# IMPACT OF DIGITAL MARKETING ON KHADI INDUSTRIES

**Nidhi Bijapur**

Research Scholar, Department of Commerce, Sri Satya Sai University of Technology &
Medical Sciences, Sehore, MP, India


**Dr. Gajraj Singh Ahirwar**

Research Guide, Department of Commerce, Sri Satya Sai University of Technology &
Medical Sciences, Sehore, MP, India

**ABSTRACT**

This study aims to improve consumer engagement techniques by examining the effects of digital marketing on Gujarat's Khadi business. 150 participants in a wide sample who represented a range of ages and places gave insights about their digital literacy, opinions of Khadi goods, and preferences. Positive customer sentiments were found, with a focus on outstanding product quality and pricing. Different viewpoints on cultural attraction were found, nevertheless, which emphasises the need for sophisticated marketing strategies. The report provides strategic recommendations for targeted content and enhanced diversity, while also highlighting the significant impact of social media, search engines, and online advertising. The present study enhances the digital marketing tactics employed by the Khadi business by guaranteeing its appeal to a wide range of consumers.

**Keywords:** Khadi market, digital marketing, attitudes of consumers, cultural appeal, social media, search engines, online advertising, involvement of consumers, affordability, and high-quality products.

## 1. INTRODUCTION

The emergence of digital marketing has caused a paradigm shift in the ever-changing corporate landscape, reshaping conventional industries and creating new growth opportunities. The Khadi industry, which has significant cultural and historical value, is one such industry that is being greatly impacted by internet marketing. [1]Khadi, a term closely associated with the Indian independence movement, has experienced a comeback recently, partly due to the deliberate implementation of digital marketing methods.

Currently, the nation employs 1.42 lakh weavers and 8.62 lakh spinners in the Khadi business. In India, 1.51 lakh looms and 9.60 lakh charkhas produce Khadi. In the current context, this fabric of freedom faces numerous difficulties. The most prominent locations that once actively opposed British rule, like Khadi Udhyog Bhavan in Mohanpur, Darbhanga, have long since closed.[2] The Khadi sector is confronted with problems such as poor and underpaid weavers' fees, corruption, a dearth of items targeted at the younger demographic, aggressive marketing strategies utilising cutting-edge technology, efficient infrastructure, and a lack of professionalism. The Khadi industry is managing a digital revolution that both propels it into the digital age and protects its tradition as technology continues to advance.[3] The way Khadi products are viewed, sold, and used has changed significantly as a result of this shift, which has helped the traditional craft maintain its growth and prominence on a global scale. This

investigation delves into the complex effects of internet marketing on the Khadi industries, looking at how it has sparked creativity, expanded the market, and cultivated a fresh understanding of this iconic fabric.[4]

**The Cultural Significance of Khadi**

Hand-spun and hand-woven fabric known as khadi is extremely important to Indian culture and has a long history. Khadi, which first appeared as a symbol of independence and tenacity during the Mahatma Gandhi-led Indian independence movement, developed into a potent vehicle for nonviolent protest against British colonial control. [5]It serves as a reminder of India's rich history, encourages sustainable growth, and protects traditional handicrafts.

Khadi's cultural relevance stems from its historical origins as well as its symbolism of inclusivity and harmony. Gandhi sought to strengthen rural communities and heal socioeconomic gaps by endorsing the spinning wheel, or "charkha," as a means for economic empowerment. Production of khadi evolved become a tool for promoting independence, resurrecting traditional skills, and uplifting marginalised communities—thus integrating social, cultural, and economic elements.[6]

Khadi remains a source of cultural pride and identity in modern times. Because the cloth is naturally eco-friendly and relies on manual labour rather than mechanised processes, it represents India's dedication to sustainable practices. A worldwide audience has also been drawn to Khadi's distinctive texture and beauty, which has encouraged respect for the skill and artistry that go into each piece across cultural boundaries.

Furthermore, designers have incorporated Khadi into both haute couture and regular clothing, demonstrating how well the fabric has adapted to current fashion trends. In addition to preserving Khadi's cultural heritage, this blend of history and modern design guarantees its continued relevance in an increasingly interconnected world.[7]

Khadi, in its essence, is more than simply a fabric; it symbolises a cultural ethos, a dedication to sustainable living, and an enduring story of perseverance. Connecting customers with the rich history and values woven into every thread of this unique fabric, digital marketing plays a critical role in enhancing the cultural relevance of Khadi on a global scale. It is becoming a catalyst for promoting legacy and craftsmanship.

**Digital marketing's effects on the khadi industries**

Digital marketing has had a revolutionary effect on Khadi industries, changing how these long-standing sectors function, connect with customers, and make a living. Here are a few crucial facets of this impact:

• **Worldwide Exposure and Extension:**

Khadi products now reach a worldwide audience because to digital marketing, which has taken them beyond local marketplaces. International admiration for this traditional skill is being fostered by Khadi industries' ability to engage with consumers worldwide through e-commerce platforms, social media, and online marketing initiatives.[8]

• **Storytelling and Brand Promotion:**

Khadi industries can use digital channels to showcase the cultural value of their products and

share their own tales. These sectors can convey the history and artistry of Khadi through interesting content, like as blogs, films, and social media postings, improving brand perception and forging a closer emotional bond with customers.

• **Integration of e-commerce:**

The incorporation of Khadi items into e-commerce platforms has been made easier by digital marketing, which has improved accessibility and allowed for smooth transactions. With the press of a mouse, consumers can now browse and buy Khadi products, creating a convenient shopping environment and increasing sales for the Khadi industry.

• **Targeted Marketing and Personalisation:**

Khadi industries can segment their audience and adjust their marketing strategies according to customer preferences with the use of digital marketing solutions. Brand loyalty rises when potential customers have a more relevant and engaging experience thanks to social media targeting, email campaigns, and personalised ads.

• **Data Analytics for Well-Informed Decision-Making:**

Analytics from digital marketing offer insightful information about the tastes, behaviour, and market trends of consumers. By using this data, Khadi industries may ensure their flexibility in a market that is changing quickly by making well-informed decisions regarding product development, marketing plans, and overall business growth.[9]

• **Community Development and Engagement:**

Khadi enterprises can create a community centred on their brand by utilising social media channels. Using user-generated material, comments, and conversations to interact with customers fosters a feeling of community and promotes brand advocacy. The popularity and steady growth of Khadi products can be attributed to this community-driven strategy.

• **Innovation and Cooperation:**

Within the Khadi sector, digital platforms encourage innovation and cooperation. Designers, craftspeople, and business owners can interact, exchange concepts, and work together on projects that revitalise age-old methods. Digital marketing channels enhance this creative synergy, enabling a dynamic and changing industry landscape.

The ability of digital marketing to embrace contemporary while preserving tradition is evident in its impact on Khadi businesses. Through the utilisation of digital tools, Khadi industries may prosper in a globalised and technologically connected world while simultaneously preserving their cultural legacy.[10]

Yadav Deepa (2023) The purpose of this abstract is to give a succinct synopsis of the research that looks into how advertisements affect Khadi consumer awareness in the Delhi/NCR (National Capital Region) areas. In India, the traditional hand-spun and hand-woven fabric known as khadi is extremely important both culturally and economically. The goal of the study is to determine how well advertising initiatives in the Delhi/NCR regions affect customer behaviour by increasing consumer knowledge of Khadi products and the benefits they offer. A structured questionnaire survey was used to gather primary data from a representative sample of Delhi/NCR residents. The purpose of the survey was to gather data on customer perceptions, preferences, and awareness levels of Khadi in addition to demographic data. The study's

conclusions showed that in the Delhi/NCR areas, advertising has a major impact on consumers' knowledge of Khadi products. Most of those surveyed said that their primary source of information about Khadi was advertising from print, television, social media, and billboards that were placed outside. The dissemination of knowledge regarding Khadi's past, eco-friendliness, and association with Indian culture was greatly aided by these advertising, resulting in heightened customer interest and recognition.[11]

Dsouza, Rebecca F. (2022) Interactive and creative digital spaces reflect the amount of time that many customers and clients spend online and are a logical extension of how people utilise technology. In the digital age, applying social media filters to websites like Instagram and Snapchat makes sense for the fashion industry. Because of their success, top fashion brands and businesses are frequently mentioned in the metaverse. Ralph Lauren and Gucci were two of the first companies on Metaverse. Roblox Metaverse including digital avatars, Balenciaga, and Burberry. This can be broadly described as extremely creative, interactive digital places where people work, play, mingle, and shop. Even though the metaverse is still in its early stages of development, there is a great deal of interest in its potential. Businesses and the fashion industry as a whole may benefit from it as well as from new chances to engage with Gen Z and other young, tech-savvy consumers. The Khadi Fashion Brand and NFT on the Metaverse can be emphasised as Sustainable Luxury Brands. The Khadi Industry's greatest problem would be developing a new business model for the fashion industry and putting it into practice on the Metaverse. It is significant not only for fashion and beauty but also for our country's economy. Plans for the future with Khadi Because Khadi is an organic material with no carbon footprint, we believe that a lot can happen when using the digital virtual package CLO 3-D for the Metaverse. For example, H&M's virtual reality on the Metaverse can be created by creating an avatar with a unique and modern concept.[12]

Bright Kochummen, D.O. (2023) Native to India, kasha cloth holds a prominent place in the country's textile industry. The history of Indian textiles is replete with examples of hand-spun and natural fibre fabrics from the pre-independence periods. Prior to India's independence from British control, Mahatma Gandhi led the Swadeshi movement, which elevated the lowly fabric of Khadi and revived its significance by encouraging self-reliance and boycotting foreign goods as a means of achieving autonomy. Nevertheless, despite government initiatives to revive the sector, its prominence declined following independence. When more and more designers started using this fabric in the 1990s, Khadi gained popularity again and underwent changes to suit the needs of a modern consumer base. The objective of this research is to examine the gradual changes that Khadi has undergone throughout time, exploring the key drivers that have fueled this industry's expansion.[13]

## 2. MATERIALS AND METHOD

In order to improve tactics for increased efficacy, the goal of this extensive study is to examine the impact of digital marketing on Gujarat's Khadi sector. The goal of the research is to obtain deep understanding of consumer preferences, attitudes, and the overall effects of various digital marketing channels.

**Sampling:**

To improve the validity of the study, a varied sample of 150 participants will be carefully chosen, guaranteeing representation across a range of demographics including age, gender, location, and digital competence.

**Survey Design:**

A carefully crafted questionnaire combining both quantitative and qualitative questions will be used. Consumer awareness, product preferences for Khadi, and the dynamics of their engagement with digital marketing channels are among the topics of investigation.

**Demographic Profiling:**

To identify potential influences on participants' responses, a thorough examination of their age, gender, occupation, and place of residence will be carried out.

**Digital Literacy Assessment:**

An array of inquiries will be employed to ascertain the participants' degrees of digital literacy, encompassing their comprehension of diverse digital platforms and the frequency of their online communications.

**Analysis of Consumer Perception and Preference:**

This study will examine how respondents feel about Khadi products in terms of quality, price, cultural appeal, and factors that influence their choice to buy.

**Digital Marketing Awareness:**

With a focus on websites like social media, search engines, and online ads, the study will evaluate participants' knowledge of and interaction with digital marketing channels. A major emphasis will be on identifying the most influential platforms and favoured content kinds.

**Impact Measurement:**

Participants' knowledge, consideration, and intent to buy Khadi products will be assessed in relation to the perceived influence of digital marketing. The success of the industry participants' ongoing digital marketing initiatives will also be closely examined.

**Strategy Suggestions:**

The study's findings will highlight possible areas where current digital marketing strategies should be strengthened. The identification of preferences according to material genres, frequency, and engagement initiatives will serve as a basis for strategic enhancements.

**Data collection:**

To ensure a comprehensive collection of responses, the survey will be conducted online using Google Forms and other tools that make participation and access simple.

**Data Analysis:**

Frequency distributions, percentages, and correlation analyses are only a few of the statistical methods that will be used to thoroughly evaluate quantitative data. To glean subtle insights, qualitative analysis techniques will be applied to the qualitative responses.

**3.RESULTS**

### Table 1: Demographic Profile of Participants

| Demographic Variable | Number of Participants |
|---|---|
| Age Group | |
| 18-25 | 78 |

| 26-35 | 47 |
|---|---|
| 36-45 | 25 |
| **Gender** | |
| Male | 80 |
| Female | 70 |
| **Occupation** | |
| Student | 45 |
| Working Professional | 105 |
| **Geographic Location** | |
| Urban | 110 |
| Rural | 40 |

The demographic profile of the 150 participants reveals a diverse representation across age groups, with a significant proportion aged 18-25 (68 participants). The sample also exhibits a balanced gender distribution (80 males, 70 females) and a majority of working professionals (105), emphasizing both urban (110) and rural (40) geographic diversity.

**Table 2: Digital Literacy Assessment**

| Digital Literacy Variable | Number of Participants |
|---|---|
| **Comfort with Social Media** | |
| High | 95 |
| Moderate | 40 |
| Low | 15 |
| **Frequency of Online Interactions** | |
| Daily | 75 |
| Weekly | 55 |
| Monthly | 20 |
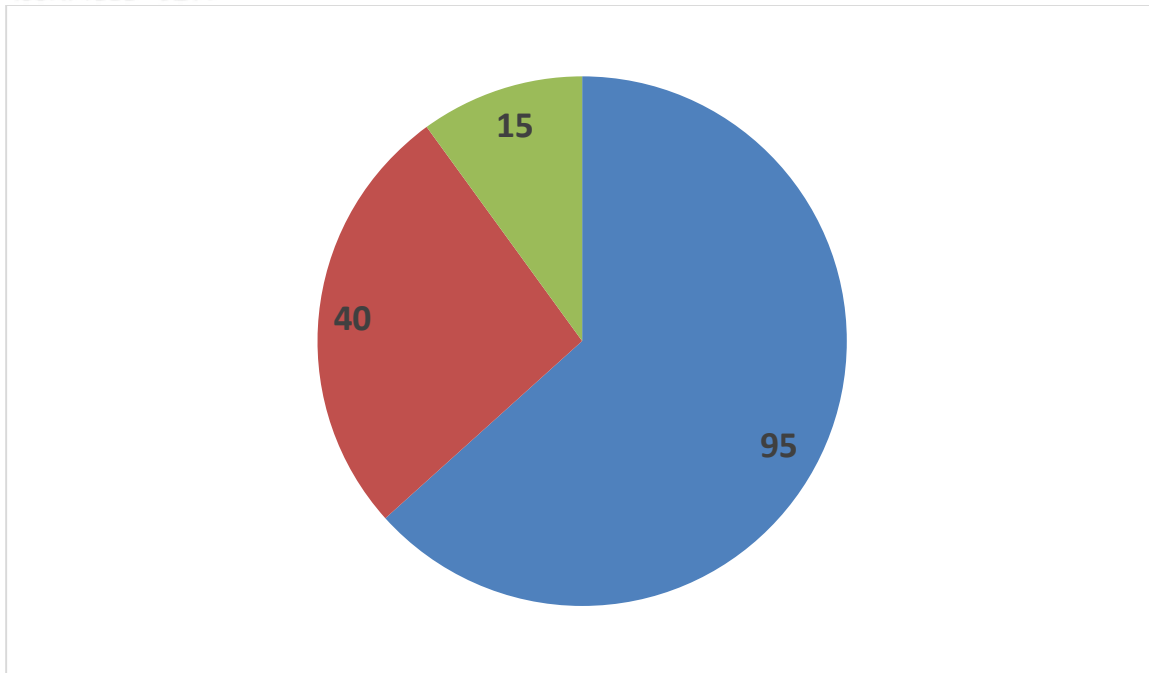
**Fig 1. Comfort with Social Media**
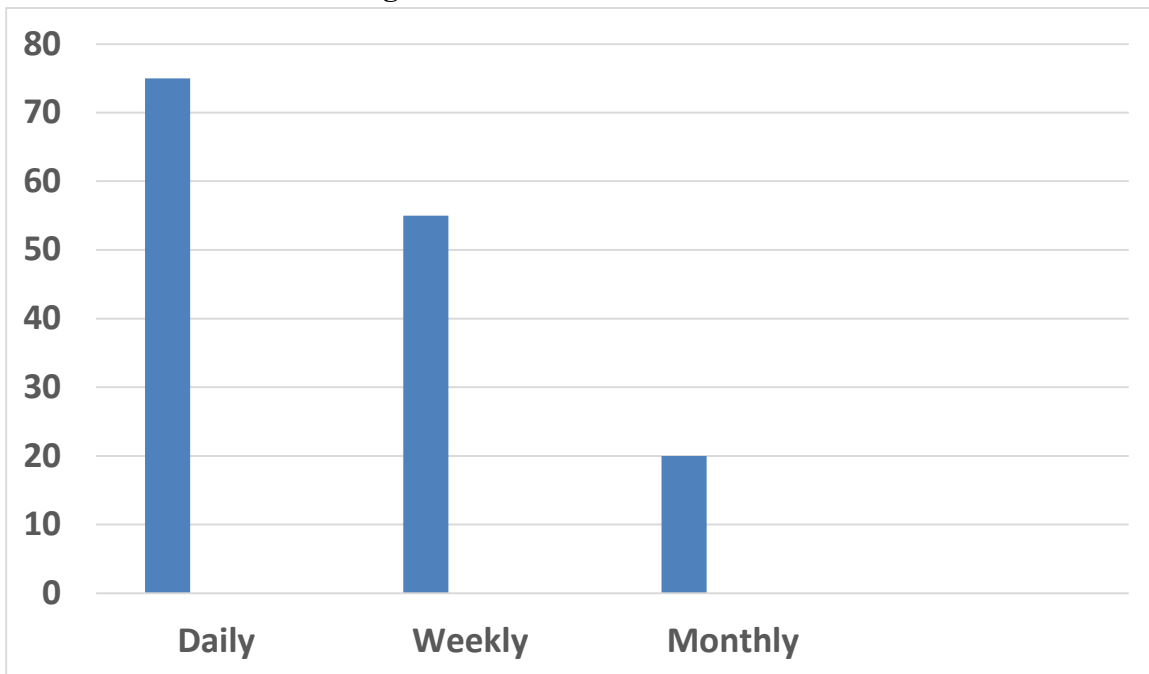


**Fig 2. Frequency of Online Interactions**

The digital literacy assessment illustrates a predominant comfort with social media, with a high level reported by 95 participants. A substantial portion engages in daily online interactions (75 participants), showcasing a significant digital presence, while 40 participants express a moderate comfort level with social media. Additionally, 55 participants engage in online interactions on a weekly basis. The lower frequency (20 participants) of monthly online interactions indicates a portion of the sample with less frequent digital engagement.

**Table 3: Consumer Perception and Preferences**

| Perception/Preference Variable | Responses |
|---|---|
| **Quality of Khadi Products** | |
| Excellent | 75 |
| Good | 60 |
| Average | 15 |
| **Pricing** | |
| Affordable | 90 |
| Moderate | 40 |
| Expensive | 20 |
| **Cultural Appeal** | |
| Strong | 70 |
| Moderate | 50 |
| Weak | 30 |

The consumer perception and preference analysis indicate a positive evaluation of Khadi products, with 75 respondents describing the quality as excellent and 60 as good. Affordability is a notable factor, as 90 participants perceive Khadi pricing as affordable, while 70 participants recognize a strong cultural appeal, emphasizing the industry's heritage and significance. Additionally, 30 respondents express a perception of weak cultural appeal, suggesting diverse perspectives within the sample.

**Table 4: Digital Marketing Awareness and Impact**

| Digital Marketing Channel | Awareness Level (Percentage) | Perceived Impact (Percentage) |
|---|---|---|
| Social Media | 90 | 70 |
| Search Engines | 80 | 60 |
| Online Advertising | 85 | 65 |
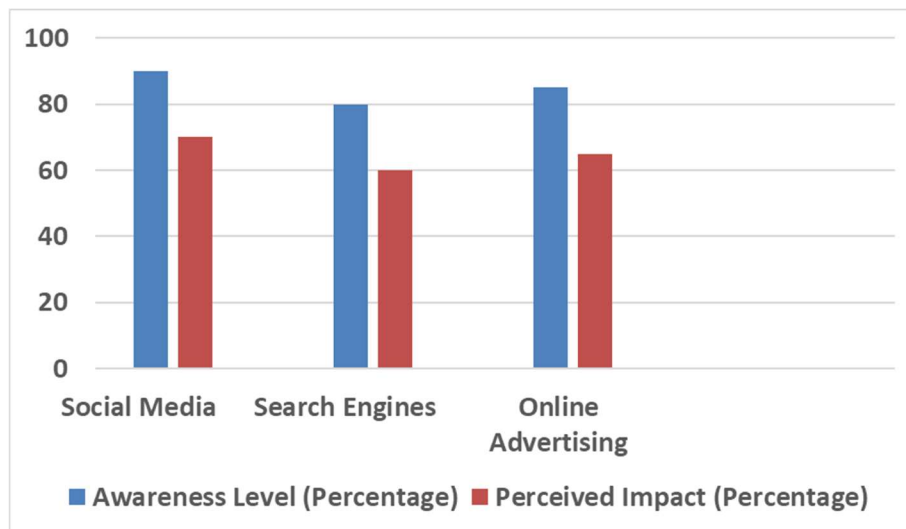


**Fig 3. Digital Marketing Awareness and Impact**

The table on digital marketing awareness and impact reveals strong awareness levels among participants, with 90% acknowledging social media as a significant channel, followed by 80% for search engines and 85% for online advertising. Perceived impact percentages indicate a positive reception, with 70% attributing impact to social media, 60% to search engines, and 65% to online advertising, highlighting the influential role these channels play in shaping opinions and perceptions within the surveyed group.

## 4.DISCUSSIONS

The 150 participants have a varied representation of ages in their demographic profile, with a noticeable concentration in the 18–25 age bracket. With 80 men and 70 women in each gender, the participants are primarily working professionals (105), reflecting a geographic diversity that includes both metropolitan (110) and rural (40) areas. [14]Ninety-five participants in the digital literacy evaluation reported feeling comfortable using social media, as seen in Figures 1 and 2. Forty participants report feeling somewhat comfortable with digital media, while 75 individuals—a considerable percentage—engage in daily online contacts, suggesting a strong digital presence. Furthermore, twenty people exhibit a lower frequency of monthly contacts compared to the other fifty-five participants who connect online on a weekly basis. Regarding consumer preferences and perceptions, the data shows that 75 respondents thought the quality of Khadi items was great, and 60 thought it was decent. One significant factor is affordability, as 90 percent said that Khadi's prices were reasonable. Cultural appeal is acknowledged, with 70 individuals reporting a strong link. However, 30 respondents perceive cultural appeal to be minimal, indicating a range of viewpoints in the sample. [15] With 90% of respondents recognising social media's importance, search engines come in second with 80% and online advertising at 85%, respectively, in the table on digital marketing awareness and impact, highlighting social media's significant influence. Positive feedback is seen in the perceived impact percentages, where social media is attributed for 70% of the influence, search engines for 60%, and online advertising for 65%. These results highlight the critical role these internet channels have in influencing the thoughts and perceptions of the questioned population, highlighting the significance of digital marketing techniques that work for Gujarat's Khadi business.

## 5. CONCLUSIONS

To sum up, the investigation of how internet marketing affects Gujarat's Khadi sector provides a variety of perspectives. The industry's reach across many age groups and geographic locations is highlighted by the diversified demographic profile, which offers a strong basis for comprehending consumer dynamics. The members' high degree of digital literacy and active use of social media highlights how crucial online platforms are in influencing customer impressions. Good customer attitudes and tastes, particularly with regard to Khadi product value and cost, are consistent with the history of the sector. Nonetheless, the recognition by certain participants of a lower level of cultural appeal suggests the necessity for sophisticated marketing tactics aimed at bridging cultural divides and advancing inclusivity. A path for strategic improvement is provided by the study's focus on important digital marketing channels

like social media, search engines, and online advertising. One important piece of advice for maximising the digital presence of the sector is to make efficient use of these platforms, especially when it comes to creating content that takes into account the perspectives of other cultures. It will be crucial for the Khadi business to comprehend and cater to a wide range of consumer tastes and perceptions as it navigates the digital terrain. The study acts as a guide for improving digital marketing tactics, encouraging more customer acceptance, and guaranteeing Gujarat's Khadi industry's continuous expansion and relevance.

## REFERENCES

1. Yilmaz, M. A. (2017). Effects of Business Education on Consumer. European Scientific Journal, 265-275.

2. Zabil, S. I. (2012). Impact of Consumer Awareness and Knowledge to Consumer Effective Behavior. Asian Social Science, 8(13), 108-114.

3. Veeraiah, V., Pankajam, A., Vashishtha, E., Dhabliya, D., Karthikeyan, P., & Chandan, R. R. (2022). Efficient COVID-19 Identification Using Deep Learning for IoT. 2022 5th International Conference on Contemporary Computing and Informatics (IC3I), 128–133. IEEE.

4. Chaudhury, S., Dhabliya, D., Madan, S., & Chakrabarti, S. (2023). Blockchain Technology: A Global Provider of Digital Technology and Services. In Building Secure Business Models Through Blockchain Technology: Tactics, Methods, Limitations, and Performance (pp. 168–193). IGI Global.

5. Kawale, S., Dhabliya, D., & Yenurkar, G. (2022). Analysis and Simulation of Sound Classification System Using Machine Learning Techniques. 2022 International Conference on Emerging Trends in Engineering and Medical Sciences (ICETEMS), 407–412. IEEE.

6. Mahajan, V., Muller, E., & Sharma, S. (1984). An Empirical Comparison of Awareness Forecasting Models of New Product Introduction. Marketing Science, 3(3), 179-197.

7. Guo, L. &. (2008). Consumer knowledge and its consequences: an international comparison. International Journal of Consumer Studies, 32, 260-268.

8. Humbe, D. V. (2012). Role of social media in Marketing of Handloom Products. International Journal of Science and Research, 3(7), 136-139.

9. Surya, C. M. (2017). Production and Marketing Performance of Sarvodaya Sangh Products with Special Reference to Tirunelveli District. International Journal of Research in Management & Business Studies, 4(1), 11-16.

10. M, D. &. (2013). A Study on Consumer Awareness about Handloom Products with Special Reference to Erode District. Journal of Marketing and Consumer Research, 1(1), 17-21

11. Deepa Yadav "Impact of Advertising on Khadi Consumer Awareness in Delhi/Ncr Region", European Economic Letters, ISSN 2323-5233, Vol 13, Issue 3 (2023)

12. Rebecca F. Dsouza "Future of Khadi Fashion Digital Transformation Business on the Metaverse", Volume 11 Issue 8, August 2022

13. Dr.Shiny Kochummen "Evolution of Khadi and the Growth of Khadi Industry in India", JETIR August 2023, Volume 10, Issue 8,2023

14. Sidharth Prasad Mishra, U. S. (2017). Multivariate Statistical Data Analysis- Principal Component Analysis (PCA). International Journal of Livestock Research, 7(5), 60-78.

15. Devon, Holli A., Michelle E. Block, Patricia Moyle-Wright, Diane M. Ernst, Susan J. Hayden, Deborah J. Lazzara, Suzanne M. Savoy, and Elizabeth Kostas-Polston. (2007). A psychometric Toolbox for testing Validity and Reliability. Journal of Nursing Scholarship, 30,155–64.