

A STUDY ON YOUTH'S PREFERENCE FOR KHADI APPARELS - THE SIGNATURE AND SUSTAINABLE FABRIC OF INDIA

-Priyanka Raghani, Assistant Professor, Shri Jairambhai Patel Institute of Business Management and Computer Applications (formerly known as NICM), Gujarat

-Jigna Trivedi, Associate Professor, Shri Jairambhai Patel Institute of Business Management and Computer Applications, (formerly known as NICM), Gujarat

ABSTRACT

Khadi- the original fabric of India is alternatively termed as “Khaddar”, a hand-spun and hand woven material, greatly helps to sustain the rural economy by providing employment to rural artisans and women. People who wear Khadi are self-motivated and bore a positive attitude to buy the fabric as indicated through the application of Theory of Planned Behaviour in the study. The contribution of Designers is immense to attract potential buyers for wearing Khadi. Despite being the culture and heritage, Khadi is not worn by the masses. Therefore in this paper an attempt has been made to find out the reasons for the non-acceptance of Khadi and promote it as a fashion fabric through the survey. Young Celebrity endorsement, Online Sales, promoting exports, Production research for quality improvement and round-the-year discount seasons have been suggested to make Khadi a long-lived sustainable fabric.

Keywords: *Apparels, Consumer Behaviour, Khadi, Theory of Planned Behaviour, Sustainable.*

INTRODUCTION

A hand spun Indian heritage fabric Khadi is an integral part of apparel segment, which was robbed off by the Britishers. The revival genesis of Khadi in historic India was credited in the name of The Father of the Nation-Mahatma Gandhi who proposed- Swadeshi Movement (synonymous to Khadi). Khadi was used as a weapon to promote Indian merchandise while boycotting British merchandise in the market (Blackwell., 2011) to make India independent. The transformational fabric (Khadi Book, 2018) Khadi was looked at as an icon of self-sufficiency, sustainability and employment. Even today, in Pure Gandhian Institutes (such as Vidyapith) Khadi has been treated as uniform (Gujarat Vidyapith, n.d.). According to The Khadi and Village Industries Commission (KVIC), the share of Khadi fabric in the total textile mill production has doubled from 4.23% to 8.49% in 2018-19, which is phenomenal in itself (Mistry, 2020) and it is owed to Prime Minister Narendra Modi, who gave a clarion call to adopt Khadi (The Economic Times, 2019). As per the data of 2018-19 the mill fabric production is 2,012

million square meters versus 170.80 million square meters of Khadi fabric production (The Economic Times, 2019), indicating that still Khadi is not worn by many people.

LITERATURE REVIEW AND RESEARCH GAP

Khadi, the word is derived from the Hindi word 'Khad' or 'Pit' (Gupta, Rastogi, & Mathur, 2018). In pre-independence era, Khadi's popularity was restricted in Bangladesh and Pakistan only (Pal, 2017; Ramagundam, 2008). Khadi promoted rural industrialization, self-employment, self-sufficiency, sustainability and tool to boycott foreign goods. Khadi is viewed as a transformational fabric (The Economic Times, 2019; Khadi Book, 2018) a favoured fabric due to its features such as similar to cotton material or supple like its silk, eco-friendliness, adaptable to easily print and embroidery work (Khadi and Crafts, 2009; Rai, 2016; Vivek, 2016; Gupta, 2016), cool fabric in summer and hot in winter (Ambre and Lad, 2017; Rana, 2018; and Choudhury and Ramachandran, 2004), bucolic and zero contraption appearance (Bajpai and Gahlot, Khadi, 2011; Fibre2Fashion, n.d ; Mishra, 2014) and it is skin-friendly due to its breathing behaviour (Chatterjee, Das, Kavita, and Nayak, 2011; Goel and Jain, 2015).

As a move to promote Khadi, India now celebrates Khadi Day on September 19th (Sinha, 2018). The most sensitive segment to the apparel industry is youth. The definition of youth from the economic perspective consists of individuals in the age group of 18-24 years (United Nations), 18-35 years (UNESCO,

2017), 15-29 years (National youth Policy, 2014). The Fashion industry extends the age-limit of youth from as high as more than 15 years (Rocha, Hammond, and Hawkins., 2005) and as high as 25-45 years (Kaur & Singh, 2007). Operationally, researchers have defined "Youth is a person falling in the age group of 18-45 years who make a purchase decision to buy clothes which fits the body size and pays due consideration to style while buying the apparel for themselves and at times for family members and friends".

The factors influencing the buying behaviour of individuals could be easily captured through the renowned Theory of Planned Behaviour (TPB) which was proposed by Azen (1991). The gist of the TPB is that social choices are the aftereffect of a contemplated procedure where the person is favourable in Attitudes (AT), Subjective Norms (SN) and Perceived Behaviour Control (PBC), it leads to the underlying foundations of purchase intention (willingness to buy), which ultimately promotes the buying behaviour (willingness to purchase) (Smith, et al., 2007).

Available study contextually describes the genesis, advantages and disadvantages of Khadi. The empirical study to identify reasons supporting wearing of Khadi, cited in the literature were conducted in Delhi, Jaipur, Coimbatore, Mumbai and Bangalore. The studies based on TPB were also conducted for various products or services of different region. None of the empirical studies which exhaustively explained the reasons for people wearing Khadi and reasons for people not wearing Khadi were studied in Gujarat. Present study attempts to address this gap.

RESEARCH OBJECTIVES

- To appreciate the role of Khadi from a freedom fabric to fashion fabric.
- To empirically test the reasons and modus operandi for the purchase of Khadi apparel.

- To identify the influence of attitude, subjective norms and perceived behavioural control on purchase intention of Khadi apparel.
- To empirically explore the reasons for consumers not buying Khadi apparel.

RESEARCH METHODOLOGY

Table 1: Research Methodology.

Parameters	Section-I	Section-II
Research Design	Descriptive, Single Cross Sectional	
Sampling Method	Non Probability Convenience	
Sampling Unit	Khadi India Outlets	Shopping Malls
Sampling Element	Individual	
Research Approach	Survey	
Sample Size Determination	$n = Z^2 * p * q / e^2$, i.e. $(1.96)^2 * (0.5) (0.5) / (0.06)^2$	
Sample Size	250	300
Sampling Duration	August-September, 2020	September-October, 2020
Sampling Area	Ahmedabad	Ahmedabad, Gandhinagar, Surendranagar, Vadodara
Data Collection	Primary	
Tools for Data Collection	Self-Administered Questionnaire	
Contact Method	Personal Visit	
Sources of Secondary Data Collection	Internet, Website, Books etc	
Data Management	Microsoft Excel, SPSS-20 and Smart PLS Programming	Microsoft Excel, SPSS-20
Data Analysis	Frequency Table and Tabulation	
Descriptive Analysis	Mean(X), Median (M), Mode (Z), Standard Deviation (SD),	X, M, Z, SD, Minimum (Mini.), Maximum (Maxi.), Range (R) and Rank Analysis
Inferential Statistics	Confirmatory Factor Analysis (CFA)	N.A

(Source: Author's Own Compilation)

DATA ANALYSIS AND FINDINGS

Section-I: For Khadi Wearers.

Table 2: Demographic Analysis

Variables	Observed Statistics
Location	Ahmedabad (100%)
Gender	Male (52%), Female (48%)
Age (in Years)	18-25 (1%), 25-35 (33%), 35-45 (20%) and 45 and Above (46%)
Educational Qualification	Less than Graduate (26%), Graduate (46%) and Post Graduate (28%)
Occupation and Sector	Service (Public Sector) (47%), Business/Profession (15%), Social Activist (13%), Home maker (9%), Retired (15%) and Students (1%)

(Source: SPSS Output)

HYPOTHESIS TESTING

Attitude construct was measured using the bio-polar 7-point rating scale. The subjective norms perceived behavioural control and purchase intentions were measured on the 7-point likert scale of Extremely Strongly Disagree (1) to Extremely Strongly Agree (7). The results of researchers in studying the buying behaviour of customers towards green products explained that if the attitude, subjective norms and perceived behavioural control towards the product are positive then it supports purchase intention (Arora and Kishor, 2019; Zheng and Chi, 2014; Shukla, 2019; Kalafatis, Pollard, East, and Tsogas, 1999). Based on this the following hypothesis can be framed. H01: Attitude towards buying Khadi Products has a positive effect on Youth's Purchase Intention. H02: Subjective Norms towards buying Khadi Products has a positive effect on Youth's Purchase Intention. H03: Perceived Behavioural Control towards buying Khadi Products has a positive effect on Youth's Purchase Intention.

Data analysis was conducted by checking the internal consistency reliability of the scale with the help of Cronbach Alpha (Internal Reliability), through the Smart PLS Software. The alpha value for Attitude (0.84), Subjective Norms (0.73), Perceived Behavioral Control (0.86) and Purchase Intentions (0.71), met the standard value greater than 0.6 (Ferketich, 1990). The details of AVE, CR are displayed in Table 3.

Table 3: Observed Statistics.

Latent Constructs	Variables	Number of Items		
Attitude (AT)			0.55	0.88
Un-Educated---Scholarly	0.75	AT1		
Dull---Hipster	0.79	AT2		
Messy---Crisp	0.80	AT3		
Uncomfortable---Comfortable	0.77	AT4		
Harsh---Smooth	0.60	AT5		
Rural-Urban	0.74	AT6		
Subjective Norms (SN)				
My family thinks that I should often buy Khadi apparel for wearing.	0.55	SN1	0.52	0.81
My Friends thinks that I should often buy Khadi apparel for wearing.	0.89	SN2		
My Club-Mates (Reference Groups) thinks that I should often buy Khadi Apparels for wearing.	0.62	SN3		
My Colleagues thinks that I should often buy Khadi Apparels and Wear.	0.79	SN4		
Perceived Behaviour Control (PBC)				
I am confident that wearing apparel made out of Khadi fabric would suit my personality.	0.71	PBC1	0.53	0.89
I am confident that, I can buy and wear apparel made out of Khadi Fabric.	0.72	PBC2		
I am confident that wearing apparel made out of Khadi fabric would suit my skin and feel comfortable.	0.76	PBC3		
I am confident that Khadi provides a variety of unique style choices and promotes its unique fashionable element.	0.72	PBC4		
I am confident that Khadi provides a variety of choices in fabric and designs.	0.74	PBC5		
I do not face high barriers in purchasing Khadi Apparel.	0.72	PBC6		
If I wished, I can easily buy Khadi Apparel.	0.73	PBC7		
Purchase Intentions (PI)				
I will try to purchase at least one garment made out of Khadi in the near future.		PI1	0.63	0.84
I Plan to purchase Khadi apparel in the near future.		PI2		
If I see Khadi apparel while shopping, I intend to purchase or consider purchasing it.		PI3		

(Source: Smart PLS Output)

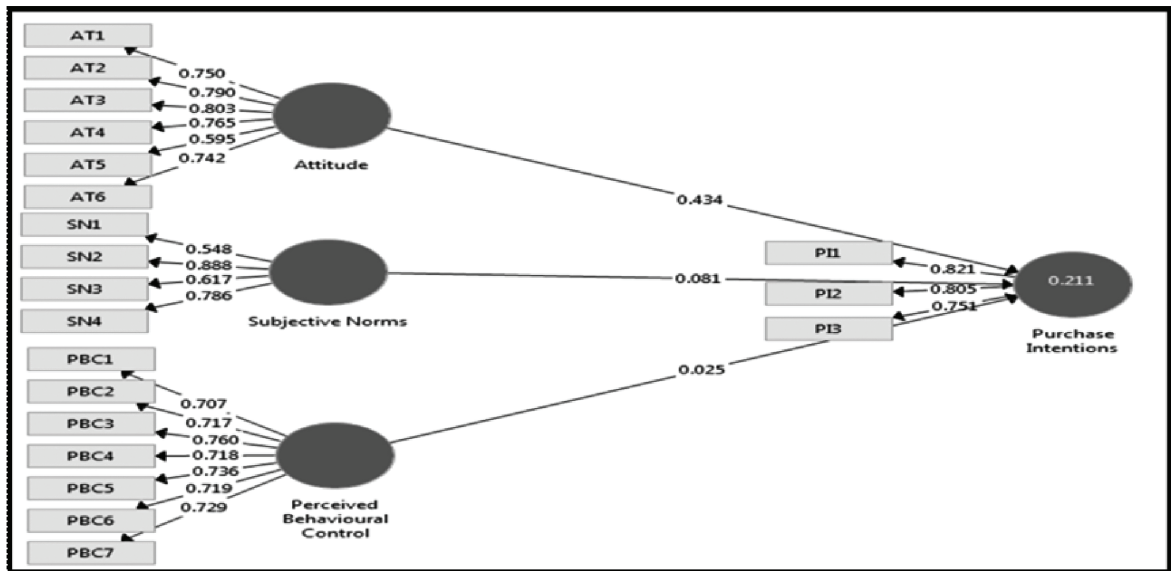
For almost all the items, the factor loadings were greater than 0.60 and denoted a strong correlation of these items with the variables of TPB (Rummel, 1970). The Composite Reliability (CR) was greater than 0.6, indicating a very good internal consistency among the items of the variables (Bacon and Sauer, 1995). The value of AVE should be 0.50 or higher indicating good reliability of the model (Fornell and Larcker, 1981).

Table 4: Discriminant Validity.

Particulars	AT	SN	PBC	PI
AT	0.74			
SN	0.08	0.72		
PBC	0.73	0.06	0.73	
PI	0.45	0.08	0.35	0.79

(Source: Smart PLS Output)

Discriminant Validity of the measurement model was tested to ensure that the selection of items measured a particular construct and not the other construct (Hamid et al, 2017). It was noted that the cut-off value for all the four constructs were greater than 0.70 (Becker, Klein and Wetzels, 2012).



(Source: Smart PLS Output)

The factor loadings of AT towards PI were 0.43, SN 0.08 and PBC 0.025. The model explained that 21% of the dependent variable is explained by the independent variable. The SRMR value was 0.06 which is less than 0.08 (Hair, Hult, Ringle and Sarstedt, 2017).

The overall findings demonstrated that ATT was stronger than SN, which was stronger than PBC, although all the three variables of TPB were statistically significant. The final result, i.e.; the PI was described at R square as 0.211, showing a positive PI highlighted from all the three variables. From figure-1, it can be concluded that consumers who have the necessary purchase intentions pursuant to the TPB were likely to engage in the purchase behaviour.

SECTION II: FOR KHADI NON-WEARERS

Table 5: Demographic Analysis.

Location	Ahmedabad (25%), Gandhinagar (25%), Vadodara (25%) and Surendranagar (25%)
Gender	Male-48% and Female-52%
Age (in Years)	18-25 (27%), 25-35 (27%), 35-45 (23%) and 45 and above (23%)
Educational Qualification	Less than Graduate (22%), Graduate (52%) and Post Graduate (26%)
Occupation	Service (36%), Business (48%), Home-makers (13%) and Students (3%)
Total Family Income (in Rs.)	More than Rs.50,000 (100%)

(Source: SPSS Output)

SHOPPING FREQUENCY, TIME OF PURCHASE AND SPENDING ON APPARELS

Respondents made the purchases once in 2-3 months (75%), Half Yearly (19%) and once in a month (6%). It was known that respondents wished to update their wardrobe based on latest fashion once every two three months. Respondents made the purchases during the end of the season discounts (29%), festive time (26%), on special occasions (23%), and whenever required (22%). Respondents believed that they might take advantage of reduced prices during the end of season discounts. The approximate amount spent per annum on apparels were less than Rs.10,000 (3%);

Rs.10,000-15,000 (77%); Rs.15,000-20,000 (7%) and Rs.20,000-25,000 (13%). They were spending the money either in ready to wear or ready to stitch type of apparel.

PURCHASE ATTRIBUTES AND MODE OF PURCHASE

On a seven point Likert scale from (7-Extremely important to 1-Not at all important). The respondents preferred Comfort (X= 6.03, SD=0.74), Style (X=5.52, SD=0.67), Price (X=5.78, SD=0.84), Trend (X=5.33, SD=0.60), Brand (X=5.74, SD=0.68), Fit (X=5.74, SD=0.67), Quality (X=5.87, SD=0.71), Colour Combination (X=5.51, SD=0.67), Celebrity Endorsement (X=5.38, SD=0.55) and Print

Design ($X=5.45$, $SD=0.67$). The mean ratings greater than 5 and SD less than 1, respectively highlighted importance and uniformity in the responses. The fashion-conscious non-Khadi wearers valued brand name and felt connected with celebrity endorsement when they purchased the apparel (Ambre and Lad, 2017). The respondents preferred Cotton, Silk, Denim, Lycra, Wool, Polyester, Synthetic, Rayon, Linen and Other Fabrics. Cotton was the most favoured fabric, as it was skin and weather friendly and comfortable wear (Sewing & Craft Alliance, 2008).

All (100%) respondents preferred both the offline and online mode of shopping.. Preference for offline mode of shopping was Branded Stores (30%), Local Retail Stores (29%), Wholesale Stores (29%) and Factory Outlets (12%). Indian consumers prefer to touch, see, feel and at times try the product before buying, which is possible only in offline stores (Sharma, 2017). Respondents preferred to buy the private labels provided it

was of good quality (Daengrasmisopon, 2004). They preferred to buy on Amazon, Flipkart, Snapdeal, eBay, Myntra, Jabong etc.

SOCIAL, CLOSE-NET AND SOCIAL MEDIA INFLUENCERS ON BUYING DECISION

Respondents admitted that their purchase decision was influenced by Family and Friends (24%), Internet (23%), Advertisements (17%), Past Experiences (22%) and store agents (14%). Close-net influencers were Spouse (87%) and friends (13%). Face book (19%), Instagram (19%), Whatsapp (19%), Online Stories (19%), Snap Chat (19%) and Fashion Blogs (5%) also influenced the purchase decision of respondents. The customer conducts research on trendy clothes and then wishes to buy the product (Roesler, 2015). The reviews and ratings assist in research and comments from family, friends and spouses transform the willingness into actual purchase of attire (Fernandes and Panda, 2018).

REASONS FOR NON-PURCHASE OF KHADI

None of the respondents had bought any Khadi apparel in last one year. The reasons for not wearing Khadi were explored, which are described in Table 6.

Table 6: Reasons for Non-Purchase of Khadi.

Reasons	X	SD	Reasons	X	SD
Problem in Fabric			Non-Appealing Feature		
Poor Quality	5.52	0.62	Not Branded	5.55	0.61
Shrinkage	5.60	0.67	Not Fashionable	5.45	0.99
Colour Fading	5.32	0.53	Unpleasant Wear	5.56	0.62
Harsh Material	5.71	0.64	Rural Look	5.36	0.54
Poor Fitting	5.63	0.75	No Celebrity Endorsement	5.52	0.56

Availability Problem			Cost Issues		
Limited Variety	5.97	0.55	High Price	5.56	0.76
No Designer Khadi	5.97	0.70	Dry Cleaning	5.63	0.71
No Online Sales	5.55	0.50	Ironing Cost	5.88	0.71
Only Exclusive Outlets	5.65	0.66			

(Source: SPSS Output)

Respondents do not prefer Khadi due to problems in fabric, non-appealing features, availability problems and cost issues. The majority of the respondents uniformly agree with the reasons for not wearing Khadi.

BENEFITS OF KHADI

The versatile and flexible Khadi fabric has one of the properties of keeping the wearer warm in winter and cool in summer. On washing, it is more improved; the more you wash it, the better is the look. Khadi doesn't effortlessly wear out with a timeframe of realistic usability (Fibre2fashion, 2006). Khadi promotes tiny businesses in rural areas and provides self-employment to people (PTI, 2020).

Table 7: Benefits of Khadi

Khadi Wearing	Percentage	Production and Sales	Percentage
Skin Friendly	17%	Employment Generation	19%
Comfortable	8%	Poverty Alleviation	15%
Versatile	6%	Rural Industrialization	7%
Good Quality	4%	Increases Production	13%
Value for Money	2%	Women Empowerment	23%
National Significance	25%	Promoting Local Based Production	23%
Swadeshi	25%	---	---
Increases Productivity	13%	---	---

(Source: SPSS Output)

Changes Expected in the Khadi Apparels, Future Purchase and Mode of Purchase
 Respondents expected Khadi in Designer Apparels (14%); More Varieties (14%); Lower price (14%); Sound Promotion (12%); Online Availability (11%); Web Marketing (14%); Availability in other stores (11%) and Celebrity Endorsement (9%). 70% showed their interest to purchase Khadi apparel in future. Respondents assigned first rank to online and second rank to offline stores for purchasing Khadi.

CONCLUSION AND SUGGESTIONS

The research was conducted to study the preference of Youth for the Khadi Apparels. The Khadi wearers who wear it by choice were surveyed using the model of TPB. Results indicated that each of the three antecedents of the TPB was statistically significant for the intention to purchase Khadi apparel. However, Attitude was found to be stronger than perceived behavioural control and subjective norms. They expected the fabric to be available easily at different stores other than Khadi Bhandhars with a good range of variety including designer Khadi apparel. The Khadi Non-Wearers do not wear the fabric mainly due to unawareness and the high cost involved in its purchase. The machine-made cloth was cheaper in comparison to Khadi was the main reason for not wearing it. Besides this, other reasons like its harsh touch, rural look, shrinkage on wash, lack of brand ambassadors were the reasons for disliking the fabric. If such

flaws were improved, the non-wearers may be converted into the Khadi wearers.

MANAGERIAL IMPLICATIONS

KVIC may increase the range of varieties in khadi, improve on fittings, endorse it as a branded product, should make it readily available other than Khadi Bhandhar (Khadi India Stores), and may try to make it a fashionable product. Khadi apparel may be sold online by KVIC through different platforms for its easy accessibility. A designated website must be created for the sale of Khadi apparel, which may showcase the latest designs, colours and prices for ready to wear and ready to stitch clothes. The practice of discounts should be worked for the whole year rather than exclusively in the month of October. Khadi should also be promoted by young Celebrities to appeal to the Youth. Proper Research and Development of the fabric are needed for the removal of complaints inherent to the fabric.

References

1. Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes* 50(2) , 179-211.
2. Ambre, P. P., & Lad, a. S. (2017). Khadi – Awareness and Promotion among Youth. *International Research Journal of Engineering and Technology (IRJET)* .
3. Arora, A., & Kishor, N. (2019). Factors Determining Purchase Intention And Behaviour Of Consumers Towards Luxury Fashion Brands In India: An Empirical Evidence. *British Journal of Marketing Studies (BJMS)* , 7 (4), 34-58.
4. Bacon, D., & Sauer, P. (1995). Composite Reliability in Structural Equations Modeling. *Educational and Psychological Measurement* , 394-406.
5. Bajpai, S., & Gahlot, M. (2011). Khadi: The Pride of India. *Fibre2fashion* .
6. Becker, Klein, & Wetzels. (2012). Hierarchical latent variable models in PLS-SEM: guidelines for using reflective-formative type models. *Long. Range. Plann.* 45 , 359-94.
7. Blackwell., W. (2011). *A companion to the Anthropology of India*. 8 March 2011. ISBN 9781405198929.
8. Chatterjee, Das, Kavita, & Nayak. (2011, October). Study of Handle and Comfort Properties of Poly-Khadi, Handloom and Powerloom Fabrics. *Man-made Textiles in India* .

9. Choudhury, G., & Ramachandran, S. (2004, October 23). Hi-fashion khadi. . The Tribune.
10. Daengrasmisopon, T. (2004). Consumer preferences toward private label versus manufacturers' brands: a literature review. *Chulalongkorn Review* .
11. Ferketich, D. S. (1990). Internal consistency estimates of reliability. *Research in Nursing & Health* , Pages 437-440.
12. Fernandes, S., & Panda, R. (2018). Social Reference Group Influence on Women Buying Behaviour: A Review. *Journal of Commerce and Management Thought* 9(2) , 273-291.
13. Fibre2Fashion. (n.d). Fiber to Fashion. Retrieved from www.fibre2fashion.com: <https://www.fibre2fashion.com/industry-article/959/khadi-the-pride-of-india?page=1>
14. Fibre2fashion. (2006). KHADI – The Pride Of India. <https://www.fibre2fashion.com/industry-article/959/khadi-the-pride-of-india> .
15. Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error Vol. 18, No. 1., *Journal of Marketing Research* , pp. 39-50 (12 pages).
16. Goel & Jain (2015). Revival of Khadi– An Analysis of the State of Khadi in India with Supply and Demand Side Problems., *Innovative Journal of Business and Management*, Vol. 4, No.5, pp. 100-103., 100-103.
17. Gujarat Vidyapith. (n.d.). Home: Gujarat Vidyapith. Retrieved December 5, 2020, from Gujarat Vidyapith Web Site: <http://www.gujaratvidyapith.org/overview.htm>
18. Gupta, R. P. (2016, January 16). Reinventing Khadi. The Tribune .
19. Gupta, Rastogi, & Mathur. (2018). Khadi: An iconic Indian cloth. *International Journal of Applied Home Science* , 267-278.
20. Hair, J., Hult, G., Ringle, C., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, 2nd edition. Thousand Oaks, CA: Sage.
21. Hamid, & al, e. (2017). Discriminant Validity Assessment: Use of Fornell & Larcker criterion versus HTMT Criterion. *J. Phys.: Conf. Ser.* 890 012163 .
22. Kalafatis, S., Pollard, M., East, R., & Tsogas, M. (1999). Green Marketing and Ajzen's Theory of Planned Behaviour: A Cross-Market Examination. *Journal of Consumer Marketing* , 16 (5), 441-460.
23. Kaur, & Singh. (2007). Uncovering retail shopping motives of Indian Youth. *YOUNG CONSUMERS*, 128-138.
24. Khadi and Crafts. (2009, 11 27). Khadi and Crafts. Retrieved September 01, 2020, from khadi-n-crafts.blogspot.com: <http://khadi-n-crafts.blogspot.com/2009/11/khadi-eco-friendly.html>
25. Khadi Book. (2018). *Khadi Book*. In KVIC, *Khadi Book*. New Delhi: KVIC.
26. Mishra, A. (2014, August 21). Khadi apparel finds favour with common man. *Business Today* .
27. Mistry, H. (2020, June 24). The World of Khadi. *Textile Value Chain* .
28. National youth Policy. (2014). (2014). . Retrieved from Retrieved from www.youthpolicy.org: <http://www.youthpolicy.org/factsheets/country/india/>
29. Pal, S. (2017, April 12). The Fascinating History of the Fabric That Became a Symbol of India's Freedom Struggle. *The Better Home* .
30. PTI. (2020, February 12). Govt targeting khadi, village industries for job creation in rural areas. *Business Standard* .

31. Rai, S. (2016, January 22). Narendra Modi government's khadi initiative to create 80 lakh jobs in 2016-17. *Business Today* .
32. Ramagundam, R. (2008). *Gandhi's Khadi: A history of Contention and Conciliation*. ORIENT LONGMAN LIMITED.
33. Rana, S. S. (2018, September 09). India: Fabindia Agrees Not To Use 'Khadi' For Their Products Anymore. *Mondaq* .
34. Rocha, Hammond & Hawkins. (2005). Age, Gender and National Factors in Fashion Consumption. *Journal of Fashion marketing and management*, , 380-390.
35. Roesler, P. (2015). How social media influences consumer buying decisions. *BizJournals* .
36. Rummel, R. (1970). UNDERSTANDING FACTOR ANALYSIS.
37. Sewing & Craft Alliance. (2008). Cotton ... The Most Popular Fabric in the World. Retrieved September 25, 2020, from S & CA: http://www.sewing.org/files/guidelines/4_105_cotton.pdf
38. Sharma, A. (2017, December 20). Online vs Offline- Is the consumer buying behaviour ready for transformation. *ET Retail.com* .
39. Shukla, S. (2019). A Study on Millennial Purchase Intention of Green Products in India: Applying Extended Theory of Planned Behaviour Model. *Journal of Asia-Pacific Business* , 20 (4), 322-350.
40. Sinha, S. (2018, January 4). The Story Of Khadi, India's Signature Fabric. Retrieved September 22, 2020, from Culture Trip: <https://theculturetrip.com/asia/india/articles/the-story-of-khadi-indias-fabric/>
41. Smith, J. R., Terry, D. J., Manstead, A. S., Louis, W. R., Kotterman, D., & Wolfs, J. (2007). Interaction Effects in the Theory of Planned Behavior: The Interplay of Self-Identity and Past Behavior. *Journal of Applied Social Psychology* .
42. The Economic Times. (2019, June 18). Khadi's share in textile production doubles in 5 years. Retrieved September 22, 2020, from Economic Times: <https://economictimes.indiatimes.com/industry/cons-products/garments/-/textiles/khadis-share-in-textile-production-doubles-in-5-years/articleshow/69841735.cms?from=mdr>
43. UNESCO. (2017). UNESCO. Retrieved from www.unesco.org: <http://www.unesco.org/new/en/social-and-human-sciences/themes/youth/youth-definition/>
44. Zheng, Y., & Chi, T. (2014). Factors influencing purchase intention towards environmentally friendly apparel: an empirical study of US consumers. *International Journal of Fashion Design, Technology and Education* , 1-10.