CHAPTER 10
DISTRIBUTION AND PROMOTION

Promotion is the third ‘P’ of marketing and involves activities, which make the producer’s product line visible and desirable to consumers. Promotion is a low cost and effective way to establish the product in an existing market or enter into new markets. Advertising and promotion refer to activities undertaken to increase sales or enhance the image of a product or business. Promotion is used primarily to inform the potential customer of availability of products, when they are in season, where they are located and anything special about the product. Promotional activities are important for maintaining customer traffic throughout the market season, used early in the season to draw customers to the product and during the season to maintain customer traffic levels during slow periods.

In larger businesses, promotion is used to introduce new product lines and to entice consumers to buy a product. Once the line is established, the business will continue to advertise it to keep the product visible and may offer special discounts to give the product a competitive edge. However small farm related ventures are always introducing their product or product line to potential consumers. Therefore special consideration must be given to promotion as a way to entice people to change buying habits and become loyal customers.

Unfortunately the benefits of advertising and promotion for farm marketers are yet to be consistently demonstrated. Promotion of farm products appears to be effective in some cases but not in others. The potential for successful advertising and promotion is increased when products are clearly differentiated, are of exceptionally high quality, are very seasonal in nature or are new offerings. Research conducted on farm marketing indicates that advertising with emphasis on product freshness and quality is more likely to move the product than price cutting¹.
10.1 CHANNELS IN PULSES TRADE

Of the roughly 13.5 million tons of pulses produced in India, about 8.5% are sold through the marketing channels as shown in fig. A. The balance is kept by farmers for seed and food use². The several layers of intermediaries result in high margins between producers and consumers. The commission agents/ brokers typically take 1-1.5% margin. The retail markup is much higher (40-50% over wholesale prices) which must cover the cost of transportation from the wholesalers, storage at warehouses, cleaning, packaging etc.³ There is a range of retail markups and some of the private supermarkets are having the highest. However, the retail markup generally exceeds the markup at the wholesale level.

Mandis are networks at delivery points located near the production areas and are important market outlets for farmers. Relatively, high volumes of pulses are traded in mandis, especially during the harvest. Trading in mandis is mediated by large number of commission agents (arhatiyas) operating in the markets. There are two types of arhatiyas, Katcha arhatiya and Pucca arhatiya. The former is a pure commission agent while the latter usually finances trade on behalf of distant buyers and may engage in business for himself. A farmer would bring his pulses to mandis in bullock carts, tractor-trailers etc. He engages an arhatiya to sell his product. The arhatiya displays his product in the market yard. Buyers (wholesalers, retailers, traders, millers or their agents) move from heap to heap, picking samples and making their assessment of price based on quality. There is no uniform objective grading but only subjective grading is used by individual traders based on local practice. With no standard grading system, visual rating is the norm, with product being categorized as either Fair Average Quality (FAQ) or Special Quality (SQ). The products are then auctioned according to local practice (either open auction or written tenders). After the deal is made, pulses are bagged, weighed and loaded onto the buyers’ vehicle and transported to a mill or warehouse. Payment is made in cash for immediate delivery through the commission agent who retains the mandi fees authorized by the mandi committee.
The marketing of *dal* in different states of India is as follows:

<table>
<thead>
<tr>
<th>State</th>
<th>Marketing Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southern India</td>
<td>Mainly locally marketed, rest to outside through agents.</td>
</tr>
<tr>
<td>Eastern India</td>
<td>urad and 50% of moong is locally marketed</td>
</tr>
<tr>
<td>Central India</td>
<td>40% is marketed within the zone. The balance (30%) is marketed in Tamil Nadu and Andhra Pradesh.</td>
</tr>
<tr>
<td>Western India</td>
<td>35-45% is marketed within the zone. The balance is marketed in Karnataka, Tamil Nadu, Andhra Pradesh and West Bengal (13.75%-16.25% each).</td>
</tr>
<tr>
<td>Northern India</td>
<td>45-50% is marketed in region. The balance (25-26.5 % each) is marketed in Maharashtra and Karnataka.</td>
</tr>
</tbody>
</table>

*Source:* Market Prospects for Pulses, in South Asia: International and Domestic Trade, Working Paper 27, CGPRT Centre (a subsidiary of UN/ESCAP) Regional Co-ordination Centre for Research and Development of Coarse Grains, Pulses, Roots and Tuber Crops

Processed pulses show a very high mobility. Processors purchase 49% of the raw material (pulse grains) from the local *Mandi* either through direct bidding during auction or from the local wholesalers. Processors also buy raw materials from neighboring states (on an average 10%) and export *dal* to outside the state (on an average 75%). The processors’ *dal* selling price was 38% higher than pulse grain purchase price in gram and they earned around 14% margin. In other pulses, with recovery rates (70-87%) and different scales of production, the gross margin is higher, at 52% in *moong* and 71% in *urad*.

Pulses are distributed to consumers through private wholesalers and retail networks. There are large wholesale markets in or near all major cities. (*Vashi* near Mumbai, *Naya bazaar* in Delhi, *Postha* in Kolkata and *Govindappa, Naiken Street* in Chennai). A wholesale market will have 50-200 wholesale traders who deal with all kinds of domestic and imported pulses. Daily volume ranges from 10-20 tons per wholesaler. Wholesaler typically sells to retailers a minimum of one bag (50-100kg). Retailers may add value by cleaning or sorting the product to remove foreign material (e.g. stones) and inferior quality pulses. Most pulses (split...
or whole) are sold loose to customers. Sales in consumer packs (mostly 0.5-1 Kg bags) are limited and mostly confined to cities. Some super market chains, particularly in South India sell fast moving pulses such as urad dal and tur dal in 2-5 kgs. with small discounts on larger sizes.

10.2 TYPES OF CHANNELS IN PULSES
There are two types of marketing channels in pulses trade. They are:

A) Private marketing channel: This is a traditional channel and the most common marketing channel in India. The main private marketing channels for pulses are as under:

1) Producer-Dal miller-Consumer.
2) Producer-village trader-dal miller-wholesaler-retailer-consumer.
3) Producer-dal miller-retailer-Consumer
4) Producer-wholesaler-dal miller-retailer-consumer
5) Producer-wholesaler-dal miller-wholesaler-retailer-consumer

B) Institutional marketing channel: Some Institutions have been entrusted with marketing activities of pulses like National Agricultural Cooperative Marketing Federation of India Limited (NAFED). NAFED is a nodal agency for procuring and providing minimum support prices to farmers for their produce. The main institutional channels for pulses are:

1) Producer-Procuring agency-Dal miller-Consumer.
2) Producer-Procuring agency-Dal miller-Wholesaler-Retailer-Consumer
3) Producer-Procuring agency-Dal miller-Retailer-Consumer.

The criteria for selection of channel are:

a) The channel which ensures the higher share to producer and also provides cheaper price to consumer is considered the most efficient channel.
b) The channel having lesser market cost.
c) Avoid the longer channel with more intermediaries causing higher marketing costs and lesser producer’s share.
d) Select a channel which distributes the produce appropriately at least expenses and secures the desired volume of disposal.

10.3 RETAIL MARKETING OF PULSES

Consumers purchase pulses from small independent retail establishments where they are sold loose directly from gunnysacks supplied by wholesalers. The amount purchased depends on the consumer’s income. Those who are poor may buy small amounts daily with the frequency of purchase declining as income rises. In some cases, pulses are sorted out and cleaned by the retailer, thus commanding a premium. Prepackaged pulses in bags of 0.5-5 kg are typically available in urban areas at government stores as well as middle and high-end retail shops. Prepackaged pulses are a small portion of total consumption, about 10-20% of urban consumption and a negligible share of rural consumption. Prepackaged pulses are cheapest at government owned stores and the most expensive at high-end supermarkets. Compared with other segments of the marketing chain, retail level margins are large, ranging from 30% at government owned stores to 50% in upscale supermarkets.

Branded pulses are a fraction of the pulses trade. No large companies are involved in the marketing of pulses and no national level brands exist. Although national branding may be attractive to higher income consumers, low income consumers are not interested in branded pulses, unless it means lower prices. Large companies are not interested in setting up vertically integrated pulse processing plants in India because of government regulations and localized and variable raw material supplies. Government regulations comprise the Essential Commodities Act (which sets stock limits on pulses), credit restrictions on pulse trade established by the Reserve Bank of India, and the small scale of pulse milling.

However consumer packages are generally branded with retail outlets’ names. Unlike at the import and wholesale levels, original information is not passed on to the consumers. There is currently no national or regional retail branding of pulses, although some companies are investigating its potential.
10.4 PROMOTION IN SPICES MARKETING

Indian spices are famous for their captive flavor and aroma lending the Indian food its exquisite taste. These spices are also widely used in the areas of pharmaceuticals, perfumery, toiletries and cosmetics. The marketers of spices have long used various promotional tools in the marketing and export of spices. These promotional activities include various types of advertising and trade and retail promotional activities and tools.

The market indicators point towards growth in branded spices business in coming years. The Spices Board, Cochin will also launch direct e-marketing of some spices under the brand name Flavourit. Promotional activity for spices is also carried out by grinders/processors/packers who know the market well and promote their brands. They are in a position to organize the necessary distribution through their own service merchandisers when a special promotion campaign in a particular region or city is being organized. In order to make private brand a success, a promotional plan is made by the packer or by the retailer. Most often retailers expect packers to organize in-store product demonstrations, displays, product sampling, make recipe leaflets or place advertisement or advertorial in the form of recipes in their in-store magazines. Consumers tend to have a high brand loyalty in deciding which spices to buy and often purchase refill bags. The use of promotional ‘hot spots’ and recipe leaflets is generally providing consumers with reasons to try new products.

10.5 THE PROMOTIONAL AGENCY: SPICES BOARD

The Spices Board India supported by the Ministry of Commerce and Industry, Government of India is the apex body for the development and promotion of Indian spices. The Board plays a far-reaching and influential role as a developmental, regulatory and promotional agency for Indian spices. As many as 52 spices and spices products like spices oils and oleoresins, curry powders, spices powders, and spices mixes come under the purview of Spices Board.
The Spices Board has a wide range of promotional schemes which are aimed at strengthening the capabilities of the industry to give a better product in terms of quality. They are:

10.5.1 **Awarding of Indian Spices Logo:** The global food market is flushed with all types of branded spices in consumer packs. All of them bombard the consumer with claims and counter claims for visibility and attention. But the packs seldom reveal the source or origin of the product nor do they offer a clue as to the quality associated with it. The result is that the consumer is totally confused. The Indian Spices Logo is a major effort in this direction. It is a symbol of quality of Indian ness. It is awarded to those which conform to the stipulated standards prescribed in terms of quality, hygiene and sanitation standards right from raw material stage, and the quality is ensured at all points in process up to the point of exports. The Logo is awarded to consumer packs up to 1 kg and it has been extended to 25 kg packs also.

10.5.2 **Awarding of House Certificate:** The certificate is awarded to those exporters of spices who possess the specified facilities for cleaning, processing, grading, quality assurance, packaging and warehousing.

10.5.3 **Registration of brand names:** Board continued registration of brand names for consumer packs as well as institutional packs of registered exporters. The objective of brand registration is to ensure the quality of the spices exported and packaging material used.

10.5.4 **Brand promotion loan scheme:** Under this scheme, financial assistance is extended to exporters for undertaking long term promotional /publicity programmes to promote individual brands in overseas markets.

10.5.5 **Scheme for product promotion:** The scheme provides grant –in-aid to the exporters to the tune of Rs. 5 lakh up to 50% of the cost of promotional programmes of their branded consumer packed spices exported to overseas market.
10.5.6 Scheme for assistance for packaging development: This scheme is being implemented since 1995 to encourage innovative and modern packaging and export of consumer packed spices and spices products, conforming to international standards of labeling and packing requirements. This scheme provides subsidy to the tune of 50% of total cost of packaging to stipulated standards. Right scientific packaging is an inseparable component of quality.

10.5.7 Quality improvement schemes: It involves schemes for assistance for setting up of up gradation of in-house quality, testing laboratory by spices exporters and scheme for payment of grant-in-aid for spices exporters for setting up facilities for monitoring pesticide residues.

By ensuring quality, the marketers are delivering value to customer. By ensuring that the product matches not only the technical specifications but also the tangible and intangible values, color, form, package, delivery time and mode of transportation expected by him, the marketers are ensuring quality. It is all pervasive and is not confined to the product in its physical form alone. Spices Board is a facilitator and all the programmes of the Board are in pursuit of excellence of quality. Quality is also food safety and therefore this genuine concern for others' well-being and health should be loud manifested in the farm, process, packing, and storage at every stage.

10.6 PROMOTIONAL STRATEGIES

The intent of promotion is to build the customer base and increase the sales. In order to achieve this, it is important to match the attributes of the product to the needs and beliefs of the consumer. The different product attributes in case of pulses and spices will be quality, safety, packaging, labeling, brand characteristics, generating awareness for customers/end users. The marketer must highlight a combination of selling points to influence the buying decisions of consumers and the retail/wholesale distributors who will purchase stock, display and distribute the products. The selling points will be:
10.6.1 QUALITY

On the basis of quality, the marketers of pulses and spices can promote the product. In quality factors (general) these products should be safe and suitable for human consumption. They should be free from abnormal flavor, odors and living insects. They should be free from filth (impurities of animal origin, including dead insects) in amounts, which may represent a hazard to human health. In quality factors (specific), the maximum moisture content should be 2% (absolute) lower in pulses. It should not contain any toxic or poisonous seeds, heavy metals, extraneous matter (minerals, dust, twigs, seed coats, dead insects, remains of insects, etc).

10.6.2 PACKAGING

Pulses and spices can also be promoted on the basis of good packaging. Pulses should be packed in containers, which will safeguard the hygienic, nutritional and technological qualities of the product. The containers including packaging material should be safe and suitable for their intended use. At the same time they should meet the consumer preferences. Packaging has gained considerable importance as a means of increasing the shelf life of spices. The development of new and improved transparent plastic films, foils, laminations, high speed film-sealing machines, gas flushers etc. has created new opportunities for food packaging. Spices, condiments new spices products like instant spices, spices’ pastes, spices concentrates, liquid masala and encapsulated soluble dry seasonings are specialty products and are generally costly. They require efficient, attractive and comparatively inexpensive packaging particularly for retail marketing in western countries where attractively packed spices fetch a premium price. The subject has elaborately been discussed in the previous chapter.

10.6.3 LABELING

The name of the product to be shown on the label shall be the commercial identification of the pulses or spices. Information for non retail containers should be given on the container as well as in accompanying documents for the reason
that the name of the product, lot identification and the name and address of manufacturer or the packer should be known and the container can be linked with the documents.

10.6.4 BRANDING

Marketers of pulses and spices can carry the owner's name as well for creating a more intimate and sincere relationship with the consumer. Branding does not work in isolation and is not just related to the development of a name, Logo, company terms or combination of all three. The attached message that makes a brand successful is differentiation of the product. If the product per se is essentially similar to other products, the buyer cannot be convinced of its superiority over other products and the company needs to adopt a broader perspective either on the basis of quality, milling, processing, packaging or any other feature. It can differentiate its product to create a brand image in the mind of the consumer. Brand image will also boost exports of spices and pulses. The most successful brands are those that focus not solely on the tangible value but also on the intangible value as perceived by the consumer.

10.6.5 GENERATING AWARENESS

Getting the right promotional mix is an important component of marketing strategy and farm marketers must take care to see that they are in tune with the long-term objectives. An important part of marketing strategy is the promotional plan and marketers have to carefully plan their promotional activities taking into consideration the objectives of advertising at a given point of time, synergy of advertising with other promotional elements such as sales promotion, point of purchase, posters, event triggers. The different media options which can be used by farm marketers can be:

A) Word of mouth: Publicity may also be generated through personal interaction among consumers. If consumers are satisfied; they may recommend it to their friends and colleagues. The marketers of pulses and spices can provide visitors with business cards or coupons with each purchase and ask them to pass it on to
family and friends. It will build repeat customers through customer satisfaction by enquiring into the customers needs and by seeking suggestions for improvement.

B) Media Publicity: The pulses and spices marketers can also generate and receive news coverage in local and regional newspapers and television. They can organize a media tour of area outlets. They can also invite the media to special events and build up a rapport with the media.

C) Media Advertising: There are a number of options for advertising in the mass media like:

1) **Classified ads in Food or for sale** sections of local or regional newspapers. The advertisements should indicate what is for sale, when and where.

2) **Display ads. in the entertainment or food section** or in special supplements of regional newspapers, magazines for typical households like in *Femina, Paakeza Anchal, and Women’s Era*. Such ads. should attractively be designed and easy to read with a limited number of words and with a good use of white space. The marketers also place information about their products in the national or local trade magazines for spices and pulses.

3) **T.V advertising**: Television advertising can maximize the marketers reach and frequency and allow them to target a very detailed population segment (typical housewives). The cost of advertising through a cable provider will vary depending upon which networks the ads are placed at, what time of day the ads. are run and how often the ads. run. Keeping the target segment into consideration, the ads. should be placed in the afternoon.

4) **Radio Ads**: Due to their higher costs, spot announcements on the radio must be short and to the point (15-30 seconds). More frequent short announcements are believed to reach more people than less frequent longer ones. The retention level will also be high in this method.

5) **Place information articles and/or advertising** in area shopping guides, tourist publications, company and special interest newsletters targeted to specific audiences e.g. health food, ethnic food, retirement communities, etc.

6) **Yellow pages listing** may also help marginally.
D) **Special festivals/events**: Agricultural festivals can be effective in attracting visitors to the community. They can generate additional sales if in-site activities are provided which bring potential customers in contact with the products. Farm tours can include invitation to local chefs, restaurant owners, culinary schools, and merchants, proprietors of specialty markets, local civic groups and Chambers of Commerce. Public education and media campaign are designed to generate more demand by increasing familiarity with the product among potential customers and showing how the product is used or fits into the local cuisine.

E) **Trade fairs**: Generally grinders, processors, packers and retailers keep themselves informed of the latest developments by visits to trade fairs all over the world. They also get an impression of new products and new trends and varieties in convenience foods.

F) **Labels**: Labels on boxes, jars and containers reinforce the name of the product to the consumer. Labels provide an opportunity for word of mouth and publicity as guests to the consumer’s home observe these products. Generally, people will buy items as gifts only when there is an attractive label indicating its origin and special qualities. Also labels can be effective in signaling the quality of the product.

### 10.7 Role of Communication

The role of communication and information passed on to consumers through different promotional means has been identified through the survey results in the following paragraphs. **Table 10A** reveals most important information source that effects the purchase decision of consumers is the ‘advertisement’ (30.75%) to promote their products, as depicted by the respondents.

Second most important role is played by ‘housewives’ (18%) closely followed by ‘dealers and retailers’ (16.75%), old people of the family (16%), friends and relatives (12.25%) and reading books (6.25%).
Table 10A: Knowledge source as reported by the consumers for Branded Pulses and Spices

<table>
<thead>
<tr>
<th>Knowledge Source</th>
<th>Srinagar</th>
<th>Ludhiana</th>
<th>Delhi</th>
<th>Aligarh</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dealers and retailers</td>
<td>17</td>
<td>20</td>
<td>11</td>
<td>19</td>
<td>67 (16.75%)</td>
</tr>
<tr>
<td>Friends and relatives</td>
<td>11</td>
<td>9</td>
<td>13</td>
<td>16</td>
<td>49 (12.25%)</td>
</tr>
<tr>
<td>Housewife</td>
<td>23</td>
<td>18</td>
<td>11</td>
<td>20</td>
<td>72 (18%)</td>
</tr>
<tr>
<td>Advertisements</td>
<td>23</td>
<td>33</td>
<td>41</td>
<td>26</td>
<td>123 (30.75%)</td>
</tr>
<tr>
<td>Old people of the family</td>
<td>19</td>
<td>15</td>
<td>13</td>
<td>17</td>
<td>64 (16%)</td>
</tr>
<tr>
<td>Reading books</td>
<td>7</td>
<td>5</td>
<td>11</td>
<td>2</td>
<td>25 (6.25%)</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>400</td>
</tr>
</tbody>
</table>

Table 10 B: Sources used for buying Pulses and Spices by the consumers

<table>
<thead>
<tr>
<th>Information sources used</th>
<th>Srinagar</th>
<th>Ludhiana</th>
<th>Delhi</th>
<th>Aligarh</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>29</td>
<td>37</td>
<td>41</td>
<td>21</td>
<td>128 (32%)</td>
</tr>
<tr>
<td>Radio</td>
<td>37</td>
<td>21</td>
<td>18</td>
<td>15</td>
<td>91 (22.75%)</td>
</tr>
<tr>
<td>Newspapers and magazines</td>
<td>7</td>
<td>13</td>
<td>8</td>
<td>29</td>
<td>57 (14.25%)</td>
</tr>
<tr>
<td>Hoardings, posters &amp; billboards</td>
<td>11</td>
<td>15</td>
<td>20</td>
<td>9</td>
<td>55 (13.75%)</td>
</tr>
<tr>
<td>Display at stores</td>
<td>16</td>
<td>9</td>
<td>11</td>
<td>20</td>
<td>56 (14%)</td>
</tr>
<tr>
<td>Exhibitions</td>
<td>-</td>
<td>5</td>
<td>2</td>
<td>6</td>
<td>13 (3.25%)</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>400</td>
</tr>
</tbody>
</table>

Table 10 B analyzes the advertising media prevalence as reported by the consumers. ‘Television’ (32%) is the most effective and widely reached medium of publicity and advertisement in all the cities. ‘Radio’ (22.75%) comes at second
place in making a reach to the consumers. ‘Newspaper and Magazines’ (14.25%) hold the next important position followed by ‘display at stores’.

Hoardings/ billboards and exhibitions play a negligible role in promoting these products. It is interesting to note that none of the respondents in Srinagar consider exhibitions as an important medium for promotion of pulses and spices as they are not organized for such purpose. Thus, TV is by far the most effective medium of advertising and publicity and any attempt in this direction must be through this media.

**Table 10 C: Impression drawn by the Consumers through sellers/ advertisements about the quality of branded Pulses and Spices**

<table>
<thead>
<tr>
<th>Information Role</th>
<th>Srinagar</th>
<th>Ludhiana</th>
<th>Delhi</th>
<th>Aligarh</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trustworthy</td>
<td>18</td>
<td>21</td>
<td>24</td>
<td>19</td>
<td>82 (20.5%)</td>
</tr>
<tr>
<td>Informative</td>
<td>27</td>
<td>25</td>
<td>30</td>
<td>21</td>
<td>103 (25.75%)</td>
</tr>
<tr>
<td>Subject to scrutiny</td>
<td>16</td>
<td>20</td>
<td>15</td>
<td>13</td>
<td>64 (16%)</td>
</tr>
<tr>
<td>Misleading</td>
<td>25</td>
<td>16</td>
<td>14</td>
<td>29</td>
<td>84 (21%)</td>
</tr>
<tr>
<td>False</td>
<td>14</td>
<td>18</td>
<td>17</td>
<td>19</td>
<td>68 (17%)</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>400</td>
</tr>
<tr>
<td>Score</td>
<td>10</td>
<td>15</td>
<td>30</td>
<td>-8</td>
<td>47</td>
</tr>
<tr>
<td>Rating</td>
<td>0.10</td>
<td>0.15</td>
<td>0.30</td>
<td>-0.08</td>
<td>0.1175</td>
</tr>
</tbody>
</table>

**Table 10 C** considers the impression of consumers through seller/ advertisements about the quality of branded pulses and spices. 103 respondents (25.75%) consider the information gathered through various sources as ‘informative’ i.e. they consider it good but still don’t give it a hundred percent credibility. They add same amount of self-assessment to it, before making the final purchase.

64 respondents (16%) put this information gathered through various sources to further ‘scrutiny’. In this case the consumers are apprehensive of this information and take more self-assessment before going for the purchase. This
assessment is basically through going into product details like content, packing, etc. and using their own discretion in making the final decision. 21% respondents feel this information as ‘misleading’ i.e. their trust gets eroded and another 17% considers it to be ‘false’ i.e. they do not trust this information at all and depend totally on their self-assessment. 20.5% of the respondents take this information as ‘trust worthy’ and make their buying decisions based solely on this information.

Table 10 D reveals that 37.25% respondents are making their purchase from Large Grocery shops. The proportion is substantially high in Ludhiana (40%) and Delhi (47%) where it is more than 50% of purchase. The second popular buying point is nearest Grocery shop (36.25%) particularly for Aligarh and Srinagar which are relatively small cities and people generally buy on credit from nearby stores. It is followed by general stores (19.25%) and Supermarket/ Departmental Stores (7.25%). It is interesting to note that none of the consumers in Aligarh buys from Supermarket/ Departmental store as these stores are not prevalent there.

Table 10 D: Sources used for buying Pulses and Spices by the consumers

<table>
<thead>
<tr>
<th>Buying Source</th>
<th>Srinagar</th>
<th>Ludhiana</th>
<th>Delhi</th>
<th>Aligarh</th>
<th>Total (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nearest grocery shop</td>
<td>41</td>
<td>37</td>
<td>19</td>
<td>48</td>
<td>145 (36.25%)</td>
</tr>
<tr>
<td>General stores</td>
<td>22</td>
<td>15</td>
<td>17</td>
<td>23</td>
<td>77 (19.25%)</td>
</tr>
<tr>
<td>Large grocery shops</td>
<td>33</td>
<td>40</td>
<td>47</td>
<td>29</td>
<td>149 (37.25%)</td>
</tr>
<tr>
<td>Supermarket/ departmental store</td>
<td>4</td>
<td>8</td>
<td>17</td>
<td>-</td>
<td>29 (7.25%)</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>400</td>
</tr>
</tbody>
</table>

10.8 HYPOTHESIS TESTING

H011: Some sources of information are more popular and trustworthy for consumers of pulses and spices.
As discussed in the earlier section, Tables 10 A, 10 B & 10 C clearly show that as reported by the consumers. ‘Television’ (32%) is the most effective and widely reached medium of publicity and advertisement in all the cities. ‘Radio’ (22.75%) comes at second place in making a reach to the consumers. ‘Newspaper and Magazines’ (14.25%) hold the next important position followed by ‘display at stores’. The most important information source that effects the purchase decision of consumers is the ‘advertisement’ (30.75%). Second most important role is played by ‘housewives’ (18%) closely followed by ‘dealers and retailers’ (16.75%), old people of the family (16%), friends and relatives (12.25%) and reading books (6.25%). It is also shown in the analysis that a substantial proportion of market feels that the information supplied by retailers or advertisements is ‘misleading’ or ‘false’ i.e. they do not trust this information at all and depend totally on their self-assessment. There is also another part of market that considers this information to be informative or trustworthy. Hence we accept the hypothesis.

10.9 CONCLUSION

The geographical span of India suggests that inter-regional and inter-state movement of pulses is very important to satisfy the requirement of regular supply at more or less stable quality to processors. The processors purchase from wholesale suppliers, and distribute to the wholesale distribution agents, making the produce available to consumers. Because supply is seasonal, and consumption takes place on a daily basis, one has to take into account seasonality of production, storage and transport at all stages of the market.

In this age of media, various advertisement and publicity tools like television, print media etc. are available to the marketers. These media have penetrated to lowest levels of the population and have wide reach among people of all classes. Thus the marketers should utilize these fully, to turn consumers’ perception in their favor. Thus women’s magazines, health magazines etc. have advertisements of related products so that they have a very specific reach, making
very impressive impact on consumers’ mind. In a nutshell the inner-circle of a person plays vital role in making a brand related decision. A good product initiates a positive word of mouth that triggers further sales of product, not only in terms of second purchase but also boosting trial purchase by various friends and relatives of a satisfied user. Thus companies must live up to their image and deliver good quality products along with advertising and promotional campaigns.

The marketing strategy for efficient marketing should include publicity of Indian food/cuisine, popularization of consumer packed spices and pulses, particularly through established brands, promotion of ISO/HACCP certified units with better incentives, participation in leading international food fairs, events, exchanges of trade delegations with importing countries including non-traditional countries and integration with international associations like ASTA/ESA (American Spices Trading Association & European Spices Association).

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