CHAPTER-III

OBJECTIVES, SCOPE AND LIMITATIONS

Geographical Scope:

- Study covers Marathwada region. In the Marathwada region there are 8 districts.

Operational scope

- This study is limited to the instant food products which are generally used & demanded in day to day life. The selected for the study are pickles, Idly / Dosa / Uttapa, Dhokla mix, Jams, Chilly/ Turmeric/ Masala Powder, Jamun Pack etc. In the study the marketing for the instant products produced by the producers from the Marathwada region and the influences of branded products produced by the producers from out of region will be covered. Behavioral aspect, trend of the consumer for such products will be studied.

The proposed study identifies the consumers’ trend towards instant food products. The study also covers the trend of SSI Units producing instant food products and marketing strategies for marketing such products. The study will depend on survey of consumers’ trend for such products, views of producers of instant food products, whole
sellers, and retailers from Marathwada region only. The study is limited to Marathwada region only.

Objectives:

Indian economy is based on agriculture sector. Agriculture is the main income source of Indian economy. Moreover, considering the population strength and nature India is significant market. Indian economy is the developing process. There is significant development in the industrial and agriculture sector. Similarly there is significant growth in educational sector. All the above factors lead to impact the living style of Indian people. The Indian consumers are tradition as well as forwarded too.

The economic activities depend on the market for the products. As basically Indian economy depends on agriculture, there is a scope for industries based on agriculture products. The surplus food products be efficiently utilized by processing and converting into processed instant food products and efficiently marketed.

The objectives of this study is that to study the position of instant food products industry, its prospectus, contribution to Indian economy and proper utilization of agriculture products. Moreover, it is also studied the attitude of consumers to words purchasing of instant food products. Market for the product is more important for the development and existence of the industry. This study will be useful to the industrial sector, entrepreneurs, consumers and society.
The objectives of the study are fixed as follows:

1. To study the attitude of consumer towards purchases of instant food products in Marathwada region.
2. To study attitude of Wholesalers and Retailers towards selling of instant food products.
3. Evaluate the buying Influencing factors towards Instant Food Products.
4. To study the trend of consumers towards usage of Instant Food Products.
5. To study the marketing style for instant food products adopted by Manufacturers from Marathwada Region.
6. Evaluate market Potentiality for Instant Food Products.

Hypothesis:

1. Buying Influencing factors Price, Brand and quality plays significant role to inspire different types of income group of consumers for purchasing Instant Food Products.

2. Consumers of the Marathwada Region prefer to purchase Instant Food Products.
Methodology:
For the study descriptive and analytical method will be used.

Descriptive Method:
Descriptive method describes the facts relating to the position of instant food product industry and its trend in the Indian economy. It depicts the facts relating to the attitude of wholesalers, retailers towards instant food products. Moreover, it focuses on the nature, trend or attitude of the consumers towards use of instant food products.

The study is mainly based on primary data and requires primary data will be collected through the structured questionnaires from respondents from Marathwada region.

Analytical Method:
Analytical method consists of analysis of wholesalers, retailers’ attitude towards selling of instant food products, consumers’ attitude towards buying of such products. The study of contribution of food industry towards the Indian economy. The government reports and survey of consumers, wholesalers and retailers are conducted for the study. With the help of data collected several tables, graphs are prepared. The facts are analyzed applying different statistical methods. Facts are interpreted by different graphs and come to the findings, conclusions and suggestions.
Sample design:

Essential data will be collected using structured questionnaire for consumer respondents, retailers, wholesalers and manufacturer of the instant food products. Since, the universe is infinite i.e. related to population of eight districts, sample size of study was taken as 160 consumer respondents for each district. The researcher has adopted convenience simple random sampling for consumers and judgment sampling method for wholesalers, retailers and manufactures. Population of the study includes from Marathwada region.

Primary data:

1. The survey conducted to study the consumers attitude towards instant food products. The survey of 160 consumer respondents from each district conducted. Such survey is conducted selecting sample from district places. The sample of 160 respondents is selected adopting purposive convenience random sampling method. The sample is classified into four groups (40 respondents from each group are randomly selected for the study). The structured questionnaire form is used for data collection. The information is collected through trained investigator.
The sample is classified into four groups as follows:

I- Consumers Survey:

For the study of buying behavior of the consumer the sample survey was conducted. The samples of 1280 consumers from eight districts working in the different sectors were selected for study. 160 consumers from each district were selected for survey. These consumers in the said different income groups were randomly selected from urban part of the districts as well as rural part of the districts. Forty consumers under each income category were randomly selected. The structured questionnaire was prepared. Buying behavior was tested by asking question through questionnaire. The questionnaire was filled by the consumers with the help of trained investigators.

a) G-I includes the respondents from the family whose monthly earning is Rs.5,000 to 10,000.

b) G-II includes the respondents from the family whose monthly earning is Rs.10,000 to 15,000.

c) G-III includes the respondents from the family whose monthly earning is Rs.15,000 to 20,000.

d) G-III includes the respondents from the family whose monthly earning is Rs.20,000 to above.

2. The survey of Three Instant Food Manufacturers from each district was conducted. The requisite information is collected using structured questionnaire.
3. The survey of **Four** wholesale distributors / dealers from each districts is conducted. The requisite information is collected using structured questionnaire.

4. The survey of **six** retailers randomly selecting from each districts is conducted. The requisite information is collected using structured questionnaire.

**Secondary data:**

Essential secondary data is collected using-

1. The library books
2. Magazines
3. News papers
4. Use of internet
5. Journals etc.

**Statistical Tools:**

For the analysis and interpretation of data appropriate statistical tool following tools is used as per requirement.

1. Average
2. Percentage.
3. Mean deviation and Standard deviation
4. correlation
5. F-test, T-test, Chi-square test etc.
References:

A) Books:

1) Ranjit Kumar: “Research Methodology”, SAGE Publications India Pvt. Ltd., New Delhi, 2005


4) Dr. Girdhri: “Research Methodology”, uday Publication,Aurangabad 2002

5) Shilesh kayande: “Research Methodology”, Nirali prakashan, Pune

6) Jaspal singh: “Methodology & Techniques Of Social Research”


B) Website:

1) www.Valueresearchonline.com