



## **To Find Out The Problems Faced By Blue Pottery Handicraft Men In Multan**

**<sup>1</sup>Tania Ashfaq, <sup>2</sup>Kinza Arif, <sup>3</sup>Sabah Nadeem**

<sup>1</sup> Pakistan Institute of Fashion and Design (PIFD) Lahore, Pakistan,  
Email: [tania.ashfaq1234@gmail.com](mailto:tania.ashfaq1234@gmail.com)

<sup>2</sup> Pakistan Institute of Fashion and Design (PIFD) Lahore, Pakistan,  
Email: [Kinzaarif44@gmail.com](mailto:Kinzaarif44@gmail.com)

<sup>3</sup> Pakistan Institute of Fashion and Design (PIFD) Lahore, Pakistan,  
Email: [Xabah.nadeem@gmail.com](mailto:Xabah.nadeem@gmail.com)

### **ARTICLE INFO**

#### **Keywords:**

Blue Pottery, Multan,  
Artisans, Cultural  
Heritage, Economic  
Hardships, Traditional  
Craft

#### **Corresponding Author:**

**Tania Ashfaq**, Pakistan  
Institute of Fashion and  
Design (PIFD) Lahore,  
Pakistan,  
Email:  
[tania.ashfaq1234@gmail.com](mailto:tania.ashfaq1234@gmail.com)

### **ABSTRACT**

Blue pottery, renowned for its vibrant hues and intricate designs, epitomizes the rich cultural heritage and exceptional craftsmanship of Multan, Pakistan. This study delves into the multifaceted challenges faced by blue pottery artisans in Multan, aiming to unravel the complex issues that threaten this traditional art form. Employing a mixed-methods approach, the research combines qualitative insights from in-depth interviews with artisans and wholesalers with quantitative analysis of customer feedback to paint a comprehensive picture of the current state of blue pottery. The researcher begins by exploring the historical and cultural significance of blue pottery in Multan, setting the stage for an investigation into the contemporary challenges confronting this time-honored craft. The study reveals that craftsmen are grappling with economic hardships, challenges in pricing, and obstacles in marketing and promoting their products. Interviews shed light on the intricate issues surrounding production and sales, while customer surveys provide valuable perspectives on preferences and concerns. The findings highlight the tension between maintaining traditional practices and adapting to modern economic realities. Despite the difficulties, the resilience of Multan's blue pottery artisans shines through, underscoring the need for strategic interventions. To preserve and advance this cherished craft, the study advocates for a holistic approach that addresses economic constraints, fosters sustainability, and balances tradition with contemporary demands. The results offer crucial insights not only into the specific challenges faced by blue pottery artisans in Multan but also into the broader context of safeguarding traditional crafts amidst evolving cultural and economic landscapes. This research contributes to the ongoing dialogue on preserving cultural heritage and offers actionable recommendations for revitalizing blue pottery in Multan.

## Introduction

Pottery, as an ancient and enduring form of artistry and craftsmanship, holds a special place in the cultural tapestry of many societies around the world. Its historical value, tradition, and artistic expression have made it a unique and cherished aspect of human heritage. Within the broader context of pottery, the traditional blue pottery of Multan, Pakistan, stands out as a captivating manifestation of this age-old craft, embodying a rich cultural legacy deeply intertwined with the historical and artistic traditions of the Indo-Pak subcontinent.

The Indo-Pak subcontinent has long been celebrated for its diverse and vibrant cultural heritage, and Multan, often referred to as the traditional gateway to Pakistan's heritage, is a testament to the region's remarkable craftsmanship and artistic prowess. This city is a living embodiment of the enduring cultural exchanges and influences that have shaped it over centuries, drawing inspiration from Persian and Turkish cultures, among others.

The origins of blue pottery in the region can be traced back to the prosperous Muslim expeditions into the Indus region. This captivating art form has become synonymous with Multan, earning it an international reputation for its exquisite craftsmanship and intricate designs. The term "blue pottery" itself denotes a unique artistic technique where skilled artisans adorn various styles of mud pots with intricate blue ceramic patterns.

The cottage industry of Pakistan, often referred to as blue pottery or ceramic painting, holds significant cultural and economic importance. Not only are these works of art cherished and sought after within Pakistan, but they have also gained recognition and appreciation worldwide. In Multan, craftsmen would meticulously gather clay from the Indus riverbed, renowned for its suitability for pottery-making. They would then painstakingly craft intricate patterns and motifs, which were often inspired by geometric shapes or the natural world—a distinct characteristic influenced by the rich heritage of Muslim culture.

The artistry and craftsmanship of blue pottery in Multan represent more than just an industry; they embody the soul of a culture, the echoes of history, and the timeless beauty of human creativity. As we delve deeper into the world of blue pottery, we begin to appreciate the intricate details, the cultural significance, and the artistic brilliance that have made it a cherished treasure in the world of pottery.

Blue pottery in Pakistan is a unique form of craft that has been practiced for over 4000 years. It is an intricate art that involves the production of beautiful blue glaze pottery, which is characterized by intricate floral designs and patterns. The intricate floral designs and patterns that grace blue pottery in Pakistan are a reflection of the region's deep connection to nature. For example, delicate lotus blossoms, known for their symbolism of purity and beauty, are meticulously hand-painted onto these exquisite pieces of art. These lotus motifs, with their graceful petals and elegant form, infuse the pottery with a sense of timeless grace.

In addition to the lotus, blue pottery often features depictions of birds, such as the majestic peacock, sparrows, and parrots. The peacock's vibrant plumage and regal presence make it a fitting symbol of beauty and grace, and its portrayal on blue pottery adds an air of regal splendor to the artwork.

Furthermore, the intricate vines, leaves, and foliage that intertwine with these floral and avian motifs showcase the artisans' skill and attention to detail. These natural elements serve as both a frame and a canvas for the artistic expressions found on blue pottery pieces, weaving together the beauty of nature and human craftsmanship.

In essence, blue pottery in Pakistan is not merely an art form but a tribute to the enduring connection between artistry and the natural world, bridging the past and the present to create objects of unparalleled beauty and cultural significance.

The blue coloring is obtained from cobalt oxide, which gives this pottery its distinct look. This art form has been passed down through generations and has become an integral part of the cultural heritage of the country. The origins of this craft in Pakistan can be traced

back to the Indus Valley Civilization, which existed between 2600 BCE and 1900 BCE. The ancient artisans of the Indus Valley Civilization used various materials, including clay, to create a range of crafts, including pottery. The pottery they created was simple in design, but it laid the foundation for the evolution of Pakistan's rich pottery tradition.

Blue pottery in Pakistan earned its name primarily because of the distinctive cobalt blue glaze that imparts a unique and captivating appearance to the pottery. This vibrant blue coloring, achieved through the use of cobalt oxide, sets blue pottery apart from other ceramic traditions. As this art form developed during the Mughal Era, it became synonymous with this striking blue hue, hence the name "blue pottery."

During the Mughal Era, a period renowned for its cultural and artistic flourishing, blue pottery in Pakistan thrived. The Mughal Emperors, known for their patronage of the arts and crafts, played a pivotal role in fostering the growth of the pottery industry in Pakistan. Their support and encouragement provided artisans with the opportunity to experiment with innovative designs and techniques, further enhancing the artistry of blue pottery.

The evolution of blue pottery in Pakistan has transformed it into a highly specialized craft practiced by skilled artisans. Crafting blue pottery requires a remarkable level of skill and patience. Artisans employ a potter's wheel to shape the clay, which is then fired in a kiln to give it durability. The crucial step follows: glazing with cobalt oxide to achieve that renowned blue hue. Once glazed, the pottery becomes a canvas for intricate floral patterns and designs, painstakingly applied with a fine brush. Today, blue pottery stands as an integral part of Pakistan's cultural heritage. Recognized for its significance to the country's cultural identity, blue pottery has been promoted as a means of economic development. Numerous small businesses and cooperatives have emerged to champion this craft and offer opportunities for artisans to showcase their skills, ensuring that blue pottery continues to thrive as a cherished tradition in Pakistan.

However, despite its rich history and cultural significance, blue pottery in Pakistan faces challenges. Artisans and enthusiasts lament the lack of government initiatives to preserve this fading craft and the broader cultural heritage it represents. The absence of substantial investments in the market and limited opportunities for small enterprises to thrive add to the concerns. In the context of our evolving world, marked by technological advancements, even a developing nation like Pakistan, with urban centers like Multan, Islamabad, and Lahore, has not remained untouched. Traditional wood ovens have given way to gas-powered furnaces, reflecting the transformative impact of technology.

The purpose of this study is to investigate the challenges encountered by Multan blue pottery craftsmen and understand the implications of the current economic conditions on their livelihoods. Through a comprehensive analysis, the researcher aims to shed light on the challenges faced by these artisans, who are the torchbearers of timeless tradition, and explore how the changing dynamics of the world impact their livelihood and cultural heritage.

### **Objectives**

1. To find out the problems faced by blue pottery craftsmen in aspects of crafting, pricing, selling, and advertising their products.
2. To enhance the importance of traditional blue pottery handicraft in Multan.

### **Research Questions**

1. To find out the current situation of blue pottery in Multan?
2. What are the factors affecting the traditional blue pottery faced by the craftsmen in Multan?

### **Literature Review**

A considerable amount of literature review is available on the Blue Pottery Handicrafts. In this literature review, the researcher will examine the state of research that has been done previously.

Shabbir (2014) discusses the struggles of Pakistan's pottery industry in one of his

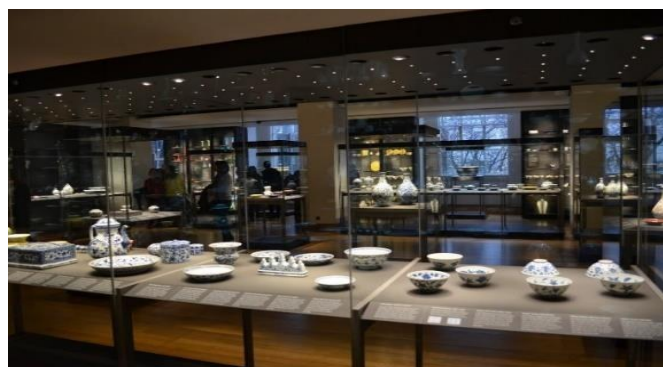
articles, which has faced neglect compared to other crafts like carpet weaving and embroidery. The article emphasizes that pottery has not received the same level of attention, support, or promotion, leading to its marginalization. Shabbir argues for the preservation and revitalization of traditional pottery, highlighting its potential to boost local economies and cultural heritage. The article advocates for increased efforts to revive this craft and integrate it into broader economic strategies to support artisans and their communities. (Shabbir,2014)

Oancea and Goswami (2016) provide an in-depth study of Blue Pottery in Jaipur, India, focusing on its historical evolution, production methods, and cultural significance. They trace the origins of Blue Pottery back to the Persian and Central Asian influences that shaped its development. The study highlights the intricate techniques used in creating these ceramics, such as the application of a distinctive blue glaze and the use of traditional patterns. The authors emphasize the importance of apprenticeship and traditional skills in maintaining the craft, reflecting on how these practices ensure the preservation of Blue Pottery as a significant cultural and artistic tradition. (Oancea and Goswami, 2016)

Hassan (2016) highlights the decline of pottery-making in Pakistan, particularly in Rawalpindi. The author points out that despite the efforts of dedicated artisans, the craft is endangered due to factors such as a lack of government support, competition from inexpensive mass-produced goods, and diminishing traditional skills. The article underscores the cultural significance of pottery-making in Pakistan and the challenges faced by artisans in keeping the craft alive. It calls for greater recognition and support to preserve this important aspect of Pakistan's cultural identity. (Hassan, 2016)

Rizvi et al. (2016) explore the downturn in Pakistan's ceramic sector, attributing it to insufficient government support and neglect of traditional pottery crafts. The study discusses how the decline has impacted small-scale businesses and rural artisans, who rely on pottery for their livelihoods. The authors emphasize the need for government intervention to promote and sustain the ceramic industry, arguing that without such support, many traditional crafts may disappear. The article highlights the broader implications for cultural heritage and the economic well-being of communities dependent on these crafts. (Rizvi et al.,2016)

Manzoor (2017) examines the historical and cultural significance of blue pottery in Multan, Pakistan. The article traces the craft's origins to Persian, Central Asian, and Mongolian influences, noting how it evolved in Multan due to royal patronage and local artistic traditions. It details the unique characteristics of Multan's blue pottery, including its intricate designs and the use of distinctive blue glaze. The establishment of the Institute of Blue Pottery Development in 1985 is highlighted as a key effort to preserve and promote this traditional art form. The article also discusses the international recognition of Multan's blue pottery, showcasing its role in representing Pakistan's rich cultural heritage on a global stage. (Manzoor, 2017)



## Multani Blue Pottery in British Museum



### Pakistan High Commission - London - Multani Blue Pottery Exhibition In London

Chavan (2018) provides an extensive overview of blue pottery's history in the Indian Subcontinent. The study traces its origins from Central Asia, its refinement by Islamic and Mughal craftsmen, and its development under British influence. Chavan details the artistic achievements of blue pottery, characterized by its distinctive blue glaze and intricate designs. The research highlights the evolution of techniques and regional variations, concluding with a discussion on the contemporary state of blue pottery and its resilience despite various challenges. (Chavan, 2018) Staff T.G. (2020) delves into the historical context of blue pottery in Multan, noting the use of clay from the Indus riverbed and the intricate patterns inspired by nature and geometric shapes. The study emphasizes the craft's evolution over 4000 years, particularly during the Mughal Era, and the specialized skills required for its production. Staff T.G. also discusses the transition from traditional methods to modern materials, such as red clay, and how these changes have impacted the craft. (Staff T.G,2020)

Ahmed (2020) focuses on Punjab's blue pottery, linking it to Turkish and Persian traditions. The article describes the two main types of blue pottery in Multan—ceramic and terracotta—and highlights the historical significance of local craftsmanship, including the work of Ustad Muhammad Wajid and his family. Ahmed also touches on the evolving affordability of materials and modern practices affecting traditional pottery production. (Ahmed,2020)

Mehmood (2022) examines the decline of traditional pottery and embroidery in Karachi, noting the shift from secretive, handcrafted methods to more efficient modern techniques. The study discusses how technological advancements have altered production processes and increased costs, emphasizing the need to balance tradition with innovation to preserve the craft. (Mehmood,2022)

### **Methodology**

The methodology for this research addressed two primary objectives and their respective research questions in the context of blue pottery craftsmanship in Multan. The research employed a mixed-methods approach to thoroughly address the research objectives and questions. This comprehensive methodology allowed for an in-depth exploration of the challenges faced by artisans in Multan's blue pottery industry and assessed the historical and cultural significance of this traditional craft. By combining both qualitative and quantitative methods, the study provided a robust and nuanced understanding of the subject matter, capturing both the artisans' struggles and the enduring cultural value of blue pottery.

### **Quantitative Phase**

In the quantitative phase, structured questionnaires were distributed to blue pottery consumers to gather data on various aspects of the industry. This included understanding the



current state of blue pottery in terms of sales, importance, availability, pricing, and marketing strategies. The surveys aimed to collect measurable data on consumption patterns, pricing structures, and promotional activities. The quantitative data provided a statistical perspective on the difficulties faced by artisans, offering insights into market trends and the economic factors impacting the blue pottery sector.

### **Qualitative Phase**

The qualitative phase involved conducting in-depth, semi-structured interviews with a select group of blue pottery wholesalers and artisans. These interviews explored their personal experiences, perceptions, and challenges related to crafting, pricing, marketing, and promoting blue pottery. The open-ended nature of the interviews allowed participants to discuss their experiences in detail, shedding light on the cultural and emotional aspects of their work. This qualitative data provided a deeper understanding of the artisans' hardships and the broader cultural significance of their craft.

### **Integration and Analysis of Results**

The results from both quantitative and qualitative phases were integrated and analyzed to provide a comprehensive understanding of the challenges faced by Multan's blue pottery artisans. This integration involved combining statistical data with detailed personal insights to explore the multifaceted issues impacting the industry. The analysis also considered the broader economic conditions affecting artisans' livelihoods and examined the cultural importance of Multan's blue pottery. By integrating these two sources of data, the study offered a holistic view of the problems faced by the industry and the value of preserving this traditional craft.

### **Population, Sample & Sampling Technique**

The study focused on a diverse group of stakeholders involved in the blue pottery industry in Multan. Skilled artisans with extensive knowledge and experience in blue pottery, whose insights were crucial for understanding the practical challenges of crafting and selling their products. Established wholesalers and suppliers who play a key role in the supply chain, providing valuable perspectives on supply-related issues and their impact on both artisans and the market. A cross-section of local buyers of blue pottery, whose preferences and perceptions were assessed to gauge the current market dynamics and customer sentiment. Three craftsmen were selected using purposive sampling, focusing on individuals with significant expertise and experience in blue pottery. This selection ensured that their insights into the crafting process, pricing strategies, and marketing challenges were both relevant and reliable. Three established suppliers were chosen through purposive sampling to understand supply chain issues. Their experience and reputation provided critical insights into distribution challenges and their effects on artisans and the market. Convenience sampling was used to select 20 customers for questionnaires. This method allowed for quick and practical data collection from a representative sample of buyers, offering valuable feedback on customer preferences, buying patterns, and overall satisfaction.

### **Research Instruments**

1. **Interviews:** Semi-structured interviews with artisans and suppliers allowed for detailed exploration of their experiences and challenges. Confidentiality was maintained through anonymized responses, and interviews were conducted in private settings to encourage open and honest discussion. Data from these interviews were recorded, transcribed, and analyzed to identify common themes and insights.
2. **Questionnaires:** Structured questionnaires were administered to customers to assess their perceptions, preferences, and buying patterns related to blue pottery. These surveys were designed for efficiency and practicality, ensuring broad data collection while maintaining respondent anonymity.

## Data Analysis

In this qualitative analysis, insights are gleaned from interviews with three craftsmen and two wholesalers in Multan's traditional blue pottery industry. Through their perspectives, we uncover the intricate legacy of craftsmanship, market challenges, and the economic factors influencing the trade. The exploration extends to crafting techniques, market dynamics, and the delicate balance between tradition and contemporary demands. We also delve into cultural significance, sustainability efforts, government support, and the craftsmen's work environment. From daily practices to generational transfer and market trends awareness, the analysis offers a comprehensive view of the challenges and dynamics

Codes	Social Scien ISSN	Themes ces & Humanity Research Review 3007-3170(O), ISSN :3007-3162(P)
Learning from local craftsman, Rich heritage transmission, Financial limitations, Evolving market demands	Learning experiences, Heritage importance, Financial challenges, Adaptation to market dynamics	Volume 3 issue 1,pp. 681-708 <b>Current Situation of Blue Pottery in Multan</b> January-March 2025
Heritage and financial challenges, Duration and challenges	Impact of heritage, Challenges faced by craftsmen	<b>Economical Factors Affecting Traditional Blue Pottery</b>
Crafting techniques, Market access and distribution	Crafting challenges, Marketing challenges	<b>Crafting, Pricing, Selling, and Advertising Challenges</b>
Cultural significance & Sustainability efforts	Cultural importance & Sustainability initiatives	<b>Cultural Importance of Traditional Blue Pottery</b>
Limited direct support, Challenges in business growth	Government initiatives, Business growth challenges	<b>Government Support and Industry Challenges</b>
Generational transfer Market expansion	Succession planning Market sustainability	<b>Future Planning and Sustainability</b>
Team dynamics Daily workload and orders	Collaborative work Workload insights	<b>Craftsmen's Work Environment and Practices</b>
Advertising strategies Market trends awareness	Promotional efforts Market trend monitoring	<b>Advertising and Market Trends</b>
Market challenges Impact of fashion trends	Competitive challenges Fashion trend impact	<b>Challenges in Business Growth and Decline of Traditional Firms</b>

### Current Situation of Blue Pottery in Multan

**Craftsmanship Legacy:** Blue pottery in Multan is sustained through generational knowledge, with artisans learning the craft through informal apprenticeships, underscoring its cultural

significance.

**Market Dynamics:** Financial challenges and evolving market demands create difficulties for craftsmen, who strive to maintain traditional techniques while adapting to modern market needs.

### **Economical Factors Affecting Traditional Blue Pottery in Multan**

**Heritage and Financial Challenges:** Family heritage drives some to continue the craft, but financial constraints force others to abandon it, highlighting the tension between tradition and economic reality.

**Duration and Challenges:** Craftsmen face declining profitability and rising competition, which complicate efforts to sustain their businesses.

### **Crafting, Pricing, Selling, and Advertising Challenges**

**Crafting Techniques:** The process of creating blue pottery is intricate and requires a delicate balance of materials, making it a challenging craft to master.

**Market Access and Distribution:** Limited market access and ineffective advertising hinder craftsmen's ability to reach broader audiences and ensure the craft's sustainability.

### **Cultural Importance of Traditional Blue Pottery in Multan**

**Cultural Significance:** Blue pottery is integral to Multan's cultural identity, with craftsmen committed to preserving the tradition for future generations.

**Sustainability Efforts:** Efforts focus on maintaining product quality, expanding market reach, and passing down skills, reflecting a dedication to preserving this historic craft. **Government**

### **Support and Industry Challenges**

**Limited Direct Support:** Government support is minimal, with occasional craft fairs and development programs offering some exposure but insufficient financial backing.

**Challenges in Business Growth:** Competition, financial constraints, and shifting market dynamics impede the growth and sustainability of blue pottery businesses.

### **Future Planning and Sustainability**

**Generational Transfer:** Craftsmen are divided on passing down the business, with financial challenges being a significant factor, though cultural significance motivates some to continue the tradition.

**Market Expansion:** Strategies focus on quality, market expansion, and design innovation to sustain the industry.

### **Craftsmen's Work Environment and Practices**

**Team Dynamics:** Small teams of artisans collaborate to produce high-quality products, with daily orders reflecting the demand for blue pottery.

### **Advertising and Market Trends**

**Advertising Strategies:** Craftsmen use social media, craft fairs, and collaborations to advertise, but reaching broader audiences remains challenging.

**Market Trends Awareness:** Staying updated on market trends is crucial for aligning products with consumer preferences.

### **Challenges in Business Growth and Decline of Traditional Firms**

**Market Challenges:** Competition and financial constraints threaten the sustainability of traditional blue pottery businesses.

**Impact of Fashion Trends:** The fast pace of fashion trends, especially in apparel, contributes to the decline of traditional blue pottery firms.

### **Data Analysis of Wholesales**

**Inspiration and Business Overview:** Wholesalers are motivated by the artistic and cultural value of blue pottery, facing similar challenges in promoting these products.

**Product Distinction:** Maintaining consistent quality is a significant challenge in blue pottery.

**Relationship Management:** Effective communication is key to managing supplier and retailer relationships.



**Sustainability and Ethics:** Financial constraints hinder the adoption of sustainable practices in production.

**Adaptation to Market Trends:** Limited resources make it difficult to stay ahead of industry trends.

**Pricing Strategy:** Balancing production costs with market accessibility is a key challenge in pricing.

**Overcoming Challenges:** Persistence and guidance are crucial for overcoming industry challenges.

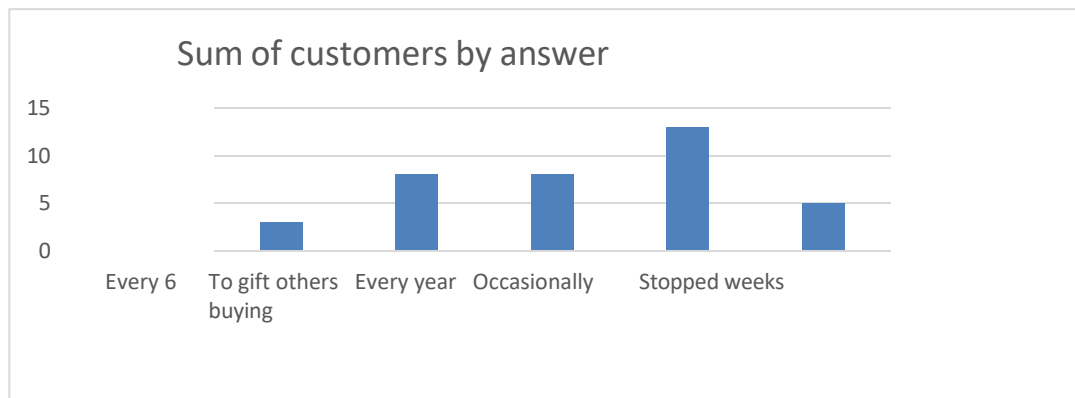
**Upcoming Projects:** Collaborations offer potential growth opportunities for the blue pottery market.

**Future Vision:** Wholesalers aim to strengthen their market presence and adopt sustainable practices.

#### Data Analysis of Quantitative Data

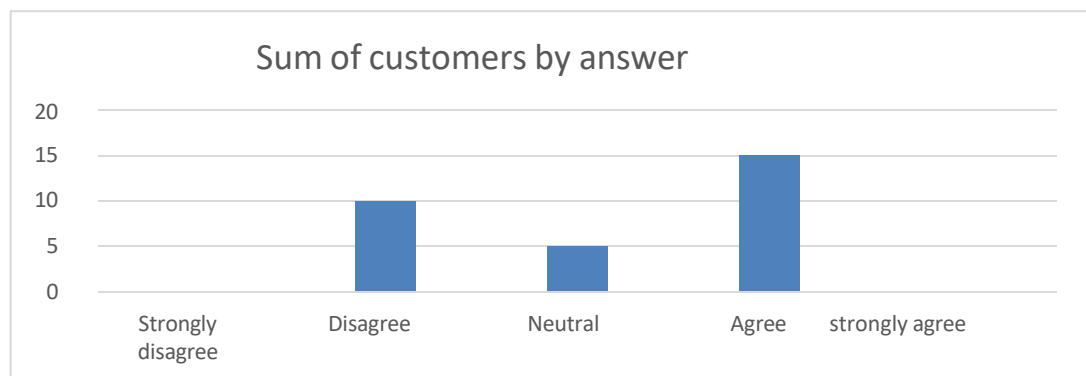
Quantitative analysis of customer responses informs production and marketing strategies, helping craftsmen align offerings with market demands and ensuring the sustainability of blue pottery in Multan.

#### 1. How frequently do you purchase blue pottery?



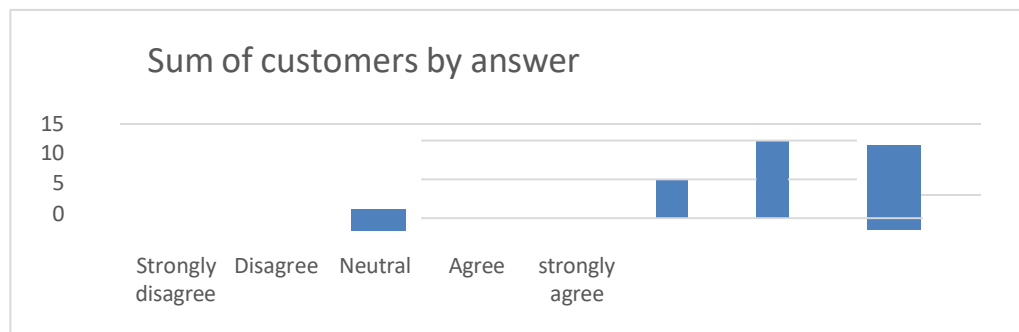
In the data analysis of 30 samples from blue pottery customers in Multan, it is evident that a majority of respondents (13) indicated they purchase blue pottery occasionally. This trend suggests a non-regular buying pattern, possibly driven by specific occasions or personal preferences. The predominant choice of "Occasionally" aligns with a diverse consumer base, highlighting the product's appeal beyond routine purchasing. This insight can inform targeted marketing strategies to cater to the varied preferences and occasions influencing customers' blue pottery buying behavior in Multan.

The prices of blue pottery are expensive according to my budget.

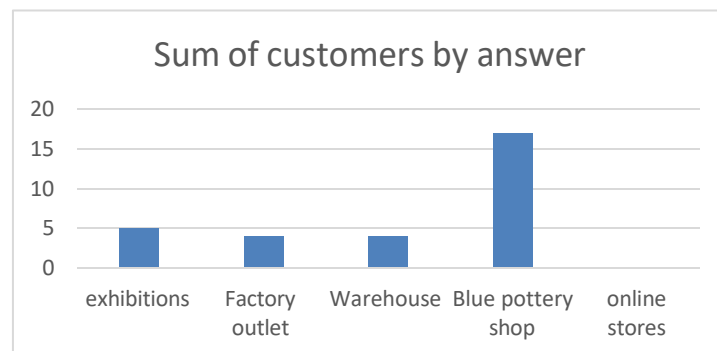


The data analysis of responses to the question regarding the perceived expense of blue

pottery reveals a predominant sentiment of agreement, with 15 out of 30 respondents indicating that the prices align with their budget. However, noteworthy is the dissenting opinion, as 10 of participants expressed disagreement, suggesting a perceived affordability challenge for a segment of customers. Additionally, 5 of respondents remained neutral, implying a degree of uncertainty or variability in individual budget considerations. This nuanced understanding of customer perceptions can guide pricing strategies and initiatives to address affordability concerns for a more inclusive market approach. Prefer blue and white pottery designs only.

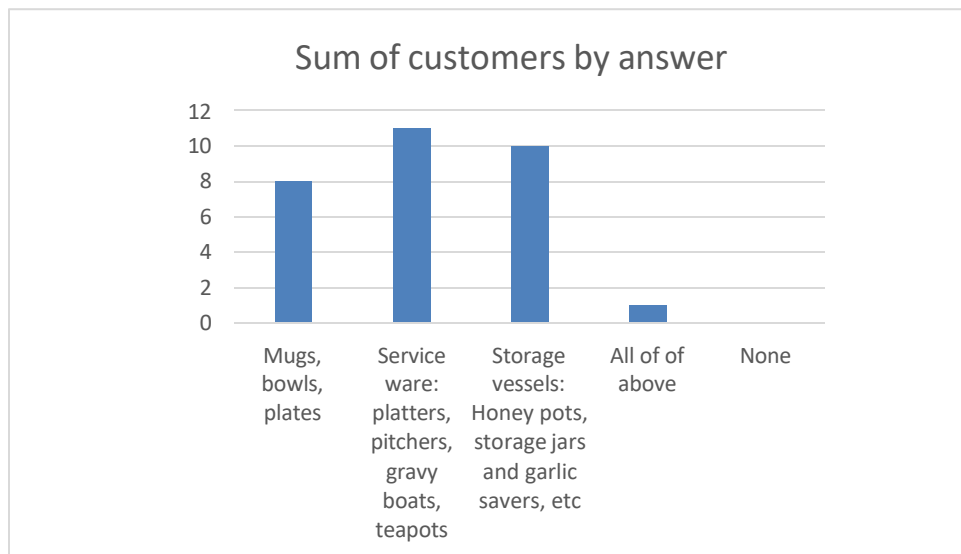


The analysis of responses to the question on design preferences for blue pottery indicates a diverse range of opinions among the 30 participants. While a notable 12 strongly agree with preferring blue and white pottery designs, a portion, 10, agree, suggesting a collective preference for these designs. On the contrary, 3 express disagreement, and 5% remain neutral, highlighting a segment with varied design inclinations. This insight emphasizes the importance of offering a diverse range of designs to cater to the diverse preferences within the customer base, enhancing the product's market appeal. Preference of buying blue pottery from.

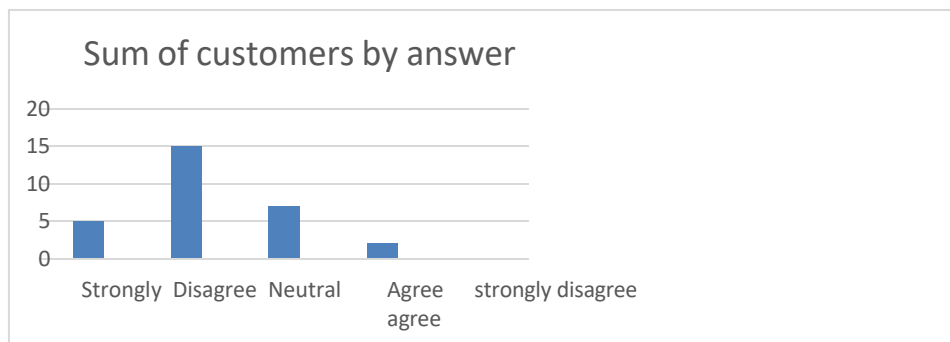


The data reveals a predominant preference for blue pottery shops, with 17 of respondents favoring this option. Factory outlets and warehouses each account for 4 of respondents, indicating a relatively lower preference. Exhibitions attracted 5 of respondents, suggesting a moderate interest in obtaining blue pottery from such events. Interestingly, online stores did not receive any preference in this sample, indicating a potential opportunity to explore and enhance the online purchasing experience for blue pottery. Overall, understanding these purchasing patterns can inform inventory management and marketing strategies for blue pottery retailers.

Type of products that customers are interested in.

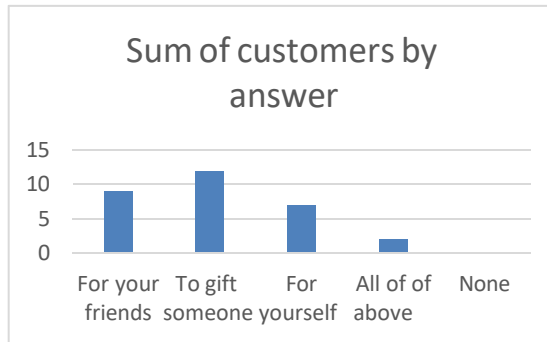


The analysis of preferences for types of blue pottery products indicates diverse interests within the sample of 30 respondents. 11 express a preference for service ware, including platters, pitchers, gravy boats, and teapots. Additionally, 10 are interested in storage vessels, such as honey pots, storage jars, and garlic savers. Mugs, bowls, and plates attract 8 of respondents, while only 1 indicate a preference for all the mentioned product types. Remarkably, none of the respondents selected "None," suggesting a universal interest in blue pottery products. Understanding these preferences enables businesses to tailor their product offerings to cater to specific customer tastes, enhancing market relevance. Blue pottery last longer than other crockery



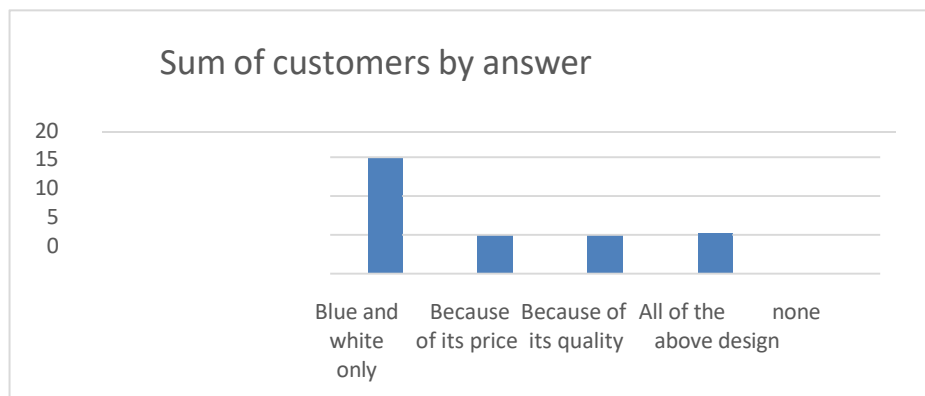
The evaluation of perceptions regarding the durability of blue pottery relative to other crockery indicates a spectrum of opinions within the sample. While 5 strongly disagree and 15 express disagreement, a notable 7 remain neutral in their assessment. On the positive side, 2 agree, and 1 strongly agree that blue pottery lasts longer than other crockery. These varied responses suggest a range of experiences and beliefs about the durability of blue pottery, highlighting the importance of clear communication and possibly addressing concerns to enhance consumer confidence in the product's longevity.

Purpose of buying blue pottery



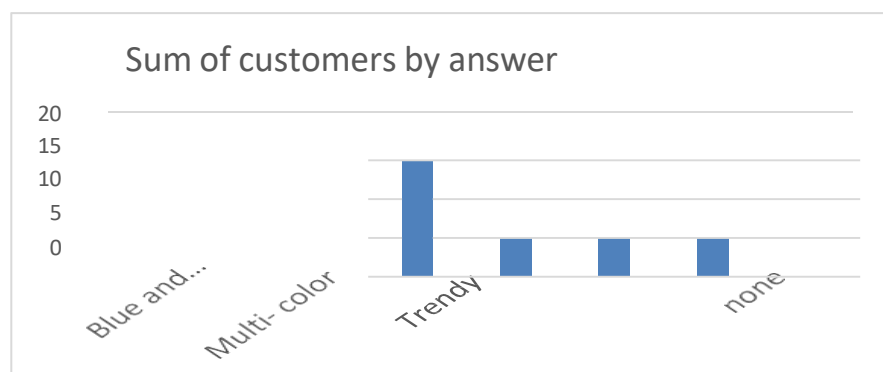
The analysis of the target recipients for blue pottery purchases reveals diverse motivations within the sample. A notable 12 of respondents buy blue pottery specifically to gift someone, while 9 purchase it for friends. Additionally, 7 acquire blue pottery for personal use, indicating a self-indulgent motivation. Interestingly, 2 of respondents choose blue pottery for all the mentioned purposes, emphasizing its versatility as a gifting option. Remarkably, none of the participants selected "None," highlighting the universal appeal of blue pottery as a gift or personal item. Understanding these varied purchase motivations can inform marketing strategies to highlight the versatility and thoughtful nature of blue pottery gift

Reason why blue pottery worth buying



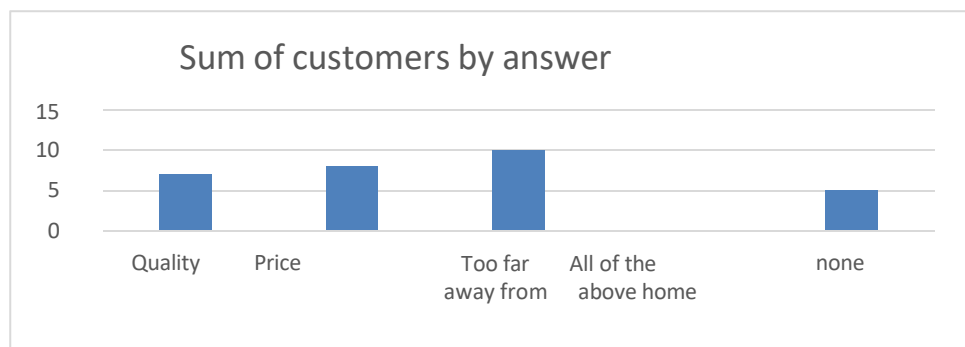
The reasons respondents find blue pottery worth buying vary within the sample. A significant 15 appreciate blue pottery for its distinctive blue and white color design. Additionally, 5 value it for its quality, while 4 consider its price a key factor. Notably, 6 of respondents recognize the combined appeal of blue pottery's design, price, and quality, selecting "All of the above." Interestingly, none of the participants chose "None," indicating a consensus that blue pottery holds intrinsic value. Recognizing these diverse perspectives can guide marketing efforts to emphasize the unique design, quality, and affordability aspects of blue pottery

Preference in blue pottery designs

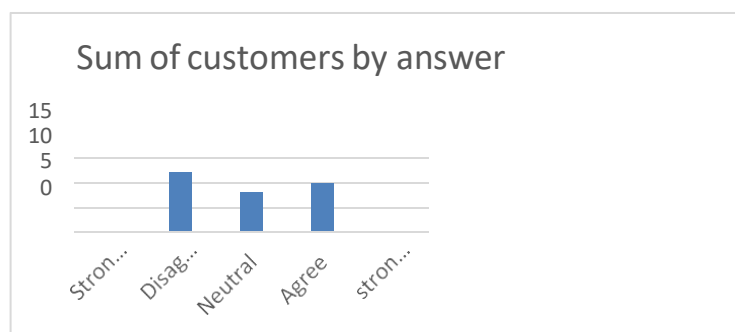


The preferences for blue pottery designs among respondents highlight a predominant inclination toward the classic blue and white design, with 15 expressing a preference for this timeless combination. Additionally, 5 each favor multi-color, trendy, and traditional designs, showcasing a diverse range of aesthetic preferences within the sample. Remarkably, none of the participants selected "None," underlining a unanimous interest in one or more design aspects of blue pottery. Recognizing these design preferences can inform product development and marketing strategies to cater to the varied tastes of potential customers.

Reasons why customers stop buying blue pottery.

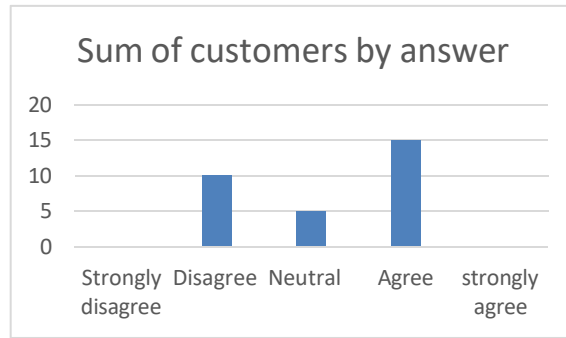


The data on factors hindering blue pottery purchases reveals distinct concerns within the sample. Among respondents, 8 identify price as a deterrent, reflecting a segment sensitive to cost considerations. Additionally, 7% express reservations about the quality of blue pottery, indicating a need for reassurance on product standards. Surprisingly, 10 cite geographical distance as a limiting factor, emphasizing the impact of convenience on purchasing decisions. Strikingly, 5 assert that none of the mentioned factors affect their decision, suggesting a resilient group with fewer barriers to blue pottery purchases. Acknowledging these factors can guide businesses in addressing specific concerns and tailoring marketing strategies to enhance the overall appeal of blue pottery. Found any difference between blue pottery and other crockery in terms of quality.



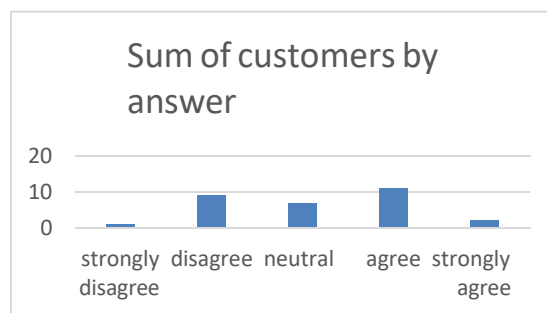
The analysis shows mixed opinions on the quality difference between blue pottery and other crockery. While 12 of respondents disagree and 10 agree on a quality disparity, 8 remain neutral. Notably, none strongly agree or disagree, reflecting a balanced sentiment. These insights can help businesses refine their product messaging and quality assurance.

Find any difference between blue pottery and other crockery in terms of prices



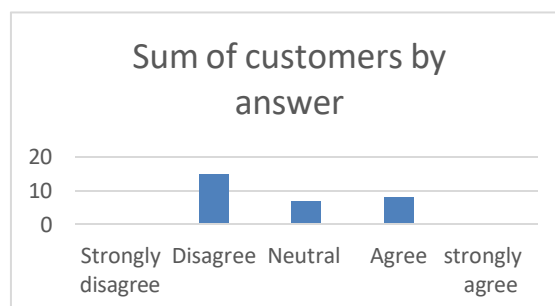
Responses on the perceived price difference between blue pottery and other crockery show varied opinions. While 15 agree there is a price difference, 10 disagree, and 5 are neutral. None strongly agree or disagree, indicating moderate consensus. These insights can help businesses better communicate blue pottery's value proposition, whether emphasizing affordability or exclusivity.

Blue pottery expensive than other types of crockeries.



Opinions on the expense of blue pottery compared to other crockery vary. A total of 13 (11 agree, strongly agree) see it as more expensive, while 9 disagree, and 7 are neutral. These insights can guide pricing strategies and marketing efforts, focusing on the value proposition or correcting cost perceptions.

Find blue pottery in most of the crockery store.

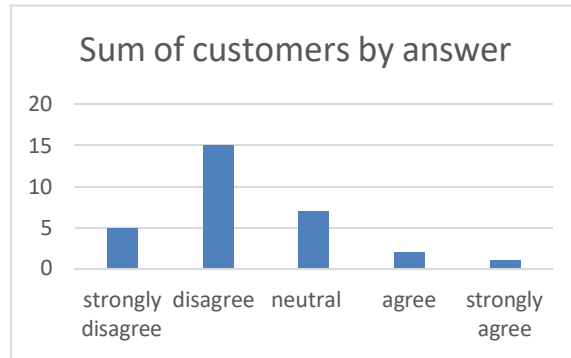


Respondents show mixed views on the availability of blue pottery in crockery stores.

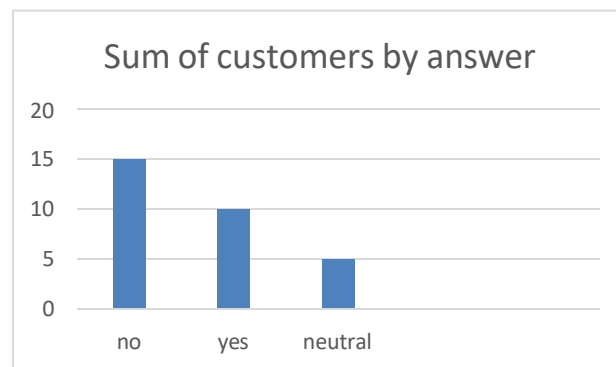
While 15 believe it is not commonly found, 8 think it is readily available, and 7 are neutral. No strong opinions were noted. These findings suggest opportunities to improve the visibility and distribution of blue pottery in stores.

Blue pottery is overrated.

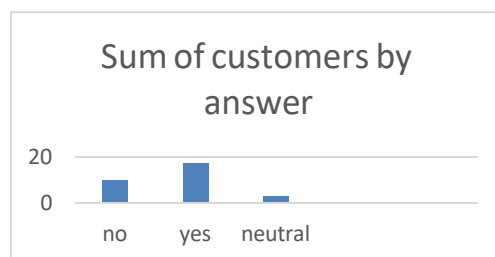




The analysis shows that 15 of respondents think blue pottery is not overrated, 2 believe it is overrated, and 7 are neutral. No one strongly agrees that it's overrated, indicating that most people don't have strong negative feelings about blue pottery. This insight can help shape marketing strategies to clarify misconceptions and boost its perceived value. Like ordering customized blue pottery designs.

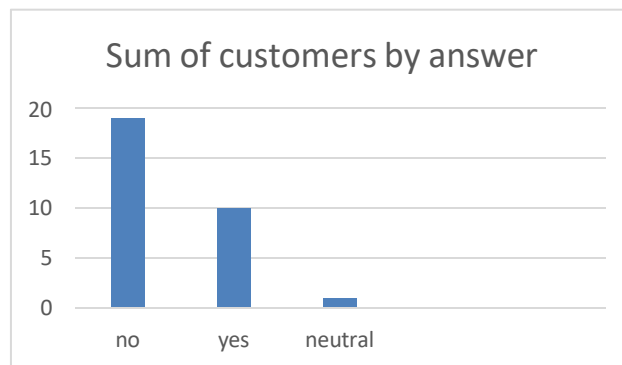


The responses reveal varied preferences for customized blue pottery. 15 show a negative inclination towards ordering custom designs, while 10 prefer personalized options. Additionally, 5 are neutral, indicating mixed feelings or uncertainty. These insights can help businesses adjust their product offerings and marketing strategies to cater to both standardized and customized preferences. Faced any problems regarding the shipping.



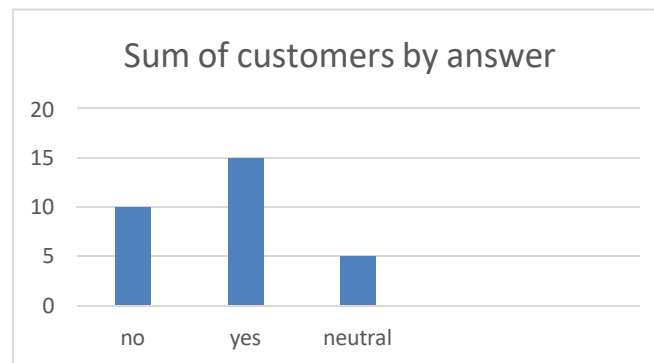
The responses show that 17 of participants have encountered shipping issues with blue pottery, while 10 have had positive shipping experiences. Additionally, 3 are neutral, suggesting mixed or uncertain experiences. These patterns highlight the need for businesses to address shipping challenges and improve practices to boost overall customer satisfaction.

Ever received a broken piece in the delivery.



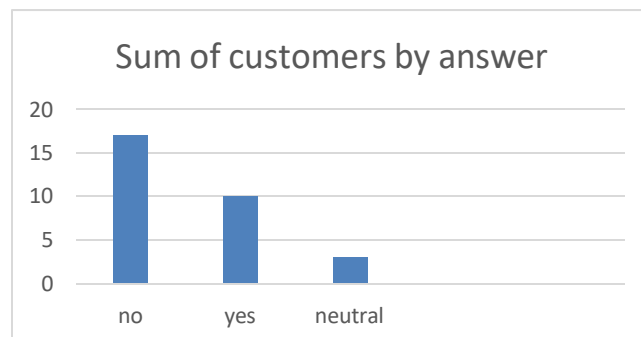
The responses show that 10% of participants have received broken blue pottery pieces, while 19 have not experienced any breakage. Additionally, 1 are neutral, indicating mixed or uncertain experiences. Businesses should focus on improving packaging and handling to address these breakage issues and enhance customer satisfaction.

1. Have you ever received a different design which you have not ordered?



The responses indicate that 15 of participants received a different design than ordered, while 10 did not face this issue. Additionally, 5 are neutral, suggesting mixed experiences. To improve customer satisfaction and trust, businesses should focus on ensuring order accuracy and enhancing quality control and communication processes.

Like to shop blue pottery online.



The responses indicate that 10 of participants favor shopping for blue pottery online, while 17 are not interested in online shopping. Additionally, 3 are neutral. These insights suggest businesses should focus on enhancing online shopping experiences and addressing concerns to better appeal to potential customers.

## Conclusion

In conclusion, the study reveals a nuanced perspective on the challenges confronting Multan's traditional blue pottery industry. Economic constraints, threats to craftsmanship, and obstacles in market access present a complex landscape. Craftsmen strive to balance heritage preservation with contemporary demands, facing financial limitations and pricing challenges. Despite these hurdles, there's industry resilience, with active engagement in sustainability efforts and a commitment to passing down the craft.

However, the threats to craftsmanship and economic viability underscore the need for strategic interventions and support mechanisms. Innovative advertising strategies and heightened market trends awareness are essential to navigate market challenges. The customer perspective, gleaned from quantitative data, offers insights for refining product offerings and enhancing purchasing experiences.

In highlighting challenges, the study emphasizes the cultural importance of blue pottery. Preserving and advancing this tradition demands a holistic approach that addresses economic obstacles, promotes sustainability, and navigates the delicate balance between tradition and contemporary demands. Overall, the findings contribute valuable insights to the broader discourse on preserving traditional crafts amidst evolving economic and cultural landscapes.

## References

- Ahmed, S. (2021, November 4). *Lone Artisan sees Kashigari a dying art*. DAWN.COM. Retrieved April 30, 2023, from <https://www.dawn.com/news/1655797>
- Ahmed, A. (2020, May 29). *Pottery in Pakistan "The tale of clay" & types of pottery*. Al. Retrieved April 30, 2023, from <https://alrasub.com/pottery-in-pakistan-the-tale-of-clay/>
- Bhardwaj, D. A. (2018). *Evolution of Blue Pottery Industry in Rajasthan*. [https://doi.org/http://ijrar.com/upload\\_issue/ijrar\\_issue\\_1313.pdf](https://doi.org/http://ijrar.com/upload_issue/ijrar_issue_1313.pdf)
- Chavan, S.B. (2018) *The History of Blue Pottery in the Indian Subcontinent*. Available at: [https://www.researchgate.net/publication/333318056\\_Species\\_Accounts](https://www.researchgate.net/publication/333318056_Species_Accounts) (Accessed: May 5, 2023).
- Mehmood, A. (2022, January 15). *Out of the blue: The express tribune*. International News, Latest News, Breaking News. Retrieved April 30, 2023, from <https://tribune.com.pk/story/2338871/out-of-the-blue-1>
- Manzoor, A. (2017, February 19). *Blue Pottery - Pakistan*. Arraish. <https://www.arraish.com/blogs/news/blue-pottery-pakistan>
- Oancea, S. (2016) *Total phenolics and anthocyanin profiles of red and black currants by direct infusion ESI-it-MS/MS*, Academia.edu. Available at: [https://www.academia.edu/23020530/Blue\\_Pottery\\_Of\\_Jaipur\\_A\\_Study\\_In\\_Indian\\_Artistic\\_Heritage](https://www.academia.edu/23020530/Blue_Pottery_Of_Jaipur_A_Study_In_Indian_Artistic_Heritage) (Accessed: May 5, 2023).
- Rizvi, S., Hakim, Z., Rizvi, M., & Asif, U. (2016, April 27). *Pottery, a dying art*. IoBM Campus Tribune. Retrieved April 30, 2023, from <https://obmtribune.wordpress.com/2016/04/28/pottery-a-dying-art/>
- Staff, T. G. (2020, November 2). *Multan blue pottery - history and Heritage*. Travel Girls Pakistan. Retrieved April 30, 2023, from <https://www.travelgirls.pk/2020/11/02/multan-blue-pottery-history-and-heritage/>
- Shabbir, R. (2014, November 1). *Breathing life into the dying art of pottery*. The Express Tribune. <https://tribune.com.pk/article/24314/breathing-life-into-the-dying-art-of-pottery>