



CONSUMER AWARENESS AND OPINION ON ATMANIRBHAR BHARAT AND INDIAN-MADE PRODUCTS

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Abstract: The Atmanirbhar Bharat initiative aims to promote self-reliance by encouraging the production and consumption of Indian-made goods. This study examines consumer awareness and perception of the initiative, focusing on their preferences, purchasing behavior, and factors influencing their choices. A survey-based approach is used to collect primary data from consumers across different demographics. The findings highlight the level of awareness among consumers, their inclination toward local products, and the challenges faced in adopting Indian brands over foreign alternatives. The study also explores the role of quality, pricing, and brand trust in shaping consumer decisions. The results provide insights for policymakers and businesses to enhance the effectiveness of the Atmanirbhar Bharat movement and strengthen domestic industries.

Index Terms - Atmanirbhar Bharat, self-reliance, Consumer awareness, purchasing behavior, economic policies

I. INTRODUCTION

The Government of India launched the Atmanirbhar Bharat (Self-Reliant India) initiative to make the country more self-sufficient and reduce the use of foreign products. This program encourages people to support and buy products made in India, which can help local businesses grow and create more jobs [9]. For this initiative to succeed, it's important to know how much people understand about it and whether it actually affects what they choose to buy [3]. It's also important to find out what people think about Indian products compared to foreign brands especially when it comes to quality, price, and trust [4][7].

This research looks at how aware consumers are about Atmanirbhar Bharat, what they think about Indian-made goods, and what influences their buying decisions [2][6]. It also tries to understand the problems Indian brands face in winning over customers and growing in the market [5][8]. Finally, the study will give suggestions for the government and businesses to help improve trust in Indian products and encourage more people to choose local goods [1][10].

II. OBJECTIVES

- 2.1 To assess the level of consumer awareness about the Atmanirbhar Bharat initiative and its impact on purchasing decisions [9][3].
- 2.2 To analyze consumer perception of Indian-made products compared to foreign brands in terms of quality, price, and trust [4][7].
- 2.3 To identify the key factors influencing consumer preferences for locally manufactured goods under the Atmanirbhar Bharat initiative [2][6].
- 2.4 To evaluate the challenges faced by Indian brands in gaining consumer acceptance and market share [5][8].
- 2.5 To provide recommendations for policymakers and businesses to enhance consumer trust and promote the adoption of Indian products [1][10].

III. LITERATURE REVIEW

Consumer awareness plays a significant role in influencing purchasing behavior. According to [1], awareness is the first stage in the consumer decision-making process. Studies have shown that awareness about government initiatives like Atmanirbhar Bharat increases the likelihood of consumers choosing locally manufactured goods [9]. A report by the Confederation of Indian Industry (CII, 2021) indicated that while a majority of urban consumers are aware of the initiative, their purchasing habits still show a preference for foreign brands. This suggests a gap between awareness and actual consumer behavior [3].

Consumer perception is shaped by factors such as quality, price, and brand trust. Research by [4] found that although Indian products have improved in quality, consumers often perceive foreign brands as superior. A study by [6] highlighted that consumers equate higher prices with better quality, making premium-priced foreign goods more attractive. However, initiatives like the Production Linked Incentive (PLI) Scheme are helping domestic brands enhance their market competitiveness.

Several factors determine whether a consumer chooses a local or foreign product. According to [2], key determinants include price competitiveness, product availability, brand reputation, and social influence. The "Vocal for Local" campaign has encouraged a shift in mindset, but affordability and product variety remain essential for sustaining this trend. Additionally, studies indicate that younger consumers are more likely to embrace Indian brands if they are marketed effectively through digital platforms [7].

Despite government efforts, Indian brands continue to face hurdles in gaining widespread acceptance. The primary challenges include price sensitivity, inconsistent quality standards, and limited brand visibility [7]. According to a market survey by [8], many consumers prefer international brands due to their perceived reliability and global recognition. Additionally, supply chain inefficiencies and lack of innovation hinder the growth of Indian manufacturers.

To bridge the gap between awareness and action, policymakers and businesses must implement targeted strategies. [7] recommend aggressive marketing campaigns highlighting the quality and affordability of Indian products. Strengthening quality control measures and improving after-sales services can also build consumer confidence. Furthermore, the government should continue offering financial incentives to local industries and enhance infrastructure support to ensure smooth supply chain operations [2].

IV. RESEARCH METHODOLOGY

4.1 Research Design

This study will employ a mixed-method research design incorporating both qualitative and quantitative approaches. A descriptive research design will be used to assess consumer awareness, perceptions, and preferences related to the Atmanirbhar Bharat initiative.

4.2 Data Collection Methods

a. Primary Data Collection

Primary data is gathered through:

- Surveys: A structured questionnaire is administered to consumers across different demographics to understand their awareness levels, perception of Indian-made products, and factors influencing their purchasing decisions.

b. Secondary Data Collection

Secondary data is sourced from:

- Government reports and policy documents on the Atmanirbhar Bharat initiative.
- Market research reports on consumer behavior and local brand performance.
- Academic journals, industry publications, and news articles discussing the impact of self-reliance initiatives on consumer behavior.

4.3 Sampling Technique and Sample Size

- Target Population: The study will focus on Indian consumers across various age groups, income levels, and geographical locations.
- Sampling Technique: A stratified random sampling method will be used to ensure representation from different demographic segments.
- Sample Size: Questionnaires are sent to more than 750 correspondents, and 723 correspondents responded. To ensure statistical reliability, the researcher selects 700 respondents for analysis, as some of the returned questionnaires are found to be inappropriate for the study.

4.4 Data Analysis Techniques

Data from surveys are analyzed using statistical tools such as Excel. Descriptive statistics (percentages, mean, standard deviation) are used, along with inferential statistics (Chi-square test, regression analysis) to identify relationships between variables.

4.5 Ethical Considerations

- Participants are informed about the study's objectives, and their consent is obtained before data collection.
- Anonymity and confidentiality of respondents are maintained.
- Data are used strictly for academic and policy-related purposes.

4.6 Expected Outcomes

- Insights into consumer awareness and perception of Indian-made products.
- Identification of key factors influencing consumer preferences for local goods.
- Understanding of challenges faced by Indian brands in gaining consumer trust and market share.

IV. RESULTS AND DISCUSSION

4.1 Demographic Distribution of Respondents

Table 1 Demographic Distribution of Respondents

| Particulars | Particulars | Frequency | Percentage |
|---------------------------|-------------------|-----------|------------|
| Age | Below 25 | 85 | 12% |
| | 26 to 50 | 382 | 55% |
| | 51 and Above | 233 | 33% |
| | Total | 700 | 100% |
| Gender | Male | 409 | 58% |
| | Female | 291 | 42% |
| | Other | 0 | - |
| | Total | 700 | 100% |
| Educational Qualification | Undergraduate | 124 | 18% |
| | Graduate | 87 | 12% |
| | Postgraduate | 366 | 52% |
| | Other | 123 | 18% |
| | Total | 700 | 100% |
| Monthly Income | Below ₹20,000 | 62 | 9% |
| | ₹20,000–₹50,000 | 361 | 52% |
| | ₹50,000–₹1,00,000 | 277 | 40% |
| | Above ₹1,00,000 | 0 | - |
| | Total | 700 | 100% |

Table 1 presents the demographic profile of 700 respondents, revealing a predominantly middle-aged (26–50 years, 55%) and male (58%) population, with females comprising 42%. The majority (52%) are postgraduates, indicating a well-educated sample. Income-wise, 52% earn ₹20,000–₹50,000, and 40% earn ₹50,000–₹1,00,000, suggesting a largely middle-income group. The below-25 age group makes up 12%, while those 51 and above account for 33%, offering a balanced generational perspective. The absence of respondents in the "Other" gender and above ₹1,00,000 income category is noted. This demography ensures relevant insights into consumer awareness and opinion on Atmanirbhar Bharat and Indian-made products, as most respondents are economically active, educated, and capable of forming informed opinions on national initiatives and their impact on domestic consumption.

4.2 Consumer Awareness on Atmanirbhar Bharat

Table 2 Consumer Awareness on Atmanirbhar Bharat

| No. | Statement | 1(SD) | 2 (D) | 3 (N) | 4 (A) | 5 (SA) |
|-----|---|-------|-------|-------|-------|--------|
| 1 | I am aware of the Atmanirbhar Bharat initiative. | 00 | 00 | 00 | 28 | 672 |
| 2 | I understand the objectives of the Atmanirbhar Bharat campaign. | 00 | 00 | 17 | 216 | 467 |
| 3 | I have seen/heard advertisements or campaigns promoting Indian-made products. | 00 | 00 | 19 | 153 | 528 |
| 4 | Educational institutions/media have helped raise my awareness about Atmanirbhar Bharat. | 00 | 00 | 19 | 169 | 512 |
| 5 | I am aware of government schemes supporting Indian entrepreneurs and MSMEs. | 00 | 00 | 34 | 294 | 372 |

Figure 1: Consumer Awareness on Atmanirbhar Bharat

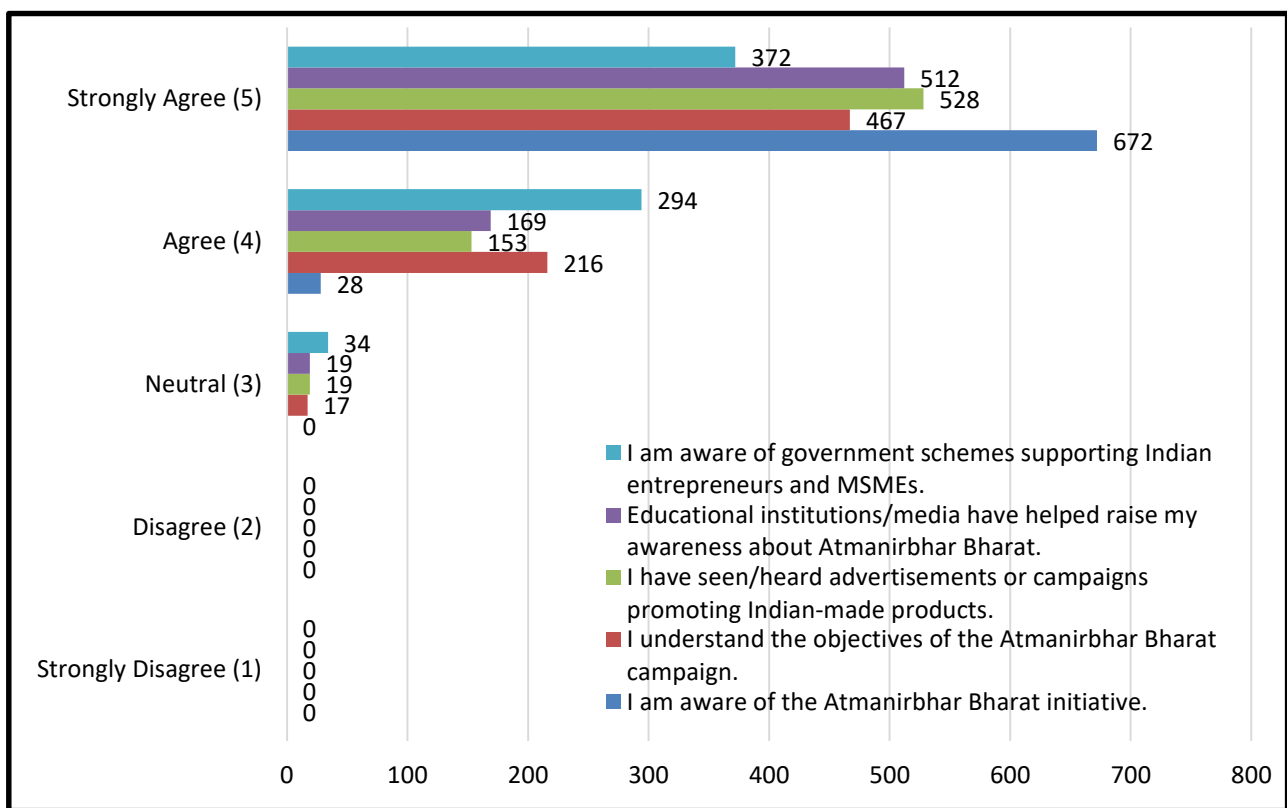


Table 2 indicates a high level of consumer awareness regarding the Atmanirbhar Bharat initiative. A vast majority (96%) strongly agree that they are aware of the initiative, and 97.4% either agree or strongly agree to understanding its objectives. Additionally, 681 respondents (97.3%) have encountered campaigns promoting Indian-made products, and 681 (97.3%) acknowledge the role of educational institutions or media in spreading awareness. Awareness of government schemes for Indian entrepreneurs and MSMEs is also notable, with 666 respondents (95.1%) expressing agreement or strong agreement. The complete absence of disagreement across all statements and minimal neutrality suggests that the Atmanirbhar Bharat campaign has been effectively communicated, reaching a well-informed population through multiple channels including media, education, and public outreach.

4.3 Consumer Opinion on Indian-Made Products+

Table 3 Consumer Opinion on Indian-Made Products

| No. | Statement | 1(SD) | 2 (D) | 3 (N) | 4 (A) | 5 (SA) |
|-----|--|-------|-------|-------|-------|--------|
| 1 | I prefer buying Indian-made products over imported ones. | 00 | 63 | 149 | 128 | 360 |
| 2 | Indian-made products are of good quality. | 00 | 41 | 258 | 176 | 225 |
| 3 | Indian products are reasonably priced. | 00 | 128 | 281 | 164 | 127 |
| 4 | I am confident in the durability and performance of Indian-made goods. | 00 | 31 | 397 | 193 | 79 |
| 5 | I would recommend Indian-made products to others. | 00 | 00 | 87 | 458 | 155 |

Figure 2: Consumer Opinion on Indian-Made Products

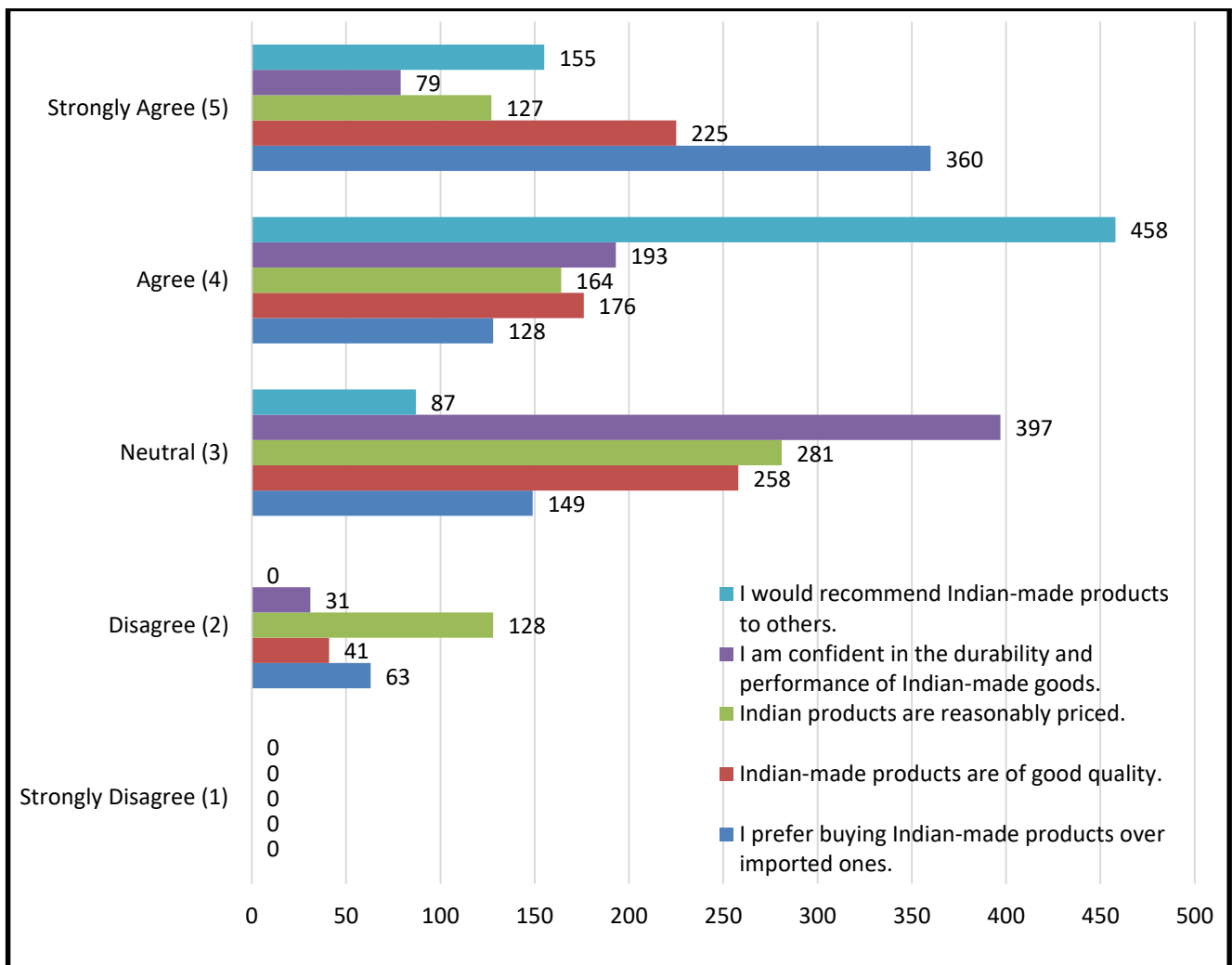


Table 3 highlights a generally positive consumer opinion toward Indian-made products. A significant majority (70%) prefer Indian products over imports, and 87.5% would recommend them to others, reflecting growing national support. However, perceptions of quality and pricing are more balanced; while 401 respondents agree or strongly agree that Indian products are of good quality, 258 remain neutral. On pricing, 281 are neutral, suggesting mixed views on affordability. Confidence in durability also shows caution, with 397 neutral and only 272 expressing agreement. The absence of strong disagreement across all statements indicates an overall favorable attitude, though perceptions of quality, pricing, and performance require further enhancement to convert neutral stances into strong advocacy for Indian-made goods.

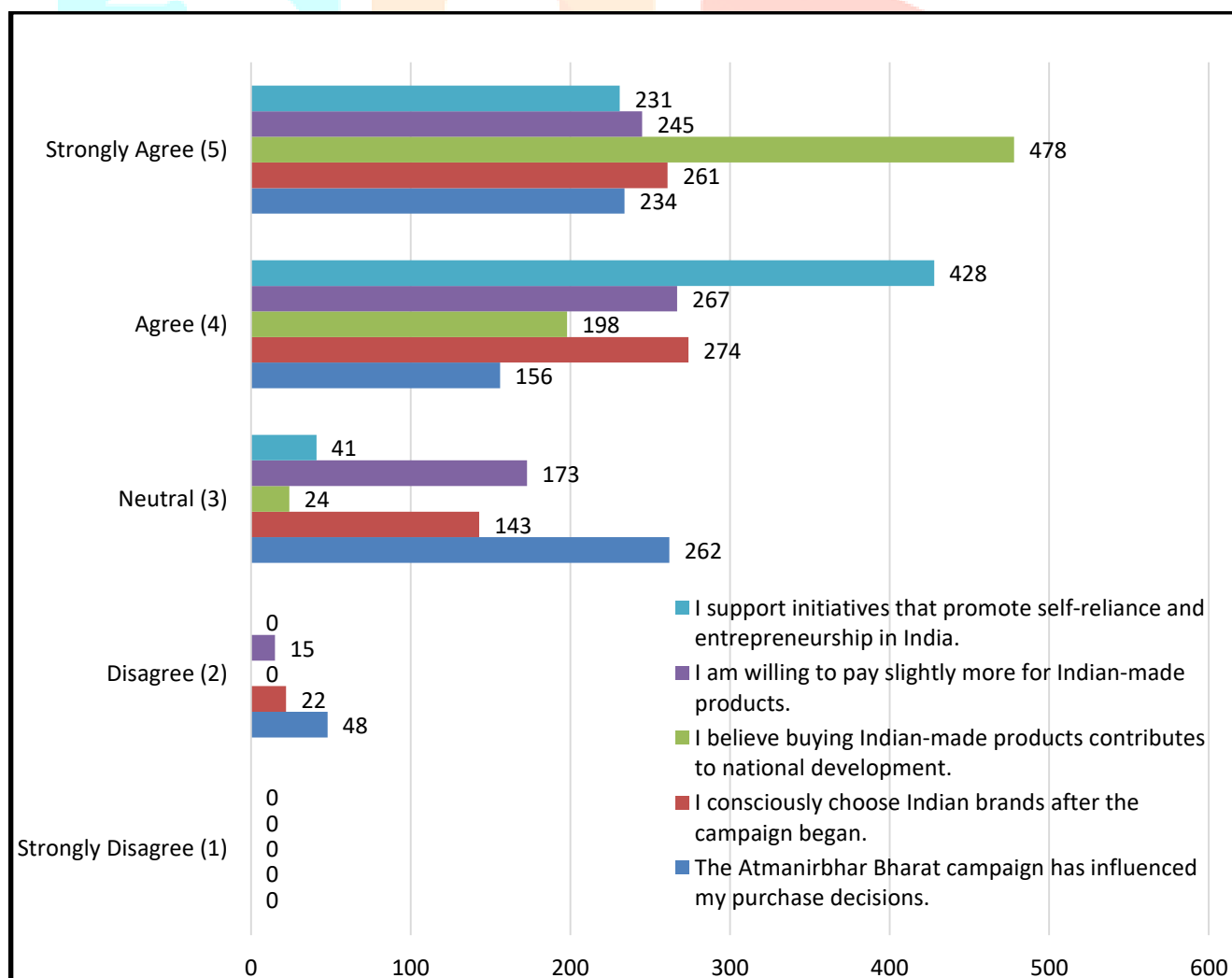
4.4 Influence of Atmanirbhar Bharat on Consumer Behaviour

Table 4 Influence of Atmanirbhar Bharat on Consumer Behaviour

| No. | Statement | 1 | 2 | 3 | 4 | 5 |
|-----|---|----|----|-----|-----|-----|
| 1 | The Atmanirbhar Bharat campaign has influenced my purchase decisions. | 00 | 48 | 262 | 156 | 234 |
| 2 | I consciously choose Indian brands after the campaign began. | 00 | 22 | 143 | 274 | 261 |
| 3 | I believe buying Indian-made products contributes to national development. | 00 | 00 | 24 | 198 | 478 |
| 4 | I am willing to pay slightly more for Indian-made products. | 00 | 15 | 173 | 267 | 245 |
| 5 | I support initiatives that promote self-reliance and entrepreneurship in India. | 00 | 00 | 41 | 428 | 231 |

Table 4 reveals that the Atmanirbhar Bharat campaign has positively influenced consumer behavior. A total of 390 respondents (55.7%) agree or strongly agree that the campaign has impacted their purchase decisions, while 535 (76.4%) now consciously prefer Indian brands. The belief that buying Indian-made products supports national development is strongly held by 676 respondents (96.6%), reflecting a strong alignment with the campaign’s core message. Additionally, 512 (73.1%) are willing to pay slightly more for Indian goods, suggesting a value-driven shift in consumption. Notably, 659 respondents (94.1%) support broader self-reliance and entrepreneurship initiatives. The absence of strong disagreement across all statements confirms the campaign’s success in shaping a patriotic and economically conscious consumer mindset in favor of domestic products.

Figure 3: Influence of Atmanirbhar Bharat on Consumer Behaviour



V. CONCLUSION

This study shows that many people know about the Atmanirbhar Bharat initiative and support the idea of using Indian-made products. Most consumers understand the importance of buying local to help the country become self-reliant. However, even though people are aware, they don't always choose Indian products. This is mainly because of concerns about quality, price, and trust in the brand. Still, the situation is improving. Many consumers are now more open to trying Indian products, especially if they are good quality and priced fairly. To make the Atmanirbhar Bharat campaign more successful, businesses and the government need to work together. They should focus on improving product quality, making Indian brands more visible and promoting them better through ads and media. With the right support and efforts, more people will choose Indian products, which will help local businesses grow and make India more self-reliant in the future.

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