

Consumer Willingness to Pay for Indigenous Knowledge-Based Products in North-East India

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Abstract: The study examines consumer willingness to pay (WTP) for Indigenous Knowledge-Based Products (IKBPs) in North-East India, with a focus on identifying the factors that influence consumers' premium payment intentions. Indigenous products such as handloom textiles, handicrafts, bamboo and cane products, traditional foods, herbal products, and organic produce embody rich cultural heritage, sustainability, and traditional knowledge systems. Using a quantitative research design, primary data were collected from 400 consumers across the eight North-Eastern states of India. Descriptive statistics, reliability analysis, correlation analysis, and multiple regression techniques were employed to analyse the data. The findings reveal that consumers demonstrate a positive willingness to pay for indigenous products.

Keywords: Willingness to Pay, Indigenous Knowledge-Based Products, Product Authenticity, Sustainable Consumption, North-East India

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