
mLAC Journal for Arts, Commerce and Sciences (m-JACS)
Volume 4, No.5, May 2026, P 1-7
ISSN: 2584-1920 (Online)

**PRESERVING HERITAGE, POWERING GROWTH: GI PRODUCTS FOR A
VIKSIT BHARAT**

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Paper Received: 31.08.2025 | Revised: 09.05.2026 | Accepted: 20.05.2026

DOI: <https://doi.org/10.59415/mjacs.343>

Abstract

Products bearing a Geographical Indication (GI) are a unique fusion of tradition, culture, and local identity that have the potential to significantly advance India's goal of becoming a Vibrant Bharat. These goods serve as catalysts for economic expansion, rural development, and international market integration, while also conserving the country's unique cultural heritage and indigenous knowledge systems. The main purpose of this paper is to analyse the role of e-commerce platforms and the opportunities available for empowering GI products in a Viksit Bharat. To know the consumer perception towards e-commerce platforms. Here, convenience sampling techniques were adopted to collect the responses through structured questionnaires. This study employed both quantitative and qualitative techniques. Study reveals that there is a relationship between empowering the GI product and sustainable growth through a correlation test. This study identified that there is still a need to focus on GI product awareness and implementation of an e-commerce platform for further development of the nation towards Viksit Barath.

Keywords: Geographical Indication (GI), Viksit Bharat, Sustainable Development, e-commerce.

1. INTRODUCTION

India's rich culture and diversity platforms give a wide range of uniqueness in agricultural products like Nanjanagoodu Rasabale, Kashmir Kesari, Handicraft items, kinnar toys, Mysore paintings, etc, which are identified as Geographical Indications. These products represent our culture and heritage through artisans and craftsmanship. It is also acting as a vital instrument for rural economic development with the vision of Viksit Bharat @2047. In the Modern digital economy, E-Commerce plays a powerful role in bridging the gap between traditional producers and modern Global consumers. They extend market opportunities through digital visibility and availability, which brings opportunity for positioning and digital storytelling for sustainable trade.

A previous study on Viksit Bharath 2047 elaborates that a focus on inclusive growth is very much required through technology, entrepreneurship, and manufacturing since it creates employment opportunities and increases the standard of living for all citizens (1). Protecting cultural heritage is possible through both legal and ordinary measures. To preserve the cultural heritage, local communities can take ownership by passing it to generations through various efforts, and they can preserve their cultural legacy (2).

2. REVIEW OF LITERATURE

S. Ramesh Babu, N. Senthil Kumaran, (2018). In this paper, the author tried to explore consumer opinion towards online purchase, through measuring their willingness to purchase GI products online by collecting 150 samples from Madurai, where 24 GI products from Tamil Nadu are taken. The study also reveals that emotional attachment factors stand first in the rank 1, which indicates that these factors influence the to purchase the GI products. Linear regression was used to find out the top reason behind the reason behind purchase of GI products.

LT Thirumarudhan, Anjugam M, Suresh Kumar D, Indu Rani C, Nirmala Devi M & Vasanthi R,(2025). GI assists consumers in identifying unique products with standard quality while safeguarding producers from unfair competition. Here, the author tried to identify the household preference for GI-certified products. The study also

highlights GI products' support for sustainable regional growth. The main aim is to create awareness among people and bring tough competition in the market.

Dr. Neeta Audichya¹, Ishita Audichya(2023). Preserving cultural heritage is of utmost importance because of modernization, and it is facing a major problem. Here, the study's main aim is to determine how to protect the cultural heritage of the Indian village. Here, the author found a solution that involves legal and non-legal measures through a comprehensive review of literature. Non-legal measures include creating awareness among the younger generation and motivating artisans to take ownership of protecting the heritage for sustainable development.

Marianna Guareschi *, Maria Cecilia Mancini, Filippo Arfini(2023). Here, the author tried to identify the contribution of GI food products towards sustainable development by measuring management rules in three different levels of analysis. A case study method is adopted by the author; the final paper concludes that some issues regarding accuracy and reproducibility need more improvement. Self-assessment is needed for sustainable development.

Teuber, R. (2011). Here, the author's main intention is to investigate the economic model for a better understanding and implementation of Geographical Indication policies. As per the author's reviews, it has been found that currently 167 countries are protecting GI products with different regulatory authorities. This is about the right way of raising a protection question. The empirical evidence on GI case studies proved both positive and negative contributions.

Merle, A., Hérault-Fournier, C., & Werle, C. (2016). This paper examines the impact of a local origin label on perception and purchase intent regarding food products; 632 consumers' opinions are collected through structured questionnaires. Here, the author took two case studies: cheese and apple. Indication of local origin is the major way to psychological level influence on purchase.

Krishnaprabu, S. (2019). Here, the author identifies the Digital India features and seeks to find out practical solutions and innovative ideas to achieve Digital India. Explanatory research methodology is adopted to analyse data using secondary data from national and international journals, and a descriptive research design is also adopted to have more accuracy. Finally, research concludes that the public and private partnership model must be explored for the sustainable development of digital infrastructure.

Neetha Rose, C. D., & Umesh, K. B. (2012). GI tag has become an important tool to protect authenticity and develop a local brand of agricultural products. This paper focuses on both the consumer point of view that is willing to pay and is willing to accept GI products from Kerala, India. A study found that awareness of GI Products among people is too low. Two types of data were collected from consumers and producers through random sampling techniques.

Vinayan, S. (2017). According to this paper, GI has become a debatable topic since it came under the WTO in 1995. The GI Act of 1999 protects heritage through structured law. The author's main aim is to throw a light on the legal framework of the protection of originally framed products in India. A study found that people are willing to purchase products.

3. STATEMENT OF PROBLEM

India's rich cultural legacy, traditional craftsmanship, and local expertise are all embodied in Geographical Indication (GI) products. Due to low knowledge, poor marketing, and a lack of technological integration, many GI goods are still underutilized. Despite being effective tools for consumer awareness, rural empowerment, and market expansion, e-commerce platforms' potential to promote GI products is not being completely utilized.

Consumers often lack awareness of the value, authenticity, and availability of GI products. Moreover, challenges such as insufficient digital infrastructure, limited digital literacy among producers, and the absence of structured strategies for branding and promotion restrict the sustainable growth of this sector. This gap between the cultural significance of GI products and their commercial potential raises concerns about how effectively they can contribute to India's vision of a **Viksit Bharat**.

RESEARCH QUESTIONS

1. What is the consumer perception towards e-commerce platforms in the context of purchasing GI products?
2. Is there a significant relationship between consumer perception of e-commerce platforms and the sustainable growth of GI products?

OBJECTIVES OF THE STUDY

- To know the consumer perception towards e-commerce platforms.
- To analyse the role of e-commerce platforms for empowering GI products for a Viksit Bharat

HYPOTHESIS

- ❖ **H₀** There is no significant relationship between authenticity trust of e-commerce platforms and the sustainable growth of GI products.

- ❖ **H₁** There is a significant relationship between authenticity trust of e-commerce platforms and the sustainable growth of GI products.

4. RESEARCH METHODOLOGY

A convenience sampling method was adopted to collect data. Structured questionnaires were circulated among consumers who are engaging e-commerce platforms. To examine the relationship between the e-commerce platform and the empowerment of the GI Product.

STATISTICAL TOOL

SPSS Statistical tool used to know the consumer perception through frequency, Correlation used to know the consumer perception on e-Commerce platforms, and to analyse the relationship between the e-commerce platform and the empowerment of GI Products.

LIMITATION OF THE STUDY

- Fewer samples have been taken to analyse the data.
- Study restricted to Bangalore city.

5. ANALYSIS

Table 1: Demographical Information: Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	21	29.6	29.6	29.6
	Female	50	70.4	70.4	100.0
Total		71	100.0	100.0	

(Source: Primary Data)

The data in Table:1 indicate that out of 71 respondents, 21 (29.6%) were male and 50 (70.4%) were female, showing that most of the participants were female.

Table 2: Demographical Information: Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20 years	39	54.9	54.9	54.9
	21-30 years	24	33.8	33.8	88.7
	31-40 years	8	11.3	11.3	100.0
	Total	71	100.0	100.0	

(Source: Primary Data)

In the Above Table:2 page distribution of respondents shows that a majority, 39 individuals (54.9%), are below 20 years, followed by 24 respondents (33.8%) in the age group of 21–30 years, while only 8 respondents (11.3%) fall within the 31–40 years category. This indicates that the study sample is predominantly composed of younger individuals.

Table 3: Demographical Information: Education

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	School Level	1	1.4	1.4	1.4
	Under graduation	2	2.8	2.8	4.2
	Graduate	54	76.1	76.1	80.3
	Postgraduate	12	16.9	16.9	97.2
	Ph.D	2	2.8	2.8	100.0
	Total	71	100.0	100.0	

(Source: Primary Data)

The educational background of Table:3 respondents reveals that the majority, 54 individuals (76.1%), are graduates, followed by 12 respondents (16.9%) who are postgraduates. A small proportion includes 2 respondents each (2.8%) from the undergraduate and Ph.D. categories, while only 1 respondent (1.4%) is at the school level. This indicates that the sample is highly educated, with graduates.

Table 4: Demographical Information: Income

		Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20,000	50	70.4	70.4	70.4
	20,001-40,000	8	11.3	11.3	81.7
	40,001-60,000	9	12.7	12.7	94.4
	Above 60,000	4	5.6	5.6	100.0
	Total	71	100.0	100.0	

(Source: Primary Data)

The income distribution of respondents of Table:4 shows that a majority, 50 individuals (70.4%), have an income of less than 20,000, while 8 respondents (11.3%) fall in the 20,001–40,000 range and 9 respondents (12.7%) in the 40,001–60,000 range. Only 4 respondents (5.6%) report an income above 60,000.

Table 5: Awareness of GI Products

		Glawareness			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	55	77.5	77.5	77.5
	No	16	22.5	22.5	100.0
	Total	71	100.0	100.0	

(Source: Primary Data)

The above table:5 shows that a majority of 55 individuals (77.5%) were aware of Geographical Indications, while only 16 respondents (22.5%) reported no awareness. However, the presence of nearly one-fourth of respondents lacking awareness highlights the need for further efforts in spreading knowledge and information about GI among consumers.

Table 6 Platform introduced to Geographical Indication (GI) products

		AwarenessBY			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Incollegebyteachers	4	5.6	5.6	5.6
	Friends/Family	18	25.4	25.4	31.0
	E-commerce platforms	13	18.3	18.3	49.3
	Government/News articles	2	2.8	2.8	52.1
	Social Media	34	47.9	47.9	100.0
	Total	71	100.0	100.0	

(Source: Primary Data)

In the above table, 6 shows that the majority 47.9% reported learning about GI products through social media, making it the most influential platform for awareness. This is followed by friends and family, 25.4%, showing the importance of personal networks in spreading information. E-commerce platforms accounted for 18.3% of awareness, indicating that online shopping sites also play a significant role. In contrast, only 5.6% of respondents learned through college or teachers, and just 2.8% through government or news articles, highlighting their relatively limited impact.

Table 7 (a) &7(b) Consumer Perception on Purchase of GI Products through e-Commerce Platforms

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.814	4	.954	4.517	.003 ^a
	Residual	13.932	66	.211		
	Total	17.746	70			

a. Predictors: (Constant), Purchase4, Purchase2, Purchase3, Purchase1

b. Dependent Variable: GIPurchase

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.017	.188		5.404	.000
	Purchase1	-.174	.080	-.399	-2.188	.032
	Purchase2	.363	.098	.677	3.684	.000
	Purchase3	-.024	.082	-.053	-.297	.767
	Purchase4	-.022	.083	-.053	-.271	.787

a. Dependent Variable: GIPurchase

(Source: Primary Data)

The above Table 7(a) shows the ANOVA results, which show that the regression model is statistically significant, $F = 4.517$, $p = 0.003 < 0.05$. This indicates that the independent variables (**Purchase1**=E-commerce platforms make GI products more accessible to consumers, **Purchase2**=Buying GI products online ensures authenticity and quality, **Purchase3**= trust e-commerce platforms in delivering genuine GI-tagged products, **Purchase4**= Purchasing GI products online contributes to supporting rural artisans and traditional communities) collectively have a significant impact on the dependent variable (GIPurchase= Purchase decision of GI Product).

From the above 7(b) coefficient table, we can identify which factor influence more, here independent variables having weak and non-significant effect, except second independent variable (**Purchase2**-Buying GI products online ensures authenticity and quality) this shows positive and highly significant effect **B = 0.363**, **p = 0.000** this means it is strongest positive reason which brings positive relationship to purchase the GI product through online platform.

Table 8: Analyse the role of e-commerce platforms for empowering GI products

- ❖ **H₀** There is no significant relationship between authenticity trust of e-commerce platforms and the sustainable growth of GI products.
- ❖ **H₁** There is a significant relationship between authenticity trust of e-commerce platforms and the sustainable growth of GI products.

Correlations

		PromotionGI	Purchase2
PromotionGI	Pearson Correlation	1	.577**
	Sig. (2-tailed)		.000
	N	71	71
Purchase2	Pearson Correlation	.577**	1
	Sig. (2-tailed)	.000	
	N	71	71

** . Correlation is significant at the 0.01 level (2-tailed).

(Source: Primary Data)

The correlation table:8 shows a positive and significant relationship between Promotion of GI products and Purchase

intention $r = 0.577$, $p < 0.01$. Since the significance value 0.000 is less than 0.01, the null hypothesis (H_0), which states that there is no significant relationship between authenticity trust of e-commerce platforms and the sustainable growth of GI products, is rejected. Therefore, the alternative hypothesis (H_1) is accepted, indicating that authenticity trust of e-commerce platforms has a significant positive impact on the sustainable growth of GI products.

This implies that greater authenticity and trust in online platforms encourage higher purchase intentions, thereby contributing to the sustainable promotion and growth of GI products.

6. FINDING

Respondents highlighted that **easy access and convenient purchase** are the key motives for using e-commerce platforms. However, nearly one-fourth of the respondents reported a lack of awareness about GI products, which emphasizes the need for further efforts in spreading knowledge and information among consumers. In terms of awareness sources, the majority (47.9%) reported learning about GI products through **social media**, making it the most influential platform, followed by **friends and family** (25.4%), which highlights the role of personal networks in information dissemination. **E-commerce platforms** accounted for 18.3% of awareness, indicating their growing importance in promoting GI products. Moreover, the independent variable (Purchase2 – Buying GI products online ensures authenticity and quality) shows a **positive and highly significant effect** ($B = 0.363$, $p = 0.000$), suggesting that authenticity and quality are the strongest motivating factors driving online purchases of GI products. The correlation analysis further supports this finding, showing a **positive and significant relationship** between promotion of GI products and purchase intention ($r = 0.577$, $p < 0.01$). Since the significance value (0.000) is less than 0.01, the results confirm that effective promotion has a significant positive impact on consumers' intention to purchase GI products online.

SUGGESTION

- Here, the study suggests Enhancing Awareness Campaigns – since one-fourth of respondents lack awareness about GI products, targeted awareness programs should be implemented through both online and offline channels.
- Strengthening E-commerce Platforms since authenticity and quality assurance strongly influence purchase intention, e-commerce platforms must highlight certification, traceability, and quality checks to build consumer trust.
- It also suggests that collaboration with Local Producers is needed because Partnerships between e-commerce platforms and GI product producers can ensure genuine supply, reduce counterfeit risks, and provide better market reach.

7. CONCLUSION

The Study reveals that the e-commerce platform plays a vital role in empowering GI products by widening market reach and enhancing recognition on other platforms to create awareness. Here, policymakers should take the initiative to strengthen awareness campaigns to provide digital training to artisans' e-commerce platforms, which should incorporate a dedicated GI section by highlighting authenticity through storytelling. This empowerment will bring a contribution to sustainable rural development, preservation of heritage, and positioning India as a global hub of authenticity and cultural products.

8. STATEMENTS & DECLARATIONS

AI Statement: The authors declare that they have not used generative artificial intelligence, specifically ChatGPT, in the writing of this manuscript and/or in the creation of images, graphics, tables, or their corresponding captions.

Authorship Contribution: Goutham S: Carrying out the data collection, data curation, and writing the original manuscript. Sharmila S: Supervision and reviewing the manuscript.

Ethical Standards: All the ethical research standards were followed while writing this conceptual paper.

Conflict of Interest: The authors state that they do not have any conflict of interest.

Informed Consent / Ethical Compliance: As this is a conceptual paper, no consent is required.

Human or animal involvement in the article: None

Data Availability: All the data included in this research article will be provided on request.

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