

Evolving Motives for Fair Trade Consumption: A Qualitative Study on Handicraft Consumers of India

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ABSTRACT Research on fair trade consumption, particularly on handicrafts, has been scarce in India. Globalization further complicates the understanding of their consumption patterns, which needs to be studied. This paper qualitatively explored the consumer motives and values towards handicraft consumption and their development in contemporary society. An online survey, some mall intercept interviews, and an online sentence completion test were conducted for data collection. Content Analysis was performed with the help of software for qualitative data analysis. Findings suggest that due to globalization, young consumers have become more individualistic and world-minded while older consumers have remained utility and culture oriented. A new factor, contradictive aspect emerged from this paper, which has been attributed to the effects of globalization. So far, studies of consumer behavior lacked paradoxical perspective on consumption of handicrafts. This paper dealt with those paradoxes and developed a concept towards conscious consumption of handicrafts for sustainable development of society.