A Study on Consumer Perception and Purchase Intention towards Traditional handicraft products on E-Commerce Platforms in Madurai District

R. Kousalya

Assistant Professor, Department of Commerce (SF), Fatima College, Madurai, Tamil Nadu, India

Email: kousichandran30@gmail.com

Abstract

E-Commerce has built a new opportunity for traditional products by helping producers to reach consumers beyond local and regional markets. This study examines the market potential of traditional products and consumer perception of the global reach through e-Commerce Platforms. This study highlights on consumer awareness, online Visibility, product authenticity, quality, price, Packaging, delivery. Primary data is been collected from 100 consumers through a structured questionnaire using a five-point Likert Scale. The Collected data will be analyzed using percentage analysis using Percentage analysis, Mean scores and other Suitable tools. The Study identifies whether the consumers believe e-Commerce platforms can support global Promotion of traditional Products. It examines the factors that encourage and discourage consumers from purchasing online the E-commerce platforms. The findings help the traditional producers-commerce platforms and policy makers to enhance better digital marketing, packaging, delivery and brand protection Strategies. The study concludes that E-commerce can reach the global market and provides opportunities for the global visibility and promote the traditional products.

Keywords: E-Commerce, Traditional Products, Consumer Perception, Product authenticity, global market

Introduction

Traditional products represent the cultural heritage, skills, creativity and local identity of a community. These products include handicrafts, handloom items, pottery, jewelry, traditional textiles, wooden products, food products and other goods which is made using local

knowledge and customary techniques. These products have been sold through local markets. fairs, exhibitions, intermediaries and regional retail outlets. Even though these channels persist, they often limit producers to a restricted geographical market.

The rapid growth of E-commerce has changed the products ideas the way they are promoted, purchased and distributed. Due to the development of online market places, social media platforms and own websites, traditional products can be displayed to customers outside the producer's immediate locality. E-Commerce platforms can connect small producers with buyers regardless of physical location. This helps the producers to improve the market visibility, access logistics services and reach larger customer groups. Digital markets create opportunities for the producers to reach their local markets towards national and potentially global markets.

In India, digital initiatives have progressively focused on bringing traditional products in to the online economy. Indian handmade products are described as an exclusive digital marketplace for handloom and handicraft products. Government programs and online market places aim to increase the market access of artisans, weavers, self-help groups and small producers. The development Commissioner (Handicrafts) assist the marketing and development of handicrafts and nurture the skills and products of artisans.

The global reach of traditional products does not depend high only just by listing in online platforms. consumers must be able to identify the product, grasp its cultural and functional value, trust the seller and receive adequate information about quality, price, authenticity, delivery and return policies. The main factors that determine the influence towards online purchase decisions are product presentation, customer reviews, secure payments, packaging and reliable delivery. hence, consumer perception is important in determining whether traditional products can successfully attract buyers beyond their local markets.

Digital platforms also create several challenges to producers. Traditional producers may face difficulties related to digital literacy, online branding, product photography, packaging, logistics, payment systems, platform charges and international delivery. Global market may require consistent quality, trusted relationships, significant standard and strong branding.

From this background, the present study aims on consumer perception of the global reach of traditional products sold through e-Commerce platforms. Its emphasis on whether consumers believe that digital platform enhance the visibility, accessibility and market potential of traditional products. The study also focuses the factors that may influence consumers' willingness to purchase traditional handicrafts products online, including product quality, authenticity, trust, online reviews, packaging and delivery.

The study is conducted on primary data collected from 100 consumers through a structured questionnaire. The findings will exhibit the perceptions and opinions of the selected respondents and will help to recognize whether E-commerce platforms is viewed as an effective opportunity for promoting traditional products beyond local and regional Markets. The study will be helpful to traditional producers, e-Commerce platforms, policymakers and other stakeholders to strengthen the online promotion and wider acceptance of traditional products.

Review of Literature

Nina Irenetia,A. Luthfia, Istia Ayu Hadiyati(2026) conducted a study on "the influence of Price perception, product quality, reviews and trust on online purchase intention in Handicraft MSMEs". The results showed that product quality is having a strong influence in determining purchase decisions and also customers prioritize price and quality than reviews or trust in making purchasing decisions.

Ruby sharma, Ankit Raj, Deepa Kumari(2025) in an article on "Relinking tradition: An Empirical study on purchase intention for Indian handloom and Handicrafts among Domestic Consumers indicate significant positive effects of attitude, subjective norms, perceived behavioral control, authenticity, cultural motivation and perceived quality mediated by reduced information asymmetry on purchase intention.

Gaurisha Kamthan, Dr. Swetha Thiruchanuru (2024) conducted a study on the role of E-Commerce in the Indian handicrafts Industry: A consumer Perspective". This research explored that variable classified under web functionality, product perception and trust are the factors that a have a positive impact on customer satisfaction and a satisfied customer is likely to recommend their online purchase to others.

Research Gap

Previous research has explored e-commerce adoption, online consumer behavior, trust purchase intention and artisan market access, but less attention has been given to the combined relationship between consumer perception and the perceived global reach of traditional products sold through Digital Platforms. Many studies examine variety of online shopping products, while traditional products have special characteristics such as cultural value, regional identity, craftmanship and limited physical availability. Limited research has focused specifically on consumer perception and purchase intention towards traditional products sold through online platforms in Madurai District.

The present study examines the perceptions of 100 consumers regarding traditional products sold through e-commerce platforms. It focuses on awareness, perceived global accessibility, authenticity, quality, trust, price, online reviews, packaging, delivery and purchase intention.

Objectives

- To study consumers awareness of traditional products available on e-commerce platforms in Madurai district.
- To examine consumer perception of the quality, authenticity, price and cultural value of traditional products on e-commerce platforms.
- To identify the factors influencing consumers purchase intention towards traditional products on e-commerce platforms.

Conceptual Framework

The conceptual model of the study proposes that awareness, trust, perceived quality, price, cultural value and delivery influence consumer perception of traditional handicraft products sold through e-commerce platforms. positive consumer perception is expected to increase purchase intention. The model further assumes that consumers who show stronger purchase intention may perceive e-commerce as a useful opportunity for expanding the wider and global market reach of traditional products.

Research Methodology

The present study adopts a descriptive and quantitative research design to examine consumer perception and purchase intention towards traditional handicrafts products e-

commerce platforms. the study is confined to Madurai district, Tamil Nadu. A sample of 100 consumers will be selected using convenience sampling. A five-point Likert scale will be used to measure respondents' opinion. Primary data will be collected through structured questionnaire, while secondary data will be obtained from books, journals and reliable online sources.

Analysis and Interpretation

Personal Details of Respondents

Variable	Category	Frequency	Percentage
Gender	Male	43	43
	Female	57	57
Age	18-25 years	34	34
	26-35 years	38	38
	36-45 years	18	18
	Above 45 years	10	10
Occupation	Student	25	25
	Private employee	32	32
	Government Employee	12	12
	Self Employed	19	19
	Homemaker	12	12
Purchase frequency	Once in six months	35	35
	Occasionally	29	29
	Once a month or more	21	21
	Rarely	15	15

Source: Primary data

From the above table, it is inferred that 57% of the respondents are female,38% of the respondents were in the age group of 26-35 years, 32% of the respondents are private employees and 35% of the respondents purchase traditional handicrafts products once in six months.

Consumer Perception Analysis towards purchase of Traditional Handicrafts in E-Commerce Platforms

Factors Influencing Online Handicraft Purchase	Mean Score	Rank
Authenticity of the handicraft product	4.31	1
Support to artisans and local communities	4.29	2
Secure online payment	4.20	3
Reliable delivery and packaging	4.16	4
Customer ratings and reviews	4.11	5
Cultural and traditional Value	4.08	6
Good Product photos and descriptions are important	4.02	7
The online price of handicraft products is reasonable	3.91	8
Delivery and packaging influence my decision	3.42	9
Return and replacement policies are satisfactory	3.28	10

Interpretation

The overall consumer perception is 3.92 which indicates that respondents have high level of positive perception towards traditional handicraft products sold on e-commerce platforms. The highest ranked perception is “Authenticity of the handicraft product” received highest mean score of 4.31. this reveals that consumers have a positive attitude towards social and economic handicraft purchases. cultural value, customer ratings, secure online payment, helping artisans and local communities were also rated highly by the respondents. However, return and replacement policies received the lowest mean score of 3.28, showing moderate satisfaction. Therefore, e-commerce platforms and handicrafts sellers should improve return and replacement facilities to strengthen consumer trust and purchase intention.

Chi-Square Test

Null Hypothesis(H0): There is no significant association between age and frequency of purchasing traditional handicrafts online.

Alternate Hypothesis(H1): There is no significant association between age and frequency of purchasing traditional handicrafts online.

	Value	df	Asymp. sig (2 sided)
Pearson Chi-Square Test	12.8	9	0.187

Since the significance value p=0.187 is greater than 0.05, there is no significant association between respondents age group and their frequency of purchasing traditional handicraft products online. The data suggest that consumers of different age groups buy traditional handicraft products online at broadly similar frequencies.

Correlation between Consumer Perception and Purchase intention towards traditional handicraft products on E-Commerce Platforms

H0: There is no significant relationship between consumer perception and purchase intention towards traditional products on e-commerce platforms.

H1: There is significant relationship between consumer perception and purchase intention towards traditional products on e-commerce platforms.

Variable	**Purchase Intention (*r*)**	**Significance Value (*P*)**	**Interpretation**
Product quality and authenticity	0.66	0.000	Strong Positive relationship
Price fairness	0.41	0.000	Moderate Positive relationship
Trust and secure payment	0.53	0.000	Moderate Positive relationship
Cultural and traditional value	0.58	0.000	Moderate Positive relationship
Delivery and packaging	0.55	0.000	Moderate Positive relationship
Return and replacement policy	0.49	0.000	Weak positive relationship

Interpretation

Pearson correlation analysis was used to examine the relationship between consumer perception and purchase intention towards traditional handicraft products on e-commerce platforms. The result showed a correlation coefficient of r= 0.71 with a significance value of *p=0.000*. since the significance value is less than 0.05, there is statistically positive relationship

between consumer perception and purchase intention. Therefore, the null hypothesis is rejected. the result indicates that consumers with a more favorable perception of product quality, authenticity, cultural value, customer reviews, payment security and delivery services are more likely to purchase traditional products through online platforms.

Findings

1. 57% of the respondents are female,
2. 38% of the respondents were in the age group of 26-35 years,
3. 32% of the respondents are private employees
4. 35% of the respondents purchase traditional handicrafts products once in six months.
5. The highest ranked Consumer perception is "Authenticity of the handicraft product" received highest mean score of 4.31.
6. It is inferred that consumer of different age groups buy traditional handicraft products online at broadly similar frequencies.
7. The result examines that consumer with a more favorable perception of product quality, authenticity, cultural value, customer reviews, payment security and delivery services are more likely to purchase traditional products through online platforms.

Suggestions

Based on the results, the study recommends that E-Commerce platforms should provide authenticity certificate or "genuine handmade" label for traditional handicrafts products. sellers should use high-quality photographs from different angles and enhance the size, texture color and workmanship. sellers should share the story of the artisan, local community, cultural heritage and traditional method used to make the product. this can increase emotional connection and consumer trust. Discounts, festival offers, gifts coupons and free delivery offers can encourage consumers to purchase handicrafts online. Return, replacement, exchange and refund policies should be simple, visible and customer friendly. Platform should provide better product filters such as craft type, state of origin, material, price range, handmade certification, occasion, color and artisan category. Social media marketing through Instagram, Facebook, YouTube and influencer collaborations can improve the awareness of traditional handicrafts among younger consumers. Government bodies, NGOs, artisans Cooperatives and e commerce firms should work together to help artisans receive digital training, online-selling support, photography assistance, packaging support and fair payment.

Conclusion

The study concludes that consumers have a favorable perception towards traditional handicraft products sold on digital platforms. consumers are not attracted only by their appearance and usefulness of handicraft products but also considers the cultural value, uniqueness, handmade nature and contribution to artisan livelihoods. Overall-Commerce platforms can create major growth opportunities for traditional handicrafts by connecting artisans with a global market. Sellers should provide authentic products, trustworthy services, secure payment and clear return policies, so that consumers' confidence and purchase intention for traditional products through online increases.

References

Choudhary, R. K. & Mishra, S. K. (2025). Modeling factors for consumer purchase intention toward handicraft products: A TISM approach. Academy of marketing studies journal,29(1),1-14.

Yadav, R., & Mahara, T. (2029). An empirical study of consumers intention to purchase wooden handicraft items online: Using extended technology acceptance model. Global Business Review,20(2),479-497.

Irentia, N., Luthfia, A., & hadiyati,I. A.(2026).the influence of price Perception, Product Quality, Reviews and trust on online intention in Handicraft MSMEs.

Field,A (2018).Discovering statistics using IBM SPSS Statistics(5th de.). Sage Publications.

Kothari,C.R(20204).Research methodology: Methods and techniques(2nd ed.).New Age International Publishers.



Open Access & Licensing

Dr. BGR Publications supports Open Access scholarly communication, enabling published works to be freely accessible online.

License: Creative Commons Attribution 4.0 International License CC BY 4.0

Copyright: © Author(s)

Published by Dr. BGR Publications | India