

THE MARKETING PROBLEMS OF CARDAMOM GROWERS IN TAMIL NADU AND KERALA - A COMPARATIVE STUDY

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ABSTRACT

Agriculture forms the backbone of the Indian economy and despite concentrated industrialisation in the last five decades; agriculture occupies a place of period. Being the largest industry in the country, agriculture provides employment to around 65 percent of the total work force in the country. This study is conducted on the marketing problems of cardamom growers in Kerala and Tamil Nadu. It employed both primary and secondary data using various data collection methods. The main objective of this study is, therefore, to assess problems faced by farmers in the marketing of cardamom and finally suggest possible remedial measures to better marketing of cardamom in Kerala and Tamil Nadu. The study concludes that The Government should provide the marketing facilities through the appropriate organizations to increase the rate of exports of cardamom especially for Theni and Idukki district cardamom growers and cultivators in the States of Tamilnadu and Kerala respectively.

KEYWORDS

Agricultural marketing, market intelligence, Marketable surplus, Risk bearing, Standardization.

INTRODUCTION

India is endowed with a rich diversity and excellent collection of spices having original quality. The center of origin of two major spices, viz., Black Pepper and Cardamom are the Western Ghats of India. The country has excellent infrastructure for research and development of spices like Indian Cardamom Research Institute (Spices Board), Indian Institute of Spices Research, Directorate of Arecanut and Spices Development, State Agricultural Universities etc. Value addition in spice industry is well developed in the country. The organic spices market is also showing desirable annual growth rate. There is an expanding global organic market for it. Alternative systems of medicine are gaining importance in the western world. India has a rich tradition of Ayurveda. Many of the spices are having medicinal properties. They are mainly used in Ayurvedic medicines. Researches efforts are being put into validate the medicinal, therapeutic and nutritional properties of Indian spices in the modern medicine.

REVIEW OF LITERATURE

"Problems and Prospects of India's Major Spices" has made an overall study about the problems and future possibilities of our major spices, pepper and cardamom. This study analyses the problems in the agricultural sector in general and about the problems in the spices sector in particular. He found that cardamom has considerable significance in the economy of the State of Kerala and the problems of the sector will affect the foreign exchange reserves of India (Jose, 1978).

"Cardamom Industry in India- A study of its problems of Production and Marketing", has studied the marketing, has studied the marketing practices of cardamom and suggested how to overcome the various marketing malpractices and the troubles encountered by the growers. It is suggested that pooled marketing may be adopted for cardamom. This system will certainly have many advantages for the growers but as of today there is resistance from various quarters for it. But it will be better for all concerned to adopt this system. Growers in general are in favour of pooled marketing (Murugesan 1981).

"A study of selected production oriented developmental programme of the Cardamom Board", pointed out that due to ignorance on the part of farmers, financial limitations and various other restraints, there had been no effect on input necessity for increasing the productivity of quality cardamom. There arose the need for educating the growers on the advantages of improved methods of cardamom cultivation based on sound scientific principles (Daisy 1983).

'Economics of Cardamom Plantation in Kerala', has made a detailed cost benefit analysis of cardamom cultivation, which throws much light into various cost components of cardamom production, processing and marketing. This study was primarily intended for analyzing the economics of cardamom plantation with special reference to high ranges in Idukki District. Various statistical tools have been applied to have a broader in depth view of the cost components and the impact of each such element in the net revenue of cardamom plantation. However this study is more or less silent about the marketing problems of cardamom (Suresh 1984).

"Problems and Prospects of Marketing of Indian Cardamom at Home and Abroad", has stated that cardamom is one of the most sought in the world next to pepper. It contributed to our foreign exchange significantly, until the middle of 1980s. High cost of production, low quality, non-competitive pricing, changing consumption pattern and the entry of Guatemala are the root causes of this trend. He also added that Indian spices especially cardamom, is facing increased competition and the product has no edge over its rival suppliers either in productivity or cost of production and thereby price (Gopalakrishnan Nair 1987).

'India's cardamom trade with Middle East' clearly points out the changing pattern of Indian's cardamom trade with the Gulf countries. With the support of statistical data, economics of cardamom cultivation and the future prospects of the sector were discussed in detail. According to him, price of Indian cardamom is the reason for declining export volume and competitive pricing strategy is the only solution to the problem (Muhammed, Saijad 1987).

The problems and prospects of exports of value added spices in general and spices oils and oleoresins in particular, in her project report named 'Problems and prospects of Exports of Spices Oils and Oleoresins from India' (Meena, Benjamin 1988).

'Volume of Trade and its Impacts on the Economic Development of Kerala', made a comprehensive study of the role of trade in Kerala's economy, including the structure and composition of Kerala's foreign trade and the interstate commodity flows. Spices are prominent export products and hence their trade significance has been discussed in detail. The study points out the scope and potentials of the Spices of Kerala. It also highlights the comparative advantages of spices over the other agricultural products of Kerala (Ramesh 1990).

'The Test Launch Study of Milma Cardamom Milk', discusses the effectiveness of test launching of cardamom milk by Milma. The report reveals that the project was a failure. Defective marketing system with inadequate dealer push, inadequate distribution network, advertisements are highlighted as the major reasons

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OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

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for the failure. Had the project been a success it would have been highly beneficial to the cardamom producers. The conclusion of the report indicates that even though the test launching was a failure the opportunity still prevails as untapped (Sreekumar 1990).

"Spice Industry – a Domestic and Global Overview" has mentioned that spices are largely the small holder's crop cultivated often in the homesteads or an intercrop produced in the tropic. Such tropic and temperate parts of the world and international trade in spice has gained momentum owing to their use in food, perfume, cosmetic and medicine industries. He feels that the use of encapsulated spices and spice drops in the developed world will perhaps encourage even greater production (George 1994).

"Role of Export Processing Zones in India's Exports" (EPZ) as an important export promotion measure in the light of severe pressure on the balance of payment situation and on export earnings. They suggested that the Government of India should modify the policy framework and streamline the procedures to stimulate the exports of the EPZs by improving the prevailing conditions in the existing ones as well as explore suitable places in coastal area to start new EPZs (Raju, Ravisankar and Reddy 1996).

'Marketing Management', describes the normal channels of distribution of agricultural as well as industrial goods. In their opinion, the specific peculiarities of agricultural commodities make their distribution more difficult and so the normal channels followed for industrial products cannot be fully resorted for agricultural commodities. Multiplicity of intermediaries, loss of weight and volume in transit, lack of organization, forced village sales, perishable nature of the produces, multiplicity of market charges, adulteration and market malpractices, inadequate storage, transportation and communication facilities etc are noted as the other major problems in agricultural marketing (Radha et al., 1997).

'Cardamom Development Past and Present', describe cardamom development in India, considering past performance and future possibilities in the world market. They observed that the emergence of Guatemala as a major producing country is real threat to Indian cardamom. The major constraints in the Indian cardamom industry also have been investigated. They study also compares the area, yield, production and productivity in India with that of Guatemala and suggests various schemes and programmes required to renovate the sector (George et al 1998).

'A brief Review of Development of Spices in India during Post-Independent Era', have made an evaluation of development of spices in India during the post independent era. This study covers the historical background of Indian spices and achievements in the development of spices after the Independence. It further discusses about the emergence of Cardamom Board and subsequently the Spices Board. A comparative study of developmental programmes during different five-year plan periods also has been made. It gives some important observations, conclusions and recommendations for the revival of the Indian spices sector (Thomas et al 1998).

'Geographical Differences in Spice Use', describes the geographical differences in spice use giving clear indications for improving the export market of Indian spices. They argue that spice consumption is directly correlated to the temperature levels and cultural background of the country. Hot climate often produces large microbial population in foodstuffs. Since spices have anti-microbial properties, use of it is more in tropical climate. The spice use per recipe is ore in such countries. The paper also establishes that spices are powerful against all micro organisms causing toxic effect to foodstuffs and their use is indispensable in reducing food born illnesses and poisoning (Jose et al 2000).

STATEMENT OF THE PROBLEM

India is the major cultivator and exporter of cardamom. It is in the second place at the global level, even though there are a few places of cultivation of cardamom in India. Large cardamom (Big size) is widely cultivated in the state of Sikkim in North India and in South the states of Karnataka, Tamilnadu and Kerala are the major cultivators. However, huge cultivation of cardamom is in Kerala and in the border places of Tamilnadu. Though the cultivation area in India is very less, the quality and standard of the product cultivated is of global standard. This has kept the product to be in demand by global nations as for as marketing is concerned the state of Kerala has plenty of dealers to sell it in the local as it is in the global market.

Cardamom is not a common cultivable product in all localities like Paddy, Chilli, Coconut, Wheat etc., Thus there is a problem to the small cultivator group both in their cultivation and in their marketing and distribution. Hence an attempt is made in this research study to identify the cultivation and distribution problem of cardamom growers in Tamilnadu and Kerala states in order to arrive at meaningful findings that could help in strengthening the cultivation and marketing of cardamom in India.

OBJECTIVES OF THE STUDY

1. To identify the nature and level of cultivators of cardamom and to study their socio economic conditions, in Kerala and Tamil Nadu
2. To study the problems faced by farmers in the marketing of cardamom in Kerala and Tamil Nadu.
3. To offer suggestions for better marketing of cardamom in Kerala and Tamil Nadu.

HYPOTHESES

Ho: There is no significant association between the major type of crop cultivation and marketing.

H1: There is a significant association in between the major type of crop cultivation and marketing.

Ho: There is no significant association between the major type of crop cultivation and the monopolistic practices in the international cardamom market.

H1: There is a significant association between the major type of crop cultivation and the monopolistic practices in the international cardamom market.

Ho: There is no significant association between the major type of crop cultivation and the degree of competition in the international market

H1: There is a significant association between the major type of crop cultivation and the degree of competition in the international market.

Ho: There is no significant association between the major type of crop cultivation and the degree of competition among the exporters

H1: There is a significant association between the major type of crop cultivation and the degree of competition among the exporters.

RESEARCH METHODOLOGY

The research design adopted in this study is descriptive research. The researcher has used both the primary and secondary data. The primary data were collected from the cardamom growers in Kerala and Tamil Nadu using interview schedule method. The collected primary data were used to coined significantly in the questions and drawn the attention of the growers with answers. Secondary data were collected from the spices board, spices research stations at Kerala, Karnataka and Tamilnadu and the related articles and sites. The researcher has taken 10 per cent of the maximum as sample from each state and approached them for the data. These samples have been selected on random basis to have the data. Hence the researcher has adopted the random sampling method. The data were analyzed using Percentage analysis, Chi-square test, Anova – oneway and T-test.

ONE-SAMPLE STATISTICS

	N	Mean	Std. Deviation	Std. Error Mean
Type of family	150	1.24	.429	.035
Comparison	150	1.4933	.50163	.04096
marketing	150	1.2267	.42008	.03430
payment	150	1.4933	.50163	.04096

ONE-SAMPLE TEST

	Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Type of family	6.859	149	.000	.240	.17	.31
Comparison	12.045	149	.000	.49333	.4124	.5743
marketing	6.609	149	.000	.22667	.1589	.2944
payment	12.045	149	.000	.49333	.4124	.5743

The above t-test reveals the type of family, comparison, marketing and payment of the cardamom exporters in Kerala. The mean of the variable sample respondents for this particular sample data is 1.24 which is statistically significant different from the test value of 1. Hence, it is to conclude that this sample has a significantly higher mean of the test than 1. Thus, it is concluded that the sample data tell that the type of family, comparison marketing and payment of the cardamom exports has a significant change.

MAJOR TYPE OF CROP CULTIVATION * PAYMENT

		payment		Total
		Low	High	
Major type of crop cultivation	Cardamom	65	58	123
	coffee	4	9	13
	Rubber	7	7	14
Total		76	74	150

Ho: There is no significant association between the major type of crop cultivation and payment

H1: There is a significant association between the major type of crop cultivation and payment.

CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.295 ^a	2	.317
Likelihood Ratio	2.345	2	.310
Linear-by-Linear Association	.275	1	.600
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.41.

The above results indicates that there is no statistically significant association between the major type of crop cultivation and the payment of expenses in the export activities (Chi square with two deg. Of freedom – 2.295, p=0.317)

MAJOR TYPE OF CROP CULTIVATION * MARKETING

		marketing		Total
		Low	High	
Major type of crop cultivation	Cardamom	94	29	123
	coffee	10	3	13
	Rubber	12	2	14
Total		116	34	150

Ho: There is no significant association between the major type of cultivation and the marketing

H1: There is a significant association between the major type of cultivation and the marketing

CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.620 ^a	2	.733
Likelihood Ratio	.682	2	.711
Linear-by-Linear Association	.573	1	.449
N of Valid Cases	150		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.95.

The above results indicate that there is a statistically significant association between the major type of crop cultivation and the marketing (Chi square with two deg. Of freedom – 0.620, p=0.733)

FINDINGS

The mean of the variable sample respondents for this particular sample data is 1.4933 and 1.4000 which is statistically significant different from the test value of 1. Hence it is to conclude that this sample has a significantly higher mean on test than 1. Thus, it is concluded that the sample data tell that the cardamom exports payment and comparisons are having a significant change.

The mean of the variable sample respondents for this particular sample data is 1.51 which is statistically significant different from the test value of 1. Hence it is to be concluded that this sample has a significantly higher mean on the test than 1. Thus, it is concluded that the sample data tell that the cardamom growers have been affected by their type of family.

The mean of the variable sample respondents for this particular sample data is 1.3533 which is statistically significant different from the test value of 1. Hence, it is to be concluded that this sample has a significantly higher mean on the test than 1. Thus it is concluded that the sample data tell that the cardamom export marketing are having a significant increase over the period.

The results indicate that there is no statistically significant relationship between the major type of crop cultivation and marketing (Chi-square with one def. of freedom = 4.187, $p=0.041$)

The results indicate that there is a statistically significant relationship between the major type of crop cultivation and payment systems (Chi square with one deg. Of freedom – 0.400, $p=0.527$)

The results indicate that there is no statistically significant association between the major type of cultivation and the monopolistic practices in the international market (Chi square with two deg. Of freedom – 1.329, $p=0.515$)

The results indicate that there is no statistically significant association between the major type of crop cultivation and the degree of competition in the international market (Chi square with two deg. Of freedom =0.905, $p=0.636$)

The results indicate that there is no statistically significant association between the major type of crop cultivation and the degree of competition among the exporters (Chi square with two deg. Of freedom – 5.812, $p=0.055$)

The null hypothesis is rejected since the significance value is 0.000 in all the cases, which is less than 0.05. Therefore, the age influences and relates to the religion, type of family, major occupation and the annual income. Hence, it is concluded that there is a significant association between the age and the religion, type of family, major occupation and the annual income.

The null hypothesis is rejected since the significance values are 0.000 in three variables and 0.038 in one variable, which are less than 0.05. Therefore, the age influences and relates to the religion, type of family, major occupation and the annual income. Hence it is concluded that there is a significant association between the age and the religion, type of family, annual income and the major occupation.

The t-test reveals the type of family, comparison, marketing and payment of the cardamom exporters in Kerala. The mean of the variable sample respondents for this particular sample data is 1.24 which is statistically significant different from the test value of 1. Hence, it is to conclude that this sample has a significantly higher mean of the test than 1. Thus, it is concluded that the sample data tell that the type of family, comparison marketing and payment of the cardamom exports has a significant change.

The results indicate that there is no statistically significant association between the major type of crop cultivation and the payment of expenses in the export activities (Chi square with two deg. Of freedom – 2.295, $p=0.317$)

The results indicate that there is a statistically significant association between the major type of crop cultivation and the marketing (Chi square with two deg. Of freedom – 0.620, $p=0.733$)

SUGGESTIONS

To ensure remunerative prices for the farmers it is recommended that the respective State Governments should take the initiative to establish adequate number of regulated market close to marketing centres and equip them with sophisticated facility for temporary or permanent storage.

An effective market promotion is a 'sine qua non' for the success of the processed products in the market, many of which may be new to the market. Finance should also be provided for sales promotion. A sound data base should be developed on the various aspects of cultivation and growth of cardamom marketing.

The quality of human resource is a vital pre-requisite for efficient functioning. Attention has to be given to train the growers and the labourers for management of the cultivation, including farm operators, finance utilization, marketing, expenses control and product marketing development.

Concerted effort is required for marketing products in the national international market areas. The market promotion strategy may include organization of fairs and exhibitions, provision of incentives in the form of low rates to processing units for advertising their products of small scale units by large companies.

There is a need for developing a sound strategy for export promotion. Market as well as product specification are essential. Delineation of thrust products and thrust markets would bring about a sharper focus in export activities.

In order to prevent distress sale, it is recommended that the co-operative Marketing Societies in the rural regions should have to play a more important role. Such societies should arrange regular procurement of different spices directly from the cultivators at remunerative prices at secondary market level and should have direct access to terminal market. The minimum target of the societies should be to procure 10% to 15% of farm producers. The Co-operative Marketing Societies thus can stabilize price and thereby ensure competitive price of the produce.

Most of the problems associated with marketing of spices produce, e.g. problem of marketing yard, infrastructure, grading, village market linkage, marketing cost and margin etc. may be solved once the spices markets are established there as market development agency. The Price of the cardamom may be determined either based on the cost of cultivation or based on market acceptance. Export Industries must adopt the credit system for the cost and marketing problems to be neglected.

It is observed that the proportionate usage of the agents for exporting their product in sole trading and partnership is comparatively less than private limited companies. It could be inferred that the private limited has maximized their sales by using agents.

The sales promotion technique adopted by the organizations may be different from one state to another state. The methods adopted must be uniform in all the states.

CONCLUSIONS

Considering the vast scope for the development of spices markets and the variety of benefits associated with them the Govt. of India has taken a number of steps. Strong support is needed for the processing industry from the Governments both Central and States in the form of policies suitable for accelerating their growth process. There is a need for integration of cultivation, processing and marketing. The analysis of the data and the information obtained from the Cardamom Growers from both the states, the farmers and the traders resulted significantly. Cardamom growers as well as the traders are in favour of the cardamom export market. The cardamom export market is useful as large to the cardamom cultivators of the Idukki and Theni Districts in both the States. The cardamom export market can give higher contribution towards the national economy. The Government should provide the marketing facilities through the appropriate organizations to increase the rate of exports of cardamom especially for Theni and Idukki district cardamom growers and cultivators in the States of Tamilnadu and Kerala respectively.

SCOPE OF FURTHER RESEARCH

- ❖ A Study On Cultivation Problems Of Cardamom Growers In Tamil Nadu
- ❖ A Study On Marketing Problems Of Cardamom Growers In Tamil Nadu
- ❖ A Study On Cultivation Problems Of Cardamom Growers In Kerala
- ❖ A Study On Marketing Problems Of Cardamom Growers In Kerala
- ❖ A Study On Distribution Problems Of Cardamom Growers In Kerala

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APPENDIX

PERSONAL DETAILS

INTERVIEW SCHEDULE

1. Name of the respondent	:		
2. Age	:	Below 30 years	()
		31-40 years	()
		41-50 years	()
		Above 50 years	()
3. Educational Qualification	:	Below SSLC	()
		SSLC/+2	()
		Graduate	()
		Post-graduate	()
		Professional	()
		Agriculture degree	()
		Others Please specify_____	
4. Religion	:	Hindu	()
		Christian	()
		Muslim	()
		Jain	()
		Buddhist	()
		Others Please specify_____	
5. Caste	:	FC	()
		BC	()
		MBC	()
		SC/ST	()
		OC	()
		Please specify_____	
6. Family size	:	Below 4 members	()
		4-6 members	()
		Above 6 members	()
7. Type of family	:	Joint family	()
		Nuclear family	()
8. Major occupation	:	Agriculture	()
		Business	()
		Employment	()
		Profession	()
		Others Please specify_____	
9. Annual income	:	Below Rs.25000	()
		Rs.25001-50000	()
		Rs. 50001-100000	()
		Above Rs.100000	()

MARKETING RELATED INFORMATION

Demand

10. Do you agree that there should be a steady demand for your product?

1. Never ()
2. Rarely ()
3. Sometimes ()

4. Most of the times ()
5. Always ()
11. Are you able to encash your produces whenever you want?
1. Never ()
2. Rarely ()
3. Sometimes ()
4. Most of the times ()
5. Always ()
- Grading and standardization:
12. Is warehousing helpful to producers towards storage and mortgaging?
1. Yes ()
2. No ()
3. Don't know ()
13. Do you make any cleaning process before selling?
1. Never ()
2. Rarely ()
3. Sometimes ()
4. Most of the times ()
5. Always ()
14. Average time lag in between produce and sale of Cardamom (in months)
1. Less than 1 ()
2. 2-3 ()
3. 4-6 ()
4. Above 6 ()
15. In your opinion, which strategies of the following are useful towards marketing of Cardamom (Please Rank)
- Quality upgrading ()
- Grading and Standardization ()
- Value addition ()
- Branding ()
- Price reduction ()
- Good packaging ()
- Target marketing ()
16. How do you sell your products?
1. Un processed ()
2. Semi-processed ()
3. Processed ()
- Transportation**
17. How can you transport the cardamom to the Auction centre
1. Bullock cart ()
2. Bus ()
3. Tractor ()
4. Lorry ()
5. Mini Van ()
6. Jeep ()
7. Auto ()
8. Head luggage ()
6. Others please specify _____
- Pricing**
18. Do you get fair/adequate remunerative prices for your produces?
1. Never ()
2. Rarely ()
3. Sometimes ()
4. Most of the times ()
5. Always ()
19. Are you aware of the market price fluctuation of cardamom?
1. Never ()
2. Rarely ()
3. Sometimes ()
4. Most of the times ()
5. Always ()
20. How you gain/get information about price fluctuation
1. Daily News Papers ()
2. Magazine ()
3. TV ()
4. Radio ()
5. From Auction centers ()
6. From Traders ()
7. From Spices board ()
8. From Competitors ()
9. From Friends ()
10. Others Please specify _____
21. Price fluctuation is the prime reason for crop shifting
1. Yes ()
2. No ()
22. What is your Opinion regarding selling cost of cardamom
1. Very high ()

2. High ()
 3. Normal ()
 4. Low ()
 23. Average Selling price per kg
 2006 _____
 2007 _____
 2008 _____
 2009 _____
 2010 _____
 2011 _____

Selling

24. How do you market your product?

1. Local Marketing ()
 2. Small / Village traders ()
 3. Auction Centers ()
 4. Licensed dealers ()
 5. Direct export ()
 6. Exporters ()
 7. Others please specify _____

25. Whether the present Auction Centre marketing system is effective?

1. Strongly Disagree ()
 2. Disagree ()
 3. Can't say ()
 4. Agree ()
 5. Strongly Agree ()

68. To whom you are selling your cardamom

- Agents ()
 Middleman ()
 Auction Center ()
 Processing Units ()
 Exporters ()
 Local market ()
 Direct export ()

26. Legal formalities in cardamom selling are

1. Minimum ()
 2. Tolerable ()
 3. Very high ()

Middlemen:

27. Do you feel that you are exploited by the traders?

1. Always ()
 2. Sometimes ()
 3. Never ()

28. "Elimination of intermediaries will improve profit"

1. Yes ()
 2. No ()
 3. Not sure ()

Financing:

29. Capital Employed in Marketing.

1. Own fund ()
 2. Borrowed from village traders ()
 3. Financial Assistance from Spices Board ()
 4. Banks/cooperatives ()
 5. others ()

Competition:

30. What is the degree and intensity of competition prevailing among the sellers of cardamom?

1. Very high ()
 2. High ()
 3. Normal ()

31. Do you think Competition is high at the time of selling?

1. Strongly disagree ()
 2. Disagree ()
 3. Neutral ()
 4. Agree ()
 5. Strongly agree ()

If you are exporting directly

Demand:

32. Are you able to supply your product as per the international specifications?

1. Yes ()
 2. No ()
 3. No idea ()

33. Please indicate your target market?

- Saudi Arabia ()
 UAE ()
 Kuwait ()
 Egypt ()
 USA ()

UK ()
 Japan ()
 Malaysia ()
 Others Please specify _____

34. Do you find any difficulty in getting export orders?

1. Never ()
2. Rarely ()
3. Sometimes ()
4. Most of the times ()
5. Always ()

35. Sources of information about foreign demand

1. Spices board ()
2. Trade-links ()
3. Web-sites ()
4. Trade fairs ()
5. IPSTA ()

6. Others Please specify _____

Export promotion:

36. Mention the reason for exporting?

- Traditional Business ()
- More Profit ()
- Minimum Risk ()
- Govt. Policy ()
- Suitable for one place ()
- Helps from Spices board ()
- Individual capability ()

37. Do you feel the current system is effective towards export promotion?

1. Yes ()
2. No ()
3. No idea ()

Promotional Agencies:

38. Name the promotional agency assisting you towards securing export orders?

1. Spices Board ()
2. Trade Fare Authority of India ()
3. State Trading Corporation of India ()
4. Indian Institute of Foreign Trade ()
5. IPSTA ()
6. Indian Banks ()
7. Foreign Banks ()

8. Other Sources please specify _____

39. Functioning of spices board is beneficial to exporters?

1. Yes ()
2. No ()
3. No idea ()

Competition:

40. Is there any monopolistic practices in the international cardamom market?

1. Never ()
2. Rarely ()
3. Sometimes ()
4. Most of the times ()
5. Always ()

41. What is the degree of competition in the international cardamom market?

1. Never ()
2. Rarely ()
3. Sometimes ()
4. Most of the times ()
5. Always ()

42. What is the degree of competition among cardamom exporters?

1. Normal ()
2. High ()
3. Very high ()

Pricing:

43. Do you get International price for your product?

1. Never ()
2. Rarely ()
3. Sometimes ()
4. Most of the times ()
5. Always ()

44. International price fluctuation is a problem to export business?

1. Never ()
2. Rarely ()
3. Sometimes ()
4. Most of the times ()
5. Always ()

45. What is the degree of speculation in the international market?

1. Normal ()

2. High ()
3. Very high ()
46. Expenses involved in the export marketing is
1. Normal ()
2. High ()
3. Very high ()
Payments:
47. Do you face any financial problems in the export marketing?
1. Never ()
2. Rarely ()
3. Sometimes ()
4. Most of the times ()
5. Always ()
48. Financial settlement is a problem in export promotion?
1. Never ()
2. Rarely ()
3. Sometimes ()
4. Most of the times ()
5. Always ()
49. Do you get any assistance from any agency in getting dues from importers?
1. Never ()
2. Rarely ()
3. Sometimes ()
4. Most of the times ()
5. Always ()
50. Currency exchange rates will affect the export business?
1. Yes ()
2. No ()
3. Not sure ()
Government role:
51. Legal formalities for export of cardamom are
1. Normal ()
2. High ()
3. Very high ()
52. What is the attitude of government towards cardamom export?
1. Favorable ()
2. Neutral ()
3. Un Favorable ()
Problems:
53. Problems in exporting of cardamom are due to
High production cost ()
High transport cost ()
High agent commission ()
Delayed payment ()
Competition from other exporters ()
Unavailability of good variety ()
54. Future Plan in exporting of cardamom
Continuing export ()
Expansion of existing business ()
Change the business ()
Stop the business ()
55. Your Comments about this study(if any): _____

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