

Digital Transformation of Marketing Channels in Handicraft Industry of Oman

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Abstracts:- Handicraft is any country pride and craft makers represent any country's culture by displaying their products in the local market and abroad. Handicraftmen having huge artisan skill but lack of marketing techniques hinders their goal of reaching national and international markets.

This paper aims to study the barricades and issues of Omani carafmen in marketing their products and proposed a novel model by digital trnaformation of marketing channels to solve their marketing short commings.

Keywords:- Handicrafts, Marketing Skills, Digital Transformation.

I. INTRODUCTION

Oman has an extraordinarily rich and varied handicraft culture. Omani Artisans highlight the nation's exquisite handicrafts and rich cultural legacy. Omani handicrafts, which range from exquisite silver jewelry to exquisitely woven carpets and pottery, are a real testament to the nation's artistic prowess. To manufacture these stunning and one-of-a-kind creations, artisans frequently employ age-old methods handed down through the years. It's amazing to observe how these handicrafts support several artists and contribute significantly to the preservation of Omani culture. The Omani government has taken action to protect and promote handicrafts since it understands their importance.

➤ *Impact Foreign Handcrafted on Local Handcrafted:*

- Competition and market saturation: Local craftsmen who find it difficult to stand out on both quantity and price may face unjust competition from foreign craftsmen, especially from those that are mass-produced at reduced costs. Local artisans may see a drop in sales and revenue as a result.
- Appropriation of culture and character loss: It can be insulting and result in a loss of the cultural value and legacy linked with traditional local crafts when foreign crafts imitate local patterns and cultural features without authenticity.

- Emphasis on trends over tradition: Local craftsmen may feel pressured by foreign crafts that follow current trends to give up their traditional methods and look in favor of copying what is profitable, which might result in the loss of distinctive workmanship and cultural legacy.

The handmade sector may be greatly impacted by digital marketing! Craftspeople may reach a larger audience by showcasing their unique items on social media and other channels. Handcraft companies may raise their profile, draw in new clients, and enhance revenue by implementing digital marketing techniques including influencer partnerships, social media advertising, and SEO. It enables craftspeople to connect with prospective customers both domestically and abroad, broadening their market reach and generating new business prospects. Thus, digital marketing has the potential to revolutionize the handmade sector.

➤ *Digital Transformation of Marketing Channels in the Handicrafts Industry of Oman:*

The handicraft sector in Oman has a unique potential to expose traditional Omani handicrafts to a worldwide audience while modernizing business procedures and improving accessibility thanks to the digital transformation of marketing channels. An overview of how digital transformation impacts marketing channels in the Sultanate of Oman's handicraft sector can be seen below. To help handicraft producers market their goods and generate interest in them through digital channels, we set out to design an application. We plan to do extensive social media promotion to inform clients about all the latest developments. The Omani handicrafts sector can meet the needs of the contemporary market, access new markets globally, and retain its cultural legacy by adopting digital revolution in marketing channels.

➤ *The Impact of Digital Marketing for the Benefit of Craft Owners:*

The success of your craft business can be significantly impacted by digital marketing. It enables you to exhibit your handicrafts, connect with a global clientele, and reach a larger audience. You may improve sales, brand awareness, and internet presence with the appropriate tactics. It's a fun way to interact with craft enthusiasts and market your work.

➤ *The Difference between Traditional and Digital Marketing and which Marketing is better for Craftsmen:*

Conventional marketing pertains to conventional advertising techniques such as direct mail, billboards, and print advertising. Conversely, digital marketing entails using websites, email marketing, and social media to advertise your craft online.

There are advantages to both traditional and digital marketing. Establishing a physical presence and connecting with local clients can be accomplished using traditional marketing. However digital marketing may target demographics and has a wider reach at a lower cost.

Digital marketing can be quite helpful for craftsmen. It enables you to interact with potential clients through social media and online marketplaces, establish an online brand, and present your crafts to a worldwide audience. It also offers insightful analytics and tracking capabilities for your marketing initiatives.

Thus, even though conventional marketing has its role, digital marketing gives artisans more chances to reach a wider audience and establish connections with more businesses.

II. REVIEW LITERATURE

According to a study of Handicrafts and Technological Integration in HANDCRAFTS, there is a significant chance to update customs while protecting cultural heritage and increasing market accessibility. Omani craftsmen can break through conventional obstacles to market access by utilizing digital technologies including e-commerce platforms, social media marketing, mobile applications, and data analytics to exhibit their craft talents to a worldwide audience. Personalized marketing techniques that cater to individual interests and immersive experiences like virtual tours and seminars are two other ways that digital transformation can improve consumer engagement. But issues like internet literacy, technology infrastructure, and preserving authenticity in the face of globalization need to be addressed. Overall, the study highlights how digital marketing strategies may drive economic growth, foster cross-cultural interchange on a global scale, and revitalize the Sultanate of Oman's handicraft industry. In this project, we developed an application to help handicraft producers easily promote their goods.

Based on the study of Traditional Omani Crafts approaches to identity, In the 21st century, technology has become an urgent need in life, and we must adapt to it, but the craftsmen did not accept it at first for fear of losing cultural heritage and national identity. However, technology has also become an essential part among craft makers to appear to the world and demonstrate national identity in the ancient heritage, that is, incorporating technological innovations to support their continuation. "Traditional handicraft Training methods are a valuable tradition in the Omani context. Technological integration is welcome but with limits Preserving "traditional knowledge" and protecting "craft trade secrets." (2018, PACI). To uncover the challenges

and potentials of integration, we must take advantage of the use of technology and the sustainability of handicraft practices through technology, and the information communication process.

This study addressed Omani handicraft institutions in urban and rural locations in an effort to explore how natural development, places, and geographical kinds affect the identity of the handicraft sector. Through an examination of the local craft industries, this study emphasizes the significance of the terrain in forming the craft identities of the people living there. Studying the distinctions between rural and urban settings is crucial if one wants to understand how the identity of the craftsman and the community at large is formed. According to Richardson and Dorr (2003), "the landscapes, places, and geographical forms of the land influence the crafts industry and help shape the identity of the regions." Handicrafts have a long history in Oman, mostly serving the needs of the rural populace. These artisans work with date palms, cattle, wild plants, minerals, and other agricultural raw materials. These artisans build a complicated web of interdependencies by connecting customers and primary producers. But rural activities—especially labor-intensive crafts—are under threat from the oil industry. Oil's quick effect compelled artisans to modify their methods and output.

According to the study of Handicrafts in Oman and their role in rural community development. investigates the difficulties encountered by Oman's traditional craft businesses and provides a framework for handling influences from the arts, culture, marketing, and consumption. This is the first effort to discuss this facet of the cultural sector in Oman. Data from fieldwork, interviews, and official papers from Oman's Public Authority for Crafts Industries (PACI) were used in the study approach. The results advance knowledge and offer a useful foundation for the growth of Omani indigenous cultural enterprises. In order to support Oman's traditional craft industry and preserve ancient skills, the PACI works to create jobs for the next generations of craftsmen. Traditional crafts are classified as tangible property by the Convention for the Safeguarding of Intangible Cultural Property and are described by UNESCO as handcrafted goods or items manufactured using basic tools. However, because craftspeople lack knowledge about their skill, societal changes in society have a detrimental impact on traditional craft businesses. The goal of this research is to provide a framework for running craft businesses in Oman. It also addresses issues related to consumption, marketing, creativity, and culture in Omani crafts, especially pottery, and offers practical advice for artisans.

➤ *Set Clear Objectives:*

- Increase awareness about handicrafts
- Increase sales and profits

➤ *Propose Transformation Model:*

Steps transforming a traditional marketing channel to digital marketing:



Fig 1 Propose Transformation Model

III. CONCLUSION

The importance of handicrafts in life lies in their ability to express creativity and personal skills. Handicrafts can be a fun and relaxing hobby and help develop concentration and creativity. Handicrafts are works of art made with the hands, such as sewing, weaving, wood, ceramics, and others. Handicrafts are important because they contribute to preserving cultural and artistic heritage and enhance creativity and manual skills among individuals. It also provides opportunities for individual expression and relaxation and promotes psychological well-being. One of the most important potential problems that we may face: finding reliable suppliers for handmade products, determining delivery and shipping methods for customers, creating a safe and reliable payment system, promoting, and attracting potential customers to the site, and providing an easy and attractive user interface to facilitate the browsing, and purchasing process, providing excellent customer service, and responding to customer needs. We searched for some solutions to address these problems: To find reliable suppliers, you can search online, communicate with local craftsmen and manufacturers, determine delivery and shipping methods, you can cooperate with reliable shipping companies, and provide different options to customers. To create a secure payment system, you can use reliable

electronic payment services such as PayPal. To promote and attract customers, you can use social media and online marketing, create attractive content, and share it with the target audience. To provide an easy and attractive user interface, you can use available e-commerce platforms such as Shopify or WooCommerce, to provide excellent customer service, you can provide options to communicate with customers such as email or live chat.

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