



## **MARKETABILITY OF CROCHET PRODUCTS: A BASELINE FOR INVESTMENT AND INNOVATION**

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### **ABSTRACT**

This study investigated the marketability of crochet products as a baseline for investment and innovation. Conducted by students of the Bachelor of Science in Business Administration, major in Marketing Management at Capiz State University Main Campus, the research aimed to assess the market potential of crochet products using the 4Ps framework product, price, place, and promotion and to identify insights for investment and innovation. Employing a qualitative research design, in-depth interviews were conducted to explore target market demographics, consumer preferences, trends, and potential avenues for innovation, such as new materials and designs. Findings from this study are intended to guide the development of fully innovated crochet products capable of competing in the market, while providing actionable recommendations for entrepreneurs and stakeholders in the craft industry.

**Keywords:** *Crochet, Innovation, Investment, Marketability, Business*

### **INTRODUCTION**

Every person has inherent talents and skills for manipulating materials found in the Philippines. Filipinos are widely recognized for their creativity and innovation in transforming existing products into useful items. Through this study, researchers aim to harness these skills by developing and innovating crochet products. Consequently, this research explores the marketability of crochet products and serves as a baseline for investment and innovation in the crochet sector. With the Industrial Revolution in the mid-

19th century, crocheting became a popular pastime, particularly among middle- and upper-class women with leisure time. Tasks such as quilting, sewing, and crocheting have traditionally been tied to domestic conceptions of femininity (Stalp, 2015). While these activities can involve women of all ages, they are often discursively framed as youthful, trendy crafts, reflecting a feminist reclamation of knitting from stereotypical “grannies.”

Crochet is a crafting technique using a hook and yarn to create fabric, and it has gained popularity among craft enthusiasts and consumers seeking handmade, personalized items (Solovay, 2019). As an artisan craft that requires no contemporary technological solutions, crochet serves as a medium for creativity, innovation, and economic growth. By leveraging individual creativity, skill, and talent, artisans can generate income and participate in the creative industries. The growing market for crochet products presents opportunities for investment and innovation. Product innovation is a key factor in business success; incremental or significant changes to existing products can enhance performance and customer value. In the crochet industry, innovation addresses evolving consumer preferences and market dynamics (Sarmiento et al., 2018), making regular investment in new designs and production processes essential for sustainability.

Marketability refers to a product’s ability to satisfy customer needs and preferences, thereby increasing its likelihood of purchase and its capacity to generate revenue and competitive advantage (Werner Reinartz & V. Kumar, 2003). The researchers used the 4Ps of the marketing mix—product, price, place, and promotion—to assess crochet products’ market potential. Limited awareness among target audiences and the seasonal demand for certain items, such as scarves and hats during colder months, underscore the need for targeted marketing strategies. This study identifies target markets for crochet products, including demographics, consumer preferences, and purchasing trends. It explores motivations for buying crochet items, preferred product types, and emerging trends, including sustainable crochet. Findings aim to foster economic opportunities and promote creativity within Roxas City, Capiz.

Products satisfy consumers’ needs and wants and can be tangible, such as goods, or intangible, such as services, ideas, or experiences (Carniel, 2019; Singh, 2016; Al Badi, 2018; AMA, 2023). Effective product marketing requires understanding features, benefits, and value propositions tailored to the target market (Anusha, 2016). Products also undergo a life cycle, guiding businesses on stages of introduction, growth, maturity, and decline. Price represents the cost to acquire a product or service, encompassing the monetary payment and non-monetary sacrifices — including effort and time — that consumers incur, which together shape perceived value and purchase decisions (meta-analysis of customer perceived value, 2023). Pricing strategies must balance production costs, competition, consumer perception, and profit margins. Place refers to the marketplace where products are accessed, whether physical (stores) or digital (e-commerce), and involves organizational activities that make products available to target consumers through appropriate distribution channels (Marín-Orantes et al., 2025). Strategic decisions around distribution channels, logistics, and physical locations ensure that products reach target consumers efficiently. Promotion includes all communication activities aimed at informing, persuading, and reminding customers about products (Carniel, 2019; Schultz, 2013; Al Badi, 2018; Kotler & Armstrong, 2014; Anusha, 2016).

Effective promotion combines personal selling, direct communication, and indirect advertising to connect with consumers and deliver a compelling message.

Globally, crochet remains a prominent handicraft influenced by cultural heritage, available raw materials, hand-acquired skills, marketplaces, and customer demand (Hashish, 2017; Harrison, 2020). Traditional craft practices retain cultural significance and provide lessons in patience, perseverance, and creativity (Hood, 2014). Studies emphasize the uniqueness of handmade items, the limits of machine-made reproduction, and the potential stress-relief benefits of crafting (Schreier, 2015; Rauscher, 2013; Garlock, 2016; O’Nan, 2016). Market trends further highlight the importance of location strategy and digital platforms for expanding market reach, as firms increasingly adopt digital marketing tools and online channels to access wider consumer segments while balancing traditional distribution considerations (Tarazona-Montoya et al., 2024).

Locally, crocheting has become a popular trend in the Philippines, particularly during the quarantine period, as DIY crafts gained popularity during the pandemic when people sought creative activities at home (Del Mundo, 2021). Approximately 33.6% of Philippine businesses engage in innovation to enhance competitiveness (Desiderio, 2023). Local markets, craft fairs, and e-commerce platforms provide avenues for sales, consumer testing, and market growth. Creativity in crochet contributes to economic development and income generation, positioning it as a valuable sector within the Philippine creative industries.

## Research Questions

The main purpose of this study was to determine the marketability of crochet products specifically; it aimed to answer the following question:

1. What is the marketability of crochet products in terms of the product, price, place, and promotion (4Ps)?
2. What input to investment and innovation could be drawn from the result of the study?

## METHODOLOGY

This study employed a basic qualitative research design, which is appropriate for exploring underlying reasons, opinions, and motivations, as well as for gaining insights into a particular phenomenon. In this case, the design was chosen to determine the marketability of crochet products, providing a framework to assess strengths, weaknesses, opportunities, and threats within the local market. Qualitative research allows participants to express their perspectives freely, enabling the researchers to develop a deeper understanding of consumer behavior and potential investment opportunities in the crochet sector.

The study was conducted in Roxas City, Capiz during the first semester of the Academic Year 2023–2024. This locale was selected due to its vibrant market for handmade

products, including crochet items, and its potential as a hub for creative and innovative ventures. Conducting the study in this geographic area allowed the researchers to obtain rich, contextualized information from actual consumers and sellers of crochet products, reflecting local market dynamics.

The participants of this study consisted of customers and sellers of crochet products in Roxas City. These individuals were selected based on their engagement with crochet items, either as users or potential consumers. Purposive sampling was employed to ensure that respondents had relevant experiences with crochet products and represented various market segments, including individuals interested in fashion, accessories, and home décor. Participants varied in age, gender, educational attainment, and monthly income, providing a diverse perspective on product marketability. The demographic profile of the participants is presented in Table 1, highlighting the distribution of age, gender, education, and income levels.

**Table 1. Profile of Participants**

<b>Participant</b>	<b>Age</b>	<b>Gender</b>	<b>Educational Attainment</b>	<b>Monthly Income (PHP)</b>
C1	23	Female	College Graduate	6,000–10,000
C2	20	Female	College Undergraduate	5,000 below
C3	22	Male	College Undergraduate	6,000–10,000
C4	20	Female	College Undergraduate	5,000 below
C5	21	Male	College Undergraduate	6,000–10,000
C6	21	Female	College Undergraduate	5,000 below
C7	20	Female	College Undergraduate	5,000 below
O1	21	Female	College Undergraduate	5,000 below
O2	24	Female	College Graduate	6,000–10,000
O3	30	Female	College Graduate	11,000–15,000

To gather the necessary data, in-depth interviews were conducted using open-ended questions, which enabled participants to freely share their thoughts, experiences, and motivations regarding crochet products. This method was selected for its capacity to uncover rich qualitative data, particularly when examining subjective opinions and personal experiences that influence purchasing behavior and market demand.

The instrument utilized was a researcher-developed interview guide, aligned with the 4Ps framework (Product, Price, Place, Promotion) and SWOT analysis (Humphrey, 2005; McCarthy, 2015). The guide was pilot-tested with a small sample prior to data collection to ensure clarity, relevance, and reliability. Questions were designed to assess the perceived strengths, weaknesses, opportunities, and threats of crochet products in the local market, providing a structured approach to evaluating marketability.

Data analysis was conducted using a thematic analysis approach, which involved coding interview transcripts to identify recurring patterns and key insights. Themes were

organized around the 4Ps of the marketing mix and SWOT categories, linking strengths with weaknesses and opportunities with threats. This allowed researchers to determine whether crochet products are highly marketable or least marketable, based on both consumer perceptions and market trends.

The study's scope focused on the marketability of crochet products within Roxas City, Capiz, specifically targeting consumers and sellers engaged with these items. Its limitations include the relatively small sample size and geographic confinement, which may limit the generalizability of findings to other cities or regions. Seasonal variations in product demand and individual consumer biases may also influence responses. Despite these limitations, the study provides actionable insights for potential investors, entrepreneurs, and local artisans interested in the crochet industry.

## RESULTS

The marketability of crochet products is clearly reflected in the perceptions of participants across the four elements of the marketing mix: product, price, place, and promotion. In terms of product, participants highlighted quality, uniqueness, and pure handmade craftsmanship as key strengths. Four out of ten participants indicated that the quality of crochet items drives repeat purchases, as durable and carefully crafted products justify a higher price, while two participants emphasized the uniqueness of designs, such as strawberry patterns, tulip flowers, swimsuits, and tumbler holders, and three participants valued the handmade aspect for its labor-intensive and meticulous production (Rauscher, 2013; Al Badi, 2018). Conversely, product weaknesses were noted in the time-consuming production process, limited market availability, and inconsistent designs, with participants reporting that creating crochet items requires patience, that products are often seasonal, and that design variety is limited (Rauscher, 2013). Opportunities were identified in emerging market trends, the adaptability of crochet products for various occasions, and the potential for innovation in creativity, durability, and originality (Delaney, 2018; Al Badi, 2018). However, threats remain in the form of rapidly changing customer trends, the ease of imitation by competitors, and the presence of commercially available alternatives (Glorgi, 2015).

Regarding price, participants expressed a willingness to pay premium prices for high-quality products while also noting that some items remain affordable for students, making crochet accessible across income levels (Anusha, 2016). Weaknesses in pricing included unmet customer expectations regarding perceived value and unstable market pricing. Opportunities were identified in the ability to attract price-conscious customers through competitive pricing and to maintain market share by offering lower prices relative to competitors. Conversely, price-related threats included increased price competition and the challenge of competing with other artisans offering similar products at the same price (Griffin, 2018).

The place of crochet products also affected marketability. Products located in geographically accessible areas and central marketplaces were considered more

marketable, enhancing convenience and visibility. Weaknesses were reported for single-location operations that limited customer access (Suttle, 2018;). Opportunities existed in situating stores near high-traffic areas, such as schools and plazas, as well as the potential to establish stores in areas without direct competitors (Gordon, 2016). Threats included competitors located in the same area and the presence of multiple resellers, which could dilute market presence.

In terms of promotion, participants emphasized the role of advertising through social media and diverse online selling platforms as major strengths (McQuerrey, 2018). Weaknesses included poor promotional strategies and inactive social media consumers, which could hinder product awareness and engagement (McKinsey, 2018). Opportunities were noted in leveraging modern tools for visually appealing and targeted promotions, as well as expanding into local markets through social media targeting and retargeting strategies (Arachchige, 2013; Chaffey, 2023). Threats included lower customer retention compared to competitors and ineffective marketing strategies, which could negatively impact sales and brand reputation, as retaining customers and maintaining strong marketing efforts are essential for business performance and competitive advantage (V. Kumar & Reinartz, 2016).

Overall, the SWOT analysis shows that strengths and opportunities consistently outweigh weaknesses and threats, indicating that crochet products are generally marketable and primed for broader production and commercialization. These findings provide a clear baseline for investment and innovation, suggesting that entrepreneurs can capitalize on consumer preferences by improving product design, quality, color combinations, and promotional strategies. Moreover, the insights highlight potential for exploring innovative materials, production techniques, and sales platforms, thereby supporting sustainable growth and strategic development within the crochet industry (Blacharski, 2018).

**Table 2. Marketability of Crochet Products**

Marketing Aspect	Strengths	Weaknesses	Opportunities	Threats
<b>Product</b>	- Quality of items drives repeat purchases (4/10 participants) - Unique designs (strawberry, tulip, swimsuits, tumbler holders) appreciated for creativity (2/10) - Pure handmade craftsmanship recognized for effort and durability (3/10)	- Time-consuming production (2/10) - Limited market availability (2/10) - Inconsistent product designs (3/10) ( <i>Rauscher, 2013</i> )	- New market trends bring attention to crochet products (Owner 1) - Conforms to all kinds of occasions (Customer 2) - Potential for innovation in creativity, durability, and originality (Owner 3) ( <i>Delaney, 2018; Al Badi, 2018</i> )	- Customer changing trends (3/10) - Easily copied by competitors (7/10) - Existing affordable commercial products (2/10) ( <i>Glorgi, 2015</i> )

Marketing Aspect	Strengths	Weaknesses	Opportunities	Threats
	<i>(Rauscher, 2013; Al Badi, 2018)</i>			
<b>Price</b>	- Willingness to pay premium for quality (4/10) - Student-friendly price for accessibility (3/10) <i>Anusha, 2016)</i>	- Not meeting customer expectations in perceived value (2/10) - Unstable market pricing (3/10)	- Competitive pricing can attract price-conscious customers (2/10) - Lower prices can maintain market share (4/10)	- Price competition increase (2/10) - Same pricing strategy as competitors (2/10) <i>(Griffin, 2018)</i>
<b>Place</b>	- Geographically accessible locations (3/10) - Centrally located in markets (2/10)	- Single location limits customer access (Owner 1) - Some stores not accessible to all customers (2/10) <i>(Suttle, 2018)</i>	- Placing stores near high-traffic areas (Owner 3) - No direct competitors in some areas (3/10) <i>(Gordon, 2016)</i>	- Competitors in same area (2/10) - Other competitors have many resellers (Owner 2)
<b>Promotion</b>	- Effective advertising via social media (3/10) - Diverse online selling platforms (2/10) <i>(McQuerrey, 2018)</i>	- Poor promotion strategies (5/10) - Inactive consumers on social media (Owner 1 & 3) <i>(McKinsey, 2018)</i>	- Modern tools for attractive promotions (Owner 1 & 3) - Expanding into local markets with targeted social media (2/10) <i>(Arachchige, 2013; Chaffey, 2023)</i>	- Low customer retention compared to competitors (Owner 1) - Ineffective marketing strategies (3/10) <i>(Win, 2014)</i>

## DISCUSSION

The marketability of crochet products is reflected across the four key elements of the marketing mix: product, price, place, and promotion. In terms of product, participants highlighted quality, uniqueness, and pure handmade craftsmanship as major strengths. The quality of crochet items encourages repeat purchases, with four out of ten participants indicating that they are willing to pay premium prices due to durability and careful production. Unique designs, such as strawberry patterns, tulip flowers, swimsuits, and tumbler holders, were also valued for their creativity, while three participants emphasized the appeal of handmade products that reflect significant effort and attention to detail (Rauscher, 2013; Al Badi, 2018). Weaknesses were identified in the time-

consuming production process, limited market availability, and inconsistency of designs, each reported by two to three participants. Despite these challenges, participants recognized opportunities in emerging market trends, the adaptability of products for various occasions, and the potential for innovation in creativity, durability, and originality (Delaney, 2018). Threats included rapidly changing consumer trends, ease of product imitation by competitors, and competition from commercially available alternatives (Glorgi, 2015).

Regarding price, participants noted that high-quality crochet products justify premium pricing, while the affordability of some items ensures accessibility for students. Four participants expressed willingness to pay higher prices for quality, and three recognized the student-friendly pricing as a strength (Anusha, 2016). Weaknesses in pricing emerged from unmet customer expectations regarding perceived value and occasional instability in market pricing. Opportunities include attracting price-conscious customers through competitive pricing and maintaining market share via lower prices relative to competitors. However, threats exist in the form of increased price competition and competitors offering similar products at the same price point (Griffin, 2018).

In terms of place, the accessibility of products and central market positioning enhance marketability, with three participants emphasizing geographic accessibility and two highlighting central locations as strengths. Weaknesses were associated with single-location operations and stores that were not easily accessible to all customers, limiting reach (Suttle, 2018). Opportunities exist in locating stores near high-traffic areas such as schools and plazas, expanding online platforms, and taking advantage of regions with no direct competitors (Gordon, 2016). Threats include the presence of competitors in the same area and resellers who may dilute market presence.

For promotion, social media advertising and diverse online selling platforms were identified as key strengths, cited by three and two participants respectively (McQuerrey, 2018). Weaknesses were observed in poor promotional strategies and inactive social media engagement, which limit product visibility and consumer awareness (McKinsey, 2018). Opportunities include the use of modern promotional tools for more attractive and effective campaigns and the expansion into local markets through targeted social media efforts (Arachchige, 2013; Chaffey, 2023). Threats involve lower customer retention compared to competitors and ineffective marketing strategies that could negatively impact sales and brand reputation (Win, 2014).

Overall, the SWOT analysis indicates that the strengths and opportunities of crochet products outweigh the weaknesses and threats, suggesting strong potential for market expansion, innovation, and investment. The findings imply that entrepreneurs and researchers can capitalize on consumer preferences by improving design, quality, color combinations, production efficiency, and promotional strategies. By leveraging these insights, crochet products can achieve a sustainable business model, serving as a baseline for strategic investment and innovation in the craft industry (Blacharski, 2018).

## Conclusions

Overall, the marketability of crochet products is promising; first, participants highlighted strengths such as high-quality craftsmanship, unique designs, and handmade appeal, which drive consumer interest. However, challenges like time-consuming production, limited accessibility, and inconsistent designs were noted. Nevertheless, opportunities in innovation, emerging market trends, and strategic promotion outweigh these weaknesses, suggesting strong potential for commercialization. Moreover, competitive pricing, accessible locations, and effective social media marketing can further enhance market reach. Therefore, investing in improved design, production efficiency, and targeted promotions can foster sustainable growth and establish a viable market for crochet products.

## Recommendations

It is recommended that entrepreneurs and stakeholders consider enhancing the marketability of crochet products by focusing on improving product quality, expanding design variety, and streamlining production processes. Additionally, leveraging strategic pricing, accessible locations, and targeted social media promotions can help reach a wider audience. By doing so, the potential for innovation and sustainable growth in the crochet industry can be maximized, while also supporting local craftsmanship and creative entrepreneurship.

## Compliance with Ethical Standards

Ethical considerations were strictly observed throughout the study. Participants were oriented about the purpose and importance of the research, assured of voluntary participation, and informed of their freedom to withdraw at any time. No monetary compensation was provided, and all data were treated with strict confidentiality. The results are intended solely for research purposes, publications, or secondary data analysis, and will not impact participants' affiliations or relationships with any institution.

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