

The Economic and Socio-Cultural Factors Affecting the Handicraft Business in Sta. Magdalena, Sorsogon

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Abstract— This study sheds light on the resilience and adaptability of Sta. Magdalena's handicraft business owners and workers. The research investigates how local knowledge and skills are leveraged to navigate economic and socio-cultural complexities. The findings suggest that this entrepreneurial spirit fosters a strong belief in the industry's long-term viability. Beyond economic considerations, the study delves into the socio-cultural factors influencing the handicraft industry. Traditions, cultural heritage, and community support are crucial aspects of this sector. The research explores how these traditions are transmitted through generations, the role of community organizations in promoting local crafts, and the impact of modernization and globalization on the evolution of craft practices. The social significance of handicrafts is also examined, including their contribution to local employment, cultural preservation, and community cohesion. The research design employs a descriptive approach with surveys administered to 50 respondents. By studying innovation and cultural preservation, the researchers aimed to understand what makes the handicraft industry successful. The study also highlighted the potential of digital technology to help the industry grow and create more jobs. The overall goal is to provide information that can help policymakers and industry leaders support the handicraft business in Sta. Magdalena. By recognizing the resilience and entrepreneurial spirit of local artisans, alongside the importance of digital tools and cultural preservation, effective support programs and policies can be developed to ensure the continued success of this unique handicraft industry. Community-based Action Plan is also outlined to support the long-term growth of the handicraft business in Sta. Magdalena.

Keywords— handicraft industry, economic factors, socio-cultural factors, Sta. Magdalena, Sorsogon, entrepreneurship, cultural heritage, digital innovation, sustainability.

I. INTRODUCTION

The Philippines, an archipelago renowned for its vibrant culture and rich heritage, boasts a tapestry of traditional crafts that have been passed down through generations. Among these, the handicraft industry holds a significant place, not only as a source of income for many Filipinos but also as a vital contributor to the nation's cultural identity. This study delves into the intricate relationship between economic and socio-cultural factors and the handicraft business in Sta. Magdalena, Sorsogon, a municipality located in the Bicol Region, known for its skilled artisans and unique craftsmanship.

The handicraft market in the Philippines is expanding due to several factors. Here are a few key reasons; There is an increasing preference for handmade and locally produced goods. Consumers value the distinctiveness and authenticity of these items, leading to heightened demand. With rising incomes and rapid urbanization, more individuals have disposable income to spend on both decorative and functional handicrafts. These products are sought after for their ability to enhance the ambiance of homes and workplaces. The Philippine government has been actively promoting the handicraft industry through various initiatives. These efforts

include providing assistance to local artisans, organizing craft exhibitions, and facilitating exports. Online retail platforms and social media channels play a pivotal role in promoting local manufacturers. Digital platforms are utilized for marketing, while social media serves as an effective tool for driving sales, particularly among small and medium-sized enterprises (SMEs). The rise of activities like eco-tourism has bolstered tourist visits to rural areas. Tourists often purchase handicrafts as mementos, contributing significantly to the sector's growth.

Beth Arch (2019), stated that almost every household in the Philippines possesses one or multiple handicraft items such as baskets, brooms, feather dusters, bamboo sofa sets, cabinets, and various other types of furniture. Additionally, accessories like earrings, bracelets, necklaces, and fashionable clothing items that appeal to today's youth are crafted from indigenous materials such as beads, shells, seeds, and more. This widespread ownership underscores the widespread support and patronage of Filipinos for their local handicraft industry.

According to 6Wresearch (2023), The Philippines handicrafts market is experiencing significant growth,

projected to expand at a CAGR of 15.5% from 2025-2031, driven by its rich cultural heritage and diverse natural resources. Filipino artisans create unique, high-quality handicrafts using materials like bamboo, coconut shells, abaca fibers, and seashells. The USA, followed by Japan, Switzerland, Germany, and the Netherlands, represents the most attractive export market. While currently concentrated (HHI of 4530 in 2023, up from 1842 in 2017), the market benefits from strong cultural roots and readily available resources. However, it faces challenges from cheaper, mass-produced alternatives and limited access to technology for some artisans. The report by 6Wresearch analyzes the market by product type (woodware, textiles, jewelry, etc.), distribution channel (retailers, online stores), and end-users (residential, commercial), providing insights into market trends, opportunities, and drivers.

The study begins by exploring the economic factors that impact the handicraft business in Sta. Magdalena. These factors include the availability of raw materials, access to financing, and the competitiveness of the market. The study will examine the challenges faced by artisans in securing adequate supplies of raw materials, particularly in light of increasing demand and dwindling resources. It will also analyze the limited access to financial resources, including loans and grants, which often hinder artisans from expanding their businesses and investing in new technologies.

Through the investigation of the diverse handicraft business, this study seeks to clarify the obstacles and possibilities encountered by the creative people of Sta. Magdalena. It will investigate how the demand for tourism, market rivalry, resource availability, and funding from the government affect the handicraft industry's overall success. The study will also look into how innovation and cultural preservation contribute to Sta. Magdalena's handicraft business's continual relevance and competitiveness in the developing tourism setting.

Sta. Magdalena, a municipality located in the province of Sorsogon in the Philippines, presents an intriguing case study for exploring the interplay between sustainable tourism and local handicrafts. The municipality has a land area of 43.50 square kilometers or 16.80 square miles which constitutes 2.05% of Sorsogon's total area. Its population as determined by the 2020 Census was 17,096. This represented 2.06% of the total population of Sorsogon province or 0.28% of the overall population of the Bicol Region. Sta.

Magdalena is composed of 14 barangays. This municipality boasts a rich cultural heritage, with skilled artisans who have long practiced traditional crafts, producing intricate woven bags, pouches, hats, boxes, and other handcrafted goods made of Buri (*Corypha elata Roxb.*) Karagomoy (*Pandanus simplex*), Bariw (*Pandanus copelandii*), and some other native materials. These handicrafts represent an important aspect of Sta. Magdalena's cultural identity and economic livelihood.

The handicraft sector in Sta. Magdalena plays a crucial role in the local economy, serving as a cultural beacon that attracts tourists seeking authentic experiences and locally crafted souvenirs. Understanding the underlying dynamics of this industry is essential not only for preserving cultural traditions but also for fostering economic development and empowering the community. This study intends to delve into these dynamics to uncover the factors that either propel or hinder the success of handicraft businesses within the tourism landscape.

The handicraft sector in Sta. Magdalena is comprised of old-world artistry and the spirit of businesses, significantly improving the socioeconomic structure of the area. This research aims to investigate how numerous factors, including consumer preferences, government regulations, infrastructure development, and market trends, impact the operational strategies and market positioning of handicraft businesses and local workers.

Handicraft business competitiveness and profitability in the marketplace are greatly affected by internal elements like as production techniques, quality control, pricing tactics, and marketing initiatives. The goal of this study is to investigate how Sta. Magdalena's local businesses and skilled workers handle these internal dynamics to comply with changing customer demands while maintaining the high standard and distinctiveness of the products they produce.

However, the handicraft business in Sta. Magdalena faces challenges in the face of globalization and changing consumer preferences. The increasing availability of mass-produced goods, often at lower prices, poses a threat to the traditional crafts sector. Moreover, the lack of adequate infrastructure, marketing support, and access to financing can hinder the growth and sustainability of handicraft businesses.

Handicraft businesses in Sorsogon are not exempt from the broader socio-economic and environmental

pressures affecting industries worldwide. Issues like climate change, resource scarcity, and socio-political instability can significantly impact the handicraft sector's ability to grow sustainably. This study will explore how these macro-level forces intersect with local dynamics to shape the future trajectory of Sta. Magdalena's handicraft businesses.

Handicraft businesses have a significant socio-economic impact that goes beyond generating money. These impacts include employment creation, skill development, and cultural preservation. The businesses mentioned above help Sta. Magdalena's craftsmen have meaningful livelihoods, which helps to reduce poverty and promote social inclusion. The purpose of this study is to measure and evaluate these socioeconomic benefits, emphasizing the industry's significant contribution to promoting community well-being.

Growing awareness of the importance of sustainable practices in the handicraft sector has been observed in recent years. Environmentally friendly and ethically sourced items are becoming more and more popular among consumers, which presents opportunities as well as obstacles for Sta. Magdalena's creative individuals. The adoption of sustainable practices by neighborhood handicraft businesses will be examined in this study, along with strategies for coordinating these practices with consumer preferences and market demands.

The global tourism industry, a dynamic and multifaceted sector, has witnessed remarkable growth in recent decades. This expansion has brought with it significant economic benefits, contributing to job creation, infrastructure development, and cultural exchange. However, the industry's rapid development has also raised concerns about its environmental and social sustainability. As tourism continues to evolve, it is imperative to adopt practices that minimize its negative impacts and maximize its positive contributions to host communities.

The Tendata (2023) reported on the global handicrafts market indicates a significant growth trajectory, predicting a market value of \$1296.6 billion by 2028, with a CAGR of 9.1%, fueled by rising demand for home décor and gifts. North America leads in consumer demand, followed by Europe and Asia Pacific, with key product categories including affordable Chinese handicrafts, eco-friendly Southeast Asian bamboo crafts, and elegant European ceramics. India dominates the export landscape, accounting for 87.48% of global

exports, with top companies like NITTIN CREATIONS and C L GUPTA EXPORTS significantly contributing to this market. The report emphasizes India's pivotal role in the handicrafts trade and suggests further research into specific market segments and the influence of e-commerce platforms on future growth. Philippines was the top 3 global exporters of handicraft as of November 2023 with 4.4%, \$425.6 Million.

Furthermore, the study investigated the competitive landscape of the handicraft market, considering factors such as the influx of mass-produced goods, the emergence of online marketplaces, and the changing consumer preferences. The study will explore the impact of these factors on the demand for traditional handicrafts and the ability of artisans to compete in a globalized market.

Beyond economic considerations, the study delves into the socio-cultural factors that influence the handicraft business in Sta Magdalena. These factors include the role of tradition and cultural heritage, the importance of community support, and the impact of social change on craft practices. The study will examine how traditional knowledge and skills are transmitted through generations, the role of community organizations in promoting and preserving local crafts, and the influence of modernization and globalization on the evolution of handicraft practices.

The study explored the social and cultural significance of handicrafts in Sta. Magdalena. It will examine how handicrafts contribute to the local economy, provide employment opportunities, and preserve cultural identity. The study will also consider the role of handicrafts in fostering community cohesion and promoting tourism.

By examining the economic and socio-cultural factors that influence the handicraft business in Sta. Magdalena, this study seeks to contribute to a deeper understanding of the challenges and opportunities faced by traditional artisans in the Philippines. The findings of this study will provide valuable insights for policymakers, development agencies, and community leaders who are working to support the sustainability and growth of the handicraft sector in the country.

Sustainable tourism, an emerging paradigm, emphasizes the integration of environmental, social, and economic considerations into tourism development and management. This approach aims to ensure that tourism activities are conducted responsibly and ethically,

preserving natural resources, respecting local cultures, and fostering equitable economic benefits for host communities. The concept of sustainable tourism is particularly relevant in the context of developing countries, where tourism can play a crucial role in economic diversification and poverty reduction.

The ultimate goal of this research is to offer policymakers, tourism stakeholders, and local Sta. Magdalena's creative people useful insights and suggestions. This study aims to enhance informed decision-making and strategic interventions that support the tourism sector's long-term sustainability, cultural vibrancy, and economic resilience by deepening awareness of the factors driving the handicraft business.

II. METHODOLOGY

This chapter explains the research design that was used for the study and the rationale behind the selection. It gives details on the selection criteria and sampling strategy that were applied. The methods used to conduct this study are presented, as well as a description of the instrument used for data collection.

Research Design

The researcher used the descriptive research method as this study aimed to know the economic and socio-cultural factors affecting the handicraft business in Sta. Magdalena, Sorsogon. A descriptive research method is a scientific approach focused on describing and analyzing the characteristics of a population, situation, or phenomenon without manipulating variables.

It provided a detailed overview of the subject under study, emphasizing the "what" rather than the "why" or "how." Through methods like surveys, observations, and case studies, quantifiable data are collected to depict the current status of the topic.

Descriptive research is valuable for establishing a foundational understanding before further exploration or hypothesis testing begins.

Respondents of the Study

The target respondents in this study were twenty-five (25) Local Handicrafts weavers, and twenty-five (25) business owners, a total of fifty (50).

Research Instrument

A semi-structured interview guide and surveys was the main research tool used in this study. Open-ended questions intended to elicit in-depth details and

viewpoints from the participants were included in the guide. The interview guide and survey questions delved into the following important topics:

Data Gathering Procedures

A formal letter of permission to conduct the study was given to the people involved in the data gathering. The interview questionnaire was prepared in close consultation with the researcher's adviser.

The questionnaire was discussed with fifty (50) respondents from June 29 to July 4, 2024, via face-to-face interactions with the involved persons. The researcher made sure that the respondents understood the purpose of the study, as well as the questions in the survey, and guaranteed complete confidentiality before the actual collection of their responses. To obtain the needed responses, the researcher made sure that the respondents gave their insights to the studies. Data gathering was completed on July 4, 2024.

A table summarizing the responses was created. So that conclusions and suggestions could be made, the researcher enlisted the help of a reputable statistician to apply the proper statistical methods and analyze the data.

Statistical Treatment of Data

As statistical techniques, the frequency and percentage were utilized to evaluate the economic and socio-cultural factors affecting the handicraft business in Sta. Magdalena, Sorsogon.

These statistical tools provided the percentage of observations for each data point as well as the number of responses for each point. The total ranks and ranking were employed by the researcher as statistical indicators to assess the effects of the implementation and the difficulties faced by proprietors and artisans in the handicraft sector.

Within the framework of the study questions and objectives, the data were interpreted. Using narrative explanations and tables for analysis, the research presented its findings in great detail. Suitable proposals were put forth and appropriate recommendations were proposed.

Quantification of Variables

In determining the influence of the identified economic and socio-cultural factors on the handicraft business, the following scale was used.

| Numerical Scale | Description |
|-----------------|-------------|
| 4.60 – 5.00 | Very High |
| 3.60 – 4.59 | High |
| 2.60 – 3.59 | Moderate |
| 1.60 – 2.59 | Low |
| 1.00 – 1.59 | Very Low |

III. RESULTS AND DISCUSSION

The Economic and Socio-cultural Factors Affecting the Handicraft Business in Sta Magdalena, Sorsogon

The operation of any business is commonly affected by several factors to achieve the desired goals and for sustainability. The sector of handicrafts has several identified factors that contribute to the assurance of its successful operation.

The handicraft business in Sta. Magdalena, Sorsogon, being the locale of this study is able to identify several factors affecting the operation of the said business. Reflected in Table 1.1 the specified economic factors affecting the handicraft business of the place.

Associated with economic factors are the competition and the market accessibility as the topmost factors affecting the handicraft business in the said place. These factors have a frequency of 39 which placed them in 1.5 rank. Implied by these results the significant roles and impact of competition and market accessibility in the handicraft business.

Competition in the handicraft business can offer both positive and negative impacts. A positive impact that competition can bring to the business is the motivation among artisans to innovate and create unique products to stand out in the market by ensuring quality. Competition if taken positively among stakeholders in the handicraft business are beneficial to them.

Table 1.1: The Economic Factors Affecting the Handicraft Business.

| Economic Factors | Frequency | Rank |
|-------------------------------|-----------|------|
| Competition | 39 | 1.5 |
| Market Accessibility | 39 | 1.5 |
| Raw Materials Supply and Cost | 38 | 3 |
| Transportation and Access | 37 | 4 |
| Labor Availability | 36 | 5 |

Market accessibility as an economic-related factor. Given wide market access, the industry can have better reach to potential customers. Raw materials supply and cost as an economic factor has a frequency of 38 and rank 3rd in the list.

This was followed by transportation and access with a frequency of 37 and rank 4th. The labor availability had a frequency of 36 and ranked 5th. Meanwhile, the socio-cultural factors affecting the handicraft business are found in Table 1.2, There are four (4) major factors identified.

The research made by Tripathi et al. (2020). provided a strong parallel to the situation in Sta. Magdalena, Sorsogon. Like the Indian handicraft industry, Sta. Magdalena's handicraft business likely faces similar challenges due to its decentralized and labor-intensive nature. This research emphasizes the vulnerability of

handicraft production to competition from mass-produced goods and potential issues of underemployment. Furthermore, the study highlights the significance of women in handicraft production, echoing the potential role women play in Sta. Magdalena's handicraft scene.

This research, "Economic and socio-cultural factors affecting the handicraft business in Sta. Magdalena, Sorsogon," can build upon this knowledge by investigating the specific economic and socio-cultural factors impacting handicraft artisans in Sta. Magdalena, particularly women.

By understanding these local factors, we can propose targeted strategies to support these artisans and ensure the sustainability of this vital part of Sta. Magdalena's economy and culture.

Table 1.2: The Socio-cultural Factors Affecting the Handicraft Business

| Socio-cultural Factors | Frequency | Rank |
|--|-----------|------|
| Cultural Preservation and Revival | 40 | 1 |
| Shifting Demographics and Migration | 39 | 2 |
| Changing Fashions, Trends, and Consumers' Preferences | 38 | 3 |
| Access to Resources and Technology | 37 | 4 |

Table 1.2 reveals that Cultural Preservation and Revival is considered the most significant factor impacting the handicraft business, with a frequency of 40 and rank 1st. This suggests that preserving traditional crafts and reviving cultural heritage plays a crucial role in the success of the handicraft industry. Shifting Demographics and Migration follow closely, with a frequency of 39 and a rank 2. This highlights the importance of understanding population changes and migration patterns to effectively cater to evolving consumer demands and markets. Changing Fashions, Trends, and Consumers Preferences with a frequency of 38 and rank 3rd. This suggests that adapting to changing trends and consumer preferences is essential for the handicraft business to remain competitive. Access to Resources and Technology is ranked last, with a frequency of 37 and rank 4th. This indicates that while resources and technology are important, they are considered less crucial compared to the other factors.

The data suggest that socio-cultural factors play a significant role in the success of the handicraft business. The high ranking of cultural preservation and revival emphasizes the importance of preserving traditional crafts and heritage in promoting the industry. The ranking of shifting demographics and migration highlights the need for businesses to adapt to changing consumer demographics and market trends. The data also suggests that staying abreast of changing fashions, trends, and consumer preferences is essential for success in the handicraft industry.

Overall, the data provide valuable insights into the key factors influencing the handicraft business. It emphasizes the importance of understanding and adapting to socio-cultural dynamics to ensure the sustainability and growth of the industry.

The African basket weaving study by Swanepoel et al. (2021) provides an insightful comparative viewpoint for analyzing the Sta. Magdalena handicraft sector. The knowledge of potential problems in Sta. Magdalena can be gained from the African research, which focuses on elements such as the dual nature of handicrafts, cultural value, economic concerns, and the availability of raw materials. The current study supports the conclusions of Swanepoel et al. by highlighting the crucial influence of economic variables on the handicraft business, including labor, raw material availability, and market accessibility. Nevertheless, it goes a step further and recognizes the complex interactions that exist between these economic determinants and the socio-cultural components listed in Table 1.2.

Sachdeva, Tanya (2024). explored the dynamic evolution of the handicraft industry. Centuries-old handicrafts are experiencing a renaissance, driven by consumer demand for unique, handmade products. The sector is undergoing a transformation marked by sustainability, technology, and a global focus on preserving cultural heritage. While challenges such as fair labor practices persist, countries like India are leading the way in revitalizing traditional crafts and integrating them into modern markets.

II. How the Economic and Socio-cultural Factors Affect the Handicraft Business

Table 2.1: How Raw Materials Supply and Cost as an Economic Factor Affect the Handicraft Business

| Indicators | Mean | Interpretation |
|--|------|----------------|
| Sudden price increase of raw materials forces price hikes for finished products. | 4.16 | High |
| Stable supplies of raw materials assure an increased production. | 4.04 | High |
| Artisans may have to rely on middlemen to access raw materials, which can inflate costs and limit profit margins. | 3.00 | High |
| Sufficiency of capital results in the accumulation of enough raw materials and supplies. | 3.56 | Moderate |
| Lower cost of raw materials means favorable income and profit. | 3.48 | Moderate |
| Average | 3.83 | High |

Sudden price increase of raw materials forces price hikes for finished products: This indicator has a mean of 4.16 and is interpreted as "High." It suggests that sudden price increases in raw materials significantly impact the pricing of finished products, potentially leading to higher costs for consumers.

Stable supplies of raw materials assure increased production: This indicator has a mean of 4.04 and is also interpreted as "High." It signifies that the consistent availability of raw materials is crucial for maintaining production levels and ensuring a stable supply of handicrafts.

Artisans may have to rely on middlemen to access raw materials, which can inflate costs and limit profit margins: This indicator has a mean of 3.90 and is again interpreted as "High." It highlights the potential challenges faced by artisans in procuring raw materials, as relying on middlemen can increase costs and reduce profit margins.

Sufficiency of capital results in the accumulation of enough raw materials and supplies: This indicator has a mean of 3.56 and is interpreted as "Moderate." It suggests that adequate capital is necessary for artisans to acquire sufficient raw materials and supplies, but the impact is considered moderate. Lower cost of raw materials means favorable income and profit: This indicator has a mean of 3.48 and is also interpreted as "Moderate." It indicates that lower raw material costs can positively impact income and profit, but the effect is not as significant as other factors. The table also includes an average mean of 3.83, which is interpreted as "High." This average score suggests that overall, raw materials supply and cost are a significant economic factor affecting the handicraft business.

The data highlight the importance of stable and affordable raw materials for the success of the handicraft industry. Sudden price increases can significantly impact pricing and profitability, while consistent access to materials is crucial for maintaining production levels. The reliance on middlemen for raw material procurement can pose challenges due to inflated costs and limited profit margins. The moderate impact of capital and lower raw material costs suggests that while these factors are important, they are not as critical as the availability and affordability of raw materials.

Overall, the data emphasize the need for artisans and the handicraft industry to address the challenges associated with raw materials supply and cost to ensure sustainable growth and profitability.

Cuaton's (2019) research on Basey, Samar's Nikon crafts industry offered a more comprehensive framework for comprehending the difficulties the Philippine handicraft industry faces. The study draws attention to the intricate structure of the sector, which includes several responsibilities and a sizable number of beneficiaries. It highlights the significance of developing capacity, but it also recognizes the possible drawbacks of extrapolating its results to other areas, like Sta. Magdalena.

The availability and cost of raw materials is a specific concern that Cuaton recognized, and this study explores it in greater detail. By analyzing its effects on product price, profit margins, and production continuity, it deepens our understanding of this problem. Although Cuaton's work highlights raw material constraints as a broad issue, this study provides a more detailed examination.

Table 2.2: How Labor Availability as an Economic Factor Affects the Handicraft Business

| Indicators | Mean | Interpretation |
|--|-------------|----------------|
| The presence of skilled weavers resulting in a high volume of production. | 3.78 | High |
| Skilled weavers are essential in high-quality weaving. | 3.74 | High |
| Loss of traditional knowledge and techniques if not passed down to new generations. | 3.70 | High |
| Availability of training programs for new handicraft workers. | 3.62 | High |
| The handicraft industry might not offer competitive wages or benefits, making it difficult to attract and retain skilled workers. | 3.58 | Moderate |
| Average | 3.68 | High |

The presence of skilled weavers resulting in a high volume of production: This indicator has a mean of 3.78 and is interpreted as "High." It suggests that the availability of skilled weavers is crucial for achieving high production levels in the handicraft industry.

Skilled weavers are essential in high-quality weaving: This indicator has a mean of 3.74 and is also interpreted as "High." It emphasizes the importance of skilled weavers in producing high-quality handicrafts. Loss of traditional knowledge and techniques if not passed down

to new generations: This indicator has a mean of 3.70 and is interpreted as "High." It highlights the risk of losing traditional skills and knowledge if they are not passed on to younger generations.

Availability of training programs for new handicraft workers: This indicator has a mean of 3.62 and is interpreted as "High." It suggests that providing training programs for new workers is crucial for ensuring the continuity of skilled labor in the handicraft industry.

The handicraft industry might not offer competitive wages or benefits, making it difficult to attract and retain skilled workers: This indicator has a mean of 3.58 and is interpreted as "Moderate." It suggests that the handicraft industry may struggle to attract and retain skilled workers due to potentially lower wages and benefits compared to other industries. The table also includes an average mean of 3.68, which is interpreted as "High." This average score suggests that labor availability is a significant economic factor affecting the handicraft business. The data underscore the critical role of skilled labor in the handicraft industry. The presence of skilled weavers is essential for high production levels and quality. The loss of traditional knowledge and techniques poses a threat to the industry's future, highlighting the need for training programs to ensure the continuity of skilled labor.

The moderate impact of competitive wages and benefits suggests that the handicraft industry may face challenges in attracting and retaining skilled workers. This could potentially lead to a shortage of skilled labor in the future.

Overall, the data emphasize the importance of addressing the challenges related to skilled labor availability to ensure the sustainability and growth of the handicraft industry. This includes investing in training programs, preserving traditional knowledge, and potentially exploring strategies to improve wages and benefits to attract and retain skilled workers.

Partner with local transportation providers to negotiate discounted rates for bulk deliveries of raw materials: This indicator has a mean of 3.92 and is interpreted as "High." It suggests that collaborating with local transportation providers to secure discounted rates for bulk deliveries of raw materials is crucial for cost-effectiveness in the handicraft industry.

The process of transportation channel provides access to raw materials acquisition: This indicator has a mean of

3.82 and is also interpreted as "High." It highlights the importance of having a reliable transportation system that facilitates access to raw material sources. Tourists or other potential customers may be discouraged from visiting workshops due to a lack of reliable or affordable transportation options: This indicator has a mean of 3.80 and is interpreted as "High." It emphasizes the need for accessible and affordable transportation options to attract tourists and customers to handicraft workshops. Favorable access to transportation facilitates product delivery: This indicator has a mean of 3.74 and is interpreted as "High." It suggests that having convenient and efficient transportation options is essential for delivering handicrafts to customers.

Explore partnerships with delivery service providers to offer convenient delivery options for online or local customers: This indicator has a mean of 3.60 and is interpreted as "High." It highlights the importance of partnering with delivery service providers to offer convenient delivery options for online and local customers, especially in today's digital age. The table also includes an average mean of 3.78, which is interpreted as "High." This average score suggests that overall, transportation and access are a significant economic factor affecting the handicraft business. The data underscore the critical role of transportation and access in the success of the handicraft industry. Secure and affordable transportation is essential for procuring raw materials, reaching customers, and delivering products.

The high scores for indicators related to partnerships with local transportation providers and delivery service providers highlight the importance of collaboration and innovation in this area. Overall, the data emphasizes the need for the handicraft industry to prioritize transportation and access to ensure efficient operations, attract customers, and facilitate product delivery. This includes exploring partnerships with transportation providers, investing in reliable infrastructure, and offering convenient delivery options to meet the demands of both online and local customers. Tripathi et al. (2020) describe the difficulties that Indian handicraft makers encounter and offer solutions. In his 2022 study, Marc Immanuel G. Isip looks into how the RCEP has affected Philippine handicraft companies. Through handicrafts, Adobo Magazine (2022) presents a successful model of cultural preservation and economic empowerment. The potential of the creative economy for sustainable development is highlighted by Chatterjee (2020).

Many of the potential and problems that have been recognized are in line with the current study. The focus on worker skills and logistics of transportation reflects issues brought up in earlier research. The difficulties in finding and keeping qualified personnel are consistent

with the goals of labor relations improvement stated by Tripathi et al. Isip's analysis of the potential and difficulties presented by the RCEP is aligned with the necessity for effective logistics and transportation.

Table 2.3: How Transportation and Access as an Economic Factor Affects the Handicraft Business

| Indicators | Mean | Interpretation |
|---|-------------|----------------|
| Partner with local transportation providers to negotiate discounted rates for bulk deliveries of raw materials. | 3.92 | High |
| The process of transportation channel provides access to raw materials acquisition. | 3.82 | High |
| Tourists or other potential customers may be discouraged from visiting workshops due to a lack of reliable or affordable transportation options. | 3.80 | High |
| Favorable access to transportation facilitates product delivery. | 3.74 | High |
| Explore partnerships with delivery service providers to offer convenient delivery options for online or local customers. | 3.60 | High |
| Average | 3.78 | High |

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The high scores for indicators related to partnerships with local transportation providers and delivery service providers highlight the importance of collaboration and innovation in this area.

Overall, the data emphasize the need for the handicraft industry to prioritize transportation and access to ensure efficient operations, attract customers, and facilitate product delivery. This includes exploring partnerships with transportation providers, investing in reliable infrastructure, and offering convenient delivery options to meet the demands of both online and local customers.

The studies which provided present a thorough picture of the potential and problems that face the handicraft sector. The revolutionary potential of digital technology in boosting competitiveness is highlighted by Damoska Sekuloska and Erceg (2019). 6Wresearch (2023) projects strong growth in the Philippine handicrafts sector, fueled by a number of variables such as craft tourism and digital platforms. McCarthy's Marketing Mix offers a fundamental structure for comprehending the essential components of effective marketing. Cuaton (2019) investigated how a particular handicraft business bounces back following a natural disaster. The current research is consistent with the overarching themes of market expansion, operational efficiency, and

digitization. The focus on logistics and transportation infrastructure reflects the issues with supply chain

management and market penetration brought up in earlier research.

Table 2.4: How Competition as an Economic Factor Affects the Handicraft Business

| Indicators | Mean | Interpretation |
|--|-------------|----------------|
| The presence of readily available mass-produced weaved-like products declines the sales of native products. | 3.94 | High |
| Workshops or programs focused on new trends and consumer tastes in handicraft style make products comparable to competitors. | 3.88 | High |
| Workshops or programs focused on product development, innovation, and design make native products more competitive. | 3.86 | High |
| Training programs on business skills such as pricing strategies and competitive analysis result in a better product produced. | 3.84 | High |
| Competition in the local market enables local weavers and producers to enhance the aesthetic values of the finished product. | 3.82 | High |
| Average | 3.87 | High |

The presence of readily available mass-produced weaved-like products declines the sales of native products: This indicator has a score of 3.94 and is interpreted as "High." It suggests that the availability of mass-produced, similar products poses a significant challenge to the sales of handcrafted items.

Workshops or programs focused on New trends and consumer tastes in handicraft style make products comparable to competitors: This indicator has a score of 3.88 and is also interpreted as "High." It highlights the importance of staying updated on new trends and consumer preferences to create products that are competitive in the market. Workshops or programs focused on product development, innovation, and design make native products more competitive: This indicator has a score of 3.86 and is interpreted as "High." It emphasizes the need for continuous improvement and innovation in product development to enhance the competitiveness of handcrafted items.

Training programs on business skills such as pricing strategies and competitive analysis result in a better product produced: This indicator has a score of 3.84 and is interpreted as "High." It suggests that providing training in business skills, such as pricing and market analysis, can significantly improve the quality and competitiveness of handcrafted products. Competition in the local market enables local weavers and producers to enhance the aesthetic values of the finished product: This indicator has a score of 3.82 and is interpreted as "High." It highlights the positive impact of competition on the quality and aesthetics of handcrafted products, as local artisans strive to create unique and appealing items. The table also includes an average score of 3.87, which is interpreted as "High." This average score

suggests that overall, competition is a significant economic factor affecting the handicraft business. The data underscore the challenges and opportunities presented by competition in the handicraft industry. The presence of mass-produced products highlights the need for handcrafted items to stand out in terms of quality, design, and uniqueness.

The high scores for indicators related to staying updated on trends, innovation, and business skills emphasize the importance of continuous learning and improvement for handicraft businesses.

Overall, the data suggest that the handicraft industry must embrace competition as a driver for innovation and quality improvement. By focusing on product development, staying ahead of trends, and enhancing business skills, artisans can thrive in a competitive market and ensure the sustainability of their craft.

The studies that are offered give a thorough picture of the potential and problems that face the handicraft sector. The DTI case study on Cesar Pasco highlights the importance of assistance and mentoring in conquering obstacles by showcasing a prosperous entrepreneurial journey. De Guzman (2020) emphasized the necessity of government assistance for artists as well as financial acumen. An effective social venture that promotes economic empowerment and cultural preservation through handicraft industry revitalization is highlighted in Adobo Magazine (2022). The 2021 program in Tagkawayan served as an example of the value of market exposure and skill development. Koli (2023) looked at government certification requirements and consumer preferences in the Indian handicraft sector. Many of the opportunities and challenges noted are aligned with the current study. Adobo Magazine's

feature on Pasco and the social company it highlights aligns with the focus on product innovation and distinction. De Guzman and Koli's findings are in line

with the necessity of adapting to shifting consumer preferences.

Table 2.5: How Market Accessibility as an Economic Factor Affects the Handicraft Business

| Indicators | Mean | Interpretation |
|---|-------------|----------------|
| Collaboration with the LGU, NGO, and cooperatives yields a broader market reach. | 4.00 | High |
| Easy access to market chains/hubs can yield better sales. | 3.92 | High |
| Building a strong brand and reaching the right audience is achieved through participation in handicraft fairs. | 3.84 | High |
| Intellectual property of design leads to wider coverage of the market of products. | 3.84 | High |
| The use of online platforms promotes the products. | 3.74 | High |
| Average | 3.87 | High |

Collaboration with the LGU, NGO, and cooperatives yields a broader market reach: This indicator has a mean of 4.0 and is interpreted as "High." It suggests that collaborating with local government units (LGU), non-governmental organizations (NGO), and cooperatives can significantly expand market reach for handcrafted products.

Easy access to market chains/hubs can yield better sales: This indicator has a mean of 3.92 and is also interpreted as "High." It highlights the importance of having easy access to market chains and hubs to facilitate sales and distribution of handicrafts. Building a strong brand and reaching the right audience is achieved through participation in handicraft fairs: This indicator has a mean of 3.84 and is interpreted as "High." It emphasizes the effectiveness of participating in handicraft fairs to build brand awareness and reach target audiences.

Intellectual property of design leads to wider coverage of the market of products: This indicator has a mean of 3.84 and is interpreted as "High." It suggests that protecting intellectual property rights, particularly for designs, can broaden the market reach for handcrafted products. The use of online platforms promotes the products: This indicator has a mean of 3.74 and is interpreted as "High." It highlights the importance of utilizing online platforms to promote and sell handcrafted products, leveraging the reach and accessibility of the digital marketplace.

The table also includes an average mean of 3.87, which is interpreted as "High." This average score suggests that overall, market accessibility is a significant economic factor affecting the handicraft business. The data underscore the importance of strategic market access for the success of the handicraft industry. Collaborating with local organizations, leveraging market chains, building brand awareness through participation in

events, protecting intellectual property, and utilizing online platforms are all crucial aspects of expanding market reach and promoting handcrafted products.

The high scores for all indicators suggest that market accessibility is a critical factor in the success of the handicraft industry. By strategically addressing these aspects, artisans can effectively reach wider audiences, increase sales, and ensure the sustainability of their craft.

The DTT's case study on Cesar Pasco highlighted the value of community development, mentoring, and assistance while showcasing a prosperous entrepreneurial journey. Sachdeva (2024) emphasized the significance of sustainability and cultural preservation in addition to the worldwide resurgence of handicrafts. The factors influencing the adoption of family-run handicraft companies and their potential to strengthen local communities are examined by Valeri et al. (2020). The 2021 program in Tagkawayan served as an example of the value of market exposure and skill development. Many of the opportunities and challenges noted are aligned with the current study. The focus on market access is consistent with the strategies used by Pasco and the more overall trends highlighted by Sachdeva. The findings of Valeri et al. about the significance of support networks for family-run business are consistent with the necessity of partnerships and collaborations.

The "Table 2.6: How Shifting Demographics and Migration as a Socio-cultural Factor Affect the Handicraft Business" analyzes the impact of shifting demographics and migration on the handicraft industry.

The appreciation of certain individuals and groups for the local handicraft industry boosts the "life" of the industry: This indicator has a mean of 4.24 and is interpreted as "High." It suggests that strong support and

appreciation for the local handicraft industry from individuals and groups can significantly contribute to its vitality and growth. The support of the local communities for the revival of traditional handicrafts

puts vigor to the industry: This indicator has a mean of 3.98 and is also interpreted as "High." It highlights the importance of local community support in reviving and sustaining traditional handicrafts.

Table 2.6: How Shifting Demographics and Migration as a Socio-cultural Factor Affect the Handicraft Business

| Indicator | Mean | Interpretation |
|--|-------------|----------------|
| The appreciation of certain individuals and groups for the local handicraft industry boosts the "life" of the industry. | 4.24 | High |
| The support of the local communities for the revival of traditional handicrafts puts vigor into the industry. | 3.98 | High |
| The desire of the young generation to venture into other fields weakens the transfer of knowledge, skills, and attitudes towards the handicraft industry. | 3.82 | High |
| Migration of residents to other places for education and employment. | 3.80 | High |
| The decreasing number of individuals who indulge in the handicraft business is detrimental. | 3.72 | High |
| Average | 3.91 | High |

The desire of the young generation to venture into other fields weakens the transfer of knowledge, skills, and attitudes toward the handicraft industry: This indicator has a mean of 3.82 and is interpreted as "High." It suggests that a lack of interest from younger generations in pursuing traditional handicrafts can hinder the transfer of knowledge and skills, potentially impacting the industry's future. Migration of residents to other places for education and employment: This indicator has a mean of 3.80 and is interpreted as "High." It highlights the impact of migration on the availability of skilled labor and the potential loss of expertise in the handicraft industry.

The decreasing number of individuals who indulge in the handicraft business is detrimental: This indicator has a mean of 3.72 and is interpreted as "High." It emphasizes the negative impact of a decline in the number of individuals involved in the handicraft business, potentially leading to a shortage of skilled artisans and a decline in the industry's overall output. The table also includes an average mean of 3.91, which is interpreted as "High." This average score suggests that overall, shifting demographics and migration are a significant socio-cultural factor affecting the handicraft business.

The data underscore the importance of understanding and addressing the challenges posed by shifting demographics and migration in the handicraft industry. While strong local support and appreciation for traditional crafts are crucial, the lack of interest from younger generations and the impact of migration on skilled labor availability pose significant threats to the industry's future.

The high scores for all indicators suggest that these socio-cultural factors are critical for the sustainability of the handicraft industry. By fostering a strong sense of community support, encouraging young people to embrace traditional crafts, and addressing the challenges associated with migration, the handicraft industry can overcome these obstacles and ensure its continued success.

The elements impacting the acceptance of family-owned handicraft companies and their potential for community development are examined by Valeri et al. (2020). The DTI case study on Cesar Pasco highlighted the value of community development, mentoring, and assistance while showcasing a prosperous entrepreneurial journey. The global renaissance of handicrafts and the significance of sustainability and cultural preservation are emphasized by Sachdeva (2024). The 2021 program in Tagkawayan served as an example of the significance of market exposure and skill development. The present study aligns with several of the identified challenges and opportunities. Valeri et al.'s study on the significance of support networks for family-run enterprises is consistent with the focus on changing demographics and the necessity of community involvement. The worry of future generations' decreasing interest is consistent with the issues that Sachdeva and the the Tagkawayan initiative.

The "Table 2.7: How Changing Fashion, Trends, and Consumer Preferences as a Socio-cultural Factor Affect the Handicraft Business analyzes the impact of changing fashion, trends, and consumer preferences on the handicraft industry.

The preference of consumers for instant products such as those readily available in the market weakens the native handicraft business: This indicator has a mean of 3.98 and is interpreted as "High." It suggests that the growing preference for readily available, mass-produced products poses a significant challenge to the sales and popularity of handcrafted items. The current

and emerging fashion trends pave the way to set aside handicraft products: This indicator has a mean of 3.90 and is also interpreted as "High." It highlights the influence of prevailing fashion trends and styles on consumer choices, potentially leading to a decline in the demand for traditional handicrafts.

Table 2. 7: How Changing Fashion, Trends, and Consumer Preferences as a Socio-cultural Factor Affect the Handicraft Business

| Indicator | Mean | Interpretation |
|---|-------------|----------------|
| The preference of consumers for instant products such as those readily available in the market weakens the native handicraft business. | 3.98 | High |
| The current and emerging fashion and trends pave the way to set aside handicraft products. | 3.90 | High |
| The young generation does not patronize handmade products/handicraft products. | 3.90 | High |
| The consumer prioritizes affordability and practicality over the intricate artistry and unique qualities of handicrafts, which is detrimental to the traditional way of handicrafts. | 3.66 | High |
| The consumer preference for mass-produced synthetic alternative products reduces the demand for handwoven products/handicraft products. | 3.64 | High |
| Average | 3.82 | High |

The young generation does not patronize handmade products/handicraft products: This indicator has a mean of 3.90 and is interpreted as "High." It suggests that younger generations may not be as interested in or appreciative of handcrafted items compared to older generations, potentially impacting the future of the industry. The consumer prioritizes affordability and practicality over the intricate artistry and unique qualities of handicrafts which is detrimental to traditional way handicrafts: This indicator has a mean of 3.66 and is interpreted as "High." It highlights the growing emphasis on affordability and practicality in consumer choices, potentially leading to a decline in the demand for handcrafted items that are often perceived as more expensive and less practical. The consumer preference for mass-produced synthetic alterations products reduces the demand for handwoven products/handicraft products: This indicator has a score of 3.64 and is interpreted as "High." It suggests that the availability of mass-produced, synthetic alternatives to handcrafted items can significantly impact the demand for traditional handwoven products.

The data underscore the challenges faced by the handicraft industry in adapting to changing consumer preferences and market trends. The growing preference for instant, mass-produced products, the influence of fashion trends, and the lack of interest from younger generations pose significant threats to the industry's future.

The high scores for all indicators suggest that these socio-cultural factors are critical for the sustainability of the handicraft industry. To overcome these challenges, artisans must adapt to changing trends, embrace innovation, and find ways to highlight the unique value and artistry of handcrafted products. This may involve exploring new designs, incorporating modern elements, and promoting the sustainability and ethical production practices associated with traditional handicrafts. By adapting to evolving consumer preferences and highlighting the unique qualities of their craft, artisans can ensure the continued success of the handicraft industry.

The table also includes an average mean of 3.82, which is interpreted as "High." This average score suggests that overall, changing fashion, trends, and consumer preferences are significant socio-cultural factors affecting the handicraft business.

BusinessMirror (2023) emphasized the difficulties faced by artisans as well as the complex skill of mat weaving. Vicencio (2019) presented the idea of natural dyeing as a possible development path. Adobo Magazine (2022) featured an effective social venture that promotes economic empowerment and cultural preservation to restore the handicraft sector. The 2021 program in

Tagkawayan served as an example of the value of market exposure and skill development. The significance of ethical behaviors in the handicraft business is emphasized by Kapoor et al. (2020). Many of the potential and problems that have been recognized are in line with the current study. The focus on adjusting to evolving customer tastes and adding contemporary components is consistent with the necessity for innovation underlined in Adobo Magazine and the

difficulties experienced by craftspeople in Vicencio's research. Concern over the increasing inclination Many of the potential and problems that have been recognized are in line with the current study. The focus on adjusting to evolving customer tastes and adding contemporary components is consistent with the necessity for innovation underlined in Adobo Magazine and the difficulties experienced by artisans in Vicencio's research.

Table 2.8: How Access to Resources and Technology as a Socio-cultural Factor Affect the Handicraft Business

| Indicator | Mean | Interpretation |
|--|-------------|----------------|
| Provision of financial support to the handicraft sector means the revival of its vigor and possible market expansion. | 4.02 | High |
| Designating certain government entities to support handicraft business results in better product promotion. | 3.94 | High |
| Provision of appropriate technology to the handicraft sector yields better outputs. | 3.86 | High |
| Access to modern equipment to be used in handicrafts to scale up productions. | 3.70 | High |
| Access to ICT among stakeholders of the handicraft sector makes them competitive. | 3.50 | Moderate |
| Average | 3.80 | High |

The "Table 2.8: How Access to Resources and Technology as a Socio-cultural Factor Affects the Handicraft Business analyzes the impact of access to resources and technology on the handicraft industry.

Provision of financial support to the handicraft sector means the revival of its vigor and possible market expansion: This indicator has a mean of 4.02 and is interpreted as "High." It suggests that financial support for the handicraft sector can significantly revitalize the industry and potentially lead to market expansion. Designating certain government entities to support handicraft business results in better product promotion: This indicator has a mean of 3.94 and is also interpreted as "High." It highlights the importance of government support in promoting and marketing handcrafted products.

Provision of appropriate technology to the handicraft sector yields better outputs: This indicator has a mean of 3.86 and is interpreted as "High." It suggests that access to appropriate technology can enhance the quality and efficiency of handicraft production, leading to better outputs.

Access to modern equipment to be used in handicrafts to scale up productions: This indicator has a mean of 3.70 and is interpreted as "High." It emphasizes the importance of providing artisans with access to modern equipment to increase production capacity and meet growing demand.

Access to ICT among stakeholders of the handicraft sector makes them competitive; This indicator has a mean of 3.5 and is interpreted as "Moderate." It highlights the importance of access to information and communication technologies (ICT) for handicraft businesses to stay competitive in the modern marketplace. The table also includes an average mean of 3.80, which is interpreted as "High." This average score suggests that overall, access to resources and technology is a significant socio-cultural factor affecting the handicraft business.

The data underscore the crucial role of access to resources and technology in supporting the growth and development of the handicraft industry. Financial support, government initiatives, technological advancements, and access to modern equipment are all essential for enhancing the competitiveness, efficiency, and sustainability of the sector.

The high scores for all indicators suggest that these factors are critical for the success of the handicraft industry. By addressing the needs for financial support, technological innovation, and access to modern tools, stakeholders can empower artisans to thrive in a competitive market and ensure the continued growth and vitality of the handicraft sector.

According to Damoska Sekuloska and Erceg (2019), digital technologies brought significant change. Vicencio (2019) presents the idea of natural dyeing as a

possible development path. Sachdeva (2024) highlighted the significance of sustainability and cultural preservation in addition to the worldwide revival of handicrafts. Yadav et al. (2023) investigated how digital technology helped the handicraft sector rebound after the pandemic. In the 2022 study of Marc Immanuel G. Isip looked into how the RCEP has affected Philippine handicraft companies. Many of the potential and problems that have been recognized are in line with the current study. The findings of Marc Immanuel G. Isip, Yadav et al., and Damoska Sekuloska and Erceg are in line with the emphasis on resources and technology. According to Sachdeva and Vicencio, the

handicraft business has bigger issues that are consistent with the need for government initiatives and financial support.

A study by Abisuga et al. (2020). on the handicraft sector in KwaZulu-Natal, South Africa, highlighted its potential for job creation despite a lack of support, particularly with declining NGO involvement. This aligns with research on Sta. Magdalena's handicraft businesses. This research can explore business viability, artisans' confidence in the industry's sustainability, and alternative support models in Sta. Magdalena to ensure a thriving handicraft sector.

Table 2.9: How Cultural Preservation and Revival as a Socio-cultural Factor Affect the Handicraft Business

| Indicators | Mean | Interpretation |
|---|-------------|----------------|
| Provision of regular training about handicrafts ensures its cultural value. | 4.12 | High |
| Participation in tourism and culture in charge of the LGU to create narratives of the handicraft sector of the local for cultural reawakening. | 4.00 | High |
| Participation in cultural handicraft bazaar regains popularity industry. | 3.92 | High |
| Developing a strong brand identity that reflects the cultural heritage and unique value proposition of Sta. Magdalena's handicrafts. | 3.92 | High |
| Inclusion of the local handicraft industry in the Curriculum in the form of contextualization preserves the value of the sector. | 3.82 | High |
| Average | 3.98 | High |

The "Table 2.9: analyzes the impact of cultural preservation and revival on the handicraft industry.

Provision of regular training about handicrafts ensures its cultural value: This indicator has a mean of 4.12 and is interpreted as "High." It suggests that providing regular training about handicrafts is crucial for preserving their cultural value and ensuring their continued relevance. Participation of tourism and culture in charge of the LGU to create narratives of the handicraft sector of the locals for cultural reawakening: This indicator has a score of 4.10 and is also interpreted as "High." It highlights the importance of involving tourism and cultural institutions in promoting and preserving the local handicraft sector, contributing to cultural reawakening and awareness.

Participation in cultural handicraft bazaar regains industry popularity: This indicator has a score of 3.92 and is interpreted as "High." It suggests that participating in cultural handicraft bazaars can help revive and increase the popularity of the industry, attracting wider audiences and promoting local crafts. Developing a strong brand identity that reflects the cultural heritage and unique value proposition of Sta. Magdalena's handicrafts: This indicator has a score of

3.92 and is interpreted as "High." It emphasizes the importance of developing a strong brand identity that reflects the cultural heritage and unique qualities of local handicrafts, enhancing their appeal and distinctiveness. The inclusion of the local handicraft industry in the curriculum in the form of contextualization preserves the value of the sector: This indicator has a score of 3.82 and is interpreted as "High." It suggests that incorporating local handicrafts into educational curricula can help preserve their value and ensure their transmission to future generations.

The table also includes an average score of 3.98, which is interpreted as "High." This average score suggests that overall, cultural preservation and revival are a significant socio-cultural factor affecting the handicraft business. The data underscore the importance of cultural preservation and revival in sustaining the handicraft industry. By providing training, promoting cultural awareness, participating in events, developing strong brand identities, and incorporating handicrafts into education, stakeholders can ensure the continued relevance and appreciation of these traditional crafts.

The high scores for all indicators suggest that these factors are critical for the success of the handicraft

industry. By actively promoting cultural preservation and revival, stakeholders can foster a sense of pride and appreciation for local handicrafts, ensuring their continued relevance and contribution to the cultural heritage of the community. Cultural preservation is a key to the success of the handicraft industry. By investing in artisan training, promoting local crafts through tourism and cultural initiatives, expanding market reach through bazaars, building strong brand identities, and integrating handicrafts into education, stakeholders can revitalize the sector. These efforts not only safeguard traditional skills but also foster a deep appreciation for cultural heritage, ensuring the industry's longevity and contribution to community pride. Together, these sources highlight the need for a comprehensive approach that combines cultural preservation with practical steps to revitalize the industry, ensuring the transmission of traditional skills to future generations and the overall economic viability of the sector.

Adobo Magazine (2022) featured an effective social venture that promotes economic empowerment and cultural preservation to restore the handicraft sector. The potential of the creative economy for sustainable

development is highlighted by Chatterjee (2020). Upadhyay (2020) investigated how handicrafts contribute to the growth of tourism. The significance of ethical behaviors in the handicraft business is emphasized by Kapoor et al. (2020).

Many of the potential and problems that have been recognized are in line with the current study. Adobo Magazine and Upadhyay's approaches aligned with the emphasis on cultural preservation. As noted by Chatterjee and Kapoor et al., the handicraft business faced broader issues that are consistent with the need for talent development and market expansion.

Challenges Encountered by the Handicraft Business

The handicraft business in Sta. Magdalena, Sorsogon to a certain extent offers benefits to the community. The industry has assisted in reducing unemployment thus employment generation is possible. In addition, the handicrafts business often reflects the cultural heritage and traditions of the place. Despite its importance, a decline in terms of its vigor as an industry is noticed.

Table 3.0 has a list of the major threats to the handicraft business. There were three (3) indicated challenges.

Table 3. Challenges Encountered by the Handicraft Business

| Challenges | Frequency | Rank |
|---|-----------|------|
| Limited raw materials supply | 48 | 1 |
| Lack of marketing strategies | 45 | 2 |
| Challenges brought by customers' shifting market preference | 35 | 3 |

The limited raw materials supply was considered the topmost challenge of the industry. This issue obtained a frequency of 48 and rank 1. The handicraft business in the place generally engages in weaving locally grown endemic and native plants such as buri, karagumoy, bamboo, and nito. The gradual decline of supplies of these raw materials was noted. Such dilemma in the industry is associated with the exploitation of the natural sources of raw materials.

Meanwhile, those who engaged in the handicraft business found themselves handicapped in terms of marketing strategies. This challenge has a frequency of 45 and is ranked 2nd. The limited marketing skills were affirmed by the majority of the respondents. Due to a lack of formal training in marketing and business management, artisans and those stakeholders engaged in handicrafts found it difficult for them to create and implement effective and efficient marketing strategies.

The 3rd challenge noted was the customers' shifting market preference which obtained a frequency of 35. Consumers nowadays tend to prefer modern, mass-produced items over traditional handicrafts. This kind of shift among the generations reduces the demand for traditional handicrafts. The aforementioned challenges are truly detrimental to the handicraft industry if not properly addressed. Both the economic and cultural value offered by the handicraft business are endangered once appropriate interventions are not offered by the concerned.

Prachi Sharma's (2023) research emphasized the importance of product uniqueness, quality, and effective marketing for the success of women-led handicraft businesses. Zoya et al. (2021) highlighted the broader challenges faced by traditional handicraft communities, including market competition and the need for government support. Wondirad et al. (2021) focused on

the role of handicrafts in tourism and the need for better integration between these sectors. Edralin et al. (2019) investigate the role of creativity, sustainability, and innovation in the Philippine handicraft industry. The present study aligns with several of the identified challenges. The diminishing supply of raw materials echoes concerns about resource sustainability raised in studies like Wondirad et al. (2021). The lack of marketing knowledge among artisans is consistent with the findings of Prachi Sharma (2023) and Wondirad et al. (2021), which emphasized the importance of effective marketing. The changing consumer preference for mass-produced goods aligns with the broader

challenges faced by traditional handicraft industries as highlighted in Zoya et al. (2021).

Support Programs Provided to Handicraft Business

The gradual decline of the vigor of the handicraft industry in Sta. Magdalena, Sorsogon is felt both by the artisans and those stakeholders who are engaged in the industry. The contribution that this handicraft offered to the place cannot be denied. When asked what assistance they usually received from the local government and other entities, sampled respondents are barely able to share two (2) significant types of support. These supports are listed in Table 2.0

Table 4: Support Programs Provided to Handicraft Business

| Support Provided | Frequency | Rank |
|--------------------------------|-----------|------|
| In-kind or material assistance | 40 | 1 |
| Trainings | 23 | 2 |

Forty (40) respondents affirmed that there are times when in-kind or material assistance are provided to them, being artisans. There are moments when kilos of rice were given to those handicraft weavers as an assistance. Some confirmed that materials such as start-up kits are provided to those who would like to engage in the handicraft business.

Twenty-three (23) respondents confirmed that training is given to them. However, they commented that such intervention is rarely provided. Implied by the aforementioned scenario the limited interventions accorded to the handicraft sector. The need to give priority to the handicraft business in Sta. Magdalena is truly a major concern.

Canete et al. and De Guzman's research converged on the significant challenges faced by the creative sector, particularly the lack of business support and government assistance. The present study on Sta. Magdalena reinforces these findings, highlighting the urgent need for comprehensive support to address the specific challenges faced by local artisans, including limited training, resources, and market access.

V. Proposed Locally initiated program to Sustain the Handicraft Business in Sta. Magdalena, Sorsogon

Rationale

Recognizing the vital role of the handicraft industry in Sta. Magdalena, Sorsogon's economy and cultural identity, local artisans, in collaboration with the municipal government and other stakeholders, have initiated a Community-Based Action Plan to ensure its

long-term sustainability. This locally-driven program directly addresses challenges such as limited market access, inadequate training, and competition from cheaper imports. The participatory approach ensures the plan's relevance and effectiveness, empowering artisans to shape its development and implementation.

The plan's multifaceted strategy focuses on enhancing competitiveness and resilience. Key initiatives include improved market access through participation in local and regional trade events, coupled with skill enhancement programs to equip artisans with modern techniques and adapt to market trends. A strong emphasis on promoting the unique cultural value of Sta. Magdalena's handicrafts will build brand recognition and increase market appeal. This locally-initiated program prioritizes community empowerment and sustainable development, fostering self-reliance and long-term economic benefits.

The ultimate goal is a more vibrant and resilient handicraft sector, strengthening the community's economic foundation while preserving its cultural heritage.

This locally-led initiative aims not only to benefit Sta. Magdalena but also to serve as a model for other communities facing similar challenges, highlighting the potential of community-driven solutions for sustainable economic growth and cultural preservation. The success of this plan will demonstrate the power of local collaboration in building a thriving and culturally rich community.

Objectives

1. Transform Sta. Magdalena, Sorsogon into a flourishing center for sustainable and culturally significant handicraft production.
2. Empowering local artisans by providing them with training, resources, and market access.
3. Establish strong Collaboration between artisans, local government, NGOs, and the wider community.
4. Promote and preserve Sta. Magdalena's unique cultural heritage by showcasing it through its handicrafts, both nationally and internationally.

Program Description

This outlines a comprehensive set of recommendations for the sustainable development of the handicraft industry in Sta. Magdalena, Sorsogon, targeting various stakeholders.

This report presents a whole range of recommendations for the sustainable development of Sta. Magdalena's handicraft industry in Sorsogon, focusing on different stakeholders.

For handicraft producers, the emphasis is on skill building, capacity building, and better infrastructure. This entails design, marketing, and business management workshops, ongoing training in traditional and new techniques, mentorship schemes, better-equipped workshop facilities, better access to raw materials, export product development, quality control, and scale-up assistance. The purpose is to enable artisans with the requisite skills and resources to produce high-quality, market-friendly products.

For handicraft entrepreneurs, the suggestions include market access, business management, and export facilitation. Starting a handicraft cooperative, creating an online store, attending craft fairs, working with tourist agencies, extending financial support, providing business management training, exporting market research, ensuring export paperwork and compliance, arranging logistics and shipping, planning networking events, starting joint marketing, and examining fair trade arrangements are all imperative steps. These initiatives aim to broaden market reach and improve business sustainability.

For raw material suppliers, attention is given to building a formal network, giving training and technical support, accessing credit and microfinance, assuring fair price

and timely payment, encouraging sustainable harvesting, raw material diversification, local sourcing, value addition, frequent meetings and feedback sessions, joint planning and forecasting, and setting conflict resolution mechanisms. These measures aim to strengthen the supply chain and ensure the long-term availability of quality materials.

Policy and regulatory support will be offered by the Local Government Unit (LGU), as well as infrastructural development, marketing and promotion. All of this covers drafting supporting policies, preserving traditional craftsmanship, allowing reasonable budgets, investment in jointly-used workshops and equipment, optimizing logistics and transportation, setting up a handicraft center, partner participation with the tourist agency, establishing trade fairs, designing optimal marketing procedures.

The NGOs are also responsible for capacity building and training, market access and linkages, and advocacy and awareness. It includes imparting specialized training, providing mentorship programs, arranging workshops on sustainable practices, establishing linkages with buyers, providing help in marketing materials, searching for fair trade certifications, raising awareness, lobbying for enabling policies, and undertaking research.

The local community is also key through community forums and consultations, celebrating local traditions, engaging in community-based marketing and training, setting up mentorship programs, sharing best practices, providing access to information and resources, highlighting waste management and environmental sustainability, and having regular updates and feedback. These activities create community ownership and participation.

Policymakers are tasked with simplifying business registration, offering tax incentives and subsidies, safeguarding intellectual property rights, guaranteeing access to government procurement, enacting policies for sustainable sourcing, investing in shared infrastructure, enhancing transport and logistics, creating a handicraft center, making it easier to access credit and finance, promoting integration of tourism, supporting trade fairs and exhibitions, creating branding and marketing plans, offering digital marketing assistance, financing skills development programs, encouraging mentorship initiatives, supporting sustainable production practices, setting performance indicators, ensuring constant data

collection and analysis, and embracing adaptive management.

Global buyers are asked to adopt target marketing, make good quality product catalogs and showrooms, promote trust and fairness, focus on ethical procurement and sustainability, deliver customization and agility, guarantee consistency and quality checks, allow efficient order fulfillment and delivery, satisfy international norms, agree on decent pricing and payables, engage in sustainable associations, and indulge in capacity-building programs.

The Department of Education (DepEd) is to improve arts and crafts curriculum, incorporate entrepreneurship education, integrate technology and design, incorporate local history and culture, set up school-based handicraft clubs, establish mentorship programs, provide school-based production and sales, promote school-community partnerships, integrate community-based learning, implement awareness campaigns, release resources, offer teacher training, and provide monitoring and evaluation.

The Technical Education and Skills Development Authority (TESDA) shall carry out needs assessment, craft specialized training programs, provide national certification, undertake modular training, create partnerships and cooperation, build industry linkage, come up with a master craftsmen program, budget resources, put up training centers and facilities, guarantee monitoring and evaluation, and offer post-training assistance.

Implementation

Prioritization: The locally initiated program should prioritize activities based on their cost-effectiveness and potential impact on the handicraft industry.

Phased Implementation: The program can be implemented in phases, starting with activities that require less funding and gradually expanding as additional resources become available.

Transparent Financial Management: The cooperative or steering committee should maintain transparent financial records, ensuring accountability and efficient use of funds.

This financial estimate and suggested funding sources provide a starting point for securing the necessary resources to implement the locally initiated program effectively. By actively pursuing these funding

opportunities and fostering partnerships with various stakeholders, the community of Sta. Magdalena can create a sustainable future for its vibrant handicraft industry.

This locally initiated program provides a framework for a collaborative and sustainable approach to supporting the handicraft business in Sta. Magdalena. By addressing the challenges, fostering community engagement, and promoting cultural heritage, this initiative can create a brighter future for the artisans and the community

IV. CONCLUSIONS AND RECOMMENDATIONS

The following conclusions were formulated:

1. The economic factors affecting the handicraft business include competition, market accessibility, raw materials supply and cost, transportation and access, and labor availability. The socio-cultural factors affecting the handicraft business are cultural preservation and revival, shifting demographics and migration, changing fashions and consumers' preferences, and access to resources and technology.
2. The economic factors affect the handicraft industry along with the livelihood and market dynamics while the socio-cultural factors contribute to the preservation of cultural heritage.
3. The scarcity of raw materials, lack of marketing strategies, and the customers' market preference are the challenges encountered by the handicraft business. Limited support is provided to handicraft businesses.
4. A Locally initiated program is proposed to sustain the handicraft business.

The researcher has the following recommendations:

1. An awareness campaign be conducted on how a particular economic and sociocultural factor positively or negatively affects the handicraft business.
 - Market demand
 - Access to capital
 - Pricing and cost structure
 - Local tradition and craft heritage
 - Preserving traditional techniques and design
 - Community support
 - Skill transfer in succession
 - SHS Program should offer tracks on handicraft making

- Passing craft skills from one generation to next generation
- Encouraging youth involvement
- Social network, community cohesion, and collaboration among handicraft makers to foster creativity and resilience

Through curriculum integration, this program seeks to preserve and promote the rich handicraft-making inheritance of the region's senior high school students. The initiative ensures the continuation of traditional techniques and designs by providing trained artisans with specialized courses in handicraft manufacturing, thereby empowering the youth. Students will gain the competencies required to produce high-caliber goods that accurately capture the cultural identity of the community through practical instruction and mentoring. Additionally, by encouraging handicraft manufacturers to collaborate, this project strengthens social networks and promotes creativity and resilience within the industry, all while fostering a strong feeling of community. The ultimate goal of this initiative is to elevate handicraft production to the status of a vital part of the area's cultural legacy and a sustainable means of subsistence.

2. Promotion of handicraft business for its economic value for the locale and a medium of preservation of cultural heritage be emphasized by the local government.

3 factors – mindset of a businessmen:

- Economic viability
- Market reach
- Market profitability

3 factors – mindset of a skilled artisan:

- Materials sourcing
- Production
- Income stability
- Marketing

The success of a handicraft business is influenced by a complex interplay of creative and economic factors. While artisans are primarily concerned with maintaining the quality and authenticity of their craft, businessmen prioritize economic viability, market reach, and profitability to ensure business sustainability. They additionally focus on market trends and financial performance to ensure growth and competitiveness. Effective marketing is crucial for both groups as it bridges the gap between production and consumption.

3. Environmental preservation as a measure to sustain raw materials supply be a thrust of the handicraft sector.

- Market access
- Quality control
- Skills gap
- Competition
- Environmental impact

The handicraft business in Sta. Magdalena struggles with a complex set of economic, socio-cultural, and environmental challenges. Limited market access, difficulties in maintaining consistent product quality, and a shortage of skilled labor hinder growth and development. Intense competition, both locally and globally, further exacerbates these issues. Moreover, the industry must navigate environmental concerns to ensure sustainable practices and preserve natural resources. These challenges pose significant obstacles to the sector's overall success and profitability.

4. Partnership among key players in the handicraft sector be strengthened.

5. The proposed Locally Initiated Program be adopted.

- **Training and capacity building:** Workshop on design, marketing, and business management
- **Market linkages:** Connecting artisans to regional and national markets
- **Financial assistance:** Microloans, grants, or subsidies for materials
- **Infrastructure:** Workspaces, crafts hubs, and exhibition spaces
- **Promotion and branding:** Collaborative efforts to raise awareness
- **Craft clusters:** Forming artisans for operatives, for shared resources and knowledge
- **Heritage tourism:** Integrating handicrafts experience into local tourism

To bolster the handicraft industry in Sta. Magdalena, a multi-faceted program focusing on capacity building, market expansion, financial support, infrastructure development, and promotion is essential. By providing training and workshops on design, marketing, and business management, artisans can enhance their skills and knowledge. Establishing market linkages, both regionally and nationally, will expand sales opportunities. Financial assistance through microloans, grants, or subsidies can support production and business operations. Investing in infrastructure, such as workspaces, crafts hubs, and exhibition spaces, will create a conducive environment for artisans.

Collaborative promotion and branding efforts will increase visibility and market demand. Finally, forming craft clusters can facilitate resource sharing, knowledge exchange, and collective bargaining. Integrating handicrafts into heritage tourism will further enhance the industry's economic and socio-cultural impact. This holistic approach aims to strengthen the handicraft sector and contribute to the overall development of Sta. Magdalena.

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