EXPORT OF SPICES AS A BRAND PRODUCT TO EU FROM INDIA

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Declaration

I hereby declare that all the data provided in the report “Export of Spices as a Branded Product to EU from India” are genuine and no copying of the data has been done from any sort of research or report. The survey done over the report is original and no copying of survey data has been done in this project.

The information and contexts of the report are original and related information is taken from the journals and books those are mentioned in the reference list that is given below of the report. The report is done with immense effort and dedication in order to provide a good report.

Signed: Mandanna

Date: 11 January 2016
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(mandanna)
Abstract

The project here is about the export of the Indian spices to the European Union as a branded product not just as a commodity. Here we are going to explain the various fields regarding export of the Indian spices to the European Union countries. We are going to lay some points regarding the importance of exporting these Indian spices. Objectives will be defined in order to acquire the importance of exporting the Indian spices as a branded commodity rather than just a product. Depending on the various objectives various qualitative and quantitative questions are prepared. A survey will be done on these various quantitative and qualitative questions. Then the data that we are getting through the survey we have to analyse it in details using various graphs and further listing down the findings. A detailed discussion will be made based on the survey and each question is to be explained in details. After completing the discussion we have to link those various objectives in order to find how and why these survey questions are made and on what basis. This discussion will be much explanatory for the reader to find out about the various outcomes of the survey. Further, many recommendations will be made through which we can find the various ways by which we can further improve the project and improve the scope of the project. After that we will reflect the various parts which the researcher is going through during this project.
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List of variables:

**WTO** - World Trade Organisation

**GATT** - General Agreement on Traffic and Trade

**EU** – European Union

**UK** – United Kingdom

**ISO** – International Organization for Standardization

**HACCP** – Hazard Analysis Critical Control Point

**SQF** – Safe Quality Food

**FDA** – Food and Drug Administration

**MVP** – Minimum Viable Product

**CBI** – Confederation of British Industry
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Chapter 1: Introduction

1.1 Introduction
Spices play a most vital role in agriculture. It is based on its flavours and tastes. Apart from cooking, spices can be used in cosmetics, medicines, ritual, colouring, etc. At that time it would be named as ‘herbs’. However, Indian spices are being exported there in a regular basis. Yet, they are not being considered as the branded products. Thus, the researcher has decided to compose a research work on the topic “Export of Spices as a Brand Product to EU from India”. This chapter has been dedicated to discuss the background of the chosen topic along with the aim, objective and research questions. The researcher has mentioned the main issue of this research and described the reason for discussing them as the biggest issue of today. Thus, this chapter is most significant for this research work.

1.2 Background of the study
EU has a huge market opportunity of exporting spices and herbs form India and other countries throughout the world. In the globalized economy the international business plays the most important role to shape up the economic and social benefits. According to Zweifel and Stephan (2012), international trade is really important to develop a country economically. The researcher has identified that India is a business partner of EU. Even, this country has a developing economic power. India exports almost the highest range of spices and herbs to EU.

Whitley (2013) added that at present India holds 48% share in World Spice Trade and this cannot be considered as a good position. The mentioned amount is for the volume. On the other hand, it is only 44% from the value aspect. It is expected that in the coming 10 years, it may raise to be an emerging market to the processed hub of the spices. India exports almost 180 verities of the spices to more than 150 countries throughout the world. However, it is necessary to declare the Indian spices as branded products while they are being exported to EU.

1.3 Rationale of the study
What are the issues?
The main issue of this research is to about to identify the importance to declare Indian spices as the branded products during the export to EU market. The researcher has noticed that Indian market of foreign trading needs to be improved. Otherwise, various critical situations would occur in future.

**Why it is an issue?**

This is a globalized era. All the countries are exporting their exclusive products to several nations in the world. India is also doing that. India has a huge range of spices. Even, Sowbhagya et al. (2010) added that earning a good amount from exporting spices may improve the Indian economy and its agriculture as well. Yet, the country is still not earning such a remarkable position in this case. Thus, it becomes the main issue of this research.

**Why it is an issue now?**

This is the high time to develop the economical structure of a country. India should try the same. Earning foreign currency may bring an advantage in the Indian economy. The spices of India are remarkably demanding in foreign market. Still, the country cannot earn that desired sum of money. The researcher has identified that this is only because of the brand name. Thus, it becomes the main issue right now.

**What could the researcher shed light on?**

The researcher has decided to focus on the way to branding the Indian spices while exporting them to EU market. This research has discussed about the importance of declaring the Indian spices as branded products rather just a commodity.

**1.4 Problem statement**

The researcher has identified that the main problem hidden in this topic is to identify the necessary of considering Indian spices as a branded product while it is being exported to EU. It has been exported just a commodity. However, the demand of it reflects that it should be exported as a branded item.

**1.5 Research aim**

The aim of the research is to identify the importance of exporting Indian spices to EU as a branded product.
1.6 Research objectives

Research objectives are:

- To identify the reason for exporting Indian spices to EU just as commodity rather than a branded product
- To discuss the necessity of announcing the Indian spices as branded product in EU
- To recommend some ways in which the producers can avoid the middle men and reach the customers directly with high quality product overseas

1.7 Research Questions

Research questions are:

- Why the spices exported to EU from Indian as just a commodity but not a branded product?
- What is the necessity to announce the Indian spices as branded product in EU?
- How could the producers avoid the middle men and reach to the customers directly with the high quality product overseas?

1.8 Research Hypotheses

\( \mathbf{H_1} \): Branding of spices can change the trend of the spices from commodity to a branded product.

\( \mathbf{H_2} \): Branding of spices cannot change the trend of the spices from the commodity to a branded product.
1.9 Dissertation roadmap

Figure 1: Dissertation Structure
(Source: Created by author)

Chapter 1- Introduction: This chapter has been dedicated to introduce the overall dissertation. The researcher has composed the aim, objectives and questions of the research in this chapter.

Chapter 2A- Literature review of previous research: The researcher has discussed about the earlier research works in this chapter. The information gather from the earlier research has been mentioned here.

Chapter 2B- Literature review of theoretical model: This part of the second chapter has completely dedicated to discuss the models and facts related to the research topic.

Chapter 3- Research Methodology: This chapter has allotted to explain the methodological part of the research. The researcher has describes the chosen methodology here.

Chapter 4- Data analysis and findings: All the gathered data have been analyzed in this part of the dissertation.

Chapter 5- Conclusion: This chapter is for concluding the overall dissertation. The researcher has included the limitation, future scope, etc in this chapter. Even, the data have been linked up with the objectives as well.
Chapter 6: Self reflection: This is the part of the project, where the researcher has described about the own abilities and disabilities. The researcher has critically evaluate own performance in this chapter.

1.10 Scope of the research
This research work has focused on the branding of the Indian spices especially while it is being exported to EU market. Therefore, this study may inspire the marketers to think again about the branding of Indian spices. It has the ability to improve the economical scenario of the country. Herbs and spices have been imported in that country in a bulk from India. After that, the grinding, necessary processing and repackaging methods are being continued. Even, sometimes these spices are being re-exported from EU to other places. Therefore, it can be assumed that a huge market is there throughout the world.

Thus, it is necessary for the exporters in India to understand the ways in which the market of Indian spices can be more valuable. Other than that, this study has analyzed the challenges that the country has to face while exporting the spices to EU. This identification may help the marketers to overcome the constraints and make the way smoother.

1.11 Major contribution of the study
This study has a great significance in the market of Indian spices. Tajkarimi et al. (2010) opined that export market of India spices need to be more developed as it has a great scope to improve the financial condition of the nation. Thus, the researcher has focused on this topic. It may influence the marketers to think about the branding of Indian spices while exporting them to EU.

1.12 Summary
This is a globalised era. Exporting and importing products are most easiest and effective service of this time. The researcher has identified that EU is the second largest market of herbs and spices. International trade is the way that helps the EU market to collect variety of herbs and spices for various reasons. It is obviously that branding of India spices may include the opportunity to develop the financial scenario of the country. The researcher has focused on the necessity of branding these spices. However, this chapter has described the significance and scope of the study also. Other than that, a dissertation roadmap has been added there in the chapter to provide a glance of the overall dissertation.
2.1 Introduction:
The researcher has considered the previous research works that would support the researcher to conduct the existing research. The previous research studied helps to bring out the scope of initiating a new research study. Based on previous research studies, the researcher would able to analyse the gap between the previous and existing researches. The researcher has considered five journals of previous research studies.

The previous research journal includes about value Chain Analysis for the European Herbs & Spices Sub-Sector modelling and estimating Export Potential, marketing of Indian Spices as a challenge in India, trading of Indian spices to abroad. The previous study also include about barriers to export from India to the European Union, assessing intake of spices by pattern of spice use, frequency of consumption and portion size of spices consumed from routinely prepared dishes in southern India and Opportunities and Challenges for Indian Organic Products. This review also includes about the Gap analysis of the research study.

2.2 Previous research journals/studies
The first journal article on “Value Chain Analysis for the European Herbs & Spices Sub-Sector: Modeling and Estimating Export Potential” as laid down by Waleed Y. Sallam and Ayman A. Shelaby refer to the use of the spies in the EU market. This also refers to the use of both the local as well as the international demand laid in the EU nations. The study also emphasised on conducting a value chain analysis. Therefore the value chain analysis managed to include a detailed understanding of the production process. Further these include of the harvest as well as the post harvestment needs, the operational activities along with the phases.

The second journal article is on “Marketing of Indian Spices as a challenge in India” as laid down by Sajith Mohan, Sheena. S. Rajan, Unnikrishnan.G. According to them by trading spices to foreign India earns a huge amount of profit. At present by exporting a huge amount of spices to EU India earns near about 4 billion US dollars. Near about 75 different spices are produced by India out of 109 spices in the world according to ISO. Spices are cultivated in India in 2.9 million hectors. Huge numbers of people are living on this cultivation of spices in India and the plenty of cultivation has become possible due to the climatic condition of our
country. The main cultivated and exported spices are pepper, cardamom, coriander, ginger and turmeric. Among these spices pepper has the main preference because of its major demand.

The third journal article is about “trading of Indian spices to abroad” as laid down by Steven Jaffee. Dominant countries are major source of supply of the world. The characterization of world trade in spices by volatility, stemming from the point of view of trade, climatic condition and the rapidity with which producer can respond to type changes. Over the last years the normal cyclical challenges of the spices have been supplemented by other challenges associated with increased regulatory attention in the international business market for the food safety, plant health and environmental aspect production, preparation and trade. India is the large producer of spices in the world since many years and also a large exporter in the world. Many smallholder household in India are involved in producing spices and other many are involved in packaging, distributing and trading. Indian spice export value has reached 300-400 dollar in recent years, the estimated retail value of spices in India is some 4 billion dollar.

The fourth journal article is on “barriers to export from India to the European Union” as laid down by Mangal Bhausaheb Chaudhari, Vincent Giedraitis and Pankaj Kapse. This research is mainly about all the possible things, i.e. the major one which is naturally existing and common. In this research work it is described that exporters have a great feeling for the regulation of government, technical standard and health regulation, custom procurer and licensing, phytosanitary and sanitary measures, and the certification which is the major barrier about to export. There are also some barriers which exist naturally to the trade. These are generally labelling and packaging and the major barrier to export are the market access problem. If the strength of this barrier is reduced, the result will be increase in export because the exporters are always ready for more exporting to the European Union. Also due to decreasing of the barrier, the people who are not involve in export, they will also start to export and the increase in export will lead to a good economic growth of this country.

This is the fourth journal article and is about “Assessing intake of spices by pattern of spice use, frequency of consumption and portion size of spices consumed from routinely prepared dishes in southern India” and is laid down by Vasanti Siruguri and Ramesh V Bhat. Measuring of dietary intake of the spices in India is obtaining good significance due recognition of health promotion benefits and the use for risk assessment of contaminant
exposure. In this research paper the survey was conducted on 100 families of Hyderabad. The survey was conducted on pattern of spice use. The main ingredients find in spice products are chilli (0.05-20g). Other ingredients are like nutmeg and mace. This research work is related with assessment of intake of spices. The ingredients of spices varied with frequency of spice consumption and variety of dishes.

The fifth journal article is on Market “Opportunities and Challenges for Indian Organic Products” and is laid by “Salvador V. Garibay and Katke Jyoti”. This research works describes the analysing the potential of organic products in the domestic market in India. This work also identifies the necessary steps for developing the domestic market. It is also to assess requirement and demand in the international market and also identify the improvement of the quality of the spice product of India parallel to the requirements of international market. This research is also for the formulation strategies for both the international and domestic market with a special attention on the accessing on market for the farmers of small and medium size and enterprises.

**Corporate Branding: Making the brand the strategic driver for the entire organization by Davis**

This particular research paper is performed Corporate Branding by Davis is based on the principles of corporate branding. In this particular research, the researcher has insisted on the concept of brand and the practice of branding products. The researcher has mentioned that the branding a new product in global market is all about the promises and perceptions that a company wants its customers to enjoy its products and service offerings. According to the researchers, most of the business leaders look to practices of packaged products organization like P&G as the model branding of products. These practices are generally products-based in global market. On the other side, it is also observed that responsibilities are generally taken by the managers of the organizations while branding the product in global market. Lastly, the corporate branding is a composite of experiences and perception that a customer has with a particular organization.

**Benefits of Branding the products and services**

This research is based on the benefits of Branding products and services. The researcher in this particular research paper has mentioned that branding refers to the use of name, symbol or design to analyse goods and services of a seller and differentiate them from other seller.
According to the researcher, a good and effective brand name could make a big difference in achieving goals or success. This research paper talks about some benefits of product branding such as projecting an expectation of its performance. Moreover, with techniques of product branding in the global market, the organization finds it easy to segment markets. In accordance to the views of the researchers after making a satisfactory brand decision for the first time, the buyers could make purchases repeatedly without major consideration. On the other side, the researcher has also focussed on the brand insistence, where the target customers could insist on a particular product or service; they will buy this particular brand again if it is available.

**The global Strategy of global brands**

This particular research paper is based on the global strategy of global brand. In this particular research, the researchers have mentioned that globalization was considered as the new paradigm in international business. However, it is observed that from branding perspectives it could lose its initial efficiency in understanding the fact that customers may not feel a connection with standardized products or services of International Corporation. With the technique of centralized decision making, most of the organization in the global market could stop having a connection with new global business environment and could neglect its emergences as stated by Dumitrescu and Vinerean (2010, p.143).

**2.3 Comparisons between existing and previous research:**

According to the previous research the study emphasises on the use of both the local as well as the international demand of spices laid in the EU nations. The study also emphasised on conducting a value chain analysis. Further these include of the harvest as well as the post harvestmen needs, the operational activities along with the phases. The previous research is also on the export of huge amount of spices to EU nations and on the Indian people who are living on cultivating of different spices. This also include the research on trading of Indian spices to abroad. The characterization of world trade in spices by volatility, stemming from the point of view of trade, climatic condition and the rapidity with which producer can respond to type changes also included. The previous research was also on barriers to export from India to the European Union. This research is mainly about all the possible things, that is the major one which is naturally existing and common. In this research work it is described that exporters have a great feeling for the regulation of government, technical standard and
health regulation, custom procurer and licensing, phytosanitary and sanitary measures, and the certification which is the major barrier about to export. In later part of the previous journal it has been described about Assessing intake of spices by pattern of spice use, frequency of consumption and portion size of spices consumed from routinely prepared dishes in southern India. The survey was conducted on pattern of spice use. Measuring of dietary intake of the spices in India is obtaining good significance due recognition of health promotion benefits and the use for risk assessment of contaminant exposure. In this research paper the survey was conducted on 100 families of Hyderabad. The later part of the previous journal is on Opportunities and Challenges for Indian Organic Products. This research works describes the analyzing the potential of organic products in the domestic market in India. This work also identifies the necessary steps for developing the domestic market. It is also to assess requirement and demand in the international market and also identify the improvement of the quality of the spice product of India parallel to the requirements of international market. This research is also for the formulation strategies for both the international and domestic market with a special attention on the accessing on market for the farmers of small and medium size and enterprises.

Now the present research is on how the quality of the Indian spices can be improved that the product will be more reputed in the EU nations. It also includes about the increasing of the brand value of the product in EU countries. The health and safety issue is also included in this research, because if the quality of ingredients exported by our country is decreased then it will not be safe for health in the abroad and will get a less brand value. This research also includes the present and previous issues on exporting of spices to EU nations and about the research shed light.

2.4 Gap analysis of the research study:
In the previous research of literature review on export of spices as a brand product to EU from India it was discussed about value chain analysis for the European Herbs & Spices, Marketing of Indian Spices and trading of Indian spices to EU. In the previous research it was also discussed about barriers to export from India to the European Union, Assessing intake of spices by pattern of spice use and Opportunities and Challenges for Indian Organic Products. But in the previous research there was no analysis about the quality of the product which is to be exported to EU. If quality of the product is not maintained properly the brand value of the product may be at risk in the EU. So in the present research a special care has been given to
the quality of the product and has been discussed about it elaborately so that the brand quality of the product remain unaffected and get a high brand value in the European Unions.

2.5 Summary:
This chapter was on the literature review on the previous research of export of spices as a brand product to EU from India. In the previous research journal studies there are six journals by different authors. The previous research journal includes about the value Chain Analysis for the European Herbs & Spices Sub-Sector modelling and estimating Export Potential, marketing of Indian Spices as a challenge in India, trading of Indian spices to abroad. The previous study also include about barriers to export from India to the European Union, assessing intake of spices by pattern of spice use, frequency of consumption and portion size of spices consumed from routinely prepared dishes in southern India and Opportunities and Challenges for Indian Organic Products. A comparison between existing and previous research was also included in this chapter. A gap analysis between previous research and the present research is also included in this review.
2.1 Introduction:
This particular chapter of the study elucidates the topic briefly. The researcher demonstrates
the topic with relevant theories and models. The literature review introduces several concept
that support the topic and enlighten the study. The researcher discusses about the business
strategies that the Indian entrepreneurs use to export spices. Besides, the study has mentioned
the food safety regulation act in this regard. The strategies that are taken in exporting the
spices are demonstrated in this chapter. Further, the market and market demand of Spices of
is manifested. Further, the researcher introduces a conceptual framework that demonstrates
that specific topic.

2.2 Business strategies used by the Indian entrepreneurs in exporting spices:
India has a great reputation in cultivation of spices and this country is also reputed from the
point of view of ancient history of trading with Rome and china (Shaffer, 2013). Indian
spices are also well known globally due to the aroma and taste. India has got a big
market of spices all over the world. There are 109 types of spices over the world according to ISO; in
the 109 types of spices India produces 65. India has a good climatic condition for cultivation
of spices. In the session 2014-15 India has exported 893920 tons of spices and has earned Rs
14899.68 core.

Along with the exporting from the APEDA BASKET, exporting of spices have been
registered a substantial growth since last five years and have registered an annual average
growth rate of 21% in value and 8% in volume. In the session 2010-11 spices export from
India has registered an all time high both in terms in quality and value (Buckley, 2015). The
most of the spices which are generally exported are pepper, cardamom, chilli, ginger,
tamarind, coriander, cumin seeds etc. In the session 2010-11, the spices exported by India has
been 525,750 tonnes valued at Rs 6840 cores as against 502750 tonnes vale Rs.5560.50 core
in 2009-10, and have been registered in a volume of 5%. India has a formidable passion in
the world spice trade with 48% share in volume and 44% in value.

According to the coffee board official, the exports are recorded in the recent years. Between
2006-07 and 2010-11, the exporting of coffee has been recorded a growth of 2.27 percent per
annum in volume terms (Griffiths, 2010). The export earning registered a high growth rate of
10.62%. The unit value realisation has also showed an 8.1% growth rate per annum since the period. The export of coffee has reached at a highest peak in the session of 2010-11, both in the volume and terms. The current year is also seeing a promising growth where export permits from April to November have reached 228578 tonnes value at RS 3139.58 cores.

The market survey provides exporters of spices and herbs in developing countries with a wide range of facts, figures and information with respect to European Union market. The emphasis of this survey lies on those products which are of importance to developing country suppliers. Besides, where relevant and if information is available, this study will focus on organic spices and herbs and the EU market. The spices and herbs market in individual EU countries is discussed further in separate CBI market surveys.

2.3 Food safety regulation act determining the quality of the product:

In India spice board was constituted in 1987 under spice board act 1986 with the responsibility of production and development of cardamom. It has been shown in the schedule of act the promotion of 52 spices. As Doe, (2013) mentioned that, presently spice industry of India faces challenges like food safety, substantially and traceability. The spice exports especially to the countries like Germany, France, England, Japan, and Australia are affected by Food safety and regulation. India is a great producer and exporter to the whole world. It is becoming tough to maintain all required standard because the regulation varies from country to country

As per the report the total export of spices from India during in this year up to November 2011 is 351,900 tonnes valued Rs 6,209.08 core (Hashem and Alamri, 2010). The country Spain import chilli and coriander from India, UK generally import pepper, celery, spices oils and oleo resins from this country, France import mint products, Greece for Cardamom, UAE for turmeric, Norway for Ginger and Garlic, Rome for Cardamom large and fennel, UK for cumin, January for fenugreek, Italy for curry powders and Greenland for other seed spices.

The export of Indian spices has been risen 8% in value in terms in the session 2014-15 to reach close to Rs 15000 core. The quantity of exported spice in this year is 8, 93,920 tonnes and it valued at Rs 14,899.68 core (Ilyas, 2010). The increase of 9% increase in volume and 8% in rupee and 7% in dollar terms in dollar terms in value as compared with 8,17,250 tonnes valued at Rs 13,735.39 core in the session 2013-14.
By doing this research the health and safety issues can be solved and moreover the quality of the products which India is exporting to EU can be made better. Also the demand and reputation of spices in EU countries can be predicted from this research. As a result if there is any problem with the spices exported by our country that also can be rectified by doing the quality of the product better.

2.4 Adapting specialised technology for processing the spices:

The expenses glassware, laboratory furniture, laboratory equipments/instruments and other accessories including electrical installations and consultancy charges is to be supported in this component.

According to Ilyas (2011), the financial assistance provided by the board to the exporters is to adopt the high tech processing facility like steam washing, super critical fluid extraction, cryo-grinding, sterilization gas flushed MVP packaging and other system which is in testing, packaging, processing. Cost of the electrical installations, consultancy charges, high-tech plant & machinery, packing system is to be supported under component.

The propose of providing financial assistance to exporter for upgrading their processing and packaging facilities for producing better products of high quality standard for matching the requirement of the buyers out of this country. Cost of the machinery and plant electrical installation and consultancy charges, packaging system, is supported under this component.

2.4.1 Upgradation of the technological proceedings:

Cost of the electrical installations, consultancy charges, high-tech plant & machinery, packing system is to be supported under component.

For promotion of quality, financial assistance for establishment of facilities for undertaking analysis of various parameters of the quality of the sample including detection of pesticides residues, physical, aflatoxin, microbiological, chemical contaminants are provided to the exporters (Jukes, 2010). Cost of laboratory equipments/instruments, glassware, laboratory furniture and other accessories including electrical installations and consultancy charges will be supported under this component.

The following things will be granted for financial assistance under these points.

1) Validation and standardization of check samples sent abroad.
2) Imparting training for laboratory personnel.

3) Accreditation/Certification of processing units for ISO, HACCP, SQF 2000, GMP traceability, FDA Registration etc

Under this components expenses of certification and accreditation of processing unit including the renewal, expenses of analytical charges for validation and standardisation in the laboratories of foreign and charges for updating technical knowledge of the personnel who are in the laboratory in renowned international laboratories generally approved by EU, USFDA etc.

2.5 Market size and market demand of spices in EU nations:
A wide range of fact figure and information with respect to EU market is provided to the exporters of spices and herbs in developing countries by the market survey (Kilcher et al. 2011). The emphasis of this survey is depended on the product which is essential for the developing country suppliers. In the world the largest market is the EU market for spices and herbs. Apparent need of the herbs and spices according to this survey has been increased to 321 thousand tonnes in 2007 from 265 thousand tonnes in 2003 representing an average annual increase of 5% and it displays a reasonable growth of demand. The main consuming EU member country in the world is Germany accounting for 19% and consumes near about one fifth of total consumption of spice and herbs of EU (Levis, 2009).

Other big consumer countries of EU are UK (16%), Romania(14%) and Hungary(12%). The main consumed spices by EU countries are pepper, paprika and allspice (pimento), while leading herbs include thyme and oregano. The different EU countries show very different developments in the spices and herbs market. The leading EU member country with the largest average annual increase in spices and herbs consumption is Spain, although it declined in 2006 and 2007. The Bulgarian market also has grown fast (Nair and Eapen, 2012). Although the demand of spices and herbs demand in Austria and Finland are growing faster. Romania and Hungary also have the also have the leading position and it can be explained by the fact that both are major producers and relatively small exporters of the product group paprika. It shows that paprika is highly needed in these countries.

A further growth was expected in the consumption of spices and herbs and it was indicated by the market experts. The main reason of this growth is due to the EU member state along
with the developments on the food markets. However, the effect of the financial crisis on spending is already showing across Europe (Sahota, 2010). Consumers are reducing their spending on food. In recent years, the demand for organic products is positively influenced by increased consumer awareness for healthy lifestyles. The total European retail sales for organic food are estimated to be 14.3 billion dollar. In general, there was a growing demand for the organic herbs and spices in EU since long time, although the quantity consumed is mainly a variable matter and is mainly depended on region and product (Nair, 2013). The health-food sector was always a growing market and the healthy food and natural flavours has got a special focus by industry and consumers.

The main healthy food and natural flavours are substitute of sugar, salt and artificial product (Nakai and Modler, 2010). Growing public concern over health may also have had a positive effect on the growth of the market, in particular for fresh and wet herbs. However, the mainstream retail market for organic spices and herbs is likely to remain relatively small until supermarket chains offer a full range of organic spices and herbs (Marsh, 2009). However, increased availability of, and reduced premiums on, organic supply will lead to greater use of organic products. Moreover, with respect to organic spices and herbs, high quality is much more important than prices. A high demand of organic ingredients which exceeded supply has restricted the organic growth potential; the economic turn will reduce demand for organics back to the level of available supply (Lohr, 2011). Consumers may reduce their demand from luxury foods as for example, organic product. Nevertheless, the organic sector is expected to grow, although at a slower pace in the country’s most affected by the crisis, such as the UK. In the other EU countries the market will be grew up very quickly.

2.6 Product and Packaging Development and Bar Coding:
The effective brand promotion of programs and identified packaging involves high cost development. Under this activity the packaging process an assistance is given for development of appropriate product. Under this activity the assistance is given for developing appropriate product (Mitka, 2013). The board gives assistance to the exporters in order to established values of products. The board also provides required assistance to exporters to buy existing foreign companies. It helps to expand the range of Indian products and its brand value.
Brand promotion is the process to advertise about a product in market. With the help of brand promotion a company becomes enabling to send message about products to potential customers. Brand means a mark or design that is used to identify the products on the seller. It also helps to differentiate them from competitive products in the markets. Brand promotion is the part of marketing matrix that is developed to acknowledge, remind and influence the customers to purchase from the brand. This is an applied and persuasive communication procedure that is used to inform and remind the consumers about the product.

Brand means a symbol or design that is used to recognise products and helps to differentiate from other equivalent products. It is the element of marketing which is developed to inform customers about the features of the products.

As Shailasree et al. (2014) stated that there are some objectives of brand promotions. They are like:

To promote information: an organization needs to provide all required information about various brands available in the market.

To differentiate the products: brand differentiation is another objective of brand promotion. It means convincing the consumers about the unique features or merits of the specific brand. Brand differentiation helps to increase customer loyalty (Siruguri and Bhat, 2015). It makes consumers more faithful to the brand. There are some advantages of brand promotion. They are like increase in demand of products, development of brand equity, stabilization of sales performance. It also helps to create better brand image.

2.7 Conceptual framework:
Export of Spices from India to EU

Business strategies used by the Indian entrepreneurs in exporting spices

Adapting specialised technology for processing the spices

Market size and market demand of spices in EU nations

Upgradation of the technological proceedings

Product and Packaging Development and Bar Coding

Food safety regulation act determining the quality of the product

Figure 2: Conceptual framework
(Source: Created by Author)
2.9 Summary:
The given chapter managed to consider the relevant strategies important for the states in doing their international transactions properly. There is important consideration indicating that the marketing strategies refer to the quality perception of the goods. Moreover, the European market has become one of the chief marketing area bases.
Chapter 3: Research Methodology

3.1 Introduction
Research methodology refers to a systematic and theoretical analysis of the applied methods in the study field. The researcher has described the entire methodological part in this chapter. Research methodology actually is being used to for collecting the information as well as the data to meet the purpose of taking the right decision. This chapter has discussed about the chosen research philosophy, approach and design those have been taken to complete this project. Methodological part of a research helps the researcher to continue the entire work by following the right path. Even, the sample size and technique have also been discussed in this chapter.

3.2 Selection of methodology

![Figure 3: Research Onion](Source: Saunders et al. 2009, p.59)

Before composing the research paper, it is necessary for the researcher to make a clear understanding about the steps those should be followed to serve the purpose. According to Cammarota and Fine (2010), the analogy of the research onion is very useful to describe the steps of the research. It shows each of the steps followed by the researcher while conducting the project. It helps the researcher to compose the research work in a proper track. The research paradigms have three main pillars. They are **ontology**, **axiology** and **epistemology**. Jonker and Pennink (2010) opined that ontology is related to the existential reality.
Ontology considers reality as the concrete term, not an abstraction. Silverman (2010) added that it can separate the reality from a perceptual interpretation or understanding. On the flip side, the epistemology mainly focuses on the individual way that is required to gather idea about reality. It actually concerns with the nature of the knowledge and the scope of it. McKernan and McKernan (2013) included that in is different from ontology. Axiology is all about the aesthetics, values and ethics. Research method can be qualitative and quantitative both. Qualitative analysis is about to gain the in-depth insight about the subject area. It is mainly generated to the generation of new concepts or the derivation of the hypotheses.

According to Tashakkori and Teddlie (2010), the quantitative method is only concerned about the statistical or numerical data as well as facts. It inspires to judge the problems from the quantitative aspect and attempt to generalise the sample. However, a recent trend has been developed for the academic research work and that is to take the triangulation or mixed method approach. Adzhubei et al. (2010) mentioned that it attempts both the qualitative and quantitative data. Therefore, a complete understanding of the topic has been generated. Other than that, the reliability and the validity are needed to analyze the research instruments. Raan (2013) mentioned that validity judges that if the research instrument can serve it purpose properly or not. Reliability is known as the measure of stability and consistency. If the research instrument provides similar result to the context, then the instrument can be considered as reliable.

### 3.3 Research paradigm

**Research Paradigm**

- Functionalist
- Interpretive
- Radical structure list
- Radical humanist
Bernard (2011) described the research paradigm as a pattern or example of small, simplified, self-contained and illustrated procedure. Research paradigm can be represented by four different quadrants. These quadrants are functionalist, interpretive, radical humanist and radical structuralist. The researcher has chosen the radical humanism quadrant in this study. Paradigm is known as a framework that has been listed three beliefs. They are ontology, epistemology and methodology. Research paradigm helps to generate research philosophy as well.

Actually, positivism is a part of research paradigm. Somekh and Lewin (2011) suggested that paradigm is a belief that guides the researcher to find out the way to do the research work. It establishes the practice set for the research. It is being considered from the thought process to the action. Ontology is all about the existing fact and it is the view about the nature of the reality. Harrison and Reilly (2011) added that epistemology is actually the perceived relationship that should be built up with the knowledge and the understanding of the researcher. Methodology is all about the finding out of the knowledge. It carries the research work to a proper way. It can be considered as the strategic approach.

Caporaso et al. (2010) discussed those three types of research philosophies are there. They are the positivism, realism and interpretivism research philosophy. Positivism tries to study the social phenomena by applying the natural scientific process as well as tools. It reflects that the social situations could be scientifically measured based on the mathematical calculations and logic. Post-positivism research philosophy is an upgraded version of positivism philosophy. Chang et al. (2010) reflected that the post-positivism philosophy generates from the assumptions and it emphasises on the value position of the researcher. On the other hand, interpretivism has some similarities with the post-positivism philosophy.

It emphasises the interpretive ability of the researcher. Even, the unique interpretation of that particular situation has also been highlighted through this philosophy. Charmaz (2011) commented that the realism research philosophy usually attempt for getting an understanding about the reality based on the conceptual scheme as well as on the belief system. Gioia et al. (2013) described it as a contemporary philosophical aspect of the reality. It depicts that the reality of human being is independent ontologically through the conceptual schemes, perceptions, beliefs, linguistic practices and many more.
The post-positivism philosophy is usually being used while the researcher may conduct the research paper based on the existing theories and concepts. Podsakoff et al. (2012) mentioned that the interpretivism philosophy is known as the interpretivist that inspires the researchers for interpreting the elements of a study. Therefore, interpretivism integrates the human interest into the study. The interpretive researchers may assume the access to the reality. It could be only assumed through some social constructions. These constructions include shared meanings, instruments, consciousness and language.

3.3.1 Justification of choosing radical humanism paradigm
According to Bryman and Bell (2011), radical humanism refers to the philosophical system that seeks for moving the goals of the predecessors. They are divided into two types, one of them is secular humanism and another one is humanism. For meeting the main purpose of this research, the researcher has decided to compose this research work based on the metaphysical stance. It mainly focuses on the probabilistic as well as tentative generalization from the particular research result. Venkatesh et al. (2013) mentioned that post-positivism philosophy states that the reality may be partially understood in accordance to the understanding and the knowledge of the researcher. It criticizes and argues the measure of positivism. It never emphasizes on the value and belief of the researcher. Thus, the research result is always generates as influence free. Wagner et al. (2011) said that the post-positivism philosophy permits both the qualitative and quantitative analysis.

Other than that, it offers the scope in that the researcher can put forward the critical interpretation, observation and analysis. Thus, the researcher has decided to select this philosophy for completing this particular project. Cammarota and Fine (2010) opined that the post-positivism philosophy helps the researcher to focus on the earlier research works and facts. The researcher of this project is a student, thus it is expected that this study should be made on the existing theories. Hence, the post-positivism philosophy is most appropriate for this study.

3.4 Research approach
Two types of research approaches are there. One of them is the **deductive research approach** and the second one is the **inductive research approach**. Silverman (2010) opined that the deductive and inductive research approaches are different from each other by their theoretical perspectives. Inductive research approach moves from the particular instances about the more social situations. This kind of research approach is suitable for such areas where the lacking of sufficient research works has been noticed. Actually, it is better to say that this type of research work generates due to the inefficiency of data. Tashakkori and Teddlie (2010) described it as the bottom-up research procedure.

McKernan and McKernan (2013) discussed that the opposite process may be followed in this inductive approach. In this approach, the researcher generates certain tentative assumption as well as attempt for testing them based on the empirical findings. As per the above diagram, the inductive research approach follows some steps. The researcher while choosing the inductive approach, first observes the fact. Thus, observation is the first stage of inductive research approach. Tashakkori and Teddlie (2010) suggested that the second step of this research relates to the pattern of the fact. In addition, the third step provides the tentative fact of this research work.

After following all the steps, at last the inductive research approach reaches to the theory part of the project. On the other hand, Raan (2013) commented that the deductive research
approach generates from the theory. After that it creates the hypotheses. Now, this is the time in deductive research approach to choose the observation part of the research. After that the researcher has to confirm the fact. Thus, it brief it can be said that in case of deductive research approach, the researcher has to take the facts and theories from the earlier research works. However, while a researcher chooses the inductive research approach, then it is important to generate a theory from the observation.

3.4.1 Justification of choosing inductive approach
The researcher has chosen the inductive research approach while completing this research work. Adzhubei et al. (2010) included that the deductive research approach helps the researcher to conclude the project by describing the earlier facts and theories. However, in the case of this project, the researcher has observed the project and at last the theory has been generated. On the other hand, the deductive research approach permits the researcher to work on the previous theories. It never asks to generate a new theory. Usually a researcher chooses the research approach on the basis of the nature of the paper. Hence, the researcher has chosen the inductive approach to complete this project. The research has observed the fact by own, no previous work has been justified here. Therefore, the inductive research approach is the most suitable one for this project.

3.5 Research design

Figure 6: Research Design
(Source: Anderson and Shattuck, 2012, p.17)
Caporaso et al. (2010) opined that a researcher has to choose the suitable research designs from there types of variations. Descriptive, explanatory and exploratory these three research design are generally being used as per the requirement of the research. The exploratory research design suggests to discover a new side of the study. According to Chang et al. (2010), the explanatory research design tries to explain the relationship of social phenomena. This relationship is mainly known as the cause-effect relationship. Therefore, it is easy to realise that both the explanatory and exploratory research designs does not focus on the previous theories and facts. On the other hand, the descriptive research design describes the earlier facts.

According to Bryman and Bell (2011), the explanatory research refers to the research work that is conducted for the problem which is not defined clearly. It sometimes occurs when the researchers know enough for making the conceptual distinctions. Even, it can be occurred at that moment when the researcher posits any explanatory relationship. Crouch and Pearce (2012) opined that explanatory research supports the researcher in determining the best and most appropriate research design, subject selection and data collection technique.

Actually, research design generates two different types of questions. One of them asks about the fact that is happening on. This question seems to be the descriptive research design. Cooper and Schindler (2010) mentioned about another question that asks about the reason because of which the incident has occurred. The second question indicates to the explanatory research design. However, some people considered the descriptive research fact as a research enterprise. It has included an immeasurable fact to the knowledge of the researcher. Denzin and Lincoln (2011) added that it helps to shape up the knowledge as well as the nature of the society. Descriptions can be either abstract or concrete. A concrete description may provide a description of the ethnic combination of the community. It could also describe the changing profile of the gender mix or population (Communications.edu, 2015).

3.5.1 Justification of choosing descriptive design

The researcher has chosen the descriptive research design here to complete this research work. As per mentioned in the previous discussion, this type of research design has mainly focused on the earlier facts and theories. Charmaz (2011) mentioned that this design is needed to work with the earlier theories and facts. The researcher has reviewed the existing
work thoroughly and provided a critical analyze of it. Thus, the descriptive research design is being considered as the most suitable research design for this study.

3.6 Methodological strategies

The researcher has concentrated on the methodological strategies as well in this project. Crowther and Lancaster (2012) described the methodological strategies as the most perfect way to attain the main purpose of that particular study. In this study, the researcher has highlighted both the questionnaires and interview research instruments. Other than that, the sample and population of this study have also been discussed in detail. The sampling methods employed in selecting the sample that is also been focused here.

3.6.1 Research instruments

Dul and Hak (2012) commented that research instruments are actually being considered as the tool. It helps the researcher to collect some relevant and sufficient data as well as information for the specific study. Two types of research instruments are mainly there. These instruments are known as the interview and survey questionnaires. The researcher has discussed the data and their findings in detail.

3.6.1.1 Survey and Interviews

The researcher has decided to compose this research work based on the primary data. Thus, survey and interviews are mandatory. Gummerson (2010) opined that survey should be referred as the methodological tool. This tool is being used for collecting data with the support of a standardized questionnaire. There is some primary advantages are there for the survey process. One of them is that this method can cover several people in a very short time. On the other side, a disadvantage of this process is the researcher has to sort out the accurate response from the responses.

Interview is a good process that the researcher has decided to use in this study as well. Interview process may allow the researcher in collecting the original data from the primary sources. This is true that the interviewees can misguide the researcher, thus interviewing more than one people is necessary. Hair and Money (2011) mentioned that face to face interview session is too much beneficial for extracting accurate information from the respondents. However, the telephonic interview can also serve the purpose. Telephonic interview is far appropriate when the time is very short. The researcher has decided to
interview the respondents over telephone for this research paper. Interview procedure is accustomed with both the qualitative and quantitative research procedures. It helps in generating the maximum volume of all the required information. However, there is a negative aspect too. The respondents may often modify their attitudes in presence of the interviewers. It can affect the responses adversely.

3.6.1.2 Population and Samples

Hesse-Biber (2010) stated that population indicates to the entire group of the units that include similar characteristics and features. Population is further known as the universe of a study. It is definitely a very difficult task for the researcher to go through the overall population. In this situation, a representative sample is only required to compose the research work effectively and smoothly. Lancaster (2012) commented that sample is actually the subset of the overall population. The accuracy of the study actually depends on the similarities of the characteristics of a sample of the population. Sample should be chosen with the support of two methods. Probability and non-probability is the methods that are required by the researcher.

In earlier method, each of the population indicates a clear chance for choosing the study. Simple random sampling should be form of the probability sampling. The researcher has decided to use this technique in this study. The researcher has decided to distribute the survey questionnaires among the 56 customers those buy the Indian spices. Other than that 5 managers of several export companies would be interviewed by the researcher over telephone. Therefore, the total sample size is 61.

3.6.1.3 Data analysis

Leedy and Ormrod (2012) suggested that two types of data are available for composing a research paper. One of them is known as the primary data and the second one is secondary data. Primary data are the first-hand evidences those are collected by the researcher. The researcher has to serve some field works to collect the primary data. On the flip side, the secondary data can be collected through studying the books, journals and related by visiting the websites. Secondary data indicates to the existing data. The researcher has decided to work on the primary data here. That is why the researcher has distributed the survey sheets among the customers of Indian spices and called the managers of export firms to take the interviews.
All the data would be analyzed in both the **qualitative** and **quantitative** manner. The quantitative manner would be suitable for analyze the data gathered from the survey questionnaires. On the other hand, the qualitative data analysis technique is needed to analyze the data collected from the interviews.

### 3.7 Ethical consideration

This is important for a researcher to follow all the ethical considerations properly while conducting a research paper. The ethical norms and regulations help the researcher to compose the project in a proper and ethical way. The researcher needs to follow the regulations of UK government while conducting the research work. In this project, the researcher has ensured that all the norms and regulations have been followed accurately.

**Adherence to the rules of the research:** Leavy and Hesse-Biber (2010) pointed out that obeying the ethical consideration part is very important for a researcher. The researcher has to obey the rules, codes and principles while continuing the research process. In this research, the researcher has followed all the rules.

**Obtaining consent from participants:** According to Lodico and Spaulding (2010), a researcher often faces some ethical dilemmas in a form of the consent of interest, informed consent of the respondents, authorship and authenticity, etc. The researcher has confirmed that all the respondents were joined the survey and interview session with their full consent. No pressure has been created on them. The researcher has followed the terms and conditions of **Data Protection Act 1998** properly (Legislation.gov.uk, 2015).

**Maintaining confidentiality and objectivity:** The researcher is quite sure that no personal data has been collected for using in this research purpose. Even the respondents not ask for any sensitive data as well. Sekaran and Bougie (2010) discussed that it is also very important for the researcher to maintain an objectivity, impartiality and non-discrimination. Maximum sincerity, honesty and integrity are required to compose a perfect research work. In addition, this project has further assures for publishing the result after being fully completed.

### 3.8 Time horizon

<table>
<thead>
<tr>
<th>Tasks of the study</th>
<th>Week 1 to 2</th>
<th>Week 3 to 4</th>
<th>Week 5 to 6</th>
<th>Week 7 to 8</th>
<th>Week 9 to</th>
<th>Week 11 to</th>
<th>Week 13 to</th>
<th>Week 15 to</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task 1: Studying the existing literature</td>
<td>10</td>
<td>12</td>
<td>14</td>
<td>16</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Task 2: Find out the gap in the research</td>
<td>10</td>
<td>12</td>
<td>14</td>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Task 3: Topic Selection</td>
<td>10</td>
<td>12</td>
<td>14</td>
<td>16</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Task 4: Formulation of objectives, aim and questions for the research</td>
<td>10</td>
<td>12</td>
<td>14</td>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Task 5: Literature review based on the chosen research topic</td>
<td>10</td>
<td>12</td>
<td>14</td>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Task 6: Selecting proper research methodologies</td>
<td>10</td>
<td>12</td>
<td>14</td>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Task 7: Primary data collection</td>
<td>10</td>
<td>12</td>
<td>14</td>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Task 8: Primary data analysis</td>
<td>10</td>
<td>12</td>
<td>14</td>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Task 9: Founding the results and draw the conclusion of the</td>
<td>10</td>
<td>12</td>
<td>14</td>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 1: Gantt chart
(Source: As created by Author)

This is a table that has been provided by the researcher to maintain a proper schedule for completing the research work. The researcher has divided all the tasks and after that makes the schedule. This table has helped the researcher to complete the work within the stipulated time. The researcher has divided the tasks into 11 stipulated tasks. The first task is indicating the procedure of studying the existing literature. It means in this time, the researcher has gone through several books, journals and website related to the research subject. First two weeks have been allocated for this purpose. This is the very vital time as the researcher can choose the topic in this schedule. Even, the researcher has earned a basic concept regarding the research topic in this stipulated timeframe.

The third and fourth weeks have been dedicated to find out the gap in the earlier research works. Actually, the researcher has started this job from the end of the second week. This period plays an important role in the entire research work as it may help the researcher to gather knowledge about the area on which the researcher needs to focus on. The researcher has taken two more weeks to select the main topic of the research. The fifth and sixth weeks were dedicated for this job. The researcher has analyzed the gap and gone through them seriously to find out the topic. The researcher has noticed that several articles have been composed on the Indian spices, but exporting them as a brand has been neglected till now. Thus, the researcher has chosen this topic for this project.

Actually, this is better to say that the task of finding out the research topic has been ended on the first of the sixth week. Rest of the sixth week was dedicated to formulate the aim, objectives and questions of the research. These three are being considered as the base of a project. Without a proper specification of the aim, objectives and research questions a
researcher cannot step forward towards the next stage of the study. These three factors of a research paper make the study more concise and focused to the main topic. The readers even get a clear concept from these three factors.

On the last day of the sixth week, the researcher has started reviewing the literature related to the research topic. This procedure has been continued till the seventh and eighth weeks of the schedule. In the above table, the task six has been named as the selection of proper methodology. The researcher has selected the methodology part of the project in these weeks. Methodology is a very important part of a project. Thus, a researcher needs to allot sufficient time for this task. Hence, for this project the researcher has spent more than two weeks for choosing the right methodology for this work.

Now this is the time to collect the data. This research has been made based on the primary data. Primary data should be collected through the field work. Thus, the researcher has to meet several people for collecting the required data. The researcher has made a plan before start the task. The researcher has identified some customers those buy the Indian spices regularly. The researcher has decided to distribute the survey questionnaires. Ninth to twelfth weeks were dedicated for this job. After identifying the people, the researcher has distributed the survey sheets among them. Other than that, the researcher has selected some managers of export companies those have the knowledge regarding the Indian spices and their demand as a branded product.

The researcher has collected their telephone numbers and called them. The total work has been completed within the stipulated time frame. Another two weeks have been included for analyzing the primary data. It means the thirteenth and fourteenth weeks were also dedicated for this task. The ninth task was in the name of founding the results as well as to draw the conclusion of the study.

3.9 Summary
The researcher has discussed about the research methodology in this chapter. The researcher has mentioned about the research philosophy, research design and research approach to explain the project in detail. Other than that, the sample size and technique has also been included in this chapter. After introducing the purpose of this chapter, the researcher has described about the selected methodology. In this purpose, the researcher has added that research onion. After that the research philosophy has been mentioned along with the
justification of choosing such philosophy. Thereafter, the researcher has discussed about the research approach and also the justification for selecting the inductive research approach. In a similar way, the research design has also been narrated here along with its justification. Other than that, the research instruments, strategies, sample size, etc are also being included in this chapter. This part of the project has added a time table to provide the concept of the schedule of the project.
Chapter 4: Data Analysis and Findings

4.1 Introduction:
The chapter of data analysis and findings refer to the analysis of the data and the presentation of that data in a specific format. Different data are collected with respect to the definite questions asked to different people. With the reference of that data the analysis is put forward. The definite goals are collecting of the data and further analysis of that subsequent data. These definite goals were set in order to improve the base or the basic knowledge exporting of Indian spices to the countries of European Union. Then determine the current perception as well as the utilization of principles or basic goals of the export. The objectives will be accomplished. These findings presented in this following chapter demonstrated the merging of the theory with practical. The researcher has decided to distribute the survey questionnaires; both quantitative and qualitative, among the 56 customers those buy the Indian spices. Apart from the customers, 5 managers of several export companies will be interviewed by the researcher over telephone. Thus 61 is the total sample space.

4.2 Quantitative Questionnaires for customers:
Q1: What is your gender?

<table>
<thead>
<tr>
<th>Options</th>
<th>Total responses</th>
<th>No. of responses</th>
<th>Response percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>56</td>
<td>17</td>
<td>30.36%</td>
</tr>
<tr>
<td>Female</td>
<td>56</td>
<td>30</td>
<td>53.57%</td>
</tr>
<tr>
<td>Others</td>
<td>56</td>
<td>9</td>
<td>16.07%</td>
</tr>
</tbody>
</table>
Findings: From the above table we can conclude that among the 56 customers there are 30 female customers. Among these customers there are 9 male chefs and 28 housewives. This shows that 30.36% of them are male, 53.57% are female and 16.07% are others. So, number of female customers is more than the male as well as the other customers. This is because they are mainly housewives who use the Indian spices in cooking their food.

Q2: Which age group do you belong?

Table 2: Response against the age of the customers:

<table>
<thead>
<tr>
<th>Options</th>
<th>Total responses</th>
<th>No. of responses</th>
<th>Response percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>21-30</td>
<td>56</td>
<td>16</td>
<td>28.57%</td>
</tr>
<tr>
<td>31-40</td>
<td>56</td>
<td>28</td>
<td>50.00%</td>
</tr>
<tr>
<td>41-50</td>
<td>56</td>
<td>7</td>
<td>12.25%</td>
</tr>
<tr>
<td>Above 51</td>
<td>56</td>
<td>5</td>
<td>8.92%</td>
</tr>
</tbody>
</table>

Figure 7: Response against gender of the customers.
Figure 8: Response against the age of the customers.

Findings: Among the 56 customers the age group mainly consists of the middle aged people, whose age lies between 31-40 years. The percentage of the customers lying between the age of 21-30 is 28.57%, 31-40 is 50%, 41-50 is 12.25% and above 51 is 8.92%. Thus it can be clearly seen that the majority of the customers are middle aged i.e., lying between 31-40 years of age. Here comes a point that why the customers are of middle age. This is because mainly the customers are female and they are mainly housewives. There are chefs who also use these Indian spices in the preparation of their daily menu and they are also middle aged.

Q3: Since how long have you been using Indian spices?

Table 3: Response in duration of consuming the Indian spices:

<table>
<thead>
<tr>
<th>Options</th>
<th>Total responses</th>
<th>No. of responses</th>
<th>Response percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 1yr</td>
<td>56</td>
<td>3</td>
<td>5.35%</td>
</tr>
<tr>
<td>More than 2 yrs</td>
<td>56</td>
<td>7</td>
<td>12.25%</td>
</tr>
<tr>
<td>More than 3 yrs</td>
<td>56</td>
<td>13</td>
<td>23.21%</td>
</tr>
<tr>
<td>Above 3 yrs</td>
<td>56</td>
<td>33</td>
<td>58.92%</td>
</tr>
</tbody>
</table>
Figure 9: Response in duration of consuming the Indian spices.

Findings: The customers are very well acquainted with the Indian spices as there is a wide variety of it present in the market. This survey says that among the 56 customer, the 33 customers are using variety of Indian spices for more than 3yrs. Among the 56 customers 5.35% are using for ‘more than 1yr’, 12.25% are using for ‘more than 2yrs’, 23.21% are using for ‘more than 3yrs’ and 58.92% are using for ‘Above 3yrs’. These can be seen that the Indian spices are very well known by the European Union people in their daily life. So the majority of the customers are using it for more than 3 yrs. This is a very good sign for the branded company as the consumption of the Indian spices are very popular in the European Union.
Q4: Are you satisfied with the quality of the unbranded Indian spices?

Table 4: Response against the satisfaction of the unbranded Indian spices:

<table>
<thead>
<tr>
<th>Options</th>
<th>Total responses</th>
<th>No. of responses</th>
<th>Response percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>56</td>
<td>11</td>
<td>19.64%</td>
</tr>
<tr>
<td>Neutral</td>
<td>56</td>
<td>6</td>
<td>10.71%</td>
</tr>
<tr>
<td>No</td>
<td>56</td>
<td>39</td>
<td>69.64%</td>
</tr>
</tbody>
</table>

Figure 10: Response against the satisfaction of the unbranded Indian spices.

Findings: The finding was quite a diplomatic one as the customers are not very satisfied by the unbranded Indian spices available in the market. Among the 56 customers, 39 of them chose the option ‘NO’. So it can be concluded that 69.64% of the total customers said ‘No’ as they are not satisfied with the unbranded Indian spices and 19.64% are agreeing with the fact of getting used to the unbranded spices. This can be concluded that they are not satisfied by the quality of the Indian spices that are available in the European Union market. They want the branded company to come forward with their products and fulfil their needs.
Q5: How far do you believe that the branding of the Indian spices will reduce fluctuation in its quality?

Table 5: Response against the belief in the fluctuation reduction in branding the Indian spices:

<table>
<thead>
<tr>
<th>Options</th>
<th>Total responses</th>
<th>No. of responses</th>
<th>Response percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly believe</td>
<td>56</td>
<td>18</td>
<td>32.14%</td>
</tr>
<tr>
<td>Believe</td>
<td>56</td>
<td>20</td>
<td>35.71%</td>
</tr>
<tr>
<td>Neutral</td>
<td>56</td>
<td>4</td>
<td>7.14%</td>
</tr>
<tr>
<td>Disbelieve</td>
<td>56</td>
<td>9</td>
<td>16.07%</td>
</tr>
<tr>
<td>Strongly disbelieve</td>
<td>56</td>
<td>5</td>
<td>8.93%</td>
</tr>
</tbody>
</table>

Figure 11: Response against the belief in the fluctuation reduction in branding the Indian spices.

**Findings:** The finding was a more satisfying response from the customers as they are looking forward for the brands to bring the Indian spices in their country. Among the 56 customers, 18 customers ‘strongly believe’ and 20 customers ‘believe’ that the branding of the products will bring a change in the quality of the products they are presently having in their market.
67.85% of the total customers support ‘Strongly believe’ and ‘Believe’. Whereas 25% of the customers ‘Disbelieve’ and ‘Strongly disbelieve’ this opinion.

Q6: How far do you agree that exporting Indian spices to European Union countries as a branded commodity or product will improve the country’s image in front of the world?

Table 6: Response in improvement of India’s image by exporting the Indian spices to European Union:

<table>
<thead>
<tr>
<th>Options</th>
<th>Total responses</th>
<th>No. of responses</th>
<th>Response percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>56</td>
<td>23</td>
<td>41.07%</td>
</tr>
<tr>
<td>Agree</td>
<td>56</td>
<td>11</td>
<td>19.64%</td>
</tr>
<tr>
<td>Neutral</td>
<td>56</td>
<td>6</td>
<td>10.71%</td>
</tr>
<tr>
<td>Disagree</td>
<td>56</td>
<td>7</td>
<td>12.50%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>56</td>
<td>9</td>
<td>16.07%</td>
</tr>
</tbody>
</table>

Figure 12: Response in improvement of India’s image by exporting the Indian spices to European Union.

Findings: Among all the customers, 23 of the customers ‘strongly agree’ with the fact that the export of the Indian spices will improve the image of the country. This research question
is mainly discussing the fact that the exporting of Indian spices to European Union countries will improve the country’s image in front of the world. Among all the customers 41.07% ‘Strongly agree’, 19.64% ‘Agree’, 10.71% ‘Neutral’, 12.50% ‘Disagree’ and 16.07% ‘Strongly disagree’. This clearly shows that most of the customers are agreeing and strongly agreeing with the fact that exporting of the Indian spices to the European Union as a branded commodity or product may improve the country’s image in front of the world.

Q7: Are you ready to pay an extra amount for branded Indian spices?

Table 7: Response against the extra payment for branded Indian spices:

<table>
<thead>
<tr>
<th>Options</th>
<th>Total responses</th>
<th>No. of responses</th>
<th>Percentage of response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>56</td>
<td>36</td>
<td>64.28%</td>
</tr>
<tr>
<td>No</td>
<td>56</td>
<td>5</td>
<td>8.93%</td>
</tr>
<tr>
<td>May/May not</td>
<td>56</td>
<td>15</td>
<td>26.78%</td>
</tr>
</tbody>
</table>

Figure 13: Response against the extra payment for branded Indian spices.

Findings: 30 among the 36 customers who voted ‘Yes’ says that they are eager to pay more money than they are paying now in order to find a promising result from the brand. 64.28% of the total customers are agreeing to pay extra amount for the branded Indian spices. 8.93% doesn’t agree with extra payment of money. 26.78% of the total customers are neither
agreeing nor disagreeing on paying extra money for the branded spices. Thus the customers of the European Union are eager in paying extra money for the Indian spices.

Q8: Do you agree that the branding of Indian spices will influence your purchase decision?

Table 8: Response against the influence of purchasing decision of branded Indian Spices:

<table>
<thead>
<tr>
<th>Options</th>
<th>Total responses</th>
<th>No. of responses</th>
<th>Percentage of response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>56</td>
<td>18</td>
<td>32.14%</td>
</tr>
<tr>
<td>Agree</td>
<td>56</td>
<td>9</td>
<td>16.07%</td>
</tr>
<tr>
<td>Neutral</td>
<td>56</td>
<td>3</td>
<td>5.37%</td>
</tr>
<tr>
<td>Disagree</td>
<td>56</td>
<td>11</td>
<td>19.64%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>56</td>
<td>15</td>
<td>26.79%</td>
</tr>
</tbody>
</table>

Figure 14: Response against the influence of purchasing decision of branded Indian Spices.

Findings: This research is regarding the fact that the customers are well influenced on their purchase decision. Among the total customers 32.14% of customers are ‘Strongly agreeing’, 16.07% are agreeing with the fact, 5.37% are staying neutral, 19.64% are disagreeing with
the fact and 26.79% are strongly disagreeing with the fact. Thus 48.21% are strongly agreeing with the fact that if the branded products are brought in the European Union then there will be an influence in the purchasing decision of the customers.

**Q9: Do you find difficulty in purchasing unbranded Indian spices from middle men?**

**Table 9: Response against the difficulty in purchasing unbranded Indian spices from the middle men:**

<table>
<thead>
<tr>
<th>Option</th>
<th>Total responses</th>
<th>No. of responses</th>
<th>Percentage of response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>56</td>
<td>42</td>
<td>75.00%</td>
</tr>
<tr>
<td>No</td>
<td>56</td>
<td>14</td>
<td>25.00%</td>
</tr>
</tbody>
</table>

**Finding:** From the table it can be stated that the customers of the European Union are not satisfied on the services provided by the middle man or the seller. 75% of the customers voted ‘Yes’. They are not willing to purchase any of their products from the middle man. They want to interact directly to the branded product.
Q10: Do you think it is a good idea to sell branded Indian spices directly to its customers in European Union?

Table 10: Response against selling branded Indian spices directly to the customers of European Union

<table>
<thead>
<tr>
<th>Options</th>
<th>Total responses</th>
<th>No. of responses</th>
<th>Percentage of response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly believe</td>
<td>56</td>
<td>22</td>
<td>39.28%</td>
</tr>
<tr>
<td>Believe</td>
<td>56</td>
<td>26</td>
<td>46.43%</td>
</tr>
<tr>
<td>Neutral</td>
<td>56</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Disbelieve</td>
<td>56</td>
<td>5</td>
<td>8.93%</td>
</tr>
<tr>
<td>Strongly disbelieve</td>
<td>56</td>
<td>3</td>
<td>5.36%</td>
</tr>
</tbody>
</table>

Figure 16: Response against selling branded Indian spices directly to the customers of European Union.

Findings: This report is against selling branded Indian spices directly to the customers of European Union. Among the total 56 customers 22 of the customers ‘Strongly believe’, 26 of the customers ‘Believe’, 5 of them ‘Disbelieve’ and 3 of them ‘Strongly disbelieve’. Thus it can be clearly seen that 85.71% of the total customers are totally agreeing with the fact that the Indian spices should be directly given to the customers of the European Union. The rest is not agreeing with the fact.
In the above report it is not so visible and the report is rather hazy because the sample space of the total customers is small. The efficiency of the report can be reached by a large sample space. Since the sample space is of only 56 customers it can be drawn that the majority of the European Union are using the Indian spices. Thus from the above report it can be said that the customers of the European Union are using the Indian spices a lot. They are looking for the branded companies to launch their products in their country. They don’t want the middle man in selling the Indian spices because they are not reliable. Though the customers are looking to invest their money in buying the branded products they are also mentioning about the quality of the product. They are saying that they are in buying the branded Indian spices but they want a good quality product.

4.3 Qualitative Questionnaire for exporters:

Q1: How is your branding strategy going to bring an impact on your profitability?

Manager of Maharaja Foods: If they launch any branded product in the European Union then they will totally look into the quality of their product. Their company will also provide their online services which in turn will bring home back a good profit.

Manager of SA Rawther Spices (P) Ltd.: They are looking forward to launch their branded products in the European Union as the demand for the Indian spices are very high. Their company can make a good deal of profit as the customers are eager to invest any amount of money.

Manager of PARAS: Their Company is one of the leading companies in India. They produce all sorts of spices. If the demands are high then the profit will also be high.

Manager of Spice Exim: The manager told same as that the manger of the PARAS company. He said that if the demands are high they can pocket a good amount of profit.

Manager of PC Khanna & Co: The manager of this company gave a very typical answer. He said that the spices in European union are totally different from Indian spices and their cooking is also different. But in many areas there are spices which are not of good quality. They can export those spices and can earn money.

Q2: What are the benefits of exporting Indian spices to European Union as branded product?
Manager of Maharaja Foods: There are many benefits in exporting the Indian spices. The Indian spices are the heritage of Indian. They can share this heritage with the whole world.

Manager of SA Rawther Spices (P) Ltd.: The spices of India are very different in quality and smell. Thus this attracts many foreign customers in buying these products. Other than any other country they prefer Indian spices. Thus by exporting they can draw many customers towards them.

Manager of PARAS: The Company only runs by a profit earned. They only find a benefit in exporting is a high profit.

Manager of Spice Exim: By exporting they can make more profit rather than letting the European Union companies who try to import the raw prices at a low price.

Manager of PC Khanna & Co: Exporting can help in bringing back a lot of profit in their pockets.

Q3: What difficulty do you face in exporting spices to EU just as a product?

Manager of Maharaja Foods: Exporting is a very difficult process as a lot of hazards come in their way. They can be transport, border problems and many more. Recently they went through a heavy loss as the plane by which they were exporting, crashed on its way to destination.

Manager of SA Rawther Spices (P) Ltd.: The branded products might get damaged due to conditions like weather and travelling hazards.

Manager of PARAS: They faced a lot of problem in their last shipment as the ship got wrecked in the middle of the Indian Ocean while exporting and they missed their dead line for delivery. There was a big damage in the product.

Manager of Spice Exim: They went through a through a robbery and one of their containers were missing.

Manager of PC Khanna & Co: They feel that they won’t be having any exporting problems while exporting to European Union.

Q4: How can you be able to remove the middle men from the export process?
Manager of Maharaja Foods: They can directly provide their branded products to the customers through home delivering their products.

Manager of SA Rawther Spices (P) Ltd.: The branded products can be sent to the retail shop or store. They can also provide the home deliver. By this they can remove the middle man.

Manager of PARAS: The middle men can be removed by directly providing their services and interacting with their customers.

Manager of Spice Exim: They think the middle man can only be removed if the star proving the branded products to them through the internet.

Manager of PC Khanna & Co: Providing internet services can remove the middle man from this process.

Q5: What kind of support do you expect from Indian govt in exporting the branded product in EU?

Manager of Maharaja Foods: The Indian government is helping a lot nowadays. They are providing easy certification to this kind of initiatives. Cause they think that exporting might bring a hike in the Indian economy.

Manager of SA Rawther Spices (P) Ltd.: India is developing very quickly and a great change in the Indian economy can be gained by exporting this kind of goods.

Manager of PARAS: Indian market can be enhanced by exporting of Indian spices and by exporting there comes a demand among the producers of the Indian spices. Thus the economy in the spice industry increases. So the Indian government is helping out a lot.

Manager of Spice Exim: Indian government is encouraging a lot in this field as it enhances the productivity of the spices in India.

Manager of PC Khanna & Co: The government of India is lacking behind is this field because other governments of different countries have paid a lot of attention in this. Since the demand is high the productivity increases a lot.

This report is regarding the facts that the managers of the different companies believe in the facts that is put forward with some of the qualitative questions asked to them over the telephone. The company’s names are as follows Maharaja Foods, SA Rawther (P) ltd.,
PARAS, Spice Exim and PC Khanna & Co. These questions are asked in order to know their responses against the branding of the Indian spices in European Union and their views for bringing a branded product in the European Union.

4.4 Summary:
In this chapter we have described the various survey questions. These questions were asked to the customers in order to find the various thinking process regarding the branding of the Indian spices in the European Union. The customers were asked the utility of the Indian spices in the European Union, the benefits of branding the Indian spices, bringing branded company in order to increase the quality of the Indian spices and many more. Further various questions were asked to the managers of the export companies. These managers are from the Indian spices company such as Maharaja Foods, SA Rawther spices (P) Ltd., PARAS, Spice Exim and PC Khanna & Co. The researcher asked some of the technical questions regarding the branding of the Indian spices. Various strategy related questions, the benefits of exporting these Indian spices as a product, difficulties in exporting the Indian spices to the European Union, the act of the middle man and the help they are expecting from the Indian Government.
Chapter 5: Discussions.

5.1 Introduction:
In this chapter we are going to discuss the various research related questions, reviewing the work, interpreting of results and the various implications of the findings. The previous chapter shows the results of the research related questions regarding the branding of the Indian spices. This research related questions were asked to various customers and the managers of various branded Indian spices company.

5.2 Discussion on the Quantitative Questions:
Here we are going to discuss the previous report that the researcher have prepared by asking some of the quantitative questions to the 56 customers which is randomly selected and some qualitative questions are asked to the managers of 5 different companies dealing with the Indian spices. Thus the total sample space becomes 61.

Discussion on the responses received against question no. 1:
The question was asked regarding the gender of the customer. The researcher found that the customers are mainly female. Since the spices are used for the household purposes, the customers consuming the Indian spices are mainly female. There are also some male chefs who use this variety of Indian spices in the food which they prepare for their customers.

Discussion on the responses received against question no. 2:
The question is regarding the age group of the customers using the Indian spices. This survey tells that among the total customers fifty percent of them belong to 31-40 age groups. Why all these customers are mainly middle aged? On further scrutinizing the fact it was found that among them they are mainly housewives and chefs. The middle aged people think it that the food they cook mainly consists of the Indian spices. The housewives mainly fall in this age group. The middle aged customers feel that these spices make their food most tasty and healthy as the spices act a great deal in improvement of the heath of a person. So, adding spices in your food helps in improving health of a person. For example, red pepper helps on thermo genesis; this is a process that affects both appetite and metabolism.

Discussion on the responses received against question no. 3:
The question was regarding the response in the duration of the consumption of the Indian spices. Majority of the customers voted ‘Above 3yrs’. From the above analysis it can concluded that the Indian spices are very well known among the customers of the European Union. They are very much habituated by the consumption of the Indian Spices.

The survey should be very promising to everyone. The chefs told that the food which they prepare for their customers helps them to draw more customers as the food increases in both taste and quality. The chefs very much rely on the Indian spices as this enhances their business.

**Discussion on the responses received against question no. 4:**

The question is regarding the response against the satisfaction of the unbranded Indian spices in the European Union. More than fifty percent of the customers agreed with the fact that they are not satisfied by the quality of the unbranded Indian spices. They said that the unbranded spices are of very low quality since they don’t carry any brand name on it. The Indian spices which are being exported to the European Union are of very low quality as they are directly sent to the European Union market, where the middle man i.e. the shopkeeper, is selling to the common customers of their country. So the customers are looking forward for the brands to bring the Indian spices in their country.

The customers mentioned that the quality of the product is not meeting their needs since they are receiving low quality product from the market. They also mentioned that the shopkeepers are also hiking up the prices on the low quality product.

**Discussion on the responses received against question no. 5:**

The response over this question is very satisfying. Thirty eight of the total customers strongly believe in the fact that the branding of the Indian spices will bring a change in the quality of the product they are presently receiving in their market. This is because they think that if the branded company bring forward the branded products, in order to gain profit and image they will bring the best quality of the products in their market. The customers also commented that if the branded company takes this responsibility of providing the best quality of Indian spices in order to maintain the fame of their company. The company’s responsibility is to provide the best quality spices at a better price. So in order to achieve the standards they should pay more attention in bringing up the best quality product as the customers really want the Indian spices in their country at a better price and quality.
Discussion on the responses received against question no. 6:

On asking this question the response was very promising. Thirty four of the total customers felt that they should agree with this fact that if the Indian spices are exported to the European Union as a branded commodity then it will improve the country’s image in front of the world. They said that the European Union is a country where people from different countries either visit or stay in their country. If any of them feel that the Indian spices could be launched in their country, this will help out all in the exporting of the branded spices. They also said that if they find the branded spices more promising they might approach that brand in order to launch their product in their respective countries also. If the company launches the product they might feel that these spices are bringing a change in their livelihood. Thus the fame of the Indian spices would reach a peak point. This in turn will eventually bring an improvement in the India’s image. The country will get more orders in future which in turn will help in bringing a hike in both the country’s image and the economy of the country.

Indian spices are famous all over the world but there are countries who don’t import these spices. These countries are eagerly looking into the matter of importing the spices. Among these countries European Union is one of them. Whereas, European Union is a country of diverse religion and people from different countries live here. Thus exporting the Indian spices to EU might bring into consideration among various people to launch their product in their country. By exporting these spices to various other countries other than EU will improve the image of the country in front of the world.

Discussion on the responses received against question no. 7:

The customers are well aware of the variety as well as the quality of Indian products. If they come to know that India is launching a brand which might bring a change in the quality as well as the quantity they might feel they can buy their products. The customers are very well eager to pay more money as they feel if they pay more money they will also get a better quality product from the branded companies.

They also state that if the brand doesn’t meet up their expectations they might think of switching over to the non branded products in the market. So it can be clearly stated that the customers are willing to invest money but not in a product that will bring a very drastic loss to the brands. The Brands who are looking to launch their products in the European Union should keep in mind that the customers in the European Union are very well aware of the fact
in investing their money in the branded products. So the satisfaction of the customers should be the key target for the brands in order to get a profit out of the investments.

**Discussion on the responses received against question no. 8:**

From this report it was clear that the customers are not relying on the products that would be provided by the branded company. The total number of customers who ‘strongly agree’ and ‘agree’ are almost the same as that of those who ‘strongly disagree’ and ‘disagree’. Thus it was difficult to assess this report. On asking, why the customers who are not relying on the branding the Indian spices will influence the customer’s purchase. The customers told that they are not ready to rely on a new brand which could meet up their expectations as they think that the brands might bring a product which is lower than their expectation. The finding shows that the customers are ready to invest their money in their product but they are not trusting on the new brand. Thus the branded company should keep in mind that the product they are providing to their customers satisfies them a lot. If not they are going to face a drastic loss in their investment. The customers also mentioned that if the new branded Indian spices are brought in European Union with a high quality product then the number of customers may reach a peak point. From this it can be again concluded that the customers in European Union are well cautious about their investment in the products.

**Discussion on the responses received against question no. 9:**

This question deals with the difficulty in purchasing the unbranded Indian spices from the middle men. They said that the products they are providing are of poor quality. They also mentioned that they are selling a low grade product with a serious hike in the prices. The middle men are illegally approaching other countries and selling the sorted high product with immense profit. They mentioned that the department of selling these products should be totally given to the retailed shop or store. Thus in order to stop this, the brands should approach the retailed shop or store so that they get a better price from the European Union market. They are clearly mentioning that they don’t want any middle men to act in between them i.e. the customers and the Indian spices.

They also told that the branded companies can also approach the customers directly instead of approaching the retail store. The company can also open an online store through which they can buy the Indian spices and can be provided directly to the customers. This in turn will remove the middle men.
Discussion on the responses received against question no. 10:

The customers mentioned earlier that they are not interested in those middle men as they are selling a very bad quality product and illegally selling the sorted high product outside the European Union. Forty eight customers among the total strongly agree with the fact that the brands should directly sell their item to them. They also suggested that the branded company should think rather plan in selling them directly either through the retail shops or through their home delivery services.

In European Union the lifestyle of a person is very busy. They completely rely on the internet. On further asking the customers said that if the company open a website through which they can provide their products in their home then the companies might help out a lot because many of the customers are relying on internet and home delivery. Thus it can be said the customers are giving a good opportunity to the branded company in hiking up their profit. Since the customers are very well dependent on internet the branded company would not have to pay the extra money for their store cost or residential taxes. They only have to think about their service charges which will be added during their services.

5.3 Discussion on the Qualitative Questions:

Here we are going to discuss the various qualitative questions that are asked to the managers of different companies dealing with the Indian spices business. The main objectives of these questions are to find the strategy of their companies in order to launch their branded Indian spices in the European Union. These companies are one of the leading companies in India who are dealing with the Indian spices. They are Maharaja Foods, SA Rawther Spices (P) Ltd., PARAS, Spice Exim and PC Khanna & Co.

Discussion on the responses received against question no1:

The question is regarding the branding strategy of the companies to bring an impact on their profitability. All the managers mentioned that if the demand in the company is high then the probability of earning profit is also high. No branded Indian company have ever approached the European Union market since now. So the market is open for the branded Indian companies to introduce their products over there.

So the managers of different companies told that they can introduce their products in European Union. The manager of a company told that if they are thinking of launching a
product in the European Union then they should concentrate on the quality as well as the quantity of their product. This is because the customers of the European Union are very well aware of the quality as well as the quantity of the product they are providing. They want the branded product as they are not satisfied by the unbranded product which they get in the European Union market. So if they provide a high quality product in their market then automatically they will purchase their products. Thus in turn they will earn a lot of profit out of their products.

On the other hand, the manager of PC Khanna & Co gave a very different answer. He said that the spices in the European Union are totally different from the spices that are available in the Indian market. Since the recipe of the European Union is different. But they are finding that the demand in the European Union is very high. So in order to meet the demands they are ready to provide them their branded product or commodity. If they in turn purchase a good profit then they are very eager to introduce their product in the European Union.

**Discussion on the responses received against question no. 2:**

The question asked here is regarding the benefits of exporting the Indian spices to European Union as a branded product. The Indian spices are the heritage of India. They are very different in quality as well as smell as the product quality in India is very high. Thus in turn they attract various customers from all over the world. This is the very advantage in the business of the Indian spices. But in case of the companies the only benefit of the company lies in the total profit earned by them. All the companies think in earning a huge amount of profit from their investments.

This is the view of each and every manager of the company dealing with the export of the Indian spices in the European Union.

**Discussion on the responses received against question no. 3:**

This question is regarding the difficulties that the companies are going through the exporting of the Indian spices to the European Union. Exporting is a very difficult task as they have to trust or rely on any agency through which they export their products in different countries. So it is a very risky job for the company. There are many hurdles which a company has to go through while exporting their products. This can be transportation, control near border, unfamiliar territory navigation and products quality after reaching.
The manager of Maharaja Foods mentioned that they went through a very huge loss as the plane which was exporting their product crashed on its way to destination. This is a kind of hazard which a company cannot control. These kinds of hazards are totally luck dependent. This can happen anytime and anywhere.

Another damage that can come in the way is the damaged products. No customers will be happy if they are provided with the damaged products. The damage on the products will affect a lot in the profit earning. These damages are mainly due to the weather and travelling hazards.

On time delivery is also a problem in exporting the products to different countries. The manager of PARAS told that they have faced a real loss in the exporting the product as the ship through which the product was getting exported got wrecked in the middle of the Indian Ocean. It took more days in their delivery so in turn the importer gave half of the amount they promised to pay on time. This is also a travelling hazard.

On the other hand, the manager of Spice Exim mentioned that they went through a robbery and one of their containers containing their product was missing. These kinds of hazards are known as the border hazards because many pirates are near the borders of the African countries. They often attack the ships passing through or near their borders.

**Discussion on the responses received against question no. 4:**

The question is regarding the fact that the managers of different companies can really remove the middle man from the export process. They mentioned that they can remove these middle men by providing their products through internet i.e., by home delivery.

Customers of the European Union are very much busy in their life and they totally rely on the internet. Due to their busy life style they want each and every thing through the home delivery. Directly interacting with the customers will remove the middle men.

If they remove the middle men then their profit percentage will also hike. If they can provide the branded products directly to the customers through internet then they can get a huge profit out of it. This is because in online market they don’t have to pay any store taxes. This is a huge amount of money that they can save out of it. This extra money adds up to their profit. The service charges they pay are added with the delivery of the products.

**Discussion on the responses received against question no. 5:**
This question is regarding the support the managers of different companies are expecting from the Indian Government in exporting the branded products in the European Union.

The government of Indian is nowadays helping out a lot and encouraging the companies in export of the Indian products to different countries. They are providing easy certification to all these kinds of initiatives. The government is encouraging in exporting because it will enhance the Indian economy. This is a chain reaction. The demands from the foreign countries are fulfilled by the supply of the products from the Indian market. This in turn is giving a huge demand to the producers in increasing their production. This in turn is enhancing the Indian economy.

5.4 Answering of the research questions:

- **Why the spices exported to EU from Indian as just a product not a branded commodity?**

  The Indian spices are exported to the European Union just as a product not a branded commodity because the Indian spices companies have never approached the European Union market to launch their products. The products are just provided as a product since some amount of Indian spices is exported from India to the European Union market. It consists of low quality product as the products are provided directly by the producers without any further sorting.

- **What is the necessity to announce the Indian spices as branded product in EU?**

  The necessity of providing the Indian spices as a branded product because the customers of the European Union market are not satisfied by the product they are provided by the European Union market. The quality of the product is very low and the price according to the quality is also very high. If the branded companies launch their products then the customers might get a high quality product since the companies want to maintain their image in the market of the European Union. The demand in the European Union market is very high as the customers are consuming a good amount of Indian spices in their daily life. These spices have laid a huge impact on the life of every customer. They also want the middle men to be removed in between the customers and the Indian spices. This can only be accomplished by the branding of the Indian spices by the Indian companies. If the branded companies launch their products in the European Union market then they might also improve the image as well as fame of the Indian spices.
How could the producers avoid the middle men and reach to the customers directly with the high quality product overseas?

The producers or the branded companies can avoid the middle men by directly interacting with the customers through the company’s websites. According to the managers if the companies launch their product in the European market then they will be looking forward into the matter of providing the products directly to the customers. This is a process through which they can avoid the middle men and provide their products overseas.

5.5 Implications of the findings:

The most important part of the research is to find the report description, analysing the data and interpretations of given data. Thus the implication is also an important part in the discussion. The researcher has to identify for the research reader as how and why these interpretations and analysis of the research as well as to find the key concepts in the analysis involved. According to Stainback, researcher has to inform and state the reader of any kind of unexpected implications or patterns which have emerged from the report within a range and data of evidences in order to support the interpretations made.

Depending on the various researches, this research has been done in order find the importance and the demand of branding the Indian spices in the European Union. The various influences in the market of the Indian spices in the European Union are discussed but here in this project it is enhancing on the demands of the customers of the European Union market. The customers are very much influenced by the Indian spices as they are very well aware of the quality of the Indian spices. But from the survey it was clear that the customers are very conscious of the product which the Indian market is providing to them. It was also clear that they are using in the present household and the restaurants of the European Union are also consuming these spices. Thus, the report shows the high demand in the market of the European Union. The Indian spices they are getting in the market are not satisfying their needs as the quality of the product is not meeting their needs. The price is high and the middle men who are selling the product to them are not providing them the best quality product. The middle men are involved in illegal practises. They are also expecting the Indian company to brand these Indian spices as they would likely satisfy the needs in quality and the
quantity of their product. The customers are ready to pay extra money if the companies are satisfying their needs in the fields of the quality and the quantity. Thus in turn it can be concluded that the customers of the European Union are looking forward into the matter of getting the Indian spices as a brand product and the market of the European Union market is barren and the demand is huge.

On viewing the demands in the European Union market, the researcher approached various managers of Indian spices companies. In order to find their thinking process of how they are going to meet and what will be their target to satisfy the needs of the customers in the European Union market. The researcher found that the customers have very well informed the reasons regarding the fact of branding the Indian spices. The key approach of the company should be to satisfy the needs of the customer. They should upgrade and maintain the quality of the product as the customers are willing to pay more money for their product. If they follow this minutely and carefully they can bring back a huge profit out of their investments. They also focussed on the point of removing the middle man between the product and the customer. They kept in mind that the lifestyle of the customers of European Union is very busy one and are totally dependent on the internet. So they are planning of opening an online store through which they can provide their products through home delivery. This in turn will hike up the profit percentage as the company don’t have to pay any store cost and the service charges will be provided by the customers. Thus by this home delivery scheme they can remove the middle men and can provide their product directly to the customers. There are various hazards but they can overcome these hazards and are ready to take any risks, if no risk is taken then there won’t be any gain. Further the managers told that the Indian Government is helping out a lot for this kind of exports. They are providing easy certification of this kind of exports. The government think it as a cycle process because it in turn will enhance the economy of India. If the demand is high then consequently the demand will increase to the producers. Thus this will increase the economy of India. It can be concluded that the Indian spices companies are very eager to provide their product to the European Union market as it is very demanding and the customers are very well acquainted with the product. The companies will also gain a huge profit out of their invest cause the European Union market is very promising.
5.6 Summary:
The chapter is regarding the discussion of both the quantitative as well as the qualitative questions which is asked to the 56 customers and 5 managers of different branded Indian companies. It deals with the discussion of the research that the researcher has done for this report. It details the information and discusses the facts of both the quantitative and qualitative questions that the researcher have done. Then it also deals with the answering of the research questions and the implications of the findings. This gives detailed information of the research. This can be further concluded that the customers of the European Union are eagerly waiting for the branded companies to launch the Indian spices as a branded product in their European Union market. Thus the Indian companies should fulfil their needs in a well defined manner.
Chapter 6: Conclusions and Recommendations.

6.1 Conclusion:
This research is regarding the factors for the export of the Indian spices as a branded product to the European Union. From this research we came to know that how the Indian spices have left a remark on the European Union market and the customers are also likely of the usage of Indian spices in the daily livelihood. They are using these spices in their food as well as in the restaurants. The customers sample space is not huge so the survey is not so much effective. If the sample space was good then the survey results would have been more effective and efficient. As the spices are not provided as a branded product in the European Union they are very eagerly looking forward in the matter of branding of the Indian spices. The product quality should be improved and the branded Indian companies are willing to fulfil the expectations of the customers. In spite of facing lots of difficulties the branded companies are ready to provide their products to the European Union market as the market is barren and they can pocket a huge amount of profit through their investments. Thus the gaps of satisfaction should be fulfilled by the company.

6.2 Objective linking:
Objective 1: To identify the reason for exporting Indian spices to EU just as product rather than a branded commodity

Quantitative questions no. 1, 2, 3, 5 & 8 and qualitative questions no. 1 have a direct link with the above objective.

The objective is regarding the reason why the exporting of the Indian spices to the European Union as a branded product rather than just as a product. The question relating to this objective is to find the gender of the customers, the age group in which the customer fall, duration of using the Indian spices, the branding of the Indian spices would reduce the fluctuation in its quality and agreeing with the facts that the branding of the Indian spices would influence the customer’s purchase decision. The questions regarding the gender, the age group and the duration of their using the Indian spices are clear that it’s regarding the customer’s details. Whereas other questions can be linked with this objective if the products are provided to the customers of EU then will it reduce the fluctuation in its product and will
it influence the purchasing of the Indian spices. The customers readily agree with this factor because if the branded companies bring their product then the quality and purchasing of the products will eventually increase.

Qualitative question regarding the branding strategy of the Indian spices are going to influence the profitability of the company. The managers of five different Indian spices company agreed with this fact. Since it is regarding the branding of the product, it has a partial link with the objective.

**Objective 2: To discuss the necessity of announcing the Indian spices as branded product in EU**

Quantitative questions no. 4, 6 & 7 and qualitative questions no. 2 & 5 have a direct link with the above objective.

The objective is regarding the necessity of announcing the Indian spices as a branded product in European Union. The questions are regarding the factors of satisfaction with the quality of unbranded Indian spices, improvement of the country’s image in exporting of the Indian spices to EU countries as a branded commodity and paying of extra money for the branded Indian spices. Thus it can be seen that these important questions are having a link with the above questions. On announcement of the branding of the spices there will be improvement in India’s image in front of the world and the quality will be maintained throughout. As the customers are willing to pay an extra amount over the branded commodity of the companies is going to get a huge profit out of it, this also have an indirect but a very important link with it.

Qualitative questions are regarding the beneficial factors of exporting Indian spices as a branded commodity and expecting the support that Indian government is going to provide in exporting the branded product. These factors are going to put an impact on the announcement of branding of the Indian spices.

**Objective 3: To recommend some ways in which the producers can avoid the middle men and reach the customers directly with high quality product overseas**

Quantitative questions no. 9 & 10 and qualitative questions no. 3 & 4 have a direct link with the above objective.
The objective is regarding the recommendation some ways in which the producers are going to avoid the middle men and reaching the customer directly with high quality product. The questions having a link with this objective are regarding difficulties faced buying of the unbranded Indian spices from middle men and the idea regarding the selling of the branded Indian spices directly to its customers in EU. These questions are regarding the middle men and selling directly to the customers. Thus it has a direct link with the objective.

The question that is asked to the managers of different Indian spices companies, i.e. the qualitative questions. They are regarding the difficulties faced and removing of the middle men from the export process. The managers concluded that they are well aware of the mal practices of the middle men so they are planning in removing the middle men and interacting directly with the customers. Thus these questions have a direct link with the objective.

6.3 Recommendations:

- **Should promote the company’s product by distributing free samples among the common people.**
  This give away technique is a best method in the promotion of the product for any company. Distribution of free samples to common men is a good method of promoting the product of the branded companies. Common men always like to take free gifts from people. These samples can be of relatively short amount of their product. This process will help the company to assess the product which they are going to launch in the market. This will help in the assessment of the product. They can decide whether they have to increase the quality of the product. But this process is also harmful as free product may attract various uninterested people. The distribution might not work among the people as it will fall into the wrong hands. So in order to avoid such situation the free samples should be distributed from the grocery shops or retail market.

- **Should use celebrities of the European Union in the advertisements of their products.**
  This is an effective method in the promotion. Since it is a spice related company they should focus on the celebrity chefs. One of them is Chef Jamie Oliver. If a company focuses on promoting by using celebrity chefs then they can attract various other
customers. The followers of that particular chef will try their products and if they find promising then they can further use the branded Indian spices. This is an expensive method but very effective one.

- **Should launch their product in a crowded place and elegance.**
  A crowded place means a place where many people can be found at a time. For example the shopping malls, the nature parks, railway stations and many more. But when it comes in the promotion of a product the shopping malls or multiplexes are best. The reason is all sorts of people are gathered in these kinds of places. The launching should be appropriate and with elegance in order to attract more people in their product launching. So it is an easy method of approaching the customers with their products. Thus the company should think about promoting their products in the shopping malls. This is a very effective method and can immensely help in their promotion.

- **Should provide a good service to the customers of European Union.**
  This is the key point for the company. Without the full satisfaction of the customers the branded company’s product will not flourish in the future. They should think of maintaining the quality of their products as the customers of European Union is very much conscious about the fact of quality of the products for which they are investing their money. They should also provide a good service in home delivery as they are looking into the factor of providing the home delivery services to the busy life schedule customers. They should provide the products on the desired time since the customers will be paying for both the product cost and the service charges as well.

**6.4 Future scope:**
The branding of the unbranded products may be reached but the future of the product depends on the company. The promotion should be cross cultural. This means the promotion of the products should be according to the promotion which they follow in the European Union. The process through which they promote their product they follow in India is only through commercials. Whereas the promotion in European Union is different from India, they have to provide the utility, the purity and many more qualities the product is having.
The branded Indian companies have to follow the WTO norms and GATT norms in order to export the Indian spices to the European Union. The WTO is World Trade Organisation says that every member of the WTO has to follow the norms and regulations of their own otherwise they won’t be able to trade in the European Union. It is also same as that of the GATT (General Agreement on Traffic and Trade). They have to follow the various agreements over the traffics and trade of GATT.

These treaties have to be maintained word by word otherwise the branded company in Indian spices have to lose the permission of exporting their products in European Union.
Chapter 6: Reflections.

The Master’s project which I chose is regarding the ‘Export of spices as a branded product to EU from India’. This is a research related job which attracted me from the first time I saw it. The study was regarding the European Union market demand and the importance of the international trade to develop the country’s economy. I have also come into notice that India is a business partner of the European Union. To known about the present scenario of the Indian spices market in the European Union customers. I enjoyed a lot in the research part as it was very interesting and enthusiastic. I faced many people, came to know about their views regarding the Indian spices and also came to know the vast demand of the Indian spices in the European Union. The survey was interesting as I have to approach many people and to interact with them. The various customers of the Indian spices were very much helping and patiently answered my questions. The various managers of different Indian spices company were also very helping as they seem to feel very happy and pleased on hearing the facts that I asked them over phone.

The knowledge that I gained was vast. I came to know about the various exporting schemes and treaties of the WTO (World Trade Organisation) and GATT (General Agreement on Traffic and Trade). I was never very aware about the fact that the Indian spices are so very affecting the life of the European Union customers. These spices are very influencing the lives of the common customers. On further asking the managers of different Indian spices company told that they are very happy to interact with me as I was so very interested in the marketing process of their company. From this I came to know that the mangers are very well prepared and are eager to send in their branded products to the European Union. I also gained knowledge about the various facts that the Indian Government and why they are looking into the factors of influencing the exporting of any branded commodity. I also gained knowledge about the whereabouts of the middle men and about their mal practises which is degrading the image of European Union in these fields. I gained knowledge about the customers who are very aware of the facts of the product and the amount of money they are investing in the products. The advertising section also cleared many views of mine.

The most interesting part of my project was the survey among various customers and various managers of the Indian spice companies. I went various grocery shops and kept an eye on the customers who were purchasing various Indian spices from the store. Then approached them with the survey sheet and asked them to fill it up. They were very enthusiastic and helping. I went to various malls and continued the survey. In the malls there are various types of people
so the response was very poor. So I went back to the grocery shops. Many customers also
gave me something to eat as a reward of doing such a wonderful job. Many customers also
asked various questions regarding the project for which I was surveying. Some gave me tips
regarding further improvement of the project. This gave me more motivation and I liked the
ways by which they were approaching me. I will never forget this experience and it has
helped me a lot in this project. So this is the most interesting part of my whole project.

Though it was the most interesting part of the project but it was also the most challenging
part since the sample space which I was expecting is reduced to a number of 61 consisting of
56 common customers of the European Union and 5 managers of different Indian spices
company. I thought of taking atleast 100 common customers and atleast 20 managers because
more the sample space more will be the efficiency of survey. But it turned out to be so small
sample space. This is because in expected more people would response but the many of the
customers never ever visited this retailed store or shop. This is because most of the people are
leading a very busy lifestyle. They hardly visited the stores. The people in the malls are not
responding very well. The same is also applicable to the managers of the Indian spices
company. Whenever I called them they were either very busy in a meeting or they never
responded. Some calls were forwarded to the receptionist who directly rejected the call. This
is not their fault as they are very busy in their work. They are carrying a huge responsibility
on their shoulders to run a company.

Firstly, I got very angry on the responses that I was receiving. I use to carry 25 sheets daily
and thought the sheets might be filled up daily. But later at the end of the day I saw that
hardly 3 to 4 sheets are filled up. I got very depressed. Then I asked my seniors that how to
arrange the survey. They guided me a lot. They told me that the sample space which I have
provided is very huge and if I am lucky then the best survey would land up into 50 to 60
customers and 5 to 8 managers. Thus I overcome the situation and came to sample space with
61. Secondly, while asking the survey questions to the managers, most of them gave a very
abrupt reply. Most of them turned their back towards me. Whenever I called them second
time they used to howl over phone. This was very embarrassing at times. But many of the
managers also liked the fact of asking them questions. The responses were from the famous
Indian spices company. This was more promising than the disgusting responses from the
other arrogant managers. After all, this project was much more interesting than any other
projects that I have been handed over.
Reference list:

Books


**Journals**


Websites


Appendices:

Appendix 1: Quantitative Questionnaires for customers:

Q1: What is your gender?

Q3: Since how long have you been using Indian spices?

Q4: Are you satisfied with the quality of the unbranded Indian spices?

Q5: How far do you believe that the branding of the Indian spices will reduce fluctuation in its quality?

Q6: How far do you agree that exporting Indian spices to European Union countries as a branded commodity or product will improve the country’s image in front of the world?

Q7: Are you ready to pay an extra amount for branded Indian spices?

Q8: Do you agree that the branding of Indian spices will influence your purchase decision?

Q9: Do you find difficulty in purchasing unbranded Indian spices from middle men?

Q10: Do you think it is a good idea to sell branded Indian spices directly to its customers in European Union?
Appendix 2: Qualitative Questionnaire for exporters:

Q1: How is your branding strategy going to bring an impact on your profitability?

Q2: What are the benefits of exporting Indian spices to European Union as branded product?

Q3: What difficulty do you face in exporting spices to EU just as a product?

Q4: How can you be able to remove the middle men from the export process?

Q5: What kind of support do you expect from Indian govt in exporting the branded product in EU?