LITERATURE REVIEW

Pathak S. & Tripathi A. (2009) try to identify various psychographic factors which influence the customers buying behavior and decision making. The research highlights that the most important factor influencing purchase decision is value for money followed by peer pressure in terms of colleagues, friends and family.

Silverstein Michael and Sayre Kate (2009) stresses upon the importance of serving the women consumer to succeed in the current business scenario. They highlight the fact that women consumers are often neglected while they are one of the biggest sources of revenue generation. Focusing on the needs of the women consumers and creating a market offering that caters to their needs can result in huge profitability of any business firm.

Hutchens Anna (2010) discusses the impact of Fair Trade policy on women’s empowerment at a grass root level. She focuses on the fact that the Fair Trade system is ineffective in the Asian craft producer context because of two primary reasons. Firstly, it adopts a charitable approach which validates the existing gender inequality and secondly, there is no policy or governing body that upholds the cause of women’s empowerment as a right. The paper offers two solutions for tackling this problem, namely, to develop a market focused business model for crafts and to create a strong regulatory system that provides protection to these women under human rights.

Robertson Kirsty (2010) underlines the importance of providing copyright protection to traditional crafts as opposed to looking at them as a shared community heritage which should be shared with all. The researcher claims that in the current economic scenario, crafts offer a lucrative opportunity for its makers and the online space has increased the marketability and visibility of the craft products thereby necessitating Intellectual Property protection as a means of securing the economic development of the people engaged in this profession.

Jena Pradeep Kumar (2010) focuses on understanding the impact of globalization on the craft tradition of India. With the breaking down of global barriers and the world becoming a global village, the scope of Indian handicrafts is huge in the world market due to its unique appeal. Moreover, a lot of Indian crafts are also used by international brands. However, the sector currently does not have the competitive edge to compete in the world market due to various
bottlenecks like prices, product developments etc. the paper discusses the two-fold role of Indian government in promoting the Indian crafts while safeguarding the interests of the artisans.

**Reubens Rebecca (2010)** discusses the importance of designer and craftsperson association to create more market savvy products as per the needs of the modern consumer. She also highlights the fact that design innovation at a strategic level is the key driver to preserve the sustainable aspect of craft products by taking into account the socio-cultural, economic and environmental contexts.

**Botnick Ken and Raja Ira (2011)** highlight the fact that the handicrafts of India can be a tool for developing innovative and sustainable designs. They emphasize on the aspect that the reality of operating with scarce resources makes the Indian mind develop products that are adaptable and utility based through creative thinking.

**Sarkar Anirban (2012)** focuses on the importance of green marketing in the current socio-economic context. With the increase in consumer awareness, green marketing has evolved as a source of sustainable development. The paper focuses on the concept, need and relevance of green marketing while highlighting the current scenario in India and opportunities and challenges for marketers.

**Kraft Heather and Weber J. Michael (2012)** try to capture the changing dynamics and influences on the current marketplace with respect to different genders. They highlight the fact that various demographic factors like education, income and generation as well as social factors like family structure have redefined the roles that were traditionally associated with each gender. This has made it important for the marketer to target each gender with specifically customized communication messages and concepts using different media.

**Angelovska Julijana, Sotiroska Snezana and Angelovska Nina (2012)** focus on the need to create consumer awareness regarding environmental concerns to promote ecologically responsible consumption pattern in consumers. It categorizes the factors influencing attitude formation regarding green products into four major dimensions of environmental protectionist, disposers, and recyclers and personally interested about consequences of the use of the products. The research further analyzes demographic variables and states that females and older consumers
are more environmentally concerned while income level has no direct relationship with eco-friendly purchase decisions.

Namita, Subodh and Akanksha (2012) underline the key factors affecting the shopping behavior of urban Indian females. They highlight the major difference between males and females with respect to their product choices. While men get attracted towards products with rational appeal, women view product choices as a means of self-expression. They view shopping as a community activity which allows them to unwind and are influenced by family and friends. They are quality conscious shoppers and make additional efforts for purchasing quality products.

Suhail (2012) discusses various problems associated with exports of Indian handicrafts in terms of poor export incentives and credit facilities for start-up export houses. He suggests two fold strategies for government and exporters for promoting handicraft exports. The government should focus on setting up a transparent system, a supportive physical and economic infrastructure, market development and designing a policy framework. The exporters should focus on product development as per consumer needs, brand building and liaising with Indian students studying abroad for promoting Indian crafts abroad.

Anilkumar N. and Joseph Jelsey (2013) highlight the importance of consumer attitude while making purchase decisions. The study is based on urban and rural middle class working women and focuses on their attitude which results from their values and beliefs. It is important for the marketer to develop a consumer focused approach and develop strategies in sync with the outlook and lifestyles of these consumers.

Anilkumar N. and Joseph Jelsey (2013) study the various psychographic, socio-cultural and personal factors that govern consumer purchase behavior in a family set up. The study focuses on the women consumer’s role in a family setting and suggests that the purchase decisions are governed by aspirations for higher standard of living.

Barooah N. and Dedhia E. (2013) discuss the various socio-economic issues that are faced by women artisans in the handloom sector. They emphasize the fact that interventions in areas of design, technology, marketing and production; and information dissemination regarding Government policies are imperative to increase the sustainability of their profession. Creation of value added products and product diversification can only justify the high value of handloom
products which is labour intensive domain.

Nadh Rayapati Raveendra, Rao P.Venkata and HarshaVardhan B.M. (2013) highlight the plight of handloom sector and the weavers engaged in the sector due to lack of sufficient marketing. It stresses the fact that due to lack of marketing, the weavers are still dependent on middlemen for selling their products and the market is being dominated by powerloom. The paper explores various marketing strategies and suggests a marketing mix that can improve the present scenario.

Guha Sriparna (2013) emphasizes the importance of urban women consumer segment in the current market scenario. The key factors influencing purchase decision of this target segment are- a) Price Consciousness, b) Fashion Consciousness, c) Brand Consciousness and d) Quality Consciousness. They are also influenced by family and friends and are loyal consumers.

Ioanas Elisabeta and Stoica Ivona (2014) try to understand the impact of social media on consumer purchase behavior. The paper focuses on measuring the degree of consumer confidence in purchasing products online, reasons and categories of consumers purchase online, monetary purchase limit that the consumer is willing to invest for buying products online. It also tries to map the attitude of consumers towards consumer feedback online and how it influences purchase behavior.

Kapur Harita and Mittar Suruchi (2014) try to measure the impact of design intervention in reviving the handicrafts. They explore the concept that new ideas and intervention models can help in revival of ailing crafts as well as lead to new product developments which can provide sustainable livelihood to craftsmen.

Lakshmy Devi C.S (2014) highlights the traditional value and esteem associated with handlooms of India due to exquisite designs, colours and craftsmanship. This creates a huge market potential for the sector in national as well as international markets. The sector also provides both direct and indirect employment opportunities. However, the current plight of the weavers is disturbing. The paper focuses on the socio-economic condition of these weavers and suggests remedial action at a policy level to improve their condition.

Kravets Olga and Sandikci Ozlem (2014) base their study on the new middle class in the emerging markets undergoing neoliberal reforms and try to understand the new framework of
ideologies, principles and values that are resulting from these changes. This ethnographic study is an endeavor to understand the effect on consumer purchases and consumption patterns in the new context. They talk about “formulaic creativity” which allows them to take a middle path reconciling the future aspirations of neo-liberalism and the present reality of existence in unstable societies. The researchers make various strategic recommendations on marketing to such societies.

**Raman Prashant (2014)** underlines the various factors that are governing the formation of Indian women consumer’s attitude towards online shopping. The ease and convenience associated with online shopping is a key driver for women consumers. However, security issues, reliability in terms of product quality and authenticity and the traditional shopping experience of touch and feel which physical retail provides are deterrents that prohibit them from shopping online. Hence, online retailers should provide risk free and convenient shopping experience for the female consumers to take leverage of the growth in the e-commerce sector in India.

**Bhushan Sangram and Mohi Ud Din Towseef (2014)** analyze the economic importance of Indian handicrafts as a contributor to the country’s foreign exchange earnings. They highlight the uniqueness and diversity of the various crafts on India and make suggestions regarding measures for improving the exports in this sector.

**Maheshwari Shruti P. (2014)** tries to capture consumer beliefs and attitudes towards environment conservation which they manifest through purchase of eco-friendly products. The paper points out that the consumers do not have sufficient exposure to the cause of environmental protection and discusses the impact of marketing communication in promoting awareness for the cause. It proposes to leverage the potential to market green products to consumer groups that are positively inclined towards the cause of environment protection.

**Mohi Ud Din Towseef (2014)** analyzes the production of different handicrafts made in India. He also tries to understand the pivotal role that handicrafts play in employment generation. He highlights the fact that the government should take active interest in protecting and promoting this eco-friendly sector which can generate substantial revenue for the country.

**Veena (2014)** explores the possibilities of using social media marketing for promoting handloom products. Social media marketing can help by driving the traffic to the websites selling handloom
products, creating awareness, co-creating with consumers, establishing intimate relationships and providing information regarding consumers’ psychographics and demographics.

**Basole Amit (2015)** highlights the flaws in the current policy of protecting crafts through Geographic Indication. He argues that GI cannot be a solution to the problems of the poor artisans in the developing countries. The GI must be designed through an inclusive process and even the actual producers of the craft should be a part of it. Moreover, GI should not be static and allow the artisans to explore changes in the methods of production as per market demands. GI, further cannot be a tool to solve issues that the artisans face due to the political and economic system in which they belong.

**Bhatnagar Deepali (2015)** focuses on the changing perception of Indian women consumer towards clothing and highlights the differences in buying behavior between working and non-working Indian women. The study proves that women are highly price, quality and brand conscious. They are also easily influenced by others while making their purchase decisions.

**Rakhin K. V. (2015)** discusses the key issues faced by the handloom sector in India. The drawbacks affecting this sector are insufficient training opportunities, weak financial support and unorganized structure. However, the key area of concern is the lack of market linkages and design development which prohibit the craftsmen from reaching the customers. The sector can only be revived by collaboration with designers who will provide the required design and marketing inputs.

**Manjusmita (2015)** tries to understand the influence of family on the purchase choice of individual with respect to handicraft products. She highlights that both the family of orientation and the family of procreation influence the decision making while purchasing handicraft products.

**Brar Prabhdip, Kaur Harpreet and Sikka Sumita (2015)** explore the concept of using modern tools to introduce innovations in traditional crafts thereby making them more marketable. They took the case of Ikat craft which is practiced in three states of India with different styles and motifs. They used Corel Draw software for design explorations combining the motifs of the three states, used Color Forecasting for identifying the trending colours and the final line was exhibited in front of retailers to gauge the acceptability of the product. The research tried to map
end-to-end design and marketing solution that can revive the craft products by contemporizing them.

**R. Srinivasan, Dr. R.K. Srivastava and Prof. Sandeep (2015)** elucidate the fact that with the increase in income levels, luxury products have become accessible to a wider consumer base and are their consumption is not restricted to the elite consumer segment. Women consumers have become a lucrative market for luxury brands. Luxury brands need to focus on building a distinctive premium image and invest in marketing communication that propagates the brand value.

**Jain Rahul and Sharma Sanjay (2015)** attempt to measure the impact of government policies on the growth of the handicraft sector. The perceptions of the artisans are analyzed which suggest that while they feel that the exhibitions, melas, bazaars and fairs have contributed significantly to the improvement in this sector, other measures have not been very effective and need to be strengthened.

**Boruah Rickey Rani and Kaur Satvinder (2015)** analyze the operational dynamics of the weavers’ cooperative societies. The paper highlights the fact that in spite of various schemes provided by the government for the development of weavers in terms of design innovation and marketing, the schemes have not benefitted the weavers due to implementation issues. The researcher tries to highlight the present scenario of the weavers’ cooperative societies.

**Selvalakshmi M. and Ravichandran. K (2015)** attempt to understand the expectations of women consumers from retailers and identify the service quality gap in the apparel segment. The key quality gap identified was related to reliability of the service offered by the retailer.

**Roy Subhadip, Guha Abhijit and Biswas Abhijit (2015)** studied the effect of celebrity endorsement on the purchase behavior of Indian women consumers across three parameters, namely, celebrity-consumer age congruency, generation-cohort affiliation, and celebrity-product congruency. It was found that the more congruent the age of the celebrity with the consumer, the more positive impact it had on product purchase. Moreover, it was found that this positive correlation is stronger in Generation Y compared to Generation X. However, celebrity product congruency can modify this direct correlation.
Singh Jagwinder and Saini Shivani (2016) in their research try to understand the effect of Customer Relationship Management (CRM) activities on Consumer Loyalty and develop an integrated approach to managing CRM activities like acquisition, retention and experience. The findings of the research highlight the fact that a firm that focuses on managing consumer experiences tends to benefit more from execution of CRM programmes compared to the ones that do not focus on experience management.

Sharma Meghna and Trivedi Prachi (2016) highlight the eight factors that influence consumer behavior with respect to purchase of green products, namely, eco-labels, eco-brands, environmental advertising, environmental awareness, green product, green price, green promotions and demographics. It is important for the marketers decide on the relative importance of these variables depending on their respective target segments.

Kirmani Mohd Danish and Khan Mohammed Naved (2016) explored the impact of environmental concern of the consumer on their purchase attitude towards green products. They also tried to understand the factors that create environmental concern among consumers. It was found that a sense of collective belongingness and awareness regarding environmental issues increases environmental concern which has significant impact on a positive attitude towards green products. The marketers need to use these factors to create a positive purchase intention of consumers towards eco-friendly products.

Ratna Achuta and Saloni (2016) try to identify factors that impact the financial attitude of women consumers and cluster women into four types of consumers, namely, judicious consumers, conservative consumers, acquisitive consumers, unsure consumers. The strongest influencer is an inherent interest in financial issues followed by a propensity to plan for future and materialistic approach. The paper helps the marketer understand the Indian women consumer and tailor their marketing mix accordingly.

Srimannarayana.P (2016), focuses on the socio-economic condition of the handloom weavers and highlights major issues like unavailability of good quality raw material, poor sources of fund, lack of marketing and design development support, improper utilization of government funds and competition from power-loom sector that are negatively affecting the sector. The paper underlines the factors like illiteracy, poor remuneration and weak government support that are responsible for the plight of the weavers.