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Consumer Buying Behaviour For Gifts And Crafts In Coimbatore City

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Abstract: The research on gift buying and craft buying behavior in Coimbatore City seeks to identify the major determinants of purchase behavior in the niche market. Due to increased interest in customized and creative products, the research looks into consumer taste, purchasing motives, price sensitivity, and demographics like age, income, and occupation. Information gathered using guided questionnaires indicates that aspects such as rarity, beauty, cultural significance, and emotional connection dominate the driving of purchases. Events like festivals, birthdays, and social gatherings considerably increase demand, whereas younger consumers increasingly prefer internet shopping platforms. The research generates information that can inform local artists, retailers, and marketers to customize their products and approaches to suit consumer demands and improve competitiveness in the crafts and gifts industry.

Index Terms – Buying behaviour, Customer satisfaction, Price, Gifts and craft.

I. INTRODUCTION

Consumer buying behaviour in gifts and crafts refers to the decision-making process that individuals go through when purchasing gifts, decorative items, or handmade products. This behaviour is influenced by various factors, including personal preferences, cultural norms, emotional needs, and the nature of the occasion or event for which the item is being purchased.In the gifts and crafts sector, consumers often seek products that are not only aesthetically pleasing but also carry sentimental or symbolic value. The decision-making process can be complex, as customers consider factors such as the recipient's taste, the significance of the gift, pricing, product uniqueness, and the emotional connection to the item. This makes the gifts and crafts market distinct from other consumer goods sectors, with emotional drivers playing a crucial role in purchasing decisions.

II. STATEMENT OF THE PROBLEM

This study aims to explore and analyse the key factors that influence consumer buying behaviour in the gifts and crafts market, examining how cultural, and social factors interact to guide purchase decisions. Insights gathered will help businesses optimize their offerings, refine marketing strategies, and enhance customer satisfaction in an increasingly competitive marketplace**.** Green products are environmentally friendly goods designed to minimize their impact on the planet.

III. SCOPE OF THE PROBLEM

The scope of this study focuses on understanding the consumer buying behaviour specifically within the gifts and crafts industry. The research will explore the various factors that influence consumers' purchasing decisions, including but not limited to, emotional appeal, perceived value, brand preference, social influences, and the role of cultural and personal factors. Additionally, the study will assess how demographic variables such as age, gender, income level, and cultural background impact buying patterns. The research will also investigate the effect of emerging trends such as online shopping, the popularity of personalized and handcrafted items, and the growing demand for sustainable and ethically sourced products. The study will be limited to consumers who actively purchase gifts and crafts either for personal use or as presents for others, across both physical stores and online platforms.

IV. OBJECTIVES OF THE STUDY

- To study the demographic factors of the respondents.
- To identify the key factors influencing consumer buying behaviour in the gifts and crafts sectors.
- To assess the role of online shopping and digital platforms in shaping consumer buying behaviour for gifts and crafts.
- To analysis customer perception towards green products.

V. RESEARCH METHODOLOGY

Research Design - Descriptive research design.
Source of Data - Primary data & Secondary data.
Sampling Technique - Convenience sampling technique.
Sampling Size - 250 respondents.
Area of the Study – Coimbatore City.
Tools For Analysis

The research paper involved certain tools like

- Percentage analysis.
- Rank analysis.
- ANOVA.
- T-Test.

VI. LIMITATION OF THE STUDY

- The study is limited only within the Coimbatore city.
- The sample size of only 250 respondents was taken from the customer for the purpose of the study

VII. REVIEW OF LITERATURE

Sultan Alaswad Alenazi, et.al (2025) The research was conducted on online consumers through luxury perfume brands' websites. The phenomenon of online sales has recently spread in Saudi Arabia, where the authorized number of those stores reached 1,800 sites at the end of 2021. The target population was online purchasing consumers from luxury perfume sellers. The appropriate sample size in unlimited populations is 385 responses. The result of the findings of this study, that established social media marketing played a very big and major role in the buying process of the consumers by affecting the decision-making process. This outcome is a result of the effectiveness of marketing efforts carried out by chosen retail stores via social media.

Rajesh Kumar Choudhary, Saroj Kumar Mishra,(2025) The present study attempts to identify the factors responsible for determining the consumer purchase intention towards the handicraft products specifically in India. It was found that all these factors were interlinked and exercised profound impact on the purchase intention of handicrafts. Handicraft hold prominent place in the lives of people in India and has special significance during the times of festivities and celebrations besides finding their specific unique value in living of people in general.

Dr. Smita Barge(2024) The study shows that while choosing gift mostly women take their family in to consideration, they usually choose products which will be useful for the gift receiver. They also consider place from where they are going to purchase gift and price as per their budget, occasion, and importance of gift receiver. Man and women both are basically different in nature while behaving in social relations so as tendency of choosing and giving gifts by male and female are naturally different. Some studies says that Women are more effectively select the gifts then that of men. The Questionnaire has been divided into 2 parts: part 1 consists of questions on demographic information and part 2 contains specific questions related to the topic of research. Questionnaire includes 9 questions. we contact 150 male respondent from which only 135 respond to our questionnaire.

TABLE NO: 1
TYPES OF GIFTS OR CRATFS OF THE RESPONDENTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Home decor items	40	16
2	Jewellery and accessories	56	22.4
3	Wooden or metal sculptures	48	19.2
4	Hand-painted items	59	23.6
5	Textiles	47	18.8
TOTAL		**250**	**100**

(Source: Primary Data)

INTERPRETATION:
The table 4.1 describes that 16 of the respondents are home décor items, 22.4% of the respondents are jewelers and accessories, 19.2% of the respondents are wooden or metal sculptures, 23.6% of the respondents are hand-painted items and 18.8% of the respondents are Textiles. **Majority 23.6% of the respondents buy hand-painted items.**

TABLE NO: 2
PRIMARY REASON OF THE RESPONDENTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Gifting to others	59	23.6
2	Personal use	48	19.2
3	Collecting	45	18
4	Supporting artisans	61	24.4
5	Decorating home	37	14.8
TOTAL		**250**	**100**

(Source: Primary Data)

INTERPRETATION:
The table 4.2 describes that 23.6% of the respondents are gifts to others, 19.2% of the respondents are personal use, 18% of the respondents are collecting, 24.4% of the respondents are supporting artisans and 14.8 % of the respondents are decorating home. **Majority 24.4% of the respondents buy gifts for supporting artisans.**

TABLE NO: 3
USUALLY BUY GIFTS AND CRAFTS OF THE RESPONDENTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Online Stores	23	9.2
2	Physical retail stores	64	25.6
3	Malls	52	20.8
4	Craft fair and exhibitions	69	27.6
5	Art galleries	42	16.8
TOTAL		**250**	**100**

(Source: Primary Data)

INTERPRETATION:
The table 4.3 describes that 9.2% of the respondents are online stores, 25.6% of the respondents are physical retail stores, 20.8% of the respondents are malls, 27.6% of the respondents are craft fair and exhibition and 16.8% of the respondents are art galleries. **Majority 27.6% of the respondents purchase gifts on craft fair and exhibitions.**

TABLE NO: 4
RANK OF FACTORS WHICH AFFECT THE PURCHASING GIFTS AND CRAFTS.

Factors	1	2	3	4	5	6	7	8	9	TOTAL	RANK
Price	56 (9)	18 (8)	20 (7)	15 (6)	19 (5)	13 (4)	15 (3)	17 (2)	77 (1)	1181	**IX**
Quality	19 (9)	62 (8)	16 (7)	16 (6)	17 (5)	16 (4)	14 (3)	74 (2)	16 (1)	1230	**V**
Uniqueness	19 (9)	18 (8)	59 (7)	15 (6)	22 (5)	19 (4)	70 (3)	14 (2)	14 (1)	1256	**IV**
Handmade	17 (9)	18 (8)	17 (7)	71 (6)	16 (5)	71 (4)	19 (3)	14 (2)	07 (1)	1298	**III**
Sustainability & Ethical sourcing	18 (9)	28 (8)	22 (7)	21 (6)	102 (5)	19 (4)	18 (3)	14 (2)	08 (1)	1342	**I**
Convenience of purchase	17 (9)	17 (8)	28 (7)	61 (6)	19 (5)	69 (4)	15 (3)	09 (2)	15 (1)	1300	**II**
Packaging & presentation	13 (9)	17 (8)	66 (7)	23 (6)	14 (5)	17 (4)	56 (3)	24 (2)	20 (1)	1227	**VI**
Recommendations & Reviews	14 (9)	62 (8)	12 (7)	16 (6)	27 (5)	10 (4)	25 (3)	66 (2)	18 (1)	1202	**VIII**
Discount and offers	77 (9)	10 (8)	10 (7)	12 (6)	14 (5)	16 (4)	18 (3)	18 (2)	75 (1)	1214	**VII**

(Source: Primary Data)

INTERPRETATION:

Majority of the respondents ranked sustainability and ethical sourcing as a first factor which affect the purchasing gifts and crafts.

Table No: 5
Demographic factors of the respondent's vs Influence Recommendations

Variables	Group	Mean	SD	No	t-value	F-Value	Table Value	Sig
Age	Under 18	1.30	.724	27	-	3.444	1.271	NS
	18 – 24	1.80	.915	66				
	25 - 34	2.24	.924	58				
	35 - 44	2.45	1.187	58				
	45 and above	2.49	1.180	41				
Gender	Male	1.95	1.155	102	1.799	-	0.299	NS
	Female	2.22	1.188	148				
Occupation	Student	1.51	.914	39	-	1.558	0.831	NS
	Employed	1.91	1.040	91				
	Business	2.59	1.122	82				
	Homemaker	2.18	1.468	38				
Monthly Family Income	Below Rs 10,000	1.41	.712	32	-	1.185	0.951	NS
	Rs 10,001 – Rs 30,000	1.74	.947	61				
	Rs 30,001 – Rs 50,000	2.17	.985	98				
	Above 50,001	2.78	1.509	59				
Marital Status	Single	1.89	1.033	102	2.470	-	0.902	NS
	Married	2.26	1.253	148				
Area of Residence	Urban	1.83	.956	123	3.828	-	0.362	NS
	Rural	2.39	1.310	127				
Family Members	2 Members	1.23	.560	31	-	1.124	0.953	NS
	3 Members	1.81	.950	68				
	4 Members	2.14	.944	92				
	Above 4 members	2.88	1.498	59				

Family Types	Nuclear	1.89	.907	133	3.159	-	0.991	NS
	Joint	2.36	1.392	117				

Source: Computed, (Ns – Not Significant, **- Significant at 1 per cent level, * - Significant at 5 per cent level)

Table No: 6
Demographic factors of the respondent's vs Social media ads

Variables	Group	Mean	SD	No	t-value	F-Value	Table Value	Sig
Age	Under 18	2.81	1.210	27	-	2.832	.659	NS
	18 – 24	2.42	1.009	66				
	25 - 34	2.79	.951	58				
	35 - 44	2.95	.847	58				
	45 and above	3.54	1.164	41				
Gender	Male	2.75	1.078	102	1.368	-	.373	NS
	Female	2.93	1.054	148				
Occupation	Student	2.79	1.218	39	-	4.494	1.205	NS
	Employed	2.66	1.035	91				
	Business	2.85	.957	82				
	Homemaker	3.39	1.054	38				
Monthly Family Income	Below Rs 10,000	2.88	1.157	32	-	1.559	.738	NS
	Rs 10,001 – Rs 30,000	2.89	1.018	61				
	Rs 30,001 – Rs 50,000	2.45	.851	98				
	Above 50,001	3.49	1.089	59				
Marital Status	Single	2.58	1.076	102	3.495	-	1.247	NS
	Married	3.05	1.019	148				
Area of Residence	Urban	2.67	1.038	123	2.802	-	.908	NS
	Rural	3.04	1.065	127				
Family Members	2 Members	2.84	1.214	31	-	2.717	1.030	NS
	3 Members	2.57	.935	68				
	4 Members	2.66	.917	92				
	Above 4 members	3.49	1.104	59				
Family Types	Nuclear	2.62	.998	133	3.811	-	1.120	NS
	Joint	3.13	1.079	117				

Source: Computed, (Ns – Not Significant, **- Significant at 1 per cent level, * - Significant at 5 per cent level)

Table No: 7
Demographic factors of the respondent's vs Personalized Recommendations

Variables	Group	Mean	SD	No	t-value	F-Value	Table Value	Sig
Age	Under 18	2.96	1.765	27	-	4.310	1238	NS
	18 – 24	2.42	1.278	66				
	25 - 34	2.97	1.213	58				
	35 - 44	3.02	1.318	58				
	45 and above	3.54	1.502	41				
Gender	Male	2.82	1.410	102	.972	-	.528	NS
	Female	3.00	1.405	148				
Occupation	Student	2.85	1.598	39	-	2.651	1.549	NS
	Employed	2.76	1.456	91				
	Business	2.89	1.144	82				
	Homemaker	3.50	1.502	38				
	Below Rs 10,000	2.94	1.645	32	-	1.918	1.021	NS

Monthly Family Income	Rs 10,001 – Rs 30,000	2.97	1.505	61				
	Rs 30,001 – Rs 50,000	2.39	1.071	98				
	Above 50,001	3.78	1.247	59				
Marital Status	Single	2.72	1.396	102	1.992	-	.941	NS
	Married	3.07	1.400	148				
Area of Residence	Urban	2.79	1.410	123	1.546	-	.771	NS
	Rural	3.06	1.396	127				
Family Members	2 Members	3.10	1.814	31	-	3.217	1.892	NS
	3 Members	2.65	1.401	68				
	4 Members	2.61	1.222	92				
	Above 4 members	3.66	1.169	59				
Family Types	Nuclear	2.70	1.348	133	1.492	-	.239	NS
	Joint	3.19	1.432	117				

Source: Computed, (Ns – Not Significant, **- Significant at 1 per cent level, * - Significant at 5 per cent level)

Table No: 8
Demographic factors of the respondent's vs Environmentally Friendly

Variables	Group	Mean	SD	No	t-value	F-Value	Table Value	Sig
Age	Under 18	1.48	1.189	27	-	4.882	2.139	NS
	18 – 24	1.95	.999	66				
	25 - 34	2.50	1.080	58				
	35 - 44	2.52	1.328	58				
	45 and above	2.71	1.764	41				
Gender	Male	2.06	1.265	102	2.266	-	.594	NS
	Female	2.44	1.331	148				
Occupation	Student	1.64	1.088	39	-	1.859	.986	NS
	Employed	2.09	1.199	91				
	Business	2.74	1.205	82				
	Homemaker	2.42	1.654	38				
Monthly Family Income	Below Rs 10,000	1.53	1.077	32	-	1.544	.861	NS
	Rs 10,001 – Rs 30,000	1.92	1.085	61				
	Rs 30,001 – Rs 50,000	2.45	1.194	98				
	Above 50,001	2.80	1.562	59				
Marital Status	Single	2.08	1.208	102	2.065	-	.503	NS
	Married	2.43	1.371	148				
Area of Residence	Urban	2.03	1.187	123	1.023	-	.248	NS
	Rural	2.53	1.391	127				
Family Members	2 Members	1.29	.783	31	-	1.893	.743	NS
	3 Members	2.10	1.223	68				
	4 Members	2.37	1.136	92				
	Above 4 members	2.88	1.555	59				
Family Types	Nuclear	2.16	1.186	133	1.621	-	.352	NS
	Joint	2.43	1.440	117				

Source: Computed, (Ns – Not Significant, **- Significant at 1 per cent level, * - Significant at 5 per cent level)

Table No: 9
Demographic factors of the respondent's vs Bio-degradable

Variables	Group	Mean	SD	No	t-value	F-Value	Table Value	Sig
Age	Under 18	2.30	1.031	27	-	3.943	1.895	NS
	18 – 24	2.15	.808	66				
	25 - 34	2.41	.726	58				
	35 - 44	2.57	.775	58				
	45 and above	3.00	1.304	41				
Gender	Male	2.31	.890	102	2.103	-	.455	NS
	Female	2.57	.970	148				
Occupation	Student	2.13	.864	39	-	2.023	1.029	NS
	Employed	2.24	.835	91				
	Business	2.74	.940	82				
	Homemaker	2.74	1.057	38				
Monthly Family Income	Below Rs 10,000	2.25	.880	32	-	.791	.346	NS
	Rs 10,001 – Rs 30,000	2.20	.601	61				
	Rs 30,001 – Rs 50,000	2.35	.788	98				
	Above 50,001	3.05	1.238	59				
Marital Status	Single	2.21	.848	102	3.676	-	.918	NS
	Married	2.64	.969	148				
Area of Residence	Urban	2.28	.843	123	1.145	-	.358	NS
	Rural	2.65	1.004	127				
Family Members	2 Members	2.19	.873	31	-	1.387	.627	NS
	3 Members	2.22	.789	68				
	4 Members	2.38	.739	92				
	Above 4 members	3.02	1.196	59				
Family Types	Nuclear	2.32	.847	133	2.678	-	.934	NS
	Joint	2.63	1.022	117				

Source: Computed, (Ns – Not Significant, **- Significant at 1 per cent level, * - Significant at 5 per cent level)

VIII. FINDINGS

Percentage Analysis

- Majority 23.6% of the respondents buy hand-painted items.
- Majority 24.4% of the respondents buy gifts for supporting artisans.
- Majority 27.6% of the respondents purchase gifts on craft fair and exhibitions.

Rank Analysis

- Majority of the respondents ranked sustainability and ethical sourcing as a first factor which affect the purchasing gifts and crafts.

ANOVA & T-TEST

- There is no significant difference in Influence Recommendations and crafts across different demographic factors of the respondents.
- There is no significant difference in Social media ads and crafts across different demographic factors of the respondents.
- There is no significant difference in Personalized Recommendations and crafts across different demographic factors of the respondents.
- There is no significant difference in Environmentally Friendly and crafts across different demographic factors of the respondents.
- There is no significant difference in Bio-degradable and crafts across different demographic factors of the respondents.

IX. SUGGESTIONS

Targeting Young Consumers – With the majority of respondents aged 18-24, marketing strategies should focus on social media promotions, influencer collaborations, and digital engagement to attract this demographic.

Women as Primary Consumers – Since most respondents are female, gender-specific marketing, including personalized product recommendations and artisan storytelling, can enhance appeal.

Affordability and Pricing Strategy – With a significant portion of respondents having a monthly family income between Rs 30,000-Rs 50,000 and preferring to spend Rs 750-Rs 1000, introducing budget-friendly yet high-quality handcrafted products is essential.

Expanding Rural Accessibility – Over half of the respondents reside in rural areas, making it crucial to expand offline retail stores, strengthen rural e-commerce, and improve supply chain networks to address product availability issues.

Occasion-Based Promotions – Since most respondents purchase handicrafts for special occasions like weddings and festivals, brands should introduce seasonal promotions, festive collections, and targeted marketing campaigns.

Optimizing Online and Offline Sales Channels – Expanding the presence of handicrafts in craft fairs and exhibitions, along with enhancing online platforms such as Instagram, Facebook, Amazon, and Flipkart, will increase accessibility and sales.

Enhancing Discount and Promotional Offers – Given the high preference for discounts and promotions, introducing seasonal discounts, loyalty programs, and referral incentives will help attract and retain customers.

Boosting Sustainability Awareness – Despite interest in sustainability, many respondents do not actively purchase eco-friendly products or pay a premium for them. Brands should focus on awareness campaigns, affordable sustainable options, and transparent sourcing practices.

Leveraging Social Media for Engagement – A significant portion of consumers do not purchase after seeing products on social media, indicating the need for improved digital strategies such as influencer endorsements, customer reviews, and interactive content.

Focusing on Ethical and Sustainable Branding – Since sustainability and ethical sourcing rank as top factors influencing purchases, brands should highlight eco-friendly packaging, biodegradable materials, and artisan-focused storytelling to enhance trust and credibility.

X. CONCLUSIONS

The analysis of handicraft gifts and crafts reveals key consumer trends and insights. The primary target audience consists of young working women, with a significant proportion residing in rural areas. This highlights the need to expand handicraft accessibility in rural markets. Family dynamics also play a role in purchasing decisions, as most consumers come from nuclear families. Handicrafts are mainly purchased for special occasions, with a preference for hand-painted items. Supporting artisans is a strong motivation for buyers, and affordability within a mid-range price bracket is crucial. Consumers primarily shop from dedicated craft stores and craft fairs, indicating the importance of retail and event-based sales strategies. Social media, especially Instagram and Facebook, is a major driver for discovering and purchasing.

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