DEFINITIONAL ISSUES OF GEOGRAPHICAL INDICATION (GI) AND ROLE OF CONSUMER PERCEIVED VALUE IN MARKETING GI PRODUCTS: A MULTIDISCIPLINARY STUDY OF SELECT GIs IN KERALA

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By

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Certificate

This is to certify that the research work for the thesis entitled ***"Definitional issues of Geographical Indication (GI) and role of consumer perceived value in marketing GI products: A multidisciplinary study of select GIs in Kerala"*** *by Mr. Anson C J, part time research scholar (Reg. No. 4245), under our joint super vision and guidance at the Inter University Centre for IPR Studies, CUSAT, is adequate and complete for the requirement of the Ph. D thesis. All the relevant corrections and modifications suggested by the audience during the pre-synopsis Seminar and recommended by the Doctoral committee of the candidate has been incorporated in the thesis.*

Prof. (Dr.) K. B. Pavithran
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Place: Kochi -22
Date: 19-09-2016

Declaration

I, Anson C J, hereby declare that the work presented in the thesis ***"Definitional issues of Geographical Indication (GI) and role of consumer perceived value in marketing GI products: A multidisciplinary study of select GIs in Kerala****" submitted to Cochin University of Science and Technology for award of Ph.D. degree under the Faculty of Social Science is the outcome of the original work done by me under the supervision and guidance of* ***Prof. (Dr.) K. B. Pavithran****, Professor(Retd), School of Management Studies, and co-guidance of* ***Prof. (Dr.) N.S. Gopalakrishnan****, Director, Inter University Centre for IPR Studies, Cochin University of Science and Technology, Kochi. I further declare that this work has not formed the basis for the award of any degree, diploma, associate ship, fellowship or any other title for recognition.*

Kochi – 22,
Dated 19-September 2016

Anson C J

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Abbreviations

ACSI	American Customer Satisfaction Index
AVE	Average Variance Extracted
COO	Country of Origin
CPV	Consumer Perceived Value
ETHGIV	Ethno Centric GI Value
GDAFP	Geographically Differentiated Agricultural Food Products
GI	Geographical Indications
IPR	Intellectual Property Rights
PDI	Protected Designation of Origin
PGI	Protected Geographical Indication
PLS	Partial Least Square
PUQ	Product Uniqueness Value
SEM	Structural Equation Modeling
SPSS	Statistical Package for Social Science
SWOT	Strength Weakness Opportunity Threat
TM	Trademark
VIF	Variance Inflation Factor
WOM	Word of Mouth
WTP	Willingness to Pay
LV	Latent Variable
REPT	Reputation Value
CS	Customer Satisfaction
REPINTN	Repurchase Intention

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INTRODUCTION

Contents

Intellectual Property Rights (IPR) assume much significance in the context of changing trade environment, characterized by features like global competition, high innovation risks, short product cycle, need for rapid changes in technology, high investments in research and development and need for highly skilled human resources. Intellectual Property (IP) is loosely defined as the 'Product of Mind'(wipo reoprt, n.d.). It is a class of property emanating primarily from the activities of the human intellect. It is now equated to the property consisting of movable or immovable things, which can be used by the owner alone and can also be assigned or licensed to others for use. Recently, IPR become an important component in international business deals and influence most business transactions.

Governments grant IPR to the creators of inventions, designs, and

literary or artistic works to protect their ideas and innovations from being used illegally by others. The owner of IPR can control it to derive economic reward for its use. IPR is projected as a legal tool to encourage further innovations and creativity and promote investment in research and development. IPR can be traded in the same way as goods or services and is a key part of international trade. The importance of IPR is increasing as the effective use of knowledge contributes substantially to national economic prosperity (M.D. Nair, 2011). Protection system maintained by different countries has significant importance in serving the economic velocity of the country. Based on the nature of creativity there are different forms of IPR to protect the marketing of that creativity.

1. Intellectual property rights

The Marrakesh Agreement of 1994, that established the World Trade organization (WTO), included the Agreement on Trade Related aspects of Intellectual Property Rights (TRIPS Agreement), recognizing the importance of IPR in the global economy. The agreement is intended to maximize the contribution of IP system to economic growth through trade and investment. The TRIPS Agreement recognizes seven categories of IP. They are:

1. Patents
2. Copyrights and related rights
3. Trademarks
4. Geographical Indications (GI)
5. Industrial designs
6. Layout designs of integrated circuits
7. Protection of undisclosed information (Trade secrets)

IPR, the property created by the application of human mind, is intangible, and derives its values from ideas. Majority of the IPR are creation of Government and are limited monopoly rights implying that no one can use these rights without the consent of the rights holder. IPR can be assigned, gifted, sold, and licensed like any other form of property. The IP relates to information, which can be incorporated in tangible objects and reproduced in different locations. IPR are territorial rights (based on the law of the country where the right is granted/recognized). But the enforcement of the rights is governed by the laws of the country where the IPR violation takes place. It is important to know that these rights have to be renewed from time to time for keeping them in force except in case of copyright, unregistered trademarks, unregistered GIs and trade secrets. IPR have fixed term except, in case of trademark and GIs, which can have indefinite duration provided the mark is in use. The registration can be renewed after a stipulated time specified in the law by paying prescribed fees. Unlike other movable and immovable properties, these rights can be simultaneously held in many countries at the same time. Among these IPR, this research is on the GIs. Following pages briefly explains the details of a few important forms of IPR.

1.1. Patent

A patent is an exclusive right granted by a country to the owner of an invention to make, use, manufacture and market the invention, provided the invention satisfies certain conditions stipulated in the law. These conditions are novelty, inventive step and industrial application (utility). Exclusive right implies that no one else can make, use, manufacture, or market the invention without the prior consent of the patent holder. This right is available for a limited period of 20 years. These patents may relate to health, safety, food, security etc. A patent is a property right and hence, can be gifted, inherited, assigned, sold or licensed.

Being a limited monopoly right on products of significant importance to society, the law also has provisions to prevent its abuse by the owners. The patent right is territorial in nature and inventors/their assignees will have to file separate patent applications in countries of their interest, along with necessary fees, for obtaining patents in those countries. The Patents Act 1970 governs the law relating to patent protection in India. This law is amended in 1999, 2002 and 2005 to comply with the TRIPS obligations (Correa, 2004).

1.2. Industrial Designs

Industrial designs refer to creative activity which results in the ornamental or formal appearance of a product. Design right refers to the right that is accorded to the proprietor of a validly registered new or original design. The owner of registered design can prevent anyone from copying his design without permission. The maximum duration of design right is for a period of 15 years. Just like any other property right design right can be assigned or licensed to third parties for use. The Design Act 2000 regulates the design rights in India (Dolli, 2012).

1.3. Trade Marks

Brand names play an important role in business. Trademark law is intended to prevent misuse of brand names by competitors. Right to prevent the misuse of brand names can be acquired either by continuous use or by registering it under the Trademark law of the country where it is used. The objective of the Trademark Act is to register trademarks applied for in the country and to provide for better protection of trade mark for goods and services and also to prevent fraudulent use of the mark. The registration of a trade mark confers certain statutory rights on the Registered Proprietor which enables him to sue for infringement of the trade mark. Unlike patent and design, the

trademark right is perpetual and the owner can enjoy the rights as long as he continues with the use of the mark. Trade Marks Act, 1999 is the law that deals with trade and service marks protection in India (Menapace & Moschini, 2009).

1.4. Copyright

Copyright arises when someone engages in the expression of an idea. The right controls copying of that expression (but not copying the idea itself). Copyright also protects sound recordings, films, broadcasts and original artistic, musical, dramatic, and literary works, including, for example, photographs, sculptures, websites, computer programs, plays, books, videos, databases, maps and logos. Copyright is an automatic right and it is not mandatory for one to formally apply or pay for. It arises as soon as the work is 'fixed', e.g. written down, recorded, or stored in a computer memory. Copyright is a bundle of right to prevent reproduction, distribution, communication to public etc. of the works protected under the law. The rights can be enjoyed for a period of life of the author and sixty years after his death. The Copyright Act, 1957 governs the copyright law in India (Singh, 2008).

1.5. Geographical Indications

GIs in relation to goods means "an indication which defines such goods as agricultural goods, natural goods or manufactured goods as originating or manufactured in the territory of a country or a region or locality in that territory where a given quality, reputation or other characteristics of such goods is essentially attributable to its geographical origin and in case where such goods are manufactured goods, one of the activities of either the production or the processing or preparation of the goods concerned take place in such territory, region or locality as the case may be" (CGPDTM, 2011). Unlike other IPR, GI protection is for a group of persons who are residing in a

locality using the name. GI basically try to ensure the quality of the products and it can be enjoyed perpetually. It is the reputation of the product based on its quality that is attained due geographical factors and prolonged use that makes GI different form trademark. GI laws become prominent by its inclusion in the TRIPS Agreement.

GI protection was not prominent in India. For the first time Indian Parliament passed the "Geographical Indications of Goods (Registration and Protection) Act, 1999" in December 1999 (GI Act). According to this law any association of persons, producers, organization, or authority established by or under the law can apply for the registration of GI. The applicant must represent the interest of the producers and give the details of the GI including its special features, quality, reputation or other characteristics and its relation to geographical area. Registered GI can be used only by registered users. The registration is for a period of 10 years. Renewal is possible for further period of 10 years each as long as it is used.

Registered GIs in India include Aranmula metal mirror, Malabar pepper, Pokkali rice, Darjeeling tea, Pochampilly Ikat, Coorge orange and Mysore betel vine etc. Until 2016 there are 248 products registered as GIs in India. It is the consumer perceived value of the GI that makes GI products unique in the market. The benefits of GI registration can be enjoyed by the producers only if the GI is properly marketed. The attempt in this research is to find the relationship between law and marketing management in case of GI products.

The registration procedure of GI includes two major parts like Part A and Part B registration dealing with 'Proprietor' and 'Authorized user' respectively. The 'Registered proprietor' in relation to a GI means any association of persons or of producers or any organization for the time being entered in the register as proprietor of the GI. 'Authorized user' means the authorized user of a GI

registered under the GI Act. Any person claiming to be the producer of the goods in respect of which a GI has been registered may apply in writing to the Registrar for getting registered as an authorized user of the registered GI. On registration, the GI Registrar is required to issue authorization to the applicant and the authorized users a certificate of registration. Importantly, it is the 'authorized users' and not the 'registered proprietor' who have the exclusive right to use the GI. This approach goes well with the 'collective right' nature of GIs, since those who might enter the trade subsequent to the registration could also get registered as 'authorized users'. However, both the 'registered proprietor' and the 'authorized users' can take infringement actions. The GI Act has provision for relief in respect of infringement of a GI, which can be obtained by both the registered proprietor and the authorized users. The GI Act also provides for criminal remedies for falsification or false application of a GI or sales of a good to which a false GI is applied.

Table 1. Examples of products protected as PGI or GI in different countries

	Product name	**Product class**	**Country**
1	Champagne	Wine	France
2	ParmigianoReggiano	Cheese	Italy
3	Douro	Wines	Portugal
4	Vodka of Finland	Spirits	Slovakia
5	Scotch whisky	Spirits	United kingdom
6	Feni	Beverage	India (Goa)
7	Darjeeling Tea (word & logo)	Agricultural	India (West Bengal)
8	Kangra Tea	Agricultural	India (Himachal Pradesh)
9	LaxmanBhog Mango	Agricultural	India (West Bengal)
10	Khirsapati (Himsagar) Mango	Agricultural	India (West Bengal)
11	Fazli Mango grown in the district of Malda	Agricultural	India (West Bengal)
12	Naga Mircha	Agricultural	India (Nagaland)
13	Muga silk	Handicraft	India (Assam)
14	ShapheeLanphee	Textile	India (Manipur)
15	WangkheiPhee	Textile	India (Manipur)
16	MoirangPhee	Textile	India (Manipur)

(Source: www.trade.ec.europa.eu& http://www.ipindia.nic.in)

1.6. Linkage of Law and Management

There are several aspects in the study, which is specific to marketing management. The consumer and his perception of value towards the product is the vitality to market a product. Consumer finds different set of values in GIs (Hu, Batte, Woods, & Ernst, 2011). Consumer finds value in the products based on the set of factors that the product offers (Reviron, Thevenod-Mottet, & El-Benni, 2009).There is no authoritative study reported based on the Consumer Perceived Value (CPV) of the GI. This study tries to identify the antecedents of CPV in GI in the post-purchase behavior of consumer. In case of GI, the law defined the term GI and identified certain conditions for recognizing a name for GI protection. These include quality, reputation or other characteristics associated with a geographical area. There is no requirement in law to establish the economic value or the consumer value of the GI for registration which is very important for the successful marking of the products (Details given in Chapter 2). There are no reported study in examining the significance of CPV of GI. The attempt in this research is to find out this relationship. In order to accomplish this objective, the researcher used mixed methodology approach. As a first step certain terms common to law and marketing in relation to the GI are identified in the following table:

Table 2. GI Act and Corresponding Marketing concepts

GI Act & Rule sections for a qualified GI products	Corresponding Marketing concepts
Uniqueness (Geographical indications Rule 1999)	Product Uniqueness (CNFU)
Reputation (definition)	Reputation value (product image)
Other characteristics (in definition) and section 3(f) "goods" means any agricultural, natural or manufactured goods or any goods of handicraft or of industry and includes food stuff;	As a whole, these factors are assessed with the Price value (concept of value for money)
Territory associated preparation or processing of the product (definition)	local quality – a part of ethnocentric value

1.7. Multi-disciplinary research

In this study intellectual property right is taken as the research base and researcher methodologically identifies the research problem in a marketing management perspective. To accomplish the required outcome for an IP issue in another stream i.e.; management, multi-disciplinary research is very essential. The system of multi-disciplinary research is more specific to the accomplishment of objective rather than linking two different research methodologies.

Researcher identified two streams of issues and carried out the research independently to give logical results in the end. The perfect blending of IP subject and Management problem are achieved through step by step process, i.e., research has been started with the logical issues of law, using the arguments existed in the legal research particular to GI, and the researcher continued the logical issues with empirical support based on management methods in the second lap of the research process. In the second stage, empirical research methodologies are followed to identify the actual results in GI marketing and in the conclusion stage of the research practical mechanisms to make GI registration and marketing more effective have been suggested.

1.8. Multi-Disciplinary Mixed Methodology Approach

The scarcity of empirical studies in this new area especially in India, prompted the researcher to adopt multi-disciplinary approach. After comprehensive analysis of research methods the researcher adopted mixed methodology research. Due to the lack of adequate methodological contributions in multidisciplinary research in law and management, the researcher adopted grounded theory approach to establish the constructs and concepts. Existing scales are adopted to clear out the dimension and the scales were suited to the context

without compromising validity and reliability. Legal articles about intellectual property rights discuss and establish theories in IP based on induction and deduction technique. Similarly legal research is more concerned in logical analysis of issues and discussion of the issues one by one (conventional). Since the entire IP protection is ultimately for the market protection of the products of creativity and for gaining monopoly over it, the researcher used this link as a base of this study.

1.9. Problem Statement

The study has started with the IP element of GI. GI Act is structured with the intention of protecting the reputation of GI and to sustain GI products in the market. Once registered, the name should be protected and the producer can enjoy his monopoly right. This study examines whether the current practice of identification of GIs for extending protection to them achieved this objective and whether the registration of GI helps the producers and consumers. For this the study addressed whether the GI Act, in identifying the GI, also takes care of the marketing aspects of the GI product in the trade. The study also looks into whether the present practice of identification of GI for registration is sufficient to get market opportunities for the product.

One of the important objectives of GI protection is to enable the actual producer of GI to get adequate economic benefits to remain in the business. But the definition of the producer in the GI Act appears to be faulty since it also encompasses intermediaries who are major players in the existing GI business in India (Hussain, 2011; Reviron & Chappuis, 2011). The study also examines whether this definition is the right approach to protect the business interest of the actual producer of GI and tested this empirically.

The GI Act addresses two different sets of problems connecting the consumer and producer. The attempt of the law is to prevent consumer deception and to protect product uniqueness based on its originating territory. Law compared to management follows more social aspects and it appears to retain the system of marketing which exists in the GI business. This is evident from some of the definitions in the GI Act.

Section 2(e) of the GI Act defines GI as follows:

> "Geographical Indication", in relation to goods, means an indication which identifies such goods as agricultural goods, natural goods or manufactured goods as originating, or manufactured in the territory of a country, or a region or locality in that territory, where a given quality, reputation or other characteristic of such goods is essentially attributable to its geographical origin and in case where such goods are manufactured goods one of the activities of either the production or of processing or preparation of the goods concerned takes place in such territory, region or locality, as the case may be.

The definition *per se* is saying that the product is essentially identified with its geographical origin and the 'standard' of quality, reputation or other characteristics of such goods must be essentially attributable to its origin. In agriculture, these values are obvious in each product because there exists a relation between the quality of soil and the product, and it varies from region to region. So the standard of these items (quality, reputation or other characteristics of such good is essentially attributable to its origin) is very trivial in many of the agricultural products and natural products. From the

marketing perspective it is the perceived value of the consumer to the GI product that makes it unique in the market and sets the consumer preferences of the GI product in comparison with other similar non GI products. The consumer identifies certain qualities of GI products to attach value to it. Existing studies indicate that as of today there are a number of registered GIs that have lost their unique marketing potentials. There are suggestions that registration procedure should ensure that the product coming from certified region should have a different quality if it is produced in a place other than the certified region. That difference also needs to be justified with the standard of CPV and its significance in determining potential product for the GI registration. This study also looks into these aspects and contributes to finding solution to the current problems in identifying the eligibility of a potential candidate for GI registration (Kulkarni & Konde, 2011).

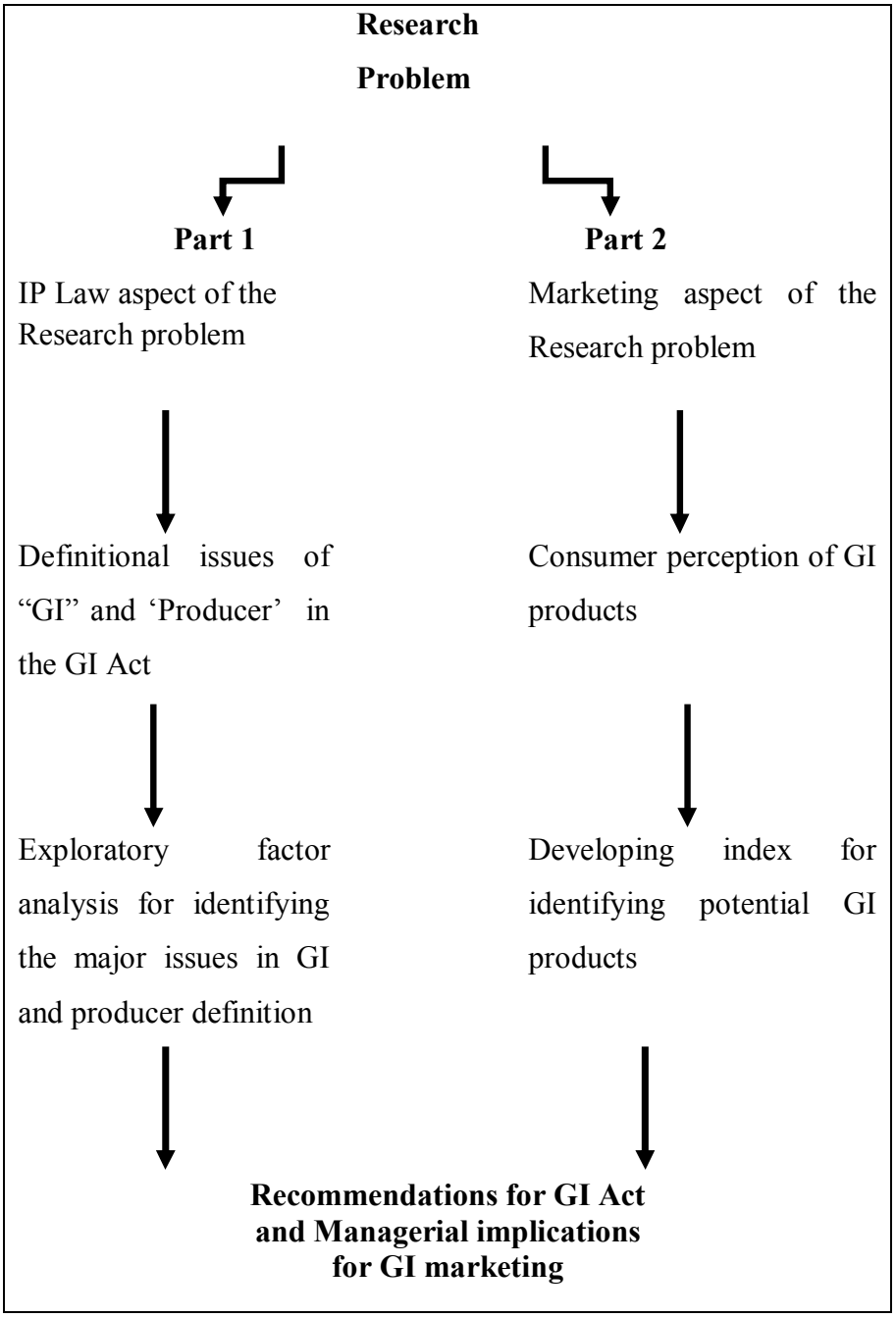
Another problem in the GI Act is with respect to the definition of 'Producer' which has a wide scope to include even intermediaries within the scope of GI protection. Section 2(k) of GI Act defines Producer:

"Producer," in relation to goods, means any person who:

1. If such goods are agricultural goods, produces the goods and includes the person who processes or packages such goods;
2. If such goods are natural goods, exploits the goods;
3. If such goods are handicraft or industrial goods, makes or manufactures the goods, and includes any person who trades or deals in such production, exploitation, making or manufacturing, as the case may be, of the goods

Section (k) of the GI Act thus includes persons other than actual producers, such as persons engaged in processing, packaging, exploiting, trading etc., as producers entitled to register and use GI. The main objective of the GI Act is to protect the interest of the actual producers of GI products. The present study examines the sustainability of the actual producer in the GI business in the context of wide space of 'producer' definition. As per the GI registration procedure (Annexure 5), there are two ways to become the owner of a registered GI. The first way is as a registered proprietor by including the name in the GI application (GI Act, section 11(1)) and second is by registering as an authorized user. The Act permits a person to register as an authorized user of that GI if he/she satisfies the conditions laid down in the Act (section 56). The registered proprietor is included in Part A (Annexure 3) and registered users in Part B (Annexure 4) of the Register (Das, 2012). In both cases intermediaries are included as exploiting parties and how this is affecting the actual GI producer is explored in this study. (Detailed explanation of the Research problem, with its background is discussed in the next two chapters i.e. background of the study and literature review.)

The impact of GI registration should reflect in the income of producers and they must feel that the GI certification is essential and it makes the production of GI product worthy. No study has been reported on the issues of the definition of the producer and the definition of GI product from the marketing perspective at both international and national level. Therefore, the study seriously looks in to the definitional issues of GI and producer. The definitions of GI and Producer in the GI Act are identified to establish the practical issues relating to GI law and marketing. These issues were considered as the background of this research problem. In order to analyze these issues the researcher empirically tested the practical applicability of these definitions with the help of marketing research methods.


Research Problem
Part 1
IP Law aspect of the Research problem
Definitional issues of "GI" and 'Producer' in the GI Act
Exploratory factor analysis for identifying the major issues in GI and producer definition
Part 2
Marketing aspect of the Research problem
Consumer perception of GI products
Developing index for identifying potential GI products
Recommendations for GI Act and Managerial implications for GI marketing

1.10. Study Design

This study covers the IP rights and the management of that IP right. The logic of this study begins with the protection of intellectual property rights concept with special reference to GI. The present study deals the GI protection concept in the marketing perspective and finds out the CPV of the selected GI of Kerala. On selecting the products researcher used a questionnaire and the experts were requested to rank the products based on its unique value. Based on the results of the ranking criteria researcher selected the representative product from each class like textile, agriculture and handicrafts. Following are the details of the selected products (http://ipindia.nic.in/girindia/).

1.10.1. Pokkali Rice

Pokkaali is a unique saline tolerant rice variety that is cultivated in an organic way in the water-logged coastal regions area in Alappuzha, Thrissur and Ernakulam districts of Kerala. Its resistance to salinity is remarkable. The rice is cultivated from June to early November when the salinity level of the water in the fields is low. From mid-November to mid-April, when the salinity is high, prawn farming takes over in the same plot. The prawn seedlings, which swim in from the sea and the backwaters after the rice harvest, feed on the leftovers of the harvested crop. Sluice gates are used to control the water flow to the fields. The rice crop draws nutrients from the prawns' excrement and other remnants since no other fertilizer or manure is used during the cultivation.

Since the tidal flows make the fields highly fertile, no manure or fertilizer need to be applied; the seedlings just grow the natural way. In order to survive in the water-logged field, the rice plants grow up to two meters. Nevertheless, as they mature, they bend over and collapse with only the panicles standing upright. Harvesting takes place by end-October. Only the panicles are cut and the rest of

the stalks are left to decay in the water, which in time become feed for the prawns that start arriving in November–December. Thus in the second phase of the Pokkali farming, the prawn filtration, begins.

The organically grown Pokkali is famous for its peculiar taste and its high protein content. Farmers claim that the rice - its grains are extra large -has several medicinal properties. In the past, Pokkali provided the energy to fishermen to stay at sea all day (http://ipindia.nic.in/girindia/).

1.10.2. Aranmula Kannadi (Aranmula Mirror)

Aranmula Kannadi is a hand-made metal-alloy mirror, made in Aranmula, a village in Kerala. Unlike the normal 'silvered' glass mirrors, a metal-alloy mirror is a front surface reflection mirror, which eliminates secondary reflections and deviations typical of back surface mirrors. The exact metals combination used in the alloy are unknown to people and is maintained as a family secret; however metallurgists suggest the alloy to be a mix of copper and tin. It is then polished for several days in a row to achieve their reflective surface. This mirror is considered one among the eight auspicious items - “ashtamangalyam” - that is treated as bridal goods in Kerala. These unique metal mirrors are the result of Kerala's rich cultural and metallurgical traditions, and have great historical and cultural. Produced by a single extended family in Aranmula, the origins of the Aranmulakannadi are linked with the Aranmula Parthasarathy Temple (http://ipindia.nic.in/girindia/).

1.10.3. Vazhakkulam Pineapple

Vazhakulam pineapple, it is claimed, surpasses all owing to its characteristics such as delicious taste and unique aroma and flavor. The flesh is golden yellow and crisp. The fruit has a slightly conical shape, fruit ‘eyes’ deeply placed and the juice having 14-160 Brix with its acidity is 0.50 –

0.70%. It is a good source of carotene, vitamins minerals and energy. Due to the unique and complex combination of agro-climatic conditions prevailing in the region, pineapple produced in the said region are claimed to have distinctive and naturally occurring characteristics, which have won the patronage and recognition of discerning consumers all over Kerala and world. Farmers are following cultivation practices as per FLO Standards which do not permit the use of chemical pesticides banned by World Health Organization. This indicates that Vazhakulam pineapples are almost free from Hazardous chemicals. The average fruit weight is 1300-1600gms (http://ipindia.nic.in/girindia/).

1.10.4. Balaramapuram Sarees and Fine Cotton Fabrics

Balarampuram and its surrounding villages is known for the weaving of exquisite handloom product made of finer varieties yarn (up to 120's) with cent percent pure Jeri using unique technique called "LACED WEAVING". Designs with identical appearance on both the face and backside of the cloth using pure Jeri attract the people of the state. The weavers were using primitive type throw-shuttle pit looms by sing street sized warp for the production of exclusive cotton fabrics with pure Jari. They did not use any type of improved appliances such as Dobby, Jaquard, Jala, etc. for the production of designs for cloth with extra warp and extra weft. The weavers used a unique technique by which each end were separately controlled by hand to interlace with weft wound in small pirns. Buttas and larger type extra weft designs were woven on the motif/pattern printed with wooden block using easily washable vegetable Colors. This type of unique weaving of finer count cotton fabrics with 100 percent pure Jeri rapidly are extensively spread out to other parts of the district. Identical appearance of designs, including warp and weft stripes on the face and backside of the fabric is obtained by this technique of weaving. The variety known as "Pudava and Kavani" (veshti and upper

cloth used with pure Jeri) still remains as a prestigious bridal gift in the marriages. The designs with Jeri or colored yarn, using the age-old technique still has unparallel appeal which can attract even the most sophisticated customers. The identical appearance of the design on the face and backside of the fabric makes it unique and exclusive. This technique of laced weaving is practiced only at Balaramapuram and its surrounding places. "Balaramapuram became the synonym for the above type of handloom fabrics" (http://ipindia.nic.in/girindia/).

1.10.5. Kuthampully Saress

Kuthampullly is situated in the river banks of Bharathapuzha and GayathriPuzha (or ponani river) in the Tiruvilwamala panchayat of Talapally Taluk in the Thrissur district. Traditionally the members of the Devangachettiar community who are skilled weavers in silk and cotton clothes are the weavers of Kuthampully cloths of which sarees are very popular. At present the Kuthampully sarees are manufactured not only in Kuthampully but also in nearby places. Thus, the production of Kuthampully sarees is now spread across the Thrissur and Palakkad districts. Due to the economic benefit derived out from the production and sale of cotton handloom clothes in the name of Kuthampully a number of families are employed in this area.

Kuthampully handloom has the unique reputation of having the weaving facility for manufacturing finer count cotton combed yarn of counts 80s and 72s. These traditional handloom sarees of Kuthampully are made out of the finest cotton yarn of counts 80s and 72s per inch (super combed cotton yarn of counts 80s and 72s). Very few clusters are using finer count cotton yarn in India. Specialty in the technology used in Kuthampully cluster is the "Healds" used in the weaving looms, which are made out of Nylon twine.

These Healds are locally known as Bombay type healds. This, according to the traditional weavers, is most suitable for weaving finer count yarn. Besides, the shedding is of smaller width and thus helps them to withstand the breakage of yarn and helps to retain the sizing effect of the yarn.

Kuhampully sarees are socio culturally linked with the people of Kerala especially to the Cochin and Malabar regions due to its confluence with the religious and other festivities of these regions. From time immemorial weavers of this production center weave the entire cloth requirement of the Cochin royal family. Hence, the textile cluster of this area is as old as the history of the Cochin dynasty in Kerala and bears generational legacy (http://ipindia.nic.in/girindia/).

1.11. Content and Organization of the Thesis

Marketing challenges faced by the producers of GI products cannot be studied in one dimension and the study covers the producer attitude in cultivation of GI products and the consumer's perception of the value of GI products. The current research attempts to identify the different components of GI marketing challenges and producers' attitude of production and a tool for identifying potential candidate for GI certification. Following the accepted procedures, validated instruments are developed for measuring CPV. Comprehensive models linking CPV, customer satisfaction and behavioral intention are proposed and statistically tested with different groups. The work is presented in six chapters.

The remaining five chapters are organized as follows:

In Chapter 2, a background of the intellectual property rights and evolution of GI is presented. Existing research related to GI are also mentioned in detail, identified the gaps in the law based on the focus of the study and established the need of multidisciplinary research.

Chapter 3, a detailed literature review in the context of marketing management was carried out and identified. Literature review identified different dimensions of existing research linking these constructs and conceptualized a theoretical model of CPV with antecedents and its consequences. This Chapter also points out the producer issues discussed in existing literature.

Chapter 4 presents the various aspects of the research methodology. The initial part of the chapter presents the rationale for the study, objectives of the research, concept models, hypothesis to be tested, variables in the study, scope of the study and sampling design. The second part explains the steps leading to the instrument development including the exploratory factor analysis on the pilot study data. Third part explains the mixed methodology approach on this research problem and the methodology adopted in studying producer.

Chapter 5 discusses the issues in the producer problems with exploratory factor analysis. The major issues were identified with this data analysis using structural equation modeling with smartpls 3. The hypothesis stated in chapter 3 are tested and the results are presented here. This Chapter also explores the consumer perceived value of Various GIs.

In Chapter 6, the researcher discusses the use of Structural Equation Modeling (SEM) technique to validate the hypothesized models. This chapter presents a summary of the results and findings of the research. The relevance of the research for practice is discussed. The limitations of this research work and scope for future research are also presented here.

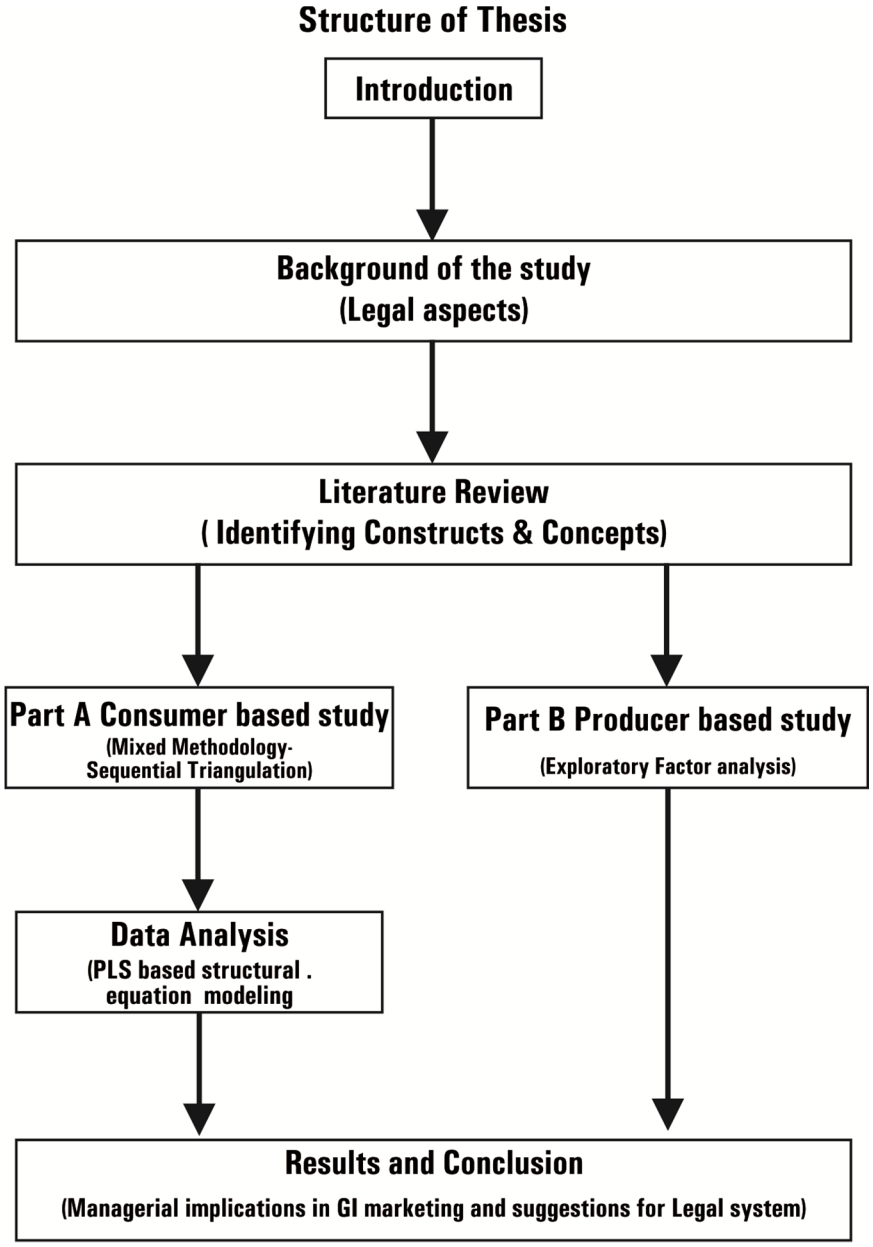


Figure 1 Structure of thesis

Chapter

2

BACKGROUND OF THE STUDY

Contents

2.1. Introduction

Trade and commerce plays a vital role in the world economy. The economic competency of countries is also assessed based on their international commercial transaction. In olden days, commercial transactions between the countries were nominal. Over a period, heavy business transactions between the countries ensued in conflicts, which resulted in trade agreements. GATT agreement has been established with the intention of carrying transparency and clarity in international trade. Under these agreements countries settled minimum norms for trading and resolving their trade disputes. Uruguay round

of negotiations from 1986 to 1994 contributed new GATT agreements. The agreement resulted in the establishment of the World Trade Organization (WTO) in 1995. Now almost all countries, including India are members of this organization reflecting the importance of the organization in international trade and determining the trading relationship between countries. Unlike the previous GATT agreements the WTO agreement covered many new areas including Trade Related Aspects of Intellectual Property Rights (TRIPS Agreement). One of the obligations under the TRIPS Agreement is to create legal frame work for the protection of GIs. India as a member of the World Trade Organization (WTO) enacted the GIs of Goods (Registration & Protection) Act, 1999 (GI Act) which came into force on 15th September 2003. The Act is primarily aimed at protecting the reputation and special characteristics associated with products originating from certain localities. Even though the Act was structured with the good intention, the present study could identify with empirical support, certain practical issues on administering or managing the reputed GI.

This chapter discusses about the background of the research problem. To realize the multidisciplinary nature of the research problem, the traditional concept of product differentiation in marketing and the social concerns of GI Act, has been discussed in detail. To conceptualize the research problem the chapter also discusses about brands and marks, brands and its relation to trademark, World Trade Organization, evolution of intellectual property rights, TRIPS, evolution of GI etc.

For introducing the legal aspect in the research problem (Multidisciplinary Research) this chapter is more oriented towards legal perspectives.

2.2. Marks and Brands

Mark usage in transactions of goods exchange started in the 5000 BC. It is much earlier than the birth of brands. The mark origin was evidenced in the Lascaux Caves of Southern France where ownership marks with symbols were found. At that time, marks, used as symbol on a commodity, was simply for a business purpose to identify the original owner.

After a while it is used as a quality symbol (Stone seals were found in the Middle East in the 3500 BC). The Indus Valley cultural region in the civilization of India (2250 – 2000 BC) nurtured many stone and bronze craftsmen. These craftsmen marked square seals before they sold their creations to merchants (Kenoyer, 1994). Like ancient Indians, craftsmen in China also used marks to identify their work. Likewise, there is also evidence of use of mark in ancient Rome, Greece and Egypt.

In ancient times, marks provided information about logistics, origins, and quality, and as images, and they also possessed the power and value (Moore, karl and reid, 2008). The Europeans who opened up these consumer products felt the need for promoting consumer choice. They therefore, used distinctive labels with portraits to ensure their products identification. This symbolizes a distinction between marks and brands from a historical perspective.

1870s, when packaged products became popular, the augmentation of packaged products for the same needs and wants demanded the differentiation. The common strategy to overcome this kind of threat of misunderstanding is differentiating products by marks and brands. The late 19th century has also been marked as the era in which both marks and brands were recognized as distinctive goodwill and organizational assets (UKPTO). In olden days, marks

were used to designate ownership originally but gradually it came to distinguish the manufacturer.

The emergence of media influence on consumer, the marks and brands use in trade gradually clarified the distinction between them. They provide information and image to represent a product, service, or corporate identity. In the modern era, their distinction also reflected in the characteristics of brands personality. Brand personality, as a set of human characteristics (sincerity, excitement, competence, sophistication, and ruggedness), allows consumers to express themselves through the use of a brand, owners to differentiate themselves and stand out among their rivals through satisfying consumers' needs and wants (Aaker, 1997). The following table explains the marks and brands differences.

Table 3 Marks and Brands

	Comparators	Marks	Brands
History	Birth	5000 BC	1870s
	Mass marketing	No	Yes
	Personality	No	Yes
Conceptual Differences	Purpose	Legal ownership	Market Awareness, reputation & prominence
	Value chain	Upstream	Downstream
	Discipline	IP law, economics mainly	Marketing (product), strategic management (corporate)
	Stakeholder relevance	Government (Trademark office), attorney, quality standard agency and owner	Consumers(customers), competitors, employees and executives
	Typology	Trademark, service, collective, certification, dimension, color , audible and smell	• Product, service, corporate • Monolithic, endorsed & independent • Domestic, regional, international & global
	Infinite conditions	• Renew mark every ten years • Maintain quality standard • Obey policy & moral standards	• Quality • Reputation • Market staying power
	Stakeholder perceptions	Objective; detailed legal description	Subjective; feelings and judgment
	Organizational responsibility	In-house lawyers	Marketing manager (product) and top management (corporate brand)

(Source: Deli Yang, Mahmut, Sonmez, Qinhai, li, 2012)

Marks and brands acts as a quality symbol in the present market. If all products of a certain type are denoted by the same word or symbol, the consumer has no way of selecting the products. Thus, when a consumer purchases a product and likes it, it becomes difficult for him/her to make a choice or identify it next time if all similar products are sold under the same name. The purchaser cannot tell which products he/she liked and will be unable to get a product with the qualities he/she desires. Trademark law promotes brand competition, which leads to higher quality goods in the market place. There are many attributes centered around the brands and marks. The values of these products are highly concentrated in the following elements:-

- Goodwill of the seller/retailer
- Goodwill of the product or goodwill of the producer
- Goodwill of the brand

The marks and brands play a significant role in the economy. In the consumer perspective, it is a positive cue to identify the desired quality product. It also provides a reason to purchase a product and helps in choosing the product. After the marks and brands concept, the country of origin and region of origin emerged as a value addition like Japan electronics, Swiss watch etc. In the consumer framework, there are two major concepts existing on the pre purchase behavior - Countries of Origin (CO) and Protected Geographical Indications (PGI) – that received extensive attention in the economic and marketing literature, and are currently the subject of domestic and international policy debates. The economics and marketing literature has analyzed COO as a signal of a broadly defined concept of product quality. The aggregation of some intrinsic and extrinsic product attributes linked to the origin makes it clear and competent in the market (Menapace, Colson, Grebitus, & Facendola, 2011a).

History shows that some special products producing from different parts of the world, gained importance worldwide because of the uniqueness in quality. French champagne, Swiss watches from Switzerland, silk cloths from China, Darjeeling tea, Basmati rice, Kancheepuram silk sari, Malabar pepper etc., from India are examples of these types of products. It is historically evident that the ships from foreign countries came to India to deal with Malabar shore spices. These widely famous products' quality is very special in international trade because their unique qualities are the contribution of so many factors attributable to the geographical peculiarities of the countries or regions such as the special climate, soil, nature, special skills, traditional secret method etc. Darjeeling tea, Basmati rice, and Malabar pepper are agro-products where quality is inter-linked with the climatic and natural attributes. The quality of some famous food products like Agra peda, Swiss chocolates, Champagne wine etc., is the result of their processing skill. There also exist some famous textile and handicraft products with unique production technical knowhow of the producer like Fuji silks, Kancheepuram silks, Pochampally sari, Aranmulla mirror.

The reason behind special segment they got in the market is secret production technique that was transmitted from generation to generation, secret traditional knowledge, natural blessings etc. In addition, these unique expressions created reputation in consumers' mind and increased market opportunities considerably. Protection of these names that carries natural skill earned by the special group of people, has been an international issue. A protection system essential to sustain these products in the world market was the primary aim of the development of the concept GI. Due to the duplicates entry in the market actual owners and the consumers faced deception in purchasing these kinds of products. The duplicates diluted the brand images

and distraught the quality of the original product and abolished the market value of these products. Another impact of this deception is that consumers may purchase duplicate product paying the price of original product. In this scenario there aroused the need to differentiation indication and protection system. The terminological evolution of GI was developed during this period of time.

2.3. Geographical Indications: Terminological Evolution

The concept of "Geographical Indications" comes as a subdivision or a specified form of the concept of "country of origin" or a regional or specific regional geographic origin. Over a period, some locations, regions, or countries become specialized in producing high-quality products. Producers from those locations can benefit from the "geographic origin" image, which is a set of generalized beliefs about specific products from that geographic origin with a set of attributes (Bilkey and NEs 1982). Consumers use geographic origin image as an extrinsic cue for offerings for which they lack product-specific information. In another way it reduces the search cost for the product (Stasi, Nardone, Viscecchia, & Seccia, 2011a). Products that have achieved a high degree of geographic origin image include German automobiles, Japanese consumer electronics, French cosmetics and perfumes, and Swiss watches. By this strategy of building an image of quality for a class of products made in a certain area helps products from a country or region achieve consumer recognition quickly and also to command premium pricing (Agarwal, Barone, & Sanjeev Agarwal And Michael Barone, 2005; Agrarwissenschaften & Teuber, 2010; Anderson, 2005; Hui-Shung (Christie) Chang, 2007). The same idea has helped many food/beverage and other commoditized products such as German beers, French and Italian wines and cheeses, Swiss chocolates, Russian vodka, Chinese tea and silk, and Holland

bulbs to build image of quality. The following headings show the allied concepts existing in relation with GI.

2.3.1. Country of Origin, Region of Origin and Geographical Indications

Country of origin can be defined as an extrinsic product attribute indicating the country from where a product was made, assembled, or both (Meng, Nasco, & Clark, 2007). In simple terms it means that the product appearance with "made in …..". The purchase decision of consumers is often based on this information to make inferences about the value or quality of the product. Country of Origin (COO) effects have been documented extensively in the marketing literature (Bilkey and Nes 1982; Erickson; Hastak and Hong 1991;; Johansson, Douglas, and Nonaka 1985; Maheswaran and Yi Chen 2006; Russell and Russell 2006). These studies show the influence of different country image with the different consumer purchase decision behavior inside the country and outside the country. There exists many differences between GI and COO phenomenon. In COO, it is not necessary that quality should be geographically given (eg; japan electronics) while for registration of GI it is a prerequisite. Another difference is on its reputation. Country image may change according to the boom and down of the economy and some other circumstances. But GI image is quite stable and comparatively dominating consumer cue in the market (Menapace et al., 2011b). In certain products there exists overlap between COO and GI like Swiss chocolates, Srilankan tea etc. Here the country and the GI location are same. But the country image points out only the source of origin and the GI image shows the geographical link and reputation of the product. In the marketing context the COO and GI may not fit each other and are leading consumers in different track.

Region of origin refers to products whose quality and or fame can be attributed to its region of origin and which is marketed using the name of the region of origin (Ittersum, 2002). Region of origin also have a consumer cue option in the purchase decision of consumer. The specific region of production and the region name are the main actors in region of origin phenomenon. While comparing with the GI the region of origin have some differences. The GI and region of origin seem to be very close but the geographical attribute and natural link need not be necessary be present in region of origin. Designation of origin also serves the same purpose of COO and it provides an additional point of guarantee or seal of the exact origin. The following table shows it more clearly.

Table 4 Designation of Origin and Geographical indications

(a) Designation of origin means the name of a region, specific place or, in exceptional cases, a country, used to describe an agricultural product or a foodstuff: - Originating in that region, specific place or country - The quality or characteristics of which are essentially or exclusively due to a particular geographical environment with its inherent natural and human factors, and - The production, processing and preparation of which take place in the defined geographical area	(b) GI means the name of a region, a specific place or in exceptional cases, a country used to describe an agricultural product or food stuff: - Originating in that region, specific place or country, and - Which possesses a specific quality, reputation or other characteristics attributable to that geographical origin and - The production and/or processing and/or preparation of which take place in the defined area.

Source: Agarwal S, Barone M, Sanjeev Agarwal And Michael Barone

2.4. Geographical Indications: Definition and Concepts

"Geographical Indications" as being used currently includes both the above concepts and it refers to "... Indications which identify a good as originating in the territory of a country, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin" (Article 22.1 of the TRIPS Agreement).

In identifying a GI, an essential step is the delimitation of the geographical area. This has to be substantiated by relevant arguments, such as an existing link between the product and its geographical environment, or other economic, political or cultural considerations. Those arguments have to explain the specificity and uniqueness of the product (climatic factors, physical or natural elements, and/or localized know-how) (Solingen, 2012). The identified characteristics have to be homogeneous within the area, in order to differentiate it from neighboring zones and create a certain level of identity. The relationship among the areas of production, transformation, and elaboration has to be established as well, in order to carve out a coherent geographic area.

2.5. Geographical indications in the Globalized Era

Globalization of the production and distribution of goods and services is a welcome development for many people. It offers people access to products which otherwise will not reach to the common consumers. Nevertheless, some are concerned that the changes brought about by globalization threaten the marketability of locally made products and the people who produce them. For example, in case of agriculture, the new product line of foreign foods in a market can displace local farmers who have traditionally earned a living by working their small plots of family-owned land and selling their goods locally. The farmers' traditional system of production

and marketing, when compared to the globalized marketers' strategic approach, will result in devastation of local farmers' goods.

Globalization does more than simply increase the availability of foreign-made consumer products since/but it also disrupts the availability of the products of traditional producers. The expansion of trade resulted in substitute to domestic cultural products and it expands the exposure of all societies to foreign cultures. In addition, the exposure to foreign cultural goods frequently brings about changes in local cultures, values, and traditions. Although there is no consensus on the consequences of globalization on national cultures as many researchers' believes that a people's exposure to foreign culture can undermine their own cultural identity (Sarah Bowen, 2010a). In GI, most of them are culture related products and the availability of a large number of substitutes alienated the demand of GI products. It is indeed important to examine how these types of special products are surviving in the market with the protection of intellectual property rights.

2.6. GI as an Intellectual Property Right

GIs are not only a form of labels that reflects origin but also a distinct form of Intellectual Property Rights. In 1994, after the signing of the TRIPS Agreement of the WTO it has been articulated as a protective tool for the developing country. As classified by TRIPS, GIs differs from COO (Ramona 2007) and significantly influences its informational content and potential value to both consumers and producers. Compared with COO, GIs typically denote a much smaller geographical area of origin like a town or region. So, GIs are capable of communicating characteristics specific to a defined area that are not necessarily reflected by the country as a whole and hence signal a higher level of geographical differentiation (Menapace, Colson, Grebitus, & Facendola, 2011a).

GIs as an intellectual property right differs from other forms of intellectual property right since it is linked to a territory, a defined area. In making a direct link to a defined area, a link is made with real property rights. In addition to the real property right, an intellectual property right is also present since the name is protected. Trademarks and other intellectual property rights can be bought and sold, but GI is linked to territory and cannot be bought and sold separately from the land or even independently. You can purchase an interest in land but you cannot transfer that land somewhere else, the same is true of GIs. It is this fixation and implied inter-linkage of the intellectual property right with the real property right that is important for those involved in non-residential real estate. It is clear from the current valuation guidance that whilst trademarks and patents, being one "branch" of intellectual property rights, are recognized and discussed in valuation guidance, more clarity is required concerning the treatment of GI. There needs to be an increased awareness of GIs and understanding of how the value of GIs is to be reflected in the whole asset valuation process. Considering GIs as part of the trademark regime is a travesty of the fundamental issue of the principles of GI protection. While the TRIPS Council is aware of the intricacies involved in finalizing an equitable system of protection acceptable to all Members, consensus even on approaches are still to emerge. Even less clear is the trade and economic implications for the protection of GIs as intellectual property (M.D. Nair, 2011).

2.7. GI and Trademark

GIs and trademark have similarities in certain cases and the common element is fundamentally both are protection tools for names and symbols. The following table discusses the point of differences. The table is adopted from the study of Marette, Clemens and Babcok (2007)

Table 5 Trademarks and Geographical Indications

Key distinction between Trademark and GIs		
Feature	**Trademark**	**Geographical indications**
Ownership	Anyone, typically individual entity or corporation, sometimes collective or government	Producers or government
Transferability	To anyone, anywhere	Linked to origin, cannot be de-localized
Rights to origin name	First in time- first in rights	Distinguishes legitimate rights to origin, not first to apply for name. Registration confers rights to all legitimate producers
Protection	Private. Burden entirely on owner	Public Government responsible but some private burden to identify infringement
Use	Trademark; typically private, can license. Collective mark: closed group Certification mark: open according to set rules	Collective, open to all producers that comply with rules
Quality	Private, Usually not specified except sometimes for certification marks	Disclosed in standards or specifications and obligatory linked to origin
Name or sign	May be created. May or may not geographic linkage	Must exist already and must link to terroir
Source: adapted from work of Marette, Clemens and Babcock 2007		

2.8. Points of Contact between Trademarks and Geographical Indications:

A first point of contact, with which everyone is familiar, is that both are distinctive symbols. Another point of contact stems from the fact that, both differentiate some products from others, although, as has already been mentioned, trademarks differentiate the products made by different producers, and a GI differentiates one group of products from others that do not come from the region it protects.

At a fundamental level, trademarks answer the question, who are you? (Eagle Snacks, Inc., v. Nabisco Brands, Inc. 1985 (cited by (Agarwal and Barone 2005)). As such, trademarks serve as a designation or identifier of a product's source that lowers search costs for consumers in their decision making (Cohen 1991; Keller 2004). Thus, trademarks help to distinguish offerings in the market-place (Howard, Kerin, and Gengler 2000). There are major differences in protection of GI and Trademark.

2.9. GI protection System

GIs as part of TRIPs Agreement administered by WTO has multiple objectives behind the protection. Firstly, it is the protection of consumers against fraud; second, the protection of the producer of the good; third, territorial, local, regional and rural development; and, fourth, conservation of the biological resources, biodiversity and cultural diversity (Sylvander et al., 2006). In the current trend of globalization, GIs is considered by WTO members as a way to protect traditional localized products in the international trade. By protecting the cultural diversity of a country, GIs also play a role in the protection of its national identity against the fear of its dilution by the internationalization of the culture, as stated by the Indian Ministry of Commerce (2001). It is more important to discuss GI protection system in India.

2.10. GI Act in India: Constructs

The GIs of Goods (Registration & Protection) Act, 1999, a *sui generis* legislation for the protection of GI in India, was enacted to comply with TRIPS obligations (Act 48 of 1999 – GI Act). The objectives of the GI Act include (a) to adequately protect the interest of the producers of such goods; (b) to exclude unauthorized persons from misusing GI and to protect

consumers from deception and (c) to promote goods bearing Indian GI in the export market (CGPDTM, 2011).

The definition included in the GI Act for GI is fairly broad. Section 2(e) defines a GI as follows:

> ‘‘geographical indication’’, in relation to goods, means an indication which identifies such goods as agricultural goods, natural goods or manufactured goods as originating, or manufactured in the territory of a country, or a region or locality in that territory, where a given quality, reputation or other characteristic of such goods is essentially attributable to its geographical origin and in case where such goods are manufactured goods one of the activities of either the production or of processing or preparation of the goods concerned takes place in such territory, region or locality, as the case may be”.

The Act also defines “goods” and “indication” as follows:

> Section 2(f) “Goods” means any agricultural, natural or manufactured goods or any goods of handicraft or of industry and includes food stuff;
>
> Section 2(g) “Indication” includes any name, geographical or figurative representation or any combination of them conveying or suggesting the geographical origin of goods to which it applies;

By this definition and its clarification, it is clear that any name that is not the name of a country, a region or a locality of that country is also eligible to get protection as a GI, provided the required conditions are satisfied. This

clearly creates space for providing protection to symbols other than geographical names, such as ‘‘Basmati’’ (rice) and ‘‘Alphonso’’ (mango) (Das K 2010).

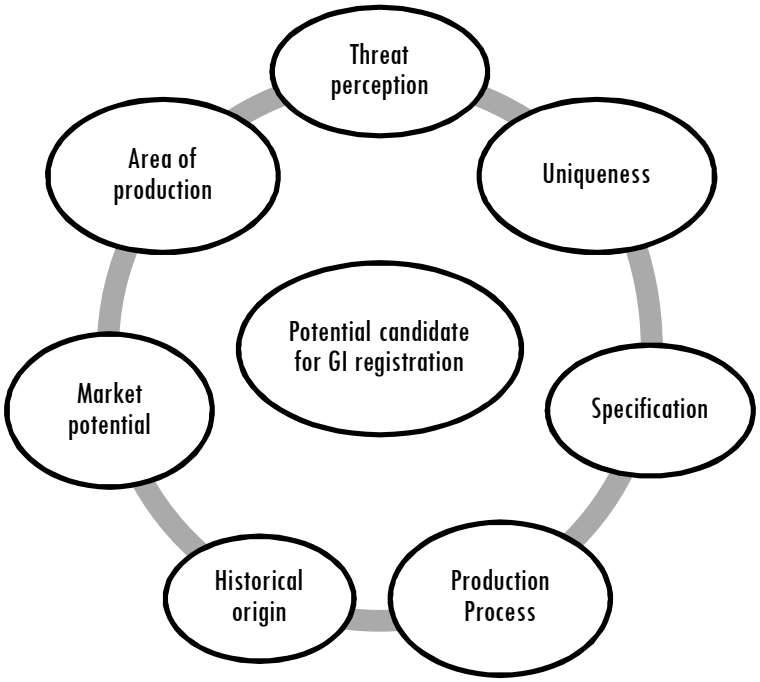


Figure 2 Identifying potential candidate products for GI registration

A proper detailed documentation and comprehensive study based on unique characters, specifications of the products, processes, areas of production, and at the same time, the market potential for the products on a national scale as well as for export, and possible threats from the counterfeit products need to be identified in advance in order to distinguish the potential candidates for GI registrations (Fig. 2). A GI certification to potential product helps consumers and stakeholders also.

2.11. Consumer and Owner Benefits of GI Certification

Basically GI protects as similar as a trademark protects name but the procedure and the system of registration makes the GI protection different and more meaningful in achieving its objectives. The below table explains harms and benefits clearly. The table is adapted from the guide to GI study by ITC.

Table 6 Geographical indications in Producer and consumer context

How GIs can benefit or harm	
Consumer benefits	**Owner benefits**
Higher quality and unique products for consumers available and encouraged	Higher prices for producers
Conveys messages and minimizes "search costs"	Protection of local tradition and cultural practices
Producer or manufacturer liability more easily determined and secured (traceability)	Market for differentiation and exclusivity
Can provide a means by which universal values (cultural, traditional, environmental) may be preserved via market mechanisms	Positive local externalities including better employment, rural development, governance, etc.
Consumer harm	**Owner harm**
Exclusivity may elevate costs	Higher costs of production
May reduce innovation or improvement	May reduce innovation
Public GI systems increase public costs of governance	Likely to require greater local governance and institutional capacity and costs
May reduce competition and increase protectionism	If not state-run, will elevate costs of legal protection

(source: Giovannucci, 2009)

Unique qualities and the specific character of regional products market remuneration (LPPP-Emilie et al 2010) are the one set of motives for GI products. GI products satisfy consumers' needs for distinctiveness with respect to food and some consumers replied about the GI is - typical', 'specific', 'special' and 'distinct (Ramona Teuber, 2006). In this study some consumers replied that main reason for opting GI is due to the perceived uniqueness and distinctive quality of the product. It highly depends on consumer attitude and preferences but as a common phenomenon uniqueness and identity showing

products have a different image. Another cue of GI is that, they are historically reputed and limited in production. Generally, most of the GIs are locally marketed, so the availability is another motivating factor. In rare cases the products are the essence of the culture and in that cases consumer can understand the culture, beliefs and values by purchasing that product.

The producer already has a historically evolved brand name for marketing their products and it also assures a set of quality cue among consumers. GI system only authenticates the actual producer whereby creating more demand (Ranganekar). The western studies show the possibility of premium pricing for registered GI products. So regarding the producers the GI system is a helping hand for improving their livelihood.

2.12. Status of GI Registration in India

In India, around 1,500 products have reportedly been identified as having the potential to become registered as GI (Natarajan, 2008). Up to April 2016, 267 GIs have been registered. Even though all the registered GIs are of Indian origin, there are some foreign applications pending before the GI Registry like: ‘‘Pisco’’ from Peru; ‘‘Champagne’’ from France; and ‘‘Napa Valley’’ from the United States etc. A remarkable feature of Indian GIs is the variety of product categories to which they belong. These include textiles, handicrafts, paintings, agricultural products, horticultural products and beverages, among others. From figure 2 & 3, out of the total of 178 (i.e. More than 68%) registered GIs relate to some sort of artisanal products, such as handicrafts, textiles, paintings, etc. These are also the products that are based on the Traditional Knowledge (TK) and it is passed on from generation to generation in the artisans’ community. It clearly reflects India’s rich heritage of TK in arts and crafts and GI can play a significant role for promoting these products. It also clearly indicates that GIs have a significant potential to facilitate rural development in India.

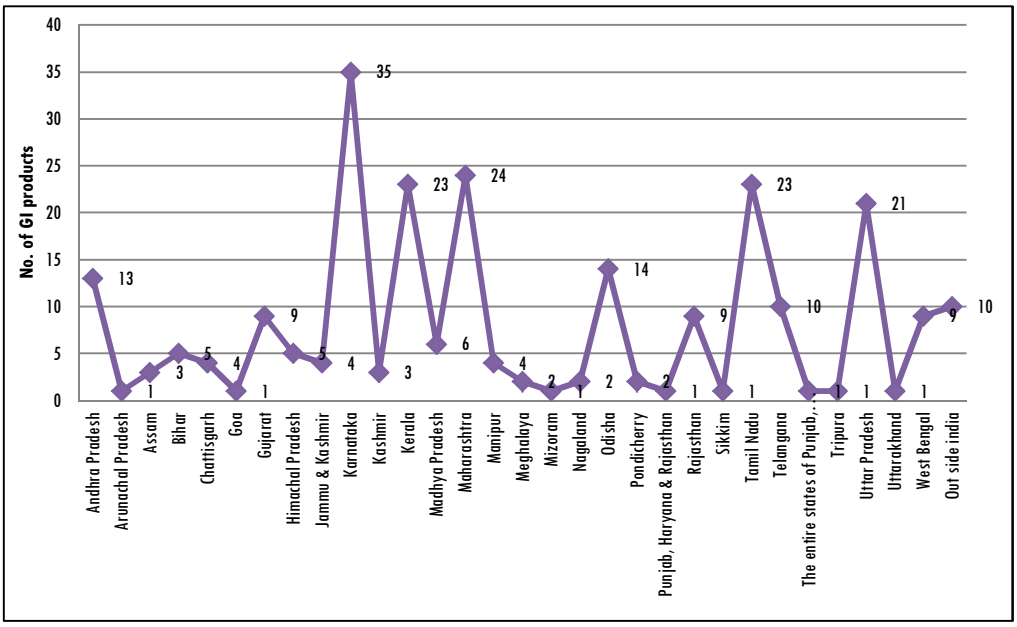


Figure 3 State wise distribution of GI products

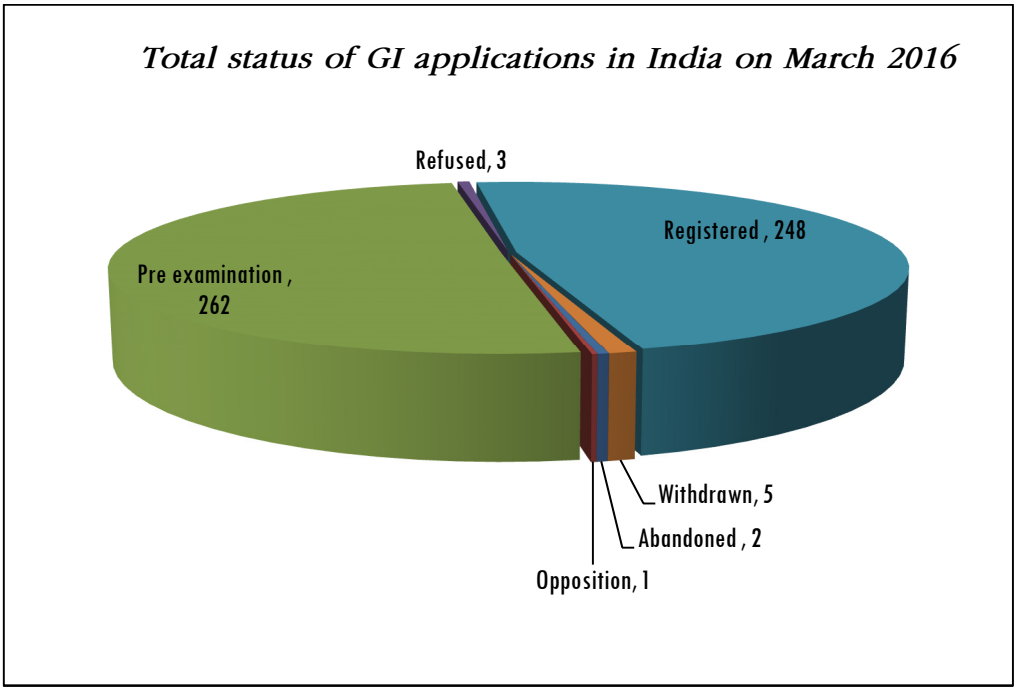


Figure 4 Status of GI application in India

Source: Chennai GI registry website (http://ipindia.nic.in/girindia/)

2.13. Geographical Indication in Kerala

In Kerala, many products are eligible to get GI registration but the identified products are limited. The GI office has a registered list of 248 products and in Kerala we have 23 products with Chendamangalam saree and set mundu as the last one. It is clear from the registry that most of the registrations initiatives were taken by Kerala Agricultural University, Coffee Board such public organizations. The Chennai GI registry has two main part of registration, named as product registration (Part A) and user registration (part B). Product registrations are going on because of high motivation given by the public organization of producers. The second part of GI registration is user registration. Due to the illiteracy and lack of awareness, only few producers/users were registered. Similarly, lack of monitoring system and consumer awareness resulted in underestimating the value of registration. It is important to note that in western countries marketing strategies are interlinked with GI registration leading to commercialization of their GI products in a better way. In Kerala, we have very good cultural products, of which some of them are historically reputed and internationally recognized. Western studies show that consumers need for uniqueness (CNFU) have a fascinating relation in the consumer behavior of GI products. While discussing on GIs of Kerala, it is indeed important to highlight its attractive uniqueness. In the marketing context of Kerala, GIs have not been used as a good marketing tool. From the perspective of effectively marketing of GI, identification of GI and the beneficiaries for protection under the GI Act are very important and it needs to be carefully examined based on the provisions of GI Act and Rules.

2.14. Identifying GI for Registration - Quality, Reputation and Other Characteristics – Gaps in the GI Act

Kotler said that "marketing is not the art of finding clever ways to dispose of what you make, it is the art of creating genuine customer value". Of course, GI will create genuine customers value but the registry should ensure that only a valuable GI gets registration. According to the definition of GI in the GI Act the most important requirement for registration is the proof of its "quality, reputation or other characteristics" and its association to geographical area. It seems that the use of word "or" gives an impression that only one element needs to be proved to get registration. There is no specific mention of uniqueness of the product in the Act. But it is evident from the GI Rules 2002 that this is included as part of the terms "other characteristics". As per Rule 32(1)(6) the applicant must include in the application the standards benchmark for the use of the GI or the industry standard as regards the production, exploitation, making or manufacture of the goods having specific quality, reputation, or other characteristic of such goods that is essentially attributable to its geographical origin with the detailed description of the human creativity involved, if any or other characteristic from the definite territory. The applicant must also give the particulars of the mechanism to ensure that the standards, quality, integrity and consistency or other special characteristic in respect of the goods to which the GI relates which are maintained by the producers, maker or manufacturers of the goods, as the case may be and the particulars of special human skill involved or the uniqueness of the geographical environment or other inherent characteristics associated with the GI to which the application relates. The need for establishing uniqueness is also provided in Form GI-1 in which the application for registration is to be

made. It is based on this description of the applicant the Registrar decides whether the GI attainted the necessary standards for protection.

The registration procedure starts with a preliminary examination step which will examine the fee, statement of case, address of service power of attorney class of goods documentary evidence etc. (CGPDTM, 2011). This step only checks the physical material that is required for the application. Second stage is examination of application, for that the registrar will constitute a consultative group of experts in various fields related to GI law or field and the applicant will make a detailed presentation. Based on that the Registrar will issue an examination report and it may contain objection. The applicant should correct it and resubmit it within two months if the consultative group meeting recommends it. Then the three elements in the GI Act like quality, reputation or other characteristics are assessed in the consultative group meeting and the examination report submitted for consideration of the Registrar. The consultative group is only cross checking the Form- GI-1 with actual situation and that procedure never step in to the standard of uniqueness, reputation and other characteristics that are required for a GI product based on economic value of GI or its marking potentials based on CPV. The consultative group checks these factors in a matter of zero and one or present or absent. It is a technical evaluation based on the facts submitted by the applicant. They never get into the variability of these factors to make the GI product marketable and these three elements are assumed to exist in the minds of consumers with respect to the products. It is important to note that GI registration becomes useful to the actual producer only if the GI possess the desired marketing potentials. This is to mean that the consumer value a product in comparison with similar products. The consumer is also protected only if they could differentiate it in the market based on CPV. It is this gap in

the law that this research is attempting to study. Identifying a potential product with the existing norms and procedure may end up in the registration of deserving and undeserving products in the GI registry.

The study recommends that a CPV based approach will be more accurate to rectify this problem. The attempt in this study is to find out this possibility and the resulting consequences to the CPV. Due to the managerial nature of issue, a multi-disciplinary research approach is adopted.

2.15. Protection for Actual Producer of GI – Definitional Problems in the GI Act

One of the important objectives of GI protection is to ensure that the economic benefits reach the actual producers of GI. This is significant to sustain the continued production and marketing of GI products to achieve the long term goal of rural development through GI protection. In this context it is pertinent to study the definition 'producer' in the GI Act which include intermediaries. According to Section 2(k) of GI Act "Producer," in relation to goods, means any person who: (1) If such goods are agricultural goods, produces the goods and includes the person who processes or packages such goods; (2) If such goods are natural goods, exploits the goods; and (3) If such goods are handicraft or industrial goods, makes or manufactures the goods, and includes any person who trades or deals in such production, exploitation, making or manufacturing, as the case may be, of the goods. The inclusion of persons engaged in processing, packaging, exploiting, trading etc. as producers brings in the intermediaries who are entitle to register and use GI. The concern expressed in literature is that this definition takes away the economic benefits from the actual producers of GI forcing them to leave the GI production and marketing. In the context of India where GI protection is of recent origin it

may not be possible for the complete elimination of intermediaries who play an important role in supply chain of GI products. But the attempt in the present study is to examine the sustainability of the actual producer in the GI business in the context of wide space of producer definition.

2.16. Conclusion

The success stories of GIs around the world have the support of marketing strategies and focused promotion strategies (Emilie Vandecandelaere, Filippo Arfini, Giovanni Belletti, Andrea Marescotti, 2010). The system of registration of GI can enable market recognition of GI products and its penetration into the international market. From a marketing perspective, differentiation have significant role and certification have much market value. Reputation is the essence of risk free business and it generates brand loyalty in consumers. The long reputation itself has a positive cue in the consumer purchase decision since it reduces the search costs of the consumer. Quality of the product has much importance in sustaining the product in the market. If a product sustains in the market for long time, the immediate assumption among the consumer is that it has perceivable good quality and is retaining it. In addition, that quality is also accepted by the consumer segments for long time. Hence, product sustainability is the outcome of quality and thereby it attains reputation. The definition of GI in the GI Act discusses certain conditions such as quality, reputation or other characteristics. The variability based on these attributes in those products has some important role in GI registration.

The appendix 3 shows a mix of variety of products with different characteristics. The product from Kerala listed in the GI registry is only a symbol of the culture of Kerala. There are a lot of cultural, traditional and reputed products and that may get registered in the coming years. GI registration

is for market protection and CPV is the major player in marketing. If the CPV is very less or zero that market may not be active. Therefore, the GI protection to be at a standard or above standard, product will give more credibility to GI registration and that will give meaning to the registration. One of the shortcomings of GI registration system is that it considers neither CPV nor the market value of GI at the time registration. Similarly, the definition of producer in the GI Act allows intermediaries to act in the supply chain. This has a serious implication for achieving one of the objectives of GI Act of ensuring the actual producers of GI receiving the full economic benefit of GI registration. The purpose and the impact of this provision need to be tested empirically. Hence this is also taken as premise in the present study. In Chapter 4 and 5, these issues were elaborately discussed with empirical results.

Chapter

3

REVIEW OF LITERATURE

• Contents •

3.1. Introduction

Since there is dearth of literature in this area, the researchers argues based on empirical studies that the digging of data/literature in the area related to GI is very difficult (Ranganaekar 2009) and there is only limitted secondary data available to analyze the pre and post GI regsitration impact. The common impression among researchers is that GI can be treated as trademark and perceives as country of origin or region of origin. The value of uniqueness associated with the geographical origin and the reputation is undermined in these arguments even if the GI registry examines it with consultative group meeting (Kulkarni and Konde 2011a). The reseachers also suspect that uniqueness and reputation create value and satisfaction in the consumer.

Some researchers, with limited understanding on law, argues that GI registration impact will reflect only in a satisfied level of unique products (Kulkarni and Konde 2011b). The satisfactory level of uniqueness is a dubious question because the parameters used to identify the level of uniqueness are the amount of reputation, uniqueness (Rule 32), geographical link, traditional knowledge etc. So estimation and fixing of the qualitative parameters are the crucial factors that the present study intends to develop. This study is trying to propose a consumer based perceived value index to measure whether the product has justifiable qualitative parameters. Additionally, the study is also assessing (categorical items) the impact of GI registration on producer.

While considering GIs outside India, they are supported by reasonable strategies to handle the problems of fixation of uniqueness, marketing strategy and producer sustainability. Indian situation is different because of the disparate geographical, demographical and economic conditions prevailing amongst the consumers as well as the producers. The highlight of the issue is that the number of producers in the specific geographical area is limited in foreign countries when compared to India. So the scope of collective marketing might be very complex in Indian situation.

3.2. Product Differentiation Tool

Product differentiation based on geographical origin is not a new development. It has got a rather long history, especially in southern European countries. “Parmigiano Reggiano” is a well-known example of a Protected Designations of Origin (PDO) under Council Regulation (EC) No. 510/2006 having origins in the 13th century. But the recent concerns in the European as well as at the International level is the growing number of products labeled as GIs. Since the EC No.510/2006, Council Regulation (EEC) No. 2081/92 on the

protection of geographical indications and designations of origin for agricultural products were replaced by Council Regulation (EC) No. 510/2006 in March 2006 as a response to a WTO-Panel ruling criticising two main components of the former regulation (EC 2006), the number of applications per year has steadily increased and today over 700 products are registered either as PDO or as Protected Geographical Indication (PGI) (Teuber 2007b).

While in the past GI, it was mainly a product differentiation tool in European markets, and for the European producers, in the post TRIPS context, more and more developing countries attempting to use this marketing instrument for their products. But while some studies dealt with European GIs exist, studies dealing with GIs in developing countries are scarce (Teuber 2007b).

Concurrent to this, Stasi et al. (2011a) says that appellations of origin? generate a strong differentiation effect. As a result, wines of competing GIs generate independent demands and consumer preferences within the Italian wine market. Another result of the GI system is that non-GI wine demand remains differentiated from rest of the market. The obvious conclusion concerns the effectiveness of the GI differentiation system, which allowes consumers to develop independent demands.

Similarly, the study by B A Babcock & Clemens, (2004) says that most highly rewarded differentiation-niche market differentiation-includes products that appeal to wealthy consumers or to consumers having ethnic preferences and that can command price premiums of 20 percent or greater compared with the price of generic products (Brown 2013). Most of the European GIs fall into this high-premium category. He has also suggested that GIs have the advantage of allowing inclusion of new attributes (e.g., new food safety, animal welfare, and

environmental protection systems) while preserving the basic attributes on which GI differentiation is based so that premiums will not be diluted by changes in other products. The major conclusion one could gather from the law literature is the power of the product differentiation tool in the context of GI. There are only very limitted articles that have empirically tested this phenomenon. But there are articles with the Meta analysis and case studies supporting the concept of product differentiation.

Market segmentation is the process of creating customer segments. This customer segmentation is a method of grouping customers based upon the similarities they share with respect to any dimensions that is deemed to be relevant to the business - whether it be customer needs, channel preferences, interest in certain product features, customer profitability, etc. (Goldstein, Doug. Mindofmarket.net May 2007. New York, NY). The construct of "perceived quality" has been widely acknowledged as the primary driver of purchase intention (cited by (Zeithaml 1988) (Jacoby and Olson1985)). The above mentioned dimensions (like interest in certain product features) are satisfying with GI tag and provides a niche market segment (Bramley and Kirsten 2007).

3.2.1. Porter's Strategies of Marketing

Product differentiation ensures firms' market power. This enables them to transcend the Bertrand Paradox of pricing homogeneous products. In the Bertrand Paradox, two or more firms sell goods that consumers perceive as identical. So goods are perfect substitutes, assuming that marginal costs are common and constant, and market demand has a finite price intercept. One's goods cannot carry a price premium over another's while retaining positive sales (Anderson 2005). Consider that the GI producers also have perfect competition in the market; collective marketing as suggested by the law

researchers may be the right choice for marketing decisions. The present study takes this as the producer side categorical factor.

Ferreira and peralta (Ferreira and Peralta 2011) comments about the product differentiation and appropriation of GI based on the economic exploitation in the case of craftsmanship in Brazilian artisan products. The authors says that the marketing efforts to build a strong brand focus on exclusivity position of differentiation can establish a consumer's dependence on the product at a psychological level. They also quote Porter's competitive strategy of 'consists in being different'. It means deliberately choosing a different set of activities to provide a unique mix of value. They conclude that in the end of this value chain, the handicraft products attain high value, due to the differentiation and uniqueness which is well recognized.

Furthermore, Ferreira and Peralta (Ferreira and Peralta 2011a) based on the handicrafts study in Brazil, argued that the delivery of a distinctive sign that conveys a set of competitive information such as a distinctive culture based-goods linked to savoir-faire and local tradition stressing a group identity, in itself, can promote differentiation and competitiveness in an artisan's group. The analysis part of this literature, which incorporates a hedonic pricing model and conjoint analysis contributions, concludes that GIs are an important element/variable for wine differentiation and quality signaling.

Mevhibe et.al (2012) remarked that differentiation is used to distinguish a product from other similar type products on the market. An increasing interest in GIs as a tool of product differentiation can be observed in the so-called specialty coffee sector (Teuber 2007a). Ferreira and Peralata argues that collective mark can become an additional instrument of differentiation in trade and business, since, most of the time, management of this sign is related to

issues such as quality maintenance, product differentiation, among other aspects of commercial sustainability (Ferreira and Peralta 2011b). In economic terms, a GI essentially enables producers to increase profits through product differentiation (cited by (Jain 2009)(Chaturvedi 2002)). Concurrence to this Teuber agreed that the economic theory of vertical and horizontal product differentiation, the theory of trademarks and reputation and the literature on consumer decision theory are all highly relevant in the context of GDAFPs (Geographically differentiated agricultural food products) (Agrarwissenschaften and Teuber 2010).

Bruce and Babcock (Table 7) shows the pre and post analysis of GI registration in different products.

Table 7 Pre-post analysis of GI registration

Product name bearing GI	Before registration	After registration	Growth rate %
Champagne (France)	$12	$40	233.3
Antigua Coffee Bean (Gautemala)	$0.50	$1.50	200
Parma harm (italy)	39 liret	42 liret	7.7
Jamao Coffee (Dominican Republic)	$67	$107	59.7
"Agave" used in the production of Tequila (Mexico)	-		5000

Source: Bruce A Babcock & Clemens, 2004

GIs provide differentiated and high value-added products to the public. These indicators can be used not only for agricultural products but also to other products if they are attributed to specific region or specific kind of human capital or production process. The effect of GI on consumer can be grouped into two categories. On the consumer side, GIs lead to decrease search costs of products by sending quality signals to consume high quality products. Studies show that the willingness to purchase these kinds of products

with higher prices is greater than other standard products (Quagrainie, McCluskey, and Loureiro 2003; Teuber 2007b).

The recent application for a DO (Designation of Origin) by the Vineyard Valley (France) indicates that the large interest wineries have product differentiation in markets that have become increasingly competitive. With DO, products will be provided with certification and traceability, maintaining the quality and uniqueness of the producing region, which will eventually become a reference among wine-producing countries (Fagundes 2012).

Turkey, African group of countries, including Kenya, Nigeria and South Africa, Cuba, Czech Republic, Dominican Republic, Honduras, India, Indonesia, Nicaragua, Pakistan, Sri Lanka, and Venezuela support the proposal in the WTO for the extension of GI protection to new areas to serve as a means of product differentiation and also as a legal framework for protection of traditional knowledge (Ganguli 2009).

In recent years, a growing product differentiation can be observed in the coffee market. One important feature of this market for differentiated coffees is single-origin coffees or coffees with a GI. This kind of labelling strategy has got a long history in Europe, especially for wine and cheese (Teuber 2008).

The above mentioned studies are related to the international approaches towards GI protection plus marketing and most significant arguments are niche marketing, collective marketing, controlled supply chain, value added marketing, consumer reach, traceability, market differentiation, signaling theory approach etc. From the discussion, the differentiation effect of GI registration is evident and it is tested empirically in some of the literature like Ramona Teuber and Perreira. These studies suggest that the GI registration have an impact in the

consumer purchase decision and consumers perceive different set of values in these types of products. In addition, a prior condition for the registration is that the products should be able to identify and/or perceive its difference by the consumer. This study focuses on the difference in perception among consumers of GIs in India with special reference to Kerala.

3.3. Geographical Indications of India

TRIPS provide a two-tiered system of protection. On one hand, Article 23, provides special protection for wines and spirits against unauthorized use. Article 23 prevents the use of a protected GI identifying wines and spirits that do not originate in the place indicated by the geographical name. It also prevents when the GI is used in translation or is accompanied by expressions such as ‘‘style’’, ‘‘like’’ or other de-localizers. The registration of trademarks containing such GIs must be refused *ex officio* or cancelled at the request of an interested party. On the other hand, the protection conferred to all other GI products by Aticle 22 of TRIPS is limited to cases where the public is misled as to the true geographical origin of a product or when the use of a GI constitutes an act of unfair competition (Vittori 2010).

As a founder signatory of GATT and a Member of WTO, India was obliged to implement a fully TRIPS compliant intellectual property (IP) system which included the protection of GIs, before the end of the transitional period, 1 January 2005. The Indian legislation for the protection of GIs, entitled Geographical Indications of Goods (Registration and Protection) Act 1999, was enacted in 1999. The Rules pertaining to the Act were framed in 2002 and the Act came into force on 15 September 2003, along with the Geographical Indications of Goods (Registration and Protection Rules 2002). The Indian Act

provides for multilateral registrations of GIs, including owners from outside India (M.D. Nair 2011).

In India, the major issues regarding GI started with basmati rice and the Darjeeling tea cases. Das (2009) has studied about the amount of money spent for the protection of basmati rice. Ruminating the GI based empirical studies in india, the advantages of GI registration and the problems faced by the producers of vaious GIs still remain as untouched part. The general studies regarding GIs argue that pre and post GI registration have positive impacts but there is no empirical evidences or isolated data to justify that there is a significant change in the post GI registration system except in the case of the Pochampally Ikat (Bahl; 2010) project. In this study it is argued that there is a significant changes in the duplicate entry in to the market and the brand dilution after the registration.

Among empirical studies, report on Goa feni (Ranganaekar 2009) is a significant contribution even if it is not a probe based on a research methodology approach. Many Indian authors have tried to analyze GI in the conceptual framework of traditional IP forms (Das 2009; Ganguli 2009; Kulkarni and Konde 2011a; Nayak n.d.; Ranganaekar 2009). However, since they are not based on empirical research it is indeed to empirically study the problem, constructs and the related dimensions of the problem.

From the above discussion, it may be observed that GI products and its importance is associated with the behaviour of two major groups i.e. producer and consumer. For understanding these two behaviours, supported litereatures are disscussed below.

3.4. Producer Oriented

The word “Producer” in the marketing research is probably the less studied since the marketing research is more concerned about the consumer and

their behavior. The multi disciplinary approach and research problem demands the researcher to consider the producer problems also. GI certification rules in India requires the producer level understanding of issues when a product is selected for GI registration (Agarwal, Barone, and Sanjeev Agarwal And Michael Barone 2005). Moreover the social concern of law by way of GI certification is to provide a tool to the producer to survive in the market (Giovannucci 2009). So the part dealing with the impact of GI on producers or farmers in the study makes it more meaningfull. The empirical evidences in the present study reveal the true attitude and impact of GI in the farmers or producers.

Producer can be described in broad sense as farmer and artisans in the case of GI because in most cases, the owner has no direct influence in the marketing of the product and they were working as a labour or worker in the producing unit (in the 4th Chapter this is disscussed in detail). Producer or farmer is a special skilled person, and the product is value added one and in numerous cases of GI, he/she may arguably be a victim of the intermediary influence (cited by Kizos & Vakoufaris, 2011).

But there is a different situation in Kerala among GI producers. GI is not a well-known term among the producers in Kerala. Compared to global scenario, the situation in Kerala is absolutely different. The GI certification in Kerala, and India generally, provides ample scope for the intermediaries to play in the market. As Gopalakrishnan et.al (2007) says;

"…… whether the system could protect the interests of the actual manufacturers of the goods designated by GIs. This rests on two primary inquiries (i) who is having ownership over the GIs and (ii) who is having the right to use the GI. It is clear from the comparative analysis that traders, dealers,

consumers and governmental agencies are permitted to act as the proprietors of the GIs in addition to the actual producers……. The reason for permitting consumers and governmental agencies could be because of the highly disorganized nature and weak socio-economic conditions of the actual manufacturers".

From the above discussion regarding the producer issues researcher can identify the following: Firstly, the major strategical and practical solution to the instability in the GI market can be collective marketing, as conceptually argued by many authors (Agarwal, Barone, and Sanjeev Agarwal And Michael Barone 2005; Belletti et al. 2009; Bowen 2010; Dentoni, Menozzi, and Capelli 2012; Ferreira and Peralta 2011a; Hussain 2011; Moschini, Menapace, and Pick 2008; Reviron and Chappuis 2011; Reviron, Thevenod-Mottet, and El-Benni 2009) as a better option in GI marketing. Secondly, the conceptual issue of sustainability of the GI producers is discussed in many law journals (Bowen and Zapata 2009; Jena and Grote 2010) additionally some authors were suspecting whether the GI products will continue in the market in the next decades (Bérard and Marchenay 2006; Jena and Grote 2010; Larson 2007; Rangnekar 2004; Vandecandelaere et al. 2009). Finally, some literature argue that intermediaries are exploiting the GI products and collective marketing will help the producer to earn more profit (Bahl; 2010). The above discussed aspects were measured in the research methodology chapter.

3.4.1. Producer - Categorical Variable

Some of the articles argue that the GI producers are moving towards other business because of the fewer margins in the production. Hussain, (2011) argues that the demand for GI products will increase by the registration and may result in source sink dynamics principle. In GI scenario, producer is the

person who always struggles to survive in the market. Their intention to continue with the present business and their attitude of passing traditional knowledge to next generation needs to be explored through the current measures like GI protection. The return they get from maintaining the GI also influences the attitude of the GI producer to train their children and their attitude to move forward with the ancestry businesses. In the Indian scenario of traditional businesses (especially in agricultural trade), the role of intermediary is harmfully affecting the price. In India, many GIs are involved in the traditional and agricultural businesses. Whether GI registration reduces the intermediary influence or it contributes to their enjoyment can be measured only by assessing the producer attitude. Hence this is taken as a hypothesis in the study (see the producer research methodology chapter).

Collective marketing is the generally accepted business model with regard to GI. Many authors cited this as the supportive measure to enhance the GI producer's livelihood and it is taken as the next attitude level determinant of the producer. GI registration is a kind of name protection to support the original producer and the power of registration might reflect the attitude of the producer. Some conceptual papers argue that the producers are willing to move from their present business and this will reflect in the attitude of the GI producer. Therefore, the above underlined constructs (categorical items) were measured using the questionnaire related to producer.

3.5. Consumer Oriented

In overall discussion about GI, consumer oriented study provides the market situation of the GI product and the consumer attittude towards it. This litereature part is related to the Consumer Perceived Value (CPV) of the GI products. The present study aims to develop a model for identifying potential

candidate for the GI certification. This section comprehenses the existing litereatures relating to perceived value and the behavioural intentions. The following variables were used in the study.

3.5.1. Consumer Perceived Value (CPV)

The perceived value is widely explained as values, utility, price etc. of the product. In some articles, marketing academics have assumed that value and values are the same concept even though they are distinct concepts. Value is the outcome of an evaluative judgment while the term values refers to the standards, rules, criteria, norms, goals, or deals that serve as the basis for such an evaluative judgment (Holbrook 2002). Another important definition of value by Oliver is that, Value means the interaction between consumer and product (perceived value) while values are the important personal in making a preference judgments (Oliver 2013). There are different approaches towards the perceived value measurements. Some academics argued that it is a uni-dimensional concept (Monroe, Zeithaml) and some others argued it as a multi-dimensional concept. The following table describes the different approaches adopted in consumer value measurement.

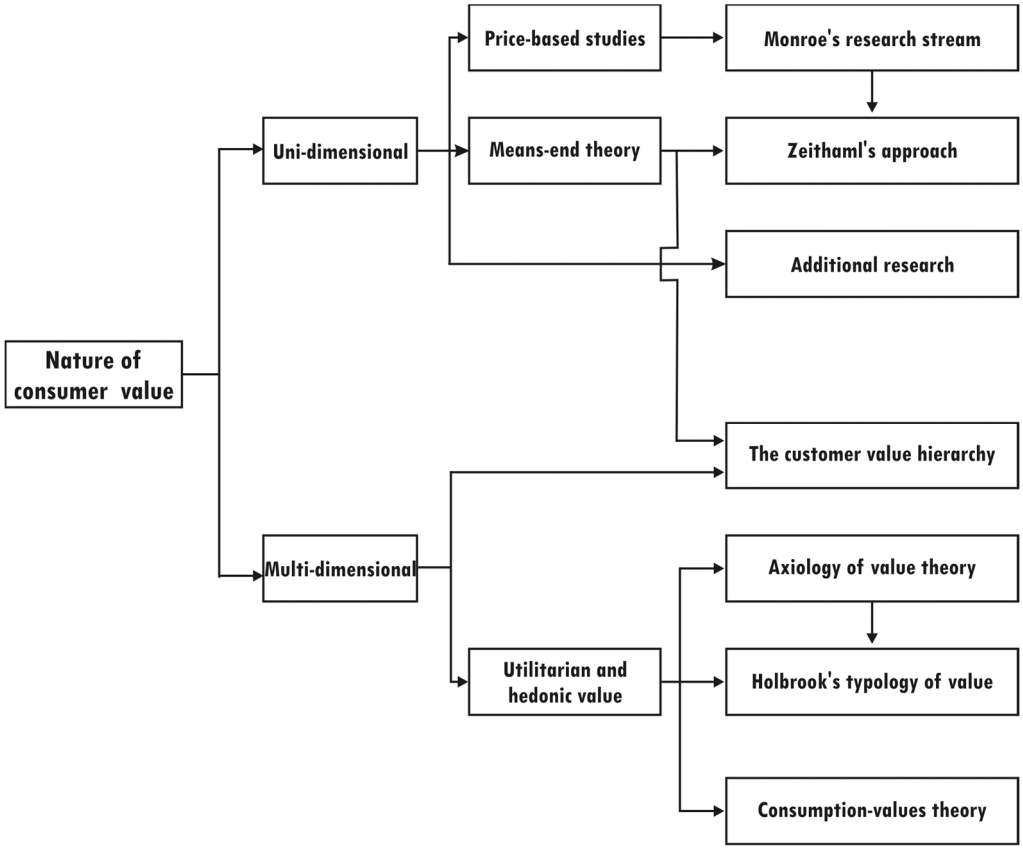


Figure 5 Nature of consumer value

Source (Sánchez-Fernández & Iniesta-Bonillo, 2007)

Mizik and Jacobson argues that organizations are increasingly recognizing that perceived value is a key factor in strategic management (cited by (Sánchez-Fernández and Iniesta-Bonillo 2007)(Mizik and Jacobson, 2003; Spiteri and Dion, 2004)). Focusing on product perceived value, it has been discussed in various articles in relation to product purchasing behavior of consumers and the ancient established theory by N. Sheth, Jagadish, Newman, Bruce I., Gross, 1991. The theory identifies five consumption values influencing consumer choice behavior. The theory focuses on consumption values, explaining why consumers choose to buy or not to buy a specific product. Some authors have suggested that perceived quality is an antecedent

that has a positive effect on perceived value (Lapierre 2000), whereas others have contended that quality is a sub-component of overall value (Holbrook 2002; Sweeney and Johnson 2006)

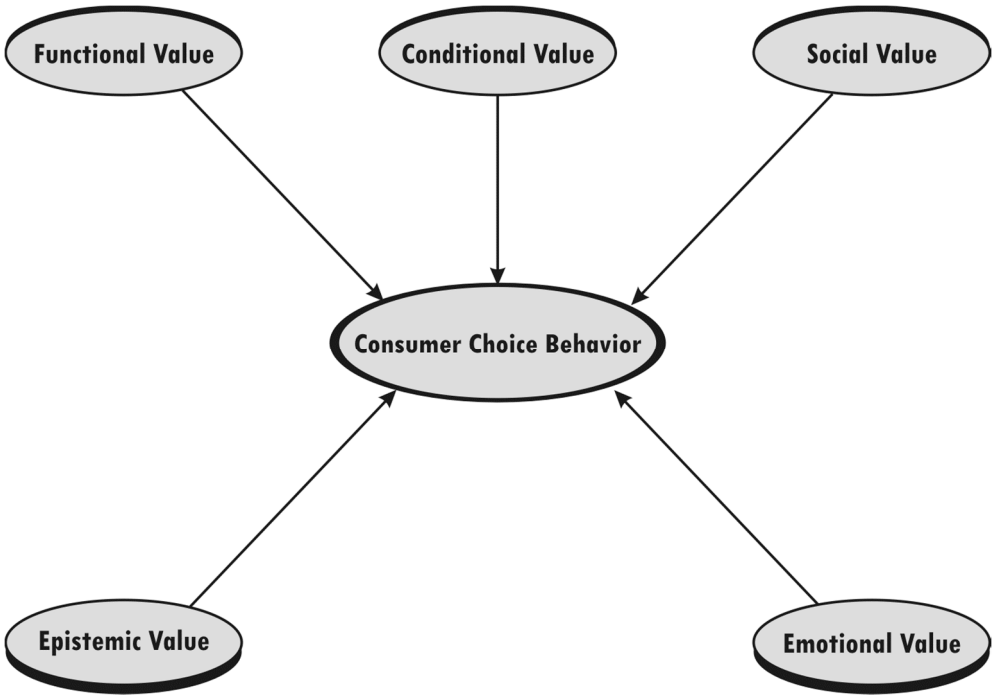


Figure 6 Consumer choice behavior (based on values)

Source : (Sheth et al., 1991)

This study applied theory of consumption values developed by Sheth (Sheth, Newman, and Gross 1991) to investigate the key determinants of CPV in GI. The theory classifies values into five broad areas like (a) Functional Value: The perceived utility acquired from an alternative capacity for functional, utilitarian, or physical performance (Sheth et al, 1991, p.160); (b) Social value: The perceived utility acquired from an alternative association with one or more specific social groups (Sheth et al, 1991, p.161); (c) Emotional value: the ability of service to arouse feelings or affective state (Sheth et al, 1991, p.161); (d) Epistemic value: the perceived utility acquired

when the service arouses curiosity, provides novelty and/or satisfies a desire for knowledge (Sheth et al, 1991, p.162) and (e) Conditional value: occurs when there is a specific set of circumstances or specific situation facing the choice maker. Wang, Liao, Yang, & Management, (2013) confirm that functional, social, emotional, and epistemic values have significant effects on behavioral intention to use mobile Apps and highlights that the influences of emotional and epistemic values are stronger than functional and social values.

Woo (1992) (cited by (Boksberger and Melsen 2011)) identified four general meanings of value for people. The first meaning of value is "what is of true worth to people in the broad context of the well-being and survival of individuals, and by extension, of the species as a whole" (p.85). The second is "what a society collectively sees as important…regardless of whether or not such highly valued objects of consumption really contribute to his or her well-being" (p.85). This is more a collective/objective interpretation of value. According to the third meaning, value refers to "what the individual holds to be worthwhile to possess, to strive or exchange for" (p. 85). In comparison with the second meaning, this is more individual and subjective. As per the fourth meaning, value refers to "the amount of utility that consumers see as residing in a particular object and they aim to maximize out of a particular act of buying or consuming (p. 85).

Recent research has produced a multidimensional scale (SERV-PERVAL) for measuring perceived value (Petrick 2002)(Petrick 2004). The SERV-PERVAL scale operationalizes perceived value as a five-dimensional construct consisting of quality, monetary price, non-monetary price, reputation, and emotional response (Petrick 2004).

Another contribution is from the Parasuraman and Grewal study on perceived value. Parasuraman defines perceived value as, the notion of value creation reflected upon the increased recognition of perceived value as one of the most important measures in gaining a competitive edge (Parasuraman and Grewal 2000). The lack of agreement among scholars with respect to the definition and the concept of perceived value resulted in different value dimension. However, a number of approaches dominate in the literature. All these scales and theories are the subject of profound criticism.

Montro suggested that perceived value is the result of consumers, distance among different price structures, including advertised selling price, advertised reference price and internal reference price (Montro 2003), a ratio or trade off of total benefits received to total sacrifices, (Patterson and spreng). Contrasting to Patterson, Zeithaml et.al defines Value as the customer's overall assessment of the utility of a product based on perceptions of what is received and what is given (Zeithaml). The argument shows perceived value are based on the product attributes and associated dimensions that consumer feels while purchasing or using the product.

Again, GLOVAL, a multiple item measure, which covers the three underlying categories of perceived value, which have remained constant throughout his research: functional value, emotional value and social value (Sánchez et al. 2006). Holbrooke define perceived value as an interactive relativistic preference experience. The notion that mediators are relevant in customers' perceived value of services also begs for additional research (Boxberger).

Table 8 Perceived Value Definitions

Taylor (1961)	**A judgment of preference by consumers**
Zeithaml (1988)	A consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. This definition is almost identical to the one of Monroe (1991), but Zeithamlalso points out that perceived value is subjective and individual, and therefore varies among consumers. In addition, a person might evaluate the same product differently on different occasions. The price may be the most important criterion at the time of purchase; a clear and easily comprehensible manual may be of importance at installation and assembly. Zeithaml does not give a reason as to why consumers may have different perceptions of the value of an offering. Our suggestion is that this phenomenon must be related to the different personal values, needs and preferences as well as the financial resources of consumers, since these factors clearly must influence the perceived
Monroe (1990)	A trade-off between the quality or benefits they perceive in the product relative to the sacrifice they perceive by paying the price
Spreng, Dixon and Olshavsky (1993)	A consumer's anticipation about the outcome of purchasing a product or service based on future benefits and sacrifices benefitsand sacrifices
Peter and Olson (1993)	The value or utility the consumers receive when purchasing a product
Holbrook (1994)	An interactive relativistic consumption preference experience
Woodruff and Gardial (1996)	A customer's perceived perception of what they want to happen in a specific use situation, with the help of a product and service ordering, in order to accomplish a desired purpose or goal
Woodruff (1997)	A customer's perceived preference for and evaluation of those product attributes, attribute performances, and consequences arising from use that facilitate (or block) achieving the customer's goal and purposes in use situations
Sirohi, McLaughlin Wittink (1998)	What you [consumer] get for what you pay
Chenand Dubinsky (2003)	A consumer's perception of the net benefits gained in exchange for the costs incurred in obtaining the desired benefits

Woodall (2003)	Any demand-side, personal perception of advantage arising out of a customer's association with an organization's offering, and can occur as reduction in sacrifice; presence of benefit (perceived as either attributes or outcomes); the resultant of any weighted combination of sacrifice and benefit (determined and expressed either rationally or intuitively); or an aggregation, overtime, of any or all of these.
Ting chi (2012)	Compared to social and emotional values, overall, price value has become the primary concern while quality was considered as the

Source (Faryabi, Kaviani, & Yasrebdoost, 2012)

Magkos et al (2006) states CPV as a multi-dimensional construct, and according to this consumers assess products not only from utilitarian aspects such as price value and quality value, but also in terms of the emotional value and the social consequences (Magkos, Arvaniti, and Zampelas 2006). Although significant progress has been made in the field of CPV studies, given its evolving and product/service specific nature, CPV issue deserves considerably more attention than it has been thus far given (Cheng et al. 2009, Sánchez-Fernández and Iniesta-Bonillo 2007). This situation clearly supports the need for more empirical research applying CPV to specific product or service of interest.

CPV - Functional value

According to Sheth et al. (1991a), functional value pertains to the ability of product to perform its functional, utilitarian, or physical purpose and while it may be based on any salient physical attribute, sometimes price is the most salient functional value.

CPV - Social value

Social value (SV) has been defined as the "perceived utility acquired from an alternative's association with one or more specific social groups" (Sheth et al., 1991a). Choices involving highly visible products (e.g. clothing,

jewelry) and goods or services shared with others (e.g. gifts, products used in entertaining) are often driven by social value (Sheth et al., 1991a). Hence, social value relates to social approval and the enhancement of self-image among other individuals (Sweeney &Soutar, 2001). The motive of buying and using products depends on how a consumer wants to be seen by others and/or how he wants to see himself (Sheth et al., 1991a; Sweeney &Soutar, 2001)

CPV - Emotional value

Emotional value is the ability of service to arouse feelings or affective state (Sheth et al, 1991). A product acquires emotional value when associated with specific feelings or when precipitating or perpetuating those feelings. Play or fun gained by using a product/service for its own sake is related also to emotional value (Holbrook & Hirschman, 1982).

CPV - PERVAL

Sweeney and Soutar (2001) developed 19 item measure, PERVAL, that can be used to assess customers' perceptions of the value of consumer durable goods at a brand level. The measure was developed for use in a retail purchase situation to determine what consumption values drive purchase attitude and behaviour. Four distinct, value dimensions were termed emotional, social, quality/performance, and price/value for money. The reliability and validity of the scale was assessed in a pre-purchase situation, using exploratory and confirmatory analyses. All four-value dimensions were found to help significantly in explaining attitudes and behaviour. The scale was also tested in a post-purchase situation and found to be both reliable and valid in this context as well. He argues that PERVAL scale has a variety of potential applications and can serve as a framework for further empirical research in this important area.

Porter (1990)(Porter 1993) discussed about the superior value to the buyer in terms of product quality, special features or after sale service. He argues that differentiation is the ability to provide unique and superior value to the buyer in terms of product quality, special features or after sales service.

Perceived value has been discussed in many articles and researchers identified different set of antecedents. In GI, researcher identified four antecedents of consumer perceived value (See the research methodology chapter – mixed methodology); product uniqueness value, price value, reputation value and self-expressiveness value. (See the research methodology chapter for operation of the constructs and scale)

3.5.2. Product Uniqueness

The geographical indications definition in the TRIPS Agreement says that "*Geographical indications are, for the purposes of this Agreement, indications which identify a good as originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographic origin.*"

Although there are many products that have long been distinguished by their geographic origins, a product or service may be described and designated as a GI only where specific aspects of that geography contribute to its uniqueness, often in the distinctive characteristics and processing associated with the local culture and tradition of its place of origin. Some GIs, such as Basmati (Indo-Pakistani rice) and Feta (cheese from Greece), may be from a particular place but do not use direct geographical names (Giovannucci 2009).

3.5.2.1. Uniqueness – in GI Registration Application

The GI registration in India is based on the application that the applicant submitted to the registrar of intellectual property office, Chennai. The applicants have to furnish the details of need for registration, reputation and the uniqueness that the product holds. The uniqueness and the reputation vary from product to product in the registry. The influence of uniqueness in the consumer's purchasing behaviour has been conceptually described in the law journals and the Ramona Teuber (2007) studies. The uniqueness features in the product creates different consumer feelings and makes a cue to the behavioural intention. The extrinsic uniqueness (means the uniqueness in the appearance) and the intrinsic uniqueness (means the uniqueness that consumer perceives after using the product) are treated as same way in the GI registration process. There is no mandate or mechanism to measure the intrinsic uniqueness which is very important for identification of GI. As per the GI Rules, 2002 the Consultative Group verifies the details given in the applications and make report to the registrar regarding the approval of the registration. The pre-registration measures in India include identification of products by crafts persons and creating public awareness on the need and use of the GI goods, which improves the life and livelihood of the artisans; at the same time protecting the culture, tradition, and heritage of our country (Kulkarni and Konde 2011a).

The present system of registration is only a formal explanation of product uniqueness and the Consultative Group will cross check the explanations whether it is correct or not. This is the statutory procedure of uniqueness identification and certification. The problem with this assessment is that the Consultative Group is not measuring market value or the consumer perceived value of the product. If the uniqueness is only minute or nominal the scientific approach will prove it as unique and certifiable with the present

system. For example, by applying science for the verification of product uniqueness, the method of science is to go deeper as far as possible and it establishes the minute or nominal part as the other characteristics. It is only the extrinsic value of the GI is measured in this process and the intrinsic value is not considered which is important for determining the market potential of the GI. Consequently, it provides entry of undeserved products. In the registry now we have high unique products from Kerala like Aranmula Mirror, Kannur Home Furnishings etc., and less unique products Like Vazhakkulam Pineapple, Jeerakasala Rice, Gandhakasala Rice And Palakkadan Matta Rice etc..

3.5.2.2. CNFU (Consumer Need for Uniqueness)

The concept of consumers' need for uniqueness derives from Snyder and Fromkin's (1977)(Ruvio 2008) theory of uniqueness. According to this theory, the need to see oneself as being different from other persons arouse and competes with other motives in situations that threaten the self-perception of uniqueness (i.e., situations in which individuals see themselves as highly similar to others in their social environment).

In contrast, the display of differentiating consumer goods can be the primary, intended outcome of a person's actions that are driven by the need to feel different from other people. This need, which is labeled "counter conformity motivation" (Nail 1986), arises when individuals feel a threat to their identity, as occurs when they perceive that they are highly similar to others (Snyder and Fromkin 1977).

3.5.2.3. Consumers' Need for Uniqueness Theory

Consumers' need for uniqueness is grounded in Snyder and Fromkin's (1980) uniqueness theory, which manifests itself in the individual's pursuit of material goods to differentiate themselves from others (Tian, Bearden, and

Hunter 2001). Consumers' need for uniqueness is demonstrated in three types of consumer behavior:

(1) Creative choice counter-conformity;

(2) Unpopular choice counter-conformity; and

(3) Avoidance of similarity.

In the primary step of behavior, creative choice counter-conformity, consumers purchase goods that express their uniqueness and are acceptable to others. The first, creative choice counter conformity reflects an individual's ability to create a personal style, which expresses self-image through material products (Lynn & Harris, 1997a). By making creative choices, the consumer can gain a positive social evaluation as a unique individual (Snyder & Fromkin, 1977, 1980)

The second CNFU dimension, unpopular choice counter conformity, refers to the consumers' selection or the use of products not entirely within group norms. Individuals seeking to distinguish themselves from others by making unpopular consumption choices risk social disapproval.

The third dimension is avoidance of similarity. Individuals in search of differentiation from others avoid buying and consuming commonly used products and brands. Such individuals lose interest in, avoid purchasing, or discontinue using those brands when they become common.

Other consumers willingly risk social disapproval to establish their uniqueness by selecting product that deviate from group norms through unpopular choice counter-conformity consumer behavior (Tian, Bearden, and Hunter 2001). Interestingly, their risky behavior may ultimately increase their self-image. These consumers are not concerned about criticism from others; in

fact, they tend to make purchase decisions that others might consider bizarre (Simonson and Nowlis, 2000) in contrast to consumers who make purchase decisions to conform to peer pressure (Bearden, W,O and Rose, R.L, 1990).

The need for uniqueness can have a significant effect on a consumer's purchase decisions (Simonson and Nowlis, 2000). Researchers have concluded that consumers' with a high need for uniqueness tended to adopt new products or brands more quickly than those with a low need for uniqueness (Amaldoss and Jain, 2005; Zimmeretal., 1999). Moreover, Zimmer et. al. (1999) found that perceived quality and brand image perceptions (e.g. excitement) toward nostalgic brands were influenced by the consumer's need for uniqueness. In a study of the effects of social needs on conspicuous consumption, Amaldoss and Jain (2005) found that consumers tended to purchase high-quality products not because of their desire for uniqueness but despite it. The results of those studies support the idea that consumers' brand perceptions are related to their need for uniqueness. (See mixed methodology part in research methodology chapter shows the significance of CNFU in GI).

3.5.2.4. CNFU and DUCP (Desire for Unique Consumer Products)

Specific indications of the DUCP encompass 'an increased tendency to acquire and use products that are scarce, innovative, customized, and/or outmoded as well as an increased tendency to shop at small, unique retail outlets' (Lynn and Harris 1997, p. 604). DUCP is identified as one of the sub-items of need for uniqueness (Armstrong et al. 2009). Need for uniqueness was positively correlated with innovativeness (Workman and Kidd 2000). Individuals who are innovative are adventurous in demanding new products and have favourable attitudes towards new apparel products (Kim and Schrank 1982). Kang & Kim, (2012) developed the scale that is composed of eight

Likert-type statements measuring the degree to which a person expresses the motivation to have unique consumer products that few others possess. Tian, Bearden, and Hunter (2001) define CNFU as "the trait of pursuing differences relative to others though the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one's self-image and social image". Tian, Bearden, and Hunter (2001) conceptualize CNFU as a three- dimensional behavioral tendency construct that consumers' creative and unpopular choices and their similarity-avoiding actions as a means of establishing uniqueness. These authors emphasize the role of dual images, self and social, and the way they interact in constructing CNFU. Additionally, people try to build their unique image through the material objects they buy and display, and are motivated by social perceptions. (Mixed methodology part in research methodology chapter shows the significance of CNFU in consumer responses of GI)

3.5.2.5. GI and Uniqueness

Giovannucci, (2009) contents that GIs are unique. Trust and authenticity are implicit in GIs, making them powerful instruments in today's markets. They differentiate themselves from commodities usually in terms of both quality and price. Most fulfil particular standards and thus comply easily with the basic supply chain requirements of the world's major retailers and distributors. GIs possess many of the characteristics of quality brands with intrinsic distinctiveness that sends a message to consumers that are seeking an alternative to increasingly industrialized and homogenized agri-food products. Identification of traditional products/processes which have the historical background and uniqueness with a close correlation with the geographical location is significant for protection as a GI (Pradesh, Development, and Centre 1895). Literal meaning of unique is its characteristics or of its own kind. In

intellectual property law this expression is mainly used to identify a legal classification that exists independently of other categorizations due to its uniqueness or the specific creation of an entitlement or obligation (Giovannucci 2009). (See the research methodology chapter for operation of the constructs and scale)

3.6. Consumer Ethnocentrism (Geographical Indications)

Consumer ethnocentrism is derived from the more general psychological concept of ethnocentrism. Basically, ethnocentric individuals are inclined to view their group as superior to others. As such, they view other groups from the perspective of their own, and reject those that are different and accept those that are similar (Netemeyer et al., 1991; Shimp& Sharma, 1987). This, in turn, derives from earlier sociological theories of in-groups and out-groups (Shimp& Sharma, 1987). Ethnocentrism, it is consistently found, is normal for an in-group to an out-group (Jones, 1997; Ryan & Bogart, 1997).

Consumer ethnocentrism specifically refers to ethnocentric outlook held by consumers in one country, the in-group, towards products from another country, the out-group (Shimp& Sharma, 1987). Consumers may believe that it is not appropriate, and possibly even immoral, to buy products from other countries. Purchasing foreign products may be viewed as inappropriate because it costs domestic jobs and hurts the economy. The purchase of foreign products may even be seen as simply unpatriotic (Klein, 2002; Netemeyer et al., 1991; Sharma, Shimp, & Shin, 1995; Shimp& Sharma, 1987).

Shimp and Sharma (1987) developed consumer ethnocentrism into a measurable construct through the use of the consumer ethnocentric tendencies scale (CETSCALE). The initial development of the CETSCALE began with

225 different questions, which were narrowed down to 100 before being sent to a survey group for the first purification study. Through repeated purification studies, the number of questions was finally reduced to 17. Repeated studies by Shimp and Sharma validated the CETSCALE in the U.S. While the 17-item CETSCALE is the original version developed by Shimp and Sharma (1987), shortened versions have been used. One, with 10 items, was developed alongside the full version.

This is probably the most frequently used version of the CETSCALE, as a result of its relatively a few number of questions (Balabanis et al., 2001; Klein, 2002; Klein et al., 1998; Neese & Hult, 2002; Netemeyer et al., 1991; Vida & Dmitrovic, 2001). Other versions have been used with success, including a version used by Klein (2002) with just four items that was found to have a .96 correlation with the 10-item version.

The first major test of the validity of the CETSCALE in countries other than the U.S. was carried out in 1991 (Netemeyer et al., 1991; Wang, 1996). Netemeyer et al. surveyed students in the U.S., France, Japan, and West Germany and compared the results.

Both the 17-item version and the 10-item version were tested. It was found that both versions of the CETSCALE were reliable across the different cultures where it was tested. The results also helped validate the CETCSCALE as a measure of consumer ethnocentricity. Since that time, the CETSCALE has been used in many studies in many different countries and cultures.

3.7. Consumer Ethnocentrism (from Shimp and Sharma's 1987 CETSCALE)

In the case of GI, the notion of the consumer in relation to the geography specific product is measured as a dimension of CPV. The ethnocentric value is

measured with the above items and the constructs are modified and a detailed explanation is discussed in the research methodology chapter. Consumers with a strong sense of belonging to a region may develop ethnocentric feelings towards the region and its inhabitants (Lantz and Loeb, 1996). Ethnocentrism is 'the universal proclivity for people to view their own group as the center of the universe, to interpret other social units from the perspective of their own group, and reject persons who are culturally dissimilar while blindly accepting those who are culturally like themselves' (Shimp and Sharma 1987, p. 280). These ethnocentric feelings affect their general behavior. Based on the concept of ethnocentrism, Shimp and Sharma (1987) introduce the concept of consumer ethnocentrism. Consumer ethnocentrism is defined as 'the beliefs consumers hold about the appropriateness, indeed morality, of purchasing foreign made products' (p. 280). Consumer ethnocentrism focuses on the effect of ethnocentric feelings on consumers' purchase behavior. With consumer ethnocentrism, consumers' intention to purchase domestic products increases and their intention to purchase foreign products decreases (e.g., Baumgartner and Jolibert 1977, Reierson 1967). Region centric feelings begin playing a role when consumers perceive themselves as members of the regional group and attach value to this membership. Therefore, with consumers' sense of belonging, the probability that these region centric tendencies become salient increases. In GI products, consumers may have feeling that to be centric with our culture and if we have an option to buy our local product, we should give priority to that regional product. This ethno regional centrism is testing in this study by adapting this scale.

3.8. Reputation Influence

Article 23.1 of the TRIPS Agreement states that wine and spirit producers may not mislead consumers as to the geographical origin or the production style of the product. Also, this section prohibits use of the terms

“kind,” “type,” “style,” and “imitation” (i.e. “this product is a type of Scotch Whiskey”) in order to prevent other producers producing similar products from exploiting the reputation built by producers whose products are protected under this Act. The, additional protection offered to wines and spirits is a bone of contention among many countries. Negotiations are currently underway to extend Article 23 in order to provide additional protection to other commodities (WTO, The TRIPS Agreement, 2004). The geographical reputation of these products were carefully built and painstakingly maintained by the producers or the developers by combining the best of nature and man; and continued as a generational legacy.

Ramona Teuber found that, a growing product differentiation can be observed in the coffee market. One important feature of this market for differentiated coffees is single-origin coffees or coffees with a GI. GIs are considered to be a valuable tool to “institutionalize reputation”, i.e. to protect an established reputation (Teuber 2008). So the reputation value is visible in the market and that is protected through GI.

3.8.1. Reputation Relation as a Value

"Reputation" is a concept related to (but not the same as) image, and involves an outsider's subjective judgment of an organization’s qualities in terms of its (perceived) past performance. A firm's reputation builds up over a period and represents' the estimation of the consistency over time of an attribute of an entity…founded on evaluations of its willingness and ability to perform an activity repeatedly in a similar fashion’’ (Herbig and Milewicz, 1995, p.24).

Reputation is one of the primary contributors to perceived quality of the products carrying the brand name. Consumers expect that products

manufactured today have a similar quality as products manufactured in the past, since the brand is adding credibility (Milewicz and Herbig, 1994). Company reputation is a broader construct than brand image and hence it is more likely to have a strong influence on the perceptions of customer value (de la FuenteSabate& de QuevedoPuente, 2003). In particular Mudambi et al. (1997) suggest that aspects of reputation such as ‘‘being world class’’, ‘‘technical leadership’’ and ‘‘global presence’’ have the potential to influence perceptions of customer value. Empirical research that has demonstrated a positive influence of company reputation on customers’ perception of value includes studies by Shapiro (1983) and Yoon, Guffey and Kijewski (1993). In the case of GI the years of reputation that products holds may be an antecedent of CPV. (See the research methodology chapter for operation of the constructs and scale)

3.9. Perceived Monetary Price

Although several dimensions of value have been suggested (Sheth et al, 1991), the value construct used in this study was value for money. Five items were used to measure perceived monetary price. These five items have been used in different value studies (Chang and Wildt n.d.; Cronin and Brady 1997; Dodds, Monroe, and Grewal 1991; JJ Cronin, Brady, and Hult 2000; oh 2000; J. Sweeney and Soutar 2001). Sweeny and Soutar also measured price value using 2 items and found significant in his studies. In GI study also researcher takes this as an antecedent of CPV. (See the research methodology chapter for operation of the constructs and scale)

3.10. Customer Satisfaction

The concept of customer satisfaction has attracted much attention in recent years. Organizations that try to analyze this concept should begin with an understanding of various customer satisfaction models. Such models clarify

various theories about customer satisfaction, making research and analysis in this topic more focused and less wasteful of research resources. Customer satisfaction measurement provides significant insight to the firms for the strategic planning and product development. Overall satisfaction can be defined as the customer's satisfaction of previous purchase experience from others and such a satisfaction can include all different aspects such as; customer's uniqueness satisfaction, reputation satisfaction and purchase satisfaction. ASCI and ECSI are the base models of customer satisfaction concept. A number of studies described the relationship of customer satisfaction and it is measured with the outcome features like loyalty, word of mouth and repurchases intention.

3.11. Behavioral Intention

The behavioral intentions can be classified into two main consequences of value perceptions i.e., intentions to repurchase and recommending behaviors. The majority of CPV studies pay attention on behavioural intentions in provisions of repurchase intentions. Some studies (JJ Cronin, Brady, and Hult 2000) have measured behavioural intentions with questions about both futures repurchase intentions and recommending behaviours. Consumers' behavioural intentions have generally been measured by asking them the probability or likelihood of buying the same product again (JJ Cronin, Brady, and Hult 2000; oh 2000; J. Sweeney and Soutar 2001). An additional possible result of high value perceptions was positive recommending behaviours. Repurchase intention and the word of mouth are the major behavioural intentions. Researcher identified this through qualitative research methodology. These two independent variables were discussed in the following session. (See the research methodology chapter for operation of the constructs and scale)

3.11.1. Repurchase Intention

Repurchase intention is expressed as a consequence of customer satisfaction. Number of studies used this construct to measure the customer satisfaction and they hypothesized this construct as the outcome variable. ACSI and ECSI also measured this variable as outcome variables of customer satisfaction. The study shows that trust, perceived ease of use, perceived usefulness and enjoyment are significant positive predictors of customers' repurchase intentions (Chiu et al. 2009).

Numerous studies show that customer satisfaction is related to repurchase intentions and attitudinal loyalty (Cronin & Taylor, 1992; Fornell, 1992; Anderson & Sullivan, 1990; Boulding, Kalra, Staeling, & Zeithaml, 1993; Taylor & Baker 1994; de Ruyter, Wetzels, & Bloemer, 1996; Zeithamel, Berry, & Parasuraman, 1996; Mägi & Julander 1996). Repurchase intention usually takes as an outcome of customer satisfaction and in some cases it has been treated as the loyalty dimension (Hume and Mort 2010; Hume 2008).

Julander (2003) suggest switching barriers can be seen as either positive or negative, effects on customer satisfaction, repurchase intentions and attitudinal loyalty. He used LISREL analysis of the empirical data to show that negative switching barriers have negative effects on customer satisfaction and attitudinal loyalty, but a positive effect on repurchase intentions. Positive switching barriers impinge positively on customer satisfaction, repurchase intentions and attitudinal loyalty.

Kang and Kim (2012) based on the theory of planned behavior, examined the indirect effects of desire for unique consumer products and the perceived risk on purchase intentions of e-customized apparel.. An online survey with a mock website for customized business wear was used to collect

data from 296 college students. Structural and measurement models were estimated by them. Findings showed that the desire for unique consumer products had an indirect effect on purchase intention through attitude and subjective norm.

Erciş, Ünal, Candan, & Yıldırım, (2012) in their research, the effect of the variables including brand value, brand equity, brand quality, brand satisfaction, brand trust and brand commitment on brand loyalty and repurchase intentions was investigated. The perceived equity, value and quality were determined to be input variables; brand satisfaction, trust, affective commitment and continuance commitment were determined to be intervening variables; repurchase intentions and loyalty were determined to be output variables. Through survey and with multiple regression analysis they concluded that the effect of affective commitment on repurchase intention and loyalty was seen, but could not find the effect of continuance commitment on repurchases intention and loyalty.

Jin et.al (2012) study attempts to identify the aspects in which China and India are different and similar in forming consumer attitudes and purchase intentions toward US apparel brand goods. To this end, this study proposed a composite model incorporating the theory of planned behavior and a modified Fishbein model. They empirically compared the model with data collected in China and India. The study concluded that the Indian consumers have a different culture towards country of origin. It also pointed out that the geographical specificity has an influence in the purchase intention.

Li. et, al. (2011) study investigated the effects of corporate-brand credibility, perceived corporate-brand origin, and self-image congruence on purchase intention. The results revealed that corporate-brand credibility, perceived

corporate-brand origin, and self-image congruence have direct positive impacts on purchase intention. Corporate-brand credibility is more significant in influencing consumers' purchase intention toward the brand than perceived corporate-brand origin. The corporate brand image and the geographical indications image have some similarities in reputation and the quality stability.

Wang and Yang (2010) study that investigated the impact of brand credibility, composed of trustworthiness, expertise, and attractiveness, on consumers' brand purchase intention in China's automobile industry propose that brand awareness and brand image play a moderating role in this relationship. Results reveal that brand credibility exerts a positive influence on consumers' brand purchase intention. Brand image and brand awareness are found to positively moderate the relationship between brand credibility and consumers' brand purchase intention. Since Geographical Indications have an image and years of reputation the researcher suspect that these products have a different set of perceived value, customer satisfaction and behavioural intention like repurchase intention. (See the research methodology chapter for operation of the constructs and scale)

3.11.2. Word of Intention

Word-of-mouth (WOM) is probably the oldest means of exchanging opinions on various goods and services offered by markets. Westbrook (1987, (p. 261) defines it as "In a post purchase context, consumer word-of-mouth transmissions consist of informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services and/or their sellers". While Anderson (1998, p. 6) defines it as "Word of mouth refers to information communications between private parties concerning evaluations of goods and services." Word of mouth can be positive or negative.

Most of the studies used these construct as an outcome variable of satisfaction measurement (Goyette, Ricard, and Bergeron 2010). Isabellegoyteet. al., study presented an index to measure the e-word of mouth. He identifies four dimensions of word of mouth like WOM intensity, positive valence WOM, Negative valence WOM and WOM content.

Babin et.al (2005) study shows WOM as an antecedent of utilitarian value, hedonic value and customer satisfaction. WOM in the study measured with three items and found that customer satisfaction have a positive effect on word of mouth. Another study from Barbara (Carroll and Ahuvia 2006) found that there is a positive relationship between brand love and word of mouth. In our study this construct is taken as a consequence of customer satisfaction. (See the research methodology chapter for operation of the constructs and scale)

3.12. Observations from Literature Review & Motivation for Current Research Work

Protected Geographical Indication (PGI) implies the specific place or a country by the name of the region, which is used to describe an agricultural product, product or a foodstuff that: a) it originates in that region, and b) it possesses a specific quality, reputation or other characteristics which would be attributable to that geographical origin and c) the production and/or processing and/or preparation of which takes place in that defined geographical area (Ganguli 2009)GI Act sec. 3(e).

Protected Geographical Indication (PGI) is essential for an agro-based economy like India. As a WTO member and a signatory to TRIPS, the Parliament of India passed the Geographical Indications of Goods (Registration and protection) Act 1999. The Act defines Geographical Indications, provides for the registration and better protection of GIs relating to goods, makes

provisions for GI registry and elaborates the concept of authorized user, registered proprietor, and offers a higher level of protection for notified goods. While there is no provision for making individual ownership in the Act, any association of persons or producers or any organization or authority representing the interest of the producers of the concerned goods can apply for registration in accordance with Section 11 of the Act. It also provides for civil and criminal remedies for infringements. This Act came into force on September 2003. On producer side, it provides substantial protection and it acts like trademark protection. Legal circles identified certain issues and suggested some models (that we mentioned earlier in this chapter) for the improvement of the law for GI producers. No study in India empirically tested these suggestions. Therefore, the current study is taking these suggestions from a producer oriented approach.

On the consumer side, GI tag is a product differentiation tool. It may create a market segment or niche market and evoke value in consumer mind associated with the uniqueness (extrinsic or intrinsic), quality, reputation, social value etc. as listed in many articles. As mentioned earlier (Heading – Uniqueness - GI Certification application - in this chapter), the GI registry consists of three extreme products - high unique products, less unique products and minute unique products. The present study aims to provide an index to identifying potential product for the GI certification based on CPV concept. (See the consumer perceived value heading in this chapter).

CPV has been discussed in numerous literature and they developed various models in relation with the concept of perceived value. While considering the existing value dimension and antecedents of CPV, researcher suspect different sets of values in CPV in GI i.e., social value, reputation, consumer need for uniqueness, value for money, product uniqueness. Mediating variables are customer satisfaction and CPV and the consequences

are purchase intention and word of mouth. The existing studies are highly concentrated with brands and services, the present study deals with the CPV and satisfaction of GI products. The expected model is presented below:

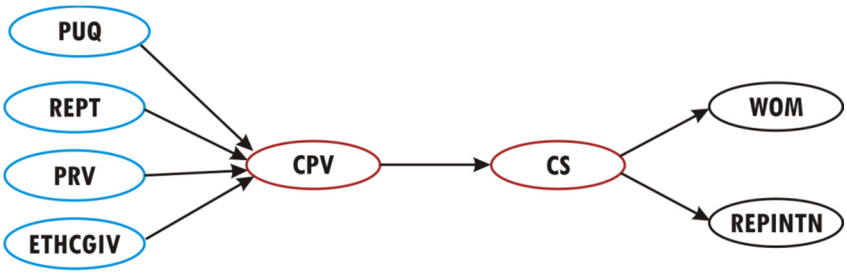


Figure 7 Theoretical Model

3.13. Importance of Multidisciplinary Research

The present study deals with two independent aspects. The first one is legal aspect, which identifies registration parameters for GI products based on its uniqueness, reputation, and geographical link of the product. To fix the uniqueness parameters for identifying potential candidate for GI registration is a problematic task. According to Vrunda Kulkarni, it is a herculean task to identify the potential candidate in the discipline of law. With the advantage of marketing research, the identification of the potential candidate for GI certification will make the research results more authoritative. The primary objective of the study is to develop a standard parameter for identifying the potential candidate for GI certification. For that purpose, researcher adopted multi-disciplinary approach to make meaningful and expressive approximation of the problem. The literature in support of the perceived value modeling in marketing studies were used to identify the perceived value of GI and thereby identifying the potential product for the certification.

Second aspect of the study is to identify the problems that producers are facing while marketing the product. Attitude of the producer with respect

to these problems and suggestions articulated in the literature are tested empirically with the management research methodology (See the research methodology chapter part of producer). Therefore, the problems in intellectual property right law especially in GI were tested with the help of management discipline and marketing concepts. The compilation of the research methods in law and social science makes the study significant.

3.14. Conclusion and Summary

The chapter reviewed literature in two parts i.e. producer oriented issues highlighted in the legal literature and consumer oriented psychological relationship studies (consumer perceived value, satisfaction, behavioral intentions etc.) in the management literature. The study by Vrunda Kulkarni (2011a) is especially noted for its importance and comprehensiveness.

The literature still lacks a comprehensive and validated study of this multi-disciplinary approach to GI. In addition, no major studies on these constructs are reported from India. The motivation for the present research has derived from this limitation.

Chapter

4

RESEARCH METHODOLOGY

• Contents •

4.1. Introduction

As the researcher noted earlier, the main contribution of the study is to uncover the key determinants of consumer perceived value of GIs and the purchase preferences for GIs. Due to the complexity of these relationships, there is a need for model testing between the variables. For the multidisciplinary

action of the outcome, the researcher tries to develop an inventory to assess the potential candidate for the GI certification. Unfortunately, there is no specific study reported with these types of antecedents and consequences. There is a conceptual argument from Vrunda Kulkarni (2011) that it is indeed to develop a system with certain criteria to identify a potential candidate for GIs registrations in addition to the present system of registration. Testing these perceived value antecedents of GIs may provide some indications to the GI registration system. The chapter encompasses; construct measurement (operational definition), research approach, sample design, questionnaire design, administration, statistical analysis, construct reliability as well as validity considerations. This study includes two set of methodology. One is on the product based study and the other one on consumer based study.

Part A Research Methodology used for Consumer Based Study

Part B. Research Methodology used for Producer Based Study

Part A Research Methodology used for Consumer Based Study

4A.2. Construct Measurement

The variables included in this study will be measured using and adapting scales from previous research studies and are listed in Tables corresponding to the construct measurement title. There are four primary constructs that are under investigation; Consumer perceived value (Ethnocentric Value, Price Value, Perceived Uniqueness Value, and Reputation Value) customer satisfaction, word of mouth and repurchase intention. The following table shows the GI Acts and rules association with the marketing constructs.

Table 9 Marketing Concepts and GI Act Sections

GI Act sections for a qualified GI products	Corresponding Marketing construct
Uniqueness, Quality (Geographical indications Act 1999 Section2(e)& rule 32(1)6e)	Product Uniqueness
Reputation (Section 2(e))	Reputation value
Other characteristics (Section 2(e) and Section 3(f) "goods" means any agricultural, natural or manufactured goods or any goods of handicraft or of industry and includes food stuff;	Price value (value of goods)
Territory associated preparation or processing of the product (Section 2(e))	Specific to a location and is only available there provides the consumer a – Ethnocentric value (i.e., GI)

The corresponding elements in the marketing are empirically tested in the study. The study intended to carry consumer perceived value as a composite value of product uniqueness, reputation, price and the ethnocentric value. The items and the variables are identified through extensive literature search and content analysis. Some of the scales were identified and adopted for the study.

4A.2.1. Perceived Uniqueness Value

The major highlight in qualitative study was the uniqueness value of GIs. The respondents agreed that the product uniqueness (unique quality) appealed them to the product and received attention in the society. The scale was adapted from the study of Franke & Schreier (2007). To make fit in the GIs context researcher generated item and pretested the scale in the pilot study and the results were encouraging: Exploratory factor analyses extracted one factor (explained variance=77%), and all items show satisfactory factor loadings (>0.8). The alpha of the scale is 0.85. In main study, the averaged mean for this three-item scale is 3.78 (SD=1.05), and the alpha comes to 0.86. These measures were assessed by five-point Likert scales anchored by strongly disagree/strongly agree. Respondents will indicate their agreement with each statement by

marking a score between 1 and 5, with 1 representing "strongly agree" and 5 representing "strongly disagree"(Franke & Schreier, 2007).

Although similar to previous measures of product quality, the sets of items used by Grewal, Monroe, and Krishnan (1998) seem to be unique to their studies. The latter did have three items in common with the former as well as using three more items.

Both Sweeney, Soutar, and Johnson (1999) as well as Teas and Agarwal (2000) cited Dodds, Monroe, and Grewal (1991) as the source of their versions of the scale. Suri and Monroe (2003) did not state the source of their scale but they seem to have drawn on one or more of the other studies cited above. In the context of GI, researcher adapted these scales in order to get the best measure of items.

4A.2.2 Reputation Value

Qualitative study reported that the consumers are attracted to the years of reputation and the image. Therefore, the researcher treated reputation value as an antecedent of consumer perceived value. The scale adapted from the (Veloutsou & Moutinho, 2009) consisted of 7 items used to measure the construct. While there are numerous scales available to measure the brand image in international marketing research; most of them fail to measure the product brand image in relation with product. The scale reported adequate goodness of fit statistics compared to other scales. The item measures the brand image and is well suited to measure this research. Reputation value provides the 7-item scale for reputation or image value and all 7 indicators are coded within the survey.

4A.2.3. Price Value

Price value means "this product offers value for money," which sometimes have been used as a single item perceived value measure, into the price dimension. In this study the researcher adopted J. Sweeney & Soutar, (2001) scale for perceived value. The operational definition for price value is the utility derived from the product due to the reduction of its perceived short term and longer-term costs. The scale consisting of 4 items, five-point Likert scales anchored by strongly disagree/strongly agree. Respondents will indicate their agreement with each statement by marking a score between 1 and 5, with 1 representing "strongly agree" and 5 representing "strongly disagree".

4A.2.4. Consumer Ethnocentrism

Shimp and Sharma (1987) developed consumer ethnocentrism into a measurable construct through the use of the consumer ethnocentric tendencies scale (CETSCALE). The initial development of the CETSCALE began with 225 different questions, which were narrowed down to 100 before being sent to a survey group for the first purification study. Through repeated purification studies, the number of questions were finally reduced to 17. Repeated studies by Shimp and Sharma validated the CETSCALE in the U.S.

While the 17-item CETSCALE is the original version developed by Shimp and Sharma (1987), shortened versions have been used. One, with 10 items, was developed alongside the full version.

This is probably the most frequently used version of the CETSCALE, as a result of its relatively a few number of questions (Balabanis et al., 2001; Klein, 2002; Klein et al., 1999; Neese & Hult, 2002; Netemeyer et al., 1991; Vida & Dmitrovic, 2001). Other versions have been used with success,

including a version used by Klein (2002) with just four items that was found to have a .96 correlation with the 10-item version.

The first major test for the validity of the CETSCALE in countries other than the U.S. was carried out in 1991 (Netemeyer et al., 1991; Wang, 1996). Netemeyer et al. surveyed students in the U.S., France, Japan, and West Germany and compared the results.

Both the 17-item version and the 10-item version were tested. It was found that both versions of the CETSCALE were reliable across the different cultures where it was tested. The results also helped validate the CETCSCALE as a measure of consumer ethnocentricity. Since that time, the CETSCALE has been used in many studies in many different countries and cultures. In the case of GIs, the notion of the consumer in relation to the geography specific product is measured as a dimension of consumer perceived value.

4A.2.5. Overall Consumer Perceived Value

Overall perceived value can be defined as "the consumer's overall assessment of the utility of a product or service based on perceptions of what is received and what is given" (Zeithaml, 1988, pp. 14). The overall consumer perceived value is measured with one item scale by adopting the scale of the Cretu (Cretu & Brodie, 2007). The item was modified in to the context of GI products. Cretu study shows that a normative value to the item and it is scaled in the five point Likert scale. Besides the contribution of all other antecedents this item measures the overall value of the product to the customer. Since the basic intention of the study is to evaluate the effect of the antecedents over CPV model researcher avoided the scope of second order or higher order model.

4A.2.6. Customer Satisfaction

According to Oliver (1980), satisfaction comes from the disconfirmation of a consumer's perceived performance of product or service and his or her performance expectations. Churchill and Surprenant (1982) define customer satisfaction as an outcome of purchase and use resulting from the buyers' comparison of the rewards and costs of the purchase in relation to the anticipated consequences. Consistent with this view, customer satisfaction is defined as an emotional response that results from a cognitive process of evaluating the service received against the costs of obtaining the service (Woodruff et al. 1991). In order to measure the overall satisfaction of customers with products (GIs), the ACSI questionnaire was administered. The ASCI score was derived from a set of questions, each rated on a different 1-5 scale.

4A.2.7. Word of Mouth

Arndt (1967a, p. 3) defined it as oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as non-commercial, concerning a brand, a product, or a service. In this study, Word of mouth has been treated as an outcome variable of GIs customer satisfaction. The scale has been adapted from the study of Caroll and Babin (Babin et al., 2005; Carroll & Ahuvia, 2006). The scale consisting of six items, five-point Likert scales anchored by strongly disagree/strongly agree. Respondents will indicate their agreement with each statement by marking a score between 1 and 5, with 1 representing "strongly agree" and 5 representing "strongly disagree". Operationally the speaking, positive thinks proudly says I have this product and recommending others with its unique features is treated as word of mouth in this study.

4A.2.8. Repurchase Intention

Numerous studies show that customer satisfaction is related to repurchase intentions and attitudinal loyalty (Cronin & Taylor, 1992; Fornell, 1992; Anderson & Sullivan, 1990; Boulding, Kalra, Staeling, &Zeithaml, 1993; Taylor & Baker 1994; de Ruyter, Wetzels, & Bloemer, 1996; Zeithamel, Berry, & Parasuraman, 1996; Mägi & Julander 1996). In this study, the measures of repurchase intention on GIs will be assessed by five point Likert scale. The scale is adapted from the study of Balaji,(2009). Operationally, purchasing while seeing, consider as my first choice, intention to repurchase and actively seeking for the product is considered as repurchase intention.

4A.3. Socio-Demographic Variable

The query of socio demographics makes the study meaningful and ensures that the model is not specific to any category. In order to make adhoc comparisons across GI consumer characteristics, an adequate sample of respondents will be chosen to provide equal representation across general demographic variables, including age, geographic residence, gender, and profession. Age of the consumer and the consumption of GI will determine the age class, which have significant relation with GI.

4A.4. Research Design

Research design outlines, how the information has to be gathered for an assessment or evaluation, includes identifying the method of acquisition of the data and the instruments to be used. How these will be administered, and How the information will be organized and analyzed. The following gives an account of the various logical steps adopted by the researcher to finalize the research design.

In GI registry 248 products have been registered as GIs from Kerala till 23. Table 10 shows the registered GIs in Kerala with the application number

and the category of each product belongs to agriculture, handicrafts and textile. Researcher takes it as a product category for the study. For the convenience, researcher has adopted the following criteria to eliminate the product and for this purpose researcher set the identifiable and non-identifiable uniqueness parameter with the help of experts through rating scale method.

Table 10 Registered Geographical Indications of Kerala in Chennai GI Registry (2016)

Sl.No	Reg. No:	Product name	Product class	State
1.	3	Aranmula Kannadi	Handicrafts	Kerala
2.	54	Alleppey Coir	Handicrafts	Kerala
3.	17	Navara Rice	Agricultural	Kerala
4.	36	Palakkadan Matta Rice	Agricultural	Kerala
5.	49 & 56	Malabar Pepper	Agricultural	Kerala
6.	72	Spices – Alleppey Green Cardamom	Agricultural	Kerala
7.	59	Maddalam of Palakkad	Handicrafts	Kerala
8.	58	Screw Pine Craft of Kerala	Handicrafts	Kerala
9.	57	Brass Broidered Coconut Shell Crafts of Kerala	Handicrafts	Kerala
10.	81	Pokkali Rice	Agricultural	Kerala
11.	130 &141	Vazhakulam Pineapple	Agricultural	Kerala
12.	144	Cannanore Home Furnishings	Handicrafts	Kerala
13.	152	Balaramapuram Sarees and Fine Cotton Fabrics	Handicrafts	Kerala
14.	170	Kasaragod Sarees	Handicrafts	Kerala
15.	179	Kuthampully Sarees	Handicrafts	Kerala
16.	163	Central Travancore Jaggery	Agricultural	Kerala
17.	186	Wayanad Jeerakasala Rice	Agricultural	Kerala
18.	187	Wayanad Gandhakasala Rice	Agricultural	Kerala
19.	6	Payyannur Pavithra Ring	Handicrafts	Kerala
20.	225	Chendamangalam Dhoties & Set Mundu	Handicrafts	Kerala
21.	242	Kaipad Rice	Agricultural	Kerala
22.	479	Chengalikodan Nendran Banana	Agricultural	Kerala
23.	402	Kuthampally Dhoties & Set Mundu	Handicrafts	Kerala

There are products in the GI registry that have different uniqueness parameters. The problem lies in the domain of identification of the uniqueness and setting a standard for identifying a potential Uniqueness parameter for selecting the GI certification. The selection of potential GI product for the study administered two bases; one is based on category, another is on the identifiable and non-identifiable uniqueness criteria, and for that, a table has been created and distributed among field experts and consumers to respond for the question. The question was whether they could identify the uniqueness before they purchase and whether they feel the uniqueness while consuming the product. The question was very specific and they outlined the following type of products as non-identifiable and feel as non-identifiable (Table 11).

Table 11 List of Geographical Indications Selected for the Study

Basis	Type		
(According to experts opinion)	Agriculture	Textile	Handicrafts
Identifiable uniqueness	**Pokkali rice**	**Balaramapuram Handloom**	**Aranmula mirror**
Non-identifiable uniqueness	**Vazhakkulam pineapple**	**Kuthampully handloom**	

4A.5. Justification for the Product Selection

The product has been selected on the basis of expert opinion and scaling technique. The researcher prepared the full list of products that has already been registered as GIs and asked to rate the product according to the identifiable uniqueness and non-identifiable uniqueness criteria. The online questionnaire was created with the support of Google docs and emailed the form to the corresponding parties. The responses were recorded according to the identifiable and non-identifiable uniqueness parameter and the above (table 11) was created

and selected the products according to the field expert's suggestion. The experts ranked the products and selected 5 products.

4A.5.1. Rationale for the Study

GIs in India haven't attained much market attention compared to the international GIs. The value of geographically differentiated products was not mentioned in many studies in India. Experts in this area suggested that the market demarcation of these products is mainly because of mismanagement. They also recommended that the perceived value of these products among consumers must be identified and strategically implicated so as to improve the market value of the product and thereby a GI can attain a product success.

In India, many of the previous researchers have studied GIs (not an empirical study) and contributed to some specific legal issues. This study would be the first attempt in India to study the perceived value of GIs. The essentiality felt for the moment is in developing a model to identify the potential candidate for GIs registration, to identify the perceived value, customer satisfaction and the behavioral intention in post purchase behavior of consumers in GIs consumption.

4A.5.2. Research Problem

Consumer perceived value and the customer satisfaction are related constructs. The antecedents and consequences of these constructs need to be studied in GIs perspective. The literature review chapter and the following qualitative approach have identified different value antecedents of GIs and the consequences of customer satisfaction of GIs. This research tries to link these research gaps as well as tries to develop a tool for identifying the right product for GI certification. The following major problems were addressed in this study.

- What all are the issues faced by GI producers under GI certification system in common?
- What all are the antecedents of consumer perceived value which are reflecting in selected GIs post purchase behavior?
- What are the consequences of customer satisfaction that are reflecting in selected GIs?

4A.5.3. Objectives of the Study

The basic objective of the study is to develop a tool for verifying the potential product for GI certification. In addition, the following are some specific sub objectives;

- To study the attitude of GI producers under GIs registration system
- To study the antecedents of consumer perceived value which are reflecting in GIs post purchase behavior
- To study the consequences of customer satisfaction which are reflected in GIs post purchase behavior
- To develop tool for verifying a potential product for GI certification
- To suggest an appropriate marketing strategy to introduce GI certification as a promotional tool

4A.5.4. Theoretical Background of the Study

Chapter 3 has presented a detailed review of a literature of the previous research on antecedents of consumer perceived value, customer satisfaction, and behavioral intention. Many models have found that various values are in common among consumers. Sheth (Sheth et al., 1991) found that a set of values were very prominent in the case of consumer purchase behavior but in the case of GIs there are several changes in the dimensions of consumer perceived value.

For assessing the actual values associated with GIs researcher implemented the grounded theory approach using mixed methodology. There is no study reported to identify the perceived value of GIs. The main reason could be the products are in different ends and the generalization of theory is complicated. Following are the conceptual model adapted as appropriate for this study.

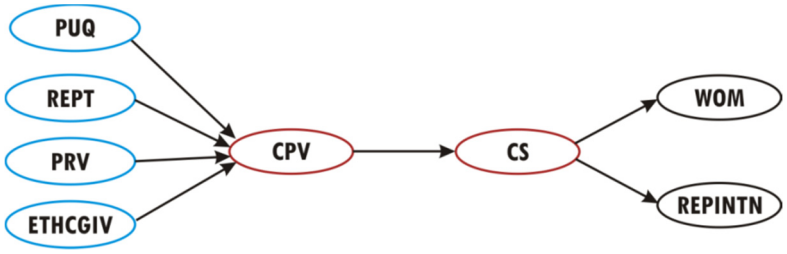


Figure 8 Conceptual Model

4A.5.5. Hypothesis

Based on the literature, the researcher has formulated the following seven alternative hypotheses on the triangulation method among the variables in the study.

- H1- There is a significant and positive relationship between uniqueness value and consumer perceived value
- H2- There is a significant and positive relationship between reputation value and consumer perceived value
- H3- There is a significant and positive relationship between price value and consumer perceived value
- H4- There is a significant and positive relationship between ethnocentric value and consumer perceived value
- H5 – There is a significant and positive relationship between consumer perceived value and customer satisfaction
- H6- There is a significant and positive relationship between customer satisfaction and repurchase intention
- H7 – There is a significant and positive relationship between customer satisfaction and word of mouth

4A.6. Instrument Development

Mixed methodology approach was taken as a base of the item generation and variable identification. A structured depth interview has been carried out among the consumers of the selected products. Researcher interviewed the consumers, recorded the verbatim through audio recording system, and transcribed using software QDA Miner software. The depth interview solicited a set of questions regarding the consumers' perception about these types of products.

4A.7. Mixed Methodology Approach

Mixed methods potentially offer depth of qualitative understanding with the reach of quantitative techniques. Initially, it was the more quantitative researchers such as Paul Lazarsfeld who practiced mixed methods (Jahoda, Lazarsfeld, & Zeisl, 1971), but following Campbell's papers on ''triangulation'' as a means of convergent validation (Campbell & Fiske, 1959) and the emergence of grounded theory (Glaser & Strauss, 1967), whose ''constant comparative method'' involves comparing data from different sources, the triangulation metaphor is also established in qualitative research. In the present study researcher exercised a sequential triangulation method for more accurate results.

4A.8. Triangulation

Qualitative research based on grounded theory was originally developed in the 1960s by sociologists Glaser and Strauss (1967). In grounded theory inquiry, researcher formulates questions about a phenomenon, collects data on the item of interest, analyzes the preliminary data and reconstructs the phenomenon, then collects additional data and reconstructs until satisfied and

a tentative theory emerges (Thomas E, Scruggs. Margo A, 2006). Triangulation of data sources, data types or researchers is a primary strategy that can be used and would support the principle in a case study research that the phenomena must be viewed and explored from multiple perspectives (Baxter & Jack, 2008). The current study uses qualitative and quantitative perspectives for the grounded understanding of the research problem. In qualitative, anecdotes and verbatim of consumers were used. In quantitative, researcher adopted Likert scale based questionnaires.

4A.9. Development of Initial Set of Items

4A.9.1. Phase 1

In the first phase of the research, researcher explored the ideas and opinions that consumers held about consumption value. 19 depth interviews were conducted among consumers who have minimum 1 or 2 purchase experiences in Aranmula mirror, Balaramapuram Sarees and Fine Cotton Fabrics, Kuthampully Sarees and Coconut shell crafts of Kerala. The sample distribution of depth interview were 5 from Aranmula mirror, 6 from Balaramapuram Sarees and Fine Cotton Fabrics, 4 from Kuthampully sarees and 4 from coconut shell crafts. Respondents, balanced between male and female, were from a range of occupations such as white collar, home duties, and retired people. Researcher administered voice recording devices and writing of verbatim of the respondents. These files were transcribed with the help of QDA miner software.

4A.9.2. Depth Interview Process

The depth interview started with "*say something about this product*" and after 9 respondents interview questions were confined to some specific questions like "*reason for purchasing the product", "will you recommend this product", "are you satisfied with the product", "will you repurchase this*

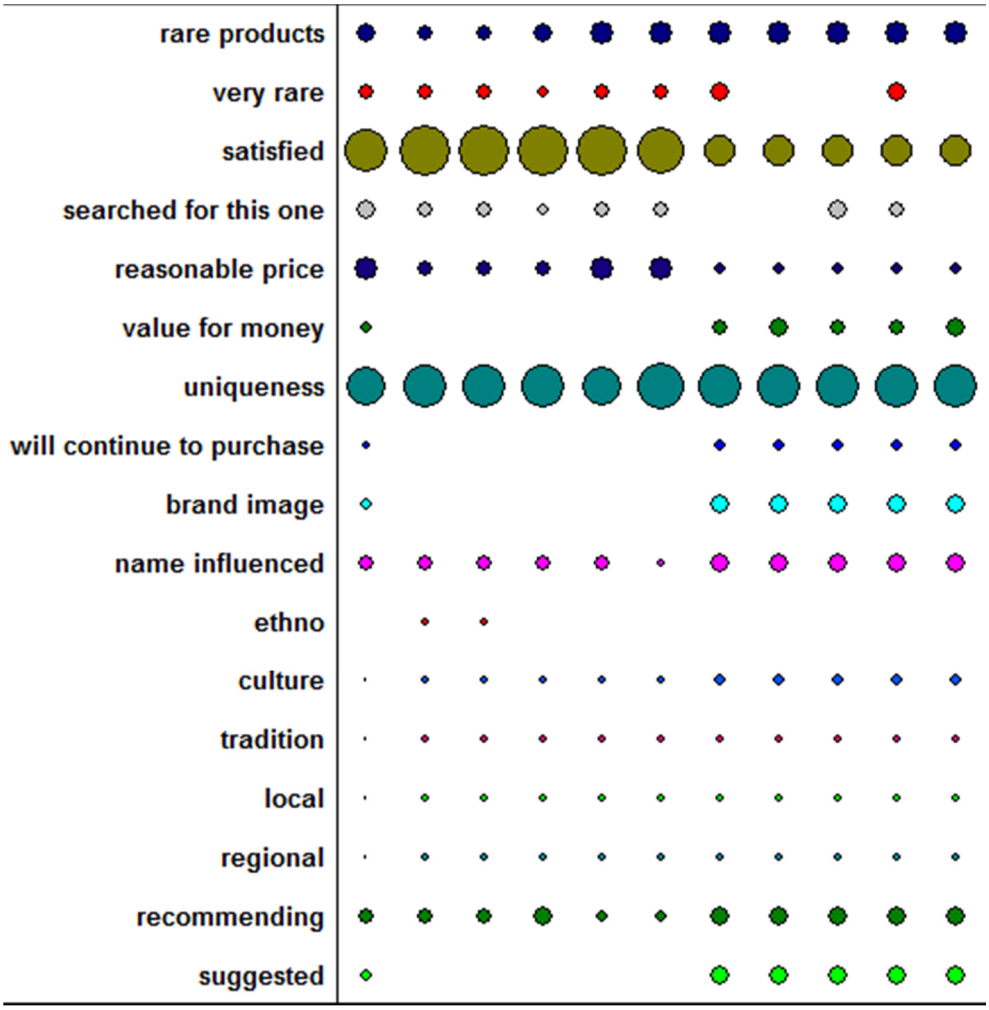
product", "whether you were getting ethnocentric feel (explained) while using this product" "whether the reputation influenced you to purchase the product" "whether the product is value for money", "whether the uniqueness of the product influenced the purchase decision" "whether you are interested in rare products". The purpose of the question was to identify the dimension of perceived value and the post purchase behavior in Geographically Differentiated Products (GIs). QDA miner is the common software used in qualitative data analysis and for this study, researcher used it for identifying the variables used in the study. After completing the 15th interview responses were repeated.

QDA Miner, the latest version (v. 4.0) of which was released by Provalis Research of Montreal, Canada, achieves mixed-model integration well. Researcher hard put to identify competing mixed- model software like QDA Miner that emphasizes qualitative data analysis features and is designed enough to code by hand.

4A.9.3. Coded Data

The QDA Miner data coding process includes the familiar QDA tasks of assigning text passages to codes or word tags that reflect particular concepts or qualities of analytical interest, as well as assigning numeric and/or nominal values to categorical, numeric, Boolean, and other variable types. QDA Miner 4.0 offers a wide range of tools to facilitate the ease and accuracy with which these tasks are done (Lewis & Maas, 2007). Krippendorf (2004) defined content analysis as "a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use" (p. 18).

Table 12 Code consistency of items



One of the qualitative researches is to capture subjective realties from the perspective participants (phenomenology). Researcher attempted to select information rich respondent to collect exact information.

Grounded theory is an inductive tool to explore and build a theoretical framework based on rich transcripts and field notes. Grounded theory relies on both positivistic elements as well as interpretive elements of qualitative research to develop theory. Researcher identified the above mentioned consumer behaviors and values in GIs with the help of QDA miner.

4A.10. Data Collection

4A.10.1. Phase 2

As a consequence of this exploratory phase, it was found that many of the items produced were generic. After taking account of identical or equivalent items, a total of 13 consumption value statements and satisfaction statements were retained for further evaluation. These consumption value and satisfaction consequence statements were analyzed to identify the corresponding scales. The scale items were evaluated by guides in intellectual property rights and in management studies in the primary face. Some items were deleted and reworded for the correction of the dimension. A panel of experts was selected according to the registration furnished in the Chennai GI registry. From Kerala majority of the GIs are registered by the Kerala Agricultural University, Textile Committee and the Spices Board of Kerala. For convenience, seven experts selected from these bodies, were asked to evaluate the items that were already created and they suggested some minor correction in the questions. In addition, these corrections lead to 32 items in the questionnaire.

4A.10.2. Sampling Design

4A.10.2.1. Population of the Study

In Kerala we have 23 registered GIs and good number of consumers are using this GI products for their various needs. There are many products yet to identify. All the consumers are very attracted to the uniqueness and quality of these products. Therefore, the population can be the users of the GI products in Kerala.

4A.10.2.2. Sampling Method:

The variables under study especially consumer perceived are not to any state. The consumers of different GIs of Kerala are tracked in their specific locations in order to get the robust measure of the index. Care was taken to include consumers of GI products in the producing location and their experience with that product. Quota sampling method was used to include all types and category of consumer respective of the selected GIs of Kerala. For this purpose support from the actual producers were received. The actual producers pointed the large selling events and genuine sellers of their GI products.

4A.10.2.3. Sample Size:

Since the actual size of population of the study was not known, it was not practically possible to arrive at a sampling frame and the size of the sample was estimated using statistical software. The squared multiple correlations of the independent variables are determined from the initial sample obtained from pilot study and these values were applied in the PASS13 software. Muthen & Muthen (2002) projected a sample size of 315 which shall adequately represent a population if other parameters are well within the limit. The error was set at five percent and the power of the tests was set at 90%. The sample sizes were estimated for each type of statistical analyses and the biggest sample size so estimated was 326. However, 354 responses obtained from the survey was used for testing the structural model. G Power test was also performed to cross check the estimated sample size.

354 completed and usable questionnaires were obtained from an overwhelmed number of 450 consumers approached for the purpose of collection of primary data. As the consumers were approached individually for the survey, respondents were provided with all clarifications to the queries about the questionnaire items and therefore less missing values found in the data.

4A.11. Pilot Study

The pilot questionnaire was executed to a convenient sample of 45 consumers consisting of 16 from Kuthampully Sarees, 14 from Balaramapuram Sarees and Fine Cotton Fabrics and 15 from Aranmula mirror with at least one product consumption was occurred. The objective of this employment was to obtain a general assessment of the instruments' appearance, to further eliminate items that did not contribute significantly to the value of the instrument, and to understand the underlying dimensions of the constructs under study.

The data collected from the pilot group was first scrutinized to identify the no response questions. If more than 70% of the respondents did not respond to a question, it was identified as an item to be removed or reworded.

4A.12. Validity Analysis

The ability of a scale or a measuring instrument to measure what it is intended to measure can be termed as the validity of the measurement. Any research instrument should be tested for validity so that it could be used for meaningful analysis. Validity can be measured through several methods like face validity, content validity, criterion- related validity and construct validity (S, sreejesh, sanjay Mohapatra, 2013).

Table 13 Types of validity

Type of validity	Description
Content	Does it adequately measure the concept?
Face	Does it measure what its name suggests?
Criterion	Does it predict a criterion variable?
Concurrent	Does it predict something that co-occurs with the criterion?
Predictive	Does it predict a future criterion?
Construct	Does it tap the concept as theorized?
Convergent	Do two instruments measuring the concept correlate highly?
Discriminant	Does it correlate with an unrelated variable?

Source: Sekaran, 2003

4A.12.1. Content Validity

Content validity refers to the adequacy in the selection of relevant variables for measurement. The scale that is selected should have the required number of variables for measurement (S, sreejesh, sanjay Mohapatra, 2013). The instrument had been developed on triangulation method, which means a grounded theory by the consumers' in-depth interview and the supported theories of perceived value from the literature, so as to ensure the content validity.

4A.12.2. Face Validity

Face validity refers to the collective agreement of the experts and researchers on the validity of the measurement scale. Here, experts determine whether the scale is measuring what it is expected to measure or not (S, sreejesh, sanjay Mohapatra, 2013). In face validity, one looks at the measure and judges whether it seems a good translation of the construct under study.

The questionnaire was given to the experts from the institutions who registered GIs in Kerala and some of the marketing managers of these types of products in public institutions. The purpose of the study has been briefed and asked to scrutinize the questionnaire. They were requested to critically examine the questionnaire, and to give objective feedback and suggestions with regard to the comprehensiveness/coverage, consistency of items and number of items in each variable. They had to suggest necessary changes by simplifying, rewording, removing, replacing and supplementing the items. Based on the feedback from experts, the researcher modified the draft questionnaire. This resulted in a new questionnaire, referred to as 'pilot questionnaire', containing 30 items under different dimensions and sub dimensions.

4A.12.3. Construct Validity

Construct validity refers to the degree to which a measurement instrument represents and logically connects through the underlying theory. Construct validity, although it is not directly addressed by the researcher, is extremely important. It assesses the underlying aspects relating to behavior; it measures why a person behaved in a certain way rather than how he has behaved. For instance, whether a particular product was purchased by a consumer is not the consideration, but why he has not purchased the product is taken into account to judge construct validity. This helps to remove any extraneous factors that may lead to incorrect research conclusions. For example, for a particular product, price may not be the factor that affects a person deciding whether to buy it. If this product is used in the measurement of a general relationship of price and quantity demanded, it does not have construct validity, as it does not connect with the underlying theory.

There are two statistical methods for analyzing construct validity—convergent validity and discriminant validity. Convergent validity is the extent of correlation among different measures that are intended to measure the same concept. Discriminant validity denotes the lack of or low correlation among the constructs that are supposed to be different. Consider a multi-item scale that is being developed to measure the tendency to stay in low-cost hotels. This tendency has four personality variables; high level of self-confidence, low need for status, low need for distinctiveness and high level of adaptability. Additionally, this tendency to stay in low-cost hotels is not related to brand loyalty or high-level aggressiveness. The scale can be said to have construct, if it correlates highly with other measures of tendency to stay in low-cost hotels such as reported hotels patronized and social class (convergent validity). Has a low correlation with the unrelated constructs of brand loyalty and a high level

of aggressiveness (discriminant validity). (These results were shown in the data analysis chapter)

4A.13. The Item Total Correlation

An item total correlation is the correlation between an item and the sum of the remaining items that constitute its scale. Items that have low item–total correlations may be candidates for elimination or rewording. A small item-correlation provides empirical evidence that the item is not measuring the same construct measured by the other items included. A correlation value less than 0.2 or 0.3 indicates that the corresponding item does not correlate very well with the scale overall and, thus, it may be dropped.

4A.14. Reliability

It is considered that if the outcome of a measuring process is reproducible, then the measuring instrument is reliable. Reliable measuring scales provide stable measures at different times under different conditions. For example, if a coffee vending machine gives the same quantity of coffee every time, then it can be concluded that the measurement of the coffee vending machine is reliable. Thus, reliability can be defined as the degree to which the measurements of a particular instrument are free from errors and as a result produce consistent results. However, in certain situations, poor data collection methods give rise to low reliability. The quality of the data collected can become poor if the respondents do not understand the questions properly and give irrelevant answers to them. Three methods can be used to evaluate the reliability of a measure. They are test–retest reliability, equivalent forms, and internal consistency.

4A.14.1. Test – Retest Reliability

If the result of a research is the same, even when it is conducted for the second or third time it confirms the repeatability aspect. For example, if 40 % of a sample says that they do not watch movies, and when the research is repeated after sometime and the result is same (or almost the same) again, then the measurement process is said to be reliable. In this study researcher adopted this method and identified almost same results in selected GIs.

4A.14.2. Internal Consistency

Internal consistency of data can be established when the data give the same results even after some manipulation. The problem with internal consistency is that the reliability of this method is completely dependent on the way the data are divided up or manipulated. Sometimes, it so happens that different splits give different results. To overcome such problems with split halves, many researchers adopt a technique called as Cronbach's Alpha that needs the scale items to be at equal intervals. In case of difficulty in obtaining the data at equal intervals of time, then an alternate method called KR-20 (Kuder Richardson Formula 20) is used to calculate how consistent subject responses are among the questions on an instrument. Items on the instrument must be dichotomously scored (0 for incorrect and 1 for correct). All items are compared with each other, rather than half of the items with the other half of the items. It can be shown mathematically that the Kuder–Richardson reliability coefficient is actually the mean of all split-half coefficients.

4A.15. Exploratory Factor Analysis

In-depth or unstructured interviews are one of the main methods used in qualitative research (Legard et al., 2003). In-depth interviews are often

described as a form of conversation (Burgess, 1982; Lofland and Lofland, 1995) with a purpose.

In this stage the attempt was to develop a comprehensive instrument to measure the constructs of perceived value with the antecedents and the customer satisfaction and behavioral intention. This was done based on the exhaustive survey of literature described in Chapter 2.

Another way of gaining insight into the structure of the instrument is to perform an exploratory factor analysis. It is a procedure that can be used when data has been obtained on a large number of variables and the researcher wants to explore the nature of the underlying factor structure. Factor analysis refers to a class of procedures used for variable reduction and summarization. A large number of variables which are highly correlated can be reduced to a manageable level through this technique. The interrelationship among these variables are examined and used to define the underlying factors.

There are many methods of factor analysis such as Principal Component Analysis, Centroid Method, and Maximum Likelihood Method. The most popular technique used is Principal Component Analysis (PCA). PCA is "simply a variable reduction procedure that (typically) results in a relatively small number of components that account for most of the variance in a set of observed variables" (Hatcher, 1994). This is recommended when there is no decision made regarding the number of underlying factors. It seeks to maximize the squared loadings of each factor extracted in turn.

Number of factors is another crucial decision to be taken in factor analysis. It is possible to have as many factors as there are variables, but in doing so no parsimony is gained. The objective is to decide on a set of interpretable number of factors which explains a substantial part of the

variation in the data. Several procedures have been suggested for determining the number of factors under PCA. They include Eigen values, scree plot, percentage of variance explained etc. An important output from factor analysis is factor-loading matrix, which represents the correlation between factors and variables. A large absolute value indicates closer relationship of the variable with the factor. To get a simpler structure, which can be better explained, the factor matrix is subjected to a rotation. Different rotation methods such as Varimax, and Quartimax are used to get a simple structure.

Part B. Research Methodology used for Producer Based Study

This part of the chapter is conceptually and empirically oriented towards resolving the challenge of the definition of "Producer" in the GI Act. Research methodology and data analysis are also included in this chapter. A detailed literature review is carried out in the previous chapter and the discussions of the same were empirically tested in this chapter.

4B.1. Introduction

In GIs examining the concept of producer is very significant due to its relation to every action associated with the product on the producers' livelihood. The registration of GI involves considerable impact on who can market that product and who can use the incredible reputation associated with name of the product (GI). The most important aspect of the certification is the number of benefits it provides to the producers. In this empirical study, researcher has identified the producer based on the activity he is doing in the GI business. The specific condition to treat a respondent to this study as "producer" is his direct involvement in the production. This study relate to producers attitude towards GI protection. In order to come out with the best results researcher identified the

actual producer with at most care. In agricultural products, farmers who are directly involved in farming were selected as the producers. The process of identifying the actual producer is a very important aspect, since the law makes wide scope in the definition of producer to cover persons other than persons involved in direct production. As discussed in the literature review, we could identify certain highlighted issues in the GI production and marketing. The major issues were discussed in the literature review chapter.

4B.2. Rational for the Study

In GIs of other countries globally fetched high attention when compared to the Indian GIs. The income of producers of GI products in other countries particularly in EU is very high as compared to India. As described in (Emilie Vandecandelaere Filippo Arfini Giovanni Belletti Andrea Marescotti, 2010) numerous wine journals, a strategic approach is necessary to sustain and enhance the livelihood of the producer and the market value of the product. Collective or organized marketing has been one of the major factors discussed in the literature (Chapter 2). The attitude based on this marketing technique among the producers will identify the viability of the concept. Therefore, the researcher took collective marketing as an important aspect in the questionnaire. Another important issue is the attitude of producers towards the GI protection. The basic intention was to examine whether the GI protection benefited the actual producer and whether the producer has actually realized that GI protection is helping them in marketing. The attempt is also to cover the knowledge of GI producer towards the Indian GI protection system. Most of the existing research has taken only the conceptual ideas about the GI protection and the implication. But the present study takes this at an empirical level.

4B.3. Demographic Variables of Producers

Demographic variables like the age, sex, family, type, primary business, number of family members involved in this business, education, income level were included in the questionnaire to find the sequence of the problem of producers. The items were generated with the help of experts from the Agricultural University who were involved in registering GI certification, the Textile Committee of India and the Spices Board of Kerala. .

4B.4. Scope of the Study

Scope of the study defines the boundaries of the research.

Population: producers of the GI were taken as the basic unit of the analysis in producers' based studies. Collective marketing, moving towards other business, GI protection, intermediary influence and the livelihood of the producer with GI production were the major dimensions used for identifying the producer problems. Therefore, the population is defined as all GI producers of Kerala having more than 10 years of experience. The producers selected in the study have direct involvement in production (manufacture) and in agricultural products, farmers who are directly involved in cultivation were selected as respondents.

Place of study: The study was conducted in Kerala covering various districts of Kerala, which have GI production and also included in the registered map of Chennai GI registry.

Period of the Study: The research is to analyze the present situation of the GI producers as specified in the objectives. The period of data collection was from March 2013 to September 2013.

Data sources: Major source of data was primary in nature collected from the manufacturers/farmers with the help of semi-structured questionnaire. In cases where the manufacturers/farmers who were not interested in reading questionnaire; the researcher personally asked the questions and recorded the responses. Details of the GI producers were mainly collected from the Chennai GI registry journals. Researcher excluded products that were pending registration in Chennai GI registry after December 2011.

4B.5. Research Design

The study describes the issues in GI production, marketing, and sustainability issues as described in the literature review pertaining to the producers. It explains how these issues are linked to the GI production and marketing. Therefore, the research design is explanatory in nature.

4B.5.1. Selected Products for the Study

As mentioned earlier, Chennai GI registry provides the details of GI products names, the location specialty, and the application details. According to law, producer means the users of the particular GI (discussed in detail in the first chapter with sections).

Table 14 Selected Products for the Study

Type		
Agriculture	**Textile**	**Handicrafts**
Pokkali rice	Balaramapuram Sarees and Fine Cotton Fabrics	Aranmula mirror
Vazhakkulam Pineaplle	Cannanore Home Furnishings	
	Kuthampully Sarees	

The law also envisages separate registration for users and it is in half way and only the map of the specific region of the GI is available in the

registration journal. Using that geographical map and the information in the journal the researcher has identified the list of products and their producers.

For convenience, the researcher selected products with the help of experts in GI certification. Initially the products are grouped based on the agricultural, textile and handicrafts registered from Kerala. Through internet, rating scale was emailed to the GI certification experts in Kerala Agricultural University, Textile Committee, Spices Board, Hantex and Kerala WTO cell (same in consumer perceived value – product selection). Based on that rating, the researcher has identified five products that have justifiable differences. The researcher personally met the producers and updated in local language about the GI production. In most cases the producers were located in small villages especially in Pokkali rice, Aranmula mirror etc. The objective was to cover different products and respondents who have direct involvement in production.

4B.5.2. Analysis Design

The statistical package SPSS 21 was used for data editing, coding, and basic analysis. Exploratory factor analysis was performed to understand the structure underlying in the GI production, marketing, and producer sustainability.

4B.5.3. Tools for the Data Collection

Questionnaire method was administered in local language and in English for data collection. The form was handed over to the producers with necessary instructions. In some cases, the researcher personally asked the questions and ticked according to the response. The experience of the producer in direct production was the first criteria for selecting the producer. It was fixed at 10 years and above in order to get maximum strength of the opinion.

4B.6. Instrument Development

The items were generated based on the literature especially legal literature and the key points of the literature were clubbed together and treated

as a head in the questionnaire. The items were based on the issues raised in the literature, which leads to an empirical study. Therefore, the items were mainly developed with the help of literature and the field experts from various government institutes who took initiatives for GI registration.

In the present study, issues conceptually discussed in the legal literature were the general basis of the items. These items were discussed with the field experts and guides. According to their opinion, some changes were made in certain items and some items were deleted due to repeating dimension.

4B.7. Content Validity

Content validity refers to the adequacy in the selection of relevant variables for measurement. The scale that is selected should have the required number of variables for measurement (S, sreejesh, sanjay Mohapatra, 2013). The instrument had been developed based on detailed review of literature, to ensure the content validity. Following table shows the items developed through literature review and expert opinion.

Table 15 Items for Producer Based Study

1.	I feel that the price charged on my product is reasonable
2.	The intermediaries were exploiting our business
3.	I believe organized marketing will help us to promote our business
4.	I believe organized marketing can reduce intermediary influence in the business
5.	I believe organized marketing can reduce duplicate entry in the market
6.	I believe GI protection is necessary
7.	GI certification is necessary for the protection of our reputation
8.	I plan to shift from this business because of its non –viability
9.	Being my traditional business I want to continue the same
10.	The intermediaries were controlling the supply chain of these business
11.	I believe organized marketing will increase our profit
12.	I am not willing to train my children to develop these business

4B.8. Pilot Test

A pilot test was administered to a convenient sample of 30 GI producers who have at least 10 years of experience. The object of this was to obtain a general assessment of the instruments appearance, eliminate items, and understand the dimensions of the constructs under the study. If more than 80 percentages of the respondents did not responded to the question, it was treated as reworded or to be removed.

4B.9. Demographic Variables

The demographic variable includes age, sex, income, family members involved in the business, education and primary or secondary business. Following table shows the detailed distribution of sample profile. Researcher selected number of respondents in each products based on the sales and production of the respective product in a month.

Table 16 Annual Income Distribution of the Producers of GI Products

Income	Pokkali Rice	Vazhakkulam Pineapple	Kuthampully Sarees	Aranmula Mirror	Kannur Home Furnishings	Balaramapuram Textiles	Total
3 Lakh and above	16	17	0	8	8	0	49
Below 3 Lakh	26	15	14	8	26	14	103
Total	42	32	14	16	34	14	152

The table shows the income distribution of the sample selected in various products. Since the distribution of income has very low variations researcher added 3 lakh as the medium of the differential income. The table shows that a very low percentage has above the range of above 3-lakh income. It is very interesting to see that the Aranmulla mirror (comparatively a good GI) producers also have the same situation in most cases.

Table 17 Age Wise Distribution of the Products

Age	Pokkali Rice	Kuthampully Sarees	Vazhakkulam Pineapple	Aranmula Mirror	Kannur Home Furnishings	Balaramapuram	Total
Below 50	0	0	11	8	0	0	8
50 – up to 60	12	3	9	1	7	3	26
60 – up to 70	3	7	6	7	19	8	44
Above 70	27	4	6	0	8	3	42
Total	42	14	32	16	34	14	152

The table shows the ages of producer in association with various GI selected in the study. There is only a small number persons who has the participation under age of 50. Aranmulla mirror has 8 producers who are below the age of 50 and in all other cases the age is above fifty. This highlights the issue of survival of producers of various GI. The lack of support for GIs is evident from this age group also.

Table 18 No. of Family Members Involved in the GI Production

	Pokkali Rice	Kuthampully Sarees	Vazhakkulam Pineapple	Aranmula Mirror	Kannur Home Furnishings	Balaramapuram textiles	Total
1 Member	27	9	15	13	23	4	92
2 Members	5	4	14	3	10	8	44
3 Members	2	1	3	0	0	1	7
4 Members	0	0	0	0	1	1	2
5 Members	8	0	0	0	0	0	8
Total	42	14	32	16	34	14	152

The above table shows the details of members involved in the GI marketing business. This is very relevant in the case of GIs that are family business since the idea of production is mostly with the family members of the specific region. The table shows the members involved in the production per family in each GI. In Pokkali rice there is a lot of work to do from the beginning of the cultivation of the rice till its harvest and marketing. Family involvement in the cultivation of this GI product is high since it is a family business in this region. In this case the survey respondents reported that there are more than two members in their family involved in this business. The highest member participation is reported in case of Pokkali rice and Aranmula mirror.

Table 19 Gender Classification of GI Products in the Sample

Gender	Pokkali Rice	Kuthampully Sarees	Aranmula Mirror	Vazhakkulam pineaple	Kannur Home Furnishings	Balaramapuram Textiles	Total
Male	37	14	15	22	34	11	133
Female	5	0	1	10	0	3	19
Total	42	14	16	32	34	14	152

The above table shows the very low female participation in the overall sample in the GI business. It shows only ninteen numbers in the total of the sample. Female participation is mainly in agricultural and handicraft products.

Table 20 GI a Secondary or Primary Business

Base	Pokkali Rice	Kuthampully Sarees	Vazhakkulam pineapple	Aranmula Mirror	Kannur Home Furnishings	Balaramapuram Textiles	Total
Secondary Business	12	5	27	0	5	5	52
Primary Business	30	9	5	16	29	9	93
Total	42	14	32	16	34	14	152

In the pilot study researcher found that, many of the producers were treating GI business as secondary business. Especially in agriculture, the producers were cultivating GI product only for domestic use and this is also shrinking to small areas due to the involvement of less number of family members. In case where it is treated as a secondary business, they were in the verge of stopping the GI business and started other business to survive. For example, in the case of Pokkali rice, being a seasonal crop, in off-season the field is used as prawn farming. The producers agreed that prawn farming is more profitable when compared to cultivation of Pokkali rice. In the study, it is noticed that out of the 42 cases of Pokkkali rice cultivation, 12 cases are secondary business.

Table 21 Level of Education

Education	Pokkali Rice	Kuthampully Sarees	Vazhakkulam pineapple	Aranmula Mirror	Kannur Home Furnishings	Balaramapuram Textiles	Total
10^{th} and above	6	0	10	6	0	0	12
Below 10^{th}	36	14	22	10	34	14	108
Total	42	14	32	16	34	14	152

The above table shows the education level of the producers; in Aranmula mirror and Pokkali rice, the education level is above tenth standard and in all other products it is below tenth standard.

4B.10. Exploratory Factor Analysis

On an average, some of the scores will be high, some low and some intermediate. Hence the interpretation of these scores will be extremely difficult, if not impossible. This is where the tool factor analysis (FA) comes handy and it allows the researcher in 'data reduction' and 'data summarization' of the large pool of items into a few representative factors or dimensions, which could be used for further multivariate statistical analysis. Factor analysis refers to a class of procedures used for variable reduction and summarization. A large number of variables that are highly correlated can be reduced to a controllable level through this technique. The interrelationship among these variables were examined and used to define the underlying factors. There are many methods of factor analysis such as Principal Component Analysis, Centroid Method, and Maximum Likelihood Method. The most popular one is Principal Component Analysis (PCA). Several procedures have been used for determining the number of factors under PCA. They include Eigen values, screen plot, percentage of variance explained etc. An important output from factor analysis is factor-loading matrix, which represents the correlation between factors and variables. A large absolute value indicates closer relationship of the variable with the factor. To get the simple structure varimax and quartimax methods were used.

4B.10.1. Initial Solution

The selection of this option in SPSS will produce the unrotated FA outputs such as communalities, Eigen values and percentage of variance explained. This output could be used as benchmark and compare with rotated factor solution results.

Table 22 Communalities

	Communalities	
		Extraction
1.	I feel that the price charged on my product is reasonable	.856
2.	The intermediaries were exploiting our business	.591
3.	I believe organized marketing will help us to promote our business	.707
4.	I believe organized marketing can reduce intermediary influence in the business	.648
5.	I believe organized marketing can reduce duplicate entry in the market	.754
6.	I believe GI protection is necessary	.883
7.	GI certification is necessary for the protection of our reputation	.814
8.	I plan to shift from this business because of its non –viability	.801
9.	Being my traditional business I want to continue the same	.685
10.	The intermediaries were controlling the supply chain of these business	.684
11.	I believe organized marketing will increase our profit	.529
12.	I am not willing to train my children to develop these business	.728
	Extraction Method: Principal Component Analysis.	

KMO stands for Kaiser–Meyer–Olkin named after statisticians, and it is considered to be the measure of sampling adequacy. As a general guideline, it is considered that a value greater than 0.60 shows acceptable sampling adequacy, greater than 0.70 shows good sampling adequacy, greater than 0.80 shows very good sampling adequacy and greater than 0.90 shows excellent sampling adequacy. It means that a larger value indicates greater likelihood that the correlation matrix is not an identity matrix and null hypothesis will be rejected. The KMO of the present study is shown below.

Table 23 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.703
Bartlett's Test of Sphericity	Approx. Chi-Square	1328.830
	Df	120
	Sig.	.000

Eigen value represents the amount of variance in all of the items that can be explained by a given principal component or factor. In PCA, the total amount of variance available is equal to the number of items; therefore, dividing the Eigen value by the number of items gives the proportion of total item variance accounted for by the given principal component or factor. The rationale for the Eigen values greater than one criterion is that any individual factor should account for the variance of at least a single variable if it is to be retained for interpretation. This criterion is considered more reliable when the number of variables understudy is between 20 and 50. The following tables show the factor analysis and its indices.

Table 24 Extraction Method: Principal Component Analysis

Rotated Component Matrix[a]					
		Marketing factor	**Product Sustainability**	**GI protection**	**Organized marketing**
1.	I am not willing to train my children to develop these business	.798			
2.	I feel that the price charged on my product is reasonable	.767			
3.	The intermediaries were exploiting our business	.763			
4.	The intermediaries were controlling the supply chain of these business	.757			
5.	I plan to shift from this business because of its non –viability		.824		
6.	Being my traditional business I want to continue the same		.583		
7.	I believe GI protection is necessary			.796	
8.	GI certification is necessary for the protection of our reputation			.617	
9.	I believe organized marketing can reduce duplicate entry in the market				.825
10.	I believe organized marketing can reduce intermediary influence in the business				.761
11.	I believe organized marketing will increase our profit				.662
12.	I believe organized marketing will help us to promote our business				.623
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					

The above factors are identified through exploratory factor analysis with varimax rotation and Kaiser Normalization. These four factors explain 73 percent of the construct and first factor explains 28 percent of the construct. Based on exploratory factor analysis researcher identified four major dimensions; first factor is identified as the marketing factor with four question, second factor named as the producer sustainability factor with two items, third factor identified as the GI protection factor with two items and finally it is identified as the organized marketing factor with four items. All these factors showed above .6 loading means that all are positive and the loadings are supporting the agreement of the producers. First factor shows that the marketing and development of business items and it shows the producer is not willing to pass the product to next generation and the high-level of intermediary influence in the business. Since the sample is 120 in all other cases this situation has dominance in the five products and we can conclude that intermediaries have a role in the marketing of the product. Next factor is on product sustainability, with these questions and corresponding factor loadings shows that this generation is simply following the ancestral business and they were not willing to train their children to develop the business. Moreover, this generation also is willing to shift to a more viable business. The next set of items were discussing about the necessity of GI protection at the producer level. With good loading the sample producers agreed that it is very essential to protect their product reputation. The last set of items were developed through the concepts proposed by various literature and all items got good loading score where the producers or manufacturers agreed that organized and centralized marketing will help the GI marketing.

4.11. Summary and Conclusion

This chapter presented various aspects of research methodology in relation with consumer and producer. In relation with consumer, the questionnaire development procedure as well as the administration of the questionnaire was explained. The draft questionnaire was developed based on literature and qualitative approach (triangulation) in relation to the perception of GIs. Exploratory factor analysis was performed on the pilot data to understand the under lying dimensions structure. This helped the researcher in variable reduction and identifications.

In relation with the producer, it explained the questionnaire development procedure as well as the administration of the questionnaire. The draft questionnaire was developed based on literature and field experts related to the GI registration. Exploratory factor analysis was performed on the data to understand under lying dimensions structure. This helped the researcher in variable reduction. A four-factor structure was accepted for identifying producer problems in GI registration and management. Based on the results obtained, further discussion is provided in the last chapter.

Chapter

5

DATA ANALYSIS AND RESULTS

• Contents •

5.1. Introduction

The purpose of this chapter is to examine the methods used for statistical analysis within this study. An overview of the data collection process and sample profiles are discussed initially and construct reliability is determined for all of the scales. The convergent and discriminant validities of the constructs are addressed. In this context, the purpose of this chapter is also to show the study results. SPSS and SMART PLS 3 were used to analyze the data.

5.2. Data Cleaning

For this step, researcher was guided by the previous researchers of school of management studies, Cochin University of Science and Technology. First, researcher checked the accuracy of the database, which showed that the data input was mostly correct and that there were no incorrect variable values (e.g. value of 6 on the 1-5 scales or in between markings). Instances in which only values of '1' or above were present and values of '0' were missing for categorical binary variables were interpreted as missing variable in SPSS. These errors were corrected.

5.3. Missing Data

This step is very essential before proceeding to the data analysis. First, an excess of missing data is problematic for the reliability and validity of the analysis if major data imputation is necessary. Second, the smart PLS3 software used for the PLS method is unable to handle missing data. Researcher performed the analysis block- by block first on antecedents, then on consumer perceived value, and finally on behavioral intention.

First, researcher examined the antecedents of consumer perceived value. A good rule of thumb states that in cases with 5 percent missing data,

the missing values can be substituted by the variable mean but for more than 15 percent of missing data that item is eliminated. Fortunately, this step was not required. Second, Researcher examined the consumer perceived value construct and it is already cleaned by the first step so there was no need of data cleaning. Therefore, Researcher examined and deleted those whose ratios of missing data were above 15%, meaning that an item was deleted if it had missing data. The situation was mixed for the outcome variables; there were hardly any missing data or item.

5.4. Examination of Outliers

The majority of variables were measured on a 1-5 scale, so outliers could cause only small problems, such as in the case of

- the income of the respondent
- the education level of the respondent

After analyzing the values of the variables, researcher deleted 3 questionnaires because of unrealistic size figures. A total of 354 respondents remained in the final sample.

5.5. Normality and Power Size

Inspection of normality of the data is a necessary check earlier to using certain multivariate data analysis techniques including regression analysis and structural equation modelling (SEM). In this regard, when a normality assumption is violated, an alternative technique should be employed (Henseler, Ringle & Sinkovics 2009). Here, kurtosis scores outside of +/- 2 times its standard error and skewness rating outside +/- 1 times its standard error have the potential to restrict the data analysis and subsequent interpretation of results (Kline 2005). In the present study, the skewed data on items measuring

constructs of consumer perceived value, customer satisfaction, and behavioral intentions had been estimated. Many measures of latent constructs exhibited a non-normality concern. It is further established through multivariate normality assumption of de carlo study and the result is attached as appendix (DeCarlo, 1997) **(Appendix 2).** This deviation from normality assumption was a strong reason for using PLS path modelling in this study (Henseler 2009), in addition to the sample size of less than a generally acceptable benchmark of 200 in each group (Garver and Mentzer).

5.6. Sample Profile

A total of 354 responses were collected by distributing the questionnaires among the consumers. The First criteria for selecting the respondent were that the person has at least one GI product and he/she used the product. Researcher adopted this block for identifying and filtering respondent. Aranmula Mirror, Kuthampully Sarees, Balaramapuram Sarees and Fine Cotton Fabrics, Pokkali Rice and Vazhakkulam Pineapple were the selected products for the research. After screening, 354 legitimate questionnaires were selected for the study. The following table shows the distribution of respondents in selected GIs of Kerala.

Table 25 Product wise Sample Distribution

Selected Geographical Indications	Aranmula Mirror	Kuthampully Sarees	Balaramapuram Sarees and Fine Cotton Fabrics	Vazhakkulam Pineapple	Pokkali Rice
Samples	49	60	122	88	35

The sample size in a product determined on the basis of amount of average sales order in a month. The present study carried on a 354 respondents (customers) of these products, 237 were male and 117 were female, more than 60 percent were below 50 age. The education level of consumers shows more than 75 percentage were above the pre-degree and only small percentage of consumers were below '10^{th} and below' education. The occupation class

shows that the salaried and entrepreneur professional class is very attracted to these types of GIs. Moreover, the areas of semi urban and urban consumers are very high in the sample. The following table shows the classification of respondents in the study.

Table 26 Sample Break up by Gender

Gender	Frequency	Percentage
Female	117	33.05
Male	237	66.95
Total	354	100

Out of 354 valid respondents, 117 were female and 237 males contributing to 33 and 67 of the total percentage respectively. However, the numbers are not equal in the sample adequate representation from both genders.

Table 27 Gender wise Sample Distribution

		Product class					Total
		Aranmula Mirror	Kuthampully Sarees	Balaramapuram Sarees and Fine Cotton Fabrics	Vazhakkulam Pineapple	Pokkali Rice	
Sex	Female	12	14	53	30	8	117
	Male	37	46	69	58	27	237
Total		49	60	122	88	35	354

While selecting the sample size the researcher adopted the amount of average sales order in a month in each product. For example, Aranmula mirror is less produced compared to the other products so the sample representation is less. Since the Balaramapuram Sarees and Fine Cotton Fabrics have much sales researcher increased its sample representation. Male purchase is high in case of Balaramapuram sarees cotton fabrics and female purchase is less in case of Aranmula mirror purchases.

Table 28 Area wise Distribution

Area of residence	Frequency	percentage
Rural	110	31.07
Semi Urban	141	39.84
Urban	103	29.09
	354	100

Majority of the respondents are from the urban and semi urban areas though rural consumers are also adequately represented with 110 respondents. More detailed table is given below which explains the product wise classification of sample in relation to the area of residence.

Table 29 Area wise Sampling Distribution of Each Product

Place of Residence	Aranmula Mirror	Kuthampully Sarees	Balaramapuram Sarees and Fine Cotton Fabrics	Vazhakkulam Pineapple	Pokkali Rice	Total
Rural	27	12	16	44	11	110
Semi Urban	10	35	54	26	16	141
Urban	12	13	52	18	8	103
Total	49	60	122	88	35	354

5.6.1. Income wise Sampling Distribution

Income is an important categorical item of GIs study because it provides a picture of the interest of consumer income classes towards the GIs. The present study deals with selected GIs so the segment of consumers involved in the sample are important to decide affective nature of consumer income.

Table 30 Income Wise Sample Distribution in Each Product

Income	Aranmula Mirror	Kuthampully Sarees	Balaramapuram Sarees and Fine Cotton Fabrics	Vazhakkulam Pineapple	Pokkali Rice
9 And Above	0	19	6	0	4
6 To 9 Lakh	9	21	18	10	9
3 To 6 Lakh	0	20	52	24	10
Below 3 Lakh	40	0	46	54	12
Total	49	60	122	88	35

The participation of the income wise distribution in Aranmlla mirror shows 9 in '6 to 9-lakh' class and a good number of consumers are below 3-lakh income class. Kuthampully Sarees and Balaramapuram Sarees and Fine Cotton Fabrics have different set of participation in income class distribution. Balaramapuram Sarees and Fine Cotton Fabrics have more participants in the below three lakh income class and Kuthampully Sarees have high participation in 9lakh and above classification. In agricultural products, Pokkali Rice has only 4 respondents in the 9 lakh and above income group. In Vazhakkulam Pineapple, it shows as high participation of Below 3lakh income group and shows a decreasing nature towards the above classes. In general, sample shows minimum equal representation is acquired in each product as income wise. The sample group shows maximum number at 'below income 3 lakh' class and minimum at 9 lakh and above.

5.6.2. Education Wise Classification of Respondents in the Sample

The table below shows the education level of respondents in the selected sample. In total, degree holders' class has much more attention in selected GI products. While looking at education level of responded consumers, degree class shows the peak interest class on purchasing these selected GIs. Pokkali Rice and Vazhakkulam Pineapple GIs, show zero participation in below tenth class and all other groups show a good representation.

Table 31 Education wise Classification of Respondents in Sample

Education	Aranmula Mirror	Kuthampully Sarees	Balaramapuram Sarees and Fine Cotton Fabrics	Vazhakkulam Pineapple	Pokkali Rice	Total
Pg	6	13	14	18	8	59
Degree	31	33	67	16	11	158
Pre Degree	9	14	37	54	16	130
Below 10^{th}	3	0	4	0	0	7
Total	49	60	122	88	35	354

5.7. Correspondence Analysis

As a beginning of data analysis, correspondence analysis is carried on the categorical items. Correspondence analysis is a descriptive/exploratory technique designed to analyze simple two-way containing some measure of correspondence between the rows and columns. The results provide information that is alike in nature to those produced by Factor Analysis techniques, and allows exploring the structure of categorical variables included in the table. The most common kind of output of this type is the graph with two dimensions.

Correspondence analysis is a technique of factoring categorical variables and displaying them in a property space that maps their association in two or more dimensions. It is often used where a tabular approach is less effective due to large tables with many rows and/or columns.The following correspondence graph shows the relationship of the product class and the place of residence of the respondent. This correspondence analysis is free from normality assumptions.

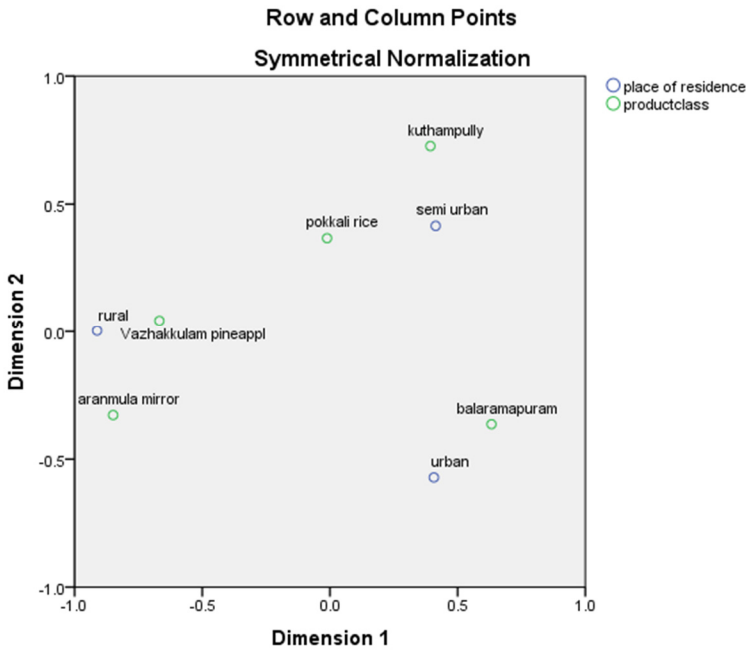


Figure 9 Correspondence Analysis with Respect to Location

The correspondence analysis is very useful to point out the relationship between two sets of categorical variables. In the above (Figure 9) the Vazhakkulam Pineapple and Aranmula mirror are closer to the rural area consumers, which mean they have good interest in these types of GI products. Pokkali Rice and Kuthampully saree are more close to the semi urban area consumers that mean they have special interest in these types of products. Balaramapuram points towards the urban area and comparatively price of Balaramapuram is high. This may be the reason for the urban people interest in this GI product. Overall, the analysis shows a good linkage of rural, semi urban and urban interest towards different GIs. (The summary table is attached as appendix)

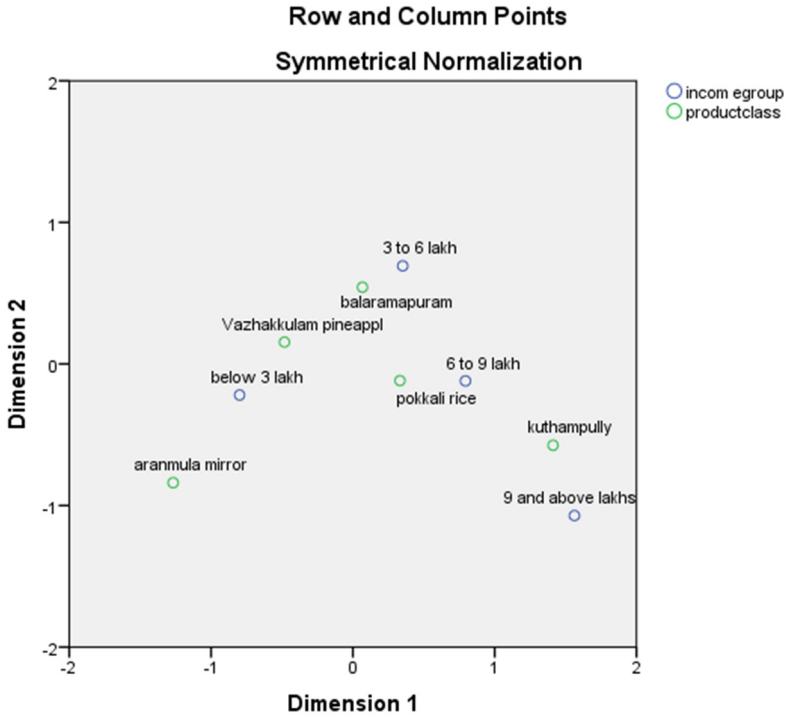


Figure 10 Correspondence Analysis with Respect to Income

After analyzing the region specific correspondence towards the product class, researcher identifies the income class attachment towards GIs (Figure 10). In income wise also below income group is attached to the Aranmula mirror and Vazhakkulam Pineapple. Balaramapuram Sarees and Fine Cotton Fabrics stands in between 3 to 6 lakh class and 6 to 9 lakh class. Vazhakkulam Pineapple is not good to justify with the table because it is consumed as Pineapple. Researcher also considered the age of the consumer and education level of the consumer but it will not bring association with the product class. The chances of third party buying are very popular in these products. Researcher blocked this issue by asking personal interaction with the consumer/ respondent. (The summary table is attached as appendix 7 and 8)

5.8. Exploratory Factor Analysis of the Antecedent Variables

Exploratory factor analysis is used to identify the dimensions of the construct and for this purpose researcher used IBM SPSS 21 software. Some of the scales were adapted from various studies and modified for the context. Therefore, these adapted scales need to be checked for the dimension reduction. PUV, REPT, and ETHGIV are the adapted scales and the dimension reduction process is started with the principal component analysis.

5.9. Principal Component Analysis

Principal components analyses (PCA) were conducted on the individual items of all the first order constructs/factors using the OBLIMIN extraction (except for VcRIs where VARIMAX extraction was used) with Kaiser Normalization. Even though Chin (1998) suggested the outer loadings of individual items above 0.60 and 0.70 to be acceptable and ideal respectively, all the items with outer loadings less than 0.50 were dropped. The outer loadings of each item on its respective construct are shown in Appendix 9.

5.9.1. Product Uniqueness Value (PUV)

To conduct a factor analysis, a matrix of correlation between the variables is analyzed using Kaiser-Meyer-Olkin (KMO) and Bartlett's testing. KMO is a measure of sampling adequacy; it tests for small partial correlations among items (Malhotra et al., 2006). Brace, Kemp, and Snelgar (2006) suggest that KMO values of 0.5 or lower are poor, and 0.6 is acceptable. If the value of the KMO exceeds 0.5 or is close to 1, factor analysis is considered an appropriate technique for analyzing the correlation matrix (Hair et al., 1998; Malhotra et al.,2006).

Table 32 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.613
Bartlett's Test of Sphericity	Approx. Chi-Square	221.818
	Df	3
	Sig.	.000

Bartlett's test of sphericity also tests whether the correlation matrix is an identity matrix, which would indicate that the factor model is inappropriate (Malhotra et al., 2006; Pallant, 2007). If the Bartlett value is significant ($p<$ .05), it is considered appropriate to apply PCA. Otherwise, the data is probably not factorable. The number of factors that exist in a dataset is determined by its eigenvalues and percentage of variance (Malhotra et al., 2006). Eigenvalues indicate the number of factors to be extracted for which the sum of eigenvalues is equal to the number of variables (Brace, Kemp et al., 2006; Malhotra, Hall et al., 2006; Zikmund, 2003). Many researchers (Hair et al., 1998; Malhotra et al., 2006) suggest that if the eigenvalue of factors exceeds 1, they should be classified as significant and useful as unique to factors; otherwise they should not be further analyzed. If only one component has an

eigenvalue greater than 1, then all items are thought to measure a single underlying construct (Hair et al., 2006).

Table 33 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.875	62.499	62.499	1.875	62.499	62.499
2	.744	24.791	87.290			
3	.381	12.710	100.000			
Extraction Method: Principal Component Analysis.						

The percentage of variance can also help determine how many factors exist. Percentage of variance is calculated by dividing the associated eigenvalue by the total number of factors or variables and multiplying by 100 (Malhotra et al., 2006).

Table 34 Communalities

	Initial	Extraction
PUV1	1.000	.766
PUV2	1.000	.648
PUV3	1.000	.462
Extraction Method: Principal Component Analysis.		

Brace, Kemp and Snelga (2006) suggest that if the variable has a low communality (lower than 0.3) then this variable should be dropped from the analysis. In this study, all the communalities were large and none were lower than 0.3, so they were all retained in the measure.

Table 35 Component Matrix

	Component
	1
PUV1	.875
PUV2	.805
PUV3	.680
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

5.9.2. Ethnocentric GI Value (ETHGIV)

This variable includes three items, such as 'am so much attracted to regional products of my state', 'I believe this product is unique because of the natural specialties/ human skill of this particular region' and 'I consider local products as superior than other range of products'. These items were taken to conduct factor analysis, a matrix of correlation between the variables is analyzed using Kaiser-Meyer-Olkin (KMO) and Bartlett's testing.

Table 36 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.802
Bartlett's Test of Sphericity	Approx. Chi-Square	652.500
	Df	6
	Sig.	.000

KMO is a measure of sampling adequacy; it tests for small partial correlations among items (Malhotra et al., 2006). Brace, Kemp, and Snelgar (2006) suggest that KMO values of 0.5 or lower are poor, and 0.6 is acceptable. If the value of the KMO exceeds 0.5 or is close to 1, factor analysis is considered an appropriate technique for analyzing the correlation matrix (Hair et al., 1998; Malhotra et al., 2006).

Table 37 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.753	68.813	68.813	2.753	68.813	68.813
2	.660	16.509	85.322			
3	.316	7.911	93.233			
4	.271	6.767	100.000			
Extraction Method: Principal Component Analysis.						

Bartlett's test of sphericity also tests whether the correlation matrix is an identity matrix, which would indicate that the factor model is inappropriate (Malhotra et al., 2006; Pallant, 2005). If the Bartlett value is significant ($p<$ .05), it is considered appropriate to apply PCA. Otherwise, the data is probably not factorable. The number of factors that exist in a dataset is determined by its eigenvalues and percentage of variance (Malhotra et al., 2006). Eigenvalues indicate the number of factors to be extracted for which the sum of eigenvalues is equal to the number of variables (Brace, Kemp et al., 2006; Malhotra, Hall et al., 2006; Zikmund, 2003). Many researchers (Hair et al., 1998; Malhotra et al., 2006) suggest that if the eigenvalue of factors exceeds 1, they should be classified as significant and useful as unique to factors; otherwise they should not be further analyzed. If only one component has an eigenvalue greater than 1, then all items are thought to measure a single underlying construct (Hair et al., 2006; Manning & Munro, 2006).

Table 38 Communalities

	Extraction
ETHGIV1	.791
ETHGIV 2	.770
ETHGIV 3	.742
Extraction Method: Principal Component Analysis.	

The percentage of variance can also help determine how many factors exist. Percentage of variance is calculated by dividing the associated eigenvalue by the total number of factors or variables and multiplying by 100 (Malhotra et al., 2006).

Brace, Kemp and Snelga (2006) suggest that if the variable has a low communality (lower than 0.3) then this variable should be dropped from the analysis. In this study, all the communalities were large and none were lower than 0.3, so they were all retained in the measure.

Table 39 Component Matrix[a]

	Component
ETHGIV 1	.889
ETHGIV 2	.877
ETHGIV 3	.861
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Though some of the semantic differential scales measuring have been validated by earlier researchers, EFA was conducted for this construct because it was expected that this attitudinal construct consist of cognitive and affective attitudes. The results shown in Table 5.4 confirm these as two distinct factors, with items having high loadings and acceptable communalities above 0.50. Both extracted factors exhibiting high reliability with Cronbach's alpha, well above 0.70 (Nunnally 1978).

5.9.3. Reputation Value

Reputation value is considered as the third antecedent of the consumer perceived value. This variable is identified through grounded theory approach and adapted the sale developed by the (Veloutsou & Moutinho, 2009). These

items were very general to the brand therefore researcher suited the items towards the GI context. The items were 'purchased this because of its high reputation', 'I believe reputation makes me confident to buy this product' and 'this brand is trustworthy'. These items were taken to conduct factor analysis, a matrix of correlation between the variables is analyzed using Kaiser-Meyer-Olkin (KMO) and Bartlett's testing.

Table 40 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.532
Bartlett's Test of Sphericity	Approx. Chi-Square	263.203
	Df	3
	Sig.	.000

Bartlett's test of sphericity also tests whether the correlation matrix is an identity matrix, which would indicate that the factor model is inappropriate (Malhotra et al., 2006; Pallant, 2005). If the Bartlett value is significant ($p<$ .05), it is considered appropriate to apply PCA. Otherwise, the data is probably not factorable. The number of factors that exist in a dataset is determined by its eigenvalues and percentage of variance (Malhotra et al., 2006). Eigenvalues indicate the number of factors to be extracted for which the sum of eigenvalues is equal to the number of variables (Brace, Kemp et al., 2006; Malhotra, Hall et al., 2006; Zikmund, 2003). The eigenvalue of factors exceeds 1, they should be classified as significant and useful as unique to factors; otherwise they should not be further analyzed. If only one component has an eigenvalue greater than 1, then all items are thought to measure a single underlying construct (Hair et al., 2006; Manning & Munro, 2006).

Table 41 Communalities

	Extraction
REPT-1	.815
REPT-2	.810
REPT-3	.773

The percentage of variance can also help determine how many factors exist. Percentage of variance is calculated by dividing the associated eigenvalue by the total number of factors or variables and multiplying by 100 (Malhotra et al., 2006). In the study reputation value explains almost 60 percent (59.19) with these items. Therefore, these items are well explaining the variable in the study.

Brace, Kemp and Snelga (2006) suggest that if the variable has a low communality (lower than 0.3) then this variable should be dropped from the analysis. In this study, all the communalities were large and none were lower than 0.3, so they were all retained in the measure. From the table we can identify that the values are above 0.3 so researcher need not drop down any item in the variable reputation.

Table 42 Component Matrix[a]

REPT-1	.903
REPT-2	.800
REPT-3	.716

Above table shows the rotated component matrix of the item that were included in the Reputation variable and it turned as one variable after exploratory factor analysis. In addition, these items were sustained for the confirmatory factor analysis.

5.9.4. Price Value

Price value is considered as the third dimension of the consumer perceived value. Researcher adapted the scale (Chang & Wildt, n.d.; Dodds, Monroe, & Grewal, 1991; JJ Cronin, Brady, & Hult, 2000; oh, 2000; Sweeney & Soutar, 2001) for the measurement. There are three items in the perceived value construct and it is slightly modified for the context after ensuring validity and reliability of the items. Since the variables are constructed based on a mixed methodology approach this underlying dimension is already confirmed as antecedent in this study.

To run factor analysis, a matrix of correlation between the variables is analyzed using Kaiser-Meyer-Olkin (KMO) and Barletts testing. Brace, Kemp, and Snelgar (2006) suggest that KMO values of 0.5 or lower are poor, and 0.6 is acceptable. If the value of the KMO exceeds 0.5 or is close to 1, factor analysis is considered an appropriate technique for analyzing the correlation matrix (Hair et al., 1998; Malhotra et al.,2006). The following table shows 0.622 and it satisfied the sampling adequacy.

Table 43 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.622
Bartlett's Test of Sphericity	Approx. Chi-Square	241.908
	Df	3
	Sig.	.000

Bartlett's test of sphericity also tests whether the correlation matrix is an identity matrix, which would indicate that the factor model is inappropriate (Malhotra et al., 2006; Pallant, 2005). If the Bartlett value is significant ($p < .05$), it is considered appropriate to apply PCA. Otherwise, the data is probably not factorable. The number of factors that exist in a dataset is determined by its

eigenvalues and percentage of variance (Malhotra et al., 2006). Eigenvalues indicate the number of factors to be extracted for which the sum of eigenvalues is equal to the number of variables (Brace, Kemp et al., 2006; Malhotra, Hall et al., 2006; Zikmund, 2003). This construct showed the adequate value in the communalities and all items are taken for further analysis. The following table shows the communality scores of the price value dimension.

Table 44 Communalities

	Extraction
PRV-1	.479
PRV -2	.691
PRV -3	.756

The above-mentioned table shows the communality scores of the price value dimension. There are 3 items to define the construct with 5 point Likert scale scores ranging from 1 to 5. The percentage of variance explained can also help to determine how many factors exist. Percentage of variance is calculated by dividing the associated eigenvalue by the total number of factors or variables and multiplying by 100 (Hwang, Takane, & Malhotra, 2007). Here these items explain 64 percentage of the price value dimension in the study.

Table 45 Component Matrix[a]

	Component
	1
PRV 1	.870
PRV 2	.831
PRV 3	.692

5.10. Consumer Perceived Value

Researcher examines consumer perceived value in the model with some antecedents: Product uniqueness, price value, reputation, and ethnocentric GI

value. Through mixed methodology approach researcher identified these variables and considered these variables as the antecedents of consumer perceived value of selected GIs. The first of these dimensions attempts to capture product uniqueness. To operationalize dynamism, researcher used question PUV1, PUV2, PUV3 from the questionnaire, which used a 5-point Likert-scale to assess change and its degree. The three variables are one-dimensional, and Cronbach's alpha has a value of 0.628, which exceeds the desired threshold. The second CPV dimension is reputation. The questionnaire contains questions 3 items related to this dimension. Three items can be related to reputation (Questions REPT1-REPT3), which was all measured on 5-point Likert-scales, with the higher value of the variable indicating that the reputation effect in question is stronger. A higher value indicated that reputation had a stronger effect. The third major dimension is ethnocentric GI centrism, which has also been measured with three items. To operationalize ethnocentric GI centrism, researcher used three items in ETHGIV1, ETHGIV2, and ETHGIV3, which asked on a 5-point Likert-scale. The fourth dimension is price value. It is measured with three items and which asked on a 5 point Likert scale.

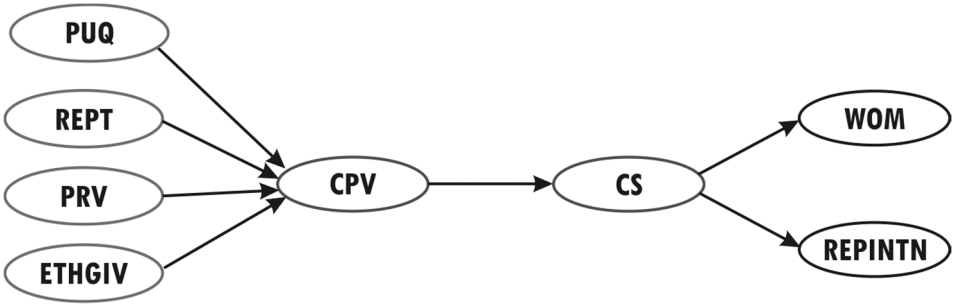


Figure 11 Latent Variable Model

Like all SEM models, this model consists of two major parts (measurement and structural model) and manifest and latent variables. The

structural model shows the relationships between the latent variables (marked with ellipses, abbreviated with LV). The measurement model shows the relationships between LVs and their respective manifest variables (marked with rectangles). Manifest variables are measured variables, which define the LVs behind them (LVs cannot be measured directly). That is, researcher is not able to measure product uniqueness as an LV directly but only through its manifest variables [variables PUQ1 – PUQ3].

Each measurement model can be either reflective or formative. In a reflective measurement model, the direction of causality goes from the LV towards the manifest variables (marked by the arrowheads). Therefore, researcher expects manifest variables to correlate with one another because they share a common cause. Similarly, the omission of a manifest variable does not change the meaning of the LV.

In formative measurement models, the direction of causality goes from the manifest variables towards the LV and researcher do not expect manifest variables to correlate with one another. Therefore, the omission of a variable may change the meaning of the LV. Based on these factors; my PLS model contains a reflective measurement model. Researcher would like to add a few remarks to Figure 7. First, to have a clearer view of the model, researcher put all manifest variables of a certain LV into one rectangle, instead of drawing as many rectangles and arrows pointing towards them as the number of the variables, as that approach would have made a complex model more chaotic. For the same reason, researcher did not include the error terms in Figure 7. After preparation of the model, the first test run was performed (using the path weighting scheme). Word of mouth and repurchase intention scales are

adopted as such from the existing studies, so the researcher does not included in measurement model.

5.11. Evaluating the PLS Model Results

It is important to note that contrary to confirmative SEM models explorative PLS models still do not have such global indicators that would assess the overall goodness of the model. Hence, the measurement and structural models must be evaluated separately. The prerequisite for structural model evaluation is that the measurement models are reliable and valid; therefore, researcher continues the analysis by examining these models.

The reliability and validity of the reflective measurement models can be evaluated in four different ways: internal consistency of LV, reliability of manifest variables, convergence validity and discriminant validity.

5.12. Internal Consistency of Latent Variables

For this evaluation, we can use two indicators, Cronbach's alpha and Composite reliability. Both indicators measure the reliability of a set of variables, and their value can be between 0 and 1. Depending on the source, the minimum required value may be between 0.6 and 0.7 or between 0.8 and 0.9. The exact threshold depends on the actual research phase (Nunnaly, 1994). The PLS method also assigns greater weight to more reliable variables; hence, the real reliability of the set of variables is somewhere between the values of alpha and rho. Table Figure shows the alpha and CR values for the model.

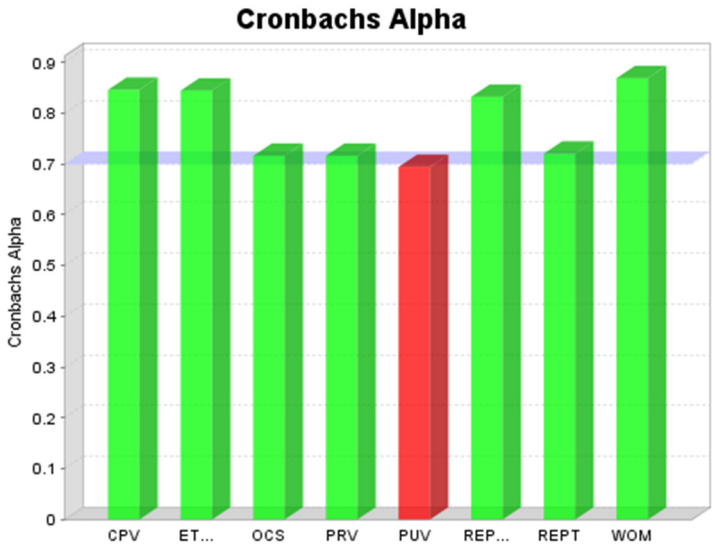


Figure 12 Cronbach Alpha

While testing the cronbach alpha score, it is found that product uniqueness value (PUV) is only .694. Since some article shows above .7 or nearly .7 it satisfies the condition of cronbach alpha score and thereby the internal consistency.

Table 46 Cronbachs Alpha

	Cronbachs Alpha
CPV	0.846
ETHGIV	0.845
OCS	0.717
PRV	0.716
PUV	0.694
REPINTN	0.833
REPT	0.720
WOM	0.869

5.13. Composite Reliability

Composite reliability score 0.7 or higher value is recommended (Fornell and Larcker, 1981). This showed that all measures had strong and adequate

reliability. The composite reliability was estimated to evaluate the internal consistency of the measurement model. This criteria is very good in the study.

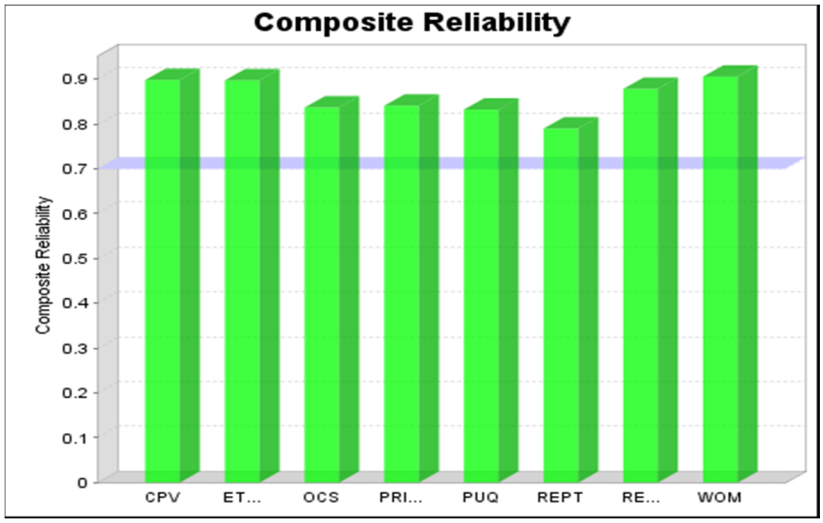


Figure 13 Composite Reliability

Table 47 Composite Reliability

	Composite Reliability
CPV	0.898
ETHGIV	0.897
OCS	0.837
PRICEVALUE	0.841
PUQ	0.832
REPT	0.790
REPINTN	0.878
WOM	0.905

5.14. Reliability of the Manifest Variables

Variable reliability shows how much variable variance is explained by the LV of the variable. Its value can be between 0 and 1, and regarding standardization of the variables, this value equals the squared loading of the variable. The minimum acceptable value is 0.5 or above. Appendix 9 shows the squared loading values.

5.15. Convergence Validity

Convergence validity can be evaluated by the AVE (average variance extracted) value. Interpretation of AVE is similar to the variance explained value in factor analysis. AVE shows to what extent the LV explains the variance of its own manifest variables (practically, it shows an average variable reliability). Its value can be between 0 and 1, and the minimum accepted value is 0.5. A lower value indicates that another LV explains the variance of the manifest variables rather than their own LV. Table shows the AVE values of the LVs in the model.

From the table, we can see that the AVE of all the latent variablesis above the required level. So the model passes the AVE fit indices.

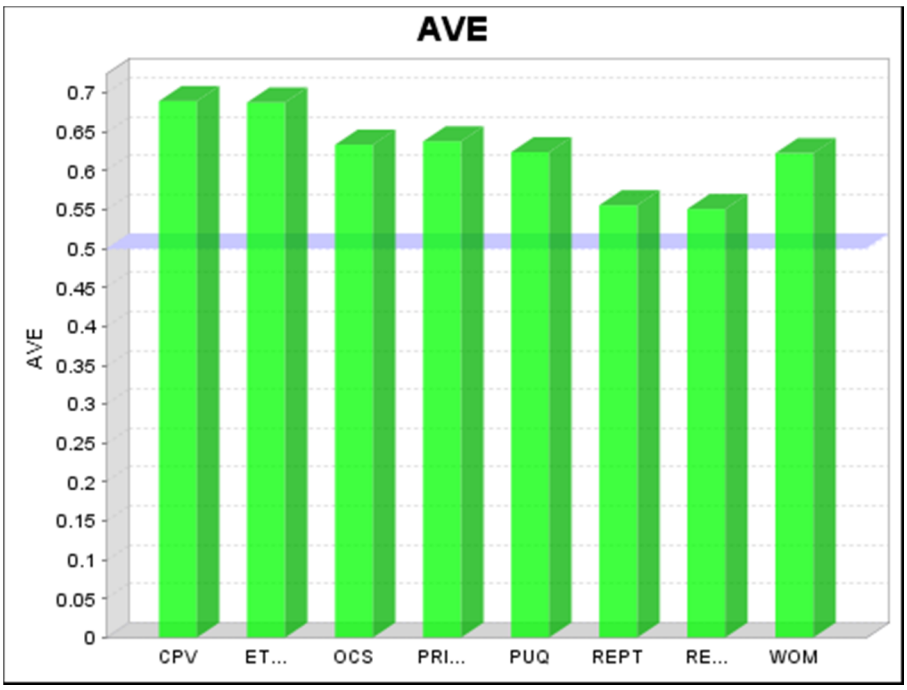


Figure 14 Average Variance Explained

Table 48 Average Variance Extracted

	AVE
CPV	0.690
ETHGIV	0.688
OCS	0.634
PRICEVALUE	0.638
PUQ	0.624
REPT	0.556
REPINTN	0.551
WOM	0.623

5.16. Discriminant Validity

Henseler, Ringle and Sarstedt (2015) show by means of a simulation study that the classical approaches (i.e., the Fornell-Larcker criterion and cpross-loadings) do not reliably detect a lack of discriminant validity in common research situations. These authors therefore propose an alternative approach, based on the multitrait-multi method matrix, to assess discriminant validity: the heterotrait-monotrait ratio of correlations (HTMT). Henseler, Ringle and Sarstedt (2015) demonstrate this approach's superior performance by means of a Monte Carlo simulation study, in which they compare the new approach to the Fornell-Larcker criterion and the assessment of (partial) cross-loadings. Finally, they provide guidelines on how to handle discriminant validity issues in variance-based structural equation modeling.

In PLS and PLS algorithm in SmartPLS 3, in the section "Quality Criteria" the results report includes discriminant validity assessment outcomes. The following results are provided: (a) the Fornell-Larcker criterion, (b) cross-

loadings, and (c) the HTMT criterion results. HTMT criterion is used to assess discriminant validity. If the HTMT value is below 0.90, discriminant validity has been established between two reflective constructs.

5.17. Fornell-Larcker Criterion

Table 49 Fornell-Larcker Criterion

	CPV	ETHGIV	OCS	PRV	PUQ	REPT	REPINTN	WOM
CPV	**0.831**							
ETHGIV	0.713	**0.830**						
OCS	0.594	0.479	**0.796**					
PRICEVALUE	0.693	0.478	0.366	**0.799**				
PUQ	0.872	0.835	0.548	0.424	**0.790**			
REPT	0.733	0.610	0.554	0.391	0.544	**0.746**		
REPINTN	0.744	0.673	0.688	0.470	0.718	0.570	**0.742**	
WOM	0.699	0.617	0.669	0.341	0.720	0.620	0.806	**0.789**

5.18. Cross Loadings

This condition states that the weight of a variable related to its own LV should be higher than its weights to all other LVs. This condition is shown in Appendix 9, from which we can see that this condition is also met, i.e., the measurement models are reliable and valid after the necessary modifications.

5.19. Heterotrait-Monotrait Ratio (HTMT)

HTMT ratio method proved to be more authentic to measure discriminant validity among constructs used in a model. As a criterion, if the value of HTMT is higher than threshold then there is lack of discriminant validity. A result greater than .85 tell as that the two constructs overlap greatly as they are likely measuring the same thing Clark and Watson (1994) and Kline (2001).

Table 50 Heterotrait-Monotrait Ratio (HTMT)

	CPV	ETHGIV	OCS	PRV	PUQ	REPT	REPINTN	WOM
CPV								
ETHGIV	0.208							
OCS	0.188	0.779						
PRV	0.299	0.484	0.438					
PUQ	0.194	1.023	0.554	0.475				
REPT	0.262	0.749	0.706	0.542	0.677			
REPINTN	0.222	0.696	0.335	0.600	0.614	0.664		
WOM	0.176	0.698	0.711	0.428	0.633	0.742	0.735	

5.20. Evaluating the Structural Model

The structural model can be evaluated with three methods, by analyzing 1) the explaining power of endogenous LVs; 2) the path coefficients, and 3) the strength of the effect. Explaining power of endogenous LVs (R^2) Endogenous LVs are those LVs that have arrows pointing towards them from another LV in the model. LVs that have arrows pointing towards them only from their manifest variables are exogenous LVs, and the explaining power of these LVs is 0 because they are not determined by other LVs.

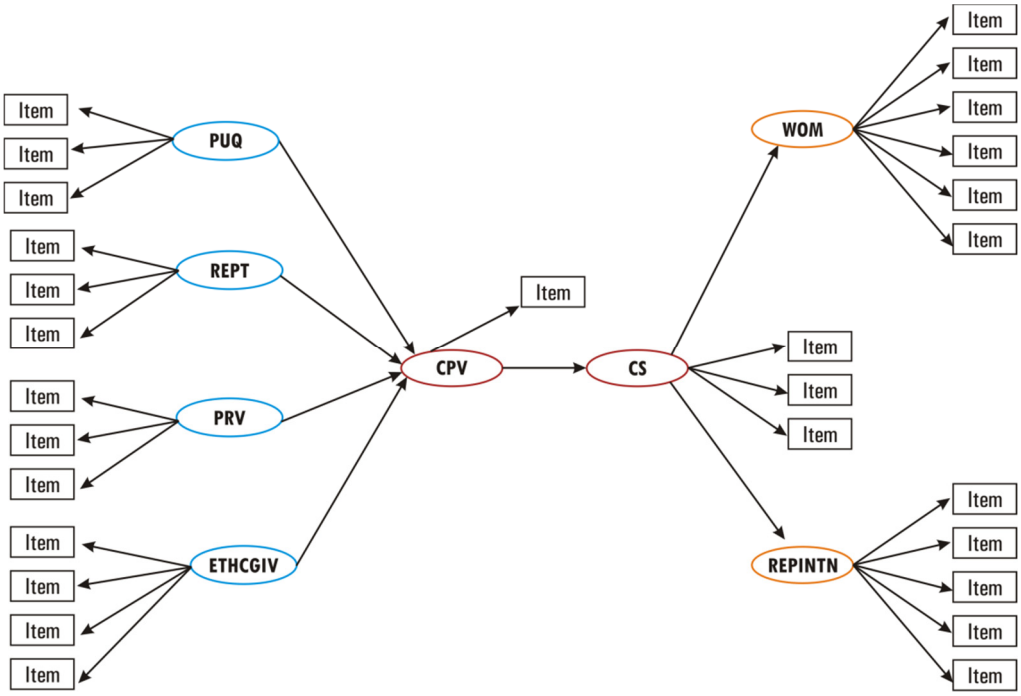


Figure 15 Theoretical Model with Items

Abbreviations in the model

PUV – Product uniqueness value

REPT- Reputation

PRV- Price value

WOM – Word of mouth

ETHCGIV- ethnocentric GI value

CPV- consumer perceived value (post purchase)

OCS- Overall customer satisfaction

REPINTN- Repurchase intention

5.21. Confirmatory Factor Analysis

To be consistent with the result of multivariate analysis used in this study, CFA for all reflective constructs was performed using SmartPLS 3 software (Ringle et al. 2005). CFA was conducted on pre-validated scales of the previous studies, as well as on scales extracted from the EFA above. Using the same software, weights for formative items measuring the CPV and OCS constructs were also estimated. Through CFA, the reliability of all reflective scales was examined, followed by an assessment of their convergent and discriminant validities.

5.22. Structural Model

The research model used in this contains 8 latent variables which need to be analyzed using an appropriate method that captures estimation of their scores. Therefore, a PLS algorithm was first performed on the model to estimate loadings of the indicators as in the above table and their weights (path coefficients). The strength of the structural model was then evaluated using a bootstrapping procedure with 500 resamples (chin 1998). The results are discussed in the following sub sections.

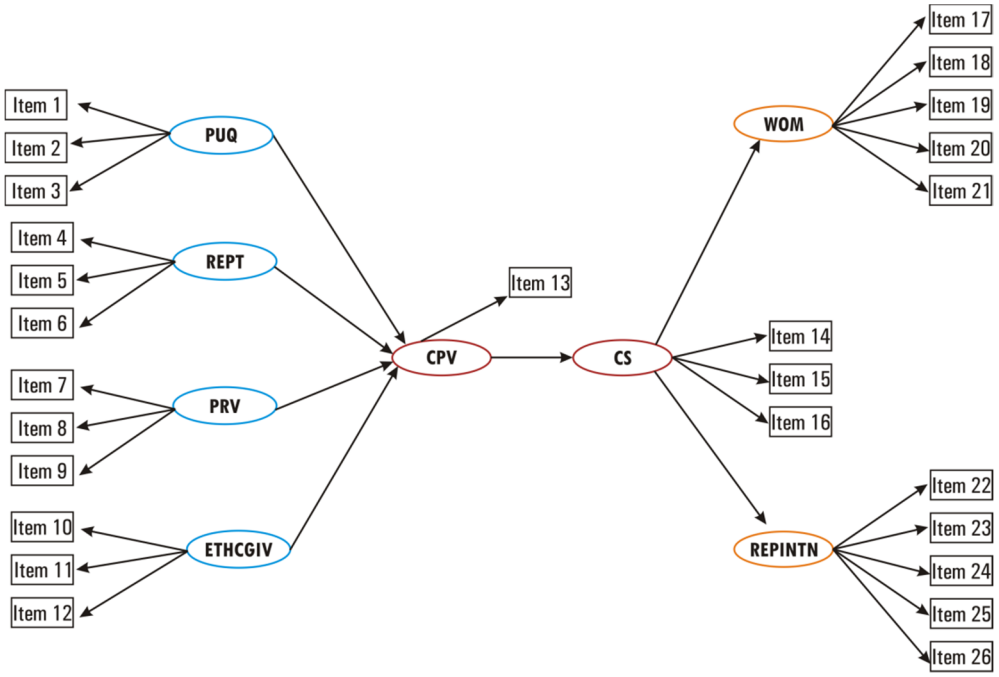


Figure 16 Latent Variable Model with Scale Items

The above figure shows the theoretical model constructs with items. Researcher identified PUQ, REPT, PRV, and ETHGIV as antecedents through mixed methodology approach (Chapter 3) and tries to define consumer perceived value in GI products. In order to define the concept of consumer perceived value these four dimensions provided an adequate role. Product uniqueness is the first value in the model denoted as (PUQ) in the model with

three items. Second dimension is reputation value is denoted as (REPT) in the model also with three items. Third dimension is price value in the model denoted as the (PRV) same number of items as above. Fourth antecedent is ethnocentric GI value denoted as (ETHGIV) with three items. The model forms a formative construct consumer perceived value (CPV) and it is with one item. Based on this the customer satisfaction is measured with three items (OCS). OCS is treated as treated as the outcome variable of the study with two outcomes such as Word of mouth and Repurchase intention. Word of mouth is denoted as the WOM in the study with five items. The item details are explained in the review of literature part in this thesis. Second outcome variable or independent variable is repurchase intention and it is denoted as (REPINTN) in the model (Appendix 11).

5.23. Model with Path Coefficients

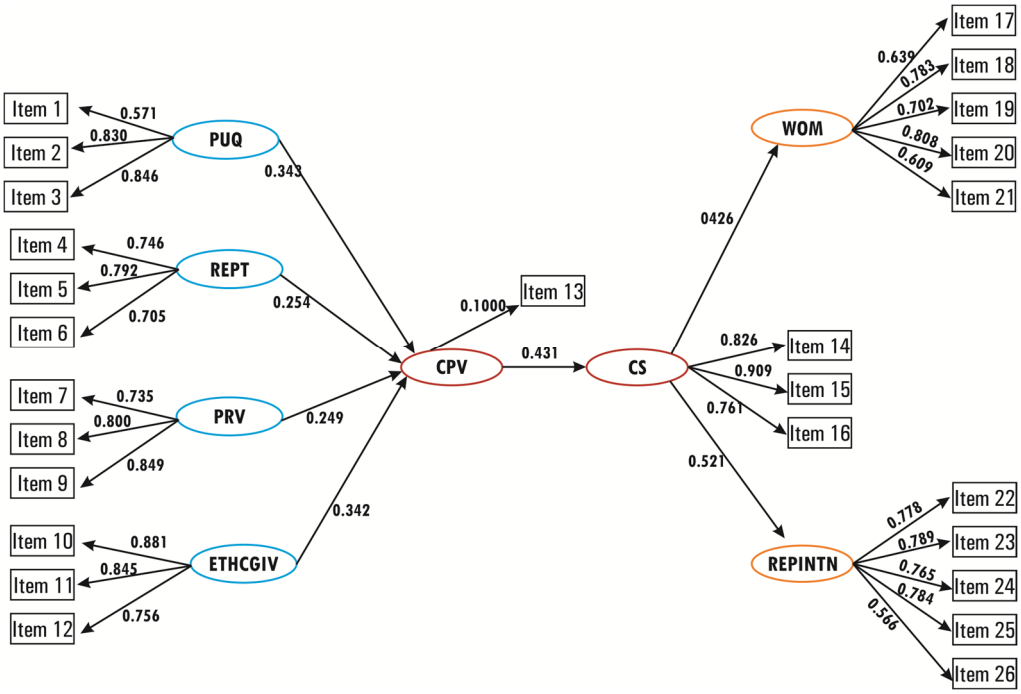


Figure 17 CFA with Path Coefficients

5.24. Hypothesis Testing

The results from structural model affirms that the all the antecedents of CPV have significant effect on CPV total value. The total effect of CPV leads to customer satisfaction in selected GIs is as follows:

Table 51 Hypothesis Results

Sl.No	Hypothesis	Results (significant at $p < 0.05$)
H1a	Product uniqueness value have a positive relationship with consumer perceived value	Failed to reject
H1b	Ethnocentric GI value have a positive relationship with consumer perceived value	Failed to reject
H1c	Reputation value have a positive relationship with consumer perceived value	Failed to reject
H1d	Price value have a positive relationship between consumer perceived value	Failed to reject
H2	CPV have a positive relationship with customer satisfaction	Failed to reject
H3	Customer satisfaction have a positive relationship with repurchase intention	Failed to reject
H4	Customer satisfaction have a positive relationship with word of mouth	Failed to reject

5.25. Comparison of Path Coefficients in Selected GIs

This study is specifically on identifying the potential candidate for GI certification and for that to develop an index to measure the consumer perceived value of GI products. Based on this researcher developed an index and tested in various products. In order to test the importance of each variable the following model is accomplished through smart PLS 3 software. It is identified that there are four dimensions in the consumer perceived value of the GI products. Through an instrument, these antecedents are administered in different product samples. The selected products are Aranmula Mirror, Balaramapuram Sarees and Fine Cotton Fabrics, Kuthampully Sarees, Pokkali Rice, and Vazhakkulam Pineapple. The basic idea is to define the antecedent path values in different product groups. In order to achieve this target researcher used different models for different products. Following are the smart PLS path coefficient values for selected GIs.

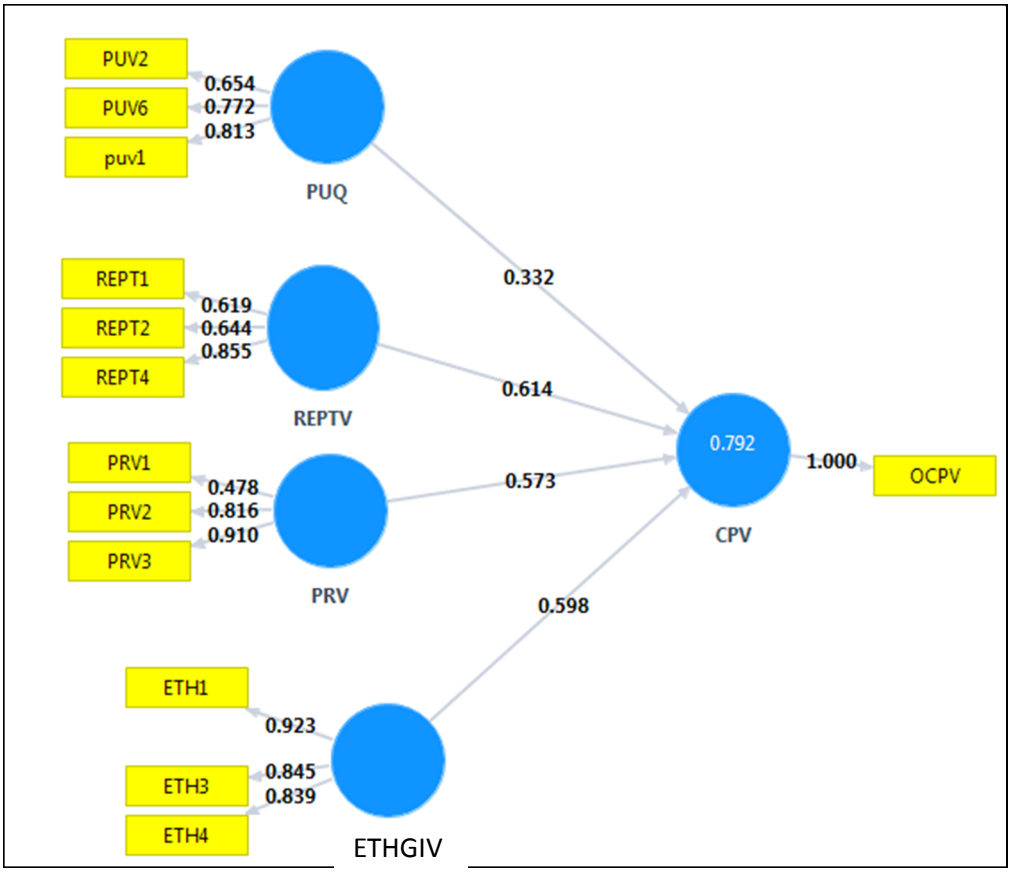


Figure 18 CFA of Aranmula Mirror with Path Coefficients

Aranmula mirror, a handicraft product, among the selected product shows a very good path values in ethnocentric GI value, Reputation value, Price value and Product uniqueness value (0.332,0.614, 0.573 and .598). Since the purpose of Aranmula mirror is different and the brand name is high, the purchase consumption may be the reason for good path coefficient in this model. It also shows that 'Aranmula' is relevant in the purchase of this commodity because there is high brand priority or a brand centric consumption pattern among consumers. In ethnocentric GI value, it shows a very high relevance. Regarding the product price consumer may have a feeling that the price is reasonable and the price is very low compared to its utility. In

addition, it is a handicraft product so it has a special attraction. Due to the small supply of Aranmula mirror from the local areas of Aranmula the price fixed at the local market is high. These considerations may be the main reason for the Aranmula mirror become good in the path values all four dimension. Since the path coefficients are good, and consumer perceives it, as unique, high reputation influence and locally derived supreme quality factor, GI registration, and protection is very essential for the product.

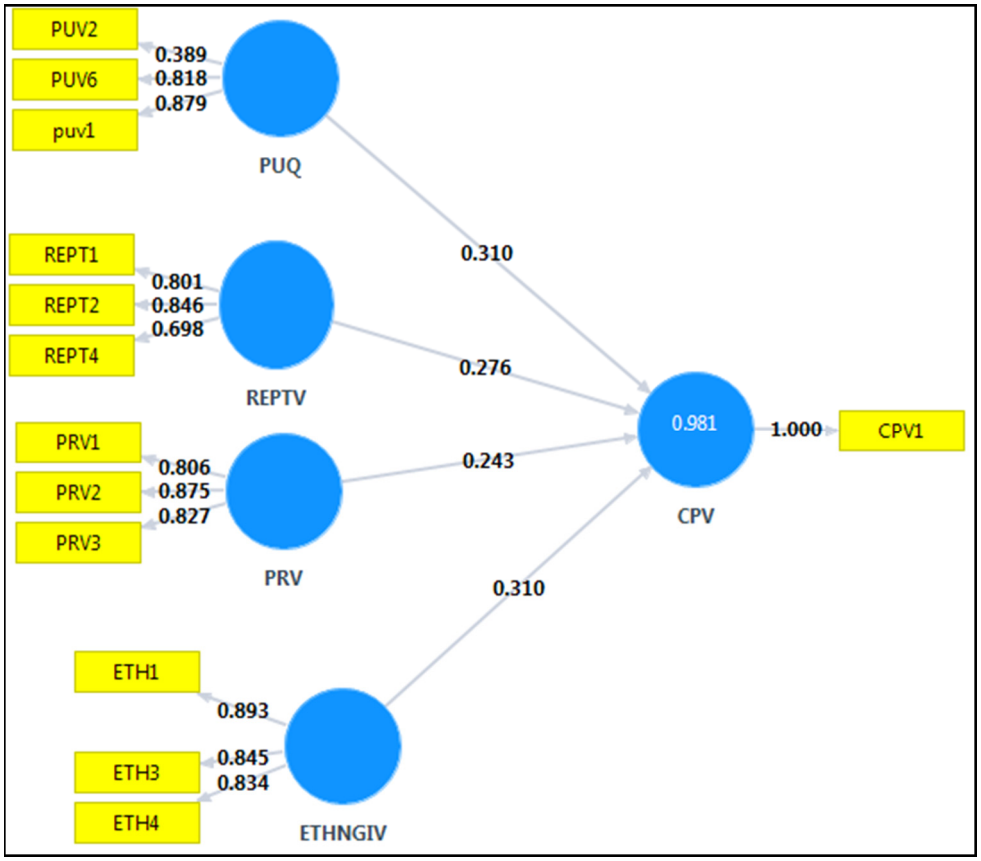


Figure 19 CFA of Balaramapuram Sarees and Fine Cotton Fabrics with Path coefficients

Balaramapuram Sarees and Fine Cotton Fabrics, a handicraft product, among the selected product shows a medium path values in ethnocentric GI value, Reputation value, Price value and Product uniqueness value (.310, .276,

.243 and .310). It also shows that name 'Balaramapuram Sarees and Fine Cotton Fabrics' have a high brand priority or a brand centric consumption pattern among consumers. Regarding the product price consumer may have a feeling that the price is reasonable and the price is very low compared to its utility. In ethnocentric GI value, it shows a very high significance. In addition, it is a handicraft product so it has a special desirability. Since the path coefficients are good, and consumer perceives it, as unique, high reputation influence and locally derived supreme quality factor, GI protection is meaningful for the product.

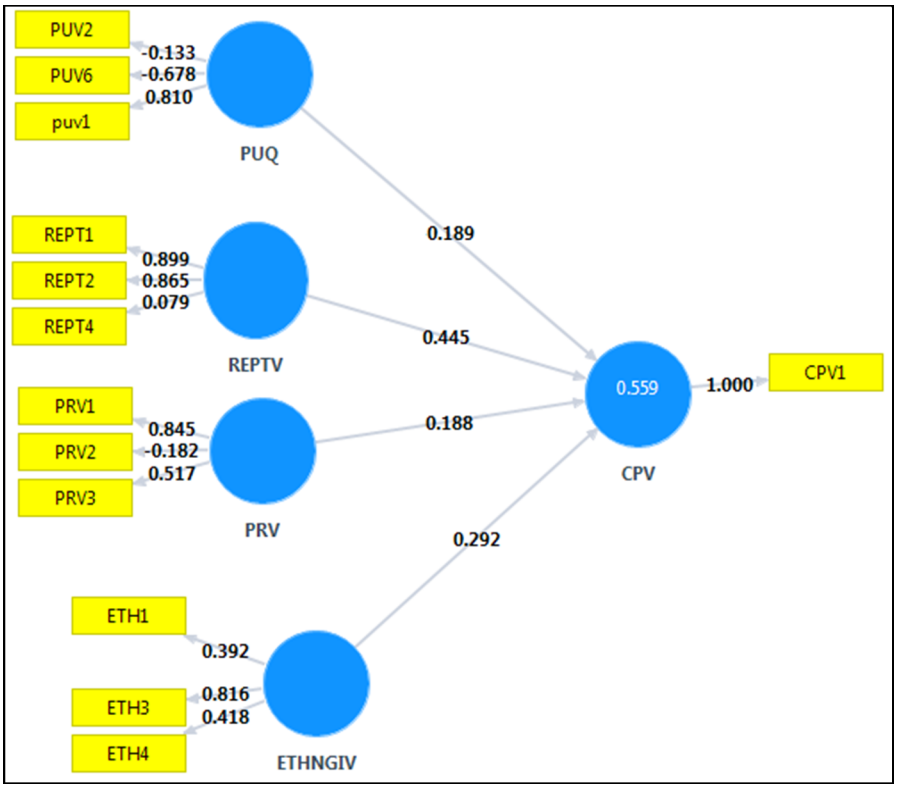


Figure 20 CFA of Kuthampully Sarees with Path Coefficients

Consumer perceived value of Kuthampully Sarees is assessed based on the path coefficients of the following model. This product shows positive

values in Ethnocentric GI value, Reputation value, Price value, and Product uniqueness value (.189, .445, .188, and .292). It also shows that Kuthampully name is relevant in the purchase of this product because there is brand centric consumption pattern among consumers. Regarding the product uniqueness, consumer have a feeling that the unique in its appearance and makes them a positive feeling on the product look. In ethnocentric GI value, it shows a very high significance and it is confirmed as an antecedent of consumer perceived value of this product. Since the path coefficients are good, and consumer perceives it, as unique reputation and locally derived supreme quality factor, GI protection is meaningful for the product.

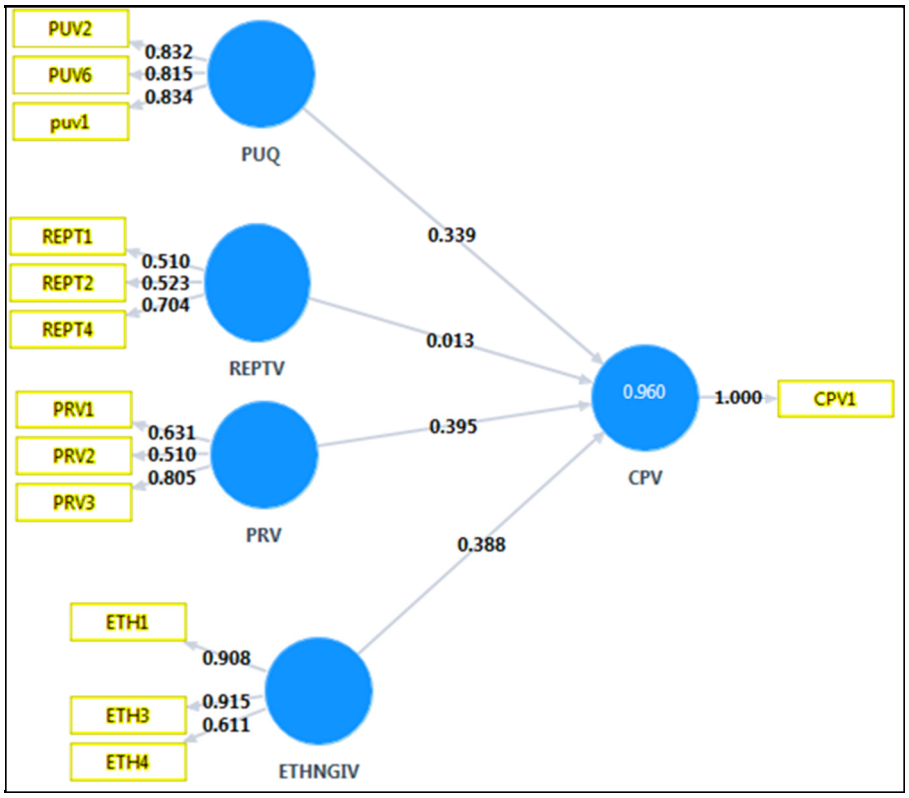


Figure 21 CFA of Pokkali Rice with Path Coefficients

Pokkali Rice is a very special type of agricultural product, cultivated in the salt water. Consumer perceived value is assessed based on the path

coefficients of the following model. This product shows positive values in Ethnocentric GI value, Reputation value, Price value, and Product uniqueness value (.339, .013, .395, and .388). It also shows that Pokkali name is not relevant in the purchase of this commodity because there is no brand centric consumption pattern among consumers. Regarding the product uniqueness, consumers have a feeling that the unique in its appearance and taste makes them a positive feeling. In ethnocentric GI value, it shows a very high significance. Brand awareness is there but the purchase influence due to its brand name is very less in the selected sample. Product uniqueness value is good in this product and it is confirmed as an antecedent of consumer perceived value of this product. Since the path coefficients are good, and consumer perceives it, as unique, even if less reputation and locally derived supreme quality factor, GI protection is meaningful for the product.

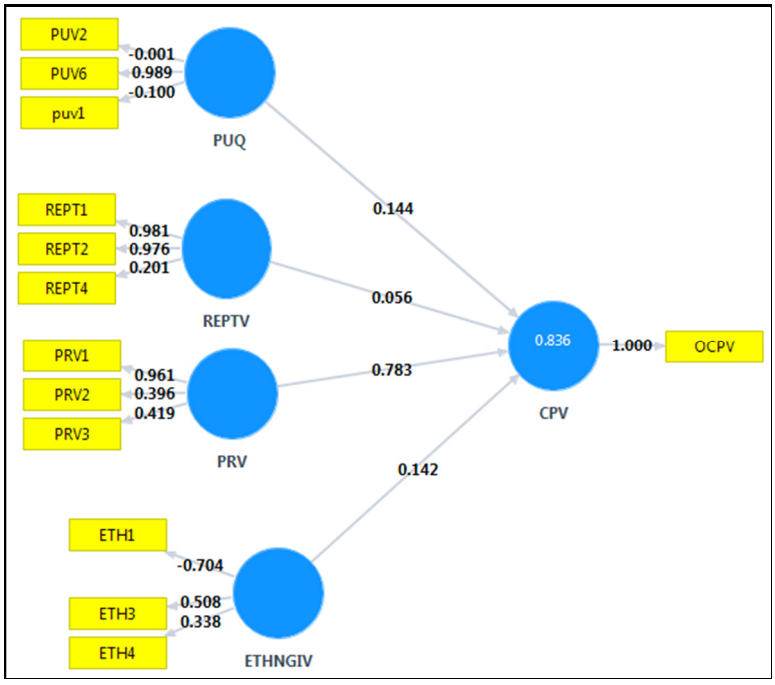


Figure 22 CFA of Vazhakkulam Pineapple with Path Coefficients

Vazhakkulam Pineapple, an agricultural product, among the selected product shows a very poor path values in ethnocentric GI value, Reputation value and product uniqueness value (0.144, 0.056, and 0.142). Since the purpose of Pineapple is different and the brand name is silent, may be the reason for low reputation path coefficient in this model. It also shows that 'Vazhakkulam' is not relevant in the purchase of this commodity because there is no brand priority or a brand centric consumption pattern among consumers. In ethnocentric GI value, it shows a very poor relevance. As same as the above the consumption of Pineapple is superior to its brand and consumer is less concerned about the region value in its reason for post purchase behavior. Price value path shows good score of .783. Since the commodity price is very low and it is very popular in Vazhakkulam area consumer may have a feeling that the price is reasonable and the price is very low compared to a valuable commodity. In addition, it is an agricultural product so it will not be good for more than three days after its maturity and the consumption volume and expenses incurred is very low. Due to the huge supply of Pineapple from the local areas the price fixed at the local market is very low. These considerations may be the main reason for the Vazhakkulam Pineapple become good in the path values of price value dimension. Since the values are less except in price value and consumer perceives it, as meagre unique, least reputation influence and less locally derived supreme quality factor, GI registration has to rethink on the present standards used for GI registration. It is important to note that the product fulfills all the requirements to register as GI and it is in the registered list.

5.26. Variations of Path Coefficients in 5 Selected GIs

From the above confirmatory factor analysis of the 5 selected products, Aranmula mirror shows as a good product for the status of GI certification. Balaramapuram Sarees and Fine Cotton Fabrics, Kuthampully Sarees, Pokkali Rice and Vazhakkulam Pineapple shows less path values. Balaramapuram Sarees and Fine Cotton Fabrics are good in product uniqueness value and ethnocentric GI value and agreeable in all other antecedents but the Vazhakkulam Pineapple shows very poor value in all the antecedents. In Kuthampully and Pokkali, they were standing in the middle. In some antecedents they show good coefficient value but in product uniqueness value Kuthampully shows only .189 and Pokkali Rice shows .015 in Reputation value. The coefficient analysis was very helpful to determine the status of consumer perceived value among various consumers.

Table 52 Comparision of Path Coefficient in Selected Products

Path	Aranmula Mirror	Balaramapuram Sarees and Fine Cotton Fabrics	Kuthampully Sarees	Pokkali Rice	Vazhakkulam Pineapple
PUQ → CPV	**.332**	**.310**	.189	**.339**	.144
REPT → CPV	**.614**	.276	**.445**	.015	.056
PRV → CPV	**.573**	.243	.188	**.395**	**.783**
ETHGIV → CPV	**.598**	**.310**	**.292**	**.388**	.142

5.27. Chapter Summary

This chapter has described the collection of survey responses, the process of data refinement, established measurement reliability, and validity, and presented the results from EFA, PLS path modelling and hypothesis testing. The initial findings provide support for the research model used in the present study through adequate measurement reliability and model validity.

Chapter

6

FINDINGS, SUGGESTIONS AND CONCLUSION

Contents

6.1. Introduction

GIs has been recognized as one of the powerful tools for marketing traditional products in the modern market. GIs are inseparably linked to places where the products are produced and gained reputation over a period of time through its continued use. They reflect the unique combination of local natural resources like climate, soil and cultural assets like traditions, know-how and skills often handed from generation to generation, thus establishing a specific link between the product and the local stakeholders. GI is a form of intellectual property recognized internationally by including it in the Trade Related Aspects of Intellectual Property Rights (TRIPS) Agreement of World Trade Organization. This research was undertaken with the primary objective of developing an index based on consumer perceived value (CPV) in marking for identifying the potential GI to be qualified for registration under the GI Act. Attempt was also made to find out whether the benefits of GI protection reach the actual producers of GI.

This is the first attempt to measure the CPV of GI with a methodological support to identify high quality GI for registration. Several streams of research reports are reviewed and a conceptual CPV model was developed to identify potential GI for registration. There are numerous literature, both supporting and criticizing the definition of producer in the Act and they are tested empirically in this study to find out whether it is in tune with the objectives of GI protection.

GI products are rare category of products which cannot fully cater to the demands in the market. In most cases the researcher noticed duplicates in the market that affects both the producer and the consumer. On the one side there is consumer deception resulting in brand dilution and on the other side the actual producer is finding it difficult to sell his product since the consumer is less confident about purchasing of the genuine product.

The researcher could identify that due to several shortcomings in the GI Act in identifying genuine GI for registration, several GIs, which do not deserve the GI status. This multi-disciplinary study proposes the following major recommendations for improving the situation. Firstly, the study designed a tool to identify the potential candidate for GI registration based on CPV and developed an index based on the identified constructs. Secondly, it proposes a new definition for producer. Finally, it suggests measures to use GI tag as a market promotion tool.

6.2. CPV Index- to Identify a Potential Product for GI Certification

The very idea of developing an index came from the search of unique quality variation of the registered GIs in India. Uniqueness of the GI product is very important to achieve the objectives of marking GI deriving/conferring maximum economic benefits to the producers. This is also important for the

consumers to enable them to purchase the product they are looking for. Most of the Indian GIs are found mismatched with the above objectives of protection. One of the reasons identified through research is the absence of the proper norms for determining the uniqueness of the GI for registration based on its potential market power. The GI registry requires clear guidelines to measure the level of uniqueness and reputation as a pre requisite to register a GI. The norm for registration prescribed in the GI Act is complicated and completely ignores what happens in the market. As proposed in the first chapter, the CPV of GI product is an important component for identifying the GI that has the true market potential. To fill this gap an index is developed to assess the CPV of the GI through this study. The problem of registration of names that do not deserve GI tag pointed out by Vrunda Kulkarni can be rectified with this CPV index (Kulkarni & Konde, 2011). Hence in order to identify the potential GI product for the registration this study recommends one additional step of assessing the CPV of the product using the index developed for this purpose in the marker where the product is seeking protection.

The study consists of an exhaustive data analysis and fixing of an index to identify the potential GI product with full consideration of the market potentials. The important observation of the researcher in this study was that a mere GI certification will not make any impact on the market and thus fails to achieve the objectives of the GI Act. As stated in the justification part of the study the consumer should feel a change in the differentiation. Considering the intention of law and market potential of the product, the researcher has identified four major factors like Product uniqueness, Price value, Reputation of the product and the Ethnocentric GI value for the purpose of measuring CPV. The factors were identified through a mixed methodology approach in

order to get the perfect results. After heedful consideration, researcher developed the following CPV index.

Table 53 Index for Measuring Consumer Perceived Value of the GI

PUQ1	I perceive this product as highly unique	1 to 5
PUQ2	I can find out a couple of differences between this product and an ordinary product (without GI certification)	1 to 5
PUQ3	The product is easily identifiable in its appearance itself	1 to 5
ETHGIV1	I believe this product is unique because of the natural specialties/human skill of this particular region	1 to 5
ETHGIV2	Particular geographical quality of this region guided me to buy this product	1 to 5
ETHGIV3	I purchased this product because of locally manufactured or derived ethnic quality product	1 to 5
REP1	I purchased this product because of its high reputation	1 to 5
REP2	I believe that reputation makes me confident to buy this product	1 to 5
REP3	I strongly believe that this Geographical indication is trustworthy	1 to 5
PRV1	The product is reasonably priced for its uniqueness	1 to 5
PRV2	The product offers value for money	1 to 5
PRV3	This product carries a high price compared to non-GI competing products	1 to 5

Each question in the questionnaire carries 5 points and the final score will be 60. Since the factor of Uniqueness has utmost priority the researcher wants to implement a priority weightage system to this dimension. There are four dimensions in the questionnaire and each dimension will anchor a maximum of 15 points. In the weightage scheme, the formula for each dimension will be as per the following:

Table 54 CPV Calculation with Index

Average of the Product Uniqueness Value (PUQ) $\times \frac{55}{100}$	=	8.25
Average of the Price Value (PRV) $\times \frac{15}{100}$	=	2.25
Average of the Reputation Value (REP) $\times \frac{15}{100}$	=	2.25
Average of the Ethnocentric GI Value (ETHGIV) $\times \frac{15}{100}$	=	2.25
Total		**15**

In the weightage scheme, it was observed from the responses of consumers that highest priority is attributed to product uniqueness value (55%), for reputation, 15% for price value 15% and for ethnocentric value 15% thus average weighted score for uniqueness is 55%. This study recommends 55% weightage for product uniqueness.

The total of the above calculation will result in a total of 15. If the value is above 10, the product is eligible to get GI status. Since the study confirmed these underlying dimensions as the superior facts of the GI products, fixing these criteria's will be a legitimate way of identifying a potential product for GI registration.

The index is made out of mixed methodology approach and it is tested among five selected GIs of Kerala. As the researcher mentioned earlier, the value of the product exists in the mind of the consumer and if the consumer finds different sets of norms in different GI products and if they vary from product to product due to the failure in keeping the correct standard on quality or uniqueness, it will decrease the credibility of GI certification. In the data analysis part of this study the researcher could identify that CPV varies in selected GI tagged products. For example, while Vazhakkulam pineapple has not satisfied this criterion and scores very badly (6) in all these dimensions, the Aramnila mirror has secured the high score (13). In order to create an effective differentiation in the market with the certification method, the GI registry should take substantial care in the "consumer perceived value" while awarding/ adding GI tag to that product. Only the consumer perceived value can increase the value addition and profit to the product and thereby benefiting the producer.

The inclusion of CPV of the GI in the registration process could be achieved without any major amendments in the GI Act or Rules. As per the GI Rules it is mandatory to determine the uniqueness of the GI for registration. There is no express ban in the GI definition or in the procedure for determining the uniqueness of GI in including CPV for identifying the GI registration. Rule 33 of the GI Rules, the Consultative Group is responsible for testing the uniqueness of the GI along with other requirements. CPV could be included along with other parameters to determine the uniqueness in the GI for registration. For achieving this, the Group could engage an independent consortium or trustee to assist them in finding out the CPV based on the above index. This can be implemented by developing a detailed guideline for the Consultative Group in preparing the Examination Report for registration which is absent now.

6.3. Proposed Definition for producer

One of the main findings of this study is that the actual producers are not receiving the economic benefits they deserve. The main reason for this is the absence of control on the intermediaries who are marketing the products. The definition of the producer included in the GI Act is identified as one of the major reasons for this since the existing definition ignores major ingredients essential for the sustainability of traditional Indian GIs. The definition in section 2(k) of the GI Act primarily fails in focusing only on the actual GI producer. Law provided a space for the intermediary to be treated as a producer with an intention of safeguarding the existing business interests. This is evident from Section 21 of the GI Act which allows the intermediaries to be included as registered proprietor and authorized user in Part A and Part B of the GI Register respectively. Section 21 of the GI Act dealing with rights conferred by registration provides equal benefits to actual producer and

intermediary. This in fact facilitates the intermediary to exploit the genuine producer and the products. The study revealed that even when the actual producer has strived to maintain high quality for the products the intermediary, whose ultimate objective is to sell more products rather than genuine GI products, is seen to have indulging in malpractices resulting in dilution of the quality. Hence a new definition of "producer" confining its scope only to the actual producers is highly recommended.

6.4. Producer Definition in the GI Act (Legal Perspective)

The ultimate aim of GI Act and Rule is to protect the interest of the actual GI producers who are directly involved in the cultivation or production of the GI products. This study has been undertaken with the objective of evaluating the definition of producer in the GI Act at the ground level to find out whether the actual producers are benefited by GI protection. The main problems that the researcher could identify through this study have been discussed in the following points.

The majority of the producer groups in the selected products agreed that the intermediaries are exploiting this business. Majority of the actual producer or manufacturers are very poor and as per the sample profile, they belongs to the income group of below three lakhs. The exploitation of the actual producers or manufacturer by intermediaries is due to the risk in marketing the products. The producers are in immediate need of selling their goods because they were struggling to meet their livelihood. Intermediaries were exploiting this situation and the negotiation ends at very low price for the product. In certain cases, especially among producing farmers, they fix prices very near to cost of production or even below the cost of production due to the poor bargaining capacity and the predicament of the farmers.

In the producer study researcher could identify the following agreed arguments among actual producers. The literature review leads to some doubts about the sustainability of GI products in the future. The sample survey reveals that actual producers are not willing to train their children in the GI production. Neither are they interested in their children pursuing the same business. The sample also shows that actual producers are continuing in the business not because of the financial viability but due to their lack of expertise/confidence in pursuing any other business. They are simply following their traditional business. They also agreed that the intermediaries are highly exploiting them and appropriating the major chunk of the profit in the business. However, in most of the cases the producers agreed that GI protection is necessary. The sample also shows a good number of producers agreeing that GI certification will protect their reputation. But further study is necessary for understanding the basis of this assertion which is beyond the scope of this study.

The definition of "producer" in the GI Act provides a sound legal support to intermediaries associated with the GI business. This enabled them to fix the lowest price with the actual GI producers for their goods and sell it in the market at premium price. This is because of the inclusion of 'exploiting parties' (e.g., in the case of agricultural goods "the person who processes or packages such goods" and in the case of natural goods "the person who exploits the goods") in the definition of producer in the GI Act. It appears that the intention of the Legislature in adding this wide definition is to support the prevailing GI business in the Indian economy. But, the study empirically tested the impact of this definition and reaches the conclusion that this may, on the contrary, lead to the actual producers discontinuing the production of many GIs in the near future.

Researcher could notice that actual GI producer who engaged in the cultivation or production of the GI is doing it for different set of motivation. In textile and handicrafts, actual GI producer finds satisfaction in each piece of product and strive for perfecting it. They also believe that their artistic skill is gift of God. In agriculture, the number of actual producers is reducing considerably and those involved in cultivation is doing it mainly for self consumption. It is observed that the intermediaries are more market centric and their aim is to achieve the target market within the time limits. In GI business, it is not possible to meet the demand because of the peculiar nature of the concept of GI. Therefore, the intermediaries are diluting the brand with duplicates. The study also reveals that the duplicates in the market are the product of intermediary group. These duplicates have a potential to adversely affect the reputation of the GI.

To prevent the duplicates in the marker, the definition of 'producer' has to be restructured and the registry has to control use of GI name on the product to actual producer. It is not possible to completely avoid intermediaries in the GI business because the producers are very busy with the manufacturing of the GI product and they are not effectively organized to market their products. Hence they need the support of intermediaries particularly when they wanted to expand the market.

Two types of registration are currently possible under GI Act - Registered Proprietor' and 'Authorized User'. In both these cases intermediaries are included in the definition. This study recommends that actual producer alone should be treated as producer and the parties who are exploiting the GI should be brought under the direct control of actual producer. Hence the definition of the producer according to this study should be actual producer centric covering

only actual producers and excluding persons who processes or packages or who trades or deals in such production or exploitation.

Intermediary should be one who is dealing with the GI products based on the authorization of the actual producer and the right to deal with the GI goods must be limited to the quantity already agreed upon in the authorization to sell. Following picture shows the relationship of the actual producer and the intermediary:-

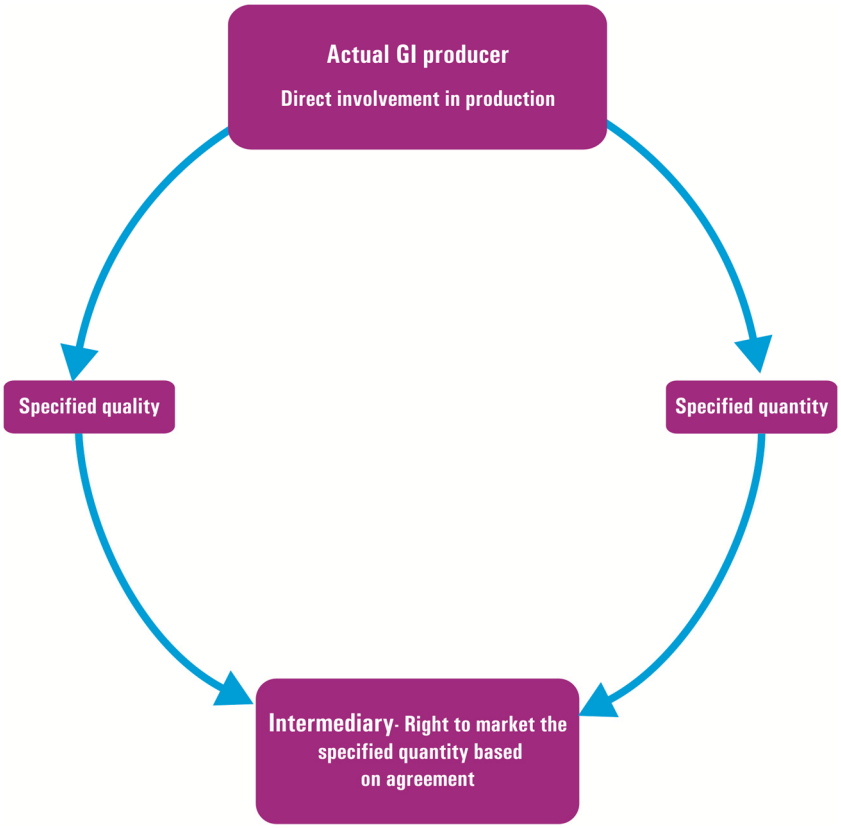


Figure 23: Expected Relationship of Actual GI Producer and Intermediary

This model is exactly 'Actual GI Producer' centric and it secures the right of the brand name with the Actual GI producer. Only those intermediaries who are authorized by the actual producer shall be permitted to register as

authorized user. This additional step is necessary for controlling the intermediaries and it will help the original producer to sustain his interest in the GI business. Moreover, it will bring social value to the actual producer because he/she is the ultimate authority in dealing with the GI goods. Social value of the actual producer has much importance in sustaining GIs and associated traditional knowledge if any.

Since the study could identify that, there is a need for structural and formal redefinition of 'producer' in the GI Act. This study proposes the following criterions to define 'producer'.

Producer means:

(a) Any person who is traditionally associated with the making of the specified GI product (such as an ancestor, grandfather, father, or any active member in that family relating to manufacturing of that GI product) or;

(b) Any person who is engaged in any process specified in the method of production of the GI product but does not include persons involved in any steps after the completion of the finished product such as using it as a raw material for producing value added products, packaging, warehousing and exporting.

These elements specifically exclude the intermediaries in the GI business by expressly excluding the parties associated with the GI products after completion of the production. The producer is the ultimate person who keeps the values of the manufacturing of that particular GI and keeps quality that is prevailing in the specified geographical area of the GI. This will per se promote the quality of the GIs and it will bring market and premium price to the product. Moreover the producer and product will survive in the market for long time.

6.5. GI Tag as a Market Promotion Tool

Many researchers have introduced organized marketing as a good concept in GI marketing and they have strongly recommended organized marketing as the best (or a better) strategy for the GI producers. They have also recommended that it is the best (or a better) way to reduce intermediaries. This study also recommends organized marketing as a good strategy provided we address certain practical issues in India. In India majority of the GI products comprises of a large number of beneficiaries spread over a vast area. The coordination and organization of production, in such cases, are very difficult unless a controlling agency is active for every product. Organized marketing among an uneducated group is another challenge in the GI marketing. Marketing involves many steps like branding, brand personality building, brand associations etc. All these steps require coordination and marketing knowledge among the producers. The common tendency among the GI producers is their desire to sell their product using independent individual brands. This is observed during the study of Aranmula mirror where they were selling it using different brand names along with the GI name.

As a way out, organized marketing with appropriate government, intervention is the best solution. The study reveals that the cooperative societies functioning in some of the areas have utterly failed in coordinating GI producers and are still struggling to give maximum wage to the actual producers (e.g., in the case of Pokkali rice). This situation is strikingly visible in the handicrafts sector of Kerala. There are two limitations in authorizing GI producers to get engaged in marketing. One is their lack of literacy (in most cases majority of the producers are illiterate) and the consequential inability to engage in business, and the other is their lack of time to engage marketing since in many cases the production takes a lot of time. In the case of Aranmula mirror, it will take at

least one week to make an Aranmula mirror and in the case of some other handicrafts it takes much, more time. The products selected for conducting this study justified, as suggested in the review of literature, that organized marketing will bring premium price to the GI products. Therefore, this study also support organized marketing concept as a promotion strategy of GI marketing. The importance of organized marketing is that it will centralize the supply of the product in the market and thereby facilitate control over price fluctuation. This can also help to regulate the inflow of duplicate products. A cooperative society functioning with participation of actual producers along with experts in the field of marketing and government agencies can tackle the problems in the supply and price. Moreover it will also reduce the intermediary influence. Further study is needed in designing the structure and functioning of cooperative societies in the context of GI.

6.6 Geographical Indication – Marketing Context

GIs are inseparably linked to places where they are produced and gain reputation over a period of time. They reflect the unique combination of local natural resources and other geographically linked factors like climate, soil or cultural assets like traditions, know-how and skills handed from generation to generation. Thus, GIs meet specific and remunerative demand as the consumers are increasingly concerned with specific attributes of agricultural and food products. Like Trademark, GI also is a brand name, but due to the bad effects of oligopoly and monopolistic competition it became a myth in India. The strength and weaknesses of GI products has much importance. In a SWOT (Strength Weakness Opportunity and Threat) analysis, the highest strength of the GI product is its reputation and the unique quality. Most of the Indian stakeholders of the GI are not aware of the marketing possibilities of their GI products.

Table 55 SWOT Analysis of GIs

Strengths	**Weakness**
Unique Quality of the product. Traditional production techniques. Rigorous procedures in production and not easily imitable. Suitable quality/price relationship. Scope of international marketing. Niche marketing is the better strategy	Higher bargaining power of intermediaries Less bargaining power of actual GI producer Lack of control over supply chain Absence of market studies. Low traceability of the manufacturer Insufficient individual promotion. Failure to keep normative standard
Opportunities	**Threats**
Consumer willingness to pay good prices for Quality products Good demand for unique products. Consumption of regional products as a status symbol Opening of special GI sales outlets as premium shops It is possible to adopt value added marketing	Globalization of markets High threat from duplicates. Lack of strict rules for the award of GI Higher margins in intermediaries and producers

The above table shows a SWOT analysis of the market of GIs. Unique quality of products itself is a good way of promoting the GIs and the empirical study shows that the consumers are so much attracted to the unique quality product. It is also evident that some consumers are so much attracted towards the traditional products and their unique production techniques. Due to the special features of these products, producers can market it at an international level and can create a niche market. The major weakness of GI products is the variation among the quality of GI products of different producers. Since the production sources are different, quality and uniqueness varies from producer to producer. They often fail to keep normative standard among the products.

Considering the opportunities, GI products can gain premium price in the market and the unique consumer segment. The main issue is the consumer reach of original GI products and one possibility is to start consumer stores of original GI products.

6.7. Strategy for GI Marketing

Marketing techniques in the new world target the global market and the consumers are increasingly interested in cross-cultural products. This opportunity can be used for marketing GI products by using digital-marketing techniques. The awareness level of consumers is high in the case of certain products and in some cases, they are also aware of the unique factors of the product. In national market, some consumers identify the uniqueness of many GI products in comparison with other non-GI products. By highlighting the specific quality and uniqueness associated with the GI tag, a producer can build global market for the GI. GI protection and registration is meant for market protection and if the market is under the control of intermediaries such protection will have adverse impact on the actual GI producers. The study shows almost same results with respect to all the five selected products. Since the products are recognized through experts' selection and rating scale, this can be generalized in case of all GI products in Kerala (Research methodology Chapter). In this study, another important aspect identified is that the producers have neither the time nor the skill to market the product. They are fully engaged in production or farming and still they are struggling to meet their livelihood. This is true in case of all the five selected products. Since these property is belong to the marketing aspects and GI producers so their coordination is most important.

6.8. Further Research

This study points to the need for independent evaluation of each GI, based on the CPV in the GI registration system. Though there are different sets of norms already existing in the process of GI registration, the present addition will make registration of GI a more credible tool for marketing the products in a better level. Even if the GI registration is aiming at the protection of name, the basic flow of consumer perception moves in a different way. This research /identifies certain consumer perceived values like ethnocentric (GI) values, product uniqueness values, price value, reputation value as influencing consumer purchase decision and prepares an index for its evaluation. The questionnaire so developed, can be used for further research work in other marketing studies on GI. Another possible area is regarding the economic growth of producers after GI registration.

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Appendix

1

PART-A GI REGISTRATION

THE GEOGRAPHICAL INDICATIONS OF GOODS (REGISTRATION & PROTECTION) ACT, 1999

(To be filed in triplicate along with the Statement of Case accompanied by five additional representation of the geographical indication)

One representation to be fixed within the space and five others to be send separately

Application for the registration of a geographical indication in Part A of the Register

Section 11(1), Rule 23(2)

Fee: Rs. 5,000 (See entry No.1A of the First Schedule)

Application for the registration of a geographical indication in part A of the Register from a convention country

Section 11(1), 84(1), rule 23(3)

1. Application is hereby made by (a) _____ for the registration in Part A of the Register of the accompanying geographical indication furnishing the following particulars:

- Name of the Applicant:
- Address:
- List of association of persons/producers/organization/authority:
- Type of goods:
- Specification:
- Name of the geographical indication[and particulars]:
- Description of the goods:
- Geographical area of production and map:
- Proof of origin[Historical records]
- Method of Production:
- **Uniqueness:**

- Inspection Body:
- Other:

Along with the Statement of Case in Class (b)_____ (b)_____in respect of (c)_____ in the name(s) of (d)_____ whose address is (e)_who claims to represent the interest of the producers of the said goods to which the geographical indication relates and which is in continuous use since _____in respect of the said goods.

2. The application shall include such other particulars called for in rule 32(1) in the Statement of Case
3. All communications relating to this application may be sent to the following address in India:
4. In the case of an application from a convention country the following additional particulars shall also be furnished
   a) Designation of the country of origin of the geographical indication
   b) Evidence as to the existing protection of the geographical indication in its country of origin, such as the title and the date of the relevant legislative or administrative provisions, the judicial decisions or the date and number of the registration, and copies, of such documentation

(5)SIGNATURE NAME OF THE SIGNATORY
(IN BLOCK LETTERS)

THE GEOGRAPHICAL INDICATIONS OF GOODS (REGISTRATION & PROTECTION) ACT, 1999

A	**Application for the registration of an authorized user** **Section 17(1), Rule 56(1)** Fee : Rs.500/- (To be filed in triplicate accompanied by the agreement, if any, between the registered proprietor and the proposed authorized user or duly authenticated copy thereof, and other documents mentioned in rule 56 along with an affidavit setting forth particulars and statements required by rule 56 and with two copies of each of the aforesaid documents)	

Application is hereby made by 1_____ who is (are) the registered proprietor(s) of the geographical indication2_____ registered in class in respect of goods _____ and _____being the proposed authorised user in Part B of the Register of the above mentioned registered geographical indication . A statement of case of hose the applicant claims to be producer is enclosed herewith. A copy of consent letter from the Registered Proprietor is enclosed/not enclosed .

All communications relating to this application may be sent to the following address in India:-

Dated this .....day of .....20.....

B	**Request for issuance of Registration Certificate as an Authorised User** **Section 16(2)17(3)(g), Rule 59(1)**	

The Registrar is hereby requested under Section 17(3)(g)) read with rule 59(1) to issue the Authorised User Certificate in respect of application No. _____for the registered geographical indication _____under registered No . in Class _____in Part B of the Register

Dated this .....day of.....20.....**2.....**

For instruction please see overleaf

Appendix

2

MULTIVARIATE NORMALITY (De Carlo 1997)

Tests of multivariate skew:

Small's test (chisq)

Q1	df	p-value
66.6760	4.0000	.0000

Srivastava's test

chi(b1p)	df	p-value
65.1458	4.0000	.0000

Tests of multivariate kurtosis:

A variant of Small's test (chisq)

VQ2	df	p-value
44.9066	4.0000	.0000

Srivastava's test

b2p	N(b2p)	p-value
3.4045	2.9492	.0032

Mardia's test

b2p	N(b2p)	p-value
30.3607	8.1988	.0000

Omnibus test of multivariate normality:

(based on Small's test, chisq)

VQ3	df	p-value
111.5826	8.0000	.0000

Source: Test result of Multivariate skew and kurtosis based on De Carlo, L. T. (1997)
Note: p values given above are greater than 0.05 indicate multivariate normality of data

Appendix

3

QUESTIONNAIRE FOR PRODUCER BASED STUDY

{CONVERTED TO LOCAL LANGUAGE}

Dear participant,

Thank you for taking part in this study. This study is a part of my doctoral Dissertation on producer problems with geographical indications of Kerala. We require your help to gather this data that takes around 5 minutes as response time to complete the questionnaire. All information collected shall be treated as confidential and the results will be reported in aggregate terms only. Neither the names nor the respondent's identity will be revealed. Kindly take some of your valuable time to fill out the questionnaire. Thank you for your valuable time.

Anson C.J
Research Scholar (IUCIPRS)
CUSAT

- *Please read the questions carefully*
- *All questions have to be answered*
- *All questions have choices provided; the respondent has to select the most appropriate choice for each question.*
- *Kindly consider these statements and rate it in the corresponding boxes. Please use a Tick mark (✓).*

Q1 - The following sets of questions are related to the *price you charge for the product*.

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	I feel that the price charged on my product is reasonable					
	The intermediaries were exploiting our business					
	I believe organized marketing will help us to promote our business					
	I believe organized marketing can reduce intermediary influence in the business					
	I believe organized marketing can reduce duplicate entry in the market					
	I believe GI protection is necessary					
	GI certification is necessary for the protection of our reputation					
	I plan to shift from this business because of its non –viability					
	Being my traditional business I want to continue the same					
	The intermediaries were controlling the supply chain of these business					
	I believe organized marketing will increase our profit					
	I am not willing to train my children to develop these business					

Q2- Demographics – Please tick appropriate option that applies to you.

Income group	Below 1 lakh	Above 1 lakh

Gender	Male	Female

Age classification	Below 40	40 - 50	50-60	60 - 70	70 above

Business involvement	Primary business	Side business

Number of family members involved	1	2	3	4	5	6 and above

Education	Below 10th	Above 10th

- Suggestions for improving the present situations in production and marketing?

Appendix

4

QUESTIONNAIRE FOR CONSUMER BASED STUDY

Dear participant,

Thank you for taking part in this study. This study is a part of my doctoral Dissertation on customer satisfaction with geographical indications of Kerala. We require your help to gather this data that takes around 5 minutes as response time to complete the questionnaire. All information collected shall be treated as confidential and the results will be reported in aggregate terms only. Neither the names nor the respondent's identity will be revealed. Kindly take some of your valuable time to fill out the questionnaire. Thank you for your valuable time.

Anson C.J
Research Scholar (IUCIPRS)
CUSAT

- *Please read the questions carefully*
- *All questions have to be answered*
- *All questions have choices provided; the respondent has to select the most appropriate choice for each question.*
- *Kindly consider these statements and rate it in the corresponding boxes.*
- *Please use tick mark (✓)*

Q1 - The following sets of questions are related to the *product uniqueness*

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
PUQ 1	I perceive this product as highly unique					
PUQ 2	I can find out a couple of differences between this product and ordinary product					
PUQ 3	The product is easily identifiable in its appearance itself					

Q2 - The following questions are related to the *reputation* influence

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
REPT1	I purchased this product because of its high reputation					
REPT 2	I believe that reputation makes me confident to buy this product					
REPT 3	I strongly believe that this brand is trustworthy					

Q3 - The following set of questions are related to the re*purchasing intention* about this type of products.

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
REPINTN 1	I will purchase this product whenever I see this					
REPTINTN 2	I will consider this as my first choice					
REPTINTN 3	I will continue to be a loyal customer of this product					
REPTINTN 4	I have a great repurchase intention					
REPTINTN 5	I will actively seek out this product for purchase					

Q4 – The following statements are related to the *talking behavior* about this type of products.

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
WOM 1	I spoke of this many times					
WOM 2	I used to recommend this product					
WOM 3	I am proud to say to others that I have this product					
WOM 4	I mostly say positive things about this product to others					
WOM 5	I speak about the uniqueness of the product to others					

Q5. The following statements are related to overall Customer satisfaction

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
CS1.	You are overall satisfied with this product					
CS2.	product met your expectations					
CS3.	The product compare with ideal one is good					

Q6. The following statements are related to price value

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
PRV1	The product is reasonably priced for its uniqueness					
PRV2	The product offers value for money					
PRV3	This product carries a high price compared to non-GI competing products					

Q7. The following statements are related to Ethnocentric GI value

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
ETHGI1	I believe this product is unique because of the natural specialties/human skill of this particular region					
ETHGI 2	Particular geographical quality of this region guided me to buy this product					
ETHGI 3	I purchased this product because of locally manufactured or derived ethnic quality product					

Q8 – Overall CPV

OCPV 1	Your overall CPV about this product					

Q9 - Demographics – Please tick appropriate option that applies to you.

Income group	Below 3 lakh	3 to 6 lakh	6 to 9 lakh	9 and above

Sex	Male	Female

Education	Below 10th	Pre- degree	Degree	PG

Occupation	Student	Unemployed	Salaried	Entrepreneur

Age classification	Below 40	40 - 50	50- 60	60 - 70	70 above

Place of residence	Urban	Semi urban	Rural

Appendix

5

EXISTING STUDIES RELATED TO PERCEIVED VALUE

Author	construct, items and dimensions	Method	Sample	basis	
op	Hedonic value: 2 items Social Value : 2 items Functional Value: 3 items	Survey questionnaire	519	Green innovation	
Sanchez-Fernandez et al. (2009)	Efficiency: 5 items Quality: 4 items Social value: 3 items Play: 4 items Aesthetics: 4 items Altruistic value: 4 items	Interviews	306	Vegetarian restaurants	
Huber et al. (2007)	Risk components: 1 item	Surveys (six service episodes)		Customers of car dealers	
	Logical components: 1 item				
	Practical components: 1 item100				
Sa´ nchez et al. (2006)	Emotional components: 1 item GLOVAL	Interviews		Tourism packages	
	Functional value establishment: 4 items Functional value person: 4 items Functional value product: 4 items Functional value price: 3 items Emotional value: 5 items Social value: 4 items				
			402		
Wang et al. (2004)	Functional value: 4 items	Mail survey		Security service	
	Social value: 3 items				
	Emotional value: 5 items				
	Perceived sacrifices: 6 items		320		
Petrick (2002)	SERV-PERVAL	Mail survey		Cruising	
	Quality: 4 items				
	Emotional response: 5 items				
	Monetary price: 6 items				
	Behavioural price: 5 items				
	Reputation: 5 items		792		
Agarwal and Teas (2001)	Perceived quality: 5 items	Experiment		Hand-held business calculators,	
	Perceived sacrifice: 2 items			wrist-watches	
	Performance risk: 2 items				
	Financial risk: 3 items				
	Perceived value: 5 items		530		
Sweeney and Soutar (2001)	PERVAL	Mail survey		Furniture, car stereo	
	Functional value (quality): 6 items				
	Emotional value: 5 items				
	Functional value (price): 4 items				
	Social value: 4 items		635		

cronin et al. (2000)	Sacrifice: 3 items	Interview		Health care, fast food, entertainment	
	Service quality performance: 10 items				
	Overall service quality: 3 items				
	Service value: 2 items		1,944		
Sweeney et al. (1999)	Functional service quality: 5 items	Mail survey		Electrical appliance	
	Technical service quality: 2 items				
	Product quality: 4 items				
	Relative price: 2 items				
	Performance/financial risk: 2 items				
	Perception of value for money: 3 items				
			1,068		
Grewal et al. (1998)	Advertised selling price: 2 price	Experimental Survey		Bicycle	
	Levels				
	Internal reference price: 2 items				
	Perceived quality: 3 items				
	Perceived transaction value: 3 items				
	Perceived acquisition value: 9 items				
			328		
Sinha and DeSarbo (1998)	Relative quality: 5 items	Experimental Survey		Cars	
	Relative price: 3 items		95		
Cronin et al. (1997)	Overall service value: 1 item	Interviews		Health care, fast food,	
	Service quality: 10 items			entertainment	
	Overall service quality: 5 items				
	Sacrifice: 9 items		1,944		
Chang and Wildt (1994)	Perceived quality: 4 items	Laboratory experiment		Apartments, personal computers	
	Perceived price: 2 items				
	Perceived value: 1 item		823		
Dodds et al. (1991)	Perceived sacrifice: 5 price levels	Experiment		Calculator, stereo headset player	
	Perceived quality: 5 items				
	Perceived value: 5 items		585		
Sheth et al. (1991)	Functional value: 6 items	Mail survey		Cigarette smoking (users/non-	
	Conditional value: 4 items			users)	
	Social value: 2 items				
	Emotional value: 7 items				
	Epistemic value: 3 items		145		
Zeithaml (1988)	Perceived quality: n.a.	In-depth Interviews		Beverages	
	Perceived price: n.a.				
	Perceived value: n.a.		30		

Appendix

6

INDEX FOR IDENTIFYING POTENTIAL CANDIDATE FOR GI REGISTRATION

PUQ1	I perceive this product as highly unique	1 to 5
PUQ2	I can find out a couple of differences between this product and an ordinary product (without GI certification)	1 to 5
PUQ3	The product is easily identifiable in its appearance itself	1 to 5
ETHNOGI1	I believe this product is unique because of the natural specialties/human skill of this particular region	1 to 5
ETHNOGI2	Particular geographical quality of this region guided me to buy this product	1 to 5
ETHNOGI3	I purchased this product because of locally manufactured or derived ethnic quality product	1 to 5
REP1	I purchased this product because of its high reputation	1 to 5
REP2	I believe that reputation makes me confident to buy this product	1 to 5
REP3	I strongly believe that this brand is trustworthy	1 to 5
PRV1	The product is reasonably priced for its uniqueness	1 to 5
PRV2	The product offers value for money	1 to 5
PRV3	This product carries a high price compared to non-GI competing products	1 to 5

Appendix

7

PRODUCT CLASS AND PLACE OF RESIDENCE SUMMARY

Product class and the place of residence summary								
Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia		Confidence Singular Value	
					Accounted for	Cumulative	Standard Deviation	Correlation 2
1	.361	.130			.801	.801	.064	.001
2	.180	.032			.199	1.000	.059	
Total		.163	43.267	.000[a]	1.000	1.000		
a. 8 degrees of freedom								

Appendix

8

PRODUCT CLASS AND INCOME GROUP SUMMARY

Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia		Confidence Singular Value	
					Accounted for	Cumulative	Standard Deviation	Correlation 2
1	.673	.454			.848	.848	.026	.022
2	.280	.078			.146	.994	.056	
3	.057	.003			.006	1.000		
Total		.535	142.311	.000[a]	1.000	1.000		
a. 12 degrees of freedom								

Appendix

9

CROSS LOADINGS

	ETHNOREGN	OCS	PRICEVALUE	PUQ	REPURCHASEINTN	REPT	WOM
ETH1	**0.903**	0.622	0.355	0.818	0.699	0.526	0.73
ETH2	**0.908**	0.536	0.305	0.82	0.653	0.454	0.641
ETH3	**0.877**	0.527	0.356	0.77	0.667	0.571	0.706
ETH4	**0.738**	0.641	0.325	0.685	0.685	0.566	0.689
OCS1	0.555	**0.853**	0.32	0.594	0.661	0.504	0.598
OCS2	0.592	**0.896**	0.333	0.618	0.649	0.542	0.677
OCS3	0.522	**0.849**	0.229	0.533	0.605	0.48	0.689
PRV1	0.402	0.255	**0.736**	0.372	0.311	0.441	0.286
PRV2	0.202	0.296	**0.818**	0.199	0.317	0.213	0.193
PRV3	0.3	0.261	**0.843**	0.31	0.486	0.284	0.318
puv1	0.863	0.568	0.323	**0.948**	0.711	0.463	0.704
PUV2	0.697	0.679	0.239	**0.755**	0.645	0.467	0.7
PUV6	0.713	0.592	0.387	**0.833**	0.633	0.483	0.667
REPI1	0.5	0.523	0.453	0.516	**0.759**	0.254	0.552
REPI2	0.621	0.595	0.466	0.593	**0.803**	0.471	0.682
REPI3	0.567	0.555	0.267	0.598	**0.778**	0.412	0.589
REPI4	0.624	0.639	0.331	0.642	**0.823**	0.495	0.679
REPI5	0.676	0.577	0.31	0.666	**0.773**	0.518	0.661
REPT1	0.284	0.179	0.203	0.226	0.205	**0.723**	0.271
REPT2	0.268	0.32	0.304	0.18	0.289	**0.806**	0.283
REPT4	0.659	0.662	0.321	0.675	0.618	**0.705**	0.691
WOM1	0.31	0.392	0.193	0.343	0.386	0.309	**0.456**
WOM2	0.553	0.52	0.315	0.558	0.606	0.424	**0.768**
WOM3	0.674	0.649	0.291	0.689	0.731	0.458	**0.847**
WOM4	0.721	0.652	0.341	0.709	0.714	0.589	**0.886**
WOM5	0.726	0.673	0.284	0.716	0.694	0.566	**0.901**
WOM6	0.606	0.64	0.143	0.62	0.625	0.474	**0.791**

Appendix

10

REGISTERED GEOGRAPHICAL INDICATIONS OF KERALA

Sl.No	Reg. No:	Product name	Product class	State
1.	3	Aranmula Kannadi	Handicrafts	Kerala
2.	54	Alleppey Coir	Handicrafts	Kerala
3.	17	Navara Rice	Agricultural	Kerala
4.	36	Palakkadan Matta Rice	Agricultural	Kerala
5.	49 & 56	Malabar Pepper	Agricultural	Kerala
6.	72	Spices – Alleppey Green Cardamom	Agricultural	Kerala
7.	59	Maddalam of Palakkad	Handicrafts	Kerala
8.	58	Screw Pine Craft of Kerala	Handicrafts	Kerala
9.	57	Brass Broidered Coconut Shell Crafts of Kerala	Handicrafts	Kerala
10.	81	Pokkali Rice	Agricultural	Kerala
11.	130 &141	Vazhakulam Pineapple	Agricultural	Kerala
12.	144	Cannanore Home Furnishings	Handicrafts	Kerala
13.	152	Balaramapuram Sarees and Fine Cotton Fabrics	Handicrafts	Kerala
14.	170	Kasaragod Sarees	Handicrafts	Kerala
15.	179	Kuthampully Sarees	Handicrafts	Kerala
16.	163	Central Travancore Jaggery	Agricultural	Kerala
17.	186	Wayanad Jeerakasala Rice	Agricultural	Kerala
18.	187	Wayanad Gandhakasala Rice	Agricultural	Kerala
19.	6	Payyannur Pavithra Ring	Handicrafts	Kerala
20.	225	Chendamangalam Dhoties & Set Mundu	Handicrafts	Kerala
21.	242	Kaipad Rice	Agricultural	Kerala
22.	479	Chengalikodan Nendran Banana	Agricultural	Kerala
23.	402	Kuthampally Dhoties & Set Mundu	Handicrafts	Kerala

Appendix

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PATH CO-EFFICIENTS OF THE FULL MODEL

Path	Values
PUQ → CPV	.343
REPT → CPV	.254
PRV → CPV	.249
ETHGIV → CPV	.342
CPV → CS	.431
CS → WOM	.426
CS → REPINTN	.521

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