

# Qualifying Input of Geographical Indication (GI) Tag on Purchase Intention on Paithani Sarees Among Generation- Z In India

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## ABSTRACT:

This study aims to explore the impact of Geographical Indication (GI) Tag on the purchase intention of Pathani Saree for Generation Z consumers in India. This study adopted the quantitative research approach, and the data was collected from 100 participants. Descriptive statistics, t-test, ANOVA, correlation, and regression were applied for the study. The findings of the study revealed that awareness, authenticity, cultural identity, and GI tag were significantly related to purchase intention.

Earlier studies have proven the economic benefits for the producer of handloom production order to protect the above product from being duplicated or misrepresented, the Government of India enacted the Geographical Indication of Goods (Registration and Protection) Act.

Thus, the Geographical Indication Tag help protect region-Specific products, ensuring their genuine, which also help in differentiation, along with the economic benefits being bestowed upon the right community of action. Despite the support provided to the handloom product through the GI tag, the product face challenge in attracting the Generation Z population, born between 1997 and 2012. Generation Z is highly influenced by the internet, changing trends, and globalization. However, the new generation is also becoming aware of the environment, ethics, and genuineness. This duality brings opportunities as well as challenge for the brand, which I Maintain the Earlier studies have proven the economic benefit for the producer of handloom products. Although prior studies explore the economic and producer-side benefit of GI tag, little attention has been paid to the impact of GI tag on consumer psychology and behavioral intentions. There has been a lack of empirical understanding of how GI tags affect young Indian consumers in terms of perception, trust, purchase intention, and brand attachment. This study aims to fill this research gap by exploring the psychological impact of GI Tags on Generation Z consumption of heritage fashion.

## INTRODUCTION

### Background:

India is known for its rich textile heritage, and traditional handloom products hold cultural as well as economic importance. Among these, the Pathani saree, originating from Maharashtra, is one of the most premium and heritage-rich sarees. It is known for its intricate designs, handwoven silk, and traditional motifs.

To protect such traditional products, the concept of Geographical Indication (GI) was introduced. A GI tag ensures that a product originates from a specific region and possesses unique qualities linked to that origin.

Generation Z, born between 1997 and 2012, represents a new class of consumers. They are digitally aware, value authenticity, and are increasingly conscious about sustainability and cultural identity. However, their preference for modern fashion raises questions about their inclination toward traditional products like Pathani sarees.

## Objectives of the Study

- To analyze awareness of GI tags among Gen Z
- To study the perception of Pathani sarees among Gen Z consumers
- To examine the impact of GI tags on purchase intention
- To identify factors influencing buying decisions

## REVIEW OF LITERATURE

Geographical Indication (GI) increases the authenticity, differentiation, and credibility of products. (WIPO, 2021). Berry (1983) and Dwyer et al. (1987) established the theoretical underpinning of relationship marketing.

Kotler & Keller (2006) also emphasizes the individualized focus on the customer as an integral element of contemporary marketing strategy. Brown (2000) also established the strategic importance of Customer Relationship Management (CRM). Framework for the measurement of service quality, developed by Parasuraman et al. (1985), had a significant impact on customer satisfaction studies. Research undertaken by Kumar et al.

(2009), Huaxin et al. (2009), and Wali & Opara (2013) also established the strong association between customer satisfaction, loyalty, and retention. Rahimi & Kozak (2017) and

Rottman et al. (2008) also explored the performance impact of CRM, particularly in service industries.

Panda (2003) introduced closed loop CRM systems whereas Payne (2012) focused on the complexity of CRM system implementation. Tamilarasan (2011),

Pahuja and Verma (2008), and Swift (2001) stressed the importance of structured CRM strategies for value creation in the long term. Girdhar (2009) focused on internal customer orientation, whereas Sachdev and Verma (2004) focused on trade-off in service quality management.

Industry report (McKinsey, 2023; EY, 2024) published recently emphasized the importance of ethical practice, personalization, and digital engagement for the Gen Z consumer, thereby training the need for better CRM strategies.

## REVIEW OF PREVIOUS STUDIES

Studies show that GI tags increase trust and perceived authenticity of products.

Research indicates that younger consumers are becoming more interested in sustainable and heritage products.

However, price sensitivity and lifestyle differences affect their final purchase decision. However, the presence of a GI label contributes to the **symbolic and emotional appeal** of products. Studies suggest that consumers are influenced by the cultural heritage and regional identity embedded in GI products, which fosters a deeper connection between the product and the consumer. This emotional attachment, combined with perceived quality, positively impacts purchase intentions and brand loyalty.

In recent years, changing consumer trends—particularly among younger generations such as Generation Z—have further influenced the market for GI products. Research shows that younger consumers are increasingly inclined toward **sustainable, ethical, and heritage-based consumption**. They value products that reflect environmental responsibility, traditional craftsmanship, and cultural preservation. However, despite this positive attitude, awareness of GI tags among younger consumers is still limited, and their purchasing decisions are often influenced by digital exposure, branding, and storytelling strategies.

At the same time, several studies point to a **gap between consumer intention and actual buying behaviour**. While younger consumers express strong interest in sustainable and heritage products, factors such as **price sensitivity, income level, and lifestyle preferences** significantly affect their final purchase decisions. Many consumers perceive GI or eco-labelled products as expensive, which discourages frequent purchases despite their positive attitudes. Additionally, differences in lifestyle, convenience, and accessibility further influence consumption patterns, leading to selective or occasional purchasing of GI products rather than consistent buying behaviour.

Furthermore, consumer behaviour is shaped by a combination of socio-economic and psychological factors, including income, cultural background, social influence, and perceived value. These factors interact to determine whether consumers prioritize authenticity and sustainability over price and convenience.

In summary, existing literature suggests that although GI tags enhance trust, authenticity, and perceived quality, and although younger consumers show growing interest in sustainable and heritage-based products, **practical constraints such as price sensitivity, awareness levels, and lifestyle differences continue to influence the final purchase decision**.

## RESEARCH GAP

Limited studies on GI awareness among Gen Z Lack of focus on traditional textile products like Pathani sarees Insufficient research in the Indian context Methodology.

Despite the growing importance of Geographical Indication (GI) products, there are limited studies focusing specifically on **awareness among Generation Z**, particularly in the Indian context, where awareness levels remain relatively low. Existing research has largely concentrated on agricultural or handicraft GI products, with **insufficient attention given to traditional textile items such as Pathani sarees**. Furthermore, many studies are region-specific and fail to provide a **comprehensive understanding of consumer behaviour across diverse Indian markets**. There is also a lack of research integrating factors like **lifestyle, pricing, and cultural influence** in shaping purchase decisions of younger consumers. Hence, this study aims to bridge these gaps by examining **Gen Z awareness and perception of GI-tagged traditional textiles in India**.

## RESEARCH METHODOLOGY

### Study Design

Quantitative research was employed in this study. The research designed a five-point Likert scale questionnaire and administered it to 100 Generation Z participants. The reliability of the scale was established using Cronbach alpha test, which was well above 0.70, the minimum value for the test. SPSS software was employed in the data analysis using descriptive statistics, independent sample t-test, ANOVA, correlation, and regression test to investigate the relationship and test the hypotheses.

This study adopts a **descriptive research design**, focusing on systematically collecting data through structured questionnaires to understand consumer awareness and behaviour patterns. Descriptive statistics are used to **summarize and present the data** through measures such as mean, percentage, and standard deviation, making large datasets easier to interpret.

### SAMPLING TECHNIQUE

The study adopts a **non-probability sampling technique**, specifically **convenience sampling**, where respondents are selected based on their accessibility and willingness to participate. This method is widely used in descriptive research as it allows quick and practical data collection from a target group such as Generation Z consumers.

Although this technique does not ensure complete representation of the entire population, it is suitable for exploratory and behavioural studies where time and resource constraints exist. Sampling involves selecting a subset of individuals from a larger population to draw meaningful conclusions about the overall group

Further, **statistical analysis** is applied to identify patterns, relationships, and trends within the collected data, enabling meaningful interpretation and supporting research objectives.

To test the significance of differences among groups, the study employs **Analysis of Variance (ANOVA)**, which helps determine whether variations in responses are statistically significant or occur by chance.

Overall, this methodology ensures a **scientific, objective, and data-driven approach** to analysing consumer perceptions and validating research findings.

Table 1. Descriptive Statistics

| Variable           | Mean | SD   | N   |
|--------------------|------|------|-----|
| Aarne              | 3.42 | 0.88 | 100 |
| Authenticity       | 3.76 | 0.81 | 100 |
| Purchase Intention | 3.68 | 0.79 | 100 |

Figure 1. Representative Pathani Saree Design (Academic Illustrations) Source: Academic illustration for research purpose.

Table 2. Independent Sample T-test

| Table                     | 2.       | Group 1 | Group 2 | t-value | p-value | Significant |
|---------------------------|----------|---------|---------|---------|---------|-------------|
| Independent Sample T-test | not test | Mean    | Mean    |         |         |             |
| Awareness                 |          | 3.30    | 3.55    | 2.10    | 0.037   | Significant |
| Authenticity              |          | 3.60    | 3.90    | 2.45    | 0.016   | Significant |

Table NO 3: Anova Summary

| Table 3. | SS | df | MS | F | Significant |
|----------|----|----|----|---|-------------|
| ANOVA    |    |    |    |   |             |
| Summary  |    |    |    |   |             |
| Variable |    |    |    |   |             |

|              |       |   |      |       |             |
|--------------|-------|---|------|-------|-------------|
| Purchase     | 28.41 | 3 | 9.47 | 14.97 | Significant |
| Intention    |       |   |      |       |             |
| Authenticity | 10.75 | 3 | 3.58 | 7.60  | Significant |

## DATA ANALYSIS

The collected data is analysed using both **descriptive and inferential statistical tools**. Descriptive statistics such as percentages, mean, and standard deviation are used to **summarize and present the data in an understandable form**, highlighting general patterns and trends.

For deeper analysis, **Analysis of Variance (ANOVA)** is applied to examine whether there are **significant differences between different groups of respondents**. ANOVA works by comparing variation within groups to variation between groups, helping determine if observed differences are statistically meaningful.

## RESULTS AND DISCUSSION:

The findings of the study indicate that most respondents are **aware of Geographical Indication (GI) tags**, but their depth of understanding remains moderate. Many respondents associate GI products with **authenticity, quality, and cultural heritage**, supporting earlier research that consumers prefer GI- labelled products due to their perceived uniqueness and origin.

The analysis further reveals that **Generation Z consumers show a positive attitude toward sustainable and traditional products**, including GI-tagged textiles such as Pathani sarees. However, this interest does not always translate into actual purchase behaviour. Similar to previous studies, a **gap between intention and purchase** is observed, mainly due to price sensitivity and limited disposable income.

Descriptive and statistical analysis show that factors such as **price, product awareness, and lifestyle preferences** significantly influence buying decisions. ANOVA results indicate that there are **significant differences among consumer groups** (based on income, education, or usage patterns), suggesting that demographic variables play an important role in shaping consumer perception.

Additionally, the study highlights that **digital influence and social media exposure** impact awareness and interest among young consumers, as many rely on online platforms for product information and comparisons before making purchase decisions.

Overall, the discussion concludes that while GI products have strong potential among younger consumers due to their cultural and sustainable appeal, **barriers such as pricing, limited awareness, and accessibility must be addressed** to enhance actual purchasing behaviour.

## DISCUSSION OF FINDINGS

The findings of the study reveal that consumers, especially Generation Z, have a **positive perception of GI-tagged products**, associating them with authenticity, quality, and cultural value. This supports existing research which states that consumers prefer GI products due to their **unique origin and perceived superior quality**.

However, despite this favourable attitude, the study identifies a **gap between intention and actual purchase behaviour**. Factors such as price sensitivity, limited awareness, and lifestyle preferences restrict frequent purchases. Additionally, the results indicate that **awareness levels significantly influence buying decisions**, as consumers with better knowledge of GI tags show stronger purchase interest.

The analysis also highlights that demographic factors such as income, education, and exposure to digital media play a crucial role in shaping consumer perception. Overall, while GI products have strong potential, practical barriers continue to affect their market growth.

## SUMMARY OF KEY FINDINGS

- Most respondents are **aware of GI products**, but detailed understanding is moderate.
- GI tags are strongly associated with **quality, authenticity, and heritage value**.
- Generation Z shows **interest in sustainable and traditional products**.
- **Price sensitivity** is a major factor influencing purchase decisions.
- There exists a **gap between consumer intention and actual buying behaviour**.
- **Awareness, income, and lifestyle** significantly affect purchasing patterns.

## CONCLUSION

The ending confirm the statistical significance of GI Tag in influencing purchase intention among Gen Z consumers. Policy makers and marketers should strengthen awareness campaigns and digital storytelling. The study concludes that **Geographical Indication (GI) tags have a statistically significant influence on the purchase intention of Generation Z consumers**. The findings highlight that GI tags act as a symbol of authenticity, quality, and cultural heritage, which positively shapes consumer perception and trust. Although younger consumers show a growing inclination toward sustainable and traditional products, their final purchase decisions are often influenced by practical factors such as price sensitivity, awareness levels, and lifestyle preferences. Furthermore, the study confirms the existence of a gap between **consumer intention and actual buying behaviour**, indicating that favourable attitudes alone are not sufficient to drive consistent purchases. Therefore, it is essential for policymakers and marketers to focus on **increasing awareness, improving accessibility, and strengthening digital engagement strategies**. Initiatives such as awareness campaigns, branding, and storytelling can effectively communicate the cultural and economic value of GI products to younger audiences. Overall, GI products hold strong market potential, but strategic efforts are required to fully capitalize on this opportunity.

## FUTURE SCOPE:

The present study opens several avenues for future research. Firstly, further studies can be conducted with a **larger and more diverse sample size** to enhance the generalizability of the findings across different regions and demographic groups. Researchers can also explore **comparative studies between urban and rural consumers** to better understand variations in awareness and purchasing behaviour.

Secondly, future research can focus on specific categories of GI products, particularly **traditional textiles such as Pathani sarees**, to gain deeper insights into consumer preferences and market challenges.

Moreover, there is scope to examine the role of **digital marketing, social media influence, and e-commerce platforms** in promoting GI products among younger consumers. Longitudinal studies can also be conducted to track changes in consumer perception over time. Finally, future research may explore **policy effectiveness and the impact of government initiatives** in enhancing awareness and market reach of GI-tagged products.

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