CHAPTER-VII

Summary, Conclusions, Findings and Suggestion:

Conclusions / Findings:

The important findings emerged from the study are summarized below:

Consumers Survey Findings:

- It is observed that in the total sample under survey 56% respondents are graduates and 44% are under graduates.

- It is observed that in the total sample under survey 54% respondents occupation is service where as 46% respondents’ occupation is business.

- It is found that 97% respondents use T.V. moreover 93% respondents prepare their diet food by self cooking.

- It is observed that 80% respondents’ source of information regarding instant food products is T.V. advertisements and another influencing factor is friends’ suggestion.

- It is observed that 51% respondents shown their interest to purchase instant food products.
• 49% respondents have preferred to prepare such products at home. Hence there is much scope to create market for instant foods.

• It is observed that considering the respondent trend to buy instant food products as well as to prepare such food products shows 51% buying trend for instant food products. Hence the market for instant food product is significant.

• It is observed that the respondents who prefers to prepare such food products likes to prepare Jamun, Idli mix, Dhokla mix and pickles at home.

• It is observed that the respondents under survey have shown their maximum interest to purchase instant food items like- Jam, Pawbhji Masala, Chilly and Dhaniya powder.

• It is observed that 69% respondents expressed their views to likes to purchase instant food products. Out of these respondents the test of these products has the main attraction for purchasing such products.

• 31% respondents expressed their views not to purchase such products. The main reason for this is the high cost of the products.
• It is observed that in the Marathwada region Pravin and Rambandhu brand instant food products are more popular and preferred to purchase by the consumers.

• It is observed that 64% respondents preferred to purchase instant food products of Pravin, Rambandhu, Everest and Haldiram brand.

• Only 4% respondents preferred to purchase local brand products.

• It is observed that 85% respondents preferred not to purchase instant vegetables due to its high prices.

Retailers Survey Findings:

• It is observed that 100% respondents preferred to keep the stock of Instant Food products.

• Retailers preferred to keep such stock because of the consumers demand & with Quality.

• It is observed that the sale of Maggi brand compare to other Instant Food Products under survey is highest i.e. 39%. Hence the Maggi brand has created his significance market share in this
sector. Hence Maggi brand became most popular instant food item among the consumers.

- It is observed that 98% Retailers supported brand name as an important influencing factor while selling such product where as the product price is another influencing factor & attractive packing is third influencing factor.

- It is observed that consumers least prefers for the local brand.

- It is observed that 88% retailers are of the opinion that consumers purchases instant food products by their own decision.

- It is observed that 89% retailers does not preferred to keep the stock of instant vegetables at their shop.

Wholesalers Survey Findings:

- It is observed that the Farsan instant food snacks item has captured significant market and demand showing maximum percentage of sale i.e. 36% whereas the sale of Pickles is at second position followed by the sale of chilly / Turmeric Powder and Pavbhji Masala is at third position.

- It is concluded that considering independent instant item sale Farsan, Pickles and Chilly / Turmeric powder are most demanded items in the market.
• It is observed that among the branded instant food items Pravin brand sale is highest followed by Haldiram and Rambandhu in the Marathwada Region.

**Manufacturer Survey Findings:**

• It is observed that 54% sample respondents have not acquired any standardization certificate mark for their products whereas, only 4% respondents has acquired ISO, 17% AGMARK and 25% have acquired FPO certification for their product.

• It is observed that 79% respondent units are producing products in anticipation of demand whereas, 21% respondents are producing products as per order.

• It is observed that 38% respondents sell their products at local level market whereas 36% at district level, 16% at regional level and only 10% at state level market.

• It is observed that only 12% respondents have special qualified marketing staff for marketing the products whereas 52% respondents have experienced staff and 36% units have staff under training.

• It is observed that 67% respondents have adopted double marketing strategies whereas 21% respondents have adopted single marketing strategy and 12% respondents have adopted three strategies.
• It is observed that the units which adopt multiple marketing strategies were able to obtain maximum market share for their product and captured wide range of market.

• It is observed that 28% respondents preferred to advertise their products in newspapers to attract consumers. Only 2% respondents preferred to use hoardings as an advertisement media for marketing their products.

• It is observed that 73% respondents preferred to sale on credit and grant the credit of one month only.

• It is observed that 92% respondents preferred to quality of product as an influencing factor for selling the product.

**Other Conclusion & Findings:**

• It is observed that in the Marathwada region 1492 SSI-Unites are working in food production & Braveries sector. Such unites are more in Latur and Beed district. These unites are small in size and capacity. Whereas unites in Aurangabad and Jalana Districts are comparatively big in size and production capacity.

• It is observed that Indian population is largely young or less than 50 years of age. 41% population is between the ages of 15 to 39 years. Hence Indian economy is consumption driven economy.

• The percentage of working population and urbanization is increasing and showing the change in living standard.
• Western culture economy significantly affected to the Indian food consumption pattern. Hence Indian food habit changed and they started to use Instant Food Products in daily life.

• The global processed food market is estimated at $3.2 Trillion. The Indian food market is estimated at $182 Billion.

• Indian Food processing industry is growing 14% per annum.

• It is observed that there is significant development in small-scale industrial units and employment generation. It shows that in the year 1990 there were 18.27 lakhs units were working providing employment to 119.6 lakhs people whereas it increased up to 43.30 lakhs units providing employments to 322.18 lakhs peoples, which shows the growth of 137% and 169% respectively.

• SSI sector showed the significant growth in export. In the year 1990 the export was of Rs.7990 crores whereas in the year 2007 it increased up to Rs. 1,09,000 crores showing the growth of 1364% in the last two decades.

• It is found that Agmark, ISO and FPO marks are very important in food product industrial sector because Indian consumers’ confidence for purchasing such food products increase, if products have such standardization mark. Moreover, such marks create the confidence regarding food safety too.

• It is observed that in the instant food snacks sector Product like Maggi, and potato chips have captured significant Indian market.
Suggestions:

- It is suggested that the manufacturers should take continuous efforts to maintain the test of the products.
- There should be continuous efforts to improve the quality and test of the products.
- Considering the disliking of such products by the consumers on the ground of its high cost, the efforts should be taken to minimize the cost of production and made such products available at affordable price.
- As 49% respondents have preferred to prepare such products at home. Hence, it is suggested that the manufacture have scope to attract these customers. More efforts are required to attract these customers.
- The efforts are to be taken to maintain the customers and motive them to purchase more by developing the test, quality and easy techniques for its application.
- It is suggested that manufactures should concentrate to made available such products in the quantity of 100g, 200g and 500g packets.
- It is suggested that consumers likes to have such products in the plastic Jar / Bottle Packing. Hence such products should be packed in Plastic bottles as such packing not only attracts the consumers but provides security and protection to the product.
• It is suggested that consumers are attracted towards attractive plastic packing. Hence such packing should be used. Moreover, such packing helps to display the products and attracts the consumers.

• It is suggested that maximum consumers prefers to purchase instant snacks products, such products should be preferred to manufactured and marketed attractively.

• Consumers like the products like Kukure, Potato Chips and Farsan snacks products. It is suggested that the local units should enter in this sector and manufacture snacks product.

• Consumers prefer to purchase branded products. Hence it is suggested that manufacturers have to take maximum efforts to create brand image of their products.

• The products produced by the local unites have negligible share (i.e.4%) of preference to purchase their product among the consumers from Marathwada region. Hence they are expected to create their product and brand image adopting different attractive marketing strategies to attract consumers.

• It is observed that 85% respondents not preferred to purchase instant vegetables. Hence, it requires manufacturers to take maximum efforts to create market for such products. Efforts are required to minimize the cost and market it effectively to attract the consumers.