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Traditional Handicrafts Under the Impact of the Digital Transformation

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Abstract

Currently, traditional handicraft industries are confronted with numerous challenges, including obsolete designs, antiquated production processes, ineffective advertising and marketing strategies, as well as a lack of competitive analysis and a disregard for consumer preferences. These factors have contributed to a shrinking market and increasing difficulties in product consumption. Based on relevant literature, we conducted an analytical study estimating the impact of digital transformation on customer satisfaction with online purchases of local traditional handicraft products. The objective of this research is to encourage the adoption of digital transformation to enhance product consumption and promote the development of traditional handicraft industries in the near future. The research employs descriptive statistical methods, Exploratory Factor Analysis (EFA), and regression analysis, utilizing secondary data from 2018 to 2023. A survey was conducted involving 103 production facilities and 150 online consumers of traditional handicraft products. The findings indicate that digital transformation has significantly bolstered the traditional handicraft industries in Quang Binh, fostering job creation and enhancing income levels. To further augment the application of digital transformation, it is imperative to implement comprehensive solutions, such as integrating digital technologies, digitizing products, providing financial support, and progressively developing traditional crafts to meet the demands of production, export, and domestic consumption in the current digital era.

Keywords

- Traditional crafts
- Traditional handicraft development
- Digital transformation
- Quang Binh
- Vietnam

favorable conditions for long-term leasing of premises to stabilize production and protect the environment.

- Deploying trade promotion activities and finding consumer markets for products associated with digital transformation; research and select typical traditional handicraft products to build brands and digital brands. Organize participation in traditional handicraft fairs for production facilities to propagate and promote products to domestic and foreign markets.

5.2. Specific Solutions

- Solutions for applying digital technology to marketing and developing product consumption markets. In the immediate future, the locality will support inviting technology and marketing experts to coordinate with production facilities to digitize craft village brands, product brands, types, designs, sizes, images, and even specifications, production processes, orders, e-commerce contracts, etc. They will register and participate in promotion, advertising, and online sales on social networking sites such as Facebook, Zalo, Twitter, LinkedIn, and on official traditional handicraft electronic trading floors of localities, where there is significant consumption potential.
- Solutions for investing in and equipping modern machinery in the production process. Strengthen marketing and trade promotion activities, and increase sales support activities (advertising, exhibitions, product introduction) through fairs, the internet, and product introduction centers. Supply products to supermarkets, restaurants, and mobile sales points; establish stores and product introduction points in town centers, districts, and cities; develop tourist spots and create craft village tours to establish local consumption markets for products.
- Strengthen measures to link and cooperate between production facilities and businesses, input suppliers, enterprises, and consumer units, creating a supply chain from market research, product design, and raw material supply to production, distribution, and consumption.
- Strategic planning and preservation efforts are essential for endangered craft villages and their products. Additionally, researching and introducing new crafts and products, along with comprehensive worker training, can transform these into primary industries. This approach leverages idle labor and local materials, addresses employment needs, and stimulates economic development.

6. Conclusion

In recent times, under the influence of digital transformation, rural and traditional handicraft industries in Quang Binh have seen substantial progress. Currently, the province boasts 29 recognized craft villages, each contributing a diverse array of colorful handicraft products.

A survey conducted on 103 traditional handicraft production establishments and 150 customers who purchase traditional handicrafts online revealed that, under the influence of digital transformation, the production and consumption of these products are not substantial. After accounting for the depreciation of fixed assets, family labor wages, and other fees, these production establishments may no longer be profitable. If this situation persists, many establishments may cease production and struggle to maintain their presence in the market.

To stimulate the adoption of digital transformation and foster the development of traditional craft villages and industries in the region, it is essential for the government, local authorities, and production establishments to implement effective and practical measures. This includes leveraging digital technology to enhance marketing efforts and expand market reach, providing financial support and encouraging preferential credit from banks and financial institutions, and fostering investment through joint ventures and partnerships to establish a comprehensive supply chain that spans market research, product design, raw material supply, production, distribution, and sales. Implementing these strategies will not only boost production and preserve traditional handicrafts in Quang Binh province but also address current production and consumption demands in the context of digital transformation. Nevertheless, the integration of digital transformation into the production and business operations of rural and traditional craft sectors in Quang Binh remains limited. Further detailed research is needed to accurately measure the impact of digital transformation on specific industries and craft sectors, to effectively gauge how it influences the development of traditional handicrafts in the province.

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