

Digital Marketing Factors Influencing Consumer Behavior to Explore Commercial Potential of Khadi Products in National Capital Region

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ABSTRACT

The value of the Khadi brand has improved as a result of a number of creative marketing strategies. Some examples of marketing strategies include e-marketing, discount marketing, event marketing, and refurbishing of sales locations. Social media campaigns, targeted advertisements, and cooperation with influencers are all examples of e-marketing strategies. These strategies have assisted younger consumers in becoming more ethically and environmentally conscious in their shopping habits. The promotion of Khadi as a sustainable and ethical option is facilitated by these connections, which connect with the rapidly expanding demand for items that are both socially responsible and environmentally beneficial. Khadi products are included in the discount marketing initiatives for Gandhi Jayanti. An example of this would be Gandhi Jayanti. Customers who are sensitive to price have been engaged by this key instrument. There will be an emphasis placed on sales as well as Khadi's cultural heritage and national pride. In reality, the importance of khadi lies in the way it has evolved from being a synonym of resistance in the battle for independence to an emblem of sustainable living in new India. It is one of the most competitive fields out there; because of help from KVIC, the government, shrewd marketing, and knowledge of how the customer behaves, Khadi has stayed on, each of which factors contributed to the success of Khadi. Even so, maintaining the old car style with current customer requirements is still a challenge. This paper attempts to contribute towards a continuing debate in how it will be possible to bridge such gaps in sustaining Khadi's continued existence and growth.

Keywords :- E-marketing, Event marketing, Sales locations, Social media campaigns

Introduction

The Khadi movement, which was established by Mahatma Gandhi in 1918, is more than just an organisation that produces textiles; it is actually a representation of India's cultural history as well as the country's principles of nationalism, equality, and self-reliance. For the purpose of combating British colonialism, the Swadeshi movement aimed to achieve economic independence. It is Khadi that embodies the fundamental principles of Swadeshi. Gandhi advocated for Khadi as a tool of combating foreign tyranny and societal transformation, hence stressing the socio-cultural significance of Khadi in India's fight for freedom. Through the promotion of home-spun cloth, the rejection of imported items, and the embrace of economic self-sufficiency, Khadi brought together Indians who were split along various lines as a response to the desire for freedom during the Khadi movement. This seemingly little quality is elevated to a level of greatness by the symbolic value of Khadi. In his view, it was a means of mobilising rural India, which is where the majority of the population resides and where the effects of colonial exploitation are most pronounced. Through the utilisation of khadi spinning and weaving, individuals were able to take part in the national battle on an individual level by transforming their homes into symbols of resistance. As time went on, the spinning wheel, also known as the "charkha," became a symbol of the nation. The yearning of the people to put an end to colonialism was represented by it. In addition to fabric, the Khadi movement sought to achieve self-sufficiency, dignity, and freedom as its primary objectives. After independence, Khadi transitioned from being a symbol of resistance to becoming a symbol of national pride. KVIC, which stands for Khadi Village Improvement Committee, was established in 1957 with the purpose of preserving and advancing the industry. Khadi, along with other village businesses supervised by the KVIC, has reached a significant level of significance in contemporary India. Khadi encompasses not only textiles but also the empowerment of rural communities and the preservation of the environment.

In order to handle the rapidly shifting economic environment, KVIC engages in a number of different and comprehensive endeavours. The values of Khadi are upheld by these programs. In addition to other projects, KVIC is responsible for organising the Prime Minister's Employment Generation Program. Small-scale businesses that are affiliated with Khadi production facilities are eligible for subsidies as part of this program, which is designed to encourage entrepreneurial endeavors. At the same time as it helps people live, this strategy

helps preserve the art and knowledge of the Khadi business. Khadi is the primary focus of the Scheme of Fund for Regeneration of Traditional Industries, which is another significant project aimed at constructing communities of traditional industrial clusters. This will ensure that the Khadi product becomes more competitive in the market and penetrates it further. As part of the attempt to modernize infrastructure, technology as well as marketing of products, SFURTI ensures that these items satisfy the needs of modern consumers and retain their historic appeal.

It is the aim of the Market Development Assistance Scheme of the KVIC to provide Khadi institutions with financial support so that they may enhance their marketing capabilities. This strategy at hand will make them implement modern marketing strategies, develop more retail networks, and product quality, which in turn makes Khadi appear attractive to a significant number of people. These activities have support by the Khadi Reform and Development Programme, which gives financial as well as technical help for making the Khadi sector suitable for long-term sustainability.

Need of the Study

Understanding consumer behavior is a fundamental necessity for proposing an appropriate marketing strategy. The criterion of selection of Khadi products that customers develop while making the purchase decision and the underlying reasons for their choices are to be studied from marketers' viewpoints, who can strategize measures in coordination with market requirements and expectations of consumers more effectively. Lastly, NCR describes the market landscape as dynamic and diverse. In depth analysis with respect to focused marketing strategy for the same region would bring along many quality insights for strengthening the market position as well as brand value of Khadi products, thereby enhancing their acceptance among this diverse customer demographic of the region. This would associate historical importance with the present commercial status of Khadi. Definitely, it would help in devising more effective marketing strategies and would help boost its growth as well as sustainability for keeping the history of this unique Indian fabric alive for generations to come.

Objective of The Study

To Examine the Factors Influencing Consumers' Purchasing Behavior Regarding Khadi Products - This objective aims at finding out the demographical, psychographical, and behavioural variables influencing the decisions of customers while purchasing Khadi products so that key drivers of consumer preference and buying behavior may be identified. The study would examine how digital marketing affects customer involvement, how a functioning of the government influences public sentiment, and how shop promotions as well as event marketing are working.

Research Questions

- What demographic, psychographic, and behavioral factors influence consumers' decisions to purchase Khadi products in the NCR?
- How do these factors affect consumers' preferences and purchasing patterns for Khadi products?
- What are the primary motivators and barriers affecting consumer buying behavior towards Khadi?

Research Methodology

The research is likely to highlight the factors influencing consumer behavior towards Khadi products besides the ways Khadi can make the most of its commercial potential in the National Capital Region using questionnaires, interviews, and market data.

About Khadi

Khadi occupies an extremely important position in the country's cultural and historical landscape, often placed side by side with India's struggle towards self-sufficiency and national pride. The material is superior being hand-spun, hand-woven, symbolizing the struggle of India for freedom, a symbol of its glorious cultural past, and still a true symbol of the country going concern of economic self-sufficiency. Mahatma Gandhi, in his fervor for Khadi to forge India's quest for independence, incorporated the simple cloth into the national costume against imperialism. Gandhi motivated Indians to spin and to wear Khadi as a protest against foreign-made goods, hence instilling this feeling of nationalistic self-reliance among the people.

Wearing Khadi signified silent revolution-stealthy protest and Swadeshi-anonymously and covertly asking people to use more and more native products.

Khadi originated from traditional techniques that had been passed on for generations. It is one of the most complex and labor-intensive yarns and fabrics to manufacture. The process is multi-faceted, highly skilled, and requires substantial workmanship by Indian craftsmen. Khadi is first manufactured by selecting natural fibers. The majority of the Khadi variant consists of cotton; however, Khadi is also made from silk and wool. Khadi can also be manufactured from silk and wool. The fibers are spun into yarns, often by hand, using the 'Charkha', a simple, hand-driven spinning wheel which has become synonymous with Indian heritage.

The Charkha is instrumental to the process of Khadi, where raw cotton fibers are spun into yarn. This consumes much time, knowledge, and deep understanding of the fabric since the quality of yarn determines the final texture of the garment. The spun yarn is woven to fabric on looms. The process of weaving is equally strenuous, as the artists weave the threads interlockingly to produce a strong and strong fabric. The Khadi woven can have grainy texture and distinct qualities that give warmth in winters and coolness in summers.

Besides spinning and weaving, Khadi is processed through dyeing, using either natural or synthetic dyes, along with processes that strengthen fiber strength, among many more. Such processes make Khadi unique and therefore more of a high-quality product, and a piece of art in itself.

However, the traditional production of Khadi has been human labor; still, machinery in spinning and weaving has given birth to many varieties of fabrics. This process was hastened by the growth in the production and increase in demand of Khadi products. The crux of Khadi lies in the handloom quality, so the work of mechanization is taken with extreme care along with some traditional practices to keep the character of the fabric.

Handloom cloth, therefore, is a textile produced by the mechanization of the spinning process. It retains the characteristics of Khadi but achieves the advantages of mechanized spinning. Contrarily, cloth manufactured through mechanized spinning and weaving is mill-made fabric. Such machine-made fabric may not possess features that are associated with the original

handcraft of the true Khadi, while it has enabled mass production, thus making Khadi widely available.

Despite this upgradation, the basis of Khadi remain principles of self-reliance, sustainability, and cultural heritage. The problem arises that while trying to change the production technique, the modernization cannot negate the fact that the essence of Khadi lies in its cultural relevance and craftsmanship.

The marketing situation for Khadi products is exceptional, where the company needs to imply a balance between giving importance to the qualities of the fabric and concerning the same with cultural and historical relevance. In such a scenario, the marketing strategy should incorporate the old values as well as new trends within its appeal.

Storytelling happens to be the most vital part of selling Khadi: each Khadi product emitting rich history and cultural significance. The story in which the consumers want is not the reason for their buying of the product. Instead, it is a story that lies at the basis of Khadi's root: The Indian Independence Movement, which in itself relates to the desire for self-sufficiency. It becomes the duty of marketers to weave all these elements together so the consumers can have an emotional connection-whereby Khadi refers more than fabric to a country's culture history, and national pride.

Other practical tactics involve communicating the ethical and sustainable qualities of Khadi, a fabric that works towards being good to the environment and empowering artisans in rural locations. Marketing strategies activating those qualities can connect with consumer-conscious persons who will provide a reason to care.

Khadi is a fabric that embodies India, laden with rich cultural heritage and historical significance. Hence, blending tradition with artistic modes of production and evolution in marketing strategies point toward the continued relevance of the fabric in present-day society. Khadi symbolizes the pursuit of self-reliance of India while adapting to new consumer demands and surviving on the economy. The article discusses the marketing techniques of Khadi in the National Capital Region and explores how such a timeless fabric might survive through an extremely dynamic and competitive market place with total devotion to its source and significance.

Khadi and Village Industries Commission (KVIC)

The Khadi and Village Industries Commission is a statutory entity created under the Khadi and Village Industries Commission Act of 1956 (No. 61 of 1956, amended by Act No. 12 of 1987). The KVIC commenced operations in April 1957, assuming the responsibilities of the All India Khadi and Village Industries Board.

Major Schemes Implemented by KVIC

KVIC implements several key schemes, including:

1. Prime Minister's Employment Generation Programme (PMEGP)

PMEGP is the best generation of job opportunities within the rural and urban areas by providing traditional craftsmen and unemployed youths with an opportunity for new self-employment ventures or micro-enterprises. The PMEGP provides financial aid in the form of subsidies for initiating new ventures with a particular focus on Khadi and rural industries. The objective is to help the unemployed youth, craftsmen, and other weaker sections of society. The PMEGP initiative mitigates unemployment by increasing entrepreneurial opportunities, hence supporting the sustainable development of Khadi and village industries.

2. Work Shed Initiative for Khadi Artisans

The general aim of this package is to enhance working conditions of Khadi artisans. The means of funding for building work-sheds provides them with some well-built secure and comfortable working conditions. The settlers also get protected from the rigors of weather condition, hence improving productivity. This improves the infrastructure for artisans. The quality of Khadi products is hence preserved and the means of livelihoods for artisans boosted by providing them with an appropriate work environment.

3. Initiative for Augmenting Productivity and Competitiveness of Khadi Industries and Artisans

The Scheme mainly focuses on upgrading the productivity and competitiveness of Khadi businesses through the use of modern technology and management techniques. It covers financial assistance in upgrading industrial processes, increase in capacity, and developing the

skills of artisans. The programme is concerned with the design and quality upgrade of products to make it competitive with the expectations of modern markets to keep Khadi relevant and in competition both within the country and outside.

4. Strengthening the Infrastructure of Existing Weak Khadi Institutions and Providing Assistance for Marketing Infrastructure

Revitalization of declining Khadi institutions through upgradation of infrastructure and marketing facilities, that financial support to obsolete infrastructure renovation, technological improvement and development of marketing facilities like retail shops and showrooms so that viability and competitiveness of market would not adversely affect characteristics and principles of Khadi production.

5. Certification Scheme for Eligibility of Interest Subsidy

The interest subsidy on working capital loans taken by the Khadi establishments under the ISEC plan is one kind of financial support. The scheme enables KVIC to grant eligibility certificates to Khadi institutions and acquire loans with subsidized interest rates from the banks. Under this scheme, relatively low interest paying loans are availed by Khadi institutions so that operations are not hindered and capacity building and business expansion can be done without the burden of exorbitant interest rates.

6. Rebate Scheme

The Rebate Scheme is a mechanism toward making Khadi affordable for the customer through reduced prices. The government pays for these rebates, offered at the point of sale to the customers, which has the effect of motivating the demand of Khadi. It not only increases the sales but also allows the market expansion of Khadi, including a deeper penetration among price-conscious customers. This is a strategic instrument to enhance the intake of Khadi, and hence it is in line with the broader goal of assisting the rural artisans and Khadi sector.

7. Product Development, Design Intervention, and Packaging (PRODIP)

PRODIP takes its focus to the upgradation of design and packaging of Khadi and village industry products to meet the changing requirements of the market and its consumers. The program includes innovative designs ranging from traditional design upgradation to the

improvement in the packaging for making the product more attractive. PRODIP helps the Khadi product take the mantle of being responsive to the changed taste of its consumers, thus also remaining competitive and attractive in the national as well as global markets. The scheme is a necessity as it brings the Khadi industry close to current trends while still preserving the traditional flavor in it.

8. Rural Industries Service Centres (RISCs)

RISCs were established to offer technical and business support services to Khadi and rural industries. These centers provide procurements of raw materials, quality control, skill development, and technology support services to artisans and other small entrepreneurs. They act as a comprehensive resource centre that upgrades the capacity and productivity of the rural industries for better viability and competitiveness. It ensures beneficial services to rural artisans' upgrading skills in the development of high-quality products with an improvement in accessing the market.

9. Khadi Karigar Janashree Bima Yojana

Insurance protection has been provided to the artisans under the Janashree Bima Yojana. The scheme provides life and accident insurance to artisans, thus covering their dependents in case of premature death or disability. This scheme targets poor and deprived artisans who are little aware of insurance systems. This, therefore, provides them with a safety net, hence building up the welfare and social security of Khadi artists, enabling them to concentrate on their craft without the burden of financial insecurity.

10. Exhibitions

KVIC has been planning and participating in district, state, and international exhibitions to increase visibility for Khadi and village industries products. Such events become an opportunity to showcase the diversity and quality of Khadi products before a larger audience including buyers, retailers, as well as export markets. Exhibitions open up avenues for artisans to establish direct contact with consumers, gain consumer feed-back, and understand market trends. The other very significant aspect of the Khadi marketing campaign would be its greatly increased visibility as well as appeal toward the initiative.

11. Quality Assurance and Brand Advancement

The campaign emphasizes excellence for Khadi products and speaks of the brand as authenticity and heritage. So, KVIC is sure to enforce tight quality control through a set of guidelines in craft and material, meaning only products worthy of such standards can bear the name of Khadi. Branding effort is included in this campaign and Khadi is branded to be a luxury yet sustainable product in the market place. The trust and loyalty of consumers in Khadi products are to be developed through quality assurance and brand promotion.

12. Research and Development (R&D)

The R&D initiative is for the continuum of innovation and improvement in the Khadi and village industries sector. It mainly assists in doing research activities in terms of the evolution of new techniques, up-gradation of production techniques, qualitative and quantitative upgradation of products. Viable practices and eco-friendly inputs etc. are studied so that a company complies with international standards about the ethics of production as well as corporate responsibility. In the Khadi sector, this investment in research and development is practiced to keep it abreast of changing needs without losing its traditional significance.

Problem Statement

The case here is that NCR has many critical obstacles for marketing and expanding Khadi products. Here, these refer to effectively targeting the market, gaining an understanding of customer behavior, and incorporating strategies that can be incorporated into appropriate marketing interventions. Though Khadi has historically and culturally much importance in terms of being the symbol of self-sufficiency and a great pride for the country, there is considerable lacuna in putting those characteristics into practice to strengthen the market position of Khadi products and raise the value of their brand. It thus can be argued that perhaps the strategies already in place do not sufficiently address the complexities of customer preferences and market reality in NCR. Some critical analysis would be needed of the impact and effectiveness of the government operations which are undertaken by KVIC, even though such actions are laudable.

Summary

Since 1918, Mahatma Gandhi is credited to have instituted the Khadi movement in India. It is nothing but a piece of cloth, but it represents nationalism and self-sufficiency for national freedom. Even today, in the Indian era of the present, Khadi is relevant due to the numerous support schemes undertaken by the Khadi and Village Industries Commission, such as the Prime Minister's Employment Generation Programme and Digital KVIC. The examples of innovative marketing strategies that are currently changing the image of Khadi include e-marketing and event marketing. The cultural and economic significance of Khadi well represents its historical background from ancient weft and twisting methods to its strategic position in the movement of Gandhi for economic self-sufficiency. Ever since independence, KVIC has been instrumental in bringing out and promoting Khadi. This has been possible through several financial aid policies related to technological progressions and promotional schemes meant to expand the vistas, particularly in urbanized areas, especially of the National Capital Region. To formulate a marketing plan that attracts the modern consumer while still retaining the rich heritage of Khadi, an overall appreciation of what Khadi stood for historically and socially is essential.

Conclusion

Providing urban shoppers with a more contemporary shopping experience can also be accomplished through the renovation of store spaces. The Khadi Gramodyog Bhavans are being updated by KVIC while yet maintaining their charming appearance. The aesthetics of today's consumers are reflected in these venues. Shopfronts that have recently undergone renovations provide a wide range of Khadi products, ranging from traditional hand-spun fabrics to contemporary clothes and accessories, in order to cater to the preferences of customers. The request made by Prime Minister Narendra Modi that every Indian citizen purchase at least one Khadi garment demonstrates the government's dedication to the development and preservation of the Khadi garment. We did not break this commitment. It is because of the radio show "Mann Ki Baat" that he was able to accomplish this, and as a consequence, Khadi sales have grown. For the goal of providing for long-term existence, the government of India provides both policy and financial support for Khadi. In addition, there will be specific actions performed. Through the use of event marketing, which includes Khadi fairs, exhibits, and fashion shows, knowledge

of the fabric and the significance it currently holds has been increasing. This allows Khadi artists to exhibit their work, engage with clients, and receive direct feedback, all of which contribute to an increase in the number of product possibilities and the level of satisfaction experienced by customers. As long as it is examined in its entirety, Khadi is on the verge of becoming an icon of national pride, rich culture, and sustainable development for India.

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