



Crafting Consumer Choices: An In-depth Analysis of Factors Affecting Handicraft Purchases

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Abstract: *Considering increased globalization, craftspeople face enormous obstacles including changing customer tastes. Pakistan's handicraft industry is significant since it is both culturally and economically significant. In order to investigate the factors influencing Pakistani consumers' purchasing decisions about handicrafts and the impact of emotions on those decisions, this study uses Theory of Planned Behavior (TPB). Data was gathered via self-administered questionnaires from buyers of handicrafts in Lahore city of Pakistan. Purposive sampling yielded a total of 160 samples, which were then used for regression analysis. The study discovered that while subjective norms had no discernible effect on customers' purchasing decisions, attitudes towards product attributes, perceived behavioral control, and emotions did. Customers' opinions of subjective norms and product attributes were likewise influenced by their emotions, but not their perception of behavioral control. The results hold significance for prospective entrepreneurs in Pakistan who aim to conform to the inclinations and habits of their clientele.*

Keywords: handicrafts, buying behavior, purchase decisions, theory of planned behavior, emotions, consumer preferences.

Introduction

Handicraft products have long held a unique place in the global market, captivating consumers with their intricate designs, rich cultural heritage, and unparalleled craftsmanship. Given that it encompasses the nation's rich culture, history, and customs, Pakistan's traditional handicraft industry is unique when compared to other industries (Shafi et al., 2019; Shafi et al., 2020; Shafi, 2020). The variety of the nation's handicrafts reflects its rich cultural past. These handicrafts contribute to cultural preservation, economic development, job creation, international recognition, support for traditional artisans, and the promotion of national identity, rural development, and small and medium-sized enterprises (Yang et al., 2018; Tran et al., 2021). However, the decline in the consumption of handicrafts is having a detrimental impact on the country's economy. Regrettably, the rapid evolution of consumer preferences is one of them (Shafi,

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2021). Past studies have emphasized the collaboration between customers and manufacturers (Nishikawa et al., 2013; Shafi, 2021) as it offers valuable insights into cultural traditions, including their historical context, uniqueness, and the distinctiveness of handicraft production (Giron et al., 2007). Moreover, this collaboration allows micro-entrepreneurs in the handicraft industry to gain a better understanding of customer needs, making it easier for them to adjust their products and services accordingly (Shafi, 2021).

The percentage of craft and related workers in Pakistan continually declining, despite its significant historical role in income generation and job creation, which has made a substantial contribution to the country's overall economic development (Yang et al., 2018). According to the report released by the Pakistan Bureau of Statistics, craft and related trades workers accounted for 13.7% of the total workforce in 2020-21. As reported by the UNCTAD Creative Economy Outlook report in 2018, Pakistan was previously among the top 10 exporting countries of handicraft products (Outlook & Profiles, 2018), but regrettably, it has been removed from that list (Outlook, 2022). Moreover, the evolving landscape of consumer preferences poses a pressing challenge for nations as it significantly impacts their ability to maintain healthy exports and sustain economic development. Shifts in what consumers' desire and how they shop can lead to adverse effects that reverberate throughout a country's economic framework.

In the pursuit of understanding consumer behavior within the context of handicraft purchases, our study addresses two pivotal inquiries. Firstly, we delve into the examination of antecedents that wield influence over the decision-making process when consumers choose to invest in handicraft products in Pakistan. This exploration seeks to uncover the underlying factors that shape and guide consumer choices in the intricate realm of handicrafts. Secondly, our research places a spotlight on the role emotions play in the decision-making journey of individuals opting to purchase handicrafts. By scrutinizing the emotional dimensions intertwined with these choices, we aim to elucidate the nuanced interplay between emotional responses and the ultimate decisions made by consumers in the context of handicraft acquisitions. These dual inquiries form the foundation of our comprehensive analysis, offering valuable insights into the multifaceted dynamics governing consumers' engagement with handicraft markets in Pakistan. Being a diverse and culturally rich country, Pakistan is influenced by a myriad of factors, encompassing cultural, psychological, economic, and social aspects. Moreover, the investigation of emotions in decision-making is critical because it can shed light on the emotional ties that customers develop with handicrafts, which frequently have cultural, historical, or sentimental significance. Therefore, the proposed framework employs the theory of planned behavior (TPB), augmented with additional constructs of emotions.

Our research employs a strategic approach tailored to achieving specific objectives. Firstly, focusing on discerning the impact of product characteristics on consumer preferences in the realm of handicrafts. This objective seeks to unravel the intricate relationship between the inherent qualities of handicraft products and the inclinations of consumers towards them. Moreover, our study delves into the analysis of subjective norms and their role in assisting consumers in shaping their self-image. This investigation aims to shed light on the social and normative influences that contribute to the construction of consumers' self-perceptions within the context of handicraft

consumption. Simultaneously, Research Objective 3 (R03) guides our exploration into the influence of perceived behavioral control on consumers' decisions to purchase handicrafts. By examining the perceived level of control consumers believe they have over their purchasing behavior, we aim to uncover insights into the determinants of handicraft buying decisions. Lastly, Research Objective 4 (R04) directs our attention towards assessing the impact of emotions on consumers when making decisions related to handicraft purchases. This objective seeks to unravel the emotional dimensions that play a pivotal role in shaping consumers' choices within the handicraft market. Collectively, these objectives form the framework of our study as elaborated in Figure 1, providing a comprehensive understanding of the intricate factors influencing consumer behavior in the realm of handicrafts.

This study provides direction to the artists, sellers, marketers, entrepreneurs, and policymakers to deeply understand consumer behavior, and encourage the youth to pursue handicrafts as a business career, ensuring the growth and sustainability of this valuable sector while making a positive impact on the economy. The subsequent chapter will include essential literature, a theoretical framework, methodology, results, and a discussion section incorporating implications, study limitations, and guidance for future researchers.

Literature Review

Handicrafts are products that are made from local materials, and craftsmanship, and express the country's culture. As reported by UNESCO/ITC (1997) the products that made by the artisans, whether by hand alone or with the aid of tools or machinery, are considered as craft or artisanal product. This is because the final artisanal product is largely relying on the direct personal labor of craftsman or artisan. The unique characteristic of these product stem from their specific attributes, which may be practical, aesthetic, artistic, creative, culturally important, ornamental, traditional and symbolically religious or social. Traditional handicrafts are a typical example of intangible cultural heritage (ICH) (Yang et al., 2018). The ICH has been categorized into five distinct groups, with craftsmanship representing handicrafts that embody the culture of a country, passed down through generations with their inherited skills and knowledge, showcasing the beauty of our heritage (UNESCO, 2003).

Pakistan is blessed with a rich history and cultural heritage that represents its tradition and culture. Each handicraft product is unique in style, shape, color, and type representing the specialty of its region (Yang et al., 2018). In Pakistan, many researchers have conducted research on various aspects of handicrafts including handicrafts preservation, development, growth and survival issues, innovation, craft education, women empowerment through handicrafts, and tourist inclination towards handicraft products, etc. (Yang et al., 2018; Shafi et al., 2020; Shafi et al., 2022; Chachar et al., 2018; Makhdoom et al., 2016; Alasttal et al., 2017). However, limited attention has been given by researchers to examining the factors that influence consumers' purchasing decisions regarding handicrafts in Pakistan.

Consumer's Buying Behavior

Belch and Willis (2002) defined consumer behavior as a series of actions undertaken by consumers when seeking better opportunities. These actions encompass

searching for, selecting, purchasing, using, and evaluating products. Lobb et al., (2007) presented the SPARTA model, where SPARTA stands for several factors: Subjective Norm (S), Perceived Behavioral Control (P), Attitude (A), Perceived Risk (R), Trust (T), and Additional variables (A) like sociodemographic factors that shape individual's buying behavior. Generally, consumers go through five steps of the consumer decision-making process which include need reorganization, information search, alternatives evaluation, purchase decisions, and post-purchase behavior (Kotler & Armstrong, 2010). Consumers' thinking greatly influences their actions and buying habits, thus, marketers need to make strategies according to consumers' perceptions because consumers' decisions are based on what they perceive rather than on objective reality (Schiffman & Kanuk, 2010). In essence, consumer behavior refers to how consumers behave when searching for products that they believe will fulfill their desired needs and desires (Vani et al., 2011).

The theory of planned behavior is an extended version of the theory of reasoned action (Ajzen, 1991). As the name suggests, the theory is based on assumptions about how a prudent person behaves in a certain situation. This theory targeted volitional behavior and proposed that a person's behavior is highly influenced by their intentions. In the past, many researchers have conceptualized behavior intention from various perspectives and argue that the intention to act greatly correlates with the action itself especially if the behavior is free willed (Yadav & Pathak, 2016).

Attitude Towards Product Characteristics

According to Ajzen (1980), attitude is pivotal in shaping human intentions and behaviors, driven by beliefs about the outcomes of the behavior. The expectancy-value model underlines that attitudes are influenced by various beliefs regarding the potential consequences of the behavior. According to Turner and Reisinger (2001), product attributes like color, size, and packaging are visual referrers and play an important role in consumer shopping satisfaction, these consumer beliefs may create an overall positive attitude in the consumer mind (Hansen et al., 2004). Mogindol and Bagul (2014) revealed that attributes like uniqueness, original designs, decoration, convenience to carry, and cleanliness, and products made by famous craftsmen put great emphasis on a person's attitude towards handicraft purchases. According to Solomon (2015), attitude can be described as an overall evaluation of products/ services framed over time. Handicrafts that are simple, natural design, eco-friendly, creative and give expression of their culture impact the buyer's attitude (Pani & Pradhan, 2016).

According to Pani (2021), handicraft buying behavior is different from the buying behavior of other products because these products are not just attractive but also reflect a sense of image and identity of craft lovers. In Malaysia factors like product beauty, uniqueness, consumers' interest, and affordability are major that influence consumer buying decisions (Chan et al., 2021). Zahid et al., (2022) emphasized that consumer purchase intention for fashion jewelry is positively impacted by factors such as product durability, differentiation, innovativeness, fine finishing, and price promotions. The study also identified brand reputation, perceived authenticity, product variety, and online presence as influential factors in shaping consumers' buying intentions. Behera

et al., (2022) untapped the purchasing behavior of tourists towards prominent souvenirs of Odisha and found that the authenticity of the souvenirs was considered the most important attribute in purchasing. Tourists prefer to buy modern craft with high utility. As per the investigation conducted by Bahety et al., (2022), demographic factors like age and sexual orientation don't critically impact the consumer inclination towards ancestral handicrafts. Handicrafts that look impressive, unique, artistic, creative, natural design, and have aesthetic appeal play an important role in forming a positive attitude of the consumers. Koli (2023) researched Indian consumers' buying behavior and found that the people of India largely define crafts as handmade. Our research indicates a positive correlation between product characteristics and buying behavior.

H₁: There is a significant positive relationship between attitude towards product characteristics and buying behavior.

Subjective Norms (SN)

The second participant that influences behavioral intention is subjective norms. Subjective norms generate normative beliefs as it based on the people's perception that a specific individual or group close to them approves or disapproves of certain behaviors (Ajzen, 1991). According to De Silver and Kundu (2013), the opinions of friends and family members have a higher influence on Swedish consumer buying decisions of handicrafts than product appearance and status. As per Teng & Wang (2015), subjective norms refer to the social pressures that impact how an individual sees whether they should or shouldn't do a task. According to Hwang (2016), a behavior can directly contribute to societal well-being and personal motivation when it is perceived as socially desirable. Subjective norms can be recognized as a social influence that exerts a level of peer pressure, compelling individuals to conform to specific behaviors (Vesci & Botti, 2019). Traditional handicraft fashion items allow individuals to mold their self-esteem, sense of superiority, and self-identity and provide means to maintain a social image against society's demands (Wang et al., 2019). The study further contented that Chinese consumers with collectivist values are likely to be influenced by the beliefs and behaviors of significant others (e.g., family, friends, and colleagues) (Liu et al., 2021). In Malaysia, highly state-oriented people might have a greater likelihood to recognize and comply with the aspirations of important once (Chan et al., 2021). Subjective norms significantly influence the development of the ideal self, representing individuals' desired self-perception. In China, purchasing traditional handicrafts aligns with fashion trends, reflecting an effort to revive and promote cultural heritage (Xue et al., 2022; McNeill, 2018). So, based on our research we developed the following hypothesis:

H₂: There is a significant positive relationship between subjective norms and buying behavior.

Perceived Behavior Control (PBC)

In the theory of planned behavior, the behavior in question must be under volitional control. Perceived behavioral control determines a person's perception of how easy/ difficult it is for a person to carry out behavior. Individuals with more resources and opportunities have more control over their behavior than those who don't have them. This perception is connected to one's perceived ability, as well as external factors

that may act as constraints or facilitators for the behavior (Ajzen, 1991; Bandura, 1986; Taylor & Todd, 1995). Terry and O'Leary (2018) validated a two-factor model through empirical testing of perceived behavior control, specifically involving self-efficacy and controllability. Greater perceived behavioral control results in a stronger belief in successfully carrying out a particular behavior, thus facilitating the actual occurrence of that behavior (Dakhan et al., 2020). The perceived values are directly associated with preferences and choices, the larger the perceived value is, the more likely the consumer shows willingness to buy the product (Wang & Chen, 2016). Perceived behavioral control assists in predicting the individual's behaviors in which they are unable to purchase handicraft products because they don't have enough resources such as money, time, ability, and skills (Chan et al., 2021). PBC holistically affects the consumer's confidence by incorporating external/ internal conditions and experiences that ultimately result in the generation of consumption intentions and behaviors (Lin et al., 2021). Moreover, past studies also demonstrate that even though a person has a positive attitude a person never be able to perform a behavior if a person has little control over it (Lin et al., 2021). Perceived behavioral control has been verified as an essential determinant in directing Chinese consumer's intentions to consume traditional fashion handicrafts (Xue et al., 2022). So, based on our understanding we can hypothesize that:

H₃: There is a significant positive relationship between perceived behavioral control and buying behavior.

Role of Emotions as a Potential Mediator

Frijda (1993) asserted that emotions are strong or intense feelings that are directed at something or someone. Emotions are considered experiences that consumers go through in the decision-making process (Schiffman, 2010). According to Cohen and Areni (1991), emotions are the intense feelings connected with a particular referent like a person, object/ event. When integrating emotions into the TPB, different perspectives have been proposed by various authors. Some argue that emotions act as antecedents to TPB components (Perugini & Bagozzi, 2001), while others view them as an additional and direct driver of intentions (Bagozzi, 2002). Wang (2011) considers emotions as determinants of intentions at the same level and alongside other TPB constructs. Liong and Chong (2021) put forward a model that includes emotions as an intermediary variable. Therefore, in our study, emotional reactions toward handicraft purchases are modeled as a mediating determinant between traditional cognitive variables of the TPB model.

In the evaluation of specific behavior, the consumer's subjective recognition and emotional resonance regarding a specific product and idea are considered (Xue et al., 2022). It has been found from previous research that our own emotions significantly impact our attitude (Liu et al., 2021; Chetoui et al., 2020; Kim et al., 2021). Consumers' attitudes about handicrafts become more noticeable when motivated by their emotional sense of identity. Therefore, the increase in consumers' social expression and emotional identity encourages their intentions and behaviors toward the consumption of traditional handicrafts. Designers and artisans must foresee how they would be able to

satisfy consumer's emotional needs through reasonable designing of handicrafts that mirror their self-image (Xue et al., 2022). Additionally, the higher the level of trust consumers have in these relevant individuals, the more their inclination to make purchases will be influenced (Yadav & Mahara 2019).

Nguyen et al., (2022) depict that the influence of important people like family members, friends, and peers can evoke emotions toward a brand. However, consumers with ample resources and opportunities are less susceptible to such influence. This is because when consumers possess abundant resources, they can pay for even more attractive brands available in the market, potentially diminishing the impact of emotions and purchase intention toward a particular brand. Like attitudes emotions also play a significant role in predicting behaviors (Jacobs & Vaske, 2019). It's important to note that attitude and emotions are distinct concepts. Furthermore, while behavior can be influenced by an attitude, which is a result of cognitive elements, emotions also play a pivotal role in predicting behavior (Jacobs & Vaske, 2019). Moreover, customers tend to feel positive about a product or service when they observe that important influencers also favor it. Subjective norms have a considerable influence on emotional values and purchase intentions because consumers experience positive emotions toward a product/ service once they assume that other significant referents recommend the product (Nguyen et al., 2022).

Therefore, the following hypotheses are developed:

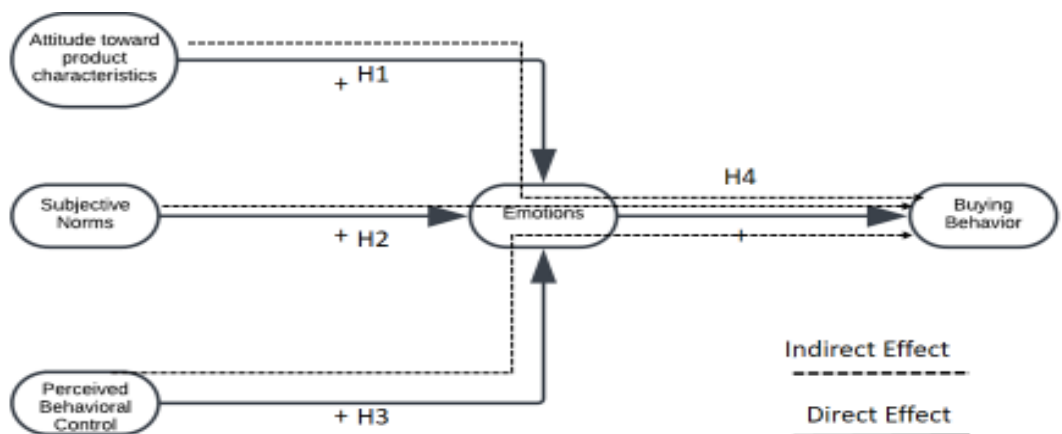
H4: There is a significant positive relationship between emotions and buying behavior.

H5: Emotions mediate the relationship between attitude towards product characteristics and buying behavior.

H6: Emotions mediate the relationship between subjective norms and buying behavior.

H7: Emotions mediate the relationship between perceived behavioral control and buying behavior.

Figure 1
Conceptual Model



Research Methodology

This research involved a cross-sectional study using quantitative methods to gather data from a specific point in time. It focused on understanding customer preferences for handicraft products in Pakistan, particularly among adults. The primary data collection method was a self-administered questionnaire, chosen for its time/cost-effectiveness and convenience. The study had a high response rate of 96.9% and focused on individuals who had bought handicraft products in the past. It collected 160 complete responses, with 107 respondents being previous handicraft buyers and 53 who had never purchased handicrafts, citing various reasons shown in Table 1. Moreover, provide additional information related to where they have purchased the handicrafts.

Data was collected from individuals of various age groups, genders, occupations, and income levels, excluding children as they were not the primary handicraft buyers. In our data, 60.6% of respondents are female and 39.4% are male. Most of the respondents fell within the 18 to 37 age range, with individuals over the age of 35 representing only 7% of the sample, highlighting the predominance of adults in the study. Many of the respondents, accounting for 65% of the total, are employed. The income distribution among respondents revealed that 43.8% earned 50,000 monthly, 26.9% earned under 1 Lac monthly, 13.1% earned under 2 Lac monthly, 2.5% earned under 3 Lac monthly, and 13.8% earned 3 Lac or more monthly.

Sampling Technique

In this research, a non-probability sampling technique, specifically purposive sampling, was chosen to target individuals actively buying handicrafts. This approach ensured that responses came from genuine handicraft buyers. The questionnaire was distributed both online through Google Forms and manually within the researcher's social circle and at an art exhibition, allowing for a diverse dataset. The sample size for the study was determined using the Kline method, which required a minimum of 50 responses, calculated by multiplying the number of variables by 10.

Table 1
Demographic Information

Characteristics	Categories	No. of Respondent	Percentage (%)
Gender	Male	63	39.4
	Female	97	60.6
Age	18- 27	96	60
	28- 37	52	32.5
	38- 47	8	5
	48- 57	2	1.3
	58 +	2	1.3
Occupation	Employed	104	65
	Unemployed	5	3.1
	Student	26	16.3
	Housewife	15	9.4
	Self-employed	10	6.3
Monthly Income	Under 50,000	70	43.8
	Under 1 Lac	43	26.9
	Under 2 Lac	21	13.1
	Under 3 Lac	4	2.5
	3 Lac above	22	13.8

Data Analysis

This chapter explains the empirical findings developed from the analyzed data. We have used the quantitative method to conduct our survey and gathered data through questionnaires. The study determines the reliability and validity of the constructs used in questionnaire, descriptive analysis, regression analysis, and mediation analysis to test the hypotheses.

Common Method Bias

To overcome the issue of CMB both statistical and procedural remedies have been adopted (Podsakoff et al., 2012). The study initially employed measurement scales from prior research to minimize the biases and incorporated a filter question to accurately represent the target population (Tehseen et al., 2017). Furthermore, IBM SPSS 22 was used to conduct statistical analysis, employing the Harman single-factor test on sample data, revealing a variance of 26.558%, below the 50% threshold (Podsakoff et al., 2012). The Variance Inflation Factor (VIF) value serves as an indicator of collinearity. All values ranged between 1.243 and 1.437, less than the criterion value of 3.3 suggested by (Kock, 2015). Hence, the findings affirm that there are no concerns regarding common method variance in this study.

Reliability and Validity Test

In this study, Cronbach's alpha values, ranging from 0.726 to 0.884, were calculated, surpassing the threshold of 0.7 (Schutte et al., 2000). The findings reveal that the factor loading for all items fall within the range of 0.64 to 0.83, surpassing the 0.5 threshold (Arnold and Reynolds, 2009), which meets the criteria for convergent validity confirmation. The AVE results in Table 2a, ranging from 0.504 to 0.694, are also deemed acceptable (Hair et al., 1998). Moreover, the convergent validity can also be assessed through the values of composite reliability and table 2a shows that the value of CR is higher than the threshold level (Hair et al., 1998; Rehan et al., 2019). Additionally, discriminant validity has been conducted by applying a two-way approach, the first step was to determine the correlation between the variables and the second step was to compare the square root of AVE with the correlation of all variables and square root of AVE needs to be greater than the correlation of all the variables (Fornell & Larcker, 1981). The results of discriminant validity presented in Table 2b further confirm the fulfillment of our study requirements.

Table 2a.
Measures of Convergent Validity and Reliability

Constructs	Items	Factor Loading	CR	AVE	α
Buying Behavior (BB)	BB1	0.83	0.76	0.69	0.73
	BB2	0.83			
Attitude toward product characteristics (ATD)	A1	0.7	0.73	0.51	0.79
	A2	0.69			
	A3	0.8			
	A4	0.69			
	A5	0.69			
Subjective Norms (SN)	SN1	0.65	0.78	0.5	0.88
	SN2	0.75			
	SN3	0.81			
	SN4	0.73			
	SN5	0.73			
	SN6	0.66			
	SN7	0.64			
Perceived Behavioral Control (PBC)	PBC1	0.64	0.76	0.54	0.83
	PBC2	0.7			
	PBC3	0.8			
	PBC4	0.77			
	PBC5	0.74			
Emotions (EM)	E1	0.75	0.59	0.56	0.75
	E2	0.75			

Table 2b.
Discriminant Validity Test

	BB	ATD	SN	PBC	EM
BB	0.833				
ATD	.265**	0.714			
SN	0.066	0.184	0.71		
PBC	.258**	.335**	.380**	0.734	
EM	.303**	.398**	.401**	.405**	0.8

** . Correlation is significant at the 0.01 level (2-tailed).

HYPOTHESIS TESTING

In order to test the hypothesized relationship between the variables the study employed linear regression analysis. Table 3 demonstrates the results of our regression analysis:

Table 3
Regression Results

Hypothesis	Relationship	R Square	β	P	Results
H ₁	ATD → BB	0.070	0.389	0.006	Supported
H ₂	SN → BB	0.004	0.065	0.503	Not Supported
H ₃	PCB → BB	0.067	0.313	0.007	Supported
H ₄	EM → BB	0.092	0.325	0.001	Supported

The results indicate a significant impact of consumer attitudes towards product characteristics on the buying behavior towards handicrafts. Thus, H1 is supported ($R^2=0.070$, $\beta=0.389$, $p=0.006 < 0.05$). The influence of subjective norms on consumers' buying behavior shows a non-significant relationship. Thus, H2 is not justified ($R^2=0.004$, $\beta=0.065$, $p=0.503 > 0.05$). Moreover, there is significant relationship between perceived behavioral control and emotions with buying behavior. Hence, H3 ($R^2=0.067$, $\beta=0.313$, $p=0.007 < 0.05$) and H4 ($R^2=0.092$, $\beta=0.325$, $p=0.001 < 0.05$) are also justified.

Mediation Analysis

The study uses Hayes process macro model to analyze the mediation.

Table 4
Mediation Analysis

Relationship	Total Effect	Direct Effect	Indirect Effect	Confidence Interval		Results
				Lower Bound	Upper Bound	
ATD → EM → BB	0.389	0.252	0.137	0.0162	0.304	Supported
SN → EM → BB	0.0652	-0.0667	0.1319	0.023	0.2746	Supported
PBC → EM → BB	0.3133	0.1964	0.1169	-0.0031	0.2832	Not Supported

The findings of the mediation analysis represent that consumers' emotions have significant impact on the association between attitude towards product characteristics and buying behavior, as well as between subjective norms and buying behavior. However, there is no notable impact on the relationship between perceived behavior control and buying behavior. Consequently, hypotheses H5 and H6 are justified, but H7 is not as shown in Table 4.

Moreover, the occupation has various categories such as members of development teams (21%), business analysts (18%), and project managers (25%) among others. These categories provide massive information about the respondent pool and offer further analysis of the project in the software sector.

Conclusion & Discussion

This study tested how emotions and TPB were combined to evaluate handcraft purchase trends among consumers. Using concepts like attitude towards product qualities, subjective norms, perceived behavioral control, and emotions, the research focused on finding the major factors that impact purchase behavior related to handmade products. The results imply that the characteristics of the product are crucial in determining how customers feel and behave while making purchases. Furthermore, there is a noticeable, direct, and favorable influence of emotions and perceived behavioral control on customer purchasing behavior. Subjective norms, however, have little effect on how customers see themselves, which eventually limits their capacity to buy handicrafts. Furthermore, emotions have a major role in enhancing the impact of subjective standards on consumer behavior in addition to improving customers' attitudes towards product attributes. According to our research, there are no middlemen involved in the relationship between consumer purchasing behavior and perceived behavioral control.

Theoretical Implications

The current study highlights that in Pakistan, personal preferences, perceptions, and beliefs have a stronger influence on purchasing decisions compared to social influences. It implies that consumers prioritize their evaluation of handicraft attributes and their capacity to navigate the buying process, overcome barriers, and exert control over their actions that significantly impact their actual buying behavior, placing less weight on societal expectations or normative influences. The study proposes that consumers consider product characteristics such as genuineness, uniqueness, design, craftsmanship, etc., in making buying decisions, aligning with the findings of previous researches (Bahety et al., 2022; Behera et al., 2022; Chan et al., 2021; Koli, 2023; Zahid et al., 2022). Individuals use their skills, knowledge, and resources to navigate the buying process, as directed by previous researchers (Chan et al., 2021; Lin et al., 2021; Xue et al., 2022).

Although, Pakistan is known as collectivist society trends and lifestyles are changing, and people independently make their buying decisions. The study implies that consumers prioritize their judgment and personal considerations over external influences, such as subjective norms when it comes to purchasing handicrafts, Zahid et al., (2022) demonstrates that Pakistan is undergoing a transition from collectivism to a growing trend of individualism. As a result, there is a noticeable impact on purchasing power, with individuals increasingly relying on their own financial independence and self-sufficiency instead of depending on familial wealth. This implication contradicts the proposition put forward by Xue et al., (2022) and approves the findings of Majeed et al., (2022). This study indicated that in Pakistan, social value hurts both choices and environmental concerns, likely because consumers may not view green products as enhancing their social status. Therefore, the findings contribute to the advancement of consumer behavior theory.

Besides that, this study suggests that consumers' emotional reactions to specific

product attributes can shape their overall evaluation and perception of the product, leading to subsequent buying behavior (Chetoui et al., 2020; Kim et al., 2021; Liu et al., 2021). In addition, the result emphasized the significance of societal influence in shaping and manipulating individuals' emotions. Although the regression results show that subjective norms do not have significant influence on consumers' buying behavior, the mediation results indicate that the negligible impact of subjective norms on buying behavior is because of the emotional influence exerted by society, as indicated in the study of Nguyen et al., (2022). Furthermore, individuals' assessment of their ability to control their behavior may rely more on logical reasoning and cognitive factors rather than emotional experiences. As indicated in the study of Ertekin et al., (2020) opined that during economic crises consumers become more rational and cautious while making buying decision because uncertainty and economic concerns have impacted their purchases, dipping spending rates and magnitudes. This study makes significant contributions to the existing body of knowledge on the TPB. Furthermore, we expand the literature on consumer behavior and psychology, adding new insights and understanding to these fields.

Practical Implications

The author of the study revealed several implications for the handicraft industry in Pakistan. Marketers are advised to enhance awareness and knowledge about handicraft products. To promote and sell handicrafts it is crucial to communicate and highlight the unique and desirable traits of the products to encourage consumer attitudes and drive buying behavior. Effective communication strategies, such as showcasing the craftsmanship, uniqueness, information about the material used, cultural significance, or eco-friendliness of the product, can help shape consumers' attitudes. On top of that, businesses can focus on creating visually appealing displays and product presentations that evoke emotions such as joy, excitement, admiration, or nostalgia. This can be achieved through aesthetically pleasing packaging, labeling, engaging visual content like 3D visualization, storytelling, and immersive shopping experiences.

In Pakistan, consumers' buying behaviors are highly influenced by perceived behavioral control. Therefore, businesses are advised to enhance accessibility and convenience by selling their products on multiple purchase channels such as social media, websites, physical stores, etc. Prompt response to all queries, addressing concerns, and timely guidance in product selection will help the customers in making buying decision. As indicated by the results consumers in Pakistan make rational decisions rather than emotional ones, hence, to gain trust businesses must prioritize transparency, authenticity, and reliability. By uncovering and comprehending the key consumer dynamics, this research provides a valuable resource for new entrepreneurs aiming to establish businesses in Pakistan. The knowledge derived from these findings can guide them in making well-informed decisions and formulating effective strategies that align with the preferences and behaviors of consumers in Pakistan.

Limitations and Future Research Direction

This study offers substantial academic and practical insights into handicraft consumer behavior but necessitates future research to address its limitations. First, this

study considers handicraft products in general, therefore, the findings of this study provides general implications. Second, this research is confined to specific geographic regions, focusing solely on customers within Lahore city. Third, generalizability of findings may be impacted by relatively small sample size, suggesting the need for future research with larger and more diverse samples for a broader understanding. Fourth, the study's use of self-report measures may introduce response biases and fail to fully capture emotional nuances in buying behavior. Future research should consider a mix of objective and subjective measures for improved accuracy. Fifth, the study utilized a cross-sectional design, longitudinal, experimental, intervention, and cross-cultural study designs to provide insights into the causal relationships between variables over time. Sixth, this study has monitored only three factors of TPB with additional construct of emotions, to predict consumer buying behavior rather than intentions. Seven, the study only concentrates on the emotional impact on buying behavior in general, future researchers could examine specific emotions, cognitive processes, or situational factors. Finally, researchers could explore the incorporation of different moderating and mediating variables from consumer behavior theories beyond the TPB to predict significant determinants.

This study intended to explore influential factors that impact the consumers' buying behavior towards handicrafts in Pakistan and was guided by the research question: "What are the antecedents that influence the consumers' decision to buy handicraft products in Pakistan? What is the role of emotions in making handicraft-buying decisions?" Hypotheses are based on preexisting theories that are further analyzed using the sample data, leading to the revision and revival of the theory. The hypothesized results explored that in Pakistan consumers' attitudes towards product characteristics have the highest influence on consumers buying behaviors. While emotions and perceived behavioral control do impact consumers in decision-making, their impact is relatively lower compared to the influence of attitude toward product characteristics. In addition, the study found that subjective norms have a trivial influence on consumers' buying behaviors. These three prominent factors are explained and substantiated by three fundamental elements of the Theory of Planned Behavior. Additionally, the study examined how emotions affected the relationship between buying behavior and influencing factors. The results showed that customers' opinions about handmade products are significantly influenced by their personal emotions. Furthermore, the findings demonstrated that society's emotional influence is the reason why subjective norms have a limited effect on consumer behavior. Finally, the study investigated the hypothesis that the relationship between perceived behavioral control and purchasing behavior in Pakistan is not significantly affected by the emotions of customers.

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