DYNAMICS OF CONSUMER BEHAVIOUR TOWARDS SELECTED VALUE ADDED COCONUT PRODUCTS IN KERALA

By

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(2015-25-001)

THESIS

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DECLARATION

I hereby declare that the thesis entitled **"Dynamics of consumer behaviour towards selected value added coconut products in Kerala"** is a bonafide record of research work done by me during the course of research and the thesis has not been previously formed the basis for the award to me any degree, diploma, fellowship or other similar title, of any other University or Society.

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Sachu Zachariah John

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INTRODUCTION

CHAPTER 1

1. INTRODUCTION

Agriculture in India is characterized by informal or traditional supply chains that deliver produce to the local middlemen and then to the local retailers. Formal value chains can deliver the same product, usually in better or more uniform quality, from larger farms or more organized groups of small farmers to more commercial wholesalers and from there to supermarkets or exporters. We need to find ways to integrate small producers into more advanced modern value chains, both domestic and export oriented.

In Indian Agricultural sector coconut crop assumes high socio economic relevance as it supports twelve million people in the country. Having 19.75 lakh ha. under coconut with a production of 20,440 million nuts, India stands third in area and first in production among coconut growing countries, with a relatively higher productivity of 10,349 nuts per hectare. The present export earnings of 180 million dollars per year, constituting only 0.10 per cent of the total, could be increased many fold by value addition. In Kerala too, coconut is the most important crop with 7.71 lakh ha. area and 7,449 million nuts production (CDB, 2018). The crop contributes about ₹ 100,000 million to the country's GDP and earns export resources of ₹ 30,000 million (Ahamed, 2016). Despite of the multitude opportunities for product diversification, value of coconut in India is regarded mostly in terms of copra or coconut oil and it is necessary to delink its dependency by means of developing and popularizing value added products (Mannekote and Kulas, 2016). According to an article in Business line (2018) 'Value-addition is the key to raise farm incomes' value addition in agriculture will redefine the future of India.

Value-added agriculture is a portfolio of agricultural practices that enable farmers to align with consumer preferences for agricultural or food products with form, space, time, identity, and quality characteristics that are not present in conventionally produced raw agricultural commodities. Majority of agricultural products are marketed in their raw form, hence losing the opportunities for higher earnings and generating employment. Agro-processing has a tremendous potential for increasing income through value addition and increasing shelf life and access to food security through the establishment of small scale agro processing enterprises and rural based industries. There exists a dire need to move away from an agri-production based model to an agri-manufacturing based model. Price collapse of crops at the time of glut can be checked if a portion of the produce is processed as value added products. There is no simple blue print to follow that applies to everyone for value addition. Farmers or firms should be assisted by appropriate authorities in identifying, selecting, managing, and monitoring value added enterprises. Product differentiation as a value addition strategy is easier for goods that have been processed, transformed, packaged and labeled. Also, the agro industrial products of which the value has been added tend to enjoy a higher profit margin than basic commodities.

Value addition is the key to raise farm income. Chowdappa (2018) stressed the need to concentrate on enhancing productivity and adding value to the farm produce to make agriculture a better proposition. Value added coconut products accounted only for nine per cent in India compared to 60 per cent in Indonesia and Thailand. He concluded that unless the level of value addition is increased to 25 per cent coconut farming will not be a remunerative proposition. The coconut festival 2018, recently organized by the Confederation of Indian Industry in Coimbatore in association with Coconut Development Board, Coir Board, Asia and Pacific Coconut Community (Indonesia), Indian Council of Agricultural Research and Tamil Nadu Agricultural University with the theme *'Farms to Fridge and Beyond': More nuts per tree and more value products per nut* depicts the fast spreading importance of value addition of coconut. Jana (2015) emphasized value addition as an evergreen technology for profit making and suggested five parameters to value addition to derive maximum benefit such

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as uniqueness of the product, novelty, export potential, high value for low volume, regular availability and good market.

Agribusiness support agencies should be seen to support the promotion of rural agro based industries. This is mainly crucial since agro industrial products, unlike the basic commodities, do not exhibit a long term real price decline and so they are more effective in increasing local income. Value addition activities in the rural areas tend to increase local employment and income and usually have a positive impact on the local economy mainly due to forward and backward linkages.

Agribusiness, particularly the food sector, is rapidly consolidating and increasingly responding to the changing tastes and preferences of consumers. Consumers have higher income than ever before. They are focusing more on convenience, quality, variety, service, health and social consciousness. They are also faced with the increasing value of their time. In nutshell, consumers are more value conscious than ever. Consumers' rising disposable income and the market fragmentation caused by retail consolidation exacerbate competition, but at the same time leave many niche markets to be exploited. This creates opportunities for producers to add value to their products. While positioning a new product or service, marketers need to analyse the perception existing in the minds of the prospective consumers about the product/service and its competitors. It is, therefore very important to clearly understand consumer psychology, perception and changing consumption pattern before framing up a new product and product positioning. Hence the present study focuses on the dynamics of consumer behaviour towards value added coconut products.

Consumer behaviour is the complex and dynamic processes of deciding what product to buy, when to buy, how to buy, from where to buy, how to secure, how to use, or how to dispose to satisfy individual's, group's, or organization's needs. Consumer behaviour is a decision making process and physical activity of individuals, groups, or organisations engaged in evaluating, acquiring, using, or disposing of goods and services. Consumer behaviour has two aspects - final purchase behaviour and decision making process. Purchase behaviour is visible to us, but the decision making process involves number of complex variables which are not visible to us. Purchase behaviour is the end result of long decision making process. Study of consumer behaviour attempt to understand the decision making processes of buyers.

Consumer behaviour involves the decisions and actions that influence the purchasing behaviour of a consumer. The study of consumer behaviour not only helps to understand the past but even predict the future of marketing of a good or service. The purchasing power of a consumer, the group influence, personal preferences, economic conditions and marketing campaigns are certain factors pertaining to the tendencies, attitude and priorities of people which are to be given due importance to have a fairly good understanding of the purchasing patterns of consumers. The consumers generally analyse their purchasing capacity before making a decision to buy any product or service. Segmenting consumers based on their buying capacity would help in determining eligible consumers to achieve better result. The primary influential group consisting of family members, classmates and immediate relatives, and the secondary influential group consisting of neighbours and acquaintances are seen to have greater influence on the purchasing decision of a consumer. At the personal level consumer behaviour is influenced by various shades of likes, dislikes, priorities, morals and values. Consumer spending decisions are known to be greatly influenced by the economic situation prevailing in the market. A positive economic environment is known to make consumers more confident and willing to indulge in purchases irrespective of their personal and financial liabilities. Marketing campaigns particularly advertisements done on regular basis can influence consumer purchasing decision to such an extent that they may opt for one brand over another or plunge in indulgent or frivolous shopping.

Coconut palm provides food security and livelihood to large size of population in the world particularly in the Asia Pacific countries. Coconut palm is considered as the principal cash crop supporting small and marginal farmers.

Coconut gives us food, drink, health and nutrition, shelter and hundreds of other vital necessities of life. However, the most valuable part of the coconut palm is the coconut, because it can give excellent consumer products having high nutritional value. Each and every part of coconut is useful to man in one way or other. Diversification of coconut products enhances production and more use of value added products. While analyzing the development strategy to revitalize the coconut economy in the country, Singh (2003) stressed on efficient product and by-product utilization both at on-farm and community levels together with strengthening of market intelligence to tap the domestic and export market and creation of awareness on the nutritional/health benefits of coconut so as to widen the consumer base of coconut products. Developing market for value added products will help to curb the price fall of coconut. Based on consumer acceptability study conducted in metros which identified a huge demand for coconut based products, Coconut Development Board (CDB) has planned to market a product basket of seven out of 47 value added products viz., tender coconut water, virgin coconut oil, desiccated coconut, ball copra, coconut chips and pure coconut oil across 96 cities in the country (CDB, 2015).

Value addition in economic terms is the amount by which the value of an article is increased at each stage of its production, exclusive of initial costs. A product has got value if the product satisfies one or more of the following criteria; Quality: Does the product or service meet or exceed customer expectations?, Functionality: Does the product or service provide the function needed of it?, Form: Is the product in a useful form?, Place: Is the product in the right place?, Time: Is the product in the right place at the right time?, Ease of possession: Is the product easy for the customer to obtain?. Developing a customer base is a major challenge in the marketing of coconut products. However it can be made easy by developing a proper distribution network, supply chains and transportation hubs for simplifying the movement of products (Swamy, 2015). Since coconut is cultivated in southern states such as Kerala, Karnataka, Tamil Nadu, Andra Pradesh and nominally in coastal areas of Maharashtra, Goa, Gujarat, Orissa and

West Bengal and majority of the coconut processing units are situated in these states the marketing of these products need to be targeted in non- traditional areas.

Awareness creation as well as campaigning for promotion of value added products is the need of the hour. Proponents of value added agricultural enterprises argue for favourable government policies and funds to promote these industries as a local government strategy. Several centrally sponsored programmes, schemes and other initiatives like National Mission for Sustainable agriculture (NMSA), Rahtriya Krishi Vikas Yojana (RKVY), Small Farmers' Agribusiness Consortium, National Co-operative Development Corporation and so on are there to extent technical, financial and managerial support for value addition initiatives. Coconut Development Board (CDB) concentrates on supporting coconut production chains and working to establish the legal, organizational and financial prerequisites for a sustainable management system for Farmer Producer Companies (FPC) some of which are very much involved in processing and value addition of coconut products. Value Addition and Technology Incubation Centre in Agriculture (VATICA), Agriculture Technology Management Agency (ATMA), and Agriculture Technology Information Centres (ATIC) are very active in promotion of value addition in agriculture. 'Make in Kerala' exposition in value added agriculture and food processing promoted by Confederation of Indian Industries (CII) and the International Expo on Value Addition for Income Generation in Agriculture (VAIGA) of Government of Kerala are recent initiatives in Kerala for value addition. The product manufacturers have to ensure the uninterrupted supply of the products. Product quality should be to the satisfaction of the consumer and the packaging should be attractive so that the consumer will buy the product.

1.1 Statement of the problem

Majority of agricultural products are marketed in their raw form. Value addition may result in higher income to the farmers, generation of rural employment, checking of price collapse of crops at the time of glut and increasing shelf life of the produce. Jose (2015) in the article 'Let us make 'make in India' futuristic coconut products' stated that at present only 8 per cent of coconut produced in our country is used for producing value added products other than copra and coconut oil. It should be increased to 25 per cent so that value added products can decide the price movement of coconut to ensure a fair, reasonable and steady price to coconut farmers. He also reported that in the US market, palm sugar produced from coconut neera has recorded 100 per cent growth rate per annum for the last two years and tender coconut water market recorded 100 per cent annual growth continuously for the last 12 years. Virgin coconut oil, the only product which had recorded 402 per cent annual growth in export from India compared to the previous year, was the star of India's export market during 2014. He further opined that while a US based company is producing 65 coconut milk based products, Indian coconut farmers, through the FPOs, can very well explore the possibility of making at least a quarter of the number of such products.

Kerala is having the coconut area of 7.71 lakh ha and production of 7449 million nuts during 2016-17 (CDB, 2018). Kerala is having a unique position in the Indian coconut scenario and holds top position with 45 per cent in production and 37 per cent in area of coconut among other Indian states. It is the principal cash crop occupying 41 per cent of the net cultivated area and supporting more than 34 lakhs of marginal and small coconut farmers of Kerala. The coconut farming and industry are flourishing strongly under the central agencies like Coconut Development Board and State Trading Corporation and Kerala agencies like KERAFED and Kerala State Marketing Federation. Hundreds of reputed and established private firms in manufacturing and marketing of various coconut products are efficiently working in Kerala. However coconut farmers in Kerala is in a poor state due to low margin resulting from high cultivation cost, lower price of the produce, interference of intermediaries, fluctuating market price of coconut and ultimately low benefit cost ratio. Shifting from marketing of raw products to value added ones may be beneficial for farmers. In spite of several opportunities for product diversification, value of coconut is regarded mostly in terms of copra or coconut oil and it is necessary to develop and popularize other value added products.

Kerala is fast moving towards urbanisation. Those who can afford prefer to have 'better things in life' and to reside in 'better side of town' and ultimately to have a 'better living'. They mainly include middle class and upper middle class comprised of professionals, independent business persons, corporate managers and average pay white and pink collar workers. It is necessary to develop and popularise other value added products. The access and use of raw coconut products is being limited to the new urban population and hence the value added coconut products have vast market potential among them. Developing market for value added products warrants comprehensive study on the consumer behaviour towards these products. Study of consumer behaviour is attempted to understand the decision making processes of buyers.

Under these circumstances the study on the consumer profile, awareness and consumption pattern, pre and post-purchase consumer behaviour and factors influencing purchase behaviour of Virgin coconut oil, Neera, Coconut vinegar, Coconut Chutney Powder, Coconut milk powder, and Desiccated coconut in Kerala was undertaken, the results of which may be helpful for the marketers to plan their marketing strategies.

1.2 Objectives of the study

1. To assess the consumption pattern of consumers towards selected value added coconut products
2. To examine the pre purchase and post purchase behaviour of consumers
3. To identify the factors influencing the purchase decision of consumers
4. To suggest appropriate product positioning strategies for those products.

1.3 Scope of the study

The study focused on the dynamics of consumer behaviour towards value added cococnut prodcts by assessing the consumption pattern, pre and post purchse behaviour and the factors influencing the purchase decision of consumers. The study also attempted to suggest appropriate positioning strategies for proper marketing of the selected value added coconut products. It will help to identify consumer dynamics from traditional consumption pattern to packaged, branded and new value added coconut products and factors influencing their purchase decision. It will be extremely important for farmers to raise their income and for agripreneurs and service providers as it provides them advantage over their competitors in several aspects. It will also be useful to frame appropriate product positioning strategies for value added coconut products so as to offer the right products and services to the right customers catering to their needs and wants effectively.

1.4 Limitations of the Study

Coconut is grown almost in every homestead of Kerala and it is a common ingredient of food preparations. Certain value added products such as Virgin coconut oil and Coconut vinegar has been made and used from time immemorial by local methods. The people living in urban area in flats and villas who doesn't grow coconut palms are the main consumers of value added coconut products and hence the survey was limited to those areas only. Sixty consumers were selected for each product except for Coconut jaggery, since no respondent was found to buy Coconut jaggery for consumption. Hence Coconut jaggery was not considered for further data collection and analysis. Though a value added product most popular among Keralites, coconut oil is not considered for the study since several studies were conducted and reported previously on the consumer behaviour towards it.

The consumers may not always follow what they have stated in their response. Thus the degree of reliability of responses cannot always be taken as cent per cent accurate and sound. However, maximum effort was taken to get the responses as per the objectives as possible.

1.5 Plan of thesis

The thesis is presented in five sections. The first chapter 'Introduction' contains the background of the topic and research problem, objectives, scope and limitations. The second chapter 'Review of literature' deals with the concepts and previous reviews of the related research works. The third chapter 'Methodology' describes the study area, sampling, data collection procedure, empirical measures used and statistical tools used in the conduct of the study. In the fourth chapter the results in relation to the objectives are presented with appropriate interpretation of the findings. In the fifth chapter the highlights and the salient findings are presented followed by the references, abstract and appendices which contain the interview schedules.

REVIEW OF LITERATURE

CHAPTER II

2. REVIEW OF LITERATURE

Dynamics of consumer behaviour towards value added agricultural products is an unexplored area compared to the response behaviour to raw agricultural products either in the urban or rural market. Value added coconut products are relatively a recent entry in the market and the research on the response behaviour of consumers with respect to these are at the infant stage. An attempt was made to review the available literature on the consumer behaviour towards these products on the following lines.

- Consumer and consumer behaviour
- Coconut marketing scenario
- Value addition in agriculture
- Value addition in coconut
- Pre purchase, purchase and post purchase behaviour
- Determinants of consumer behaviour
- Positioning strategies of value added products

2.1 Consumer and consumer behaviour

In the paper 'Consumerism-concept and its need in our era' consumer is defined as an individual who consumes goods whether manufactured by business units or created by nature such as air, water etc. and utilizes the services offered by the government, business and even non-business organisations like hospitals, religious, educational and other voluntary organisations (Bhatt, 1985).

In the book 'Marketing Management' by Ramaswamy and Namakumari (1994) the rural consumers are defined as those having large and scattered market, demand, seasonal and agriculture dependent, low standard of living, great diversity is there. While explaining 'large and scattered market' they stated that, in terms of number of consumers, the rural market of India is a very large market. In terms of business volume it is a big market and it is seen that all the urban markets are saturated. In geographical sense also it is a vast market and lastly it is a highly scattered market. They further added that coming to the nature of demand, it can be easily seen that the demand is heavily dependent on agriculture. And as a natural corollary, it is also seasonal in character. It is irregular as well, since agriculture in many parts of India depends on the vagaries of monsoons. Rural demand is not only harvest linked but also festival linked: the festivals often coinciding with the harvest. Coming to rural consumer characteristics, it can be seen that in the overall sense, low purchasing power, low standard of living, low per capita income, low literacy level and overall economic and social backwardness are the common traits of rural consumers. By and large, the rural consumers of India are a tradition bound community; religion, culture and even superstition strongly influence their consumption. Analysing the great diversity, the rural consumers are vastly diverse in terms of cultural and linguistic factors. Despite all these inhibiting factors steady growth is there among the rural consumers because of the concentrated efforts at rural development, the 'green revolution' and the 'expectation revolution'(expectation for a future with high standard of living).

Assael (1998) in his book "Consumer Behaviour and Marketing Action" pointed out that marketing has effect on consumer perception and behaviour depending on whether the consumer can perceive differences between brands in taste, feel, price, packing etc. and has the capacity to discriminate one brand from other. Consumers perceive marketing stimuli selectively because each individual is unique in the combination of his or her needs, attitudes, experiences and personal characteristics. Marketers should explicit in their advertising if the product's benefits are clear-cut and if the product is targeted to a well-defined segment. Consumers develop inferences about brands, prices, stores and companies. This influence is based on word of mouth communications from

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friends and advertements. Brand image is a total perception of the product that consumers form by processing information from various sources over time.

In the book 'Marketing' written by Nair and Nair (1998) the reasons for the prosperity of rural consumers has been defined as follows. The first reason is that of the conspicuous consumption of consumer durables by almost all segments of rural consumers. The second is the obvious preference for branded goods than non- branded goods of rural origin. He also explained the rural consumer behaviour as follows. Rural consumer behaviour is explained as the aspects of consumer behaviour in Three Village Developmental stages viz., Primitive stage, Developing stage and Urban analogous stage. In the first stage, low level of subsistence consumption orientation, low knowledge of consumer goods, no first generation buyers, low motivation to look for new consumer products, low purchase aspiration for new consumer products, product utility perceived as illusory than real, negative valence of consumer products high and caste head considered as the reference person. In the second stage, consumption orientation change from subsistence, some knowledge of consumer goods, first generation buyers exist, purchase aspiration change and positive to new consumer goods and motivation improves vis-à-vis purchase, real product utility perception improves with knowledge, valence of consumer products positive and influence of urban consumers. In the third stage, consumption orientation influenced by high urban consumption value, knowledge of consumer goods high, proportion of first generation buyer high, purchase aspiration positive to new products and motivation to purchase influences by retailers, real product utility perception is high, valence of consumer product similar to urban consumers, urban consumers as reference persons.

Loudon and Bitta (2002) in their book on 'Consumer Behaviour' has defined consumer behaviour as the decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services. The term "consumer" more generally refers to anyone engaging in any of the activities used in the definition of consumer behaviour whereas customer is defined in terms of a specific firm.

Sathish and Kazmi (2004) in the book 'Consumer Behavior Application in Marketing' defined consumer behaviour as the mental and emotional processes and the observable behaviour of consumers during searching,purchasing and post consumption of a product and service.

According to Gupta (2008) in the article 'The changing villager' it has been mentioned that the rural market (68.84%) is larger than urban market (31.16%) and the marketers cannot afford to ignore studying the rural consumer behavior. She also stated that, the village is not what it used to be. The land lords and bonded labourers are not in rural India as it was the condition in 1950's and 1960's. This condition is now there because 80 per cent of the land holdings are below 5 acres and there is no scope to hire workers on the farm. Excess of family labour is there in most agrarian households and so the villagers especially the boys came to the city. This is reflected in the increased level of urbanization from 27.81 per cent in 2001 Census to 31.16 per cent in 2011 Census. With so much of changes happening in the major part of market with the fortune lying at the bottom of pyramid it is vital that the marketers understand the rural customers well.

According to Hawkins and Mothersbaugh (2009) in the book entitled 'Consumer Behaviour: Building Marketing Strategy' consumer behaviour is defined as the study of individuals, groups or organisations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Kotler *et al.* (2009) in their book "Marketing Management-A South Asian Perspective" has defined consumer behaviour as the study of how individuals, groups and organisations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. They also pointed out that four main psychological processes affect consumer behaviour. They are motivation, perception, learning and memory. Of them, perception is the important one that affect consumer's actual behaviour. So in marketing, consumer perception is more important than reality. They found that people can emerge with different perceptions of the same product because of three perceptual processes: selective attention, selective distortion and selective retention. Selective attention means that marketers must work hard to attract consumer's notice. Selective distortion is the tendency to interpret information in a way that fits consumer's perception. Selective retention means consumers retain only that information about a product which supports their attitudes and beliefs.

Prasad (2009) in his book 'Consumer Behaviour' stated that consumer behaviour pertains to the buying behaviour of the consumer including the family, household or individual. The consumer market refers to the individual consumption of final consumers. The main four features affecting the consumer in their buying decision are cultural, social, personal and psychological. The evaluation of marketing concept from mere selling concept to consumer oriented marketing has resulted into buyer behaviour becoming an independent discipline. The growth of consumerism and consumer legislation emphasizes the importance that is given to the consumer. Consumer behaviour is a study of how individuals make decision to spend their available resources or consumption related aspects. The heterogeneity among people makes understanding consumer behaviour a challenging task to the marketers. Consumer behaviour is mainly the study of individuals, or organisations and the processes consumers use to search, select, use and dispose of products, services, experience or ideas to satisfy needs and its impact on the consumer and the society. He also has explained the consumer decision making process. He defined the process as it involves series of related and sequential stages of activities. The process begins with the discovery and recognition of the unsatisfied need or want. It becomes a drive. Consumer begins search for information. This search gives rise to various alternatives and finally purchase decision is made. Then buyer evaluates the post purchase behaviour to know the satisfaction level.

According to the book 'Consumer Behaviour' written by Sharma (2013) consumer behaviour is the study of how people buy, what they buy, and why they buy. It blended elements from psychology, sociology, sociopsychology, anthropology and economics. It attempted to understand buyer decision making process, both individually and in groups. It studied characteristics of individual consumers such as demographics, psychographics and behavioural variables in an attempt to understand peoples wants. It also tried to assess influences on the consumer from groups such as family, friends, reference groups and society in general.

Kashyap (2016) in his book 'Rural Marketing' has described the evolution of rural marketing in four phases. Before the 1960's, rural marketing was considered synonymous with agricultural marketing. The period between 1960s and 1980s saw Green revolution, which changed the face of rural India with its scientific farming practices and marketing of agricultural inputs. After the 1990's, the industrial sector gained in strength and maturity. There was a demand for consumables and durables. People then realized the enormity of the rural market. After 2000, several FMCG, durables, automobile, telecom, insurance and service sector companies adopted a rural thrust. They are now coming up with products/services using low-cost technology. Currently, the rural market is undergoing a massive change. There is a huge opportunity waiting to be tapped. Government initiatives are also supporting rural market development. The future looks bright for rural India. Coming to the rural marketing environment in terms of demographic, physical, social, cultural, political and technological aspects; Demographics in rural areas have shown an overall increase in population by over 200 million in the last two decades. The joint family is being phased out and the number of individualized joint and nuclear families are increasing. The literacy rate is rising, which is having an overall impact on the socio economic status of the people. Agriculture, once the primary occupation, is being replaced by non-traditional occupations like shop/trade, skilled work, salaried jobs, etc. The type and size of rural settlement and clusters, that is, villages comprise the physical environment. The housing pattern is changing from Kuccha to Semi-Pucca and Pucca. The social and cultural environment plays a significant role in determining the behaviour of marketers. A new market segmentation of Indian households has been carried out on the basis of socio-cultural regions (SCR), where the country has been divided into 90 SCRs based on certain common parameters. The political environment consists of laws or groups who influence marketing actions. The Panchayat and Grama Sabha form part of the political arena in rural areas. Technology is making inroads into and changing the face of rural India. Exposure to technology is revolutionizing the market. First came the Green revolution, which resulted in the modernization and mechanization of the farm sector, followed by the White Revolution, which increased the production of milk in the country, making it the second largest producer. Non-Government Organisations (NGOs) assisted in technology reaching the grassroots level. The evolution of the computer, internet and mobile phones has had a tremendous impact in the life of the rural people. The concept of e-choupal is transforming the Indian farmer into a progressive, knowledge-seeking 'netizen'.

He also stated that rural consumer behaviour is influenced by four main factors: cultural, social, personal and psychological. These factors help marketers to identify buyers and serve them in a better way. The cultural factor is the most important determinant of a person's behaviour in rural India. It includes culture, social customs and traditions. People are highly influenced by the preference s of other people around them, like family, friends, neighbours, and by roles and status. These play a big role in deciding both a product and a brand. A buyer's decision is also influenced by personal characteristics like age and life cycle stage, occupation, economic situation, lifestyle and personality, and self concept. Every consumer has a set of perceptions, beliefs and attitudes. So it is essential for the marketer to understand those psychological factors and motivate consumers to buy the product.

Schiffman *et al*. (2016) in the book entitled 'Consumer Behaviour' defined consumer behaviour as the study of consumers' action during searching for, purchasing, using, evaluating and disposing of products and services that they expect would satisfy their needs. It described what products and brands consumers buy, why they buy them, when they buy them, where they buy them, how often they buy them, how they evaluate them after the purchase, and whether or not they buy them repeatedly.

American Marketing Association (AMA, 2018) defined consumer behaviour as the dynamic interaction of affect and cognition, behaviour, and environmental events by which human beings conduct the exchange aspects of their lives.

2.2 Coconut marketing scenario

In the article entitled 'Strategies to bolster coconut industries' by Singh (2003), suggested that the development strategy to revitalize the coconut economy in the country should include (a) creation of opportunities for enhanced farm income and employment by integrating cropping/farming systems and reducing cost of cultivation by the use of low cost inputs (b) efficient product and by product utilization both at on-farm and community levels (c) formation of farmers' groups or co-operatives for marketing of coconut products (d) promotion of organic production of coconut products (e) strengthening of market intelligence to tap the domestic and export market and (f) creation of awareness on the nutritional/health benefits of coconut so as to widen the consumer base of coconut products.

Chandrasekharan *et al.* (2004) in their study on exploring trade opportunities for coconut products, found that there is high potential for packed tender coconut water in far distant markets like Delhi. The survey revealed the overall preferences of consumers for packed tender coconut water over other bottled soft drinks on parameters like taste, health and hygiene. In order to improve the product awareness 42.6 per cent were in favour of media advertisement, 31.9 per cent in favour of sales in melas whereas 25.5 per cent suggested for increasing product availability, providing free sample, door to door canvassing and publicity among the youngsters.

Muraleedharan and Jayashree (2013) in an article entitled 'Industrialisation of coconut oil industry' reported that India is a major producer of coconut. Fifty per cent of total production of coconut is utilized for culinary purpose, 35 per cent for conversion into copra, 11 per cent for tender nuts, 2 per cent for seed purpose and hardly 2 per cent for value addition. Other than copra and coconut oil, many other value added products can be developed from different parts of coconut which has wide scope. Value addition in coconut is a field which needs new and improved technologies and researches.

According to Jose (2015) in the article entitled 'Make in India' futuristic coconut products' published in 'Indian Coconut Journal' revealed that urban India comes ahead of USA in the order of populous nations. The population of urban India is about 360 million above the total population of USA, which approximately is 315 million. If 75 per cent of urban population with better purchasing power is taken into account, it can be seen that our domestic market is bigger than that of USA. More than 78 per cent of India's urban population are located in the 63 major cities. The target should be introducing, making available and marketing maximum value added coconut products in these cities.

2.3 Value addition in agriculture

Porter (1985), in his book 'Competitive Advantages: Creating and Sustaining Superior performance' proposed the concept of "Value Chain". The value chain concept describes the activities an organization performs and links them to the organisation's competitive position. A generic value chain model is used to demonstrate how a value chain can be constructed for a particular firm, reflecting the specific activities it performs. It shows how the activities of suppliers, dealers and the customers are linked to one another. The generic chain consists of both primary and support activities. Primary activities are directly concerned with the creation or delivery of a product or services. They can be grouped into five main reasons: inbound logistics, operations, outbound logistics, marketing and sales, and services. Each of these primary activities is linked to support activities: procurement, technology development, human resource management, and infrastructure (systems for planning, finance, quality, information management, etc.). Every activity that is done by a firm need to be captured in a primary or support activity.

Jain (1997) in the article 'The taste of paste' pointed out that the food processing industry is in the threshold of a future which shows great promise. Some of the socio-economic factors contributing to the growth are higher disposable income, number of working women, increasing urbanisation, consumer durable boon and media exposure. Change in food habits and practices can be attributed to changing attitude of housewives towards cooking, taste, reduced dependence on servants, increased usage of appliances, non-traditional food or easy to prepare snacks entering in the menu, change initiated by children and status factor.

Yadav (1998) in the paper entitled 'Consumer buying behaviour for fresh and processed vegetables' identified that the weekly buyers preferred the nearest mandi for their purchase whereas the daily buyers preferred door to door hawkers. The study of middle income consumers revealed that with the increasing buying capacity they were willing to pay high price for the processed vegetables which provided them a change of taste, variety and convenience in use.

The study on 'Consumers' perception towards processed fruits and vegetable products' made by Srinivasan *et al.* (2000) revealed that the consumers with higher level of education consumed more of processed products. Consumers preferred processed products because of convenience of 'ready to eat' form. Functional analysis disclosed that the total household expenditure and total income of the household significantly influenced the expenditure incurred on the processed fruit and vegetable products. He also pointed out that people preferred unbranded products mainly because of cheaper price and price was the most important factor which influenced consumption followed by quality, taste, nutritive value, packaging and availability.

Chengappa (2004) in his paper 'Emerging trends in agro-processing in India' by collecting secondary data and by means of some case studies has revealed that the consumption of processed food items form an insignificant portion of the menu in rural area due to poor economic access and preference for fresh produce. This is changing gradually, in semi-urban and urban areas due to rising real income, change in lifestyles, media and advertisements, urbanization and increasing quality consciousness. Agro-processing sector thus has immense potential to contribute to the growth of our economy.

Fleming (2005) in his paper 'Value added strategies: Taking agricultural products to the next level' pointed out that value addition can transform an unprofitable enterprise to profitable one. Value addition will be beneficial for the farmers for long run. It involves taking a product from one level to the next.

Anderson and Hanselka (2009) in their study 'Adding value to agricultural products' related value addition to customer value and benefits that a customer gets from the amount he pays for a product. Value can be added to quality of the product, its functionality, form and place of purchase and even to ease of possession. Each and every step in a value added business should add some value to the product and should make the product unique. For this entrepreneur should be aware about the market change and should be ready to explore new ideas.

Anajani *et al*. (2011) made a study on the value chains of agricultural commodities and their role in food security and poverty alleviation. The study c0ncluded that value chain has a significant role on cost reduction as well as resulting in positive externalities. Small landholdings, inadequacies in availability of inputs, poor extension and infrastructural support and insufficient marketing avenues are the primary reasons for low crop productivity in India. However, it is believed that changes in institutional arrangements along with availability of new technologies and modern information and communication modes play an important role in the economic growth of the country. They also play an important role in the development of agricultural sector and improvement in the income levels and livelihood of the farmers.

Anshul (2012) in his study on "Agriculture value chain in India: Problems and Solutions" observed that the agricultural value chain in India is suffering from many bottlenecks which leads to low income to farmers and high inflation to food prices. The study focuses mainly on horticultural commodities like fruits and vegetable value chain. The various key strategies and recommendations to remove inefficiencies in agricultural value chain includes delisting from APMC act, strengthening central board, proper implementation of contract farming, encouraging farmer co-operatives and associations, freedom on interstate movement of agricultural commodities etc.

2.4 Value addition in coconut

Thampan (1986) while studying coconut industry in India pointed out that for ensuring stability in the coconut based economy, it is essential to apply technological innovations in the field of product diversification and by-product utilization. He has identified various areas of diversification, such as desiccated coconut, coconut cream, edible copra, soft drink, shell based products, coconut vinegar etc.

Krishnankutty (1987) in his article on 'Analysis of mature and tender coconut water' pointed out that a process has been developed for the production of partially defatted edible coconut gratings that can be used in many food preparations.

As per the article of FAO (1999) named 'Coconut: Post harvest operations' lack of awareness and actual skills on coconut post-harvest technologies have caused significant losses starting from the harvesting of the nuts, seasoning, drying and storage. While wastage and losses occur at different stages, the copra drying stage or the efficiency of the drying process at the farm level is the most critical stage as this affects subsequent losses in terms of product quality and reduced prices.

Sundaram (2002) in the article ‘Coconut industry: perennial source of income’ pointed out that it is essential to give priority to value added products in the coconut plantation sector. Apart from coconut milk and coconut cream, some companies are producing vinegar and spray dried coconut milk. However, most of the companies are facing the problem of lack of demand and consequently underutilization of capacity.

Madhavan *et al.* (2005) made an attempt to examine the quality of Virgin coconut oil produced from the fermentation of coconut milk from freshly harvested coconuts. The production of it involved the fermentation of fresh coconut milk for 28-36 h, and the separation and filtration of the oil from cream after fermentation. This highlight quality and features of virgin coconut oil. It had a long shelf life and good export potential.

Keizer and Thuy (2010) investigated the market chain of coconut leaf based gift baskets, a high value coconut product made by local communities in Vietnam. Although local authorities have expressed concern about the reduced productivity of coconut trees due to excessive harvesting of its leaves, presently no hard evidence existed to support that claim. A study of this concern was highly recommended since it may lead to improved coconut-leaf harvest practices by the midrib producers without compromising coconut production.

Kumar and Kapoor (2010) conducted study on value chain analysis of coconut in Orissa. Coconut crop forms an important constituent of food basket of the people of Orissa and meets the economic needs of people dependent on its marketing. The study conducted in five coastal regions of Orissa, namely, Puri, Cuttack, Khudra, Ganjam, and Jagatsinghpur has examined the market chaos for coconut to find the flow of product from farmers through different intermediaries to the consumers. It was suggested that coconut- based industries should be jointly promoted by state industry department, state agriculture department and Coconut Development Board.

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In the article 'Essentials of marketing' by Sebastian (2012) stated that Coconut Producers' Societies (CPS) was formed to regain the lost prestige of coconut by increasing the production, productivity, processing and value addition. Accordingly through CPS procurement of farmers' produce, its grading, marketing, processing etc. is possible. CPS also helps to reduce the intermediaries between the producer societies and their federations, value added products can be marketed in national and international markets through these agencies.

According to Sunilkumar (2012) in the article 'Let products grow to save coconut' the import of palmoline with no or less import duty and the export restriction of coconut oil in India are the reasons for reduction of the price of coconut in our country. He opined that a hike in the import duties of palmoline and export liberalization of coconut oil can be a solution for this issue. He pointed that India which stands among top 5 nations in production, productivity and agricultural land area, does not have a place in top 10 position in processing and value addition among the world nations. He suggested that the permanent solution for price reduction in coconut is processing and value addition of coconut.

In a study focused on consumer preference and attitude towards the brands of coconut oil, Ushadevi (2013) in the paper entitled 'Consumer preference and attributes towards branded coconut oil-An empirical analysis' observed an increasing preference for branded coconut oil due to convenience in handling and perceived shelf life. Most important attribute that influenced the purchase decision of branded coconut oil by consumers were availability (25 %), quality (22 %) and convenience in packing (12 %).

'The Financial Express' (2014) reported on 'higher price to bring cheer to coconut farmers in Kerala' that the Kerala government has given a boost to farmers by procuring raw coconuts at a price of ₹ 32 per nut as against the earlier rate of ₹ 30. Following the surge of in coconut oil price and increased production of coconuts, the state was pressed to pep up the procurement price and keep up the incentivisation measures for coconut farmers.

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In the article entitled 'Evolving tender coconut sector in Kerala: need for upgradation in value chain' Thampan *et al.* (2014) highlighted the varieties suitable for tender coconut processing and packagingand described the situation of tender coconut marketing in the state.They also presented the success stories of one tender coconut producer and a coconut water processor.

As per the article 'Value addition to coconut - opportunities and challenges' it was stated that despite of the multitude opportunities for product diversification, value of coconut in India is regarded mostly in terms of copra or coconut oil and it is necessary to delink its dependency by means of developing and popularizing value added products (Mannekote and Kulas, 2016).

The oil extracted from dried or tender coconut is tasteless or colourless. It is available in two types, unrefined and refined or virgin oil. Unrefined oil is unbleached and unprocessed rarely used in consumption. Refined and virgin oil are used in consumption. The oil has tremendous potential in personal care industry. It has oil market segmentation on the basis of type source end use and distribution channel. The types are refined, unrefined and virgin. The end uses are food industry, personal care industry and commercial. Distribution channel are direct and indirect. (TMR, 2018).

Coconut Oil Market (COM) segmentation was described by PMR (2018). They suggested that coconut oil market can be segmented into application, packaging, product type and distribution channel. COM finds application in food, household detergents, metal working fluids, paints, soap, textile industry, plastic industry, pharmaceutical and cosmetic industry. On the basis of packaging COM is divided into steel drums, flexi tanks, carboys, plastic bottles, glass jars etc. On the basis of product type COM is segmented as distilled, partially hydrogenated, fully hydrogenated, low white or low whole product. On the basis of distribution channel COM is segmented as manufacturers, super stokists, wholesalers, retailers, online retailers and convenient stores.

2.5 Pre purchase, purchase and post purchase behaviour

Davis and Rigux (1974) in the paper 'Perceptions of marital role in decision process' reported that a clear pattern of wife dominance was observed in decision making regarding kitchen ware, household cleaning products, food, wife and children's clothing.

Kaul *et al.* (1977) in their study 'An economic analysis of nutrition problem in India' conducted in Punjab, analyzing the objective of the rural and urban food consumption pattern found that consumption of relatively superior food is positively correlated with the income level of the individuals. The study also found that the usage of millets and to some extent cereals is higher in rural areas.

Holbrook *et al.* (1982) in the paper 'The experimental aspect of consumption-consumers fantasies and fun', suggested that variety seeking or exploratory purchase behaviour is to be explained by experimental or hedonic motives rather than by utilitarian aspects of consumption. Determinant factor is preference towards new varieties that has been identified towards brand switching.

Singh and Singhal (1986) in their study on packaging of processed food under AGMARK have realized that a well-designed packaging acted as the main identifying feature for quality and quantity and made the consumers more informative and choosy. It further informed the consumers as to what to buy, what quality, quantity and price, the package is worth off. Branding is expected to be linked with high product quality.

Evans *et al.* (1987) in their book entitled 'Consumer behaviour' observed that consumers were dissatisfied with the unbranded products. Though there was a price increase for the branded variety, they were ready to pay more mainly because of quality difference.

Raut (1987) in his study on consumer's attitudes towards advertising pointed out that 89 per cent of the respondents believed that advertising was useful to the consumers for giving convenient information about the products and

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to increase consumer awareness. It also provided an opportunity to the consumers to make comparison and make shopping easier to the consumers.

Mani and Srinivasan (1988) in their study on "Feasibility of fruit and vegetable processing plant" stated that educational status was a major determinant of consumption of processed products by household and with regard to brand preference. They further stated that consumers were more conscious of quality than price.

Wolgaust (1988) in his study whether husbands or wives make the purchase decision opined that buying behaviour involved a complicated series of stimulus response to many factors or motives and they were expressed based on the deep seated needs or more openly felt wants. When someone bought a specific product, he satisfies both the need and want and ensured that, it provided him certain amount of mental or physical satisfaction. Modern buyers not only made themselves aware of the product features but also were concerned about the way in which a product could be of use to them.

Singh and Prabhakar (1989) in the paper 'In gaining insights' stated that it was on the basis of consumer perception a consumer would take the purchase decision and a particular brand was getting priority over other brands. They observed that the marketers realized the importance of consumer perception and attempted to create a unique image for their products, which enable to achieve an advantage over their competitors' products.

Thanulingam and Kochadai (1989) in their paper 'An evaluation of consumer awareness' reported the results of astudy on the awareness of the consumers towards food products, drugs, cosmetic and certain services like banking services, life insurance etc. They found out that consumers made purchase decisions before buying food items. The consumers looked for the label on food products, demand product information at the time of purchase and gave importance to trademark and quality.

Skinner (1990) in his book 'Marketing' stated that when a consumer purchases an unfamiliar expensive product he uses a large number of criteria to

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evaluate alternative brands from person to person and from product to product. In the book 'Managing brand equity' it is stated that a brand signals to the customer the source of the product and protects both the customer and the producer from competitors who would attempt to provide products that appear to be identical (Aaker, 1991).

Sabeson (1992) in his thesis entitled 'Processed fruit and vegetable products- a consumer analysis in Coimbatore' found that increase in educational level of household head and wife lead to increased consumption of processed products. Similarly consumption was more in the case of employed wife and higher income groups. The more weightage were given to the quality of the product, price and keeping quality while selecting a brand by the consumers.

Subrahmanian (1992) in a case study on consumer behaviour in respect of toilet soap observed that in the household, though purchases were made mostly by the male members, the brand decisions were influenced by female members.

Kotler and Armstrong in the book "Principles of marketing" (1995) suggested that the models developed by various scientists should be analysed and integrated to understand the consumers. They further stated that, buying patterns are being influenced by price, quality, availability, service, style, option and image. Depending on the product involved, different variables and behavioural mechanisms assume different degrees of importance in influencing the purchase decision process.

Gupta and Verma (2000) in the article 'We, not me, who will buy' has examined the influence and the interaction between husband, wife and children in the purchase decision process. They also focused on the influence of socio-economic variables like age, education, income and employment in the decision dimensions and found that income of the family and women employment were the major factors influencing family decision making process. They observed that in the purchase decisions, husbands gave importance to attribute like price while wives concentrate on relatively minor aesthetic attribute like colour. They also concluded that financial resources that husband or wife brought to the household also influence the household decisions.

In the book entitled 'Brand Leadership' it has been stated that building a brand driven culture is a life-long commitment to a mind set and a way of life that takes time planning and perseverance that produces intangible outputs which include greater customer satisfaction, reduced price sensitivity, fewer customer defections, a greater share of customers' wallets, more referrals and a higher percentage of repeat business (Knapp, 2000).

Singh (2000) in the paper entitled 'Global rice bowl' indicated that consumers are likely to react to various informational and environmental clues and are able to shape their marketing strategy accordingly. Marketers who understand the consumer preferences, their motivation, buying process, shopping behaviour and consumption pattern have a great competitive advantage in the market place.

Srinivasan and Elangovan (2000) in his study on consumer perception towards processed fruits and vegetable products reported that, consumer with higher educational level was found to consume more processed products. The quantities of processed fruit and vegetable products were consumed more in high-income group. The tolerance limit of price increase identified was less than 5 per cent, any price change above this limit, would result in discontinuance of the use of the particular processed product. Consumers preferred processed products because of convenience of ready to eat form.

Venkateswaralu and Rao (2000) in his paper 'Women as consumer' and Ushadevi (2007) in her thesis 'Dynamics of rural consumer behaviour in Kerala' stated the role of human in decision making by means of percentage analysis observed that women's role in decision making for consumer non-durables was high, however in the case of durables both husband and wife decided together.

Broadbridge and Morgan (2001) in their study on consumer buying behaviour and perception towards retail brand baby products found that consumers need to feel confident with the product in terms of reliability and performance and brand names provided this assurance of quality with baby products. Further it appeared that the more distinctive a brand positioning is, the less likelihood that the consumers will accept a substitute or own brands.

Raju and Saravanan (2001) in the study on consumer behaviour in the marketing of a household appliance in Chennai city of Tamil nadu state pointed out that most of the families take purchase decisions collectively in the case of consumer durables and revealed that advertisement or publicity through mass media proved to be the best source of reaching the public closely followed by information from friends and relatives.

In the research paper entitled 'Study of buying behaviour for branded fine rice' stated that consumers' buying behaviour should normally include the less observable decision process that accompany consumption including where, how often and under what conditions consumers make their purchase of desired goods and services (Gaur and Vaheed, 2002).

Nandagopal and Chinnaiyan (2003) conducted a study on brand preference of soft drinks in rural Tamil Nadu. The results of the study showed that the level of awareness among the rural consumers about the brand of soft drinks was high which was indicated by the mode of purchase of the soft drinks by "Brand Name". They found that the purchase behaviour is influenced by product quality, followed by retail price. Good quality and availability were the main factors, which influenced the rural consumers to buy a particular brand of product. The major source of brand awareness was word of mouth followed by advertisements, information given by family members, relatives and friends.

Shivakumar and Ravindran (2003) in the article 'Role of husband and wife in purchase decision' opined that purchase decision maker vary depending on the products purchased. Based on a survey result it was the wife who took the decision regarding agarbathi, cooking oil, grocery, milk and salt. However, the husband was the decision maker for fruits and magazines.

Kahn and Wansink (2004) in the paper 'The influence of assortment structure on perceived variety and consumption quantities' reported that increasing the actual variety of an assortment had been shown previously to increase the quantity consumed. It showed that the structure of an assortment moderated the effect of actual variety and consumption quantities were influenced by the perceived variety of assortment. It was further shown that perceived variety, in turn, influenced consumption quantities through anticipated consumption utility.

In the paper entitled 'Family food shopping: strategies used by husbands and wives' by Polegato and Zaichkowsky (2004) husbands were seen increasingly willing to take on shopping and revealed that 25 to 45 per cent of husbands share family food shopping role with their wives.

Kubendran and Vanniarajan (2005) conducted a comparative analysis of rural and urban consumers for milk consumption. The study revealed that, the changes in consumption pattern was due to changes in food habits. If income and urbanization increase among consumers, the percentage of income spent on food consumption also increases. Urban consumers preferred mostly branded products compared to rural consumers. The most significant factors influencing buying decisions were accessibility, quality, regular supply, door delivery and the mode of payment.

Usha (2007) conducted a study on buying behavior of consumers towards instant food products in Kolar district. It revealed that the average per capita purchase and per capita expenditure on instant food products had a positive relationship with income of households and housewives were the major decision makers regarding consumption of instant food products. According to the study dosa/idli consumers were found to be medium loyal, pickles and sambar masala consumers belonged to higher loyalty group.

Vivek and Supreet (2008) in their article "The impact of celebrity endorsements on consumer brand preferences" explained the consumer's favourable attitude towards their favourable celebrity endorsed product. They observed that marketers should not ignore the fact that celebrities are mere human beings, if they can bring positive attitude from buyers, they can at times tarnish

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the image of the brand because of their involvement in some bad controversy. They also found that the known products, names and more exposed products were bought more than others. All buyers wanted to buy the products which were more acceptable, highly recognizable and reputed. They even found that compared to any other type of endorsers, goods endorsed by famous people had higher degree of recognition and recall. Celebrity created positive feelings and connected the customer to the brand. A proper match should be there in the celebrity and the brand. They concluded by positing that the high cost involved in the celebrity endorsement is justified if applied under the right circumstances. The celebrities alone cannot ensure the success of the brand, it's the combination of several factors and elements that influence the mind of the consumers.

Abhijeet (2008) in his article, "Good packaging can change consumer perception", explained the change in perception of the consumer with innovative and different packaging of Fast Moving Consumer Goods (FMCG). Packaging has become an important aspect, when the quality of two products is same; consumer tends to go in for the packaging. There is no restriction as to the colour and design of packaging, so the companies are taking the benefit of being innovative and attracting the customers. They observed that this was not so a few years back, as not much emphasis was given on the packaging, but now with technology up gradation, awareness and increased competition, smaller brands established themselves in little time.

Kathirvel and Chandrasekharan (2009) in their article "Brand behaviour and brand preference" that careful study of consumer behaviour will facilitate the marketer in determining the size, form, style, colour and the complete packaging of a brand. Consumers are the central theme of the marketing system. For product to sell with or without advertising it must satisfy some needs of the consumers. The needs dominate the behaviour of the consumers. They added that buying motives that prompt to buy may be fear, desire for more, variety, pride, fashion, possession, romantic affection and comfort.

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Begum *et al.* (2010) conducted a study on food consumption pattern in rural area of Nowshera district, Pakistan. The results indicated that wheat flour, milk, rice, vegetables, sugar, edible fats and tea were positively correlated with household size but, meat, pulses, eggs and fruits were not significantly influenced by it. Similarly, household's monthly total income showed a positive relationship with the food consumed, except wheat flour, vegetables and eggs.

Krishnakumar and Halbrendt (2010) studied the consumer preferences for imported Kona coffee in south India. The results of the study showed that nearly two third of the respondents (60 %) preferred to buy coffee that are strong tasting and fine ground. Around one fourth (25 %) of the respondents preferred coffee that is ground regular, not whole bean and more light than medium in taste, but not strong and only about 15 per cent of respondents showed preference for strong coffee and they do not like light coffee at all.

Sammy (2010), in his article "How motivation and perception influence consumer behaviour?" described the influence, motivation and consumer perceptions on behaviour of the consumer. Companies motivate the consumer by means of being pioneers in the latest technology, quality, celebrity endorsements; these motivate the consumers to be among the elite group. Perception influences consumer behaviour too, consumers want to be perceived as being part of a particular group, having good taste, a flair, or making good choices. He states that motivation can affect how a person is perceived, consumer behaviour is heavily influenced by motivation and perception and companies know it very well.

Musa *et al.* (2011) conducted a study on consumers purchasing behavior for rice in Malaysia. The results indicated that the majority (70 %) of the consumers purchased rice every month. Generally, housewives would purchase rice for consumption once in a month. In addition to that, the consumer preferences and purchasing behavior of rice brands is also influenced by the location of purchase. The results showed that a total of 53 per cent of respondents preferred to purchase food from supermarket rather than the mini market and retailers. It was due to the location of these stores that were proximate to their

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homes and the availability of various kinds of products which gave them more options and greater choices.

Jain and Meenakshi (2012) conducted an empirical study on brand awareness and customer preferences for FMCG products in rural market in Garhwal region. It was found that most of the respondents both from illiterate and literate groups preferred branded products with the belief that quality is assured as the manufacturers are reputed companies.

Malik *et al*. (2013) examined the impact of brand image and advertisement on consumer buying behavior of different categories of products in Gujranuala city. Findings showed that brand image and advertisement have strong positive influence and significant relationship with consumer buying behavior. People perceive the brand image with positive attitude. Teenagers in Gujranuala are more conscious about their social status so they prefer branded products and advertisements affect their consumer buying behavior positively.

Karappuswamy and Arjunan (2012) analyzed the existing buying behavior of instant food products in Coimbatore. It showed that expenditure on instant food products was found to be the highest in higher income groups. Major reason cited for non-consumption of instant food products was that the respondents made these food products at less cost and with better taste. Baskar *et al.* (2013) examined the consumer awareness towards instant food products in Cuddalore district, Tamil Nadu. It revealed that consumer buying behavior is influenced by the traditional way of manufacturing process, ingredients and easy accessibility. The research also concluded that consumers remain loyal to their brand.

The study on brand preference towards edible oil in rural areas with special reference to Coimbatore district by Prema (2013) pointed out that expectation and the level of satisfaction of consumers is an essential one for withstanding a brand. Today consumer market is flooded with various brands of sunflower and ground nut oil. Each branded sun flower and groundnut oil stands out distinctly when grouped with other branded edible oil. Consumers have

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specific preference or choice and they analyse the price, quality, packaging aspects etc. before they buy the product and hence, it is upto the different brands of sunflower and ground nut oil manufacturers to concentrate on those aspects and work out better strategy to attract more consumers for their brands.

Gupta and Jain (2014) conducted a study on consumer behaviour towards branded food products in urban and rural areas in India. Findings of the study indicated that 29.33 per cent of the respondents in rural area purchased the branded products.

Harith *et al.* (2014) determined consumer's acceptance of any products in the market and reported that packaging appearance, branding and pricing of the product are themost important. This study focused on consumer's perception towards the outlook of the coffee packaging which resulted in influencing their purchasing decision through survey study. This current study was done on three main issues namely appropriateness of appearance, branding and pricing as reflected by the first impression towards the product's packaging. Survey was targeting on consumers (n=100) reside in Kelantan, Malaysia through printed and online questionnaires distribution. Results obtained shows that consumers notice the differences possessed by each coffee packaging in the market and they purchase what they like based on their perception. According to Pearson correlation, respondents also have the opinion that appearance, branding and pricing are correlated to each other in order to convey the correct messages to correct group of people (p-value>0.5). Response from the respondents reflected the behaviour of the consumers reside in Kelantan that the overall outlook (Packaging appearance, branding and pricing) of a coffee packaging were taken into consideration during their buying process. Therefore, it is crucial for the packaging itself to be able to create emotional attachment in consumer's mind during their first glimpse.

Raut and Walvekar (2014) conducted a study on consumer preference for edible oil in Yewalewadi of Pune region. Sample of 104 respondents were interviewed for the study and the observations were analyzed with the help of Chi-

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square test. Finally it was concluded that, respondents preferred branded products over unbranded products of edible oils. Healthy edible oils are on priority for selection on any brand of edible oil than any other attribute.

Nondzor *et al.* (2015) conducted a study on consumer knowledge, perception and preference of edible oil in Ghana. Findings of the study indicated that out of 109 consumers who are using refined edible oil 49.50 per cent of the consumers preferred to purchase oil from supermarkets while out of 165 consumers who are using unrefined edible oil 80.10 per cent of consumers preferred to purchase from the open markets.

In the article 'Essentials of Marketing' brands enable companies to differentiate their products from competitive offerings. The financial value of companies can be greatly enhanced by the possession of strong brands. The concept of brand equity is used to measure the strength of brand in the market place and high brand equity generates tangible value for the firm in terms of increased sales and profits. Strong brand names can have positive effects on consumer perceptions and preferences. This in turn leads to brand loyalty where satisfied customers continue to purchase a favoured brand. Strong market leading brands are rarely the cheapest. This is because of their superior brand equity means that consumers receive added value over their less powerful rivals (Sebastian, 2015).

2.6 Determinants of consumer behavior

From a study conducted by Singh (1980) on consumers' store and brand loyalty it was revealed that nearness, reputation of the store and acquaintance with the store owner attracted store loyalty and it was found to be stronger than brand loyalty. While studying the brand loyalty in India Singh and Singh (1981) observed that single brand loyalty is very less and dual or multi brand loyalty is existing now. Based on importance he also ranked reasons for loyalty such as quality, previous usage, availability and company/brand reputation.

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Kramar (1988) in his paper 'Consumer demand- A balancing act vs. agriculture in a global setting, An agenda for the future research for the future' observed that the recent trends appeared motivated by nutritional food safety perceptions, and health concerns were not only factors but also taste, price, convenience, variety and quality. He reported that the consumers were increasingly demanding safe and nutritious food appropriately processed, labeled and certified.

In the book 'Brand Marketing' it is stated that the consumers had a high degree of brand loyalty, however price consciousness was observed among all consumers. Brands provide the basis upon which consumers can identify and bond with a product or service or a group of products or services (Weilbacher, 1995).

Walgren *et al.* (1995) in his paper entitled 'Brand equity, brand preference and purchase intention' has observed that advertising influenced behavioural manifestations of brand equity and stated that while strong brands often have high market shares, market shares alone did not distinguish from other brands; brand equity and its relationship with consumer preferences was also important. In the study entitled 'Consumer processing of product trial and the influence of prior advertising: A structural modeling approach' a consumer's first usage experience with a brand was observed as a critical factor in determining brand beliefs, attitudes and purchase intention (Kempt and Smith, 1998).

Saxena and Arora (1997) studied the buying behaviour towards processed fruits and vegetable products, and observed taste as the most important factor which influenced the purchase decision followed by price and quality. In the book 'Creating powerful brands' how a successful brand is defined was well stated. A successful brand is an identifiable product, service, person or a place augmented in such a way that the buyer or the user perceives relevant unique added values which watch their needs more closely (Chernatony and McDonald, 1998).

Subhalekshmi (1999) in her thesis on the consumer behaviour study towards selected ago processed products in Trichur district has found out using the methodology of confluence and regression analysis that increased popularity of branded products in urban area was mainly due to higher income, awareness levels, employment etc. She also added that better quality perception was the main reason for brand preference of consumers.

In the study on 'Brand Leadership' it has been stated that brand identity is based on a thorough understanding of the firms' customers, competitors and business environment. The brand identity needs to reflect the business strategy and the firms' willingness to invest in the programmes needed for the brand to live upto its promise to customers (Aaker and Joachimsthaler, 2000).

Gupta and Verma (2000) in the paper 'We, not me, who will buy' has studied and examined the influence and the interaction between husband, wife and children in the purchase decision process. They also focused on the influence of socio-economic variables like age, education, income and employment in the decision dimensions and found that income of the family and women employment were the major factors influencing family decision making process. They observed that in the purchase decisions, husbands give importance to attribute like price while wives concentrate on relatively minor aesthetic attribute like colour. They also concluded that financial resources that husband or wife brings to the household also influenced the household decisions.

Kamalaveni and Nirmala (2000) in their study on consumer behaviour in instant food product revealed that majority of the respondents gave prime importance to the brand name at the time of purchasing instant food products (IFP) followed by quality and quantity of the products. They further observed that age and occupation of the buyer significantly influenced the monthly expenditure on the same. Other parameters such as education, family size, annual income, decision maker for purchase, habit of buying newly launched products, and the ability to recall advertisement on IFPs did not influence expenditure on instant food products.

Based on a survey on consumer attitude towards the advertisement messages, Verma and Israney (2000) revealed that the general attitude of the majority of consumers were favorable towards advertisement messages and it was

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not easy to persuade adult consumers to shift their brand preferences based on product advertisement alone.

Rodge (2001) on the study based on 'Influence of advertisement on consumer on different age groups areas' has found that the rural consumers attached more importance to the advertisement and its impact as compared to urban consumers. He also pointed out that rural consumers were more influenced by electronic media than print media.

Wang *et al,* (2002) in their study on understanding the consumer attitude towards advertising identified the factors influencing consumers' perception of advertisement as entertainment, irritation, informativeness, interactivity, credibility and demographic factors.

Devi *et al.* (2003) in her paper 'Opportunities for India in the marketing of coconut products' highlighted that the increasing levels of per capita income in India contributed to a promising domestic market for most of the processed commodities. The high literacy rate especially female literacy, high level of women employment were also factors that promote the market for processed commodities.

Kumar (2003) in the study on the 'consumer behaviour with reference to the selected products' revealed that the majority of consumers are highly enlightened and are concerned of quality of the products. He also revealed that the consumers uniformly, both in urban and rural areas, desire to have quality of the products at reasonable price and trust the advice of the retailers more.

Sarab (2003) in his study on 'Branding: Hub of corporate wheel' opined that brands are successful because the people preferred them to ordinary products. In addition to the psychological factors, brands gave consumers the means whereby they could make choice and judgments. Customers could then rely on chosen brands to guarantee standard quality and services. People believed that the brand itself was something that changes consumer behaviour.

In the paper of Giran and Shivakumar (2004) on the topic 'Buying behaviour of consumers towards the products produced by SSI units' it was found

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that the consumers were influenced by the recommendation of family members while buying the products and moreover they were influenced by the quality consideration.

Nagaraja (2004) in his micro-level study on buying behaviour of rural consumers has opined that, buying behavior of consumers is very much influenced by experience of their own, neighbour consumers and also his own family. The involvement of his own family members was exerting maximum influence on his purchases. Above all, the quality of the product and its easy availability were the primary and the vital determinants of his buying behavior. Consumers were influenced by touch and feel aspect of any promotional activity.

Ramana and Viswanath (2005) in the study on consumer behaviour and awareness with special reference to edible oil users revealed that in the case of edible oil price, quality and taste have become the most influencing factors among all the categories of consumers than smell, colour, company package and brand.

Ramaswami et al., (2005) in their study on consumer behaviour towards instant food products revealed easy preparation (62%), good taste (61%), savings in time (58%), hygiene (60%), economy (40%) and nutritional value (36%) as the motivational factors that influence consumer behaviour. A large number of respondents (78%) laid emphasis on quality and 76 per cent felt that price is an important factor while 64 per cent attached importance to the image of the manufacturer and 50 per cent considered packing as an important factor and an equal percentage (50%) felt longer shelf life influenced them. He aslo indicated that the purchasing behavior of consumers is greatly influenced by awareness and attitude towards the product. The commercial advertisement in television was considered to be the important source of information, followed by displays in the retail outlets.

Vijayakumar (2005) conducted a study on 'Consumer behaviour related to carbonated soft drinks in selected urban centres in Tamil Nadu' found that the age group of people was an important criterion to determine the consumption pattern of carbonated soft drinks. It was also pointed out that age, marital status, occupation and family income were significantly related to monthly spending on the soft drinks.

Yella and Ramesh (2007) conducted a study on decision making styles of consumers for carbonated drinks in India. This study made an attempt to examine the attitude towards packaged fruit drinks, as attitude influences buying behavior. The study identified the key factors that reflected the attitude of the consumers towards packed fruit drinks using factor analysis. Results revealed that taste and benefits i.e., health/nutrition were given more importance by the consumers than other factors.

Sabbe *et al.* (2008) studied consumer attitudes and behavioural intentions of Belgian consumers for fresh and processed tropical fruit products and reported that familiarity with tropical fruits differed and depended on consumers' product related experiences. Tropical fruits were perceived as nutritious, healthy, good in taste, attractive and special. Socio demographic characteristics such as gender, place of living, and travel experience influenced product familiarity, consumer's general attitude and beliefs, and the purchase intention of tropical fruits.

Jose (2015) in his article 'Let us make 'Make in India' futuristic coconut products' suggested that there is need to produce best quality products with attractive packaging for making it available to consumers through innovative marketing strategies. The primary role of this task rests with Farmer Producer Organisations registered under Coconut Development Board (FPOs) in coconut sector.

George and Govindan (2015) in the paper entitled 'Antecedents of repurchase intention: The case of private label brands in Kerala' stated that the perceived value appeared to be the most important predictor of repurchase intention followed by commitment, brand loyalty, brand trust, and customer satisfaction. The studies also found that the combined effect of the stated variables on repurchase intention was statistically significant. Customer involvement did not show statistical significance, though the correlation value was positive. The result indicated that the retail operators should urgently revamp their

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marketing efforts to build loyalty, customer involvement, trust, and satisfaction to strategically position their private label brands above competitors to achieve market competitiveness and sustainable advantage.

Sachu and Krishna (2017) while studying the cognitive dissonance of consumer durable by means of factor analysis reported that 'Sharing good qualities of the product with peer' followed by 'Confirming the positive aspects with other buyers' were the major cognitive dissonance reduction mechanisms adopted by the respondents. It was noticed that good qualities will be shared to the people by the consumers. So more the qualities it is sure that it will be passed on to others by means of word of mouth. Thus the sales will be increased leading to a successful business by means of delighted consumers and is having a good bearing on the consumer behaviour.

2.7 Positioning strategies of value added products

Sebastian (2015) in his article 'Essentials of Marketing' highlighted strategies for positioning of value added coconut products as strategies against competitors, strategies on pricing and strategies for market segmentation. In strategies against competitors he emphasized on reasonable and acceptable pricing, promotional activities, continuous innovation and modification of the product, creating and maintaining long term customer relationship and creating brand loyalty among target consumers. In pricing strategies he emphasized on setting the pricing objectives, determining demand, estimating cost, types of cost and level of production, analyzing competitors' cost, prices and offer and selecting a pricing method. Further he emphasized on financial documentation, preparing feasibility plan and break even analysis for effective positioning of products.

Bhasin (2017) has reported seven different positioning strategies for a firm. He suggested that positioning strategies can be conceived and developed from the object attributes, competition, application, and the types of consumer involved or the characteristic of the product class. The suggested seven approaches to positioning strategies were using product characteristics or customer benefits, positioning strategy based on pricing, use or application, product process, product class, cultural symbols and competitors.

In the study named 'The importance of product positioning to the marketing plan' it has stated that product positioning is an important element of a marketing plan. Product positioning is the process that marketers use to determine how best to communicate their products' attribute to their target customers based on customer needs competitive pressures, available communication channels and carefully crafted key messages. Effective product positioning ensures that marketing message resonate with target consumers and compel them to take actions (Leigh, 2018)

From the above review of literature on the consumer behaviour towards value added products and related areas it could be understood that research on the marketing aspects of value added coconut products are relatively less except in case of coconut oil, since they are relatively new entries in the market. The consumers of these value added products were concentrated in urban areas that were migrated from rural backgrounds. The elite classes who consume these value added products were basically rural consumers. The value added products are mainly manufactured by Farmer Producer Organisations which are intended to improve the rural economy. However the researches on these aspects were meager. The present study is intended to fulfill the research gap as far as possible.

METHODOLOGY

CHAPTER III

3. METHODOLOGY OF THE STUDY

The study on 'Dynamics of consumer behaviour towards selected value added coconut products in Kerala' is approached in a marketing angle rather than in an angle of an economic theory and is focused on the objectives like assessing the consumption pattern of consumers towards selected value added coconut products, examining the pre purchase and post purchase behaviour of consumers, identifying the factors influencing the purchase decision of consumers and suggesting appropriate product positioning strategies for those products.

The methodology adopted and variables used are described under the following subheads such as study area, selection of products, selection of sample respondents, selection and measurement of variables, data collection and data analysis.

3.1 Operational definitions

3.1.1 Consumer behaviour

The study of consumers of selected value added coconut products action during search for purchasing, using, evaluating and disposing of products and services that they expect would satisfy their needs.

3.1.2 Elite class of consumers

The socio economic characters particularly education level, professional status and income level of the respondents in the study tempts to infer that the selected elite class in different urban cities are falling in the 'middle class' of the social classification of Kotler and Armstrong (2012). They defined middle class in two categories, the 'upper middle class' and 'middle class'. The 'upper middle class comprised of professionals, independent business persons and corporate managers who possess no unusual wealth and who believe in education, are joiners and highly civic minded and want the 'better things in life'. The second category, the 'middle class' are average pay white and blue collar workers who live in 'better side of town'. They buy popular products to keep up with trends. Better living means owning a nice home in a nice neighbourhood with good schools. It is self-evident that the consumption pattern of poor and rich households is markedly different.

3.1.3 Value Added Coconut Product (VACP)

Value added coconut products are those the value of which are raised by converting the raw coconuts to value added products by the usage of appropriate technologies which enables to increase the profit margin.

3.1.3.1 Virgin Coconut Oil (VCO)

VCO is produced from fresh coconut milk or meat. From fresh meat the oil is extracted using a screw press after wet milling. Producing oil from coconut milk involves grating the coconut, grinding it with water, and then squeezing out the oil. Certain health benefits are attributed to VCO (Anuradha, 2016) such as thyroid stimulating, lowering cholesterol, losing weight, keeping diabetics in check, reducing heart diseases, reducing gastrointestinal malabsorption, supporting human immune system, nourishing the brain, speeding recovery of diseases and healthy skin.

3.1.3.2 Neera

Neera is the sap, which is sweet, translucent in colour extracted from the inflorescence of coconut and is used to quench taste. The extraction is generally performed before sunrise. It is susceptible to natural fermentation at ambient temperature within a few hours after extraction. Using several technologies developed by various research institutes Neera is processed and preserved in its natural form to retain vitamins, sugar and other nutrients beneficial for health. It is highly rich in minerals and amino acids. Having low glycemic index it is diabetic friendly. It has a pleasant flavor and is a delicious soft drink.

3.1.3.3 Coconut Vinegar (CV)

CV is similar to other fermented vinegar such as apple cidar and balsamic vinegar. It can either be obtained out of coconut water or from the sap (neera) after fermentation. It is a staple condiment, which is used to add taste and flavor. It is having a pungent acid taste and a tinge of yeast. It also contains both essential and non-essential amino acids, vitamins etc., however, since it is used in very small quantities there may not be any pronounced health benefits.

3.1.3.4 Coconut Milk Powder (CMP)

CMP is produced by spray drying coconut milk and is the best method of preservation of coconut milk. It can be reconstituted into coconut milk by diluting with water. It offers additional advantage over coconut milk such as less storage space, enhanced shelf life and reduced package cost. The process consists of deshelling, paring, disintegrating, squeezing milk, formulating, homogenizing, pasteurizing and spray drying. The spray drier splits the coconut milk into fine globules. The resultant powder is packed in aluminium foil packets. It is a popular substitute of coconut milk wherever and whenever used.

3.1.3.5 Coconut Chutney Powder (CCP)

CCP is a side dish for meals, generally used by Keralites. Different ingredients are used by different people to have different taste. However the main ingredient is grated and roasted coconut. The common ingredients may be roasted red chillies, urad dal, chana dal, garlic, ripened tamarind, salt, curry leaf and even leaves of lime. Popular CCP contains all or some of these ingredients to give different flavor, colour and taste.

3.1.3.6 Desiccated Coconut (DC)

DC is the disintegrated and dehydrated coconut meat used as a substitute to grated coconut in food preparations. The process involves deshelling, paring (removal of testa), disintegrating, drying, sieving and packing. DC is mainly used for making sweets. The confectionary and bakery units are the main consumers of DC in the organized sector.

3.1.3.7 Coconut Jaggery

Coconut Jaggery is made from strained unfermented coconut sap (neera). The sap is boiled, crystalized and transferred into suitable mould to prepare jaggery. The semi-solid jaggery solidifies gradually by the cooling effect of the atmosphere and become hard. It contains phyto-chemicals which may enhance digestion. It also contains certain vitamins and minerals and is used in traditional medicine. It is also used as a sweetening agent for the preparation of dishes and is superior to cane jaggery.

3.2 The study area

The study was confined to three districts of Kerala viz., Trivandrum, Ernakulam and Kozhikode. These districts were selected since, in Gross Value Output (GVO) of Kerala, coconut crop holds first position in Kozhikode and second position in both Ernakulam and Trivandrum (CDB, 2013) and representing southern, central and northern zones of the state. Purposive sampling was implemented for selecting the urban centres which are fixed entities and having known description.

3.3 Selection of the products

Among the 47 coconut products (CDB, 2015) available in Indian market, the emerging value added coconut products like virgin coconut oil, neera, coconut vinegar, coconut milk powder, coconut chutney powder, desiccated coconut and coconut jaggery were selected for the purpose of study. The rationale behind the selection was that these products were fast moving, most popular among the consumers and less research on those had been already conducted. Since Coconut Jaggery was not purchased for consumption by any of the respondents it has been omitted from among the selected value added coconut products for conducting the study.

3.4 Selection of sample respondents

As the selected products are having a niche market at present, the sample respondents were selected from the urban centres of Kerala focusing on the elite class consumers. Sixty consumers were selected for each selected products from each urban centre by using purposive sampling technique for the purpose of collecting primary data. Thus the number of sample respondents will be a minimum of 180 (in case one respondent is consuming all the selected value added coconut products) and a maximum of 1,260 (in case one respondent is consuming only one among the value added coconut product). The respondents who consume selected value added coconut products were identified from the people residing in flats, villas and households in the urban centres and survey was conducted.

3.5 Selection and measurement of variables

Variables used were categorized based on the objectives of the study and are described under the subheads viz., consumer profile, consumption pattern, pre purchase behaviour, post purchase behaviour and factors influencing purchase decision.

3.5.1 Consumer profile

Consumer profile indicates the profile of the consumers of VACP.In the present study, the consumer profile of the users of VACP is analysed which include variables like the age, gender, marital status, occupation, family size, family income, product awareness and product purchase. Descriptive statistics is the tool used to analyse these variables.

3.5.2 Consumption pattern

Consumption pattern refers to the pattern of consumption of VACP by the selected consumers. The variables used in the present study to analyse the consumption pattern include monthly expenditure for food, non-food and VACP, other details of VACP such as quantity purchased per month, frequency of purchase, time of purchase, usage pattern, mode of purchase, source of purchase, change in the form of consumption and currently using brands. The data were analysed by using descriptive statistics.

3.5.3 Pre purchase behaviour

Pre purchase behaviour consists of all sorts of behaviour of consumer of VACP before he makes purchase of a product which includes his awareness of a product in his decision making. Nature of market search by consumers, decision maker in the family, actual buyer, motivation towards purchase, awareness about the products and brands, sources of awareness, brand preference and shop preference were the variables analysed to study the pre purchase behaviour. Descriptive statistical tools were used for analyzing the study.

3.5.4 Post purchase behaviour

Post purchase behaviour consists of the behaviour of the consumers of VACP after purchase and use of the product. Consumer attitude, consumer satisfaction, brand loyalty and dissemination of information were the variables selected for analysing the post purchase behaviour. Descriptive statistics, Likert scale, indices, Chi square and Kruskall Wallis test were used as statistical tool to analyse the post purchase behaviour.

3.5.5 Factors influencing the purchase decision

Purchase decision is the act of making up the mind to purchase something which is influenced by various factors both external and internal. For the purpose of the study the variables included to study the factors affecting purchase decision were product related factors, socio economic factors, promotional factors, availability factors, motivational factors and institutional factors. These were analysed by means of descriptive statistics, Likert sacale, Chi square and Kendalls' coefficient of concordance.

3.6 Data collection

Data collection was made during the year December 2017- April 2018. A structured interview schedule was prepared after extensive review of literature and discussions with experts in the area. Based on the review, modifications were made and the resulted schedule was pre tested among the non-sample respondents at Ernakulam region and based on that final interview schedule was prepared. In order to support the study secondary data were collected from the government/Kerala Agricultural University publications, Coconut Development Board publications, journals, economic review, online sources etc.

3.7 Data analysis

3.7.1 Descriptive statistics

Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

3.7.2 Index methodology

For analysing the attitude and satisfaction out of the selected products by the respondents, indices were calculated based on Likert Scale.

$$I= \sum^{n}_{i=1}\sum^{k}_{j=1} Sij x 100/\sum maxSj$$

Where,

I= Index

i= respondents

j=factors

Sj=score of the j^{th} factor

Sij=total score for the j^{th} factor of the ith respondents

Maxsj= maximum score of the j^{th} factor

Likert scale given to measure consumer attitude

Response	**Weightage assigned**
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

Likert scale given to measure consumer satisfaction

Response	**Weightage assigned**
Highly satisfied	5
Satisfied	4
Neutral	3
Dissatisfied	2
Highly dissatisfied	1

Likert scale given to determine the factors influencing purchase decision

Response	**Weightage assigned**
Very highly influencing	5
Highly influencing	4
Average influencing	3
Less influencing	2
Not influencing	1

3.7.3 Kendall's coefficient of concordance (Siegel, 1992)

To understand the concordance/agreement among the judges in ranking the factors influencing the purchase decision and product features influencing consumer choice, Kendall's coefficient of concordance was used.

$$Kendall's\ W = \frac{12S}{M^2(k^3 - k)}$$

Where,

W = Coefficient of Concordance
M = Number of respondents
$S = \sum R^2 - (\sum R)^2/k$
R = Sum of ranks
k = Number of factors

X^2 was computed for testing the significance of 'W'

3.7.4 Kruskal Wallis test

The Kruskal Wallis one way analysis of variance by ranks is an extremely useful test for deciding whether the independent samples are from different populations. It will explain whether the differences amongst samples signify genuine population differences or whether they represent merely random samples from the same population. The Kruskal Wallis test was applied here by using the formula:

$$H=12/N(N+1) \quad \sum_{n=1}^{k} njRj^2/nj-3(N+1)$$

Where,

K = number of samples

Nj= number of $\sum$ in the j^{th} sample

N=$\sum$nj, the number of cases in all samples combined

Rj=sum of ranks in j^{th} samples

$\sum_{n=1}^{k}$ directs one to sum over the K samples

Based on the research methodology described above the analysis and discussion of the objectives were made and presented in chapter four.

RESULTS AND DISCUSSION

CHAPTER IV

4. RESULTS AND DISCUSSION

'Dynamics of consumer behaviour towards selected value added coconut products in Kerala' was studied by survey conducted in three urban centres of Kerala viz. Trivandrum representing the southern zone, Ernakulam representing the central zone and Kozhikode representing the northern zone. Purposive sampling was implemented for selecting the districts and urban centres and the same was adopted for selecting the respondents. The objectives were to assess the consumption pattern, to examine the pre purchase and post purchase behaviour, to identify the factors influencing the purchase decision of consumers and to suggest appropriate product positioning strategies. Six Value Added Coconut Products (VACP) such as Virgin Coconut Oil(VCO), Neera, Coconut Vinegar (CV), Coconut Milk Powder (CMP), Coconut Chutney Powder (CCP) and Desiccated Coconut (DC) were selected for conducting the research. These products were found to have a niche market and the sample respondents were selected only from the urban centres focusing on elite class consumers by way of purposive sampling technique. Sixty consumers were selected by purposive sampling for each product from each selected centre. The data collected were subjected to statistical analysis using appropriate tools such as summation, averages, percentages, indices, Likert scale, Chi square, Kruskal Wallis test and Kendall's coefficient of concordance.

The results are presented and discussed in this chapter under various headings as follows in accordance with the objectives of the study:

1. Profile of the consumers of VACP
2. Consumption pattern of selected products
3. Pre purchase and post purchase behaviour of the consumers
4. Factors influencing the purchase decision
5. Product positioning strategies for selected products

Section 1

4.1 Profile of the consumers of value added coconut products

Socio economic characteristics are very much important in deciding the behaviour towards consumption. Certain variables like occupation, income, education level and professional status etc. decide the social class of the individual. Social class is the division of members of a society into a hierarchy of distinct status class so that members of each class have relatively the same status and comparable behaviour pattern. They are seen to have more or less similar attitude towards consumption of unprocessed, natural, green, processed, high valued products. Gender and age of the individuals are found to influence the consumer behaviour of the individuals towards different products which satisfy their particular needs. Family size is a major determinant which decides the buying behaviour in terms of the quantity purchased particularly the essentials and non-durables. The sample size for studying response of consumers to VACP was fixed at 60 for each product from each urban centre. Since all were not using all the products a total of selected respondents of 132 in Trivandrum, 128 in Ernakulam and 116 in Kozhikode, thus a total of 376 respondents had to be interviewed to arrive at a number of 60 consumers each for each product at each centre. The socio economic characteristics of the 376 respondents are presented in Tables 4.1.1 to 4.1.7.

Table 4.1.1 Age-wise classification of consumers of VACP

Regions / Age	Number of consumers			
	Trivandrum n=132	**Ernakulam n=116**	**Kozhikode n=128**	**Overall n=376**
<30	3 (2)	9 (8)	11 (8)	23 (6)
31-50	126 (96)	83 (72)	93 (73)	302 (80)
>50	3 (2)	24 (20)	24 (19)	51 (14)
Total	**132 (100)**	**116 (100)**	**128 (100)**	**376 (100)**

Figures in brackets indicate percentage Source: Primary data

The data given in Table 4.1.1 revealed that 80 per cent of the total 376 respondents surveyed from three urban centres of Kerala were between the age group of 31-50, who are in the active family life. Only 6 and 14 per cent were below and above this age group, respectively. It is to be noted that in Trivandrum 95 per cent of the respondents were in the age group of 31 to 50 whereas in Ernakulam and Kozhikode it was only 72 and 73 per cent respectively. More than 50 age group was very low with 2 per cent in Trivandrum whereas in Ernakulam and Kozhikode this was 21 and 19 per cent, respectively.

Table 4.1.2 Gender-wise classification of consumers of VACP

Regions / Gender	Number of consumers			
	Trivandrum n=132	**Ernakulam n=116**	**Kozhikode n=128**	**Overall n=376**
Male	106 (80)	67 (58)	85 (66)	258 (69)
Female	26 (20)	49 (42)	43 (24)	118 (31)
Total	**132 (100)**	**116 (100)**	**128 (100)**	**376 (100)**

Figures in brackets indicate percentage   Source: Primary data

The data on gender of the respondents in different urban centre showed that out of 376 total respondents in three regional centres 258 were male (69 per cent) and approximately only one third of the sample respondents (31 per cent) were female (118). No transgender was found to be included in the selection of respondents.

The male female ratio of the respondents in Trivandrum was much higher than that of Ernakulam and Kozhikode. In Trivandrum 80 per cent were male and only 20 were females. However, a more balanced ratio with 58 per cent male and 42 per cent of females was observed in Ernakulam. In Kozhikode 66 per cent was male respondents and the rest were females.

Table 4.1.3 Marital status of consumers of VACP

Regions / Status	Number of consumers			
	Trivandrum n=132	**Ernakulam n=116**	**Kozhikode n=128**	**Overall n=376**
Married	132 (100)	116 (100)	128 (100)	376 (100)
Unmarried	-	-	-	-
Total	**132 (100)**	**116 (100)**	**128 (100)**	**376 (100)**

Figures in brackets indicate percentage Source: Primary data

Marital status is crucial in deciding the consumer behaviour of the individuals depending on the consumption need of the household. It is clear from the Table 4.1.3 that all the respondents in all the three centres are married and leading family life.

Table 4.1.4 Education-wise classification of consumers of VACP

Regions / Education	Number of consumers			
	Trivandrum n=132	**Ernakulam n=116**	**Kozhikode n=128**	**Overall n=376**
High school	-	2 (2)	-	2 (1)
Higher secondary	-	9 (8)	5 (4)	14 (4)
Graduate	97 (73)	62 (53)	82 (64)	241 (64)
Post graduate	35 (27)	43 (37)	41 (32)	119 (31)
Total	**132 (100)**	**116 (100)**	**128 (100)**	**376 (100)**

Figures in brackets indicate percentage Source: Primary data

The survey on the study project was purposively concentrated towards elite class of people living in urban centres on which natural compulsions for the use of value added products may normally be imposed. This elite group is expected to have higher education, likewise higher professional status and higher income.

It is evident from the Table 4.1.4 on education status of the respondents, almost 96 per cent of the total respondents were either graduates or post graduates. The number was higher in Trivandrum where 100 per cent respondents were either graduates or post graduates with 74 per cent graduates and 27 per cent post graduates. In Ernakulam respondents having education below graduate level were almost 10 per cent.

Table 4.1.5 Occupation-wise classification of consumers of VACP

Regions / Occupation	Number of consumers			
	Trivandrum n=132	**Ernakulam n=116**	**Kozhikode n=128**	**Overall n=376**
Farmer	3 (2)	5 (4)	3 (2)	11 (3)
Govt. employee	19 (14)	17 (15)	19(15)	55 (15)
NRI	18 (14)	13 (11)	11(9)	42 (11)
Business	32 (24)	27 (23)	38 (29)	97 (26)
Housewife	6 (5)	22 (19)	22 (17)	50 (13)
Private employee	15(11)	6 (5)	10 (8)	31 (8)
Professional	39 (30)	26 (23)	25 (20)	90 (24)
Total	**132 (100)**	**116 (100)**	**128 (100)**	**376 (100)**

Figures in brackets indicate percentage Source: Primary data

The occupation-wise classification presented in Table 4.1.5 revealed that the largest group was business people (26 %) among the total 376 respondents, closely followed by professionals (24 %). However housewives with 13 per cent and NRI with 11 per cent were not having regular employment. Government and private employees constituted 15 and 8 per cent, respectively. There were 11 farmers with 3 per cent among the total respondents, in fact they were planters moved to urban centres to have a more comfortable life and facilities for higher education and employment for their children, good medical and recreation facilities etc.

A close examination on the distribution in individual centres revealed a lower per cent of housewives (5 %) in Trivandrum and private employees (5 %) in Ernakulam compared to other urban centres. The data for other characters were almost similar in all the centres.

Table 4.1.6 Family size of consumers of VACP

Regions / Size	Number of consumers			
	Trivandrum n=132	**Ernakulam n=116**	**Kozhikode n=128**	**Overall n=376**
2	-	2 (2)	-	2 (1)
3	46 (34)	24 (21)	33 (25)	103 (27)
4	69 (52)	53 (46)	73 (57)	195 (52)
5	6 (5)	17 (14)	11 (9)	34 (9)
6	10 (8)	17 (14)	10 (8)	37 (10)
7	1 (1)	3 (3)	1 (1)	5 (1)
Total	**132 (100)**	**116 (100)**	**128 (100)**	**376 (100)**

Figures in brackets indicate percentage Source: Primary data

The number of members in the family is a crucial factor in deciding the purchase behaviour particularly the quantity of the items needed for family consumptions. The data given in Table 4.1.6 on the family size revealed that just more than half of the total 376 respondents (52 %) have 4 family members followed by 3 member families (27 %). Families with two, six and seven members were less than 10 per cent each, more or less similar as in the case of total respondents in the individual centres also, with certain exceptions; two member families as repondents were only in Ernakulam. Also the per cent of families with five and six members were higher in Ernakulam compared to other centres.

Table 4.1.7 Monthly income of consumers of VACP

Regions / Monthly Income (₹)	Number of consumers			
	Trivandrum n=132	**Ernakulam n=116**	**Kozhikode n=128**	**Overall n=376**
<75000	11 (8)	36 (31)	17 (13)	64 (17)
75001-150000	114 (87)	69 (60)	111 (87)	294 (78)
>150000	7 (5)	11 (9)	-	18 (5)
Total	**132 (100)**	**116 (100)**	**128 (100)**	**376 (100)**

Figures in brackets indicate percentage Source: Primary data

Income is an important and definitive determinant of consumer behaviour. The attitude of consumers towards branded or non branded, processed or natural, green/organic or inorganic products are largely influenced by the purchasing power of the individuals. The income level of the people has direct impact on the consumer off take of product inventory levels, consumption pattern, frequency of purchase etc. It is important for the marketers that they should identify appropriate consumer segments with different levels of income while evolving marketing strategies. Income wise distribution of the respondents in the three urban centres and the total number and per cent of the respondents are presented in Table 4.1.7

The data revealed that out of 376 total respondents 78 per cent were in the income group between ₹0.75 and 1.5 lakhs per month. Monthly income of 17 per cent respondents was less than ₹75000. A lower per cent (5 %) was having a monthly income of more than ₹1.5 lakhs.

A family's position in the social structure creates certain orientations which are undoubtedly reflected in spending pattern (Brown and Deaton, 1972). An overall analysis on the socio economic characters particularly education level, professional status and income level of the respondents in the study tempts to infer that the selected elite class in different urban cities are falling in the 'middle class' of the social classification of Kotler and Armstrong (2012). They defined middle class in two categories, the 'upper middle class' and 'middle class'. The 'upper middle class comprised of professionals, independent business persons and corporate managers who possess no unusual wealth and who believe in education, are joiners and highly civic minded and want the 'better things in life'. The second category, the 'middle class' are average pay white and blue collar workers who live in 'better side of town'. They buy popular products to keep up with trends. Better living means owning a nice home in a nice neighbourhood with good schools. It is self-evident that the consumption pattern of poor and rich households is markedly different. The observation pointed out that this elite class of respondents might have an attitude towards spending more on consumer goods and services.

4.1.8 Awareness and usage of value added coconut products

Having awareness about a product among the consumers is the prerequisite for the successful marketing. The levels of awareness may vary with the product type and consumer characteristics, regional difference, social class, income level, education level, occupation, personal characteristic of the consumers etc. can influence the awareness level. Conventional and non-conventional sources of information, distribution outlets of the products, promotional activities by the marketers etc. can influence the awareness creation among the consumers. VACP are relatively a recent entry in the market and the study on the awareness level among the consumers about the products will help the marketers to plan their modus operandi on the marketing of the products.

Table 4.1.8.1 Awareness of consumers towards selected VACP

Regions / Products	Number of consumers							
	Trivandrum (n=132)		Ernakulam (n=116)		Kozhikode (n=128)		Overall (n=376)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
Virgin coconut oil	114	86	110	95	104	81	**328**	**87**
Neera	120	91	112	97	91	71	**323**	**86**
Coconut vinegar	76	58	72	62	83	65	**231**	**61**
Coconut milk powder	83	63	88	76	76	59	**247**	**66**
Coconut chutney powder	132	100	116	100	128	100	**376**	**100**
Desiccated coconut	88	68	81	70	69	54	**238**	**63**
Mean	**102**	**77**	**97**	**83**	**92**	**72**	**291**	**77**

Source: Compiled from primary data

Analysis of Table 4.1.8.1.revealed that out of 132 respondents interviewed at Trivandrum the awareness about different products varied from the lowest 58 per cent in case of coconut vinegar to the highest 100 per cent for coconut chutney powder. The awareness was similar in Kozhikode but noticeably higher in Ernakulam except for coconut vinegar. More than 80 per cent of the respondents interviewed were aware about Neera and Virgin coconut oil in all the three centres. However, 100 per cent of the respondents were aware of coconut chutney powder. The mean value also showed that 77 per cent of the respondents were aware of all or any of the products.

Table 4.1.8.2 Users of selected VACP

Regions / Products	Number of consumers							
	Trivandrum (n=132)		Ernakulam (n=116)		Kozhikode (n=128)		Overall (n=376)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
Virgin coconut oil	98	74	102	88	92	72	**292**	**77**
Neera	116	88	98	85	64	50	**278**	**74**
Coconut vinegar	64	49	68	89	70	55	**202**	**54**
Coconut milk powder	70	53	79	68	68	53	**217**	**58**
Coconut chutney powder	86	65	94	81	74	58	**254**	**68**
Desiccated coconut	73	55	70	60	61	48	**204**	**54**
Mean	**85**	**64**	**85**	**78**	**72**	**56**	**241**	**64**

Source: Compiled from primary data

It is clear from the Table 4.1.8.2 that only 64 per cent out of 376 respondents in all the three centres purchased one or more products. However in Ernakulam it was the highest with 78 per cent and in Kozhikode the lowest with 56 per cent. More than 70 per cent of the respondents were found to purchase Virgin coconut oil and Neera altogether; however the consumption of neera in Kozhikode was as low as 50 per cent against 88 in Trivandrum and 85 in Ernakulam. The region-wise variation in the consumption of different products is also clear from the mean value 78 per cent in Ernakulam but only 64 and 56 per cent in Trivandrum and Kozhikode, respectively.

From the results it was clear that regional difference exist in the awareness of different value added coconut products among consumers. Region-wise efforts are needed to make the people aware of the products from the side of the marketers. The awareness level of different classes of people about the same products may vary. Padma and Andal (2016) studied the awareness of VACP among the rural coconut farmers with an intention of attracting the farmers towards initiating agripreneurships on VACP and thereby increasing their income. They reported low to moderate level of awareness about ten different products among the farmers. However, they observed significant relationship between the age, education, marital status and the awareness on the products, but no association between the income and the awareness. In this study about 61 to cent per cent of the respondents expressed the awareness about different VACP products, but the respondents selected were from elite class who were in need of value added products partially due to the reduced access and availability of raw coconut.

Section 2

4.2 Consumption Pattern of selected value added coconut products (VACP)

The first objective of the present study is to analyse the consumption pattern of consumers towards selected VACP. For analyzing this objective the data were collected from 60 consumers each from selected three urban centres selected for each product. Therefore 180 consumers were surveyed for each product. For analyzing the consumption pattern the variables like monthly expenditure details of VACP consumers with respect to each product, quantity purchased, frequency of purchase, mode of purchase, source of purchase and their shop preference were taken into account. The data were analysed using descriptive statistics.

4.2.1 Monthly Family expenditure details of VACP consumers

It was important to know the monthly family expenditure details of VACP consumers because it helped to know the proportion of income spend on the product selected. Food, food plus non- food and the per cent expenditure of VACP to food and food plus non- food expenditure were analysed and presented in Tables 4.2.1.1 to 4.2.1.7.

Table 4.2.1.1 Monthly Family expenditure details of VCO consumers

Regions / Expenditure	Number of consumers			
	Trivandrum n=60	Ernakulam n=60	Kozhikode n=60	Overall (n=180)
VCO (₹)	302	364	308	325
Food (₹)	5351	8163	5763	6426
Food + non-food (₹)	13248	19286	14503	15679
Share of VCO to food %)	5.6	4.5	5.3	5.1
Share of VCO to food + non-food (%)	2.9	1.9	2.1	2.1

Source: Compiled from primary data

In the overall analysis the monthly family expenditure for VCO as represented by the mean of the three urban centres was ₹325, whereas for food it was ₹ 6426 and for food plus non-food it was ₹ 15679. The corresponding per cent expenditure of VCO to food was 5.1 and to food plus non- food was 2.1.

Among the different urban centres, Ernakulam was much ahead than others in the consumption expenditure for VCO with ₹364 per month. However, the present expenditure for VCO towards food or food plus non-food expenditure were relatively lower in Ernakulam compared to other centres (4.5 and 1.9 respectively). Since the consumption expenditure was noticeably higher with ₹8163 and ₹19286 for food and food plus non-food. In Trivandrum and Kozhikode the family expenditure for various items were more or less similar.

Table 4.2.1.2 Monthly Family expenditure details of Neera consumers

Regions / Expenditure	Number of consumers			
	Trivandrum n=60	**Ernakulam n=60**	**Kozhikode n=60**	**Overall (n=180)**
Neera (₹)	302	443	475	407
Food (₹)	10000	9775	10267	10014
Food + non-food (₹)	24492	23766	25067	24442
Share of VCO to food(%)	3.2	4.5	4.6	4.1
Share of VCO to food + non- food (%)	1.2	1.9	1.9	1.7

Source: Compiled from primary data

From the Table 4.2.1.2 it could be inferred that the overall mean monthly family expenditure of Neera was ₹407, whereas for food it was ₹ 10,014 and for food plus non-food it was ₹ 24,442. The mean per cent expenditure of Neera to food was 4.1 per cent and mean per cent expenditure of neera to food plus non-food was 1.7 per cent.

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The centre-wise analysis showed that the monthly consumption expenditure for food or food plus non-food were more or less same, not as in the case of VCO where noticeably higher expenditure figures were observed in Ernakulam than in other centres. However, the absolute per cent expenditure for Neera in Trivandrum was evidently lower than Ernakulam and Kozhikode, with ₹302, and the per cent figures of 3.2 and 1.2.

Table 4.2.1.3 Monthly Family expenditure details of CV consumers

Regions / Expenditure	Number of consumers			
	Trivandrum n=60	**Ernakulam n=60**	**Kozhikode n=60**	**Overall (n=180)**
CV (₹)	79	56	70	68
Food (₹)	9233	9933	9533	9566
Food + non-food (₹)	22400	24133	23033	23189
Share of CV to food (%)	0.9	0.6	0.7	0.7
Share of CV to food + non-food (%)	0.4	0.3	0.3	0.3

Source: Compiled from primary data

It could be seen that the mean monthly family expenditure of CV was relatively low compared to other products (Table 4.2.1.3). This is because of low price of the product as well as less quantity consumed since it is only a flavouring agent. The expenditure of the consumers of CV was observed to be ₹ 9566 for food and ₹ 23189 for food plus non-food, respectively. The overall mean consumption of CV to food was 0.7 and to food plus non-food was 0.3.

It was inferred that the highest mean consumption expenditure of CV was in Trivandrum with ₹ 79 and the lowest in Ernakulam with ₹ 56.

Coconut vinegar can be made both from Neera as well as coconut water, the latter is relatively cheap. In Ernakulam more brands of CV made of coconut

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water was available. The consumer has gone for low priced brands and hence the family expenditure towards this item was lower.

Table 4.2.1.4 Monthly Family expenditure details of CMP consumers

Expenditure \ Regions	Number of consumers			
	Trivandrum n=60	**Ernakulam n=60**	**Kozhikode n=60**	**Overall (n=180)**
CMP (₹)	586	554	580	573
Food (₹)	10077	9902	10127	10035
Food + non-food (₹)	23893	23977	24160	24010
Share of CMP to food (%)	5.8	5.6	5.7	5.7
Share of CMP to food + non-food (%)	2.5	2.3	2.4	2.4

Source: Compiled from primary data

The mean monthly consumption expenditure of CMP observed to be ₹573 (Table 4.2.1.4). The mean per cent expenditure of CMP to food and food plus non-food was 5.7 and 2.4 per cent, respectively.

The mean consumption expenditure of CMP was almost on par at Trivandrum and Kozhikode with ₹ 586 and ₹580, respectively. It was least at Ernakulam with ₹ 554. The mean per cent consumption expenditure of CMP to food expenditure was almost on par at Trivandrum and Kozhilkode with 5.8 per cent and 5.7 per cent respectively. It was the least in Ernakulam, not because that the mean food consumption expenditure was less but because the mean consumption expenditure for CMP was less. This was because many brands of CMP was available at Ernakulam and the consumers were choosing brands of low price. The mean per cent consumption expenditure of CMP to food plus non-food of Trivandrum and Kozhikode were on par with 2.5 and 2.4 per cent, respectively and it was the least in Ernakulam with 2.3 per cent. It was because mean

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consumption expenditure of CMP (₹554) was less than the other two centres and the mean food plus non-food consumption expenditure was on par with other two centres.

Table 4.2.1.5 Monthly Family expenditure details of CCP consumers

Expenditure \ Regions	Number of consumers			
	Trivandrum n=60	**Ernakulam n=60**	**Kozhikode n=60**	**Overall (n=180)**
CCP (₹)	314	347	302	321
Food (₹)	9342	9660	9217	9406
Food + non-food (₹)	22417	23435	22150	22667
Share of CCP to food (%)	3.4	3.6	3.3	3.4
Share of CCP to food + non-food (%)	1.4	1.5	1.4	1.4

Source: Compiled from primary data

Mean monthly consumption expenditure averaged over the total 180 respondants for CCP was ₹321 which was equal to 3.4 and 1.4 per cent to food and food plus non-food, respectively (Table 4.2.1.5).While centre wise mean consumption expenditure was analyzed it could be seen that Ernakulam topped with ₹ 347. Similarly the mean per cent expenditure of CCP to food and food plus non-food was higher at Ernakulam with 3.4 and 1.5 per cent, respectively.

Almost similar values for the mean consumption expenditure (₹314 and ₹302), mean per cent consumption expenditure to food expenditure and mean per cent consumption expenditure of CCP to food plus non-food (1.4 per cent each) were observed at Ernakulam and Kozhikode.

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Table 4.2.1.6 Monthly Family expenditure details of DC consumers

Regions / Expenditure	Number of consumers			
	Trivandrum n=60	Ernakulam n=60	Kozhikode n=60	Overall (n=180)
DC (₹)	317	318	284	306
Food (₹)	9992	10010	9527	9843
Food + non-food (₹)	23550	23993	22260	23268
Share of DC to food (%)	3.2	3.2	3.0	3.1
Share of DC to food + non- food (%)	1.3	1.3	1.3	1.3

Source: Compiled from primary data

The overall mean family consumption expenditure of DC was found to be ₹ 306 with mean per cent consumption expenditure to food of 3.1 and to food plus non-food of 1.3 (Table 4.2.1.6). Centre wise perusal of the data showed that Ernakulam and Trivandrum were almost on par for consumption expenditure with ₹ 318 and ₹ 317 respectively, whereas that of Kozhikode was much less with ₹ 284. The mean per cent expenditure of DC to food was same at both Ernakulam and Trivandrum with 3.2 per cent.

An overall perusal of the data on monthly family consumption expenditure of the consumers of different VACP brought out the fact that the per cent expenditure for VACP to the food expenditure varied from 0.7 per cent (in the case of CV) to 5.7 per cent (in the case of CMP) which depends on the quantity and price of the product used. The overall monthly consumption expenditure of food averaged over the consumers of different products and in different urban centres, came to ₹ 9215. The present consumption of the VACP showed a mean figure of 3.9 per cent, but totally to 22.1 per cent per month.

Coconut is an integral component of food and source of oil for individual use, for Keralites. It is roughly estimated that, with a household use of at least one coconut (₹30/nut) per day and 30 nuts per month it comes to 10 per cent of

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monthly food expenditure which is about ₹ 9215. It could be seen that value addition in different forms enhanced the amount to 22 per cent at this instance.

It could also be noted that among the different VACP it was CMP for which the consumers spent maximum, the per cent mean came to be 5.7 per cent of the total food consumption, without much variation among different centres. This was followed by VCO, the mean per cent consumption was 5.1 per cent, with the lowest in Ernakulam with 4.5 per cent.

4.2.2 Quantity of VACP purchased per month

Information on quantity as well as frequency of purchase of a product has got a major role in framing the marketing strategies by the marketers. Since VACP are relatively new comers in the market, their type of information is very important in forming market promotion plans for their products for specific regions.

Tables 4.2.2.1 to 4.2.2.6 present the response of the 60 consumers each from three urban centres of Kerala and its overall mean response towards the quantity of the product purchased in a month.

Table 4.2.2.1 Monthly purchase of VCO (ml) by consumers

Regions / Quantity	Number of consumers			
	Trivandrum n=60	Ernakulam n=60	Kozhikode n=60	Overall (n=180)
≤250	14(23)	-	13(22)	27(15)
251-500	38(63)	44(74)	37(61)	119(66)
501-1000	4 (7)	11 (18)	6 (10)	21 (12)
>1000	4 (7)	5 (8)	4 (7)	13 (7)

Figures in brackets indicate percentage Source: Compiled from primary data

Data presented in Table 4.2.2.1 revealed that out of the total 180 consumers from Trivandrum, Ernakulam and Kozhikode, 66 per cent of the households were having a monthly consumption of 250-500 ml VCO. Fifteen per cent had used a lower quantity of less than 250 ml, 12 per cent used 501-1000 ml

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and 7 per cent more than 1000 ml. Among different regions, almost similar consumption pattern was observed in Trivandrum and Kozhikode. Those who have used 250 to500 ml of VCO per month was as high as 74 per cent in Ernakulam and nobody was found to be using a quantity less than 250 ml, but 18 per cent were using 500 to 1000 ml.

VCO is costly (5-6 times as that of coconut oil) and is used for several purposes, as massaging oil particularly for babies, as a medicine by certain people and even for cooking by a few people (Jnanadevan, 2018). Since it is costly (5-6 times as that of coconut oil) certain people use it as a medicine. Those respondents use it for babies only opted for lower quantity.

Table 4.2.2.2 Monthly purchase of Neera (ml) by consumers

Regions / Quantity	Number of consumers			
	Trivandrum n=60	**Ernakulam n=60**	**Kozhikode n=60**	**Overall (n=180)**
<1000	2 (3)	9 (15)	2 (3)	13 (7)
1001-2000	38 (63)	35 (58)	39 (65)	112 (62)
2001-3000	7 (12)	8 (13)	6 (10)	21 (12)
3001-4000	13 (22)	7 (12)	13 (22)	33 (18)
>4000	-	1 (2)	-	1 (1)

Figures in brackets indicate percentage Source: Primary data

Data presented in the table 4.2.2.2 on the Neera consumption revealed that an overall 62 per cent of consumers used 1 to 2 litres of Neera per month, more or less a similar consumption pattern in all the centres. Neera is an energy soft drink with zero alcohol and is not intended to or considered as a daily drink. It is considered as a family soft drink and is generally consumed during outing or shopping. These generally limit the quantity of Neera consumed by the family. However it could be seen that 10 to 22 per cent respondents in different centres with an overall average of 12-18 per cent consumers consume more than 2 litres per month.

Table 4.2.2.3 Monthly purchase of CV (ml) by consumers

Regions / Quantity	Number of consumers			
	Trivandrum n=60	**Ernakulam n=60**	**Kozhikode n=60**	**Overall (n=180)**
<100	-	-	5 (8)	5 (3)
101-200	28 (47)	31 (52)	20 (34)	79 (44)
201-300	-	2 (3)	3 (5)	5 (3)
301-400	29 (48)	27 (45)	29 (48)	85 (47)
>400	3 (5)	-	3 (5)	6 (3)

Figures in brackets indicate percentage   Source: Primary data

CV is generally used as a flavouring agent in certain dishes and Keralites were traditionally using the same made out of coconut toddy and ready coconut water. However, at present it is made available in the market as a 9 per cent diluted glacial acetic acid, an organic chemical substance. Though the quantity needed and consumed is small, people are fond of using natural vinegar made out of either Neera or coconut water, the latter is cheaper than the former. It could be seen from the table that, there were two distinct groups irrespective of the centre that who uses less (100-200 ml) and more (300-400 ml) quantities of CV depending on the taste they need, which were almost equal with 44 and 47 per cent respectively (Table 4.2.2.3). It was only in Kozhikode, where monthly consumption was less than 100 ml, for a small percentage of respondents (5%).

Table 4.2.2.4 Monthly purchase of CMP (g) by consumers

Regions / Quantity	Number of consumers			
	Trivandrum n=60	**Ernakulam n=60**	**Kozhikode n=60**	**Overall (n=180)**
<500	6 (10)	13 (22)	5 (8)	24 (13)
500-1000	53 (58)	38 (63)	53 (89)	144 (80)
>1000	1 (2)	9 (15)	2 (3)	12 (7)

Figures in brackets indicate percentage Source: Primary data

Data presented in Table 4.2.2.4 revealed that among the respondents in all the three centres, 80 per cent were consuming 500-1000g of CMP in a month. However it was as high as 89 per cent in Kozhikode, only 63 and 58 per cent in Ernakulam and Kozhikode respectively.

It was worth noting that 22 per cent of the consumers in Ernakulam were consuming relatively small quantity, less than 500 g.

Table 4.2.2.5 Monthly purchase of CCP (g) by consumers

Regions / Quantity	Number of consumers			
	Trivandrum n=60	**Ernakulam n=60**	**Kozhikode n=60**	**Overall (n=180)**
≤250	3 (5)	2 (3)	3 (5)	8 (4)
251-500	7 (12)	14 (23)	9 (15)	30 (17)
501-1000	50 (83)	44 (74)	48 (80)	142 (79)

Figures in brackets indicate percentage Source: Primary data

It could be seen from the Table 4.2.2.5 that 142 of the total of 180 consumers constituting 79 per cent purchased CCP in the range of 500-1000 g in a month.

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The consumption of CCP in the different urban centres was almost similar, 74 to 84 per cent were purchasing CCP between 500 and 1000 g in a month.

Table 4.3.2.6 Monthly purchase of DC (g) by consumers

Regions / Quantity	Number of consumers			
	Trivandrum n=60	**Ernakulam n=60**	**Kozhikode n=60**	**Overall (n=180)**
≤250	5 (8)	5 (8)	5 (8)	15 (8)
251-500	13 (22)	13 (22)	16 (27)	42 (24)
501-1000	40 (67)	40 (67)	39 (65)	119 (66)
>1000	2 (3)	2 (3)	-	4 (2)

Figures in brackets indicate percentage Source: Primary data

From the Table 4.2.2.6 it could be observed that 66 per cent of the total consumers were purchasing DC in the range of 501-1000g/month. Twenty four per cent were purchasing the same in the range of 250-500 g/month. Similar pattern in the purchase of DC was seen among the consumers of different urban centres.

4.2.3 Frequency of purchase of VACP consumers

How often a consumer make purchase is an important aspect in studying the consumer behaviour particularly purchase behaviour. The information on this will help the marketers and retailers to manage the stock of goods, whether the stock position should be high during a particular period or there is equal distribution throughout the period. Table 4.2.3 present the data on the frequency of purchase of VACP by consumers on different urban centres.

Table 4.2.3 Frequency of purchase of VACP consumers

Interval / Products	Weekly	Fortnightly	Monthly	Half yearly	No specific time
Trivandrum					
VCO	-	15 (25)	16 (27)	17 (28)	12 (20)
Neera	5 (8)	9 (15)	4 (7)	1 (2)	41 (68)
CV	-	20 (33)	15 (25)	-	25 (42)
CMP	-	26 (44)	12 (20)	-	22 (36)
CCP	-	18 (30)	12 (20)	-	30 (50)
DC	-	20 (33)	13 (22)	-	27 (45)
Mean (%)	**(1)**	**(30)**	**(20)**	**(5)**	**(44)**
Ernakulam					
VCO	2 (3)	8 (13)	26 (43)	10 (17)	14 (23)
Neera	2 (3)	10 (17)	9 (15)	-	39 (65)
CV	1 (2)	17 (28)	11 (18)	-	31 (52)
CMP	-	19 (32)	18 (30)	-	23 (38)
CCP	-	24 (40)	11 (18)	-	25 (42)
DC	20 (33)	13 (22)	-	-	27 (45)
Mean (%)	**(7)**	**(25)**	**(21)**	**(3)**	**(44)**
Kozhikode					
VCO	-	15 (25)	18 (30)	13 (22)	14 (23)
Neera	3 (5)	10 (17)	7 (12)	1 (2)	39 (64)
CV	-	20 (33)	18 (30)	-	22(37)
CMP	-	27 (45)	10 (17)	-	23 (38)
CCP	-	16 (27)	11 (18)	-	33 (55)
DC	-	17 (28)	11 (18)	1 (2)	31 (52)
Mean (%)	**(1)**	**(30)**	**(21)**	**(4)**	**(45)**
Total (n=180)					
VCO	2 (1)	38 (21)	60 (34)	40 (22)	40 (22)
Neera	10 (6)	29 (16)	20 (11)	2 (1)	119 (66)
CV	1 (1)	57 (32)	44 (24)	-	78 (43)
CMP	-	72 (40)	40 (22)	-	68 (38)
CCP	-	58 (32)	34 (19)	-	88 (49)
DC	20 (11)	50 (28)	24 (13)	1 (1)	85 (47)
Mean (%)	**6 (3)**	**51 (28)**	**37 (21)**	**7 (4)**	**80 (44)**

Figures in brackets indicate percentage Source: Primary data

The general observation is that between 44 and 45 per cent consumers of different VACP kept no specific time period to purchase the products irrespective of different regions. Twenty five to 30 per cent of consumers made fortnightly and 20 to 21 per cent made monthly purchases of different products. However, it could be seen that 66 per cent Neera consumers were not keeping any specific time because of the nature of the product. Whenever the product is available and the feeling of consumption occurs consumer purchase the drink. Compared to other products fortnightly and monthly purchase of Neera is considerably less in all the three urban centres.

But in case of VCO, just reverse was the trend, as is evident by the overall mean. Only 20 to 22 per cent of the consumers had kept no specific time for buying VCO. Since it was for everyday use particularly on babies, there should have been assured stock and 21 per cent to 35 per cent consumers each made the purchase either fortnightly or monthly or half yearly. Since the product was not easily perishable, purchase and keeping for long period was not a problem to the consumers.

Since the coconut products, once opened the pack, are likely to perish soon, half yearly purchase are seldom practiced by the consumers. Probably due to the inconvenience in frequent visit to the market weekly purchase is also found to be avoided by the consumers. For the consumption of Neera it can be noticed that more than 65 per cent of the consumers keep no specific time because of the nature of the product. Whenever the product is available and a feeling of consumption occurs consumer purchase the drink. Compared to other products fortnightly and monthly purchase of Neera is considerably less in all the three urban centres.

4.2.4 Package size preferred by VACP consumers

Preference towards the size of package for a particular item can influence the purchase behaviour of a consumer. Consumers based on their income, social class, quantity requirement, shelf life and availability of the product, accessibility and nearness to the shop, frequency of purchase, type of consumers etc., prefer different package size of products. Hence it is important for the marketers to know how much quantity of different products the consumers demand at a time and thereby decide the package size of the product. Even though they consider economy in packaging, while deciding a package size the consumers' requirement should be the base of such decision. The package size preferred for various VACP by the respondents of different centres is presented in the Table 4.2.4.

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Table 4.2.4 Package size preferred by VACP consumers

Regions / Size	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
		VCO		
≤250	10 (17)	11 (18)	13 (22)	24 (13)
251-500	29 (48)	19 (32)	22 (36)	89 (48)
501-1000	21 (35)	30 (50)	25 (42)	90 (49)
>1000	-	-	-	-
		Neera		
≤200	55 (92)	56 (93)	55 (92)	166 (92)
201-400	1 (2)	2 (3)	1 (2)	4 (2)
401-600	2 (3)	1 (2)	2 (3)	5 (3)
601-800	-	-	-	-
801-1000	2 (3)	1 (2)	2 (3)	5 (3)
>1000	-	-	-	-
		CV		
≤100	-	-	-	-
101-200	51 (84)	51 (84)	45 (75)	147 (82)
201-300	4 (7)	5 (8)	6 (10)	15 (8)
301-400	4 (7)	3 (5)	6 (10)	13 (7)
401-500	1 (2)	1 (2)	3 (5)	5 (3)
≥501	-	-	-	-
		CMP		
<250	60 (100	58 (97)	60 (100	178 (99)
251-500	-	2 (3)	-	2 (1)
501-1000	-	-	-	-
>1000	-	-	-	-
		CCP		
≤250	60 (100)	58 (97)	60 (100)	178 (99)
251-500	-	2 (3)	-	2 (1)
>500	-	-	-	-
		DC		
<250	59 (98)	58 (97)	59 (98)	176 (98)
251-500	1 (2)	2 (3)	1 (2)	4 (2)
>500	-	-	-	-

Figures in brackets indicate percentage   Source: Primary data

With regard to VCO out of 180 respondents 48 per cent preferred a size of one fourth to half a litre and another 49 per cent preferred half to one litre pack.

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Only a small per cent (13%) preferred small packs less than 200 ml. The preference for large packs (501 to 1000 ml) were more in Ernakulam (49%) and Kozhikode (42%), whereas in Trivandrum (48%) majority preferred medium sized (251 to500ml) pack. The package size preferred is seen in agreement with the monthly consumption also. It is as already given in Table 4.2.2.1.

With regard to Neera, irrespective of different regions, more than 90 per cent of the respondents preferred Neera bottles of 200 ml, probably the quantity enough for quenching one's thirst. No body preferred more than one litre pack of Neera. However, contrasting observations were reported about package size of value added coconut drinks. Hasan (2017) had suggested different sized packs having different prices to satisfy need of different types of consumers, 250 ml bottles with lowest price for the rural middle class and individuals, 500 ml for sick people and tourists, and one litre for a small family.

In case of CV, majority of the respondents (75-85%) in all the centers with an overall mean of 82 percent preferred a quantity of 100 to 200 ml since the quantity requirement is usually small. Nobody preferred packs having more than 500 ml of coconut vinegar. With regard to the products CMP, CCP and DC the response of the respondents at various centres were almost similar for all the products. Nearly 100 per cent of the respondents preferred a quantity less than or equal to250 g. There is a chance for the products becoming rancid once opened and kept at ambient temperature for these products.

4.2.5 Time of purchase of VACP by consumers

As reported by the respondents there were no specific time for making the purchase of any products by any of the categories of the respondents. The purchase was made according to the convenience of the respondents.

4.2.6 Usage pattern of VACP by consumers

The respondents were interacted to know the usage pattern of VACP. The usage pattern is the act or a manner of using goods and services. It brings out whether the goods are used constantly, or used as a custom or habit. With regard to VACP the products are just substitute of the raw coconut kernel or other products made out of it for instant use.

The VCO qualified as the mother of oil was traditionally being prepared in rural households, however the traditional method is modified to manufacture VCO in bulk as a commercial product. The traditional use of it as a baby care oil, supplement as a medicine etc. is still continued with the branded VCO available in the market for constant use or as a habit by the respondents in all the centres.

Neera which is recently emerged as a branded soft drink is a new item in the market. It is consumed occasionally by the respondents in order to quench thirst.CV was traditionally prepared either from coconut water or toddy. Due to nonavailability of these, people had shifted to inorganic form of vinegar which is a nine to 10 per cent dilution of glacial acetic acid. Knowing the positives of natural vinegar available as a branded product, respondents are by habit in constant use of the product.

CCP is also a traditional side dish, now easily available in branded pack. It is being used constantly and as a habit by most of the respondents.CMP is the concentrate of coconut milk which was traditionally used in certain dishes, in some case important in religious customs also. Now it is available as a well packed spray dried product, upon dilution yield coconut milk. Grated coconut is a constant ingredient in almost all dishes and Keralites are habituated to use it, DC is a ready to use substitute for it and all the respondents were in habit of using it.

4.2.7 Mode of Purchase of VACP by consumers

Mode of purchase is an important variable which determines the purchase behaviour of consumers. A consumer may purchase a product either on credit or by paying lump sum or by using a debit card facility at the time of purchase. The decision regarding the mode of purchase have a relation with the source of purchase also. Mode of purchase of a buyer is normally determined by his income level, frequency of earning, the occupation, source of purchase, social class he belongs and so on. The mode of purchase has implication to retailers also so as to decide upon the sales strategies.

Table 4.2.7 Mode of purchase of VACP by consumers

Mode / Products	Cash only	Debit card only	Cash or debit card	Cash or credit card
		Trivandrum		
VCO	15 (25)	8 (13)	36 (60)	1 (2)
Neera	41 (69)	2 (3)	17 (28)	-
CV	43 (72)	-	17 (28)	-
CMP	46 (77)	-	14 (23)	-
CCP	49 (82)	-	11 (18)	-
DC	39 (65)	1 (2)	20 (33)	-
Mean%	**(65)**	**(3)**	**(32)**	**(0)**
		Ernakulam		
VCO	22 (37)	9 (15)	27 (45)	2 (3)
Neera	58 (97)	2 (3)	-	-
CV	42 (70)	1 (2)	17 (28)	-
CMP	41 (68)	3 (5)	16 (27)	-
CCP	41 (68)	3 (5)	16 (27)	-
DC	41 (68)	2 (3)	17 (29)	-
Mean%	**(68)**	**(6)**	**(26)**	**(0)**
		Kozhikode		
VCO	20 (33)	8 (13)	30 (50)	2 (3)
Neera	39 (65)	2 (3)	19 (32)	-
CV	39 (65)	-	21 (35)	-
CMP	44 (73)	-	16 (27)	-
CCP	48 (80)	-	12 (20)	-
DC	44 (73)	1 (2)	15 (25)	-
Mean%	**(65)**	**(3)**	**(32)**	**(0)**
		Overall		
VCO	57 (32)	25 (14)	93 (51)	5 (3)
Neera	138 (77)	6 (3)	36 (20)	-
CV	125 (69)	2(5)	55 (30)	-
CMP	131 (73)	3(2)	46 (25)	-
CCP	138 (77)	3(2)	39 (21)	-
DC	124 (70)	4(2)	52 (28)	1 (1)
Mean (%)	**119 (65)**	**7(4)**	**54 (30)**	**1 (1)**

Figures in brackets indicate percentage Source: Primary data

It could be seen that from the Table 4.2.7 on the mode of purchase of VACP, 119 out of 180 respondents altogether in three urban centres constituting 66 per cent of the consumers preferred to purchase by cash payments. Only 18 per cent of them availed payment by debit card, however 30 per cent went for both cash and debit card depending on the convenience. The data on the centre wise mode of purchase pattern also revealed a more or less similar trend.

Among the different VACP, a noticeable change in the mode of purchase could be seen in the case of VCO in all the centres and consequently in overall mean. Relatively a lesser number of respondents between 25 and 37 per cent use cash as the only mode of purchase, 13 to 15 per cent use debit card and 45 to 60 per cent use both cash and debit card. It may be due to the reason that the price of VCO is a little higher than the others and only the cream level of elite class consumers who depends also on debit card for their daily purchases buy it. For most of the consumers VCO was an item regularly and compulsorily bought due to its specific role in the case of babies. Credit card exclusively was used by none of the respondents, and only a negligible per cent use both cash or credit. In the case of Neera, 97 per cent of the respondents in Trivadrum was found to use cash only for its purchase.

4.2.8 Source of purchase VACP consumers

Source of purchase is an important factor influencing the decision making process of the consumer and the purchase behaviour. The choice of the source of purchase depend on several factors such as availability of the quality products at reasonable price, convenience of the consumer to shop, proximity of the source, availability of credit and flexibility in cash transaction, reliability etc. Information on source of purchase will help the marketers to arrive at appropriate distribution outlets according to the nature of the product and type of consumers.

Table 4.2.8 Source of purchase of VACP consumers

Source / Products	Direct Marketing	Only Retailers	Only Super market	Retailers and super market
		Trivandrum		
VCO	3 (5)	3 (5)	34 (57)	20 (33)
Neera	-	-	14 (23)	46 (77)
CV	-	-	30 (50)	30 (50)
CMP	-	-	48 (80)	12 (20)
CCP	-	-	35 (58)	25 (42)
DC	-	-	40 (67)	20 (33)
Mean(%)	**(1)**	**(1)**	**(55)**	**(43)**
		Ernakulam		
VCO	2 (3)	1 (2)	37 (62)	20 (33)
Neera	-	4 (7)	10 (17)	46 (76)
CV	-	1 (2)	24 (40)	35 (58)
CMP	-	-	44 (73)	16 (27)
CCP	-	-	37 (62)	23 (38)
DC	-	-	38 (63)	22 (37)
Mean(%)	**(1)**	**(2)**	**(53)**	**(44)**
		Kozhikode		
VCO	4 (7)	-	35 (58)	21 (35)
Neera	-	-	15 (25)	45 (75)
CV	-	2 (3)	32 (53)	26 (43)
CMP	-	-	45 (75)	15 (25)
CCP	-	-	33 (55)	27 (45)
DC	-	-	30 (50)	30 (50)
Mean(%)	**(2)**	**(1)**	**(54)**	**(43)**
		Overall		
VCO	9 (5)	4 (2)	106 (59)	61 (34)
Neera	-	4 (2)	39 (22)	137 (76)
CV	-	3 (2)	86 (48)	91 (51)
CMP	-	-	137 (76)	43 (24)
CCP	-	-	105 (58)	75 (42)
DC	-	-	108 (60)	72 (40)
Mean (%)	**(1)**	**(1)**	**(54)**	**(44)**

Figures in brackets indicate percentage Source: Primary data

A perusal of the data presented in Table 4.2.8 on the source of purchase of VACP showed that majority of the consumers accounting to 53 to 55 per cent irrespective of different centres purchased the products from the super markets. Likewise 44 per cent of the consumers depended both super markets and retailers.

A comparison among the source of purchase of different products brought out the fact that 76 per cent of the respondents bought Neera either from the super markets or retailers. Only 22 per cent of the consumers are buying it from super market. It was due to the nature of the product, a soft drink is consumed when it is felt and in the proximity.

Another important observation was that 76 per cent of the consumers buy CMP exclusively from Super market, the rest 24 per cent only purchase it from either super market or retailers. Compared to others item CMP is an ingredient of several specially cooking item and super markets are assured source of different brands of high quality as per the belief of consumers. The consumers' behaviour towards the source of purchase was almost similar in all the centres and for all the products.

The preference towards super market over other sources of purchase is evident from the data. Super markets provide variety of brands of products and displayed in a way that facilitates easy selection. Those who are having exclusive preference of certain branded item are also available in super markets. The customer could verify the quality details, date of manufacture, price etc. of different brands before purchase. The respondents were belonging to elite class and residing near about the heart of the towns. Many number of super markets available in the proximity provided the respondents an easy access to the markets.

4.2.9 Change in the form of consumption

Traditionally coconut was used in the raw form and the breaking of coconut to extract kernel was instantly done. If the kernel or other products are kept under ambient temperature for long time, the quality will get spoiled due to

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rancidity. In the value addition process the kernel is converted to different products and packed using appropriate technology either using aluminium foils or high quality plastics or PET bottles and either logo or brand or both are imposed. Beyond just a memorable logo, good branding increases the value of a company, provides employees with direction and motivation, and attracts new customers easier. A brand represents the sum of people's perception of a company's customer service, reputation, advertising, and logo. Present day consumers are preferring packed branded goods rather than raw goods for consumption due to known reasons.

4.2.10 Currently used brands of VACP

A brand is a name, term, symbol, design or a combination of items which intended to identify the goods and services of one seller or a group of sellers and to differentiate them from different competitors. The information regarding the awareness and use among the consumers about the number of brands for each product will help the marketing men to evaluate their strategies to create awareness among the consumers and to identify their weaknesses.

The usage of brand depends on the image of the brand that are created by the manufacturers, the consumers' loyalty towards it that is derived from their satisfaction and the favourable attitude towards the brand. Information on the currently used brands are furnished in the Tables 4.2.10.1 (a) to 4.2.10.6 (b) for various VACPs in different urban centres.

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Table 4.2.10.1 (a) Current users of single and multi-brands of VCO

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
N	6 (10)	5 (8)	6 (10)	17 (9)
O	11 (18)	13 (22)	11 (18)	35 (19)
V	5 (8)	5 (8)	5 (8)	15 (8)
E	5 (8)	6 (10)	5 (8)	16 (9)
R	19 (32)	6 (10)	17 (28)	42 (23)
N,O	3 (5)	7 (12)	4 (7)	14 (8)
N,V	4 (7)	7 (12)	4 (7)	24 (13)
V,E	4 (7)	-	6 (10)	10 (6)
N,O,V	3 (5)	11 (18)	2 (3)	16 (9)

N- Nirmal, O-Organic India, V- Virgin Plus, E- Elements, R- Rubco

Figures in brackets indicate percentage   Source: Primary data

Table 4.2.10.1 (b) Total current users of different brands of VCO

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Nirmal	16 (27)	30 (50)	16 (27)	62 (34)
Organic India	17 (28)	31 (52)	17 (28)	65 (36)
Virgin Plus	12 (20)	23 (38)	17 (28)	52 (29)
Elements	9 (15)	6 (10)	11 (18)	26 (14)
Rubco	19 (32)	6 (10)	17 (28)	42 (23)

Figures in brackets indicate percentage   Source: Compiled from primary data

There were five brands viz. Nirmal, Organic India, Virgin Plus, Elements and Rubco for VCO in use by the respondents in all the three urban centres (Table

4.2.10.1 (a)). More than 30 per cent of the respondents were using the brands Organic India (36 %) and Nirmal (34 %) alone (Table 4.2.10.1(b)) The brand Rubco was used only by 23 per cent of the respondents and the Rubco users used only Rubco, not any other brand. For all other brands the per cent of respondents who used more than one brand in combination with others were much more than the single brand users.

Regional difference was observed in the use of brands. Nirmal, Organic India and Virgin Plus were used more by the respondents at Ernakulam than Trivandrum and Kozhikode.

Table 4.2.10.2. (a) Current users of single and multi-brands of Neera

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
T	5 (8)	6 (10)	5 (8)	16 (9)
K	2 (3)	2 (3)	2 (3)	6 (3)
Kn	4 (7)	6 (10)	-	10 (6)
Kp	-	-	4 (7)	4 (2)
D	-	-	4 (7)	4 (2)
T,K	14 (23)	11(18)	-	25 (14)
T,Kn	13 (22)	13 (22)	-	26 (15)
T,Kp	-	-	10 (17)	10 (6)
K,Kn	18 (30)	17 (28)	-	17 (9)
K,Kp	-	-	13 (22)	13 (7)
T,K,Kn	4 (7)	5 (8)	-	9 (5)
T,K,D	-	-	18 (30)	18 (4)
T,K,Kp,D	-	-	4 (7)	4 (2)

T- Thirukochi, K-Kaipuzha, Kn-Kera Neera, Kp-Kera punch D- De cocos
Figures in brackets indicate percentage Source: Compiled from primary data

Brands of Neera used alone or in combination with others in different centres are presented in Table 4.2.10.2(a) and the total users of each brand are presented in Table 4.2.10.2(b). The data revealed that all the five brands such as

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Thirukochi, Kaipuzha, Kera Neera, Kera Punch were not in use by the sample population in all the centres. Kera Punch and De Cocos were used only in Kozhikode whereas Kera Neera was not used in that centre. From the Table 4.2.10. (a) it was further revealed that in toto or centrewise only a maximum of 10 per cent of the respondents depended on only a single brand. Only three per cent used Kaipuzha brand alone whereas 10 per cent respondents used Thirukochi and Kera Neera brand alone in Ernakulam.

Those who used different brands varied from seven to 30 per cent in different centres. In Trivandrum 30 per cent were using two brands, whereas in Kozhikode 30 per cent were found to be using three brands. Seven per cent of the respondents where using four brands in Kozhikode.

Table 4.2.10.2 (b) Total current users of different brands of Neera

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Thirukochi	36 (60)	35 (58)	37 (62)	108 (60)
Kaipuzha	20 (33)	35 (58)	24 (40)	79 (44)
Kera Neera	39 (65)	41 (68)	-	80 (45)
Kera punch	-	-	31 (52)	31 (17)
De Cocos	-	-	26 (43)	26 (14)

Figures in brackets indicate percentage Source: Compiled from primary data

From Table 4.2.10.2(b) it could be seen that the brand Thirukochi was consumed by 60 per cent of the respondents, whereas Kaipuzha and Kera neera brands were used only by 44 and 45 per cent, respectively. Kera Punch and De Cocos were used only by 17 and 14 per cent out of total 180 respondents.

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The factors responsible for the varied behaviour of consumers towards different brands of Neera might be preference as well as availability. When more brands are available consumers may go for the preferred one.

Table 4.2.10.3 (a) Current users of single and multi-brands of CV

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
D	13 (22)	7 (12)	16 (27)	36 (20)
C	5 (8)	6 (10)	6 (10)	17 (9)
T	14 (23)	8 (13)	12 (20)	34 (19)
K	3 (5)	-	-	3 (2)
Th	-	-	3 (5)	3 (2)
D,C	-	-	9 (15)	9 (5)
D,T	14 (23)	-	3 (5)	17 (9)
D,K	5 (8)	-	-	5 (3)
C,K	-	-	11 (18)	11 (6)
K,Th	-	14 (23)	-	14 (8)
D,C,T	-	6 (10)	-	6 (3)
D,C,K	-	7 (11)	-	7 (4)
D,T,K	6 (10)	-	-	6 (3)
D,K,Th	-	12 (20)	-	12 (7)

D- Double horse, C- Coco vinegar, T-Thirukochi, K-Kalpaka,Th-Theeram

Figures in brackets indicate percentage Source: Compiled from primary data

The data in Table 4.2.10.3 (a) revealed that out of five brands such as Double horse, Coco vinegar, Thirukochi, Kalpaka and Theeram only Double horse, Coco Vinegar and Thirukochi had sole users in all the three centres, out of that Double horse and Thirukochi users constituted almost equal per cent. The

Coco Vinegar use was only almost half of others. Sole users of brands Kalpaka and Theeram were limited to Trivandrum and Kozhikode, respectively.

In Ernakulam users of three brands together were more than Trivandrum and Kozhikode. Unlike in the case of Neera single brand users were more for CV than multi brand users, particularly for Double Horse and Thirukochi with 20 and 19 per cent users out of total 180 consumers.

Table 4.2.10.3 (b) Total current users of different brands of CV

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Double horse	33 (55)	32 (53)	28 (47)	93 (52)
Coco Vinegar	5 (8)	19 (32)	26 (43)	50 (28)
Thirukochi	34 (54)	14 (23)	15 (25)	63 (35)
Kalpaka	14 (23)	33 (55)	14 (23)	61 (34)
Theeram	-	12 (20)	3 (5)	15 (8)

Figures in brackets indicate percentage Source: Compiled from primary data

It could be seen from the table 4.2.10.3(b) that the brand Double Horse was used by more than 50 per cent of the total respondents. Other brands were having 28 to 35 per cent users except for Theeram which is relatively a new entry in the market. The brand Kalpaka which is also a new entry was equally accepted in Ernakulam as in the case of Double Horse. Kalpaka is a brand of which the source is coconut water and the price is only half of that of other brands which are made of Neera, for unit quantity. It could be assumed that the availability, price and flavour of the product are influencing the preference for particular brands of CV.

Table 4.2.10.4 (a) Current users of single and multi-brands of CMP

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
M	4(7)	-	9 (15)	13 (7)
Kp	-	6 (10)	-	6 (3)
Kl	-	3 (5)	-	3 (2)
K	2 (3)	-	-	2 (1)
Mh	3 (5)	-	-	3 (2)
S	3 (5)	1 (2)	-	4 (2)
P	3 (5)	-	-	3 (2)
M, Kp	19 (32)	11 (18)	18 (30)	48 (27)
M, Kl	-	14 (23)	4 (7)	18 (10)
M, S	-	3 (5)	-	3 (2)
Kp, Kl	6 (10)	3 (5)	3 (5)	12 (7)
Kp, S	10 (17)	2 (3)	3 (5)	15 (8)
Kp, P	2 (3)	12 (20)	7 (12)	21 (12)
M, Kp, Kl	6 (10)	2 (3)	-	8 (4)
M, Kp, P	2 (3)	-	2 (3)	4 (2)
M, K, S	-	-	6 (10)	6 (3)
M, K, P	3 (5)	-	3 (5)	6 (3)
M, S, P	-	-	2 (3)	2 (1)
Kp, Kl, S	-	-	3 (5)	3 (2)

M-Maggi , Kp-KPL Shudhi, Kl-KLF Coconad, K-Kera, Mh-Maharaja, S-Suryashobha, P- Palmo
Figures in brackets indicate percentage Source: Compiled from primary data

It could be seen from the Table 4.2.10.4 (a) that the sole users of individual brands were relatively less except for Maggi which are having seven and 15 per cent users in Trivandrum and Kozhikode respectively. It was the only brand solely used in Kozhikode. Multi brand users were many in Kozhikode than Trivandrum and Ernakulam. The brand Maggi was at the top among single brands with seven per cent users among the 180 total consumers. The top multi brand users of Maggi and KPL Shudhi constituted 27 per cent followed by KPL Shudhi and Palmo with 12 per cent and Maggi and KLF with 10 per cent.

Table 4.2.10.4 (b) Total current users of different brands of CMP

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Maggi	35 (58)	30 (50)	44 (73)	109 (61)
KPL Shudhi	45 (75)	36 (60)	36 (60)	117 (65)
KLF Coconad	12 (20)	22 (37)	10 (17)	44 (24)
Kera	5 (8)	-	9 (15)	14 (8)
Maharaja	3 (5)	-	-	3 (2)
Suryashobha	13 (22)	6 (10)	8 (13)	27 (15)
Palmo	10 (17)	12 (20)	14 (23)	36 (20)

Figures in brackets indicate percentage Source: Compiled from primary data

Data presented in Table 4.2.10.4 (b) revealed that KPL Shudhi was the most popular currently used brand with 65per cent of consumers followed by Maggi with 61 per cent of the aggregate users of different centres. Certain brands failed to have any user in certain centres such as Maharaja in Trivandrum and Kozhikode, and Kera in Ernakulam. The results shall tempt the marketers to realize why certain brands have more users while some others have a few or even nil.

Table 4.2.10.5 (a) Current users of single and multi-brands of CCP

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
D	-	3 (5)	-	3 (2)
Ne	-	4 (7)	-	4 (2)
D,B	15 (25)	7 (12)	15 (25)	37 (21)
D,E	4 (7)	2 (3)	6 (10)	12 (7)
B, Ne	2 (3)	14 (23)	3 (5)	19 (11)
Ne, N	-	2 (3)	-	2 (1)
Ne, T	20 (33)	-	20 (33)	40 (22)
Ne, K	-	18 (30)	-	18 (10)
T, K	4 (7)	-	2 (3)	6 (3)
D ,B, Kt	8 (13)	4 (7)	5 (8)	17 (9)
D, B, Ne	-	-	3 (5)	3 (2)
D, Ne, N	-	2 (3)	-	2 (1)
D, Ne, T	2 (3)	-	5 (8)	7 (4)
B, Ne, T	6 (10)	-	2 (3)	8 (4)
Kt, Ne, N	-	4 (7)	-	4 (2)
Ne, N, T	2 (3)	-	2 (3)	4 (2)
Ne, T, K	1 (2)	-	3 (5)	4 (2)

D-Double horse B- Brahmins Kt- Kitchen Treasures E- Eastern
Ne- New Kalpaka N- Nirapara T- Thejus K- Kanjana

Figures in brackets indicate percentage Source: Compiled from primary data

From the Table 4.2.10.5 (a) it could be seen that sole users of the brand were limited to Double Horse and New Kalpaka, and that too only in Ernakulam by a few consumers accounting to five per cent in case of Double Horse and seven per cent in case of New Kalpaka. Double Horse and Brahmins brands with a total of 37 out of 180 constituting 21 per cent of the respondents were distributed in all the three centres. Likewise among the multiple brands, Double Horse and Eastern, Brahmins and New Kalpaka, and Double Horse, Brahmins and Kitchen Treasures were also used by the consumers in all the centres though their percentages are lower. Those who preferred multiple brands used New Kalpaka and Thejus (22 %), followed by Double Horse and Brahmins (21 %) Brahmins and New Kalpaka (11%) and New Kalpaka and Kanchana (10 %).

Table 4.2.10.5 (b) Total current users of different brands of CCP

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Double Horse	29 (48)	18 (30)	34 (57)	81 (45)
Brahmins	31 (52)	25 (41)	28 (47)	84 (47)
Kitchen Treasures	8 (13)	8 (13)	5 (8)	2 (12)
Eastern	4 (7)	2 (3)	2 (3)	8 (4)
New Kalpaka	33 (55)	44 (73)	38 (63)	115 (64)
Nirapara	2 (3)	8 (13)	2 (3)	12 (7)
Thejus	31 (52)	-	34 (57)	65 (36)
Kanjana	1 (2)	18 (30)	5 (8)	24 (13)

Figures in brackets indicate percentage Source: Compiled from primary data

Among the total current users (Table 4.2.10.5(b)) New Kalpaka topped the list with 115 consumers i.e. 64 per cent of the sample population followed by Brahmins with 84 (47 %) and Double Horse with 81 (45 %) out of total 180 sample respondents from all the three centres.

CCP is an item that all the customers and family members have a direct chance for evaluation. Quality and faith in the brand seems to be most important. It can be seen that certain brand is being accepted very rapidly by the majority due to its quality. New Kalpaka is the best example even though it is a new comer in the market. It can also be seen that certain well established brand is fading out from the current list of consumers due to suspected quality.

Table 4.2.10.6 (a) Current users of single and multi-brands of DC

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
D	1(2)	8 (13)	9 (15)	18 (10)
N	6 (10)	1 (2)	6 (10)	13 (7)
V	12 (20)	-	-	12 (7)
S	-	6 (10)	11 (18)	17 (9)
M	-	13 (22)	17 (28)	30 (17)
D, V	18 (30)	-	-	31 (17)
N, M	-	-	5 (8)	5 (3)
S, M	-	24 (40)	9 (15)	33 (18)
D, N, V	23 (38)	-	-	23 (13)
D, S, M	-	8 (13)	3 (5)	11 (6)

D-Dinesh N-Narival V-Virgin plus S-Survashobha M- Maharaia

Figures in brackets indicate percentage Source: Compiled from primary data

A perusal of the data in Table 4.2.10.6 (a) revealed that Dinesh and Nariyal brands alone were used in all the centres by a few consumers ranging from two to fifteen per cent. Suryashobha and Maharaja brands alone were used by 10 to 28 per cent of the sample population in Ernakulam and Kozhikode, whereas Virgin Plus alone was used by 20 per cent consumers only in Trivandrum which clearly showed the regional variation towards the use of different brands. While analysing the details on multiple brand use also it could be seen that Virgin Plus in combination with others was used only in Trivandrum. Suryashobha and Maharaja were used by none in Trivandrum, but the most popular in Ernakulam.

Table 4.2.10.6 (b) Total current users of different brands of DC

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Dinesh	42 (70)	16 (43)	12 (20)	70 (39)
Nariyal	29 (48)	1 (2)	11 (18)	41 (23)
Virgin Plus	53 (88)	-	-	53 (29)
Suryashobha	-	38 (63)	23 (38)	6 (34)
Maharaja	-	45 (75)	34 (57)	79 (44)

Figures in brackets indicate percentage Source: Compiled from primary data

From the Table 4.2.10.6 (b) it could be seen that Maharaja was the brand largely used. Even though it was not used in Trivandrum, 79 out of 180 respondents constituting 44 per cent used it closely followed by the brand Dinesh. The reason for the varied use may be the defective region wise distribution which may be important for the marketers in formulating the marketing strategy.

An overall analysis on the currently used brands of the various VACP revealed that most of the consumers were using more than one brand for all the products in all the centres. However a few consumers round about 10 per cent were particular of sing only one brand and this was relatively high for the brand Organic india of VCO with 19 per cent of the total consumers using it, probably the term 'Organic' in the brand name have very much attracted them. A higher per cent of single brand users were found in case of CV also, with almost 20 per cent preferring single brands 'Double Horse and Thirukochi. Findings about the brand shift of the products among consumers (Section 4.4.3.2.3) showed that most of the consumers were in the habit of changing brands for trying new brands coming in the market and consequently they were using different brands.

Section 3

Part 1

4.3 Pre Purchase and post purchase behaviour towards VACP

In the previous section the consumption pattern of the selected VACP consumers were analysed which highlighted a clear picture of the purchase behaviour of the consumer. In this section, attempt was made to analyse the pre purchase and post purchase behaviour of selected VACP consumers which was presented under two heads, Part-1 pre purchase behaviour and Part-2 post purchase behaviour.

4.3.1 Pre purchase behaviour of VACP consumers

Consumer behaviour starts with the process involved before making a purchase decision. Every consumer, before purchase, perceives his need satisfying capacity for the produce and this behaviour of consumer is termed as pre purchase behaviour. Pre purchase behaviour includes a set of decision such as What, Why, When, How, Where, How much and How often consumers are related to the product. However, for the purchase of non durables consumer may not engage in extensive market search or decision making process compared to durable products. With very many products and brands having diversified features it is important to understand the change in prepurchase behaviour of consumers towards non durables especially for value added products which are non conventional and new to consumers. In this section variables like market search of consumers, purchase decision makers, motivation towards purchase, brand awareness, sources of awareness, actual buyer and shop preferences are analysed in order to examine the pre purchase behaviour of the consumers to VACP.

4.3.1.1 Nature of Search of VACP

Consumers in the new market economies are faced with abundant choices never before experienced and market search is a very important component of business strategy. Market search is any organized effort to gather information about targets, the markets and the customers. Market search is assessed by collecting opinions of the respondents with respect to the information regarding the quality, price and the available brands of the product in the market, the market outlets, opinion of neighbours, friends and relatives, various models available in the market etc. Tables 4.3.1.1.1 to 4.3.1.1.4 present the data on the nature of search carried out.

Table 4.3.1.1.1 (a) Nature of Search for VACP (Trivandrum district)

Product / Brands	Number of consumers (n=60 for each product)					
	VCO	**Neera**	**CV**	**CMP**	**CCP**	**DC**
B	-	4 (7)	-	-	-	5 (8)
Q	12 (20)	6 (10)	2 (3)	2 (3)	2 (3)	10 (17)
P	-	-	5 (8)	-	-	-
M	-	6 (10)	-	6 (10)	-	-
B,Q	12 (20)	-	1 (2)	-	6 (10)	6 (10)
B,P	4 (7)	-	3 (5)	2 (3)	-	4 (7)
B,M	6 (10)	-	-	6 (10)	-	6 (10)
Q,P	3 (5)	19 (32)	23 (13)	8 (13)	12 (20)	19 (32)
Q,M	-	4 (7)	3 (5)	-	-	-
P,M	-	6 (10)	-	-	-	-
B,Q,P	19 (32)	8 (13)	11 (18)	24 (40)	21 (35)	14 (23)
B,P,M	3 (5)	-	-	6 (10)	-	6 (10)
Q,P,M	-	10 (17)	12 (20)	-	-	-
B,Q,M	-	-	-	-	3 (5)	4 (7)
B,Q,P,M	4 (7)	3 (5)	-	24 (40)	16 (27)	18 (30)

B-Brand availability Q- Quality P- Price M-Market Outlets

Figures in brackets indicate percentage Source: Compiled from primary data

Data given in Table 4.3.1.1.1 (a) about the response of the consumers at Trivandrum revealed that there were relatively a small number of respondents (ranged from three to 20 per cent) in various centres depended only on a single variable among brand, quality, price or market outlet. For all the products quality alone was considered by a few respondents. Rest of the respondents considered the combination of either two or three or all the four variables for market search.

Table 4.3.1.1.1 (b) Variable-wise response of the respondents in Trivandrum

Product / Brands	Number of consumers (n=60 for each product)					
	VCO	**Neera**	**CV**	**CMP**	**CCP**	**DC**
Brand	48 (80)	15 (25)	15 (25)	52 (87)	46 (77)	60 (100)
Quality	50 (83)	50 (83)	52 (87)	58 (97)	60 (100)	60 (100)
Price	33 (55)	46 (77)	49 (82)	60 100)	49 (82)	60 (100)
Marketing outlets	13 (22)	29 (48)	15 (25)	42 (7)	19 (32)	34 (57)

Figures in brackets indicate percentage   Source: Compiled from primary data

Data given in Table 4.3.1.1.1 (b) contain the response of the total 180 respondents on the market search for various products. The data showed that the variable marketing outlet was least considered by the respondents in all the centres for all the products. For VCO price was less considered than quality or brand. In case of DC except marketing outlet all other three variables were considered by cent per cent of the respondents. In general it could be seen that quality is the most important factor for a good market of VACP.

Table 4.3.1.1.2 (a) Nature of Search for VACP (Ernakulam District)

Product / Brands	Number of consumers (n=60 for each product)					
	VCO	Neera	CV	CMP	CCP	DC
B	4 (7)	1 (2)	2 (3)	1 (2)	-	2 (3)
Q	6 (10)	9 (15)	6 (10)	1 (2)	1 (2)	6 (10)
P	-	-	1 (2)	-	-	-
M	-	-	-	-	-	-
B,Q	16 (27)	1 (2)	2 (3)	5 (8)	5 (8)	4 (7)
B,P	6 (10)	-	-	5 (8)	2 (3)	4 (7)
B,M	-	-	-	-	-	-
Q,P	-	19 (32)	20 (33)	8 (13)	11 (18)	10 (17)
Q,M	-	3 (5)	3 (5)	2 (3)	1 (2)	-
P,M	-	5 (8)	2 (3)	-	-	-
B,Q,P	22 (37)	9 (15)	11 (18)	20 (33)	22 (37)	20 (33)
B,P,M	1 (2)	-	-	-	-	-
Q,P,M	-	9 (15)	11 (18)	-	1 (2)	-
B,Q,M	-	-	-	-	2 (3)	2 (3)
B,Q,P,M	5 (8)	4 (7)	2 (3)	18 (30)	14 (23)	18 (30)

B-Brand availability Q-Quality P-Price M-Market Outlets
Figures in brackets indicate percentage Source: Compiled from primary data

Table 4.3.1.1.2 (b) Variable-wise response of the respondents in Ernakulam

Product / Brands	Number of consumers (n=60 for each product)					
	VCO	Neera	CV	CMP	CCP	DC
Product	VCO	Neera	CV	CMP	CCP	DC
Brand	54 (90)	15 (25)	6 (10)	49 (82)	45 (75)	30 (50)
Quality	49 (82)	54 (90)	55 (92)	54 (90)	46 (77)	54 (90)
Price	27 (45)	46 (77)	46 (77)	51 (85)	50 (83)	52 (87)
Marketing outlets	5 (8)	21 (33)	18 (30)	20 (33)	18 (30)	20 (33)

Figures in brackets indicate percentage Source: Compiled from primary data

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Analysis of the Tables 4.3.1.1.2 (a) and (b) showed that the respondents in Ernakulam had a response very similar to that of Trivandrum for all the products.

Table 4.3.1.1.3 (a) Nature of Search for VACP (Kozhikode district)

Product / Brands	Number of consumers (n=60 for each product)					
	VCO	**Neera**	**CV**	**CMP**	**CCP**	**DC**
B	3 (5)	3 (5)	-	-	2 (3)	1 (2)
Q	10 (17)	7 (12)	2 (3)	-	1 (2)	8 (13)
P	-	-	3 (5)	-	-	-
M	-	-	-	-	-	-
B,Q	13 (21)	-	3 (5)	2 (3)	5 (8)	5 (8)
B,P	6 (10)	-	3 (5)	2 (3)	-	2 (3)
B,M	-	-	-	-	-	-
Q,P	4 (7)	20 (33)	19 (32)	18 (30)	13 (22)	13 (22)
Q,M	-	2 (3)	4 (7)	1 (2)	-	-
P,M	-	5 (8)	-	-	-	-
B,Q,P	16 (27)	8 (13)	15 (25)	26 (43)	16 (27)	17 (28)
B,P,M	2 (3)	-	-	-	-	-
Q,P,M	-	10 (17)	9 (15)	-	-	-
B,Q,M	-	-	-	-	2 (3)	3 (5)
B,Q,P,M	6 (10)	5 (8)	2 (3)	21 (35)	21 (35)	19 (32)

B-Brand availability Q-Quality P-Price M-Market Outlets
Figures in brackets indicate percentage Source: Compiled from primary data

Table 4.3.1.1.3 (b) Variable wise response of the total respondents in Kozhikode

Product / Brands	Number of consumers (n=60 for each product)					
	VCO	**Neera**	**CV**	**CMP**	**CCP**	**DC**
Brand	46 (77)	16 (27)	23 (38)	51 (85)	46 (77)	47 (78)
Quality	49 (82)	52 (87)	54 (90)	58 (97)	58 (97)	57 (95)
Price	34 (57)	48 (80)	48 (80)	57 (95)	50 (83)	51 (85)
Marketing outlets	8 (13)	22 (37)	15 (25)	22 (37)	23 (38)	22 (37)

Figures in brackets indicate percentage Source: Compiled from primary data

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Analysis of the Tables 4.3.1.1.3 (a) and (b) showed that the respondents in Kozhikode had a response very similar to that of Trivandrum and Ernakulam for all the products.

Table 4.3.1.1.4 Nature of Search for VACP (Overall)

Product / Brands	Number of consumers (n=180 for each product)					
	VCO	Neera	CV	CMP	CCP	DC
B	7 (4)	10 (6)	2 (1)	2 (1)	2 (1)	8 (4)
Q	28 (16)	22 (12)	10 (6)	3 (2)	4 (2)	28 (15)
P	-	-	9 (5)	-	-	-
M	8 (4)	6 (3)	-	6 (3)	-	5 (3)
B,Q	37 (21)	1 (1)	6 (3)	7 (4)	16 (9)	15 (8)
B,P	16 (9)	4 (2)	6 (3)	9 (5)	2 (1)	10 (6)
B,M	6 (3)	-	-	6 (3)	-	6 (3)
Q,P	7 (4)	58 (32)	61 (34)	34 (19)	36 (20)	42 (23)
Q,M	-	9 (5)	10 (6)	3 (2)	1 (1)	-
P,M	-	16 (9)	2 (1)	-	-	-
B,Q,P	57 (32)	25 (14)	37 (21)	70 (39)	59 (33)	51 (28)
B,P,M	6 (3)	-	-	6 (3)	-	6 (3)
Q,P,M	-	29 (16)	32 (18)	-	1 (1)	-
B,Q,M	-	-	-	-	7 (4)	9 (5)
B,Q,P,M	15 (8)	12 (7)	7 (4)	63 (35)	51 (28)	55 (31)

B-Brand availability Q-Quality P-Price M-Market Outlets
Figures in brackets indicate percentage Source: Compiled from primary data

From the Table 4.3.1.1.4 (a) it could be seen that only 5 per cent of the total respondents considered price as the only variable to be considered for market search. Two to 16 per cent respondents considered quality as the single variable for market search. Only two to six per cent considered brand as the only variable to be considered for market search and that was the case with marketing outlet also. One to 34 per cent of the respondents considered two variables, three to 32 per cent considered three variables together and eight to 35 per cent respondents considered all the four variables together for market search for various VACP.

Table 4.3.1.1.4 (b) Variable wise response on nature of search (Total)

Product / Brands	Number of consumers (n=180 for each product)					
	VCO	Neera	CV	CMP	CCP	DC
Brand	144 (80)	52 (29)	58 (32)	163 (91)	137 (76)	160 (89)
Quality	144 (80)	156 (87	163 (91	180 (100	175 (97)	180 (100
Price	101 (56)	144 (80)	154 (86)	180 (100)	149 (83)	164 (91)
Marketing outlets	35 (19)	72 (40)	51 (28)	84 (47)	60 (33)	81 (45)

Figures in brackets indicate percentage Source: Compiled from primary data

The data shown in the Table 4.3.1.1.4 (b) revealed that only 19 to 45 per cent respondents considered market outlets as a market search variable. In case of Neera quality and price were the most considered factors. Only 29 per cent considered the brand. In case of VCO only 56 per cent considered the price as a variable for market search but as high as 80 per cent considered both quality and brand. In case of CMP, CCP and DC all the three variables brand, quality and price have received higher as well as similar attention in market search of those products.

4.3.1.2 Brand awareness of different VACP

Data on the brand awareness of the respondents on different VACP are presented in Tables 4.3.1.2.1 to 4.3.1.2.6.

Table 4.3.1.2.1 (a) Brand awareness (single and multi-brands) of VCO

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
N,O	11 (18)	-	-	11 (6)
N,V	10 (17)	-	-	10 (5)
N,E	-	-	12 (20)	12 (7)
N,R	-	-	17 (28)	17 (9)
P,R	-	-	5 (8)	5 (3)
V,E	-	11 (18)	-	11 (6)
N,O,V	6 (10)	13 (22)	17 (28)	36 (20)
N,O,E	-	7 (12)	-	7 (4)
N,E,R	-	6 (10)	-	6 (3)
V,E,R	12 (20)	16 (27)	-	28 (16)
N,O,V,E	-	-	5 (8)	5 (3)
N,V,E,R	21 (35)	-	-	21 (12)
N,O,V,E,R	-	7 (12)	4 (7)	11 (6)

N-Nirmal O-Organic India V-Virgin Plus E-Elements R- Rubco

Figures in brackets indicate percentage   Source: Compiled from primary data

From the Table 4.3.1.2.1 (a) it is clear that the respondents were aware of more than one brand in all the centres. It could be estimated from the table that 36 per cent of the total respondents were aware of at least two brands, 43 per cent were aware of three brands, 15 per cent were aware of four brands and 6 per cent were aware of five brands. The brands Nirmal, Organic India and Virgin plus were found to be recalled by respondents from all the centres accounting 20 per cent of the respondents. The centre wise differences were also observed in case of recalling brands. In Ernakulam 70 per cent respondents were aware of three brands. In Trivandrum it was 40 per cent and in Kozhikode it was 28 per cent.

Twelve and seven per cent of the sample population in Ernakulam and Kozhikode respectively were aware of five brands but none in Trivandrum.

Table 4. 3.1.2.1 (b) Brand-wise response on awareness towards VCO

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
Nirmal	48 (80)	33 (55)	55 (92)	136 (76)
Organic India	17 (28)	27 (45)	31 (51)	75 (42)
Virgin plus	49 (82)	47 (78)	26 (43)	122 (68)
Elements	33 (55)	47 (78)	21 (35)	101 (60)
Rubco	33 (55)	29 (48)	26 (43)	88 (49)

Figures in brackets indicate percentage Source: Compiled from primary data

Data in Table 4.3.1.2.1 (b) showed that the brand Nirmal was recalled by 76 per cent of the total respondents followed by Virgin Plus with 68 per cent. Virgin Plus and Elements were most known to the Ernakulam respondents while Nirmal and Virgin Plus were most known by Trivandrum. However in Kozhikode the respondents were having more or less equal awareness on various brands.

Table 4.3.1.2.2 (a) Brand awareness (single and multi-brands) of Neera

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
T,K	18 (30)	-	-	18 (10)
T,Kn	13 (22)	-	-	13 (7)
K,Kn	14 (23)	-	-	14 (8)
Kp,D	-	-	18 (30)	18 (10)
T,K,Kn	4 (7)	18 (30)	-	22 (12)
T,Kn,Kp	-	9 (15)	-	9 (5)
T,Kn,D	-	-	24 (40)	24 (13)
K,Kn,Kp	11 (18)	17 (28)	-	28 (16)
T,K,Kn,Kp	-	16 (27)	4 (7)	20 (11)
K,Kn.Kp.D	-	-	14 (23)	14 (8)

T-Thirukochi K-Kaipuzha Kn-Kera Neera Kp-Kera punch D-De cocos

Figures in brackets indicate percentage Source: Compiled from primary data

The respondents at different centres were aware of five brands evidenced by recalling of the brands viz., Thirukochi, Kaipuzha, Kera neera, Kera punch and De cocos. The brand De cocos was recalled by the respondents at Kozhikode only. A perusal of the Table 4.3.1.2.2 (a) revealed that among the total 180 respondents 35 per cent were aware of any two brands, 46 per cent were aware of three brands and the rest 19 per cent were aware of four brands.

Table 4.3.1.2.2 (b) Brand-wise response on awareness towards Neera

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Thirukochi	35 (58)	43 (72)	28 (47)	106 (59)
Kaipuzha	47 (78)	51 (85)	18 (30)	116 (64)
Kera Neera	42 (70)	60 (100)	42 (70)	144 (80)
Kera punch	11 (18)	42 (70)	36 (60)	89 (49)
De Cocos	-	-	56 (93)	56 (31)

Figures in brackets indicate percentage Source: Compiled from primary data

It could be understood from the data given in Table 4.3.1.2.2 (b) that the awareness of respondents was highest for Kera Neera. In Total 80 per cent were aware of it and in Ernakulam all the respondents were aware of Kera Neera. Awareness of De Cocos was limited to Kozhikode only. Awareness on a particular product or brand is created by familiarity for which availability of the material is prerequisite. The result is a clear indicator for marketers for making the distribution plan for the products. Since the distribution was confined to the northern region, awareness on De Cocos was lacking in Trivandrum and Ernakulam.

Table 4.3.1.2.3 (a) Brand awareness (Single and multibrands) on CV

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
D,C	-	-	9 (15)	9 (5)
D,T	24 (40)	-	11 (18)	24 (13)
D,K	5 (8)	-	-	5 (3)
K,Th	-	12 (20)	-	12 (7)
D,T,K	15 (25)	-	-	15 (8)
D,K,Th	-	6 (10)	-	6 (3)
C,T,K	-	-	20 (33)	20 (11)
D,C,T,K	16 (27)	28 (47)	-	44 (24)
C,T,K,Th	-	-	17 (28)	17 (9)
D,C,T,K,Th	-	14 (23)	3 (5)	17 (9)

D-Double horse C-Coco vinegar T-Thirukochi K-Kalpaka Th-Theeram

Figures in brackets indicate percentage Source: Compiled from primary data

From the Table 4. 3.1.2.3 (a) it could be estimated that 34 per cent each of the total 180 respondents in three centres were aware of two and four brands, 22 per cent were aware of three brands and ten per cent were aware of four brands of CV.

Table 4.3.1.2.3.(b) Brand-wise response on awareness towards CV

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
Double horse	60 (100)	48 (80)	23 (38)	131 (73)
Coco vinegar	16 (27)	42 (70)	49 (82)	107 (59)
Thirukochi	55 (92)	42 (72)	51 (85)	148 (82)
Kalpaka	36 (60)	60 (100)	40 (67)	136 (76)
Theeram	-	32 (53)	20 (33)	52 (29)

Figures in brackets indicate percentage Source: Compiled from primary data

A perusal of data given in Table 4.3.1.2.3 (b) revealed that the brand Thirukochi stood first in the awareness about it among the consumers with 82 per cent of the total respondents, more or less equally distributed among the centres (92, 72 and 85 per cent in Trivandrum, Ernakulam and Kozhikode, respectively). The brand Kalpaka with 76 per cent of the total respondents having awareness about it stood second. Though cent per cent consumers were aware of that brand in Ernakulam, in other centres the awareness ranged between 60 to 70 per cent of the consumers. Likewise in the case of Double horse cent per cent consumers were aware of it in Trivandrum, in Kozhikode only 38 per cent were aware of it. As already stated the imbalanced distribution of products in different areas might result in varied awareness.

Table 4.3.1.2.4 (a) Brand awareness (single and multibrands) on CMP

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
M,Kp	7 (12)	17 (28)	-	24 (13)
M,Kl	10 (17)	20 (33)	-	30 (17)
M, P	-	3 (5)	-	3 (2)
Kp,Kl	19 (32)	-	-	19 (11)
M,Kp,P	-	-	24 (40)	24 (13)
M,K,S	-	-	6 (10)	6 (3)
M,K,P	-	-	3 (5)	3 (2)
Kp,Kl,K	6 (10)	-	-	6 (3)
Kp,Kl,S	-	3 (5)	-	3 (2)
Kp,S,P	10 (17)	-	-	10 (6)
Kl,Kp,P	-	-	13 (22)	13 (7)
M,Kl,S,P	-	-	14 (23)	14 (8)
Kp,K,S,P	-	5 (8)	-	5 (3)
Kp,Mh,S,P	8 (13)	-	-	8 (4)
Kp,Kl,K,S,P	-	12 (20)	-	12 (7)

M-Maggi Kp-KPL Shudhi Kl-KLF Coconad K-Kera Mh-Maharaja S-Suryashobha
Figures in brackets indicate percentage Source: Compiled from primary data

There were seven brands such as Maggi, KPL Shudhi, KLF Coconad, Kera, Maharaja, Syuryashobha and Palmo reported to be aware of by the respondents in various centres. From the Table 4.3.1.2.4 (a) it could be estimated that, in toto, 43 per cent of the respondents were aware of atleast two brands, 36 per cent were aware of at least three brands, 15 per cent were aware of four brands and seven per cent were aware of five brands. Also it could be seen that respondents from Kozhikode were aware of more than two brands unlike other centres.

Table 4.3.1.2.4 (b) Brand-wise response on awareness towards CMP

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Maggi	17 (28)	40 (67)	47 (78)	104 (58)
KPL Shudhi	50 (83)	37 (62)	37 (62)	124 (69)
KLF Coconad	35 (58)	35 (58)	14 (23)	84 (47)
Kera	6 (40)	17 (28)	9 (15)	32 (18)
Maharaja	8 (13)	-	-	8 (4)
Suryashobha	18 (30)	20 (33)	20 (33)	58 (32)
Palmo	18 (30)	20 (33)	54 (90)	92 (51)

Figures in brackets indicate percentage Source: Compiled from primary data

Analysis of the Table 4.3.1.2.4 (b) showed that 83 per cent of the respondents in Trivandrum were aware of the brand KPL Shudhi on which relatively low awareness was observed in other centres. Likewise 90 per cent of the respondents were aware of Palmo in Kozhikode followed by Maggi (78 per cent) and KPL Shudhi (62 per cent). No respondents were aware of the brand Maharaja in Ernakulam and Kozhikode, only 13 per cent in Trivandrum were aware of it. Only three brands KPL Shudhi, Maggi and Palmo were having awareness by more than 50 per cent of the total 180 respondents.

Table 4.3.1.2.5 (a) Brand awareness (single and multi-brands) on CCP

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
D,B	-	-	15 (25)	15 (8)
K,Ne	-	-	13 (22)	13 (7)
D,B,Kt	8 (13)	22 (37)	-	30 (17)
D,B,E	-	-	9 (15)	9 (5)
D,Ne,E	2 (3)	-	-	2 (1)
D,Ne,N	6 (10)	4 (7)	-	4 (2)
B,Ne,E	-	-	-	6 (3)
Kt,Ne,N	-	7 (12)	-	7 (4)
E,Ne,N	-	5 (8)	-	5 (3)
Ne,N,T	2 (3)	-	-	2 (1)
Ne,T,K	4 (7)	-	-	4 (2)
D,B,Kt,Ne	-	14 (23)	-	14 (8)
B,Ne,N,T	-	-	12 (20)	12 (7)
Kt,E,Ne,N	-	-	5 (8)	5 (3)
D,B,Kt,E,Ne	-	2 (3)	-	2 (1)
D,B,Ne,N,T	24 (40)	-	-	24 (13)
D,B,N,T,K	10 (17)	-	-	10 (6)
E,Ne,N,T,K	-	-	3 (5)	3 (2)
D,B,Kt,E,Ne,N	-	2 (3)	-	2 (1)
D,B,Kt,N,T,K	4 (7)	-	-	4 (2)
D,B,E,Ne,T,K	-	6 (10)	-	6 (3)
B,E,Ne,N,T,K	-	-	3 (5)	3 (2)

D- Double horse B- Brahmins Kt- Kitchen Treasures E- Eastern
Ne- New Kalpaka Ni- Nirapara T- Thejus K- Kanjana

Figures in brackets indicate percentage Source: Compiled from primary data

There were eight brands in total as recalled by the consumers in three centres such as Double horse, Brahmins, Kitchen Treasures, Eastern, New Kalpaka, Nirapara, Thejus and Kanchana. From Table 4.3.1.2.5 (a) it was estimated that a maximum of 39 per cent respondents were aware of at least three brands, 15 per cent were aware of at least two brands, 18 per cent were aware of four brands, 22 per cent were aware of five brands and eight per cent were aware of six brands. In Trivandrum, as high as 40 per cent of the respondents were aware of five brands such as Double Horse, New Kalpaka, Nirapara and Thejus.

Table 4.3.1.2.5 (b) Brand-wise response on awareness towards CCP

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Double horse	54 (90)	50 (83)	24 (40)	128 (71)
Brahmins	46 (77)	46 (77)	39 (65)	131 (72)
Kitchen Treasures	12 (20)	47 (78)	5 (8)	64 (35)
Eastern	2 (3)	15 (25)	20 (33)	37 (21)
New Kalpaka	38 (63)	40 (67)	36 (60)	114 (63)
Nirapara	46 (77)	18 (30)	23 (38)	87 (48)
Thejus	44 (73)	6 (10)	18 (30)	68 (38)
Kanchana	18 (30)	6 (10)	6 (10)	30 (17)

Figures in brackets indicate percentage   Source: Compiled from primary data

It could be seen from the Table 4.3.1.2.5 (b) that maximum awareness among the total 180 respondents was about the brand Brahmins (72 %) closely followed by Double Horse (71 %) and then New Kalpaka (63 %). In Trivandrum awareness about it was highest with 90 per cent of the respondents recalling it.

Table 4.3.1.2.6 (a) Brand awareness (Single and multi-brands) on DC

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
D,N	-	12 (20)	-	12 (7)
D,V	17 (28)	-	-	17 (9)
D,N,V	22 (37)	10 (17)	-	32 (18)
D,N,M	-	-	30 (50)	30 (17)
D,V,M	-	-	14 (23)	14 (8)
N,S,M	-	20 (33)	16 (27)	36 (20)
V,S,M	-	18 (30)	-	18 (10)
N,V,S,M	16 (27)	-	-	16 (9)
D,N,V,S,M	5 (8)	-	-	5 (3)

D- Dinesh N-Nariyal V-Virgin plus S- Suryashobha M-Maharaja

Figures in brackets indicate percentage Source: Compiled from primary data

There were five brands of DC such as Dinesh, Nariyal, Virgin Plus, Suryashobha and Maharaja as reported by respondents from different centres.

From the data given in Table 4.3.1.2.6 (a) it could be estimated that 17 per cent of the total respondents were aware of at least two brands, nine per cent were aware of four brands and three per cent were aware of all the five brands. As high as 71 per cent of the total and cent per cent of the Kozhikode respondents were aware of at least three brands.

Table 4.3.1.2.6 (b) Brand-wise response on awareness towards DC

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Dinesh	44 (73)	22 (37)	44 (73)	110 (61)
Nariyal	43 (72)	42 (70)	46 (77)	131 (73)
Virgin Plus	60 (100)	28 (47)	14 (23)	102 (57)
Suryshobha	21 (35)	38 (63)	16 (27)	75 (42)
Maharaja	21 (35)	38 (63)	60 (100)	119 (66)

Figures in brackets indicate percentage   Source: Compiled from primary data

From Table 4.3.1.2.6 (b) it could be seen that 100 per cent respondents at Trivandrum were aware of the brand Virgin Plus, similar to the brand Maharaja in Kozhikode where cent per cent respondents were aware of it. The awareness about brand Nariyal was almost similar in all the centres which showed maximum awareness (73 per cent) among all the respondents together in three centres.

4.3.1.3 Motivational factors for purchase of VACP

Motivation is the driving force within that causes a person to take action to satisfy specific goals and needs. Further it is the influences or considerations which provide the impulse to buy, induce action or determine choices of goods and services. The motivation behind the purchase may vary from product to product based on the nature of the products and services that provides to the consumer.

Table 4.3.1.3 Motivational factors for purchase of VACP

Particulars		Number of consumers			
Products	**Motivational factors**	**Trivandrum n=60**	**Ernakulam n=60**	**Kozhikode n=60**	**Overall n=180**
VCO	**S**	3 (5)	6 (10)	1 (2)	10 (6)
	E	57 (37)	48 (80)	59 (98)	164 (91)
	S,E	-	6 (10)	-	6 (3)
Neera	**C**	9 (14)	2 (3)	6 (10)	17 (9)
	F	11 (19)	18 (30)	7 (12)	36 (20)
	E	40 (67)	33 (55)	47 (78)	120 (67)
	F,E	-	7 (12)	-	7 (4)
CV	**F**	4 (7)	6 (10)	4 (7)	14 (8)
	E	56 (93)	54 (90)	56 (93)	166 (92)
CMP	**S**	5 (8)	4 (7)	1 (2)	10 (6)
	F	3 (5)	3 (5)	6 (10)	12 (7)
	E	52 (87)	48 (80)	49 (81)	149 (82)
	S,E	-	5 (8)	4 (7)	9 (5)
CCP	**F**	-	1 (2)	2 (3)	3 (2)
	E	60 (100)	59 (98)	58 (97)	177 (98)
DC	**S**	-	3 (5)	1 (2)	4 (2)
	F	4 (7)	4 (7)	7 (12)	15 (8)
	E	56 (93)	53 (88)	52 (86)	161 (89)

S- Social Status F- Festival E-Essential C-Compulsion from friends
Figures in brackets indicate percentage Source: Compiled from primary data

Response of the sample population towards the motivational factors such as social status, essentiality for the product, necessity due to festival seasons, compulsion from friends and relatives, credit or debit facilities available are summarized in Table 4.3.1.3. Credit or debit facilities never appeared as a motivational factor for purchase of any of the product at any centre. Since the sample population was drawn from elite classes and the products are of non-durable nature and also the cost incurred for the product was relatively less this observation was justifiable. Noticeable region-wise/ centre-wise differences were not observed for any of the product among the motivational factors considered.

The most important motivational factor for all the products emerged to be the essentiality. More than 90 per cent of the total 180 respondents projected essentiality as a motivational factor for buying VCO, CV and CCP. However for CMP, DC and VCO social status was also appeared as a promotional factor though the percentage of the respondents was less. In case of Neera though essentiality remained as the most important, compulsion from friends and necessity due to the festival seasons motivated the consumers to purchase. The reason could be attributed particularly to the nature of the product which is a natural, organic, delicious and nutritious soft drink. In case of CV, CMP and DC being an essential ingredient of certain cookery items made during the festivals, also served as a motivational factor for buying.

4.3.1.4 Purchase decision makers

Pre purchase behaviour of consumers towards durable and non-durable products might be different. For purchasing non-durable products consumers normally may not engage in extreme market search or other decision making process as in the case of durable goods. However the decision what, when, from where, how much and which brand to purchase etc. has an impact on the marketers who deal with durables and non-durables. In the present days due to prominent markert segmentation which satisfy age and gender based requirements, decisions on purchase of goods are being taken by all the members of the family, not like the traditional practice of the family head taking the purchase decisions. Also the enhanced status of women in the society, increase in literacy and the access to information, online marketing etc. has improved the involvement of all family members in decision making process.

Since VACP are relatively new entry in the market an analysis of the purchase decision making process might be important to the marketers to divert their efforts to appropriate targets.

Data presented in the Table 4.3.1.4 provide information on the purchase decision maker of VACP. A perusal of the data revealed minimum differences among different centres in case of purchase decision maker of the family irrespective of different products. However noticeable differences among the decision makers for different VACP could be observed. Except in the case of VCO and Neera, decision of mother dominated over other categories. The increasing role of women in the decision making of the purchase of non-durables was reported by Venkateshwarlu and Rao, (2000). Joint decision of father and mother closely followed it. However in the case of VCO in all the centres fathers dominated in decision making. VCO is considered as a regular item to be purchased particularly for the use of babies and not generally included in the consumable things in kitchen and is generally bought by the father. In case of Neera entire family was involved in decision making process with 70 per cent of the total respondents, the highest percentage among the products as well as different categories of decision makers. It is obviously due to the nature of the product, the soft drink is generally consumed when the family moves together for shopping or some other purpose.

Table 4.3.1.4 Purchase decision maker of the family

Particulars		Number of consumers			
Products	Decision maker	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
VCO	F	32 (53)	20 (33)	30 (50)	82 (46)
	M	7 (12)	13 (22)	11 (18)	31 (17)
	F,M	10 (17)	18 (30)	9 (15)	37 (20)
	F,M,C	11 (18)	9 (15)	10 (17)	30 (17)
Neera	F	2 (3)	2 (3)	2 (3)	6 (3)
	M	7 (12)	7 (12)	7 (12)	21 (12)
	C	-	1(2)	-	1 (1)
	F,M	5 (8)	11 (18)	8 (13)	24 (13)
	F,M,C	46 (77)	37 (62)	43 (72)	126 (70)
	M,C	-	2 (3)	-	2 (1)
CV	F	3 (5)	2 (3)	3 (5)	8 (4)
	M	22 (37)	21 (31)	25 (42)	68 (38)
	F,M	19 (32)	19 (32)	17 (28)	55 (31)
	M,C	16 (27)	18 (30)	15 (25)	49 (27)
CMP	F	1 (2)	4 (7)	1 (2)	6 (3)
	M	23 (38)	24 (40)	22 (37)	69 (39)
	F,M	19 (32)	18 (30)	19 (32)	56 (31)
	F,M,C	17 (28)	14 (23)	18 (30)	49 (27)
CCP	F	-	3 (5)	-	3 (2)
	M	27 (45)	24 (40)	25 (42)	76 (42)
	F,M	17 (28)	18 (30)	16 (27)	51 (28)
	F,M,C	15 (25)	14 (23)	18 (30)	47 (26)
	M,C	1 (2)	1 (2)	1 (2)	3 (2)
DC	F	2 (3)	3 (5)	1 (2)	6 (3)
	M	20 (33)	21 (35)	22 (37)	63 (35)
	F,M	21 (35)	21 (35)	27 (45)	69 (39)
	F,M,C	17 (28)	14 (23)	9 (15)	40 (22)
	M,C	-	1 (1)	1 (1)	2 (1)

F-Father M-Mother C-Children FM-Both father and Mother
FMC- Father , Mother, Children MC- Mother and children
Figures in brackets indicate percentage Source: Compiled from primary data

4.3.1.5 Actual buyer of VACP

Actual buyer is the person who makes actual purchase. Normally for consumer non-durables the decision maker and the actual buyer may be same. If it is not so, there is possibility for some influence on the decision of the decision maker which might happen because of the convenience of the buyer, his interest towards a particular store or brand, personal relationship with store owner, availability of decided items at the time of purchase etc.

Table 4.3.1.5 Actual buyer of VACP

Particulars		Number of consumers			
	Actual buyer	**Trivandrum (n=60)**	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=60)**
VCO	**F**	46 (77)	31 (52)	42 (70)	119 (66)
	M	11 (18)	20 (33)	14 (23)	45 (25)
	F,M	-	6 (10)	-	6 (3)
	F,M,C	3 (5)	2 (3)	3 (5)	8 (4)
	M,C	-	1 (2)	1 (2)	2 (1)
Neera	**F**	3 (5)	4 (7)	4 (7)	11 (6)
	M	8 (13)	13 (22)	10 (17)	31 (17)
	C	-	1 (2)	-	1 (1)
	F,M	11 (18)	15 (25)	14 (23)	40 (22)
	F,M,C	38 (63)	26 (43)	32 (53)	96 (53)
	M,C	-	1 (2)	-	1 (1)
CV	**F**	3 (5)	2 (3)	3 (5)	8 (4)
	M	32 (53)	24 (40)	34 (57)	90 (50)
	F,M	20 (33)	24 (40)	18 (30)	62 (35)
	F,M,C	5 (8)	10 (17)	5 (8)	20 (11)

CMP	**F**	1 (2)	4 (7)	1 (2)	6 (3)
	M	32 (53)	27 (45)	29 (48)	88 (49)
	F,M	18 (30)	22 (35)	22 (37)	62 (35)
	F,M,C	9 (15)	7 (12)	8 (13)	24 (13)
CCP	**F**	-	3 (5)	-	3 (2)
	M	29 (48)	28 (47)	30 (50)	87 (48)
	F,M	23 (58)	22 (37)	21 (31)	66 (37)
	F,M,C	8 (13)	7 (12)	9 (15)	24 (13)
DC	**F**	2 (3)	3 (5)	1 (2)	6 (3)
	M	20 (33)	24 (40)	26 (43)	70 (39)
	F,M	31 (52)	26 (43)	28 (47)	85 (47)
	F,M,C	7 (12)	7 (12)	5 (8)	19 (11)

F-Father M-Mother C-Children FM-Both father and Mother
FMC- Father , Mother, Children MC- Mother and children

Figures in brackets indicate percentage Source: Compiled from primary data

The response of the sample population about who is the actual buyer of different VACP in different centres and its mean is presented in Table 4.3.1.5. It could be seen that the trend observed in the case of decision maker is almost followed in the case of actual buyer too. For all cooking items as observed in the case of decision maker the mother alone dominated as actual buyer followed by the joint purchase by father and mother. In case of VCO 60 per cent out of 180 respondents reported that the actual buyer was father, a higher per cent than that of father decision maker. In the case of Neera, as in the case of decision maker, the actual buyer was also the entire family, 53 per cent out of 180 respondents reported in that way. No noticeable variation was observed among different centres.

4.3.1.6 Sources of awareness of VACP

Right to be informed is one among the rights of consumers as coded in the Indian laws. If not properly informed consumers exploitation will be there. The study on different sources of awareness to the consumers enables the marketers to know about the reach of different media to the consumers. The traditional source of awareness was through word of mouth from friends, relatives, neighbours and dealers. Newspaper and other advertisement channels like flex boards, exhibitions, other entertainment gatherings are in the forefront of the information sources, nowadays. Awareness through internet is fast spreading particularly among youngsters. Information on the status of the sources towards making awareness about the consumer products may be of great help to the marketers to formulate strategies for sales promotion. In this regard information were gathered from the respondents at various centres on the awareness sources of VACP and presented in Tables from 4.3.1.6.1 to 4.3.1.6.6.

From Table 4.3.1.6.1 (a) which shows the awareness sources of VCO it could be seen that in all the centres a percentage of respondents in between two and eight depend only on friends as the source of awareness in case of VCO, whereas seven to 12 per cent depended only on the point of purchase- a direct interaction with shop keeper for gathering information. A good majority depended on combination of different sources as in the case of respondents from Trivandrum and Ernakulam centres where combination of friends, advertisement and dealers were used as a source of awareness by as high as 22 per cent each of the respondents.

Table 4.3.1.6.1 (a) Sources of awareness of VCO

Regions / Sources	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
F	3 (5)	5 (8)	1 (2)	11 (6)
P	5 (8)	7 (12)	7 (12)	19 (11)
Ne,A	-	4 (7)	-	4 (2)
F,A	2 (3)	-	3 (5)	5 (3)
F,P	3 (5)	6 (10)	3 (5)	12 (7)
I,Ne,A	4 (7)	1 (2)	3 (5)	7 (4)
I,N,P	2 (3)	-	2 (3)	5 (3)
F,A,D	13 (22)	4 (7)	13 (22)	30 (17)
F,A,P	9 (15)	4 (7)	6 (10)	19 (11)
F,N,D	1 (2)	2 (3)	3 (5)	6 (3)
F,N,P	7 (12)	10 (17)	8 (13)	25 (14)
N,D,P	3 (5)	2 (3)	2 (3)	7 (4)
I,F,N,P	3 (5)	4 (7)	3 (5)	10 (6)
Ne,F,N,P	-	1 (2)	2 (3)	3 (2)
F,N,D,P	5 (8)	8 (13)	4 (7)	17 (9)
I,F,N,D,P	-	1 (2)	-	1 (1)
I,F,A,N,D,P	-	1 (2)	-	1 (1)

I- Internet Ne- Newspaper F-Friends and relatives A-Advertisement
N- Neighbours D-Dealers P-Point of purchase

Figures in brackets indicate percentage Source: Compiled from primary data

Table 4.3.1.6.1 (b) Sources of awareness of VCO (Overall)

Regions / Sources	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Friends & relatives	46 (77)	46 (77)	46 (77)	138 (77)
Point of purchase	37 (62)	44 (73)	37 (62)	118 (66)
Newspaper	4 (7)	6 (10)	5 (8)	15 (8)
Advertisement	28 (47)	14 (23)	25 (42)	67 (38)
Internet	9 (15)	7 (12)	8 (13)	24 (13)
Neighbours	21 (35)	29 (48)	24 (40)	74 (41)
Dealers	22 (37)	18 (30)	22 (37)	62 (35)

Figures in brackets indicate percentage   Source: Compiled from primary data

Data given in Table 4.3.1.6.1 (b) revealed that 77 per cent of the total 180 respondents utilised friends and relatives as a source of awareness either alone or in combination with different sources. Point of purchase was also found to be a good awareness source utilized by a mean per cent of 66 of the total respondents, 73 per cent of the respondents in Ernakulam and 62 per cent each in other centres. Awareness generated through internet and newspaper is surprisingly low with 13 and 8 per cent respectively. From advertisement, an overall 38 per cent gathered awareness. This was 47 per cent in Trivandrum and 42 per cent in Kozhikode, however a lower per cent of 23 in Ernakulam. The findings are very important for the marketers to change their marketing strategy with regard to the publicity of their products. Thirty five per cent respondents of the total population have generated awareness from dealers which may not be good for the marketers because the dealers generally try to promote only those brands from which they get maximum profit.

Table 4.3.1.6.2 (a) Sources of awareness of Neera

Regions / Sources	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
P	4 (7)	5 (8)	5 (8)	14 (8)
Ne,A	-	1 (2)	-	1 (1)
F,N	-	2 (3)	-	2 (1)
F,P	5 (8)	4 (7)	3 (5)	8 (4)
F,A,D	1 (2)	1 (2)	1 (2)	2 (1)
F,N,P	18 (30)	13 (22)	18 (30)	36 (20)
F,D,P	-	2 (3)	-	2 (1)
N,D,P	1 (2)	2 (3)	2 (3)	3 (2)
I,F,N,P	2 (3)	2 (3)	2 (3)	4 (2)
Ne,F,D,P	-	1 (2)	-	1 (1)
F,A,N,P	4 (7)	2 (3)	4 (7)	1 (1)
F,A,D,P	-	1 (2)	-	1 (1)
F,N,D,P	7 (12)	12 (20)	12 (20)	31 (17)
A,N,D,P	3 (5)	1 (2)	2 (3)	6 (3)
I,F,N,D,P	-	1 (2)	-	1 (1)
F,A,N,D,P	10 (17)	8 (13)	7 (12)	25 (14)
I,F,A,N,D,P	2 (3)	1 (2)	2 (3)	5 (3)
Ne,I,F,A,N,D,P	3 (5)	1 (2)	2 (3)	6 (3)

I- Internet Ne- Newspaper F-Friends and relatives A-Advertisement
N- Neighbours D-Dealers P-Point of purchase

Figures in brackets indicate percentage Source: Compiled from primary data

A perusal of the data given in Table 4.3.1.6.2 (a) revealed that the eight per cent consumers depended on the point of purchase for awareness about Neera, more or less equally distributed in three centres. The rest 92 per cent of the consumers depended on more than one agency to acquire awareness, even combinations of seven sources were utilized by three per cent of the total respondents. Twenty seven per cent of the respondents utilized the combination of friends and relatives, neighbours and point of purchase.

Table 4.3.1.6.2 (b) Sources of awareness of Neera (Overall)

Regions / Sources	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Friends & relatives	59 (99)	56 (94)	59 (99)	174 (97)
Point of purchase	3 (5)	3 (5)	2 (3)	8 (4)
Newspaper	23 (38)	16 (27)	18 (30)	57 (32)
Advertisement	52 (87)	51 (85)	51 (85)	154 (86)
Internet	50 (84)	45 (75)	51 (85)	146 (82)
Neighbours	27 (45)	31 (52)	28 (47)	86 (48)
Dealers	7 (12)	5 (8)	6 (10)	18 (10)

Figures in brackets indicate percentage Source: Compiled from primary data

Table 4.3.1.6.2 (b) contain the data on different categories of consumers from different centres and its total who depended on different categories of sources independently or in combination. Point of purchase was emerged as the highest source of awareness with 97 per cent followed by friends and relatives with 86 per cent and neighbours with 82 per cent of respondents utilizing for acquiring awareness. As in the case of VCO internet and newspaper were the sources which were contributed the least for creation of awareness with 10 and 4 per cent respectively. No spectacular variations were observed among different centres in any of the source of awareness.

Table 4.3.1.6.3 (a) Sources of awareness of CV

Regions / Sources	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
N	1 (2)	1 (2)	3 (5)	5 (3)
P	-	3 (5)	-	3 (2)
F,N	1 (2)	1 (2)	3 (5)	5 (3)
F,P	3 (5)	3 (5)	6 (10)	12 (7)
F,N,P	23 (38)	16 (27)	17 (28)	56 (32)
F,D,P	3 (5)	1 (2)	3 (5)	7 (4)
N,D,P	-	1 (2)	-	1 (1)
I,F,N,P	-	2 (3)	-	2 (1)
Ne,F,D,P	-	2 (3)	-	2 (1)
F,A,N,P	1 (2)	4 (7)	1 (2)	6 (3)
F,N,D,P	18 (30)	16 (27)	21 (35)	56 (31)
I,F,N,D,P	5 (8)	-	3 (5)	10 (6)
F,A,N,D,P	5 (8)	6 (10)	3 (5)	17 (9)

I- Internet Ne- Newspaper F-Friends and relatives A-Advertisement
N- Neighbours D-Dealers P-Point of purchase
Figures in brackets indicate percentage Source: Compiled from primary data

It could be seen from the Table 4.3.1.6.3 (a) that a small per cent of consumers depended only on neighbours (3%) and point of purchase (2%) as the source of awareness. As high as 32 per cent of the respondents depended on the combination of friends and relatives, and point of purchase.

Table 4.3.1.6.3 (b) Sources of awareness of CV (Overall)

Regions / Sources	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Neighbours	54 (90)	47 (78)	51 (85)	152 (85)
Point of purchase	58 (97)	54 (90)	54 (90)	166 (93)
Friends and relatives	59 (99)	51 (85)	57 (95)	167 (94)
Dealers	31 (52)	26 (43)	30 (50)	87 (49)
Internet	5 (8)	2 (3)	3 (5)	10 (6)
Newspaper	-	2 (3)	-	2 (1)
Advertisement	6 (10)	10 (17)	4 (7)	20 (11)

Figures in brackets indicate percentage Source: Compiled from primary data

A perusal of data in Table 4.3.1.6.3 (b) revealed that largest source of awareness was friends and relatives as reported by 94 per cent of the respondents closely followed by the source, point of purchase with 93 per cent respondents depending on those. Newspaper and internet were the least important source with one and six per cent of the respondents depending on it. No respondents had gathered awareness from newspaper either at Trivandrum or at Kozhikode.

Table 4.3.1.6.4 (a) Sources of awareness of CMP

Regions / Sources	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
P	2 (3)	6 (10)	3 (5)	11 (6)
I,P	1 (2)	1 (2)	1 (2)	3 (2)
F,N	3 (5)	1 (2)	1 (2)	5 (3)
F,P	3 (5)	6 (10)	1 (2)	10 (6)
I,F,P	1 (2)	2 (3)	3 (5)	6 (3)
F,N,P	7 (12)	13 (22)	10 (17)	30 (17)
F,D,P	5 (8)	1 (2)	3 (5)	9 (5)
N,D,P	4 (7)	2 (3)	4 (7)	10 (6)
I,F,N,P	1 (2)	3 (5)	3 (5)	7 (4)
F,A,N,P	2 (3)	2 (3)	2 (3)	6 (3)
F,N,D,P	21 (36)	14 (23)	19 (32)	54 (30)
A,N,D,P	3 (5)	1 (2)	3 (5)	7 (4)
F,A,N,D,P	5 (8)	4 (7)	5 (8)	14 (8)

I- Internet Ne- Newspaper F-Friends and relatives A-Advertisement
N- Neighbours D-Dealers P-Point of purchase
Figures in brackets indicate percentage Source: Compiled from primary data

From the data presented in Table 4.3.1.6.4 (a) it could be seen that 6 per cent of the total 180 respondents were fully depended on the point of purchase for awareness creation of CMP. However 93 per cent respondents utilized point of purchase as a source of awareness either alone or in combination with other sources in all the centres. Thirty per cent of the total population utilized friends and relative, neighbours, dealers and point of purchase combination and another 17 per cent utilized friends and relatives, neighbours and point of purchase combination as source of awareness.

Table 4.3.1.6.4 (b) Sources of awareness of CMP (Overall)

Regions / Sources	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Point of purchase	55 (92)	55 (92)	57 (95)	167 (93)
Internet	3 (5)	6 (10)	7 (12)	16 (9)
Friend and relatives	48 (80)	34 (57)	29 (48)	111 (62)
Neighbours	46 (77)	40 (67)	47 (78)	133 (74)
Dealers	38 (63)	22 (37)	34 (57)	94 (52)
Advertisement	10 (17)	7 (12)	10 (17)	27 (15)
Newspaper	-	-	-	-

Figures in brackets indicate percentage Source: Compiled from primary data

From the Table 4.3.1.6.4 (b) it could be seen that point of purchase was the source of awareness for 93 per cent of the respondents followed by neighbours with 74 and dealers with 52 per cent. Internet was utilized as the source of awareness by nine per cent of the respondents but nobody from any centre reported newspaper as their source of awareness.

Table 4.3.1.6.5 (a) Sources of awareness of CCP

Regions / Sources	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
P	5 (8)	6 (10)	5 (8)	16 (9)
F,N	1 (2)	1 (2)	1 (2)	3 (2)
F,P	4 (7)	6 (10)	5 (8)	15 (8)
I,F,P	3 (5)	1 (2)	1 (2)	5 (3)
F,N,P	16 (27)	14 (23)	17 (28)	47 (26)
F,D,P	2 (3)	1 (2)	2 (3)	5 (3)
N,D,P	4 (7)	2 (3)	2 (3)	8 (4)
I,F,N,P	-	2 (3)	-	2 (1)
F,A,N,P	1 (2)	2 (3)	2 (3)	5 (3)
F,A,D,P	2 (3)	1 (2)	-	3 (2)
F,N,D,P	12 (20)	13 (22)	10 (17)	35 (19)
A,N,D,P	2 (3)	2 (3)	1 (2)	5 (3)
I,F,N,D,P	-	1 (2)	-	1 (1)
Ne,F,D,P	2 (3)	1 (2)	2 (3)	5 (3)
F,A,N,D,P	6 (10)	6 (10)	9 (15)	21 (12)
I,F,A,N,D,P	-	1 (2)	1 (2)	8 (4)

I- Internet Ne- Newspaper F-Friends and relatives A-Advertisement
N- Neighbours D-Dealers P-Point of purchase

Figures in brackets indicate percentage Source: Compiled from primary data

A perusal of the data given in Table 4.3.1.6.5 (a) revealed that as in the case of CMP also nine per cent of the total 180 respondents got awareness from the point of purchase. The rest, (more than 90 per cent of the respondents) utilized the combination of different sources. Combination of friends and relatives, neighbours and point of purchase were utilized by 20 per cent and combination of friends and relatives, neighbours, dealers and point of purchase were utilized by 19 per cent of the total 180 respondents. However centrewise, the variation was minimum.

Table 4.3.1.6.5 (b) Sources of awareness of CCP (Overall)

Regions / Sources	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Point of purchase	59 (99)	59 (99)	57 (95)	175 (97)
Friends and relatives	49 (82)	50 (84)	51 (85)	150 (83)
Neighbours	42 (70)	44 (73)	43 (72)	129 (72)
Internet	3 (5)	5 (8)	2 (3)	10 (6)
Dealers	30 (50)	28 (47)	27 (45)	85 (47)
Advertisement	11 (18)	12 (20)	13 (22)	36 (20)
Newspaper	2 (3)	1 (2)	2 (3)	5 (3)

Figures in brackets indicate percentage Source: Compiled from primary data

From the table 4.3.1.6.5 (b) it could be seen that 97 per cent followed by 83 per cent and 72 per cent of the total respondents have acquired the awareness from point of purchase, friends and relatives and neighbours respectively. The responses were similar from the respondents in all the centres. As already seen with other products role of internet and newspaper was very small, only six and three per cent of the respondents have utilized them as source of awareness.

Table 4.3.1.6.6 (a) Sources of awareness of DC

Regions / Sources	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
P	6 (10)	6 (10)	6 (10)	18 (10)
I,P	1 (2)	1 (2)	-	2 (1)
F,N	-	1 (2)	1 (2)	2 (1)
F,P	-	3 (5)	5 (8)	8 (4)
I,Np,P	-	1 (2)	-	1 (1)
I,F,P	2 (3)	1 (2)	-	3 (2)
F,N,P	21 (35)	16 (27)	19 (32)	56 (31)
F,D,P	-	1 (2)	3 (5)	4 (2)
N,D,P	3 (5)	2 (3)	-	5 (3)
I,F,N,P	1 (2)	3 (5)	2 (3)	6 (3)
F,A,N,P	2 (3)	4 (6)	6 (10)	12 (7)
F,A,D,P	1 (2)	1 (2)	2 (3)	4 (2)
F,N,D,P	13 (21)	12 (20)	7 (12)	32 (18)
A,N,D,P	1 (2)	1 (2)	-	2 (1)
I,F,N,D,P	-	1 (2)	2 (3)	3 (2)
Np,F,A,D,P	1 (2)	1 (2)	2 (3	4 (2)
F,A,N,D,P	5 (8)	4 (6)	5 (8)	14 (8)
I,F,A,N,D,P	3 (5)	1 (2)	-	4 (2)

I- Internet Np- Newspaper F-Friends and relatives A-Advertisement
N- Neighbours D- dealers P-Point of purchase

Figures in brackets indicate percentage Source: Compiled from primary data

From the data given in the table 4.3.1.6.6 (a) on the sources of awareness on DC it could be seen that point of purchase alone was the awareness source for 10 per cent of the respondents out of total 180 respondents with an equal distribution of 10 per cent each in different centres. The majority of the respondents accounting to 90 per cent considered combinations of different sources. Thirty one per cent of the total respondents utilized friends and relatives, neighbours and point of purchase in combination as the source of awareness of DC.

Table 4.3.1.6.6 (b) Sources of awareness of DC (Overall)

Regions / Sources	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Point of purchase	60 (100)	59 (99)	59 (99)	178 (100)
Intrernet	7 (12)	8 (13)	4 (7)	19 (11)
Friends and relatives	49 (82)	49 (82)	49 (82)	147 (82)
Neighbour	49 (82)	45 (75)	42 (70)	136 (76)
Newspaper	1 (2)	2 (3)	2 (3)	5 (3)
Dealers	27 (45)	24 (40)	21 (35)	72 (40)
Advertisement	12 (20)	12 (20)	15 (25)	39 (22)

Figures in brackets indicate percentage Source: Compiled from primary data

From table 4.3.1.6.6 (b) it could be seen that almost hundred per cent of the respondents utilized point of purchase as the source of awareness. Eighty two and76 per cent respondents utilized friends and relatives, and neighbours constituting 82 and 76 per cent respondents respectively. Only three and eleven per cent of the respondents utilized newspaper and internet as the source of awareness. There was no noticeable difference among different centres in the source of awareness for the respondents.

4.3.1.7 Brand preference towards VACP

Attaining and sustaining preference is an important step in gaining brand loyalty. Brand preference is critical for marketers because it provides an indication of their customers' loyalty, the success of their marketing strategy and strength of their respective brand or brand image. Tables 4.3.1.7.1 to 4.3.1.7.6 present the data on consumer preference towards preference of VACP.

Table 4.3.1.7.1 (a) Preference towards brands of VCO

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
N,V	22 (37)	-	-	22 (12)
N,R	-	-	27 (45)	27 (15)
V,R	-	-	10 (17)	10 (6)
V,E	8 (13)	19 (32)	-	27 (15)
N,O,V	20 (33)	23 (38)	23 (38)	66 (37)
N,O,E	-	9 (15)	-	9 (15)
N,E,R	-	4 (7)	-	4 (2)
V,E,R	10 (17)	5 (8)	-	15 (8)

N- Nirmal,O-Organic India,V- Virgin Plus,E- Elements,R- Rubco
Figures in brackets indicate percentage Source: Compiled from primary data

From the Table 4.3.1.7.1 (a) it could be estimated that 48 per cent of the total respondents preferred two brands and the rest 62 per cent liked three brands of VCO at a time. Organic India and Virgin Plus were preferred by 33 to 38 per cent of the respondents in all the centres.

Table 4.3.1.7.1 (b) Brand-wise response on preference towards VCO

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
Nirmal	42 (70)	36 (60)	50 (83)	128 (71)
Organic India	20 (33)	32 (53)	23 (38)	75 (42)
Virgin Plus	60 (100)	47 (78)	33 (55)	140 (78)
Elements	10 (17)	18 (30)	-	28 (16)
Rubco	10 (17)	9 (15)	37 (62)	56 (31)

Figures in brackets indicate percentage Source: Compiled from primary data

From the Table 4.3.1.7.1 (b) it could be seen that 71 and 78 per cent of the total respndents preferred the brands Virgin Plus and Nirmal respectively. Virgin Plus was more preferred by Trivandrum and Ernakulam respondents whereas Rubco was more preferred by the respondents of Kozhikode.

Table 4.3.1.7.2 (a) Preference towards brands of Neera

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
T	-	13 (22)	-	13 (7)
T,K	21 (35)	8 (13)	-	29 (16)
T,Kn	14 (23)	-	-	14 (8)
K,Kn	18 (30)	-	-	18 (10)
Kp,D	-	-	18 (30)	18 (10)
T,K,Kn	7 (12)	20 (33)	6 (10)	33 (18)
T,Kn,Kp	-	19 (32)	12 (20)	40 (22)
T,Kn,D	-	-	24 (40)	24 (13)

Figures in brackets indicate percentage Source: Compiled from primary data

T-Thirukochi K-Kaipuzha Kn-Kera Neera Kp-Kera punch D-De cocos

From the Table 4.3.1.7.2 (a) it was clear that 22 per cent of the respondents at Ernakulam preferred the Thirukochi as their only preferred brand. It could be estimated that 53 per cent of the total 180 respondents preferred either one or two brands whereas either 48 per cent preferred three brands.

Table 4.3.1.7.2 (b) Brand-wise response on preference towards Neera

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Thirukochi	42 (70)	47 (78)	-	89 (49)
Kaipuzha	28 (47)	47 (78)	6 (10)	81 (45)
Kera Neera	39 (65)	39 (65)	42 (70)	120 (67)
Kera punch	-	19 (32)	30 (50)	49 (27)
De Cocos	-	-	42 (70)	42 (23)

Figures in brackets indicate percentage Source: Compiled from primary data

Kera neera was the most preferred brand with 67 per cent respondents preferring it almost equally in all the three centres, followed by Thirukochi with 49 per cent (Table 4.3.1.7.2 (b)). Kera neera was the only brand preferred in all the centres having preference by 65 to 70 per cent of the respondents. The brand Kera punch was not preferred in Trivandrum while brand De Cocos was preferred only in Kozhikode.

Table 4.3.1.7.3 (a) Preference towards brands of CV

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
D,C	-	-	12 (20)	12 (7)
D,T	32 (53)	-	8 (13)	40 (22)
D,K	9 (15)	12 (20)	10 (17)	31 (17)
K,Th	-	32 (53)	-	32 (18)
D,T,K	19 (32)	-	-	19 (11)
D,K,Th	-	16 (27)	-	16 (9)
C,T,K	-	-	30 (50)	30 (17)

D-Double horse C-Coco vinegar T-Thirukochi K-Kalpaka Th-Theeram

Figures in brackets indicate percentage Source: Compiled from primary data

A perusal of the data in Table 4.3.1.7.3 (a) revealed that the most preferred brands in Trivandrum were Double Horse and Theeram whereas in Ernakulam it was Kalpaka and Theeram. It could be estimated from the table that 63 per cent of the respondents were preferring two brands while 37 per cent were preferring three brands at a time.

Table 4.3.1.7.3 (b) Brand-wise response on preference towards CV

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Double horse	60 (100)	28 (47)	30 (50)	118 (66)
Coco vinegar	-	-	42 (70)	42 (23)
Thirukochi	51 (85)	48 (80)	40 (67)	139 (77)
Kalpaka	34 (57)	60 (100)	38 (63)	132 (73)
Theeram	-	48 (80)	-	48 (27)

Figures in brackets indicate percentage Source: Compiled from primary data

The data presented in the Table 4.3.1.7.3 (b) showed that cent per cent of the respondents in Trivandrum preferred Double Horse, where as in Ernakulam it was the brand Kalpaka preferred by cent per cent of the respondents. The brands Double Horse, Thirukochi and Kalpaka were preferred in all the centres but Theeram was preferred only by Ernakulam respondents and Coco Vinegar only by Kozhikode respondents.

Table 4.3.1.7.4 (a) Preference towards brands of CMP

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
M,Kp	9 (15)	10 (17)	-	19 (11)
M,Kl	10 (17)	24 (40)	-	34 (19)
M, P	-	13 (22)	-	13 (7)
Kp,Kl	21 (35)	-	-	21 (12)
M,Kp,P	-	-	27 (45)	27 (15)
M,K,S	-	-	8 (13)	8 (4)
Mh,K,P	8 (13)	-	-	8 (4)
Kp,Kl,K	8 (13)	-	-	8 (4)
Kp,Kl,S	-	13 (22)	-	13 (7)
Kp,S,P	12 (20)	-	-	12 (7)
Kl,Kp,P	-	-	19 (32)	19 (11)

M-Maggi Kp-KPL Shudhi Kl-KLF Coconad K-Kera Mh-Maharaja S-Suryashobha P- Palmo

Figures in brackets indicate percentage Source: Compiled from primary data

From the Table 4.3.1.7.4 (a) it could be estimated that 49 per cent of the total respondents preferred two brands while 51 per cent preferred three brands at a time.

Table 4.3.1.7.4 (b) Brand-wise response on preference towards CMP

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Maggi	9 (15)	10 (17)	-	19 (11)
M,Kl	10 (17)	24 (40)	-	34 (19)
M, P	-	13 (22)	-	13 (7)
Kp,Kl	21 (35)	-	-	21 (12)
M,Kp,P	-	-	27 (45)	27 (15)
M,K,S	-	-	8 (13)	8 (4)
Mh,K,P	8 (13)	-	-	8 (4)

Figures in brackets indicate percentage Source: Compiled from primary data

The data in the table 4.3.1.7.4 (b) revealed that KPL Shudhi was the most preferred brand with 66 per cent respondents followed by the brands Maggi and KLF Coconad with 52 per cent respondents each preferring those. The brand KPL shudhi was most preferred only in Trivandrum and Kozhiokode while Maggi was found to be the most preferred brand by 78 per cent of the respondents in Ernakulam.

Table 4.3.1.7.5 (a) Preference towards brands of CCP

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
D,B	-	-	25 (41)	25 (14)
D,Ne	14 (23)	-	-	14 (8)
K,Ne	-	-	33 (55	33 (18)
D,B,Kt	12 (20)	25 (42)	-	37 (21)
D,B,E	-	-	2 (3)	2 (1)
D,Ne,N	15 (25)	18 (30)	-	33 (18)
B,Ne,E	-	-	-	-
Kt,Ne,N	-	11 (18)	-	11 (6)
E,Ne,N	-	6 (10)	-	6 (3)
Ne,N,T	7 (12)	-	-	7 (4)
Ne,T,K	12 (20)	-	-	12 (7)

D- Double horse B- Brahmins Kt- Kitchen Treasures E- Eastern
Ne- New Kalpaka Ni- Nirapara T- Thejus K- Kanjana
Figures in brackets indicate percentage Source: Compiled from primary data

It could be estimated from the Table 4.3.1.7.5 (a) that 40 per cent of the total respondents preferred two brands and the rest 60 per cent preferred three brands at a time.

Table 4.3.1.7.5 (b) Brand-wise response on preference towards CCP

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Double horse	41 (68)	43 (72)	27 (45)	121 (67)
Brahmins	12 (20)	25 (42)	27 (45)	64 (36)
Kitchen Treasures	12 (20)	36 (60)	-	48 (27)
Eastern	-	-	2 (3)	2 (1)
New Kalpaka	48 (80)	35 (58)	33 (55)	116 (64)
Nirapara	22 (37)	17 (28)	-	39 (22)
Thejus	19 (32)	-	-	19 (11)
Kanchana	12 (20)	-	33 (55)	45 (25)

Figures in brackets indicate percentage Source: Compiled from primary data

Data presented in Table 4.3.1.7.5 (b) revealed that the most preferred brands were Double Horse with 67 per cent followed by New Kalpaka with 64 per cent of the respondents. The brand Thejus was preferred only in Trivandrum with 32 per cent of the respondent preferring it. However Double Horse and Brahmins were preferred in all the three centres. The brand eastern was preferred only by a negligible one per cent of the respondents, that too in Kozhikode only.

Table 4.3.1.7.6(a) Preference towards brands of DC

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
D,N	16 (27)	12 (20)	-	28 (16)
D,S	5 (8)	16 (27)	8 (13)	29 (16)
D,V	20 (33)	-	-	20 (11)
D,N,V	19 (32)	10 (17)	-	29 (16)
D,N,M	-	-	32 (53)	32 (18)
D,V,M	-	-	12 (20)	12 (7)
N,S,M	-	10 (12)	16 (20)	26 (14)
V,S,M	-	12 (20)	-	12 (7)

D- Dinesh N-Nariyal V-Virgin plus S- Suryashobha M-Maharaja

Figures in brackets indicate percentage   Source: Compiled from primary data

From the Table 4.3.1.7.6 (a) it could be estimated that 43 per cent of the total respondents preferred two brands and the rest 57 per cent preferred three brands at a time.

Table 4.3.1.7.6 (b) Brand-wise response on preference towards DC

Regions / Brands	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
Dinesh	59 (98)	38 (63)	8 (13)	105 (58)
Nariyal	35 (58)	22 (37)	48 (80)	105 (58)
Virgin Plus	39 (65)	20 (33)	28 (47)	87 (48)
Suryshobha	-	38 (63)	24 (40)	62 (34)
Maharaja	-	22 (37)	60 (100)	82 (46)

Figures in brackets indicate percentage   Source: Compiled from primary data

Data presented in Table 4.3.1.7.6 (a) revealed that Dinesh and Nariyal were equally preferred with 58 per cent each of the respondents preferring it. It could be seen that Dinesh, Nariyal and Virgin Plus were preferred in all the three centres. In Trivandrum centre the brands Suryashobha and Maharaja were not preferred by any respondents.

4.3.1.8 Shop preference towards VACP

Shop preference of the consumers is important for the marketers to modify their marketing strategy. Information on the shop preference of the customers will help them to properly distribute the product in different sources of purchase. Apart from the usual purchase centres, Agri expos were also projected to be a preferred shop by respondents for VACP, since several new brands are exhibited for creating awareness as well as selling. The data on the shop preference expressed by the respondents towards the VACP in different centres are presented in Tables 4.3.1.8.1 to 4.3.1.8.6.

Table 4.3.1.8.1 (a) Shop preference of VCO

Regions / Shop	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
S	50 (83)	42 (70)	48 (80)	140 (78)
N,S	3 (5)	2 (3)	3 (5)	8 (4)
N,A	-	1 (2)	-	1 (1)
S,L	6 (10)	9 (15)	7 (12)	22 (13)
S,C	-	1 (2)	-	1 (1)
S,A	-	1 (2)	-	1 (1)
G,S,A	-	1 (2)	1 (2)	2 (1)
S,L,A	-	1 (2)	-	1 (1)
S,C,A	1 (2)	2 (3)	1 (2)	4 (2)

N- Nearby shops G- General provision stores S- Super market
L-Local retailers C-Cooperative store A-Agri expo

Figures in brackets indicate percentage Source: Compiled from primary data

Data presented in Table 4.3.1.8.1 (a) towards the shop preference of VCO revealed that 78 per cent of the total respondents preferred only super markets for shopping.

Table 4.3.1.8.1 (b) Shop wise preference of total consumers of VCO

Regions / Shop	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Nearby shops	3 (5)	3 (5)	3 (5)	9 (5)
General provision store	-	1 (2)	1 (2)	2 (1)
Super market	60 (100)	59 (98)	59 (98)	178 (99)
Local retailers	6 (10)	10 (17)	7 (12)	23 (13)
Co-operative store	1 (2)	3 (5)	1 (2)	5 (3)
Agri expo	1 (2)	6 (100	2 (3)	9 (5)

Figures in brackets indicate percentage Source: Compiled from primary data

The data in Table 4.3.1.8.1 (b) showed that 99 per cent of the total respondents preferred super markets, either solely or in combination with other shopping sources. Five per cent each of the total respondents were preferring agri expos and nearby shops. Thirteen percent of the respondents preferred local retailers, however the preference towards general provision store and co-operative store was negligible. Respondents have given most importance to the quality of VCO rather than price or brand as reported elsewhere. There is a strong feeling that in the super markets quality materials are exhibited for selling and hence more preference was towards super market. Not much centre wise variation was observed towards shop preference among the respondents.

Table 4.3.1.8.2 (a) Shop preference of Neera

Regions / Shop	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
S	9 (15)	14 (23)	12 (20)	35 (19)
S,L	21 (35)	18 (30)	22 (37)	61 (34)
S,A	15 (25)	13 (22)	13 (22)	41 (23)
G,S,A	-	1 (2)	-	1 (1)
S,L,A	12 (20)	11 (18)	10 (17)	33 (18)
S,C,A	3 (5)	3 (5)	3 (5)	9 (5)

N- Nearby shops G- General provision stores S- Super market

L-Local retailers C-Cooperative store A-Agri expo

Figures in brackets indicate percentage Source: Compiled from primary data

Data presented in Table 4.3.1.8.2 (a) revealed that not like in the case of VCO super market as the only shopping source was preferred by only 19 per cent of the respondents with regard to Neera.

Table 4.3.1.8.2 (b) Shop wise preference of total consumers of Neera

Regions / Shop	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Nearby shops	-	-	-	-
General provision store	-	1 (2)	-	1 (1)
Super market	60 (100)	60 (100)	60 (100)	180 (100)
Local retailers	33 (55)	29 (48)	32 (53)	94 (52)
Co-operative store	3 (5)	3 (5)	3 (5)	9 (5)
Agri expo	30 (50)	28 (47)	26 (43)	84 (47)

Figures in brackets indicate percentage Source: Compiled from primary data

The data presented in Table 4.3.1.8.2 (b) revealed that nobody preferred nearby shops as the source for getting neera. However hundred per cent preferred super market along with other shops. Forty seven per cent of the respondents preferred agri expo along with other sources. The percentage of the respondents was more or less similar in all the centres. Fifty two per cent of the respondents preferred local retailers along with other shopping sources.

Table 4.3.1.8.3 (a) Shop preference of CV

Regions / Shop	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
S	29 (48)	22 (37)	12 (20)	63 (35)
S,L	16 (27)	22 (37)	22 (37)	60 (33)
S,A	4 (7)	4 (7)	13 (22)	21 (12)
G,S,A	-	1 (2)	-	1 (1)
S,L,A	7 (12)	8 (12)	10 (17)	25 (14)
S,C,A	4 (7)	3 (5)	3 (5)	10 (5)

N- Nearby shops G- General provision stores S- Super market
L-Local retailers C-Cooperative store A-Agri expo

Figures in brackets indicate percentage Source: Compiled from primary data

As per the data given in Table 4.3.1.8.3 (a) only 35 per cent of the total respondents considered super market as the only preferred shopping centre. However, in Trivandrum this percentage was as high as 48.

Table 4.3.1.8.3 (b) Shop wise preference of total consumers of CV

Regions / Shop	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Nearby shops	-	-	-	-
General provision store	-	1 (2)	-	-
Super market	60 (100)	60 (100)	60 (100)	180 (100)
Local retailers	23 (38)	30 (50)	32 (53)	85 (47)
Co-operative store	4 (7)	3 (5)	3 (5)	10 (6)
Agri expo	15 (25)	16 (27)	26 (43)	57 (32)

Figures in brackets indicate percentage Source: Compiled from primary data

The data presented in Table 4.3.1.8.3 (b) revealed that nearby shops or general provision stores were not preferred for purchasing CV and 100 per cent respondents preferred super market in all the centres followed by local retailers (47 per cent) and agri expo 32 per cent.

Table 4.3.1.8.4 (a) Shop preference of CMP

Regions / Shop	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
S	24 (40)	31 (52)	26 (43)	81 (45)
S,L	12 (20)	15 (25)	15 (25)	42 (23)
S,A	5 (8)	3 (5)	4 (7)	12 (7)
G,S,A	1 (2)	1 (2)	1 (2)	3 (2)
S,L,A	17 (28)	8 (13)	13 (21)	38 (21)
S,C,A	1 (2)	2 (3)	1 (2)	4 (2)

N- Nearby shops G- General provision stores S- Super market
L-Local retailers C-Cooperative store A-Agri expo
Figures in brackets indicate percentage Source: Compiled from primary data

Data given in 4.3.1.8.4 (a) showed that 45 per cent of the respondents preferred super market alone and the rest 55 per cent preferred more than two shopping sources.

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Table 4.3.1.8.4 (b) Shop wise preference of total consumers of CMP

Regions / Shop	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
Nearby shops	-	-	-	-
General provision store	1 (2)	1 (2)	1 (2)	3 (2)
Super market	60 (100)	60 (100)	60 (100)	180 (100)
Local retailers	29 (48)	23 (38)	28 (47)	80 (44)
Co-operative store	1 (2)	2 (3)	1 (2)	4 (2)
Agri expo	24 (40)	14 (23)	19 (32)	57 (32)

Figures in brackets indicate percentage Source: Compiled from primary data

Data presented in Table 4.3.1.8.4 (b) indicated that no respondents in any centre preferred nearby shops and the preference towards general provision stores and cooperative store were negligible. Cent per cent of the respondents in all the centres preferred super market solely or along with other shopping sources. Thirty two per cent of the respondents preferred agri expo as the shopping source preferred. Not much variation was observed among centres.

Table 4.3.1.8.5 (a) Shop preference of CCP

Regions / Shop	Number of consumers			
	Trivandrum (n=60)	Ernakulam (n=60)	Kozhikode (n=60)	Overall (n=180)
S	22 (36)	30 (50)	19 (31)	71 (39)
S,L	27 (45)	15 (25)	27 (45)	69 (38)
S,A	-	3 (5)	4 (7)	7 (4)
G,S,A	-	1 (2)	-	1 (1)
S,L,A	10 (17)	9 (15)	9 (15)	28 (16)
S,C,A	1 (2)	2 (3)	1 (2)	4 (2)

N- Nearby shops G- General provision stores S- Super market
L-Local retailers C-Cooperative store A-Agri expo

Figures in brackets indicate percentage Source: Compiled from primary data

Data given in Table 4.3.1.8.5 (a) revealed that 39 per cent of the respondents preferred super market alone and the rest 61 per cent preferred more than two shopping sources.

Table 4.3.1.8.5 (b) Shop wise preference of total consumers of CCP

Shop \ Regions	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Nearby shops	-	1 (2)	-	-
General provision store	-	1 (2)	-	1 (1)
Super market	60 (100)	60 (100)	60 (100)	180 (100)
Local retailers	37 (62)	24 (40)	36 (60)	97 (54)
Co-operative store	1 (2)	2 (3)	1 (2)	4 (2)
Agri expo	11 (18)	15 (25)	14 (23)	40 (22)

Figures in brackets indicate percentage   Source: Compiled from primary data

Data presented in Table 4.3.1.8.5 (b) revealed that no respondents in any centre preferred nearby shops and the preference towards general provision stores and cooperative store was negligible. Cent per cent of the respondents in all the centres preferred super market solely or along with other shopping sources. Twenty two per cent of the respondents preferred agri expo as the shopping source. Not much variation was observed among centres.

Table 4.3.1.8.6 (a) Shop preference of DC

Regions / Shop	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
S	27 (45)	29 (48)	25 (42)	81 (46)
S,L	22 (37)	19 (32)	28 (46)	69 (38)
S,A	3 (5)	2 (3)	1 (2)	6 (3)
G,S,A	-	1 (2)	1 (2)	2 (1)
S,L,A	6 (10)	7 (12)	5 (8)	18 (10)
S,C,A	2 (3)	2 (3)	-	4 (2)

N- Nearby shops G- General provision stores S- Super market
L-Local retailers C-Cooperative store A-Agri expo
Figures in brackets indicate percentage Source: Compiled from primary data

Data given in Table 4.3.1.8.6 (a) revealed that 46 per cent of the respondents preferred super market alone and the rest 54 per cent preferred more than two shopping sources for DC.

Table 4.3.1.8.6 (b) Shop wise preference of total consumers of DC

Regions / Shop	Number of consumers			
	Trivandrum (n=60)	**Ernakulam (n=60)**	**Kozhikode (n=60)**	**Overall (n=180)**
Nearby shops	-	-	-	-
General provision store	-	1 (2)	1 (2)	2 (1)
Super market	60 (100)	60 (100)	60 (100)	180 (100)
Local retailers	28 (47)	26 (43)	33 (55)	87 (48)
Co-operative store	2 (3)	2 (3)	-	4 (2)
Agri expo	11 (18)	12 (20)	7 (12)	30 (17)

Figures in brackets indicate percentage Source: Compiled from primary data

Data presented Table 4.3.1.8.6 (b) revealed that no respondents in any centre preferred nearby shops for DC and the preference towards general provision stores and cooperative store were negligible. Cent per cent of the respondents in all the centres preferred super market solely or along with other shopping sources. Seventeen per cent of the respondents preferred agri expo as the shopping source preferred. Not much variation was observed among centres.

The preference towards super market over other shops is evident from the data. In the super markets, unlike other shopping sources, various products and their different brands and in different package sizes are displayed that facilitates easy selection of product or brand. The buyers get opportunity for a prepurchase checking about the quality, manufacturing date, expiry date, price etc. of the items they want to buy. Those who are having exclusive preference of certain branded item are also available in super markets. Also many number of super markets available in the proximity provided the respondents an easy access to the markets.

Part 2

4.3.2 Post purchase behaviour of VACP consumers

Post purchase behaviour is the final stage in the consumer decision making process. It is the reaction of the consumers. It gives an idea of his satisfaction or dissatisfaction towards the product. It indicates whether or not the purchase motives have been achieved. If the consumer is satisfied repeat purchasing will be there, if dissatisfied brand switching will be there.

It is important for the marketers to know whether the product is liked by the consumers or not. The feed back will lead to taking corrective action, if necessary, and the marketing mix be modified accordingly.

In this part the post purchase behaviour towards VACP was studied by analyzing the variables such as consumer attitude, consumer satisfaction, brand loyalty as decided by duration of the use of the current brand and brand shift.

4.3.2.1 Consumer attitude towards VACP

Attitude is an expression of inner feelings that reflect whether a person is favourably or unfavourably predisposed to some objects. Attitude research forms the basis for developing new products, repositioning the existing products, creating advertising campaigns and predicting brand preference as well as purchase behaviour. Understanding how attitudes influence a consumers' purchase behaviour is a vital ingredient to the success of any marketing programme.

As a part of analyzing the post purchase behaviour, the attitude of the consumers towards the VACP was studied. In order to identify the attitude indices were worked out with respect to certain variables identified after conducting a pilot survey which is common to all selected VACP. The ten variables thus selected were ready to use, availability, beneficial to health, promotions, shelf life, hygiene nature, package size, packaging and taste. Both variable and product wise Consumer attitude Index (CAI) were worked out for the three centres representing three zones of Kerala. Kruskal Wallis test was employed to test the agreement among respondents. The minimum and maximum values which acts as the demarcation levels of favourability is given on the top of each table which explains the attitude level towards various variables and the products. These values are obtained by calculating Mean + Standard deviation (maximum value) and Mean-Standard deviation (minimum value). If the Index value falls above, the maximum value it indicates high favourable attitude, if below the minimum value less favourable attitude and if it falls in between the maximum and minimum values it indicates moderate level of favourability in the attitude. The data on consumer attitude towards VACP are given in the Tables 4.3.2.1.1 to 4.3.2.1.7.

Table 4.3.2.1.1 Consumer attitude towards VCO

Regions / Variables	Trivandrum n=60			Ernakulam n=60			Kozhikode n=60			Overall n=180			K.Wallis' test	
	S	I	AL	S	I	AL	S	I	AL	S	I	AL	Chi S	Sig.
Ready to use	282	94	H	387	96	H	279	93	H	948	94	H	1.69	0.43
Price	224	75	M	233	78	M	218	73	M	675	75	M	1.99	0.37
Availability	210	70	M	184	61	L	181	63	L	575	65	L	5.13	0.08
Health	245	82	M	254	85	M	252	84	M	751	84	M	1.40	0.50
Promotions	161	54	L	191	64	L	168	56	L	520	58	L	56.34	0.00
Shelf life	234	78	M	229	77	M	232	77	M	695	77	M	0.52	0.77
Hygiene	275	92	H	260	87	M	270	90	M	805	90	M	37.08	0.00
Package size	258	86	M	251	84	M	271	90	M	780	87	M	2.54	0.28
Packaging	283	94	H	269	90	M	280	93	H	832	92	H	7.66	0.02
Taste	188	63	L	194	65	L	187	62	L	569	63	L	4.05	0.13
Total	**2360**	**79**		**2452**	**79**		**2338**	**78**		**7150**	**79**			

Index range defining attitude level							
Trivandrum		**Ernakulam**		**Kozhikode**		**Overall**	
≤ 65	Low	≤ 67	Low	≤ 65	Low	≤ 66	Low
66-91	moderate	68-90	moderate	66-91	moderate	67-90	moderate
≥ 92	High	≥ 91	High	≥ 92	High	≥ 91	High

S-Score, H-high, M-Moderate, L-Low, I- index, AL-Attitude level
Source: Compiled from primary data

Consumer attitude towards VCO is presented in Table 4.3.2.1.1 The chi square value varied from 0.52 to 56.33. As evidenced by the indices the variables regarding VCO ready to use, hygiene nature and good packaging has generated a favourable attitude among the respondents and there were significant agreement among them. In the case of the variable promotions, the respondents developed a less favourable attitude as shown by the lowest score and indices. Kruskal Wallis test proved that there was significant agreement on this among the respondents. The attitude levels towards VCO among the respondents were similar in all the three centres.

Table 4.3.2.1.2 Consumer attitude towards Neera

Regions / Variables	Trivandrum n=60			Ernakulam n=60			Kozhikode n=60			Overall n=180			K.Wallis' test	
	S	I	AL	S	I	AL	S	I	AL	S	I	AL	Chi S	Sig.
Ready to use	300	100	H	298	99	H	300	100	H	898	100	H	4.02	0.13
Price	243	81	M	236	79	M	241	80	M	720	80	M	0.89	0.64
Availability	139	46	L	136	45	L	136	45	L	411	45	L	0.47	0.79
Health	226	75	M	276	92	H	229	76	M	731	81	M	0.87	0.65
Promotions	220	73	M	230	77	M	226	75	M	676	75	M	0.16	0.92
Shelf life	146	49	L	138	46	L	138	46	L	422	47	L	0.89	0.64
Hygiene	232	77	M	230	77	M	210	70	M	672	75	M	0.82	0.66
Package size	276	87	H	268	89	M	270	90	M	814	89	M	3.15	0.21
Packaging	287	96	H	278	93	M	281	94	H	846	94	H	3.32	0.19
Taste	229	76	M	237	79	M	232	77	M	698	77	M	3.59	0.17
Total	2298	76	M	2327	78	M	2263	75	M	6888	76	M		

Index range defining attitude level

Trivandrum		Ernakulam		Kozhikode		Overall	
≤58	Low	≤59	Low	≤65	Low	≤58	Low
59-93	moderate	60-95	moderate	66-91	moderate	59-93	moderate
≥94	High	≥96	High	≥92	High	≥94	High

Figures in brackets indicate percentage Source: Compiled from primary data

With regard to neera, as shown by the data presented in Table 4.3.2.1.2, there was no significant agreement among the respondents for any of the variable. However as shown by CAI the variable ready to use generated a highly favourable attitude towards neera by the respondents in all the three centres. However with regard to the variable availability and shelf life of the product the attitude of the respondents were less favourable as indicated by low indices of 45 and 46 respectively.

Table 4.3.2.1.3 Consumer attitude towards CV

Regions / Variables	Trivandrum n=60			Ernakulam n=60			Kozhikode n=60			Overall n=180			K.Wallis' test	
	S	I	AL	S	I	AL	S	I	AL	S	I	AL	Chi S	Sig.
Ready to use	300	100	H	298	99	H	300	100	H	898	100	H	4.02	0.13
Price	251	84	M	245	82	M	242	81	M	738	82	M	1.34	0.51
Availability	128	43	L	132	44	L	132	44	L	392	44	L	0.34	0.84
Health	233	78	M	228	76	M	234	78	M	695	77	M	1.2	0.55
Promotions	238	79	M	233	78	M	235	78	M	706	78	M	1	0.61
Shelf life	146	49	L	169	56	L	48	47	L	363	51	L	8.21	0.02
Hygiene	232	77	M	227	76	M	232	77	M	691	77	M	2.68	0.26
Package size	262	87	M	265	88	M	254	85	M	781	87	M	0.15	0.93
Packaging	284	95	H	276	92	M	280	93	H	840	93	M	2.39	0.3
Taste	244	81	M	240	80	M	243	81	M	727	81	M	1.74	0.42
Total	2318	77	M	2313	77	M	2200	76	M	6831	77			

Index range defining attitude level

Trivandrum		Ernakulam		Kozhikode		Overall	
≤59	Low	≤61	Low	≤65	Low	≤60	Low
60-94	moderate	62-92	moderate	66-91	moderate	61-93	moderate
≥95	High	≥93	High	≥92	High	≥94	High

S-Score, H-high, M-Moderate, L-Low, I- index, AL-Attitude level

Figures in brackets indicate percentage Source: Compiled from primary data

Data on the consumer attitude of respondents towards CV is presented in the Table 4.3.2.1.3. The attitude of the respondents towards CV was highly favourable with respect to the variables ready to use. The chi square ranged from 0.14 to 0.82. With regard to the shelf life as shown by the lowest score and index and significant agreement among the respondents, the attitude towards this variable was less favourable.

Table 4.3.2.1.4 Consumer attitude towards CMP

Regions / Variables	Trivandrum n=60			Ernakulam n=60			Kozhikode n=60			Overall n=180			K.Wallis' test	
	S	I	AL	S	I	AL	S	I	AL	S	I	AL	Chi S	Sig.
Ready to use	299	100	H	299	100	H	298	99	H	896	100	H	0.41	0.82
Price	228	76	M	239	80	M	219	73	M	686	76	M	4.2	0.12
Availability	139	46	L	138	46	L	138	46	L	415	46	L	0.33	0.85
Health	223	74	M	222	74	M	226	75	M	671	74	M	0.39	0.82
Promotions	222	74	M	225	75	M	227	76	M	674	75	M	0.43	0.81
Shelf life	151	50	L	162	54	L	157	52	L	470	52	L	1.2	0.55
Hygiene	229	76	M	222	74	M	221	74	M	672	75	M	1.52	0.47
Package size	268	89	M	261	87	M	268	89	M	797	88	M	1.74	0.42
Packaging	286	95	H	278	93	M	284	95	H	848	94	H	2.8	0.25
Taste	236	79	M	237	79	M	240	80	M	713	79	M	0.55	0.76
Total	2281	76		2283	76		2278	76		6842	76			

Index range defining attitude level							
Trivandrum		**Ernakulam**		**Kozhikode**		**Overall**	
≤59	Low	≤60	Low	≤65	Low	≤59	Low
60-92	moderate	61-92	moderate	66-91	moderate	60-92	moderate
≥93	High	≥93	High	≥92	High	≥93	High

S-Score, H-high, M-Moderate, L-Low, I- index, AL-Attitude level

Source: Compiled from primary data

The data on the consumer attitude towards CMP is presented in the Table 4.3.2.1.4 For any of the variables a complete agreement among the respondents was not there as evidenced by the Kruskal wallis test. However the variables ready to use and packaging, having indices of 100 and 94 respectively generated a favourable attitude among the respondents. A less favourable attitude towards the variable availability of the product was observed as evidenced by the lowest index of 46. There was no regional difference observed for any of the variables due to similar indices.

Table 4.3.2.1.5 Consumer attitude towards CCP

Regions / Variables	Trivandrum n=60			Ernakulam n=60			Kozhikode n=60			Overall n=180			K.Wallis' test	
	S	I	AL	S	I	AL	S	I	AL	S	I	AL	Chi S	Sig.
Ready to use	299	100	H	299	100	H	288	96	H	886	99	H	0.51	0.78
Price	155	52	L	236	79	M	254	85	M	645	72	M	4.46	0.11
Availability	148	49	L	140	47	L	149	50	L	437	49	L	1.46	0.48
Health	227	76	M	229	76	M	230	77	M	686	76	M	0.44	0.8
Promotions	227	76	M	226	75	M	235	78	M	688	76	M	47.98	0
Shelf life	158	53	L	153	51	L	152	51	L	463	52	L	0.42	0.81
Hygiene	229	77	M	222	74	M	230	77	M	681	76	M	2.19	0.33
Package size	273	91	M	216	72	M	273	91	H	762	85	M	5.09	0.08
Packaging	288	96	H	274	91	H	285	95	H	847	94	H	8.67	0.01
Taste	236	79	M	247	82	M	239	80	M	722	80	M	1.44	0.49
Total	2240	75		2242	75		2335	78		6817	76			

Index range defining attitude level

Trivandrum		Ernakulam		Kozhikode		Overall	
≤57	Low	≤59	Low	≤65	Low	≤60	Low
58-92	moderate	60-90	moderate	66-91	moderate	61-91	moderate
≥93	High	≥91	High	≥92	High	≥92	High

S-Score. H-high. M-Moderate. L-Low. I- index. AL-Attitude level
Source: Compiled from primary data

The data on the consumer attitude towards CCP are presented in the Table 4.3.2.1.5. It could be seen that for the variables ready to use and packaging highly favourable attitude was developed in the respondents as shown by high indices of 99 and 94 respectively. But in the case of the variables shelf life and availability of the product the attitude developed was less favourable which is 52 and 49 respectively. There was significant agreement among the respondents in case of the variable packaging and promotions. To the variable price the attitude developed in the Ernakulam and Kozhikode centres were favourable but not that in the Trivandrum centre.

Table 4.3.2.1.6 Consumer attitude towards DC

Regions / Variables	Trivandrum n=60			Ernakulam n=60			Kozhikode n=60			Overall n=180			K.Wallis' test	
	S	I	AL	S	I	AL	S	I	AL	S	I	AL	Chi S	Sig.
Ready to use	299	100	H	299	100	H	298	99	H	896	70	M	0.51	0.78
Price	254	85	M	239	80	M	248	83	M	741	83	M	3.09	0.21
Availability	138	46	L	137	46	L	144	48	L	419	47	L	2.65	0.27
Health	230	77	M	226	75	M	219	73	M	675	75	M	3.42	0.18
Promotions	229	77	M	227	76	M	225	75	M	681	76	M	1.58	0.45
Shelf life	172	57	L	156	52	L	157	52	L	485	54	L	2.74	0.25
Hygiene	227	76	M	222	74	M	218	72	M	667	74	M	62.52	0
Package size	271	90	M	261	87	M	262	87	M	794	88	M	2.1	0.35
Packaging	286	95	H	279	93	H	292	97	H	857	95	H	1.97	0.37
Taste	241	80	M	238	79	M	238	79	M	717	79	M	0.74	0.69
Total	2347	78		2284	67		2301	77		6932	74			

Index range defining attitude level

Trivandrum		Ernakulam		Kozhikode		Overall	
≤62	Low	≤60	Low	≤65	Low	≤60	Low
63-94	moderate	61-92	moderate	66-91	moderate	61-88	moderate
≥95	High	≥93	High	≥92	High	≥89	High

S-Score, H-high, M-Moderate, L-Low, I- index, AL-Attitude level
Source: Compiled from primary data

The data on the consumer attitude towards the DC are presented in Table 4.3.2.1.6. A perusal of the data revealed that the attitude developed to the variable 'Ready to use' was favourable with an index of 100 in all the centres. The same was the case with the variable packaging with a score of 95. There was significant agreement among the respondents with regard to hygiene conditions to which the respondents had a moderate favourable attitude as indicated by a mean index of 74. The chi square varied from 0.50 to 62.51. The variables as indicated by lower mean index of 54 and 47 developed less favourable attitude among respondents towards the variables shelf life and availability respectively.

Table 4.3.2.1.7 Composite Index of Consumer Attitude (Product wise)

Regions / Product	Trivandrum			Ernakulam			Kozhikode			Overall		
	S	**I**	**AL**	**S**	**I**	**AL**	**S**	**I**	**AL**	**S**	**I**	**AL**
VCO	2360	79	H	2452	79	H	2338	78	H	7150	79	H
Neera	2298	76	M	2327	78	H	2263	75	L	6888	76	L
CV	2318	77	M	2313	77	M	2300	76	M	6831	77	M
CMP	2281	76	M	2283	76	M	2278	76	M	6842	76	L
CCP	2240	75	L	2242	75	L	2335	78	H	6817	76	L
DC	2347	78	H	2284	76	M	2301	77	M	6932	77	M

Index range defining attitude level

Trivandrum		Ernakulam		Kozhikode		Overall	
≤75	Low	≤75	Low	≤75	Low	≤76	Low
76-77	Moderate	76-77	Moderate	76-77	Moderate	77	Moderate
≥78	High	≥78	High	≥78	High	≥78	High

S-Score, H-high, M-Moderate, L-Low, I- index, AL-Attitude level

Source: Compiled from primary data

The product wise composite index of attitude towards VACP is presented in Table 4.3.2.1.7. The indices were developed by analyzing the responses of 60 respondents each from three urban centres representing three different zones of Kerala. In this table attitude levels of respondents towards six VACP are presented. However the attitude towards these falls in three categories, high, moderate and low favourable attitude. In overall the attitude of the respondents to VCO was highly favourable but to others, except for neera, CMP and CCP it was less favourable. Even though the favourability in attitude towards neera in overall was lower, it could be seen that in Ernakulam it is highly favourable. Incase of CV centre wise and overall moderate level of favourability in attitude had observed. Incase of CMP, eventhough moderate level of attitude was observed in all the centres, the result of analysis considering the mean and standard deviation in overall the favourability had fallen down to a lower level. It could also be observed that except in Kozhikode (High level of favourability), in the other two centres and in general the level of favourability in attitude is less. The overall attitude level and the centrewise attitude level of the consumers towards DC is at moderate level, except in the case of Trivandrum, in which the attitude level is highly favourable.

4.3.2.2. Consumer satisfaction towards VACP

Consumer satisfaction is a measure of how products and services supplied by a firm meet or surpass customers' expectations. Knowledge on the level of satisfaction to the consumers after purchase of a commodity will be helpful for the marketers to change the strategies of production, modification and selling of products. Ten variables such as price, availability, shelf life, promotion, hygiene, packaging size, packaging, taste and brand image were selected to analyse the consumer satisfaction. Gurusanthoshini and Gomathi (2017) identified hygiene nature, quality and reasonable price as the factors which affect consumer preference and consequent satisfaction towards the consumption of household non durables. Product and variable wise Consumer Satisfaction Indices (CSI) were worked out for three centres and six different VACP. The agreement among respondents was tested by Kruskal Wallis test. The minimum and maximum values which acts as the demarcation levels of satisfaction level is given on the top of each table which explains the satisfaction level towards various variables and the products. These values are obtained by calculating Mean + Standard deviation (maximum value) and Mean-Standard deviation (minimum value). If the Index value falls above the maximum value it indicates high level of satisfaction, if below the minimum value low level of satisfaction and if it falls in between the maximum and minimum values it indicates moderate level of satisfaction. The data pertaining to this are presented in Tables 4.3.2.2.1 to 4.3.2.2.7.

Table 4.3.2.2.1 Consumer satisfaction towards VCO

Regions / Variables	Trivandrum n=60			Ernakulam n=60			Kozhikode n=60			Overall n=180			K.Wallis' test	
	S	I	SL	S	I	SL	S	I	SL	S	I	SL	Chi S	Sig.
Price	237	79	L	231	77	L	224	75	L	692	77	L	0.46	0.8
Availability	263	88	H	255	85	M	229	76	L	747	83	M	1.9	0.39
Promotion	215	72	L	230	77	L	208	69	L	653	73	L	0.24	0.89
Shelf life	235	78	L	221	74	L	223	74	L	679	75	L	1.77	0.41
Hygeine	241	80	L	237	79	L	216	72	L	694	77	L	2.6	0.27
Pack. size	248	83	M	244	81	M	250	83	H	742	82	M	2.88	0.24
Packaging	248	83	M	256	85	M	252	84	H	756	84	H	1.35	0.51
Taste	236	79	L	223	74	L	233	79	M	692	77	L	2.06	0.36
Br. image	259	87	H	275	92	H	257	86	H	791	88	H	0.93	0.63
Total	2182	81		2172	80		2092	78		6446	80			

Index range defining satisfaction level

Trivandrum		Ernakulam		Kozhikode		Overall	
≤81	Low	≤80	Low	≤78	Low	≤80	Low
82-85	moderate	81-85	moderate	79-82	moderate	81-83	moderate
≥86	High	≥86	High	≥83	High	≥84	High

S-Score. H-high. M-Moderate. L-Low. I- index. SL-Satisfaction level

Source: Compiled from primary data

The consumer satisfaction towards VCO with respect to selected variables is presented in Table 4.3.2.2.1. The variable brand image was having the highest index of 88 averaged over the three centres indicating a high level of satisfaction for this variable and the lowest score value was for promotion with an index of 73. However, the agreement of the respondents with respect to the level of satisfaction was found to be non-significant for any of the characters.

Table 4.3.2.2.2 Consumer satisfaction towards Neera

Regions / Variables	Trivandrum n=60			Ernakulam n=60			Kozhikode n=60			Overall n=180			K.Wallis' test	
	S	I	SL	S	I	SL	S	I	SL	S	I	SL	Chi S	Sig.
Price	261	87	M	250	83	M	256	85	M	767	85	M	2.74	0.25
Availability	221	74	L	212	71	L	213	71	L	646	72	L	0.98	0.61
Promotion	222	74	L	221	74	L	218	73	L	661	74	L	0.14	0.94
Shelf life	129	43	L	138	46	L	143	48	L	410	46	L	2.51	0.29
Hygeine	228	76	L	233	78	L	227	76	L	688	77	L	1.83	0.4
Pack. size	271	90	M	264	88	M	267	89	M	802	89	M	1.52	0.47
Packaging	275	92	M	268	89	M	291	97	H	834	93	H	1.35	0.51
Taste	224	75	L	260	87	M	238	79	L	722	80	M	1.95	0.38
Br. image	277	92	M	272	91	M	277	92	M	826	92	M	1.09	0.58
Total	2108	78		2118	79		2130	79		6356	79			

Index range defining satisfaction level

Trivandrum		**Ernakulam**		**Kozhikode**		**Overall**	
≤78	Low	≤79	Low	≤79	Low	≤79	Low
79-92	moderate	80-92	moderate	80-92	moderate	80-92	moderate
≥93	High	≥93	High	≥93	High	≥93	High

S-Score, H-high, M-Moderate, L-Low, I- index, SL-Satisfaction level

Source: Compiled from primary data

The data (Table 4.3.2.2.2.) pertaining to the consumer satisfaction the variable packaging quality topped among the different variables with an index of 93. Index values for shelf life came with an index value of 46 showing the lowest level of satisfaction. As in the case of VCO there was no significant agreement among the responses of the respondents as indicated by the Kruskal Wallis' test.

Table 4.3.2.2.3 Consumer satisfaction towards CV

Regions / Variables	Trivandrum n=60			Ernakulam n=60			Kozhikode n=60			Overall n=180			K.Wallis' test	
	S	I	SL	S	I	SL	S	I	SL	S	I	SL	Chi S	Sig.
Price	259	86	M	259	86	M	258	86	M	776	86	M	0.06	0.97
Availability	227	76	L	204	68	L	210	70	L	641	71	L	1.16	0.56
Promotion	238	79	L	227	76	L	228	76	L	693	77	L	2.62	0.27
Shelf life	166	55	L	183	61	L	164	55	L	513	57	L	4.01	0.14
Hygeine	237	79	L	233	78	L	231	77	L	701	78	L	1.36	0.51
Pack. size	276	92	M	270	90	M	270	90	M	816	91	M	2	0.37
Packaging	275	92	M	273	91	M	231	77	L	779	87	M	0.54	0.76
Taste	285	95	M	278	93	H	282	94	H	845	94	H	1.6	0.45
Br. image	285	95	M	278	93	H	282	94	H	845	94	H	1.93	0.38
Total	2248	83		2205	82		2156	80		6609	82			

Index range defining satisfaction level

Trivandrum		Ernakulam		Kozhikode		Overall	
≤83	Low	≤82	Low	≤80	Low	≤82	Low
84-95	moderate	83-92	moderate	81-92	moderate	83-93	moderate
≥96	High	≥93	High	≥93	High	≥94	High

S-Score, H-high, M-Moderate, L-Low, I- index, SL-Satisfaction level

Source: Compiled from primary data

The data pertaining to the consumer satisfaction of the respondents of different centres and its overall satisfaction level towards CV is presented in Table 4.3.2.2.3. The variables brand image and taste with Index of 94 for both fell in the zone of high level of satisfaction. How ever there was no agreement among the opinion of the respondents. The Chi square value varied from .06 to 4.00 the highest being for the variable shelf life. The variable shelf life had the lowest Index of 57. The respondents had high level of satisfaction with the variable price of CV as indicated by relatively high SI of 86.

Table 4.3.2.2.4 Consumer satisfaction towards CMP

Regions / Variables	Trivandrum n=60			Ernakulam n=60			Kozhikode n=60			Overall n=180			K.Wallis' test	
	S	I	SL	S	I	SL	S	I	SL	S	I	SL	Chi S	Sig.
Price	245	82	M	237	79	L	226	75	L	708	79	L	5.95	0.05
Availability	230	77	L	236	79	L	231	77	L	697	78	L	1.29	0.53
Promotion	223	74	L	221	74	L	225	75	L	669	74	L	0.26	0.88
Shelf life	158	52	L	167	56	L	165	55	L	490	54	L	0.82	0.67
Hygeine	227	76	L	232	77	L	239	80	L	698	78	L	0.93	0.63
Pack. size	274	91	M	267	89	M	276	92	M	817	91	M	2.53	0.28
Packaging	279	93	H	274	91	H	278	93	H	831	92	H	1.33	0.51
Taste	241	80	M	240	80	M	239	80	L	720	80	M	0.21	0.90
Br. image	284	95	H	280	93	H	293	98	H	857	95	H	0.69	0.71
Total	2161	80		2154	80		2172	81		6487	80			

Index range defining satisfaction level

Trivandrum		Ernakulam		Kozhikode		Overall	
≤80	Low	≤80	Low	≤81	Low	≤80	Low
81-94	moderate	81-90	moderate	82-92	moderate	81-91	moderate
≥93	High	≥91	High	≥93	High	≥92	High

Source: Compiled from primary data

The data on the level of consumer satisfaction towards CMP by the respondents indifferent centres are presented in Table 4.3.2.2.4. A perusal of the data revealed that, with regard to the variable price of CMP there was significant agreement in the response of the respondents at 5 per cent level. The variable price had relatively high SI value of 79 indicating a moderate level of consumer satisfaction. In the Kruskal Wallis test the Chi square value varied from 0.21 to 5.95, the highest was for the price. The variable brand image had the highest score with the highest Index of 95 followed by packaging with an index of 91 indicating high level of satisfaction to those variables associated with CMP.

Table 4.3.2.2.5 Consumer satisfaction towards CCP

Regions / Variables	Trivandrum n=60			Ernakulam n=60			Kozhikode n=60			Overall n=180			K.Wallis' test	
	S	I	SL	S	I	SL	S	I	AL	S	I	SL	Chi S	Sig.
Price	263	88	M	243	81	M	259	86	M	765	85	M	7.41	0.03
Availability	247	82	M	242	81	M	245	82	L	734	82	M	1.67	0.43
Promotion	230	77	L	225	75	L	239	80	L	694	77	L	5.25	0.07
Shelf life	159	53	L	166	55	L	159	53	L	484	54	L	0.64	0.73
Hygeine	229	76	L	232	77	L	233	78	L	694	77	L	0.70	0.71
Pack. size	270	90	M	268	89	M	282	94	M	820	91	M	8.99	0.01
Packaging	284	95	H	274	91	M	286	95	M	844	94	H	7.15	0.03
Taste	184	61	L	239	80	M	237	79	L	660	73	M	0.99	0.61
Br. image	294	98	H	278	93	H	287	96	H	859	96	H	4.07	0.13
Total	2160	80		2167	80		2227	83		6554	81			

Index range defining satisfaction level

Trivandrum		Ernakulam		Kozhikode		Overall	
≤80	Low	≤80	Low	≤83	Low	≤81	Low
81-94	moderate	81-91	moderate	84-95	moderate	82-93	moderate
≥95	High	≥92	High	≥96	High	≥94	High

S-Score, H-high, M-Moderate, L-Low, I- index, SL-Satisfaction level

Source: Compiled from primary data

While analyzing the data on consumer satisfaction towards CCP in the Table 4.3.2.2.5. it could be seen that there was significant agreement among the response of the respondents with respect to the variables price, package size and brand image as evidenced by the Kruskal wallis test. The Chi square varied from 0.70 to 7.41. The highest was for price. The variables brand image, packaging quality and package size were having higher scores and consequently higher Index of 96, 94 and 91 respectively. The Index of 85 for the variable price indicated a higher level of satisfaction. The lowest index of 54 was observed for the variable shelf life indicating a low level of satisfaction towards that variable.

Table4.3.2.2.6 Consumer satisfaction towards DC

Regions / Variables	Trivandrum n=60			Ernakulam n=60			Kozhikode n=60			Overall n=180			K.Wallis' test	
	S	I	SL	S	I	SL	S	I	SL	S	I	SL	Chi S	Sig.
Price	253	84	M	241	80	M	246	82	M	740	82	M	3.6	0.17
Availability	238	79	L	237	79	L	244	81	L	719	80	L	0.9	0.64
Promotion	237	76	L	236	75	L	242	81	L	715	77	L	3.39	0.18
Shelf life	160	53	L	169	56	L	183	61	L	512	57	L	4.21	0.12
Hygeine	231	77	L	229	76	L	250	77	L	710	77	L	0.13	0.94
Pack. size	273	91	M	269	90	M	276	92	M	818	91	M	1.15	0.56
Packaging	286	95	H	278	93	H	280	93	H	844	94	H	3.38	0.19
Taste	232	77	L	237	79	L	241	80	L	710	79	L	4.14	0.13
Br. image	284	95	H	280	93	H	282	94	H	846	94	H	0.69	0.71
Total	2194	81		2176	80		2244	82		6614	81			

Index range defining satisfaction level							
Trivandrum		**Ernakulam**		**Kozhikode**		**Overall**	
≤81	Low	≤80	Low	≤82	Low	≤81	Low
82-93	moderate	81-91	moderate	83-92	moderate	82-92	moderate
≥94	High	≥92	High	≥93	High	≥93	High

S-Score, H-high, M-Moderate, L-Low, I- index, SL-Satisfaction level

Source: Compiled from primary data

The data on consumer satisfaction of the respondents in the three centres towards DC is presented in table 4.3.2.2.6. It could be seen from the table that for the variables brand image and packaging quality which showed high level of satisfaction. This was followed by the package size with an index of 79. There was no significant agreement among the response of the respondents as evidenced by Kruskal Wallis test. There was no noticeable difference in the satisfaction levels towards DC observed in centres for price and package size. They were only moderately satisfied. For the rest of the variables it was low.

Table 4.3.2.2.7 Composite consumer satisfaction index and levels (Product wise)

Product	Trivandrum			Ernakulam			Kozhikode			Overall		
	S	I	SL	S	I	SL	S	I	SL	S	I	SL
VCO	2182	81	M	2172	80	M	2092	78	L	6446	80	M
Neera	2108	78	L	2118	79	L	2130	79	L	6356	79	L
CV	2248	83	H	2205	82	H	2156	80	M	6609	82	H
CMP	2161	80	M	2154	80	M	2172	81	M	6487	80	M
CCP	2160	80	M	2167	80	M	2227	83	H	6554	81	M
DC	2194	81	H	2176	80	M	2244	82	H	6614	81	M

Index range defining satisfaction level							
Trivandrum		**Ernakulam**		**Kozhikode**		**Overall**	
≤79	Low	≤79	Low	≤79	Low	≤79	Low
80-81	moderate	80	moderate	80-81	moderate	80-81	moderate
≥82	High	≥81	High	≥82	High	≥82	High

S-Score, H-high, M-Moderate, L-Low, I- index, SL-Satisfaction level

Source: Compiled from primary data

The product wise composite SI and the corresponding satisfaction levels (SL) are presented in the Table 4.3.2.2.7. Here it could be observed that it was in case of CV high level of satisfaction was observed in overall aspect. It might be because of the fact that many kinds of synthetic vinegar brands are available. Nowadays consumers have become health conscious and they are preferring organic foods rather than the synthetic. No noticeable variation in the score or index or levels of satisfaction in the case of VCO, CMP, CCP and DC was observed. The satisfaction level of these products was in the moderate level. In case of Neera at all the centres as well as in overall the satisfaction level was low. In the case of CMP at all the centres and in overall the satisfaction level was in the moderate level. Pleshko and Heienes (1996) observed satisfaction as a psychological state that results from the consumer's experience after consumption. The finding that only for CV, a "High Satisfaction Level" was observed is due to the customer delight generated out of the psychological effect while using the organic coconut vinegar instead of synthetic/chemical vinegar commonly available in the market.

4.3.2.3 Brand Loyalty towards VACP

Brand loyalty represents the most desirable situation for the marketers. When consumer make a conscious evaluation that a particular brand satisfies their needs to the maximum extent than other brands, brand loyalty occurs. Marketers try to build and maintain brand loyalty by offering high quality products at attractive prices and by providing special incentives. Unlike consumer durables, non-durables are frequently purchased since the shelf life of the products are limited, VACP are not an exception for this. Since it is relatively a new entry in the market and more brands are coming up, brand loyalty of these products are very much important for the marketers.

The brand loyalty of the VACP was analysed by gathering information on how long a particular brand was in use by the consumer, their shift towards another brand and also by identifying the reasons for brand shift. Such an analysis is expected to bring out the usage pattern of the brands among consumers which will help to identify the prospects and problems of introducing new brands which in turn help the marketer to understand the consumer psyche towards brand loyalty.

4.3.2.3.1 Duration of the use of current brand of VACP

Duration of the use of brands is an important factor deciding the brand loyalty. The higher the duration of the use of brand the higher will be the brand loyalty. If a consumer has positive attitude and favourable satisfaction towards a particular brand, after using it he will continue that brand for a long time even sidelining highly competitive related brands. Tables (4.3.2.3.1.2 to 4.3.2.3.4) contain the data on the duration of the use of current brand of VACP in different centres as well as its overall position averaged over the different centres.

Table 4.3.2.3.1 Duration of the use of current brand of VACP in Trivandrum

Products	Last 6 months to one year	Last 1 to 2 years	More than two years
VCO	-	57 (95)	3 (5)
Neera	-	60 (100)	-
CV	-	60 (100)	-
CMP	-	60 (100)	-
CCP	-	60 (100)	-
DC	-	60 (100)	-

Figures in brackets indicate percentage Source: Compiled from primary data

Data presented in table 4.3.2.3.1 revealed that except for VCO cent per cent of the respondents were adhering to the brands they used for the last one to two years. Only in the case of VCO a small per cent as low as five were keeping the brand for more than two years.

Table 4.3.2.3.2 Duration of the use of current brand of VACP in Ernakulam

Products	Last 6 months to one year	Last 1 to 2 years	More than two years
VCO	-	53 (88)	7 (12)
Neera	1 (2)	56 (93)	3 (5)
CV	-	59 (98)	1 (2)
CMP	1 (2)	58 (97)	1 (2)
CCP	1 (2)	57 (95)	2 (3)
DC	-	59 (98)	1 (2)

Figures in brackets indicate percentage Source: Compiled from primary data

Respondents in Ernakulam unlike in Trivandrum a small per cent of the respondents coming to two to twelve per cent were more brand loyal, keeping the brand for more than two years. Among those 12 per cent of the respondents who use VCO were keeping its brands for more than two years. Eighty eight to 98 per cent respondents were retaining the brands only for one to two years for all the products. Only in the case of Neera, CV and CMP, two per cent of the respondents were keeping the brands only for half to one year.

Table 4.3.2.3.3 Duration of the use of current brand of VACP in Kozhikode

Products	Last 6 months to one year	Last 1 to 2 years	More than two years
VCO	-	55 (92)	5 (8)
Neera	-	56 (97)	2 (3)
CV	-	60 (100)	-
CMP	-	60 (100)	-
CCP	-	60 (100)	-
DC	-	59 (98)	1 (2)

Figures in brackets indicate percentage Source: Compiled from primary data

The data presented in Table 4.3.2.3.3 revealed that in Kozhikode except for CV, CMP and CCP a small per cent of the respondents were keeping their currently used brands for more than two years. For the other brands cent per cent of the respondents have kept their brands for one to two years. No respondent had the tendency to shift the brand within a period of six months to one year.

Table 4.3.2.3.4 Duration of the use of current brands of VACP (Overall)

Products	Last 6 months to one year	Last 1 to 2 years	More than two years
VCO	-	165 (92)	15 (9)
Neera	1 (1)	172 (96)	5 (3)
CV	-	179 (99)	1 (1)
CMP	1 (1)	178 (99)	1 (1)
CCP	1 (1)	177 (98)	2 (1)
DC	-	178 (99)	2 (1)

Figures in brackets indicate percentage Source: Compiled from primary data

The overall analysis of the data (Table 4.3.2.3.4) averaging over the three centres showed that 92 to 99 per cent out of the 180 respondents kept the currently used brands for a minimum period of one to two years. Nine per cent of the respondents who use VCO were particular for not shifting the brand even after two years of use. The duration of the use of brands depends upon several factors which may vary with the products. Several brands of all the VACP used in the study are entering in the market frequently. The factors like new brand trial, promotion techniques by marketing men, changing taste preferences, varying price of products and brands, unavailability of particular brands etc. can influence the short term use of brands.

4.3.2.4 Brand shift of VACP

Brand shift is defined as the change of the use of brand of a product from one brand to another. Brand shift is an important parameter in judging the brand loyalty and to assess the post purchase behaviour of the consumer. When consumer got satisfied with the use of a particular brand repeated purchase of the same might be resulted. If the satisfaction is negative, he will shift to alternate brand. Non- shifting of brands by consumers is very important for the marketers. Reichheld and Sasser (1990) suggested that new buyers cost more to serve than repeat customers which means that repeat customers are benefitting a firm's cost structure. Brand shift is observed more in the case of consumer non-durables since they are frequently purchased. VACP have short shelf life, daily use. Since a recent entry in the market, more and more competitive brands with varied customer friendly characters entering into the market frequently and the possibilities for brand shifting is more for VACP. Tables (4.3.2.4.1 to 4.3.2.4.4) present the data on the brand shift of VACP in different centres.

Table 4.3.2.4.1 Brand shift of VACP in Trivandrum

Products	Respondents intended to shift the brand	Respondent shifted the brand in past 2 years	No intention to shift	Not shifted in past two years
VCO	50 (83)	56 (93)	10 (17)	4 (7)
Neera	58 (97)	53 (88)	2 (3)	7 (12)
CV	57 (95)	54 (90)	3 (5)	6 (10)
CMP	56 (93)	56 (93)	4 (7)	4 (7)
CCP	60 (100)	60 (100)	-	-
DC	58 (97)	55 (92)	2 (3)	5 (8)

Figures in brackets indicate percentage Source: Compiled from primary data

The response of the respondents with regard to the brand shift of VACP in Trivandrum centre is presented in Table 4.3.2.4.1. Data given in the table showed that 83 to 100 per cent respondents were intended to shift the brand of various products. In case of CCP 100 per cent of the respondents in Trivandrum either wanted to have a shift in the brand or they have already shifted the brand within two years of use. Only in case of VCO a considerable number accounting to ten per cent of the sample respondents had no intention to shift and a small per cent of seven had not shifted the brand in two years.

Table 4.3.2.4.2 Brand shift of VACP in Ernakulam

Products	Respondents intended to shift the brand	Respondent shifted the brand in past 2 years	No intention to shift	Not shifted in past two years
VCO	47 (78)	47 (78)	13 (22)	13 (22)
Neera	54 (90)	53 (88)	6 (10)	7 (12)
CV	57 (95)	58 (97)	3 (5)	2 (3)
CMP	53 (88)	55 (92)	7 (12)	5 (8)
CCP	54 (90)	56 (93)	6 (10)	4 (7)
DC	55 (92)	56 (93)	5 (8)	4 (7)

Figures in brackets indicate percentage   Source: Compiled from primary data

Data given in the table 4.3.2.4.2 shows that compared to Trivandrum a lesser number of respondents only intended to shift the brand of VCO in Ernakulam. Otherwise 88 to 92 per cent respondents were in the intention of shifting the brands of other products. The per cent of respondents already shifted the brands in two years were almost similar to those who intended to shift the brand in Ernakulam centre. In case of VCO a relatively higher per cent of 22 per cent respondents had no intention to shift or not shifted the brand in two years. VCO being a regular item used for the babies body care the respondents were reluctant of changing the brand frequently.

Table 4.3.2.4.3 Brand shift of VACP in Kozhikode

Products	Respondents intended to shift the brand	Respondent shifted the brand in past 2 years	No intention to shift	Not shifted in past two years
VCO	55 (92)	55 (92)	5 (8)	5 (8)
Neera	55 (92)	55 (92)	5 (8)	5 (8)
CV	57 (95)	57 (95)	3 (5)	3 (5)
CMP	56 (93)	57 (95)	4 (7)	3 (5)
CCP	60 (100)	60 (100)	-	-
DC	57 (95)	58 (97)	3 (5)	2 (3)

Figures in brackets indicate percentage   Source: Compiled from primary data

Data presented in Table 4.3.2.4.3 revealed that 92 to 100 per cent respondents in Kozhikode were intended to shift the brand and an almost similar number had already shifted the brand in two years. Five to seven per cent respondents were having no intention to shift the brand and three to eight per cent had not changed the brand in the past two years.

Table 4.3.2.4.4 Overall brand shift

Products	Respondents intended to shift the brand	Respondent shifted the brand in past 2 years	No intention to shift	Not shifted in past two years
VCO	152 (84)	158 (88)	28 (16)	22 (12)
Neera	167 (93)	161 (89)	13 (7)	19 (11)
CV	169 (94)	169 (94)	11 (6)	11 (6)
CMP	165 (92)	166 (92)	15 (8)	14 (8)
CCP	174 (97)	174 (97)	6 (3)	6 (3)
DC	170 (94)	169 (94)	10 (6)	11 (6)

Figures in brackets indicate percentage Source: Compiled from primary data

The overall analysis of the data given in Table 4.3.2.4.4 revealed that out of the total 180 respondents 84 to 97 per cent of the total 180 respondents were intended to shift the brand and 88 to 97 per cent had already shifted the brand in past two years. Only in case of VCO there was a small per cent (16%) reluctant to shift the brand.

4.3.2.5 Reason for Brand shift

For consumer non-durables brand shifting is a common practice since large number of brands are coming to the market. Knowledge on brand shifting may be critical for the marketers to formulate their marketing strategies. Though several factors can activate the process of brand shifting for the analysis of reasons three factors were identified viz., new brand trial, high price and non availability of the product. A fourth group of very passive consumers who do shift the brand without any specific reason was also envisaged. Tables 4.3.2.5.1 to 4.3.2.5.4 contain the data on the reasons of brand shift of various VACP in different centres by the respondents.

Table 4.3.2.5.1 Reason for brand shift in Trivandrum

Products	NBT	HP,NBT	NA,NBT	NSR
VCO	56 (93)	1 (2)	-	3 (5)
Neera	38 (63)	14 (23)	1 (2)	7 (12)
CV	47 (78)	10 (17)	-	3 (5)
CMP	35 (58)	23 (38)	-	2 (3)
CCP	49 (82)	11 (18)	-	-
DC	49 (82)	9 (15)	-	2 (3)

NBT-New Brand Trial, HP-High Price, NA-Non Availability,
NSR- No Specific Reason

Figures in brackets indicate percentage Source: Compiled from primary data

As it could be observed in Table 4.3.2.5.1 ninety per cent of the respondents in Trivandrum shifted the brand for trying the new brands available. Only fifty eight to eighty two per cent respondents shifted the brands other than VCO. Thirty eight per cent of the CMP consumers shifted the brands due to high price as well as for trying new brands. Three to 12 per cent of the respondents have changed the brands without any specific reasons.

Table 4.3.2.5.2 Reason for brand shift in Ernakulam

Products	NBT	HP,NBT	NA,NBT	NSR
VCO	44 (73)	12 (20)	-	4 (7)
Neera	38 (63)	15 (25)	1 (2)	6 (10)
CV	42 (70)	15 (25)	1 (2)	2 (3)
CMP	40 (67)	14 (23)	-	6 (10)
CCP	42 (70)	13 (22)	-	5 (8)
DC	42 (70)	14 (23)	-	4 (7)

NBT-New Brand Trial, HP-High Price, NA-Non Availability, NSR-No sp. reason

Figures in brackets indicate percentage Source: Compiled from primary data

Out of sixty respondents in Ernakulam centre 63 to 73 per cent respondents shifted the brands of various products for trying new brands (Table 4.3.2.5.2).Twenty to 25per cent respondents in Ernakulam have shifted the brands of all the products considering both the high price and chance for new brand trial. There also three to 10 per cent of the respondents have changed the brands of the products without any specific reasons.

Table 4.3.2.5.3 Reason for brand shift in Kozhikode

Products	NBT	HP,NBT	NA,NBT	NSR
VCO	54 (90)	5 (8)	-	1 (2)
Neera	42 (70)	11 (18)	2 (3)	5 (8)
CV	42 (70)	15 (20)	-	3 (5)
CMP	39 (65)	19 (32)	-	2 (3)
CCP	45 (75)	15 (25)	-	-
DC	47 (78)	11 (18)	-	2 (3)

NBT-New Brand Trial, HP-High Price, NA-Non Availability, NSR- No Specific Reason

Figures in brackets indicate percentage Source: Compiled from primary data

Data on the per cent respondents shifted brands of different VACP in Kozhikode are presented in the Table 4.3.2.5.3. Sixty five to 90 per cent respondents changed the brands of various products for new brand trials. Eight to 32 per cent of the respondents changed the brand due to the combination of factors new brand trial and high price. As in the Trivandrum centre in Kozhikode also a relatively higher 32 per cent of the respondents shifted the brand of CMP due to high price and chance for new brand trials.

Table 4.3.2.5.4 Reason for brand shift (Overall)

Product	NBT	HP,NBT	NA,NBT	NSR
VCO	154 (86)	18 (10)	-	8 (4)
Neera	118 (66)	40 (22)	4 (2)	18 (10)
CV	131 (73)	40 (22)	1 (1)	8 (4)
CMP	114 (63)	56 (31)	-	10 (6)
CCP	136 (76)	39 (22)	-	5 (3)
DC	138 (77)	34 (19)	-	8 (4)

NBT-New Brand Trial, HP-High Price, NA-Non Availability, NSR- No Specific Reason
Figures in brackets indicate percentage Source: Compiled from primary data

Table 4.3.2.5.4 provides an overall analysis on the reasons of brand shift. Eighty six per cent of the respondents out of 180 shifted the brand of VCO for new brand trial. But only 63 per cent of the respondents made such a change for CMP. Thirty one per cent of the total respondents projected both high price and new brand trials as the reason for brand shift. The number of respondents who projected non availability as the reason was negligible and was limited to the products CV and Neera. Respondents in the range of three to 10 per cent out of total 180 respondents have shifted the brands of all the products without any specific reason. Production and promotion of VACP is a special initiative of the Coconut Development Board of India with head quarters at Cochin, Kerala. Several Coconut producer Companies were formed with the technical and financial support of the board and number of them have started the production of

VACP. Understanding the prospects of VACP particularly among elite classes several firms who were initially with other processed agricultural products such as spices, cereal, flour etc. were largely joined this sector of production of VACP. At present very many number of new brands are available in Kerala. Hence shifting of brands is very common.

4.3.2.6 Dissemination of information

Dissemination of information was analysed by knowing the response towards the enquiry 'whether you recommend the various VACP to others'. Cent per cent of the respondents from all the centres had given a positive reply stating the reasons, ready to use, good quality, easy availability in super market and well packaged form. However, several of them cautioned about the low shelf life of different produts due to the inherent quality of getting rancid once the material has come into contact with moist air under ambient temperatures. Though all were satisfied with the product the anxiety on low shelf life might have lowered the satisfaction level. In case of neera there are chances for fermentation and conversion of Neera into toddy which reduces the quality of the same as soft rink. This also might have led to low satisfaction level of the consumers towards neera.

Section 4

4.4. Factors influencing purchase decision

Purchase decision making process is very dynamic but may differ in the case of durables and non-durables. Non-durables are frequently purchased by the consumers since they are daily used items characterised by low shelf life. In practice the purchase of non-durables involves a routine decision making process. At present there are large numbers of marketers. Competition within them with different brands and diversified new product arrivals necessitated to shift their decision making from routine to extensive decision problem solving. The decisions what, how, when, how much and from where to purchase involve intensive information search even for traditionally used items like rice due to diverse characteristics of the product. Value added coconut products, a relatively recent entry in the market are gaining popular use among consumers particularly among elite class. Several factors influence the consumers to reach correct decisions. Eleven different variables such as technology usage, price affordability, hygiene nature, taste, packaging , family member opinion, promotional factors, availability, sociable sales man, life period and quality certification were identified to analyse the extent of their influence on purchase decision process of VACP. Ranking of these factors were done and the association among the opinion of the respondents was tested by Kendalls' W. The data pertaining to each product are presented in Tables from 4.4.1 to 4.4.6.

Table 4.4.1 Factors influencing purchase decision of VCO

VCO	Trivandrum		Ernakulam		Kozhikode		Overall	
Variables	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Technology usage	298	1	271	2	268	2	837	1
Price affordability	243	4	237	5	243	5	723	5
Hygiene nature	249	3	242	4	248	4	739	4
Taste	109	8	135	11	123	11	367	11
Packaging	213	5	223	7	220	7	656	7
Fam. member opinion	249	3	243	3	249	3	741	3
Promotional factors	184	6	189	9	184	9	557	9
Availability	213	5	216	8	215	8	644	8
Sociable sales man	158	7	165	10	155	10	478	10
Life period	243	4	231	6	231	6	705	6
Quality certification	275	2	279	1	274	1	828	2
Kendall's W 0.51 Chi square 972.57 Asymp.sig. 0.000								

Source: Compiled from primary data

The data given in Table 4.4.1 showed that respondents in different centres differed in ranking the variables. Though the variable technology usage was ranked second by Ernakulam and Kozhikode respondents due to the high score value of Trivadrum the overall rank one has been endorsed to the variable technology usage. Quality certification was ranked second due to the overall high score. The variable price of the product was ranked only at the fifth position as a factor influencing purchase that too after the variables family opinion (rank three) and hygiene nature (rank 4). Higher level of education and moderately high family income very much influenced the ranking of factors by the elite class respondents. The respondents considered promotional factor social nature of sales man and even taste as the least influencing factors. With regard to VCO life period, packaging, availability etc. were given moderate ranks.

Table 4.4.2 Factors influencing purchase decision of Neera

Neera	Trivandrum		Ernakulam		Kozhikode		Overall	
Variables	**Score**	**Rank**	**Score**	**Rank**	**Score**	**Rank**	**Score**	**Rank**
Technology usage	281	1	282	1	283	1	846	1
Price affordability	252	5	243	5	248	5	743	5
Hygiene nature	235	7	234	6	235	6	704	6
Taste	229	8	234	6	228	7	691	7
Packaging	254	4	249	4	256	4	759	4
Family opinion	269	3	255	3	268	3	792	3
Promotional factors	214	11	216	8	216	10	646	10
Availability	218	10	219	7	221	9	658	9
Sociable sales man	236	6	201	9	200	11	637	11
Life period	224	9	219	7	222	8	665	8
Quality certification	270	2	267	2	271	2	808	2
Kendall's W 0.35 Chi square 676.85 Asymp.sig. 0.000								

Source: Compiled from primary data

The data given in Table 4.4.2 about the variables influencing the purchase decision of Neera revealed that the respondents from different centres were unanimous in ranking the variables in the order of technology usage, quality certification, opinion of family members, packaging and price affordability in one to five ranks. The opinion of the respondents from different centres were almost similar in identifying the influential factors of purchase behaviour. Kendalls' W showed best association among opinions of the respondents.

Table 4.4.3 Factors influencing purchase decision of CV

CV	Trivandrum		Ernakulam		Kozhikode		Overall	
Variables	**Score**	**Rank**	**Score**	**Rank**	**Score**	**Rank**	**Score**	**Rank**
Technology usage	298	1	287	1	293	1	881	1
Price affordability	248	4	247	5	180	11	695	6
Hygiene nature	246	5	235	6	241	5	738	5
Taste	216	9	225	7	218	7	682	8
Packaging	243	6	251	4	242	4	750	4
Family opinion	267	3	263	3	251	3	789	3
Promotional factors	217	8	217	9	211	8	670	9
Availability	216	9	220	8	200	9	662	10
Sociable sales man	203	10	199	11	196	10	629	11
Life period	225	7	215	10	225	6	688	7
Quality certification	268	2	263	2	272	2	809	2
Kendall's W 0.397 Chi square 761.83 Asymp.sig. 0.000								

Source: Compiled from primary data

As in the case of VCO and Neera technology usage, quality certification and family member opinion were ranked in the first, second and third positions respectively among the variables which influence the purchase decision of CV. There was no difference among different centres in these ranking. However packaging, price affordability and hygiene nature have been projected to have moderate influence on the purchase decision of CV. There was good association among the respondents.

Table 4.4.4 Factors influencing purchase decision of CMP

CMP	Trivandrum		Ernakulam		Kozhikode		Overall	
Variables	**Score**	**Rank**	**Score**	**Rank**	**Score**	**Rank**	**Score**	**Rank**
Technology usage	289	1	285	1	290	1	867	1
Price affordability	244	5	244	4	244	5	746	5
Hygiene nature	238	6	237	5	239	6	731	6
Taste	226	7	223	6	207	10	679	8
Packaging	246	4	249	3	247	4	753	4
Family opinion	262	3	211	9	266	3	754	3
Promotional factors	219	9	215	8	220	7	678	9
Availability	215	10	161	11	214	9	620	11
Sociable sales man	198	11	195	10	197	11	622	10
Life period	222	8	220	7	217	8	682	7
Quality certification	274	2	268	2	271	2	819	2
Kendall's W 0.41 Chi square 768.05 Asymp.sig. 0.000								

Source: Compiled from primary data

Analysis of the data given in the Table 4.4.4 with regard to the status of variables which influence the purchase decisions of CMP showed similarity in ranking technology usage and quality certifications in the first and second positions. However the respondents from Ernakulam region ranked packaging of the CMP as the third most influential factor affecting the purchase decision. The statistical analysis showed good association among the opinion of the members.

Table 4.4.5 Factors influencing purchase decision of CCP

CCP	Trivandrum		Ernakulam		Kozhikode		Overall	
Variables	**Score**	**Rank**	**Score**	**Rank**	**Score**	**Rank**	**Score**	**Rank**
Technology usage	289	1	283	1	289	1	864	1
Price affordability	257	5	243	5	259	4	773	5
Hygiene nature	240	6	232	6	242	6	732	6
Taste	226	8	224	7	221	9	695	8
Packaging	258	4	252	4	265	3	786	4
Family opinion	275	2	263	3	277	2	822	2
Promotional factors	227	7	215	10	230	7	696	7
Availability	221	9	217	9	225	8	689	9
Sociable sales man	202	11	195	11	204	11	634	11
Life period	219	10	218	8	218	10	683	10
Quality certifi1cation	261	3	264	2	258	5	793	3
Kendall's W 0.40 Chi square 768.05 Asymp.sig. 0.000								

Source: Compiled from primary data

Analysis of the data given in the table 4.4.5 with regard to the status of variables which influence the purchase decisions of CCP showed similarity in ranking technology usage and family member opinion in the first and second positions. Quality certification and packaging got third and fourth ranking. The ranking of price affordability was only fifth which showed that showed that the respondents were not price conscious as in the case of other products. The statistical analysis showed good association among the opinion of the members,

Table 4.4.6 Factors influencing purchase decision of DC

DC	Trivandrum		Ernakulam		Kozhikode		Overall	
Variables	**Score**	**Rank**	**Score**	**Rank**	**Score**	**Rank**	**Score**	**Rank**
Technology usage	288	1	285	1	291	1	867	1
Price affordability	251	4	243	5	246	5	754	5
Hygiene nature	236	6	234	6	235	6	723	6
Taste	216	9	220	7	214	8	674	8
Packaging	252	3	247	4	247	4	757	4
Family opinion	275	2	262	2	267	2	810	2
Promotional factors	227	7	216	9	214	8	681	7
Availability	217	8	215	10	214	8	672	10
Sociable sales man	202	10	194	11	196	9	622	11
Life period	216	9	217	8	216	7	673	9
Quality certification	248	5	261	3	256	3	776	3
Kendall's W 0.39 Chi square 758.92 Asymp.sig. 0.000								

Source: Compiled from primary data

Analysis of the data given in the table 4.4.6 with regard to the status of variables which influence the purchase decisions of DC showed similarity in ranking technology usage and family member opinion in the first and second positions as in the case of CCP. The availability was found to have limited influence like all other products, since majority of the respondents were staying in cities where good shopping facility was available in a number of super markets. Since the purchase was being done from the super markets the sociable nature of sales man became irrelevant.

Table 4.4.7 Factors influencing purchase decision of VACP

Factors	Trivandrum		Ernakulam		Kozhikode		Overall	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Technology usage	1743	1	1693	1	1714	1	5150	1
Price affordability	1495	4	1457	5	1420	6	4372	5
Hygiene nature	1444	6	1414	6	1440	5	4298	6
Taste	1222	10	1261	9	1211	10	3694	10
Packaging	1466	5	1471	4	1477	4	4414	4
Family opinion	1597	2	1497	3	1578	3	4672	3
Promotional factors	1288	9	1268	8	1275	9	3831	9
Availability	1300	8	1248	10	1289	8	3837	8
Sociable sales man	1199	11	1149	11	1148	11	3496	11
Life period	1349	7	1320	7	1329	7	3998	7
Quality certification	1596	3	1602	2	1602	2	4800	2

Source: Compiled from primary data

Out of the 11 factors considered, technology usage was ranked first, quality certification was ranked second and opinion of family members third. Price was ranked only as the fifth factor influencing purchase decision of VACP among the respondents. Taste was ranked only in the tenth position, since most of the VACP products selected were not directly consumed. Majority of the respondents ranked technology usage as the most important parameter they consider while making a purchase decision. Ran *et al.,* (2018) highlighted the importance of novel technology usage in the recovery and value addition of plant products.

Malavazi and Devi (2018) emphasised on the quality benefits offered by the brands especially for eatables and cosmetics that affect the choice and usage of a particular brand by the consumer over time is in accordance with the findings of the study. Also while studying consumer decision process on purchasing housing products Levy and Lee (2004), identified the family members opinion as the most significant factor in consumer decision making.

Concluding remarks

The analysis of the above objectives highlighted the "Dynamics of consumer behaviour towards VACP. The analysis was made purely from the angle of consumers of VACP. The study identified the lacunas in the marketing strategies, the factors influencing the purchase decision, consumers attitude and satisfaction towards VACP. From the study it was observed that the awareness level with respect to the selected products are varying from produt to product, quality certification and family opinion were identified as the major factors influencing the purchase decision of the consumers. Moreover very low favourability was shown in ther consumers attitude towards the products like Neera, CMP and CCP. The level of satisfaction of the consumers with respect to neers was also very low and for other products it was only at the moderate level. Lack of awareness, lack of promotional strategies and limited distribution channels were the major problems identified from the point of view of consumers.

Based on the findings and observations appropriate positioning strategies were suggested for the selected products and are given under the head suggested positioning strategies for VACP in the summary and conclusion chapter.

SUMMARY

CHAPTER V

5. SUMMARY AND CONCLUSIONS

Agriculture in India is characterized by informal or traditional supply chain which is better to be shifted to more modern domestic and export oriented value chain. Majority of agricultural products are marketed in their raw form, value addition may result in higher income to the farmers, generation of rural employment, checking of price collapse of crops at the time of glut and increasing shelf life of the produce. Value addition in economic terms is the amount by which the value of an article is increased at each stage of its production, exclusive of initial costs. Coconut is the principal cash crop occupying 41 percent of the net cultivated area and supporting lakhs of marginal and small farmers of Kerala. More than 40 value added products are identified marketed and exported by various agencies in coconut growing countries. Developing market for value added products warrants comprehensive study on the consumer behaviour towards these products. Consumer behaviour is the complex and dynamic processes of deciding what product to buy, when to buy, how to buy, from where to buy, how to secure, how to use, or how to dispose to satisfy individual's, group's, or organization's needs. Hence, the study on 'Dynamics of consumer behaviour towards selected value added coconut products in Kerala' with the objectives of assessing the consumption pattern of consumers towards selected value added coconut products, examining the pre purchase and post purchase behaviour of consumers, identifying the factors influencing the purchase decision of consumers and to suggest appropriate product positioning strategies for those products.

The study was conducted by primary survey conducted in three urban centres of Kerala viz. Trivandrum representing the southern zone, Ernakulam representing the central zone and Kozhikode representing the northern zone. Purposive sampling was implemented for selecting the three districts and urban centres and the same was adopted for selecting sixty respondents in each centre for each product. Six Value Added Coconut Products (VACP) such as Virgin

Coconut Oil (VCO), Neera, Coconut Vinegar (CV), Coconut Milk Powder (CMP), Coconut Chutney Powder (CCP) and Desiccated Coconut (DC) were selected for conducting the research. Primary data were collected from the respondents administering a pretested structured interview schedule. The data collected were subjected to statistical analysis using appropriate tools such as summation, averages, percentages, indices, Likert scale, Chi square, Kruskal Wallis test and Kendall's coefficient of concordance. The summary of findings, conclusions and suggestions are presented as follows.

5.1 Consumer profile

The socio economic status of the consumers greatly influence their purchase behaviour. The possession of goods and services, market search about the price, quantity, brand etc. are influenced by the income, occupational status, educational status, age, family size etc. The consumer profile is summarized as follows:

- Eighty per cent of the total 376 respondents surveyed from three urban centres of Kerala were the age group of 31-50.
- Sixty nine per cent were male and 31 per cent were female.
- All the respondents in all the three centres are married and leading family life.
- Ninety six per cent of the total respondents were either graduates or post graduates. Cent per cent respondents in Trivandrum, 90 per cent in Ernakulam and 96 per cent in Kozhikode were either graduates or post graduates.
- The total respondents constituted of 26 per cent business people, 24 per cent professionals, 23 per cent government and private employees. NRI's (11%), housewives (13%), planters (3%) were not having regular employment.
- Four and three member families constituted 52 and 27 per cent of the total respondents respectively.
- Income wise distribution showed that 78 per cent of the respondents came under the category of income level ₹75001-150000.

- Out of the total 376 respondents, 78 per cent in Trivandrum, 84 per cent in Ernakulam and 72 per cent in Kozhikode only were aware of the VACP. Cent per cent of the total respondents were aware of CCP. The awareness about VCO and Neera were 87 and 86 per cent respectively. Among those who were aware 64 per cent in Trivandrum, 79 per cent in Ernakulam and 56 per cent in Kozhikode had purchased the products.

5.2 Consumption pattern of consumers of selected products

- Overview of the data showed that there was no considerable regional difference observed in the consumption pattern. The monthly family consumption expenditure of the consumers of different VACP brought out the fact that the per cent expenditure for VACP to the food expenditure varied from 0.7 per cent (in the case of CV) to 5.7 per cent (in the case of CMP) which depends on the quantity and price of the product used. The overall monthly consumption expenditure of food averaged over the consumers of different products and in different urban centres, came to ₹ 9215. The present consumption of the VACP showed a mean figure of 3.9 per cent, but totally to 22.1 per cent per month.
- Among the different VACP, CMP had the highest proportionate consumption expenditure with regard to the total food consumption.
- In case of VCO 66 per cent of the total respondents purchased a quantity equal to or less than 250 ml per month, 62 per cent bought Neera of quantity one to two litres. Forty eight and 43 per cent purchased 100 to 200 and 300 to 400 ml of CV respectively. Eighty per cent purchased half to one kg CMP, 79 per cent purchased half to one kg of CCP and 66 per cent purchased half to one kg of DC. The regional differences were negligible in the case of quantity of various VACP product purchased.
- Among total consumers 44 to 45 per cent consumers of different VACP kept no specific time period to purchase the products irrespective of different regions. Twenty five to 30 per cent of consumers made fortnightly and 20 to 21 per cent

made monthly purchases of different products. Sixty six per cent Neera consumers were not keeping any specific time because of the nature of the product. In case of VCO , there was almost an equal distribution in the purchase frequency, 20 to 28 per cent consumers purchased VCO either fortnightly or monthly or half yearly or at any time they needed it. Regional difference was negligible.

- Out of the total 180 consumers from Trivandrum, Ernakulam and Kozhikode, 66 per cent of the households were having a monthly consumption of 250-500 ml VCO. Fifteen per cent had used a lower quantity of less than 250 ml, 12 per cent used 501-1000 ml and 7 per cent more than 1000 ml. Among different regions, almost similar consumption pattern was observed in Trivandrum and Kozhikode. Those who have used 250 to 500 ml of VCO per month was as high as 74 per cent in Ernakulam and nobody was found to be using a quantity less than 250 ml, but 18 per cent were using 500 to 1000 ml. With regard to Neera, irrespective of different regions, more than 90 per cent of the respondents preferred Neera bottles of 200 ml. Majority of the respondents (75-85%) preferred a quantity of 100 to 200 ml packs of coconut vinegar. With regard to the products CMP, CCP and DC the response of the respondents at various centres were almost similar for all the products. Nearly 100 per cent of the respondents preferred a quantity more than 250 g.Sixty six per cent of the consumers prefered to purchase VACP by cash payments. Only 18 availed debit payment, however 30 per cent went for both cash and debit depending on the convenience. No noticeable variation among different centres was observed.
- Majority of the consumers accounting to 53 to 55 per cent irrespective of different centres purchased the products from the super markets. Likewise 44 per cent of the consumers depended both super markets and retailers.
- In case of VCO there were five brands used by the consumers, 36 per cent respondents using the brand Organic India, 34 per cent the brand Nirmal, 29 per cent Virgin Plus, 23 per cent Rubco and 14 per cent Elements. Nirmal and Organic India brands were used by more than 50 per cent respondents in

Ernakulam, while only around 25 per cent in Trivandrum and 35 per cent in Kozhikode.

- With regard to neera among the five brands currently used, 60 per cent used Thirukochi, 44 to 45 per cent used Kaipuzha and Kera neera and 14 to 17 per cent used Kera punch and De Cocos. The last two were used only in Kozhikode region.
- Among the different brands of CV such as Double Horse, Coco Vinegar, Thirukochi, Kalpaka and Theeram, Double horse was used by 52 per cent of the total respondents with more or less similar use in different centres. Theeram was not used by any of the respondents in Trivandrum.
- Among the different brands of CMP (Maggi, KPL shudhi, KLF Coconad, Kera, Maharaja, Suryashobha and Palmo) Maggi and KPL Shudhi were used by 61 and 65 per cent of the total respondents, respectively. Maggi was used by as high as 73 per cent respondents in Kozhikode, while KPL Shudhi was used by 75 per cent of the respondents in Trivandrum.
- Nine different brands of CCP such as Double Horse, Brahmins, Kitchen Treasures, Eastern, New Kalpaka, Nirapara, Thejus and Kanchana were used by the respondents. Among them New Kalpaka was used by 64 per cent of the respondents followed by Brahmins and Double Horse with 47 and 45 per cent respectively. New Kalpaka was used by 73 per cent respondents at Ernakulam. The brand Thejus was used only in Trivandrum and Kozhikode, 52 and 57 per cent respectively using it.
- Among the four brands of DC such as Dinesh, Nariyal, Virgin Plus, Suryashobha and Maharaja, Maharaja was used by 44 per cent of the total respondents. It was used in Ernakulam by 75 per cent and in Kozhikode by 57 per cent and it was not used by any respondent at Trivandrum. It showed that there were regional preferences for brands of DC.

5.3 Prepurchase and post purchase behaviour towards selected products

- Prepurchase behaviour of the consumers towards VACP was studied with respect to nature of search, brand awareness, motivational factors for purchase of VACP, purchase decision makers, actual buyer, sources of awareness, brand preference and shop preference towards VACP.
- In all the districts among the four variables, brand, quality, price and marketing outlet considered for marketing search, the variable marketing outlet was least considered by the respondents in all the centres for all the products. For VCO price was less considered than quality or brand. In case of DC except marketing outlet all other three variables were considered by cent per cent of the respondents. The awareness about different brands varied in different centres in different proportions according to the distribution of particular brands.
- Among the five brands of VCO viz., Nirmal, Organic India, Virgin Plus, Elements and Rubco 36 per cent of the total respondents recalled at least two brands, 43 per cent of three brands, 15 per cent of four brands and 6 per cent of five brands.
- With regard to Neera, among the five brands Thirukochi, Kaipuzha, Kera neera, Kera punch and De cocos 35 per cent were aware of two brands, 46 per cent three brands and the rest 19 per cent four brands.
- Among the brands recalled by the respondents such as Double Horse, Coco Vinegar, Thirukochi, Kalpaka and Theeram, 34 per cent each of the total 180 respondents in three centres were aware of two and four brands, 22 per cent were aware of three brands and ten per cent were aware of four brands.
- Among the seven brands of CMP such as Maggi, KPL Shudhi, KLF Coconad, Kera, Maharaja, Syuryashobha and Palmo 43 per cent of the respondents were aware of at least two brands, 36 per cent were aware of three brands, 15 per cent were aware of four brands and seven per cent were aware of five brands.
- Among the eight brands, Double horse, Brahmins, Kitchen Treasures, Eastern, New Kalpaka, Nirapara, Thejus and Kanchana. 39 per cent respondents were aware of three brands, 15 per cent two brands, 18 per cent four brands, 22 per cent

five brands and eight per cent six brands. Highest awareness about the brand was for Brahmins (72 %) closely followed by Double Horse (71 %) and then New Kalpaka (63 %).

- Among the five brands of DC such as Dinesh, Nariyal, Virgin Plus, Suryashobha and Maharaja from different centres, 17 per cent of the total respondents were aware of at least two brands, nine per cent were aware of four brands and three per cent were aware of all the five brands. As high as 71 per cent of the total and cent per cent of the Kozhikode respondents were aware of at least three brands.
- The most important motivational factor for all the products emerged to be the essentiality.
- Purchase decision making process is important to the marketers to divert their efforts to appropriate targets. Except in the case of VCO and Neera decision of mother dominated over other categories. In the case of VCO fathers dominated in decision making. In case of Neera entire family was involved.
- In case of VCO among the 60 per cent of the total respondents father was the actual buyer. The regional difference for this character was very negligible.
- The source of awareness varied among different products. Sixty six per cent of the respondents of VCO considered point of purchase as the most important. For Neera more than 80 per cent considered friends and relatives, advertisement and internet, for CV, 85 to 94 per cent of the respondents considered neighbours, point of purchase and, friends and relatives. In case of CMP, CCP and DC more than 95 per cent considered point of purchase as the source of awareness.
- Among the brands Nirmal, Organic India , Virgin Plus , Elements and Rubco forty eight per cent of the total respondents preferred two brands and the rest 62 per cent liked three brands of VCO at a time. Organic India and Virgin Plus were preferred by 33 to 38 per cent of the respondents in all the centres.
- With regard to Neera among the brands such as Thirukochi, Kaipuzha, Kera neera, Kera punch and De cocos 22 per cent of the respondents at Ernakulam preferred the Thirukochi as their only preferred brand. It could be estimated that

53 per cent of the total 180 respondents preferred either one or two brands whereas either 48 per cent preferred three brands.

- Among the brands of CV such as Double Horse, Coco vinegar, Kalpaka and Theeram the most preferred brands in Trivandrum were Double Horse and Theeram whereas in Ernakulam it was Kalpaka and Theeram. Sixty three per cent of the respondents preferred two brands while 37 per cent preferred three brands at a time.
- Among the brands of CMP such as Maggi, KPL Shudhi, KLF Coconad, Kera, Maharaja, Suryashobha and Palmo, 49 per cent of the total respondents preferred two brands while 51 per cent preferred three brands at a time. KPL Shudhi was the most preferred brand with 66 per cent respondents followed by the brands Maggi and KLF Coconad with 52 per cent respondents for each. The brand KPL Shudhi was most preferred only in Trivandrum and Kozhiokode while Maggi was found to be the most preferred brand by 78 per cent of the respondents in Ernakulam.
- Among the eight brands *viz.*, Double Horse, Brahmins, Kitchen Treasures, Eatern, New Kalpaka, Nirapara, Thejus and Kanchana of CCP, 40 per cent of the total respondents were preferring two brands and the rest 60 per cent preferring three brands at a time. Most preferred brands were Double Horse with 67 per cent followed by New Kalpaka with 64 per cent of the respondents. The brand Thejus was preferred only in Trivandrum.
- Among the brands Dinesh, Nariyal, Virgin plus, Suryashobha and Maharaja of DC, 43 per cent of the total respondents were preferring two brands and the rest 57 per cent were preferring three brands at a time. Dinesh and Nariyal were equally preferred with 58 per cent each of the respondents preferring it. It could be seen that Dinesh, Nariyal and Virgin Plus were preferred in all the three centres. In Trivandrum centre the brands Suryashobha and Maharaja were not preferred by any respondents.

- Information on the shop preference of the customers will help them to properly distribute the product in different sources of purchase. Ninety nine per cent of the total respondents preferred super markets, either solely or in combination with other shopping sources for all the VACP products. But in case of Neera apart from super market 52 per cent respondents preferred local retailers and 47 per cent preferred agri expo.
- In the case of VCO the variables ready to use, hygiene nature and good packaging had generated a favourable attitude among the respondents and there were significant agreement among them. In the case of the variable promotions, the respondents developed a less favourable attitude as shown by the lowest score and indices. Kruskal Wallis test proved that there was significant agreement on this among the respondents. The attitude levels towards VCO among the respondents were similar in all the three centres.
- With regard to Neera there was no significant agreement among the respondents for any of the variable. However as shown by CAI the variable ready to use generated a highly favourable attitude towards Neera by the respondents in all the three centres. However with regard to the variables availability and shelf life, the attitude of the respondents were less favourable as indicated by low indices of 45 and 46, respectively.
- The attitude of the respondents towards CV was highly favourable with respect to the variables ready to use. With regard to the shelf life as shown by the lowest score, index and significant agreement among the respondents, the attitude was less favourable.
- For any of the variables a complete agreement among the respondents was not there as evidenced by the Kruskal wallis test in the case of CMP. The variables ready to use and packaging, having indices of 100 and 94, respectively, generated a favourable attitude among the respondents. A less favourable attitude towards the variable availability of the product was observed as evidenced by the lowest

index of 46. No regional difference was observed for any of the variables since similar indices were shown.

- The variables ready to use and packaging had highly favourable attitude among respondents as shown by high indices of 99 and 94, respectively, in the case of CCP. But in the case of the variables shelf life and availability of the product the attitude developed was less favourable which is 52 and 49 respectively. There was significant agreement among the respondents in case of the variable packaging and promotions. To the variable price the attitude developed in the Ernakulam and Kozhikode centres were favourable but in the Trivandrum centre.
- The attitude developed to the variable 'Ready to use' was favourable with an index of 100 in all the centres with regard to DC. The same was the case with the variable packaging with a score of 95. There was significant agreement among the respondents with regard to hygiene conditions to which the respondents had a moderate favourable attitude as indicated by a mean index of 74. The chi square varied from 0.50 to 62.51. The variables as indicated by lower mean index of 54 and 47 developed less favourable attitude among respondents towards the variables shelf life and availability respectively.
- The composite index of consumer attitude of respondents towards VCO was rated as high favourability. For Neera, CMP and CCP the attitude of the respondents were less favourable and for CV and DC the attitude was of moderate favourability. Except Neera the attitude levels of the consumers in different centres were almost similar. For Neera the attitude in terms of favourability was moderate in Trivandrum, high in Ernakulam and low in Kozhikode.
- For VCO the variable brand image was having the highest satisfaction index of 88 averaged over the three centres indicating a high level of satisfaction for this variable and the lowest score value was for promotion with an index of 73. However, the agreement of the respondents with respect to the level of satisfaction was found to be non-significant for any of the characters.

- In the case of Neera, the variables packaging and quality topped among the different variables with a satisfaction index of 93. Index values for shelf life came with an index value of 46 showing the lowest level of satisfaction. There was no significant agreement among the responses of the respondents as indicated by the Kruskal Wallis test.
- The variables brand image and taste with SI of 94 for both fell in the zone of high level of satisfaction in the case of CV. However, there was no agreement among the opinion of the respondents. The Chi square value varied from .06 to 4.00 the highest for the variable shelf life. The variable shelf life had the lowest SI of 56. The respondents had high level of satisfaction with the variable price of CV as indicated by relatively high SI of 86.
- With regard to the variable price of CMP, there was significant agreement in the response of the respondents at 5 per cent level. The variable price had relatively high SI value of 79 indicating a moderate level of consumer satisfaction. The variable brand image had the highest score with the highest SI of 95 followed by packaging with an index of 91 indicating high level of satisfaction to those variables associated with CMP.
- In the case of CCP there was significant agreement among the response of the respondents with respect to the variables price, package size and brand image. The variables brand image, packaging quality and package size were having higher scores and consequently higher SI of 96, 94 and 91 respectively. The SI of 85 for the variable price indicated a higher level of satisfaction. The lowest index of 54 was observed for the variable shelf life indicating a low level of satisfaction towards that variable.
- For DC the variables brand image and packaging quality showed high level of satisfaction. This was followed by the package size with an index of 79. There was no significant agreement among the response of the respondents. There was no noticeable difference in the satisfaction levels towards DC observed in centres. For price and package size, they were only moderately satisfied.

- The composite consumer satisfaction index and levels showed different satisfaction level for various VACP and differently in different regions. The overall satisfaction level was high for CV and low for Neera and moderate for all the other products. For VCO in Kozhikode the satisfaction level was low and in other two it was moderate. With regard to Neera the satisfaction level was low in all the centres. In case of DC the level was high in all the centres. For CMP moderate satisfaction level was observed in all the centres and for CCP the satisfaction level was high in Kozhikode and moderate in other centres.
- For all the products and in all the centres 88 to cent per cent respondents were using more than one brand currently for the last one to two years and few respondents of VCO accounting to nine per cent were using it for more than two years.
- It was observed that 88 to cent per cent respondents have shifted their brand in the past two years except for VCO where it was only 78 per cent of the respondents. Also it was observed that in case of VCO eight to 22 per cent of the respondents were having no intention to shift the brand of VCO and in Ernakulam the percentage was as high as twenty two. The reason for brand shift was emerged to be new brand trial for all the products and in all the centres. Price of the VACP has influenced less towards brand shift.

5.4 Factors influencing purchase decision of consumers of selected products

- With regard to the factors influencing purchase decision of VCO the respondents in different centres differed in ranking the variables. In the overall evaluation, though the technology usage was found to be placed as the most important, in Ernakulam and Kozhikode it was placed in the second position against first position of Trivandrum. The secondly placed variable quality certification in the overall analysis got only second position in Trivandrum against first positions in Ernakulam and Kozhikode. However in the case of the variable family member opinion the ranking was third in all the cases.

- The ranking of the factors influencing the purchase decision of neera was similar in all the districts and in overall ranking. The variables technology usage, quality certification, family member opinion, packaging and price affordability had been placed in the first, second, third, fourth and fifth positions respectively by the respondents. Kendalls' W test showed good association among the respondents.
- In the case of CV the variable technology usage and quality certification and family member opinion was placed in the first, second and third positions respectively in all the centres. However for the other factors there were difference in ranking. In the overall analysis the price affordability was ranked sixth. However in the regionwise analysis it was fourth, fifth and eleventh in Trivandrum, Ernakulam and Kozhikode respectively.
- With regard to the ranking of factors towards CMP technology usage and quality certification came in first and second positions. The variable family member opinion was placed ninth against rank three in other centres and in overall analysis.
- Among the factors influencing the purchase decision of CCP the opinions were very similar in all the districts towards the variable technology usage which was placed in the first place. Family member opinion in the second place. The quality certification emerged as third with different rankings in the region. Third in Trivandrum, second in Ernakulam and fifth in Kozhikode. The packaging, price affordability and hygiene nature came in fourth, fifth and sixth rankings in the overall analysis.
- In the case of DC technology usage and family member opinion emerged as the first and second important factors in all the places. There was difference in opinion among regions in the case of quality certification, packaging, price affordability which are coming in the third, fourth and fifth ranking in the overall analysis.
- In the composite analysis of all the products and all the centres among the eleven variables considered as factors influencing the purchase decision of VACP such as

quality certification, technology usage, price affordability, hygiene nature, taste, packaging, family member opinion, promotional factors, availability, sociable nature of sales man and life period, technology usage and quality certification were emerged as the factors in the first and second positions though these two ranks were changed in different centres. Family member opinion was rated as the third factor influencing the purchase decision for all the products. Price was considered only at fifth position for almost all the products.

5.5 Suggested positioning strategies for selected products

Product positioning is a marketing technique intended to present products in the best possible manner to different target audience. Effective product positioning requires a better conviction about the customer needs and ensures that marketing message resonate with target consumers and compel them to buy the product. Present study identified certain problems in the positioning strategies with respect to VACP and based on that the following suggestions were made.

Product positioning start with identifying specific niche marketing segments to target.

- In the present study the survey was conducted among the elite class residing in urban centres on the assumption that they really need the value added coconut products since coconut is an indispensible item and due to its ready to use nature, easy availability and assured quality. However, among the repondents a mean per cent of 23 were unaware of different selected VACP. In case of CCP 100 per cent consumers were aware of it whereas in case of CV, CMP and DC only 61, 66 and 63 per cent respectively were aware. So inorder to increase the awareness awareness campaigns, exhibiting in expos, melas like VAIGA should be done.
- Producers are not promoting their products through appropriate promotional activities. Promotional activities for making more consumers to be aware of these products need to be prioritized. The working women who find relatively

less time for household activities should be targeted. The promotional activities should be targeted in such ways that project the similarity between the traditional and raw coconut products, and new VACP.

- The Keralites who are residing in other countries particularly western and gulf countries constitute an important target group. In this study it was brought out that a negligible per cent were getting aware of different products through internet which is a fast growing and most effective communication channel, and this possibility should be exploited by the marketers. Similarly the advertisement through the print and audio-visual media aiming both resident and non-residents should be given adequate priority in positioning of the products.
- It is important for the marketers to analyse the competition pressures and effective positioning should convey to consumers, why a particular brand should be preferred to other competitive options. Present study has brought out awareness and preference about the brands and those which are currently used by the consumers. Marketers should be able to analyse the lacuna, why one brand is more preferred to another. Market plan will be effective only when identifying how one brand is different from competitor's offerings and in what ways. Conveying the differentiating value added aspects of the products, 'how the product is different and better than competitive offerings to the target audience' through carefully crafted message is also important for effective positioning. The importance of green /organic products is relevant in this context.
- In the present study it was brought out that technology usage was the most valued aspects considered by the consumers among the factors influencing the purchase decision about the product. The value addition technology packages prescribed by the competent research and extension institutions like Indian Council of Agricultural Research (ICAR), Kerala Agricultural University (KAU), and other universities, Coconut Development Board (CDB) and

Organisations abroad doing research in coconut will help the marketers to earn the trust and confidence of the consumers.

- The respondents have suggested quality certification equally important as technology usage. The present day consumers are very much quality conscious. Certifications like FPO, ISI, AGMARK, ECOMARK, FSSAI etc. will add to the brand image and hence acceptance by the consumers. Also it was brought out that certain most popular brand was fading out of the customer's view due to suspected quality. Hence marketers should never compromise on the quality of the product.
- It has been brought out from the study that consumers prefer small package size due to convenience in handling and the anxiety over the shelf life of the product particularly due to the rancidity that can happen in the case of coconut products, which are to be considered by the marketers.
- Choosing communication channels which are designed to connect with their identified target audience when they are most receptive to the messages about the quality of the products and the offerings provided is important. Agri expos, melas, exhibitions, food festivals and similar occasions are very important in this context. Not much attention had been given for advertisement through newspaper and audiovisuals as observed from the study. The marketers should give due importance and try to advertise their products through these channels for effective communication to masses. It was also brought out from the study that the role of internet as a source of awareness was very poor. Marketers should realize and act to make internet as a strong source of awareness to the domestic and foreign consumers since consumers has an easy access of it in these days.
- Unique Selling Propositions (USP's) should be carried out by the marketers. Instead of the inorganic glacial acetic acid diluted and consumed as vinegar, could be effectively replaced by organic vinegar from coconut in this era of 'preference for organic'.

- Though price affordability was not projected as an important factor which influence the purchase decision of the elite classes, pricing should be made considering the low income groups who are expected to be the joiners of VACP users in the near future.
- Majority of the respondents depended on super market. It is due to the fact that sale of VACP mainly routed through super market. Sale should be extended to local retailers, convenient shops etc., in order to widen the distribution channels.
- Except for VCO which had a highly favourable attitudinal level all other products the attitudinal levels are to be enhanced by adopting appropriate positioning strategies. With regard to the satisfaction level of consumers only CV was observed to have high satisfaction level among the consumers. In the case of Neera it was low while for others it was moderate. Appropriate positioning strategies should be adopted for these products to improve the satisfaction level of consumers.
- An overall assessment of the response of consumers selected from the different urban centres brought out the suggestion that recommending the product positioning strategies for VACP is advantageous for the marketers. Analysis of the entire study ultimately pointed out the fact that consumer behaviour towards VACP is diverse and dynamic in nature. Research on the consumers attitude and market of these products are to be continuously carried out.

5.6 Future Thrust on research

Consumer behaviour is very dynamic by nature. Consumers themselves, the products and brand spectra, and their marketing positioning strategies are all fast varying in today's demand driven society. Present study covered only a small segment of consumers expected to have more awareness about the value added products from coconut due to their high socio economic profile and a compulsion driven usage due to urbanized living culture, selected through purposive sampling.

The consumer spectrum should be extended to other strata of the society and extensive research on the behaviour towards the products should be conducted.

At present Kerala is having an unusual load of migrant population from other states as white, blue and pink collar workers and job seekers. Similar study should be extended to their consumer behaviour towards these types of products.

Only a few products which were believed to be fast moving and popular were considered for the study. More than forty value added products are there in different parts of the country and the world. Research on those products also should be undertaken.

Present study was on the behaviour of consumers rather than other value chain members such as marketers/suppliers to formulate successful product positioning strategies. Research should be extended to other similar members in the value chain.

5.7 Conclusion

From the present study it was realized that the consumer behaviour towards value added coconut products in Kerala is highly dynamic in nature. From the traditional approach it has changed to a modern approach which includes branding the products. Value addition by means of processing has gained importance. The present study helps the marketers to identify the lacuna present in their organizational structure. If proper marketing is done, it in turn will result in enhancement of the farmers' income.

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APPENDIX

Appendix

Kerala Agricultural University

College of Co-operation, Banking and Management

INTERVIEW SCHEDULE

Dynamics of consumer behaviour towards selected value added coconut products in Kerala

(Strictly for academic purpose only)

1. Name, address and phone no. of the respondent:
2. Age:
3. Sex: Male☐ Female☐ Transgender ☐
4. Marital Status: Married ☐ Unmarried ☐ Widow ☐
5. Educational Qualification: Illiterate ☐Secondary ☐High School☐ Graduate ☐ Post-graduate and above ☐
6. Occupational Status: Farmer ☐ Labourer☐ Govt.Employee ☐NRI ☐ Business☐

Housewife ☐ Private employees ☐ Professionals☐ others (specify):

7. No. of family members:
8. Annual income of the family:
9. Are you aware about the coconut value added products? Yes☐ No ☐
10. Awareness of selected products:

Sl.No.	Products	Indicate by tick mark
1.	Virgin coconut oil	
2.	Neera	
3.	Coconut vinegar	
4.	Coconut milk powder	
5.	Coconut chutney powder	
6.	Desiccated coconut	
7.	Coconut jiggery	
8.	Others(Specify)	

11. Whether purchasing the value added products: Y ☐ N ☐

12. Which products you purchase:

Sl.No.	Products	Indicate by tick mark
1.	Virgin coconut oil	
2.	Neera	
3.	Coconut vinegar	
4.	Coconut milk powder	
5.	Coconut chutney powder	
6.	Desiccated coconut	
7.	Coconut jiggery	
8.	Others(Specify)	

13. Which of the following brands are you aware of:

Sl.No.	Products	Brands	Others (Specify)
1.	Virgin coconut oil	Nirmal(1), Parachute Naturals(2), Virgin plus(3), Organic India(4), Maxcare(5), Merit(6), Elements (7), Pure Nutrition (8), Nutrico (Rubco)(9)	
2.	Neera	Thirukochi (1), Kaipuzha (2), Shakthi(3), Keramrutham (4)	
3.	Coconut vinegar	Double horse (1), Coco vinegar (2), Voila (3), Thirukochi (4), KLAPS (Coconut nectar vinegar)	

		(5), Urbanplatter (6), Unived (7), Kalpaka (8)	
4.	Coconut milk powder	Maggi (1), KPL Shudhi (2), KLF Coconad (3), Kera (4) Tajir coconut milk powder (5), Maharaja (6), Suryashobha (7), Palmo (8)	
5.	Coconut chutney powder	Double horse (1), Brahmins (2), Kitchen treasures (3), Maria's (4), Eastern (5), New Kalpaka (6), Nirapara (7), Thejus (Kudumbasree) (8), Kanchana (9)	
6.	Desiccated coconut	Maxcare (1), Urbanplatter (2), Phalada (3), Ameya (4), Dear Earth (5), Zealeo (6), Leeve (7), Nariyal (8), Dinesh (9)	
7.	Coconut jaggery	Neelam (1), Cocotier (2)	

14. Brand preference (Recall)

Sl.No.	Products	Brands
1.	Virgin coconut oil	
2.	Neera	
3.	Coconut vinegar	
4.	Coconut milk powder	
5.	Coconut chutney powder	
6.	Desiccated coconut	
7.	Coconut jaggery	

15. Which brands of the following products are currently used

Sl.No.	Products	Brands
1.	Virgin coconut oil	
2.	Neera	
3.	Coconut vinegar	
4.	Coconut milk powder	
5.	Coconut chutney powder	
6.	Desiccated coconut	
7.	Coconut jaggery	

16. Total Consumption expenditure /month: Food: ₹ ; Non food: ₹

17. Consumption pattern of selected products

Sl. No.	Product	Consumption Expenditure for coconut value added products (₹)	Quantity purchased/month Gm/kg/lit/ml.	Frequency of purchase W/F/M/HY/NST	Form of consumption LU/PU/PB/HMSC, No specific form/Others	Reason for such use S/HF/C/Q/EC/CW/EA/E/Others
1	Virgin coconut oil					
2	Neera					
3	Coconut					

	vinegar					
4	Coconut milk powder					
5	Coconut chutney powder					
6	Desiccated coconut					
7	Coconut jaggery					
	Total					

1. W- Weekly
2. F- Fortnightly
3. M- Monthly
4. Hy- Half yearly
5. NST- No specific time period

1. LU- Loose unbranded
2. PU- Packed unbranded
3. PB- Packed Branded
4. PB- Packed Branded
5. HMSC- Home made for Self Consumption
6. NSF- No Specific Form
7. O-Others

1. S-Social Aspect
2. HF- Health factors
3. C- Convenience in use
4. Q-Quality
5. EC- Economy
6. CW- Correct weight
7. EA- Easy Availability
8. E-Essential
9. O-Others

18. Source of purchase (Indicate using tick mark)

No.	Source	VCO	Neera	CV	CMP	CCP	DC	CJ
1.	Online marketing							
2.	Direct marketing							
3.	From retailers							
5.	Wholesalers							
6.	Company outlets							
7.	Imported							
8.	Super market							
9.	Others							

19. Prepurchase market search

A. Source of Information

No.	Source	VCO	Neera	CV	CMP	CCP	DC	CJ
1.	Internet							
2.	News paper							
3.	Friends and relatives							
5.	Advertisement							
6.	Neighbours							
7.	Dealers							
8.	Point of purchase							
9.	Others							

B. Nature of Search

No.	Items	VCO	Neera	CV	CMP	CCP	DC	CJ
1.	Brand Availability							
2.	Quality							
3.	Price							
4.	Marketing Outlets							
5.	Others							

20. Decision maker, Actual Buyer, motivation and package size preference towards the selected products

No.	Product	Decision maker F/M/C Both F&M/3 Combined/ F&C/M&C	Actual Buyer F/M/C/ Others	Motivation to purchase the selected products, Cr/Com/S/Fs/E	Package size preferred gm/kg/lit/ others
1.	VCO				
2.	Neera				
3.	CV				
4.	CMP				
5.	CCP				
6.	DC				
7.	CJ				

1. F-Father	1. Cr- Credit facility
2. M-Mother	2. Com-Compulsion from friends
3. C-Children	3. S-Socio-Economic Status
4. BFM-Both F and M	4. Fs- Festival season
5. FMC combined	5. E- Essential
6. F&C	6. O-Others
7. M&C	

21 Mode of purchase

No.	Products	Mode of purchase Cash(1)/Debit cards(2) /Credit cards(3)/Credit facility(4)
1.	Virgin coconut oil	
2.	Neera	
3.	Coconut vinegar	
4.	Coconut milk powder	
5.	Coconut chutney powder	
6.	Desiccated coconut	
7.	Coconut jaggery	

21. Shop preference of selected products

Sl.No.	Products	Purchase from which shop N/GP/SM /MS /L/E/CS/ A/O	Reason for preference of a shop B/P/Bc/N & A/O
1.	Virgin coconut oil		

2.	Neera		
3.	Coconut vinegar		
4.	Coconut milk powder		
5.	Coconut chutney powder		
6.	Desiccated coconut		
7.	Coconut jaggery		

1. N- Near by shops
2. GP- General Provision stores
3. SM- Super markets
4. MS- Maveli stores
5. L-Local retailers
6. E-Exclusive retail outlets
7. CS-Co-operative store
8. A-Agri Expo
9. O- Others

1. B-Belief in quality
2. P- Price advantage
3. Bc- Better customer service
4. N&A- Nearness and Accessibility
5. O- Others

23. Consumer Attitude

No.	Factors related to consumer attitude	VCO	Neera	CV	CMP	CCP	DC	CJ
		SA/A/ N/DA/ SDA	SA/A/ N/DA/ SDA	SA/A/ N/DA/ SDA	SA/A/ N/DA/ SDA	SA/A/ N/DA/ SDA	SA/A/ N/DA/ SDA	SA/A/ N/DA/ SDA
1	Products are ready to use							
2	Product Price is reasonable							
3	Products are available anywhere							

4	Products are healthy						
5	Products promotions are quite convincing						
6	Products are having long shelf life						
7	Products are made in hygiene conditions						
8	Products are available in required package size						
9	Packaging is good						
1(	Taste of the product is good						
1	Others						

SA- Strongly Agree, A- Agree, N- Neutral, DA- Disagree, SDA- Strongly Disagree

24. Brand loyalty

No.	Products	Duration which the current	Do you intend to shift to	Have you shifted brands in the	If yes reason for shift Lq/HP/NA/N

		brand has been in use 1/ 2/ 3	new brands Yes/No	past 2 years Yes/No	BT/O
1.	VCO				
2.	Neera				
3.	CV				
4.	CMP				
5.	CCP				
6.	DC				
7.	CJ				

1. Last 3 months
2. Last 3 months to 6 months
3. Last 6 months to 1 year

1. LQ- Low Quality
2. HP- High price
3. NA- Non Availability
4. NBT- for new brand trial
5. Others

25. Satisfaction towards selected products

No	Factors related to consumer satisfaction	VCO	Neera	CV	CMP	CCP	DC	CJ
		HS/S /N/DS /HDS	HS/S /N/DS /HDS	HS/S /N/DS /HDS	HS/S /N/DS/ HDS	HS/S /N/DS /HDS	HS/S /N/DS /HDS	HS/S /N/DS /HDS
1.	Price							
2.	Availability							
3.	Promotion							
4.	Shelf life							
5.	Hygiene factor							

6.	Package size							
7.	Packaging Quality							
8.	Taste							
9.	Brand image							
10	Others							

HS- Highly satisfied, S- Satisfied, N- Neutral, DS- Dissatisfied, HDS- Highly Dissatisfied

26. Whether you recommend the products to others

No.	Products	Yes/No	Reason
1.	Virgin coconut oil		
2.	Neera		
3.	Coconut vinegar		
4.	Coconut milk powder		
5.	Coconut chutney powder		
6.	Desiccated coconut		
7.	Coconut jaggery		

27. Factors influencing the purchase decision of the consumers towards value added coconut products

No.	Factors	VCO	Neera	CV	CMP	CCP	DC	CJ
		VHI/ HI/ AVI/ LI/NI	VHI/ HI/ AVI/ LI/NI	VHI/ HI/ AVI/ LI/NI	VHI/ HI/ AVI/ LI/NI	VHI/ HI/ AVI/ LI/NI	VHI/ HI/ AVI/ LI/NI	VHI/ HI/ AVI/ LI/NI
1.	Proper Usage of							

	technology has influenced the purchase decision of consumers							
2.	Affordability of Price has influenced the purchase decision of consumers							
3.	Hygiene nature of product has influenced the purchase decision of consumers							
4.	Taste of the products has influenced the purchase decision of the consumers							
5.	Packaging of product has influenced the purchase decision of consumers							
6.	Opinion of buyer's Family members has influenced the purchase decision of consumers							
7.	Promotional factors of the product has influenced the							

	purchase decision of consumers							
8.	Availability of the product has influenced the purchase decision of the consumers							
9.	Sociable nature of the sales personnel has motivated me to make purchase decision							
10.	Life period/expectancy has influenced the purchase decision of consumers							
11.	Quality certification has influenced the purchase decision of consumers							
12.	Others							

VHI-Very Highly Influencing, HI- Highly Influencing, AVI-Average Influencing, LI- Less influencing, NI- Not Influencing

DYNAMICS OF CONSUMER BEHAVIOUR TOWARDS SELECTED VALUE ADDED COCONUT PRODUCTS IN KERALA

By

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ABSTRACT OF THE THESIS

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Abstract

Agriculture in India is characterized by informal or traditional supply chain which is better to be shifted to more modern domestic and export oriented value chain. Majority of agricultural products are marketed in their raw form, value addition may result in higher income to the farmers, generation of rural employment, checking of price collapse of crops at the time of glut and increasing shelf life of the produce. Coconut is the principal cash crop occupying 41 percent of the net cultivated area and supporting 34 lakhs of marginal and small farmers of Kerala. More than 40 value added products are identified, marketed and exported by various agencies in coconut growing countries. Developing market for value added products warrants comprehensive study on the consumer behaviour towards these products. Hence, the study on Dynamics of consumer behaviour towards selected value added coconut products in Kerala with the objectives of assessing the consumption pattern of consumers towards selected value added coconut products, examining the pre purchase and post purchase behaviour of consumers, identifying the factors influencing the purchase decision of consumers and to suggest appropriate product positioning strategies for those products was undertaken.

The study was confined to three districts of Kerala viz., Trivandrum, Ernakulam and Kozhikode. These districts were selected since, in Gross Value Output (GVO) of Kerala, coconut crop holds first position in Kozhikode and second position in both Ernakulam and Trivandrum. Also, these districts are placed almost equidistantly along the length of Kerala and representing southern, central and northern zones of the state. Purposive sampling was implemented for selecting the urban centres which are fixed entities and having known description. The respondents interacted at various centres in order to know the awareness about the product were selected by means of purposive sampling, from which the final respondents (60 numbers each for each product from each urban centre) selected by means of random sampling. Six Value Added Coconut Products (VACP) such as Virgin Coconut Oil

(VCO), Neera, Coconut Vinegar (CV), Coconut Milk Powder (CMP), Coconut Chutney Powder (CCP) and Desiccated Coconut (DC) were selected for conducting the research. Primary data were collected from the respondents administering a pretested structured interview schedule. The data collected were subjected to statistical analysis using appropriate tools such as summation, averages, percentages, indices, Likert scale, Chi square, Kruskal Wallis test and Kendall's coefficient of concordance.

Consumer profile was studied by analyzing the socio economic status of the consumers such as age, gender, marital status family size, educational status, occupational status, income, awareness of the consumers towards the value added products and the users of the individual product. Out of the total 376 respondents, 78 per cent in Trivandrum, 84 per cent in Ernakulam and 72 per cent in Kozhikode were aware of the products.

Variables such as monthly expenditure for food, non-food items and different value added products, their monthly consumption, frequency and time of purchase, usage pattern, mode of purchase, source of purchase, change in the form of consumption and currently using brands were analysed to study the consumption pattern. The monthly family consumption expenditure for VACP to the food expenditure varied from 0.7 per cent in the case of CV to 5.7 per cent in the case of CMP.

Pre purchase behaviour of the consumers was studied by analyzing the nature of market search in terms of brand, quality and price of the products, and marketing outlets, decision maker in the family, actual buyer, motivation towards purchase, awareness about the products and brands, sources of awareness, brand preference and shop preference the variable marketing outlet was least considered by the respondents in all the centres for all the products. For VCO price was less considered than quality or brand. In case of DC, except marketing outlet all other three variables were considered by cent per cent of the respondents.

Bbrands viz. Nirmal, Organic India, Virgin Plus, Elements and Rubco of VCO, Thirukochi, Kaipuzha, Kera neera, Kera punch and De cocos of neera, Double Horse, Coco Vinegar, Thirukochi, Kalpaka and Theeram of CV, Maggi, KPL Shudhi, KLF Coconad, Kera, Maharaja, Syuryashobha and Palmo of CMP, Double horse, Brahmins, Kitchen Treasures, Eastern, New Kalpaka, Nirapara, Thejus and Kanchana of CCP,and Dinesh, Nariyal, Virgin Plus, Suryashobha and Maharaja of DC were recalled by the respondents. The most important motivational factor for all the products emerged to be essentiality of the product. Ninety nine per cent of the total respondents preferred super markets, either solely or in combination with other shopping sources for all the VACP products. But in case of neera apart from super market 52 per cent respondents preferred local retailers and 47 per cent preferred agri expo.

Post purchase behaviour of the consumers was studied by analyzing the consumer attitude, consumer satisfaction, brand loyalty and dissemination of information. In order to analyse consumer's attitude and satisfaction the characteristics of the products such as ready to use, price, availability, shelf life, taste, status in health maintenance, hygiene, package size, packaging, brand image and promotions were considered. The variables such as duration of the use of current brand, brand shift and reasons for brand shift were considered to study brand loyalty.

In the case of VCO the variables ready to use, hygiene nature and good packaging has generated a favourable attitude among the respondents and there was significant agreement among them. With regard to Neera there was no significant agreement among the respondents for any of the variable. However, as shown by Consumer Attitude Index the variable ready to use generated a highly favourable attitude towards neera by the respondents in all the three centres. The attitude of the respondents towards CV was highly favourable with respect to the variables ready to use. With regard to the shelf life as shown by the lowest score, index and significant agreement among the respondents, the attitude was less favourable. The variables ready to use and packaging had highly favourable attitude among respondents as shown by high indices of 99 and 94, respectively, in the case of CCP. The attitude developed to the variable ready to use was favourable with an index of 100 in all the centres with regard to DC. The composite index of consumer attitude of respondents towards VCO was rated as high favorability. For neera CMP and CCP the attitude of the respondents were less favourable and for CV and DC the attitude was of moderate favourability. Except neera the attitude levels of the consumers in different centres were almost similar. For neera the attitude in terms of favorability was moderate in Trivandrum, high in Ernakulam and low in Kozhikode

For VCO, the variable brand image was having the highest satisfaction index of 88 averaged over the three centres indicating a high level of satisfaction, the lowest score value was for promotion with an index of 73. In the case of neera, the variables packaging and quality had the satisfaction index of 93. The variables brand image and taste, with SI of 94 for both, fell in the zone of high level of satisfaction in the case of CV. The variable price had relatively high SI value of 79 indicating a moderate level of consumer satisfaction with regard to CMP. In the case of CCP, the variables brand image, packaging quality and package size were having higher scores and consequently higher SI of 96, 94 and 91, respectively. For DC the variables brand image and packaging quality showed high level of satisfaction followed by the package size with an index of 79. There was no significant agreement among the response of the respondents.

For the study of the factors affecting purchase decision, product related factors, socio economic factors, promotional factors, availability factors, motivational factors and institutional factors were taken into consideration. In the composite analysis of all the products and all the centres, among the eleven variables such as quality certification, technology usage, price affordability, hygiene nature, taste, packaging, family member opinion, promotional factors, availability, sociable nature of sales man and life period, technology usage and quality certification were emerged as the factors in the first and second positions though these two ranks were changed in different centres. Family member opinion was rated as the third factor influencing the purchase decision for all the products. Price was considered only at fifth position for almost all the products.

Launching of modern, more effective and proven mass promotional strategies, pricing considering the low income groups, extension of distribution outlets to local retailers, convenient shops, co-operative stores and even online marketing, adoption of value addition technology packages prescribed by the competent research, extension and management institutions like Indian Council of Agricultural Research (ICAR), State Agricultural and other Universities, Coconut Development Board (CDB) and organisations abroad doing research in coconut and its value added products, acquiring certifications like FPO, ISI, AGMARK, ECOMARK, FSSAI etc. to improve the brand image and consumer acceptance, emphasizing on the similarity between the traditional and raw coconut products and new value added products and their ready to use nature in the promotional activities among the target group, particularly working women, maintenance of maximum possible long term relationship with consumers, and continued research on consumers' attitude and market were suggested as product positioning strategies for widening consumer acceptance and market of value added coconut products.