

## Exploiting Social Media Platform to Empower Rural Craft: A Pottery Business Study

Vaishali Silakari<sup>1</sup> & Dr. Priti Goswami<sup>2</sup>

<sup>1</sup>Ph.D Scholar, Department of Business Management, Indira Gandhi National Tribal University, Amarkantak (M.P).

<sup>2</sup>Assistant Professor, Department of Business Management, Indira Gandhi National Tribal University, Amarkantak (M.P). **India**

DOI - <http://doi.org/10.37502/IJSMR.2025.8612>

### Abstract

Increase digitalization is the need of every business to sustain and grow in this competitive environment. Many businesses either big or small strive for online appearances due to its cost effective and easy approachable nature to customers. Rural craft now a day is also making its space in the digital social media platform and pottery is one such rural craft. To deal with challenges of competition and lack of market structure, social media presence is what marks solution to its entire problem concerning marketability through online advertisement, promotion through videos & news links and online campaigns for awareness about product & its benefits. This solution can be practically implemented only if artisans of this rural craft opt for social media platforms. Opting social media brings many challenges especially when artisans lack income & education needed to transform its business from offline to online. Along with artisans' capability, other factors such as perceived complexity in adoption, infrastructure facilities, government support, competition and cost of technology are also influencing adoption of social media platform.

**Keywords:** Pottery, Pottery artisans, social media, Social Media Platform, TOE framework.

### 1. Introduction

Handicraft industry contribution in the individuals and national economy is found in times of unemployment and poverty where the craft skills lays path for both primary employment in undeveloped areas where there is low agriculture productivity or no other alternative for earning livelihood & in situation of forced migration due to war and secondary employment during slack season of agriculture & a part time activity to earn more for household. In nations economy, it also leads to foreign earning through export (Terry, 1999). Handicraft also contributes towards export earnings. But technological advancement has paved challenge of survival and that has made adoption of new technology essential to stay in competition (Yadav & Mahara, 2019). Presently, with the pace of time artisans skills got obsolete with low education and weak marketing power (Dash & Mishra, 2021). Availability of product due to unawareness about product resulting from lack of proper advertisement is one of the reason impacting demand of pottery product (Nortey et al., 2018). Replacement of traditional pots by the modern vessels is hitting the demand of product, making it limited to seasons and festivals (Kayamba & Kwesiga, 2016). Pottery is produced generationally by the potters for both

personal as well as professional need in rural parts of the country and are sold in either local market or to the wholesalers (Hossain et al., 2022). Artisans perform personal selling to search customers or rely on traders or other agencies for sale of produce as the market lacks proper structure due to unorganized nature (Regon, 2019). Modification is what need to meet the changing scenario of the market of pottery products (Shah & Patel, 2017). Adoption of marketing principle is the need of the hour for victory of any organisation. Therefore, potters of Nigeria are making practical approach of marketing concept in their business by being customer centric in terms of producing goods, positioning product based on demand and targeting potential customers by approaching those that augments market share & profit (Areo, 2014a). It's the positive relationship between online marketing efforts and sales that is making many businesses endeavor for online appearance (Mondira, 2022). With adoption of technology, business functioning changes with change in communication as technology adoption reduces digital divide (Stoica et al., 2014). Since, pottery products are facing harsh competition from industry made products; therefore, public awareness about these products is needed to beat the competition (Mishra & Mansuri, 2016). Pottery face inflexible market access which is suggested to be solved using online marketing technique to ensure wider reach and promotion of pottery products (Ismail et al., 2020).

### **1.1. Pottery & Pottery Artisans:**

Pottery is an ancient handicraft that roots its origin from earliest time of human civilization (Kasemi, 2014). Object made out of clay that takes the form of clay pot called Pala (a small bowl), gagri, surahi and ghyampo clay pots for collecting & storing water, flowering pot, makal, heater, handi, khutrukke, etc and serves different cultural, religious, decorative or household needs are termed as Pottery (Shrestha, 2018). Producers of earthen made products "Pottery" are termed as "potters". Artisans of Gorakhpur are mostly males and have low literacy till higher secondary & low income (Yadav et al., 2022). In Maregam Village of Tidore Islands City, potters are usually women that produce pottery of various skills & shapes using composition of black sand & red soil (Kusrini & Hasmawati, 2020). Pottery artisans create both glazed and unglazed products which can be either wheel made or handmade relaying on the learnt technique they carry traditionally (Singh, 2022b). Handicraft of different geographical boundaries carries different shape, texture, color & shade (Pramanik et al., 2021). Brownish red clay made baked with earthen colour called "Terracotta" made products are produced by potters in states of Tamil Nadu, Rajasthan, Gujarat, Madhya Pradesh, West Bengal and Assam (Dutta, 2014). In different geographical areas of Rajasthan different potteries are produced namely, Pokhran Pottery with white & red color in Pokhran Unglazed Kagzi pottery of Alwar which has biscuit like color, Golden finish pottery of Bikaner, Unglazed grayish black color pottery in Madhopur and Blue colored white painted glazed pottery of Jaipur (Singh, 2022a). Artisans produce products of different designs filling different needs of cooking, serving, decoration, etc (Tangvah & Marak, 2015). Potters also produce for serving need of storage, transportation, baking, toasting, steaming & representing cultural significance (Sirika, 2009). Artisan produces varieties of products such as utility products like pen stand, terracotta water filter, candle stand, ashtray, container, etc, decorative like flower vase, animal figurines like horse, rhino, etc, cultural goods like goddess idols, sarai, etc and other products of need like pitcher, jars, earthen utensils, water containers, etc made out of terracotta (Sarma, 2018). Creative mugs, pen holder, lampshade, trophy & table lamp are contemporary products made with different designs & decoration are also prepared by potters (Olalere, 2019). Traditionally

produced pottery product differs individually & culturally and still continues to be vital source of employment (Areo, 2014b). Substitute product due to their sustainability & low cost captured the demand of pottery product and as a result potters are switching to other jobs that fetch them good return (Palit & Dey, 2022). Increase competition from substitutes has led to decrease in demand of product which is responsible for declining income of the pottery artisans (Sen & Bhattacharjee, 2021). The socio-economic condition of potters is decaying on grounds of insufficient income & low education from this occupation (Haloi, 2017).

## **1.2. Social Media & Social Media Platform:**

Social media is a web-based communication tool, where people interact and exchange information & opinions (Kohli & Trar, 2022). Social networking, Blog, Microblogs, Vlogs & video sharing sites and Wikis are common types of social media platforms, but however, currently, term social media and social networking sites are used identically (India.Gov, 2012). Social media as an internet-based program via social networking sites connect users to communicate thoughts, knowledge, past experience, news facts and enables customers to publicly express their views about products & services (Regimae et al., 2021). Increase use of internet and growing popularity of social networking sites such as facebook, youtube, instagram, whatsapp has connected consumers with product they want to learn or shop (Deepa & Priya, 2021). The diversity of social media users is making retailers and marketers to reach consumers and the shopping services offered makes consumers learn about their products and shop for it on social networks (Paquette, 2013). With transition in society, to meet the dynamic needs of consumers, marketing adapts into a newer form and social media marketing, a type of digital marketing is one of them, which shares valuable content with company's potential & prospective customers (Meslat, 2018). Consumer access those social media platforms that are user friendly and socially popular, businesses gather insights through communication from such platforms and enhance their performances through improve product & identified opportunities. Thus, social media mediates between perceived ease of use & market performance and perceived relative advantage & market performance (Santoso et al., 2020). Thus, social media as a real time marketing tool provides target market feedback which aids in reframing strategies and enhance sale of product (Achmadi et al., 2023).

## **2. Objective of the Study:**

**1. To study technology adoption by pottery artisans using TOE framework.**

## **3. Literature Review:**

### **a). Social Media & Pottery:**

The rapid technological advancement in different spheres of life and shifting marketing activities with increase online shopping habits among consumers has made use of digital technology important to promote product and ensure wider reach. In the pottery industry of Paseban Village, social media & marketplace was found to have significant influence on market segment expansion of this creative industry (Wibowo et al., 2023a). For Handicraft industry to regain its market, government & Nongovernment Organisation (NGOs) are organizing fairs & exhibitions. Social media due to its interactive & communicative feature is also used by handicraft producers to share information about product, advertise it & sell them to potential handicraft customers and mark its global reach (Guha et al., 2021). Social media has redefined business communication and the craft designers are increasingly using platforms like facebook,

Instagram, etc. to communicate with their customers (Yuexin, 2017). Many small & micro enterprises (SMEs) for their business activities prefer social media platforms like facebook, LinkedIn, Twitter, Youtube & Instagram where they perform activities of advertisement, visibility through promotion, etc (Cesaroni & Consoli, 2015). The Handicraft business actors of Kendari city, to market their product preferred instagram due to its unique features of feeds, ads, shares, likes, direct messaging & search bars, which makes consumer easier to search the product it is looking for (Hartini, 2022). Many artisans of Sri Lanka used social media platforms to establish their online presence and found social media as a cost-effective tool to create awareness about their art and using collaborations & connections they generate new ideas (Hafsa et al., 2023). Adoption of social media platforms by artisans of Northern Nigeria made sharing samples & designs and interaction with customers easier which further brought modification in design & product itself (Suleiman, 2021). The artisans of Moroccan craft opine social media as a primary communication tool which make target population easy to reach and that too inexpensively. The study defines facebook a social media platform as the most impacting promotion of Moroccan craft (Hammou et al., 2020). The handicraft business of Thua Thien Hue province and of Vietnam advocated the use of social media marketing as the most preferred digital marketing strategy of handicraft business. The respondents in the questionnaire survey mostly prefer facebook and perform online advertising to reach target customers (Vaculčíková et al., 2020a). The Baduy craftsmen of Banten have also started accessing social media to upload their craft product online whereas some people of the community prefer third party like tour agents, freelance youtubers, bloggers & visitors to promote handicraft product as a sales agent via social media platforms (Mulia, 2021). The potters of Britain during pandemic used social media like YouTube Live for learning pottery skills and Instagram (another social media platform) to connect with potter communities online where they share their work by posting images & interact by liking & commenting other potters post. Some potters also advertised their product, develop consumer base for their wares and sold their art work to earn employability & income which encouraged them to continue their art work (O'Brien, 2023b). O'Brien (2023a) in her another article, "COVID, clay, and the digital: The role of digital media in pottery skill development during the COVID-19 pandemic in Britain" defines the same scenario where due to resultant lockdown, workshops & studios no longer where able to serve the learning & practicing needs of potters. It's the social media that filled the gap through online tutorials and community feedback. The Binoh pottery of Ubung village, confronted problem of lack of marketing strategy as it still relied on conventional marketing and the scenario of Covid 19 made sales exacerbated. Therefore, the potters introduced digital marketing strategy where they used social media to establish consumer network that connected potential buyers and increased sales during pandemic (Darma et al., 2022). Decrease sales turnover due to outbreak of pandemic has shifted pottery craftsmen to online selling. Using social media, craftsmen promote and offer products with different specification, quality and price to consumers (Oktarianti et al., 2022).

#### **b). TOE Framework & Technology adoption:**

TOE framework developed in 1990 is used by several authors in different studies to understand IT adoption by different firms (Oliveira & Martins, 2011). To understand implementation and adoption of technology, TOE framework has been used to describe technological readiness, organizations traits & environment influence in use of social media by MSME of Indonesia (Izaak et al., 2022). Pradifera et al., (2022b) conducted a descriptive study to understand the

effect of TOE model on use of social media by MSEs of Indonesia. Effendi et al., (2020) used TOE model to understand behavioral intention of SMEs in adopting social media for marketing of their products and using AMOS SEM analysed that factors of technological context, organizational context and environmental context impacts social media awareness of SMEs of Indonesia which in turn lead to intention to adopt social media. Abed, (2020) to study social commerce adoption by SMEs of Saudi Arabia, TOE framework was used and its factors were analysed using AMOS SEM. Bagale, (2014) examines organizational factors both within and outside the organisation using TOE framework to explain implementation of e-commerce by MSME and also relationship between factors defined in framework. Ahmed, (2020) in his study, “Technology organization environment framework in cloud computing” has done systematic literature review to study adoption of cloud computing technology by Bangladeshi SMEs using TOE framework. Awa et al., (2016) used TOE framework to study adoption of ERP software by SMEs in the city of Port Harcourt, Nigeria and tested the model using logistic regression which came up with result of adoption being more technology driven than organizational and environmental. Likewise, many researchers used TOE in different industries to understand adoption of different technology in their respective research.

#### **4. Research Methodology:**

The present is descriptive in nature and is based on literatures collected from various sources. To study the social media adoption by pottery artisans, TOE framework is used for analysis, which is derived from the study of Ali Abbasi et al., (2022) who in his research article “Determinants of SME’s Social Media Marketing Adoption: Competitive Industry as a Moderator” described use of TOE (Technology, Organisation & Environment) framework to gather an insight about what factors influences adoption of social media as a marketing tool in Malaysian SMEs. These factors as a predicting tool are defined as not the exact influencers in the study because of the variability in research topic and size of the industry. Therefore, in our study we have taken factors for our research from this above defined Malaysian research on SMEs social media adoption, other studies of synonymous research and based on the characteristics of Pottery industry of Madhya Pradesh.

From the TOE (Technology, Organisation & Environment) framework, Technological factors of perceived relative advantage, perceived complexity & perceived cost is taken in the study. But since, pottery is an unorganised sector of Indian economy where the human resource is defined as artisans, therefore the concept of top management and employee capability is replaced by statutory support and artisan capability respectively in our study. Availability of financial resources is also taken here for studying organisation factor. From the environment factor only perceived competitive pressure is taken from the framework for this study. The variable competition and perceived competitive pressure are similar in sense that both consider how adoption of social media by competitors is influencing pottery market.

#### **5. TOE framework:**

Lippert & Govindarajulu, (2006) in their research have described that technological, organizational & environmental factors or TOE factors influences decision of adoption of technology in any business.

##### **a). Technological factor:**

In marketing context, technology as a medium of propagation of final produce to its ultimate prospects positively holds benefit of reaching new customers, automation follow up, etc and negatively it can be difficult & expensive to adopt with changing technique (Jain & Yadav, 2017). Therefore, available technology, its characteristics (Arpaci et al., 2012) and variables that influences adoption of new technology (Kuusisto, 2017) comes under technological factor.

**i) Perceived relative advantage;**

Perceived relative advantage is defined by Tanye, (2016) as how much the new technology will be beneficial than the old technique defines the relative advantage which is determined by comparing benefit of it with the cost incurred in adopting the innovation or new technology. Nekatibeb, (2012) has compared social media with traditional offline media. Reaching customers through socialization & engagement via interaction & community building at minimum budget and gathering real time feedback of customer through its marketing mix of platform, people, participation & promotion is easier through social media platform than the traditional media.

**ii) Perceived Complexity;**

Complexity is defined as an antonym of perceived ease of use which is about being easy to understand and use (Al-Jabri & Sohail, 2012). Mndzebele, (2013) opines adoption of IT tools being related to perceived complexity. Technology which is more convenient & easier to operate is probably adopted. Selamat & Jaffar, (2010) using regression coefficient found that perceived complexity is negatively related to use of computer. Ilona et al., (2019) measured relation between social media adoption & technology and found that social media adopters of SMEs of Indonesia prefer the platform as it is easy to use and process current business activities with its various stakeholders.

**iii) Perceived Cost:**

Gobin- et al., (2017) defines cost as a major factor that impacts SMEs decision to invest in adoption of technology. Iacurci, (2021) highlights the definition of cost as an expense of adopting social media and through linear regression analysis derived significant relation between cost and intention & usage of social media. The research also derived the possibility that small size of SME and income in relation to cost of marketing products & services and communicating customers, significantly impacts social media adoption. SMEs of Southern Jakarta consider cost of reaching customers via social media less than the traditional media. Therefore, using descriptive research method & purposive sampling technique, the study investigated relationship between cost effectiveness and usage of social media by SMEs of Southern Jakarta and found that cost effectiveness has no impact on usage of social media by SMEs of Southern Jakarta (Yulisa et al., 2022).

**b). Organisational factor:**

Organisational factors have greatest and positive impact than other factors of TOE framework on usage of social media by SMEs of Indonesia (Noviaristanti et al., 2023). Resistance to adopt social media by SMEs is measured in terms of organizational readiness (in terms of resources), management support & knowledge about social media technology of SME owners. Using PLS-SEM it was found that lack of these factors negatively impacts adoption of social media (Sugandini et al., 2020).

**i) Top Management Support:**

Lina & Suwarni, (2022) advocated positive impact of top management support on technology adoption of SMEs. To understand the influence of top management support on social media usage, Pradifera et al., (2022a) conducted a descriptive research study and concluded its impact as it's the management decision, resources allocation and use of competent workforce that affects adoption as well as usage of social media. In case of pottery business, the industry is unorganized in nature, therefore, its activities of training, technology adoption, marketing, etc, is taken care by government bodies (such as KVIC). KVIC under the aegis of ministry of MSME, Government of India, provides support to promote and develop through activities of technology support, research & development, financial assistance, marketing, etc, to village industry and pottery is of the village industry (Ministry of Micro Small and Medium Enterprises, 2023).

**ii) Artisan Capabilities:**

Davelaar, (2002) has defined capabilities from perspective of Chambers which connects it to livelihood & wellbeing and covers education, training, development of profession / practice that would result in sustainability & expansion. Artisan capability is described through case study of women artisans as acquisition of skills related to work performance, using technology, decision making and educating through proper training (Littrell & Dickson, 2002).

Employee capabilities is the reflection of knowledge, skills, experience, abilities, that an individual possess and that helps in achievement (Bontis & Serenko, 2007). Looking from Human resource perspective, Artisan capabilities can also be similarly defined as what an artisan possess in terms of education, skills, experience, etc, to perform his/ her job.

Maduku et al., (2016b) through literature studies derived that an organisation or industry to adopt any modern technology for marketing must have competent staff or human resource. The study also came up with finding which states positive relationship between employee capability and adoption of mobile marketing.

**iii) Availability of financial resources:**

In adopting any technology, finance availability plays a major role (Kim & Garrison, 2010). Lack of finance constraints technology adoption (Fatmawati & Bebasari, 2023). Whereas, Maduku et al., (2016a) in his study has concluded with his finding stating availability of financial resources does not impact adoption of new technology.

**c). Environmental factor:**

It's the environment in which a business operates, makes & impacts adoption of new technology (Rahman et al., 2020b). (Alsharji, 2018) using mediation analysis, tested the effect of business environment on social media adoption and found the result statistically significant. (Chiu et al., 2017) opines through their reviews that environmental factors like competitive pressure and government steps of policies & initiatives influences adoption of technology. (Rawash, 2021) reports significant relationship between government support in the form of funding and adoption of technology but competitive pressure has nothing to do with adoption.

**i). Infrastructure need:**

All those resources that facilitates IT services are termed as Infrastructure needs of IT which includes network resources, data centers, facilities, etc (Lakhwani et al., 2020). (Tran, 2020) reported lack of IT infrastructure to communicate Vietnamese handicraft organisations located in rural areas during survey. There is a growth of smartphone technology but infrastructure constraints of internet availability, its speed, quality and cost negatively impacts adoption of internet-based technology (Mthembu et al., 2018).

### ii) Influence of government initiatives:

Internet diffusion due to government initiatives in developed nations has brought positive result in different sectors of the economy but in developing nations, lack of government support in terms of poor policies and investment support in IT sector has obstruct growth in IT based services (Ejiaku, 2014). Alamro & Tarawneh, (2011) highlighted government role as less and insubstantial in influencing adoption of technology.

### iii) Competitive pressure:

(Mahliza, 2019) opines impacts of competitive pressure on technology adoption and highlighted that increase consumer habit to shop online made many companies switch to online platforms and as a result competitive pressure to reach and serve more & more customers resulted in adoption of new technology.

### Analysing technology adoption by pottery artisans using TOE framework:

TOE framework variables	Technology adoption by pottery artisans
<b>a). Technological factor:</b>	i). Social media as a marketing tool offers benefit of interacting with consumers, especially art lovers and of selling & value addition to the art with easy reach ability of limited time & space (Vilhunen & Väänänen, 2024). The art practitioners who were previously limited to their boundaries gained access to large population especially those residing in remote areas. Artisans for their sale now don't have to rely on middlemen or other parties, they could display their products online at reasonably lower cost (Anurag, 2019). In comparison to traditional means of marketing, social media sites at less economic cost helps in creating awareness, increase sales, attracts & engages more customers and promotes product to consumers at large (Jones et al., 2015).
i) Perceived relative advantage;	
ii) Perceived Complexity;	ii). Social media education in terms of required skills & knowledge to operate and its utilization decides adoption of the technology for business & entrepreneurial purpose (Hanifah & Lun, 2024). Mondal, (2025) in her study found that level of factors such as literacy level, technical complexities and lack of digital education significantly impacts digital platform in business use by women artisans of craft and accordingly they would suggest to others, whether to use it or not. Potters of

	<p>Kemangsen village were used to sell pottery products offline but as a result of education through provided by the author in the study under community socialization process, potters were trained to learn promotion of products by uploading images of their product, learn new ways of safe packaging and providing information for customers outreach. This created advantage to potters in the form of increase sales and large customer reach <b>(Nefrida Jandini et al., 2024)</b>. <b>Alvira et al., (2022)</b> opined that digital marketing through social media has increased number of customers and improved product quality of handmade products.</p>
iii) Perceived Cost:	<p>iii). The low cost &amp; flexibility of technology has made reachability of indigenous cultural artifacts digitally <b>(Burri, 2010)</b>. But reduce cost of communication and marketing results in preference of digital medium in marketing of craft villages <b>(Nguyen, 2019)</b>. Thus, if the perceived cost or the cost of adoption of social media is high, there is a less chance of adoption <b>(Rahman et al., 2020a)</b>.</p>
<b>b). <u>Organisational factor:</u></b>	<p>i). Effected by the digital transformation, Thai government through its agency supported Thai handicraft products like pottery in the form of skill development to produce standard &amp; quality products and market expansion through access to online channels <b>(Wongpathomcumnerd, 2023)</b>. Indian government has also made much effort through schemes, initiatives, policies and incentives to support and promote handicraft industry <b>(Majeed et al., 2023)</b>. According to the guideline for National Handicrafts Development Programmes (NHDP), to promote the handicraft products, marketing efforts through digital platforms such as social media shall be done to aware, promote &amp; publicise handicraft product and for such marketing activities, financial assistance of INR 2 crore will be provided to the concern department <b>(Office of the Development Commissioner (Handicrafts), 2021)</b>. In the same way, Government of India through its agency (KVIC) formulated various schemes &amp; training programmes for upliftment of clay workers, among them is the organizing of “National Pottery festival”, where promotion of pottery will be done through social media platform also and for this the financial assistance of INR 6 lakh is proposed by the government. The festival will include activities such as training pottery artisans to enhance quality &amp; design of products via workshops, promotion of pottery products, creating awareness about pottery &amp; providing hands on experience to people who are interested in pottery making <b>(Khadi and Village Industries Commission, 2016)</b>.</p>
i) Top Management Support:	

ii) Artisan Capabilities:	ii).Maximum pottery artisans were found to be illiterate or has education less than secondary level ( <b>Jakhar, 2024</b> ). <b>Maharshi &amp; Bishnoi, (2024)</b> also reported low formal education among artisans. As a result of low education and vocational training, artisans lack ability to compete in frequently changing market.
iii) Availability of financial resources	iii). Availability of financial resource is one of the hurdle identified by <b>Sisodia &amp; Rastogi, (2024)</b> in their study. Problem of finance obstructs use of social media in business and deprive artisans in taking advantage of social media against rising competition. Low income from occupation and lack of financial assistance & financial resources is faced by the rural artisans such as potters ( <b>Narendra, 2022</b> ).
<b>c. Environmental factor:</b>	i). <b>Triplett, (2024)</b> has defined technological infrastructure as one of the reasons impacting adoption of technology by small businesses in rural areas. Infrastructural gaps of poor internet connectivity, poor network availability, frequent power shortage & less access to smartphone along with lack of digital literacy blocks implementation of social media marketing strategy in rural areas ( <b>Kumar &amp; Shadab, 2024</b> ).
i). Infrastructure need:	
ii) Influence of government initiatives:	ii). Social media platform is majorly used as a medium for digital marketing but the absence of government incentives affects adoption of digital marketing practices by SMEs of rural areas ( <b>Bem et al., 2023</b> ).
iii) Competitive pressure:	iii). <b>Kussujaniatun et al., (2022)</b> found that majority of the pottery craftsmen prefer social media as an effective marketing tool and a medium to get competitive advantage through use of its attributes that facilitates flow of product information via images, documents, videos, online opinions, etc. Many pottery business people are not using digital technology for promoting & expanding their business as a result they lag behind their competitors, thus the study suggest use of digital technology to stay in competition ( <b>Wibowo et al., 2023b</b> ).

## 6. Discussion of the study:

Development of social media as a marketing platform saves cost and time, but to exploit the platform a business needs resources, skills, finance and logistic support to convert online effort into sales. Pottery industry presently is facing challenges of market reach ability and social media thus can be an effective tool for overcoming the gap. This statement can be well supported by the words of Kapoor, (2023) which stated that small businesses like pottery, art & craft, etc., today is facing market competition from industry made products, social media through its user-friendly nature of being convenient & accessible can lead to benefit of connectivity to promote product and target larger audience through advertisement at low cost.

But as stated above, using social media needs resources in terms of infrastructure, logistic, skill & finance and pottery business is mainly situated in rural areas and is facing these challenges. This statement is well evidence from the challenges stated by various authors. Kesaboina, (2022) reported poor condition of Terracotta women artisans in use of digital technology. Artisans are deprived of benefits offered and therefore, lack idea about online marketing & rely on traditional marketing means. Majority of the artisans belong to low-income group and have unsound financial situation (Gangopadhyay & Sen, 2019). Vaculčíková et al., (2020b) opined infrastructure as one of the necessities for digital marketing.

Thus, government assistance is needed to solve this problem and make social media adoption successful. Here, it supports the statement that government assistance is required to resource and train artisans. Various government schemes are implemented for traditional potters but due to unawareness, artisans are unable to take benefit of it (Deepak, 2019). Therefore, Farozan & Kumari, (2024) recommends introduction of regulatory body that would monitor & guide work of government agencies involved.

## **7. Conclusion & Future Recommendations:**

Implementation of digital tools such as social media platforms has become important for survival of business in increase competitive era. Handicraft products such as pottery are losing its market and therefore; to gain its lost market, require campaigning & promotion through social media platforms which has large consumer presence. But its adoption is influenced by various factors but the study considers technological, organizational & environmental factors. Social media platforms have benefits of reaching large number of consumers at less cost but due to low income from pottery business and low education, potters find it difficult to adopt social media platform for marketing. Apart from artisans lacking capabilities in terms of education & skill, other factors such as infrastructure, availability of financial resources, benefits of government support, perceived complexity in using social media platform and competitive pressure arising out of presence of substitute is also impacting adoption of social media platform by pottery artisans.

## **References**

- 1) Abed, S. S. (2020). Social commerce adoption using TOE framework: An empirical investigation of Saudi Arabian SMEs. *International Journal of Information Management*, 53, 6–7. <https://doi.org/10.1016/j.ijinfomgt.2020.102118>
- 2) Achmadi, M., Djati, S. P., & Nurbaeti. (2023). A Marketing Strategy Model for Pottery Products of Micro , Small and Medium Enterprises in Jetis Dusun , Panjangrejo , Yogyakarta , Indonesia. *Proceedings of the 4th International Conference on Tourism, Gastronomy, and Tourist Destination (TGDIC 2023)*, 1, 4–5. <https://doi.org/10.2991/978-94-6463-296-5>
- 3) Ahmed, I. (2020). Technology organization environment framework in cloud computing. *Telkomnika (Telecommunication Computing Electronics and Control)*, 18(2), 718–719. <https://doi.org/10.12928/TELKOMNIKA.v18i2.13871>
- 4) Akilandeswari, & Pitchai, C. (2016). Pottery Industry and Its Development By Effective Marketing Through Information and Communication Technologies (Ict). *International Journal of Research -GRANTHAALAYAH*, 4(4SE), 10–12. <https://doi.org/10.29121/granthaalayah.v4.i4se.2016.2737>

- 5) Al-Jabri, brahim M., & Sohail, M. S. (2012). Mobile banking adoption: Application of diffusion of innovation theory. *Journal of Electronic Commerce Research*, 13(4), 381.
- 6) Alamro, S., & Tarawneh, S. A. (2011). Factors affecting e-commerce adoption in jordanian SMEs. *European Journal of Scientific Research*, 64(4), 504.
- 7) Ali Abbasi, G., Abdul Rahim, N. F., Wu, H., Iranmanesh, M., & Keong, B. N. C. (2022). Determinants of SME's Social Media Marketing Adoption: Competitive Industry as a Moderator. *SAGE Open*, 12(1), 1–3. <https://doi.org/10.1177/21582440211067220>
- 8) Alsharji, A. S. (2018). *Social Media Adoption among Small and Medium Enterprises Service Firms in the U.A.E. and its Impact on Business Performance* [Abu Dhabi University].
- 9) Alvira, R. C., Suharyanti, Y., Widyanarka, O. K. W., Wibisono, R., Bawono, B., & Anggoro, P. W. (2022). Application digital marketing for increasing sales-turnover of Naruna handmade ceramic product. *Inaque: Journal of Industrial and Quality Engineering*, 10(1), 48–50. <https://doi.org/10.34010/iqe.v10i1.6323>
- 10) Anurag, U. (2019). An analytical study on adopting digital platforms for entrepreneurship of women artisans. *Manav Rachna International Institute of Research and Studies*.
- 11) Areo, A. B. (2014a). Women Involvement in Hand-Made Pottery and Marketing Concept Strategy. *Journal of Economics and Sustainable Development*, 5(6), 150–151.
- 12) Areo, A. B. (2014b). Women involvement in Hand-Made Pottery and Marketing Concept Strategy. *Journal of Economics and Sustainable Development*, 5(6), 150–156.
- 13) Arpaci, I., Yardimci, Y. C., Ozkan, S., & Turetken, O. (2012). Organisational adopton of information rechnology:A literature review. *International Journal of Ebusiness and Egovernment Studies*, 4(2), 39.
- 14) Awa, H. O., Ukoha, O., & Emecheta, B. C. (2016). Using T-O-E theoretical framework to study the adoption of ERP solution. *Cogent Business and Management*, 3(1), 1 & 11. <https://doi.org/10.1080/23311975.2016.1196571>
- 15) Bagale, G. S. (2014). Determinants of E-Commerce in Indian MSME Sector: A Conceptual Research Model Based on TOE Framework. *Universal Journal of Management*, 2(3), 111–112. <https://doi.org/10.13189/ujm.2014.020301>
- 16) Bem, S. A., Matthew, U. O., Ndukwu, C., & Ebong, G. N. (2023). The Impact of Transition of Small Medium Enterprises ( SMEs ) Businesses into an Online Digital Marketing System in Nigeria. *Recent Research Reviews Journal*, 2(2), 316–318. <https://doi.org/https://doi.org/10.36548/rrrj.2023.2.005>
- 17) Bontis, N., & Serenko, A. (2007). The moderating role of human capital management practices on employee capabilities. *Journal of Knowledge Management*, 11(3), 32. <https://doi.org/10.1108/13673270710752090>
- 18) Burri, M. (2010). Digital Technologies and Traditional Cultural Expressions : A Positive Look at a Difficult Relationship. *Digital Technologies Have Often Been Perceived as Imperilling Traditional Cultural Expressions (TCE). This Angst Has Interlinked Technical and Sociocultural Dimensions. On the Technical Side, It Is Related to the Affordances of Digital Media That Allow In*, 17(1), 41–42. <https://doi.org/https://doi.org/10.1017/S0940739110000032>
- 19) Cahyaningrum, Y. (2024). Blending Cultural Heritage with Digital Design: A New Era in Pottery Motifs and Art. *International Collaborative Conference on Multidisciplinary Science*, 1(1), 129.

- 20) Cesaroni, F. M., & Consoli, D. (2015). Are Small Businesses Really Able to Take Advantage of Social Media? *Electronic Journal of Knowledge Management*, 13(4), 257–262.
- 21) Chiu, C.-Y., Chen, S., & Chen, C.-L. (2017). An Integrated Perspective of TOE Framework and Innovation Diffusion in Broadband Mobile Applications Adoption by Enterprises. *Economics and Social Sciences (IJMESS) (IJMESS)*, 6(1), 23–24. m
- 22) Darma, I. M. R. A., Anggaria Wardani, K. D. K., & Gama, A. W. O. (2022). BINoh Pottery MSME marketing expansion through digital marketing strategy. *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 7(4), 835–837. <https://doi.org/https://doi.org/10.26905/abdimas.v7i4.7483>
- 23) Dash, D. M., & Mishra, B. B. (2021). Problems of Handicraft Artisans: An Overview. *International Journal of Managerial Studies and Research*, 9(5), 33–34. <https://doi.org/https://doi.org/10.20431/2349-0349.0905004>
- 24) Davelaar, E. (2002). Product development training impact on artisan capabilities and sustainable business success [University of Delaware]. Retrieved from <https://udspace.udel.edu/server/api/core/bitstreams/4a08e978-6d41-452f-a0bc-7dab0d50b52e/content>
- 25) Deepa, M., & Priya, V. K. (2021). Impact of Social Media on Consumer Purchasing Decision Making. *Pacific Business Review International*, 13(12), 15–17.
- 26) Deepak, K. S. (2019). Performance of pottery industry : An Experience from Thrissur District of Kerala. *International Journal of Management Studies*, 6(1 (3)), 119. [https://doi.org/10.18843/ijms/v6i1\(3\)/11](https://doi.org/10.18843/ijms/v6i1(3)/11)
- 27) Dutta, G. (2014). Marketing challenges for MSMEs in India A Study on the Terracotta and Pottery Craft Cluster of Asharikandi. *Indian Streams Research Journal*, 4(5), 1. <https://doi.org/10.9780/22307850>
- 28) Effendi, M. I., Sugandini, D., & Istanto, Y. (2020). Social Media Adoption in SMEs Impacted by COVID-19: The TOE Model\*. *Journal of Asian Finance, Economics and Business*, 7(11), 919–922. <https://doi.org/10.13106/jafeb.2020.vol7.no11.915>
- 29) Ejiaku, S. A. (2014). Technology Adoption: Issues and Challenges in Information Technology Adoption in Emerging Economies. *Journal of International Technology and Information Management*, 23(2), 59–60. <https://doi.org/10.58729/1941-6679.1071>
- 30) Farozan, & Kumari, D. (2024). A study on Issues and Challenges Faced by the People Involved in the Terracotta Industry in Gorakhpur. *International Journal For Multidisciplinary Research*, 6(2), 8. <https://doi.org/10.36948/ijfmr.2024.v06i02.18045>
- 31) Fatmawati, E., & Bebasari, N. (2023). The Impact of Financial Resources, Risk Acceptance, Customer Pressure on Financial Technology. *East Asian Journal of Multidisciplinary Research (EAJMR)*, 2(4), 1817. <https://doi.org/https://doi.org/10.55927/eajmr.v2i4.3914>
- 32) Gangopadhyay, A., & Sen, A. (2019). Panchmura-The Terracotta Hub of Bengal: A Contemporary Socio-Economic Study of Handicraft Workers Engaged In Terracotta Craft. *International Journal of Humanities & Social Science Studies (IJHSSS)*, 6959(42), 60. <https://doi.org/10.29032/ijhsss.v5.i3.2019.42-64>
- 33) Ghosal, I., & Prasad, B. (2019). Inspiring Digitalization of Handicraft Market: An empirical Approach. *Parikalpana: KIIT Journal of Management*, 15(1&2), 200. <https://doi.org/10.23862/kiit-parikalpana/2019/v15/i1-2/190206>

- 34) Gobin-, B., Cadessaib, Z., Gooda, N. S., & Khan, M. H. M. (2017). Investigating Technology Awareness and Usage in Mauritian SMEs in the Handicraft Sector. *International Journal of Computer Applications*, 174(7), 43. <https://doi.org/10.5120/ijca2017915437>
- 35) Guha, S., Mandal, A., & Kujur, F. (2021). The social media marketing strategies and its implementation in promoting handicrafts products: a study with special reference to Eastern India. *Journal of Research in Marketing and Entrepreneurship*, 23(2), 339–344. <https://doi.org/10.1108/JRME-07-2020-0097>
- 36) Haeruddin, H., Ahmad, I., Jamali, H., Tahalua, I., & Harun, S. (2023). Online marketing for takalar pottery products: a qualitative analysis of e-commerce success. *JPIM (Jurnal Penelitian Ilmu Manajemen)*, 8(3), 378–379. <https://jurnalekonomi.unisla.ac.id/index.php/jpim/article/view/1793/1025>
- 37) Hafsa, F., Abdul-Cader, K., & Azam, M. (2023). Surviving in the Creative Industry – Analysis of Innovation, Challenges, and Opportunities Faced by Small Art and Craft Enterprises in Sri Lanka. *Journal of Applied Learning*, 1(1), 154–156.
- 38) Haloi, R. (2017). Potters , profession and their livelihood Opportunity under Rural Industrialization : A Quantitative Analysis. *International Journal of Humanities & Social Science Studies (IJHSSS)*, 3(5), 139–140.
- 39) Hammou, I., Aboudou, S., & Makloul, Y. (2020). Social media and intangible cultural heritage for digital marketing communication: case of Marrakech crafts. *Marketing and Management of Innovations*, 1, 124–125. <https://doi.org/http://doi.org/10.21272/mmi.2020.1-09>
- 40) Hanifah, H., & Lun, Z. J. (2024). Exploring Factors Shaping Digital Entrepreneurial Adoption and Women ' s Empowerment via Social Media. *Global Business and Management Research: An International Journal*, 16(3), 178.
- 41) Hartini, J. (2022). The Influence of Social Media Marketing On Purchase Decisions. *International Journal of Management and Education in Human Development*, 2(03), 573.
- 42) Hossain, T., Anik, M., Ahamad, M. . H., & Das, B. C. (2022). Prospects and problems of Pottery Industry of Southern Bangladesh. *Journal of Research in Business and Management*, 10(10), 197.
- 43) Iacurci, L. (2021). A Study of the Technology Acceptance Model for Social Media Adoption in Small & Medium Enterprises [Bryant University]. In Honors Projects in Marketing. [https://digitalcommons.bryant.edu/honors\\_marketing/37](https://digitalcommons.bryant.edu/honors_marketing/37)
- 44) Ilona, D., Melmusi, Z., Pratiwi, H., & Zaitul. (2019). Technology context and social media adoption among small and medium enterprises. *International Conference Computer Science and Engineering*, 1339(1), 5–6. <https://doi.org/10.1088/1742-6596/1339/1/012101>
- 45) India.Gov. (2012). Framework & Guidelines for Use of Social Media for Government Organisations. Retirved from [https://www.meity.gov.in/writereaddata/files/Approved\\_Social\\_Media\\_Framework\\_and\\_Guidelines\\_2\\_.pdf](https://www.meity.gov.in/writereaddata/files/Approved_Social_Media_Framework_and_Guidelines_2_.pdf)
- 46) Ismail, K., Prajanti, S. D. W., & Widiyanto. (2020). Strategy for Empowerment of Pottery Craftsmen in Kasongan Tourism Village , Bantul Regency. 3rd International Conference on Innovative Research Across Disciplines (ICIRAD 2019), 394, 83–84. <https://doi.org/10.2991/assehr.k.200115.014>

- 47) Izaak, W. C., Khristi, T. C., & Ika Kusumawardhani, N. (2022). Social Media Marketing and TOE Framework Exploration in Digital Micro or Small and Medium Enterprises. *Journal of Economics, Business and Government Challenges*, 5(1), 24–25. Retrieved from <https://ebgc.upnjatim.ac.id/index.php/ebgc/article/view/270/14>
- 48) Jain, D. E., & Yadav, A. (2017). Marketing and Technology: Role of Technology in Modern Marketing. *IOSR Journal of Business and Management*, 19(05), 49–51. <https://doi.org/10.9790/487x-1905064953>
- 49) Jakhar, D. (2024). Problem, prospects and policy initiatives of pottery industry: A case study of Jhajjar and Rohtak districts of Haryana. *Indian Journal of Economics and Financial Issues*, 5(1), 356–357. <https://doi.org/10.47509/IJEFI.2024.v05i01.01>
- 50) Jones, N., Borgman, R., & Ulusoy, E. (2015). Impact of social media on small businesses. *Journal of Small Business and Enterprise Development*, 22(4), 624–625. <https://doi.org/10.1108/JSBED-09-2013-0133>
- 51) Kaligis, J. N. (2023). Empowering the Traditional Pottery Entrepreneur Community through the Use of Technology to Maximize Business Income in Indonesia. *International Assulta of Research and Engagement (IARE)*, 1(1), 56–61.
- 52) Kapoor, S. (2023). The Impact of social media marketing on Small Businesses. *International Journal of Advance Research, Ideas and Innovations in Technology*, 9(2), 332–333. <https://www.ijariit.com/manuscripts/v9i2/V9I2-1284.pdf>
- 53) Kasemi, N. (2014). Problems of pottery industry and policies for development: case study of Koch Bihar district in West Bengal, India. *International Journal of Advanced Research in Impact*, 3(7), 239.
- 54) Kayamba, W. K., & Kwesiga, P. (2016). The role of pottery production in development : A case study of the Ankole region in Western Uganda. *Net Journal of Social Sciences*, 4(4), 88–90.
- 55) Kesaboina, V. M. (2022). Assessing the scope of digital resource intervention in the upliftment of. *Journal of Pharmaceutical Negative Results*, 13(9), 10139. <https://doi.org/10.47750/pnr.2022.13.S09.1186>
- 56) Khadi and Village Industries Commission. (2016). Operational Guidelines for the pilot projects of pottery activity under Mineral Based Industry (MBI) vertical of Gramodyog vikas yojana (pp. 1–17). Ministry of Micro, Small and Medium Enterprises. Retrieved from <https://msme.gov.in/sites/default/files/Pottery.pdf>
- 57) Kim, S., & Garrison, G. (2010). Understanding users' behaviors regarding supply chain technology: Determinants impacting the adoption and implementation of RFID technology in South Korea. *International Journal of Information Management*, 30(5), 388–389. <https://doi.org/10.1016/j.ijinfomgt.2010.02.008>
- 58) Kohli, N., & Trar, V. V. (2022). Use of Social Media in Uplifting Traditional Craft. In R. Jayakumar & R. R. Duvvuru (Eds.), *Research Trends in Multidisciplinary Research* (pp. 4–5). AkiNik Publications. <https://doi.org/10.22271/ed.book.1707>
- 59) Kumar, M., & Shadab, N. (2024). The Impact of Social Media Marketing in Rural Bihar: Opportunities and Challenges. *International Journal of Research Publication and Reviews*, 5(5), 5240.
- 60) Kusrini, & Hasmawati. (2020). Relation of Family Income of Pottery Craftsmen to Pottery Production Power in Maregam Village, Tidore Islands City. *Proceedings of the 1st International Conference on Teaching and Learning (ICTL 2018)*, 75–77. <https://doi.org/10.5220/0008897700750080>

- 61) Kussujaniatun, S., Sujatmika, & Hartati, A. S. (2022). Digital Marketing to Competitive Advantages of MSMEs in Kasongan, Kajigelem, Bantul, Yogyakarta. *Jurnal REKOMEN (Riset Ekonomi Manajemen)*, 5(9), 132–133. <https://doi.org/10.31002/rn.v5i2.5522>
- 62) Kuusisto, M. (2017). Barriers and facilitators of digitalization in organizations. *Proceedings of the SQAMIA 2017*, 4.
- 63) Lakhwani, M., Dastane, O., Safie, N., Satar, M., & Johari, Z. (2020). The Impact of Technology Adoption on Organizational Productivity. *Journal of Industrial Distribution & Business*, 11(4), 9. <https://doi.org/10.13106/jidb.2020.vol11.no4.7>
- 64) Lekhanya, L. M. (2018). The Digitalisation of Rural Entrepreneurship. In *Entrepreneurship - Trends and Challenges*. Intechopen. <https://doi.org/10.5772/intechopen.75925>
- 65) Lina, L. F., & Suwarni, E. (2022). Social commerce adoption to enhance SMEs performance: technology, organization and environment (toe) perspectives. *Jurnal Aplikasi Manajemen Dan Bisnis*, 8(3), 693. <https://doi.org/http://dx.doi.org/10.17358/jabm.8.3.689>
- 66) Lippert, S. K., & Govindarajulu, C. (2006). Technological, Organizational, and Environmental Antecedents to Web Services Adoption. *Communications of the IIMA* Volume, 6(1), 149. <https://doi.org/https://doi.org/10.58729/1941-6687.1303>
- 67) Littrell, M. A., & Dickson, M. A. (2002). Marketplace Handwork of India : Impacts on Artisan Capabilities. *Textile Society of America Symposium Proceedings.*, 66–68. Retrieved from <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1529&context=tsaconf>
- 68) Maduku, D. K., Mpinganjira, M., & Duh, H. (2016a). Understanding mobile marketing adoption intention by South African SMEs: A multi-perspective framework. *International Journal of Information Management*, 36(5), 718. <https://doi.org/http://dx.doi.org/10.1016/j.ijinfomgt.2016.04.018>
- 69) Maduku, D. K., Mpinganjira, M., & Duh, H. (2016b). Understanding mobile marketing adoption intention by South African SMEs: A multi-perspective framework. *International Journal of Information Management*, 36(5), 714 & 717. <https://doi.org/10.1016/j.ijinfomgt.2016.04.018>
- 70) Maharshi, K., & Bishnoi, N. (2024). A Study on the SOCIO-Economic Development of Western Rajasthan's Craft Artisans. *Journal of Business Management and Information Systems*, 11(1), 76. <https://doi.org/10.48001/jbmis.1101007>
- 71) Mahliza, F. (2019). The Influence of E-Commerce Adoption Using Social Media. *International Journal of Business, Economics and Law*, 18(5), 296. Retrieved from <https://karyailmiah1.mercubuana.ac.id/wp-content/uploads/2021/06/B4-1.pdf>
- 72) Majeed, I., Bhat, A. H., & Azam, R. (2023). The role of Government in promoting handicraft industry: a case study of Kashmir. *ShodhKosh: Journal of Visual and Performing Arts*, 4(1), 431. <https://doi.org/10.29121/shodhkosh.v4.i1.2023.356>
- 73) Meslat, N. (2018). Impact of social media on customers' purchase decision. *International Business and Administration*, 45, 12–13.
- 74) Ministry of Micro Small and Medium Enterprises. (2023). Annual Report of the Ministry of MSME (pp. 51–55). Ministry of Micro Small and Medium Enterprises. Retrieved from

<https://msme.gov.in/sites/default/files/MSMEANNUALREPORT2022-23ENGLISH.pdf>

- 75) Mishra, S. P., & Mansuri, A. J. (2016). Problems of Indian Red clay pottery ( terracotta ) industries and policies for development. *International Journal of Advanced Research in Management and Social Sciences*, 5(11), 35.
- 76) Mndzebele, N. (2013). The Effects of Relative Advantage, Compatibility and Complexity in the Adoption of EC in the Hotel Industry. *International Journal of Computer and Communication Engineering*, 2(4), 474. <https://doi.org/10.7763/ijcce.2013.v2.229>
- 77) Mondal, K. (2025). Women entrepreneurship on digital platform:- a case study of twin city of Odisha. *International Journal of Entrepreneurship*, 29(1), 7.
- 78) Mondira, S. (2022). Report on “ Analysing the relationship between promotional activities and sales ” (p. 36). BRAC University. Retrived from [https://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/19273/17304113\\_BBA.pdf?sequence=1](https://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/19273/17304113_BBA.pdf?sequence=1)
- 79) Mthembu, P. S., Kunene, L. N., & P, M. T. (2018). Barriers to E-commerce adoption in African countries . A qualitative insight from Company. *Journal of Contemporary Management*, 15, 19–20.
- 80) Mulia, A. P. (2021). The use of Social Media as a way of selling handicraft products from the Baduy community. *The Management Journal of BINANIAGI*, 6(2), 211–212. <https://doi.org/10.33062/mjb.v6i2.473>
- 81) Narendra, V. S. (2022). Socio-economic health aspects of rural artisans. *International Journal of Health Sciences*, 6(S2), 8106–8108. <https://doi.org/https://doi.org/10.53730/ijhs.v6nS2.7023>
- 82) Nefrida Jandini, Poppy Febriana, Moh Ar Raafi Ahsa Febian, & Muhammad Rafli Sadar Darmawan Siahaan. (2024). Utilization of the Facebook Marketplace as a Marketing Media and Promotional Media in Improving the MSME Economy of Pottery Pot Crafts in Kemangsen Village. *ABDIMAS: Jurnal Pengabdian Masyarakat*, 7(1), 399–404. <https://doi.org/10.35568/abdimas.v7i1.3093>
- 83) Nekatibeb, T. (2012). Evaluating the Impact of Social Media on Traditional Marketing [Helsinki Metropolia University of Applied Sciences]. In Metropolia. Retrived from <http://www.theseus.fi/handle/10024/46954>
- 84) Nguyen, X. T. (2019). Digital Marketing Application to Enhance Tourism Market Access for Traditional Craft Villages in Selected Place. Tomas Bata University, Zlin.
- 85) Nortey, S., Amoanyi, R., & Essuman, A. (2018). The determinants of pottery demand in Ghana. *Journal of Science and Technology (Ghana)*, 37(1), 76–82. <https://doi.org/10.4314/just.v37i1.7>
- 86) Noviaristanti, S., Yunita, S. C., & Triono, S. P. H. (2023). Social Media Usage Impacts on SME’s Firm Performance: Evidence From West Java, Indonesia. *Indonesian Journal of Business and Entrepreneurship*, 9(2), 292. <https://doi.org/10.17358/ijbe.9.2.285>
- 87) O’Brien, C. (2023a). COVID, clay, and the digital: The role of digital media in pottery skill development during the COVID-19 pandemic in Britain. *Journal of Material Culture*, 6–12. <https://doi.org/10.1177/13591835231212283>
- 88) O’Brien, C. (2023b). ‘It’s just nice not to be on screens’: exploring the relationship between pottery making, eudemonic wellbeing, and Instagram. *Leisure Studies*, 00(00), 1–11. <https://doi.org/10.1080/02614367.2023.2218600>

- 89) Office of the Development Commissioner (Handicrafts). (2021). SCHEMES OF OFFICE of the Development Commissioner (Handicrafts) (pp. 27–28). Office of the Development Commissioner (Handicrafts) Ministry of Textiles, Government of India. <https://indian.handicrafts.gov.in/static-pdf/scheme-guideline.pdf>
- 90) Oktarianti, R., Setyati, D., Utami, E. T., & Suwandari, A. (2022). Marketing Strategy for Pottery Products in Kesilir Village-Wuluhan-Jember Regency Through Digital Marketing Strategies Efforts to Overcome the Impact of the Covid-19 Pandemic. *Abdimas Umtas: Jurnal Pengabdian Kepada Masyarakat*, 5(1), 1630–1634. <https://doi.org/https://doi.org/10.35568/abdimas.v5i1.1677>
- 91) Olalere, F. E. (2019). Commoditising indigenous crafts to enhance tourism experience: A case study on Mambong Pottery, Malaysia. *African Journal of Hospitality, Tourism and Leisure*, 8(4), 7–8.
- 92) Oliveira, T., & Martins, M. F. (2011). Literature Review of Information Technology Adoption Models at Firm Level. *Electronic Journal of Information Systems Evaluation*, 14(1), 112–113.
- 93) Palit, P. K., & Dey, S. (2022). Problems of pottery of Chaltaberia, North 24 Parganas: a case study. *Agpe the Royal Gondwana Research Journal of History, Science, Economic, Political and Social Science*, 3(4), 132.
- 94) Paquette, H. (2013). Social Media as a Marketing Tool. 4–5. Retrieved from [https://digitalcommons.uri.edu/tmd\\_major\\_papers/2/](https://digitalcommons.uri.edu/tmd_major_papers/2/)
- 95) Pradifera, A. L., Prasilowati, S. L., Ahmadi, S., & Safitri, J. (2022a). the Role of the Use of Social Media in Analyzing the Impact of Organizations Using the Toe Framework on Msmes in Indonesia. *Academy of Entrepreneurship Journal*, 28(1), 4–10.
- 96) Pradifera, A. L., Prasilowati, S. L., Ahmadi, S., & Safitri, J. (2022b). The role of the use of social media in analyzing the impact of organizations using the TOE framework on MSMEs in Indonesia. *Academy of Entrepreneurship Journal*, 28(1), 4.
- 97) Pramanik, S., Sikdar, P. P., Bandyopadhyay, D., & Banerjee, A. (2021). Revisiting indigenous craft of West Bengal, Terracotta of Panchmura: a Review of Socio Economic Study. *International Journal of Multidisciplinary Educational Research*, 10(4 (4)), 49–50.
- 98) Rahman, R. U., Shah, S. M. A., El-Gohary, H., Abbas, M. ar, Khalil, S. H., Altheeb, S. Al, & Sultan, F. (2020a). Social Media Adoption and Financial Sustainability: Learned Lessons from Developing Countries. *Sustainability* 2020, 12, 16. <https://doi.org/10.3390/su122410616>
- 99) Rahman, R. U., Shah, S. M. A., El-Gohary, H., Abbas, M., Khalil, S. H., Altheeb, S. Al, & Sultan, F. (2020b). Social media adoption and financial sustainability: Learned lessons from developing countries. *Sustainability (Switzerland)*, 12(24), 8. <https://doi.org/10.3390/su122410616>
- 100) Rawash, H. N. (2021). E-commerce Adopting TOE Model by SMEs in Jordan. *Multicultural Education*, 7(3), 121–122. <https://doi.org/10.5281/zenodo.4598098>
- 101) Regimae, B., Jr, M., Gabriel, M., Joy Buenviaje, P., Research Scholar, M., & La, D. (2021). Effectiveness of Social Media Advertisement towards Customer Engagement of Selected Fast-Food Restaurants in Dasmariñas. *International Journal of Management and Commerce Innovations*, 9(2), 615.

- 102) Regon, B. J. (2019). Problems and prospects of Pottery Industry in Majuli. *International Journal of Research in Engineering, Science and Management*, 2(5), 953–954.
- 103) Santoso, A., Erdawati, Ratnasari, R. T., Palupiningtyas, D., & Balaka, M. Y. (2020). Determinants of social media use by handicraft industry of Indonesia and its impact on export and marketing performance: An empirical study. *International Journal of Innovation, Creativity and Change*, 12(9), 5–16.
- 104) Sarma, K. (2018). A Study on economic prospects and Problems of Terracotta and Pottery Crafts of Assam with Special Reference to Asharikandi Village of Dhubri District. *International Journal of Management Studies*, 5(2(6)), 67. [https://doi.org/10.18843/IJMS/V5I2\(6\)/07](https://doi.org/10.18843/IJMS/V5I2(6)/07)
- 105) Selamat, Z., & Jaffar, N. (2010). Information Technology Acceptance: From Perspective of Malaysian Bankers. *International Journal of Business and Management*, 6(1), 212. <https://doi.org/10.5539/ijbm.v6n1p207>
- 106) Sen, S., & Bhattacharjee, T. (2021). Socio Economic condition and problems of pottery industry in Basudebpur , Shyamnagar , West Bengal : A Geographic Appraisal. *International Journal of Research in Engineering and Science (IJRES)*, 09(10), 14–16.
- 107) Shah, A., & Patel, R. (2017). Problems and challenges faced by handicraft artisans. *Voice of Research*, 6(1), 60. <https://ideas.repec.org/p/vor/issues/2017-06-14.html>
- 108) Shrestha, P. (2018). Challenges and scopes of Pottery Industry.. *Pravaha*, 24(1), 148. <https://doi.org/10.3126/pravaha.v24i1.20234>
- 109) Singh, N. (2022a). Handicrafts of Rajasthan: looking through the lens of utilitarian purpose, the construction and art of pottery making. *Rabindra Bharati Journal of Philosophy*, 23(7), 150–154.
- 110) Singh, N. (2022b). Handicrafts of Rajasthan: Looking through the Lens of Utilitarian Purpose , The Construction and Art of Pottery Making. *Rabindra Bharati Journal of Philosophy*, 23(7), 150.
- 111) Sirika, B. (2009). Socio-economic status of Handicraft Women Among Macca Oromo of West Wallaga, Southwest Ethiopia. *Ethiopian Journal of Education and Sciences*, 4(1), 4. <https://doi.org/10.4314/ejesc.v4i1.42987>
- 112) Sisodia, R., & Rastogi, R. (2024). Navigating The Hurdles : Challenges Confronting Smes In Social Media Integration For Brand Image Enhancement. *Journal of Informatics Education and Research*, 4(2), 1527.
- 113) Stoica, M., Roach, W., & Gata, A. (2014). The Strategic Move to Adopt a New Technology. SMEs Trends to Incorporate Wireless Business in Their Business Model. In E. Ardoin (Ed.), *Proceedings of the association for small business and entrepreneurship* (p. 5).
- 114) Sugandini, D., Irhas Effendi, M., & Istanto, Y. (2020). The Resistance of SMEs in Adopting Social Media:TOE Model. *Covid-19 – Reshaping Marketing and Communications*, 47–50. [https://doi.org/10.51432/978-1-8381524-7-5\\_5](https://doi.org/10.51432/978-1-8381524-7-5_5)
- 115) Suleiman, M. (2021). Impact of Social Media in Fostering Creativity amongst Artisans in Northern Nigeria. *African Scholar Journal of Humanities and Social Sciences (JHSS-6)*, 20(6), 119.
- 116) Tangvah, K., & Marak, Q. (2015). The making of Nungbi Ham: a study of Nungbi pottery of Manipur, India. *Humankind*, 11(1), 148–159.
- 117) Tanye, H. A. (2016). Perceived Attributes of Innovation: Perceived Security as an Additional Attribute to Roger’s Diffusion of Innovation Theory. *International Journal*

- of Multicultural and Multireligious Understanding, 3(6), 8–9. <https://doi.org/10.18415/ijmmu.v3i6.57>
- 118) Terry, M. E. (1999). The Economic and Social Significance of the Handicraft Industry in Botswana [University of London]. In ProQuest LLC(2017): Vol. I. Retrieved from <https://eprints.soas.ac.uk/28824/1/10672993.pdf>
- 119) Tran, T. H. U. (2020). Adoption of Social Sustainability Practices in Developing Countries : A Case Study of Vietnamese Handicraft Organisations [RMIT University, Melbourne, Australia].
- 120) Triplett, V. (2024). Factors That Hinder Rural Small Business Owners from Adopting Internet Marketing as a Strategy. *Open Journal of Business and Management*, 2024, 12, 2012–2013. <https://doi.org/10.4236/ojbm.2024.123105>
- 121) Vaculčíková, Z., Tučková, Z., & Nguyen, X. T. (2020a). Digital marketing access as a source of competitiveness in traditional Vietnamese handicraft villages. *Innovative Marketing*, 16(1), 3–8. [https://doi.org/10.21511/im.16\(1\).2020.01](https://doi.org/10.21511/im.16(1).2020.01)
- 122) Vaculčíková, Z., Tučková, Z., & Nguyen, X. T. (2020b). “Digital marketing access as a source of competitiveness in traditional Vietnamese handicraft villages.” *Innovative Marketing*, 16(1), 4–5. [https://doi.org/10.21511/im.16\(1\).2020.01](https://doi.org/10.21511/im.16(1).2020.01)
- 123) Vaculčíková, Z., Tučková, Z., & Nguyen, X. T. (2020c). Digital marketing access as a source of competitiveness in traditional Vietnamese handicraft villages. *Innovative Marketing*, 16(1), 7–8. [https://doi.org/10.21511/im.16\(1\).2020.01](https://doi.org/10.21511/im.16(1).2020.01)
- 124) Vilhunen, K., & Väänänen, N. (2024). Different ways to craft and use social media in crafting. *Leisure Studies*, 1–2. <https://doi.org/10.1080/02614367.2024.2357793>
- 125) Wibowo, A. P., Wijastuti, S. W., & Widodo, Z. D. W. (2023a). The Effect of Marketplace and Social Media as a Marketing Strategy on the Expansion of Creative Industry Market Segments. *International Journal of Asian Business and Management*, 2(4), 412–420. <https://doi.org/10.55927/ijabm.v2i4.5165>
- 126) Wibowo, A. P., Wijastuti, S., & Widodo, Z. D. (2023b). The Effect of Marketplace and Social Media as a Marketing Strategy on the Expansion of Creative Industry Market Segments. *International Journal for Asian Business and Management*, 2(2), 413.
- 127) Wongpathomcumnerd, S. (2023). Readiness of thai artistic handicrafts for global online marketplace (p. 13).
- 128) Yadav, R., & Mahara, T. (2019). Factors affecting e-commerce adoption by handicraft SMEs of India. *Journal of Electronic Commerce in Organizations*, 17(4), 44–45. <https://doi.org/10.4018/JECO.2019100104>
- 129) Yadav, U., Tripathi, R., & Prakash yadav, G. (2022). Indian Terracotta Of Gorakhpur And Bindi(Tikuli) In Balia And Women Artisan In The Digital Era: A Case Study On The Traditional Bindi Handicraft In Uttar Pradesh. *GOSPODARKA I INNOWACJE*, 22, 365–368.
- 130) Yuexin, D. (2017). Struggles and successes: How the Internet and social media have affected the design and crafts industry [Aalto University School of Arts, Design & Architecture]. In Aaltodoc Publication (Vol. 2). Retrieved from <https://aaltodoc.aalto.fi/items/b2c8a853-a30a-4b57-8171-230c5d76bd3d>
- 131) Yulisa, S., Utama, L., & Ruslim, T. S. (2022). The Use of Social Media to Enhance the Performance of Small and Medium Scale-Businesses. *Proceedings of the Tenth International Conference on Entrepreneurship and Business Management 2021 (ICEBM 2021)*, 444–446. <https://doi.org/10.2991/aebmr.k.220501.067>