RESPONSE BEHAVIOUR TOWARDS BRANDED AGRO-PROCESSED PRODUCTS

By

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THESIS

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Declaration

DECLARATION

I, hereby declare that the thesis entitled **"Response Behaviour Towards Branded Agro-Processed Products"** *is a bonafide record of research work done by me during the course of research and that the thesis has not previously formed the basis for the award to me of any degree, diploma, fellowship or other similar title, of any other university or society.*

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Certified that this thesis entitled **"Response Behaviour Towards Branded Agro-Processed Products"** *is a record of research work done independently by* **Ms. Prameela, V.** *under my guidance and supervision and that it has not previously formed the basis for the award of any degree, fellowship or associateship to her.*

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Prameela, V.

Contents

CONTENTS

List of Tables

LIST OF TABLES

List of tables contd......

List of tables contd......

Introduction

CHAPTER 1

INTRODUCTION

Consumption is the sole end and purpose of all production. Thus it is the consumer who determines what a business is. Response behaviour is vital in the success of every business and it consists of human behaviour that go in making purchase decisions. A consumer is one who does some physical activity and deliberates on to take decisions concerning purchase, use and to dispose off, or to evaluate product(s) or service(s) (Kumar, 2002). The markets are customer-driven these days and to understand the customer is not easy job as his behaviour is mostly unique and unpredictable. This has 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 consumers 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' products 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 actions should start with this notion in mind.

Response 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. Consumer response behaviour refers to the acts of consumers in obtaining and using goods and services and the decision process that determines these acts (Engel *et al.,* 1980). It encompasses a vast area which includes consumption patterns, consumer preferences, consumer motivation, consumer buying process and shopping behaviour. Response behaviour of consumer is the function of several factors, all processed by his psyche while making purchase. In short response behaviour of customers provide a sole basis for identifying and understanding consumer needs and thereby shaping the fortunes of the organisation.

Marketers must take continuous efforts to understand the way a consumer behaves and devise alternate courses of action to tackle the same. A study of response behaviour is what is really needed for effective marketing of products and services. An analysis of the consumer behaviour is the first and foremost requirement of the successful formulation and implementation of marketing strategies. The study of response behaviour involves the process of identifying when consumers purchase, what they purchase, where they purchase, how much they purchase and their buying habits and motives.

The food processing industry in India plays a very important role in the national economy, particularly in the context of the current stress of globalisation. The Indian Food Processing Industry has made an impact on global markets; the success within the domestic market has been limited (Sundaram, 2003). Relevance of agro-processing sector as an instrument of socio-economic development cannot be overlooked in a country like India with a predominant agrarian culture. A changing consumer profile and changing life style have opened up new market possibilities in the form of conveniently packaged products. Since India has got rich resource base, it can effectively take the advantage of agro processing industry.

Agro processing industry is one sector which has a vast and growing potential and where India has a rich resource base to take advantage. In the emerging and highly competitive market scenario, the success factors that contribute to increased market share is to include increased value addition by appropriate concepts that is, product positioning, packaging, product differentiation, the speed of entry to market etc. Food processing industry is poised for rapid expansion to meet the dynamic consumers needs while adopting new technologies. The role of agro-processing industry has increased now a days and this is mainly because it deals with products which are perishable and seasonal in nature and suit to the changing life style where the consumers look for convenience. Irrespective of the type of family there is still a high emotive pay off associated with cooking which is laborious, time consuming, tedious and infact most perceived as a chore which is tiring and monotonous. There lies the opportunities for 'ready to cook' convenient and quality products and the role of organisations with processing of agricultural produce emerges.

In the present market scenario, co-operatives, private sector, public sector and similar organisations are engaged in the field of processing. In the competitive market, the survival of the fittest is the doctrine. Thus, survival is possible only with the loyalty of the consumers and this loyalty does not come its own, but it is to be generated, maintained and retained to the future for, the present consumers do not complaint but they shift. In recent times, there have been tremendous changes in the tastes, fashions, lifestyles, living standards, behaviour patterns and level of awareness among the consumers. Technological innovations and information technology have also made further changes in the mind set of the consumers. Hence an analysis of the response behaviour of the consumers towards branded agro-processed products is of great relevance.

In this back drop, the study was taken with the following objectives.

- to examine the response behaviour towards selected branded agro processed products
- to identify the factors influencing purchase decision and consumer choice

- to compare the response behaviour towards branded agro processed products of co-operative and private sectors.

Scope \Practical Utility

The study of response behaviour or consumer behaviour holds great interest and is a focal topic of the day for us as consumers and as researchers. The scope of the study includes an exploratory search into the behavioural pattern of consumers of the selected products in the selected urban area. It helps to understand the preferences and perceptions of consumers regarding the selected agro processed products that is Sambar Powder, Meat Masala, Rasam Powder, Pickle and jam. The study makes an analysis of the consumption pattern, consumer preferences, consumer motivation, consumer buying process and shopping behaviour. It reveals the behaviour of the consumers towards the products of co-operatives also.Thus a comparative picture between the response behaviour towards the selected agro-processed products of co-operatives and private sectors, including the factors influencing consumer choice of these products is obtained from the study.

The marketers in the field of agro-processing sector can exploit the results of the study for improving their marketing strategy based on consumers taste and choice. Co-operative organisations are new in the field of producing and marketing these products. So the results of the study will be helpful to them for framing policies and adopting new marketing techniques based on the consumer's interest which is expected to act as an impetus for new co-operatives to venture into the agro processing sector.

Limitations of the study

The study was restricted to 150 household consumers in six wards of Kannur muncipal area. Further, the consumers may not always follow what they have stated in their response. Thus the degree of reliability of responses cannot always be taken as cent per cent accurate and sound. However, maximum effort was taken to get the responses as objective as possible.

Organisation of the thesis

The thesis comprises five chapters. The first chapter entitled 'Introduction' deals with the statement of the problem, objectives of the study, scope, practical utility and the limitations of the study. The second chapter entitled the 'Review of Literature' provides theoretical orientation about the study. The third chapter explains the 'Methodology' used in the process of investigation. The fourth chapter contains the results of the study and its discussion. The last chapter presents the 'Summary', followed by bibliography and appendices.

Review of Literature

CHAPTER 2

REVIEW OF LITERATURE

Review of literature is the important part of any research which would enable the researcher to understand the research gap, which will justify the study. In this chapter an attempt has been made over to the available literature on various topics related to response behaviour towards branded agro processed products. The reviewed literature are classified under the following heads:

2.1. Response behaviour of consumers
2.2. Consumer decision making
2.3. Factors/features influencing consumer choice and purchase decisions
2.4. Consumer satisfaction
2.5. Prospects of agro-processing

2.1. Response behaviour of consumers

Bhatt (1985) defined consumer as an individual who consumes goods whether manufactured by business units or created by nature such as air, water etc. and utilizes the services offered by government, business and even non-business organizations like hospitals, religious, educational and other voluntary organisations.

According to Raut (1987) most of the experienced consumers believe that advertising makes them buy things which they really do not need, advertising increases the cost of the product, sex appeals in advertisement adversely affected the moral attitude of the society and majority favoured restriction on advertising

Venkateshwarlu *et al.* (1987) observed that consumer behaviour as an area for research has always been interesting and important, as one has to deal with rapidly changing perceptions, attitude etc. Consumer has been termed as 'Black box', a mysterious one which can never be looked into and we can only broadly understand by grasping the output that come out as a result of many marketing stimuli along with the influence of certain exogenous variables such as culture, time pressure, organisation and income. The various variables concerning the behaviour of consumer have the strength to unravel many clauses which can be used as the basis for formulating marketing strategies.

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

Mani and Srinivasan (1990) found that majority of consumers purchased jams in large quantity followed by squash and sauce. Consumers who were loyal to a particular brand were conscious of quality rather than price or shelflife.

Sabeson (1992) found that increase in educational level of household head and wife lead to increased consumption of processed products.

Similarly consumption was more in the case of employed wife and higher income groups. The consumers were found to give more weightage to the quality of the product, price and keeping quality while selecting a brand.

Karunakaran (1993) concluded that increased income and improved awareness have made village level farmers seek a better quality of life. This has led to significant increase in the market size of all consumer products. There is also more loyalty to brand names. Rural consumers are now willing to innovate and experiment with new ideas and products.

Keller (1993) offered the following perceptual definition "the differential effect of brand knowledge on consumer response to the marketing of the brand". Brand knowledge was decomposed into brand awareness (recall and recognition) and brand image (a combination of strength, favourability and uniqueness of brand associations

Yadav (1998) observed that the weekly buyers preferred the nearest mandi for their purchase whereas the daily buyers preferred door to door hawkers. The study of middle income consumers revealed that with the increasing buying capacity they were willing to pay high price for processed vegetables which gave them a change in taste, variety and was convenient to use.

Singh (2000) indicates that now consumers are likely to react to various informational and environmental cues and are able to shape their marketing strategy accordingly. Marketers who understand the consumer preferences, their motivation, buying process, shopping behaviour and consumption pattern have a great competitive advantage in the market place.

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

Gaur and Vaheed (2002) observed that consumers buying behaviour normally should include the less observable decision process that accompany consumption including where, how often and under what conditions consumer make their purchase of desired goods and services.

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

Kahn and Wansink (2004) found that increasing the actual variety of an assortment has been shown previously to increase the quantity consumed. It showed that the structure of an assortment moderates the effect of actual variety on perceived variety and consumption quantities are influenced by the perceived variety of assortment. Further, it is showed that perceived variety, inturn, influences consumption quantities through anticipated consumption utility.

Nagaraja (2004) concluded that rural consumer is totally a different consumer in the rural market scenario, being influenced by rationality, personal experience and level of utility that is derived from the consumption which are being influenced by the changing tastes and preferences of the younger generation. The clever advertisements do not work out with rural consumers. Their buying behaviour is very much influenced by experience of their own and neighbour consumers and his own family, and involvement of his own members are exerting maximum influence on his purchases. Quality of the product and its easy availability are the primary and vital determinants of his buying behaviour.

Reddy and Rajarashmi (2004) found that almost all respondents preferred branded product, and if their favourite brand was not available in one retail store they would go for another store and if their favourite brand was not available in the markets, they were ready to postpone their buying decision.

Roy (2004) found that majority of the public are not aware of the processed food product, 'Sudha' manufactured by FRUITCOS, as the brand preference towards 'Sudha' is low. The fluctuations in quality and low quality packing also contributed to non-preference of 'Sudha' products.

Sales promotion and advertisements were inadequate to arouse brand preference towards 'Sudha' products.

Vijayakumar (2005) found that the age group of people is an important criterion to determine the consumption pattern of carbonated soft drinks. It is also pointed out that age, marital status, occupation and family income were significantly related to the monthly spending on soft drinks.

2.2 Consumer decision making

Balaji (1985) found out that house wife played a vital role either individually or jointly with the head of the household in fish purchase and in buying the fish, taste, quality and nutritional factors affected the consumer preferences.

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

Sing and Singh (1991) revealed the existence of brand loyalty among consumers in India. Despite mixed findings regarding both the tendency to be brand loyal across different product categories and store loyalty interrelationships, it is quite possible that with the use of other brand, loyalty measures some more distinguishing characteristics of loyal purchase could be identified.

Subrahmanian (1992) observed that in the household, though purchases were made mostly by male members, the brand decisions were influenced by female members. The consumers had a high degree of brand loyalty, and price consciousness was almost all among consumers.

Walgren *et al.* (1995) observed that advertising influences behavioural manifestations of brand equity and stated that while strong brands often have high market shares, market shares alone does not distinguish from other brands, and brand equity and its relationship with consumer preferences is also important.

Nathan (1997) revealed that neither spouse is completely dominant in the purchase of the products, it is not possible to generalize about roles without reference to the product being purchased.

Yadav (1998) revealed that the decision for buying vegetables for family consumption is dominated by the wife, is influenced by the likes and dislikes of the family members and by the influence of electronic media on the children.

Raju and Saravanan (2001) pointed out that most of the family take purchase decision collectively in the case of consumer durables, and revealed that advertisement or publicity through mass media proves to be the best source of reaching the public closely followed by information from friends and relatives.

Rodge (2001) finds that the rural consumers gave importance to the advertisement and its impact compared to urban consumers. Both rural and urban groups found that all the advertising media are equally important and effective.

Shivakumar and Ravindran (2003) found that it is the wife who take the decision regarding the purchase of agarbathi, cooking oil, grocery, milk and salt. However, the husband is the decision maker for fruits and magazines. Mosquito mats/coils are bought on the basis of joint decisions.

Chakravarti and Janiszewski (2004) found that more than a billion dollars is spent annually on generic advertisements that promote the consumption of commodity goods. Generic advertising is designed to increase primary demand without affecting the selective demand. It is further revealed that generic advertising increases the consumers' sensitivity to changes in price and systematically alters brand preferences. These effects of generic advertisement can be attributed to the tendency of generic ads to change the relative importance of the attributes used to evaluate the brand.

Giran and Shivakumar (2004) found that the buying of the products by the consumers is influenced by recommendation of family members. Moreover, it is influenced by the quality consideration.

Polegato and Zaichkowsky (2004) observed that husbands are seen increasingly willing to take on food shopping and revealed that 25 to 45 per cent of husbands share family food shopping role with their wives.

Bronnenberg *et al.* (2005) observed that variation across geographic markets accounts for a much larger component of total brand share variance than variation across time. Across markets, most industries exhibit striking asymmetries in leading brand's share level and rank orders.

2.3 Factors/features influencing consumer choice and purchase decisions

According to Singh and Singhal (1986) a well designed packaging acts as the main identifying feature for quality and quantity and makes the consumers more informative and choosy. It further informs the consumers as to what quality, quantity and price, the package is worth off.

Kramar (1988) stated that while the recent trends appeared motivated by nutritional food safety perceptions, health concerns were clearly not the only factors. He observed that taste, price, convenience, variety and quality were important. He also found that the consumers were increasingly demanding safe and nutritious food appropriately processed, labelled and certified.

Mani and Srinivasan (1988) found that the price of the processed product proved to be strong influencing factor with high elasticity value.

Yadav (1989) revealed that there is specific correlation between the respondents profession and the consumption pattern of tonics, taste was considered to be the most important attribute by the customers followed by colour.

Ramasamy and Chandrasekharan (1990) disclosed that the factors influencing the purchasing decisions of farmers were 'distance travelled by the farmers' to purchase cotton seed, source of purchase, varietal preference, seed quality, sources of information about supply of cotton by different agencies and brand preference. ' Dealers with a credit sale facility',' availability of seeds at a lower price' and 'premises located nearer to the farmers' locality' attracted the farmers.

Kinnucan *et al.* (1993) found that quality and flavour perception were important determinants for purchasing catfish, convenience was an important factor influencing the decision to purchase 'loster' and nutritional value and health considerations were important determinants in the decision to purchase shrimp in the United States.

Batlas (1999) inferred that heavy advertising and image building of manufacturer brands may also be differentiating factors in consumer's choice for manufacturer over retail brand baby care product ranges, while product importance and experience level with retail brands also could be plausible reasons for the choice of manufacturer over retail brand baby care products.

Subbalekshmi (1999) observed that rural consumers in general were influenced by the packing aspect of the product where as urban consumers by the promotion and product features like taste of the product

Kamalaveni and Nirmala (2000) revealed that majority of the respondents give prime importance to the brand name at the time of purchasing instant food products (IFPs) followed by quality and quantity of the products. Further they observed that age and occupation significantly influence the per capita expenditure on instant food products per month. Education, family size, annual income decision maker for purchase, habit of buying newly launched products, and the ability to recall advertisement on IFPs do not influence the per capita expenditure of instant food products.

According to Gaur and Vaheed (2002) brand image, quality, retailer influence and reasonable price are the important factors which influence the brand preference of fine rice.

Wang *et al.* (2002) identified the factors influencing consumer's perception of advertisement as entertainment, irritation, informativeness, credibility and demographic factors. It also pointed that interactivity is also a factor that contributes to consumer perception.

Badola (2003) found that family size, occupation and annual family income directly affected the level of consumption of milk products owing modern appliances such as refrigerators also directly affected buying behaviour. The most desired attribute for purchasing was the brand, which was further selected based on low pricing, good flavour/taste, availability of freshness, quality and packaging, advertisement, sales, production and others. Consumption of unbranded products was common in the case of liquid milk, paneer and sweets. Packaging was very relevant factor in the purchase of ghee, butter, powdered milk, ice-cream and sweet.

Murthy *et al.* (2003) pointed that the factors such as quality of the seed, best performance of the variety, market acceptance of the output and company image are the major factors influencing the decision making in purchase of seed.

Ramana and Viswanath (2005) revealed that in the case of edible oil price, quality and taste have become the most influencing factors among all the categories of consumers than smell, colour, company package and brand.

Ramasamy *et al.* (2005) revealed that easy preparation, good taste, savings in time, hygiene, economy and nutritional value are the motivational factors. They also pointed out that the product features such as quality of the product, price, packaging and shelf life are considered as the most important determinants that shape the post purchase behaviour. Quality of the instant food product which is measured on the basis of taste, flavour, colour, ingredients and nutritional value is the most important factor. Price which largely influences the brand and quantity of purchase. Packaging which is concerned with protection, economy and convenience is another feature that influences post purchase behaviour.

2.4 Consumer satisfaction

Evans *et al.* (1987) showed that consumers were dissatisfied with the unbranded products. Though there was a price increase to the branded variety, they were ready to pay more mainly because of quality difference.

They also opined that branding was expected to be the most effective if it was linked to additional convenience and for high product quality.

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

Sangeetha (2002) observed that the product related factors such as taste absence of foreign materials and less cooking time were the major factors that influenced the purchase decision of consumers, both branded and non-branded rice and rice products. Majority of the respondents were highly satisfied with the brand currently used by them except in the case of price

Singh and Yars (2002) pointed out that toilet soap produced in India does not gave full satisfaction to all section of the consumers particularly in Imphal city. They, in one or other way are not satisfied with the price, quality, colour, smell and size of the produces available in the market. On the other hand, the entry of foreign brands in Imphal through Myanmar is significant that it is slowly capturing the Imphal soap market because people are attracted by the advertisement and packaging of foreign brands.

2.5 Prospects of agro-processing

Mayo and Pender (1988) opined that the new products could be bought repeatedly only when it reduced the cooking time and had good taste. They said that the new product launchers would have to concentrate in time reduction in cooking, easy cooking and health aspects had to be taken care of.

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

Yadav (1998) observed that inspite of the advantages associated with processed vegetable ie., convenience of use, longer shelf life etc. their use was found to be low compared to fresh vegetables.

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

Devi *et al.* (2003) highlighted that the increasing levels of per capita income in India contribute to a promising domestic market for most of the processed commodities. The high literacy rate especially female literacy, high level of women employment are also factors that promote the market for processed commodities.

Chengappa (2004) found that consumption of processed food items form an insignificant portion of the menu in rural area due to poor economic access and preference for fresh produce. This is changing gradually, in semi-urban and urban areas due to rising real income, change in life styles, media and advertisements, urbanization and increasing quality consciousness. Agro-processing sector thus has immense potential to contribute to the growth of our economy.

Giran and Shivakumar (2004) observed that maximum efforts should be taken by the entrepreneurs of SSI units in order to confer product standards to win the confidence of buyers. Dealers play an important role in pursuing the sale of the products produced by SSI unit by their guidance to the consumers. Hence dealers should be inspired to keep such products in their shop and sale. The maximum consumers prefer to purchase the products having standardization certificate. It is essential for SSI units to use attractive and proper advertisement media so as to attract consumers.

Methodology

CHAPTER 3

METHODOLOGY

This chapter explains the methods and procedures adopted in conducting the present study, which are presented under the following headings.

3.1. Locale of the study

3.2. Selection of the products

3.3. Selection of the sample

3.4. Selection and measurement of variables

3.5. Data collection

3.6. Statistical tools used for analysis

3.7. Operational definitions of the concepts used in the study

3.1 Locale of the study

The study was confined to Kannur district of Kerala State. This district was selected for the study because it was the major district in Kerala where the processed products were produced by co-operative organizations. Since one of the objectives of the present study was to compare the response behaviour towards branded agro-processed products of co-operatives and private sector organizations, Kannur district was purposively selected. In Kannur district, so as to get enough number of consumers of branded agro-processed products of both co-operative and private sector organizations, Kannur municipality was taken as the study area. Out of the 38 wards in the municipality, six wards were selected at lom. The selected wards were:

1. Kakkad; 2. Thalappu North; 3. South bazaar; 4. Thalikkavu
5. Kannothumchal and 6. Temple ward

3.2 Selection of the products

For the purpose of the study, five types of agro-processed products were selected viz., sambar powder, meat masala, rasam powder, pickle and jam. The availability of above products produced by both co-operative and private sector organizations was the reason for the selection of products.

3.3 Selection of the sample

From each of the above selected wards of Kannur municipality, twenty five household consumers of the five selected branded agro-processed products were taken by judgement sampling. Thus a total of 150 household consumers constituted the sample of the study.

3.4 Selection and measurement of variables

Variables used for the study were categorised into personal variables, variables related to response behaviour, variables or factors affecting purchase decisions/consumer choice, variables used for over all comparison and consumer satisfaction variable.

3.4.1. Personal variables

An extensive list of personal variables that may influence the response behaviour of consumers and their purchase decision was obtained by reviewing related literature. This list was subjected to review of experts in the area, based on which addition and deletion of variables were made. Finally nine personal variables listed below were selected for the study.

1. Age	2. Sex	3. Marital status
4. Education	5. Occupation	6. Family type
7. Family size	8. Family income	9. Family expenditure

3.4.2. Variables related to response behaviour

Consumer response behaviour encompasses vast area which includes consumption pattern, consumer preferences, consumer motivation, consumer buying process and shopping behaviour. In this study, the response behaviour of consumers were categorised, so as to accomplish the objectives, which is as follows:

3.4.2.1 Consumption pattern

Consumption pattern was analysed in the study by collecting the details of consumption, including the form of consumption and quantity of consumption.

3.4.2.2 Pre-purchase behaviour

Pre-purchase behaviour consists of all sorts of behaviour of consumer before he makes purchase of a product which includes his awareness of a product to his decision making. Here the pre-purchase behaviour of the consumers was studied by analyzing their brand awareness, source of awareness and decision making for the purchase of the products.

3.4.2.3 Consumer preference and buying behaviour

The consumer preference and buying behaviour were studied here by collecting the details regarding frequency of purchase, source of purchase, actual buyer, brand preference and package preference.

3.4.2.4 Post purchase behaviour

In this study the post purchase behaviour of the consumer was examined by analyzing their brand loyalty,brand shift and shop loyalty.

3.4.3. Variables/factors influencing purchase decision and consumer choice

Based on review of literature, factors that might influence the purchase decisions, as well as the product features that might influence the consumer choice were identified. The selected factors/variables were screened based on discussion with experts. Some additions were also made during the process. Finally nine factors that might influence the purchase decision of consumers and eight product features that might influence the consumer's choice were identified which are listed below:

Factors influencing purchase decision:

1. Influence of family members
2. Product features
3. Advertisement
4. Dealer's influence
5. Availability

6. Price
7. Brand loyalty
8. Shop loyalty
9. Packing

Product features that influence consumer choice:

1. Freshness
2. Colour
3. Flavour
4. Texture
5. Taste
6. Shelf life
7. Nutritional factor
8. Economy

So as to identify the factors influencing purchase decision, the respondents were asked to rank each factor based on their influence. After that scores were assigned to each rank as follows. For the first rank a score of 9 was given and for the ninth rank the score assigned was one and the other scores were between this range, ie., for ranks 1 to 9, scores of 9 to 1 were given respectively. The scores obtained were summed and again the factors were ranked based on the total scores to obtain the rank positions of the factors. The product features influencing consumer choice were also measured by using the same procedure which was used for measuring the factors influencing purchase decisions. But here the score assigned to the first rank was eight and for the eighth rank, it was one, since there were only eight product features to rank.

3.4.4. Overall comparison between the co-operative and private products

To make an overall comparison between the private and co-operative with regard to the agro-processed products, weighted matrix rating was done. For the purpose certain attributes were identified by review of literature and in consultation with experts. The identified attributes were taste, quality, availability, price, packing, colour, texture and economy.

The respondents were asked to state the weightage out of ten, that they would give for these attributes while making purchase. After that, they were asked to rate the products out of 10 based on each of the selected attributes of the products. The weightage was multiplied with the rating given by each respondent to get the score. By adding these scores of all the respondents, product-wise and attribute-wise, total scores were found out.

The average weightage given by the respondents to the selected attributes were also calculated, and the attributes were ranked based on the average weightage to find out the weightage given to attributes by the consumers while they made purchase.

3.4.5. Consumer satisfaction variable

Consumer satisfaction is the extent to which the perceived performance of a product matches with buyer's expectations. If the product's performance falls short of expectations, the buyer is dissatisfied. If performance matches or exceeds the expectation, the buyer is satisfied.

In the present study, the consumers satisfaction out of currently used brands of selected agro-processed products was assessed in terms of five major factors that might contribute to the satisfaction of consumers of food products viz. quality, price, availability, packing and taste. For measuring the satisfaction in terms of quality, packing and taste, the respondents were asked to give their responses on a five point continuum ranging from very good to very bad, the scoring procedure of which is given below:

Response	Score
Very good	5
Good	4
Average	3
Bad	2
Very bad	1

In the case of price, the responses were collected on a five point continuum and the scoring procedure followed is shown below:

Response	Score
Very low	5
Low	4
Reasonable	3
High	2
Very high	1

The satisfaction of the consumers with regard to the availability of the brands was recorded on a five point continuum viz. 'always available', 'some times available', 'occasionally available', 'rarely available' and 'not at all available' with scores ranging from 5 to 1 respectively.

3.5 Data collection

A structured interview schedule was prepared after extensive review of literature and discussion with experts in the area. It was given to 30 experts for review and their suggestions. Based on the review, modifications were made and the resulted schedule was pre-tested among the non sample respondents of Kannur municipality. This pre-tested structured interview schedule (Annexure 1) was used for collecting data.

The data collection was done during the month of August-September 2005. Personal interview method was used for collecting the data.

3.6 Statistical tools used for the study

Following statistical tools were employed to analyse the data.

1. *Percentage analysis*

   For analyzing the personal variables and variables related to response behaviour, percentage analysis was used.

2. *Index*

   For analyzing the satisfaction out of the selected products by the respondents, satisfaction indices were calculated using the formula:

$$SI = \frac{\sum_{i=1}^{n}\sum_{j=1}^{s} Sij \, x100}{\sum \max sj}$$

where, i = respondents

j = factor

sj = score of the j^{th} factor

sij = total score for the j^{th} factor of the i^{th} respondents

max sj = maximum score for the j^{th} factor

Total score of the factor was obtained by adding score given by each respondent for each factor and satisfaction index is obtained by dividing the sum of scores obtained by 'i' respondents for a factor 'j' with its maximum possible score. To have a clear interpretation of the results, of the satisfaction indices were converted into different zones based on the scores assigned to the responses of the respondents, as given below:

Index	Zone
< 30	Not at all satisfied
30 – 50	Less satisfied
50 – 70	Moderately satisfied
70 – 90	Satisfied
> 90	Highly satisfied

3. *Kendall's coefficient of concordance*

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

Kendall's coefficient of concordance (W) was calculated by using the formula:

$$W = \frac{S}{\frac{1}{12}k^2(N^3 - N)}$$

where, N = Number of object

K = Number of judge

S = Σ (Rj – Rj)^2

χ^2 was computed for testing the significance of 'W' by using the formula $\chi^2 = K(N - 1)W$.

4. *Friedman Test*

For knowing the significant difference between co-operative and private brands in the factors influencing purchase decision of consumers and the product features influencing consumer's choice, Friedman test was used as follows:

Let (χij) be the rank from I to K assigned to χij with in block 1 for the ith row.

$$(\chi 2F) = \frac{12}{bk(k+1)} \sum_{j=1}^{1} \left(\left(Rj - \frac{b(K+1)}{2}\right) \right)^2$$

where,

b = number of block K = number of attributes

For testing the significance of Friedman value (X^2F), table value of X^2 with K-I degrees of freedom was used.

3.7 Operationalization of concepts

Agro-processed products: It means the products which are produced through value addition to the agricultural product by changing its form.

Branded agro-processed product: It is processed products produced by a particular firm and it should have a specific name, term, sign, symbol or design that identifies the maker or seller of the agro-processed products.

Consumption pattern: Consumption pattern includes whether the consumers purchase a product or make it in home, the form of consumption and the quantity of consumption.

Frequency of purchase: In this study frequency of purchase refers to the interval between two consecutive purchases ie. whether the consumer purchase the selected processed products on a weekly, fortnightly or monthly basis.

Source of purchase: Source of purchase is the source from which th consumers purchase the selected branded agro-processed products.

Brand awareness: Brand awareness means the consumer's awareness about particular brand of the selected processed product.

Brand preference: Brand preference is operationally defined as the preference of consumers to a particular brand of selected processed products from the available brand.

Package preference: The packets of products of howmuch quantity is preferred by the consumers.defines package preference.

Decision maker: In this study decision maker means the person who take decision regarding the purchase of selected processed products.

Actual buyers: Actual buyer is operationally defined as the person who buy the selected products for his and family consumption.

Brand loyalty: Brand loyalty is the stage in which the consumers make repeated purchase of the same brand.

Shop loyalty: Shop loyalty is operationally defined as the stage where the consumers make repeated purchase from same shop.

Results and Discussion

CHAPTER 4

RESULTS AND DISCUSSION

Consumer response behaviour towards branded agro-processed products (BAPs) was assessed with the responses of the household consumers. The data collected through the survey were subjected to statistical analysis and the results are presented in this chapter. Keeping the objectives in view, the results are given under the following major headings.

4.1. Personal profile of the respondents

4.2. Response behaviour towards selected BAPs

4.3. Factors influencing purchase decision

4.4. Product features influencing consumer choice

4.5. Consumer satisfaction

4.6. Over all comparison between the co-operative and private products

4.1. Personal profile of the respondents

Data collected with regard to the selected personal variables such as age, sex, religion, education, occupation, family size, family type, monthly income and monthly expenditure of the respondents were analysed and are presented below:

4.1.1. Age

Table 1 shows the age-wise classification of the respondents.

Table 1. Age-wise classification of the respondent consumers

(N = 150)

Sl. No.	Age group	No. of respondents
1	Young	32 (21.3)
2	Middle aged	68 (45.3)
3	Old	50 (33.3)
Total		150 (100)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

From Table 1, we can see that 45.3 per cent of the respondents were 'middle aged' belonging to the age group of 35 – 50. It may be noted that 1/3rd of the respondents were above the age of 50. Around 21.3 per cent of the respondents represented the young age group (age upto 35).

4.1.2. Sex

Sex-wise classification of the respondents is given in Table 2.

Table 2. Sex-wise classification of the respondents

(N = 150)

Sl. No.	Sex	No. of respondents
1	Male	27 (18)
2	Female	123 (82)
Total		150 (100)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

Among the respondents, majority were females (82%), and the rest (18%) were males.

4.1.3. Religion

The categorisation of the respondents on the basis of religion is given in Table 3.

Table 3. Religion-wise classification of the respondents

(N = 150)

Sl. No.	Religion	No. of respondents
1	Hindu	105 (70)
2	Christian	23 (15.4)
3	Muslim	22 (14.6)
Total		150 (100)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

From Table 3, it is found that majority of the respondents were Hindus (70%). The rest were Christians (15.4%) and Muslims (14.6%)

4.14. Education

The classification of the respondents on the basis of their education is shown in Table 4.

Table 4. Educational classification of the respondents

(N = 150)

Sl. No.	Educational level	No. of respondents
1	Illiterate	1 (0.67)
2	Primary	11 (7.33)
3	Secondary	9 (6.0)
4	Higher secondary	23 (15.33)
5	Graduate	58 (38.67)
6	Post-graduate	16 (10.67)
7	Professional	32 (21.39)
Total		150 (100)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

Among the respondents 70.73 per cent were found to be graduates which include 21.39 per cent professionals and 10.67 per cent post-graduates. Only one person among the sample of 150 was found illiterate. Thus, it can be inferred that majority of the respondents were highly educated.

4.1.5. Occupation

The classification of the respondents based on their occupational status is shown in Table 5.

Table 5. Occupational classification

(N = 150)

Sl. No.	Occupation	No. of respondents
1	Private	9 (6.0)
2	Government	50 (33.33)
3	Business	13 (8.66)
4	Agri and allied	3 (2)
5	Others	6 (4.0)
6	Retired	9 (6.0)
7	Unemployed	1 (0.67)
8	Housewives	59 (39.34)
Total		150 (100)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

It is vivid from Table 5 that housewives and Government employees constituted major share of the respondents. From Table 5, it is clear that only one respondent was unemployed.

4.1.6. Family type

The family type of the respondent is given in Table 6.

Table 6. Type of family of the respondents

(N = 150)

Sl. No.	Type of family	No. of respondents
1	Nuclear	136 (90.67)
2	Joint	14 (9.33)
Total		150 (100)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

As evident from Table 6, the lion share (90.67%) of the respondents had nuclear families, which is in tune with the social system of Kerala.

4.1.7. Family size

Table 7 shows the size of the family of the respondents.

Table 7. Family size of the respondents

(N = 150)

Sl. No.	Family size	No. of respondents
1	1 – 2	4 (2.67)
2	3 – 4	112 (74.66)
3	5 – 6	25 (16.67)
4	Above 6	9 (6.0)
Total		150 (100)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

Table 7 reveals that majority of the respondents (74.66%) had a family size of '3-4' members, followed by '5-6' membered families.

4.1.8. Monthly income

The respondents were classified into different categories on the basis of total monthly income of their family and the results are given in Table 8.

Table 8. Monthly income of the family of the respondents

(N = 150)

Sl. No.	Income group (Amount in Rs.)	No. of respondents
1	< 5000	Nil
2	5000 – 10000	8 (5.33)
3	10000 – 20000	61 (40.67)
4	20000 – 50000	63 (42.0)
5	> 50000	18 (12)
Total		150 (100)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

From Table 8, it is seen that 42 per cent were under the income group of 20000-50000 and 40.67 per cent were coming under the category of 10000-20000; these two categories constituted major share of the respondents. It can be inferred that the family income of the respondents was very good.

4.1.9. Monthly expenditure

Classification of the respondents based on their expenditure is presented in Table 9.

Table 9. Monthly expenditure of the family of the respondents

(N = 150)

Sl. No.	Expenditure incurred (Amount in Rs.)	No. of respondents
1	< 5000	18 (12)
2	5000 – 10000	111 (74)
3	10000-15000	15 (10)
4	> 15000	6 (4)
Total		150 (100)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

It is evident from Table 9 that, 74 per cent of the respondents were spending an amount between Rs.5000-10000 per month for household expenditure and 12 per cent were spending less than 5000. Any way there were respondents spending less than 5000 and more than 15000 per month.

4.2 Response behaviour of consumers towards branded agro-processed products

In this part, the response behaviour of the household consumers towards the selected branded agro-processed products is presented under different sub heads.

4.2.1. Consumption pattern of selected BAPs

The mode by which the consumers tend to purchase their needs is termed as consumption pattern. Here the details of consumption of selected branded agro-processed products, including their monthly consumption and form of consumption are discussed.

4.2.1.1. Consumption of BAPs

The number and percentage of respondents consuming the agro-processed products and purchasing the branded agro-processed products are given in Table 10.

Table10. Number of respondents using the selected BAPs

(N = 150)

Sl. No.	Products	No. of respondents			
		Consumed	Purchased	Made at Home	Purchased packed brand
1	Sambar powder	150 (100)	145 (96.67)	5 (3.33)	145 (100)
2	Meat masala	145 (96.67)	145 (100)	-	145 (100)
3	Rasom powder	130 (86.67)	128 (98.46)	2 (1.54)	128 (100)
4	Pickle	150 (100)	142 (94.67)	8 (5.33)	141 (99.29)
5	Jam	136 (90.67)	136 (100)	-	136 (100)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

It is clear from Table 10 that cent percent of the respondents consumed sambar powder and pickle and majority of respondents used meat masala (96.67), jam (90.67) and rasam powder (86.67). The major reason for the use of sambar powder and pickle by all the respondents might be the traditional habit of Keralites. Sambar is one of the traditional food and is made in most of the houses in Kerala. Pickle is also one of the major ingredients in the menu of the people in Kerala . Further, the table reveals that vast majority of respondents purchased the products instead of making it at home, where as 100 percent of the respondents purchased the products in the case of meat masala and jam. In this fast moving world, people in general look for convenience and saving time and this might be the reason for not preparing the products at their home by majority of the respondents. Moreover, the younger generation might not have much knowledge about its preparation. Further, all the products are now easily available in the market in convenient size and weight.

Among the users of the products, nearly cent percent of the respondents preferred packed branded products as evident from Table 10.This shows the increased popularity of the selected branded agro-processed products in the area.

4.2.1.2. Quantity of consumption of the products

Table 11 shows the average monthly household consumption of selected BAPs.

Table 11. Average monthly household consumption of selected BAPs

Sl. No.	Products	Qty. of consumption (in gm)
1	Sambar powder	246.50
2	Meat masala	196.55
3	Rasam Powder	139.62
4	Pickle	351.76
5	Jam	94.49

Source: Compiled from primary data

Average monthly household consumption of sambar powder, meat masala and rasam powder were found to be 246.5 gm, 196.55 gm and 139.62 gm respectively. In the case of pickle average monthly consumption was 351.76 gm and in the case of jam, it was 94.49 gm

Table 12. Reasons for the use of selected BAPs

Sl. No.	Reason	Average score	Rank
1	Easy availability	129	1
2	Convenience	106.2	2
3	Quality	23.4	3
4	Economy in cost	22	4
5	Others	14	5
6	Health factors	2.6	6

Source: Compiled from primary data

While analysing the reasons for the use of the selected branded agro-processed products, it was found that 'easy availability' and 'convenience' were the major reasons for the use of these products. 'Quality' and 'economy in cost' were also found important. It can be inferred from Table 11 that because of the changing life style and changing habits, consumers looked for convenient, ready to cook and quality products.

4.2.2. Pre-purchase behaviour of consumers

Every consumer, before purchase, perceives his need satisfying capacity for the produce. This behaviour of consumers is termed as pre-purchase behaviour which includes brand awareness, sources of awareness and purchase decision making.

4.2.2.1. Brand awareness

Brand awareness is an important parameter which assess the choice behaviour of consumers. Awareness of the respondents about various brands of the selected BAPs produced by co-operative and private organization is presented in Table 13.

Table 13. Brand awareness of selected agro-processed products

N = 150

Sl. No.	Product	Co-operative	Private
1	Sambar powder	138 (92)	150 (100)
2	Meat masala	138 (92)	150 (100)
3	Rasom powder	138 (92)	150 (100)
4	Pickle	135 (90)	150 (100)
5	Jam	133 (88.67)	150 (100)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

Table 13 reveals that while cent per cent of the respondents were aware of all the five selected BAPs of private organizations, 92 per cent were aware of sambar powder, meat masala and rasom powder and 90 per cent aware of pickle and 88.87 per cent aware of jam produced by co-operative organizations. Thus it is clear that the brands of agro-processed products of private organisation are highly known popular among the people while the co-operatives could cope up with these brands.

4.2.2.2. Purchase of branded BAPs

Table 14 shows the number of respondents who purchased the brands of co-operative and private organisations.

Table 14. Purchase of BAPs

Sl. No.	Products	Co-operative	Private	Both	Total
1	Sambar powder	7 (4.8)	52 (35.8)	86 (59.3)	145 (100)
2	Meat masala	7 (4.8)	52 (35.8)	86 (59.3)	145 (100)
3	Rasam powder	5 (3.85)	41 (28.87)	82 (64.06)	128 (100)
4	Pickle	7 (4.96)	54 (38.30)	80 (56.74)	141 (100)
5	Jam	5 (3.68)	56 (41.18)	75 (55.15)	75 100)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

Table 14 reveals that majority of the respondents used to purchase the brands of selected products of both co-operative and private sector organizations. While comparing the sole users of co-operative/private brands only a minor portion purchased the products of co-operative organisation alone. Because of the changing life style, the consumers were very conscious about quality and taste and interested to try new brands, so as to suit their desired taste and quality. This might be the reason for using the brands of both co-operative and private organizations, by majority of the respondents.

The respondents having awareness of the selected branded agro-processed products were asked to recall the available brands and the results are presented in Table 15 and 16.

Table 15. Brands recalled by the respondents

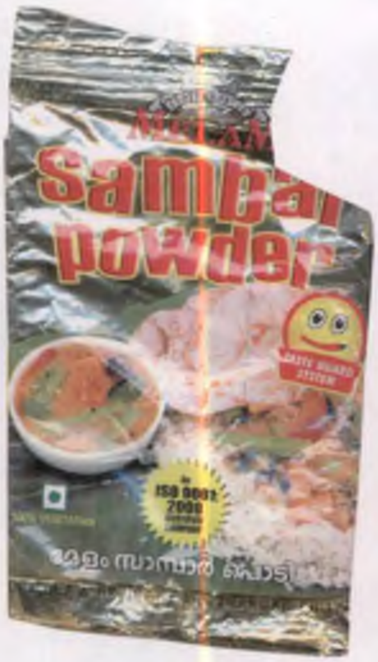
Sl. No.	Products / Brands	Sambar powder	Meat masala	Rasom powder
1	Dinesh	137 (99.27)	135 (97.83)	135 (97.83)
2	Eastern	95 (63.33)	95 (63.33)	100 (66.67)
3	Family	91 (65.94)	91 (65.94)	94 (69.63)
4	Melam	85 (56.67)	80 (53.33)	80 (53.33)
5	Mangala	56 (37.33)	56 (37.33)	56 (37.33)
6	Sakthi	32 (21.33)	32 (21.33)	30 (20.0)
7	Tastebud	29 (19.33)	29 (19.33)	30 (20.0)
8	Rani	26 (17.33)	26 (17.33)	26 (17.33)
9	Saras	23 (15.33)	25 (16.67)	23 (15.33)
10	Supernova	20 (13.33)	20 (13.33)	18 (12.0)
11	Nirapara	10 (6.67)	19 (12.67)	21 (14.0)
12	Double horse	8 (5.33)	8 (5.33)	5 (3.33)
13	Srinivas	1 (0.67)	3 (2.0)	3 (2.0)
14	Jans	1 (0.67)	2 (1.33)	2 (1.33)

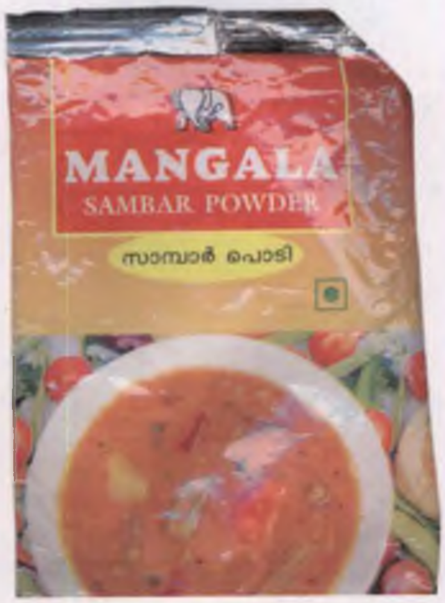
Source: Compiled from primary data
Figures in parenthesis show percentage to total

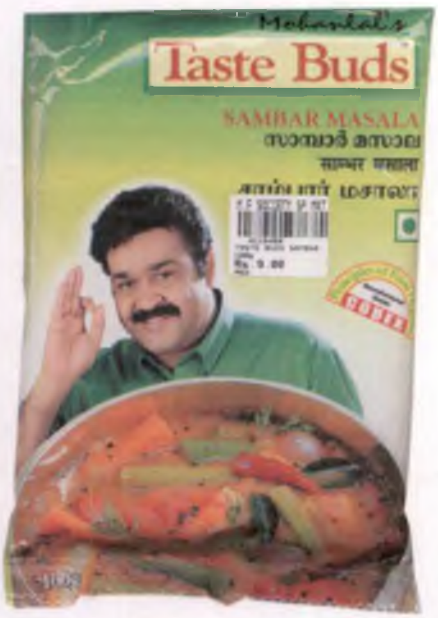
It is vivid from Table 15 that 'Dinesh' was the brand which was recalled by majority of the respondents followed by 'Eastern' and 'Family'. 'Dinesh' was the most popular brand among the respondents and the reason might be that this brand was available to the door steps of the respondents.

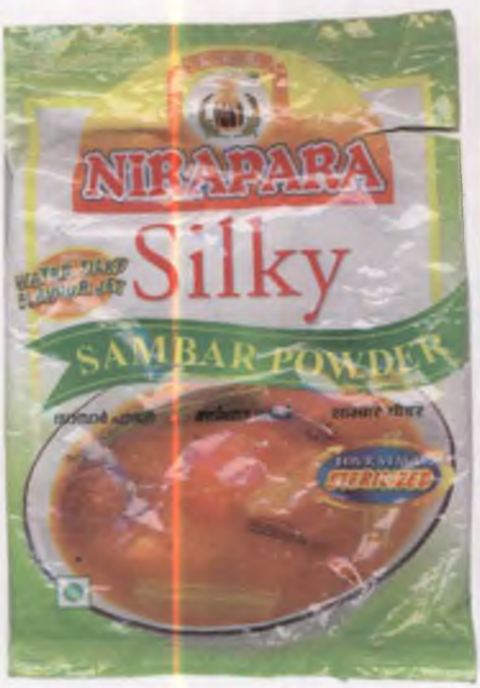
Table 16 reveals the various brands of pickle and Jam recalled by the respondents.

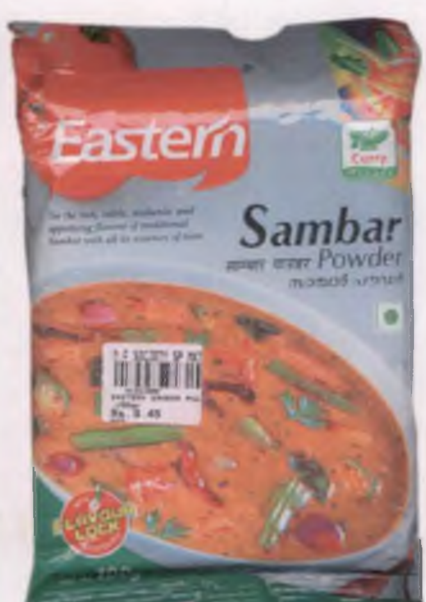
SOME BRANDS OF SAMBAR POWDER

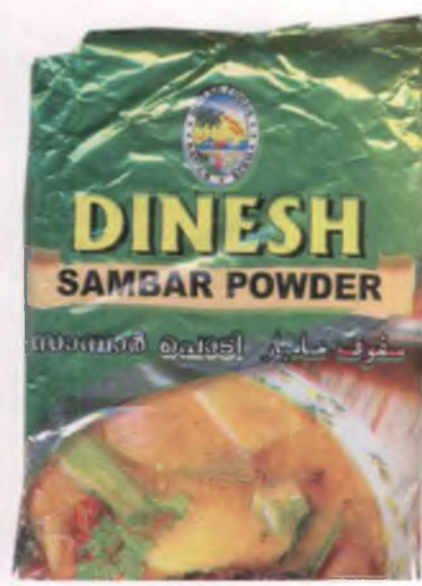




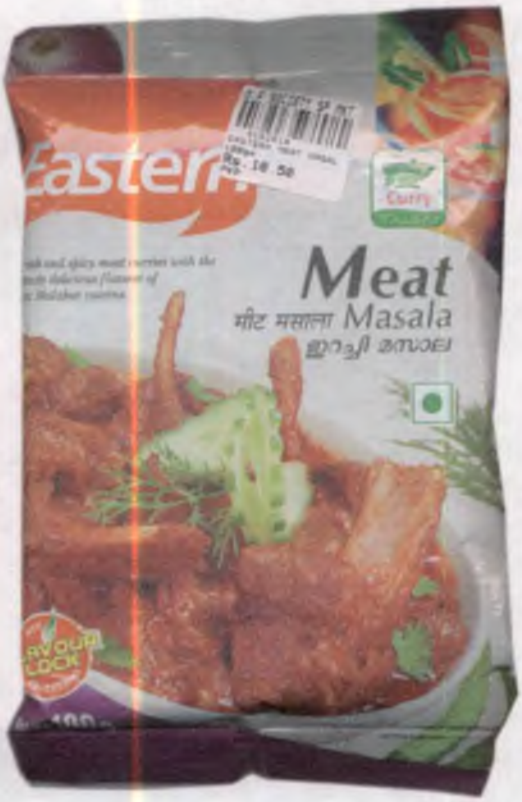


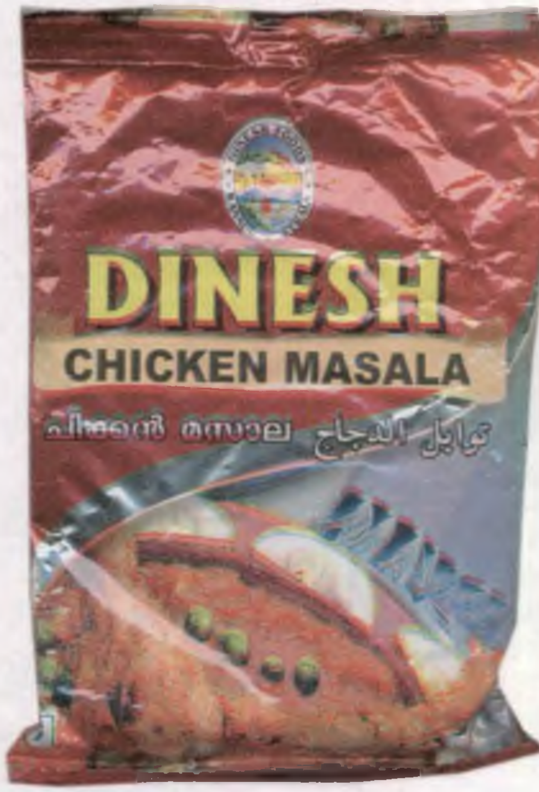




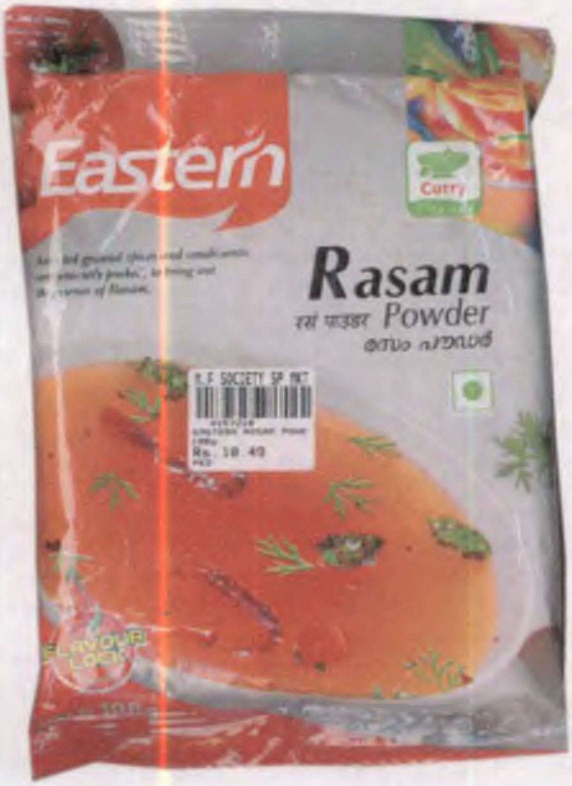


SOME BRANDS OF MEAT MASALA





SOME BRANDS OF RASAM POWDER



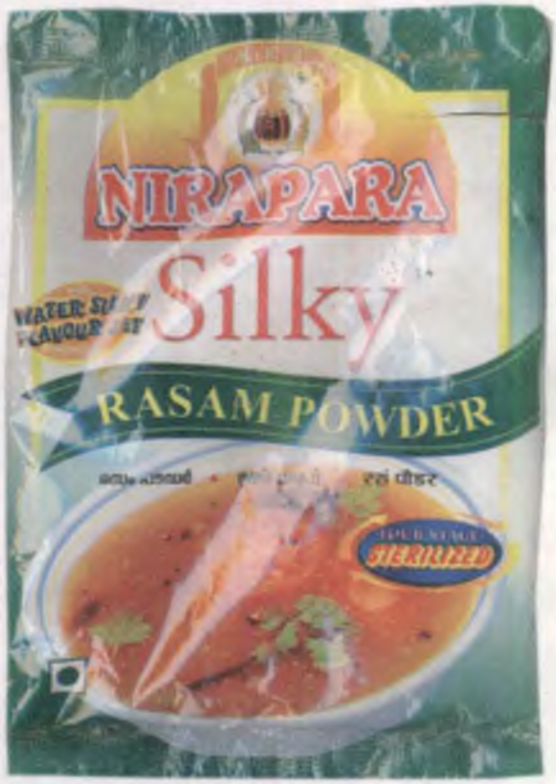


Table 16. Brands recalled by the respondents

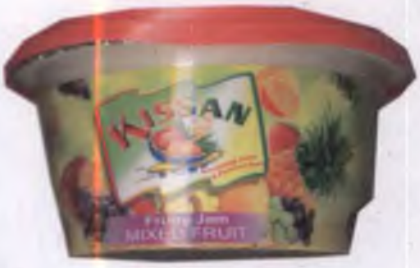
Sl. No.	Products / Brands	Pickle	Jam
1	Dinesh	131 (97.03)	129 (96.99)
2	Family	99 (73.30)	98 (73.68)
3	Melam	89 (59.33)	
4	Tastebud	65 (43.30)	
5	Supernova	45 (30.0)	
6	Mangala	43 (28.67)	
7	Rani	29 (14.33)	
8	Kalyan	23 (15.33)	58 (38.60)
9	Rajesh	13 (8.67)	
10	Double horse	11 (7.33)	
11	Priya	9 (6.0)	
12	Happy	8 (5.33)	85 (56.67)
13	Caico	2 (1.33)	38 (25.33)
14	Kissan	-	50 (33.35)

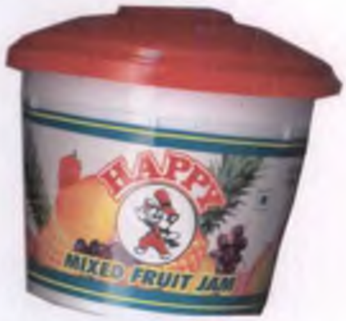
Source: Compiled from primary data
Figures in parenthesis show percentage to total

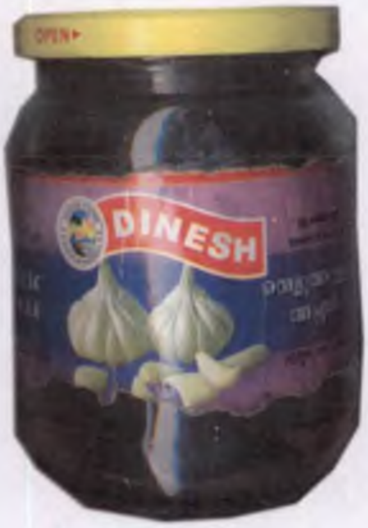
Table 16 reveals that 'Dinesh' was the major brand of pickle, recalled by the respondents followed by 'Family'. These two brands were the major co-operative brands available in the area. So it is clear that co-operative brands were more popular among the respondents. In the case of jam also 'Dinesh' and 'Family' were recalled by majority of the respondents. 'Happy' was the most known popular private brand of jam among the respondents (56.67%).

Altogether, it can be inferred that the co-operative brand, 'Dinesh' surpassed all the private brands of agro-processed products in popularity,

SOME BRANDS OF PICKLE & JAM







whereas 'Family' was popular just behind 'Eastern' in the case of sambar powder, rasam powder and meat masala.

4.2.2.2. Source of awareness

The source of awareness of the various brands of selected BAPs were analysed and the results are shown in Table 17.

Table 17. Source of awareness of the respondents

(N = 150)

Sl. No.	Source Sambar powder	Co-operative		Private	
		Average score	Rank	Average score	Rank
1	Advertisement in electronic media	120.81	1	126.4	1
2	Advertisement in print media	67	3	92	2
3	Retailers	76	2	78.83	3
4	Neighbours	50.64	4	36.2	4
5	Salesman	8.2	5	11.4	5

Source: Compiled from primary data
Figures in parenthesis show percentage to total

It is deduced from Table 17 that the major source of awareness about the selected BAPs of both co-operative and private organisations was advertisement in electronic media. Retailers were the next major source in the case of co-operative brands, whereas print media was the second important source of awareness in the case of private brands. The reason for advertisement in electronic media becoming the major source might be the regular appearance of advertisement of these brands in television and the regular watching of television by keralites,especially women.

4.2.2.3. Decision making for purchase of the products

Table 18 gives a clear picture about the decision maker in the family regarding purchases of BAPs.

Table 18. Details regarding decision making

Sl. No.	Decision maker / Products	Husband	Wife	Joint	Children	Others	Total
1	Sambar powder		113 (77.93)	27 (18.12)		5 (3.45)	145 (100)
2	Meat masala		113 (77.93)	27 (18.12)		5 (3.45)	145 (100)
3	Rasom powder		104 (81.25)	21 (17.18)		3 (2.34)	128 (100)
4	Pickle	1 (0.71)	68 (48.22)	58 (41.13)	10 (7.09)	4 (2.84)	141 (100)
5	Jam	12 (8.82)	23 (16.91)	38 (27.80)	60 (44.12)	3 (2.21)	136 (100)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

It is found from table18 that wives were the decision makers in majority of the families in case of all the selected products except jam. Children were found to be the decision maker in the case of jam. Joint decision constituted the second major mode of decision making regarding these items. Overall it shows the significant role of wives in family food decision.

4.2.3. Consumer preference and buying behaviour

Here the analysis is made with regard to the buying behaviour and preferences of consumers, comprising the frequency of purchase, source of purchase, actual buyer, brand preference and package preference.

4.2.3.1. Frequency of purchase

Table 19 shows the frequency of purchase of the BAPs by the respondents.

Table 19. Frequency of purchase of the BAPs

Sl. No.	Products / Frequency	Sambar powder	Meat masala	Rasam powder	Pickle	Jam	Average respondents
1	Weekly	43 (29.65)	44 (30.34)	36 (28.13)	40 (28.17)	36 (26.40)	39.8 (28.54)
2	Fortnightly	6 (4.14)	6 (4.14)	5 (3.90)	7 (4.93)	8 (8.88)	6.4 (5.20)
3	Monthly	64 (44.14)	62 (42.70)	57 (44.53)	60 (46.77)	65 (47.71)	62.8 (45.17)
4	No specific time/period	32 (22.01)	33 (22.76)	30 (23.44)	28 (19.73)	27 (19.85)	30.0 (21.56)
	Total	145	145	128	141	136	

Source: Compiled from primary data
Figures in parenthesis show percentage to total

It is found from table18 that majority had monthly purchase of all the branded agro-processed products. However, on an average 23 percent respondents had no specific time period to make purchase and they bought the products as and when the previous stock was finished. A minor portion purchased the selected products on fortnightly basis .Convenience might be the major reason for monthly purchases and majority of the respondents were under the higher income group and this might also be a reason for purchase on a monthly basis.

4.2.3.2. Actual buyer

Table 20 shows the actual buyer of the selected BAPs.

Table 20. The actual buyer of the selected BAPs

Sl. No.	Actual buyer / Products	Husband	Wife	Joint	Children	Others*	Total
1	Sambar powder	61 (42.07)	26 (17.95)	31 (21.38)	8 (5.52)	19 (13.10)	145 (100)
2	Meat masala	61 (42.07)	26 (17.95)	31 (21.38)	8 (5.57)	19 (13.10)	145 (100)
3	Rasom powder	58 (45.31)	29 (22.66)	28 (21.88)	5 (3.91)	8 (6.25)	128 (100)
4	Pickle	62 (42.90)	30 (21.28)	32 22.70)	7 (4.96)	10 (7.07)	141 (100)
5	Jam	56 (41.18)	30 (22.06)	26 (19.12)	8 (5.88)	16 (11.76)	136 (100)

* *Other include servants, in-laws etc.*
Source: Compiled from primary data
Figures in parenthesis show percentage to total

From Table 20, it is found that the male members dominated in the purchase of all types of products. The role of wife as the actual buyer was less as compared to husband. However they had an important role in decision making, as revealed by table 18, which is more important than the actual buyer. Servants and other family members constituted an important share in the actual buying of the selected processed products.

4.2.3.3. Source of purchase

Source of purchase preferred by the respondents for the selected BAPs is shown in Table 21.

Table 21. Source of purchase preferred by the respondents

Sl. No.	Source / Products	Super market	Co-op. store	Margin free shop	Private store	No separate store
1	Sambar powder	94 (64.83)	43 (29.65)	45 (31.03)	35 (24.14)	3 (2.07)
2	Meat masala	90 (62.07)	41 (28.25)	40 (27.54)	36 (24.83)	3 (2.07)
3	Rasom powder	83 (64.84)	40 (31.25)	40 (31.25)	24 (18.78)	2 (1.56)
4	Pickle	99 (70.22)	39 (27.63)	42 (29.79)	30 (21.28)	2 (1.42)
5	Jam	92 (67.65)	41 (30.15)	38 (27.44)	32 (23.53)	2 (1.47)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

Table 21 shows that the respondents made their purchase of selected products mainly from super markets. The reason for this might be the availability of all types of products from a single store and the open display of products. Margin free stores and co-operative stores were the other major sources preferred by the consumers for their purchase followed by private stores. Though, a minor portion of consumers did not have any particular store for their purchase, it can be concluded from Table 21 that majority of the respondents were source conscious.

4.2.3.4. Brand preference

Brand preference of the respondents towards the selected agro-processed products are shown in Table 22 and 23. Table 22 reveals the brand preference towards the selected curry powders viz., sambar powder, meat masala and rasam powder.

Table 22. Brand preference of respondents towards curry powder

Sl. No.	Products / Brands	Sambar powder	Meat masala	Rasam powder	Average score
1	Dinesh	73 (50.34)	72 (49.66)	65 (50.78)	70.00
2	Eastern	45 (31.03)	44 (30.34)	33 (25.78)	40 .67
3	Melam	32 (22.07)	31 (21.38)	33 (25.78)	32.00
4	Family	21 (19.48)	22 (15.17)	19 (14.84)	20.67
5	Tastebud	14 (9.67)	13 (8.97)	13 (10.16)	13.33
6	Rani	14 (9.67)	14 (9.67)	12 (9.38)	13.33
7	Supernova	12 (8.28)	13 (8.97)	10 (7.81)	11.67
8	Mangala	8 (5.52)	8 (5.52)	9 (7.03)	8.33
9	Nirapara	6 (4.14)	4(2.76)	5 (3.91)	5.00
10	Saras	5 (3.44)	5 (3.44)	5 (3.91)	5.00
11	Sakthi	3 (2.07)	3 (2.67)	3 (2.34)	3.00
12	Double horse	2 (1.38)	4 (2.75)	4 (3.125)	3.33
13	Jans	1 (0.68)	1 (0.68)	1 (0.78)	1.00

Source: Compiled from primary data
Figures in parenthesis show percentage to total

In the case of the three selected curry powders, 'Dinesh' was the major brand prefered by the respondents followed by 'Eastern' and 'Melam'. As disclosed by Table 15, the brand awareness of 'Dinesh', 'Eastern' and 'Melam' were high and that of 'Sakthi', 'Double horse' and 'Jans' were very low. This was reflected in the brand preference too. Among the co-operative brands 'Dinesh' was preferred by majority because of low price and door to door delivery compared to 'Family' products.

The brand preference of respondents in the case of pickle and jam is presented in Table 23

Table 23. Brand preference of respondents towards pickle and jam

Sl. No.	Products / Brands	Pickle	Jam
1	Dinesh	78 (55.32)	70 (49.65)
2	Melam	36 (25.53)	
3	Supernova	36 (25.53)	
4	Kalyan	22 (15.60)	13 (9.56)
5	Tastebud	17 (12.06)	
6	Family	15 (10.64)	11 (8.09)
7	Rani	9 (6.38)	
8	Double horse	8 (5.67)	
9	Priya	4 (2.83)	
10	Rajesh	4 (2.83)	
11	Caico	4 (2.83)	8 (5.88)
12	Happy	2 (1.42)	94 (69.12)
13	Kissan	-	21 (15.44)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

A perusal of Table 23 shows that majority of the respondents preferred 'Dinesh' as the major brand of pickle (55.32%) as in the case of curry powder followed by 'Supernova' (25.53%) and 'Melam' (25.53%). In the case of jam 'Happy' was preferred by majority (69.12%) of the respondents followed by 'Dinesh'. The brand preference towards Happy jam was due to the high advertisement and its influence on children, as disclosed by the respondents.

The reason for preferring various brands were analysed and the results are presented in Table 24.

Table 24. Reasons for brand preference towards BAPs

Sl. No.	Reason	Average score of respondents	Rank
1	Better quality	155.0	1
2	Taste	153.8	2
3	Availability	102.4	3
4	Packing	53.8	4
5	Lower price	41.6	5

Source: Compiled from primary data
Figures in parenthesis show percentage to total

It is evident from Table 24 that majority of the respondents pointed out that 'better quality' was the major reason for preferring a particular brand of the processed products, followed by 'taste' and 'availability'.

Currently used brand

An attempt was made in the study to find out the currently used brands of sambar powder, meat masala, rasom powder, pickle and jam by the respondents and the results are presented in Table 25 and 26

A perusal of Table 25 reveals that 'Dinesh' was the major brand used by majority of the respondents with reference to curry powder. It is one of the major brands of co-operative organisation and the consumers preferred these brands, might be because of the acceptance of co-operative organisation in the area, lower price and effective delivery. 'Eastern' was the second popular brand preferred by the respondents whose advertisement might have contributed to its popularity. The new curry powder brand, 'Tastebud' could reach the fourth position in terms of all the three types of curry powder, because of their intensive advertisement using the popular Malayalam Star and the owner of the Tastebud, Sri. Mohanlal, the Brand Ambassador.

Table 25. Currently used brands of sambar powder, meat masala and rasam powder

Sl. No.	Products / Brand	Sambar powder (N = 145)	Meat masala (N = 145)	Rasom powder (N = 128)
1	Dinesh	53 (36.5)	53 (36.55)	50 (39.06)
2	Eastern	29 (20.0)	29 (20.0)	25 (19.53)
3	Melam	13 (8.95)	13 (8.95)	10 (7.81)
4	Tastebud	12 (8.28)	12 (8.28)	11 (8.59)
5	Family	9 (6.21)	9 (6.21)	7 (5.47)
6	Supernova	9 (6.21)	9 (6.21)	8 (6.25)
7	Rani	6 (4.14)	6 (4.14)	5 (3.91)
8	Mangala	4 (2.76)	4 (2.76)	2 (1.56)
9	Nirapara	4 (2.76)	4 (2.76)	5 (3.91)
10	Saras	2 (1.38)	2 (1.38)	1 (0.78)
11	Double horse	2 (1.38)	2 (1.28)	2 (1.56)
12	Sakthi	1 (0.69)	1 (0.69)	1 (0.78)
13	Jans	1 (0.69)	1 (0.69)	1 (0.78)
Total		145 (100)	145 (100)	128 (100)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

Table 26 reveals the currently used brands of pickle and jam.

Table 26. Currently used brands of pickle and jam

Sl. No.	Products / Brand	Pickle (N = 141)	Jam (N = 136)
1	Dinesh	54 (38.36)	42 (30.88)
2	Supernova	20 (14.18)	
3	Melam	15 (10.64)	
4	Tastebud	13 (9.22)	
5	Kalyan	9 (6.38)	7 (5.15)
6	Family	6 (4.26)	6 (4.41)
7	Rani	6 (4.26)	
8	Caico	7 (4.96)	3 (2.21)
9	Double horse	4 (2.84)	
10	Priya	3 (2.13)	
11	Rajesh	2 (1.42)	
12	Happy	2 (1.42)	63 (46.32)
13	Kissan	-	15 (11.03)
Total		141 (100)	136 (100)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

From Table 26, it is found that 'Dinesh' was the brand of pickle currently used by majority of the respondents (38.3%). Supernova was the next popular brand in this regard.

In the case of jam, Happy was the brand used by major share of the respondents followed by 'Dinesh'. This was due to the influence of advertisement of 'Happy' on children, as perceived by majority of the respondents.

4.2.3.5. Package preference

The package size preferred by the respondents for a single purchase is presented in Table 27.

Table 27. Package size preferred by the consumers in the BAPs

Product \ Size	50 gm	100 gm	200 gm	250 gm	300 gm	400 gm	500 gm	Total
Sambar powder		110 (75.86)	30 (20.69)	3 (2.69)			2 (1.38)	145 (100)
Meat masala		117 (80.69)	23 (15.86)	2 (1.38)			3 (2.69)	145 (100)
Rasam powder		114 (89.06)	14 (19.44)	-			-	128 (100)
Pickle		1 (0.71)	-	5 (3.55)	90 (63.82)	40 (28.37)	5 (3.55)	141 (100)
Jam	2 (1.97)	108 (79.41)	21 (15.44)	3 (2.21)			2 (1.40)	136 (100)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

It is vivid from Table 27, that majority preferred '100 gm' packets in the case of all the selected products except pickle. In the case of pickle, a major portion of the respondents preferred '300 gm' followed by '400 gm'.

Table 28 gives a clear picture about the reasons for the package preferences.

Table 28. Reasons for package preferences of the respondents

Sl. No.	Reason	Average score of respondents	Rank
1	Packing is convenient	133.8	1
2	Affordability	71.0	2
3	Perishability	45.4	3
4	Attractive packing	26.2	4

Source: Compiled from primary data

While analysing the reasons for package preferences, 'convenient packing' was pointed out by majority of users of the selected products. From Table 28, it is further found that 'affordability' got the second position followed by 'perishability'. 'Attractive packing' was got an average score of 26.2 and thus comparatively least number of respondents considered it as a reason for preferring a particular size of packet.

4.2.4. Post-purchase behaviour

Post-purchase behaviour is the stage of the buyer decision process on which the consumers take further action after purchase based on their satisfaction or dissatisfaction. Post-purchase behaviour of the consumers are discussed under brand loyalty, brand shift and store loyalty.

4.2.4.1. Brand loyalty

Consumers who are loyal to a particular brand will use the brand for a longer period. Table 29 provides a detailed picture of the duration for which the currently used brand has been in use by the users of selected branded agro-processed products. Majority of the respondents had been using the same brands of selected products for the last six months to one year except in the case of jam. In the case of jam, majority (33.88%) had been using the same brand for more than two years. A significant number of respondents were using the same brand of the other four products for more than two years. It is also revealed from the study that more than 70 per cent of the respondents were not intended to shift their currently used brand except in the case of pickle. In the case of pickle the percentage of respondents not intended to shift their brand was 68. In short, brand loyalty was found to be very high among the users of branded agro-processed products.

Table 29. Duration of the use of current brand

Sl. No.	Products \ Duration	Last 3 months	3 – 6 months	Six months to 1 year	1 – 2 years	More than 2 years	Total
1	Sambar powder	22 (15.17)	29 (20.0)	43 (29.66)	29 (20.0)	22 (15.17)	145 (100)
2	Meat masala	23 (15.86)	30 (20.69)	43 (29.66)	25 (17.24)	24 (16.85)	145 (100)
3	Rasam powder	22 (17.19)	26 (20.31)	44 (34.38)	22 (17.19)	14 (10.94)	128 (100)
4	Pickle	18 (12.77)	36 (25.33)	40 (28.37)	31 (21.99)	16 (11.35)	141 (100)
5	Jam	11 (8.09)	18 (13.24)	36 (26.4)	25 (18.38)	46 (33.88)	136 (100)

Source: Compiled from primary data
Figures in parenthesis show percentage to total

4.2.4.2. Brand shift

Table 29 gives a comparative picture of the brand shifts of users of branded agro-processed products between the brands of private and co-operative organizations.

Table 30. Brand shift of users between Private and Co-operative brands

Sl. No.	Products \ Brand shift	Private to Co-op.	Co-op. to Private	Private to Private	Co-op. to Co-op.	Total
1	Sambar powder	52 (43.7)	28 (23.53)	34 (28.57)	5 (4.24)	119
2	Meat masala	52 (44.07)	28 (23.73)	33 (27.97)	5 (4.24)	118
3	Rasam powder	49 (45.37)	29 (26.85)	25 (23.15)	5 (4.63)	108
4	Pickle	50 (42.02)	24 (20.17)	42 (35.29)	3 (2.52)	119
5	Jam	37 (44.85)	26 (30.95)	18 (21.43)	3 (3.57)	84

Source: Compiled from primary data
Figures in parenthesis show percentage to total

From Table 30, it is found that more than 80 per cent of the respondents shifted their brand in the past two years except in the case of jam. In the case of jam around 60 per cent shifted their brand. It is found that majority of the respondents shifted their brand from Private to Co-operative. The reason might be the better quality and lower price of the co-operative brands.

The reasons for brand shift opined by the respondents were analysed and the results are presented in Table 31.

Table31. Reasons for brand shift by the respondents

Sl. No.	Reason	Average score of respondents	Rank
1	High quality	75.2	1
2	Attractiveness	68.2	2
3	New brand trial	58.8	3
4	Low price	16.7	4
5	Higher price	11.6	5
6	Influence of advertisement	8.4	6
7	Taste	6	7
8	Non-availability	5	8
9	Low quality	2.2	9

Source: Compiled from primary data

It is evident from Table 31, that the major reason pointed out by the respondents for the brand shift was 'high quality' which obtained first rank followed by 'attractiveness' and 'new brand trial'. Compared to these three, other factors contributed very less to brand shift.

4.2.4.3. Store loyalty

Loyalty to a store can be resulted by quality of products supplied, inter-personal relationship, easy accessibility and similar factors. Here the store loyalty of consumers of the selected branded agro-processed products is discussed with the reasons thereof.

Table 32. Store-loyalty of consumers

Sl. No.	Store	Average score of respondents	Rank
1	Super market	58.6	1
2	Private store	23.0	2
3	Co-operative store	22.6	3
4	Margin free store	21.4	4

Source: Compiled from primary data

It is found from Table 32 that, majority of the respondents were loyal to the super markets for the purchase of branded agro processed products. However, a portion of the respondents were found loyal to private store (16.67), Co-operative store (16.26) and margin free store (15.39). Thus it can be inferred that, store loyalty was very high among the respondents and majority were insisted to purchase from a particular store.

The reasons identified by the respondents for their store loyalty are presented in Table 33.

Table 33. Reasons for the store loyalty of consumers of BAPs

Sl. No.	Reason	Average score of respondents	Rank
1	Belief in the quality	104.8	1
2	Accessibility	84.8	2
3	Better customer service	40.0	3
4	Price-advantage	29	4
5	Incentive	8.8	5

Source: Compiled from primary data

'Belief in the quality' of product supplied by the store was the main reason put forth by the respondents for their loyalty to the store. The next major reason identified by them was 'accessibility' of the shop. That means the shop which is near to their home was preferred by them for their purchase. 'Better customer service' was the next reason pointed out by major share of respondents. 'Price advantage' also contributed to store loyalty.

4.3 Factors influencing purchase decisions

In this section, the factors that influenced the consumer's decision regarding purchase of the branded agro-processed products viz., sambar powder, meat masala, rasam powder, pickle and jam were analyzed.

For knowing the agreement between the respondents in ranking the factors influencing purchase decisions, Kendall's coefficient of concordance was calculated and is presented in Table 34.

Table 34. Kendall's coefficient values in ranking the factors and the calculated χ^2 values

Sl. No.	Products	Co-operative		Private	
		W	χ^2	W	χ^2
1	Sambar powder	0.14	104.16	0.18	198.16
2	Meat masala	0.14	104.16	0.20	223.01
3	Rasam powder	0.16	111.36	0.50	500.0
4	Pickle	0.20	139.20	0.19	208.44
5	Jam	0.18	115.2	0.22	234.75

Source: Compiled from primary data

A perusal of table 34 shows that, in the case of all the selected products, χ^2 values are greater than the table value (20.1) at one per cent level and thus it can be inferred that the 'W' is significant in all the cases and there was perfect agreement among the judges in determining the factors which influenced the purchase decision of the selected branded agro-processed products.

The factors that influenced the purchase decision of the consumers and a comparative picture between the private and co-operative products in this regard are illustrated in Table 35.

Table 35. Rank position of the factors that influenced the purchase decision

Aggregate Rank	Factors	Rank position	
		Co-operative	Private
1	Product features	1	2
2	Advertisement	2	1
3	Dealers influence	5	4
4	Availability	7	3
5	Influence of family members	3	8
6	Brand loyalty	6	5
7	Price	4	9
8	Shop loyalty	8	6
9	Packing	9	7

Source: Compiled from primary data

It is evident from Table 35 that 'product features', 'advertisement' and 'dealers influence' were the major factors that influenced the consumer's decision regarding the purchase of the selected branded agro-processed products. From the analysis it could be understood that across the items, despite co-operative and private brand differences, two factors namely 'product features' and 'advertisement' were found to be the most important factors influencing the purchase decision whereas 'shop loyalty' and 'packing' were found to have less influence compared to other factors.

4.3.1. Product-wise comparison of factors influencing purchase decisions

4.3.1.1. Factors influencing the purchase decision of sambar powder

Table 36 explains the various factors that influenced the purchase decision of sambar powder of co-operative and private organizations.

Table 36. Factors influencing the purchase decision of sambar powder

Aggregate Rank	Factors	Rank position	
		Co-operative	Private
1	Product features	1	2
2	Advertisement	2	1
3	Dealers influence	5	5
4	Brand loyalty	6	4
5	Influence of family members	3	8
6	Availability	7	3
7	Price	4	7
8	Packing	9	6
9	Shop loyalty	8	9

Source: Compiled from primary data

It is evident from Table 36 that the important factors that influenced the 'purchase decision' of sambar powder were 'product features' and 'advertisement' followed by 'dealers influence' and 'brand loyalty.

While comparing the factors that influenced the purchase decision of co-operative and private brands of sambar powder, it can be understood that there was slight difference in the degree of their influence in the purchase decision. Anyway, the 'shop loyalty' and 'packing' had less influence on the purchase decision compared to other factors.

4.3.1.2. Factors influencing the purchase decision of meat masala

The various factors which influenced the purchase decision of meat masala are presented in Table 37.

Table 37. Factors influencing the purchase decision of meat masala

Aggregate Rank	Factors	Rank position	
		Co-operative	Private
1	Advertisement	2	1
2	Product features	1	2
3	Dealers influence	5	4
4	Brand loyalty	6	5
5	Availability	7	3
6	Price	4	7
7	Influence of family members	3	9
8	Packing	9	6
9	Shop loyalty	8	8

Source: Compiled from primary data

From Table 37, it is vivid that consumers were highly influenced by 'advertisement' and it was the major factor which influenced their purchase decision of meat masala. 'Product features' and 'dealers influence' were the other factors which determined their purchase decision with regard to this product.

By comparing the factors influencing the purchase decision of consumers with regard to the co-operative and private brands, it is deduced from Table 37 that 'product features', 'advertisement' and 'influence of family members' contributed more in the case of co-operative brands while 'advertisement', 'product features' and 'availability' were the factors which influenced more in the case of private brands.

4.3.1.3. Factors influencing the purchase decision of rasam powder

The factors that influenced the purchase decision of rasam powder are shown in Table 38.

Table 38. Factors influencing the purchase decision of rasam powder

Aggregate Rank	Factors	Rank position	
		Co-operative	Private
1	Product features	1	2
2	Advertisement	2	1
3	Influence of family members	3	6
4	Dealers influence	5	4
5	Availability	7	3
6	Shop loyalty	8	5
7	Price	4	8
8	Brand loyalty	6	7
9	Packing	9	9

Source: Compiled from primary data

Table 38 reveals that the consumers made decisions with regard to the purchase of rasam powder based on 'product features', 'advertisement' and 'influence of family members'. Further it can be seen that, as in the case of sambar powder and meat masala of co-operatives, the rasam powder of co-operatives was also purchased by the consumers mainly based on 'product features', 'advertisement' and influence of family members. 'Product features' advertisement and 'availability' were found to be the important factors that influenced the consumers in their purchase of rasam powder of private brands which is also similar in the case of sambar powder and meat masala of private brands.

4.3.1.4. Factors influencing the purchase decision of pickle

The factors that influenced the decision of consumers regarding the purchase of pickle is presented in Table 39.

Table 39. Factors influencing the purchase decision of pickle

Aggregate Rank	Factors	Rank position	
		Co-operative	Private
1	Product features	1	2
2	Advertisement	2	1
3	Dealers influence	3	4
4	Availability	7	3
5	Influence of family members	4	5
6	Brand loyalty	6	6
7	Price	5	9
8	Shop loyalty	8	7
9	Packing	9	8

Source: Compiled from primary data

Table 39 shows that the consumers identified 'product features', 'advertisement' and 'dealers influence' as the most important factors which influenced their purchase decision of pickle followed by the factors such as 'availability' and 'influence of family members'. The consumers purchased the pickle produced by co-operatives mainly based on the 'product features', 'advertisement' and 'dealers influence' but the consumers who purchased the pickle of private brand were more influenced by 'advertisement', 'product features' and its 'availability'

4.2.1.5. Factors influencing the purchase decision of jam

The factors that influenced purchase decision of jam is given in Table 40.

Table 40. Factors influencing the purchase decision of jam

Aggregate Rank	Factors	Rank position	
		Co-operative	Private
1	Product features	1	2
2	Advertisement	2	1
3	Availability	6	3
4	Dealer influence	4.5	4
5	Price	4.5	6
6	Brand loyalty	7	5
7	Influence of family members	3	9
8	Shop loyalty	8	7
9	Packing	9	8

Source: Compiled from primary data

It is evident from Table 40 that, the 'product features' was the most important factor that influenced the consumers in their purchase of jam. It shows that consumers were more conscious about the product features than their producers. 'Availability' and 'advertisement' were the other major factors which influenced the consumers in their decision with regard to the purchase of jam. Very slight difference could be noticed when we compare the factors that influenced the purchase decision of jam produced by private and co-operatives, as in the case of products mentioned earlier.

4.3.2. Difference between co-operative and private products in terms of factors influencing purchase decision

For knowing the significant difference between the co-operative brands and private brands in terms of factors influencing purchase decisions Friedman test was done, the results of which are presented in Table 41.

Table 41. Results of Friedman Test for knowing the significant difference between selected products of co-operative and private organizations in terms of factors influencing purchase decisions

Products	χ^2F
Sambar powder	11.6
Meat masala	11.06
Rasam powder	12.4
Pickle	14.07
Jam	12.23
$\chi^2 0.05_8$	15.51

Source: Compiled from primary data

It is observed from Table 41 that the calculated Friedman value is less than the table value of χ^2 (15.51) in the case of all the selected BAPs. From this, we can clearly understand that the difference between co-operative and private brands in terms of the factors influencing purchase decisions of the consumers is not significant. That is, consumers preferred a product by analysing various factors rather than considering whether it is a product of co-operative or private. In earlier times, consumers had a belief that the products of co-operative are not generally adulterated and with reasonable price. But now the consumer's attitude might have changed and they might be looking various aspects of a product, and influenced by different marketing techniques including 'advertisement', 'dealers influence' and 'shop loyalty'. Besides, co-operative organizations have now changed and are competing with private firms in marketing their products. So various brands of products of both co-operative and private are available in the market and consumers purchase these mainly based on various influencing factors, irrespective of whether it is a product of co-operative or private firm, because they want quality products for reasonable price.

4.4 Product features influencing consumer choice

This part identifies the product features that influenced the consumer's choice of the products. With the help of Kendall's coefficient of concordance, the agreement between the respondents in ranking the product features influencing their choice was found out and is presented in Table 42.

Table 42. Kendall's coefficient value in ranking the product features

Sl. No.	Products	Co-operative		Private	
		W	χ^2	W	χ^2
1	Sambar powder	0.36	234.36	0.46	444.36
2	Meat masala	0.33	214.73	0.44	425.04
3	Rasam powder	0.36	219.24	0.41	358.75
4	Pickle	0.33	200.97	0.43	406.35
5	Jam	0.21	117.6	0.41	375.97

Source: Compiled from primary data

It is evident from Table 42 that the calculated χ^2 values are greater than the table value (18.48) at one per cent level in the case of all the selected products. So it is inferred that 'W' is significant and there is perfect agreement among the respondents in determining the factors that influenced the consumer's choice of the selected branded agro-processed products.

The rank positions of the product features which influenced consumer's choice are given in Table 43.

Table 43. Rank position of the product features that influenced the consumer choice

Aggregate Rank	Product features	Rank position of the product features	
		Co-operative	Private
1	Taste	1	1
2	Freshness	2	2
3	Shelf life	4	4
4	Texture	5	3
5	Economy	3	8
6	Nutritional factor	6	7
7	Colour	7	6
8	Flavour	8	6

Source: Compiled from primary data

It is vivid from Table 43 that 'taste', 'freshness' and 'shelf life' were the product features that mainly influenced the consumers, in their choice with regard to the selected branded agro-processed products. In addition, the 'economy' was considered important by the consumers of the products of co-operatives, while the 'texture' influenced the purchases of private products. Flavour and colour were found to be the least influenced product features in consumer choice. It is to be noted that the nutritional factors were not considered that much by the consumers when compared with the features like taste, freshness, shelf life, texture and economy.

4.4.1. Product-wise comparison of product features influencing consumer choice

4.4.1.1. Product features influencing consumer choice of sambar powder

Table 44 explains the rank positions of various product features that influenced the consumers in their choice of sambar powder.

Table 44. Product features influencing consumer choice of sambar powder

Aggregate Rank	Product features	Rank position of the product features	
		Co-operative	Private
1	Taste	1	1
2	Freshness	2	2
3	Shelf life	4	3
4	Texture	5	4
5	Economy	3	8
6	Nutritional factor	6	6
7	Colour	7	5
8	Flavour	8	7

Source: Compiled from primary data

From Table 44, it is clear that the important features of sambar powder which influenced the consumers in their choice were 'taste' and 'freshness' followed by 'shelf life', 'texture' and 'economy'. Slight variations can be noticed when we compare the influence of product features on co-operative and private brands.

4.4.1.2. Product features influencing consumer choice of meat masala

The rank position of product features that influenced the consumers' in their choice of meat masala are shown in Table 45.

Table 45. Product features influencing consumer choice of meat masala

Aggregate Rank	Product features	Rank position of the product features	
		Co-operative	Private
1	Taste	1	1
2	Freshness	2	2
3	Texture	4	3
4	Shelf life	5	4
5	Economy	3	8
6	Nutritional factor	6	6
7	Colour	7	5
8	Flavour	8	7

Source: Compiled from primary data

From Table 45, it is evident that irrespective of the category of organizations, 'taste' and 'freshness' of meat masala influenced the consumers more in their choice of the products. Other product features such as 'texture', 'shelf life' and 'economy' also influenced the consumers in their choice, though slight difference could be noticed between co-operative and private with regard to the extent of influence.

4.4.1.3. Product features influencing consumer choice of rasam powder

Table 46 shows the product features that influenced the consumer's choice of rasam powder with their ranks.

Table 46. Product features influencing consumer choice of rasam powder

Aggregate Rank	Product features	Rank position of the product features	
		Co-operative	Private
1	Taste	1	1
2	Freshness	2	2
3	Texture	5	3
4	Shelf life	4	4
5	Economy	3	8
6	Colour	7	5
7	Nutritional factor	6	6
8	Flavour	7	5

Source: Compiled from primary data

From Table 46, it can be observed that the important features of rasam powder which influenced the consumer choice were 'taste' and 'freshnes' of the product irrespective of co-operative or private brands. A little variations are there with regard to the rank positions of other product features, between co-operative and private products. Anyway, 'texture', 'shelf life' and 'economy' also influenced the consumer's choice of the products, along with 'taste' and 'freshness'.

4.4.1.4. Product features that influenced consumer choice of pickle

Product features that influenced consumer choice of pickle are presented in Table 47.

Table 47. Product features that influenced consumer choice of pickle

Aggregate Rank	Product features	Rank position of the product features	
		Co-operative	Private
1	Taste	1	1
2	Freshness	2	2
3	Texture	5	3
4	Shelf life	3	4
5	Colour	6	5
6	Nutritional factor	7	6
7	Economy	4	7
8	Flavour	8	8

Source: Compiled from primary data

From Table 47, it is observed that taste and freshness were the important product features that influenced the consumer's choice of pickle in the case of both co-operative and private brands, which is similar to the case of rasam powder. Texture, shelf life and colour also influenced the consumer's choice but difference could be noticed regarding the rank positions of these product features, between co-operatives and private firms.

4.4.1.5. Product features influencing consumer choice of jam

Table 48 depicts the various product features which influenced the consumers choice of jam.

Table 48. Product features that influenced consumer choice of jam

Aggregate Rank	Product features	Rank position of the product features	
		Co-operative	Private
1	Taste	1	1
2	Freshness	2	2
3	Flavour	3	3
4	Shelf life	6	4
5	Texture	5	5
6	Nutritional factor	7	6
7	Economy	4	8
8	Colour	8	7

Source: Compiled from primary data

It can be noticed from Table 48 that taste, freshness and flavour are the three important factors in the rank order, which influenced the choice of consumers in the purchase of jam. With regard these three factors no difference was there between co-operatives and private firms regarding the rank position of the product features. In respect to other product features which follow the above three features influencing the consumer choice viz., 'shelf life', 'texture', 'nutritional factors' and 'economy', 'slight changes' in the extent of influence was there between co-operative and private brands.

4.4.2. Difference between co-operative and private products in terms of product features influencing consumer choice

Using Friedman test, the difference between co-operative and private brands with respect to the product features influencing consumer's choice were analysed and the results are shown in Table 49.

Table 49. Results of Friedman Test for knowing the significant difference between selected products of co-operative and private organizations in terms of product features influencing consumer choice

Products	$\chi^2 F$
Sambar powder	11.33
Meat masala	11.33
Rasam powder	10.83
Pickle	12.00
Jam	12.17
$\chi^2 0.05_7$	14.07

Source: Compiled from primary data

It can be observed from Table 49 that the calculated Friedman values are less than the table value (1.07) of χ^2 at 5 per cent level of significance. From this, it is understood that the difference between the products of co-operatives and private firms in terms of the product features that influenced the consumer choice is not significant. It is inferred that the consumers make their choice based on the product features irrespective of the co-operative or private organizations.

4.5 Consumer satisfaction

Inorder to measure the satisfaction of the consumers towards selected branded agro-processed products, factor-wise and product-wise overall satisfaction indices were constructed.

Table 50. Factor-wise overall consumer satisfaction index

Sl. No.	Aspects	Satisfaction index		Composite index
		Co-operative	Privat	
1	Quality	89.13	80.85	84.99
2	Price	58.62	51.62	55.12
3	Availability	96.33	100.0	98.17
4	Packing	68.62	78.04	73.33
5	Taste	85.19	87.99	86.59
Overall satisfaction				79.64

Source: Compiled from primary data

It is deduced from Table 50 that the consumers' satisfaction level varies towards various aspects of the selected products. The overall satisfaction index reveals that the consumers were in a satisfied zone with respect to the branded agro-processed products. With regard to 'availability', the consumers of the products of both co-operative and private were highly satisfied, though slight advantage was there for the private products. In the case of price, consumers of both co-operative and private products were less satisfied, and this might be because the consumers always wanted a product with lesser price and they had a perception that the price was high. In the case of quality, the products of co-operative had a slight advantage over the private products based on the satisfaction level of respondents. Altogether it can be seen from Table 47 that the satisfaction level of the consumers were almost similar in the case of both co-operative and private products, with only slight variations. Thus it can be concluded that the co-operatives could satisfy the consumers and thus compete with the private brands in terms of availability, taste and packing and could succeed in overcoming the private products in terms of price and quality.

Table 51 shows a comparison between the product-wise overall satisfaction indices of co-operative and private.

Table 51. Product-wise overall consumer satisfaction index

Sl. No.	Aspects	Satisfaction index		Composite index
		Co-operative	Private	
1	Sambar powder	80.65	79.52	80.09
2	Meat masala	79.35	78.64	78.99
3	Rasam powder	79.75	79.36	79.56
4	Pickle	77.67	77.12	77.40
5	Jam	80.42	86.04	83.23
Overall satisfaction				79.85

Source: Compiled from primary data

From Table 51, it is observed that consumers were

respect to all the selected products of both co-operative and private firms. The satisfaction of consumers with regard to the products was almost similar in the case of co-operative and private products and it shows that co-operatives are in a position to compete with private organizations in this field. Co-operatives are new entrants in this field, but they could succeed in competing with popular private organizations and could satisfy the consumers similar to the private organizations. In the case of jam, the private brands got a slight advantage and this was because the children were the purchase decision makers of jam and they were influenced by the attractive advertisement of private brands, as revealed by the respondents. Except in the case of jam, co-operatives could gain a slight advantage over the private products, as revealed by Table 51. This was made possible might be because of the door to door delivery of the co-operative products as well as the acceptance to the co-operatives in the district of Kannur where 'Dinesh' a strong co-operative movement has a place in the hearts of the people. Thus, it shows that the co-operatives have potential in the field of agro-processing and marketing of the agro-processed products.

4.5.1. Product-wise satisfaction level of consumers based on selected factors

For knowing the product-wise satisfaction of consumers with respect to the selected factors such as quality, price, availability, packing and taste, separate satisfaction indices were calculated for each product based on the above factors.

4.5.1.1. Satisfaction towards sambar powder

Table 52 gives a picture about the satisfaction level of consumers with respect to co-operative and private brands of sambar powder.

Table 52. Satisfaction towards sambar powder

Sl. No.	Factor	Satisfaction index	
		Co-operative	Private
1	Quality	91.94	76.14
2	Price	63.55	51.33
3	Availability	94.84	100.00
4	Packing	68.39	75.42
5	Taste	84.52	94.69
Composite index		80.64	79.52

Source: Compiled from primary data

It is vivid from Table 52 that the consumers were more satisfied with the co-operative brands of sambar powder with respect to quality and price. In the case of the other factors ie., taste, packing and availability consumers were more satisfied with the private brands of sambar powder. In respect to quality, a remarkable difference could be noticed between the sambar powder of co-operative and private, which reveals comparatively very good position of the sambar powder of co-operatives.

4.5.1.2. Satisfaction towards meat masala

From Table 53, the consumer's satisfaction towards meat masala can be understood.

Table 53. Satisfaction towards meat masala

Sl. No.	Factors	Satisfaction index	
		Co-operative	Private
1	Quality	87.74	78.79
2	Price	63.54	51.56
3	Availability	95.48	100.00
4	Packing	68.06	76.56
5	Taste	81.94	86.27
Composite index		79.35	78.64

Source: Compiled from primary data

Table 53 reveals that with respect to quality and price of meat masala, co-operatives got a slight advantage over private firms in the satisfaction level of consumers. In the case of availability, consumers were fully satisfied with private products. Satisfaction in terms of 'taste' and 'packing' of the products of private organizations were found more good compared to co-operative products.

4.5.1.3. Satisfaction towards rasam powder

Satisfaction of consumers with regard to rasam powder is presented in Table 54.

Table 54. Consumer satisfaction towards rasam powder

Sl. No.	Factors	Satisfaction index	
		Co-operative	Private
1	Quality	86.67	87.39
2	Price	59.49	47.04
3	Availability	96.84	100.00
4	Packing	70.17	78.08
5	Taste	85.60	84.36
Composite index		79.76	79.36

Source: Compiled from primary data

It is evident from Table 54 that, with regard to quality, availability and packing private products provided more satisfaction compared to the co-operative products, while in the case of taste and price the co-operative products provided more satisfaction. Any way, with respect price of the products, produced by co-operative and private sector organizations the consumers were moderately satisfied and less satisfied respectively.

4.5.1.3. Satisfaction towards pickle

Table 55 shows the satisfaction of consumers with regard to the pickle of co-operative and private organization.

Table 55. Satisfaction towards pickle

Sl. No.	Factors	Satisfaction index	
		Co-operative	Private
1	Quality	87.66	73.08
2	Price	66.33	53.08
3	Availability	94.00	100.00
4	Packing	63.67	75.31
5	Taste	82.67	84.44
Composite index		77.67	77.12

Source: Compiled from primary data

It is deduced from Table 55 that with regard to quality, pickle of co-operative organizations got higher satisfaction index. With regard to other factors slight changes can be noticed between the pickle of co-operative and private organizations, as noticed from Table 55.

4.5.1.5. Satisfaction towards jam

Consumer satisfaction towards Jam of co-operative and private organization is shown in Table 56.

Table 56. Satisfaction towards Jam

Sl. No.	Factors	Satisfaction index	
		Co-operative	Private
1	Quality	89.58	85.23
2	Price	60.00	53.64
3	Availability	97.50	100.00
4	Packing	68.33	74.77
5	Taste	86.67	89.54
Composite index		80.42	80.64

Source: Compiled from primary data

It is vivid from Table 56 that with regard to availability, taste and packing, consumers were more satisfied with the private brands of Jam. In the case of quality, co-operative brands of Jam registered higher satisfaction index. In the case of price of the Jam, consumers were less satisfied as compared to all the other factors, both in the case of co-operative and private organizations, but slight advantage was there for co-operative products in this regard.

4.6 Overall comparison between the co-operative and private products

Table 57 gives the overall comparison between the selected products of co-operative and private organizations, based on the total weighted score obtained to each product on all the selected aspects such as quality, price, availability, colour, texture, taste, packing, economy.

Table 57. Product-wise comparison of selected BAPs of co-operative and private sector organizations

Sl. No.	Product	Weighted score	
		Co-operative	Private
1	Sambar powder	32257	31775
2	Meat masala	32257	31775
3	Rasam powder	30538	28701
4	Pickle	28663	26013
5	Jam	26999	28035

Source: Compiled from primary data

It is vivid from Table 57 that, with regard to the selected branded agro-processed products, products of co-operative organization were found to be better when compared with private organizations except in the case of Jam. With respect to sambar powder and meat masala, co-operatives had only slight advantage over the private products, whereas with regard to pickle and rasam powder, co-operatives had comparatively more advantage than the private products. Private organizations could capture advantageous position over the co-operative organizations in the case of Jam. From these, we can conclude that the selected branded agro-processed products of co-operative organizations were comparatively more good compared to the private products.

The attribute-wise weighted score obtained for the co-operative or private sector are given in Table 58. (The detailed attribute-wise weighted scores of each and every selected branded agro-processed products of both co-operative and private sectors are given as Annexure II).

Table 58. Attribute-wise comparison of BAPs of co-operative and private sector organizations

Sl. No.	Attributes	Weighted score	
		Co-operative	Private
1	Quality	30567	25152
2	Price	19990	16002
3	Availability	20181	25144
4	Colour	7737	8441
5	Texture	9317	9014
6	Taste	27977	29547
7	Packing	20581	24018
8	Economy	14364	8981

Source: Compiled from primary data

It is deduced from Table 58 that, the products of co-operatives could overcome that of private organizations in terms of quality, price, texture and economy of the selected agro-processed products. It is also revealed that private organizations could gain higher position than the co-operatives in the other selected attributes of the products viz. taste, packing, colour and availability of the product. Thus, it is inferred that with regard to the selected branded agro-processed products, co-operative and private organizations could prove their positions in the minds of consumers based on various attributes.

The weightage given to various attributes of the products by the respondents are depicted in Table 59.

Table 59. The average weightage given to the attributes by the respondents

Sl. No.	Attributes	Average weight	Rank
1	Taste	9.25	1
2	Quality	8.48	2
3	Availability	8.24	3
4	Packing	7.07	4
5	Price	6.64	5
6	Economy	6.35	6
7	Texture	5.60	7
8	Colour	4.91	8

Source: Compiled from primary data

It is observed from Table 59 that, while making purchase, the consumers gave more consideration to 'taste' followed by quality and availability of the products. Price was not that much important among the consumers while making the purchase, might be because they wanted products with better quality and taste which were easily available.

Summary

CHAPTER 5

SUMMARY

Agro-processing industry is one sector which has a vast and growing potential and where India has a rich resource base to take advantage. In recent times, there have been tremendous changes in the tastes, fashions, life styles, living standards, behaviour patterns and level of awareness among the consumers. Technological innovations and information technology have also made further changes in the mindset of consumers and it has opened up new or market possibilities for processed, packaged convenience goods.

Response behaviour refers to the act of consumers in obtaining and using goods and services, and the decision process that determines these acts. It is the function of several factors, all processed by the behaviour of consumers, which provide the sole basis for identifying and understanding consumer needs and thereby shaping the future of the organisation. An analysis of consumer response behaviour is the first and foremost requirement for the successful formulation and implementation of marketing strategy.

In this backdrop, the present study was undertaken with the following objectives :

1. To examine the response behaviour towards selected branded agro-processed products

2. To identify the factors influencing purchase decision and consumer choice

3. To compare the response behaviour towards branded agro-processed products of co-operative and private sectors

The study was conducted in Kannur muncipality area and six wards were selected randomly for the study. From each of the selected wards, twenty five household consumers of the five selected branded agro-processed products viz., sambar power, meat masala, rasam powder, pickle and jam were taken through judgment sampling, and thus a total of 150 household consumers constituted the sample of the study. Data were collected from the respondents through personal interview method by administering a pre-tested structured schedule. The data thus obtained were analysed by using relevant statistical tools, such as percentage, index, Kendall's coefficient of concordance and Friedman test.

Summary of findings

1. Regarding the profile characteristics of the respondents, it is observed that majority of the respondents were middle aged (45.3%), females (82%) and Hindus (70%).

2. Graduates (70.73%) and house wives (39.34) constituted majority of the sample.

3. Average family size of the sample was found to be '4' having nuclear family to majority (90.67%) of them.

4. Forty two percent of the respondents were under the income group of Rs.20,000 – Rs.50,000 and 40.67 percent under the category of Rs.10,000 – Rs.20,000; these two categories together constituted major share of the respondents.

5. Seventy four percent of the respondents were spending an amount between Rs.5,000 – Rs.10,000 per month as house hold expenditure.

6. Cent percent of the respondents were found to consume sambar powder and pickle and majority of them consuming meat masala (96.67%), jam (90.67%) and rasam powder (86.67%). It is also found that majority purchased packed branded items.

7. Average monthly household consumption of sambar powder, meat masala and rasam powder were found to be 246.5 gm, 196.55gm and 189gm respectively. Average monthly consumption of pickle was 351.76gm and that of jam was 94.49gms.

8. 'Easy availability' and 'convenience' were the major reasons for the use of the selected branded processed products.

9. 'Dinesh', a co-operative brand was the most popular among the respondents in the case of all the selected products.

10. Major source of awareness about the selected branded agro-processed products of both co-operative and private organisation was found to be advertisement in the electronic media.

20. Belief in the quality of the products supplied by the store was the main reason put forth by the respondents for their store loyalty, and they were found more loyal to the supermarket compared to other sources.

21. 'Product features' and 'advertisement' were the important factors that influenced the purchase decision of sambar powder, meat masala, rasam powder, pickle and jam.

22. There was no significant difference between the co-operative and private brands of selected processed products with regard to factors influencing purchase decision.

23. No significant difference was found between the co-operative and private brands, with regard to the product features that influenced consumer choice.

24. 'Taste' and 'freshness' were the important product features that influenced the consumer choice, in the case of all the selected products of co-operative and private organizations.

25. The overall satisfaction index of the respondents towards the selected branded agro-processed products was 79.85 which shows that the consumers were satisfied with the products.

26. Consumers were found to be more satisfied with the availability and quality of the products of co-operatives where as they were more

satisfied with the availability and taste of the products of private organizations.

27. Among the various selected product features, price recorded very low satisfaction indices in the case of both co-operative (58.62%) and private (51.62%) products.

28. The selected branded agro-processed products of co-operative organization were found to be comparatively more good, when compared with private products, except in the case of Jam.

29. The co-operatives could comparatively excel in quality, price, economy and texture compared to private products where as the private products could overcome the products of co-operatives in terms of taste, availability, packing and colour.

30. It is observed that consumers gave more consideration to 'taste', 'quality' and 'availability' of the products while making purchase of the selected products.

Conclusion

To conclude, the present study on response behaviour towards selected branded agro-processed products revealed that majority of the consumers purchased the selected products because of 'easy availability' and convenience in use, so as to live in this busy world. The consumers were found more conscious about quality of the products than its price and a thorough analysis was made by them in various aspects of the products while as before making the purchases.

The co-operative organizations could overcome the private firms to some extent in respect to the preference of consumers towards most of the selected processed products, even if they are new to this field. This was made possible might be because of the belief, confidence and favourable attitude of the people of Kannur, a strong house of co-operatives, in co-operative organizations. The factors that influenced the purchase decision of the selected processed products were almost similar in the case of both co-operative and private products. Two factors namely 'product features' and 'advertisement' were the most influencing factors on the purchase decisions of consumers; price has lesser importance compared to the 'product features' and 'advertisement'. That means, consumers want quality products and are ready to pay more for quality products.

The taste and freshness were the important product features that influenced the consumer choice. The consumers were not considering whether it is a co-operative or private product. What they want is 'tasty' product with fresh quality. So the marketers in the area should provide the consumers with the best quality product in good taste. However, the co-operative and private firms could prove their position in the mind of consumers based on certain selected attributes like quality, price, availability, colour, texture, taste, packing and economy.

Inorder to capture the market and increase their market share, new policies regarding strategic marketing, distribution and sales of the products should be adopted by the co-operatives. More promotional measures be framed by the co-operatives in order to increase their publicity and popularity. Sales promotion techniques like participation in exhibition, trade fair etc. could be made by the co-operatives in order to promote these products. Innovative thinking from the top level management is the only way for both co-operative and private sectors to become leaders in the agro-processing sector. These firms have a bright future in this field, provided they 'understand' the consumers and 'stay' with the consumers.

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Annexures

Annexure I

RESPONSE BEHAVIOUR TOWARDS BRANDED AGRO-PROCESSED PRODUCTS

INTERVIEW SCHEDULE FOR HOUSEHOLD CUSTOMERS
(For Academic purpose only)

Personal Details

1. Name and address of the respondent :

2. (a) Age : years

   (b) Sex : Male ☐ Female ☐

3. Religion: Hindu ☐ Christian ☐ Muslim ☐ Others (specify) ☐

4. Marital status : Married ☐ Unmarried ☐

5. Educational qualification: Illiterate ☐ Primary level ☐ Secondary ☐ Higher Secondary ☐ Graduate ☐ Post-graduate ☐ Professional ☐ Others (specify) ☐

6. Occupation : Employed in Private Sector ☐ Government Services ☐ Agri and allied activities ☐ Business ☐ Self employed ☐ Others (specify) ☐

7. Type of family : Nuclear ☐ Joint ☐

8. Family details:

Sl. No.	Name of family members	Relationship with respondent	Age & Sex	Educational qualification	Occupation	Monthly income

9. Expenditure particulars (monthly):

Sl. No.	Items	Amount (Rs.)
1	Food items	
2	Clothing	
3	Rent	
4	Recreation (entertainment, newspaper etc.)	
5	Electricity charge	
6	Water charge	
7	Telephone charge	
8	Fuel charge	
9	Others (specify)	

10. Consumption pattern of selected products:

Sl. No.	Products	Do you consume the selected products (Y/N)	If 'yes' do you purchase it/make it in your home	Form of consumption (LU/PU/PB)	Reasons for use of processed products (HF/C/Q/EA/EC/O)	Qty of consumption (in gms)
1	Sambar powder					
2	Meat masala					
3	Rasam powder					
4	Pickle					
5	Jam					

LU = Loose unbrand
HF = Health factors
EA = Easy availability
PU = Packed unbrand
C = Convenience in use
EC = Economy in cost
PB = Packed Brand
Q = Quality
O = Others (specify)

11. Purchase details (monthly)

Sl. No.	Products	Average monthly purchase			Frequency of purchase (W/F/M/NST)	Source of purchase (GP/SM/WS/CS/ MFS/PVT/O)	Source preference
		Qty	Price	Amount			
1	Sambar powder						
2	Meat masala						
3	Rasam powder						
4	Pickle						
5	Jam						

W = Weekly
F = Fortnightly
M = Monthly
NST = No Specific time period
WS = Wholesale Store
GP = General Provisional Store
CS = Co-operative Store
SM = Super Market
MFS = Margin Free Store
PVT = Private Store
O = Others (specify)

12. Brand awareness of selected processed products

Sl. No.	Product	Brand		Recall various brand you are aware					Source of awareness (AP/AT/RI/N/S/O)	
		Co-op. (A/NA)	Pvt. (A/NA)	Co-op.		Pvt.				
				1	2	1	2	3	Co-op.	Private
1	Sambar powder									
2	Meat masala									
3	Rasam powder									
4	Pickle									
5	Jam									

A = Aware
AP = Advertisement in print media
RI = Retailers
S = Salesman
NA = Not aware
AT = Advertisement in television/radio
N = Neighbours
O = Others (specify)

13. Brand preference of selected processed products

Sl. No.	Products	Preferred Brand	Reason for preference (Q/A/LP/P/T/O)
1	Sambar powder		
2	Meat masala		
3	Rasam powder		
4	Pickle		
5	Jam		

14. Package preference of selected processed products

Sl. No.	Products	Package size preferred (kg/gm/others)	Reasons for preference (P/A/AF/PE/O)
1	Sambar powder		
2	Meat masala		
3	Rasam powder		
4	Pickle		
5	Jam		

P = Packing is convenient
PE = Perishability
A = Attractive packing
AF = Affordability
O = Others (specify)

15. Decision maker/actual buyer and shopping time

Sl. No.	Products	Decision maker (H/W/J/C/O)	Actual buyer (H/W/J/C/O)
1	Sambar powder		
2	Meat masala		
3	Rasam powder		
4	Pickle		
5	Jam		

H = Husband W = Wife C = Children J = Joint O = Others (specify)

16. Brand loyalty, shop loyalty and brand shift

Sl. No.	Products	Currently used brand	Duration for which current brand has been use 1,2,3,4,5	Do you intend to shift to new brand (Y/N)	Have you shifted brand in the past 2 years (Y/N)	If yes, reason (LQ/HP/ NA/NBT/ O)	If yes do you shift from a,b,c,d	If a,b,c,d - reasons (LP/HQ/ A/O)	Do you insist purchasing from any particular store (Y/N)	If yes, specify the store	Reasons (Q/P/A/ BCS/SI/A/
1	Sambar powder										
2	Meat masala										
3	Rasam powder										
4	Pickle										
5	Jam										

1 - Last 3 months
2 - Last 3 months to 6 months
3. Last 6 months - 1 year
4. Last 1 year - 2 year
5. For more than 2 years

LQ - Low quality
HP - High price
NA - Non-availability
NBT - New brand trial
O - Others (specify)

Q - Belief in the quality of product in the shop
PA - Price advantage
BCS - Better customer service
A - Accessibility
I - Incentives
O - Others (specify)

LP - Low price
HQ - High quality
A - Attractiveness
O - Others (specify)

a - Private to Co-operative
b - Co-operative to Private
c - Private to Private
d - Co-operative to Co-operative

17. Factors influencing purchase decisions. Rank them based on influence.

Sl. No.	Products	Influence of family members	Product features	Advertise-ment	Dealers influence	Availability	Price	Brand loyalty	Shop loyalty	Packing
1	Sambar powder (Co-op/Pvt)									
2	Meat masala (Co-op/Pvt)									
3	Rasam powder (Co-op/Pvt)									
4	Pickle (Co-op/Pvt)									
5	Jam (Co-op/Pvt)									

18. Any special factors influence the purchase decision regarding the product of Co-operatives. If 'yes', specify the factors.

19. Product features influencing consumer choice. Rank the according to influence.

Sl. No.	Products	Features								
		Freshness	Colour	Flavour	Texture	Taste	Shelf life	Nutritional factors	Economy	Others
1	Sambar powder (Co-op/Pvt)									
2	Meat masala (Co-op/Pvt)									
3	Rasam powder (Co-op/Pvt)									
4	Pickle (Co-op/Pvt)									
5	Jam (Co-op/Pvt)									

20. Comparison of co-operative products with private products previously used by them/ presently used by them (Rate out of 10).

Sl. No.	Products	Attributes															
		Quality		Price		Availa-bility		Colours		Texture		Taste		Packing		Economy	
		W		W		W		W		W		W		W		W	
1	Sambar powder (Co-op/Pvt)																
2	Meat masala (Co-op/Pvt)																
3	Rasam powder (Co-op/Pvt)																
4	Pickle (Co-op/Pvt)																
5	Jam (Co-op/Pvt)																

W = Weightage

21. Satisfaction out of the presently used brand

Sl. No.	Attributes	Sambar powder	Meat masala	Rasam powder	Pickle	Jam
1	Quality of the brand (VG/G/A/B/VB)					
2	Price (VL/L/R/H/VH)					
3	Availability of the brand (A/S/O/R/N)					
4	Packing (VG/G/A/B/VB)					
5	Taste (VG/G/A/B/VB)					

VG - Very Good
G - Good
A - Average
B - Bad
VB - Very Bad

VL - Very Low
L - Low
R - Reasonable
H - High
VH - Very High

A - Always Available
S - Sometimes
O - Occasionally
R - Rarely
N - Not at all

***

Annexure II

DETAILED ATTRIBUTE-WISE WEIGHTED SCORES OF SELECTED BRANDED AGRO-PROCESSED PRODUCTS OF CO-OPERATIVE PRIVATE SECTORS

Products / Attributes	Sambar powder		Meat masala		Rasam powder		Pickle		Jam	
	Co-Op.	Private	Co-Op.	Private	Co-Op.	Private	Co-Op.	Private	Co-Op.	Private
Quality (8.48)	6543	5435	6543	5435	6237	5071	5839	4438	5408	4773
Price (6.64)	4480	3568	4480	3568	3905	2968	3340	3170	3785	2728
Availability (8.24)	4403	5435	4403	5435	3982	4977	3310	4364	4683	4933
Colour (4.91)	1126	1737	1126	1737	1742	1697	1863	1545	1880	1725
Texture (5.60)	2064	1970	2064	1970	1991	1964	1760	1674	1438	1441
Taste (9.25)	6244	4685	624	6485	5653	5970	5600	4860	4236	5837
Packing (7.07)	4326	5014	4326	5014	4618	4493	3975	4386	3936	5111
Economy (6.35)	3071	2131	3071	2131	3010	1591	2976	1631	2236	1497
Aggregate score	32257	31775	32257	31775	30538	28701	28663	26013	26999	28038

RESPONSE BEHAVIOUR TOWARDS BRANDED AGRO-PROCESSED PRODUCTS

By

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ABSTRACT OF THE THESIS

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ABSTRACT

The study entitled "*Response behaviour towards branded agro-processed products*' was undertaken with the following objectives:

1. To examine the response behaviour towards selected branded agro-processed products (BAPs)

2. To identify the factors influencing purchase decision and consumer choice

3. To compare the response behaviour towards BAPs of co-operative and private sectors

The study was conducted in six wards of Kannur Municipality. From each of the selected wards, twenty five household consumers of the five selected BAPs viz., sambar powder, meat masala, rasam powder, pickle and jam were selected. Thus a total of 150 household consumers constituted the sample of the study. The study was based on primary data collected with the help of structured pre-tested interview schedule. Percentage, index, Kendall's coefficient of concordance and Friedman test were the major statistical tools used for analysis.

The study revealed that cent percent of the respondents consumed sambar powder and pickle while majority of them consumed meat masala (96.67%), jam (90.67%) and rasam powder (86.67%). Among the respondents, majority purchased packed branded items. 'Easy availability' and 'convenience' were the major reasons for the use of the selected BAPs. 'Dinesh' was the most known brand among the respondents in the

case of all selected BAPs. Advertisement in the electronic media was the major source of awareness about the selected BAPs. 'Super market' was preferred by the respondents as the major source of purchase. 'Dinesh' was the major brand preferred and used by the respondents in the case of curry powder and pickle, while 'Happy' was the most preferred and used brand in the case of jam. 'Brand loyalty' was found to be very high among the users of the selected BAPs. 'Belief in the quality of the products' supplied by the store was the main reason found for the store loyalty of the consumers.

'Product features' and 'advertisement' were the important factors that influenced the purchased decision of all the BAPs. 'Taste' and 'freshness' were the important product features that influenced consumer choice. No significant difference was found between the co-operative and private brands of selected BAPs with regard to factors and product features influencing purchase decision and consumer choice. Any way the consumers were more satisfied with 'availability' and 'quality' of the products of co-operative and 'availability' and 'taste' of the products of private organizations. In general consumers were satisfied with the products supplied by both co-operative and private organizations. However, the selected BAPs of co-operative organizations were found to be comparatively better when compared with private products except in the case of jam.