CONSUMER ATTITUDE TOWARDS VALUE ADDED PRODUCTS OF KERALA STATE CASHEW DEVELOPMENT CORPORATION

by

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2017

DECLARATION

DECLARATION

I, hereby declare that this project report entitled **"CONSUMER ATTITUDE TOWARDS VALUE ADDED PRODUCTS OF KERALA STATE CASHEW DEVELOPMENT CORPORATION"** is a bonafide record of research work done by me during the course of project work and that it has not previously formed the basis for the award for me for any degree/diploma, associateship, fellowship or other similar title of any other University or society.

31.10.2017 ARAVIND P L

Vellanikkara (2015-31-027)

CERTIFICATE

CERTIFICATE

Certified that this project report entitled **"Consumer Attitude Towards Value Added Products of Kerala State Cashew Development Corporation"** is a record of project work done independently by Mr. Aravind P L under my guidance and supervision and that it has not previously formed the basis for the award of any degree, fellowship or associateship or other similar title to him.

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CONTENTS

TABLE OF CONTENTS

LIST OF TABLES

LIST OF TABLES

LIST OF FIGURES

11

LIST OF FIGURES

DESIGN OF THE STUDY

CHAPTER 1

DESIGN OF STUDY

1.1 INTRODUCTION

1.1.1 Kerala State Cashew Development Corporation (KSCDC)

The Kerala State Cashew Development Corporation Limited (KSCDC) was incorporated in July 1969 and started its commercial activities in the year 1971 as a company fully owned by the Government of Kerala. From the modest beginning in 1969, the corporation has now grown into a large organization playing a pivotal role in cashew industry in the world. The corporation is running 30 factories throughout the state.

Cashew Development Corporation is a model employer in the field of cashew industry, mainly to protect the interest of workers and to provide maximum employment to its workers and to give statutory benefits like minimum wages, bonus, etc., prevailing in the cashew industry.

It is headquartered in Kollam city, called "Cashew Capital of the World". The Head Office is situated at Cashew House, Mundakkal in Kollam City, Kerala. KSCDC was incorporated in July 1969 and started its commercial activities in 1971 as a company, fully owned by the Government of Kerala. The corporation has now more than a turnover of Rs. 2.50 billion. A central export promotion council for cashew, Cashew Export Promotion Council of India (CEPCI) is situated in Kollam city.

To increase the production of indigenous raw nuts, the corporation has started cashew plantation in the state. It has also introduced value added cashew products in the market. They include:

- Cashew Vita
- Cashew Soup Mix
- Milky Kaju
- Choco Kaju
- Cashew Powder
- Cashew Bits

14

1.1.2 Cashew Business in Kollam

The industry provides livelihood for about 6–7 lakh employees and farmers, which assumes more national importance. In Kollam district alone, there are more than 2.5 lakh employees directly involved in the industry. This accounts for about 10 per cent of the population of the district, out of which 95 per cent are women workers. Kollam is very famous for its traditional cashew business. More than 600 cashew processing units are there in Kollam. About 800,000 tonnes of raw cashew are importing to Kollam for processing every year. An average of 130,000 tonnes of processed cashew are exported from Kollam to various countries like United States, United Arab Emirates, Netherlands, Japan, Saudi Arabia, Spain, Germany, Belgium, Singapore, Italy, Greece, Australia, Kuwait, Egypt, Turkey, Jordan, Canada, Thailand, Russia, Norway, Syria, and Hong Kong every year. That is why Kollam is known as the Cashew Capital of the World. CEPCI is expecting a rise in export of 275,000 tonnes by 2020, a growth of 120 per cent over the present exports.

1.1.3 Influence of KSCDC over Kerala's Cashew Business

To increase the production of indigenous raw nuts, Kerala State Cashew Development Corporation has started cashew plantations in the State. The corporation has also introduced four value added cashew products in the market. It is regularly signing consignments for more than 6,000 tonnes of raw cashew nut from Guinea-Bissau etc. It is running more than 30 cashew processing factories in the state. Government of Kerala has chartered a vessel between Vallarpadam Terminal, Kochi and Kollam Port by signing into an agreement with Indian Rare Earths Limited (IREL), Kerala State Cashew Development Corporation, Kerala Minerals and Metals Limited and various other cashew importers and business giants based out of Kollam city for moving their cargo.

1.3 Statement of the Problem

The cashew industry is a traditional agro-based industry in India. It is considered traditional mainly, because of the low level of modern technology involved in the processing of cashew nut. India exports about 90 per cent of the processed cashew nuts to other countries.

Kerala, which accounts for more than 60 per cent of production of the raw nuts and about 85-95 per cent of the total export of cashew kernels from the country. Kerala has thus a near monopoly over the industry. Another peculiarity of this industry is its very high concentration in and around Kollam in Kerala.

India is the largest exporter of cashew kernels and Cashew Nut Shell liquid (CNSL). Foreign exchange earned by the country through the export of cashew kernels during 2011-12 reached Rs. 4390 crores based on statistics from the Cashew Export Promotion Council of India (CEPCI). 131,000 tonnes of kernels were exported during 2011-12. 90 per cent of these export quality cashew kernels are prepared in Kollam. CEPCI and the Kerala State Cashew Development Corporation Limited work in Kollam city to promote exports of cashew kernels and cashew nut shell liquid from India. They also protect the interest of workers and attempt to provide maximum employment to the industry's workers and give them statutory benefits such as minimum wages and bonuses.

Despite the cashew being exported in large quantities, the domestic cashew market is far beyond the reach of the cashew exporters. To capture the domestic cashew market, the exporters put more stress on the product diversification strategy. There is a trend of introducing value added products into the market as a part of this strategy. KSCDC also launched various products in that category which are affordable to all economic classes of the society. No scientific attempt has been made to study the consumers' attitude towards these value added products. Hence, this study, which concentrates on the consumer attitude towards the value added products from KSCDC.

1.4 Objectives

1. To know the customers' attitude towards the value added products of KSCDC
2. To identify the retailers' perception towards the value added products of KSCDC

1.5 Methodology

1.5.1 Study Area - Kollam district

Kollam is the cashew capital of the world. Out of 30 factories run by KSCDC, 27 are in Kollam district.

1.5.1 Period of Study

August-September 2017

1.5.2 Sample Size

100 customers / consumers from 10 KSCDC retails in the Kollam district were randomly selected. Besides, the study concentrated on 10 retailers in urban area of Kollam.

1.5.3 Data Collection

The study used both primary and secondary data. Primary data were collected by administering structured questionnaires to consumers and retailers. Secondary data were collected through books, journals and websites related to the subject domain area.

1.5.4 Data Analysis

Statistical tools such as Percentage analysis, Satisfaction Index, Time Series analysis are to be used by IBM SPSS.

1.6 Observations Made

1.6.1 General Observation

- Consumer's socio-economic profile.
- Consumption pattern
- Brand awareness
- Methods used for marketing
- Availability of the product

1.6.2 Product

- Respondents awareness towards KSCDC.
- Attribute about the product

- Quality parameters exclusively for cashew
- Consumer awareness about other brands
- Product diversification

1.6.3 Price

- Affordability
- Pricing policy of KSCDC
- Price offers

1.6.4 Promotion

- Knowledge of promotion
- Influence of promotion strategy
- Brand preference
- Media reach of consumers

1.6.5 Place

- Availability
- Convenience of purchase

1.7 Scope of the Study

This study concentrated on the consumers' attitude towards KSCDC value added products to provide a basic understanding for management studies and guidance for future entrepreneurs. This study helps the organization to know about the views and ideas about the products by the customer or consumer. The study also directs the organization to further modify their marketing strategies to satisfy the various stakeholders and end users. These findings will thus help KSCDC to shape their marketing strategies and also help to develop customer centred products. The findings will also guide other players in the market to enter into value added product segment.

1.8 Limitations of the Study

Cashew is considered as a premium product, which is not affordable to low income groups. So, generalization of results is not possible.

1.9 Organisation of the project

The study has been designed into the following chapters:

CHAPTER-1

The first chapter deals with Introduction, Statement of the problem, Objectives, Methodology, Scope of the study and Limitations.

CHAPTER-2

This chapter deals with the Review of Literature related to Consumer Attitude and the studies that have been carried out with reference to KSCDC.

CHAPTER-3

This chapter gives a profile of Kerala State Cashew Development Corporation.

CHAPTER-4

This chapter deals with the data analysis and interpretation.

CHAPTER-5

This chapter deals with the summary of findings, suggestions and conclusion.

REVIEW OF LITERATURE

CHAPTER 2

REVIEW OF LITERATURE

Frey (1961) suggested that marketing variables should be divided in to two parts: The offering (product, packaging, brand, price and service) and the methods and tools (distribution channels, personal selling, advertising, sales promotion and publicity).

Borden (1965) claimed to be the first to have used the term "Marketing Mix- with a set of elements viz., product planning, pricing, branding, channels of distribution. personal selling, advertising, promotion, packaging, display, servicing, physical handling and fact-finding analysis.

Hofer (1978) stated that marketing strategy refers to a business' fundamental pattern or deployment of marketing resources in its interactions with customers and competitors for the purpose of achieving specific organizational objectives.

Singh and Singhal (1980) opined that a well-designed packaging acts as a main identifying feature for quality and quantity and makes the consumers more informative and choosy. It further informs the consumer, as to what quality, quantity and price the package is worth of.

Day (1984) opined that marketing strategy contributes to competitive advantage by combining the customer-influencing strategies of the business into an integrated array of market-focused actions.

Mani and Srinivasan (1988) stated that educational status was a major determinant of consumption of processed products by household and with regard to brand preference, consumers were more conscious of quality than price.

Rajashekharan and Radhakrishnan (1989) analysed the export performance of cashew and noticed that India's share in world cashew kernel export, which was almost one hundred per cent in 1950, declined sharply to 55 per cent in 1986. In 1987-88, their share declined further to 42 per cent. They identified that non-availability of raw nuts, inadequate quantities and stiff competition from other countries like Brazil as the main reasons for this situation. They suggested that if the country is not to lose further, it is essential that raw nut production should be increased preferably by increasing in the productivity.

Sabeson (1992) found that increase in educational level of households (head) and housewives led to an increase in consumption of processed food products. Similarly, consumption of processed food products was more among employed women and higher income groups. The consumers were found to give more weightage to the quality of the product, price and keeping quality, while selecting the product.

Philip (1996) opined that the best advertising is done by the satisfied consumers. Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. There are three stages in development of an advertising programme. In the first stage, advertising objects are set. Second stage involves calculating a budget that takes into account product life cycle stages and market share. In third stage, advertising message is chosen and executed.

Behura and Naik (1997) observed the contribution of India's cashew kernel to the global market was 60 to 70 per cent of the world cashew trade. The exports of cashew kernel from India has increased from 32,260 tonnes in 1981-82 to 69,680 tonnes in 1995-96 and registered a compound growth rate of 6.49 per cent. India's export position in the international market especially to USA was the largest importer of Indian cashew kernels, was getting eroded by stiff competition from Brazil due to its close proximity to US market and also other tree nuts like almond, pistachios, walnuts. They are competing with cashew kernel in the global nut trade. Further, they reported that the domestic raw nut production and raw nut import have positive impact on the export of cashew kernel from India and domestic consumption has negative influence. They also suggested that efforts should he made to promote the products like roasted and salted, sugar coated, spice and masala fried kernels in the international market for securing better price for the Indian kernels and creating more employment opportunities.

Salam (1997), in his study on economics of cashew cultivation at Cashew Research Station, Kerala found that the establishment of one ha of cashew (200 trees) during first year was Rs. 14819. The maintenance costs in established gardens were Rs. 9318, Rs. 11,187, Rs 12,118, Rs. 13,549, Rs. 14,950, Rs. 16,411 and Rs. 17042 during second, third, fourth, fifth, sixth, seventh and eighth year onwards, respectively. On an average a nut yield per ha obtained were 100 kg, 400 kg, 800 kg, 1200 kg and 1600 kg during third, fourth, fifth, sixth and seventh year, respectively. A net income per tree worked out to Rs. 52.26, Rs. 105.1, Rs. 158 and Rs. 154.8 and Rs. 154.8 during fourth, fifth, sixth and seventh and eighth year onwards, respectively. He further reported that the cost of production per kg of nut was worked out to be Rs. 30.29, Rs. 16.94, Rs. 12.48, Rs. 10.26 and Rs. 10.65 during fourth, fifth, sixth, seventh and eighth year onwards, respectively.

Subhalekshmi (1999) found that rural consumers in general, had a favourable attitude regarding attractiveness of packing and availability of curry powder / masala in convenient packing and size. In the case of urban consumers, they generally agreed that the product had effective promotion and enjoyable taste. She observed that rural consumers in general favoured the packing aspect of the product features, whereas urban consumers agreed to the promotion and product like taste of the product.

Cravens (2000) stated that the analysis, strategy development, and implementation activities pertaining to developing a vision about the market(s) of interest to the organization, selecting market target strategies, setting objectives, and developing, implementing, and managing the programme positioning strategies designed to meet the value requirements of customers in each target market.

Nirban and Sawant (2000) found that the major portion of the cashew growers have faced the problems of stray cattle menace (48 %), followed by theft of tender nuts (40 %), lack of knowledge about various government schemes (36 %), lack of labourers at the time of harvest (32 %) and the other major constraints experienced by the respondents in cashew cultivation were unavailability of sufficient quantity of grafts (21 %), fire hazard to the orchard (18 %), difficulty in watch and ward due to fragmented land holding (17 %) and lack of proper guidance at proper time (12 %). They also reported that 81 per cent of the respondents suggested that government should provide assistance for faring followed by quality grafts be made available in village itself (68 %). adequate quantity of grafts be made available (21 %), technical know-how be made available regularly (19 %) and processing factories be opened in nearby places (8 %).

Slater and Olson (2001) described that the "Marketing strategy is a set of integrated decisions and actions by which a business expects to achieve it marketing objectives and meet the value requirements of its customers".

Umesh et.al. (2002) indicated that the strong and established research and development network, the availability of good number of cashew varieties suitable for varied situations across the country along with scientific production management practices offered good opportunity for the development of cashew industry in the country. There has always been a stable price in the international market for cashew when compared to any other edible nuts. They found that cashew represents a diversification option for inferior / degraded lands which are less suitable for commercial cultivation of other food crops.

Velavan (2004) observed the major production constraints were poor yield of cashew nuts because of the age-old plantation, necessity of financial support. Lack of irrigation facilities and farmers were not able to adopt proper pest control measures due to the high cost of pesticides. Further, he reported that cashew nut in India faces severe competition from other surrogate nuts like almonds, pistachios, hazelnuts, Brazil nuts and macadamia, etc. In addition to this, India was facing severe competition from the exporting countries like Brazil and Vietnam in exports of cashew nuts, because of devaluation of their currencies, non-availability of value added kernels in consumer packets for exports, non-availability of the packing materials in the international standards, inconsistency and the non-uniformity in the quality of kernels for individual brands and the markets. Value added products from the cashew were not available in the exports from India.

Masawe et.al (2011) observed the status of development in the cashew value chain in Tanzania. It was found that there was substantial potential to extend the production of cashew nuts by improving productivity on existing farms, engaging in new plantations using improved varieties and to increase the domestic processing of cashew nuts beyond the current 40 per cent while also making use of by-products. More than half a million of

Tanzanians could benefit from such development in terms of employment and increased incomes. However, meeting this potential is not easy. While Tanzania's cashew nut sector, due to a combination of seasonality and price, is well positioned in the international market for raw cashew nuts, its processing sector still remains underdeveloped and insufficiently competitive, particularly in the presence of strong buyers of raw cashew nuts for the Indian market.

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THEORETICAL ORIENTATION

CHAPTER 3

THEORETICAL ORIENTATION

3.1 Consumer Attitude – An Overview

Consumer analysis seeks to determine the underlying currents and cross currents in the consumer's minds. It focuses on the causes rather than the results of effective marketing strategy and tactics employed by the firms that are successful in the markets. The term consumer research represents the process and tools used to study consumer attitude.

Consumer attitude is "observable activities chosen to maximize satisfaction through the attainment of economic goods and services such as choice of retail outlet, preference for particular brands and so on". The term customer attitude refers to "the actions of consumers in the market place and the underlying motives for these actions. Marketers accept that by understanding what causes consumers to buy particular goods and services they will be able to determine which products are needed in the market place, which are absolute and how best to present the goods to the consumer"

Loundan and Della Bitta defined consumer attitude as "the decision process and physical activity individuals engage in evaluating, acquiring, using or disposing of goods and services". The term consumer attitude refers to "the attitude that consumers display in searching for, purchasing using, evaluating and disposing of products and services that they expect will satisfy their needs and the study of how individuals make decisions to spend their available resources like time, money, effort on consumption- relation".

Consumer attitude is not just making a purchase decision or the act of purchasing, it also includes the full range of experiences associated with using or consuming products and services. It also includes the sense of pleasure and satisfaction derived from possessing or collecting "things". The outputs of consumption are changes in feelings, moods, or attitudes, reinforcement of lifestyles, at enhanced sense of self; satisfaction of a consumer-related need; belonging to groups; and expressing and entertaining; oneself. Consumer attitude comprises of different roles taken by the consumers.

3.2 Personal factors

A buyer's decisions are also influenced by personal characteristics such as the buyer's age and life-cycle stage, occupation, economic situations, life-style and personality and self-concept.

3.2.1 Age

People change the goods and services they buy over their lifetime. Age is a particularly useful demographic variable to distinguish segments and to discern pattern of attitude. Individuals are classified into certain age groups. The age grouping is often referred to as generation. The younger generation enjoys life and has a life style that provides freedom and flexibility. The middle aged and elderly consumers have their own life style and are to be targeted separately. The old age consumers' needs and wants differ from others.

3.2.2 Life cycle

Buying is also shaped by the stage of family life cycle the stages through which families might pass as they mature over time. Marketers often define their target markets in terms of life-cycle stage and develop appropriate products and marketing plans for each stage. Traditional family life-cycle stages include young singles and married couples with children. Now there is a growth in non-traditional stages such as couples marrying later in life, childless couples divorced couples and single parents.

3.2.3 Reference groups

Many groups influence a person's attitude. A person's reference groups consist of all the groups that have a direct or indirect influence on the person's attitudes or attitude. Groups having a direct influence on a person are called membership groups. These are groups to which there is fairly continuous interaction, such as family, friends, neighbours and co-workers. Primary groups tend to be informal. A person also belongs to secondary groups, which tend to be more formal and where there is less continuous interaction such as religions and trade union groups. People are significantly exposed by their reference groups. Reference groups expose an individual to new attitudes and lifestyles. They also influence the person's attitudes and self-concept because everyone normally desires to "fit in" and they create pressures for conformity that may affect the person's actual product and brand choices. The importance of reference group influence varies among products and brands. Group influence is strong for products that are visible to others whom the buyer respects.

3.2.4 Family

The impact of family on the formulation of values, attitudes and purchasing patterns in considerable. The family defines the purchase needs and also puts financial strains within which the buying is to be done. The member of a family assumes specific roles in their everyday functioning such roles or tasks extend to the realm of consumer purchase decisions. Key consumer-related roles of family members include influencer, gatekeepers, deciders, buyers, preparers, users, maintainers, and disposers. A family's decision-making style often is influenced by its lifestyle, roles and cultural factors.

3.2.5 Roles and Status

A person belongs to many groups namely family, clubs, organization and the like; the person's position in each group can be defined in terms of both role and status. A role consists of the activities people are expected to perform according to the persons around them. Each role will influence some of consumer buying attitude. Each role carries a status reflecting the general esteem given to it by society. People often choose products that shows their status in society.

3.2.6 Cultural factors

Cultural factors exert the broadest and deepest influence on consumer attitude. The various cultural factors are culture, subculture and social class.

3.2.6.1 Culture

Korebar and Parsons defined culture as "a complex of values ideas attitudes and other meaningful symbols created by man to shape human attitude and the artefacts of that attitude as they are transmitted from one generation to the next".

Culture can be defined as the largest single grouping of people showing a distinctly unique social heritage. In the context of consumer attitude culture is defined as the sum total of learned beliefs, values and customs that serve to regulate the consumer attitude of members of a particular society. Beliefs and values are guides for consumer attitude while customs are usual and accepted ways of behaving, cultural influences are pervasive that they are hard to identify and analyse. Each group or society has a culture and cultural influences on buying attitude may vary greatly from country to country.

3.2.6.2 Sub-culture

A sub-culture is a distinct cultural group that exists as an identifiable segment within a larger, more complex society. Its members possess beliefs, values and customs that set them apart from other members of the same society at the same time, they hold to the dominant beliefs of the overall society, subculture include nationalities, religions, racial groups and geographical regions; many subcultures make up important market segment.

3.2.6.3 Social class

Almost every society has some form of social class structure. Social classes are society's relatively permanent and ordered divisions whose members share similar values, interest and attitudes. Social class is measured as a combination of occupation, incomes, education, wealth and other variables, social classes show distinct product and brand preferences in areas such as clothing, home furnishings, leisure activity and automobiles.

ORGANIZATION PROFILE

CHAPTER 4

INDUSTRY AND ORGANIZATION PROFILE

4.1 Industry Profile

The cashew tree is a tropical evergreen which is a native of eastern Brazil and introduced to India in the sixteenth century via Portuguese sailors. The first introduction of cashew in India was made in Goa, from where, it spread to other parts of the country. Cashew is now widely cultivated in Asia and Africa. Cashew nut in white form is a soft, white, meaty kernel contained within the hard-shells of kidney shaped, raw cashew seeds. Cashew is consumed all over the world as a snack or used as a food ingredient.

Cashew kernels are the most delicious among tree nuts and are really nature's gift regarding the nutritional and health aspects. Initially cashew kernels were considered to be high protein, high fat food that are to be avoided except in small quantities. However, in the light of current research with epidemiological studies and clinical trials, cashew kernels are being viewed as 'Health Food'.

The first introduction of cashew in India was made in Goa from where it spread to other parts of the country. In the beginning, the crop was cultivated as afforestation and soil binding to check erosions. The nuts, apple and other by-products of this crop are of commercial importance.

Cashew industry is a traditional industry and is using highly labour-intensive techniques. Cashew processing is a female dominant industry. The availability of cheap and skilled labour around the factory area makes the processing very easy. Since the world demand for cashew kernels has been rising steadily for several years in the past conferring significant price increases, the processing industry retains still as highly profitable industry.

4.2 World Scenario

The cashew tree is native to North-Eastern Brazil. In the mid-to-late 1500s, Portuguese traders and explorers introduced the cashew tree to India and to the east coast of Africa in an area that is now Mozambique. In Africa, the tree was spread along the east coast (today, Kenya and Tanzania) and was later introduced to the continent's west coast, where it presently grows from Senegal to Nigeria. Portuguese and Spanish traders also introduced the cashew tree to South East Asia. The cashew tree now grows in tropical climate of about thirty countries across the globe within a band approximately 25-30 degrees north and south latitude of the equator. India is the largest single producer of cashew nuts, while West Africa — principally Ivory Coast, Benin, and Guinea-Bissau — is the largest regional producer. Vietnam, Brazil, and East Africa are other major sources of production. Indonesia has become a major producer and exporter of raw cashew in South East Asia. Harvesting seasons are generally similar in the producing countries, depending on their location relative to the equator. Countries north of the equator, including India, Vietnam, and producers in West Africa, harvest from early in the calendar year to approximately mid-year. Countries south of the equator, including Brazil and producers in East Africa, harvest from September or October to early in the following calendar year.

The trend of raw cashew production is upward in most of the major producing countries and regions. India, Vietnam, and Brazil — the major producers and exporters of kernels — jointly accounted for over 50 percent of the world's raw cashew output in 2009. Production in the Ivory Coast was estimated by the African Cashew Alliance at 350 million kg, making that country the world's second largest producer in 2009.

4.3 Importance of Quality

The matter of product quality has long been an issue, but its importance has been magnified in recent years because of the focus on food safety. In part, the product quality issue has been the consequence of steadily increasing demand, which has drawn many more players into the industry in two of the three major origins, Vietnam and India. Manufacturers and end-users want to ensure their suppliers are buying the better qualities; however, there is not a comparable concern among some suppliers / processors at origin. In Vietnam, there are a number of new entrants whose processing operations are far below acceptable standards. In addition, local traders gather and export product from various packing centres. The usual result is poor and inconsistent quality from these operations. In India, most processors are linked directly to a main processing company much as 'subsidiaries' of a company. While the product from the main processing facility may meet

35

export quality standards, that can be below standard from the smaller linked operations. In Vietnam and in India, only a relatively few processors have attained ISO (International Organization for Standardization), GMP (Good Manufacturing Practice), and HACCP (Hazard Analysis Critical Control Point) certifications.

4.4 Indian Scenario

Cashew nut is one of the most important •commercial crops of India. Cashew industry is directly connected to the growth of the economy, as India earns a good amount of foreign exchange by exporting cashew products. This industry gives employment to around 3 lakh people in the country.

India used to be the largest producer of raw cashew which is now taken over by African countries. Vietnam and Brazil are the other major producers of raw cashew. Major importers of cashew nut are US, European Union, China and countries in West Asia. But India still retains the first position as the highest exporter of processed cashew kernels in the world. Cashew is procured from African countries; processed, sorted and then exported. India's expertise in this field is unparalleled. India has a credible record of good amount of foreign exchange by way of export of cashew kernels. Among the agri-horticulture produces exported from India, cashew ranks the second position.

Major cashew producing states in India are Kerala, Karnataka, Tamil Nadu, Andhra Pradesh, Goa, Maharashtra, Orissa and West Bengal. The concerned directorate is making efforts to grow the crop in places like Chhattisgarh, north-eastern states, and Andaman and Nicobar Islands as well. The cashew production in India has been fluctuating during the recent years. Maharashtra produces more cashew compared to the other States in India, as its average productivity and the area under cashew cultivation are more than that of the other states. The Indian cashew kernels are highly appreciated in other countries for their good quality, taste and appearance and it is consumed in more than 60 countries across the world.

Indian cashew kernels are exported to more than 60 countries in the world mainly to USA, UAE, Canada, Netherlands, Japan, UK, Germany, Australia, etc. The demand for cashew kernels is increasing day by day in the domestic and international market. In India, cashew is used in a variety of food items. Major trading centres of cashew in India are Palasa (Andhra Pradesh), Kollam, Kochi (Kerala) and Mangalore (Karnataka). To withstand the competition from emerging producers, India has to harness the potential with infusion of technology to achieve higher productivity, besides improved quality.

Indian exports show a gradual decline. Declining exports to the U.S. and the UAE are clearly evident, but exports to the Middle East (including Turkey) continue to increase and exceeded shipments to the EU in 2009. The United Arab Emirates (16.7 million kg) and Saudi Arabia (4.5 million kg) accounted for more than three fourths of India's exports of 27.6 million kg to the region. Exports to North Africa, including Egypt, rose from 1.9 to 2.6 million kg between 2008 and 2009. In 2009-10, India had a total export of Rs.2905.92 crores of cashew kernels and Rs.24.12 crores of Cashew Nut Shell Liquid (CNSL). There is a need for expanded cultivation as well as improvements in various aspects of cashew production.

India continues to import, increasing volumes of raw cashew in 2009, reaching 728 million kg up from 649 million kg in 2008. More than 80 percent of India's imports were sourced in West Africa; primarily from Ivory Coast, Guinea-Bissau, and Benin. Another 13 percent of India's imports originated in East Africa in 2009, primarily from Tanzania. Indonesia remained another major source of Indian imports, providing 37 million kg. In 2009, growing domestic consumption has prompted the higher volume of imports.

Indian cashew processing industry has an installed capacity to process around 1.2 million tonnes of raw cashew nuts. Domestic consumption of cashew is increasing. But, the raw nut availability indigenously still remains at around half of its annual requirement. With the result, the imports have been increasing consistently. Thus, there is a continuous outflow of substantial sum of forex. If these cashew factories have to grow big, they need to go for value addition and branding which requires a global presence and outlook, which looks risky.

To achieve self-sufficiency in production of raw cashew, the government has come up with a mega mission for cashew aimed at 1 million tonnes of raw nuts in 5 years' time by encouraging large scale commercial plantations under public and private sector. Cashew production is likely to get a boost with the Directorate of Cashew and Cocoa Development taking steps to increase the area under cashew. India, blessed with all the necessary ingredients for cashew production including tropical humid climate, adequate manpower and latest technical know-how, has all the makings of becoming a leading nation in cashew nut production in the years to come.

4.5 Cashew Scenario in Kerala

In 1924, the first cashew industry was established in Kollam ground which now centres a major part of the processing industry. An important feature of the industry is that it is highly located in Kollam district. The cheap and skilled labours make this district more suitable. This district accounts for about 85 per cent of the total employment and about 90 per cent of the number of cashew factories in Kerala.

Kerala State Cashew Development Corporation Ltd. was incorporated in July 1969 and started commercial activities in the year 1971. The corporation has two government approved nurseries producing high yielding varieties of cashew grafts.

Cashew is the most prominent item of export from Kerala state. The cashew kernel is the largest single item of export from Kerala. The import of cashew raw nuts in Kerala is in decreasing trend, as the production in Kerala is increasing.

The industry requires very huge working capital for the purchase of raw nuts and payment of wages. In fact, these two elements constitute about 80 per cent of the cost of production. Due to the limited technical, managerial requirements of processing and the social character of capital, a large number of the processing units are either proprietary or partnership firms.

Cashew industry in Kerala is female dominated i.e. 94 per cent of the labourers are women, who are engaged in shelling, peeling and grading. Roasting and heating processes are carried out by men. The office staff and men workers together constitute only 6 per cent of the total work force in cashew industry.

Kerala's Cashew production (in 10000 MTs) declined from 57.60 in 2005 to 36.45 in 2009-2010. The area under cashew cultivation (in 1000 ha) was 80.70 in 2005 – 2006;

whereas in 2009 – 2010, it was only 48.97. (However, the country as a whole showed marginal increase in production.) Kerala's cashew business mainly runs on imported raw cashew nuts from African countries – Benin, Ghana, Ivory Coast, Togo and Guinea Bissau. For processors of Kollam burdened with heavy production and labour costs, they cannot compete with Mangalore and Chennai where production cost is less if they procure solely from Indian market.

4.6 Company Profile

4.6.1 Cashew Industry in Kerala

The Cashew industry is a traditional industry using highly labour-intensive techniques. This industry is a female dominant one. A study conducted at the Centre for Development Studies, Trivandrum showed that 94 per cent of the workers are women. The availability of cheap and skilled labour around the factory makes the functioning of the factory easy. The development of the cashew industry contributes towards the revenue of the country as it is one of the leading sector of foreign exchange earnings of the country.

Cashew industry generates employment in the processing and employs over 4 lakh people in this sector alone. India has a credible record of attaining good amount of foreign exchange by way of export of Cashew kernels, that's why this industry occupies a key place in the Indian economy.

In spite of tough competition from Brazil and Vietnam in the international cashew kernel market, the prospects of Indian cashew remain bright in the United States, and the countries of the European Union and the Gull. Also, new markets are emerging in China, Pakistan and the Commonwealth of Independent States.

During 2004-05, 1.16 lakh tonnes of kernel were exported. This was a record, and accounted for foreign exchange earnings of Rs.2700 crores. Despite the competition, 66 per cent of all U.S. cashew imports during the year were from India. The rest was shared between Brazil and Vietnam.

According to cashew industry sources, the U.S. imported 52.6 lakh cartons of cashew from India last year. (Each carton weighs 22.6 kg)

This year the figures are expected to climb up further. As much as 99 per cent of the cashew imports by the Gulf countries were from India: The United Arab Emirates alone imported 15 lakh cartons.

The Gulf market for Indian cashew is growing at the rate of 40 per cent every year. E U. countries imported about 10 lakh cartons. One of the main reasons for Indian cashew remaining steady in the export market is its quality backed by the taste factor. The taste is achieved through the traditional drum roasting processing technique. In drum roasting, as the shell oil gets burnt away, the kernel gets roasted to the right degree. The other exporting countries depend on steam bath processing by boiling raw nuts in the oil extracted from cashew shell. In steam bath processing, the kernel produces a slightly bitter taste. The Indian cashew industry is over 80 years old and the relationship between Indian cashew and the U.S. and European markets is as old as that. The competitors are later entrants. Also, Indian cashew has been classified as purely organic.

Another important feature of the industry is that in India, Kerala is the place where the factories are found in large numbers. Kollam is best suited for this industry as here the labour is cheap and also, they are skilled workers. This district accounts for about 85 per cent of the total employment and about 90 per cent of the cashew factories in Kerala.

4.6.2 Kerala State Cashew Development Corporation (KSCDC) Ltd., Kollam

The Kerala State Cashew Development Corporation Ltd. (KSCDC) was incorporated in July 1969 and started Commercial activities in the year 1971 as a company fully owned by the Government of Kerala. From the modest beginning in 1969, it has now grown into a large organization playing a pivotal role in cashew industry. It has now more than a turnover of Rs. 200 cores in 2010.

The corporation started functioning with one factory in 1970. With the active support of government, the corporation has been able to grow from its initial state. From that stage the corporation has grown to the present stage. Now KSCDC is running 30 cashew factories all over the Kerala State. In these factories, more than 20,000 workers and 1500 staff members are working. It is a model employer in the field of cashew industry mainly to protect the interest of workers and to provide maximum employment to its workers and to give statutory benefits like minimum wages, bonus etc. prevailing in the cashew industry. To increase the production of indigenous raw nuts, the corporation has started cashew plantation in the state. It has also introduced value added cashew products in the market.

The Head Office of KSCDC LTD is located in Pallithottam in the Kollam town with 24 factories in Kollam alone and its branches in Alappuzha has 3 factories, Trivandrum, Kannur and Thrissur has 1 factory each.

The Kerala State Cashew Development Corporation Limited locally purchases as well as imports raw cashew nuts and exports the kernels in large quantities. 80 per cent of the sale is by way of export. Indian grade kernels. rejection grade kernels, cashew shell, cashew skin, shell oil etc. are the by-products of raw cashew nut.

The Kerala State Cashew Development Corporation Limited has a capacity to process 150 MT of raw cashew nuts per day. "CDC Cashew" is the brand name of the corporation. They sell cashew kernels in packets weighing 20 grams to 1 kg in different grades - roasted, salted, spice coated etc. Gift packets are available in 1 kg and 2 kg, which can be delivered to any addressee globally.

The Kerala State Cashew Development Corporation Ltd. has buyers for cashew kernels in the global market. They import different grades of cashew kernels in bulk. Each packet weighs 11.340 kg (25 lbs) in container loads. The products are mainly exported to United States and European countries. The company is introducing new range products in the market so as to increase its revenue share in the domestic market also.

The value added products from KSCDC won the maiden award of the Cashew Export Promotion Council of India (CEPCI) for value addition. There was no true value addition in the industry in the last 88 years.

Above all, there is an economic advantage as for the new products; whole nuts need not be used. The broken nuts that fetch low price are commercially utilized for manufacturing the value added products to gain better prices. Besides, rejects could be commercially utilised for manufacturing poultry/cattle feeds.

41

The new strategies adopted by the management, such as to manufacture diversified cashew kernel products and marketing them first in the domestic market and subsequently in the overseas markets, appear to be paying off. Six new products introduced by the corporation under its brand name have been well received in the domestic market.

The new products include:

- Cashew Soup

  This is a low fat, cholesterol free cashew soup mix. Available in 50 gm packet.

- Cashew Powder

  Cashew powder is finely powdered cashew with natural flavours. That can be used in curries and other dishes as taste and health additive. Available in 100gm packets.

- Cashew vita

  It is a nutritious health drink. It is available in 250 gm packets.

- Cashew bits

  These are dry roasted cashew bits available in 40 gm packets.

- Choco Kaju

  These are superior quality whole cashew coated in dark melted chocolate. Available in 130 gm packets.

- Milky Kaju

  These are superior quality whole cashew coated in white melted chocolate. Available in 130 gm packets.

The proper functioning of KSCDC is depended upon the supply of raw materials (raw cashew nuts) to the industry. We can see that the availability of raw material is one the key factor which determines the efficient running of the industry.

Table 4.1 Distributors and Outlets of KSCDC

Serial Number	Name
1	R & K Traders, High School Junction, Thevally, Kollam
2	CDC Employees Credit Co-Operative Society, Kollam
3	Aravind Enterprises,2/2396-2, Plamoodu, Pattam, Trivandrum -4
4	Premier Business & Industrial Enterprises, Valanjambalam, KochI
5	ASR Cashew Sales Depot, Ayathil, Kollam
6	Well Shine Distributors, Chennadu P.O, Poonjar, Kottayam
7	Sathyam Logistics, Karuna Building, Thangassery
8	Thani Nadan, Thattareth Building, Pandalam
9	Venad Pravasi Society Ltd, Adoor
10	Anandan Agencies, Link Road, Kollam
11	The Kerala Plantations, Vytilla, Ernakulam
12	R.M. Margin Free Market, Pulamon Junction, Kottarakkara
13	Ecstasy Delicia, M.G.Road, Trivandrum
14	M/s Nycee Agencies, Mavelikkara
15	M/s Grameen Mantra Organic Super Market, Kannur
16	M/s Kerala Cashew, Vallikunnam, Alappuzha
17	M/s Aswin Spices, Anchal, Kollam
18	M/s Palat Super Market, Idukki
19	M/s MOSTECH, Alamcodu, Attingal
20	M/s Nuts World, Sasthamkotta
21	M/s South Asian Trading, Trivandrum

Serial Number	Name
22	Choice Specialty Food, Ernakulam
23	Lilly Aromatics, Peroor Road, Ettumanoor, Kottayam
24	Karthika Exports, Beach Road, Kollam
25	Mr. Baburajendraprasad, Kilikolloor, Kollam
26	Hotel Vijaya Castle, Sasthamkotta, Kollam
27	Maria Agencies, New Mettuguda, Hyderabad
28	Winner Enterprises, Ambalammukku Road, Peroorkkada, Trivandrum
29	Mrs. Annie Kurien, Vilyaveedu, Kozhenchery, Pathanamthitta
30	Krishna Dryfruits Association, Kalyan, Mumbai West
31	Y.M. Bright Cashew, Saibaba Colony, Coimbatore, Tamil Nadu
32	Nellisheril Trading Company, Nalanchira P.O, Trivandrum
33	Abhinav Trading Company, Nayaganj, Kanpur
34	Airtech, Kannanallor, Kollam
35	Tasty Bites Nuts & Confectionery, Chemmad, Malappuram
36	Mr. Jalal.M, Power house road, Trivandrum
37	Ashik Traders, Chandanthope, Kollam
38	Attoor Enterprises, Kunnamangalam, Kozhikode
39	Mr.G.Kumar, Polyathodu, Kollam
40	Kanhaiya Foods, Rajasthan
41	Mariya Agencies, Angamali, Ernakulam
42	State Trading Corporation, Agra
43	Reliance Retail Ltd, Thrissur

46

Serial Number	Name
44	Mr.Shaji Maroor, Vadakkathil, Adoor
45	Amrutha Enterprises, Trippunithara, Ernakulam
46	Boon Bakie, Karikodu, Kollam
47	Finger Spices, Mannuthy P.O, Thrissur
48	Green Food Products, Nedumburam, Thalassery
49	Chungath Agencies, Calicut
50	Spring Dale Spice House, Manjadi, Thiruvalla
51	Rugmini Enterprises, M.G. Road, Ernakulam
52	Saffron Dry Fruits & Spices, Mukhathala, Kollam
53	Uloor Traders, Calicut
54	Soudheesh Nuts, Neyyattinkara
55	Pooja Collections, Attingal
56	Joseph Joseph Sons, Changanasserry
57	Sabari Agencies, Chathannur
58	Lord Krishna Agencies, Kottarakkara
59	Sreehari Cashew, Uliyanadu, Kollam
60	Planters Cashew

Source: Secondary data

4.6.3 Production Units under KSCDC

The Kerala State Cashew Development Corporation Ltd. is running 30 factories throughout the Kerala State.

1. Factory No.1, Kottiyam (Kollam District)

2. Factory No. 2, Kilikolloor (Kollam District)

3. Factory No. 4, Kayamkulam (Alappuzha District)

4. Factory No. 5, Mynagappallay (Kollam District)

5. Factory No.6, Ayathil (Kollam District)

6. Factory No. 7, Nooranad (Alappuzha District)

7. Factory No. 8, Puthoor (Kollam District)

8. Factoy No. 9, Kilimannoor (Thiruvananthapuram District)

9. Factory No. 10, Irinjalakuda (Thrissur District)

10. Factory No. 11, Edamulakkal (Kollam District)

11. Factory No. 12, Chathannoor (Kollam District)

12. Factory No. 13, Thalassery (Kannur District)

13. Factory No. 14, Bharanikkavu (Kollam District)

14. Factory No. 15, Chittumala (Kollam District)

15. Factory No. 16, Adinad (Kollam District)

16. Factory No. 17, Kannanalloor (Kollam District)

17. Factory No. 18, Meikone (Kollam District)

18. Factory No. 20, Elampalloor (Kollam District)

19. Factory No. 21, Palkulangara (Kollam District)

20. Factory No. 22, Nedumpaikulam (Kollam District)

21. Factory No. 24, Karimulakkal (Alappuzha District)

22. Factory No. 26, Thettikkuzhy (Kollam District)

23. Factory No. 27, Eravipuram (Kollam District)

24. Factory No. 28, Parippally (Kollam District)

25. Factory No. 29, Paruthumpara (Kollam District)

26. Factory No. 30, Kunnathoor (Kollam District)

27, Factory No. 31, Kallumthazham (Kollam District)

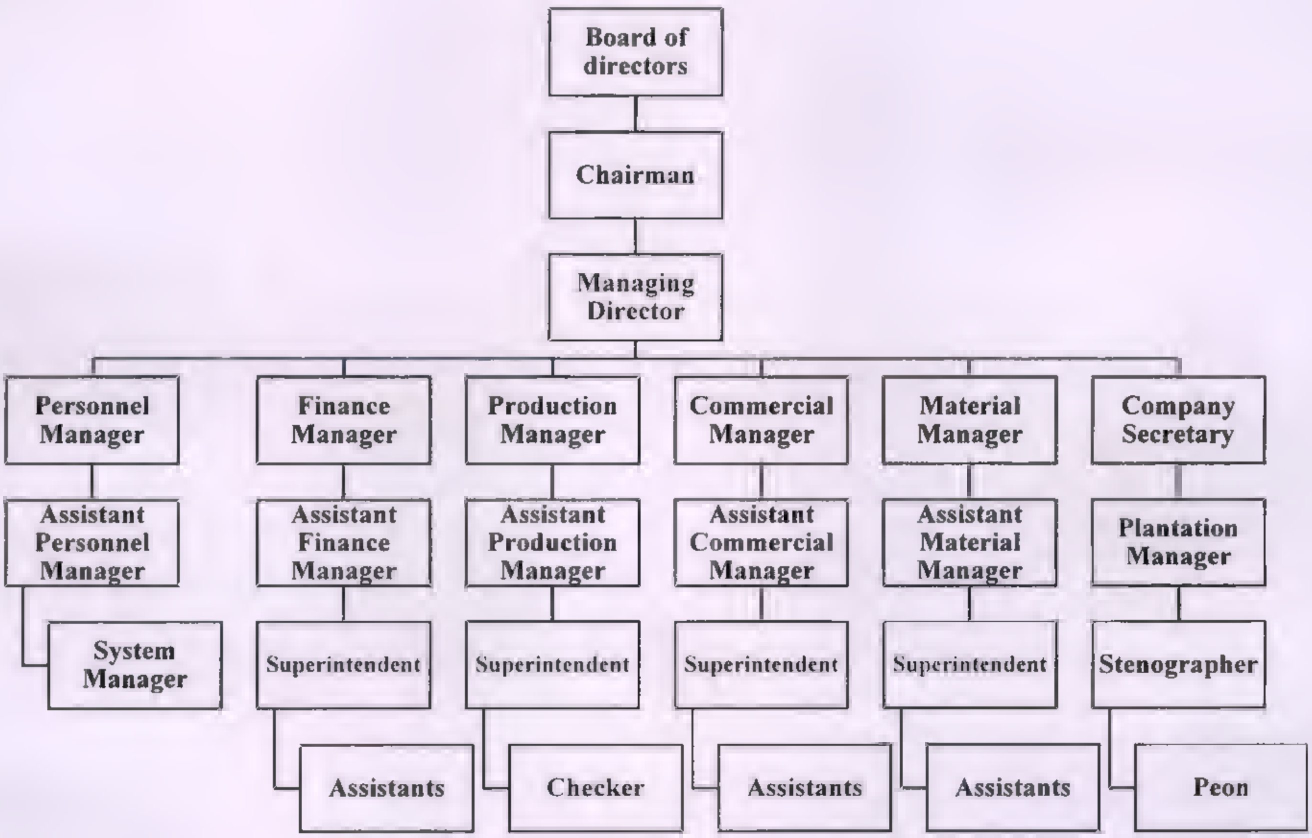
28, Factory No 32, Kanjamkadu (Kollam District)

29. Factory No. 33, Kadakkal (Kollam District)

30. Factory No 34, Chengamanad (Kollam District)

4.6.4 Organizational Structure of KSCDC

Figure 4.1 Organizational Structure of KSCDC



4.7 Objectives

The main objectives of the company on its incorporation were:

1. To purchase raw materials from India and outside and to sell processed cashew nuts, cashew shell liquid and other by products of cashew within and outside India.
2. To establish, maintain and operate factories in the state of Kerala for processing cashew nuts and extraction of oil from the kernels.
3. To distribute cashew nuts and cashew apples to processing factories established in Kerala.
4. To purchase and process cashew apple and sell the products and by-products of cashew apple.
5. To extract and process cashew shell liquid and sell the products and by-products within and outside the country.

4.8 Mission

1. The main mission of the company is to protect the cashew workers from the exploitation of monopolists and also provide maximum work and actual payment to them.
2. To organize cashew industry in the state.
3. Rendering assistance to affiliated society.
4. To provide employment opportunities for women

4.9 Vision

- Promoting Kerala Cashew kernels globally.

4.10 Product Profile

Product means the goods and services combination the company offers to the target market. The product here is the processed cashew kernels. The cashew kernels here can be of different grades. The different grades are different products because of their features, quality, size, shape etc.

Table 4.2 Product Range of KSCDC with price (post GST)

Sl. No.	Item	Grade	Packet Weight	MRP (₹)
1	Plain	W 180	1 kg	1485
2	Plain	W 180	500 gm	748
3	Plain	W 180	250 gm	379
4	Plain	W 180	100 gm	158
5	Plain	W 210	1 kg	1390
6	Plain	W 210	500 gm	700
7	Plain	W 210	250 gm	355
8	Plain	W 210	100 gm	148
9	Plain	W 240	1 kg	1350
10	Plain	W 240	500 gm	680
11	Plain	W 240	250 gm	345
12	Plain	W 240	100 gm	144
13	Plain	W 320	1 kg	1210
14	Plain	W 320	500 gm	610
15	Plain	W 320	250 gm	310
16	Plain	W 320	100 gm	130
17	Plain	W 450	1 kg	1160
18	Plain	W 450	500 gm	585
19	Plain	W 450	250 gm	298
20	Plain	W 450	100 gm	125
21	Plain	Splits	1 kg	1150
22	Plain	Splits	500 gm	580
23	Plain	Splits	250 gm	295
24	Plain	Splits	100 gm	124

Sl. No.	Item	Grade	Packet Weight	MRP (₹)
25	Plain	LWP	1 kg	1095
26	Plain	LWP	500 gm	553
27	Plain	LWP	250 gm	282
28	Plain	Un peeled	1 kg	1080
29	Plain	Un peeled	500 gm	545
30	Plain	Un peeled	250 gm	278
31	Plain	Un peeled	100 gm	117
32	R & S	W 180	1 kg	1827
33	R & S	W 180	500 gm	919
34	R & S	W 180	250 gm	465
35	R & S	W 180	100 gm	192
36	R & S	W 210	1 kg	1710
37	R & S	W 210	500 gm	860
38	R & S	W 210	250 gm	435
39	R & S	W 210	100 gm	180
40	R & S	W 240	1 kg	1661
41	R & S	W 240	500 gm	836
42	R & S	W 240	250 gm	423
43	R & S	W 240	100 gm	175
44	R & S	W 320	1 kg	1489
45	R & S	W 320	500 gm	75
46	R & S	W 320	250 gm	380
47	R & S	W 320	100 gm	158
48	R & S	W 450	1 kg	1427
49	R & S	W 450	500 gm	719

Sl. No.	Item	Grade	Packet Weight	MRP (₹)
50	R & S	W 450	250 gm	365
51	R & S	W 450	100 gm	152
52	R & S	W 450	40 gm	67
53	R & S	Broken	250 gm	250
54	VAP	Bits	40 gm	46
55	VAP	Powder	100 gm	70
56	VAP	Vita	250 gm	180
57	VAP	Soup Mix	65 gm	50
58	VAP	Choco Kaju	100 gm	130
59	VAP	Milky Kaju	100 gm	130

Source: Secondary data

LWP-Large White Pieces, R & S-Roasted and Salted, VAP-Value Added Products

Note:

1. GST 5 per cent is applicable on basic price.
2. In addition, for roasted & VAP, GST 12 % is also applicable w.e.f. 01.08.2017.
3. GST- Goods and Services Tax MRP- Maximum Retail Price
4. Kernels shall be completely free from infestation, insect damage, mould, rancidity, adhering testa and objectionable extraneous matter. Scraped and partially shrivelled kernels also permitted, provided such scraping does not affect the characteristic shape of kernel.

57

4.11 Competitors

The most important competitors of KSCDC are given below

1. Vijayalakshmi Cashew
2. Asiatic Export Enterprises
3. Olam Export Ltd
4. Kerala Nut Food Company
5. Rajan Cashew Company
6. Western India Pvt Ltd
7. Mark Cashew
8. CAPEX Ltd

DATA ANALYSIS AND INTERPRETATION

CHAPTER 5

DATA ANALYSIS AND INTERPRETATION

SECTION A

5.1 Customers

The customers are the main focusing area for the business performance analysis. They can explain the performance of the products and services in the best way. The success of an organization lies in the ability of that organization in identifying the needs and wants of their customers and fulfilling that at the right time in the right way.

The data was collected with the help of a detailed questionnaire from 100 different customers from 10 different outlets in Kollam Corporation.

The outlets selected were:

1. R & K Traders, High School Junction Thevally, Kollam
2. CDC Employees Credit Co – Operative Society, Kollam
3. ASR Cashew Sales Depot, Ayathil, Kollam
4. Anandan Agencies, Link Road, Kollam
5. R.M. Margin Free Market, Pulamon Junction, Kottarakkara
6. Aswin Spices, Anchal, Kollam
7. Airtech Kannanalloor, Kollam
8. Ashik Traders, Chandanathope, Kollam
9. Boon Bakie, Karikodu, Kollam
10. Saffron Dry Fruits & Spices, Mukhathala, Kollam

As the sample size of the study was 100, the frequency and percentage were the same and hence the values have been expressed in terms of percentage.

5.1.1 Preference for different value added products

Table 5.1. Distribution of respondents according to the preference for different value added products

N = 100

Products	Percentage
Cashew bits	15
Cashew soup mix	11
Cashew vita	24
Cashew powder	19
Choco Kaju	17
Milky Kaju	14
Total	**100**

Source: Primary data

The most popular product from KSCDC was Cashew Vita (24 %), followed by Cashew powder (19 %), Choco Kaju (17 %), Cashew bits (15 %), Milky Kaju (14 %) and Cashew soup mix (11 %). Comparatively the least preferred product by the respondents was Cashew soup mix.

55

Figure 5.1 Distribution of respondents according to the preference for different value added products

5.1.2 Preference for different value added products based on attributes

Table 5.2 Distribution of respondents according to the preference for various attributes

N=100

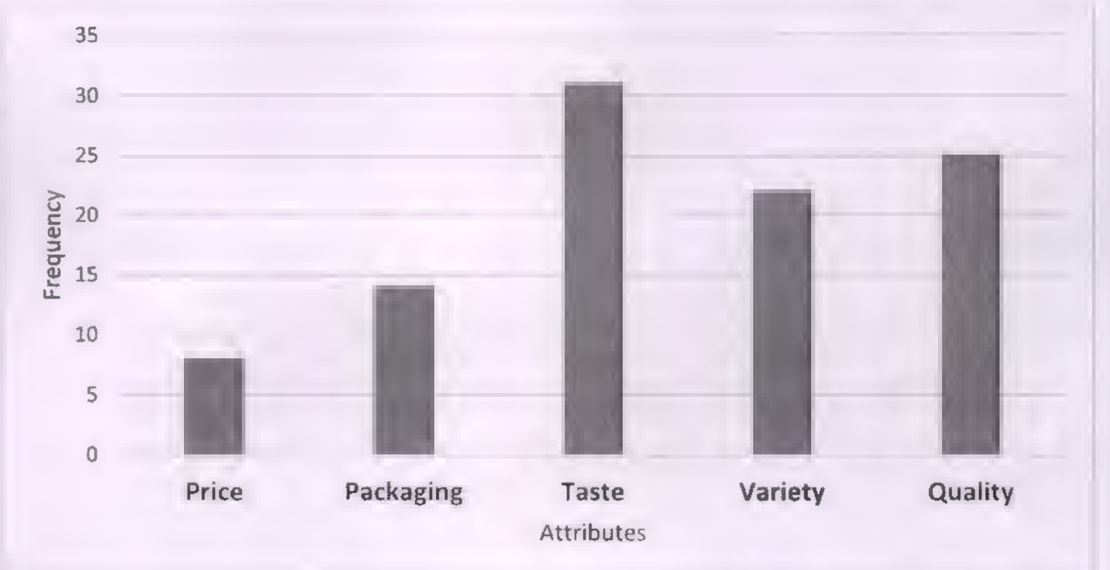
Attributes	Percentage
Price	8
Packaging	14
Taste	31
Variety	22
Quality	25
Total	**100**

Source: Primary data

56

The above table revealed that 8 per cent of the respondents preferred valued added products due to its price, 14 per cent preferred due to its packaging, 31 preferred due to its taste, 22 preferred due to its variety and the rest 25 per cent preferred due to its quality.

Figure 5.2 Preference for different value added products based on attributes



5.1.3 Satisfaction Level of customers

Table 5.3 Distribution of respondents according to Satisfaction Level

N=100

Opinion	Percentage
Highly satisfied	52
Satisfied	37
Dissatisfied	7
Highly dissatisfied	4
Neither satisfied nor dissatisfied	0
Total	**100**

Source: Primary data

Majority of the respondents (52 %) are highly satisfied with the products from KSCDC. Only 11 per cent of the respondents are dissatisfied with products, 4 per cent of the respondents were highly dissatisfied with the products of KSCDC.

Figure 5.3 Satisfaction Level of customers

5.1.4 Brand Consciousness of Customers

Table 5.4. Distribution of respondents showing Brand Consciousness of Customers

N=100

Opinion	Percentage
Yes	72
No	28
Total	**100**

Source: Primary data

From the above table it was clear that 72 per cent of the respondents were conscious about the brand and the rest 28 per cent were not conscious about the brand.

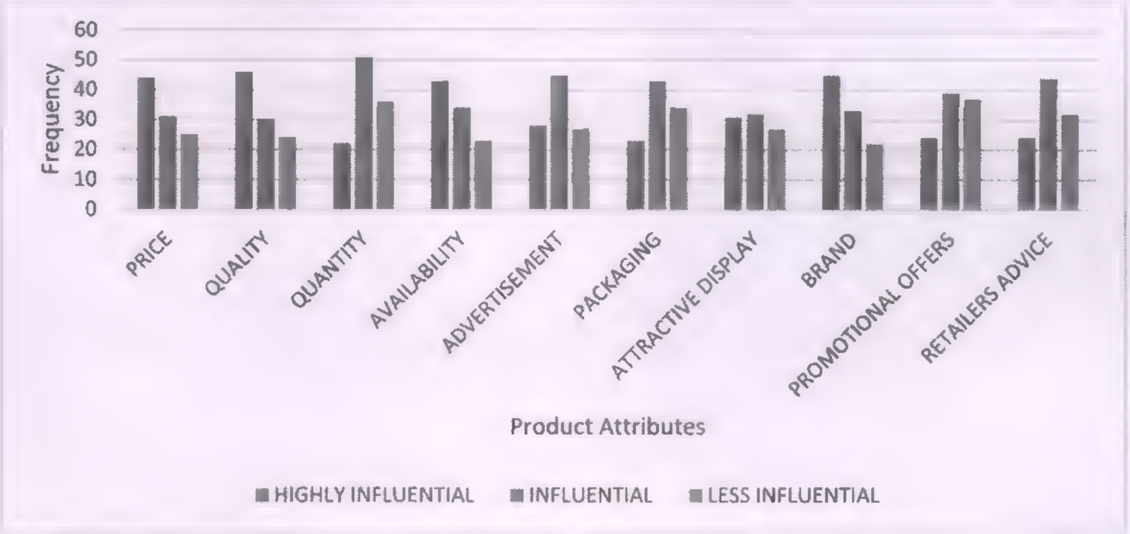
5.1.5 Factors affecting purchase

Table 5.5 Distribution of respondents according to the factors affecting purchase

N=100

Factors	Highly influential	Influential	Less influential	TOTAL
Price	44	31	25	**100**
Quality	46	30	24	**100**
Quantity	22	51	36	**100**
Availability	43	34	23	**100**
Advertisement	28	45	27	**100**
Packaging	43	34	23	**100**
Attractive display	31	32	27	**100**

The above table revealed that 44 per cent of the respondents were highly influenced by the price, 46 per cent were highly influenced by the quality, 43 per cent were highly influenced due to its availability and the same proportion of the respondents were highly influenced due to its packaging and 45 per cent were highly influenced by the brand.



59

5.1.6 Purpose of purchase

Table 5.5 Distribution of respondents according to the purpose of purchase

N=100

Purpose	Percentage
As a snack	44
As a gift	30
For cooking	26
Total	**100**

Source: Primary data

From the above table it was clear that 44 per cent of the respondents purchased the products of KSCDC as a snack, 30 per cent received as a gift and the rest 26 per cent purchased for cooking purpose.

Figure 5.5 Distribution showing purpose of purchase

5.1.7 Frequency of Purchase

Table 5.7 Distribution of respondents according to the frequency of purchase

N=100

Frequency of purchase	Percentage
Regularly	22
Occasionally	31
Rarely	47
Total	**100**

Source: Primary data

From the above table, it was clear that regular customers were very less for KSCDC (22 %) value added products. Most of the customers are rarely purchasing, 31 per cent purchased this product occasionally, Because, cashew is considered as a superior and luxurious product.

Figure 5.6 Distribution of respondents according to the frequency of purchase

61

5.1.8 Source of brand awareness

Table 5.8 Distribution of respondents according to the source of brand awareness

N=100

Distribution	Percent
TV Advertisement	9
Newspaper advertisement	18
Hoardings	12
Exhibition Stalls	21
Leaflets	5
Friends, Relatives, Colleagues, etc	35
Total	**100**

Source: Primary data

The above table revealed that the most of the respondents came to know about the brand from Friends, Relatives, Colleagues etc (35 %). Mouth publicity is significant for KSCDC. The TV advertisements (9%) and Leaflets (5 %) of KSCDC were less popular.

SECTION B

5.2 RETAILERS

Retailers are the second most important players of product distribution, especially in rural area. Even the purchasing decision of customers can be influenced by retailers. Retailing refers to all the transactions which involve sale of goods or services to the ultimate customer. A retailer is a middleman who procures goods from the wholesaler and sells it to final consumer. They form a vital link in the channel of distribution of products. They have a much stronger personal relationship with the consumers and deal directly with the people of varied tastes and temperaments.

5.2.1 Location of shop

Table 5.9 Place of shop

N=10

Location	Frequency	Percent
Urban	10	100
Rural	0	0
TOTAL	**10**	**100**

Source: Primary data

From the table 5.9 it was clearly observed that, KSCDC has no retailers in rural areas. All the KSCDC outlets were concentrated on urban areas.

5.2.2 Nature of the shop

Table 5.10 Nature of the shop

N=10

Nature of shop	Frequency	Percentage
Grocery	3	30.0
Bakery	1	10.0
Super Market	2	20.0
KSCDC Outlets	4	40.0
Total	10	100.0

Source: Primary data

Out of 10 retailers majority were KSCDC outlets followed by grocery shops (30.0 %) and Super markets (20 %). There is only one bakery that sells KSCDC products.

5.2.3 Reason for selecting KSCDC brand

Table 5.11 Reason for selecting KSCDC brand

N=10

Reason	Frequency	Percent
Trust Developed by The Brand	8	80.0
Product Attributes	1	10.0
Easy Availability	1	10.0
Promotion Technique	0	0
Total	**10**	**100.0**

Source: Primary data

Trust developed by the brand (80%) was the major factor influenced for the purchase. The least influencing factor was promotion techniques from KSCDC. Product attributes and easy availability were merely insignificant.

64

5.2.4 Retailer Satisfaction

Table 5.12 Retailer Satisfaction

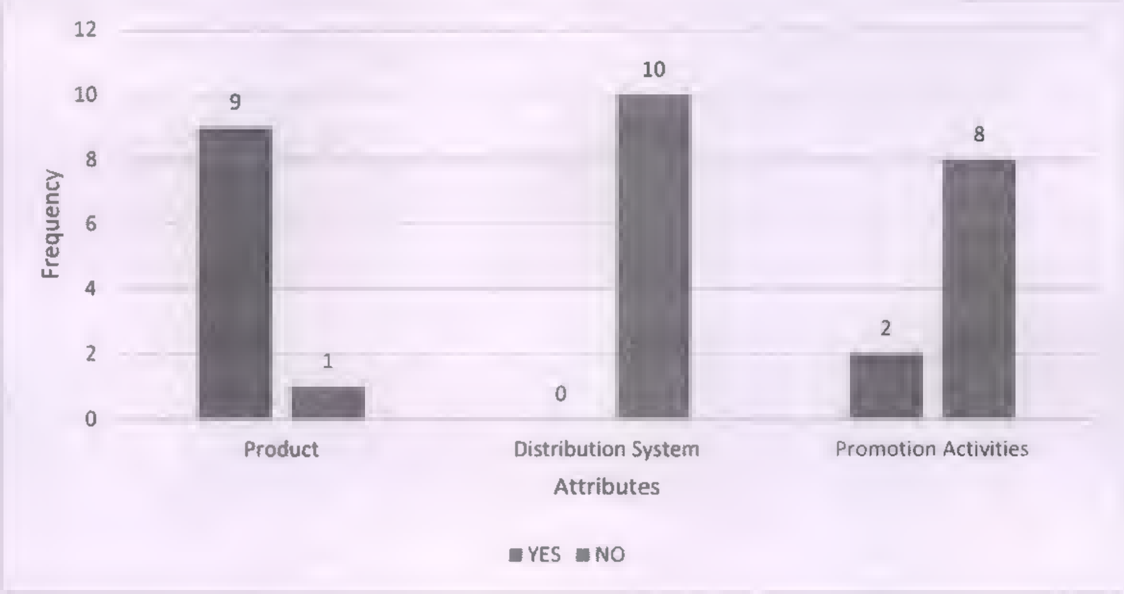
N=10

Attribute	Satisfied	Not satisfied	Total
Product	9 (90%)	1 (10%)	10
Distribution System	0 (0%)	10 (100%)	10
Promotion Activities	2 (20%)	8 (80%)	10

Source: Primary data

From the above table it was observed that the retailers were very much satisfied about the product (90 %). However, they were less / not satisfied with the promotion activities (20 %). None of the retailer is satisfied with the distribution system of KSCDC.

Figure 5.7 Retailer Satisfaction



65

5.2.5 Consumer awareness and Level of competition

Table 5.13 Consumer awareness and Level of competition

N = 10

	High	Average	Low	Total
Consumer Awareness	6 (60%)	3 (30%)	1 (10%)	10
Level of Competition	5 (50%)	2 (20%)	3 (30%)	10

Source: Primary data

According to the data collected from retailers only 60 % of the consumer were aware about the value added products from KSCDC. The level of competition was moderate (50 %) according to retailers' opinion.

5.2.6 Factors influencing ordering quantity

Table 5.14 Factors influencing ordering quantity

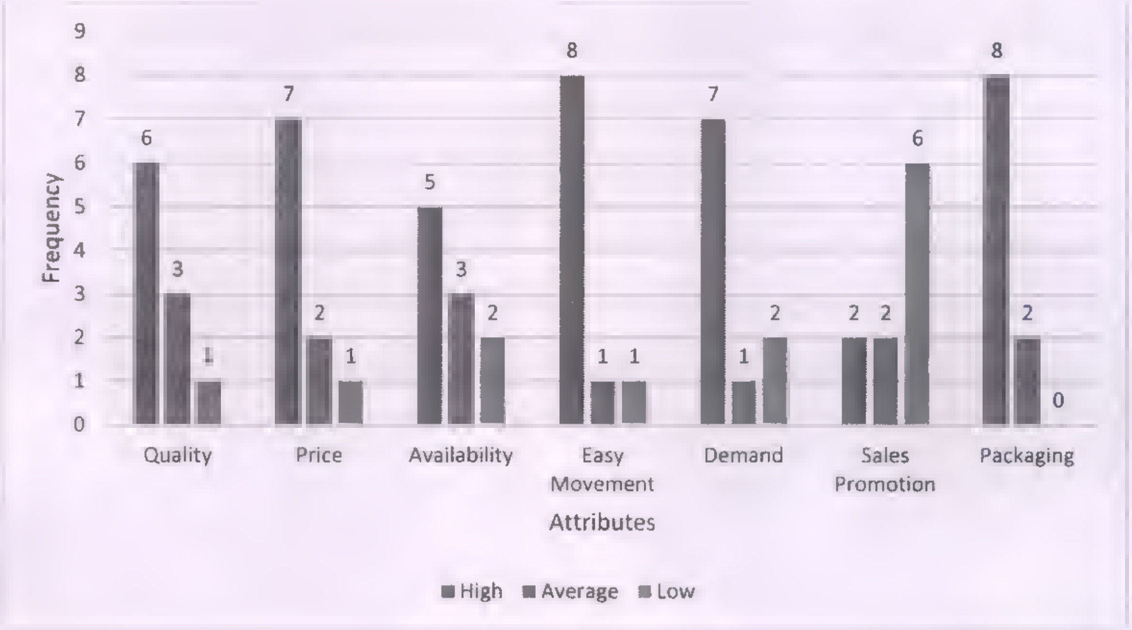
N=10

Attributes	High	Average	Low	Total
Quality	6 (60%)	3 (30%)	1 (10%)	10
Price	7 (70%)	2 (20%)	1 (10%)	10
Availability	5 (50%)	3 (30%)	2 (20%)	10
Easy Movement	8 (80%)	1 (10%)	1 (10%)	10
Demand	7 (70%)	1 (10%)	2 (20%)	10
Sales Promotion	2 (15%)	2 (35%)	6 (5%)	10
Packaging	8 (40%)	2 (30%)	0 (15%)	10

Source: Primary Data

The above table revealed that 60 per cent of the respondents were influenced by the quality and ordered the product, 70 per cent were highly influenced by the price and 50 per cent were influenced by the quantity, 80 per cent were highly influenced by the easy movement of the products and ordered it, 40 per cent were highly influenced by its packaging and ordered the product and a least of 15 per cent ordered due to its sales promotion. It shows that the promotional activity was not upto the mark. Packaging and Easy movement were considered as the most important attributes the ordering quantity. Availability is moderately important 5%. Sales promotion is considered as least important, because KSCDC is not concentrating on promotion due to continuous demand.

Figure 5.8 Factors influencing ordering quantity



SUMMARY OF FINDINGS SUGGESTIONS AND CONCLUSION

CHAPTER 6

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 Introduction

In this context the present study entitled "Consumer Attitude Towards Value Added Products of Kerala State Cashew Development Corporation" has done with the objectives: To know the consumer's attitude and retailers' perception towards value added products of KSCDC.

The study was conducted in four different locations of Kollam district during the months of August and September 2017. For the analysis of above objectives, primary data were collected through structured questionnaires for retailers and consumers of the product from selected research area.

6.2 Major Findings

6.2.1 Consumers

1. Most of the customers preferred the KSCDC outlets but bakeries and supermarkets were not popular. This shows that the changes in strategy should be focused on bakeries and super markets.
2. Majority of the respondents were urban. The major reasons for purchasing are product quality and trust developed by the brand.
3. 78 per cent of the respondents were brand concerned. They were aware of the brand through friend, neighbours and relatives.
4. Regular customers are very rare for these products (22 %). Most of them were purchasing rarely. The customers initially purchased the products for sample use. Because these products were newly developed.
5. For customers brand awareness, quality and price were the major influencing purchase.
6. Most of the respondents were not aware of any kind of advertisements from KSCDC.

7. Consumers were satisfied about the quality, package and brand image of KSCDC products. But they are least satisfied about distribution network and promotional activities of the company.

6.2.2 Retailers

1. Retailers were spread only in urban areas of Kollam district.
2. In Urban areas products were mainly distributed through KSCDC franchised outlets.
3. According to retailer's opinion KSCDC products always had a good demand
4. KSCDC products were superior priced.
5. Most of the customers were not aware about the value added products from KSCDC. But it had good demand. Loyalty of customers were increasing towards these products. The increase in loyalty was mainly due to the superior quality of the product and its unique nature.
6. Based on the retailer's perception 10 per cent of the consumers were not aware about value added products from KSCDC.
7. Among the respondents 80 per cent were selecting KSCDC because of the trust developed by the brand.
8. Majority of the respondents were satisfied with product. But they were not at all satisfied with the distribution system. This was because KSCDC don't have a functional distribution system. Retailers were collecting the products from factory outlets. This was not an effective mode of distribution.
9. According to the retailers' perception the packaging of the products was very good and the products were highly demanded and easily moving.

6.2.3 Suggestions

1. KSCDC can adopt necessary steps in increasing the publicity of their products among customers in Kollam district such as outdoor advertisements and hoardings.

2. In order to meet the increasing demand in Kollam they have to increase the production volume.

3. They have to develop a distribution system in order to capture the market in both urban and rural areas. The retailers are facing great difficulty in collecting the products from production units.
4. To capture the mind of the new customers as well as to increase the loyalty among the older customers they have to introduce new promotion techniques to the market such as eye catching visual advertisements.
5. The products should be competitively priced.
6. Because of the highly demanded products, they can introduce credit policy to the retailers without any trouble.

6.2.4. Conclusion

Consumer attitude judges the future of a product. So, analysing the consumer attitude is very vital for the survival of a product. Analysing the consumer attitude will help the organization to implement new strategies as well as to check the effectiveness of existing strategies.

The results of the study pointed out that in order to maintain the market share as well as to increase it, KSCDC has to concentrate more on the marketing strategies of the company. The company should be in a position to make use of the brand value of the product. The taste, quality and uniqueness of the product should be properly highlighted as an upper hand among the competitors. Now the competition is not a challenge for KSCDC because the products are newly developed and exclusive for KSCDC. But in future the will face tough competition because of the increasing demand and the competitors will enter into markets with their own products. To overcome this challenge, the company should maintain their production standards. A good promotion package should be there to support those activities of the company.

The main challenge faced by the KSCDC is the lack of an effective distribution system. They are failing to meet the increasing demand of the customers. KSCDC is very far behind the competitors in case of their distribution system.

Marketing plays an important role in building reputation of a company. Because it is through the advertisements and promotional activities, the public customers evaluate the standards and nature of a firm. All over Kerala KSCDC has a good reputation and brand image. But still the performance is not to the top level. To compete with them, all what KSCDC needs is a good promotional strategy.

The organization should set a goal and create an appropriate strategic plan in order to attain growth in the market. They should concentrate on maintaining standards and to make aware about the quality, price, taste and other important product attributes which they already have. This can secure larger market share for the company in Kerala.

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APPDENDIX

(For Academic Purpose Only)

Consumer Attitude Towards Value Added Products of Kerala State Cashew Development Corporation

QUESTIONNAIRE FOR CONSUMERS

A: Personal Profile

1. Name:
2. Address:
3. Age: <20 years ☐ 20-40 ☐ 40-60 ☐ Above 60 ☐
4. Gender: Male ☐ Female ☐
5. Educational Qualification: Below SSLC ☐ SSLC ☐ +2/pre degree ☐ Graduate ☐ Post graduate ☐
6. Employment Status: Business ☐ Salaried Class ☐ Self-employed ☐ Others ☐ Unemployed ☐
7. Place of domicile: Rural ☐ Urban ☐
8. Food habits: Packed ☐ Ready to eat ☐ Homemade ☐
9. Total Family Income (monthly): Below 20000 ☐ 20000-50000 ☐ 50000-100000 ☐ Above 100000 ☐
10. Place of Purchase: Retail shop ☐ Super market ☐ Bakery ☐ KSCDC outlets ☐
11. Reason: Convenience ☐ Quality ☐ Fair price Good service ☐ Better product choice ☐

12. Are you concerned about the brand you purchase?

Yes [ ] No [ ]

If yes, can you recall the name of different brands

Sl. No.	Brand name

13. How did you come to know about KSCDC value added products?

Newspaper ads [ ] Display at retail shops [ ] Colleagues [ ]

Dealers [ ] Friends/Neighbours/Relatives [ ]

14. Purchase pattern of product

Daily [ ] Alternate days [ ] Weekly [ ] Rarely [ ]

15. How far the following factors influence your purchase decision with reference to Value added products form KSCDC?

Factors	**Highly influential**	**Influential**	**Less influential**
Price			
Quality			
Quantity			
Availability			
Advertisement			
Packaging			
Attractive display			
Brand			
Promotional offers			
Retailers advice			

79

16. Have you come across any advertisement regarding KSCDC value added products?

Yes ☐ No ☐

17. What are the exclusive quality parameters that you consider for purchasing from the shop?

Taste ☐ Expiry date ☐ Packaging ☐

Not bothered on any aspect ☐ Consider all quality parameters ☐

18. Consumer satisfaction towards KSCDC

Variables	Highly satisfied	Satisfied	Less satisfied	Dissatisfied	Highly dissatisfied
Economic pricing					
Good quality					
Convenient packing					
Easy availability					
Attractive promotion					
High brand image					
Wide distribution network					

19. What advertisement media do you depend on for purchase of food items?

Media	Preference (Rank – 1,2,3,4,5,6)
Radio advertisement	
Newspaper advertisement	
Hoardings	
Exhibition stalls	
TV advertisement	
Leaflets	

20. Kindly offer your valuable suggestions for improving the marketing and promotional activities of KSCDC

THANK YOU

80

(For Academic Purpose Only)

Consumer Attitude Towards Value Added Products of Kerala State Cashew Development Corporation

QUESTIONNAIRE FOR RETAILERS

1. Name :
2. Name of the shop and address :
3. Place of the shop : Rural ☐ Urban ☐
4. Nature of the shop : KSCDC Outlets ☐ Stationery ☐ Bakery ☐ Super market ☐
5. Major products sold :
6. Rank the products based on sales/movements

Brands	Rank

7. The pattern of purchase from the distributors

Product	Frequency of purchase	Quantity	Sales volume

8. Which product is having the highest sale in your retail outlet?

81

9. What may be the reason for it?

Trust developed by the brand ☐ Product attributes ☐
Easy availability ☐ Promotion techniques ☐

10. What is the price range of KSCDC?

Higher than competitors ☐ Same price ☐ Lower than ☐
competitors

11. Factors influencing the ordering quantity of products.

	Highly Influencing	Moderately Influencing	Not Influencing
Quality			
Price			
Availability			
Easy movement			
Demand			
Sales promotion			
Packaging			

12. Retailers perception towards KSCDC

Parameters	**Agree**	**No opinion**	**Disagree**
Products having high quality			
Price of the product is lower			
Products are easily available			
Sales promotion is good			
High demand			
Awareness level is high			
Profit earn from the sale is good			

82

13. Are you satisfied with the performance of KSCDC?

Yes ☐ No ☐

14. Are you satisfied with the distribution system of KSCDC?

Yes ☐ No ☐

15. Are you satisfied with the sales promotion activities of KSCDC?

Yes ☐ No ☐

16. Are there any specific sales promotion tools for the other leading brands?

Yes ☐ No ☐ If yes, Specify....................

17. What is the level of consumer awareness about value added products from KSCDC?

High ☐ Medium ☐ Low ☐

18. What is the level of competition faced by KSCDC from other brands?

High ☐ Medium ☐ Low ☐

19. What is the purchasing behavior of customers?Whether they ask for a specific brand or not?

Yes ☐ No ☐

20. Which of these factors affects your ordering quantity?

Factors	Highly Influential (3)	Influential (2)	Least Influential (1)
Advertisement			
Feedback from customers			
Attractive display			
High margin			
Dealers advice			

21. Do you follow any exclusive promotion strategies or offers for boosting up the sale of KSCDC?

Yes ☐ No ☐

83

22. Are you exposed to the promotional strategies of other competitive brands?

Yes ☐ No ☐

If yes, specify frequency of such exposure.

Frequently – F Occasionally – O Rarely – R

Promotional Strategies	Frequency of exposure of different brands			
	Western	KSCDC	CAPEX	Others
Print ads				
TV commercials				
Radio commercials				
Display ads				
Price cuts				
Gifts/Offer				
Others (specify)				

23. Do you think that the competitor's promotion is efficient and effective?

Yes ☐ No ☐

24. Do you find any difficulties/ limitations for KSCDC when comparing to other companies?

Yes ☐ No ☐

If yes, specify……………………………………

THANK YOU