

“A Study on Today’s Youth Perception towards the Muslim- Khadi Products with Special Reference to Seloo Town”

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Abstract: *This study investigates the perceptions of today’s youth towards Muslim- Khadi products, with a specific focus on Seloo Town. Khadi, a symbol of India’s independence movement, holds cultural and historical significance, while Muslim-owned businesses contribute to the rich tapestry of India’s diverse entrepreneurial landscape. Despite this, there is a dearth of research exploring youth perceptions towards Muslim-Khadi products, particularly in smaller towns like Seloo. Thus, this study aims bridge this gap by providing insights into the attitudes, preferences, and purchasing behavior of the youth consumers towards Muslim-Khadi products.*

Using a mixed-methods approach, data will be collected through both quantitative surveys and qualitative interviews with youth consumers in Seloo Town. The survey questionnaire will be designed to gather demographic information and assess factors such as awareness, perception, and intention to purchase Muslim-Khadi products. Additionally, in-depth interviews will delve deeper into the underlying motivations, attitudes, and cultural influences shaping youth perceptions towards these products.

1. INTRODUCTION

Introduction to the study

Brief overview:

The project, titled "A Study on Youth's Perception towards Muslim-Khadi Products with Special Reference to Seloo Town," aims to investigate how young consumers perceive and engage with Muslim-Khadi products in Seloo town. It explores the cultural significance of Khadi within the Muslim community, analyzes the impact of marketing strategies on youth perception, and identifies socio-economic factors influencing their engagement with these products. Through a mix of qualitative and quantitative research methods, the study seeks to provide valuable insights for businesses and policymakers targeting youth consumers in niche markets.

Importance of Studying Youth’s Perception towards Muslim-Khadi Products:

Studying youth's perception towards Muslim-Khadi products holds significant importance in the contemporary marketing landscape for several compelling reasons. Firstly, the youth demographic represents a crucial segment of consumers with distinct preferences, values, and purchasing behaviors. Understanding their perceptions towards Muslim-Khadi products provides valuable insights for businesses seeking to tailor their marketing strategies effectively. By tapping into the mindset of youth consumers, companies can adapt their product offerings, branding, and communication strategies to resonate with their tastes and preferences, thereby enhancing market penetration and brand loyalty.

Secondly, delving into youth's perception towards Muslim-Khadi products sheds light on the evolving dynamics of cultural consumption in a globalized world. Khadi, as a symbol of India's rich cultural heritage, carries profound meaning and symbolism, particularly within the Muslim community. Exploring how young consumers interpret and engage with Muslim-Khadi products unveils the intersection of tradition, religion, and contemporary consumerism. It offers insights into the evolving nature of cultural identity and the role of heritage products in shaping individual and collective identities among youth consumers, thereby enriching the discourse on cultural consumption in diverse societies.

Furthermore, studying youth's perception towards Muslim-Khadi products has broader societal implications beyond commercial interests. Khadi embodies principles of sustainability, self-reliance, and social empowerment, making it a symbol of socio-economic development and cultural preservation. Understanding how youth consumers perceive and engage with these products can inform policymakers and social advocates about the effectiveness of initiatives aimed at promoting traditional crafts and sustainable lifestyles. By fostering appreciation and adoption of Muslim-Khadi products among youth, it contributes to the preservation of cultural heritage, promotion of ethical consumption practices, and empowerment of local artisans and communities. Thus, studying youth's perception towards Muslim-Khadi products transcends mere market research, encompassing broader themes of cultural preservation, social responsibility, and sustainable development.

Significance of Focusing on Seloo Town:

Focusing on Seloo town holds significant importance for this study due to its unique socio-cultural context and historical relevance. Situated in a diverse region of India, Seloo town serves as an ideal microcosm to examine consumer perceptions towards Muslim-Khadi products. The

2. REVIEW OF LITERATURE

Conceptual Review:

In recent years, there has been a growing interest in understanding consumer behavior, particularly among the youth demographic, towards sustainable and culturally significant products. This conceptual review focuses on exploring the perceptions of today's youth towards Muslim-Khadi products, with a special reference to Seloo town in Wardha, Maharashtra. The intersection of religion, culture, and sustainability in the context of Khadi offers a unique lens through which to examine consumer attitudes and behaviors, shedding light on broader socio-economic dynamics and cultural influences.

Khadi as a Cultural Symbol:

Khadi holds deep cultural significance in India, symbolizing self-reliance, simplicity, and freedom. Historically associated with Mahatma Gandhi and the Indian independence movement, Khadi represents a synthesis of tradition and modernity, blending age-old craftsmanship with contemporary design aesthetics. For Muslim communities, Khadi carries additional religious connotations, often regarded as a symbol of piety and modesty. Understanding how today's youth perceive and relate to Khadi, particularly in the context of their religious and cultural identities, is essential for contextualizing their attitudes towards Muslim-Khadi products.

Youth Consumer Behavior and Cultural Identity:

Today's youth are a key demographic segment with significant influence on market trends and consumption patterns. Their consumption choices are often influenced by factors such as social identity, cultural values, and peer influence. In the case of Seloo town, where cultural diversity and traditional values coexist with modern aspirations, understanding how youth negotiate their cultural identities within the context of consumer culture is critical. Exploring the role of religion, community norms, and cultural symbolism in shaping youth perceptions towards Muslim-Khadi products can provide valuable insights into their consumer behavior and preferences.

Sustainability and Ethical Consumption:

In an era marked by increasing environmental awareness and concerns about sustainability, Khadi stands out as a sustainable and eco-friendly alternative to mass-produced textiles. Its handcrafted nature, use of natural fibers, and low environmental footprint resonate with consumers seeking ethical and sustainable products. For today's youth, who are often characterized by their concern for social and environmental issues, Muslim-Khadi products offer an opportunity to align their values with their consumption choices. Exploring how youth perceive the sustainability credentials of Muslim-Khadi products and the extent to which these factors influence their purchasing decisions is crucial for understanding their consumer behavior.

Marketing Strategies and Cultural Sensitivity:

Effective marketing strategies play a pivotal role in shaping consumer perceptions and attitudes towards products. In the case of Muslim-Khadi products, marketers need to adopt culturally sensitive approaches that resonate with the target audience while respecting their religious beliefs and cultural sensitivities. Understanding the cultural nuances and preferences of youth in Seloo

3. RESEARCH METHODOLOGY

Statement of the Problem

In the contemporary marketplace, the intersection of tradition and modernity presents unique challenges and opportunities for marketers. Despite the resurgence of interest in indigenous products and cultural heritage, there remains a gap in understanding the perceptions of today's youth towards Muslim-owned Khadi products, particularly in smaller towns like Seloo. This gap is exacerbated by the limited research available on the subject, hindering efforts to develop targeted marketing strategies that resonate with youth consumers.

Objective of the study

- To evaluate the awareness of Muslim-Khadi products among the youth in SelooTown.
- To access the knowledge about the Muslim-Khadi products among the youth.
- To examine the overall attitudes and opinions of youth towards Muslim-Khadi products in Seloo Town.
- To identify the barriers of youth while buying the Muslim-Khadi products.

Hypothesis

Hypothesis provides the basis for investigation related the project. Hypothesis is an assumption which may or may not be true. It is a statement in which giving a proper guidance related to the research activity.

H1: The perceived benefits of using Muslim-Khadi products, such as cultural value and eco-friendliness which positively influence the attitude of youth towards these products.

H0: The lack of awareness about Muslim-Khadi products among youth in Seloo Town which negatively influences their purchasing decisions.

- i) **Nature of the study :**
- ii) **Sample and sample size**
- iii) **Sampling technique**
- iv) **Method and sources of data collection**
- v) **Tools of data analysis**

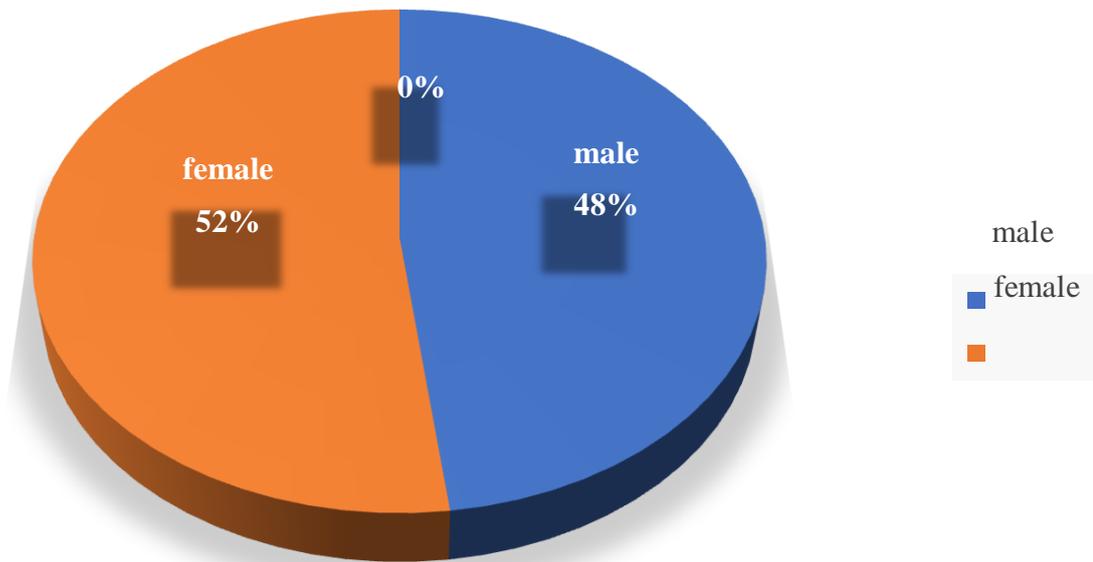
Analysis and Interpretation of Data

Data Analysis and Interpretation

Q.1. Gender

- Male**
- Female**

Sr. No.	Options	No. Of respondents	Percentage
1.	Male	24	48%
2.	Female	26	52%
	Total	50	100%



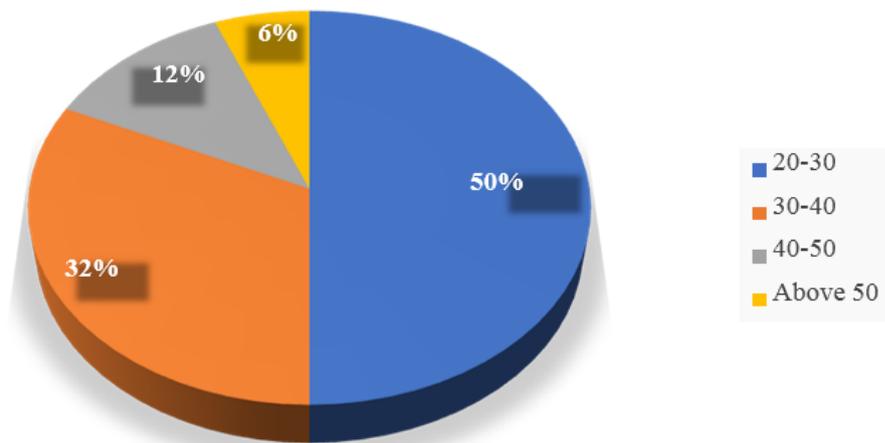
Interpretation: -

From the above study it is found that majority of respondents (52%) are belongs to the category of female while minority of respondents (48%) are belonging to the category of

male.

Q.2.	What is your age?
<input type="checkbox"/>	20-30
<input type="checkbox"/>	30-40
<input type="checkbox"/>	40-50
<input type="checkbox"/>	Above 50

Sr. No.	Options	No. Of respondents	Percentage
1.	20-30	25	50%
2.	30-40	16	32%
3.	40-50	6	12%
4.	Above 50	3	6%
	Total	50	100%



Interpretation: -

From the above study it is found that (50%) of the respondents their age is between 20-30, (32%) of the respondents their age is between 30-40, (12%) of the respondents their age.

4. CONCLUSIONS

Findings

1. The study revealed a slight majority of female respondents (52%) compared to male respondents (48%).
2. The age distribution of respondents showed that the majority (50%) fell within the 20-30 age range, followed by 30-40 (32%), 40-50 (12%), and above 50 (6%).
3. Majority of respondents (80%) of respondents were aware of Muslim khadi products, while (20%) were not.

4. The main sources of knowledge about Muslim khadi products were personal visits to shops (76%) and social media (16%), while family/friends and online/offline advertisements had minimal impact.
5. A significant majority (84%) of respondents perceived Muslim khadi fabric as expensive.
6. Majority of respondents usage of khadi cloth varied with (74%) using it in the summer, (12%) in the winter, and (14%) in the rainy season.
7. Majority of respondents (72%) made annual purchases of khadi clothes, while (18%) made occasional purchases and (10%) did not prefer to buy khadi.
8. Respondents suggested improvements in colour variety (60%), overall variety and availability (12%), and quality and product range (8%).
9. The preferred frequency of purchasing khadi clothes was once a year (72%), followed by occasionally (16%) and every 3-6 months (12%).
10. Regarding agreement with a statement, the majority (58%) agreed, followed by strongly agree (19%), neutral (11%), strongly disagree (6%), and disagree (6%).