

Study on Customer Awareness towards Selected Food Products in Karnataka

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ABSTRACT:

Food is Essential for our life. Food provides us with important nutrition and plays vital role in maintaining proper health which also helps in prevention and cure of diseases. The world is facing potential crises in terms of food security. Due to lack of productions and supply of safe and nutritional food the purpose of this study to create food awareness among the customers and the factors influencing by the customers to customers food. To achieve this objective data has been collected from primary and secondary sources and effective analysis. This study find out the buying practices of customers towards the food This Study enables the customers to identify the secured nutritive production.

Introduction Customers food products awareness includes variety of vrgetarian snack food and chips. ready to eat meals, and partially pre- cooked meals, Food processing is enormous significant as it b provides vital linkages and synergies that it promotes between the two pillars of the economy i.e. agriculture and industry

A Substance added to food-item to reduce its quality in order to increase its quantity is called as an adulterant. Adulteration, the act of debasing a pure or genuine commodity for pecuniary profit, by adding to it and inferior or spurious article, or by taking from it one or more of its constituents. The term is derived from the Latin word adultero, which in its various inflections signifies to defile, to debase, and to corrupt.

Types of food Adulteration:

Intentional: These are those substances that are added as a deliberate act on the part of the adulterer with the intention to increase the margin of profit. Unscrupulous traders normally adulterate food.

Incidental Intentional Adulteration: These adulterants are found in food substances by negligence, ignorance or lack of Proper facilities.

The common use of toxic colouring agents as an adulterant for fruits, vegetables, sweets are very dangerous and leads to serious health issues. To stop these issues strong regulations are there in the code of conduct to be implemented. But the fact is that food adulteration increases the burden of health in the society

STATEMENT OF THE PROBLEM:

To know about what are the problems that have been faced by the customer's or people who have consumed the food adulteration products is whether necessary to know what are the products are to become a food adulteration.. Food adulteration is prevalent largely due to lack of awareness among common people, proper food laws, business ethics among the money minded manufacturers and standardization of food substances. A limited number of people die without food but large population have been suffering from complicated diseases related to food adulteration and finally die. These factors make food adulteration, one of the most serious problems present in our society that should be eradicated.

REVIEW OF LITERATURE

The following are some of the review of the literature

Jennifer Chan Kim Lian (January 2008) The impacts of strategic orientation, marketing strategy and market research activities on new product development New product development is a critical management issue particularly in technology driven firms. In this paper the influences of strategic orientation, marketing strategy, and market research activities and the moderating role of environmental factors on new product development were investigated. The results show that both strategic orientation and marketing strategy directly influence new product development process, while the market research activities show no significant relationship on new

product development. Also, then environmental factors did not appear to moderate the relationship between strategic orientation, marketing strategy, market research activities on new product development in Kota Kinabalu manufacturing industry. The main implication of this finding is that the probability of success of new product development process will be high through effective strategic orientation implementation and aggressive marketing strategy implementation

Sheetal Chaudary(2012)The paper address to integrate marketing strategies comprising marketing mix and marketing intelligence by SMEs and a survey on customer has been conducted to validate the marketing strategies. The survey logical view of the entrepreneurs and customers has been integrated through existing theoretical frame work. An empirical study conducted in small and medium enterprises in India enrich the information base and government to boost the financial base because small scale industries are an integral part of the industrial background of the country and employment generator segment of the economy.

Pawan Kumar and Kamal (2013)

The aim of the paper is to investigate the factors influence the price decision, selection of distribution channels by the SSI. In the era of globalization small manufacturers are facing lot of problem in area of marketing mix such as product planning and positioning, pricing and distribution issues. The entrepreneur's perception relating to these various issues have been highlighted in this paper. A number of statements indicating the marketing mix issue have been developed and the respondents were asked to express their level of agreement/disagreement with this statement on five point liker scale the major finding reveals that small manufacture are not using well versed with the marketing mix techniques and do not use latest marketing tool such as e-marketing or web marketing. The promotion of the products by advertising is not prevalent among these units. The major findings reveals that government policies is not favorable for the small scale industries and government not providing any financial help to the small scale industries .The promotion of the products by advertising is not prevalent among these units.

A Sukumar (2013)

Marketing is very essential though strenuous, in developing countries like India. The importance of medium scale Industries is such that their development is concomitant with the balanced

growth of Indian economy. Small, Medium or Large scale industries prospects depend upon how well they market their products in the dynamic competitive markets. So with the importance of marketing management in small scale industries increasing and sell the products effectively in the markets. In other words, effective marketing of small scale industrial products would ensure higher levels of income, consumption, and employment which increase the standard of living of the people. Marketing is demanding greater attention not only from industrialists especially of the small scale sector but also from our planners and economists. This empirical study covers the socio-economic conditions, marketing strategies of SSIs and identifies the marketing problems of SSIs. The aim of this is to generate the awareness to the SSIs regarding the blind spots in marketing of their products

OBJECTIVES

- 1) To study the awareness of food adulteration.
- 2) To study the buying practices of selected food products.
- 3) To study the effects of using adulterants in food.
- 4) To know the adulteration in selected food products through various testing procedures.
- 5) To recommend suggestions on food adulteration to manufacturers and consumers

SCOPE OF THE STUDY

In future food adulteration may be reduce by laws and procedures. Food safety and security agencies may provide many rules and regulations that have to be followed by the manufacture of the products. The people can give their complaints about the products which has been adulterated. By doing this survey based on food adulteration many common people may know about the adulterated products that they are using in day to day life. They can get awareness about the food adulteration that causes many health issues in human life

RESEARCH METHODOLOGY The research is based on the consumer awareness towards food adulteration. It is used to obtain the current information the current status of the phenomena to describe what exists

Area of the study this study is conducted in the Coimbatore city. It is heavily industrialized city and a regional hub for textiles, manufacturing, software services, education and health care

Data sources

Both primary data and secondary have been used for the study purpose. The primary data are collected from the home makers with the help of a

structured questionnaire. The secondary data has been collected by referring to Journals, Articles, and Magazines and various relevant websites.

SAMPLE SIZE AND SAMPLING METHOD

The sample of 200 respondents was chosen for the study. For purpose of the study, convenient random sampling technique has been adopted.

DATA ANALYSIS AND ENTERPRETATIONS

Table: 1: Socio-Economic Profile of the Respondents

S. No	Variables		No of respondents (2000)	Percentage
1	Gender	Male	106	53
		Female	94	47
2	Age (in Years)	Below 20 Years	63	31.5
		21 to 30 Years	81	40.5
		31 to 40 Years	37	18.5
		Above 41 Years	19	9.5
3	Marital Status	Married	136	68
		Unmarried	64	32
4	Nature of the Family	Joint Family	78	39
		Nuclear Family	122	61
5	Members in the Family	Below 3 Members	16	8
		3 to 5 Members	115	57.5
		5 to 7 Members	37	18.5
		Above 7 Members	32	16
6	Educational Qualification	Higher Secondary	24	12
		Graduate	117	58.5
		Post Graduate	54	27
		Professional	5	2.5
		Others	0	0
7	Occupational Status	Business	51	25.5
		Employed	75	37.5
		Professional	30	15
		Home Makers	10	5
		Others	34	17
8	Family income	Below to 10,000	20	10
		10,000 to 20,000	65	32.5
		20,000 to 30,000	60	30
		Above 30,000	55	27.5

Table -2: Level of agreeability.

S. No	Factors	Level of agreeability	No of respondent	Percentage
1	Brand Reputation	Level of agreeability	63	31.5
		Statements	74	37
		Neutral	30	15

		Disagree	19	9.5
		Strongly Disagree	14	7
2	Periodical Offer	Statements	45	22.5
		Agreeability	119	59.5
		Neutral	29	14.5
		Disagree	2	1
		Strongly Disagree	5	2.5
3	Price	Statements	43	21.5
		Agreeability	79	39.5
		Neutral	65	32.5
		Disagree	11	5.5
		Strongly disagree	2	1
4	Celebrity endorsement	Statement	30	15
		Agreeability	88	44
		Neutral	52	26
		Disagree	28	14
		Strongly Disagree	2	1
5	Lack of Ethics	Statements	58	29
		Agreeability	53	26.5
		Neutral	55	27.5
		Disagree	21	10.5
		Strongly Disagree	13	6.5

TOOLS USED FOR ANALYSIS

The following are the tools applied on the responses given by the respondents to analyse and derive the results.

- Simple percentage analysis.
- Weighted average method.

LIMITATIONS The study is confined to Coimbatore city only.

FINDINGS The majority of the respondents 53% are male out of 40.5% belongs to the age group of 21 to 30 years in that 68% are married and 61% belong to nuclear family system have a family size of 3 to 5 members. The majority 58.5% of the respondents are graduates out of those respondents 37.5% are employed its can be conclude that 32.5% are under the monthly income of Rs 10000 to 20000. In the level of agreeability point of view level shows that majority 37.5% of the respondents state Agree as their level of agreeability in terms of brand reputation. The majority 59.5% of the respondents states Agree in terms of periodical offer. The majority 39.5% of the respondents states Agree in terms of price. The majority 44% of the respondents states Agree in terms of celebrity endorsement. The majority 29% of the respondents states Agree as their level of agreeability in terms of lack of ethics.

RECOMMENDATIONS:

To the government Proper food laws should be formulated by the government and rigid testing procedures should be adopted for standardizing the food products. Low quality products should be completely eradicated.

To the manufacturers Manufacturers these days are largely focused on increasing the profit and they care least about the wellbeing of the consumers. This attitude among the producers should be avoided and they work on the principles involving business ethics.

To the wholesalers it is mandatory that the wholesalers choose quality products and stock them under clean and hygienic environments.

To the retailers Retailers should choose wisely and purchase the best quality products. Since they are the closest channel

To the consumers and they should take the initiative and suggests them the best products. 10.5. To the consumers Consumers being the ultimate users of the food products should be fully aware of the adulteration practices that are prevalent among a large number of manufacturers. They should educate themselves with the standardizing techniques and select products with the AGMARK symbol.

CONCLUSION: Food products is one of the major unnoticed crises which should be taken care

of and eradicated without further delay for the betterment of one and all. It is the duty of every citizen to assist in curbing the menace of adulteration and take an active interest in exposing and condemning them. Thus through this study we are able to create awareness among the consumers to select a quality products and also we have recommended to the manufacturers, retailers and wholesalers to take keen interest in the production and supply of hygienic and nutritious food for the well-being of society.

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