

RESEARCH PAPER

# Consumer behaviour for processed products in Pune district of Maharashtra

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## ABSTRACT

Food processing has become very important to encourage forward as well as backward linkages in farming. The following objectives were studied to study the consumer behaviour and production and marketing behaviour parameters for processed food products. The conclusions of the study says that, Consumer purchase the Pratik pickle because of the availability, *i.e.*, 42 per cent, There is 75 % consumers are purchase the pickle from retailer in nearer area. The large preference after Pratik is goes to pravin lonche. 63% people are used the Pratik Mango pickle, instead of other by processed products. Highest people are satisfied with the Pratik Mango pickle *i.e.* 66 per cent. 87% people are aware about Pratik Mango pickle processed product. 87 % people are used the ready to eat pickle. 100% retailers are satisfied with form of processed food products and 60% service factors responsible for processed products.

**KEY WORDS :** Consumer behaviour, Processed products

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Food is an integral part in everybody's life, be it prepared at home or elsewhere. The world market of processed food has undergone a drastic change, shifting away from the bulk form of processed food to value added consumer packed foods, swinging to changes

in food habits, life styles and other market forces (Rai and Bawa, 2007). India has witnessed revolutions in information technology and biotechnology. Now, it's the turn for a revolution in food technology (Paul, 2007). Indian food industry which is of Rs. 3.6 trillion is decisively surging ahead with a never before spring in its gait. Even sector analysts are predicting yummy times ahead. Most importantly, the processed food market has changed due to changes in socio-economic conditions, where individuals decide on whether, what, when, where, how and from whom to purchase processed food. Food processing has become very important to encourage forward as well as backward linkages in farming. The following objectives were studied to study the consumer behaviour and production and marketing behaviour parameters for processed food products.

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**Objectives to study :**

- To study the consumer behaviour for processed products.
- To study the production and marketing behaviour for processed products.

**METHODOLOGY**

Primary data was collected by taking actual survey in or region for agricultural processing data were collected from various food processing industry in the Saswad area (Pune district). The following marketing parameters were calculated to work out the consumer behaviour of marketing of processed products.

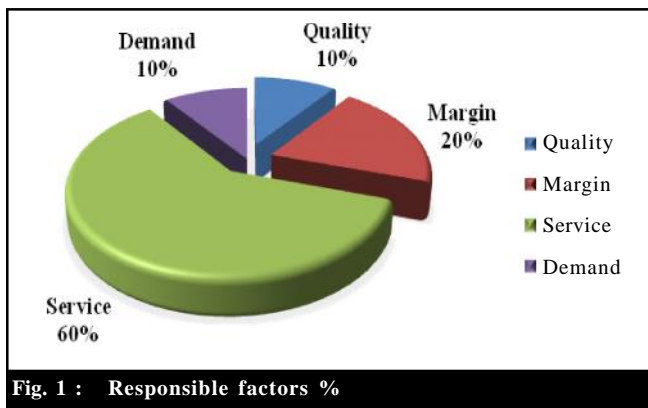
**ANALYSIS AND DISCUSSION**

The findings of the present study as well as relevant discussion have been summarized under the following heads and Fig. 1 to 12.

**Retailer Survey:**

**Factors responsible for purchase of processed products:**

Sr. No.	Quality	Margin	Service	Demand
1.	0	0	1	1
2.	0	1	1	0
3.	1	0	1	0
4.	0	0	1	0
5.	0	0	1	0
6.	0	1	1	0
Total	1	2	6	1
%	10	20	60	10



**Interpretation :** 60% service factors responsible for Processed products.

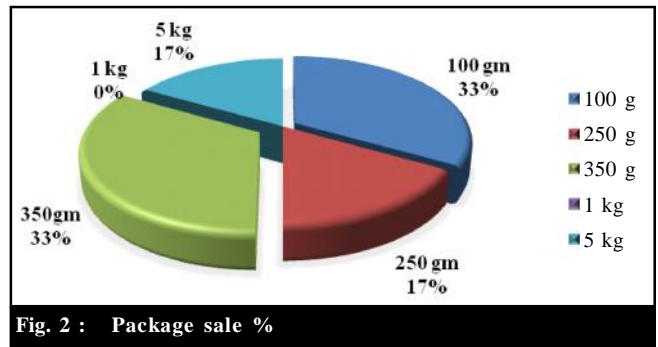
**Other preference:**

Sr. No.	Particulars	No. of retailers (n=6)	Retailers (%)
1.	Pravin pickle	1	100

**Interpretation :** Rather than Pratik Mango pickle only 1 retailers gives preference to Pravin Pickle.

**Packages which are most sale:**

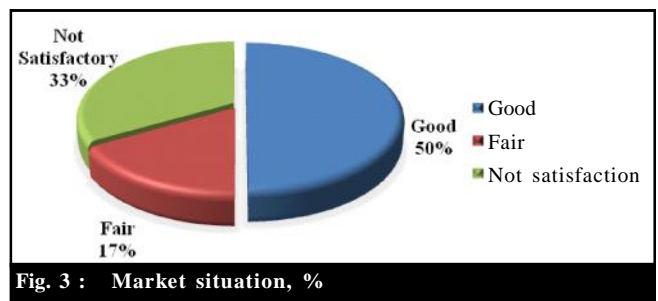
Sr. No.	Weight	No. of retailers (n=6)	Retailers (%)
1.	100 g	2	33.33
2.	250 g	1	16.67
3.	350g	2	33.33
4.	1 kg	-	0
5.	5 kg	1	16.67
Total		6	100



**Interpretation :** Most of consumer purchase the 100 and 350 g pickle from retailers.

**Market situation :**

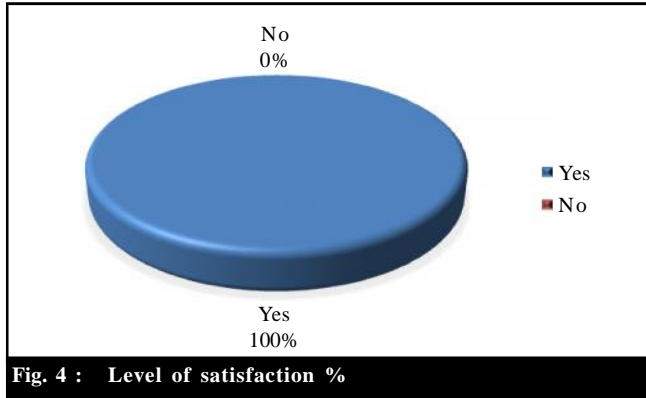
Sr. No.	Particulars	No. of retailers (n=6)	Retailers (%)
1.	Good	3	50
2.	Fair	1	16.67
3.	Not satisfactory	2	33.33
Total		6	100



**Interpretation :** Market situation for Mango pickle is good.

**Level of satisfaction:**

Sr. No.	Particulars	No. of retailers (n=6)	Retailers (%)
1.	Yes	6	100
2.	No	0	0
	Total	6	100



**Fig. 4 :** Level of satisfaction %

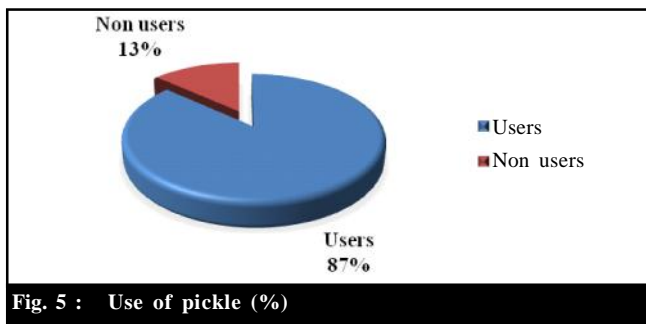
**Interpretation :** 100% retailers are satisfied.

**Consumer survey:**

Abstract of data collection	
Particulars	Content
Area	Paragon and Nangaon Tal. Daund, dist. Pune
Method of sample collection	Random selection method
Survey instrument	Questionnaire
Sample Plan	Personal interview
No. of sample (N)	300

**Users of pickle:**

Sr. No.	Particular	No. of consumer (n=300)	Consumer (%)
1.	Users	260	86.67
2.	Non users	40	13.33
	Total	300	100

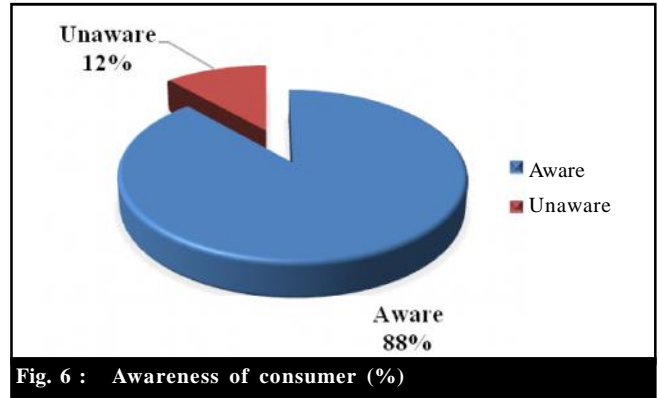


**Fig. 5 :** Use of pickle (%)

**Interpretation :** 87 % people are used the ready to eat pickle

**Awareness of consumer:**

Sr. No.	Particular	No. of consumer (n=300)	Consumer (%)
1.	Aware	265	88.46
2.	Unaware	35	11.53
	Total	300	100

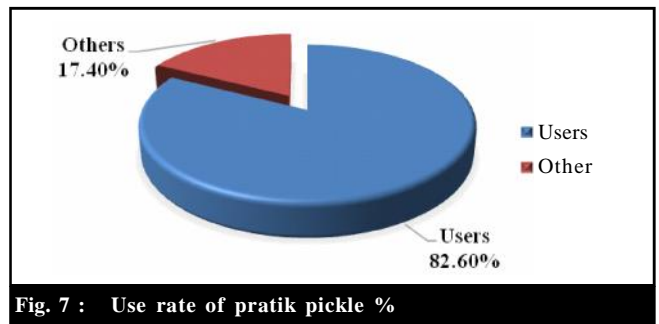


**Fig. 6 :** Awareness of consumer (%)

**Interpretation :** 87% people are aware about Pratik Mango pickle

**User rate of pratik pickle :**

Sr. No.	Particular	No. of consumer (n=300)	Consumer (%)
1.	User	248	82.60
2.	Other	52	17.40
	Total	300	100



**Fig. 7 :** Use rate of pratik pickle %

**Interpretation –** 83% people are used the Pratik pickle

**Type of pickle purchased by the users:**

Sr. No.	Particular	No. of consumer (n=300)	Consumer (%)
1.	Mango pickle	189	63.00
2.	Gawaran	79	26.33
3.	Lemon chilly	32	10.67
	Total	300	100

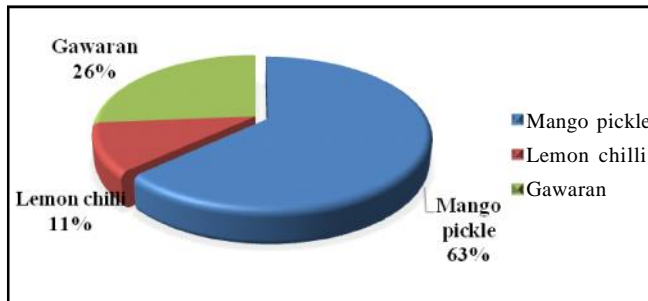


Fig. 8 : Type of pickle (%)

**Interpretation :** 63% people are used the Pratik Mango pickle.

**Other preferences:**

Sr. No.	Particular	No. of consumer (n=300)	Consumer (%)
1.	Bedekar	25	8.33
2.	Pravin	275	91.67
3.	Shrikant	0	0
	Total	300	100

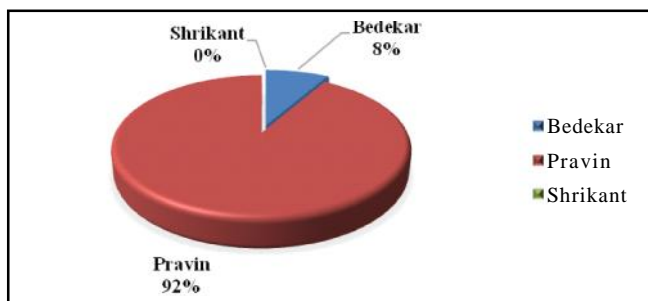


Fig. 9 : Preferences (%)

**Interpretation :** The large preference after Pravin is goes to pravinlonche.

**Where from they purchase:**

Sr. No.	Particular	No. of consumer (n=300)	Consumer (%)
1.	Company	225	75
2.	Retailer	75	25
	Total	300	100

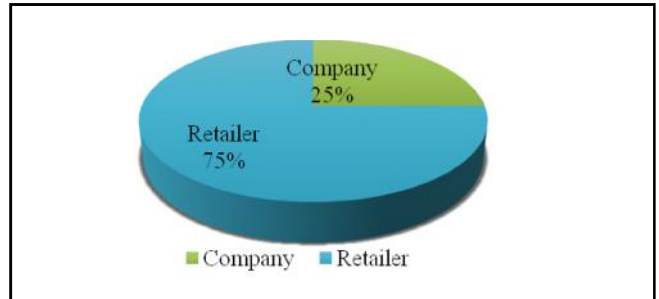


Fig. 10 : Purchase from %

**Interpretation :** There is 75 % consumers are purchase the pickle from retailer in nearer area.

**Consumer preference:**

Sr. No.	Particular	No. of consumer (n=300)	Consumers (%)
1.	Availability	125	41.67
2.	Price	100	33.33
3.	Quality	50	16.67
4.	Brand	25	8.33
	Total	300	100

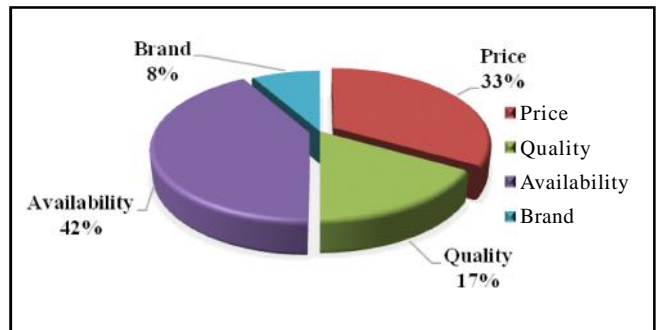


Fig. 11 : Consumers preference %

**Interpretation :** Consumer purchase the Pratik pickle because of the availability.

**Level of satisfaction:**

Sr. No.	Particulars	No. of consumer (n=300)	Consumers ( % )
1	Very good	200	66.66
2	Good	50	16.67
3	Medium	50	16.67
4	Poor	0	0
	Total	300	100

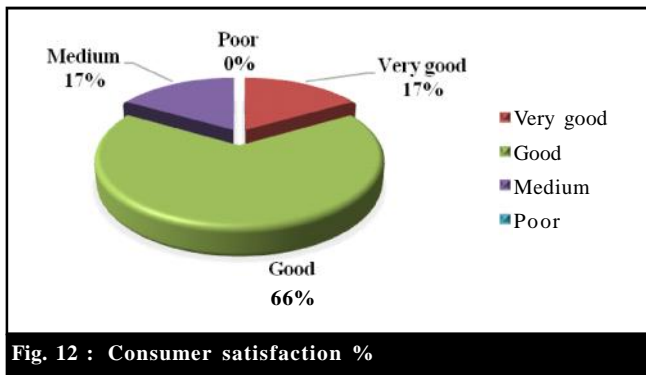


Fig. 12 : Consumer satisfaction %

**Interpretation :** Highest people are satisfied with the Pratik Mango pickle. More or less similar results were also found by Carrillo *et al.* (2011) and Efthimia *et al.* (2008).

**Conclusion :**

– Consumer purchase the Pratik pickle because of the availability, *i.e.*, 42 per cent

- There is 75 % consumers are purchase the pickle from retailer in nearer area.
- The large preference after Pratik is goes to pravinlonche.
- 63% people are used the Pratik Mango pickle, instead of other by processed products
- Highest people are satisfied with the Pratik Mango pickle *i.e.*; 66 per cent.
- 87% people are aware about Pratik Mango pickle processed product
- 87 % people are used the ready to eat pickle.
- 100% retailers are satisfied.
- 60% service factors responsible for processed products.

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