



A STUDY ON CUSTOMER PREFERENCE AND MARKET POTENTIAL OF KHADI BED LINEN

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² - Research Guide

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Abstract:

“Khadi” is a term unanimous with freedom struggle in India. Khadi or khaddar is hand spun and hand woven fabric. Being entirely produced manually, khadi can be readily termed as energy efficient fabric. It greatly supports the rural artisans to earn their livelihood; thus strengthening the rural economy. Government has taken various steps to develop and promote khadi. As a result of these initiatives khadi has reached runways of fashion weeks around the globe. Though khadi has found place in many wardrobes, the potential of khadi bed linen is yet to be tapped. This study is aimed in studying the versatility of khadi as bed linen with traditional block printing motifs. Based on the designed bed linen, a survey was conducted to analyse the customer preference and market potential of khadi bed linen. Based on the survey conducted it can be said that khadi bed linen has lot of scope if customers are educated about khadi.

1. Introduction:

Khadi is a fabric which is always imagined as a rough fabric with dull shades, but in reality khadi is a versatile fabric available in diverse fibre blends and in vast variety of colors. Khadi has been kept away from fashion world for a long time now and it is being rejuvenated now for haute couture. Earlier the type of khadi available was khadi cotton which had very coarse texture and feel, however many varieties like khadi silk, khadi wool are available.

Home textile market in India is a pitch which is yet to be explored and exploited by the manufacturers. Bed linen market offers great scope and is an ever expanding sector. With innovations and improvements in khadi bed linen the market share of khadi can be increased.

2. Selection of Fabric:

Khadi fabric was selected for the purpose of developing innovation in bed linen, as khadi is a unique fabric which is entirely hand spun and hand woven. Khadi is not so well received by consumers in fashion market, in order to break the stereotype of khadi being a dull fabric, khadi is selected for this project.

Two types of khadi were chosen for this project as to introduce the consumers to the vast varieties in khadi. The fabric types selected for this project were:

1. Khadi cotton
2. Khadi Silk

3. Products Developed:

Bed linen is a term given to products used on bed either for covering the bed or person, cover the pillows etc. The products selected for designing was done in consideration with the suitability for Indian house hold. The products designed are:

1. Khadi Silk – Flat sheet
Pillow case
2. Khadi Cotton – Flat sheet
Bed spread
Pillow case

In order to enhance the appearance of the bed linen, value addition like printing was carried out. Block printing and screen printing process were shortlisted.

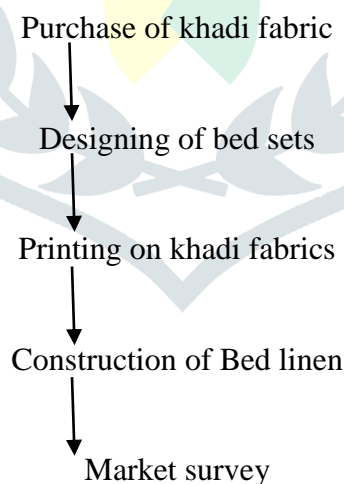
4. Selection of survey techniques:

In order to ascertain the market potential and customer preference for khadi bed linen, a survey was conducted based on the below survey techniques:

Sampling type – Simple random sampling
 Sample size -100
 Sample gender ratio – 60 : 40 (Female : Male)
 Sample age group – 28 – 45 yrs
 Response collection – With questionnaire

5. Process Sequence:

The process sequence followed for ascertaining the market potential and customer preference of khadi bed linen.



6. Material Sourcing:

The material required for creating designer khadi bed linen was purchased from Khadi Gramaudyog centre situated in Town Hall, Coimbatore.

7. Designing of Bed Linen:

The bed linens were designed with patchwork technique and further enhanced with printing. Two colour combinations of fabrics were used to design the bed sets. The pillowcases were also designed in co-ordination with the bed spreads. Block printing and screen printing techniques were done on bedspread and pillow case in fabric stage.

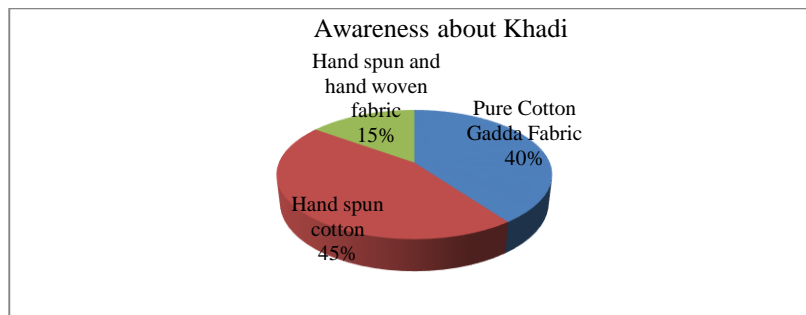
8. Results and Discussion

The designed bed linen was used to study the market potential and customer preference towards the same. Khadi silk and Khadi cotton were used to find the customer preference. A questionnaire was prepared and given to collect the preferences.

8.1 Knowledge about Khadi:

The subjects of the survey were first asked about khadi and what is khadi according to them. Among the subjects 40% of them responded that khadi is pure cotton gadda fabric, 45% of them said it is hand spun cotton and balance 15% responded that khadi is hand spun and hand woven fabric.

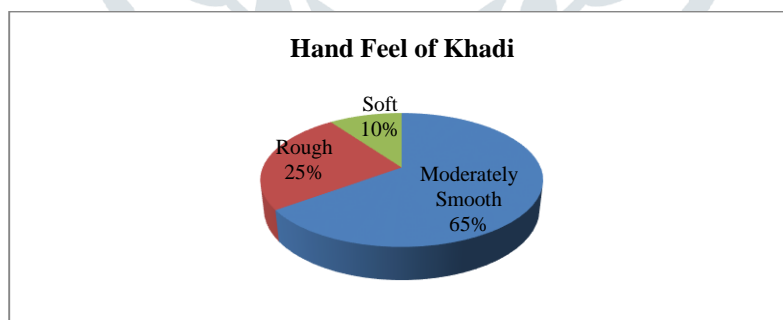
Options	Pure Cotton Gadda Fabric	Hand spun cotton	Hand spun and hand woven fabric
Response	40%	45%	15%



8.2 Hand feel of Khadi

After collecting information about knowledge on khadi, the subjects were briefed about khadi fabric manufacturing; they were questioned about hand feel of khadi. The responses provided were 65% of them thought it has moderate smoothness, 25% of them felt khadi has a rough feel and the remaining 10% of them felt they are soft.

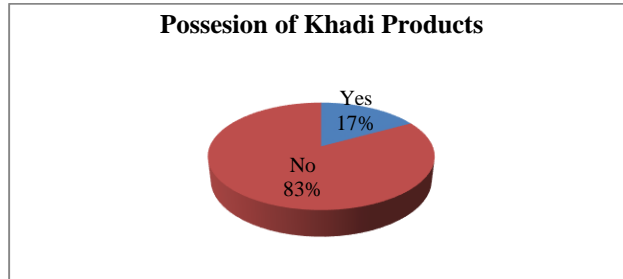
Options	Moderately Smooth	Rough	Soft
Response	65%	25%	10%



8.3 Possession of Khadi Products:

The samples were also asked if they possess any khadi products and response was as follows 83% of them did not have any khadi products at home and 17% of them had products made from khadi at home.

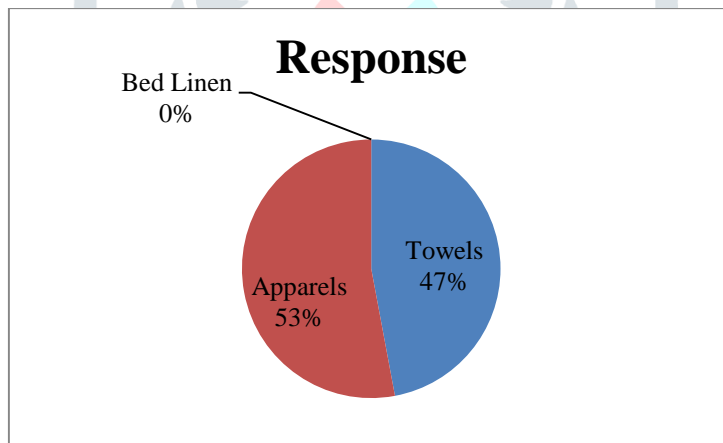
Options	Yes	No
Response	17%	83%



8.4 Type of Products owned in khadi

From the 17% of people who owned khadi, 8 people had towels and balance 9 had shirts and none of them had khadi bed linen.

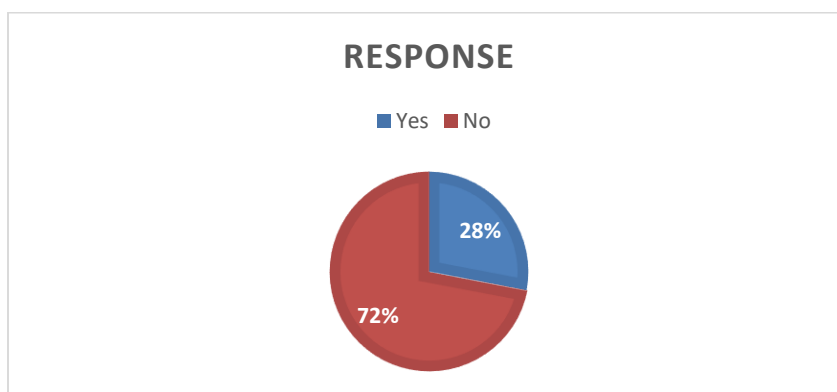
Options	Towels	Apparels	Bed Linen
Response	8	9	0



8.5 Purchase of Khadi bed linen:

From the survey conducted, the idea of buying Khadi bed linen was not appealing to about 72% people and the remaining 28% people who said they will buy khadi bed linen only opted for low cost linens only.

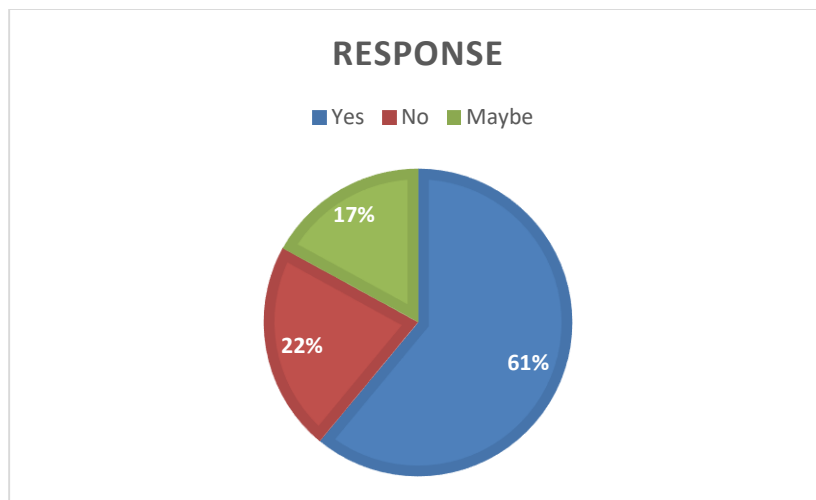
Options	Yes	No
Response	28%	72%



8.6 Purchase of Designer Khadi Bed Linen:

The samples were quite astonished at the aspect of designer bed linen in khadi, the general perspective being designer bed linen being expensive. However there was an immediate change in their perception on seeing the bed linen and accepting its value. 61% of the people were enthusiastic about buying the designer bed linen and 17% of them could not decide upon and 22% were not willing to buy designer bed linen.

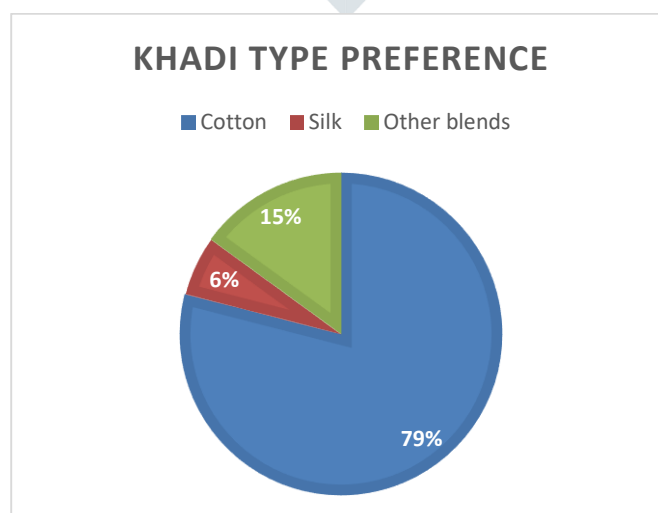
Buying Designer Khadi bed Linen	Yes	No	Maybe
Response	61%	22%	17%



8.7 Type of Khadi fabric Preferred:

The samples were asked about the fabric they preferred in khadi from cotton, silk or other blends. The most preferred fabric was cotton with 79% preference followed by blends with 15% and 6% with preference for silk.

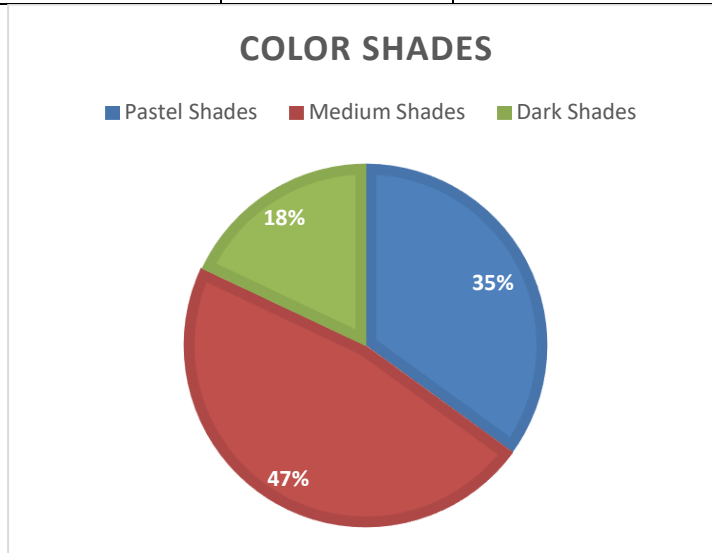
Type of Khadi fabric preferred	Cotton	Silk	Other blends
Response	79%	6%	15%



8.8 Colour Preference for Bed Linen:

From the survey conducted, the preferred color of the subjects varied from light to medium to dark shades.

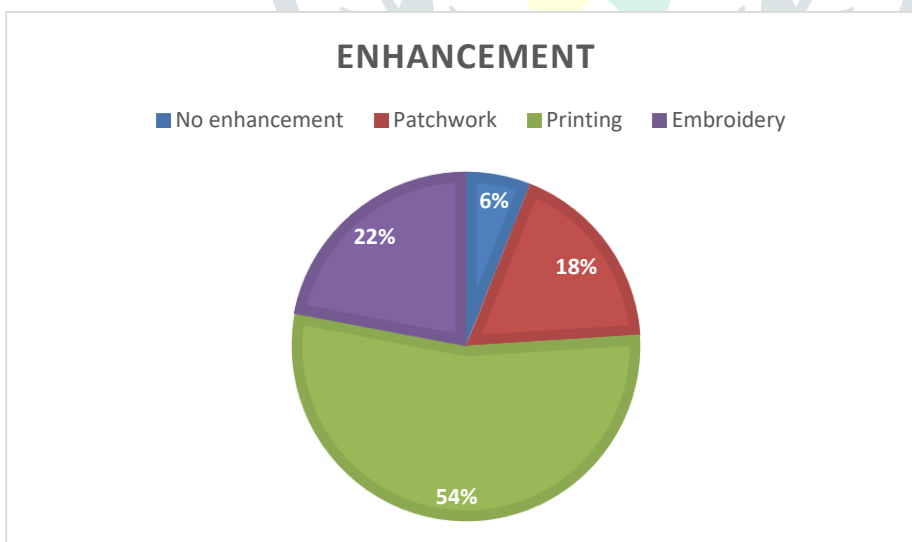
Colour Preference of Bed Linen	Pastel shades	Medium Tones	Dark shades
Response	35%	47%	18%



8.9 Preference of Enhancement:

When asked about enhancements, the respondents were very thoughtful as it also meant comfort of user. 6% did not prefer any enhancement, 18% people liked to have patchwork and 54% of people liked printing and the rest 22% would like embroidery.

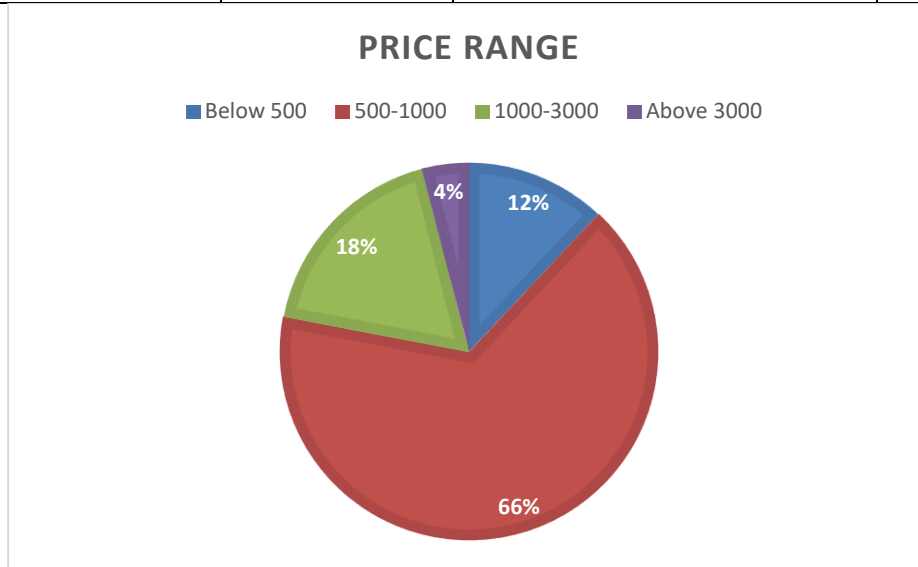
Preference of Enhancement	No Enhancement	Patchwork	Printing	Embroidery
Response	6%	18%	54%	22%



8.10 Price Range for purchase of Bed Linen:

Price is an important factor in determining the sales of any product, so the respondents were questioned about the price range they would prefer for their bed linen purchase.

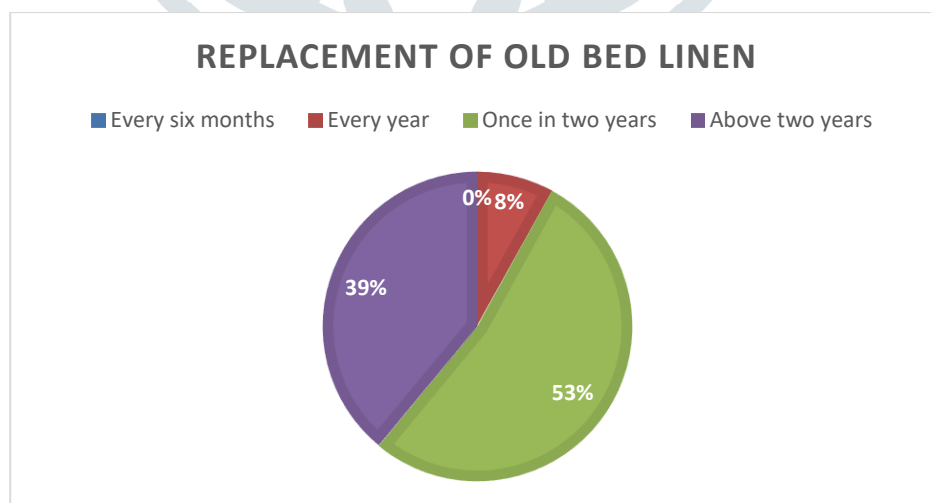
Price range for Bed Linen	Below 500	500-1000	1000-3000	Above 3000
Response	12%	66%	18%	4%



8.11 Replacement of Old Bed linen:

This question was asked to the respondents in order to determine the market scope and size for bed linen: most of the respondents replaced old bed linen only once in two years.

Replacing Bed Linen	Every Six months	Every Year	Once in Two Years	Above Two Years
Response	Nil	8%	53%	39%



9. Conclusion:

Bed linen in khadi was designed and a study was conducted to know about customer preference and market potential for the same. The result of the study is discussed below:

Most of the people have wrong notion about khadi, that it is hand spun cotton and is rough and dull. The idea about khadi changed in majority of people after viewing and experiencing khadi fabric. Respondents changed their opinion about khadi and found it to be soft and bright.

A high percentage of people did prefer buying bed linen made from khadi and like the idea of buying designer customised bed linen.

The views about designer bed linen changed when the samples were shown with enhancements and designs and 54% were ready to buy them.

Cotton was the most favoured fabric with 79% of samples preferring it.

The most preferred enhancement was printing and the most preferred color tone was medium shades followed by pastel shades.

The consumer mostly preferred bed linen in the price range of Rs.500-1000 and 53% of people changed their bed linen once in two years, due to this practice the sales might be moderate.

Based upon the above findings, it can be said that the market potential for khadi bed linen is moderate, but with marketing and advertising the sale can be increased.

References:

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