






PERCEIVED IMPACT OF QUALITY OF KASHMIRI ART AND CRAFTS: AN EMPIRICAL STUDY

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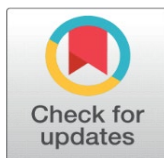
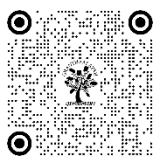
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Received 07 January 2023

Accepted 03 April 2023

Published 18 April 2023

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DOI

[10.29121/shodhkosh.v4.i1.2023.342](https://doi.org/10.29121/shodhkosh.v4.i1.2023.342)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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ABSTRACT

Kashmir region is known for its handicraft industry all over the world. The purpose of this study is to determine the impact of the quality of Kashmiri handicrafts on satisfaction and repurchasing intention. The present study is descriptive and convenience sampling method was employed. The data was collected at Srinagar the summer capital of Jammu and Kashmir. The structured questionnaire was distributed among 80 tourists. The findings of this study revealed, there is a strong and positive relationship between the quality of Kashmiri handicrafts, satisfaction, and repurchasing intention. The study verified all the hypotheses using the path coefficient method. Impact of quality of Kashmiri handicrafts on satisfaction and repurchasing intention and lastly the impact of satisfaction on repurchasing intention were found to be statistically significant. Furthermore, the study explores the role of satisfaction in mediating the relationship between the quality of Kashmiri handicrafts and repurchasing intention.

Keywords: Quality, Handicrafts, Satisfaction, Repurchasing-Intention, Kashmir

1. INTRODUCTION

Kashmiri handicrafts are known all over the world for their artistic work and well-made they are. The people who live in Kashmir belong to different cultures and ethnic groups, which has led to a wide range of designs, techniques, and crafts. The different handicrafts are in line with its long, standing-rich culture, which has been

perfected over hundreds of years. Kashmiri artisans are the only ones who can make beautiful carpets, shawls, paper mache, or any other type of craft. Kashmiri handicrafts are manufactured in a class, and it represents Kashmiri culture. Our artists and handicrafts are an important part of our culture, and craftsmen found a way to show our culture in a way that no one else could. In the past, these handicrafts have been famous and made a lot of money, even though our geography made it hard to do so. They are famous all over the world. These crafts are made with a magical mix of motifs and images that reflect the many different cultures. The study presents a few art and handicraft products that I have mentioned below:

1.1. KANI SHAWL

Kashmir's most beautiful and well-known shawls are kani shawls, which are woven works of art. The shawls are woven by people who use Kashmiri people use Kanis, which are needles, made of wood. Depending on the design, it takes at least a year or two to make a kani shawl, which is made with a very complicated method.

1.2. PAPER MACHE

It is a composite material made of paper pulp and sometimes textiles that are held together with glue starch or wallpaper paste. Local craftspeople use this decorative art to turn everyday items into rare works of art. The process has two parts: making the object (sakhtsazi) and putting it together (naqashi) (painting the surface).

1.3. KHATAMBAND

Khatamband is a rare and incredibly beautiful type of woodwork that is used to make ceilings. The craftsmen put together small pieces of wood (preferably walnut or deodar wood) without using nails. When finished, the ceiling has a beautiful design and can be easily taken apart and put back together as needed.

1.4. CARPET WEAVING

To make a carpet, have to use the most complicated ways to weave. A silk carpet is turned into a beautiful work of art by a skilled worker who weaves almost a million knots per square meter. The skill of carpet weaving in Kashmir has been passed down and improved over many generations. Carpets are made on wooden looms in both the countryside and the cities of Kashmir. Depending on its size and density, a carpet may take months or even years to finish. Wool, silk, and mercerized cotton are all used as raw materials.

1.5. WOOD CARVING

In Kashmir, carving wood has always been a very beautiful art form. Some of the best walnut wood carvings are done in Kashmir. Craftspeople use a mallet and chisel to carve floral and other patterns into wood. Wood carving can be done on a wide range of things, from furniture (tables, chairs, writing desks, dining tables, etc.) to personal items (jewelry boxes, photo frames, etc.) and other things used to decorate the home.

1.6. KANDKARI COPPERWARE

Kandkari is a special kind of copper work that has been done by master smiths in Kashmir for hundreds of years. The craftsmen carve geometric and calligraphic designs into copper items. The designs on copperware items are unique and attractive. The "Kashmir Samovar," a kettle used to make Kehwa and Nun Chai, is the most well-known piece of Kandkari's work. Kandkari work is also done on bowls, frames, flower vases, tea sets, and scent chests, among other things.

1.7. TILLA WORK

Tilla work is a traditional Kashmiri craft that is a type of embroidery that uses gold or silver zari (tilla) thread. It was once used to decorate pherans and shawls, but now it can be seen on saris, shalwar kameez, and other clothes. Artists carefully add designs made of silver or gold thread that is held in place by cotton thread. Designs can range from traditional, complicated ones that take a long time to finish to simpler ones that take less time, thread, and work. The most common designs are the Lotus, Chinar, and Badam (Almond).

After reviewing a good number of existing research papers, only a few works have been done about Kashmiri art and crafts. It has been observed still there is a need to improve the quality of handicraft products to make money that may help and can contribute to our economy.

The Kashmiri handicraft industry supports GDP and the local economy. If we want to boost our economy even more, we'll need to run these industries with the latest machine and technology. It will help to create more jobs for people who are directly or indirectly looking for work. There are a lot of things that need to improve and change in the handicraft industries, like the support for help from the government.

The purpose of the study is to analyze the tourists' perception of the quality of Kashmiri handicrafts. Furthermore, the study presents and analyses the relationship between the quality of Kashmiri handicrafts, tourist satisfaction, and repurchasing intention and also determines the impact of the quality of Kashmiri handicrafts on satisfaction and repurchasing intention. In addition, the study explores the role of satisfaction in mediating the relationship between the quality of Kashmiri handicrafts and repurchasing intention.

2. LITERATURE REVIEW

2.1. QUALITY

According to [Lewis & Bernard \(1983\)](#), service quality is a tool that measures the difference between the given service and customer expectations. [Grönroos \(1984\)](#) defines service quality as "the result of an evaluation process in which the consumer contrasts his expectations with the service he received."

The conceptual framework of service quality was created by [Parasuraman et al. \(1985\)](#) to demonstrate that "quality is a comparison between expectations and performance," which leads to customer satisfaction. [Grini and Jasmina \(2007\)](#) defined service quality as a means of controlling business processes to ensure overall customer satisfaction on all levels, hence increasing the competitive advantage of the entire organization.

2.2. SATISFACTION

Customer satisfaction is very important because it not only affects how well services or products work but also builds trust in service providers, which makes customers want to come back or tell their friends. So, most people agree that the key to success in the tourism industry is to provide high-quality service and make sure customers are happy [Hui et al. \(2007\)](#). [Finn & Lamb \(1991\)](#), also looked at tourists' satisfaction as a post-purchase construct that has to do with how much a consumer likes or dislikes a service or product after using it.

2.3. REPURCHASE INTENTION

Repurchase intention is the customer's choice to do more business with a service provider in the future [Hui et al. \(2007\)](#). This happens in the tourism industry when a tourist buys the same services again or goes back to the same place or attraction [Mawa \(2018\)](#).

According to [San Martín & Del Bosque \(2008\)](#), research conducted within the tourism industry confirms the relationship between tourist satisfaction and their intentions of returning, revealing that satisfied consumers are more likely to be loyal to the service and to want to repurchase. Several benefits may accrue from having a faithful customer base, including the opportunity to reduce marketing efforts, an increase in sales and attendance, and a reduction in operational costs. In addition, repeat customers have a reduced demand for knowledge and serve as a valuable source of that information for subsequent customers.

3. METHODOLOGY AND SAMPLING

This research work is descriptive. The study is empirical by analyzing and critically examining the relevant data from primary sources and related information from secondary sources. The collection of primary data includes a questionnaire to find out tourists' satisfaction and repurchasing intention. The study employed a point 7 Likert scale (ranging from 1= very strongly disagree to 7= very strongly agree). This scale is considered the most reliable when measuring the quality of products. The items of the study were selected from previous studies. The statistical tools employed for the study are: Mean, Standard Deviation, Correlation, and Partial Least Square (PLS-SEM) using bootstrapping path coefficient analysis and are also applied to verify the study hypothesis.

In addition, the study employed a convenience sampling. The 80 questionnaires were distributed among tourists, those who have purchased Kashmiri handicraft products at Srinagar, the summer capital of Jammu and Kashmir. The convenience sampling method was employed in this study. As it is the most appropriate method for obtaining the exact information from tourists.

4. DATA ANALYSIS

Study Objective 1: To analyze the perception of tourists towards the quality of Kashmiri handicrafts, satisfaction, and repurchasing intention.

[Table 1](#) shows the demographic profile of respondents like frequency, percentage, mean, and standard deviation. In a survey the data revealed shows 33.8 percent were males, and 66.3 percent were females. Out of the total figure, 43.8 percent were single, and 56.3 percent were married, respondents who participated

in a survey majority of them belongs to a native country 86.3 percent, and 13.8 percent were from other nations. 21.3 percent falls in the age group < 20 and 78.3 percent > 20. The monthly income of respondents is 8.8 percent shows less than 30000 and 91.3 percent's monthly income was more than 30000. When it asked respondents whether their first buying experience in Kashmir; 88.8 percent mention yes and the remaining 11.3 percent mention no.

Table 1

Table 1 Demographic Profile of Respondents					
Gender	Number	Frequency	Percentage	Mean	Standard Deviation
Male	80	27	33.8	1.66	0.476
Female	80	53	66.3		
Marital Status	Number	Frequency	Percentage	Mean	Standard Deviation
Single	80	35	43.8		
Married	80	45	56.3	1.56	0.499
Country of residence	Number	Frequency	Percentage	Mean	Standard Deviation
India	80	69	86.3		
Foreigner	80	11	13.8	1.14	0.347
Age	Number	Frequency	Percentage	Mean	Standard Deviation
Below<20	80	17	21.3		
Above>20	80	63	78.8	1.79	0.412
Income	Number	Frequency	Percentage	Mean	Standard Deviation
Below<30000	80	7	8.8	1.91	0.284
Above>30000	80	73	91.3		
First Buying Experience	Number	Frequency	Percentage	Mean	Standard Deviation
Yes	80	71	88.8		
No	80	9	11.3	1.11	0.318

Analysis of Respondents' Perception Regarding the Quality of Kashmiri Art and Crafts

The research produced some generalizations on the characteristics and interests of tourists that visit the Kashmir region. The analysis part is grouped into three parts.

Analysis Part-1

Perceptions about the Quality of Kashmiri Handicrafts

When asked about the first item of quality of handicrafts in Kashmir which is aesthetic quality, Table 2 shows the majority of the respondents agreed with the statement 21.3 percent, strongly agreed 23.8 percent, and very strongly agreed 22.5 percent. Most of the respondents choose an upper part of the scale and the data revealed it shows clearly, they agreed. The mean value obtained is (Mean =4.90, Standard Deviation=1.853).

The findings show concerning the second item of quality of handicrafts is "traditional/cultural look" 38.8 percent of respondents strongly agreed with the

statement followed by 27.5 percent who agreed. It can be concluding most of the respondents strongly agreed, that handicraft products represent the culture of Kashmir. The mean value is 4.83 percent and the standard deviation is 1.465.

In the responses received most of the respondents agreed with the reliability of the product 31.3 percent agreed and 28.8 percent strongly agree. The mean value revealed from the analysis is 4.74 percent and the standard deviation is 1.682 percent. Again, the findings show most of the respondents agreed with the product's reliability.

When the respondents were asked about the tangibility of handicraft products. The result we got from the respondents' 38.8 percent was agreed and only 25 percent were strongly agreed. The mean value revealed from the data is 4.70 and the standard deviation is 1.664. After analyzing this attribute, we can conclude a large number of respondents agreed.

When it comes to the fifth item "handmade quality of the product" 37.5 percent agreed, followed by 32.5 percent, and only 10 percent disagreed with the statement. Here the mean value noted is 4.65 percent and the standard deviation is 1.493 percent.

In terms of another item that is "innovative" is related to the product's features and how you see it. Of the responses received only 22.5 percent agreed and 13.8 percent of respondents neither agree nor disagree with the statement. The mean value is at 4.58 percent and the standard deviation is 1.348 percent.

The findings related to how much the product is trustworthy, data revealed most of the respondents strongly disagree 27.5 percent and 23.8 percent very strongly disagree. The mean value is 2.85 percent, and the standard deviation is 1.623 percent.

The perceptions level concerning the uniqueness of handicraft products. It can be seen the majority of respondents strongly disagree with this attribute some 35 percent and 25 percent very strongly disagree. The mean value obtained is 2.71 percent and the standard deviation is 1.593 percent.

When asked about the originality of the material, the findings showed that most of the respondents' 32.5 percent very strongly disagreed with the statement and 25 percent disagreed. The mean value is 2.76 and the standard deviation is 1.678 percent. It is observed after the analysis majority of respondents are disagreeing with the quality of the material used in some products.

In terms of the tenth item of quality of handicrafts is "fixed price" the maximum number of responses received is 30 percent strongly disagree with the statement and 26 percent very strongly disagree. It is noted the mean value is at 2.66 percent and the standard deviation is 1.501 percent. The conclusion can be drawn that most of the respondents disagree with the statement they felt there is variability in price.

One more item that measures customers' ability. It was asked if is it affordable most of the respondents' 26 percent strongly disagreed with the above statement and 23.8 percent were neither agree nor disagree. The mean and standard deviation value obtained is 3.35 percent and the standard deviation is 1.415 percent.

Respondents were asked to mention their response related to the value of price in returns of products. It has been observed from the analysis majority of responses about the statement agree and strongly agree with the quality of products. The mean value obtained from the analysis is 4.99 and the standard deviation is 1.761. The results revealed from the data show customers agreed with the returns of price.

Furthermore, the responses received in respect of the utility of products. The data show 42.5 percent of respondents strongly agreed. They feel that buying these

products is more useful and worthwhile. The mean value of the above statement is 4.83 and the standard deviation is 1.541.

Analysis Part-2nd Satisfaction

The second variable of this study is satisfaction. This variable explores the mediating role in the relation between the quality of Kashmiri handicrafts and repurchasing intention. The first statement of this variable is how much you rate the overall quality of the material. In the responses received related to this statement, 366.3 percent of respondents are strongly satisfied and 22.8 percent of respondents are satisfied with the above statement. The mean value obtained from the analysis is 4.8500 and the standard deviation is 1.699.

The second statement is related to satisfaction. It was asked respondents how much they rate the attitude of sellers, the responses received, 32.5 percent satisfied with the above statement and 31.3 percent were strongly satisfied. The mean value is 4.76 and the standard deviation is 1.600.

The third statement of satisfaction is "the reasonable price of a product" 25.0 percent of respondents are satisfied with this statement and 20 percent were strongly satisfied. It can be concluded the majority of respondents are not satisfied with the price of products. The mean value obtained from the analysis show 4.100 and the standard deviation is 1.72.

Analysis Part-3rd Repurchasing Intention

The third major and dependent variable of this study is repurchasing intention. The purpose of this variable is to measure the customers repurchasing intention of Kashmiri art and craft. In the responses received about the future repurchasing intention of Kashmiri handicrafts, 28 percent of respondents strongly agree to want to repurchase in the future and 13.8 percent neither agree nor disagree with the statement, 11 percent strongly disagree, have no intention to repurchase Kashmiri handicrafts products in future. The mean value obtained is 4.61 percent and the standard deviation is 1.9 percent.

The second item of repurchasing intention is "recommended to others". In responses received in respect of the above statement, 32.5 percent of respondents strongly agreed and on the lower side of the scale show, 13.8 percent are strongly disagreeing. They do not want to recommend others to purchase Kashmiri handicrafts. Here the mean value obtained from the data analysis is 5.01 percent and the standard deviation is 1.952.

The third statement of repurchasing intention is "to promote positive feedback" about the Kashmiri handicraft products. The responses revealed from the analysis data show, 36.3 percent agree, and 30 percent strongly agree. It can be concluded the majority of respondents agreed to promote positive feedback about the quality of Kashmiri handicrafts to others. The mean value obtained from the data is 4.42 and the standard deviation is 1.741.

Table 2

Table 2 Quality of Handicraft			
Attributes	Number	Mean	Standard Deviation
Aesthetic	80	4.9	1.853
Traditional	80	4.82	1.465
Reliable	80	4.74	1.682

Tangible	80	4.7	1.664
Handmade	80	4.65	1.493
Innovative	80	4.58	1.348
Trustworthy	80	2.85	1.623
Uniqueness	80	2.71	1.593
Originality of material	80	2.76	1.678
Fixed price	80	2.66	1.501
Affordable	80	3.35	1.415
Value	80	4.99	1.761
Utility	80	4.83	1.541
Satisfaction			
The overall quality of material	80	4.85	1.699
Attitude of sellers	80	4.76	1.72
Reasonable price	80	4.1	1.72
Repurchasing Intention			
Future purchasing intention	80	4.61	1.906
Recommend to others	80	5.01	1.952
Promote positive feedback	80	4.42	1.741

Study objective 2: To analyze the relationship between the quality of Kashmiri handicrafts, satisfaction, and repurchasing intention.

Correlational research is precisely establishing a relationship between two variables. A correlation coefficient calculates the strength of the relationship between two variables. Table 3 shows the correlation between variables. The correlation between the quality of Kashmiri handicrafts and satisfaction is positive and the magnitude between the two variables is .723. It indicates there is a strong relationship between the two and the significance level is .000. That is significant.

Analyzed the relationship between the quality of Kashmiri handicrafts and repurchasing intention. The results show there is a positive relationship between the two and the magnitude between the two is .753, which indicates a strong relationship and the significance level between the two is .000, which is significant.

It has been observed from the data, the relationship between satisfaction and repurchasing intention is positive and the magnitude between the two variables is .846. That indicates a positive relationship between the two variables. The significance level between the two is .000 which is below 0.05. That is acceptable.

Table 3

Table 3 Correlations			
Variables	Number	Correlation Coefficient (r)	Level of Significance
Quality->satisfaction	80	.723	.000
Quality->repurchasing intention	80	.753	.000
Satisfaction->repurchasing intention	80	.846	.000

Construct Model

The structural model is evaluated concerning the estimates and hypotheses test regarding the causal relationship between exogenous and endogenous variables specified in the path diagram.

Figure 1

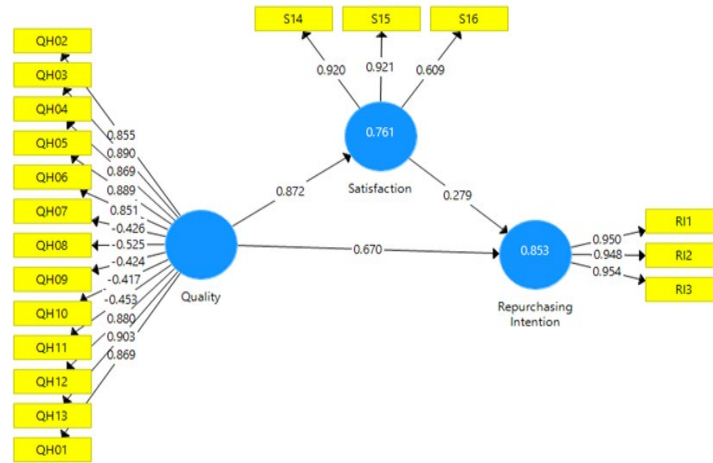


Figure 1 Construct Model

Convergent Validity

For measuring convergent validity, we use three major tests, Cronbach’s alpha, reliability, and average variance extracted. The internal reliability of the questionnaire was tested by using Cronbach's alpha. Nunnally has mentioned Cronbach’s alpha greater than 0.7 indicating higher internal consistency and hence appropriate reliability. Table 4 show internal consistency and reliability of this study is above 0.7 and hence acceptable for further study. Criteria for convergent validity which requires average variance extracted greater than 0.5 standardized factor loadings of all items not less than 0.5. Less than 0.5 means items explain more errors than the variance in your constructs. In this study, all the variables show an average variance extracted greater than 0.5.

Table 4

Table 4 Convergent Validity			
Variables	Cronbach’s Alpha	Reliability	Average Variance Extracted
Quality of handicrafts	0.767	0.795	0.550
Satisfaction	0.765	0.865	0.689
Repurchasing intention	0.947	0.966	0.904

Discriminant Validity

Discriminant validity tests those variables that should have no relationship. According to this standard, the square root of the average variance extracted by a construct must be greater than the correlation between the construct and any other construct. Table 5 show discriminant validity. The acceptable level of discriminant validity is <0.9 and <1 is appropriate.

Table 5

Table 5 Discriminant validity			
Variables	Quality of Handicrafts	Satisfaction	Repurchasing Intention
Quality of handicrafts	0.742		
Satisfaction	0.914	0.961	
Repurchasing intention	0.872	0.854	0.830

R-Square

The overall structural model is analyzed using the strength of explanatory power as it is evaluated by using two criteria coefficient of determination r-square and effect size (F-square). The higher the R-square value the stronger the construct explanatory capacity (Hair et al, 2016). R – Square ranges from 0 to 1 indicating a higher level of explanatory power. Table 6 presents the data. Bootstrapping shows strong explanatory power.

Table 6

Table 6 R-Square		
	R-square	R-square Adjusted
Repurchasing intention	0.853	0.819
Satisfaction	0.761	0.768

Study Objective 3: To determine the impact of the quality of Kashmiri handicrafts on satisfaction and repurchasing intention.

Study Hypotheses

H1: There is a positive relationship between the quality of handicrafts and repurchasing intention.

H2: There is a positive relationship between the quality of handicrafts and satisfaction.

H3: There is a positive relationship between satisfaction and repurchasing intention.

H4: Satisfaction plays a mediating role in the relationship between the quality of handicrafts and repurchasing intention.

Hypotheses Model

Figure 2

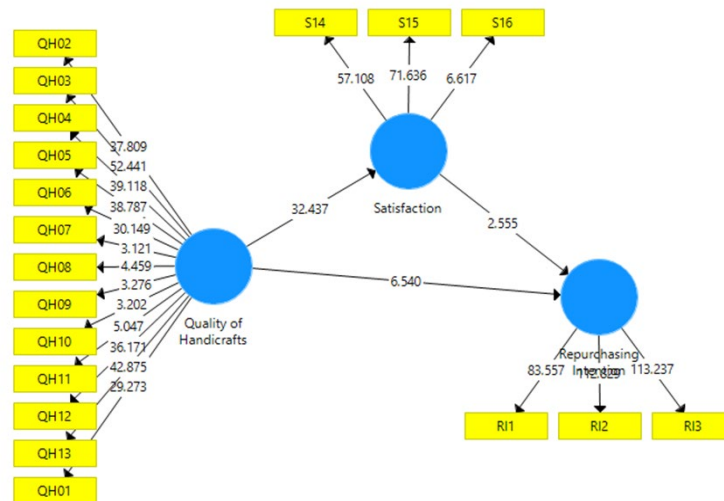


Figure 2 Bootstrapping Hypotheses Model

The analysis of the structural model using bootstrapping in PLS version 4 was done. It verified the significance of the estimated path coefficient by using the

resampling technique. In the study, the number of cases was 80 and 5000 as samples were used. To check the significance of the inner model, a two-tailed t-test with a significance of 5 percent was. If the t-value is found greater than 1.96 and the p-value is less than 0.05 is considered acceptable. Here in this study, all the values match the threshold. Table 7 show T-value > 1.96 and a P-value <0.05.

Table 7

Table 7 Bootstrapping Hypotheses Model					
Variables	Path Coefficient	Mean Value	Standard Deviation	T-Value	P-Value
Quality->repurchasing intention	0.670	0.666	0.102	6.540	0.000
Quality->satisfaction	0.872	0.877	0.027	32.437	0.000
Satisfaction->repurchasing intention	0.279	0.232	0.109	2.555	0.000

Results of the Hypotheses Test

Table 8

Table 8 Results of Hypotheses Test		
H	Hypotheses	Results
H1	There is a positive relationship between the quality of handicrafts and repurchasing intention.	Supported
H2	There is a positive relationship between the quality of handicrafts and satisfaction.	Supported
H3	There is a positive relationship between satisfaction and repurchasing intention.	Supported
H4	Satisfaction plays a mediating role in the relationship between the quality of handicrafts and repurchasing intention	Supported

As shown in Figure 2 there is a positive relationship between the quality of Kashmiri handicrafts and repurchasing intention (T-value= 6.50 > 1.96, Path coefficient= 0.670, Standard deviation= 0.102, P-value= 0.000 < 0.01) thus supported H1.

In addition, there is a positive relationship between the quality of Kashmiri handicrafts and satisfaction (T-value= 32.437 > 1.96, Path coefficient= 0.872, Standard deviation= 0.027, P-value= 0.000 < 0.01) leading to supported H2.

A positive relationship between satisfaction and repurchasing intention (T-value= 2.555, Path coefficient= 0.279, Standard deviation= 0.109, P-value= 0.000 < 0.01) supported H3.

Mediation Analysis

For undertaking the analysis of the mediation effect. In the first stage, the direct relationship between the independent and dependent variables is verified. After identifying the direct and indirect effects. The study explores more insights and has used "variance accounted for" (VAF-Values), which helps the researcher to determine the strength of the mediator. Table 8 presents the results of the mediation effect.

Figure 3

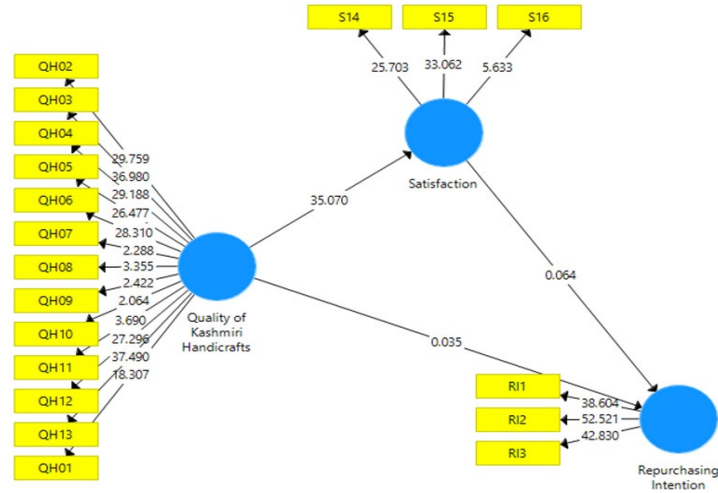


Figure 3 Mediation Model Prepared by The Author

Total indirect effect = 35.070 * 0.064 = 2.24448

**Total effect = Total Indirect effect + Direct effect
= 2.24448 + 0.035 = 2.27948**

On calculating VAF values which = (Total indirect effect/Total effect) * 100

VAF value = (2.24448/2.27948) * 100 = 98.45%

Hence it is concluded that there is a strong mediation of 98.45 percent demonstrated satisfaction between the quality of Kashmiri handicrafts and repurchasing intention. Strong mediated relationships imply that there is a clear interaction between the independent and dependent variables in addition to a meaningful connection between the mediator and dependent variable.

Table 9

Table 9 Mediation Analysis					
Variables	Path Coefficient	Mean value	Standard Deviation	T-Value	P-Value
Quality->repurchasing intention	0.349	00.323	9.860	0.035	<0.05
Quality->satisfaction	0.968	0.970	0.028	35.070	<0.05
Satisfaction->repurchasing intention	0.628	0.653	9.861	0.064	<0.05

5. CONCLUSIONS

The study was conducted in the summer capital of Jammu and Kashmir. In this study, it was found that the majority of participants in the survey were females and have Indian nationality, and only a few were from foreign countries. The majority of respondents fall in an age group greater than 20 with monthly income above 30000. Out of the total respondents, 88.8 percent have first buying experience of Kashmiri handicrafts.

The results revealed from the data show the majority of respondents feel good and are agreed with the quality of Kashmiri handicraft products, like the aesthetic

quality of products, innovation, and reliability of products. The data further show, most of the respondents were dissatisfied with the services provided. When it was asked customers/tourists about the trustworthiness, uniqueness, originality of materials, and fixed price of products.

The data revealed from the analysis show a majority of respondents were agreed and satisfied with the quality of Kashmiri handicrafts and have future intentions to repurchase Kashmiri handicraft products in the future.

In addition, the study also shows there is a strong relationship between the quality of Kashmiri handicraft products, satisfaction, and repurchasing intention. It has been observed from the analysis satisfaction plays a strong mediating role in the relationship between the quality of Kashmiri handicrafts and repurchasing intention. It is required the public sector must give more attention to the development of the handicraft sector in Kashmir. To minimize the discrepancies faced by craft workers and to provide support for new technology. Then they can increase the production of handicraft products.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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