

Emerging Indian Market In South Africa And Mauritius.

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Abstract: When we think of South Africa and Mauritius, we consider that these are African markets. However besides being African Markets these markets have a large Indian population. 68% of Mauritius population comprises of people of Indian origin. Also one of the largest number of Indians living outside India are in South Africa. Indians often look up to the Western world and imitate their latest trends but many countries like South Africa, Mauritius look up to India and follow Indian trends. When the present researcher visited South Africa and Mauritius he observed that a large segment of the population in both these countries are Indians and although many of these Indians have not visited India they still maintain the social, cultural and religious identity as Indians. Indians in South Africa and Mauritius are descendants of migrants from colonial India. They went to these countries as Slaves or Indentured labourer's to work on the Sugarcane plantations, during late 19th-century through early 20th-century. Later on slavery was abolished and these hardworking Indians slowly and gradually prospered. Indians now in both these countries are hardworking, educated, successful and prosperous. The next thought that came to the researchers mind was to do research on these Indians and publish a paper for the benefit of the Society.

Key Words : Emerging Indian Markets.

1. INTRODUCTION:

From Indentured Labourers to Citizens of South Africa and Mauritius.

The Uniqueness of South Africa and Mauritius is Indians constitute 2.5% of South African population and 68% of Mauritius population. In numbers the Indian population in South Africa stands at 12,86,930 and in Mauritius stands at about 8,20,000. Manufacturers should consider to produce goods that are to the tastes of these Indians. These constituents comprise a large market with high purchasing power and lot of Indian business have yet to tap this potential. This study is undertaken to fill this knowledge gap.

When the present researcher visited South Africa and Mauritius he observed that a large segment of the population in both these countries are Indians. Further he observed that although many of these Indians have not visited India they still maintain the social, cultural and religious identity as Indians. Indians in South Africa and Mauritius are descendants of migrants from colonial India. The tragic sufferings of these slaves is depicted in the Museum at Port Louis in Mauritius which the present researcher had visited during the course of his trip. Later on slavery was abolished and these hardworking Indians slowly and gradually prospered. They drive the most expensive cars and own some of the best homes in these countries. The next thought that came to the researchers mind was to do research on these Indians and publish a paper for the benefit of Society.

Indian South Africans are people of Indian descent living in South Africa and mostly live in and around the city of Durban, making it 'the largest Indian city outside India'. Many Indians in South Africa are descendants of migrants from colonial India. There remains a cultural, religious and racial overlap for "Asians" and "Indian South Africans". During *ideological apartheid* from 1948 to 1994, Indians were called, and often voluntarily accepted, terms that ranged from "Black" to "Asians" to "Indians." Once home to the young Mohandas Karamchand Gandhi, Durban has more overseas Indians than any other city outside India. Among South African cities, Durban has the highest concentration of Indians overseas. South Africa in fact has the highest number of people of Indian descent outside of India in the world, i.e. born in South Africa and not migrant, compared to the U.S.

Indian Mauritians are people of Indian descent living on the island of Mauritius, where they represent a majority comprising 68% of the population according to the July 2011 statistics. A majority of them are no more in touch with their family members in India since the 1800's although there are some rare instances of marital relations between Indians and Indian Mauritians, aimed at keeping their cultural identity intact. A majority of Indian Mauritians are of **Bihari** descent.

2. Research question.

This study tries to give answer to this question. What is the current position and prospects of **INDIAN MARKET IN SOUTH AFRICA AND MAURITIUS.**

3. Objectives of the study.

The objectives of this study are as follows:

1. To study the lifestyle and customs followed by the Indian component of Population of South Africa and Mauritius.
2. To direct the vision and give attention to the product and services in demand for Indian component of Population of South Africa and Mauritius.
3. To study the current position of the Indian component of Population of South Africa and Mauritius.
4. To study the Government support by way of import duties for products of Indian origin to South Africa and Mauritius.
5. To contribute to development of international marketing in South Africa and Mauritius.
6. To study the Religious and Traditions followed by the Indian component of Population of South Africa and Mauritius.
7. To study Marketing in South Africa and Mauritius and compare it with other countries.
8. To offer suggestions and recommendations about the effectiveness of marketing based on result of the research.

4. Rational and significance of the study.

The importance of this study considers the following indicators:

1. This study is considered to be the first study in South Africa and Mauritius which studies marketing to the Indian component of Population of South Africa and Mauritius.
2. To know the latest taste and demand of the Indian component of Population of South Africa and Mauritius.
3. The internet network has great importance in our age and thus invites us to study its effects on the marketing in context of Indian component of Population of South Africa and Mauritius.
4. This study aims to facilitate marketing of the products and services to the Indian component of Population of South Africa and Mauritius.
5. The results and recommendations of this research will contribute to the development of marketing to the Indian component of Population of South Africa and Mauritius.
6. This research conducted in India, South Africa and Mauritius, so that many other developing countries may get the benefit from it, if they want to enter Global Marketing to Indian component of Population of South Africa and Mauritius

5. Research Boundaries (Scope of the study).

The research boundaries of this study divided as follows:-

1- Time boundaries.

This research covered the period from 1999 till 2012.

2- Area boundaries.

This study is conducted in Mumbai, South Africa and Mauritius to study the marketing to the Indian component of Population of South Africa and Mauritius. The research is based in Mumbai, India where the maximum number of tourist and business arrivals takes place for Indian origin South Africans and Mauritians. Besides data collected by the researcher when he visited Rosehill, Curepipe, besides Port Louis, the capital of Mauritius. The researcher also visited Cape Town, Johannesburg and Durban the main cities in South Africa where the maximum number of Indians live even today. So the researcher has selected these main cities.

3- Subject boundaries.

This research concentrated on the global marketing to the Indian component of Population of South Africa and Mauritius.

6. RESEARCH METHODOLOGY :

Research defined as a systematic method of finding solutions to a problem and it is “the process which includes defining and redefining problems, formulating hypothesis or suggested solutions, collecting organizing and evaluating data, making deductions and reaching conclusions and very carefully testing the conclusions to determine whether they fit the formulating hypothesis” (Clifford Woody). This study adopted descriptive vs. analytical approach to evaluate and analysis the problem of the study and collect the data and information that will be available about it to reach to the result and suggest the suitable recommendations to solve it.

7. Sources of Data Collection.

To fulfill the set objectives of the study, both primary and secondary sources of data collection were tapped, the details of which are as under:

1- Primary Data:

The researcher adopted many instruments and manners to collect primary data for the study, which were as follow:

Field visits and preliminary exploration.

The researcher did many visits to South Africa and Mauritius, during the course of attending International Trade Fairs, and interacted with a large number of Indian Origin South Africans and Mauritians. He was astonished to observe that Indians who have been separated from their motherland for over 200 years, still observed Indian traditions that are not so diligently observed by people living in India itself.

Personal interviews.

The researcher conducted group and personal meetings and interviews with a large number of Indian Origin South Africans and Mauritians, in order to know:-

- The lifestyle and customs followed by the Indian component of Population of South Africa and Mauritius.
- Type of Products that are in demand by the Indian component of Population of South Africa and Mauritius.
- Government support by way of import duties for products of Indian origin.

The survey instrument.

The researcher designed a special survey questionnaire for this study to collect data that are related to applied section of this study which depends on the known scales.

First part of the questionnaire gathered demographic information on the general lifestyle and links with India, traditions and customs followed. The first part consisted of scale items that utilize a 5-point Likert type scales. The anchors included: strongly disagree to strongly agree. The main part of questionnaire was documented with the help of South Africans and Mauritians visiting India on tourist or business.

8. Sample.

The population of this study is partly based on the researchers many visits to South Africa and Mauritius, during the course of attending International Trade Fairs, where he interacted with a large number of Indian Origin South Africans and Mauritians. The researcher gave attention to the homogeneity of population that the sample of this study was selected from and the degree of accuracy.

9. Research Area.

This study is conducted in Mumbai, South Africa and Mauritius to study the marketing to the Indian component of Population of South Africa and Mauritius. The research is based in Mumbai, India where the maximum number of tourist and business arrivals takes place for Indian origin South Africans and Mauritians. Besides data

collected by the researcher when he visited Rosehill, Curepipe, besides Port Louis, the capital of Mauritius. The researcher also visited Cape Town, Johannesburg and Durban the main cities in South Africa where the maximum number of Indians live even today. He was astonished to observe that Indians who have been separated from their motherland for over 200 years, still observed Indian traditions that are not so diligently observed by people living in India itself. The Researcher has found that South African and Mauritius Citizens have large segments of Indian population who although never visited India lived like the way Indians do. So the researcher has selected these main cities.

10. Major Findings of the Study.

The major findings of the study are:

1. There exists a large potential to do Global Marketing to Indian component of Population of South Africa and Mauritius.
2. Local Traders are charging extremely high prices for Indian Products.
3. Local laws and legislations need more revision and development in order to promote sale of Indian products.
4. Indian Movies, Serials, Mythology CDs, Spiritual books, Musical Instrument's etc. are in great demand. There remains a large market for these goods and they are sold at high prices.
5. Various services like Indian Ethnic Costumes, Astrology, Ayurveda, Jewellery, Semi-Precious stones remain to be tapped.
6. Large segments of Indian population have never visited India. There exists a large potential to organize religious trips to Indian component of Population of South Africa and Mauritius.
7. India is advanced in the field of medicine compared to South Africa and Mauritius. Therefore there exists a large potential to organize Medical trips to Indian component of Population of South Africa and Mauritius.
8. Indian Food and Cuisine is one of the best and tasty foods in the world. Also many couples are working in South Africa and Mauritius. Therefore the scope and market of selling packaged Indian foods exists to a large extent particularly to Indian component of Population.
9. Local business organization take undue advantage of spurious Indian products and market them at very high prices.
10. Internet network contributes in developing and increasing the sale of product and services, especially in far-flung areas of South Africa and Mauritius.
11. There is a belief of many Indians that their mortal remains should be immersed in the Ganga as their ancestors came from there. A lot of visitors come to India to immerse the ashes. There exists a lot of scope for religious rituals as many are unaware of the methods and can be exploited by the Indian people in the name of religion. Some bilateral efforts by both countries are needed in this direction.
12. During marriage, birth, death, opening of new ventures or factories etc. there is demand of Indian priests, which remains to be tapped. There are local priests but there remains a lot of difference's.
13. Service Industries' in the fields of Medical, Educational, Religious, Vastu, Musical, and others have great potential to be marketed to the Indian component of Population of South Africa and Mauritius.
14. Indians of South Africa and Mauritius look up to Indian fashion. They also are eager to imitate the attire worn by Bollywood actors.
15. Indian Cuisine Restaurants, fast foods like VadaPav, Dhoklas, Idli-Dosa, Naans, Parathas, Sweets, Namkeens have great potential.

10. Major Recommendations of the Study.

The major recommendations of the study are:-

1. Bilateral Trade fairs must be organized on a continuous basis to promote trade between India, South Africa and Mauritius.
2. Just as China Town exists in every country there should be India Town to market Indian Products in South Africa and Mauritius.
3. Indian Movies and Serials must be made keeping in mind the overseas Indian audiences who look up to India for Fashion, Indian Culture etc.
4. Local laws and legislations need more revision and development in order to promote sale of Indian products.

5. Internet network is considered as a unique marketing tool for Marketing to Indian component of Population of South Africa and Mauritius. Indians must network on internet to gain access to these markets.
6. Various services like Indian Ethnic Costumes, Astrology, Ayurveda, Jewellery, Semi-Precious stones remain to be tapped. Jewellery Exhibitions and Trade shows must be conducted frequently.
7. Large segments of Indian population have never visited India. There exists a large potential to organize religious trips to Indian component of Population of South Africa and Mauritius. Indian Travel Agents must market their services to these segments by visiting or liaising with Travel Agents of South Africa and Mauritius.
8. India is advanced in the field of medicine compared to South Africa and Mauritius. Therefore there exists a large potential to organize Medical trips to Indian component of Population of South Africa and Mauritius. Indian Hospitals can advertise their services and facilities to tap this market.
9. Indian Food and Cuisine is one of the best and tasty foods in the world. Therefore the scope and market of selling packaged Indian foods exists to a large extent particularly to Indian component of Population of South Africa and Mauritius. Many Indian Restaurants should open branches in these countries.
10. Local business organization take undue advantage of spurious Indian products and market them at very high prices. Government intervention is needed and Indian brands that are copied must take cognizance and inform the respective Governments.
11. Tourist Packages and Spiritual Packages as well as Medical Tourism should be considered by Indian Operators.
12. There is a belief of many Indians that their mortal remains should be immersed in the Ganga as their ancestors came from there. A lot of visitors come to India to immerse the ashes. There exists a lot of scope for religious rituals as many are unaware of the methods and can be exploited by the Indian people in the name of religion. Some bilateral efforts by both countries are needed in this direction.
13. During marriage, birth, opening of new ventures or factories etc. there is demand of Indian priests, which remains to be tapped. Local priests from here must be informed of the opportunities.
14. Service Industries' in the fields of Medical, Educational, Religious, Vastu, Musical, and others have great potential to be marketed to the Indian component of Population of South Africa and Mauritius. Efforts should be made by those in respective fields to market their services through visits, internet and online websites.
15. The development of global marketing to Indians in South Africa and Mauritius must come through development of new research to integrate marketing between Traditional marketing tools, Internet, and Indian goods specific marketing, to descendants of Indians in South Africa and Mauritius and various other countries where a large segment of Indian population resides.

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