, which create a slight crinkle effect on the surface. Georgette is sheer and lightweight and has a dull, matte finish.. Silk georgette is very similar to silk chiffon, which is also a type of crêpe fabric, but georgette is not as sheer as chiffon because of the tighter weave. Georgette fabrics are sometimes sold in solid colors but often georgette is printed and boasts colorful, floral prints.
- 3. Linen.** Linen is an extremely strong, lightweight fabric made from the flax plant. Linen is a common material used for towels, tablecloths, napkins, and bedsheets, and the term "linens," i.e. bed linens, still refers to these household items, though they are not

always made out of linen fabric. The material is also used for the inner layer of jackets, hence the name “lining.” It’s an incredibly absorbent and breathable fabric, which makes it ideal for summer clothing, as the lightweight qualities allow air to pass through and moderate the body temperature.

4. **Muslin.** Muslin is a loosely-woven cotton fabric. It’s made using the plain weave technique, which means that a single weft yarn alternates over and under a single warp yarn. Muslin is known as the material used in fashion prototypes to test patterns before cutting and stitching the final product. Muslin is ideal for testing patterns, as its lightweight and gauzy, therefore it can mimic drape and fit well and is simple to sew with.
5. **Khadi.** It is a hand-spun and hand-woven fabric that originated in the eastern regions of India, Bangladesh, and Pakistan. It’s made from natural fibers like cotton, silk, wool, or linen, and is known for its unique texture, color, and beauty.
6. **Khadi fabric** is commonly known as cotton in general terms in Indian Textile Market. It was made famous by Mahtma Gandhi under their movement of *Swadeshi cha Satkar*. Under that movement Mahtma Gandhi appeal all the people of British India to say no to the imported fabric and other fabrics than Khadi. The movement was a great success. Since then Khadi has been celebrated as a National Fabric of India. Government of India is striving best to promote and sustain the Khadi in the textile market.
7. Coming to 2000’s the advertising is the best tool to create awareness of the product in the market. Advertising gives you wings to spread the awareness of the product. It is marketer’s duty to promote the product in different ways using several media. The media includes Television, Radio, Print media, Outdoor media, Social media etc., etc.

8. But it can be seen that the advertisement and publicity required for the promotion of khadi is not up to the mark in the Textile Industry. Because of which the awareness which expected for Khadi fabric is in absence. It is marketer’s responsibility to promote the National fabric of the country in order to generate more and more revenue in the country.

Review of Literature:

Neelam Patel: International Journal for Multidisciplinary Research (IJFMR) April 2024:

Khadi gained recognition in the fashion industry thanks to Delhi-based designer Ritu Kumar's 1990 introduction of her debut collection, Tree of Life. Khadi was used in numerous Indian designs by designers as the western world became more interested in using handlooms and Khadi. Khadi was also promoted by the government. A campaign to revitalize all 7,000 KVIC stores across India and bring Khadi back to a more trendy and accessible level was started in September 2000 by Minister for Small Scale Industries Vasundhara Raje. To assist in developing a new line and brand of Khadi clothing, the KVIC Board employs top fashion designers.

Vandana Tripathi Nautiyal¹, Dr. Avadhut Atre² A Study on Evolution of Khadi and Current Factors Leading to Potential Opportunities in Khadi Sector

Oct 2020: Khadi Fabric is very indigenous to India. There are many traces in Indian history which shows evidences of fabric which was hand spun and hand-woven using natural fibres. Before India got its independence from Britishers. Ghandiji through Swadeshi movement revived Khadi as a tool to attain freedom by boycotting foreign made goods and promoting the ideology of being self-reliant and self-sustainable India. After Independence the popularity of Khadi declined though even after government’s initiatives to promote this sector. It was in 1990’s that for the first time designers started adopting Khadi and

since then today Khadi is revamped and used and promoted by many designers. The paper aims to study evolution of Khadi over the period of time and discusses various key factors which are leading to growth in this sector.

Objectives of the Study:

- To study the degree of promotion of Khadi in Textile market.
- To analyze the demand of Khadi in Textile market after promotion.
- To study the level of awareness of Khadi fabric has in Textile industry.

Result:

- To study the reasons behind the lack of recognition Khadi fabric witnessing in market.

Hypothesis:

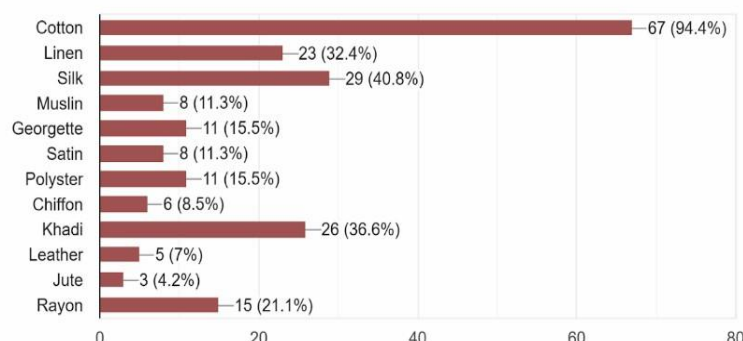
Studies has shown that there is a direct relationship between the advertisements of Khadi fabric to increase in awareness of the availability of the Fabric in the market. Better promotion and publicity of the product will lead to increase in selling of fabric.

Research Methodology:

The current research is based the primary data collected through the questionnaire and survey method and Secondary data was collected through websites, newspaper, and websites.

What kind of fabric do you prefer?

71 responses



It can be seen that only 36% of the respondents prefer to buy the Khadi Fabric

Have you asked the shopkeeper to show Khadi material while shopping?

71 responses

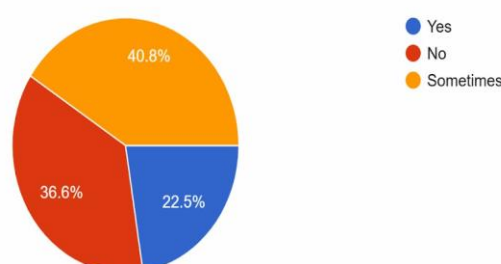
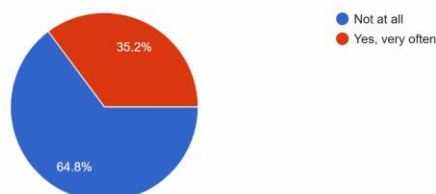


diagram shows that only 22.5% of respondent ask for Khadi fabric in shop.

Did shopkeeper ever show you khadi fabric while selling?

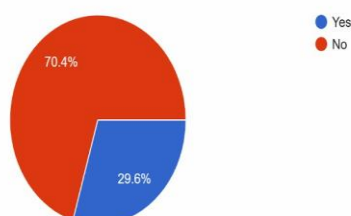
71 responses



Above diagram showcase that shopkeepers do not prefer to show Khadi Fabric while selling

Have you ever seen shopkeeper endorsing Khadi fabric ?

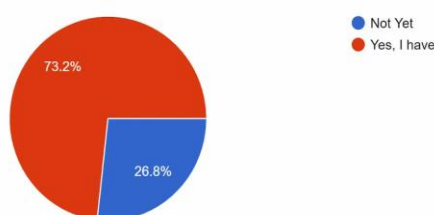
71 responses



It can be seen in above diagram that only 29.6% of the shopkeepers showed interest to promote the Khadi Fabric.

Have you experience that shopkeepers have not kept Khadi Fabric in the shop ?

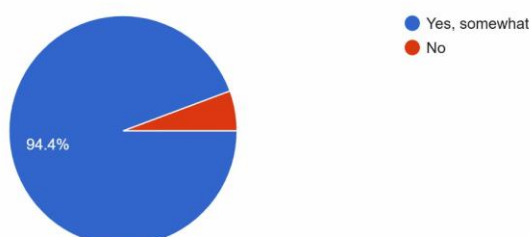
71 responses



Above diagram shows that almost 73.3% of the respondents have experience unavailability of Khadi in the shop

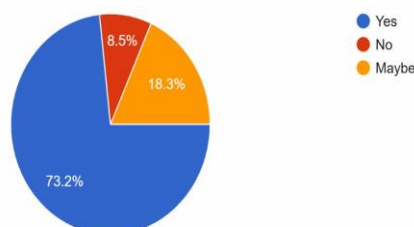
Do you think Indian shopkeepers are failing to endorse Khadi Fabric in Indian Textile Market?

71 responses



Above diagram shows that shopkeepers are failing to endorse the Khadi fabric in the shop.

Do you think there is very lack of Mouth Publicity about Khadi Product
71 responses



Above diagram show that 73.2% of respondent feels that there is very lack of Mouth Publicity of Khadi

Findings:

- It has been noticed that shopkeepers are failing to endorse Khadi fabric in shop
- It can be observed that the required mouth publicity for Khadi is lacking in the market
- Shopkeeper are hesitating to keep the Khadi clothing as there is lack of awareness about the availability of khadi.
- Lack of awareness of availability of Khadi is leading to revenue generation
- There is lack of advertisement of Khadi in market
- Media is failing to endorse the Khadi Fabric in the country

Suggestions:

- Shopkeepers should keep the Khadi fabric available in the market
- It is shopkeeper's responsibility to inform the prospects about the Khadi fabric
- Government should take adequate steps to promote

the Khadi fabric at each and every level of market

- Media houses and all kinds of media should promote the Khadi product in order to keep buyers updated
- Satisfied buyers of Khadi must promote the Khadi by mouth publicity

Conclusion:

Khadi being a National fabric should get adequate recognition in the Indian textile market. But it is witnessed that due to lack of advertising by multiple media and even government of the country Khadi is still an anonymous in country's own market. The advertisement done by the textile companies are more of the product which are well known in the market. The prices of the fabric is also an important factor in lack of awareness about the product.

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