CHAPTER-VII
SUMMARY OF FINDINGS, CONCLUSION AND MANAGERIAL IMPLICATIONS

The present study is accomplished in three stages. In the first stage, the profile of the exporters and their units, their export behaviours have been focused. It is followed by the analysis of the export problems and the associated factors with the perception on these problems. In the final stage, the prospects of the exports have been examined with the help of SWOT analysis also. The impact of perception on problems and prospects of tea exports on the export performance is also analysed. The present study confines its objectives to (i) to exhibit the profile of the exporters and their units; (ii) to analyse the export behaviour among the exporters; (iii) to examine the various dimensions of the export problems; (iv) to reveal the important prospects of tea exports; v) to analyse the future prospects of tea exports on the export performance; vi) to evaluate the impact of perception on problems and prospects of tea exporters on their export performance and vii) to identify the discriminant factors among the large and small export units regarding various aspects of tea exports.

In order to fulfill the aforesaid objectives of the study, the appropriate research design was followed. The applied research design of the present study is descriptive in nature since it has confined objectives and methodology. The export units in India is 882 units. It is spread out in five States of India namely
West Bengal, Kerala, Maharashtra, Tamil Nadu and Assam. All the 882 export units have been included for the study. Hence the applied sampling technique is ‘census study’. Since the study is mainly based on the primary data, the questionnaire was prepared with a higher care. The developed questionnaire has been pre-tested among 20 each large and small exporters at Tamilnadu and Kerala. After carrying out the suggestions given by the exporters, the final draft of the questionnaire has been developed. The final questionnaire was used for data collection. Out of 882 export units, the initial response from the exporters was 9.86 per cent only during a period of 3 months of time. The reminders with the fresh questionnaires were sent to the unresponded units, the response rate is 25.28 per cent to the remaining total of 795 units. In total, responded units were 288. The reusable questionnaire out of the filled in questionnaire is only 270. Hence the 270 has been treated as the sample of the present study.

The collected data through the questionnaire have been analysed with the help of appropriate statistical tools. The analysis and interpretation have been discussed and presented in the earlier chapters. The summary of findings, conclusions and policy implications are presented in this chapter.

**FINDINGS OF THE STUDY**

The export units are classified into large and small units on the basis of their quantity sold per annum. The small units are slightly higher than large units.
Majority of the units are located in West Bengal followed by Kerala. The important type of operation done by the units are both manufacturing and trading which are commonly seen in large and small units.

The important type of ownership among the organisation is partnership and private limited company. In the case of large units, these are private limited company and partnership whereas in the case of small units, these are proprietorship and partnership. The important years of experience among the units is 11 to 15 years and 16 to 20 years. The most important years of experience among the large unit is above 20 years whereas among the small units, it is also the same.

The dominant nature of marketing in the units are ‘purely export’ which is commonly seen in both large and small units. The important number of countries exported to among the units is three and four. The most important number of countries exported to among the large and small unit is four and two respectively.

The important average quantity of tea processed by the units are less than 500 kgs and 1501 to 2000 kgs. The number of units processing an average of 1001 – 1500 kgs of tea. The important average quantity processed by the large units are 1501 to 2000 and 2001 to 2500 kgs. Among the small units, these are less than 500 kgs and 500 to 1000 kgs respectively.
The important average quantity of packed tea among the units are 300 to 600 kgs and less than 300 kgs. The most important average quantity of packed tea among the large and small units are 901 to 1200 kgs and 300 to 600 kgs. respectively.

The important average quantity of tea sold by the units are less than 500 kgs. and 500 to 1000 kgs. The most important average quantity of tea sold by the large and small units are 1001 to 1500 kgs and less than 500 kgs. respectively. The most important average per cent of export sales to total sales among the units is above 80.00 per cent which is commonly seen in large and small units.

The highly rated export competencies among the large units are company reputation and export market knowledge whereas the small units, these are company culture and company reputation. Regarding the export competencies of the large and small units, the significant difference is identified in the case of their production know-how, R&D capability, export market knowledge, company reputation, average cost of production, proximity to foreign markets, product superiority and safety of production and products. The eleven variables included in export competencies explain it to a reliable extent. The export competencies among the large units are identified as higher compared to small units.

The rate of application of export marketing mix have been measured with the help of eight variables. All these variables explain the rate of application of
export marketing mix to a reliable extent. The highly applied export marketing mix among the large units are product adaptation, distribution adaptation and access to export middlemen whereas during the small units, these are promotion strategy adaptation, provision of additional benefits and export product uniqueness. Regarding the rate of adaptation of marketing mix variables, the significant difference among the large and small units have been noticed in the case of six variables out of eight variables. The rate of adoption of export marketing mix is higher in large units than in small units.

The highly implemented entrepreneurial orientation among the large units is degree of implementation of export research and degree of carrying out own marketing whereas among the small units, these are degree of new products emerging from research and degree of involvement in export in high risk market. Regarding the entrepreneurial orientation, the significant difference among the large and small units has been noticed in the implementation of degree of carrying out own marketing, degree of implementation of export research and degree of involvement in export in high risk market. The six variables included in entrepreneurial orientation explain to a reliable content. The entrepreneurial orientation among the large units is greater than the small units.

The highly influenced export stimulus among the large units is excess production capacity and managerial willingness whereas among the small units,
these are diminishing domestic sales and managerial willingness. Regarding the perception on the influence of export stimulus, the significant difference among the large and small units have been identified in the perception on diminishing domestic sales, excess production capacity, opportunities for export expansion and favourable international climate. The variables included in export stimulus explain it to a reliable extent. The export stimulus are highly influencing in large units than in small units.

The highly possessed export behaviour among the units in West Bengal are entrepreneurial orientation and export stimulus whereas among the units in Kerala, these are export competencies and export stimulus. Among the units in Maharashtra, these behaviours are export stimulus and export marketing mix whereas among the units in Tamilnadu, these are export marketing mix and export competencies. Among the units in Assam, these are export marketing mix and export stimulus.

The significantly associating profile variables with the export competencies of the unit is their States, nature of organization, years of experience, nature of marketing and number of countries exported to whereas in the case of extent of implementation of export marketing mix, these are states, years of experience, nature of marketing and number of countries exported to. Regarding the entrepreneurial orientation, the significantly associating profile variables are
states, type of organization, nature of organization, years of experience and number of countries exported to whereas in the case of the influence of export stimulus, these variables are state, nature of organization, years of experience, and number of countries exported to.

Regarding the performance of the export units, the significantly associating important profile variables are number of countries exported to, years of experience and States. There is a significant difference among the units when they are classified on the basis of above said profile regarding their performance namely tea procured, tea processed, packed tea, tea sold and per cent of export sales to total sales per annum.

The significant mean difference among the large and small units have been identified in the case of few export behaviours namely export competencies, export marketing mix and entrepreneurial orientation. The higher discriminant power is noticed in the case of extent of implementation of export marketing mix. The important discriminant export behaviour among the two group of units is extent of implementation of export marketing mix which is higher in large units compared to small units.

The highly perceived export problems among the large unit is related to working capital, collection of payments and competition whereas among the small units, these problems are currency exchange risks, home Government assistance
incentives and access to distribution channel. Regarding the perception on export problems, the significant difference among the large and small units have been noticed in perception on 14 problems out of 20 export, problems included for the analysis.

The important export problems identified by the factor analysis are problems related to export procedure, finance, export market, opportunities and transport and communication. The highly perceived important export problem among the large unit is related finance and export market whereas among the small unit, these are finance and; transport and communication. Regarding the perception on important export problem, the significant difference among the two group of units have been noticed in the case of problems related to export procedure, export market, opportunities and transport and communication. The important export problems are highly perceived in the small units than in large units.

The highly perceived important export problems by the units in West Bengal is finance and; transport and communication whereas among the units in Kerala, these are finance and export market. Among the units in Maharashtra, these important export problems are export procedure and market whereas among the units in Tamilnadu, these problems are export procedure and finance. In the case of units in Assam, these are export procedure and export market.
The significantly associating profile variables, with the perception on export procedure finance and opportunities is states, nature of organization, years of experience and number of countries exported to whereas in perception on export market; these profile variable are nature of organization, years of experience and number of countries exported to. Regarding the perception on transport and communication, these profile variables are years of experience and number of countries exported to.

Regarding the perception on export procedure, export market, opportunities and transport and communication, the significantly associating export behaviours are their export competencies, export marketing mix, entrepreneurial orientation and export stimulus. The significantly associating export procedures on the perception on finance are also the same four export behaviours. In total, the small firms perceive the export problems at a higher rate than the large firms.

The significant mean difference among the large and small units has been noticed in the perception on export procedure, export market, opportunities and; transport and communication. The higher discriminant power is noticed in the case of perception on opportunities and export market. The important discriminant export problems among the large and small units are related to export procedure and opportunities which are perceived as higher among the large units than among the small units.
The Internal-Domestic Export Problems (IDEP) has been measured with the help of six problems. The highly perceived problems by the large unit is lack of export marketing research and poor organization and formalization of export departments whereas among the small units, these are lack of export marketing research and lack of qualified personnel in export activities. Regarding the perception on IDEPs, the significant difference among the two group of units have been identified in all six problems.

All the six problems included in IDEP explain it to a reliable extent. The small units are highly rating the problems in IDEP than the large units. The units in Assam and Kerala are highly rating the IDEP than the units in other states.

The significantly associating profile variables with the perception on IDEPs are states, years of experience and number of countries exported to whereas the significantly associating export behaviours are export competencies, export marketing mix, entrepreneurial orientation and export stimulus of the units.

The second important dimension of export problems is Internal-Foreign Export Problems (IFEP). It has been measured with the help of six problems. The highly perceived problem in IFEP among the large units is payment delays and inadequate distributors whereas among the small units, these are lack of information about foreign distributors and inadequate distributors. Regarding the
perception on problem in IFEP, the significant difference among the two group of units have been noticed in the case of five problems out of six problems in IFEP.

The included six problems in IFEP explain it to a reliable extent. The small units are highly rating the problems in IFEP than the large units. The units in Assam and Tamilnadu are highly rating the problems in IFEP compared to the units in other states. The significantly associating profile variables with their perception on IFEP are states, nature of organization, years of experience and number of countries exported to. The significantly associating export behaviour with the perception on IFEP is export competencies, export, marketing mix, entrepreneurial orientation and export stimulus.

The External-Domestic Export Problems (EDEP) have been measured with the help of seven problems. The highly perceived problems in EDEP among the large units is lack of attractive export incentives and lack of Government assistance in overcoming export problems whereas among the small units, these problems are inadequate promotion programmes provided by the Government and lack of attractive export incentives. Regarding the perception on the External-Domestic export problems, the significant difference among the large and small units have been identified in the perception on inadequate promotion programmes provided by the Government, high cost of capital to finance exports, and
unnecessary documentation prerequisites. The included seven problems in EDEP explains it to the extent of reliable manner.

The small units are highly rating the EDEPs compared to the large units. The units in Assam and West Bengal are highly rating the EDEPs than the units in other states. The significantly associating profile variables with their perception on EDEPs are their states, years of experience and number of countries exported to. The significantly associating export behaviour with the perception on EDEPs, are their export competencies, entrepreneurial orientation and export stimulus among the units.

The external foreign export problem (EFPs) have been studied with the help of five problems. All these five problems in EFP explain it to a reliable extent. The highly viewed problems in EFP by the large and small units is 'intensive competition in export markets and lack of information about export markets. Regarding the perception on EFPs, the significant difference among the large and small units have been identified in the perception on language and cultural differences, regulatory difficulties, intensive competition in export markets, lack of information about export markets and lack of export market distribution channel structure. The small units are highly rating the problems in EFP than the large units.
The units in Tamilnadu and Assam are highly rating the problems related to External foreign Export problems than the units in other states. The significantly associating profile variables with the perception on EFPs among the units are their states, years of experience, and number of countries exported to. The significantly associating export behaviour of the units with their perception on EFPs are export competencies, export market mix, entrepreneurial orientation and export stimulus of the units.

The significant mean differences among the large and small units have been identified in the major dimensions of export problems namely internal domestic, internal-foreign and external-foreign export problems. The higher discriminant power is noticed in the case of export-foreign export problems. The important discriminant dimension of export problems among the large and small units in external foreign export problems.

The highly perceived managerial problems among the large units are material handling, labour-management relationship and wages to labour whereas among the small units, these are welfare measures to labour, working capital and sales promotion. Regarding the perception on managerial problems, the significant difference among the large and small units have been noticed in case of 18 problems out of 29 managerial problems.
The factors of analysis have identified four important managerial problems namely problems related to human resource management, financial management, marketing management and operations management. The problems in the four important managerial problems explain it to a reliable extent. The highly perceived IMPORTANT among the large units is human resource management and operations management problems whereas among the small units, these IMPs are operation and financial management problems. Regarding the perception on IMPORTANT, the significant difference among the two group of units have been identified in all four IMPs. The small units are highly rating the IMPs than the large units.

The units in Assam are highly rating the problems related to human resource management and operation management whereas the units in Tamilnadu are highly rating the problems related operations management and financial management. The highly rated problems among the units in Mahastra are operations management and marketing management whereas the units in Kerala are highly rating the operations management and Human Resource Management Problems. The units in West Bengal are highly rating the Human Resource Management and financial management problems.

Regarding the perception on Human Resource Management problems and marketing management problems the significantly associating profile variables are
their states, nature of organisation, years of experience and number of countries exported to whereas in the case of financial management problems, these profile variables are nature of organization, years of experience and number of countries exported to. In the case of operation management problems, the significantly associating profile variables are their states, years of experience and number of countries exported to.

The significantly associating export behaviour on the perception on Human Resource Management Problems are their export competencies, export marketing mix and entrepreneurial orientation whereas in the perception on an financial management problems, these are export competencies, entrepreneurial orientation and export stimulus. Regarding the perception on marketing management, all the four export behaviours are significantly associating. Regarding the operations management, the significantly associating export behaviours are export competencies and export stimulus.

The significant mean difference among the two groups of units has been noticed in the case of perception on all four important managerial problems. The higher discriminant power of IMP is noticed in the case of financial management and marketing management related problems. The important discriminant IMP among the large and small units is financial and marketing management related problems.
The higher frequency of problems have been identified with case of lack of qualified personnel for exporting activities and significant information for overseas market among the large units. In the case of small units, these are noticed as high in lack of communication with export market and assistance and lack of qualified personnel for exporting activities. Regarding the perception on frequency of export problems, the significant difference among the large and small units have been identified in all nine problems included for the analysis.

The included nine problems in the measurement of frequency of problems among the export units explain it to a reliable extent. The small units are perceiving higher frequency of export problems in their business compared to large units. The units in West Bengal and Tamilnadu are highly rating the frequency of the problems in their units than the units in other states.

The significantly associating profile variables with the perception on the frequency of export problems in the units are their states, nature of organization, years of experience and number of countries exported to. The significantly associating exporting behaviours with the perception on the frequency of export problems in the units are their export competencies, export marketing mix, entrepreneurial orientation and export stimulus.

The highly perceived production prospects among the large units are potential competitive advantage, farm expertise and; strange and processing
facilities whereas among the small units, these are soil fertility, climate favour and intensive input. Regarding the scope of production prospects, the significant difference among the two groups of units have been identified in the perception on potential competitive advantage, specialized production system, sufficient biological activity, farm expertise, technical know-how, storage and processing facilities, trained staffs, integrated research projects, net work of reference farms, on-farm projects and crop rotation.

The large units are perceiving higher production prospects for the tea exports than the small units. By the States, the units in Assam an West Bengal are perceiving a higher production prospects of tea exports in future than the other units in other states.

The significantly associating profile variables of the units with their perception on production prospects is their states, years of experience, and number of countries exported to. The significantly associating export behaviour with their perception on production prospects are their export behaviour, export marketing mix, entrepreneurial orientation and their score on export stimulus.

The highly perceived marketing prospects among the large units are market access, high standard of the product and sound market opportunities whereas among the small units, these are good prospects for supplies of tea, market orientation and sound market opportunities. Regarding the perception on
marketing prospects, the significant difference among the two group of units have been noticed in the perception on profitable export opportunities, price premiums, establishment of marketing agency, high standard of the product, adequate distribution channel, market access, systematic identification of market and fair trade practices.

All the 14 variables related to marketing prospects explain it to a reliable extent. The large units are perceiving more on marketing prospectus of tea exports them the small units. The units in Assam and Tamilnadu are highly viewing the marketing prospects of tea exports compared to the units in other states. The significantly associating profile variables with the perception on their marketing prospectus among the units are states, nature of organization, years of experience and number of countries exported to. The significantly associating export behaviours are the export competencies, export marketing mix, entrepreneur orientation and score on their export stimulus.

The highly perceived certification prospects among the large units are frequent foreign firm participation and accreditation body whereas among the small units, these certification and internal control system. Regarding the perception on certification prospects, the significant difference among the two group of units have been identified in the perception on accreditation body, quality maintenance, internal control system, random inspection by external certification
and frequent foreign firm participation. The included seven variables in certification prospects explain it to a reliable extent.

The large units are perceiving certification prospects at higher rate than the small units. The units in Tamilnadu and Assam are highly rating the certification prospects compared to the units in other states. The significantly associating profile units with the perception on certification prospects are nature of organization, years of experience, number of countries exported to. All the four export behaviour are significantly associating with the perception on certification prospects among the units.

The important strength identified by large units are application of technology in processing and reputation whereas by the small units, these are natural advantage and quality of tea. Regarding the perception on variables in strength, the significant difference among the large and small units has been noticed in the perception on availability of labour, processing of tea and application of technology for processing. The included 10 variables in strength of the export units explain it to the extent of reliable. The large units are rating their strength of the units than the small units.

The highly rated weaknesses by the large units are lack of information and labour problems whereas by the small units, these are lack of scientific management and lack of innovation. Regarding the perception on weaknesses, the
significant difference among the large and small units has been noticed in the case of lack of innovation and scientific management and low capital base. The included nine variables in weaknesses explain it to a reliable extent. The small units are rating their weaknesses to a higher extent than the large units.

The important opportunities of tea export identified by the large units are opportunity to access new lucrative foreign market and globalization whereas among the small units, these are also the same. Regarding the perception on opportunities to tea export, the significant difference among the large and small units have not been identified the included seven variables in opportunities explain it to a reliable extent. The large units are highly rating the opportunities compared to the small units.

The highly rated threats to export units by the large units are lack of environmental protection awareness and dependence mainly on foreign markets whereas among the small units, these are weak government support and policies; and insufficient research and development activities. Regarding the rating of threats to the export units, the significant difference among the two group of units have been noticed in the perception on dependence mainly on foreign markets, week government support and policies; and insufficient R&D activities. The included 6 variables in threats explain it to a reliable extent. The small units are highly rating the threats to tea exports than the large units. The important
discriminant in SWOT analysis among the large and small units is threats and weaknesses which are higher among the small units than in larger units.

The difference between strength and weaknesses of tea export among the units are in positive since the units are perceiving their strengths are higher than their weaknesses. The higher differences are identified among the large units than among the small units. The units in Assam and Maharastra, the difference between strength and weaknesses are identified as higher compared to the units in other states. The significantly associating profile variables with the difference between strength and weaknesses are their states, nature of organization, years of experience and number of countries exported to. All the sum export behaviours are significantly associating with the difference between strength and weaknesses of the export units.

The difference between opportunities and threats to export units are identified as positive since their rate of perception on opportunities of tea export is greater than the threats to export units. The higher difference is noticed in the case of large units compared to the small units. The units in Assam and Kerala are highly rating the difference compared to the units in other states. The significantly associating profile variables with the difference between opportunities and threats are their states, nature of organization, years of experience and number of
countries exported to. All the four export behaviours are significantly associating the difference between opportunities and threats to tea export units.

The export performance of the units is examined with the help of seven variables. These variables explain the export performance to a reliable extent. The highly rated variables in export performance among the large units are export profitability and perception of current export performance whereas among the small units, these are market diversification and perception of export performance five years ago. Regarding the rating of the variables in export performance, the significant difference among the two groups of units has been noticed in six variables out of seven variables in export performance. The large units are highly rating the export performance than their counterparts.

The significantly and negatively influencing export problems on the export performance of the large units are their important export problems, internal-foreign export problems, external – domestic export problems and managerial problems whereas in the small units, these are important export problems, internal-domestic internal foreign, external – domestic, external-foreign export problems and managerial problems. The significantly and positively influencing prospects of tea exports on the export performance among the large units are their production prospects and marketing prospects. The same trend is also identified in small units.
CONCLUDING REMARKS

The present study concludes that the problems and prospects of tea exporters are equally seen in all tea exporting units. The export orientation and entrepreneurial orientation in the small tea exporting units is lesser compared to the large units. Hence these small units are unable to face the international competition. The important export problems faced by tea units are related to export procedure, export market, opportunities and transport and communication. But these problems are highly perceived by small units than the large units. The important discriminant export problem among the small and large units is external foreign problems which are higher among the small units. In all four functional areas, the small units are facing more problems compared to their counterparts. The frequency of export problems is also higher in the small units.

Regarding the prospects, the strengths of the units are highly rated than their weaknesses in the international market. At the same time, the opportunities are highly rated than the threats to the units. The large units are very sound on their strengths compared to weaknesses and also opportunities compared to threats than the small units. The problem perception among the units has a significant negative impact on their export performance. The important problems influencing the export performance are Important Export Problems, Internal-Foreign Export Problems, External-Domestic export problems and also the managerial problems.
At the same time, the production and marketing prospects of the tea industry have a significant impact on their export performance. The study concludes that there is a better scope for tea export performance. The study concludes that there is a better scope for tea export to earn foreign exchange in the world market. But it needs a lot promotional works from the Government of India. The Government has to encourage the small tea export units to promote their exports since the scope of export marketing is high.

**POLICY IMPLICATIONS**

Based on the findings of the study, the following policy implications are drawn:

Even though the export of tea is gradually declining, there is a better scope for export of tea from India since the tea units are highly rating the opportunities than their threats. Hence, the Government may introduce appropriate promotional strategies to market the India tea in the world market. The Government may announce more facilities and priorities to the small growers of tea than the big growers.

An inadequate marketing technique is one of the most important weaknesses of the Indian tea industry in the global market. It is so, because in a liberalised economy, our industry has not undertaken a sufficient number of global market joint ventures with the foreign consumers to get an increasing share of
final consumers. The joint ventures have to be promoted by the Indian Government in order to boost up the market of Indian Tea in the global market.

There could be active encouragement of technological upgradation of units by promoting research and development (R & D) and other product development efforts at the unit level. Expenditure on research is likely to enable the units to improve their competitive advantage by helping them to differentiate their products in the initial stages and by developing and launching the qualitative product later.

As important liberalisation has a positive impact on unit level export performance, policy makers may consider pursuing greater liberalization of imports as a measure for export promotion. Not only would easy imports improve the availability of necessary raw-material and equipment not otherwise available at competitive prices in the domestic market, but also likely to increase competition and improve the quality of goods produced in domestic market, thereby making such products of Indian firms internationally competitive.

Policy makers may put more emphasis on units that are already profitable in order to improve exports. They can reward the export effort of such units by measures such as allowing them higher depreciation rate for their plant and machinery, giving them cheaper access to credit or by granting them tax concessions on their export earnings. The practice of encouraging all types of
units to engage in export, through measures such as providing tax incentives through export promotion schemes, is likely to result in adverse selection of units that get benefits of such schemes.

The export orientation of the Indian tea exporters especially the small units are very weak. This may result in poor performance in their exports. They perceive all the problems at higher level eventhough the problem may be too small. Hence, the tea exporters association has been advised to conduct some orientation programmes, counseling programmes and also frequent seminars related to the tea exports among the tea exporters, then only they can enrich the export orientation among the exporters. It may help the exporters to face the competition at international level.

Policy makers may provide incentives to larger and more profitable units to encourage them to take more risks. Some such examples could be like giving credit to the firms involved in making financial commitments for carrying out modernization of their manufacturing plants, providing loans to maintain buffer stocks at ports to enable delivery of goods to external markets on time, developing and improving the sales and distribution network of the units, etc. Such help is necessary due to high transaction costs faced by domestic units arising because of the limitations in the quality of infrastructure available to such units in a developing country like India.
The tea exporters are advised to launch some strategies to recapture the international market. To launch a product as “made in India” hasn’t been tried on a large scale as Indian brands have been protected for long and had faced no external competition. But this strategy gains ground, especially with market accessibility becoming a reality brought about by the WTO directives. It is hoped that this strategy will affect the image of the brand and bring in loyal consumers, like the Russians in this case.

The tea exporters are advised to design its marketing network with an emphasis on developed countries. It started a decentralized distribution network, comprising stockists, dealers and retail outlets even in foreign countries. The units are encouraged to created some joint venture to market their product in the global market.

Since the dominance of production orientation in the tea in the tea industry is slowly decreasing, a new marketing orientation among the tea units is essential today. In the traditional system, there is a system of auction whereas the new systems consists of market action. While the two namely auction and the marketing action would co-exist, the emphasis in future is going to be more on marketing action rather than just action. Marketing action implies a better response to the changing consumer preferences. It implies the launch of value-added products as well as development of corporate brands.
The tea exporters association or Government of India may establish some information centres to supply the required information about the tea scope of tea exports, details of importing countries, details of destinations, details of export promotion measures given to the tea exporters and also the needed information to the tea export units in order to encourage their exports.

Since there is a huge difference in big and small export units in all aspects related to exports, starting from exporting orientation to the perception on problems and prospects of tea exporters. The gap between them has to be reduced by the implementation of appropriate export promotion measures especially to the weaker units.

SCOEP FOR FUTRE RESEARCH

The present study provides a base for future research. These are summarized below:

The future research may focus the problems of the tea exporters in a detailed manner or the prospects of tea exports in a detailer manner. The international market segmentation analysis especially in tea exports may be focused in near future.

The present study is completely based on the exporters’ view on the problems and prospects of the tea exports, the future study may depend only on
secondary data related to tea exports from various destinations in India. The problems may be analysed on the basis the secondary data.

Since the India tea export is declining year by year, the future study may focus on this aspect. It may include the importers perception on Indian tea and also their expectation from Indian tea exporters.

There may a separate on strengths, weaknesses, the opportunities and threats to Indian tea exporters in the globalised scenario. The strategies to promote the export of tea at the world market may be studied in near future.