



Trends In Handloom Marketing Research

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Abstract:

The Indian handloom sector, a vital part of the country's cultural and economic heritage, faces multifaceted challenges due to competition from machine-made textiles, limited consumer awareness, and evolving market dynamics. Recent trends in marketing of handlooms have shifted with the advancement of e-commerce in India. This study presents a content analysis of scholarly literature from the year 2020 to 2025 to synthesize current knowledge on handloom marketing. A total of 27 peer-reviewed articles, conference papers, and reports were analyzed, focusing on four major themes: (i) challenges from machine-made goods, (ii) consumer awareness and purchase of GI-certified handlooms, (iii) marketing communication and digital adoption, and (iv) circular consumption and sustainability. Findings indicate that while digital marketing and e-commerce offer significant opportunities for market expansion, limited awareness of GI certification and sustainability practices remains a barrier to growth. The review highlights recurring patterns, contradictions, and gaps in existing research, providing insights for academics, policymakers, and industry stakeholders. By integrating thematic insights, this study contributes to a holistic understanding of the factors shaping handloom marketing and offers directions for future research and strategic interventions.

Keywords: Handloom marketing, Content analysis, GI certification, Digital marketing, Sustainability, Circular economy.

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Introduction:

The Indian handloom sector, deeply woven into the nation's cultural and economic fabric, has experienced a transformative shift in its marketing paradigms. Historically rooted in traditional craftsmanship and localized production, the industry is now navigating the complexities of digitalization, sustainability, and evolving consumer preferences. Recent studies underscore the pivotal role of digital marketing in expanding the reach of handloom products. For instance, research highlights the significant impact of digital platforms in enhancing the visibility and accessibility of handloom sarees in urban markets .

Consumer behavior research has also illuminated the psychological and cultural factors influencing purchasing decisions. Studies employing the Extended Theory of Planned Behavior (TPB) have identified key determinants such as attitude, subjective norms, and perceived behavioral control in shaping consumer intentions to purchase handloom products . Moreover, the integration of storytelling in marketing strategies has been found to enhance emotional engagement and brand loyalty among consumers (Arunarjun, 2024) .

The intersection of e-commerce and handloom marketing has opened new avenues for artisans, particularly in rural regions, to access broader markets. Research indicates that e-commerce platforms not only provide economic opportunities but also contribute to the socio-economic development of handloom weavers by improving income sustainability (Patra, 2021).

Despite these advancements, challenges persist, including issues related to digital literacy, market fragmentation, and competition from mass-produced textiles (Hussain & Khan, 2025). Addressing these challenges requires a multifaceted approach encompassing policy support, capacity building, and innovative marketing strategies. Ongoing research continues to explore these dimensions, aiming to create a more inclusive and resilient handloom industry

Methodology:*Research Design*

This study adopts a content analysis approach to review literature on handloom marketing. Content analysis is a rigorous qualitative method used to systematically evaluate textual information, enabling the identification of patterns, trends, and thematic structures across multiple studies (Krippendorff, 2018).

Data Sources

Relevant literature was retrieved from major academic databases, including Dimensions.ai (free version), Google Scholar, and ResearchGate. Search terms included “handloom marketing,” “consumer awareness of GI-certified handlooms,” “digital marketing handlooms,” “sustainability in textiles,” and “circular economy in handlooms.” Studies published between 2020 and 2025 were considered to ensure contemporary relevance.

Inclusion and Exclusion Criteria

- Inclusion: Open access, peer-reviewed journal articles, conference papers, and government/industry reports focusing on handloom marketing, consumer behavior, GI certification, digital promotion, and sustainability. On this basis approximately 53 papers were found relevant. Of the 53 papers, 27 papers were found useful in terms of marketing related research.
- Exclusion: Non-English publications, studies unrelated to the marketing of handloom, and articles lacking sufficient methodological rigor. Around 20 studies could not be included as full text could not be found.

Review of Literature

(Khan, 2022) draws upon a constructivist grounded theory methodology to explain how the Indian indigenous arts, crafts, and handloom sector is under threat from the increasing prevalence of machine-made, generic products—what the author terms "genericide." This trend undermines both the economic viability and the brand identity of traditional artisans. The decline is further exacerbated by India's shortcomings in critical competitiveness enablers such as infrastructure, intellectual property protection, education, and digital connectivity, leading to reduced consumer trust and diminishing revenues. To address these systemic challenges, the study proposes the use of Geographical Indication (GI) to distinguish authentic indigenous products from generic imitators and advocates for a complementary quality-management system designed to reinforce product credibility and consumer confidence.

(Mohitkumar Trivedi et al., 2023) develop and test a conceptual model exploring how story marketing and the region of origin (ROO) of products influence consumers' attitudes and purchase intentions toward Indian handloom products. Conducted with 400 handloom consumers in Ahmedabad using a descriptive, cross-sectional design and analyzed via structural equation modeling, the findings demonstrate that both storytelling and the product's regional provenance significantly impact consumer attitudes and purchase intentions, with perceived value serving as an important mediating factor in these relationships.

(Debbarma & Chakraborty, 2020) examine how marketing communication can bolster the preservation and growth of Tripura's handloom sector—an important regional economic activity rooted in cultural heritage and traditional artistry—by raising consumer awareness of its superior craftsmanship, intricate designs, and distinctive value. Facing stiff competition from cheaper power-loom, mill-made, and imported fabrics, the livelihoods of marginalized weaver communities are under threat. The Government of Tripura's cluster development initiative aims to empower weavers to innovate and diversify. They emphasize that well-crafted marketing communications—such as targeted advertising, media outreach, and promotional campaigns—are essential for informing, persuading, and building relationships with consumers, thereby helping the handloom sector survive, grow, and sustain the empowerment of its artisan communities

(Rajagopal, 2025) has investigated consumer awareness, purchasing behavior, and the efficacy of promotional strategies for GI-certified handloom products from Telangana—specifically Pochampally Ikat, Gadwal sarees, and Narayanpet handlooms—through a structured survey of 200 diverse respondents. Findings show that 68% are aware of GI tags in general, yet only 60% recognize that these specific handloom

products hold GI certification. Key sources of awareness include government campaigns (32%) and social media (26%). Buying behavior reveals that 42% of participants purchase Telangana handloom products occasionally, with affordability, fabric quality, and perceived authenticity being primary influences on their decision-making.

(Maharana & Acharya, 2024) explored consumer attitudes toward the online purchase of Sambalpuri handloom products—a traditional craft from Odisha—against a backdrop of insufficient marketing support for one of India’s oldest handloom industries. Drawing on primary data from 280 respondents in Sambalpur, the authors employ Garrett Ranking analysis to gauge consumer motivations, preferences, and perceptions in the digital buying context. The findings aim to help marketers understand what drives online demand for Sambalpuri handlooms and inform more effective digital marketing strategies tailored to this heritage craft sector.

(Vanitha et al., 2025) assess how digital marketing contributes to expanding the market reach for handloom sarees in Chennai, while also examining the challenges consumers face in adopting digital purchasing. Based on a field survey of 298 online saree-buying consumers and analyzed using ANOVA and factor analysis, the research finds that consumer perception is significantly influenced by factors such as the promotional role of digital marketing, risk perception, user experience, and the quality of informational features. By quantifying competitive advantages and identifying obstacles, the study highlights both the effectiveness and the consumer-centric barriers of digital strategies in promoting traditional textiles

(Vishnupriya et al., 2022) provide a textual, descriptive analysis of the challenges facing India’s traditional handloom industry, particularly in the wake of modernization. It highlights how rising yarn costs, declining wages, and the dominance of power-loom and cotton-based manufacturing—exacerbated by poor marketing practices and a reliance on intermediaries—have marginalized handloom producers and disrupted their traditional markets. To address these issues, the authors conduct a case study focusing on an initiative to preserve Thanjavur's handwoven heritage, surveying 75 weavers to assess their satisfaction and understand the socio-economic impact. The study underscores the urgent need for comprehensive marketing strategies to revitalize the sector and support artisan livelihoods.

(Suresh et al., 2024) explore how consumer motivations influence circular fashion adoption in India, focusing on handloom purchases as a sustainable alternative to fast fashion. Using an explanatory sequential design—surveying 512 consumers and interviewing 11 handloom influencers—the research examines the role of hedonic and utilitarian motivations when paired with story marketing. Findings reveal that story marketing is the strongest driver of circular handloom purchase intention, followed by utilitarian motivation, while hedonic motivation shows no significant impact. By highlighting handloom as a form of circular consumption, the study contributes novel insights to both theory and practice, offering strategies to promote sustainable apparel consumption through narrative-driven marketing approaches.

(Singh & Baral, 2024) examine factors influencing consumer intention to purchase GI-tagged Champa silk handloom products, emphasizing both their cultural and utilitarian value. Using the Theory of Planned Behavior (TPB) and a survey of 197 valid respondents, the research identifies price fairness and consumer trust as significant drivers of positive attitudes toward handloom purchases. The findings highlight that GI certification enhances perceived authenticity and trust, helping consumers differentiate handloom from

power-loomed fabrics. The study recommends that retailers actively promote GI labels to increase awareness and encourage informed, confident handloom consumption.

(Prathap & CC, 2022) investigate factors influencing consumer purchase intentions for GI-certified traditional handloom apparel in India, addressing challenges posed by information asymmetry and counterfeit products. Using a survey of 202 consumers and structural equation modeling, the research finds that quality consciousness positively impacts product diagnosticity via the GI label, which reduces perceived information asymmetry. This reduction, fully mediated by perceived quality and product trust, significantly enhances purchase intention. The study highlights the practical importance of GI certification in signaling authenticity and quality, recommending that retailers emphasize GI labels in marketing strategies. The findings also extend to other GI-certified products—such as agricultural goods, food items, and handicrafts—demonstrating the label's role in reducing consumer uncertainty and supporting informed purchase decisions. (Frater & Hawley, 2021) argue that prioritizing artisanship—emphasizing the value of traditional craftsmanship and cultural heritage—is essential for sustaining the handloom industry. They discuss the challenges faced by handloom artisans, such as competition from mechanized production and the undervaluation of manual skills, and propose solutions to address these issues. The study advocates for a shift in focus from merely enhancing skilled labor to recognizing and honoring the unique artistry involved in handloom weaving. By doing so, they believe the industry can achieve greater sustainability and cultural preservation.

(Banerjee et al., 2024) in their study examine the impact of eCommerce on the Indian handloom sector, focusing on how online platforms enable weavers to sell products directly, bypassing middlemen. By surveying five major handloom clusters using a standard questionnaire, the research assesses weavers' economic conditions and their willingness to adopt online selling. Findings indicate that while the handloom industry has lagged due to limited marketing and product modernization, eCommerce offers a viable avenue to expand market reach, improve incomes, and promote sustainable, culturally rich handloom products.

(Ranavaade, 2021) explores strategies to enhance the sustainability of India's handloom sector through design interventions. The study highlights the challenges faced by handloom communities, including displacement due to natural disasters and economic pressures, and examines how design can play a pivotal role in revitalizing this traditional craft. It emphasizes the importance of integrating sustainable design practices that respect cultural heritage and promote ecological responsibility. The paper also discusses the transition from physical to digital retail, the support from governmental and non-governmental organizations, and the need for craft design education to increase consumer awareness and appreciation. By adopting a system-based approach, the study advocates for holistic strategies that support the resilience and growth of handloom weaving communities.

(Sumangala & Sahadevan, 2022) investigate factors influencing female consumers' adoption of handloom reusable menstrual pads. The study identifies key traits such as environmental concern, health consciousness, and ethical values that drive ethical consumerism in this context. The authors propose a model highlighting the significance of these traits in promoting sustainable menstrual hygiene practices among women. This research contributes to understanding the intersection of sustainable textile practices and consumer behavior, emphasizing the role of ethical considerations in product adoption.

(Roy Maulik, 2021) underline that the handloom sector in India, a predominantly rural industry, preserves the country's rich cultural heritage while providing significant employment and contributing to exports, with over 31 lakh worker households involved. Despite challenges from cheaper power-loom fabrics, shifting consumer preferences, and alternative employment opportunities, the sector remains a source of aesthetic innovation and skill transmission across generations. Growing global demand for sustainable products has created opportunities for eco-friendly, value-added handloom fabrics using natural dyes and fibers. Adopting innovative designs, materials, and processes can enhance the sector's cultural, economic, and environmental value while improving the livelihoods of artisans.

(Saglani & Mehta, 2025) explore Generation Z's awareness and perceptions regarding Geographical Indication (GI)-tagged handloom and textile products in India. Despite the GI tag's role in preserving cultural heritage and ensuring product authenticity, the research highlights that many Gen Z consumers remain unaware of these certifications. The study identifies factors such as regional pride and authenticity influencing purchasing decisions among those familiar with GI tags. It also points out challenges like misinformation and counterfeit products that hinder the market potential of GI-tagged items. Recommendations include leveraging digital platforms, modernizing designs, and enhancing marketing strategies to resonate with this tech-savvy, value-driven generation. The findings suggest that with effective branding and consumer education, GI-tagged handloom products can appeal to Gen Z's values of sustainability and cultural heritage

(Arunarjun, 2024) investigates the factors influencing consumers' decisions to purchase handloom products, specifically Pochampally Handloom Silk Sarees (PHSS). Building upon Ajzen's Theory of Planned Behavior (TPB), the research incorporates additional variables such as consumer satisfaction and e-commerce engagement to develop a more comprehensive model. Data collected from 412 participants through an online survey revealed that consumer satisfaction positively impacts purchasing behavior, while e-commerce engagement indirectly influences purchase intentions through attitudes and perceived behavioral control. Interestingly, subjective norms were found to have a negative effect on purchase intentions for PHSS. The study highlights the discrepancy between consumer attitudes and actual purchasing actions, emphasizing the need for strategies that bridge this gap to promote handloom product consumption in developing nations.

Table 1: Themes Emerging from recent literature in marketing of handlooms

Author(s) & Year	Theme
Khan, (2022); Vishnupriya et al., (2022)	Challenges to the Handloom sector from the machine made goods
Rajagopal, (2025); Singh & Baral, (2024); Prathap & CC, (2022); Saglani & Mehta, 2025	Consumer awareness & purchase of GI-certified handlooms
Maharana & Acharya, (2024); Vanitha et al., (2025); Banerjee et al., (2024); Arunarjun, (2024); Mohitkumar Trivedi et al., (2023); Debbarma & Chakraborty, (2020)	Marketing communication, Online purchase, e-commerce and digital marketing
Suresh et al., (2024); Frater & Hawley, (2021) Ranavaade, (2021); Sumangala & Sahadevan, (2022); Roy Maulik, (2021)	Circular consumption, Sustainability & handloom adoption

Hence the research in handloom marketing can be divided in to 4 themes, viz., (i) Challenges to the Handloom sector from the machine made goods (ii) Consumer awareness & purchase of GI-certified handlooms (iii) Marketing communication, Online purchase, e-commerce and digital marketing and (iv) Circular consumption, Sustainability & handloom adoption.

Discussion on emergent themes:

The research on handloom marketing reveals multifaceted dynamics, which can be organized into four key themes.

1. Challenges to the Handloom Sector from Machine-Made Goods

The handloom sector faces intense competition from mechanized textile production, which offers lower costs and faster turnaround times. Studies indicate that machine-made fabrics often dominate the market due to price competitiveness, standardized quality, and wide availability. This competition undermines the market share of traditional handloom products and threatens artisan livelihoods. Further, the lack of adequate branding and limited consumer awareness exacerbates the challenge, making it difficult for handloom products to compete on perceived value rather than just price.

2. Consumer Awareness & Purchase of GI-Certified Handlooms

Geographical Indication (GI) certification has emerged as a key mechanism for safeguarding handloom authenticity and promoting regional heritage. Research highlights that consumers' awareness of GI labels positively influences their purchase intentions. GI certification serves not only as a marker of authenticity

but also as a tool for building trust and willingness to pay a premium. However, low awareness in urban and international markets remains a barrier, indicating a need for targeted educational campaigns to communicate the value of certified handloom products.

3. Marketing Communication, Online Purchase, E-Commerce, and Digital Marketing

Digital marketing and e-commerce have transformed the way handloom products reach consumers. Studies emphasize the effectiveness of social media campaigns, influencer marketing, and storytelling in creating emotional engagement and brand loyalty. Online platforms offer artisans access to broader markets, reducing dependence on middlemen and enhancing profitability. Yet, challenges such as digital literacy among weavers, logistical constraints, and marketing content localization remain significant, highlighting the importance of capacity-building initiatives to fully leverage digital opportunities.

4. Circular Consumption, Sustainability, & Handloom Adoption

Sustainability and circular consumption are increasingly linked to consumer adoption of handloom products. Research demonstrates that environmentally conscious consumers are more inclined to purchase handloom goods due to their low ecological footprint, traditional techniques, and durability. Marketing strategies emphasizing the sustainable and ethical dimensions of handlooms can strengthen consumer engagement, especially among younger demographics. Furthermore, the integration of circular economy principles—such as recycling, upcycling, and product longevity—aligns handloom consumption with global sustainability trends, providing both economic and environmental benefits.

Conclusion

The convergence of these themes suggests that the handloom sector requires a holistic marketing approach, combining traditional heritage preservation with modern consumer engagement strategies. Addressing challenges from mechanized competition, enhancing GI awareness, leveraging digital platforms, and emphasizing sustainability can collectively strengthen the market position of handloom products. Future research should investigate the interplay of these themes with regional variations and consumer psychographics to develop nuanced marketing strategies that ensure long-term sectoral growth.

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