

Evaluating Customer Satisfaction and Brand Perception of TRIBES India: An Empirical Study

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ABSTRACT

This study empirically evaluates customer satisfaction and brand perception of TRIBES India, a retail initiative by TRIFED (Tribal Cooperative Marketing Development Federation of India) that promotes tribal handicrafts, textiles, and organic products. The research employs an online survey of 100 respondents to assess satisfaction levels, trust in tribal products, and areas for improvement. Key findings indicate high satisfaction with product authenticity, quality, and staff service. However, significant concerns were identified regarding pricing perceptions and product availability. While the government-backed credibility fosters strong brand trust and a sense of social responsibility, customers suggest enhancements in digital engagement, marketing, and regional accessibility. The study provides actionable insights for TRIFED to enhance customer experience, optimize pricing strategies, and expand outreach through improved operational efficiency and targeted communication.

Keywords: TRIFED; TRIBES India; Customer Satisfaction; Brand Perception; Tribal Handicrafts; Pricing Perception; Sustainable Livelihood; Marketing Strategy



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CHAPTER 1: INTRODUCTION

India hosts one of the world's largest tribal populations, with over 104 million people belonging to Scheduled Tribes, constituting approximately 8.6 per cent of the nation's total population (Census of India, 2011). Dispersed across diverse geographic regions, these communities are custodians of a rich repository of traditional knowledge, cultural heritage, and artisanal skills. Despite possessing significant tangible and intangible assets, tribal communities have historically faced economic marginalization, limited market access, and exploitation by intermediaries. The dual challenge of ensuring sustainable livelihoods for tribal artisans while preserving their cultural identity has thus remained a persistent developmental priority.

Established in 1987 under the Ministry of Tribal Affairs, Government of India, the Tribal Cooperative Marketing Development Federation of India (TRIFED) was created to ensure fair trade, eliminate exploitative middlemen, and empower tribal communities by facilitating effective market access for their produce and products. TRIFED has since become a pivotal institutional mechanism for integrating tribal producers into mainstream markets. Its flagship retail initiative, TRIBES India, is the public face of this endeavour, providing a structured marketplace for tribal

handicrafts, handlooms, minor forest produce (MFP), organic products, and wellness items.

Functioning as both a commercial and developmental entity, TRIBES India's mandate extends beyond profitability to encompass social welfare and economic sustainability. By consolidating tribal products under a single national brand, TRIFED aims to bolster consumer trust in their authenticity and ethical sourcing. Currently, TRIBES India operates through a network of over 110 physical stores across states and Union Territories, participates in domestic and international trade fairs, and maintains an e-commerce platform. Its extensive portfolio features over 100,000 product codes, including traditional jewellery, textiles, metalcraft, woodcraft, pottery, organic foods, and herbal commodities. Crucially, all products are sourced directly from more than 300,000 tribal artisan families, ensuring that commercial benefits accrue directly to the producers.

Despite its socially transformative model, TRIBES India encounters unique challenges. Its success is contingent not only on supply-side factors—such as artisan training, product diversification, and quality control—but also on demand-side acceptance, i.e., customer satisfaction and brand perception.

Contemporary consumers are highly discerning, with expectations shaped by private-sector benchmarks and global e-commerce standards regarding product authenticity, innovation, pricing, service quality, and digital accessibility. For TRIFED, balancing economic viability with welfare objectives necessitates a systematic evaluation of customer satisfaction, perceived brand authenticity and trustworthiness, and barriers to product access and affordability.

The strategic importance of customer satisfaction in this context is underscored by established marketing theory, which identifies it as a key determinant of loyalty, repurchase intention, and positive word-of-mouth (Oliver, 1980). Furthermore, Aaker's (1991) brand equity model highlights the role of perceived quality, brand associations, and trust in influencing consumer choice. For TRIBES India, this raises critical questions: Are customers primarily motivated by cultural authenticity or by product quality and utility? Is the brand perceived as a premium social enterprise, or is its pricing seen as unaffordable? Does its government-backed identity bolster trust or hinder competitive agility?

Globally, initiatives marketing indigenous crafts face similar challenges of commodification, authenticity preservation, and consumer awareness. Public-sector or cooperative-led models in Latin America, Africa, and Southeast Asia have attempted to integrate local artisans into value chains, often navigating tensions between cultural preservation and market adaptation. TRIBES India thus operates within a comparable landscape where customer satisfaction serves as a barometer for the efficacy of public-sector retail models in delivering social value while competing with private brands.

The ascendancy of digital commerce has further reconfigured consumer expectations. E-commerce platforms like Amazon, Flipkart, and niche portals such as Jaypore and Okhai have established new norms for product availability, delivery speed, and customer service. For TRIBES India, this digital sphere presents both an opportunity and a necessity. However, anecdotal evidence points to operational challenges—including delivery delays, limited online variety, and insufficient digital engagement—that can undermine satisfaction despite high product quality.

Pricing and value perception represent another critical concern. The handmade nature, limited production scale, and use of organic materials often necessitate a premium price for tribal products. While socially conscious consumers may accept this premium, broader market adoption requires clear value communication, competitive differentiation, and pricing strategies that balance artisan welfare with consumer affordability. Failure to address this may restrict TRIBES India to a niche market, limiting its social impact.

From a policy perspective, researching customer satisfaction is imperative. Significant government

resources have been allocated to TRIFED's initiatives, including the *Aadi Mahotsav* exhibition and campaigns under the *Vocal for Local* and *Atmanirbhar Bharat* movements. Consumer feedback offers crucial insights into the effectiveness of these programs and identifies areas needing policy or managerial intervention. For instance, if pricing is a key deterrent, introducing tiered product lines—premium and affordable collections—could be a viable strategy.

Brand perception is equally pivotal. A government-backed initiative carries dual connotations: credibility and potential bureaucratic inefficiency. While state endorsement enhances trust, operational shortcomings may be judged more critically than those of private firms. Understanding consumer perception thus involves not only measuring satisfaction but also deciphering the symbolic meaning attached to the TRIBES India brand—is it viewed as a premium ethnic label, a welfare channel, or both?

Existing research on handicraft retail and cultural products emphasizes authenticity, ethical sourcing, and design innovation as primary purchase drivers (Xue et al., 2021; Yadav & Mahara, 2019). Simultaneously, studies on service quality stress the importance of efficient delivery and reliable customer service (Parasuraman et al., 1988). For TRIBES India, which straddles artisanal authenticity and modern retail service, synthesizing these insights is essential.

Therefore, this study transcends academic exercise to offer practical strategies for enhancing TRIBES India's economic sustainability and tribal empowerment goals. It aims to identify improvement areas, align marketing with consumer expectations, and strengthen competitive positioning.

Objectives

1. To evaluate the level of customer satisfaction with TRIBES India's products and services, with reference to quality, authenticity, pricing, and availability.
2. To analyze consumer perceptions of the TRIBES India brand, particularly in terms of authenticity, trust, and social responsibility.
3. To identify key challenges and barriers that affect customer loyalty and repeat purchase behavior.
4. To suggest actionable strategies for TRIFED to enhance customer experience, optimize pricing, and strengthen digital and retail engagement.

CHAPTER 2: LITERATURE REVIEW

Research on customer satisfaction offers valuable frameworks for analysing TRIBES India's market position. Dubey (2023), in a study of the Indian telecom sector, identified product performance, service quality, and value-for-money as critical for consumer loyalty. These factors resonate strongly with the TRIBES India context, where authenticity and craftsmanship are highly valued, yet pricing and service delivery remain pivotal to satisfaction. Similarly, Madhavedi et al.

(2024) reported only moderate satisfaction levels in large-format retail stores in Tier-III Indian cities, emphasizing the importance of multidimensional factors like product assortment, staff behavior, and store environment. These findings are instructive for TRIBES India, which must ensure consistent service quality across diverse regional outlets.

The link between service quality and customer retention is well-established. Blery et al. (2009), in the mobile telephony sector, confirmed that perceived quality directly influences repurchase intentions. Pérez-Morón et al. (2022) echoed this in a study of Starbucks customers in Malaysia, finding that service quality significantly enhances satisfaction and loyalty. For TRIBES India, these insights underline the importance of in-store service, delivery reliability, and digital responsiveness in fostering repeat purchases and positive word-of-mouth.

Studies on handicraft consumption provide direct relevance. Xue, Yi, and Chenxia (2021) explored motivations behind traditional handicraft purchases in China, revealing that authenticity cues, cultural narratives, and ethical provenance strongly increase purchase intentions. In the Indian context, Kang and Kim (2024) emphasized that geographical indication (GI) tags and fair-trade knowledge strengthen brand equity and consumers' willingness to pay a premium. These findings suggest that TRIBES India can enhance brand perception by strategically promoting product authenticity and provenance. Sarkar and Sinha (2024) demonstrated that environmental and hedonic motivations drive handicraft purchase intentions, while Sharma and Singh (2023) highlighted that positioning artisans as entrepreneurs and brand creators boosts consumer empathy and trust.

Product attributes significantly influence consumer decisions. Chandran et al. (2023) found that colour, design, and pricing are decisive factors in purchases of handcrafted products. Complementing this, Vision (2022) investigated impulsive buying behavior toward handicrafts in India, revealing that in-store storytelling and sensory experiences trigger immediate purchases. These studies underscore the need to balance functional attributes (e.g., durability, price) with affective attributes (e.g., design, symbolic meaning)—a crucial consideration for TRIBES India's product strategy.

Pricing sensitivity is a recurrent theme. Das (2022) examined the Indian organized retail sector and concluded that while consumers value authenticity and social impact, price sensitivity often limits adoption. Murthy, Sridhar, Rohit, and Kulkarni (2025) analyzed customer satisfaction with Indian online clothing stores, highlighting pricing transparency and perceived fairness as major determinants of loyalty. These findings align with the concerns identified in the TRIBES India survey regarding premium pricing.

The digital dimension is critical. Perera et al. (2024) assessed e-service quality in India, finding that website usability, delivery timeliness, and after-sales support significantly affect satisfaction. Similarly, Sinha, Srivastava, Srivastava, Asthana, and Nag (2021) demonstrated that digital experience and service reliability drive loyalty in online food services. Extending this to handicrafts, Yadav and Mahara (2019) applied the Technology Acceptance Model to online wooden handicraft purchases, showing that trust in the platform and product presentation strongly influence intentions. These studies indicate that TRIBES India's online success depends on robust logistics and a trustworthy digital interface alongside product authenticity.

Social media and digital narratives are powerful tools. Kumar and Gupta (2023) reviewed the role of social platforms in empowering Indian artisans, finding that narrative-driven engagement fosters market innovation and premium positioning. Pai and Mayya (2022) analyzed online food delivery services and established that digital customer experience is a key satisfaction driver. For TRIBES India, leveraging curated artisan stories and enhanced social media visibility could significantly strengthen market presence.

Finally, experiential retail emerges as a key strategy. Pérez-Morón et al. (2024) found that visiting traditional art and handicraft markets significantly enhances consumer well-being and willingness to pay. This implies that TRIBES India could benefit from live craft demonstrations, exhibitions, and events to create emotional connections, thereby reinforcing authenticity and justifying premium pricing.

CHAPTER 3: RESEARCH METHODOLOGY

This chapter delineates the methodological framework adopted for this study, detailing the research design, data collection methods, sampling strategy, survey instrument, analytical techniques, and study limitations to ensure transparency and replicability.

Research Design

This study employs a descriptive and analytical research design. The descriptive component aims to characterize TRIBES India's customer base, detailing demographics, purchasing habits, and perceptions. The analytical component examines relationships between variables, specifically identifying key drivers of customer satisfaction and areas requiring improvement. This integrated approach enables the systematic collection and interpretation of quantitative and qualitative data to generate actionable insights for strategic decision-making.

Data Collection Method

Primary data was gathered through an online survey developed using Google Forms. The survey was disseminated to individuals who had purchased from TRIBES India via its physical showrooms, exhibitions/fairs, or e-commerce platform. This method

was selected for its efficiency, cost-effectiveness, and capacity to reach a geographically dispersed audience rapidly.

Sample Size and Sampling Technique

The study obtained responses from 100 participants (N=100). A non-probabilistic convenience sampling technique was utilized, distributing the survey through TRIFED's internal channels, including social media platforms, email databases, and partner networks. While this approach enables practical data collection, it may not fully represent the entire TRIBES India customer population, a limitation addressed in Section 3.6.

Survey Instrument

The research instrument was a structured questionnaire comprising three sections:

- Section A captured demographic details, including age group, gender, city/location, and primary purchase channel.
- Section B utilized a 5-point Likert scale (1 = Very Dissatisfied to 5 = Very Satisfied) to measure critical constructs: product satisfaction (quality, variety, pricing), service satisfaction (staff behavior), and overall brand perception (likelihood to recommend).
- Section C featured open-ended questions soliciting qualitative feedback on improvements and suggestions, enabling respondents to elaborate on their experiences narratively.

Data Analysis Techniques

Data analysis was conducted using Microsoft Excel. Quantitative data from Sections A and B underwent descriptive statistical analysis, including frequency distributions, percentages, and mean calculations. Results were visualized using bar charts and pie charts for intuitive interpretation. Qualitative data from open-ended responses was analyzed

through thematic analysis, where comments were coded and grouped into emergent themes to identify prevalent patterns and insights.

Limitations of the Study

This study offers valuable insights but should be interpreted considering its limitations. First, convenience sampling may introduce sampling bias, as the sample may not be fully representative of TRIBES India's entire customer base. Second, the analytical scope was constrained by Microsoft Excel, precluding advanced inferential tests (e.g., multivariate regression, factor analysis) that could provide deeper causal insights. Third, the study lacked a specific quantitative metric for "delivery efficiency," instead inferring related challenges from qualitative feedback on stock availability. Future research should employ random sampling, specialize statistical software, and include direct metrics for delivery performance.

CHAPTER 4: FINDINGS AND ANALYSIS

This chapter presents a comprehensive analysis of data collected from 100 respondents. The findings are structured to provide insights into customer demographics, behavior, and, most importantly, the key drivers of satisfaction and perception. The analysis employs descriptive statistics, inferential techniques, and thematic analysis of open-ended feedback to build a robust understanding of the TRIBES India customer experience.

Customer Demographic Profile

The analysis begins by establishing a profile of the typical TRIBES India customer. The demographic data reveals a significant skew in gender representation among respondents. As illustrated in **Figure 1**, the customer base is predominantly male, accounting for 68 per cent of respondents, compared to 32 per cent female. This suggests that marketing efforts, product assortment, or the in-store environment may resonate more strongly with a male audience.

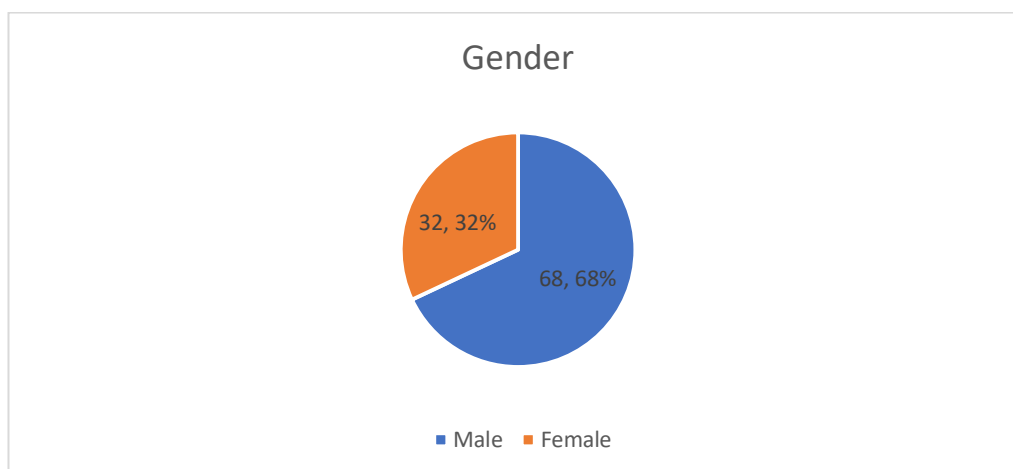


Figure 1: Gender Representation.

Furthermore, the age distribution of customers is highly concentrated. **Figure 2** demonstrates that the vast majority of respondents fall within the 26-35 and 36-45 age brackets. This indicates that TRIBES India successfully attracts a mature,

economically active demographic with disposable income, likely comprising young professionals and established earners who value authentic tribal products.

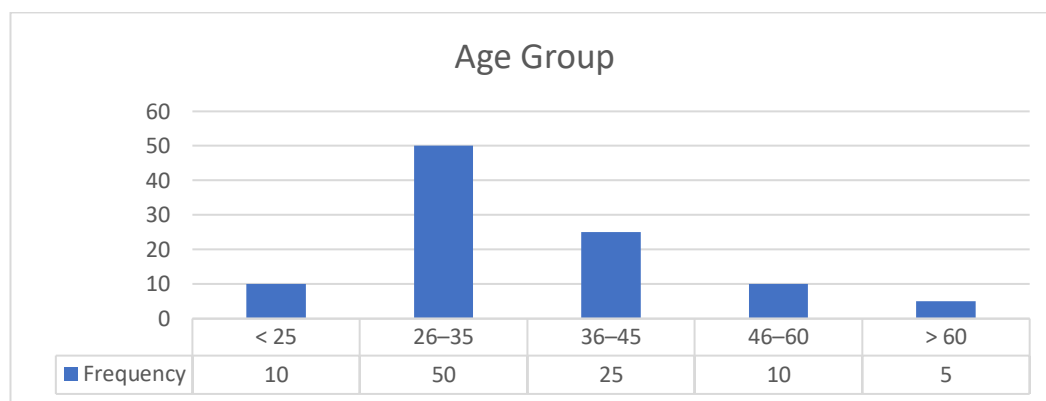


Figure 2: Age Group Distribution of Respondents.

Descriptive Statistics and Key Metrics

An analysis of the key satisfaction metrics on a 5-point scale provides a clear snapshot of customer perceptions:

Table 1: Descriptive Statistics of Satisfaction Dimensions (N = 100)				
Dimension	Mean	SD	Min	Max
Product Quality	3.94	1.25	1	5
Pricing Perception	2.95	1.37	1	5
Staff Behaviour/Service	4.01	1.36	1	5
Product Variety	3.92	1.32	1	5
Overall Experience	4	1.33	1	5

• **Product Quality** received a high mean score of **3.94** ($SD = 1.25$), indicating moderate to high satisfaction and confirming that the core product offering is a fundamental strength.

• **Staff Behavior and Service** was also rated highly, with a mean of **4.01** ($SD = 1.36$). This suggests customers generally have positive and helpful interactions with in-store personnel.

• **Product Variety** was viewed favorably, with a mean of **3.92** ($SD = 1.32$), reflecting moderate-to-good satisfaction with the range of products available.

• **Overall Experience** averaged a strong score of **4.00** ($SD = 1.33$), indicating that the holistic customer journey is perceived positively.

• In stark contrast, **Pricing Perception** was the lowest-rated metric, with a mean of **2.95** ($SD = 1.37$). This

score falls between "Reasonable" and "Slightly Expensive" on the Likert scale, quantitatively confirming that pricing is the most critical area of concern for customers.

This data is succinctly summarized in **Table 1**, which provides an overview of these key performance indicators.

Reliability and Underlying Constructs of Satisfaction

To ensure the validity of the satisfaction scale (Quality, Staff, Variety, Pricing, Overall), its reliability was tested. The scale demonstrated excellent internal consistency, with a Cronbach's Alpha of 0.849. This high value indicates that the five items reliably measure a unified underlying construct—in this case, overall customer satisfaction.

Table 2: Exploratory Factor Analysis (PCA Loadings)		
Item	PC1 (Service & Quality)	PC2 (Pricing)
Quality	−0.940	0.001
Staff	−0.944	−0.060
Variety	−0.945	−0.016
Overall	−0.970	−0.018
Pricing	−0.088	1.001

A Principal Component Analysis (PCA) was conducted to understand how these variables relate to one another. The analysis revealed that:

• The first principal component (PC1) explains 71.6 per cent of the variance and is strongly loaded by Quality,

Staff Behavior, Variety, and Overall Experience. This component represents the core Product and Service Satisfaction dimension.

• The second component (PC2) explains an additional 19.9 per cent of the variance and is loaded

primarily by Pricing. This indicates that Pricing Perception operates as a distinct and separate dimension

in the customer's mind, behaving independently from the product and service experience.

Drivers of Overall Satisfaction: Correlation and Regression Analysis

Table 3: Correlation Matrix of Satisfaction Dimensions

Variable	Quality	Pricing	Staff	Variety	Overall
Quality	1	0.08	0.871	0.813	0.852
Pricing	0.08	1	0.027	0.064	0.066
Staff	0.871	0.027	1	0.815	0.869
Variety	0.813	0.064	0.815	1	0.927
Overall	0.852	0.066	0.869	0.927	1

Correlation analysis was used to measure the strength of the relationships between Overall Satisfaction and other variables:

- Overall Satisfaction correlated very strongly with **Variety ($r = 0.927$)**, **Staff Behavior ($r = 0.869$)**, and **Quality ($r = 0.852$)**.
- In contrast, the correlation with **Pricing was negligible ($r = 0.066$)**, statistically confirming that a

customer's view on price has almost no bearing on their overall satisfaction score in this dataset.

A multiple regression analysis was performed to predict Overall Satisfaction based on Quality, Staff, Variety, and Pricing. The model was highly significant, explaining **90.7 per cent ($R^2 = 0.907$)** of the variance in Overall Satisfaction. The key predictors were:

Table 4: Regression Predicting Overall Satisfaction (OLS)

Predictor	β	SE	t	p
Product Quality	0.173	0.073	2.39	0.021
Pricing Perception	0.021	0.031	0.69	0.493
Staff Behaviour	0.232	0.067	3.47	0.001
Product Variety	0.589	0.067	8.82	<.001

1. **Variety ($\beta \approx 0.589$, $p < 0.001$)**: This was the strongest predictor, indicating that increasing the range and stock of products would have the largest impact on boosting overall satisfaction.
2. **Staff Behavior ($\beta \approx 0.232$, $p = 0.001$)**: Confirming that positive staff interactions are a significant and independent driver of a good experience.
3. **Quality ($\beta \approx 0.173$, $p = 0.021$)**: While a base expectation, maintaining high quality remains a crucial factor.
4. **Pricing was not a significant predictor ($\beta \approx 0.021$, $p = 0.49$)** in the model. This suggests that satisfied customers are willing to accept the current pricing model if the product variety, quality, and service are excellent.

Thematic Analysis of Open-Ended Suggestions

A analysis of the qualitative feedback ("What improvements would you suggest?") complements the quantitative data. The most frequent themes, extracted from keyword analysis, were:

1. **Price:** Words like "high," "expensive," "reasonable," and "market" were pervasive, aligning with the low descriptive mean for pricing.
2. **Product Availability & Variety:** Customers frequently requested "more" — specifically, more "stock," more "outlets," a wider "collection," and new "products."
3. **Staff & Service:** While often praised, suggestions for staff to wear "ID cards" and provide better product knowledge appeared.

4. **Marketing & Expansion:** Suggestions included better "social media" presence and opening outlets in new cities.

Synthesis of Key Findings

The data presents a clear and compelling narrative. TRIBES India enjoys a loyal customer base that holds its **product quality, variety, and staff service in high esteem**. These three elements are the powerful, interlinked engines that drive the high overall satisfaction scores and generate immense brand advocacy.

However, **pricing remains a persistent and vocalized pain point** for a significant portion of the customer base. While the statistical model shows that price does not *determine* overall satisfaction for existing customers, the descriptive data and open-ended feedback clearly indicate that it is a **major barrier to acquisition and a frequent source of negative feedback**. This suggests that the current pricing strategy may limit market expansion and appeal to more price-sensitive segments, even if it is accepted by the core, satisfied clientele.

Therefore, the central challenge identified is not one of poor performance, but of **strategic alignment**: how to leverage the formidable strengths in product and service to mitigate the perceived weakness in pricing, thereby unlocking broader market growth

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

This research was guided by four specific objectives aimed at comprehensively understanding the customer

experience of TRIBES India. This chapter presents the conclusions derived from the data analysis, directly addressing each objective, and culminates in actionable recommendations for TRIFED.

Conclusion

This study, guided by four clear objectives, provides an in-depth analysis of the TRIBES India customer experience and offers critical insights into both the strengths and limitations of TRIFED's initiatives. By examining customer satisfaction, brand perception, barriers to loyalty, and potential strategies, the research highlights how TRIBES India can leverage its unique position to sustain growth while deepening its social mission of empowering tribal artisans. The conclusions drawn not only reinforce the strengths of TRIBES India's current model but also reveal key areas where adjustments are required for long-term sustainability.

The first objective focused on evaluating the level of customer satisfaction with TRIBES India's products and services. Findings revealed that customers strongly value the authenticity and quality of the products offered, which aligns with TRIFED's mission of bringing traditional tribal crafts, textiles, and other products to the mainstream market. The mean satisfaction score for quality and authenticity (3.94 out of 5) indicates a consistently positive response. Qualitative feedback further reinforced this finding, with many customers highlighting the uniqueness of the products, the handmade nature of crafts, and the cultural richness embedded within them. Customers frequently associated TRIBES India with genuine tribal artistry, which sets it apart from mass-produced alternatives available in the market. This brand strength represents an invaluable asset, as authenticity remains a non-replicable differentiator in today's competitive retail space.

Despite this high satisfaction with quality, the study uncovered a major concern regarding pricing. With an average score of only 2.95 out of 5, pricing emerged as the weakest element of the customer experience. Many customers perceived TRIBES India products as "slightly expensive" or even "overpriced," creating a potential barrier to wider adoption, especially among price-sensitive segments of society. While affluent or socially conscious customers may accept higher prices, the perception of unaffordability reduces purchase frequency and restricts the brand's ability to appeal to a broader demographic. Beyond pricing, availability and stock consistency were also highlighted as important aspects of customer satisfaction. Qualitative responses revealed customer frustration when desired products were not available or when stores lacked consistent stock maintenance. Thus, while TRIBES India excels in authenticity and cultural richness, its value delivery is occasionally weakened by operational and pricing challenges.

The second objective explored consumer perceptions of the TRIBES India brand, particularly focusing on trust,

authenticity, and its broader social purpose. Results demonstrated overwhelmingly positive perceptions, with customers associating TRIBES India with reliability, genuineness, and social impact. The authenticity of products was not only recognized but celebrated, with many respondents expressing pride in supporting an initiative that uplifts tribal communities. This emotional connection to the brand is an indicator of strong brand equity. For example, approximately 95 per cent of respondents stated that they were willing to recommend TRIBES India products to others, signifying high loyalty and trust. Importantly, the social mission behind the brand was not perceived as an abstract ideal but as a tangible factor influencing purchase decisions. Customers articulated sentiments such as "supporting our tribal people" and "helping artisans," suggesting that TRIBES India's positioning as both a commercial and socially responsible brand resonates deeply with its audience. Such alignment between consumer perception and organizational mission strengthens TRIFED's standing and provides a competitive edge that extends beyond product features. The third objective aimed at identifying key challenges and barriers affecting loyalty and repeat purchases. Analysis revealed that the primary barrier continues to be pricing perception. While customers acknowledged the superior quality and cultural uniqueness of TRIBES India products, many remained hesitant about repeat purchases due to perceived high costs. This finding indicates that while loyalty exists, it may not always translate into regular transactions unless pricing strategies are revisited. Secondary challenges also emerged from the study, particularly regarding operational aspects. Customers reported inconsistent stock availability as a recurring issue, which negatively impacts the shopping experience. A desire for greater product variety, particularly in textiles and home décor, was also expressed, suggesting that while authenticity is appreciated, innovation and variety remain important drivers of sustained consumer interest. Marketing and visibility challenges were also identified, with several respondents indicating that TRIBES India requires stronger promotional efforts to reach new customers and increase brand discovery. These challenges point to a need for TRIFED to not only preserve authenticity but also enhance accessibility, affordability, and awareness. The fourth objective cantered on suggesting actionable strategies for TRIFED, and the findings naturally translate into several key recommendations. First, the customer experience must be strengthened by amplifying TRIBES India's core strengths while addressing operational gaps. Marketing campaigns that narrate the stories of artisans, their traditions, and the social impact of each purchase would enhance brand connection and justify perceived value. Simultaneously, empowering store staff through professional training, the use of ID cards, and better product knowledge would create a more credible and engaging retail environment. Improvements in inventory management systems are equally vital, as ensuring consistent availability of high-demand products directly addresses one of the most common customer frustrations.

Second, TRIFED must recalibrate its pricing strategy. Conducting a value-based pricing review is essential to ensure that customers feel their expenditure is justified while maintaining fair remuneration for artisans. A tiered product strategy could further expand accessibility, where entry-level products are positioned as “Everyday Essentials” for mass customers, while premium collections cater to niche, high-spending segments. Beyond adjusting prices, TRIBES India must enhance communication of value by highlighting the superior materials, handmade craftsmanship, and direct artisan support embedded within each product. This would shift customer perception from price to value, making purchases feel more meaningful.

Third, TRIFED should strengthen both its digital and physical presence. In today’s consumer landscape, digital marketing is indispensable for discovery and engagement. By targeting younger audiences and women—who often drive household consumption decisions—through social media campaigns, TRIBES India can expand its reach and relevance. Investments in e-commerce platforms would also enable TRIBES India to overcome geographical limitations and connect with urban and semi-urban consumers more effectively. On the physical front, expanding showroom presence in high-potential cities and experimenting with pop-up stores in malls, airports, and cultural hubs would increase accessibility while simultaneously reinforcing brand visibility.

Taken together, these conclusions highlight a balanced picture of TRIBES India’s current position. On one hand, the brand is built on an exceptionally strong foundation of authenticity, quality, and social responsibility, all of which inspire trust and loyalty among customers. On the other hand, significant challenges relating to pricing, stock availability, and visibility restrict its full potential. The findings suggest that TRIFED’s most important task is to recalibrate the value proposition in ways that align customer expectations with commercial realities, while never compromising on the authenticity and social mission that define TRIBES India.

In summary, TRIBES India represents a unique and powerful model that integrates commerce with social responsibility. It has successfully carved out a space in the retail market by offering authentic tribal products that resonate deeply with conscious consumers. However, the path to sustainable growth lies in addressing pricing perceptions, improving operational efficiency, and expanding its market presence. By doing so, TRIFED can convert current challenges into opportunities, transform its perceived weaknesses into strengths, and ensure that TRIBES India continues to empower tribal communities while thriving as a competitive retail brand. The future of TRIBES India, therefore, depends not only on celebrating its authenticity but also on strategically adapting to evolving consumer expectations, thereby ensuring that

its commercial success and social mission remain inseparably linked.

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