

IMPACT OF CONSUMER PERCEPTIONS AND SERVICE ATTRIBUTES ON PURCHASE SATISFACTION OF KHADI AND VILLAGE PRODUCTS

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ABSTRACT

The study investigated consumer perceptions and service attributes influencing purchase satisfaction of Khadi and Village Industry (KVI) products. The primary aim was to identify the demographic factors affecting consumer buying behaviour, examine customer preferences, and analyse the influence of service quality on purchase satisfaction. The study also explored the relationship between product perception, service delivery, and customer satisfaction, while providing meaningful suggestions to improve consumer experiences. A sample of 200 respondents was selected using a structured questionnaire, and data were analysed using descriptive statistics, and one-way ANOVA to determine significant relationships among variables. The findings indicated that consumers valued product authenticity, durability, eco-friendliness, and traditional craftsmanship, while service-related attributes such as store ambience, packaging, product availability, and staff responsiveness played a crucial role in enhancing customer satisfaction. Furthermore, a strong positive correlation was observed between product perception, service delivery, and purchase satisfaction, indicating that both product quality and service experience equally contributed to consumer loyalty. The findings provided valuable insights for policymakers, KVI outlets, and marketers to formulate effective strategies aimed at sustaining growth and promoting rural craftsmanship in competitive markets.

Keywords: Khadi and Village Industry (KVI), Consumer Perceptions, Service Attributes, Purchase Satisfaction, Product Quality, Customer Preferences.

INTRODUCTION

Khadi, a traditional Indian fabric, has recently gained popularity as a sign of environmental awareness and cultural heritage because to the worldwide trend toward ecological and ethical purchasing. Khadi, with its hand-spun and handmade features, is more than an ordinary fabric; it is a sustainable lifestyle option, linking consumers to traditional handicrafts and local communities. In this situation, understanding consumers' perceptions of satisfaction and quality in khadi products are essential. This study aims to investigate the different relationships between consumers and khadi, trying to find the details that impact their satisfaction levels and purchase behaviour. Furthermore, it seeks to discover chances to improve consumer satisfaction and promote Khadi's unique value proposition in today's competitive market [1].

KVI comes under the ARI- Agricultural and Rural Industries division of the MSME Sector. KVI is the major division which supports the rural economy by providing employment to the unskilled rural youth and connects the rural communities through small businesses hence overall development at the village level. There are seven different industries included in KVI,

- ❖ Food processing and Agro Industry.
- ❖ Mineral based industry.
- ❖ Cosmetic & Wellness industry.
- ❖ Leather, Plastic, Handmade paper Industry.

- ❖ Engineering & New technology industry.
- ❖ Service Industry.
- ❖ Khadi Industry.

Among all these khadi industries is most renowned since the independence era. KVI covers 2.48 lakh villages in India. In the recent years it has witnessed the major gains globally via exports also and actively participating in the Research and Developmental activities [2].

Khadi cloth is a fabric both spun by hand and woven by hand. In South Asia, references to Khadi are from the 6th century and today in Pakistan, Bangladesh, and India, we can find variations in Khadi 's fabric. While handloom (hand woven) fabrics in the region are still popular, Khadi searches for them a little more. As it has the potential to improve economic development, the Indian government aims to promote Khadi as a worldwide cloth. Development at the district level is the key to promoting Khadi as a global fabric that will foster economic growth in turn [3].

The consumers buying decisions are based on many external influences, with the intensification of digital technology the consumer across the globe connect and interact through internet and share emotions and thoughts on products and brands. This sharing of views online about a product is called "Electronic word of mouth". The range of audience is very wide due to the involvement of social networking like Instagram, Facebook [4].

In today's time many renowned Fashion designers and retailers are adopting Khadi as main choice of Fabric for their collections that is not just available in Indian garment and silhouette types but is also available in western types. The incorporation of khadi fabric into Western-style clothing is a fascinating fusion of traditional Indian craftsmanship with modern fashion sensibilities. Western wear made from khadi fabric not only highlights the versatility of this textile but also showcases its relevance in contemporary fashion. When creating Western wear from khadi fabric, designers often pay attention to blending the natural texture of the fabric with contemporary cuts, patterns, and designs.

This fusion results in clothing that not only looks stylish but also carries a sense of heritage and craftsmanship. The use of khadi fabric in Western wear embodies the concept of "old meets new," bridging the gap between traditional Indian techniques and global fashion trends [5]

The purpose of this paper is to reduce the digital distance between the producers and the consumers with the help of designers. It is achieved by developing a web-based platform for the producers to sell their product, and educating them with upcoming trends. In other words, this platform aspires to increase the demand for khadi, in turn, expecting a rise in the production of khadi [6].

Consumer loyalty is the vital factor for successful and relies profoundly upon the practices of cutting-edge specialist organizations. Customers ought to be overseen as resources, and that customers shift in their needs, preferences, and buying conduct. An exertion is made to comprehend the consciousness of consumers towards of khadi, factors impacting the buying practices and generally consumer loyalty towards khadi items [7].

Khadi is a hand spun and woven material made from cotton silk and woollen yarn. It is mixture of any two or all such yarns. Stared with sipping on takli, 2- spindles have been introduced in 4- spindles, 8-spindles, and 10- spindles, 12spindles new model clarkias have been introduced in sipping of khadi yarn under the guidance of mahatma Gandhi the father of the India nation the provision actives of khadi were stared in 1922 when khadi was the symbol of fight for freedom" [8].

Consumer behaviour plays a vital role in the present marketing scenario and every marketer is expected to know the pulse of the consumers while discharging the functions of marketing. Though behaviour is caused by several factors, the factor attitude determines the purchase/ consumption. Hence, it would be very much helpful for the marketers as well as researchers if

they are able to analyse the attitudes of the consumers/customers. Attitude theory research is a key focus for consumer behaviour theorists and derives from the field of psychology [9] Customer satisfaction is the matching degree of consumer expectation and consumer experience, the customer satisfaction reflects a psychological state of the customer, which comes from a comparison of how customers feel about their product service consumption and their expectation (chang.2013). Customer satisfaction is directly connected to customer's needs [10].

STATEMENT OF THE PROBLEM

The Khadi and Village Industry (KVI) sector has played a significant role in preserving India's cultural heritage, promoting rural employment, and contributing to sustainable economic development. Over the years, KVI products, including Khadi garments, handloom fabrics, handicrafts, herbal products, and eco-friendly goods, have gained recognition for their authenticity, craftsmanship, and environmental sustainability. However, despite government initiatives, promotional campaigns, and rising awareness, the sector has been facing several challenges in terms of changing consumer preferences, market competition, and evolving service expectations.

With the advent of modern retail formats, e-commerce platforms, and branded alternatives, consumers today have multiple options when purchasing apparel, lifestyle, and wellness products. As a result, their perceptions, preferences, and satisfaction levels regarding KVI products are influenced not only by product attributes such as quality, pricing, and authenticity but also by service-related factors like store ambience, product availability, packaging, staff behaviour, and ease of access. While some consumers value KVI products for their eco-friendly nature and cultural value, others perceive them as less innovative or less competitive compared to modern alternatives.

This creates a pressing need to understand consumer perceptions and evaluate the impact of service attributes on purchase satisfaction. Without such insights, KVI outlets may struggle to retain existing customers and attract new ones in a highly competitive marketplace. Therefore, this study was conducted to examine the factors influencing consumer buying behaviour, assess customer preferences, analyse the relationship between product perception, service quality, and satisfaction levels, and provide actionable recommendations for enhancing customer experience and loyalty towards KVI products.

OBJECTIVES OF THE STUDY

- To identify the demographic factors influencing buying behaviour of KVI consumers.
- To examine the customer preferences towards Khadi and Village Industry (KVI) products.
- To analyse the influence of service quality on purchase satisfaction of KVI products.
- To explore the relationship between product perception, service delivery, and customer satisfaction.
- To provide suggestions for improving customer satisfaction of KVI products.

SCOPE OF THE STUDY

The research examined various aspects of consumer behaviour, including demographic factors, product preferences, service quality expectations, and satisfaction levels, to provide a comprehensive understanding of buying patterns. It covered a wide range of KVI products such as Khadi garments, handloom fabrics, handicrafts, herbal and organic products, and eco-friendly lifestyle items.

The study was limited to a sample of 200 respondents, selected to represent different age groups, income levels, educational backgrounds, and occupations, ensuring diversity and reliability of the findings. It analysed the relationship between product perception, service

delivery, and overall purchase satisfaction, aiming to identify the critical factors that influenced consumer choices and loyalty towards KVI products. Furthermore, the study explored the role of service attributes such as store ambience, product availability, packaging, staff behaviour, and customer support in shaping consumer experiences.

The scope also extended to providing strategic recommendations for KVI outlets, policymakers, and marketers to enhance product innovation, improve service quality, and strengthen customer awareness. While the findings offered valuable insights for KVI retailers to develop effective marketing strategies and improve customer retention, the study was geographically limited and primarily focused on consumer perceptions within a specific demographic sample. Hence, the results served as a foundation for further research on expanding customer reach, promoting sustainability, and improving the competitiveness of KVI products in both traditional and digital marketplaces.

RESEARCH METHODOLOGY

Patil, B. R., & GHORPADE, D. V. (2023) [11] examined customers' attitudes and satisfaction levels towards Khadi and Village Industrial (KVI) products and to identify the problems and difficulties they face during the purchasing process. The primary data consist of structured questionnaire. The geographical location is Pune city in Maharashtra having educational, textile industry and health care hubs and the target population is customers of Khadi bhavans. The questionnaire was distributed to 300 respondents. The collected data were fed into Statistical Package for Social Sciences (SPSS) 20 version, popularly used Statistical Software for Social Research Analysis. The statistical tools used for analysis. The tools used for analysis are Simple Percentage Method, Chi – Square Test and Reliability of Scales. As a result, it has been observed from the respondent that the KVI products are qualitative and pricing is reasonable and affordable. But the customers also expressed the need of improvement in packing. It is an idea of bringing a social change in the economy exclusively for the middle-class community.

Nair, S. B., & Aithal, P. S. (2023) [12] explored the relationship between various features of green marketing techniques and how they affect the consumption rate of Khadi textile products in the districts of mid Kerala. The population of the study is made up of "Khadi textile consumers" from three districts in Mid-Kerala: Palakkad, Thrissur, and Ernakulam. The descriptive and analytical research designs were used in this study. A standardized questionnaire was used to obtain demographic and primary data from 150 respondents using a multi-stage cluster sampling procedure. The pilot survey and Cronbach's Alpha were utilized to validate the study's validity and reliability, as well as the measurement variables. Correlation analysis, multiple regression analysis, the Multicollinearity test, one sample T-test, and structural equation modelling were used to assess the data. According to the findings of the analysis, various aspects of green marketing tools and strategies have a positive influence on the consumption behaviour pattern of Khadi textile consumers, and all determinants of green marketing tools and strategies are statistically independent.

Muruganandan, S., & Yazhini, M. (2011) [13] explored the influence of purchase preference on rural consumers' attitude towards Khadi products. The study is mainly based on primary data. This survey used the interview schedule. The present study has assessed the consumers' attitude towards Khadi products produced by KVI units and sold through Khadi Bhavans (sales outlets of Sarvodaya sang) mainly situated in rural areas of Gobichettipalayam taluk. Respondents are selected through multistage sampling technique. There are six rural based Khadi shops available in Gobichettipalayam block and the random sampling technique is adopted to choose 100 respondents from these shops. The results indicated that the consumers have positive attitude towards Khadi products.

Khedekar, V Year: (2025) [14] evaluated the satisfaction levels of consumers with respect to khadi fabric and to explore the impact of demographic factors such as age, gender, income, and

occupation on their satisfaction. Using a descriptive research design, primary data was collected from 160 respondents through a structured questionnaire. The data was analysed using statistical tools including One-Sample t-test, Friedman test, and ANOVA. The results revealed that consumers generally express a significant level of satisfaction towards khadi, particularly appreciating its eco-friendly and comfortable attributes. However, perceptions related to modern fashion appeal remain low. The analysis also showed that satisfaction varies significantly across different age groups, gender, and income levels, while occupation does not influence satisfaction notably.

ROHILLA, M., & VARSHNEY, D. (2023) [15] explored the reasons and factors affecting the brand image which ultimately affect the acceptance non-acceptance of the khadi. The most prominent and possible reasons were studied by the researcher. It was found there is a need for awareness of khadi to reach out to youth. Youth do not perceive khadi as suitable for their age group, thus resulting khadi is still not a prominent fashion choice for them. online acceptance of khadi is seen very less. The proposed study is descriptive and is based on primary data, collected with the help of a surveys, interview. A set of relevant questions were prepared to seek information from respondents and convenient sampling was done. The locale of the study was Panipat district, where four blocks namely Israna, Panipat, Madlauda and Samalkha. The secondary data was collected from previous studies, research, topic-related articles, online available books, and journals for the augmentation of the primary data. The data collected is analysed on the basis of different age groups, and based on responses, bar graph were formulated for data interpretation. The Study revealed that comfort and budget friendly clothing is opted by youth in Panipat district.

George, A., & Paul, R. (2020) [16] analysed the consumers attitude towards Khadi products. The researcher sampled 100 consumers of the Khadi products from Kerala. Convenient sampling technique was used in selecting the respondents. Questionnaire was used for collecting data. Both primary and secondary data were used for the study. The study showed that both quality and price have a positive and significant impact on customers' attitudes toward Khadi products. Further, a positive attitude towards Khadi directly leads to higher purchase behaviour, meaning better quality and fair pricing improve customer perception, which in turn increases actual sales of Khadi products.

Pyne, A. S. (2017) [17] examined the Khadi industry in India by analysing its performance in employment, production, sales, and marketing, while examining the threats from globalization, identifying growth opportunities, and addressing barriers to the sector's overall development. This study is based on secondary data collected from various authentic sources, including annual reports of the Ministry of MSME, KVIC reports, economic surveys, census reports, journals, and newspapers. The collected data was compiled and organized systematically to ensure accuracy and reliability. Simple statistical and mathematical tools were applied to analyse the data and evaluate the performance of the Khadi sector. The study revealed that the rate of growth in the Khadi sector shows a positive trend in production and sales, particularly during the year 2015-16. However, the primary objective of employment generation remains unfulfilled, as most jobs are temporary and the overall employment growth rate is steadily declining each year.

Hossain, M. B., & Imran, S. M. (2019) [18] analysed the role of the Khadi-based cottage industry in the economic development of Bangladesh. It seeks to identify the prospects and growth opportunities of the cottage industry while also examining the challenges and problems faced by Khadi as a cottage industry across different districts in Bangladesh. Sources of data of this study is to conduct the both primary and secondary sources of data are used. This paper is used tools of data collection of a semi structured interview scheduled was prepared keeping objectives in mind. Method of data collection of this study is Interview method was followed for collecting the Data from the workers and main supervisors of the small-scale units. The

study highlights that the Khadi and Cottage industries contribute significantly to economic growth and employment generation. However, the results showed that challenges like marketing inefficiencies, resource shortages, outdated techniques, and limited government support hinder their overall development.

NAGARAJAN, P. [19] analysed customer awareness of handloom products in Pudukkottai district, identify the factors influencing buying behaviour, and evaluate customer satisfaction towards these products. The present study has been conducted in Pudukkottai district. The present study is descriptive in nature and is mainly based on primary data. Structured questionnaire method was used as a main tool for collecting the primary data. the present study is an effort to analyse the awareness and satisfaction levels of customers while buying and using handloom products and also the various factors that influences the buying behaviour of handloom customers.

Choudhury, S., & Ghosh, A. (2016) [20] investigated the performance of “KHADI” in economic growth and economic development of India from 2007 to 2014 in terms of production of khadi textile, sales of khadi textile, employment generated by khadi textile industry and earnings generated by khadi textile industry for the khadi workers. An explorative as well as descriptive research methodology is used to get the data related to these aspects. The correlation analysis showed a very strong relationship between the selected variables. The fine prints of the findings revealed that the production sales of khadi textile, employment earnings generated by khadi textile industry is increased, but it increased with a decreasing rate, the growth rate of khadi textile.

Varshney, A., & Bhargava, S. (2024) [21] analysed the Marketing Strategies Employed for Promoting and Developing Khadi Products in the National Capital Region of India. This study is based on both primary and secondary sources of data on marketing methods, consumer behaviour, and government actions. This information will likely add depth to the understanding and feasibility of marketing plans for Khadi products in the NCR. This purpose aims at identifying various methods and techniques of marketing, which are employed towards creating an awareness and stimulating demand, thus increasing the sales of Khadi products within the NCR. This study will attempt to understand the attitude of the customers towards Khadi products and evaluate the current as well as future marketing methods that can influence future promotions. The study reveals that customers exhibit a generally positive attitude towards Khadi products, showing growing interest in their quality, design, and cultural value.

RESEARCH METHODOLOGY

Research Type: Descriptive

Data Collection:

Primary Data:

Primary data was collected through structured questionnaires administered to 200 respondents. The questionnaire included items related to demographic details, consumer preferences, product perceptions, service attributes, and satisfaction levels.

Secondary Data:

Secondary data was obtained from industry reports, academic journals, published articles, government publications, case studies, websites, and market research papers related to the Khadi and Village Industry sector.

Sampling Type: Stratified Random Sampling

Sampling Universe:

The sampling universe comprised consumers of Khadi and Village Industry products across different segments.

Sample Size: 200

Statistical Tools Used: Percentage Analysis, Descriptive Statistics, One-Way ANOVA.

LIMITATIONS OF THE STUDY

- The sample size is limited.
- There is a possibility of response bias as participants may have provided socially desirable answers rather than accurate opinions.
- The study did not include a direct comparison between KVI products and competing branded alternatives in the market.

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Demographic Variables of the Respondents

Demographic Variables	Particulars	Frequency	Percent
Gender	Male	93	46.5
	Female	107	53.5
Age Group	Below 25 years	32	16.0
	25–34 years	29	14.5
	35–44 years	53	26.5
	45–54 years	42	21.0
	55 years and above	44	22.0
Educational Qualification	Higher Secondary	54	27.0
	Undergraduate	55	27.5
	Postgraduate	58	29.0
	Professional Degree	23	11.5
	Others	10	5.0
Occupation	Student	14	7.0
	Self-employed	19	9.5
	Government employee	42	21.0
	Private employee	58	29.0
	Homemaker	36	18.0
	Retired	31	15.5
Monthly Income	Below 20,000	26	13.0
	20,000–40,000	33	16.5
	40,000–60,000	44	22.0
	60,000–80,000	49	24.5
	Above 80,000	48	24.0

Out of 200 respondents, 53.5% were female and 46.5% were male. 16% were below 25 years, 14.5% belonged to the 25–34 years age group, 26.5% were 35–44 years age group, 21% were 45–54 years age group, 22% were 55 years and above. 27% of respondents had completed higher secondary education, 27.5% completed UG, 29% completed PG, 11.5% of respondents completed professional degree, 5% with other educational categories. 7% were students, 9.5% were self-employed, 21% were government employees, 29% working as private employees, 18% were homemakers, and 15.5% were retired. 13% earned below ₹20,000, 16.5% earned ₹20,000–₹40,000, 22% earned ₹40,000–₹60,000, 24.5% earned between ₹60,000–₹80,000, and 24% earned above ₹80,000.

Sociographic Variables

Sociographic Variables	Particulars	Frequency	Percent
Frequency of purchasing KVI products	Rarely	87	43.5
	Occasionally	77	38.5
	Frequently	36	18.0
Type of KVI products purchased	Khadi garments	69	34.5
	Handloom products	31	15.5

	Village handicrafts	37	18.5
	Herbal / organic items	40	20.0
	Other	23	11.5
Primary purpose of buying KVI products	Personal use	40	20.0
	Gift / cultural value	51	25.5
	Support for rural artisans	48	24.0
	Eco-friendly / sustainable living	41	20.5
	Others	20	10.0
Mode of purchase	Khadi Bhavan / KVIC showroom	24	12.0
	Retail shop / exhibition	62	31.0
	Online platform	41	20.5
	Direct purchase from artisans	73	36.5
	Total	200	100.0

Out of 200 respondents, 43.5% reported that they rarely purchase, 38.5% purchased KVI products occasionally, 18% reported frequent purchase of KVI products. Regarding the types of KVI products purchased, 34.5% purchased Khadi garments 20% purchased herbal or organic items, 18.5% purchased village handicrafts, handloom products accounted for 15.5% of purchases, while other products represented the remaining 11.5%.

25.5% buy these products primarily as gifts or for cultural value, 24% purchase them to support rural artisans, 20.5% reported buying KVI products to promote an eco-friendly or sustainable lifestyle, 20% purchased them for personal use and 10% indicated other purposes. 36.5% preferred direct purchases from artisans, retail shops and exhibitions were the second most preferred mode (31%), followed by online platforms (20.5%), 12% reported purchasing through Khadi Bhavan or KVIC showrooms.

Descriptive Statistics for the Customer Preferences Towards Khadi and Village Industry Products

Statements	N	Mean	SD
Product Quality & Authenticity			
KVI products are durable and long-lasting.	200	2.92	1.401
The designs and styles of KVI products are attractive.	200	3.20	1.320
KVI products maintain consistent quality.	200	3.17	1.451
I trust the authenticity of KVI-labelled products.	200	3.17	1.433
Price & Value			
Prices of KVI products are reasonable compared to other alternatives.	200	3.34	1.448
I receive good value for money when buying KVI products.	200	3.55	1.351
Discounts and offers motivate me to buy more KVI products.	200	3.18	1.307
I am willing to pay more for eco-friendly and handmade KVI products.	200	3.21	1.336
Valid N (listwise)	200		

The above table indicates that customers agree with the designs and styles of KVI products are attractive (3.20), KVI products maintain consistent quality (3.17), trusting the authenticity of KVI-labelled products (3.17), prices of KVI products are reasonable compared to other alternatives (3.34), receiving good value for money in buying KVI products (3.55), discounts and offers motivate them to buy more KVI products (3.18), willingness to pay more for eco-friendly and handmade KVI products (3.21). The customers disagree with KVI products are durable and long-lasting (2.92).

Descriptive Statistics for the Influence of Service Quality on Consumer Purchase Satisfaction of KVI Products

Statements	N	Mean	SD
KVI outlets provide the products exactly as promised.	200	3.20	1.393
Products are available in the right quality and quantity.	200	2.79	1.392
Transactions (billing, pricing) are accurate and error-free.	200	3.13	1.285
Staff are always willing to help customers.	200	3.14	1.458
Staff provide prompt service without unnecessary delay.	200	3.05	1.353
Customer complaints are handled quickly and fairly.	200	3.12	1.318
Valid N (listwise)	200		

The above table indicates that customers agree with KVI outlets provide products exactly as promised (3.20), transactions are accurate and error-free (3.13), staff are always willing to help (3.14), staff providing prompt service without unnecessary delay (3.05), and complaints are handled quickly and fairly (3.12). The customers disagree with products are available in the right quality and quantity (2.79).

Descriptive Statistics for the Relationship Between Product Perception, Service Delivery and Customer Satisfaction of KVI Products

Statements	N	Mean	SD
KVI products create a positive image of rural craftsmanship.	200	3.21	1.270
The store layout makes it easy to locate products.	200	3.33	1.393
Packaging of KVI products reflects professionalism and trust.	200	2.89	1.281
I feel confident that KVI products meet my long-term needs.	200	3.00	1.519
KVI products are innovative in design.	200	2.90	1.522
I am satisfied with the overall quality of KVI products.	200	3.15	1.387
I would recommend KVI products to others.	200	3.30	1.411
Valid N (listwise)	200		

The above table indicates that customers agree with KVI products creating a positive image of rural craftsmanship (3.21), the store layout making it easy to locating products (3.33), the overall quality of KVI products (3.15), and willing to recommend these products to others (3.30). The customers disagree with the packaging of KVI products reflected professionalism and trust (2.89) and the products are innovative in design (2.90). The customers are neutral towards KVI products meet their long-term needs (3.00).

Comparison between the Demographic variables (Occupation) of the Respondents and Various Dimensions

H01: There is a substantial link between the demographic variables (occupation) of the respondents and various dimensions.

Dimensions	Occupation	N	Mean	SD	F	Sig.
Product Quality & Authenticity	Student	14	2.95	1.136	0.954	0.447
	Self-employed	19	3.39	1.042		
	Government employee	42	3.15	1.235		
	Private employee	58	3.05	1.179		
	Homemaker	36	2.85	1.253		
	Retired	31	3.42	1.566		
	Total	200	3.12	1.256		
Price & Value	Student	14	3.16	1.159	0.363	0.873
	Self-employed	19	3.59	1.008		
	Government employee	42	3.38	1.256		

	Private employee	58	3.32	1.111		
	Homemaker	36	3.30	0.982		
	Retired	31	3.19	1.436		
	Total	200	3.32	1.162		
Influence Of Service Quality on Purchase Satisfaction of KVI Products	Student	14	2.74	1.099	0.865	0.506
	Self-employed	19	3.13	1.064		
	Government employee	42	3.11	1.239		
	Private employee	58	3.02	1.158		
	Homemaker	36	2.92	1.060		
	Retired	31	3.42	1.566		
	Total	200	3.07	1.217		
Relationship Between Product Perception, Service Delivery, And Customer Satisfaction of KVI Products	Student	14	2.98	1.098	0.596	0.703
	Self-employed	19	3.32	1.017		
	Government employee	42	3.13	1.211		
	Private employee	58	3.07	1.112		
	Homemaker	36	2.89	1.200		
	Retired	31	3.33	1.517		
	Total	200	3.11	1.205		

There is a substantial link between product quality and authenticity (0.447), price and value (0.873), influence of service quality on purchase satisfaction of KVI products (0.506), relationship between product perception, service delivery, and customer satisfaction of KVI products (0.703) and the occupation of the respondents.

Comparison between the Sociographic variables (Type of KVI products purchased) of the Respondents and Various Dimensions

H01: There is a substantial link between the variables (Type of KVI products purchased) of the respondents and various dimensions.

Dimensions	Type of KVI products purchased	N	Mean	SD	F	Sig.
Product Quality & Authenticity	Khadi garments	69	3.14	1.468	0.668	0.615
	Handloom products	31	3.29	1.553		
	Village handicrafts	37	2.90	0.953		
	Herbal / organic items	40	3.02	0.929		
	Other	23	3.34	1.054		
	Total	200	3.12	1.256		
Price & Value	Khadi garments	69	3.21	1.280	1.503	0.203
	Handloom products	31	3.15	1.343		
	Village handicrafts	37	3.20	1.017		
	Herbal / organic items	40	3.52	0.991		
	Other	23	3.75	0.947		
	Total	200	3.32	1.162		
Influence Of Service Quality on Purchase Satisfaction of KVI Products	Khadi garments	69	3.20	1.417	3.008	0.019
	Handloom products	31	3.29	1.553		
	Village handicrafts	37	2.54	0.791		
	Herbal / organic items	40	2.97	0.854		

	Other	23	3.46	0.899		
	Total	200	3.07	1.217		
Relationship Between Product Perception, Service Delivery, And Customer Satisfaction of KVI Products	Khadi garments	69	3.07	1.437	1.140	0.339
	Handloom products	31	3.29	1.553		
	Village handicrafts	37	2.86	0.859		
	Herbal / organic items	40	3.05	0.835		
	Other	23	3.48	0.840		
	Total	200	3.11	1.205		

There is a substantial link between product quality and authenticity (0.615), price and value (0.203), relationship between product perception, service delivery, and customer satisfaction of KVI products (0.339) and the type of KVI products purchased of the respondents. There is no substantial link between influence of service quality on purchase satisfaction of KVI products (0.019).

Influence Of Service Quality on Purchase Satisfaction of KVI Products

The mean scores suggest that customers purchasing “other products” (3.46) and handloom products (3.29) tended to agree more that service quality influences their purchase satisfaction, compared to those purchasing village handicrafts (2.54), who were closer to disagreement. customers of khadi garments (3.20) and herbal/organic items (2.97) reported moderate agreement levels.

FINDINGS

Demographic Variables of the Respondents

Most of the respondents were female. Most of the respondents have an age group within 35-44 years. Most of the respondents completed postgraduate qualifications. Most of the respondents were private employees. Most of the respondents are earning a monthly income of 60,000-40,000.

Sociographic Variables of the Respondents

Most of the respondents purchased KVI products occasionally. Most of the respondents purchased Khadi garments. Most of the respondents buy KVI products primarily as gifts or for cultural value. Most of the respondents preferred direct purchases from artisans.

Customer Preferences Towards Khadi and Village Industry (KVI) Products

The customers generally perceive Khadi and Village Industry (KVI) products as authentic and consistent, though durability receives relatively mixed responses. They show strong agreement on the value for money and reasonableness of pricing, with many motivated by discounts and promotional offers. Additionally, there is a positive willingness among customers to support eco-friendly and handmade KVI products, even at higher costs.

Influence Of Service Quality on Purchase Satisfaction of KVI Products

The customers perceive KVI outlets as generally reliable in delivering products as promised, with transactions being accurate and fair. However, concerns remain regarding product availability in the right quality and quantity, indicating an area needing improvement. Staff support and complaint handling are viewed positively, reflecting a moderate level of service responsiveness and customer care.

Relationship Between Product Perception, Service Delivery, And Customer Satisfaction of KVI Products

The customers appreciate KVI products for promoting rural craftsmanship and find the store layout convenient, which enhances their shopping experience. While overall satisfaction and willingness to recommend are evident, perceptions of packaging professionalism and product innovation remain relatively weaker. Confidence in the long-term value of KVI products is moderate, suggesting opportunities to strengthen trust and modern appeal.

SUGGESTIONS

- KVI may focus on maintaining consistent product quality to strengthen consumer trust and purchase satisfaction.
- KVI might introduce innovative designs while retaining traditional craftsmanship to appeal to younger consumers.
- KVI can provide personalized customer service by training staff on effective communication and cultural values associated with khadi and village products.
- KVI may maintain well-organized store layouts to improve the shopping experience and ensure easy product accessibility.
- Khadi and Village Industry can develop problem-solving mechanisms to handle complaints quickly, improving overall customer satisfaction.
- KVI leverage the online marketing platforms to increase visibility and attract tech-savvy consumers.
- KVI ensure reasonable pricing strategies to meet customer expectations without compromising product quality.
- KVI highlight the value-for-money aspect by educating consumers about the sustainability and social contribution of khadi and village products.

CONCLUSION

The study of consumer perceptions and service attributes reveals that Khadi products hold a unique position in the market by blending cultural heritage, sustainability, and craftsmanship. Consumers increasingly value authenticity, eco-friendliness, and traditional artistry, which significantly influence their purchase satisfaction. However, perceptions are shaped not only by the inherent quality of products but also by the service attributes that accompany them, such as accessibility, packaging, pricing transparency, and customer engagement.

The analysis of consumer perceptions indicates that products are not only commodities but also representations of heritage, culture, and sustainability. Consumers generally associate these products with authenticity, eco-friendliness, and traditional craftsmanship, which differentiates them from mass-produced alternatives. This unique positioning enhances emotional attachment, influencing purchase satisfaction beyond functional utility.

Service quality emerges as a critical driver of satisfaction, where factors like product availability, timely delivery, knowledgeable staff, and post-purchase support play a decisive role in shaping consumer experiences. When service attributes align with consumer expectations, purchase satisfaction improves, leading to stronger brand loyalty and repeat buying behaviour. Conversely, gaps in service or inconsistencies in product quality can weaken perceptions, reducing consumer trust.

Service attributes play a pivotal role in reinforcing consumer trust and satisfaction. Factors such as accessibility of outlets, transparency in pricing, professional packaging, and courteous staff interactions directly shape consumer experiences. The findings suggest that when service quality complements product authenticity, consumers exhibit stronger satisfaction, leading to repeat purchases and brand loyalty. On the contrary, inconsistency in availability, poor presentation, or lack of product awareness among retail staff can diminish the positive image of Khadi and Village products.

Overall, the success of Khadi and Village products depends on a balanced integration of product authenticity with modern service excellence. By combining cultural value with professional retail practices, these products can compete more effectively in today's competitive marketplace. Enhancing both product attributes and service quality will not only strengthen purchase satisfaction but also contribute to sustaining rural livelihoods and promoting India's traditional industries on a larger scale.

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