
A STUDY ON CONSUMER PREFERENCE TOWARD KHADI PRODUCTS IN TIRUPUR CITY

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ABSTRACT:

Khadi is one of the most important traditional products in India and represents the country's cultural heritage, self-reliance, and sustainability. The present study focuses on customer preference towards Khadi products in Tirupur, a city well known for its textile industry. The objective of this study is to understand the level of awareness, buying behavior, and preference of customers towards Khadi products such as clothing, skincare items, and household products. It also examines the factors that influence customers to choose Khadi products, including quality, price, eco-friendliness, and cultural value.

KEYWORDS: Khadi Products, Customer Preference, Consumer Behavior, Eco-friendly Fabric, Traditional Textile, Rural Industries, Sustainable Fashion, Handloom Products, Tirupur Textile Market, Khadi and Village Industries Commission (KVIC).

1.1 INTRODUCTION TO THE STUDY

In recent times, there has been a noticeable rise in consumer interest in homemade products due to changes in lifestyle, increasing health awareness, and concern about the safety and quality of industrially produced goods. Modern consumers are more careful about their purchasing choices and show a strong preference for products that are natural, fresh, and free from harmful chemicals. This growing awareness has led to an increased demand for homemade food items, personal care products, and household goods.

REVIEW OF LITERATURE:

- 1 **Sharma and Nair (2026)** The study analyzed credibility and trust in traditional products. Khadi was perceived as reliable and ethical. The study concluded that heritage value strengthens brand image.
- 2 **Verma and Singh (2026)** This research examined future prospects of Khadi homemade products. Findings indicated strong growth potential with modernization. The study concluded that Khadi has sustainable long-term prospects.

2.1 OBJECTIVES OF THE STUDY:

- 1 To study the customer preference toward homemade product
- 2 To study the impact of health consciousness on the purchase of organic homemade product.

2.1 STATEMENT OF THE PROBLEM THE STUDY:

Although homemade product are gaining popularity due to increased health awareness use of natural ingredients and eco-friendly practices consumers’ purchase decision are influenced by various factors such as price, quality consistency, availability, packaging, and trust.

2.2 SCOPE OF THE STUDY:

Understanding Khadi's Market Potential Identifying opportunities for Khadi products in domestic and international markets. Analyzing Production Challenging Examining production processes to improve efficiency and reduce costs.

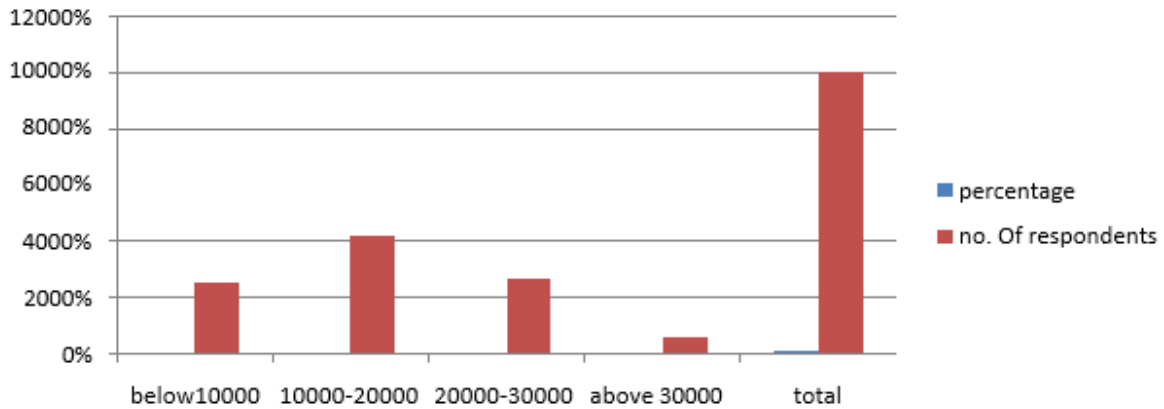
TABLE 4.1 AGE GROUPS OF THE RESPONDENCE.

AGE GROUP	PERCENTAGE	NO. OF. RESPONDENTS
Below-20	38%	38
21-30	27%	27
31-40	20%	20
Above-40	15%	15
Total	100%	100

SOURCE: PRIMARY DATA INTERPRETATION:

The data reveals that nearly 58–60% of the respondents fall under the Below 20 and 21–30 age groups, followed by 25–28% in the 31–40 category and only 12–15% above 40 years. This clearly indicates that younger consumers are more inclined towards homemade products. This trend may be due to higher exposure to health information, social media

influence, and greater concern for natural and chemical-free products among youth.



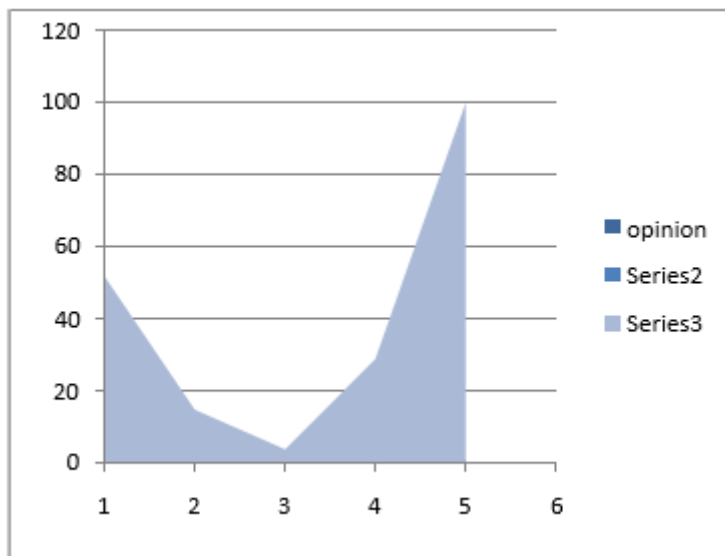
GOVERNMENT CERTIFICATE AND TRUST

OPINION	PERCENTAGE	NO. OF. RESPONDENTS
Strongly agree	52%	52
Agree	29%	29
Neutral	15%	15
Disagree	4%	4
Total	100%	100

SOURCE: PRIMARY DATA INTERPRETATION:

Around 65–68% of respondents believe that government certification would improve trust, 20% are neutral, and 12–15% disagree. This shows that while homemade products are trusted, official certification can further strengthen credibility and widen market acceptance.

CHART 4.2



FINDING

The study shows that consumers below 30 years form the largest group purchasing homemade products. This reflects increased health awareness and preference for natural products among youth. Female respondents dominate the purchase of homemade products.

SUGGESTIONS

Producers should focus on expanding personal care homemade products. This segment shows the highest consumer demand. Freshness and hygiene standards must be strictly maintained. This ensures safety and repeat purchase. Natural ingredients should be clearly highlighted on labels. Transparency builds consumer trust.

CONCLUSION

Conclusion is essential for strengthening the quality and credibility of homemade products. Based on the study findings, producers should seek guidance from food safety and quality experts to ensure proper hygiene, freshness, and the safe use of natural ingredients. Professional advice can help standardize production processes, reduce health risks, and maintain consistent product quality, which is crucial for gaining consumer trust and satisfaction.

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