



# Study On Digital Media Effort To Increase Patronage Of Handicrafts And Handlooms In The State Of Jammu And Kashmir.

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## ARTICLE INFO ABSTRACT

The role of digital media in increasing patronage for any business is very crucial these days. To enhance customer support for any business, small companies advertise their goods, services, and brands on “socialmedia platforms.” The research tries to find out the efforts of digital media to increase patronage of Kashmiri handicrafts and handlooms in the “State of Jammu and Kashmir.” A survey is conducted on a sample size of 250 workers of Kashmiri handicrafts and handlooms of Jammu and Kashmir through a close-ended questionnaire. According to the correlation and regression results, digital media efforts positively impact the patronage of the Jammu and Kashmiri handlooms and handicrafts businesses, which corresponds to the research objectives and hypotheses. Digital media should help handloom firms use social media as a marketing tool to advertise their products and raise client knowledge of handloom items.

**Keywords:** Media, Digital Media, social media, Digital Marketing, Patronage, Handlooms, Handicraft, Jammu and Kashmir.

## INTRODUCTION

Since ancient times, Kashmir, often regarded as the heaven on earth, has been popular in the handicraft and handloom industries. The center for this industry is “Central Kashmir (Heart of Kashmir),” which includes “Srinagar, Ganderbal, and Budgam.” However, due to its unique economic difficulties brought on by its “isolation and poor connectivity, mountainous and frequently uninhabitable landscape, poor infrastructural facilities, moderate population density, shallow markets, and most importantly, a law-and-order situation threatened by militancy,” Jammu and Kashmir have remained an industrially backward state because it has been unable to entice private sector investment. Despite these challenges, Kashmir is well known for its handicrafts and woven goods because of its distinctive designs, affordable prices, and high quality. In the State of Kashmir Valley, handicrafts and handlooms have continued to remain a significant source of income (Kaur, 2011).

Kashmir also makes a significant contribution to handcraft exports. Because it relies heavily on labor, it has no negative economic effects. Giving both “literate and illiterate people” in “rural and urban” regions work also serves as a secondary resource of revenue for idle farmers during the off-season. By offering a variety of mechanisms, digital media also significantly contributes to the improvement of this industry. On the manufacturing front, Kashmir is known for producing carpets and shawls. In the Kashmir valley, both men and women depend on this industry. The main crafts produced in the Kashmir Valley include “carpets, shawls, silverware, paper mache, gabba making, wood carving, namdha, and so on.” As a result, they make up a significant portion of the state’s exports. Being environmentally friendly, “this industry fits the State since it is more labor-intensive and less capital-intensive in nature,” offering significant job growth opportunities (Yasmin & Bhat, 2013).

Because of the state’s favorable topographic circumstances is regarded as the second most desired sector in society after agriculture. Economically speaking, it adds to “the State Gross Domestic Product (SGDP) in particular and National Income (NI)” in overall by increasing the state’s per capita income and creating more overall employment. The current study examines how digital media may be used to promote the patronage of Jammu and Kashmir’s the handloom and handicraft industries The Department of Handicrafts and

Handlooms Kashmir is planning to start its social media accounts to support local artisans and bring their goods to a broader audience worldwide. Through these handles, the department will provide additional pertinent information and videos on Kashmiri crafts that would bridge the gap between the local makers and the enormous worldwide market potential. The department intends to advertise the full J&K's products, such as "tweed jackets, copperware, walnut wood, pashmina, Sozni embroidery, Kani Shawl Art, and Bashoni Pashmina, chain stitch embroidery, Papier Mache, Khatamband, Kal Baffi, and Basohli Paintings."

The handicrafts and handloom industries have been known to expand and thrive as a result of marketing. The promotion of marketing and sales of handloom items inside and beyond the state depends on domestic marketing since it creates a relationship between the producer and the customer. In order to boost the marketing and export of handcrafted goods, handloom organizations should be strengthened. This may be done by organizing festive fairs, exhibits, digital ads, and other events. By using digital marketing to promote the same items, digital media has a huge impact on raising the demand for Kashmiri handicrafts and handlooms in the State of "Jammu and Kashmir" (Islam, 2021).

India has seen a rapid advancement in information technology. Marketing organizations profit from information technology initiatives while offering greater advantages and opportunities, particularly in marketing services. The concept of purchasing and selling has drastically evolved over the past several years. Due to pop-up and banner ads displaying a wide range of goods and services, "the Internet has surpassed television as the largest advertising market." There are 1,283,810,000 people living in India as a whole. 13% of them spend a daily average time on social media of 2 hours and 26 minutes. 57% of people use social media on their mobile devices and spend an average of 2 hours, 36 minutes daily.

One of the most significant forms of "internet marketing" is "social media marketing", in which small corporations advertise their goods, services, and brands on social media platforms "like Facebook, Twitter, LinkedIn, Google+, etc." 73% of small companies currently use social media, as per to the study. This demonstrates unequivocally how important social media marketing is becoming for small businesses (Humbe, 2012).

### **Digital Media**

Any material that can be processed, analyzed, stored, and distributed by electronic digital machinery or devices is considered digital media. Digital media is a category of media that includes content and advertising given via "electronic media, mobile devices, computers, podcasts, apps, etc." Digital media are used by businesses and people for several purposes, including information sources, entertainment, gaming, and commerce. From a business perspective, it provides a very valuable platform.

Clientele overwhelmingly chooses digital media these days. This percentage seems to be very high in a number of different sectors, making awareness of and facility with digital media absolutely crucial from a commercial perspective. Digital media was similar to traditional media in that both can provide material and value to audiences or potential consumers, but digital media was totally digital, its efficacy can be easily monitored, and it can be immensely interactive and shareable (Feldman, 2003).

### **Indian Handicrafts Industry**

Handicrafts are distinctive representations of a specific culture or society made using materials and workmanship found locally. In terms of ethnic customs and cultures, as well as being the center for handicrafts, India is a diversified nation. The decentralized, cottage-based, highly labor-intensive Indian handicrafts sector is dispersed throughout both the rural and urban parts of the nation. India is a growing nation where the handicraft industry is one of the growing sectors and makes a significant contribution to the expansion of the national economy.

According to estimates, the sector currently employs "68.86 lakh" artisans, and exports of handicrafts, along with handmade carpets, reached Rs. 17265.11 crores as of October 2014. This represents a 23.16% increase over the same period in the financial year "2013-14", and the plan allocation for "2014-15 is Rs. 247.00" crores, the invalid source mentioned. Because of its unique cultural and other characteristics, the Indian government has undertaken several attempts to promote and protect this industry. The case for the handicrafts sector is compelling, especially for a nation like India, where labor is cheap, and capital is in short supply. Handicraft businesses may be established anywhere in the nation, which can aid in eliminating regional differences. Indian tradition is enhanced through handicrafts, which combine beauty and functionality (Bhat, 2006).

The nation's industrial basis has benefited greatly from the handicraft sector's contribution. Over the years, the most active industry for the growth of the Indian economy has been handcrafted items. Beautiful handicrafts made with various raw materials come from around the nation. This includes "artistic metal and wooden objects, hand-printed fabrics and scarves, leather crafts, hand-knotted carpets, embroidered items, wood designs, shawls used as art objects, faux jewelry, and several other handmade items." Producing handicrafts is a substantial source of employment in India, second only to agriculture, and a considerable contributor to the country's export-driven economy. A significant position in foreign exchange profits has also been acquired by the Indian handicrafts sector ["Statistics (2014), Economic survey 2014-2015. Economics and statistics. J&K government"].

### Handicrafts Sector of Kashmir

The northernmost region of India is Jammu and Kashmir, which Almighty God blesses with a wealth of natural beauty. "Jammu and Kashmir are located between 32° 17' N and 36° 58' N latitudes and 73° 26' E and 80° 30' E longitudes." Because Kashmir, a state in India, has a rich and varied culture, beauty, nature, festivals, colors, and perfumes, in addition to many different languages and faiths, "Kashmiri traditional handicrafts guarantee everything: beauty, dignity, shape, and style." The exclusiveness and mystical tone of Kashmiri arts and crafts give them magnificent appeal and fascinate viewers. Handicraft activities are an important part of J&K State's economy and play a vital influence on the state's economy. The handicraft industry is best suited to the state since it has greater prospects for large-scale employment creation because it is more labor-concentrated than other industries and requires less capital. The J&K Handicrafts Department, through a variety of initiatives, plays a significant role in developing handicraft products in rural and urban areas by providing "financial and technical" support to state artisans and young unemployed people for the construction of micro and small units in industrial sectors. 553 training facilities in the state provide annual training for about 8500 people. In the J&K State's economic framework, handicraft activities play a significant role.

The Kashmiri handicrafts are renowned around the world for their eye-catching patterns, useful functionality, and superior craftsmanship. The country's handicraft industry provides a sizable amount of foreign cash while protecting its cultural legacy. The seasonal agricultural workforce relies on it as a significant source of revenue. It contributes to raising rural residents' level of living. They have a lot of promise since they are the key to sustaining the current group of thousands of artists dispersed over the state's length and width, as well as the continuously rising number of new participants in the crafts sector. As of the end of March 2014, there were 3005 registered handicrafts societies, with 15084 members. The department offers pass-out trainees a managerial subsidy that is provided for the creation of cooperative societies on a tapering basis, "at 100% in the first year, 66% in the second year, and 33% in the third year." By November 2014, 902 people were members of 82 societies established during the 2014-15 academic year. The major handicrafts produced in Kashmir include "embroidery, Shawls, Crewels, Namdha, Chain stitch, Papier-mâché, Costume, Jewelry, Kanishwals, and Carpets," which account for a sizeable portion of the state's total exports and output [(2014) Directorate of Economics and Statistics 2014-2015. Directorate of Economics & "Statistics, J&K. Government of J&K. & (2014) Textiles. Annual report. Government of India"].

Through the planning of expos, exhibitions, and craft bazaars inside and beyond the state, the handicrafts department encourages the selling of handmade products. Due to several issues, including the exploitation of intermediaries, handicrafts businesses do not see the same level of growth as other industries. In order to improve this sector, the government should confront the issues and implement the necessary reforms. However, in light of increased price competition and rising consumer expectations, handicraft producers must be more attentive in embracing layouts to customer needs, offer on-time production and delivery, and improve efficiency and quality in order to meet the demands of these vibrant customer taste preferences and interests.

### Digital Media Efforts to Increase Handicrafts and Handlooms Business

Almost every business in India is currently undergoing upheaval due to the lightning-fast advancements in digital technology and the exponential growth of mobile phone use. Mobile web, mobile applications, and social media are all examples of digital media that are fast transforming consumer awareness and purchasing patterns. In 2018, Facebook recently surpassed 2.2 billion active users. There are 335 million monthly users of Twitter. More than 150 million people regularly use Pinterest. More than 6 million mobile phone applications are available. Given this situation, there are endless opportunities to introduce Indian handloom items to billions of consumers worldwide.

The internet and the world wide web offer a channel that enables widespread consumer distribution. By the end of 2018, it is predicted that over 500 million Indians will have an internet connection. Customers can browse lovely handloom products at their recreation, ask questions, and purchase the merchandise of their preference at a comfortable period from the convenience of their residences or workplaces without navigating ever-increasing traffic to attend a showroom, thanks to well-run online businesses that are dedicated to the welfare of the weaving society.

In both the home and foreign markets, digital platforms have the ability to innovate and increase the number of Indian handloom items. This contains the key to giving nearly 4 million weavers dispersed across the nation in rural and semi-rural regions large-scale employment, which has enormous opportunity for the Indian economy. Few e-commerce websites are making a difference in the lives of more than 1000 weavers each month in their effort to democratize access to high-quality Indian handlooms obtained from numerous weaving clusters throughout the nation. The "x-factor" that may spur the broad adoption and expansion of traditional handlooms in the new digital economy may be high-caliber digital platforms. And assist the Indian weaver in creating a different narrative in the process.

## REVIEW OF LITERATURE

**Guha, S., et al., (2021)** looked at how Indian handicrafts were also promoted through social media sites like Facebook, Twitter, Instagram, and YouTube. Second, the study looked at how well brand awareness, brand

image, and brand equity are affected by “social media marketing activities (SMMA)” for handicraft products. Third, this study looks at how brand awareness and brand image affect brand equity and consumers' plans to buy, as well as how brand equity affects consumers' plans to buy handicraft products. The results of this study showed that SMMA about handicraft products had a very strong effect on both brand awareness and brand image in the social media environment. This study also showed that brand perception and brand vision have a clear and meaningful effect on “brand equity” and consumers' plans to buy, and that brand equity has a further effect on consumers' plans to buy handicraft products in the social media environment.

**Mishra, S. S. (2020)** found that Odisha has always been on the cutting edge of the textile industry, especially in the handloom and handicraft fields. It has always been known for making world-renowned things such as “Katki saree,” “Sambalpuri saree,” different kinds of silk sarees, “Tassar saree,” “tie-dye, Bomkai Cotton, glossy khanduas,” “Gamchas,” furniture, and “handicrafts.” Sambalpuri sarees were a big way to honor Orissa's traditional handlooms. People live in an age when people can shop online, and it's not just people in cities who do it. So, this study talked about how to make a digital roadmap for “handloom products” made in “Western Odisha” and how it would help the people who make them. Rural people in the Undivided Sambalpur district should know how to use technology and have access to e-business. This would give them more power through digitalization and meet the needs of weavers.

**Rasmi Aravindan, D., & Nandal, N. (2020)** stated that India's largest handcraft has loomed. It's the second-largest rural employer after agriculture. Handlooms, a traditional Indian garment, lost popularity with the introduction of cheap synthetic cloth. Make in India and digitization enhance the handloom sector domestically and internationally. US, UK, Germany, and France make up the top 10 export destinations for Indian handlooms. The Indian government created the handloom trademark to ensure originality, production flexibility, innovation, and adaptation. Labor- and capital-intensive, but environmentally favorable. Studies reveal this company provides over 6.5 million employees directly and indirectly. Numerous documents, journals, websites, and articles were uploaded and analyzed to understand the essential data and depict the firm's growth and global reach.

**Shekhar, K., et. al., (2020)** found that social media marketing has become the most advanced kind of advertising for companies, enterprises, and startups. Instagram has become a popular marketing tool for organizations of all sorts, from startups to multinationals. Instagram seems to be a new platform and medium, thus there were no norms or standards for how businesses, brands, and startups should advertise and market themselves. Handloom and handicraft sectors, especially Odisha Handloom, were joining the market as fashion benefits from the platform. The study examined how Instagram affects internet advertising for the Odisha Handloom Industry. To learn more about trading handlooms online in today's brand-conscious society, a semi-structured interview was done with shops selling Odisha Handlooms online. Second, NIFT Bhubaneswar students were surveyed on Instagram and handlooms. Results imply social media use would revive the handloom business.

**Ajudia, D. (2019)** stated that the Online Handicrafts Store lets individual artisans sell online. Increasing earnings would eliminate the need for middlemen and provide craftsmen access to a bigger market. With the right strategy, creative artists' creations can be simply shared. Looking at present platforms, the theme of capitalism or modest profits was clear. Sellers can list their things on the website. Once authenticated, their products would be online. The portal has a user-facing front end and a data-processing back end. The reliable gateway makes it easy to order expertly created things online. Registering as a merchant was easy for artists. The data would be added to the databases and portal. Informing craftsmen can protect product availability and reduce online buying difficulties.

**Ghosal, I., & Prasad, B. (2019)** examined that aristocrats knew Indian traditions. This country's dress and decorations inspire its elite. Handloom/handcraft affects this aristocracy. The country's large rural population relies on handloom and handmade handicrafts for revenue. These things' marketplaces were diminishing, though. Multiple research confirms this. Lack of sales promotions and marketing has contributed to the market's collapse by reducing consumer awareness. When these products are advertised online, customer awareness, sales, and marketing will increase. The city population was online consumers. 50 samples were drawn from the target demographic. Primary data was collected using a dichotomous, closed-ended questionnaire. This study's findings and recommendations were framed by a “Z” analysis.

**Effat Yasmin & Bhat, F.A. (2013)** found that the handicrafts sector would be an important part of the growth of the country and J&K in particular. Handicrafts have always been an important part of the State's economy because it doesn't have any large-scale industries. They showed that the number of handicrafts made and sold has gone up a lot in the last 20 years. Here's where the State makes most of its money in foreign currency. “Shawls, crewels, namdha, chain stitch, wood carving, costume jewelry, Kani shawls, paper mashi, and carpets” make up a big part of the state's total exports and production.

**Humbe, V. R. (2012)** Indian handloom textiles have a unique market niche. The industry employs 12 million people, second only to agriculture. It employs 6.5 million Americans. Marketing homemade goods were vital. Buying and selling have changed dramatically in recent years. The Internet has eclipsed television as the largest advertising market due to pop-up and banner adverts. India has 1,283,810,000 inhabitants. 13% spend 2 hours 26 minutes daily on social media. 57% of individuals use social media on mobile devices for 2 hours, 36 minutes every day. Small companies advertise their “goods, services, and brands on social media platforms like Facebook, Twitter, LinkedIn, Google+, etc.” It allows people and groups to collaborate on creating, sharing,

and updating material in a dynamic online setting. Handloom industries can benefit from social media marketing by increasing customer understanding of handloom goods, cutting marketing costs, enhancing sales, and providing information on where to acquire handloom things.

**Dr. Darakhshan (2011)** said that because the State doesn't have any large-scale industries, handicrafts have always been an important part of its economy. They also help the State and the country as a whole earn foreign currency.

### OBJECTIVES OF THE STUDY

- “To examine the impact of digital media efforts on the patronage of Kashmiri handicrafts and handlooms in the State of Jammu and Kashmir.”
- “To explore the impact of digital media efforts on increasing sales of Kashmiri handicrafts and handlooms in the State of Jammu and Kashmir.”
- “To analyze the relationship between digital media efforts and awareness of Kashmiri handicrafts and handlooms all over India.”

### RESEARCH MODEL

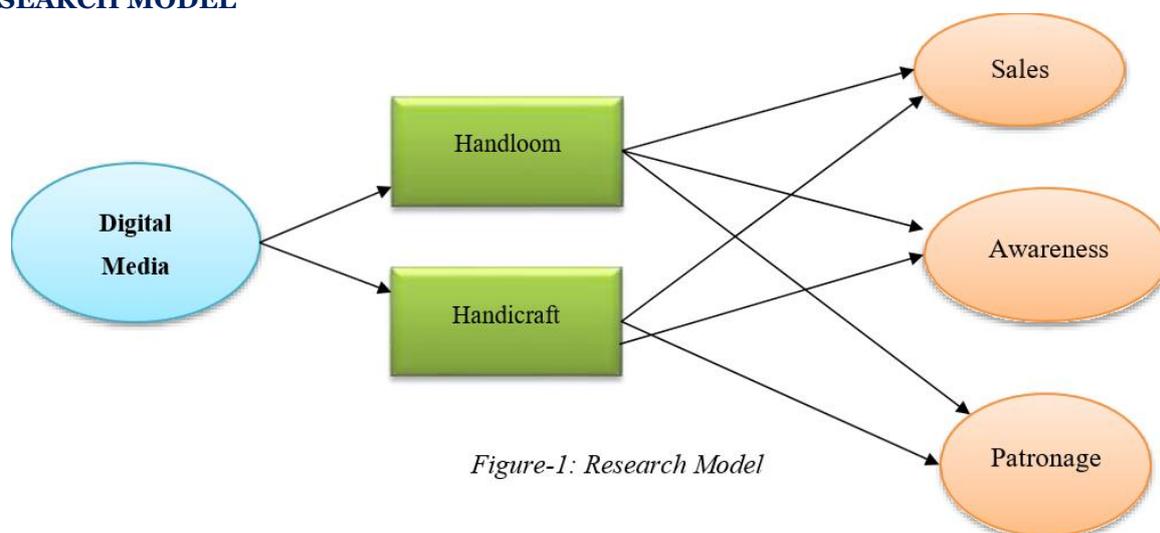


Figure-1: Research Model

### RESEARCH METHODOLOGY

The nature of the research might be described as both descriptive and exploratory. In order to accomplish the goals of the study, “qualitative and quantitative” research approaches are utilized. A questionnaire with predetermined answers was used to collect primary data for the study. The area of the research is referred to as “Jammu and Kashmir.” A sample size of 250 workers from the manufacturing process of Kashmiri handlooms and handicrafts has been chosen randomly for the study. However, it would take 300 persons to complete the questionnaire. Methods such as correlation regression and “mean and standard deviation” were utilized in the study in order to do data analysis. In addition, we read other pieces of literature, such as books, articles, and periodicals, in order to collect secondary data.

### ANALYSIS AND RESULTS

**There is a significant impact of digital media efforts on the patronage of Kashmiri handicrafts and handlooms in the state of Jammu and Kashmir**

Table-1: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.529 <sup>a</sup>	.280	.277	5.21144
a. Predictors: (Constant), Digital media efforts				

Table 1 defines the R-value as 0.529, suggesting a decent relationship between the “two variables”. The table shows how much the “independent variable,” “Digital media efforts,” can explain in terms of the total variance of the “dependent variable” (increasing patronage of Kashmiri handlooms and handicrafts of Jammu and Kashmir).

**Table-2: ANOVA**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2616.637	1	2616.637	96.345	.000 <sup>b</sup>
	Residual	6735.463	248	27.159		
	Total	9352.100	249			
a. Dependent Variable: patronage						
b. Predictors: (Constant), Digital media efforts						

Table 2 shows the ANOVA test, and the “regression equation’s” ability to fit the data is measured (“i.e., predicts the dependent variable”). According to the data in the table, “the regression model accurately predicts the dependent variable (patronage).” This shows that the “regression model’s” statistical significance is 0.000, “which is less than 0.05,” and that the result variable is “statistically substantially predicted by the regression model” (“i.e., it is a good fit for the data”).

**Table-3 Coefficient Coefficients<sup>a</sup>**

Table-3 Coefficient Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	44.175	2.148		20.565	.000
	Digital media efforts	-1.038	.106	-.529	-9.816	.000
a. Dependent Variable: patronage						

Table 3 of the Coefficients in the model explains how digital media efforts created an effect on the increase of patronage of Kashmiri handlooms and handicrafts of Jammu and Kashmir. The table defines that the “regression model” shows significant relation as “the significant value is 0.000, which is less than 0.05 (i.e., it is a good fit for the data).”

### **There is a significant impact of digital media efforts on increasing sales of Kashmiri handicrafts and handlooms in the state of Jammu and Kashmir**

**Table-4: Model Summary**

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.523 <sup>a</sup>	.273	.270	4.34733	
a. Predictors: (Constant), Digital media efforts					

Table 4 defines the R-value as 0.273 (less than 0.5), suggesting there is not a good relationship between the two variables. The Table shows how much the “independent variable”, “Digital media efforts,” can explain in terms of the total variance of the “dependent variable” (increasing patronage of Kashmiri handlooms and handicrafts of Jammu and Kashmir).

**Table-5: ANOVA**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1763.179	1	1763.179	93.294	.000 <sup>b</sup>
	Residual	4687.017	248	18.899		
	Total	6450.196	249			
a. Dependent Variable: Increasing sales						
b. Predictors: (Constant), Digital media efforts						

Table 5 shows the ANOVA test, and the regression equation’s ability to fit the data is measured (“i.e., predicts the dependent variable”). According to the data in the table, “the regression model accurately predicts the

dependent variable (patronage).” This shows that the “regression model’s” statistical significance is 0.000, “which is less than 0.05,” and that the result variable is statistically substantially predicted by the “regression model” (“i.e., it is a good fit for the data”).

**Table-6: Coefficients**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	40.507	1.792		22.605	.000
	Digital media efforts	-.852	.088	-.523	-9.659	.000

a. Dependent Variable: Increasing sales

Table 6 of the Coefficients in the model demonstrates how digital media efforts impacted the increasing patronage of Kashmiri handlooms and handicrafts of Jammu and Kashmir. The table defines that the “regression model” shows significant relation as “the significant value is 0.000, which is less than 0.05(i.e., it is a good fit for the data).”

**There is a significant relationship between Digital media efforts and Awareness of Kashmiri handicrafts and handlooms**

**Table-7: Descriptive Statistics**

Descriptive Statistics			
	Mean	Std. Deviation	N
Digital media efforts	20.0800	3.12420	250
Awareness of Kashmiri handicrafts and handlooms	25.2840	4.24114	250

Table 7 shows the “Descriptive Statistics”. Descriptive statistics represents “the variables’ mean and standard deviation” values. According to table 7, the “mean value” and “standard deviation” value of Digital media efforts are 20.0800 and 3.12420, respectively. Similarly, the mean value and “standard deviation” value of the awareness of Kashmiri handicrafts and handlooms are 25.2840 and 4.24114, respectively.

**Table-8: Correlations**

Correlations		Digital media efforts	Awareness of Kashmiri handicrafts and handlooms
Digital media efforts	Pearson Correlation	1	.127*
	Sig. (2-tailed)		.045
	N	250	250
Awareness of Kashmiri handicrafts and handlooms	Pearson Correlation	.127*	1
	Sig. (2-tailed)	.045	
	N	250	250

\*. Correlation is significant at the 0.05 level (2-tailed).

Table 8 is the Correlations table which shows the correlation between the variables. According to table 8, there is a significant connection between Digital media efforts & the awareness of Kashmiri handicrafts and handlooms, as “the significant value is 0.001, which is lesser than 0.05 (i.e., it is a good fit for the data).”

## FINDINGS

With an “R-value” of 0.529, the findings show a significant association between the two variables. The result demonstrates the extent to which the independent variable, “Digital media efforts,” may account for the whole variation of the dependent variable (increasing patronage of Kashmiri handlooms and handicrafts of Jammu and Kashmir). The results show that the “regression model” correctly forecasts the “dependent variable (patronage)”. “This demonstrates that the statistical significance of the regression model is 0.000, which is less

than 0.05, and that the regression model statistically significantly predicts the outcome variable (i.e., it is a good fit for the data)." The study's conclusions state that the model's coefficients show how digital media campaigns had an influence on the rise in demand for Jammu and Kashmiri handicrafts and woven goods. The finding reveals that there is a "significant relationship" in the regression model since "the significant value is 0.000, which is less than 0.05. (i.e., it is a good fit for the data)."

With an "R-value" of 0.273, the findings show that there is only a modest association between the two variables (less than 0.5). The Table displays how much of the overall variation of "the dependent variable the independent variable, Digital media efforts," can explain (increasing patronage of Kashmiri handlooms and handicrafts of Jammu and Kashmir). The results show that the regression model correctly forecasts the "dependent variable" (patronage). "This demonstrates that the statistical significance of the regression model is 0.000, which is less than 0.05, and that the regression model statistically significantly predicts the outcome variable (i.e., it is a good fit for the data)." The study's conclusions state that the model's coefficients show how digital media campaigns had an influence on the rise in demand for Jammu and Kashmiri handicrafts and woven goods. The finding specifies that there is a significant relationship in the regression model since "the significant value is 0.000, which is less than 0.05. (i.e., it is a good fit for the data)."

The results show that digital media efforts had "mean values of 20.0800 and 3.12420, respectively, with a standard deviation of 3.0800." The knowledge of Kashmiri handicrafts and handlooms has a "mean value of 25.2840 and a standard deviation of 4.24114", respectively. The results show a substantial correlation between the use of digital media and the knowledge of Kashmiri handicrafts and handlooms, with a significant value of 0.001 (less than 0.05), which is lower than the 0.05 threshold ("i.e., it is a good fit for the data").

## CONCLUSION

Indian businesses with a strong digital media presence are quite positive about the industry's future. Organizations nowadays have acknowledged the critical role that digital media plays in spreading knowledge about their goods by developing communities.

The handloom industries can gain from using digital media, such as social media, in marketing by raising consumer awareness of the advantages of handcrafted goods, lowering marketing costs, boosting sales, and offering data about where to buy handcrafted goods and rising publicity for handcrafted goods. In order to reap the greatest benefits from social media marketing, the Indian handloom industry must be aware of these facts. In a relatively short period, social media platforms shot to the top of the list of most-visited websites and have maintained their ascendancy. Social media networks have a strong ability to spread content virally, which is a huge marketing benefit. Future developments will see both an increment in scope and sophistication in the development and usage of digital media networks within businesses. Organizations have experimented with various social media operations, platforms, and technologies during the past few years. The knowledge obtained about handloom goods will aid in building engagement initiatives, which will be seen in the near future and have a much bigger scale and more sophisticated.

In the upcoming year, marketers and company owners will undoubtedly continue to have a substantial effect from digital media. As a result, they are now able to connect with and talk to their target audience on a regular basis on a personal level. This will completely change the marketing, sales, customer service, and other commercial operations companies engage in. This has never been possible with conventional marketing and is incredibly effective.

The use of digital media marketing by the handloom industries can raise public awareness of handloom products, encourage, and improve the skills of handloom weavers, establish new job opportunities, aid in the creation of new layouts, boost sales of their goods, and help the weavers make money, all of which will assist to a certain extent in eradicating poverty and establishing their economic sustainability. The use of social media can assist handloom businesses in meeting the new possibilities and challenges that are developing on a global scale. It can potentially benefit society by boosting the export of handloom items to raise India's part of world exports and conserve India's centuries-old cultural heritage.

The primary goal of this study was to investigate the impact of digital media activities on the patronage of Jammu and Kashmiri handlooms and handicrafts businesses. The approach used for the study was a "closed-ended questionnaire" survey. To help guide the research, a research model was created. "Social media, digital marketing, and affiliate marketing" activities are the proxies for quantifying digital media efforts. The correlation and regression results suggest that digital media efforts positively influence the patronage of the Jammu and Kashmiri handlooms and handicrafts industry, as this response to research aims and hypotheses.

As a result, it is possible to conclude that digital media initiatives have a good influence on the patronage of Jammu and Kashmiri handlooms and handicrafts. It has been advised that digital media should continually make various efforts to aid and promote handloom businesses in using social media as one of their greatest marketing tools for advertising their products and bringing awareness among customers for handloom items.

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