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Study of the Khadi Clothing Choice among College Going Students

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Introduction

Khadi is very closely associated with India's freedom movement and it's a matter of pride for every Indian. The khadi movement aimed at boycotting foreign goods including cotton and promoting Indian goods. Even after the independence khadi was associated with politics. Only political leaders and followers of Gandhiji were used to wear khadi. Khadi also known as 'Khaddar' is hand-spun and hand-woven material. Khadi was meant to become a supplementary industry to agriculture, a crucial element in a self-sustaining economy. Khadi, the Hand-spun and Hand-Woven cloth, whether of cotton, silk or wool, with which we have become familiar, has seen many ups and downs. Since time immemorial, it has been the prime and universal cottage industry of this ancient land. The study of khadi clothing choice among college students under the Textile clothing and Human Psychology. The main objective of our survey was to check about khadi trends and students choices. Khadi is our national fabric. It is not so popular in young generation as it does not look lustrous and new. We are trying to get information about students choices.

Statement of the Problem:

The present study entitled "Study of Khadi clothing choice among college students"

Objective

1. To create awareness about khadi wearing
2. To get information about students approach towards khadi
3. To understand purpose of wearing of khadi garment in college students
4. To know about khadi garments & students demand for latest trends in khadi
5. To understand the limitation of khadi purchasing & its uses.

Scope & Limitation of the study

The present study entitled "Study of the Khadi clothing choice among cloth". The scope of the study is limited only for the students who wear Khadi. The researcher has distributed 35 questionnaire to the khadi user through E-mails (Microsoft Word) & print media. Out of which

the 26 responses received from the respondents for completing survey. The target was to cover 75.00% of the khadi user. The population surveyed consist of khadi user.

Review of Literature

Mehta (1950) "The story of khadi" has stated that khadi should be encouraged and that it; provodes employment to larger masses of people. He stated that swaraj means ability to regard every innibatitant of India as our own brother or sister. He said Boycott foreign goods not foreign ability.

Neogi (1996) in this paper on "Group approach to overcome limitations of Small and Village Industries" has employed the importance on concept of group approach to over come limitations. Group approaches Vs Co- Operative approaches and major feature of group approaches and he suggests resources based well planned strategy may be developed to utilize group management as a critical input to reduce cost of production and to maximize profit of the tiny units in the area of smaller radius (Village Panchayat or Block) is a suitable condition for successful implementation of the approach.

Radhakrishnan (2000) in his studies on KVIC on "Rural Industrialization" analyzed the performance of Khadi & village industries growth of production, sales into current and constant price in Khadi & Village Industries products, analyzing capital cost per employment for capital consumption of Khadi and Village Industries all over India for a period of ten years. Their major findings are low/negative growth rate of production, sales, employment are due to many reasons like utilization of capacity, stiff competition from organized sector, low level technology and accumulation of stocks due to low sales. Increased allocation of funds, use of modern technology, change of consumption pattern of people may in future increase the growth of Khadi and village Industries activities.

Questionnaire Design

Questionnaire is often using in survey as primary data collection tools. Questionnaire is a device for securing answer to questions by using a form which the respondent fills the responses. It is a fairly reliable tool for gathering data from large, diverse, varied and scattered social group.

Research Methodology

Descriptive research method has been applied for the present study. The questionnaire has been distributed to the khadi users. The data has been collected through the questionnaire as a tool for data collection. Collected primary data has been analyzed and interpreted under various headings.

Data Analysis

1. Age Group

Age is important independent variable in socialscience research. The question was asked to the respondents about his age.

Sr.No.	Group	Responses	%
1	15-25	13	50.00
2	26-35	8	30.77
3	36-45	5	19.23
	Total	26	100

Table No.1

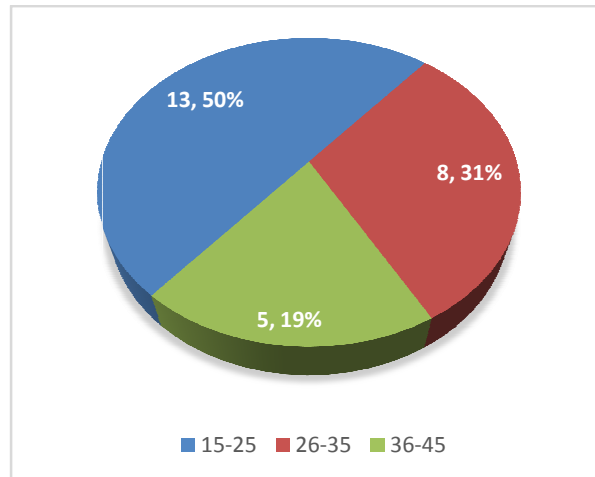


Table No.1 & Figure no.1 indicates that 13 i.e. (50.00%) customers are between 15-25 age group, followed by 8 i.e. (30.77%) customers are between age group 26-35, 5 i.e. (19.23%) customers are between the age group of 36-45

2. Khadi Knows

The question was asked to the respondents that do you know Khadi? The responses were analysed & presented in Table no.2

Sr. No		Responses	%
1	Yes	26	100
2	No	0	0
		26	100

Table No.2

Table No.2 & Figure no.2 shows that, 26 i.e. 100% respondents knows Khadi.

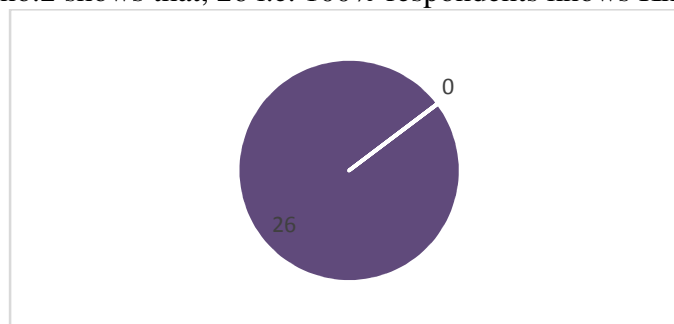


Figure No.2

3 Types of Khadi

The question was asked about the respondents that, have you ever wear any type of Khadi? The responses were analysed & presented in table no. 3

Sr.No		Responses	%
1	Yes	26	100
2	No	0	0
		26	100

Table No.3

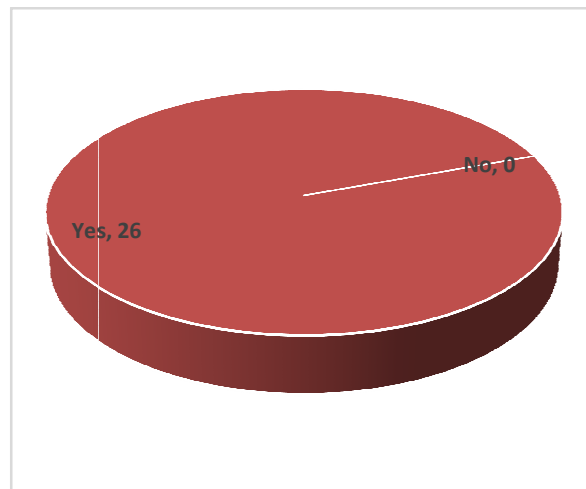


Figure No.3

Table No.3 & Figure no.3 shows that, 26 i.e. 100% respondents wear Khadi.

4 . Khadi in fashion world

The question was asked the respondents about, where do you see khadi in fashion world. The responses were analysed & presented in Table no.4 & figure no.4

Sr.No.		Responses	%
1	Mass Fashion	0	0
2	Limited Fashion	9	34.62
3	Only Politics	17	65.38
4	None of the above	0	0.00
		26	100

Table No.4

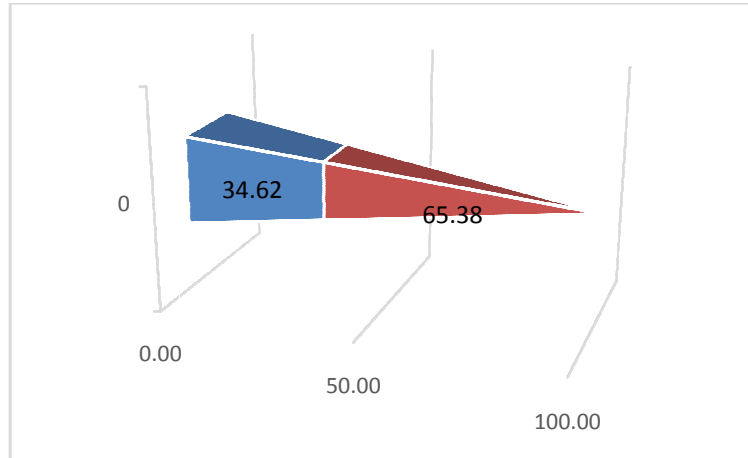


Table no. 4 & figure no.4 states that, 17 i.e. 65.38% respondents see khadi only in politics, 9 i.e.34.62% respondents see khadi in limited fashion

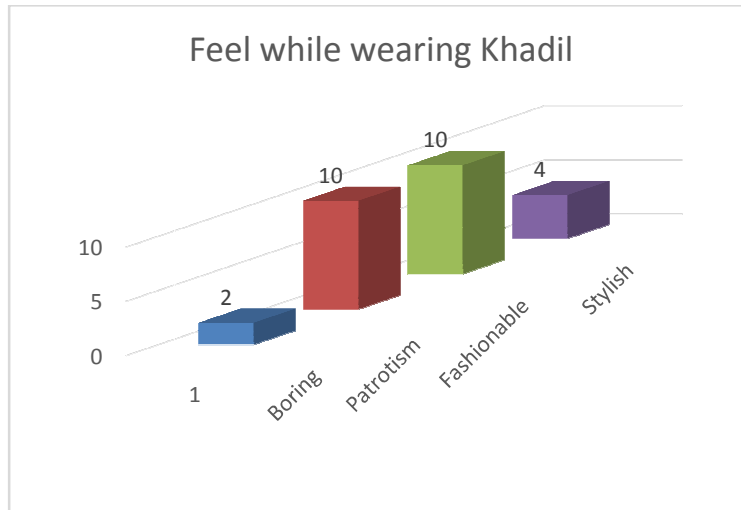
5. Feel After Wearing Khadi:

The question was asked to the respondents about how you feel after wearing Khadi. The responses were analysed & presented in table no.5 & figure no.5

Sr.No.	Options	Responses	%
1	Boring	2	7.69
2	Patrotism	10	38.46
3	Fashionable	10	38.46
4	Stylish	4	15.38
	Total	26	100.00

Table No.5

In table no.5 & figure no.5 states that, 10 i.e. 38.46% respondents feel patriotism after wearing khadi, 10 i.e. 38.46% respondents feel Fashionable after wearing khadi, 4 i.e. 15.38% respondents feel stylish after wearing khadi & 2 i.e. 7.69% respondents feel boring while wearing khadi.



6. Purchase khadi from

The question was asked to the respondents from where do you purchase khadi. The responses were analysed & presented in table & figure no.6

Sr. No.		Responses	%
1	Khadi Store	21	80.77
2	Online Store	0	0.00
3	Khadi Exhibition	5	19.23
4	Shopping Mall	0	0.00
		26	100

Table No.6

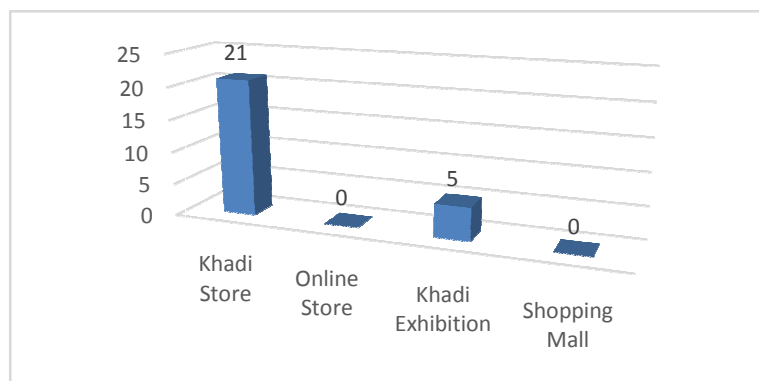


Figure no.6

In table no.6 & figure no.6 states that, 21 i.e. 80.77% respondents purchase khadi from Khadi store & 5 i.e. 19.23% respondents purchase khadi from Khadi Exhibition.

7. Purpose of wearing khadi

The question was asked to the respondents about for what purpose do you wear Khadi. The responses were analysed & presented in table & figure no.7

Sr. No.		Responses	%
1	Casual Wear	9	34.62
2	Occasion	6	23.08
3	Party Wear	4	15.38
4	Office Wear	7	26.92
	Total	26	100

Table No.7

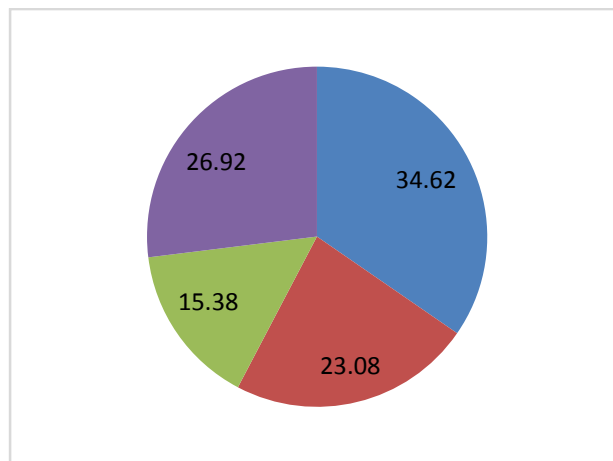


Figure 7

In table no.7 & figure no.7 states that, 9 i.e. 34.62% respondents wearing khadi for the purpose of casual wear, 7 i.e. 26.92% respondents wearing khadi for the purpose of office wear, 6 i.e. 23.08% respondents wearing khadi for the purpose of any occasion & 4 i.e. 15.38% respondents wearing khadi for the purpose of party wear

8. Times go for khadi shopping

The question was asked to the respondents in a year how many times do you go for khadi shopping

Majority of responses received from respondents that they are going for 1-5 times for khadi shopping

9. Pay for khadi shopping

The question was asked to the respondents, what price would you typically pay for khadi shopping. The responses were analysed & presented in table & figure no.8

Sr.No	Range	Responses	%
1	300-600	9	34.62
2	601-1000	14	53.85
3	1001-1500	1	3.85
4	1501-2000	2	7.69
		26	100

Table No.8

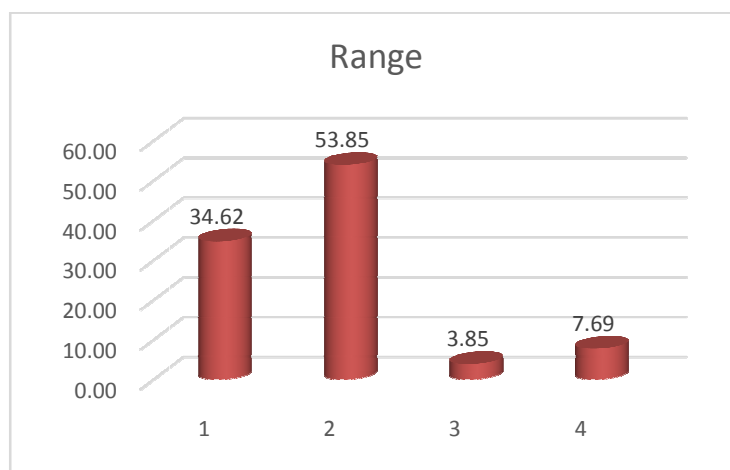


Figure no. 8

In table no.8 & figure no.8 states that, 14 i.e. 53.85% respondents pay for Rs. 601-1000, 9 i.e. 34.62% respondents pay for Rs.300-600, 2 i.e. 7.69% respondents pay for Rs.1501-2000 & 1 i.e. 3.85% respondents pay for Rs.1001-1500.

11 Feel Comfortable while wearing khadi

The question was asked to the respondents, do you feel comfortable while wearing khadi, The responses were analysed & presented in table & figure no.9

Sr. No.		Responses	%
1	Yes	18	69.23
2	No	8	30.77
		26	100.00

Table No.9

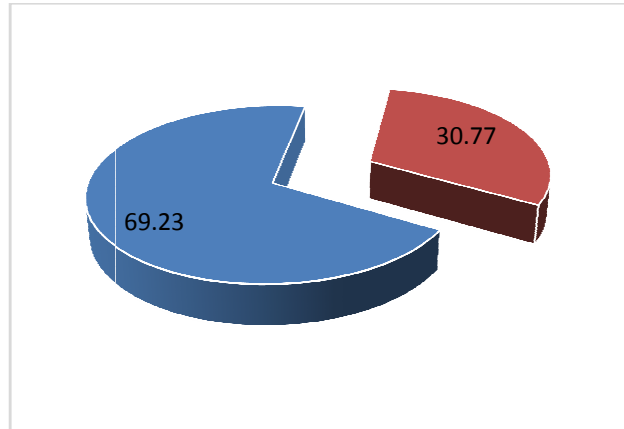


Figure no.9

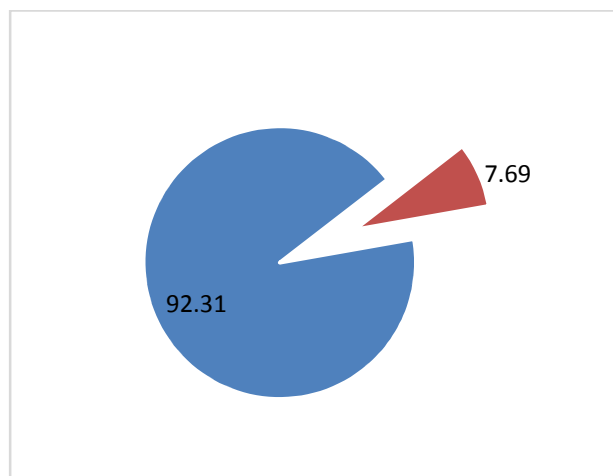
In table no.9 & figure no.9 states that, 18 i.e. 69.23% respondents feel comfortable while wearing khadi & 8 i.e. 30.77% respondents did not feel comfortable while wearing khadi

12. Up to date with latest trend:

The question was asked to the respondents about, do you get Khadi clothes up-to-date with the latest trend. The responses were analysed & presented in table & figure no.10

Sr.No.	Responses	Responses	%
1	Yes	24	92.31
2	No	2	7.69
		26	100

Table No.10



In table no.10 & figure no.10 states that, 24 i.e. 92.31% respondents up to date with recent trends & 2 i.e. 7.69% % respondents does not up to date with recent trends of Khadi.

Findings

- In the age group analysis, 13 i.e. (50.00%) customers are between 15-25 age group whereas 5 i.e. (19.23%) customers are between the age group of 36-45.

- 26 i.e. 100% respondents know Khadi.
- 26 i.e. 100% respondents wear Khadi.
- It is found that, 17 i.e. 65.38% respondents see khadi only in politics, 9 i.e. 34.62% respondents see khadi in limited fashion.
- It is seen that, 10 i.e. 38.46% respondents feel patriotism after wearing khadi whereas 2 i.e. 7.69% respondents feel boring while wearing khadi.
- It is found that, 21 i.e. 80.77% respondents purchase khadi from Khadi store & 5 i.e. 19.23% respondents purchase khadi from Khadi Exhibition.
- It is found that 9 i.e. 34.62% respondents wearing khadi for the purpose of casual wear whereas 4 i.e. 15.38% respondents wearing khadi for the purpose of party wear
- Majority of responses received from respondents that they are going for 1-5 times for khadi shopping
- It is seen that, 14 i.e. 53.85% respondents pay for Rs. 601-1000 whereas & 1 i.e. 3.85% respondents pay for Rs.1001-1500.
- It is found that, 18 i.e. 69.23% respondents feel comfortable while wearing khadi & 8 i.e. 30.77% respondents did not feel comfortable while wearing khadi.
- It is found that, 24 i.e. 92.31% respondents up to date with recent trends & 2 i.e. 7.69% respondents does not up to date with recent trends of Khadi.

Conclusion

- In the age group analysis it is observed that the majority of khadi user belongs to 15-25 age group.
- Majority of respondents know Khadi.
- Majority of respondents wear Khadi.
- Majority of the khadi users see khadi only in Politics.
- It is observed that, khadi user feel patriotism & fashionable after wearing khadi
- It is found that, majority of the khadi user purchase khadi from khadi store.
- The purpose of khadi is only for Casual wear.
- In a year khadi user 1-5 times went for khadi shopping
- Khadi user pay of Rs. 601-1000 for purchasing khadi.
- Majority of khadi user feel comfortable while wearing khadi.
- Majority of khadi user get khadi clothes up to date with recent trend.

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