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Understanding Sustainable Handicraft Purchase Intention: The Influence of Regional Product Love, Perceived Quality, Price Fairness, and Product Knowledge

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Abstract

Consumer decision-making in culturally embedded sustainable markets is shaped by a complex interplay of emotional and cognitive forces. This study examines four key determinants of purchase intention for Indian handicrafts, namely regional product love, perceived quality, perceived price fairness, and product knowledge, and further investigates whether purchase intention translates into actual purchase behavior. A survey-based research design was adopted, and data were gathered from 311 consumers at government-authenticated handicraft stores and regional trade fairs across Bihar and Uttar Pradesh, India. Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed for data analysis. The results demonstrate that all four antecedents exert a significant and positive influence on purchase intention, with perceived price fairness and perceived quality emerging as the strongest drivers. Purchase intention, in turn, significantly predicted actual purchase behavior. These findings enrich the understanding of value-based and emotion-driven consumption in heritage craft markets and offer actionable guidance for handicraft enterprises, marketers, and sustainability policymakers.

Keywords: Sustainable handicrafts, purchase intention, regional product love, perceived quality, price fairness, product knowledge, PLS-SEM

1. Introduction

India's handicraft sector represents one of the most enduring intersections of cultural heritage, artisanal tradition, and sustainable economic activity. Valued at approximately USD 4,565 million in 2024, the sector is expected to reach USD 8,198 million by 2033 at a compound annual growth rate of 6.39% (IMARC, 2025). It directly employs over seven million artisans, many of whom belong to rural, female, and economically marginalized communities (Grand View Horizon, 2025). This sector is not merely an economic category; it is a living archive of regional identity, craft knowledge, and intangible cultural heritage (Guha et al., 2025; Xue et al., 2022). In parallel with its cultural significance, the handicraft sector aligns strongly with the imperatives of sustainable consumption. Handicraft production is characterized by low energy intensity, use of locally sourced and biodegradable materials, minimal industrial waste, and production philosophies consistent with circular economy principles (Tran et al., 2021). As sustainability considerations become increasingly central to consumer behavior research (Singh and Mishra, 2026), handicrafts offer a productive lens through which to examine what motivates consumers to choose handmade, heritage-embedded, and culturally meaningful goods over cheaper machine-manufactured alternatives (Kahoush and Kadi, 2022; Klemm and Kaufman, 2024). Despite sustained scholarly interest, the specific psychological mechanisms governing consumer purchase intention for sustainable Indian handicrafts remain incompletely theorized. Extant research tends to examine cultural or emotional drivers in isolation from economic and informational evaluations. The present study addresses this gap by proposing an integrative model that incorporates one emotional predictor, regional product love, alongside three cognitive predictors, perceived quality, perceived price fairness, and product knowledge. Purchase intention is further examined as a predictor of actual purchase behavior, thereby spanning the full volitional arc from motivation to action. The study is grounded in the Theory of Planned Behavior (Ajzen, 1991), which positions purchase intention as the proximate determinant of behavior, and in Value-based Consumption Theory (Sweeney and Soutar, 2001), which explains how consumers weigh functional, economic, and symbolic value dimensions in forming purchase intentions.

By integrating these frameworks, the study pursues three objectives:

1. To examine how regional product love influences purchase intention for Indian sustainable handicrafts.

2. To assess how perceived quality, perceived price fairness, and product knowledge influence purchase intention for Indian sustainable handicrafts.

3. To investigate the relationship between purchase intention and actual purchase behavior in the Indian handicraft context.

2. Theoretical Foundation and Hypotheses Development

The conceptual model is anchored in two theoretical frameworks. The Theory of Planned Behavior (Ajzen, 1991) establishes that behavioral intention is the most immediate cognitive precursor of action, integrating attitudinal evaluations, social norms, and perceived behavioral control into a single motivational construct. In the present model, purchase intention serves as this mediating construct, shaped by four distinct antecedents and subsequently driving actual purchase behavior. Value-based Consumption Theory (Sweeney and Soutar, 2001) posits that consumers evaluate products along multiple value dimensions, including functional utility, economic fairness, and symbolic significance. This theory explains why cognitive judgments about quality, price, and knowledge shape purchase intent alongside affective evaluations such as regional product love. Together, these frameworks provide a coherent basis for the proposed five-hypothesis model.

2.1 Regional Product Love and Purchase Intention

Regional product love refers to a strong affective orientation toward goods associated with a specific geographic or cultural origin, encompassing emotional attachment, pride of place, and deep admiration that exceeds ordinary consumer satisfaction (Carroll and Ahuvia, 2006). Consumer Culture Theory frames such products as symbolic carriers of authenticity, local identity, and place attachment, meanings that resonate strongly in markets where regional provenance is integral to the product's perceived worth (Arnould and Thompson, 2005). Indian handicrafts are paradigmatic examples: they encode centuries of regional artisanal heritage through materials, motifs, and techniques specific to their place of origin, attributes that consumers who feel a strong connection to regional cultural identity perceive as intrinsically valuable (Beverland, 2005). This affective connection motivates purchases that serve simultaneously as expressions of personal identity and acts of support for local artisanal communities. Empirical evidence confirms that product love reliably predicts behavioral intention through mechanisms of identity expression and social commitment (Park et al., 2010).

H1: Regional product love positively influences intention to purchase sustainable handicrafts.

2.2 Perceived Quality and Purchase Intention

Perceived quality represents the consumer's overall evaluation of a product's excellence, encompassing assessments of craftsmanship, material quality, durability, and functional performance relative to the consumer's expectations and standards (Li et al., 2024). For sustainable handicraft products, which are typically priced at a premium relative to machine-made substitutes, perceived quality is central to the consumer's value calculation. Value-based Consumption Theory posits that quality perceptions are a foundational driver of purchase intention, operating through the consumer's implicit assessment of whether the quality received justifies the price paid (Hanaysha et al., 2025; Tan et al., 2025). In the handicraft context, quality cues such as visible craftsmanship excellence, material authenticity, and surface finish signal that the premium price reflects genuine artisanal investment rather than arbitrary brand markup (Ma et al., 2022). Therefore:

H2: Perceived quality positively influences intention to purchase sustainable handicrafts.

2.3 Perceived Price Fairness and Purchase Intention

Perceived price fairness refers to the consumer's evaluative judgment of whether a product's asking price is reasonable and equitable relative to the value it provides, assessed against social norms and comparison referents (Zietsman et al., 2019). Equity theory provides the theoretical foundation: consumers assess the ratio of their monetary input to total value received, where total value includes functional benefits, hedonic enjoyment, and symbolic-cultural significance (Konuk, 2019). In the handicraft market, prices reflect not only material and labor costs but also the embodied cultural heritage, artisanal expertise, and irreplicable handcrafted quality of each product. Consumers who comprehend and accept this multi-dimensional value structure are likely to perceive handicraft prices as fair, and this favorable perception removes a primary psychological barrier to purchase

(Lineshah and Vadera, 2025). Empirical evidence from sustainable and specialty product markets consistently confirms that price fairness is a robust positive predictor of purchase intention (Tan et al., 2025). Therefore:

H3: Perceived price fairness positively influences intention to purchase sustainable handicrafts.

2.4 Product Knowledge and Purchase Intention

Product knowledge encompasses the totality of information a consumer possesses regarding a product, including its attributes, production processes, material origins, and cultural or symbolic significance (Nautiyal and Lal, 2022). Within the TPB framework, product knowledge enhances perceived behavioral control, the consumer's confidence in their ability to evaluate and act on a purchase decision, thereby reducing uncertainty and strengthening the link between attitude and intention (Ajzen, 1991). In the handicraft market, information asymmetries between producers and consumers are pronounced. Consumers who are knowledgeable about artisanal techniques, material authenticity, regional provenance, and the cultural meanings encoded in design motifs are better equipped to evaluate product value, assess quality, and justify premium prices (Xue et al., 2022). This informational competence reduces perceived purchase risk and translates into stronger, more confident purchase intentions (Mesías Diaz et al., 2012). Therefore:

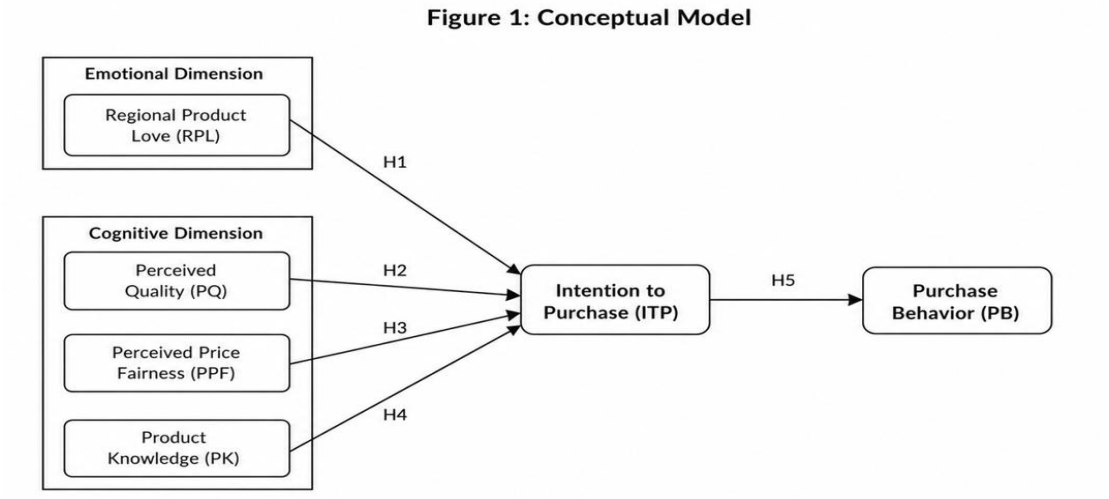
H4: Product knowledge positively influences intention to purchase sustainable handicrafts.

2.5 Purchase Intention and Purchase Behavior

The Theory of Planned Behavior identifies purchase intention as the proximate and most powerful predictor of actual purchase behavior (Ajzen, 1991). Intention represents the motivational culmination of attitudinal and cognitive processing, encoding the consumer's readiness and resolve to act (Fu, 2025). A substantial body of empirical research across product categories, cultures, and consumption contexts confirms that stronger intentions consistently produce higher rates of actual purchase behavior (Cai et al., 2026; Rausch and Kopplin, 2021). In the handicraft context, a strong purchase intention reflects a resolved commitment to supporting artisanal production and sustainable consumption values, a motivational state that provides the bridge between internal evaluation and actual marketplace action (Pena-Garcia et al., 2020). Therefore:

H5: Purchase intention positively influences actual purchase behavior.

Figure 1: Conceptual Model



3. Research Methodology

3.1 Measurement Scales

All constructs were measured using validated multi-item scales adapted from prior empirical literature and refined to fit the cultural and market context of Indian handicrafts. All items were rated on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Regional Product Love (RPL) was captured through three items adapted from Kumar et al. (2019). Perceived Quality (PQ) was operationalized using four items from De Toni et al. (2018). Perceived Price Fairness (PPF) was measured using four items also drawn from De Toni et al. (2018). Product Knowledge (PK) comprised four items adapted from Safeer et al. (2021). Intention to Purchase (ITP) was

assessed through three items from Bosquez et al. (2022). Purchase Behavior (PB) was measured using three items adapted from Dubois et al. (2005) and Schlegelmilch et al. (1996).

3.2 Sampling and Data Collection

The study targeted consumers of authentic handmade Indian handicrafts. Preliminary field reconnaissance and expert consultations revealed that certain vendors substitute machine-manufactured goods for genuine handcrafted items, posing a threat to sample integrity. To safeguard against this, data collection was restricted exclusively to government-authenticated handicraft retail stores and certified regional trade fair stalls. A multi-level stratified sampling approach was adopted. Handicraft production clusters were identified in Bihar and Uttar Pradesh, two states with well-established artisanal traditions. Ten government-authenticated retail stores were selected: six in Patna (Bihar), two in Raebareli (Uttar Pradesh), and two in Varanasi (Uttar Pradesh). Certified regional trade fairs were also included to enhance demographic and geographic diversity.

A total of 430 questionnaires were distributed. After excluding incomplete and invalid responses, 311 usable questionnaires were retained, representing a valid response rate of 72.3%. The demographic profile of the sample is presented in Table 1. The sample is broadly representative across gender, age, education, occupation, and income, with near-universal handicraft awareness (99.7%) and a six-month purchase incidence of 76.8%. Sample adequacy was verified using the ten-times rule, yielding a minimum of 50 observations, and confirmed through G*Power analysis, which returned a minimum requirement of 107 respondents. Both thresholds are substantially exceeded by the achieved sample of 311.

Table 1: ***Respondent Profile (N = 311)***

Demographic Variable (N = 311)	Frequency (n)	Percentage (%)
Gender		
Male	121	38.9%
Female	190	61.1%
Age Group		
20 to 30	212	68.2%
31 to 40	51	16.4%
41 to 50	31	10.0%
Above 50	17	5.5%
Education (Highest Degree Completed)		
High School	19	6.1%
Intermediate	55	17.7%
Graduate	119	38.3%
Postgraduate	103	33.1%
PhD or Doctorate	12	3.9%
Others	3	1.0%
Employment Status		
Salaried	113	36.3%
Self-Employed	80	25.7%
Student	83	26.7%
Housewife	10	3.2%
Retired	4	1.3%
Unemployed	3	1.0%
Others (Researcher, Freelancer, etc.)	18	5.8%
Annual Income		

Demographic Variable (N = 311)	Frequency (n)	Percentage (%)
Less than Rs. 1 Lakh	134	43.1%
Rs. 1 Lakh to less than Rs. 5 Lakhs	73	23.5%
Rs. 5 Lakhs to less than Rs. 10 Lakhs	58	18.6%
More than Rs. 10 Lakhs	46	14.8%
Awareness of Handicraft Products		
Yes	310	99.7%
No	1	0.3%
Purchased Handicraft Products in Last 6 Months		
Yes	239	76.8%
No	72	23.2%
Perception about Handicraft Products (Top Associations)		
Handmade decorative product by weavers or artisans	94	30.2%
Art, culture and artistic product	77	24.8%
Eco-friendly product (jute, wood, etc.)	53	17.0%
All three categories combined	37	11.9%
Art and handmade decorative	31	10.0%
Other combinations	19	6.1%

4. Results

PLS-SEM was employed as the primary analytical method, executed using SmartPLS version 4. PLS-SEM is well suited for the study's exploratory and predictive objectives, its composite-based model structure, and the moderate sample size (Hair et al., 2018; Liengaard et al., 2021). The analysis proceeded in two stages: evaluation of the measurement model followed by structural model testing.

4.1 Common Method Bias Assessment

Three complementary procedures were implemented to assess and mitigate common method bias (CMB), following the guidelines of Podsakoff et al. (2012). At the design stage, survey items were randomized to minimize response-order effects, and respondent anonymity was assured to reduce social desirability bias. Statistically, Harman's single-factor test showed that the first unrotated factor accounted for 37.94% of total variance, below the 50% threshold, indicating that CMB is not a major confound. Full collinearity VIF values ranged from 1.5 to 2.7, well below the conservative threshold of 3.3, further confirming the absence of serious common method bias.

4.2 Measurement Model

The measurement model was assessed on four criteria: indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Results are presented in Table 2 and Table 3. Indicator reliability was evaluated through outer loadings, which ranged from 0.659 to 0.843, with all items exceeding the acceptable lower bound of 0.60 and none reaching the ceiling of 0.90, indicating that items share substantial but not redundant variance with their respective constructs. Internal consistency reliability was supported by Cronbach's alpha values ranging from 0.714 to 0.861 and composite reliability (rho_c) values ranging from 0.793 to 0.867, all exceeding the 0.70 benchmark (Hair et al., 2018). Convergent validity was confirmed through Average Variance Extracted (AVE) values between 0.562 and 0.639, all surpassing the 0.50 threshold, indicating that each construct explains the majority of variance in its indicators. Discriminant validity was assessed using the Heterotrait-Monotrait (HTMT) ratio; all values fell below the conservative threshold of 0.85, ranging from 0.074 to 0.641, confirming empirical distinctiveness across constructs. Variance Inflation Factor (VIF) scores for collinearity ranged from 1.274 to 2.691, well below 3.3. Taken together, the measurement model satisfies all accepted standards of reliability, convergent validity, and discriminant validity.

Table 2: ***Measurement Model Results***

Construct	Items	Outer Loading	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	AVE
Intention to Purchase (ITP)	ITP1	0.843	0.847	0.849	0.841	0.639
	ITP2	0.768				
	ITP3	0.812				
Perceived Price Fairness (PPF)	PPF1	0.802	0.861	0.863	0.867	0.622
	PPF2	0.769				
	PPF3	0.819				
	PPF4	0.783				
Perceived Quality (PQ)	PQ1	0.784	0.793	0.841	0.851	0.589
	PQ2	0.751				
	PQ3	0.836				
	PQ4	0.692				
Product Knowledge (PK)	PK1	0.831	0.854	0.858	0.862	0.611
	PK2	0.803				
	PK3	0.788				
	PK4	0.742				
Purchase Behavior (PB)	PB1	0.773	0.714	0.717	0.793	0.562
	PB2	0.741				
	PB3	0.726				
Regional Product Love (RPL)	RPL1	0.832	0.728	0.733	0.798	0.567
	RPL2	0.712				
	RPL3	0.659				

Table 3: ***Discriminant Validity: Heterotrait-Monotrait Ratio (HTMT) Criterion***

	ITP	PB	PK	PPF	PQ	RPL
ITP						
PB	0.451					
PK	0.408	0.219				
PPF	0.641	0.467	0.431			
PQ	0.498	0.571	0.224	0.448		
RPL	0.112	0.243	0.187	0.074	0.201	

4.3 Structural Model

The structural model was evaluated using bootstrapping with 5,000 subsamples to generate path coefficients, standard deviations, t-statistics, and p-values. Results are reported in Table 4, and the coefficients of determination for the two endogenous constructs are presented in Table 5.

All four antecedents of purchase intention were statistically significant. Perceived price fairness exerted the largest effect on purchase intention (Beta = 0.321, t = 3.867, $p < 0.001$), followed by perceived quality (Beta = 0.218, t = 3.695, $p < 0.001$), product knowledge (Beta = 0.158, t = 2.981, p = 0.003), and regional product love (Beta = 0.143, t = 2.270, p = 0.024). H1, H2, H3, and H4 are fully supported. Purchase intention significantly and positively predicted actual purchase behavior (Beta = 0.412, t = 6.754, $p < 0.001$), providing full support for H5.

The four antecedents collectively explained 46.3% of the variance in purchase intention (R squared = 0.463), representing substantial explanatory power for a parsimonious four-predictor model. Purchase intention explained 17.0% of the variance in purchase behavior (R squared = 0.170).

Table 4: ***Direct Effects and Hypothesis Testing Results***

Hypothesis	Path	Beta	Mean	SD	t-Value	p-Value	Decision
H1	RPL -> ITP	0.143	0.146	0.063	2.270	0.024	Supported
H2	PQ -> ITP	0.218	0.219	0.059	3.695	0.000	Supported
H3	PPF -> ITP	0.321	0.317	0.083	3.867	0.000	Supported
H4	PK -> ITP	0.158	0.159	0.053	2.981	0.003	Supported
H5	ITP -> PB	0.412	0.414	0.061	6.754	0.000	Supported

Table 5: ***R Square Values for Endogenous Constructs***

Construct	R Square
Intention to Purchase (ITP)	0.463
Purchase Behavior (PB)	0.170

5. Discussion

The results provide robust empirical support for all five hypotheses and offer several important insights into the psychological architecture of sustainable handicraft purchase intention among Indian consumers.

Perceived price fairness emerged as the most influential predictor of purchase intention (H3; Beta = 0.321, $p < 0.001$). This finding is grounded in equity theory, which holds that consumers evaluate purchasing decisions through a perceived cost-to-value ratio (Konuk, 2019). For handicraft products, where prices reflect artisanal labor, cultural heritage content, and production complexity, consumers who develop an appreciation for this layered value architecture are more likely to perceive prices as fair and proceed with purchase. The practical significance of this finding is considerable: it suggests that transparency in price communication is a more effective managerial strategy than price reduction. When consumers understand the human, cultural, and material costs underlying a handicraft product's price, their fairness perceptions improve, which in turn strengthens purchase intent. This is consistent with evidence from sustainable food and service markets (Lineshah and Vadera, 2025; Tan et al., 2025).

Perceived quality was the second strongest predictor (H2; Beta = 0.218, $p < 0.001$), confirming that functional product excellence is a prerequisite for sustained purchase intention, even in a product category where cultural and symbolic motivations are salient. Consumers apply implicit quality standards when evaluating handmade goods, and products that meet or exceed these benchmarks generate the confidence necessary to justify premium expenditure (Ma et al., 2022; Hanaysha et al., 2025). This finding reinforces the argument that sustainability narratives must be grounded in verifiable craftsmanship excellence to effectively drive purchase intention. Sustainability claims unsupported by tangible quality risk consumer skepticism and, ultimately, market disengagement.

Product knowledge was also a significant predictor (H4; Beta = 0.158, $p = 0.003$), reflecting the informational processing dimension of the Theory of Planned Behavior. Consumers who possess knowledge of artisanal techniques, material origins, regional provenance, and the cultural meanings encoded in handicraft design are better positioned to evaluate authenticity, assess value, and justify premium prices (Nautiyal and Lal, 2022; Xue et al., 2022). This informational competence reduces perceived purchase risk and strengthens the behavioral

control component of intention formation. The significance of this path points to informational asymmetry as a structural barrier to market growth in the handicraft sector, one that targeted consumer education campaigns can meaningfully address.

Regional product love was a significant but relatively modest predictor of purchase intention (H1; Beta = 0.143, p = 0.024), confirming that emotional attachment to regionally produced goods contributes independently to purchase motivation alongside cognitive evaluations. Consumers who hold a strong affective connection to the regional origins and artisanal heritage of handicraft products are more inclined to translate this attachment into purchase decisions, even after accounting for quality, price, and knowledge assessments. This finding supports Carroll and Ahuvia (2006) and Park et al. (2010) in demonstrating that product love is a distinct behavioral driver rather than a mere residual of cognitive appraisal. The co-presence of emotional and cognitive predictors in the model suggests that sustainable handicraft consumption is governed by a dual-process motivational structure, where affective identification and rational evaluation operate simultaneously and additively.

The significant path from purchase intention to purchase behavior (H5; Beta = 0.412, $p < 0.001$) validates the core proposition of the Theory of Planned Behavior and confirms that consumers who develop strong intentions to purchase handicrafts do, in the main, follow through with actual purchases. The R squared of 0.463 for purchase intention reflects the model's strong explanatory power given its parsimonious four-predictor structure. The more modest R squared of 0.170 for purchase behavior is consistent with the behavioral science literature, which recognizes that situational constraints, availability limitations, and implementation factors inevitably attenuate the intention-behavior relationship (Rausch and Kopplin, 2021; Pena-Garcia et al., 2020).

6. Implications

6.1 Theoretical Implications

This study makes three theoretical contributions. First, it proposes and validates a parsimonious yet empirically robust model of sustainable handicraft purchase intention that integrates emotional and cognitive antecedents within a unified structural framework, demonstrating that these motivational systems are complementary rather than competing. Second, it extends Value-based Consumption Theory to the heritage handicraft domain, confirming that cognitive value assessments, particularly price fairness, quality perceptions, and product knowledge, operate as significant behavioral drivers even in a product category where cultural identity and emotional attachment are prominently salient. Third, the model's documentation of the full intention-to-behavior pathway in the handicraft context enriches the empirical base for Theory of Planned Behavior applications in sustainable consumption research.

6.2 Managerial Implications

The primacy of perceived price fairness calls for a strategic reorientation in handicraft pricing communication. Rather than competing on price, handicraft enterprises should invest in value-articulation mechanisms that make the full architecture of their pricing transparent and consumer-legible. Digital product stories, QR-coded provenance certificates, artisan-direct retail experiences, and social media narratives that document production processes can all shift consumer price perceptions from barrier to trust signal. These initiatives are particularly cost-effective for small-scale artisanal producers who cannot compete on volume or price efficiency but can differentiate on transparency and cultural depth.

The significant role of perceived quality underscores that craft quality and sustainability promotion are strategic complements, not substitutes. Investment in artisan skill development, quality certification, and consistent production standards directly strengthens purchase intention. Cooperatives and development agencies should therefore integrate quality assurance programs into their artisan capacity-building initiatives. The significance of product knowledge reinforces the strategic value of consumer education as a marketing function. Retailers and producers should develop accessible educational content, through packaging narratives, in-store displays, digital media, and community events, that informs consumers about artisanal techniques, material sourcing, and cultural heritage content, systematically reducing the informational asymmetries that impede purchase decisions. Regional product love's significant, if modest, effect suggests that origin-based marketing, incorporating artisan biographies, regional identity narratives, and cultural heritage storytelling, can cultivate the emotional resonance that complements cognitive purchase drivers.

6.3 Policy Implications

Policymakers should develop certification and labeling frameworks that authenticate handicraft provenance, guarantee minimum quality standards, and facilitate price transparency, collectively addressing the informational and evaluative uncertainties that constrain consumer demand. Integration of handicraft sector development into national sustainability agendas aligned with SDG 8 (decent work and economic growth), SDG 11 (sustainable cities and communities), and SDG 12 (responsible consumption and production) would elevate policy priority and attract public investment in artisan skill development, market infrastructure, and consumer outreach programs.

7. Conclusion

This study proposed and empirically validated a model examining four key determinants of sustainable handicraft purchase intention and the subsequent pathway to actual purchase behavior. Using PLS-SEM with data from 311 consumers across Bihar and Uttar Pradesh, India, the results confirm that regional product love, perceived quality, perceived price fairness, and product knowledge all significantly and positively predict purchase intention. Purchase intention, in turn, significantly drives actual purchase behavior. The model accounts for 46.3% of the variance in purchase intention, demonstrating strong explanatory power for a parsimonious four-predictor framework.

The findings establish that sustainable handicraft consumption is motivated by a dual-process structure in which emotional affection for regionally embedded products operates alongside cognitive evaluations of quality, price, and informational access. Perceived price fairness and perceived quality emerge as the dominant drivers, highlighting the centrality of value communication and craftsmanship excellence as strategic priorities for handicraft enterprises. These insights offer actionable direction for producers, marketers, and policymakers seeking to grow sustainable markets for culturally significant handmade goods.

Future research should examine moderating influences such as cultural identity strength, income level, and sustainability orientation. Longitudinal designs would clarify the temporal stability of the identified effects, and cross-cultural comparisons would extend the model's generalizability beyond the Indian context.

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