

**CONSUMER BEHAVIOUR TOWARDS BRANDED VEGETABLES WITH  
SPECIAL REFERENCE TO LAWRENCEDALE AGRO PROCESSING  
INDIA PVT LTD (LEAF), THRISSUR.**

by

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(2016-31-028)**

**MAJOR PROJECT REPORT**

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**COLEGE OF CO-OPERATION BANKING AND MANAGEMENT**

**VELLANIKKARA, THRISSUR- 680656**

**KERALA, INDIA.**

**2018**

***DECLARATION***

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## DECLARATION

I hereby declare that this project entitled "**CONSUMER BEHAVIOUR TOWARDS BRANDED VEGETABLES WITH SPECIAL REFERENCE TO LAWRENCEDALE AGRO PROCESSING INDIA PVT LTD (LEAF), THRISSUR.**" is a bonfide record of research work done by me during the course of project work and that it has not previously formed the basis for the award to me for any degree/diploma, associateship, fellowship or other similar title of any other University or society.

Vellanikkara

  
Deepan Chakravarthy V

Date:

2016-31-028

***CERTIFICATE***

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## CERTIFICATE

Certified that this project report entitled “**CONSUMER BEHAVIOUR TOWARDS BRANDED VEGETABLES WITH SPECIAL REFERENCE TO LAWRENCEDALE AGRO PROCESSING INDIA PVT LTD (LEAF), THRISSUR.**” is a record of project work done independently by Mr. deepan Chakravarthy v under my guidance and supervision and that it has not previously formed the basis for the award of any degree, fellowship or associateship or other similar title to them.

Vellanikkara

Date:



**Dr. Smitha P V**  
(Supervising guide),  
Assistant Professor,  
Dr. John Mathai centre,  
Thrissur.



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*For any errors or inadequacies that may remain in this work, of course the responsibility is entirely my own.*

**Deepan Chakravarthy V**

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***CHAPTER I***  
***DESIGN OF THE STUDY***

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# CHAPTER I

## DESIGN OF THE STUDY

### 1.1 Introduction:

Customer is the foundation of any business success. Consumption is the sole end and purpose of all production. According to International Dictionary of Management “Consumer” is a purchaser of goods and services for immediate use or consumption.

Consumer behaviour is the study how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experience to satisfy their needs and wants (Kotler and Keller, 2006). It refers to the actions of the consumers in the market place and the underlying motives for those actions.

A consumer is one who does some physical activity and deliberates on to take decisions concerning purchase, and use to dispose off, or to evaluate products or services (Kumar 2002).

According to Loudon and Bitta, ‘consumer behaviour is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services’.

The marketers are customer driven these days and to understand the customer is not easy job as his behaviour is mostly unique and unpredictable. This made the firms to step into the shoes of the customers and understand him from his point of view in selection and purchase of products and services.

Customers are the buyers of products and services. They also might be the final consumer of the products and services. Marketers need to identify these end users and frame marketing plans rather than considering the wholesalers and retailers who actually are the intermediaries in the process of purchase. Although these channel members are important for a marketer, yet it is wise on their part not to dissipate their energies towards them, as the ultimate users decide the fate of the firms’ product and services. Marketers therefore should consider the consumers and then develop their plans of action. Here lies the essence of marketing. The consumer is the king and all action should start with this notion in his mind.

Consumer behaviour is the process where by individuals decide whether, what, when, where, how, and from whom to purchase goods and services. It explains both the social and psychological procedures that determine the consumers buying patterns (Webster, 1999). It also indicates awareness, purchasing power and consumption behaviour. It encompasses a vast area, which includes consumption patterns, consumer preferences, consumer motivation, consumer buying process and shopping behaviour.

A brand defined as a "name, term, sign symbol (or a combination of these) that identifies the maker or seller of the product". (Kotler)

Branded fruits and vegetables are playing an increasingly critical role in fresh food, boosting the bottom line in produce departments across the nation. It is a trend with benefits for consumers, retailers alike, as shoppers continue to demand more information about the source of the foods they buy, and supermarkets strive to deliver greater quality and consistency. We are emerging as a consumer driven economy. In the case of fruits and vegetables, the trend of branding is emerging. "In two to three years, the trend of people demanding products of a particular company will have become the norm as they come to be known for their quality. Therefore, this study helps to understand the consumer behaviour towards branded vegetables.

## **1.2 About LEAF:**

Lawrencedale Agroprocessing India (LEAF) established in 2009 Ooty, TamilNadu, founded by P. Vijayaraghavan, R. Manoharan, K.P Nair, and R. Balakrishnan & LK Narayanan. LEAF is an end-to-end supply chain business of fruits and vegetables. Procurement, processing, end-to-end cold chain service and marketing are its main activities. The turnover of this company is 8 crores. LEAF does not farm land directly. It mainly procures from marginal and small farmers who are associated with community farming program. LEAF makes sure the farmers rendering products to them meet their major criterion of quality. It is also involved with community farming programs to ensure farmers are educated about the right farming methods to produce the best quality. "Our community farming program conducts regular contact programs in the villages and help them right from the selection of seed to harvest, make sure that our farmers are following good agricultural practices and their dependency of the chemical fertilizers, pesticides. The

program helps them to reduce input cost, field wastages and ensures the quality of the produce. Ultimately farmers are happy to have better yield and income” LEAF handles root vegetables like carrots, potatoes and beetroot at the processing plant. They source exotic vegetables and fruits from the Nilgris for supply. Tropical vegetables and fruits from Tamil Nadu, Karnataka and Andhra Pradesh are also produced at its processing unit. These products are under the brand name LEAF and sold in the southern states of Kerala, TamilNadu, Karnataka and Andhra Pradesh.

**1.3 Statement of the Problem:**

Lawrencedale Agroprocessing India pvt ltd is mainly involved in the processing and marketing of quality vegetables like temperate and exotic vegetables, tropical vegetables, leafy vegetables, temperate and exotic fruits, tropical fruit products. The products sold under the brand name “LEAF”. The distribution of LEAF products are spread all over the South India. In the competitive market, the survival of the fittest is the doctrine. Thus, survival is possible only with the loyalty of the customers and thus loyalty does not come its own, the future for the present consumers do not complaint but they shift. In recent times, they have been tremendous changes in the tastes, fashions, lifestyles, living standards, behaviour patterns and level of awareness among the consumers. Technological innovations and information’s technology have also made further changes in the mindset of the consumers. Because of the intensification of competition on markets, one of the biggest challenges of companies nowadays is to convince the consumers to buy their products. Especially on a market such as the fruits and vegetables, market with easy perishable products a company should know what type of instruments it should apply in order to convince the consumer to buy the products in the right time, before their natural deterioration. For this reason, it is important to analyze the consumer behaviour and their motives to buy LEAF branded vegetables, it helps to influence their decision and implement efficient marketing strategies in future.

**1.4 Objectives:**

- To study the socio economic profile of consumers of LEAF branded vegetables.
- To examine the determinants of consumer buying behaviour of LEAF branded vegetables.

## **1.5 Methodology:**

### **1.5.1 Sample Size:**

The total sample size consists of 120 consumers of branded vegetables Thrissur city and Ernakulam city.

### **1.5.2 Area of Study:**

The study was conducted at the LEAF branded vegetables available stores in (Elite super market) Thrissur and (lulu hypermarket) Ernakulam city.

### **1.5.3 Sampling Design:**

The sampling technique used was Quota sampling technique will be used to select the 120 Consumers of branded vegetables and Simple random technique will be used to select the 4 Retailers of Lawrenceedale Agroprocessing India pvt ltd in Thrissur and Ernakulam city considered as the samples for the study.

### **1.5.4 Data Source:**

The data for the study was collected from both primary and secondary data sources. The primary data was collected by using pre-structured interview schedule from LEAF branded vegetables consumers. Secondary data was collected from journals, published articles, published thesis, and unpublished data from research institutions, internet resources.

### **1.5.5 Period of the Study:**

The total duration of the study was 3 months.

### **1.5.6 Observation made:**

- Socio economic profile of consumers
- Attributes that influence purchase of vegetables

- Preference and reasons for preference of branded vegetables
- Source of awareness about LEAF branded vegetables
- Periodicity of purchasing LEAF branded vegetables
- Source of purchase of LEAF branded vegetables
- Consumer perception towards LEAF branded vegetables
- Consumer attitude towards LEAF branded vegetables
- Level of consumer satisfaction of LEAF branded vegetables
- Determinants of consumers buying behaviour of LEAF branded vegetables

## **1.6 Statistical Tools for Analysis:**

The collected data will be classified, tabulated and analyzed by using appropriate tools such as percentage, rank order scale and satisfaction index method.

### **1.6.1 Percentage Analysis:**

For analyzing demographic variables, percentage analysis was used.

### **1.6.2 Rank Order Scale:**

To analyze the major attributes of purchasing vegetables and consumers perception towards LEAF branded vegetables we used rank order scale, and the respondents were asked to rank each attributes in the order of their preference. For the first rank a weightage of 10 was given and for the 10th rank, weightage assigned was 1, (i.e. for rank 1 to 10, weightage of 10 to 1) were given respectively. The scores obtained were summed up to arrive the total score for each option. Higher score obtained variable was considered as the major attributes of purchasing vegetables and the lower score obtained variable was considered as the least attribute of purchasing vegetables.

### **1.6.3 Satisfaction Index:**

It is important to measure the level of satisfaction of LEAF branded vegetables consumers in order to know whether it is fulfilling their needs and expectations. In order to analyse the level of satisfaction of consumers towards LEAF branded vegetables, satisfaction index was used.

- There were five point scale in the survey schedule based on which the consumers responses range from highly satisfied, satisfied, neither satisfied or dissatisfied, dissatisfied and highly dissatisfied.

- Score for calculation of satisfaction index

Highly satisfied - 5

Satisfied - 4

Neither satisfied or dissatisfied - 3

Dis satisfied - 2

Highly Dissatisfied – 1

- Actual score received = (total number of responses of ‘highly satisfied’\*5) + (total number of responses of ‘satisfied’\*4) + (total number of responses of ‘neither satisfied or dissatisfied’ \*3) + (total number of responses of ‘dis satisfied’\*2) +(total number of responses of ‘highly dissatisfied’ \*1)

*Actual score*

- **Satisfaction Index** =  $\frac{\text{Actual score}}{\text{Number of Respondents} \times \text{Maximum score}} \times 100$

*Number of Respondents × Maximum score*

- Based on satisfaction Index value, the total LEAF branded vegetables consumers (80) were divided into five categories via, Highly dissatisfied consumer (AI value  $\leq 30$ ), dis satisfied consumers (AI value  $> 30$  but  $\leq 50$ ), neither Satisfied consumers (AI value  $> 50$  but  $\leq 70$ ), satisfied consumers (AI value  $> 70$  but  $\leq 90$ ) and highly satisfied consumers (AI value  $> 90$ ).

- **Overall Satisfaction Index** =  $\frac{\text{Total score obtained}}{(\text{Maximum score} \times \text{Number of respondents} \times \text{Number of statements})}$

#### 1.6.4 Chi-square test:

Chi-square is one of the very popular methods for testing hypothesis on data. Generally, Chi-square test has three application, viz., Chi-square test for goodness of fit, Chi-square test for homogeneity and Chi-square test of independence is used. The Chi-square test for goodness of fit determines if the sample under investigation drawn from a population, which follows some specified distribution, while the test for homogeneity investigates the issue whether several populations are homogeneous with respect to particular characteristics.

Chi-square test of independence used to test the hypothesis that two categorical variables are independent of each other. A chi-square statistic indicates that null hypothesis is correct and that the two variables are of independent of each other. At a time the independence of relationship between two variables only be tested the study employed Chi-square test to identify the attitude index of consumers and satisfaction index with demographic factors. The test was calculated between extent of utilization and the variables like age, gender, income, education, occupation etc. To identify the determinants, the value are presented in a 3x3-matrix table. The Chi square value in calculation is

$$\chi^2 = \sum \frac{(O_{jk} - E_{jk})^2}{(E_{jk})}$$

(O - Observed Values, E - Expected Values, j - Rows, k - Columns,  $\Sigma$  - Sum of the total score)

### 1.7 Scope of the Study:

The scope of the study intended to analyse the consumer's general attributes for purchasing vegetables, consumer's attitude, consumer's satisfaction level and determinants of buying behaviour of consumers. It helps to analyze the consumer behaviour towards LEAF branded vegetables. This study will help the company to improve their marketing strategies.

### 1.8 Limitation:

- The study limited to LEAF consumers in Thrissur city only. Therefore, the result cannot be generalized.
- Respondents may show personal bias and prejudices.



***CHAPTER II***  
***REVIEW OF LITERATURE***

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## CHAPTER II

### REVIEW OF LITERATURE

Review of literature is the part of all scientific investigations, which would enable the researchers to understand the research gap and justify the study. Hence, any research begins with an enquiry into the studies already conducted in and the related field of study. This chapter discuss the available literature relating to consumers behaviour towards branded vegetables to develop and establish a theoretical framework for the study, based on ideas and concepts expressed by various authors and researchers. The studies reviewed have been classified under taking consideration the main objectives of the study and presented below.

- Consumer behaviour
- Buying behaviour
- Customer satisfaction
- Consumer Perception
- Consumer preferences
- Consumer expectation

#### 2.1 CONSUMER BEHAVIOUR:

consumer behaviour means the behaviour that display in search for purchasing using, evaluating and disposing of products that they expect will satisfy their needs for the consumption. The reviews of research on consumer behaviour towards branded vegetables were presented below.

Consumer Bhatt (1985) explained that consumer is an individual who consumes goods, whether manufactured by business unit or created by nature such as air, water and utilities offered by the government, business organizations like hospitals, religious, educational and other voluntary organization etc.

Bakhshoodeh and Farajzadeh (2004) investigated Iranian urban consumer's behaviour and determined the role of habit effect in forming the consumption pattern over the period 1980-2000. The survey items covered household consumption quantity and total expenditure on foods, including bread, flour and its products, dairy products and eggs, fats, fruits and vegetables, groceries, sugar and tea, etc. The results obtained from decomposing the total effect of price changes indicated that habit effect had a significant role in food consumption changes.

That is, despite price changes for most food items, consumers tend to keep their consumption pattern almost unchanged. It revealed that income and substitution effects were weaker than the habit effect.

According to Ellen (2004), consumer behaviour referred to selection of specific brand of a product out of the available brands in the market by considering their various attributes such as size, texture, material, taste, hardness, brand, price, name and distribution.

Kelana Jaya (2005) With a sample of 177 respondents the data obtained from the mall intercept survey were analyzed with chi- square test, ANOVA, and correlation analysis. Reasons of buying could be grouped according to general and commodity-specific concerns. Example of concern includes food safety, human health, environmental impact, whereas commodity attributes included taste, freshness and packaging. Factors that influence a person intention in buying a sustainable product are the availability of the product information on packaging, availability of the product, awareness, belief about the friendliness if the product and the situational factors.

Scientific studies indicate that Green packaging, a novel marketing trend, allow attracting consumer's attention, transferring valuable product information, positioning the product in the consumers' mind and differentiating the product from others. The survey has been conducted through mall-intercept personal survey, in the form of questionnaire. The data was analysed using the Statistical Package of the Social Science (SPSS), employed both the descriptive and inferential techniques like correlation analysis, multiple regression analysis and ANOVA. Both the Pearson correlation test and the Stepwise regression showed that the most important factor to predict purchase intention is attitude. The theory implies that people normally act in accordance with their intentions. The conclusion is that the marketers will be able to seize the opportunity of 'go green' by emphasizing on the three factors age, gender and race along with consumers' attitude. Targeting consumers based on their attitude is a recommended strategy to be a green prior company.

Srivastava (2005) in his study on consumer behaviour in relation to Nestle Maggi noodles found that noodles being a convenience food and preferred by children were the factors influenced the purchase of noodles. The choice of particular flavour of noodles influenced by the taste and eating habits of the consumers. His study also revealed that the buying frequency increased with the introduction of five-rupee pack as it was felt to be affordable and majority of them were motivated by promotions and offers given to noodles.

According to R. Bongoni (2014), He conducted study on consumer behaviour and healthy vegetables. The approach is to integrate information from social science and natural science to gain an overall understanding on effects of consumer behaviour during vegetable preparation on the final quality in terms of level of phytochemicals in cooked vegetables (broccoli or carrot). Direct observations and in-depth interview with consumers' will provide first-hand information on various consumer behaviour and motives behind their behaviour along with sensory preferences. Laboratory analysis studies the effects of consumer behaviour on level of phytochemicals in vegetables. Mechanistic model simulations estimate the amounts of remaining phytochemicals as a function of different preparation conditions.

## **2.2 BUYING BEHAVIOUR:**

According to the Consumer Protection Act (1986), a consumer is one who buys only goods or hires or avails any service for a consideration and the amount might have been paid, or partly paid, or promised to pay under a deferred payment system.

Nagendra (1994) defined consumer as a person who bought goods or services for own use and needs and not for resale.

Aiello (1998) defined satisfaction as a function of perceived performance and expectations. If the performance was short of expectations, the customer became dissatisfied, if the performance was same as the expectations the customer was satisfied, if the performance exceeded expectations, the customer was highly satisfied or delighted.

According to Raju (1998) buying behaviour refers to the process wherein individual resorted to the decision of whether, what, when, how and from whom to purchase.

Srinivasan et al. (2000) found that consumers with higher educational level consumer more of processed products and the quantities are consumed more in high-income group.

Varshney and Gupta (2000) stated that buying behaviour is the reaction of individuals in obtaining and using goods and services of a particular type.

Siva Ramakrishnan (2003) reported that the dealers and other customers influenced the purchasing behaviour of the customer.

Peter et al. (2004) defined buying behaviour as the human activities in the consumption role. The act of an individual and organization directly in obtaining and using goods and services included the decision making process.

Kubendran and Vanniarajan (2005) concluded that the consumers are not homogeneous, the consumption pattern of milk likes quantum of purchase, mode of purchase, source of purchase, brand preference etc., are changing from consumer to consumer. The study of consumer behaviour is inevitable to position the right product in right market at right time.

Murugananthi (2005) conducted a study on buying behaviour of consumers towards instant food products in Coimbatore city and observed that quality, taste and price were the factors considered important for preferring particular brand of masala products.

Reeti (2007) in her study on spousal influence in family purchase decisions found that when to shop and which grocery products to buy decisions are dominated by wife, while how much to spend and which store to buy decisions are dominated by husband and wife equally.

Kumar (2008) referred consumer buying behaviour as the buying behaviour of final consumers, both individuals and households, who buy goods and services for personal consumption.

Levy et al. (2008) defined customer as an individual who consumed goods, and services of manufacturers or retailers.

Josephine M Wills (2009) food labeling represents a valuable tool to help consumers make informed decisions about their diet and lifestyle. The survey were held by search of databases of academic publications, a Google- based search, and direct inquiries of a range of food retailers, food companies, consumer associations, and government agencies. These studies were summarized using a standard format guided by a model of consumer information processing; they were then processed using MaxQDA software (VERBI Software, Marburg, Germany) in order to identify key findings and common themes. Consumers liked the idea of simplified front-of-pack information but differed in their liking for the various formats (color-coded indicators of nutrient level [traffic lights], Guideline Daily Amounts, healthy logos). Differences can be related to conflicting preferences for ease of use, for being fully informed, and for not feeling pressured into behaving in a particular way. It indicates that labels might be improved by placing information about calories more prominently on labels and by making portions and DVs easier to understand. It appears that nutrition labels are not always effective in getting the message across, and more research were needed to determine how to educate and

motivate consumers to apply the nutrition information already available to them and to determine how nutrition labeling is used in real-world settings.

(M. Goksel Akpınar et al 2009) In the recent years, studying the criteria, which influence consumers' fresh fruit and vegetable purchasing decision, has been a prominent field for fresh fruit and vegetable marketing. Findings of the research show that socio-economic and demographic factors play an important role in determining the consumer's fresh fruit and vegetable buying preferences. It is further set forth that the attention paid to the product's taste, smell and display and the shopping environment varies between genders. The differences between criteria employed by men and women in fresh fruit and vegetable purchases need to be taken into consideration in marketing. The statistically significant relationship between the level of education and sensitivity to price, nutritional content, in- or off-season growing, product display and the shopping environment is set as a proof of the effect of educational level on consumer preferences. The study further indicates a relationship between level of income and attention paid to the price, taste and smell, nutritional content, packaged presentation and the shopping environment in purchasing fresh fruit and vegetables. Findings of the research also reflect a significant relationship between level of income and sensitivity to organic production in fresh fruit and vegetable purchases. These relationships necessitate the use of the appropriate marketing tools and methods for different target masses in fresh fruit and vegetable supply channel management.

Rungsrisawat (2014) attempted to study on buying behaviours and perceptions of organic vegetable consumers. The purpose of the study was buying behaviour that related between satisfied and factors affecting the purchasing. The results showed that most people with higher income think about the organic products are expensive and have negative attitudes towards organic vegetable as individuals with low and medium income level.

Shiau and Chau (2015) defined consumer buying behaviour as the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants. The decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services.

### **2.3 CONSUMER PREFERENCE:**

Elling (1984) explained that the consumer preference as that of the consumer which, when the product preferred by him was not available with the dealers, made him to walk to other dealer for the same product.

Singh and Prabhakar (1989) defined consumer preference as an attempt to create a unique may be for the products an image that enables them to achieve an advantage over their competitor's product.

Sharma (1997) studied the consumer behaviour and consumer preference for food items in general. The results of his study indicated that price was the most important factor that influenced the consumer's choice of food items. Other factors that had a significant influence on the consumption of food were age, gender, income and sensory attributes.

Rao and Mohan Rama (2000) observed that the dealer's preference for stocking a particular brand was more often related to the popularity of the brand, sales turn over, commission or margin he got from the manufacturers.

Srinivasan et al. (2000) examined the consumer perception towards processed fruits and vegetables and reported that consumer with higher educational level were found to consume more processed products. The quantities of processed fruit and vegetable products were consumed more in high income group. The increase in price would result in discontinuance of the use of processed product. Consumers preferred processed products because of convenience of ready to eat form.

Lavanya (2002) observed that the dealer ranked quality of the product as the most important factor followed by company image with regard to preference of multiplex brand. Profit margin, product price and credit availability were the other factors stated by the dealers with regard to preference of other brands of micronutrients.

Sivakumar (2002) found that long staple cotton was preferred for its good market price and quality of cotton. Product features preferred by the sample farmers for hybrids were resistant to pests and diseases, more yield, with medium duration and suitable for winter season.

Indumathi (2003) stated that, consumer preference referred to the choice of the consumer among many brands of processed spice mix.



Ellen (2004) explained consumer preference as that of the customer, which, when the product preferred by him was not available with the retailers, made him to walk to others retailers for the same product.

Vikamshi (2004) concluded that unless a purchasing / selling organization gets priority in the preferred customer list of supplying organization, when it comes to supply, it is most likely to fail to satisfy its own customer and leads to failure.

Ramappa (2004) examined the consumption pattern and consumer's preference of milk and milk products. The objectives were to analyse the consumption pattern of milk and milk products and consumer's preference for liquid milk attributes in urban conglomeration. The results of conjoint analysis revealed that the price was the most important factor in decision relating to purchase followed by colour, fat and brand.

Murugananthi (2005) stated that quality, taste and price were the factors considered important for preferring a particular brand of masala products.

Binu (2006) in her study on consumer preference for ready-to-eat and ready-to cook products in Ernakulam district found that while purchasing ready to eat and ready to cook food products, the most important factors preferred by the consumers were taste, cooking time, price and brand.

Atibudhi (2006) made a comparative analysis of food consumption and monthly per capita expenditure. The analysis indicated that per capita expenditure on non-food items were significantly increasing compared to expenditure on food items. The expenditure on non-food items was more than that of food items in urban areas and there was a decline in the percent expenditure on cereals and rapid increase in the consumption of edible oils, milk, meat, egg and fish. The structural shift in the dietary pattern towards livestock, fisheries was likely to intensify further and needed diversification towards pulses, oilseeds, milk and vegetables to meet the growing demand for these commodities.

Chengappa et al. (2006) examined the consumption pattern and nutritional adequacy levels of rural households under different farming systems. The aim was to know the economies of different farming systems and its impact on income and nutrition with an emphasis on finding the gap in nutritional adequacy. The study indicated that food grains constituted nearly 40 per cent of the total expenditure, which decreased as the farming system diversified to high value commodities. The consumption of milk was much below the recommended level even though



milk production was an important component of the diversified farming system and adequacy level of nutrient intake increased in the farming systems that were more diversified.

Kotler (2006) described consumers as all the individuals and households who acquired goods and services for personal consumption and non-business use.

Oteku et al. (2006) conducted a study on “An Assessment of the Factors Influencing the Consumption of Duck Meat. The study revealed about acceptability, consumption pattern, and preference for the duck and its meat production. Duck meat was nevertheless acceptable and rated fairly by most of the respondents. Consumption of duck meat was however constrained by non-availability, non-familiarity, inability to slaughter the live duck and some traditional and religious taboos associated with the meat.

Randhawa and chahal (2006) examined the consumption pattern of milk and milk products in rural Punjab. The objectives of the study were to analyse the consumption pattern of milk and milk products and investigate the factors affecting their consumption. The results revealed that the per capita expenditure on food items was higher than the per capita expenditure on total milk and milk products.

Atibudhi (2006) made a comparative analysis of food consumption and monthly per capita expenditure. The analysis indicated that per capita expenditure on non-food items were significantly increasing compared to expenditure on food items. The expenditure on non-food items was more than that of food items in urban areas and there was a decline in the percent expenditure on cereals and rapid increase in the consumption of edible oils, milk, meat, egg and fish. The structural shift in the dietary pattern towards livestock, fisheries was likely to intensify further and needed diversification towards pulses, oilseeds, milk and vegetables to meet the growing demand for these commodities.

Chengappa et al. (2006) examined the consumption pattern and nutritional adequacy levels of rural households under different farming systems. The aim was to know the economies of different farming systems and its impact on income and nutrition with an emphasis on finding the gap in nutritional adequacy. The study indicated that food grains constituted nearly 40 per cent of the total expenditure, which decreased as the farming system diversified to high value commodities. The consumption of milk was much below the recommended level even though milk production was an important component of the diversified farming system and adequacy level of nutrient intake increased in the farming systems that were more diversified.

Kotler (2006) described consumers as all the individuals and households who acquired goods and services for personal consumption and non-business use.

Oteku et al. (2006) conducted a study on “An Assessment of the Factors Influencing the Consumption of Duck Meat. The study revealed about acceptability, consumption pattern, and preference for the duck and its meat production. Duck meat was nevertheless acceptable and rated fairly by most of the respondents. Consumption of duck meat was however constrained by non-availability, non-familiarity, inability to slaughter the live duck and some traditional and religious taboos associated with the meat.

Randhawa and chahal (2006) examined the consumption pattern of milk and milk products in rural Punjab. The objectives of the study were to analyse the consumption pattern of milk and milk products and investigate the factors affecting their consumption. The results revealed that the per capita expenditure on food items was higher than the per capita expenditure on total milk and milk products.

Ramya (2007) in her study on consumer awareness and preference towards Spencer’s value honey found that in-store product display, in-store wall posters and friends served as the source of information for its private label honey

Khanna (2015) observed that the choice and usage of a particular brand by the consumer over the time is affected by the quality benefits offered by the brand especially when it comes to brand of eatables and cosmetics. A large portion of the user is satisfied from Patanjali products. It may be because of reasonable price of the product. Patanjali in order to retain more customers and satisfy them must fulfil the claims made by the company before any other brand may mushroom up and take away the benefits of marketing through spirituality.

## **2.4 CUSTOMER SATISFACTION:**

Oliver and Richard (1981) stated that consumer satisfaction or dissatisfaction was the outcome of consumer’s subjective comparison of expected and received product attribute levels.

Mittan and Lassar (1996) found that the nature and extent of personal contact with customers in service encounters is of critical importance in determining customer satisfaction. While extended, personalized customer contact is expensive; it is also very effective at increasing satisfaction and repeat purchase intentions.

Spreng et al. (1996) found that overall satisfaction with a purchase process, including the information available for the decision and the experience of actually making the purchase as well as satisfaction with the service or product purchased.

Varshney and Gupta (2000) defined satisfaction is a person's feelings of pleasure or disappointment resulting from comparison of a products perceived and actual performance to his or her expectations. Therefore, customer's satisfaction is a function of the product is perceived performance and the consumer's expectation.

Zeithmal and Bitner (2000) defined satisfaction as the customer's evaluation of a product or service in the terms of whether that product or service met their needs and expectations. Failure to meet needs and expectations is assumed to result in dissatisfaction with the product or service.

Bhave and Ashish (2001) found that with better understanding of customers' perceptions, companies could determine the actions required to meet the customers' needs. They can identify their own strengths and weaknesses, where they stand in comparison to their competitors, chart out path, future progress and improvement. Customer satisfaction measurement helps to promote an increased focus on customer outcomes and stimulate improvements in the work practices and processes used within the company.

Saxena (2002) defined Customer satisfaction as a function of customers' expectation from the firm. Expectations shape a customer's perception of the product's or firm's performance

Berman et al. (2004) explained consumer satisfaction is a feeling that a product has met or exceeded the customer's expectation.

Gomez et al. (2004) in their study found that there are three main antecedents to customer satisfaction in food retailing i.e. customer service, quality of different products and value for money.

Kotler and Armstrong (2004) defined Consumer satisfaction as the extent to which a product's perceived performance matches a buyer's expectations. If the product's performance falls short of expectations, the buyer is not satisfied or delighted.

Homburg et al. (2005) in their study revealed that there was an existence of a strong positive impact of customer satisfaction on the willingness to pay.

Kotler (2006) explained that the consumer's satisfaction or dissatisfaction would decide the consumer's preference for the product and if he was satisfied with the product, then he would exhibit a higher probability of purchasing it again.

Smith et al. (2006) in their study found that consumer satisfaction or dissatisfaction does not operate in the decision making process. Indeed, the more the customer is satisfied with the product, the greater the expectation raised when it is purchased again. Failure to meet the expectation can result in at least mild dissatisfaction.

Taneja and Kaushik (2007) reported that responsiveness, discounts, physical evidence, core services, tangibility and promotional activity influence the satisfaction level of customer and concluded that there is a significant relation between the family income and preference of retail formats.

Baden et al. (2008) in his study on the customer service and product quality as the main factors which influence customer satisfaction. By buying farm products, they fulfil their longing for an alternative to the standardized qualities in supermarkets. Farmer-to-consumer direct marketing has to respond to these expectations and the store atmosphere should demonstrate a responsible handling of food.

Staus and Becker (2011) examined the satisfaction of dealers with their suppliers in the agricultural machinery sector. Producers should first fulfill the factors that have the highest negative impact: product program, followed by after-sales and service methods and relationship with supplier. After reaching a specific level within these factors, producers could seek to increase their dealers' satisfaction with the two factors, product program and competitive outlook. The product program thus represents the key factor for producers seeking to both decrease dissatisfaction and increase satisfaction.

Aslam et al. (2015) in his study on consumer satisfaction and loyalty found that customer loyalty has great importance and agonizes among connoisseur, academician and professionals in ample industries. Interactive marketing combination of relationship marketing and service marketing. Interactive marketing has positive significant influence on customer satisfaction and customer loyalty. The customer satisfaction fully mediates the relationship between interactive marketing and customer loyalty. Therefore, though consumer satisfaction may be assurance of future purchase and also customer satisfaction play an identical role in confirming consumer loyalty as well.

Geeta (2015) in her study on the customer satisfaction and factors that influenced the brand loyalty for packaged milk. Concluded that the maximum numbers of respondents were loyal towards their brand and are not willing to change their brand.

Sadeli (2016) interpreted that Coffee is an agriculture commodity that sold to the market with homogenous condition in previously, has change to a product with differentiation through a new market form such as, coffee shop. There was a lot of efforts had done to created product with better product quality, so that customer could distinguish between one agriculture product with others. The research shows that customer satisfaction of product quality had positively influences to customer loyalty; however, customer satisfaction illustrates customer loyalty in a low level.

Suchanek (2017) in his study on determine the level of customer satisfaction with the quality of food production enterprises. The research confirms close relations between customers' quality perception, their satisfaction and the level of fulfillment of their demands. The research showed that a satisfied customer is one whose needs have been fulfilled. Hence, if a company wants to be successful (in terms of performance and competitiveness) it must be aware of the needs of its customers.

## **2.5 CONSUMER PERCEPTION:**

Singh and Prabhakar (1989) explained perception as the process by which an individual select, organize and interpret stimuli into a meaningful and coherent picture of the world.

Rao (1989) defined perception as the intellectual process by which a person acquires the information from the environment, organize it, and obtain the meaning from it.

Narayanan (1991) stated that perception represented a psychological process whereby people select, organize and interpret sensory stimulations into meaningful information about their environment.

Robbins (1991) defined perception as the process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment and stated that attitudes, motives, interests, experience and expectations influenced the perception of individuals.

Bhave (2001) found that with better understanding of customers' perceptions, companies determined the action required to meet the customers' needs. They identified their own

strengths and weaknesses, where they stood in comparison to their competitors, charted out future path for progress and improvement. Customer satisfaction measurement helped to promote an increased focus on customers, outcome and stimulate improvements in the work practices and processes used within the company.

McLennan (2002) this study has explored the relationship between information and labels, and consumers' perceptions of agricultural biotechnology. Consumers' attitudes regarding a healthy diet and their risk perceptions regarding biotech foods are found to have a significant effect on the general use of food labels and preferences for labelling of biotech foods. The results were that 41.25% of respondents either strongly agree (7.07%) or agree (34.18%) that biotech foods are reasonably safe for human consumption. On the other hand, 17.28% of respondents think that genetically engineered food products are not reasonably safe for human consumption. Food labels indicating the presence of biotech ingredients are very important, because 81 % indicated that food products should have biotech labels. Labels serve as a source of information, and for labels to achieve their objectives; consumers must understand the information provided by labels. In terms of consumer usage of food labels, an important finding was that consumers place greater emphasis on labels of new products compared to those of familiar products. There was no substantial evidence from the study to show that differences in socio-demographic factors contribute to consumer usage of food labels.

Peter Ragaert, (2004) in this paper, consumer perception and the choice of these packaged produce was investigated by a consumer survey that had two parts. The first part of the survey consisted of face-to-face interviews at the point of purchasing. The second part of the survey was self-administered by consumers at home after consumption. This used a classic attitude behaviour model that determines the consumers' relying on different attributes such as "search attributes" (like price, colour and appearance), "experience attributes" (like taste and flavour) and "credence attributes" (like health and microbiological) or cues before deciding whether or not to buy and which product to choose. Search attributes were found to be significantly more important during the buying stage, whereas experience attributes were more important at consumption and credence attributes were equally important. It is concluded that the situational characteristics may influence attribute importance, that include moment and place of purchase. Attributes of the people buying on weekdays differ from the attributes of the people buying on weekends. Evaluation of attributes is a key to better understand consumer behaviour



Kotler (2005) defined perception as the process by which an individual selects, organizes and interprets information inputs to create a meaningful picture of the world. Perception depends not only on the physical stimuli, but also on the stimuli's reaction to the surrounding field and on conditions within the individual. The key point is that perceptions can vary widely among individuals exposed to the same reality.

Aswathappa (2006) defined perception as a process by which individuals organized and interpreted their sensory impressions in order to give meaning to their environment.

Padmavathy (2008) in her study on consumer perception on store brand of Food World found that high income households prefer modern supermarkets and middle income households prefer local grocery stores for purchasing food and grocery items. Amarnath (2011) the paper was to find the factors behind the change of attitude and perceptions of a rural consumer towards branded packaged food. This study done using MODEL ABCDE – Affect (A), Behaviour (B), Cognition (C), Desire (D), and Environment (E). The first three components were commonly used to investigate attitude and the different impact of the three components revealed consumers' motivation and involvement in consumption. Questionnaire was the methodology selected and was designed for the investigation as closed ended, that considered the factors as health, mood, convenience, sensory appeal, natural content, price, familiarity, weigh control, brand image, culture and safety. The total response was put in weighted average mean and the results were that 'takes no time to prepare' in convenience and the factory sensory appeal with three items like smell nice, looks nice and tastes nice had 80 percentage of high positive results. The drawback was that rural consumers did not trust that branded packaged food products are not natural and are not good for health. The conclusion is that companies' supervision is highly required so that no outdated product sold, to develop trust.

Deepak et al. (2010) in their study on 'Shopping Malls in India: Factors Affecting Indian Customers' Perceptions' concluded that six important factors (value for money, customer delight, information security, credibility store charisma and product excellence) determine customer perception towards shopping malls in India.

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**2.6 CONSUMER EXPECTATION:**

Loudon and Bitta (1988) said that the consumer expectations are the interpretations that the customer derives from their previous experiences of a store.

Schiffman and Kanuk (1992) stated that consumer expectation was usually based on familiarity, previous experience.

Boon and Thang (1997) in their study on ‘Competition among the "Big Six" department stores in Singapore’ concluded that customer’s expectation was directly related to the store attributes i.e. high level of store attributes increased the ability to attract customers.

Alison (2002) study aimed to establish whether customer expected (predicted) low level of services from a call center, how this level compared to the minimum level they considered adequate, and whether the perceived customer orientation of the call centre was related to service quality expectations.

Teck and Zheng (2003) reported that service firms have been increasingly competing for market share on the basis of delivery-time. Many firms choose to set customer expectation by announcing their maximal delivery-time. Customers will be satisfied if their perceived delivery-times are shorter than their expectations.

Kotler (2005) opined that consumer expectations were formed by their experiences, word of mouth and advertising.

Shanthakumari and Kannan (2010) had studied the gap between expectation and perception of customers for different service dimensions were identified. In order to survive and have a long-term relationship with customers, understanding them, meeting their expectations and being



different from rural and urban aspects should be focused on. The concept of customer expectation and perception has received considerably high attention. Rural and urban customers are differing on the following factors. They are personality, education, behaviour, perception, buying pattern, lifestyle, belief, attitude, occupation, income. There are huge dissimilarities in the rural and urban consumer behaviour. This study also shows their dissimilarity. The Consumer behaviour factors were dissimilarities among rural and urban consumers. So, their perceptions and expectations are differing.

Sioutis (2011) examined the different nonverbal attributes of food and beverage packages affects consumers' expectations of food and beverages product healthiness. As it seems the most important package design attributes are those which are not just aesthetic but also play a functional role. Thus, package shape, which is not just shape but also the package itself, is a very important attribute since it "contains" the product, it protects the product and it is touchable.

Ryding et al. (2014) estimated the value for money and improved quality when making food purchase decisions has become increasingly important. Grocery food retailers have in recent times, invested heavily into improving the quality of their provision in the struggle for market share and with evidence of a trading down in consumer shopping habits, the discounters are no exception this trend. The aims of this research were to explore consumer expectations and perceptions of food product quality within a grocery discount context and to establish whether consumers are prepared to accept a lesser quality in product quality, in return for the lower pricing strategies.

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***CHAPTER III***  
***COMPANY PROFILE***

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### **COMPANY PROFILE**

#### **3.1 About Leaf:**

Lawrencedale Agroprocessing India (LEAF) established in 2009 Ooty, TamilNadu, founded by P. Vijayaraghavan, R. Manoharan, K.P Nair, and R. Balakrishnan & LK Narayanan. LEAF is an end-to-end supply chain business of fruits and vegetables. Procurement, processing, end-to-end cold chain service and marketing are its main activities. The turnover of this company is eight crores. LEAF does not farm land directly. It mainly procures from marginal and small farmers who are associated with community farming program. LEAF makes sure the farmers rendering products to them meet their major criterion of quality. It is also involved with community farming programs to ensure farmers are educated about the right farming methods to produce the best quality. “Our community farming program conducts regular contact programs in the villages and help them right from the selection of seed to harvest, make sure that our farmers are following good agricultural practices and their dependency of the chemical fertilizers, pesticides. The program helps them to reduce input cost, field wastages and ensures the quality of the produce. Ultimately farmers are happy to have better yield and income” LEAF handles root vegetables like carrots, potatoes and beetroot at the processing plant. They source exotic vegetables and fruits from the Nilgris for supply. Tropical vegetables and fruits from Tamil Nadu, Karnataka and Andhra Pradesh are also produced at its processing unit. These products are under the brand name LEAF and sold in the southern states of Kerala, TamilNadu, Karnataka and Andhra Pradesh.

#### **3.2 Vision:**

To be the most respected organization in the Agri value chain.

#### **3.3 Mission:**

Deliver farm fresh fruits and vegetables hygienically by harnessing the collective wisdom of our farming community and advances in technology.

### **3.4 Management:**

#### **3.4.1 Investor Partners:**

- Aspada Investments
- Bestseller Foundation
- Patamar Capital

#### **3.4.2 Board of Directors:**

- Palat Vijayaraghavan, Managing Director & CEO
- Krishnadas P. Nair, Director
- Kushal Agrawal, Director, Aspada Investments
- Samir Malviya, Director, Patamar Capital
- Kristian Sloth Peterson, Director, Bestseller Foundation

#### **3.4.3 Management Committee:**

- Palat Vijayaraghavan, Managing Director & CEO
- Krishnadas P. Nair, Director
- R. Balakrishnan, Advisor to Board of Director
- L.K. Narayan, Advisor to Board of Directors
- Sandeep Bhattacharya, Advisor to Board of Directors

### **3.5 Growth of LEAF:**

Mr. Vijayaraghavan is an automobiles engineer and was engaged in property development & construction business before LEAF, Moving across villages engaged with earlier business; studying the states of the agricultural practices and postharvest handling, he envisaged an opportunity of an agro- processing based business.

Lawrencedale Agroprocessing India (LEAF) were established in 2009, founded by P. Vijayaraghavan, R. Manoharan, K.P Nair, and R. Balakrishnan & LK Narayanan. LEAF is an end-to-end supply chain business of fruits and vegetables. Procurement, processing, end-to-end cold

chain service and marketing are its main activities. The turnover of this company is eight crores. LEAF does not farm land directly. It mainly procures from marginal and small farmers who are associated with community farming program. LEAF makes sure the farmers rendering products to them meet their major criterion of quality. It is also involved with community farming programs to ensure farmers are educated about the right farming methods to produce the best quality.

“Our community farming program conduct regular contact programs in the villages and help them right from the selection of seed to harvest, make sure that our farmers are following good agricultural practices and their dependency of the chemical fertilizers, pesticides. The program helps them to reduce input cost, field wastages and ensures the quality of the produce. Ultimately farmers are happy to have better yield and income” shares Mr. Vijayaraghavan, one of the founders.

LEAF handles root vegetables like carrots, potatoes and beetroot at the processing plant. They source exotic vegetables and fruits from the Nilgris for supply. Tropical vegetables and fruits from Tamil Nadu, Karnataka and Andhra Pradesh are also produced at its processing unit. These products are stamped under the brand name LEAF, sold in the southern states of Kerala, TamilNadu, Karnataka and Andhra Pradesh.

Setting it apart from most brands is the utmost care taken by LEAF in making sure the produce not just remains fresh but also retain its nutritional value. Their produce is hygienically washed, graded, and packed in branded PP bags. These PP bags are manufactured using Italian technology to retain the freshness and nutrients of the vegetables for a longer period. “We have an end to end cold chain system which handles our products right from the farms to the door step of our customers which assures the quality of the products we supply,”

Despite such added advantage, LEAF does not believe in competition. “This industry requires many more players in the agro processing field to take care of the current agricultural production in India,”



LEAF is currently present in four southern states and they wish to expand their operation to other parts of the country. They wish to increase their turnover by 15 crores next year. The long-term goal is to make LEAF products available to households across India.

### **3.6 Details Of Extent Technology Adoption In LEAF:**

#### **3.6.1 Community Farming:**

Over 80% of farmers in India own less than just 2 acres of land. With limited resources, they cannot better or increase their yield. With a small produce and no access to bigger markets, they are compelled to accept the price dictated by intermediaries. LEAF is here to change this situation.

Right from soil testing, LEAF community farming interventions designed to enhance every stage of the crop life cycle. Its integrated supply chain promises what the farmers and end users deserve.

#### **3.6.2 Network of Farmers:**

We work with over 3,000 small-scale farmers. We are present in 10 key vegetable growing regions across South India. Our plan is to build a network of over 10,000 farmers within the next 5 years.

#### **3.6.3 24/7 Farmer Support:**

We offer round the clock support to our farmers through an extension services team, rain or shine. With on-ground, telephonic and technological assistance, we are constantly helping them to monitor the crops.

#### **3.6.4 Organic Systems Plan:**

We have an Organic Systems Plan (OSP) to handle various areas of production, as being 'Organic' means managing crop production as a system with complementary factors.

#### **3.6.5 Sure-Supply Promise:**

High-volume vegetables harvested in 100-day cycles are planted based on long-term orders. This ensures high-quality products at predefined delivery periods.

### **3.6.6 Harvesting and Packaging:**

Our crops are harvested at the right time for the right taste, not a day early or a day late. They are packed with global standards to retain the local flavour and freshness.

### **3.6.7 Disintermediation:**

By removing the intermediaries, we ensure better price realizations on convenient payment cycles for the farmers. Not to mention highly hygienic, ready-to-eat products for customers.

### **3.6.7 Greenhouse Advantages:**

Greenhouses are climate-controlled structures for growing high-quality saplings. LEAF advises the use of it for growing off-season vegetables, fruit crops for the domestic market, planting material acclimatization, plant breeding and varieties improvement. This fabricated structure is designed to reap the benefits of nature.

### **3.6.8 Agro-Processing:**

Natural products are perishable and prone to microbial growth. With our processing methods, we ensure that they stay fresh and safe throughout the journey. The automated washing technology removes microbes, harmful pesticides and chemicals, without removing the nutrients. LEAF products are safe and dependable.

### **3.6.9 Post-Harvest Supply Chain:**

The advancements in Agro-processing technology allows us to:

- Optimize harvesting time.
- Cold storing of raw fruits and vegetables.

With secure handling of the produce, LEAF limits wastage and ensures that the products are clean and green. Our state-of-the-art, completely automated processing units can handle cleaning, grading, drying, storage, treatment, packaging and retail re-packing.

**3.7 Cold Rooms:**

**3.7.1 Retaining Freshness & Enhancing the Product’s Shelf Life:**

Our advanced, environment-friendly, PUF insulated Cold Rooms are supported with 24×7 power backup. The tropicalized refrigeration units are precision-made to exude the right temperature. They conform to international standards to preserve items for long durations in all seasons.

**3.7.2 Eat Right Out Of The Package:**

Our products were packaged in coralene antifog film a bio-oriented, co-extruded polypropylene film for wrapping fruits and vegetables using flow pack packaging machines. This makes it free from microbes and ready for consumption.

**3.7.3 Waste Management:**

We ensure what comes from our land does not end up in the landfills. Our R&D team develops new products and processes to recycle waste, agricultural residues and by-products for better economic utilization.

**3.8 Integrated Cold Chain:**

**3.8.1 Logistics Driven By Technology:**

Fresh produce in India goes through at least seven intermediaries before reaching the shelves. The poor handling of the produce leads to 30% wastage and a reduction of 5-7% margin at each level. LEAF, with technology at the helm of its integrated cold-chain logistics model, promises to deliver quality produce, while drastically reducing wastage.

**3.8.2 Farms to Processing Units:**

We work in tandem with nature. Our collection strategy involves the knowing of the process of ripening and optimum harvesting time. The fresh harvest is then pre-cooled before it was sent for processing.

The produce is then cleaned, graded, dried, stored and treated in batches at our automated processing plants. After which, the produce is moved to the pack-house. The packaged ‘LEAF’

branded products are stored in Cold rooms until they are dispatched to our regional Distribution Centers (DCs) through our own Refrigerated Transfer Trucks (RTTs).

### **3.8.3 Refrigerated Transfer Trucks (RTTs):**

LEAF maintains a private fleet of Refrigerated Transfer Trucks and skilled drivers. Our trucks are equipped with GPS based navigation and real-time remote tracking of location, cold room temperature and speed. Nothing goes unchecked in our trucks.

Our trained drivers follow the most efficient routes to minimize “empty miles”. We drive fewer miles and use less fuel, maximize the delivery quantity and minimize environmental impact. LEAF tries to be a green business in every way.

### **3.9 Distribution Centers:**

With state-of-the-art cold rooms, our regional Distribution Centre’s serve as the hubs of activity in our last-mile operation. They handle sales and repacking, distribution, local logistics and collections.

The logistics were handled depending on the category of the buyer:

- Large Format Retail (LFR): Produce is delivered directly to the Distribution Centre of the respective large retail chains in temperature-controlled vehicles.
- General Trade (local F&V stores): Milk run on fixed routes in temperature controlled vehicles.

Strategically located across South India, the centers ensure farm fresh produce on demand to our retail store network in their region.

### 3.10 Products of Leaf:

Temperate and Exotic vegetables	Tropical vegetables	Temperate and Exotic fruits	Tropical fruit
<ul style="list-style-type: none"> <li>➤ Carrot</li> <li>➤ Potatoes</li> <li>➤ Cauliflower</li> <li>➤ Broccoli</li> <li>➤ Cabbage</li> <li>➤ Lettuce</li> <li>➤ Beetroot</li> <li>➤ Radish</li> <li>➤ Artichoke</li> <li>➤ Celery</li> <li>➤ Bhokchoy</li> <li>➤ Bush beans</li> <li>➤ Leeks</li> <li>➤ Thyme</li> <li>➤ Rosemary</li> <li>➤ Parsley</li> <li>➤ Chinese cabbage</li> <li>➤ Brussel Sprouts</li> </ul>	<ul style="list-style-type: none"> <li>➤ Drumstick</li> <li>➤ Brinjal</li> <li>➤ Okra</li> <li>➤ Gourds</li> <li>➤ Pumpkins</li> <li>➤ Tomato</li> <li>➤ Cluster bean</li> <li>➤ Cow pea</li> <li>➤ Methi</li> <li>➤ Mint</li> </ul>	<ul style="list-style-type: none"> <li>➤ Strawberry</li> <li>➤ Mangos teen</li> <li>➤ Plums</li> <li>➤ Apple</li> <li>➤ Apricot</li> <li>➤ Cherry</li> <li>➤ Kiwi</li> <li>➤ Pear</li> <li>➤ Avocado</li> <li>➤ Custard apple</li> </ul>	<ul style="list-style-type: none"> <li>➤ Mango</li> <li>➤ Orange</li> <li>➤ Melon</li> <li>➤ Grapes</li> <li>➤ Papaya</li> <li>➤ Guava</li> <li>➤ pomegranate</li> <li>➤ Pineapple</li> </ul>

*Chapter IV*  
***ANALYSIS OF THE STUDY***

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## CHAPTER IV

### ANALYSIS OF THE STUDY

The term consumer behaviour can be defined as the behaviour that consumer display in searching for purchasing, using, evaluating, and disposing of product and services that they expect will satisfy their needs. The objectives of the study is to study the socio economic profile of LEAF branded vegetables consumers. As vegetables constitute a major portion of food consumption of people, changes has undergone in the nature, type and quality of vegetables consumed by them. Now a day vegetable are used to not only add their food habit but also provide nutrient and prevent nutritious related diseases and improves physical and mental wellbeing of consumers. In the context of changing behaviour of consumers towards vegetables, a study on consumer behaviour towards branded vegetables, which is very important.

For the purpose of analysis of the objective, the following variables are observed.

- Socio economic profile of consumers
- Attributes that influence purchase of vegetables
- Preference and reasons for preference of branded vegetables
- Source of awareness about LEAF branded vegetables
- Periodicity of purchasing LEAF branded vegetables
- Source of purchase of LEAF branded vegetables
- Consumer perception towards LEAF branded vegetables
- Consumer attitude towards LEAF branded vegetables
- Level of consumer satisfaction of LEAF branded vegetables
- Determinants of consumers buying behaviour of LEAF branded vegetables

#### 4.1 Socio-Economic Profile of Consumers:

Socio economic status is the measure of economic and social prospects of the individuals. It indicates the social position of an individual with respect education, income and occupation. In order to examine the socio economic characteristics of respondents, seven indicators, viz., age ,gender , religion, education, occupation, size of the family, and family income are considered and they are given in below tables.

#### 4.1.1 Gender wise classification of consumers:

Table: 4.1 Gender wise classification.

(n=120)

Gender	Total	Percentage
Female	65	54.2
Male	55	45.8
Total	120	100

Source: primary data

Table 4.1 show that 54.2 percent respondents are female. 45.8 percent respondents are male. It clearly shows that in most of the households the females used to purchase the vegetables.

#### 4.1.2 Age wise classification of consumers:

Table: 4.2 Age Group Wise Classification

(n=120)

Age group (years)	Total	Percentage
Below 30	48	40
30-40	35	29.2
40-50	29	24.2
Above 50	8	6.7

Source: primary data

Table 4.2 revealed that 40 percent respondents are below 30years old. 29.2 percent respondents are 30 to 40 years old. 24.2 percent respondents are 40-50 years old. 6.7 percent of respondents are above 50 years old. In this table clearly shows that in most of the households below 30 age group people purchase the vegetables.

#### 4.1.3 Educational Wise Classification of Consumers:



Table: 4.3 Educational wise classification

(n=120)

<b>Educational Qualification</b>	<b>Total</b>	<b>Percentage</b>
Diploma	17	14.16
Graduate	65	54.17
Post graduate	38	31.67

Source: primary data

From the table 4.3 shows that 65 percent of respondents are graduate. 31.67 percent respondents are postgraduate. 14.16 percent respondents are diploma in education. It clearly shows that respondents are all have minimum graduate in education level.

#### 4.1.4 Marital Status Wise Classification of consumers:

Table: 4.4 Marital Status Wise Classification

(n=120)

<b>Marital status</b>	<b>Total</b>	<b>Percentage</b>
Married	106	88.3
Unmarried	14	11.7

Source: primary data

From the table 4.4 shows that 88.3 percent respondents are married and 11.7 percent respondents are unmarried. It clearly shows that maximum respondents are married.

#### 4.1.5 Religion wise classification of consumers:

Table: 4.5 Religion Wise Classification

(n=120)

<b>Religion</b>	<b>Total</b>	<b>Percentage</b>
Hindu	77	64.2
Christian	34	28.3
Muslim	9	7.5

Source: primary data

From the table 4.5 shows that majority (64.2) percent respondents are Hindu while 28.3 percent respondents are Christian and 7.5 percent respondents are Muslim. It clearly shows that most of vegetables consumers are Hindu.

#### 4.1. 6 Family Size Wise Classification of consumers:

Table: 4.6 family size wise classification (n=120)

Family size	Total	Percentage
Joint	20	16.7
Nuclear	100	83.3

Source: primary data

Table 4.6 infers that majority (83.3) percent respondents are nuclear and 16.7 respondents are joint family. It evident that most of vegetables consumers are nuclear family in particular study area..

#### 4.1.7 Occupation wise classification of consumers:

TABLE: 4.7 Occupation wise classification (n=120)

Occupation	Total	Percentage
Private sector	49	45.83
Public sector	28	23.33
Business	34	28.33
Agriculture	3	2.5

Source: primary data

From the table 4.7 revealed that majority (45.83) percent respondents are working in private sector. Then, 28.33 percent respondents are doing business. In addition, 2.5 percent respondents are doing agriculture. It clearly shows that majority of vegetables consumers are working in private sector in particular study area.

#### 4.1.8 Monthly family Income Wise Classification:

Table: 4.8 Family Income per Month Wise Classification

(n=120)

Family income per month	Total	Percentage
20000-30000	22	18.33
30000-40000	33	27.5
40000-50000	38	31.67
ABOVE 50000	27	22.5

Source: primary data

From the tables 4.8, Most of the respondents 31.67 percent were having income of rupees 40000-50000 rupees monthly. It clearly shows that majority of vegetables consumers are high monthly income in study area.

#### 4.2 Average monthly expenditure for vegetables:

Monthly expenditure incurred for vegetables is different for consumers. Spending nature of consumers for vegetables is given in table 4.2

Table 4.9: Average monthly expenditure incurred for vegetables by consumers (n=120)

Vegetable expenditure per month (in rupees)	Total	Percentage
Less Than 1000	33	27.5
1000-2000	67	55.83
2000-3000	20	16.67

Source: primary data

Table 4.9 it could be understood that majority (55.83) of the respondents are spending 1000-2000 rupees per month for purchasing vegetables.

#### 4.3 Attributes that influence the purchase of vegetables:

Table: 4.10 Attributes that influence the purchase of vegetables:

(n=120)

Statements	Score	Percentage	Rank
Freshness	1119	93.25	I

Price	1096	91.33	II
Hygiene	897	74.75	III
Quality	851	70.91	IV
Shelf life	588	49	V
Visual attractiveness	518	43.16	VI
Organic nature	474	39.5	VII
Taste	465	38.75	VIII
Availability	410	34.16	IX
Nutrient value	182	15.16	X

Source: primary data

Among the attributes listed in the table 4.10 shows that large number respondents were opinioned that freshness (93.25) percent, price (91.33) percent and hygiene (74.75) percent are the most important attributes, which they looked for while purchasing vegetables. This shows that consumers are freshness, price and hygiene conscious.

In addition, this table shows the consumers are also looking quality (70.91) percent and shelf life (49) percent of the vegetables. Visual attractiveness, organic nature, and taste of the vegetables are important attributes consumers looking for while purchasing vegetables. It can infer from the above analysis that there is enough market potential for branded vegetables.

#### 4.4 Consumer's preference towards branded vegetables:

Table: 4.11 preference towards branded vegetables:

(n=120)

Statements	Respondents	Total
yes	93	77.5
no	27	22.5

Source: primary data

This table shows that majority of the respondents (77.5) percent-preferred branded vegetables. The reasons behind the preference and non-preference of branded vegetables are presented in table: 4.12, and 4.13.

#### 4.5 Reasons For Consumers Preferring Branded Vegetables:

Table: 4.12 Reasons for Consumers Preferring Branded Vegetables:

(n=93)

Statements	Score	Index	Rank
Freshness	740	92.5	I
Value for money	553	69.12	II
Quality	546	68.25	III
Hygiene	526	65.75	IV
Organic nature	502	62.75	V
High shelf life	499	62.37	VI
Taste	485	60.62	VII
Availability	253	31.62	VIII
Nutrient Value	229	28.62	IX
Influence From Friends And Relatives	145	18.12	X

Source: primary data

The above table revealed that freshness (92.5) percent and belief that branded vegetables would better value for money (69.12) percent are the major reason for preference followed by quality (68.25) percent and hygiene (65.75) percent and organic nature are the important factor for preferring branded vegetables. Therefore, this table reveals that consumers are more conscious in freshness of the vegetables and value for the money they spent during preference of branded vegetables.

#### 4.6 Reason for consumers not preferring branded vegetables:

Table 4.13: Reason for consumers not preferring branded vegetables:

(n=27)

Statements	Total	Index	Rank
Lack of confidence in the authenticity of branded vegetables	105	77.77	I
Too costly	96	71.11	II
Lack of continuous availability of branded vegetables	89	65.92	III
No noticeable difference in quality with branded vegetables	79	58.51	IV
No difference in taste of branded vegetables and non-branded vegetables	36	26.66	V

Source: primary data

From the table 4.13, it could be understood that the reasons behind the non-preference of branded vegetables by consumers. The score is calculated based on the ranks given by the respondents.

Consumers opined (77.77) percent that branded vegetables are lack of confidence in the authenticity of branded vegetables and followed (71.11) percent respondents opined that branded vegetables are too costly. However, it is providing value for given money in the quality aspects, all the time it is not affordable for common people. Lack of continuous availability of branded vegetables is another reason for not preferring branded vegetables. No difference in quality with branded vegetables and no difference in taste of branded and non-branded vegetables are also the reasons for not preferring branded vegetables.

#### 4.7 Consumers of LEAF Branded Vegetables:

Table: 4.14: Consumers of LEAF Branded Vegetables: (n=120)

Statements	Score	Percentage
Yes	80	66.66
No	40	33.33
Total	120	100

Source: primary data

From the table we could observed that 66.66 percent respondents are the consumers of LEAF branded vegetables in selected area. Lack of authenticity in the quality and high price prompt 33.33 percent respondents are the reasons for not preferring the LEAF branded vegetables.

#### 4.8 Source of Awareness about LEAF Branded Vegetables:

Table: 4.15 Source of Awareness about LEAF Branded Vegetables (n=80)

Statement	Total	Percentage
Self	48	60
Friends and Relatives	17	21.25
Dealers Influence	15	18.75
Total	80	100

Source: primary data

From the table 4.15 revealed that 60 percent consumers are got awareness about the LEAF branded vegetables by self. 21.25 percent consumers are aware about the LEAF branded vegetables through the friends and relatives, 18.75 percent respondents were aware about the LEAF branded vegetables by dealers influence.

From the above information, it is clear that there is no advertisements and promotional activities for LEAF branded vegetables.

**4.9 Consumers Source of Purchasing LEAF Branded Vegetables:**

Table: 4.16 Consumers Source of Purchasing LEAF Branded Vegetables: (n=80)

Statement	Total	Percentage
Super market	58	72.5
Hyper market	22	27.5
Total	80	100

Source: primary data

From the table 4.16 it could be observed that majority of the consumers 72.5 percent depends on super markets to buy LEAF branded vegetables. It can also be notice that 27.5 percent consumers are depend on hypermarkets consumers opined that availability, convenience and proximity were the major reason for prefer branded vegetables. This result indicates the LEAF branded vegetables are only available in the super market and hypermarket of the selected area.

**4.10 Periodicity of purchasing LEAF branded vegetables:**

Frequency of purchasing vegetables can be considered as an indication towards preference for fresh vegetables and importance they assigned in their day-to-day life.

Table: 4.17 Periodicity of purchasing LEAF branded vegetables: (n=80)

Statement	Total	Percentage
Daily	8	10
Twice in a week	40	50
Weekly	27	33.75
Others (randomly)	5	6.25
total	80	100

Source: primary data

Table.4.16 revealed that 50 percent consumers were purchasing the LEAF branded vegetables twice in a week. 33.75 percent consumers were purchasing the LEAF branded vegetables weekly once. This result indicates the daily consumption of LEAF branded vegetables is low.

**4.11 Consumers perception towards LEAF branded vegetables:**

Consumer perception about the LEAF branded vegetables. The data analyzed by using rank order scale. The respondents were asked to rank each statements in the order of their perception. For the first rank, a weightage of 8 was given and for the 8<sup>th</sup> rank, weightage assigned was 1 (i.e. for rank 1 to 8), weightage of 8 to 1 were given respectively. The scores obtained were summed up to arrive the total score for each option.

Table 4.18 Consumers perception towards LEAF branded vegetables (n=80)

Statements	Score	Index	Rank
LEAF branded vegetables are more fresh than non-branded vegetables	445	79.46	I
LEAF branded vegetables are high shelf life than others	440	78.57	II
LEAF branded vegetables are of best quality	436	77.85	III
LEAF branded vegetables are affordable	310	55.35	IV
LEAF branded vegetables are continuously available in the market	234	41.78	V
LEAF branded vegetables are healthy	199	35.53	VI
There are retail outlets for LEAF branded vegetables	191	34.10	VII

Source: primary data

From the table observed that majority 79.46 percent of respondents have perceived that LEAF branded vegetables are fresher than non-branded vegetables. 78.57 percent respondents perceived that LEAF branded vegetables are have high shelf life than non-branded vegetables. Third majority of respondents have perceived that LEAF branded vegetables are of best quality.

Followed by the quality, 55.35 percent respondents perceived that LEAF branded vegetables are affordable price. Therefore, it clearly shows that consumer perceived that branded vegetables are high cost. 41.78 Percent respondents have perceived that LEAF branded vegetables are continuously available in the market. Therefore, it clearly shows that consumers have low perception about the availability of LEAF branded vegetables in the market. Second least rank 35.53 percent respondents have perceived that LEAF branded vegetables are healthy. It clearly



shows that consumers have highly health conscious. 34.1 Percent respondents have perceived that LEAF branded vegetables have retail outlets. It clearly shows that LEAF branded vegetables availability is low.

This table clearly shows that general consumer’s perception about the LEAF branded vegetables are fresher, best of quality and have high shelf life than non-branded vegetables.

**4.12 Consumers Attitudes towards LEAF branded vegetables:**

Consumer attitude is a composite of a consumer’s beliefs, feelings and behavioural intentions towards some object. Understanding consumer attitude towards LEAF branded vegetables can help the company to take decisions on vegetables marketing and even determine the market potential of their vegetables. For this purpose, different statements related to LEAF branded vegetables were selected and data collected on 5-point scale of Likert-summatd rating. An attitude index was constructed by giving weightages of 5 points from 5 to 1 (highly favourable and highly Unfavourable). For the purpose of interpretation index score was related as follows.

Less than 30 - Highly Unfavourable (HUF)

30-50 - Moderately Unfavourable (MUF)

50-70 - Indifferent (I)

70-90 - Moderately Favourable (MF)

90 and above – Highly Favourable (HF)

From the below table 4.18 majority of 72.5 percent respondents favourable that LEAF branded vegetables are of good quality. Consumers have moderately Favourable that LEAF branded vegetables are less perishable than non-branded vegetables.

Table: 4.19 Consumer attitude towards LEAF branded vegetables

(n=80)

Statements	Total	Index	Rating of index
LEAF branded vegetables are good quality	291	72.5	MF
LEAF branded vegetables are less perishable than non-branded vegetables	286	71.25	MF
For easy availability of LEAF branded vegetables	140	35	MUF
LEAF branded vegetables are more fresh than non-branded vegetables	280	70	MF
LEAF branded vegetables are affordable	281	70.25	MF
LEAF branded vegetables are more nutritious than non-branded vegetables	267	66.75	I
LEAF branded vegetables have low pesticide residues than non-branded vegetables	232	58	I
Information on LEAF branded vegetables are adequate	146	36.5	MUF
<b>Composite index</b>		72.33	MF

Source: primary data

(Highly Unfavourable (HUF), Moderately Unfavourable (MUF), Indifferent (I), Moderately Favourable (MF), Highly Favourable (HF)).

They are moderately Unfavourable in availability of LEAF branded vegetables. Consumers 70 percent are moderately favourable in freshness of LEAF branded vegetables. In nutrient value and organic nature of LEAF branded vegetables, 66.75 and 58 percent respondents are indifferent in their attitude. While taking price of LEAF branded vegetables 70.25 percent respondents are moderately favourable in their price. They opined that information regarding the product of LEAF branded vegetables respondents are moderately Unfavourable in their attitude. They opined that LEAF branded vegetables are not affordable for common peoples. It clearly shows that quality, freshness, and shelf life are favourable in their attitude towards LEAF branded vegetables.

#### 4.13 Consumer satisfaction towards LEAF branded vegetables:

Here the consumer satisfaction measures how the LEAF branded vegetables can meet or surpass a consumer's expectation. Consumer satisfaction is important to measure the level of satisfaction of LEAF branded vegetables consumers in order to know whether it is fulfilling their needs and expectations. In order to analyse the level of satisfaction of consumers towards LEAF branded vegetables, satisfaction index was used

For this purpose, different statements related to LEAF branded vegetables were selected and data collected on 5-point scale of Likert summated rating. A satisfaction index constructed by giving weightages of 5 point from 5 to 1 (highly satisfied and highly dissatisfied).for the purpose of interpretation index score was rated as follows.

Score for calculation of satisfaction index highly satisfied – 5, satisfied – 4, Neither Satisfied Or Dissatisfied – 3, dis satisfied, – 2 Highly dissatisfied – 1.

Table 4.20 Consumer satisfaction towards LEAF branded vegetables (n=80)

Statements	Score	Index	Satisfaction
Quality	274	68.5	NS
Freshness	288	72	S
Shelf life	267	66.75	NS
Price	224	56	NS
Hygiene	273	68.25	NS
Availability of vegetables	129	32.25	DS
Taste	263	65.75	NS
Low pesticide residues	227	56.75	NS
Visual attractiveness	252	63	NS
Product information	139	34.75	DS
Nutrient value	212	53	NS
<b>Overall Satisfaction</b>		<b>57.90</b>	<b>NS</b>

Source: primary data

(Highly satisfied – HS, satisfied – S, Neither Satisfied or Dissatisfied – NS, dis satisfied, – DS Highly dissatisfied – HDS)

Table 4.20 indicates that the consumers are satisfied (S) with the freshness of LEAF branded vegetables. The study finds out that consumers are neither satisfied or dissatisfied (NS) in the

quality, shelf life, price, hygiene, taste low pesticide residues, visual attractiveness, nutrient value of the LEAF branded vegetables. It also shows that majority of consumers are dissatisfied (DS) in availability of the vegetables. It clearly indicates that LEAF branded vegetables are not available in market frequently. In product information, the consumers are dissatisfied with LEAF branded vegetables. It clearly shows that in packaging of LEAF branded vegetables there is Lack of product information in the label.

This study clearly shows that consumers overall satisfaction index of the LEAF branded vegetables is neither satisfied or dissatisfied (NS). LEAF branded vegetables are not available in the market around the season. It affects the overall satisfaction of consumers about LEAF branded vegetables.

Consumer behaviour towards branded vegetables shows a preference for consuming branded vegetables. Consumers are aware about the advantages of branded vegetables and adverse effect of branded vegetables. They prefer LEAF branded vegetables because of freshness and quality of the vegetables. The high price and lack of availability of LEAF branded vegetables around the season in market is discouraging consumers them from the purchase of LEAF branded vegetables. Attitude and satisfaction of consumers towards LEAF branded vegetables show significance difference among consumers.

**4.14 Determinants of Consumer Buying Behaviour of LEAF Branded Vegetables:**

Consumer decision making is dynamic in nature. It involves pre-purchase, purchase and post purchases decisions and after use satisfaction. Positive attitude from frequent use lead to recurring purchase. Similarly, both economic and social factors influence the decision process. In the conventional economics, it believed that price is the most important factor. Empirical evidences identify price as only one of the determinants. Empirical studies further indicates that there are many non-economic factors with significant influence over purchase decision.

In this study, an attempt has been made to identify the determinants of consumer behaviour towards LEAF branded vegetables. Various factors have been identified, which can or may influence the buying behaviour of consumers towards LEAF branded vegetables. They are mainly economic factor, quality factor, environmental factor, personal factor, availability factor.

**4.15 Factors Influencing Consumer Behaviour Towards LEAF Branded Vegetables:**

In order to identify the economic, quality, environment and personal factor that influences the attitude of consumers towards LEAF branded vegetables, index method was employed. Various factors were identified which influences the attitude of consumers towards LEAF branded vegetables and index was calculated with three point scale. For each factors three degrees of influence were asked namely no influence, moderate influence and high influence and scores of 0, 1, 2 were assigned respectively. For each statement total scores has been calculated separately and finally index was rated as follows.

- Less than 25 - not important (NI)
- 25 -75 - important (I)
- 75 above - very important (VI)

The results are presented in table

Table 4.21 Determinants of consumer attitude towards LEAF branded vegetables: (n=80)

<b>Economic Factors</b>	<b>score</b>	<b>Index</b>	
Affordable price	137	57.08	I
Economic status	53	22.08	NI
Value for money	134	40.41	I
<b>Composite index</b>		42.91	I
<b>Quality Factors</b>			
Nutrient value	104	43.33	I
Shelf life	102	42.5	I
Hygiene	133	55.41	I
Freshness	137	57.08	I
Taste	85	35.41	I
Low pesticide residues	98	40.83	I
<b>Composite index</b>		45.76	I
<b>Environmental Factors</b>			
Eco friendly	116	48.33	I
Environmental concern	117	48.75	I
<b>Composite index</b>		48.54	I
<b>Personal Factors</b>			
Awareness about LEAF branded vegetables	117	48.75	I
Health concern	133	55.41	I
Packaging	147	61.25	I

<b>Composite index</b>		55.13	I
<b>Availability Factors</b>			
Adequate product information	114	47.5	I
Promotional offers	108	45	I
Marked or observable difference from other brands	116	48.33	I
Round season availability	135	56.25	I
<b>Composite index</b>		49.27	I

Source: primary data

The above table reveals that among the economic factors, affordable price is the most important determinant and they consider value for money is also important for them. It clearly shows that LEAF branded vegetables are available at reasonable price, consumers are ready to buy them. Health aspect is very important factor, which create an interest in consumers to buy branded vegetables. In the present era, almost all people are capable of buying vegetables but fresh and quality vegetables are not available. By consuming unhygienic and low quality, non-branded vegetables are increasing diseases. It becomes a threat to the survival of human being in the world. Value for money is an important factor for consumers. If they get better value for money, they are ready to buy LEAF branded vegetables.

Personal factors like awareness on LEAF branded vegetables, influence of family and health concern are also important factor for the consumers. Availability of LEAF branded vegetables around the season and distance to markets are also important. Consumers purchase the vegetables daily. Therefore, the availability of LEAF branded vegetables in market and product information are important. Economic status is not important determinant for consumers.

Table 4.22 composite index of determinants:

(n=80)

<b>Composite index of factors</b>	<b>Index</b>	<b>Importance</b>
Economic factors	42.91	I
Quality factors	45.76	I
Environmental factors	48.54	I
Personal factors	55.13	I
Availability factors	49.27	I

Source: primary data

The composite index of various factors showed that all the listed factors are act as the important factor that influence the buying behaviour of consumers.

**4.16 Relationship of demographic nature of consumers and consumer attitude:**

In the previous objective it is already analyzed the consumer attitude towards leaf branded vegetables. To examine whether the consumer attitude is associated with demographic factors like age, gender, education, occupation and monthly income, chi-square test have been used and results presented in table 4.23.

Table 4.23 Association between consumer attitudes towards leaf branded vegetables and demographic factors of consumers.

Age	Attitude index (n=80)		
	I	MF	MUF
Attitude index			
Less than 30	5	2	0
30-40	18	2	2
40-50	24	3	4
Above 50	16	3	1
<b>Chi-square static</b>	<b>3.844</b>	<b>Df=6</b>	<b>P=0.698</b>

Source: primary data

Table 4.23 reveals that there is no significance between age and consumers attitude index. It clearly shows that age is not a determinant for consumer’s attitude towards leaf branded vegetables.

Table 4.24 Association between consumer attitudes towards leaf branded vegetables and education factor of consumers

Education	Attitude index (n=80)		
	I	MF	MUF
Attitude index			
Graduate	30	4	4
post graduate	25	3	3
Diploma	8	3	0
<b>Chi-square static</b>	<b>3.431</b>	<b>df=4</b>	<b>P=0.488</b>

Source: primary data

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Table 4.24 from this table there is no significance between education and consumers attitude index. . It clearly shows that education is not a determinant for consumer’s attitude towards leaf branded vegetables.

Table 4.25 Association between consumer attitudes towards leaf branded vegetables and monthly income factor of consumers

Monthly income	Attitude index (n=80)		
	I	MF	MUF
Less than 30000	14	1	1
30000-40000	19	3	2
40000-50000	19	4	2
Above 50000	11	2	1
<b>Chi-square static</b>	<b>1.168</b>	<b>df=6</b>	<b>P=0.978</b>

Source: primary data

Table 4.25 from this table there is no significance between monthly income and consumer’s attitude index. . It clearly shows that monthly income is not a determinant for consumer’s attitude towards leaf branded vegetables.

Table 4.26 Association between consumer attitudes towards leaf branded vegetables and occupation factor of consumers

Occupation	Attitude index ( n=80)		
	I	MF	MUF
Private	28	4	3
Public	21	5	1
Business	14	1	3
<b>Chi-square static</b>	<b>3.598</b>	<b>df=4</b>	<b>P=0.463</b>

Source: primary data

From the above table reveals that there is no significance between occupation and consumers attitude index. It clearly shows that occupation is not a determinant for consumer’s attitude towards leaf branded vegetables.



Table 4.27 Association between consumer attitudes towards leaf branded vegetables and gender factor of consumers

Gender	Attitude index (n=80)		
	I	MF	MUF
male	31	5	4
female	32	5	3
<b>Chi-square static</b>	<b>0.159</b>	<b>df=2</b>	<b>P=0.924</b>

Source: primary data

From this table there is no significance between gender and consumer's attitude index. It clearly shows that gender is not a determinant for consumer's attitude towards leaf branded vegetables.

#### 4.17 Relationship of demographic factors of consumers and satisfaction:

In order to check whether demographic factors are significant determinants of consumers, satisfaction towards LEAF branded vegetables. Chi-square was used.

Table: 4.28 Association between consumer satisfactions towards leaf branded vegetables and demographic factors.

Age (in years)	Satisfaction index (n=80)		
	DS	NS	S
Less 30	0	6	1
30-40	0	22	0
40-50	5	26	0
ABOVE 50	1	19	0
<b>Chi-square static</b>	<b>16.272</b>	<b>df=6</b>	<b>P=0.012</b>

Source: primary data

Table: 4.28 shows that demographic age factor had an impact on consumer satisfaction towards leaf branded vegetables. Therefore, age is one of the determinant factor of consumer's satisfaction towards leaf branded vegetables.

Table: 4.29 Association between consumer satisfactions towards leaf branded vegetables and education factors.

<b>Education</b>	<b>Satisfaction index (n=80)</b>		
<b>Satisfaction index</b>	<b>DS</b>	<b>NS</b>	<b>S</b>
Graduate	4	34	0
Post graduate	2	28	1
Diploma	0	11	0
<b>Chi-square static</b>	<b>3.023</b>	<b>df=4</b>	<b>P=0.554</b>

Source: primary data

Table: 4.29 shows that education factor had no impact on consumer satisfaction towards leaf branded vegetables. Therefore, education is not a determinant factor of consumer’s satisfaction towards leaf branded vegetables.

Table: 4.30 Association between consumer satisfactions towards leaf branded vegetables and monthly income factors.

<b>Monthly income in rupees</b>	<b>Satisfaction index (n=80)</b>		
<b>Satisfaction index</b>	<b>DS</b>	<b>NS</b>	<b>S</b>
Less than 30000	1	16	0
30000-40000	2	21	1
40000-50000	1	24	0
<b>above 50000</b>	<b>2</b>	<b>12</b>	<b>0</b>
<b>Chi square static</b>	<b>3.844</b>	<b>df=6</b>	<b>P=0.698</b>

Source: primary data

Table: 4.30 shows that monthly income factor had no impact on consumer satisfaction towards leaf branded vegetables. Therefore, monthly income is not a determinant factor of consumer’s satisfaction towards leaf branded vegetables.

Table: 4.31 Association between consumer satisfactions towards leaf branded vegetables and occupation factors.

<b>Occupation</b>	<b>Satisfaction index (n=80)</b>
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<b>Satisfaction index</b>	<b>DS</b>	<b>NS</b>	<b>S</b>
private	3	32	0
public	2	25	0
business	1	16	1
<b>Chi square static</b>	<b>3.606</b>	<b>df=4</b>	<b>P=0.462</b>

Source; primary data

Table: 4.31 shows that occupation factor had no impact on consumer satisfaction towards leaf branded vegetables. Therefore, occupation is not a determinant factor of consumer’s satisfaction towards leaf branded vegetables.

Table: 4.32 Association between consumer satisfactions towards leaf branded vegetables and gender factors.

<b>Gender</b>	<b>Satisfaction index ( n=80)</b>		
<b>Satisfaction index</b>	<b>DS</b>	<b>NS</b>	<b>S</b>
male	3	36	1
female	3	37	0
<b>Chi-square static</b>	<b>1.014</b>	<b>df=2</b>	<b>P=0.602</b>

Source: primary data

Table: 4.31 shows that gender factor had no impact on consumer satisfaction towards leaf branded vegetables. Therefore, gender is not a determinant factor of consumer’s satisfaction towards leaf branded vegetables

***CHAPTER V***  
***SUMMARY OF FINDINGS, SUGGETIONS AND***  
***CONCLUSION***

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## CHAPTER V

### SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

Consumer behaviour is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services'. The marketers are customer driven these days and to understand the customer is not easy job as his behaviour is mostly unique and unpredictable. This made the firms to step into the shoes of the customers and understand him from his point of view in selection and purchase of products and services.

The study entitled "consumer behaviour towards branded vegetables with special reference to Lawrencedale Agroprocessing India pvt ltd Thrissur". It carried out with the overall objective to analyse the socio economic profile of leaf branded vegetables consumers and it helps to identify the determinants of consumer buying behaviour of leaf branded vegetables.

Data was collected from a sample 120 consumers from 4 retailers of LEAF. The present study will help the company to know the consumer behaviour of leaf branded vegetables consumers. The study will also help to identify the limitations in their products and improve their marketing strategies for company. It helps to understand the consumers behaviour and suggest some improvements too if any.

#### **5.1 major findings:**

The major findings and emanating conclusions are summarized in the succeeding sections

#### **5.2 socio economic profile of consumers:**

- Gender wise classification of the consumers revealed that 54.2 percent respondents are female. 45.8 percent respondents are male. It clearly shows that in most of the households the females used to purchase the vegetables
- Age wise classification of consumers revealed that 40 percent consumers are below 30 years old. 29.2 percent consumers are 30 to 40 years old. 24.2 percent consumers are 40-50 years old. 6.7 percent of consumers are above 50 years old. In this table clearly shows that in most of the households below 30 age group people purchase the vegetables.

- Educational wise classification of consumers, it shows that 65 percent of respondents are graduate. 31.67 percent respondents are postgraduate. 14.16 percent respondents are diploma in education. It clearly shows that respondents are all have minimum graduate in their education level.
- Marital status wise classifications shows that 88.3 percent respondents are married and 11.7 percent respondents are unmarried. It clearly shows that maximum respondents are married.
- Religion wise classification shows that majority (64.2) percent respondents are Hindu while 28.3 percent respondents are Christian and 7.5 percent respondents are Muslim. It clearly shows that most of vegetables consumers are Hindu.
- In this study infers that majority (83.3) percent respondents are nuclear and 16.7 percent respondents are joint family. It evident that most of vegetables consumers are nuclear family in particular study area.
- Occupation wise classification of consumers revealed that majority (45.83) percent respondents are working in private sector. Then, 28.33 percent respondents are doing business. In addition, 2.5 percent respondents are doing agriculture. It clearly shows that majority of vegetables consumers are working in private sector in particular study area.
- Most of the respondents 31.67 percent were having income of rupees 40000-50000 rupees monthly. It clearly shows that majority of vegetables consumers are high monthly income in study area.
- Monthly expenditure incurred for vegetables is different for consumers. It could be understand that majority 55.83 percent of respondents are spending 1000-2000 rupees per month for purchasing vegetables.

### **5.3 Attributes that influence the purchase of vegetables:**

- Among the attributes listed in the table 4.10 shows that large number respondents were opinioned that freshness (93.25) percent, price (91.33) percent and hygiene (74.75) percent are the most important attributes, which they looked for while purchasing vegetables. This shows that consumers are freshness, price and hygiene conscious.
- In addition, this table shows the consumers are also looking quality (70.91) percent and shelf life (49) percent of the vegetables. Visual attractiveness, organic nature, and taste of the vegetables are important attributes consumers looking for while purchasing vegetables.

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It can infer from the above analysis that there is enough market potential for branded vegetables.

#### **5.4 consumer's preference towards branded vegetables:**

- This study shows that majority of the respondent's 77.5 percent-preferred branded vegetables.
- This study revealed reasons behind the preferences is freshness 92.5 percent and belief that branded vegetables would better value for money 69.12 percent are the major reason for preference followed by quality 68.25 percent and hygiene 65.75 percent and organic nature are the important factor for preferring branded vegetables. Therefore, this study reveals that consumers are more conscious in freshness of the vegetables and value for the money they spent during preference of branded vegetables.

#### **5.5 Consumer's reasons for not preferring branded vegetables.**

- Consumers opined (77.77) percent that branded vegetables are lack of confidence in the authenticity of branded vegetables and followed (71.11) percent respondents opined that branded vegetables are too costly.
- It is providing value for given money in the quality aspects, all the time it is not affordable for common people.
- Lack of continuous availability of branded vegetables is another reason for not preferring branded vegetables.
- No difference in quality with branded vegetables and no difference in taste of branded and non-branded vegetables are also the reasons for not preferring branded vegetables.

#### **5.6 Details about the leaf consumers:**

- From the sample of 120 consumers, we observed that 66.66 percent respondents are the consumers of LEAF branded vegetables in selected area. Lack of authenticity in the quality and high price prompt 33.33 percent respondents are the reasons for not preferring the LEAF branded vegetables.
- In this study finds that majority of consumers are aware about leaf branded vegetables by self.it shows there is no promotional activities for LEAF.

- Source of purchase majority of the consumers 72.5 percent depends on supermarket. It clearly shows company have very few retailers.
- Frequency of purchasing vegetables can be considered as an indication towards preference for fresh vegetables and importance they assigned in their day-to-day life. It shows that majority of consumers purchase leaf branded vegetables twice in a week. It clearly shows that LEAF branded vegetables have high quantity in their packages.
- In case of consumers perception towards leaf branded vegetables the majority of consumers perceived that leaf branded vegetables are fresher than the non-branded vegetables.
- In this case, of consumer's attitude about the leaf branded vegetables the majority of consumers are favourable in their quality of vegetables. In the quality wise, the consumer's attitude is favourable to leaf branded vegetables.
- Consumer's attitude in the availability of vegetables and product information. It is moderately Unfavourable to the leaf branded vegetables. It clearly shows that availability of leaf branded vegetables in the market is low.
- This study clearly shows that consumers overall satisfaction index of the LEAF branded vegetables is neither satisfied or dissatisfied (NS). LEAF branded vegetables are not available in the market around the season. It affects the overall satisfaction of consumers about LEAF branded vegetables.
- They prefer LEAF branded vegetables because of freshness and quality of the vegetables. The high price and lack of availability of LEAF branded vegetables around the season in market is discouraging consumers them from the purchase of LEAF branded vegetables. Attitude and satisfaction of consumers towards LEAF branded vegetables show significance difference among consumers.

### **5.7 Determinants Of Consumer Buying Behaviour Of LEAF Branded Vegetables:**

- In this case, of determinants the Economic factors, affordable price is the most important determinant and they consider value for money is also important for them.
- In this case, of determinants the personal factor is important in the present era.
- In the case of determinants, almost all people are capable of buying vegetables but fresh and quality vegetables are not available. By consuming unhygienic and low quality, non-branded vegetables are increasing diseases. Value for money is an important factor for



consumers. If they get better value for money, they are ready to buy LEAF branded vegetables.

- Personal factors like awareness on LEAF branded vegetables, influence of family and health concern are also important factor for the consumers.
- Availability of LEAF branded vegetables around the season and distance to markets are also important. Consumers purchase the vegetables daily. Therefore, the availability of LEAF branded vegetables in market and product information are important. Economic status is not important determinant for consumers.
- The composite index of various factors showed that all the listed factors are act as the important factor that influence the buying behaviour of consumers.

### **5.7 suggestions :**

- The Company should be regular to its products so as for proper availability at each retail outlets. Otherwise, it may lose its consumer and prospects, thus distorting the image of the company.
- The company must try to include more information regarding the product on its package.
- The company should take care about extension of retail outlets to every parts of the Kerala.
- Consumers are ready to buy the quality vegetables, but there is no trustworthy label in the leaf branded vegetables package. Company should take care about the trustworthy label in package. It may be helpful to increase the sales of the company.
- The company should take care about the promotional activities. Because awareness level about the leaf branded vegetables is low among consumers.
- Company should introduce affordable and small quantity packages, so the consumers could purchase according to their daily requirements.

### **5.8 conclusions:**

Consumer behaviour is the study how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experience to satisfy their needs and wants (Kotler and Keller, 2006). It refers to the actions of the consumers in the market place and the underlying motives for those actions.

Branded fruits and vegetables are playing an increasingly critical role in fresh food, boosting the bottom line in produce departments across the nation. It is a trend with benefits for consumers,

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retailers alike, as shoppers continue to demand more information about the source of the foods they buy, and supermarkets strive to deliver greater quality and consistency. We are emerging as a consumer driven economy. In the case of fruits and vegetables, the trend of branding is emerging. "In two to three years, the trend of people demanding products of a particular company will have become the norm as they come to be known for their quality.

The study was intended mainly to know the consumer behaviour towards branded vegetables with special reference to Lawrencedale agroprocessing India pvt limited. It helps to understand the behaviour of consumers in market. It helps to build improve their marketing strategies of company.

In general, Consumers shows a preference towards consuming branded vegetables. Consumers are aware about the advantages of branded vegetables and adverse effect of branded vegetables. Consumer's perception about the LEAF, branded vegetables are fresher, best of quality and have high shelf life than non-branded vegetables. They prefer LEAF branded vegetables because of their freshness and quality of the vegetables. The high price and lack of availability of LEAF branded vegetables around the season in market is discouraging consumers from the purchasing of LEAF branded vegetables. In case of attitude of the consumers, shows favourable attitude towards quality, freshness and shelf life of the LEAF branded vegetables. This study clearly shows that consumers overall satisfaction index of the LEAF branded vegetables is neither satisfied or dissatisfied (NS). LEAF branded vegetables are not available in the market around the season. It affects the overall satisfaction of consumers about LEAF branded vegetables. Attitude and satisfaction of consumers towards LEAF branded vegetables show significance difference among consumers.

In the study that the use of brands in fresh produce is much less pronounced that the use of brands in all the categories. From this study, consumers are willing to buy the branded vegetables. However, most of the consumers are still prefer to choose the vegetables by their look and feel, and less by their reputation, claiming that they have experience and confidence in choosing the branded vegetables.

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***APPENDIX***

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**“CONSUMER BEHAVIOUR TOWARDS BRANDED VEGETABLES  
WITH SPECIAL REFERENCE TO LAWRENCEDALE  
AGROPROCESSING INDIA PVT LTD (LEAF), THRISSUR”**

**INTERVIEW SCHEDULE FOR CONSUMERS**

(For academic purpose only)

Personal Details:

1. Name and address of the respondents:

2. Gender:

Male  female

3. Age:

Less than 30  30-40  40-50  above 50

4. Education:

Illiterate  Primary  Higher Secondary

Graduate  Post Graduate  Diploma

5. Occupation:

Private  Public  Business  Agriculture  Others

6. Marital status:

Married  Unmarried

7. Size of the family:

Nuclear  joint

8. Religion:

Hindu  Christian  Muslim  Others



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9. Family details:

10. Average family income per month (Rs):

Less than 10k  10k-20k  20k-30k  30k-40k   
40k-50k  Above 50k

11. Amount spent on purchasing vegetables per month:

Less than 1000  1000-2000  2000-3000  Above 3000

12. While purchasing the vegetables, important attributes that you likely to look for:

Sl.No.	Attributes	Rank
1	price	
2	Freshness	
3	Shelf life	
4	Quality	
5	Hygiene	
6	Taste	
7	Visual attractiveness	
8	Organic nature	
9	availability	
10	Nutrient value	

13. Do you prefer branded vegetables?

Yes

No

14. If yes, indicate your motives to prefer branded vegetables:

Motives	Rank
Freshness	
Value for money	
Quality	
hygiene	
Organic nature	
Shelf life	
Taste	
availability	
Nutrient value	
Influence from friends and relatives	

15. If No, state the reason for not preferring the branded vegetables:

Sl.No.	Reasons	Rank
1	Too costly	
2	Lack of confidence in the authenticity of branded vegetables	
3	No noticeable difference in quality than non-branded vegetables	
4	Lack of continuous availability	

5	No difference in taste of branded and non-branded vegetables	
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16. Are you consumer of LEAF branded vegetables?

Yes  No

17. How did you discover LEAF branded vegetables?

Self  Dealers influence  Friends and relatives  Others specify

18. From where do you usually purchase leaf branded vegetables?

- a. Whole sale market
- b. hyper market
- c. Super market
- d. Home delivery

19. Specify the periodicity of purchasing of leaf branded vegetables for your family:

- a. Daily
- b. Twice in week
- c. Weekly
- d. Otherwise (specify)

20. Consumer perception towards LEAF branded vegetables:

Sl. No.	Items	Rank
1	LEAF branded vegetables are more fresh than non-branded vegetables	
2	LEAF branded vegetables are high shelf life than others	
3	LEAF branded vegetables are of best quality	
4	LEAF branded vegetables are affordable	
5	LEAF branded vegetables are continuously available in the market	
6	LEAF branded vegetables are healthy	
7	There are retail outlets for LEAF branded vegetables	

21. Attitude towards LEAF branded vegetables:

Sl.No.	Statements	HUF	MUF	I	MF	HF
1	LEAF branded vegetables are good quality					
3	LEAF branded vegetables are less perishable than non-branded vegetables					
4	For easy availability of LEAF branded vegetables					
5	LEAF branded vegetables are more fresh than non-branded vegetables					
6	LEAF branded vegetables are affordable					
7	LEAF branded vegetables are more nutritious than non-branded vegetables					
8	LEAF branded vegetables have low pesticide residues than non-branded vegetables					

(Highly Unfavourable (HUF), Moderately Unfavourable (MUF), Indifferent (I), Moderately Favourable (MF), Highly Favourable (HF)).

22.Level of consumer satisfaction towards LEAF branded vegetables:

Sl.No.	Statements	HS	S	NS	DS	HDS
1	Quality					
2	Freshness					
3	Shelf life					
4	Price					
5	Hygiene					
6	Availability of vegetables					
7	Taste					
8	Low pesticide residues					
9	Visual attractiveness					
10	Product information					
11	Nutrient value					

HS-highly satisfied S- satisfied N- neutral DS- dissatisfied HDS- highly dissatisfied

23.Determinants of consumer attitude towards LEAF branded vegetables:

Sl.no.	Determinants	Not important	Important	Very important
<b>1</b>	<b>Economic factor</b>			
	Affordable price			
	Economic status			
	Value for money			
<b>2</b>	<b>Quality factor</b>			
	High nutrient value			

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	High shelf life			
	Hygiene			
	Freshness			
	Taste			
	Low pesticide residues			
<b>3</b>	<b>Environmental factors</b>			
	Eco-friendly			
	Environmental concern			
<b>4</b>	<b>Personal factors</b>			
	Awareness on LEAF branded vegetables			
	Health concern			
	Presentation and packaging			
<b>5</b>	<b>Availability factors</b>			
	Round season Availability of vegetables			
	Adequate product information			
	Promotional offers			
	Marked or observable difference from others			

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