

GEOGRAPHICAL INDICATION (GI) STATUS ON PRODUCT POSITIONING: A CUSTOMER PERSPECTIVE ANALYSIS OF GI TAGGED FRUITS IN KERALA, INDIA

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Abstract

Today's market is highly competitive. Thus, the marketers and producers are using different strategies to thrive in this rivalry. A geographical indication status is a form of intellectual property right given to a particular product of unique features and known by its place of origin. This research is intended to understand whether GI Tag can be used as a marketing tool to position the product in the mind of customers and to understand their buying behaviour towards GI tagged fruits (Vazhakulam Pineapple and Chngalikodan Nendran Banana) in Kerala. This study is descriptive, and 80 samples were selected from Thrissur district using the purposive sampling method, who have awareness and purchased GI tagged fruits in Kerala. It was mainly based on primary data, which is collected through questionnaires. The responses collected from them were analyzed by percentages, one sample t-test, and Linear regression analysis using SPSS. The results revealed that the GI tag would create a positive image in the mind of customers and make them ready to purchase the product at a premium price due to its peculiar features. It is beneficial to the producers to know whether the GI tag can be used as a marketing tool for product positioning.

Keywords: Buying behaviour, Geographic indication, Marketing tool, Product positioning