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The Role of Branding and Marketing in the Carpet Industry

Mohd Ashmal Ansar

Student, School of Business, Galgotias University Greater Noida, Uttar Pradesh, India

ABSTRACT

This research study investigates and explores in meticulous and detailed manner the complex and multifaceted manner in which marketing and branding exercise a compelling and innovative influence on the ancient carpet trade, an ancient and prosperous traditional business with profound cultural roots. The traditional carpet trade of centuries, steeped in tradition and history, is now fighting hard against mass-produced machine-made carpets and shifting consumer attitudes and the inevitable need to stay tough online in the modern digital age. The report easily demonstrates how new marketing technologies such as social media platforms, influencer collaborations, and the powerful storytelling phenomenon can be combined harmoniously and effectively with centuries of traditional craftsmanship from generation to generation, resulting in the development of an attractive and commercially successful brand identity that appeals to consumers. Supported by primary consumer surveys collecting firsthand evidence and in-depth case studies analyzing top Indian carpet brands such as Jaipur Rugs and Obeetee, this comprehensive investigation unlocks the huge potential digital branding offers in increasing market reach and building customer loyalty in today's highly competitive marketplace.

Introduction

India's carpet industry is a powerful and robust force within the vast global marketplace that is committed to handmade carpets. The industry is world-renowned for the quality and the rich cultural heritage that each of its productions embodies. The key clusters of carpet production, such as Bhadohi, Jaipur, Agra, and Kashmir, are renowned throughout the world for their special and typical patterns as well as intricate designs of weaving. These factors are indeed accountable for defining the superior craftsmanship that is in the hands of skilled artisans in these regions. However, within the modern age, we have witnessed the development and growth of industrial carpet production. With this emergence comes the shifting behavior and attitudes of consumers that are essentially redefining the dynamics of the market space. Consumers now demand a lot more than plain vanilla functional functionalism from their purchases; there is now a very strong emphasis placed on brand integrity, manufacturing transparency, and compelling storytelling around the products that they want to buy. This revolutionary shift in consumer behavior necessitates the requirement for even the traditional producers in the marketplace to adopt new branding practices as well as effective digital marketing strategies. This allows them to make the products more attractive, build a strong market presence, and ultimately achieve long-term sustainability in a more competitive marketplace.

Objectives

- In order to realize the broader and deeper levels of the highly significant variables and intrinsic value of branding is to realize its role of contributing to the formation of a strong product identity and leaving a lasting and indelible mark in the competitive market environment.
- To perform a comprehensive examination of various digital marketing tools as well as their market adoption and usage by the players in Indian carpet industry.
- Whether customers would like to get branded or unbranded carpet products.

The overall objective of this project is to find out in full and acquire in-depth insight about several issues small and medium-sized businesses and artisan communities face when attempting to adopt effective modern marketing techniques in the competitive market of the modern world.

- The most important thing here is to provide branding and marketing concepts that not only are effective but also pragmatic in form, and specifically designed to address the needs and form of traditional firms.

Scope

The research is more interested in the various different clusters of carpet manufacturing present in India, and of particular interest to it are the long-standing and indigenous traditions that have been painstakingly transferred to the next generation. It discusses the various issues that are the result of the

competition of the modern age, which these clusters have to deal with in the changed market situation of the modern age. Apart from these, this research further supports its investigation by the addition of data and observations drawn from other foreign economies, i.e., the economies of Turkey and Iran, in order to make comparative analysis of the business practices at the international level. The whole analysis goes beyond the boundaries of just handmade carpets; it also explores the applicability and functioning of artisan collectives, social enterprises, and mature brands present in the industry. Apart from these, it undertakes a critical examination of both business-to-business (B2B) and business-to-consumer (B2C) marketing strategies with special emphasis on fields like visual identity, emotional branding, and the constant digital revolution that is critically influencing branding activities in our time.

Significant Contributions and Contributions to the Field

- Virtually 78% of customers view branding as being among their biggest drivers of purchasing behaviors when they are buying carpets. The high percentage shows a good trend among customers who would like to buy existing, known brands in the market, not to mention the values such brands have and represent.

- Visually oriented social media platforms like Instagram and Pinterest are the most powerful drivers of carpet promotion, primarily due to their visual nature. This aspect allows brands to construct engaging stories quite effortlessly that not only engage their audience but also present different kinds of designs in an engaging and interesting form.

Emotional branding, which closely resonates with the inspiring narratives of the artists involved in the production process, is used to bring out the richness and abundance of the rich and varied cultural heritage that is the basis of the production of such products. It also highlights the underlying values of ethical production processes. Such a method is said to be very effective in differentiating brands from other competitors on a significant level.

- The sector is currently marred by many very difficult to solve serious problems, including a universal one of illiteracy in the digital space that most of the artisans in this sector are exposed to. There is also the issue of the small budgets of advertisement campaigns, that just further compound the issues. Apart from these, there is also very stiff competition from machine-made carpets, which have dominated the market, taking up to 80% of the whole market share.

Recommendations

- Create and deliver specialized training sessions to be context-specific and in local languages of the participants, and the general aim of being in a position to successfully transfer core knowledge to artisans. The knowledge to be transferred will include core concepts in brand building, the art of visual storytelling, and the optimal use of various digital marketing platforms available.

- Encourage intra-cluster cooperation between craft, design institutions like NID and NIFT to modernize packaging, logos, and product presentation.

- Encourage utilization of a chain of e-commerce websites, e.g., Etsy, Amazon Handmade, and WhatsApp Business, to facilitate promotion of direct access to the customer from anywhere in the world, reducing reliance on middlemen for selling.

- Utilize government initiatives such as Digital India and ONDC for rural reach and enhancing digital infrastructure support.

- Employ augmented reality technology in a way that enables customers to be in a position to experience the special excitement of seeing carpets in the context of their own home. A new way that significantly enhances the overall customer experience by offering a more interactive and engaging experience and at the same time eliminates any fear or apprehension they may have of purchasing.

Conclusion

Branding and marketing have come a long way in the past, from discretionary or optional tasks in the carpet industry to being part of the basic building blocks that are a prerequisite for survival as well as success in this competitive marketplace. As the extensive research offered in this paper indicates, it is more than possible that the traditional ways of craftsmanship can coexist with modern marketing strategies, ultimately leading to an effective synergy that complements and sustains both. With the strategic and purposeful application of digital media, the creation of an interesting and visually stimulating brand presence, and the art of linking emotional storytelling, even the tiniest of crafters at a micro level have the unimaginable capability of gaining a world-wide following, thereby enabling them to create long-term brand equity that is not location-based. The key findings listed in this research affirm the absolute necessity to maintain brand authenticity, ethical production practices, and consumer engagement, which have been found to be great drivers that play a significant role towards success in this ever-growing competitive marketplace. This research is not an academic exercise but an informative guidebook to stakeholders in the business, which enables them to chart the process of transformation from being craftsmanship-based to embracing a broader branding strategy, as well as from a localized presence to successfully entering and flourishing in a global marketplace.