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A STUDY ON CUSTOMER SATISFACTION ON KHADI FABRICS IN TIRUPUR CITY

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ABSTRACT

This take a look at discovered that the client pleasure toward khadi merchandise . It is different from different ordinary merchandise this is the particular characteristic of khadi it creates ordinary emblem picture amongst client the private elements have an effect on play a first-rate function for khadi consumer .In this take a look at client pleasure are tested in Tiruppur city.

INTRODUCTION

Khadi may be very intently related to India's freedom motion and it is a count of delight for each Indian. The khadi motion geared toward boycotting overseas items which includes cotton and selling Indian items. Even after the independence khadi changed into related to politics. Only political leaders and fans of Gandhiji have been use to put on khadi. Khadi additionally acknowledged as 'Khaddar' is hand-spun and hand-woven material. Khadi changed into supposed to turn out to be a supplementary enterprise to agriculture, a important detail in a self-maintaining economy. Khadi, the Hand-spun and Hand-Woven cloth, whether or not of cotton, silk or wool, with which we have turn out to be familiar, has visible many ups and downs. Since time immemorial, it's been the high and normal cottage enterprise of this historical land. The observe of khadi clothing desire amongst customers . The major goal of our survey changed into to test patron pride on khadi products.

STATEMENT OF THE PROBLEM

As agriculture continues to occupy a prime place in India, the agro-based industries and their role in the rural economy cannot be over-emphasized. Khadi and Village Industries primarily depend upon agricultural products and local resources for their raw material, which are produced by the farming community. So there is lack of raw materials. The entire Khadi and Village Industries sector has been enjoying the advantage of tax exemption even under the pre independence. Now the exemption shelter enjoyed by many of khadi institution had been removed.

OBJECTIVES OF THE STUDY

- ✓ To understand the advantages of khadi.
- ✓ To find out the customers preference towards the Khadi clothes.
- ✓ To examine the factors influencing the preference for Khadi.
- ✓ To study the attitudes of customers towards the fabrics of khadi.

LIMITATIONS OF THE STUDY

- ✓ The study was carried out within period of four months
- ✓ The study was conducted only in Tiruppur city so results cannot be universally accepted.
- ✓ The duration for the study is too short to make an in-depth study in customer satisfaction of khadi.

REVIEW OF LITERATURE

SALUJA (2020) The article illustrates the turnover figures of KVI in the financial year 2019-2020 the cumulative turnover reaches to Rs. 90,000 crores approx. with the growth of 31% from the last year 2018-2019 further the data shows that production has gone doubled after 2015-2016 and KVI is continue to grow with the rapid speed.

GOEL (2019) The author has highlighted a concept for KVI which is KVI provides self-employment with less capital investment in spite of many hurdles KVI continue to grow. The research paper has also highlighted many challenges the industry has to overcome to increase the demand and sales of its fabrics.

VENKATESH (2019) The author has focused on the glorious history of the khadi since the independence, materials and methods of Khadi, quality of it and value additions by the rural artisans. The research paper

suggests the different ways to make khadi more sustainable, ways include brand repositioning, research and development efforts, different promotional strategies etc.

JHA & BANSAL (2018) According to his study, Customer are different in their purchase preference ,so they buy their fabrics based on different reason. So marketers need to study and understand their requirements and satisfy them effectively.

RESEARCH METHODOLOGY:

RESEARCH DESIGN

A research design is Descriptive as it is based on a survey conducted among customers .

SOURCE OF DATA

PRIMARY DATA

A well framed Questionnaire was employed to collect the Primary data were used for the study.

SECODARY DATA

Secondary data was collected through Books, Journals, Magazines, Publications, Websites, Hospital information records.

SAMPLING METHOD

Convenient sampling techniques is used.

SAMPLE SIZE

The sample size of the study is 152.

TOOLS AND TECHNIQUES

- Chi-square analysis
- Rank Analysis.
- Weighted Average

CHI-SQUARE TEST

RELATIONSHIP BETWEEN AGE AND SEASON

To find out the association between age and season of khadi fabrics ,chi square test is used and result is given below.

HYPOTHESIS

There is no significant between age and season of khadi fabrics level of respondents.

CHI-SQUARE TEST

FACTOR	CALCULATION VALUE	DF	TABLE VALUE	REMARKS
Age group	15.925	12	21.03	Accepted

INTERPRETATION

It is clear from the above table shown that, the calculated value of chi-square at 0.05% level is less than the table value. Hence the hypothesis is accepted. So, there is no significant relationship between the age and season of khadi fabrics level of respondents.

RANK ANALYSIS**OPINION OF RESPONDENTS AFTER WEARING KHADI**

Particulars	1	2	3	4	5	Total	Rank
Traditional	60	40	31	6	15	580	1
Western	12	58	60	12	10	506	3
Fashionable	9	55	61	16	11	491	4
Stylish	13	47	48	26	18	467	5
Patriotism	30	54	35	14	19	518	2

INTERPRETATION

The above table shows the rank opinion of respondents after wearing khadi. The highest rank rise 3.818 is for Traditional.

WEIGHTED AVERAGE

SATISFACTION WITH FACTORS OF KHADI

Particulars	Highly satisfied	Satisfied	Moderate	Dissatisfied	Highly Dissatisfied	Total	Mean score
Quality	50	51	39	11	1	594	3.90
Texture	16	57	67	9	3	548	3.60
Design	14	48	58	28	4	496	3.26
Durability	17	67	51	14	3	537	3.53

INTERPRETATION

The above table shows the various satisfaction levels with factors of khadi. The highest mean score rise 3.90 for the quality .

FINDINGS

- ✓ The calculated value of chi square at 0.05% level is less than table value. Hence, hypothesis is accepted. So there is no significant relationship between the age and seasons.
- ✓ Table shows the rank opinion of respondents after wearing khadi. The highest rank rise 3.818 is for Traditional.
- ✓ Table shows the various satisfaction levels with factors of khaddar. The highest mean score rise 3.90 for the Quality.

SUGGESTIONS

Steps should be taken by the manufacturers to replace the negative attitude of customers, by creating favourable designs on fabric clothes. It should create more impact on customers mind using variety of khadi clothes. Need to create more attractive advertisement among youth and for future. Still the awareness of khadi clothes need to be spread among the people. More offline stores have to be developed

CONCLUSION

The research was conducted with an aim to study on customer satisfaction on khadi . It could be concluded that the literature is too historic in nature. It is conceptual and lacks empirical evidence. Khadi took birth as a fabric for self-sustenance, weapon for alleviating poverty, a light to ignite the light for freedom, which gradually has turned its status from a freedom fabric to fashion fabric, but still it lacks professionalism of apparel Industry. There is a lot of scope of empirical studies for deducing reasons for lack of its acceptance among consumers. There should be further improvement of the design ,texture and color of khadi clothes.More of khadi stores need to be developed.

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