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EXPLORING MARKETING OPPORTUNITIES FOR INDIAN PEPPER IN INTERNATIONAL MARKET DEALING WITH STRUCTURAL BREAKS

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ABSTRACT

The present study analyzes the performance of Indian pepper and growth in its production, export and productivity to study marketing opportunities for pepper at the multintional level. When we analyze the time series data, errors with the potential to display heteroskedasticity and temporal dependence are identified, resulting in possible unit roots and co-integrated models along with the models with trending variables among others. An attempt is made to study the structural breaks in the Real GDP, export of pepper, REER, Production, Productivity, Area and Inflation. The years with strong structural breaks have been identified. The reasons for these breaks are globalization, exchange rate volatility and climatic fluctuations and so on. Some of the variables, which have a strong influence on export performance, have not been taken for analysis because of the strong presence of multicollinearity.

KEYWORDS: *Export, Production, Productivity; Area under Cultivation, Structural Breaks, REER, Real GDP, Inflation, Globalization, Exchange Rate, Climatic Fluctuations*