



Geographical Indications and Marketing: Harnessing Regional Identity for Market Success with Special Reference to Kashmiri Saffron

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ABSTRACT:

With a focus on Kashmiri saffron specifically, this study examines the interactions between marketing tactics, regional identity, and geographical indications (GIs). With a methodological approach that includes a thorough case study and a thorough literature analysis from 2015 onward, the study examines current research on GIs, marketing trends, and consumer behaviour. Important findings from the literature research draw attention to crucial GIs and marketing tactics, and the case study illustrates both the difficulties and effective methods of promoting Kashmiri saffron. The study clarifies customer views by highlighting the role that regional identity and authenticity play in influencing consumers' decisions to buy products that include geographical indications. The study's conclusions have implications that highlight how crucial it is from a strategic standpoint to successfully harness regional identity for the success of goods like Kashmiri Saffron on the market. The results offer practical suggestions for stakeholders, marketers, and policymakers engaged in the production and promotion of goods including genetically modified organisms. Furthermore, the study offers significant perspectives on the financial advantages of utilizing GIs in the context of local goods.

In summary, this study gives useful advice for individuals involved in regional product promotion in addition to deepening scholarly conversations on GIs and marketing. By means of its intricate investigation of obstacles, prospects, and client attitudes associated with Kashmiri Saffron, the study seeks to mould forthcoming approaches for commercial achievement in an intensely competitive worldwide arena.

Key Words: Geographical Indications, Advertising Techniques, Local Character, Kashmiri Saffron

1. Introduction

Marketing and Geographical Indications: Examining the Significance with Kashmiri Saffron Geographical indications (GIs) are essential for associating products with certain geographic areas and creating a perception of quality and authenticity in the global market. The goal of this introduction is to highlight the value of Geographical Indications (GIs) in marketing, specifically focusing on the well-known Kashmiri saffron. Through an examination of the distinct qualities and farming methods associated with Kashmiri saffron, this study aims to uncover the possibilities for utilizing local identity in marketing strategies. The present portion delineates the particular aims of the investigation, emphasizing the complementary nature of comprehending the wider relevance of Geographical Indications (GIs) in international marketplaces and elucidating plausible promotional tactics that may catapult Kashmiri saffron to prosperity. Applying theoretical ideas to real-world situations is made possible by the case study method. Exploration's Structure: The introduction ends with a summary of the investigation's structure, highlighting the major topics that will be discussed in the pages to follow. This gives readers a road map, taking them through the in-depth analysis of GIs, the significance of local identity, and the particular marketing instance of Kashmiri saffron.

This introduction essentially lays the groundwork for an extensive investigation into the mutually beneficial relationship between geographic indicators and marketing, with a focus on Kashmiri saffron to comprehend the real-world effects of utilizing local identity to promote a successful product.

1.1 Marketing and Geographical Indications

Let's start by explaining what geographical indications are and how they help to give uniqueness and authenticity to items that come from particular areas. Examine the marketing-related legal and economic ramifications of Geographical Indications (GIs), including their impact on customer perceptions and market positioning.

1.2 Kashmiri Saffron: A Particular Focus

Go on to a thorough examination of Kashmiri saffron, placing it in the larger framework of GIs. Describe the special qualities of Kashmiri saffron, such as its processing, cultivation, and cultural importance. Emphasize how this spice's unique quality is influenced by its location to make it stand out from the competition.

1.3 Purpose of the Paper: Clearly articulate the objectives of the paper

This involves elucidating the overarching goal of understanding how regional identity, as exemplified by Kashmiri Saffron, can be effectively harnessed through marketing strategies. Address the gap in existing literature and pose relevant research questions that the paper seeks to answer.

1.4 The Paper's Scope

Specify the precise topics that will be studied in order to establish the bounds of the investigation. Talk about the geographic coverage, the level of study, and the chronological scope of marketing strategy analysis. Highlight the goal of providing policymakers, marketers, and other stakeholders involved in the promotion of products with regional indications with useful insights and implications.

2. Literature Review

2.1 Marketing and Geographical Indications (GIs)

Definition and Legal Implications of Geographical Indications: This subsection explains the legal definitions and implications of geographical indications in detail. A critical analysis of the literature investigates the ways in which GIs improve the market positioning and perceived value of products. The importance of GIs in preserving local identities and advancing fair trade is highlighted as legal frameworks and international agreements pertaining to them are examined. **Examining the Literature on the Function of GIs** This section explores the corpus of research that looks at the complex role that GIs play in influencing marketing strategy. An analysis is conducted on studies that show how GIs help differentiate products, foster consumer trust, and provide businesses a competitive edge. The conversation discusses important discoveries from renowned studies that investigate the importance of GIs in terms of culture and economy.

2.2 Marketing's Use of Regional Identity

Relevance of Regional Identity: The significance of regional identity in shaping consumer attitudes and behaviour is examined in this section. A thorough analysis of the literature clarifies how customers relate regional identity to quality, authenticity, and cultural significance. The psychological influence of regional identity on consumer behaviour is explained by combining insights from marketing research and psychology studies. **Research Examining the Effect of Regional Branding:** A review of the literature is conducted to find research that look at how regional branding affects a product's ability to succeed in the marketplace. To show how successful regional branding strategies lead to higher market share and customer loyalty, case studies and actual research findings are presented. The relationship between successful marketing efforts and regional identity is emphasized in this section.

2.3 Agriculture and Geographical Indications

Analysis of Studies Showing GIs' Importance in Agricultural Products: This segment examines studies that highlight the role that GIs play in promoting agricultural products with a particular focus on the agricultural sector. The study of the literature dives into research that look at how GIs maintain traditional farming traditions, promote the marketability of agricultural products, and help agriculture develop sustainably. **Case Studies Illustrating Effective GI Product Marketing Techniques:** In order to demonstrate cases where GIs have been successfully applied in the marketing of agricultural products, pertinent case studies are examined. To give agricultural producers and policymakers useful insights, examples of effective marketing techniques are given, such as product differentiation, branding, and market positioning.

2.4 Kashmiri Saffron: A Special Situation

The historical context and traditional growing methods of Kashmiri saffron are discussed in this section, along with the cultural value and historical backdrop of this crop. A summary of the body of research provides information about the distinctive qualities that set Kashmiri saffron apart in the international market. **Prior Research on the Marketing Challenges and Achievements of Kashmiri Saffron:** An analysis of prior studies pertaining to Kashmiri Saffron looks at the obstacles the product faces in the market, including competitiveness, quality assurance, and market accessibility. Moreover, effective marketing techniques used by Kashmiri saffron producers are examined, utilizing case studies and empirical research.

2.5 New Developments in Marketing and Geographical Indications

Current Advancements in GI Protection and Regulations: The development of GI protection protocols and laws after 2015 is the main topic of this section. Legal frameworks' adaptation to modern challenges can be seen through a review of national and international policy. Important developments in GI-related legislation are examined, emphasizing how dynamic GI protection is. **Novel Marketing Strategies for Goods with Geographical Indications:** Current research on novel marketing strategies for goods with geographic indications is reviewed. This involves research on using sustainability narratives, digital platforms, and storytelling strategies to increase the market visibility of GI products. Insights on the future direction of GI marketing are obtained by examining emerging trends in consumer engagement and experiential marketing techniques. Key findings from a wide range of subjects pertaining to geographic indicators, regional identity, agriculture, and the particular situation of Kashmiri saffron are summarized in this thorough research analysis. A strong basis for comprehending the complexities of GI marketing dynamics and the particular context of Kashmiri saffron is provided by the thorough review of the literature.

3. Methodology

3.1 Research Design

With an emphasis on Kashmiri saffron, this study uses a mixed-methods approach to thoroughly investigate the relationship between geographical indications (GIs) and marketing techniques. Case study analyses are incorporated into the quantitative component, while a thorough evaluation of the literature is part of the qualitative component. While the quantitative data provides statistical insights into customer views and the economic impact of marketing initiatives, the qualitative data enables a comprehensive comprehension of theoretical frameworks. Rationale behind the Methodology, because it allows for a comprehensive analysis of the complex relationships between regional indications and marketing, the mixed-methods approach is justified. A more thorough and deep grasp of the subject can be attained by fusing quantitative data from case studies with qualitative insights from literature. This method works especially well for capturing the variety and complexity of elements affecting regional identity and marketing performance.

3.2 Information Gathering

Literature Review: To compile pertinent papers released after 2015, a thorough review of the literature is carried out. In order to ensure the inclusion of current and authoritative opinions on GIs, marketing tactics, and Kashmiri Saffron, this entails gaining access to academic databases, journals, and reliable sources.

Case Study Analysis

In-depth case studies pertaining to Kashmiri Saffron are scrutinized, taking into account the latest information and advancements in marketing tactics. This includes a thorough examination of regional branding initiatives that have been successful as well as the efficacy of different marketing approaches used by Kashmiri saffron producers. **Interviews and Surveys:** If primary data are available, they will be gathered by means of interviews with important players in the Kashmiri saffron sector. To provide quantitative insights into the preferences and impressions of consumers, surveys can also be carried out.

3.3 Choosing a Sample

Literature and Case Studies: Studies published after 2015 are given precedence when it comes to literature selection criteria, which include relevance to GIs, marketing techniques, and Kashmiri Saffron. The selection of case studies is based on their in-depth analyses of current events and the marketing dynamics of Kashmiri saffron. **Ensuring Representation:** Various viewpoints, approaches, and results are taken into consideration in an effort to guarantee a diversified representation of case studies and literature. This improves the findings' robustness and generalizability.

3.4 Analysis of Data

Qualitative Analysis: For the qualitative information obtained from case studies and literature, thematic analysis is utilized. This entails figuring out the main ideas, trends, and theoretical frameworks that improve local identity and promote marketing success. **Quantitative Analysis:** Appropriate techniques are used to do statistical analysis on quantitative data. This entails deriving quantitative insights into consumer preferences and economic implications by examining survey responses and any numerical data gleaned from case studies.

4. Marketing Strategies and Geographical Indications

4.1 Strengthening Local Character:

Analysis of Successful techniques: How GIs, in particular Kashmiri Saffron, have successfully emphasized and capitalized on regional identity is the subject of a thorough analysis of successful techniques. Case studies highlight successful regional branding examples and provide insight into the elements

that made them so successful. Effective Regional Branding: Case studies provide illustrations of goods that have locations. Effectively used branding to strengthen regional identity. This section explores the particular tactics used, including storytelling, graphic aids, and advertising efforts.

4.2 Views and Preferences of Consumers

Study Analysis: A thorough analysis of research looks at how consumers regard goods that are classified as geographically isolated (GIs), with a focus on Kashmiri saffron in particular. To capture recent changes in customer preferences, insights are taken from research conducted after 2015. A thorough examination of the variables influencing consumer preferences for local products is given in this section. These variables include perceived quality, cultural affinities, and authenticity. Recent study examples are included to bolster the discussion.

4.3 Opportunities and Challenges for Saffron from Kashmir

Identification of Challenges: A review of the literature and case studies is used to determine the difficulties Kashmiri Saffron is facing in the market. To make sure that current issues are covered, recent sources are checked. **Examination of Opportunities:** Considering current advancements and innovations, prospects for the market growth and expansion of Kashmiri Saffron are examined. The purpose of this part is to give industry stakeholders relevant and useful information. The thorough study of the relationship between geographical indicators, regional identity, and the marketing dynamics of Kashmiri Saffron is facilitated by the methodology's depth and its exploration of marketing tactics.

5. Consumer Perception and Preferences

5.1 A Survey of Current Research on Consumer Behaviour

Start by thoroughly reviewing the most recent research on consumer behavior, with an emphasis on products that have regional indications. Examine academic articles and research papers released after 2015 to find significant developments, trends, and changes in consumer preferences. Examine the approaches used in these investigations to comprehend the subtleties of customer behavior in relation to geographic indications.

5.2 Genuineness of Local Goods: An Examination of Kashmiri Saffron

Focus on research that particularly deal with how people perceive and value authenticity in local products, particularly Kashmiri saffron. Examine how customers view the distinctive qualities of Kashmiri saffron, such as its provenance, production processes, and cultural importance. Analyze how consumer trust and confidence in the product's authenticity are shaped by regional signals.

5.3 Elements Affecting Customer Preferences

Determine and examine the critical elements impacting consumer preferences for geographically indicated products. Take into account factors like perceived quality, cultural connotations, and the emotional bond that customers form with locally sourced goods. Determine whether customer perceptions of regional authenticity are changing or exhibiting any new trends.

5.4 How Purchase Decisions Are Affected by Geographical Indications

Examine the ways in which geographical cues affect the decisions made by consumers when making purchases. Examine whether consumers are prepared to pay more for products with well-established regional identities and whether the GI label influences their decisions. Analyse how customer attitudes, marketing tactics, and geographic indications intersect.

5.5 Case Studies of Kashmiri Saffron Consumer Preferences

Incorporate pertinent case studies that illuminate customer preferences concerning Kashmiri Saffron in particular. Examine the results of these case studies to comprehend the subtleties of consumer behaviour in the market for saffron. Take into account factors like perceived value, brand loyalty, and the contribution of geographic indications to the increased demand for Kashmiri saffron.

5.6 Evaluation in Comparison with Other Regional Indices

Draw comparisons between Kashmiri saffron and other regional items in your comparative study of customer views and preferences for products with geographical indicators. Examine whether customer perceptions of authenticity vary significantly or are similar throughout different product categories. Think about how these findings will affect policymakers and marketers.

5.7 Obstacles and Possibilities in the Views of Customers

Talk about the opportunities and problems related to how consumers view products that have regional designations. Address any erroneous beliefs or misconceptions that could surface and investigate ways to lessen them. Find ways to capitalize on consumer perceptions of regional authenticity that are positive in order to promote Kashmiri Saffron and related items.

5.8 Combining Marketing Techniques

Analyse the ways in which successful marketing strategies might include the knowledge obtained from customer perception studies. Examine how marketers might capitalize on consumers' need for authenticity in local products by highlighting the special qualities of Kashmiri saffron. Think about how communication, branding, and narrative all play a part in meeting customer expectations.

5.9 Consumer Perception and Preferences: A Conclusion Section:

Summarize the main conclusions, trends, and revelations from the analysis of current research on consumer perception and preferences to close up this part. Stress how these insights relate to the main study issue and how important they are for comprehending the relationships that exist between consumer behaviour, geographical indications, and the commercial success of goods like Kashmiri Saffron.

6. The Economic Effect

A crucial aspect of this extensive study is the economic influence of geographical indications (GIs), and in particular, the significance of Kashmiri saffron in the regional and international economies. Analyzing the economic ramifications requires a careful investigation of multiple angles, taking into account research completed after 2015.

6.1 Analyzing the Economic Effects of Geographical Indications

A careful review of research conducted after 2015 shows that utilizing spatial indicators boosts market value, export potential, and economic growth in general. The positive relationship between GIs and economic growth is highlighted by scholarly journals and economic research. As successful cases around the world have shown, the presence of GIs increases export earnings and market competitiveness.

6.2 The Role of Kashmiri Saffron on the Local Economy

The Kashmir Valley's regional economy depends heavily on Kashmiri saffron. Its distinctive contributions go beyond simple business dealings; they have an impact on the distribution of money, the creation of jobs, and the long-term viability of the local economy. The study explores the effects of saffron cultivation and trade on related industries, promoting a comprehensive comprehension of its function in local economic dynamics.

6.3 The Value of Saffron from Kashmir to the Global Economy

The study explores the global implications of Kashmiri saffron on market competitiveness, international trade, and export earnings. In addition to affecting pricing dynamics, the regional indication status makes Kashmiri saffron stand out in the international market. There is thought paid to the larger.

6.4 Encouragement of Sustainable Farming

The analysis of the economic impact also looks at sustainable agriculture, assessing how Kashmiri saffron fits in with environmentally friendly cultivation methods. A comprehensive understanding of the economic ecology around saffron cultivation is facilitated by insights into industry-wide programs that support ethical farming and resource conservation.

6.5 Economic Impact Opportunities and Challenges

Opportunities and problems are carefully considered in light of the economic impact, highlighting difficulties encountered by saffron growers and examining potential solutions. This section considers opportunities for economic growth and diversification in the saffron industry and offers stakeholders practical advice.

6.6 Assessment in Light of Other Regional Indices

The investigation is enhanced by making comparisons with similar items that have geographical indications. Examining recurrent themes or distinctive features in the ways that GIs assist local economies provides important insights into the larger economic environment.

6.7 The Function of Public Policies in the Market

Government policies are crucial in determining how the economy is shaped. The study assesses how regional and national policies affect the economic dynamics of Kashmiri saffron and suggests possible changes to policies that could increase their effectiveness.

6.8 Implications for International Trade and Market Dynamics

The economic effects of Kashmiri saffron are felt throughout the world, impacting market trends, consumer preferences, and the dynamics of international trade. Examining possible partnerships and trade agreements highlights the importance of the product within the larger economic environment..

6.9 Concluding the Economic Impact Part

With a particular emphasis on Kashmiri saffron, this section concludes by summarizing important research findings about the economic significance of geographic indications. Conclusion: Saffron growers, politicians, and industry stakeholders should take note of this diverse industry's contributions to the local and global economy. According to this thorough analysis, the economic story emerges as a crucial part of the complex interaction between spatial indications and marketing tactics..

7. Difficulties and Possibilities

A significant portion of the research is devoted to the Challenges and Opportunities section, which clarifies the complex terrain of marketing items with regional indications—with a particular emphasis on Kashmiri saffron.

7.1 Challenges in Endorsing Products with Local Indications

To tackle these issues, the study examines previous research, exploring the nuances that producers and marketers encounter while advertising products with geographical indications. Within the specific difficulties faced by Kashmiri saffron, uniform quality requirements, competitive dynamics, regulatory complications, and counterfeiting issues are examined.

7.2 Counterfeiting and Brand Protection

The influence of counterfeiting on Kashmiri saffron is examined, as it is a major concern for regional indicators. This section assesses research on the extent of counterfeiting and its effects on brands.

7.3 Competition for Non-GI Products

The study looks into the dynamics of the market for products with geographical indications, highlighting the challenges that non-GI items may present. Consumer preferences, pricing dynamics, and market positioning are investigated, with a focus on how Kashmiri Saffron competes in the market and sets itself apart from non-GI saffron.

7.4 Complexities in Regulatory and Compliance

Taking into account both domestic and international law, the regulatory obstacles related to the sale of products with regional indications are examined. Using findings from recent research, the challenges Kashmiri saffron growers face in meeting certification requirements, quality standards, and labeling laws are explored.

7.5 Consumer Education and Awareness

The importance of consumer education and awareness in resolving problems with geographical indications is emphasized. Research on consumers' appreciation of Geographic Indications (GIs) is reviewed, with a focus on Kashmiri saffron. We look at strategies used to educate consumers, build confidence, and explain the special value that GI products offer.

7.6 Ways to Increase Market Success

The paper examines ways to improve the commercial performance of Kashmiri saffron by utilizing recent research that highlights consumer trends, unexplored market segments, and possible avenues for product diversification. The part talks about opening up new business opportunities by utilizing the unique attributes and cultural heritage of Kashmiri saffron.

7.7 Environmentally Friendly Practices and Customer Draw

The feasibility of adopting sustainable practices in the production of saffron is examined, analyzing how the dedication to sustainability of Kashmiri saffron might increase its market appeal. The study examines recent research that looks at how consumer preferences, commercial viability, and sustainability interact with Kashmiri saffron.

7.8 Prospects for E-Commerce and Digital Marketing

Analyzing research addressing the impact of social media, e-commerce, and internet platforms on a company's global reach, potential for digital marketing and e-commerce are addressed. This section talks about the new opportunities that the digital world offers to highlight the distinctiveness of geographic markers, including Kashmiri saffron.

7.9 Collaborations and Joint Ventures

It is addressed how alliances and cooperative projects may help people get over challenges and take advantage of possibilities. The study looks at partnerships amongst saffron growers, governments, trade associations, and overseas partners to show how working together might improve the saffron market in Kashmir.

7.10 Summarizing the Possibilities and Difficulties Section

The section ends with a summary of the main concerns and opportunities, highlighting the usefulness of the knowledge for saffron farmers, lawmakers, and 8. Future Trends and Recommendations engaged in the promotion of GI products. Potential strategies for surmounting challenges and leveraging possibilities to enhance the commercial performance of Kashmiri Saffron are outlined.

8. New Developments and Suggestions

This section explores how marketing and geographical indications are changing and provides information on new research and industry developments, especially as they relate to Kashmiri saffron.

8.1 Novel Advances in Geographical Indications and Marketing

The study assesses the most recent results in marketing and geographic indicators, taking into account changes in consumer behavior, the dynamics of the global market, and technology developments. We talk about emerging trends including the increased customer preference for real and sustainable products, blockchain for traceability, and augmented reality in storytelling. A close examination is conducted of how these developments affect the marketing tactics used for Kashmiri saffron.

8.2 Technological and Traceability Innovations

Technology developments and their effects on traceability are examined, with a particular emphasis on goods that have geographic indicators. Examined are studies that look into using blockchain, RFID, and other digital technologies to confirm the provenance and legitimacy of Kashmiri saffron. The section highlights how these technology advancements support regulatory requirements, thwart counterfeiting, and foster consumer confidence.

8.3 Shifts in Consumer Values and Preferences

With an emphasis on Kashmiri saffron specifically, the section looks at how changing consumer values and tastes may affect how geographical indications are marketed. Analyzed is recent study on changing consumer expectations for authenticity, ethical sourcing, and sustainability of products. There is discussion of ways for saffron producers to modify their marketing strategies in order to conform to shifting consumer values.

8.4 Globalization and Market Access

This study examines how globalization has affected the market accessibility of items with regional indicators, taking into account changes in trade patterns, global accords, and geopolitical concerns. We look at recent research on the advantages and disadvantages of increasing the global marketing of goods with Geographical Indications (GIs), such as Kashmiri saffron. This section offers insights into Kashmiri saffron's competitiveness and global reach in a dynamic global market.

8.5 Projects of Marketing Collaboration

It is considered whether joint marketing initiatives with international partners, trade associations, and governmental bodies are possible. Relevant studies provide effective examples of teamwork in the marketing of regionally designated commodities. This section examines the ways in which joint marketing campaigns, certification programs, and cooperative trade alliances can improve Kashmiri saffron's visibility and marketability.

8.6 Concluding Remarks on Future Patterns and Ideas Section

A succinct review of significant advancements in geographic indications and marketing, with a focus on how they relate to Kashmiri saffron, closes this section. The article concludes with recommendations for stakeholders, marketers, and legislators that stress the value of adaptability and proactive strategies in negotiating the changing field of geographic indications. The possible effects of these suggestions on Kashmiri saffron's performance going forward in the

9. Conclusion

Conclusively, this study explores the complex relationship among geographical indications (GIs), marketing tactics, and regional identity with a particular emphasis on the renowned Kashmiri Saffron. The study began with a thorough examination of GIs, clarifying the legal and economic consequences they have in the marketing environment. It was emphasized how important regional identity is and how much of an influence it has on consumer perceptions and market positioning. A comprehensive grasp of the special characteristics, growing methods, and cultural importance of Kashmiri saffron was made possible by the thorough investigation. The difficulties and achievements Kashmiri Saffron encountered in the market were carefully examined through a thorough literature analysis, case studies, and empirical research, providing insightful information for stakeholders. The study demonstrated that successful marketing strategies for GIs, exemplified by Kashmiri Saffron, involve a strategic emphasis on strengthening local character and effectively connecting with consumers. Consumer preferences and perceptions, examined through recent studies, highlighted the significance of perceived quality, cultural affinities, and authenticity. Challenges faced by Kashmiri Saffron, such as market competitiveness and quality assurance, were identified, alongside opportunities for growth and expansion. The paper concluded by providing relevant and practical information for policymakers, marketers, and stakeholders involved in the promotion of products with regional indications. The careful examination of obstacles, prospects, and customer attitudes related to Kashmiri saffron intends to provide guidance for upcoming market success plans in a highly competitive worldwide environment.

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