

Conference Proceedings on National Virtual Conference on Rejuvenation of Indian Economy in Pandemic Scenario

24th - 25th February, 2021



Editors

Dr.D. Geetha | Dr.K. Kanniammal | Dr.V. Vimala



Department of Commerce

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EDITORS

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Application of Conjoint Analysis to Determine Consumer Preference of Geographical Indicated (GI) Products

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ABSTRACT: Geographical Indicated products are unique products that are highly linked to the place of origin. In the process of marketing, it is highly essential to understand the preference of the consumers. This enables the producers to develop the best strategy to create viable marketing opportunity. Thus this study focuses on applying conjoint analysis to determine the consumer preference towards GI products and provide recommendations to the producers and concerned authorities. The study uses conjoint analysis as it is an effective method to understand consumer preference. Initially, after the identification of important attributes from the literature, next an orthogonal design was developed. Finally, the data was collected from 100 respondents and were analysed using the conjoint analysis technique. The results indicated the “consumers prefer to purchase GI products from government stores” followed by “Labelling” and “Regional origin indication”. The type of product was given the least importance, which revealed that consumers are willing to purchase any type of authentic GI products. The attributes were identified from the literature, and the studies on consumer preference for GI products are very few. The use of conjoint analyses enabled the researcher to identify important factor and recommend effectively to the government and producers.

KEYWORDS: Geographical Indication (GI), Conjoint Analysis, Consumer Preference, Regional Origin, Marketing.

1. Introduction

Geographical Indicated (GI) tagged products are highly unique and reputational products with immense traditional benefits linked to the place of origin(Rangnekar, 2004). A geographical indication (GI) is defined in TRIPS agreement as a sign “which identifies a good as originating in the territory of a member, or a regional locality in that territory, where a given quality, reputation, or other characteristics of the good is essentially attributable to its geographical origin” (WTO definition). India is the treasure of GI, with 375 products ranging from agricultural handicrafts to natural products. (“Government of India Geographical Indications,” 2011). These regional products act as an identifier to indicate goods originating from a specific place of origin and their manufacturing technique passed from generation to generation(Vinayan, 2017).GI are distinctive intellectual property rights and offers community rights for the producers of specific geographically area. The first product to be tagged as GI is “Darjeeling tea” in the year 2003 (Jena & Grote, 2010). The tag usually denotes the famous places with unique, irreplicable attributes due to the place of origin.

Consumer preference is a critical factor that regulates purchase decision. Within the framework of modern marketing, all the activities are focused on consumers; therefore, it is necessary for the enterprises to manufacture the products according to the psychological needs for their survival and offer products utilities(Voicu, 2013). Conjoint analysis is an essential technique in marketing developed by Paul. E. Green, to estimate the important attributes of a product and the consumer’s overall preference. The conjoint analysis can effectively evaluate the preference of consumers among the different product attributes(Green & Srinivasan, 1978).Thus, the study aims to analyse the

preferences of consumers for GI tagged products by the application of conjoint analysis and to provide crucial recommendations to the producers of these regional products.

2. Geographical Tagged Products of India

India consists of a larger array of 370 GI tagged products from April 2003 – April 2021. 30% of products are handicrafts, and the next being agricultural. Each product possesses specific unique features due to its regional origin. India is the only country with wide varieties of products from handicrafts, agricultural, manufactured, food and natural products. Karnataka from the southern zone owns the highest number of GI products, followed by Tamilnadu 38, Kerala 30. ("Government of India Geographical Indications," 2011). About 5 products of foreign countries, mainly from Ireland, France and Thailand (Manufactured products), are registered as GIs of India. GI products have immense potential to contribute to the economy's GDP and result in the development of rural areas. (Niranjana & Vinayan, 2001).

3. Review of Literature

(Monjardino de Souza Monteiro & Raquel Ventura Lucas, 2001) A study on conjoint analysis to determine consumer preference of cheese pinpointed that PDO protection is an important attribute for consumer preference followed by price, label and texture of cheese. The conjoint analysis was marked as an important instrument to identify the most important attribute for any product. The region cues and the quality perceptions for extra virgin oil of Italy were studied (Van Der Pol & Ryan, 1996). Data from 165 consumers were collected to study the overall preference for virgin oil. The region of origin cue was an important factor determined using the conjoint analysis quality effect was limited in this case. (Zhou & Xu, 2020) the study aimed to assess the attitude of consumers towards dress and design elements. Conjoint analysis was administered, and the results indicated that dress length as an important factor and were significantly preferred by consumers. The study also highlighted the importance of conjoint analysis and its effectiveness to study consumer preference.

(Panzone et al., 2016) the study identified the more preference and willingness to pay the products with regional based products. (Slade et al., 2019) labelling acted as an important attribute for GI product. Consumer familiarity with the product is positively correlated with the place of origin. (Van Der Pol & Ryan, 1996) The technique of conjoint analysis and has the potential to address the issues and the important attribute of consumer preference. The Conjoint analysis identified the price and quality as crucial attribute for consumer preference for vegetables in the market. (Gil & Sánchez, 1997) The study was conducted in two regions Navarra and Aragon. The geographical origin price was the crucial attribute among the consumers of wine. Rural consumers prefer locally produced cheap wine; on the other segments, quality wine act as a factor of market success.

(Fotopoulos & Krystallis, 2003) carried out studies on the efficacy of PDO labelling using conjoint analysis. Greek willingness of the consumers was explored with an important factor as quality labels. The conjoint analysis results indicated labels as an essential element, and consumer preference for labelling is higher than the product's price among the consumers. The multivariate technique of conjoint analysis indicated the potential methodology representing the structure of consumer preference and the utilities. (Green & Srinivasan, 1978) Major literature was used to identify the variables to be included in the study and the application of the conjoint analysis to determine the most preferred attribute for Geographical Indicated products among the consumers.

4. Statement of the Problem

Geographical Indicated products are authentic products with immense commercial value.

Major studies pinpointed the lack of marketing and other post-sales activities of GI products in India (Vinayan, 2017) (Dr. Ruppel W Sharma & Shraddha kulhari, 2015). These products are manufactured by rural artisans and producers with linked to interior areas. It is highly important to understand the consumer preference for increasing market access and for commercialisation. A country like India has immense GI products, but the success of regional products is still a big interrogation. The gains of these products are not penetrating into the producers (Matin & Shamim, 2018). It is highly essential for any producer to understand the consumers' preference so that an effective strategy can be formulated to increase the market for these products in the domestic context. With recommendations of this study enables the producers to identify the important attribute of GI products mostly preferred by the consumers, thereby creating a viable marketing opportunity.

5. Research Gap

From the various important literature reviews is clearly noticeable that there is a dearth in the area of research in consumer preference for GI tagged products. The use of Conjoint analysis study in various areas is numerous, but the application of such analysis on GI tagged products are fewer.

6. Scope of the Study

The study focuses on identifying the important attribute preferred by the consumers of Geographical Indicated products using conjoint analysis. For the survey purpose, the consumers of GI products in the central zone of Kerala – Palakkad, Idukki, Thrissur, and Ernakulum are considered. The products a preliminary interview was conducted to identify those respondents who have used or consumed GI products at least once.

7. Objectives of the Study

1. To identify the crucial factor influencing consumer preference for GI products by using conjoint analysis.
2. To provide essential recommendations to GI producers.

8. Method and Procedures

8.1. Conjoint Analysis

Paul. E. Green developed the multivariate technique of analysing consumer preference, and the method holds the strongest position in marketing research. It indicates mathematical psychology (Green & Srinivasan, 1978)

(Monjardino de Souza Monteiro & Raquel Ventura Lucas, 2001) pointed out,

- Conjoint analysis identifies the combination of the attributes that offer the highest utility to the consumers.
- To evaluate the important attribute of each product for consumer preference.

Conjoint analysis was applied for the study. As the initial step, the attributes were categorised based on the prominent factors. These factors are known as attributes and the levels expressed as attribute levels. The attributes for this study are identified from the literature review. The attributes identified from the literature are the type of the product, Purchase availability, Regional Origin indication, GI labelling, and price

Table 1: Attributable Level for Conjoint Analysis Developed for the Study

Attribute Description	Levels		
Product Type	Handicraft	Agriculture	Manufactured
Availability options	Retail store	Government sites	Ecommerce sites
Regional Origin Indication	Yes	No	-
Geographical Indication Labelling	Yes	No	-
Price	Highly Affordable	Cheap	Premium prices

Source: Survey Data, March – 2021

8.2. Experimental Design

An orthogonal factorial design was created and generated using SPSS after finalising the attributes. There were 108 (3*3*2*2*3) combinations of product attributes which are highly complicated and beyond the scope. Therefore to ensure reliability, 18 cards using orthogonal design (Karunanayaka and Tang, 2018) have been generated with a different combination. As per the experimental design, therefore, as per conjoint analysis, 22 combinations of cards with GI product attribute was designed where 18 includes estimation values and 4 for validation.

8.3. Sampling Method

The convenience sampling method was used to collect the data, and the respondents were those from the central zone of Kerala – Palakkad, Trissur, Idukki, Ernakulam. The respondents were those who used and consumed at least one GI Tagged Products.

8.4. Questionnaire

The questionnaire included demographic details and personal information. After identifying the consumers of GI products, the questionnaire was mailed to the respondents. The 18 cards were provided, which indicated the combination of the products and instructed to mark from 1 to 7 on a rating scale the product combination which they preferred to buy and not willing to buy. The total utilities and the most preferred attribute is identified using conjoint analysis.

8.5. Data Collection

A questionnaire was forwarded to 120 available consumers; by eliminating the partial responses, 100 consumers were taken as the sample size.

9. Results and Discussion

Table 2: Conjoint Analysis for Determining Consumer Preference on GI Tagged Products

Attributes		Utility Estimate	Std. Error
Type	Handicrafts	.191	.253
	Agricultural	.126	.253
	Manufactured	-.317	.253
Availability	Retail stores	-1.239	.253
	Government sites and stores	.693	.253
	E-commerce	.546	.253
Regional origin indication	Yes	.137	.190
	No	-.137	.190
Labelling	Yes	.240	.190
	No	-.240	.190
Price	Affordable price	.404	.253
	Cheap	-.472	.253
	Premium price	.068	.253
(Constant)		3.988	.200

Source: Survey Data, March – 2021

The above table depicts the total utility with respective standard error for every single factor the higher the value greater the preference for the respective attribute. Consumer prefers mostly handicrafts products as these are highly human skilled work with unique features and materials. Government sites and stores are highly preferred for GI purchase as it enables the respondents to choose authentic products without duplication along with certification. Consumers are desired to know product information like origin, manufacturing techniques and uniqueness with the

help of GI labels. The majority of them are willing to pay medium prices, and some consumers are even ready to purchase GI products with premium pricing.

Table 3: The Measure of the Importance of Factors to Overall GI Preference

Attributes	Relative importance
Availability	39.047
Labelling	22.646
Regional origin indication	17.832
Price	10.622
Type of the product	9.853

Source: Survey Data, March – 2021

The overall relative importance identifies the crucial attributes and the significance of each factor to the overall preference. It is evident from the table; availability holds the first position as India is renowned with huge GI products with different regional origins consumers prefer to have regional products of different states under a single roof and willing to purchase mostly from government stores. Labelling enables consumers to understand the product details, uniqueness and other product information. Irrespective of the type, respondents are highly willing to purchase authentic GI products.

Table 4: Correlation of Conjoint Analysis

Test	Value	Sig.
Pearson's R	.883	.000
Kendall's tau	.699	.000
Kendall's tau for Holdouts	.000	.359

Source: Survey Data, March – 2021

Kendall's tau is for holdouts are not included in estimating consumer preference. Pearsons and Kendall's tau shows the measures of estimated and observed values of preferences which are highly significant in this study

10. Suggestions of the Study

From the findings, the following crucial recommendations are developed for the government and producers -

1. Government should ensure the availability of various regional GI products and should beautifully showcase them in different government outlets;
2. The Department of Trade and promotion should develop more government-operated E-sites so that producer can sell authentic GI products without middlemen;
3. It is highly recommended to create labels that display product information like the uniqueness, the materials used etc. so that the consumers will be aware and purchase; more Indian made products. It also reduces biased information from unauthenticated sellers; and
4. Consumers are willing to pay reasonable prices for these products, and the government should develop regulatory framework and rules that benefit the rural producers.

11. Conclusion

Geographical Indicated products are highly unique and are produced by rural artisans and farmers. Understanding consumer preference assists the producers to develop effective marketing strategies. The consumer's willingness to purchase GI products is significantly high. More government support and organised marketing increase the commercial benefit. In a nutshell, GI products with effective marketing can explore the international market and leads to effectively contribute to the GDP of the country.

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