JAYKAS

JAYKAS FOODS PVT.LTD.
Regd.Off,126, Kannamangala,
Via Kadugodi, Whitefield,
Bangalore - 560 067. INDIA

Dated: 25th March, 2018

Sub: Internship Completion Letter

This is to state that Mr. Karthik Mullanavar has been working with us at Jaykas Foods Pvt. Ltd. Bengaluru, for a period starting from 17th January – 23rd March, 2018.

During this period he was actively involved:

1. Worked as Sales Promoter during the International Millet Trade-fare at Palace grounds, Bengaluru, for our GRAMI range of healthy millet based products.
2. Worked with our Company Sales Executives on their Market visits.
3. Worked towards getting our distribution chain set up in the Western suburbs of Bengaluru.

During his tenure of internship found him sincere, hardworking and modest.

We wish him success for his future endeavors

Thanking you.

For Jaykas Foods Pvt. Ltd.

JAYKAS FOODS PVT.LTD
No.126, Kannamangala, Whitefield,
Bangalore-560067

Managing Director

ACHARYA INSTITUTE
OF TECHNOLOGY
(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 16/05/2018

CERTIFICATE

This is to certify that **Mr. Kartik R Mullanavar** bearing USN **1IA16MBA21** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"A Study on Customer Awareness of Grami Super Foods" at Jaykas Foods Pvt. Ltd., Bangalore** is prepared by him under the guidance of **Prof. Reena Mahesh Rao,** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahlli, Bangalore-560 107.

29 May 18

Signature of Principal

PRINCIPAL
ACHARYA INSTITUTE OF TECHNOLOGY
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DECLAIRATION

I,KARTIK .R. MULLANAVAR hereby declare that the Internship· report titled "Study on Consumer Behaviour of GRAMI SUPERFOODS" with reference to "Jaykas Foods Pvt Ltd prepared by me under the guidance of Prof. Reena Mahesh Rao, Faculty of M.B.A. Department, Acharya Institute Of technology and external assistance by Mr. Rajgopal. S, Business Development Manager at Jaykas Foods Pvt Ltd Bangalore. I also declare that this Internship work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvarya Technological University, Belgaum.

I have undergone a summer project for a period often weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/Diploma from any other University I Institution.

Date: 29/05/2018

Place: Bangalore

Kartik.R.Mullanavar

AKNOWLEDGEMENT

I deem it a privilege to thank our Principal, Dr. Sharanabasava Pilli, Dr. Mahesh, Dean Academics and our HOD Dr. Nijaguna for having given me the opportunity to do the project, which has been a very valuable learning experience.

I am truly grateful to my external guide Mr. Rajgopal.S Business Development Manager, Jaykas Foods Pvt Ltd, Grami Superfoods and my internal research Guide Prof. Reena Mahesh Rao , for their research guidance, encouragement, and opportunities provided. I wish to thank all the respondents from the firms who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire.

My sincere and grateful thanks to all my teachers at the Department of MBA, Acharya Institute of Technology for their valuable support and guidance.

Last, but not least, I want to express my deep appreciation to my parents for their unstinted support.

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EXCUTIVE SUMMARY

Grami super foods is startup company which has made the products of millets and ingredients are organic and healthy. The Company main focus is providing the best product to the customers and make them healthy and fit.

On the basis of the Training program I have divided the Project into Five Chapters. I have tried to cover areas of Bangalore City as I could to best knowledge during such short period of time. The Indian organic industry has a great potential as about 5.2 million hectares of land is under organic certification. In this era where there is every thing powered by cutting edge technology, But the Farmers are back to their age- old practices in agriculture for the betterment of Mankind, Now people are aware of the harmful chemicals and addictives in food. The cost is also less.

Most of the Organic foods are traded to other countries like US, Canada and European countries about 84.6% produced in our country and has very high demand concentration.

My Project Titled “A study on Consumer awareness, of Grami super foods Products”.Is a study to find people are aware of products available to them are of good quality and are safety issues and advocate relevant food laws and regulations for such foods.

CHAPTER -1

INTRODUCTION

1.1 Introduction

Natural Farming produces different natural items. Gauges are distinctive overall , yet natural cultivating general highlights the practices that endeavor to cycle assets , advance biological adjust and save biodiversity, Organizations directing natural items may limit the utilization of specific pesticides and manures in cultivating .when all is said in done, these sustenance are not handled utilizing illumination modern solvents or manufactured nourishment added substances.

India is has a great deal of potential to deliver assortments of natural items because of its different agro climatic areas. In different parts of the nation, We acquire convention of natural cultivating has an additional favorable position. Hence, causes the natural makers to tap the market to develop and even aides in the fare showcase.

According to the measurements accessible, India is raked 15 according to 2013 data(FIBL and IFOAM YEAR BOOK 2015). The aggregate land under natural Certification was 5.71 hectares(2015-2016).This incorporates 26% cultivable zone with 1.49 million hectares and rest 74% (4.22 million hectares) timberland and wild territory for gathering of minor woodland produces.

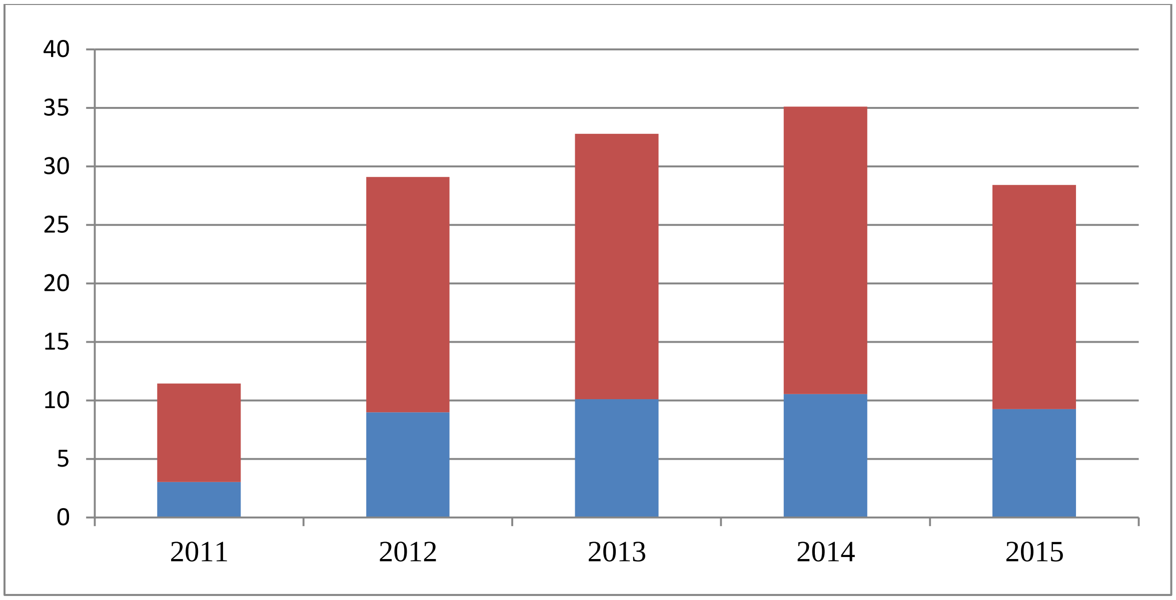


Chart: 1 (Indian Organic Market; 2011-2015)

In this table the red indicates exports and the blue retail sales, in the year 2011the the retail sales is about 3.02 billion and the export of 8.44 billion , In the year 2012 the retail sales about 8.98 billion and export of 20.12 billion, In 2013 the retail sales 10.12 billion and export 22.68 billion , In 2014 the retail sales 10.54 billion and export 24.57 billion. This indicates India has great potential in export and retail selling of various organic products. These products are exported to various parts of the world including USA, Britain, Germany and other European countries.

Millets

Millets are low water consuming crops . Some amount of rain fall is needed for Sorghum, Finger millet and Pearl millet is less then 25 % less then sugarcane and banana and 30 % of rice. Millets are very much ahead of wheat and rice in terms nutrients. Millets are very much ahead of wheat and rice in terms nutrients. Millets are grown in low fertility soil, they do not demand fertilizers in fact they grow good on the absence of chemical fertilizers. Under traditional methods the millets do not attract by pests. They are termed as pest free crops. Millets are important crops or grains for fodder and human food. Millets are important crops in the semiarid tropics of Asia and Africa (Especially in India, Mali, Nigeria and Niger), with 97%of millet production in developing countries. Per capita consumption of millets as food varies from country to country ,the highest being the western Africa. Millets has a local significance as a food in parts of some countries ,such as China, India, Burma and North Korea. People affected by gluten related disorders such as Coeliac disease , Non cellac gluten sensitivity and wheat allergy sufferers, who need a gluten –free diet , can replace gluten –containing cereals in their diet with millet. Millets have be the most important crops for human beings , people are to be aware of these grains the more you consume the healthier you will be.

1.2 Industrial profile

Natural Industry is a most established type of business now it has achieved worldwide and is among the best developing industry on the planet. In United conditions of America has been most gainful through making up to 43 billion U.S.$ in natural industry as it were. Natural sustenance are delivered by just utilizing natural cultivating models , the Government is in charge of making mindfulness and also reassuring the neighborhood agriculturists to develop these products.

Because of quick utilization of chemicals and composts has constrained individuals to locate a sound method for living , this is the place natural market comes in to picture. Natural sustenance make its underlying foundations firm when individuals understood the significance of wellbeing and a sound way of life.

Natural industry in India contributes just second to China around 42% in Asia in fare of natural products.it can possibly development from 25-30 % .Lack of mindfulness and reasonableness has influenced the natural business. Organizations too need to instruct the clients with respect to the accessibility of items and guarantee that they would buy the items. In USA the natural items have been immensely effective there as client know and taught towards the item.

In India Sikkim is the main state to be considered as a completely natural state. The Government has empower in the developing of through natural cultivating different items . India has been following the customary strategy for cultivating and that has made a colossal buildup of that technique to the world . The greater part of fares are to USA, Britain and other European Countries.

Natural item have is free from different illnesses like Cancer ,Diabetics, Blood Pressures and so forth. These item are useful for nature and in addition condition , becoming these would help also thrive and clean the country from ecological perils.

Despite the fact that 12 conditions of India have been honing natural cultivating, individuals don't know about them. Government has helped and urge the neighborhood ranchers to become such sort of harvests through directing different displays for different items too , Promoting Internet about the natural cultivating. Natural cultivating likewise by implication helps in the expanding the richness of the dirt. Natural cultivating can likewise help increment the yield of the product. In tenth five year design , the goal was to advance natural item through` improving the specialized limit building real partner, including human asset , exchange of innovation and advancement and generation of natural and organic data sources

1.3 Company profile

Grami is company where the products are based of Millets and other organic products . It is company where we want to spread happiness through providing the products that are healthier such that even a diabetic patients can enjoy the products .Grami super foods is established to procure from the farmers by providing them the fair price to the farmers. Grami ensure that there products are of the best quality of the products .The Company is established in Kannamagala , White fields, Bengaluru, where the production of the products are made , The company wants the people to improve the standard of living and encourage them to use organic products . The company also wants people to understand its benefits by providing them knowledge about the products. Millets are energy boosters so it can be consumed at any moment of the day . Millets ready to cook are processed in Coimbatore an then they are packed in Bengaluru. Grami super foods has been place 1st in International exhibition of millets for the best assortment and 2nd for the best product there .

1.4 Mission, Vision and Quality policy

Mission

Our Mission to provide the best healthy and nutrient food available to the customer and make them in the part of our lives. Educate and encourage them to enjoy the food that will cherish their life.

Vision

Our Vision is to Create a world where there is happiness and health hand in hand.

Quality policy

Our Quality policy is “to provide Customer satisfaction by ensuring them that they would receive the premium quality of products and meet their standards of living.”

1.5 Competitors

- **Organica**

  Organica has been giving the best natural items that don't have any compound manures and so on.

- **Organic India**

  Natural India has an assortment of natural tea items, that are totally natural.

- **Phalada Pure and Sure**

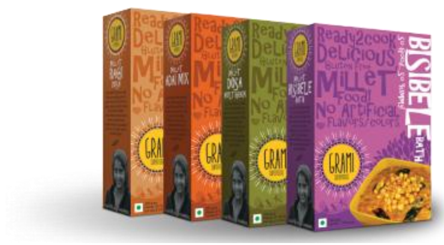
  Phalada Pure and beyond any doubt have scope of guaranteed natural sustenance items originated from the conviction to modernize the whole store network of natural items.

- **Sattvic natural and common**

  Sattvic items are totally natural and common simply the way their character says Accredited by APEDA and USDA.

1.6 Product description

Jaykas foods pvt limited Grami superfoods the products are made of millet based and are fully organic product produced in Bangalore. The millets are procured from Northern Karnataka, Northern Tamilnadu , some parts of Maharashtra and etc these procured through various NGO’s in those region and farmers are paid the fair price. The Main products are the Millet Based cookies and Ready to cook’s , Millet cookies are of 10 varieties and 9 varieties of ready to cook’s.



The company also produces 2 variety of oils and 3 varieties of Pickles.

The company ‘s main aim is to provide the best foods to the people making them healthy and fit .Millets are the oldest grains to be grown about 3000 years old. These are mostly grown in rain fed areas as well as drought prone areas as well. These are considered to be most nutrient foods available it helps to your heart healthy and even control the Blood pressure even helps you to keep calm and helps in digestion.

The varieties of cookies available are as follows,

1. **<u>Ragi Millet Cookies:</u>**

Ragi Millet is also known as Finger millet or Koovaragu in local languages and is predominantly grown in Southern parts of Karnataka and in some parts of Tamilnadu and Telangana.

2. **<u>Bajra Millet Cookies:</u>**

Bajra Millet is also known as Pearl or Sajje or Kambam or Sajjalu in local languages and is predominately grown in Maharashtra , Gujarat, Rajasthan, Haryana and Uttarpradesh.

3. **Little Millet Cookies:**

Little Millets are known as Same or Samai or Chama in local languages. It is grown in parts of Madya Pradesh ,Uttarpradesh ,TamilNadu, Andrapradesh ,Karnataka, Maharashtra and Bihar

4. **Barnyard Millet Cookies:**

Barnyard Millets are known as Oodalu or Kavapullu or Jangora in local languages. It is grown in parts of Karnataka, Maharashtra, Andrapradesh and Gujarat.

5. **Kodo Millet Cookies:**

Kodo Millets are known as Kodra or Harka or Varagu in local languages.It is grown in parts of Karnataka, Tamil Nadu, Andrapradesh, Orissa, Bihar , MadyaPradesh and Maharashtra.

6. **Foxtail Millet Cookies:**

Foxtail Millet is also known as Kangni or Thinai or Navane or Kora in local languages .It is grown in parts Karnataka, TamilNadu, Andrapradesh, Orissa , Bihar,Madyapradesh and Maharashtra.

7. **<u>Proso Millet Cookies:</u>**

Proso Millet is also known as Baragu or Varagu in local languages . It is grown in Central and Eastern parts of Uttarpradesh ,Western Bihar, North –Eastern states and Andrapradesh.

8. **<u>Jowar Millet Cookies:</u>**

Jowar Millet is also known as Cholam or Jola or Juara in local languages. It is grown in Maharashtra, Karnataka , Madya Pradesh, Andrapradesh , Telangana, Tamilnadu, Gujarat , Uttarpradesh, Rajasthan and Haryana.

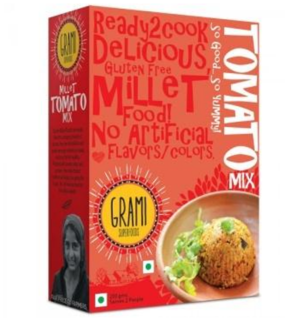
9.Spicy Millet Cookies:

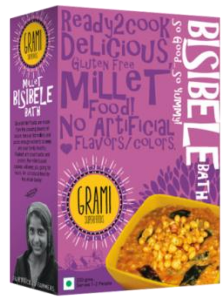
It is an extra variety of cookies made especially for Sugar patients. It is made up of little millet where various spices are added in the cookies.

9. **Eight Millet Cookies:**

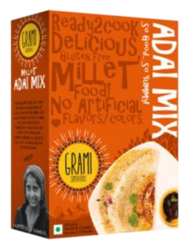
It is an extra variety of cookies where a person can have all the variety of Millets in one cookie. It can be also called multi grain cookie.

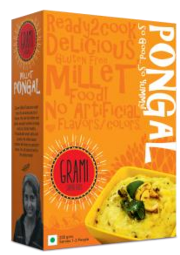
Ready to cooks are of 9 varieties which are made of processed millet factory in Coimbatore then they packed in Bangalore . They are as follows:



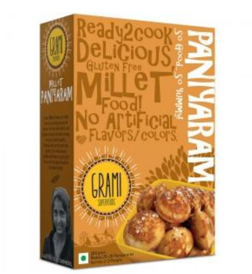


1.**Tomato Mix** 2.**Ragi Dosa Mix** **3.Bisibelebath Mix**





4.Biryani Mix **5.Adai Mix** **6.Pongal Mix**



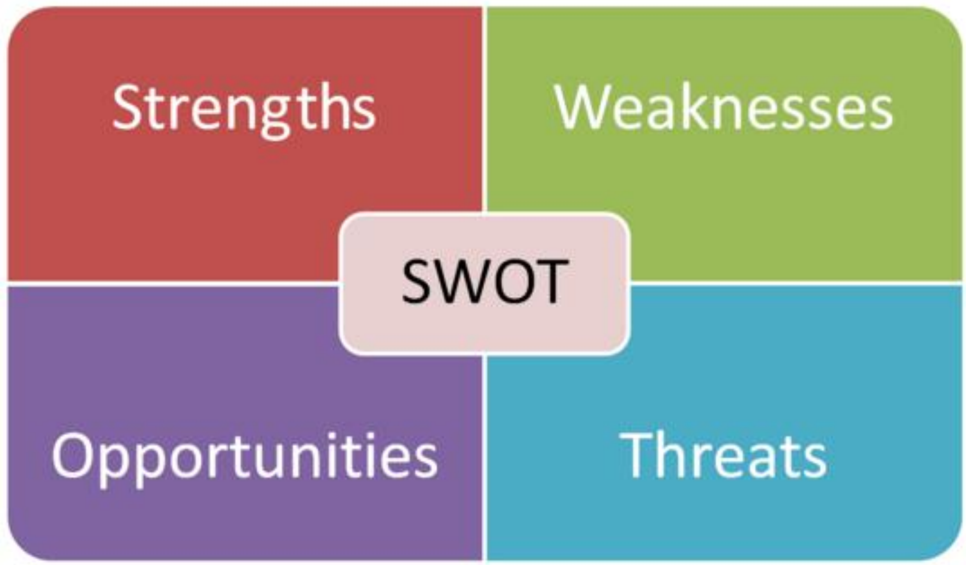
7.Paniyaram Mix **8.Multigrain Dosa Mix** **9.Kambu Dosa Mix**

There are two variety of oils and three variety of pickles prepared in the company they are as follows:

1.Green Chili Pickle 2.Mango Pickle 3.Sweet Lime Pickle

1.Safflower oil 2.Groundnut oil

1.6 SWOT Anaysis



Introduction

When you need to decide an objective for the organization or particular venture , a SWOT investigation causes us to decide it is a sufficient to push ahead. It maintains a strategic distance from real missteps . SWOT as a gathering to have the capacity to get however much criticism as could be expected

Definition

SWOT is an acronym that stands for Strengths, Weakness, Opportunities, Threats. As an organization intends to push ahead, it ought to consider all these before continuing . The organization can work to make qualities and disposes of the shortcoming. Openings and Threats are outer factors inside the group that could influence the undertaking's success. The organization does not have much control over these circumstances.

Strengths

- Best quality standards.
- Uniqueness in design of the products.
- They have an amazing website with blogs, podcast and etc . The website is to explain the concept of Grami superfoods very well.
- The website also allows to purchase of products.

Weakness

- Higher price.
- Perishability of products.
- Lack of reputation.
- Storage and Transportation issue.
- Lack in Promotional activities.
- Lack in workforce.

Opportunities

- Fast growth of market.
- Customer loyalty.
- Changes in the needs of the customer or tastes.
- Educate the customer and making them aware of the product.
- Growing Health concerns.
- Promote and brand building of the product.

Threats

- Competitions from MNC companies.
- Economic Conditions.
- Adverse effect on weather conditions.
- Changes in rules and regulations of the government.
- Increase in the price of input materials.

1.7 Future growth and Prospects

Grami super foods has the potential of providing the best premium available products to the customers in within 6 months in business they have been very good in the growth of business . Millets being the future food of upcoming generation having great potential and within 2 -3years it is going to boon the market and focus on export of the products in different countries in the world. Since the growth of organic products is of 16% by 2020 this impact would also inspire people to be aware of the organic products. As the growth of organic industry is of 25-30 % on an average we could say that this could benefit the company. Grami super foods has been place 1st in International exhibition of millets for the best assortment and 2nd for the best product there .

1.8 Financial statement

Particulars	As at 31 mar -2017
Equity and liabilities	
Shareholders fund	
Share capital	2500000
Reserve and surplus	212013
	2712013
Non- current liabilities	542690
Current liabilities	
Short-term borrowings	1534505
Trade payable	437145
Other current liabilities	649583
Short-term provisions	273934
	2895167
Total	6149870

Assets	
Non-current assets	
Fixed assets	
Tangible assets	1443165
Intangible assets	166398
Long term loans and advances	583941
Cash and bank balance	120450
	2193504
Current assets	
Inventories	1313240
Trade receivables	1214525
Cash and bank balance	421562
Short-term loans And advances	652572
Other current assets	325134
	3956366
Total	6149870

<u>Profit and loss account of Grami superfoods</u>

Particulars	As at 31 mar 2017
Incomes	
Reserve from operation	2177924
Other incomes	510570
Total	2688849
Expenses	
Cost of material consumed	955463
(increase)/decrease in inventories	56298
Employee benefits expenses	344577
Financial expenses	28374
Depreciation and amortization expenses	47156
Other expenses	45621
Total	2408149
Profit before tax	280700
Tax expenses	

Tax expenses	70175
Current tax	-
Total	70175
Profit	210525

Chapter-2

2. Theoretical background of the study

2.1Introduction

Shopper mindfulness is tied in with making the buyer mindful of the items that are accessible to them as it is right of the client guarantee he/she thinks about the item accessibility in the market. Natural Products will be items that are free from manures. Natural nourishments are items that are created by natural cultivating. Natural items can be Tea items, Grocery items, Fruits and Vegetables, Dairy items and even Beauty items and so forth. Most nation have strict nourishment wellbeing and security rules to shield the purchasers from expending hurtful items. The majority of the nation has their own natural item development control screen natural items. USA utilize USDA confirmation, India utilizes India Organic affirmation NPOP(National Program for Organic Production).

FSSAI have two approaches to either with NPOP or Participatory Guarantee framework. The check FSSAI(Food Safety and Security Association, India)

Natural Certification

Natural accreditation as a procedure of confirmation of sustenance items and other agribusiness items . Each agent must be guaranteed under this who are into sustenance item and agrarian items

- Avoidance of inputs(such as Fertilizer, Pesticides, Antibiotics, Food Additives and so forth)
- Use of land is free from chemicals for up to at least three years.
- Must be a point by point composed generation and deals report.
- There must be division of Organic and Non natural items.
- There must be intermittent review nearby.

It is to give great a quality and counteract extortion. For natural makers, accreditation recognizes providers of item endorsement for guaranteed activities. For shoppers "ensured natural" fills in as an item confirmation and quality.

Indian Council of Food and Agriculture affirms by two techniques they are as per the following:

- Participatory Guarantee System. (PGS-India)
- Third – Party Certification System.

Participatory Guarantee System (PGS-India)

- PGS – India takes after decentralized natural cultivating framework. This framework confirms natural item keeping up the specific quality measures. The items are affirmed as natural as a reported logo or an announcement.
- The conspire is executed by the Department of Agriculture and Cooperation , Ministry of Agriculture , Government of India .The framework is bolstered by the Paramparagat Krishi Vikas Yojana(PKVY) plot.
- The PGS is a globally perceived for quality confirmation in other nation (like ISO9000) actualized and controlled by the submitted natural agriculturists makers through dynamic support in the process in view of unquestionable trust.
- The International Federation of natural development of natural farming Movements or IFOAM characterizes PGS Thus Participatory Gurantee Systems are privately engaged for quality confirmation frameworks in light of trust, informal organization and learning trade.

Third – Party Certification System

- Third-party accreditation , centers around printed material and in addition outer examining to give solid natural quality confirmation to clients far from agriculturists they are purchasing items from, as it occurs in worldwide fares advertise.
- This instrument were made inside the setting of a need to give auditable security to extensive processors and markets purchasing unknown and natural items on the open market.
- Third party confirmation implies that an autonomous associations would survey the assembling procedure of an item and would look through the security and different models.

Nourishment laws

Nourishment wellbeing and benchmarks Authority of India (FSSAI) is a self-governing body under the service of wellbeing and welfare , Government of India . the FSSAI has set up under the Food wellbeing and gauges act, guaranteeing people in general security from negligence and so on

laws

- The item should be ensured under the FSSAI.
- The items must be free from added substances .
- The item should take after the bundling and naming directions.
- The sustenance must be protected to expend must not (contain Toxins or Residue).

2.2 Literature Review

A broad audit of natural nourishment and the buyer conduct writing was done. Our writing seek system traversed various databases to decrease the danger of related papers being overlooked. Moreover , we were given access to examine scholastic papers at EBSCO Business source finish database through the International Hellenic University library electronic assets entryway, and in addition OECD and Eurostat databases got to at University of Macedonia, located in Thessaloiki-Greece .

This database gave us data on natural sustenance utilization in Greece, As well as on the European Market, which were inferred through expansive scale studies . For clearness , the aftereffects of this exploration are abridged and theorized in this segment as per one of seven conceivable factorswhich the examination recommends have some effect on conduct and intensions. The main factor/variable is "Wellbeing Consciousness"

1)Health Consciousness:

Wellbeing Consciousness best portrays those " shoppers who know and worried about theirstae of prosperity and are spurred to enhance or keep up their wellbeing and the personal satisfaction "(Kraft and Goodell 1993)".

The broad measure of research that is completed into connection between natural sustenance and wellbeing characterizes 'Wellbeing 'as one of the essential reasons why customers purchase and devour natural nourishment (Zanoli and Naspetti, 2002).

Natural sustenance is viewed as more beneficial and more nutritious , no chemicals are utilized and tastes superior to regular nourishment .(Fotopoulos and Kryskallis , 2002 ; Larue et al .,2004;Wier and Calverley ,2002).

Natural items are seen as less connected with wellbeing dangers than their regular counterparts(Williams and Hammit , 2001).

2)Perception of value:

The way customers see quality is impacted by quality markers (Olson ,1977, for example, inborn (appearance , shape , estimate and so on) and outward (cost , brnd name , source and purpose of offer).

The apparent nature of natural nourishment by shoppers has assumed on essential part in its fast utilization (Olson 1977;Gurviez, 2001;Padel et al, 2005 ;Fotopoulos, 2000;Magnusson et al , 2001;).Perceived quality is also affected by food consumption experiences and more importantly by the trust that consumers place on the quality indicators and their sources(Gurviez,2001).

3)Value:

"A made plan out of unique benchmarks that are used as a piece of making judgments of dissents and exercises ,settling conflicts , conjuring social supports and adjusting to the prerequisites or cases for social and mental insurances of choice made or proposed … "(Rocheak,1979)

Regard implies a proceeding with conviction that a specific end state of essence of a specific technique for coordinate is needed to an other – end state or strategy for lead for going ahead with one's life (Krystallis 2008, Rokeach 1973).

4))Concern over Food Safety

Sustenance security concern is one of essential indicators of state of mind (Michelidou et al ,2001)

Sustenance Safety has been accomplishing a developing significance, both in customer minds and in showcasing research(Padel et al 2005, Baker el al, 2004,Zanoli &Naspetti 2002 , Michelidou et al, 2001)

Security much of the time is impacted by other key components influencing buyer intensions. At the esteem level, wellbeing seems, by all accounts, to be connected to particular items, as GMO's or to various generation system(Naspetti,Zanolli, 2006)

5)Ethical concern

Moral issues have assumed an essential part in the self – origination of the natural development from the beginning(Cierpka and Schimpf 2004, Lautermann et al.2005 ,Browne et al.2000).

Customers of natural items are broadly seen as being moral, however their inspirations to purchase natural nourishment are said to be for the most part in light of Environmental criteria (Browne et al.2000).

Customers of natural nourishment will pay an extra value premium if moral qualities are added to natural items and on the off chance that they are all around conveyed (Zanoli et al.2004, Schmid et al.2004).

6)Price Premium

The cost of natural nourishment has been refered to in numerous snag for not purchasing natural sustenance (Padel et al.2005, Hughner et al.2007 and Zanoli)

The socio – financial and demo realistic components impacts ability to-pay for natural products(Cunningham,2002:Demeritt,2002;Wolf,2002:Sandalidouy et al.,2002:Fotopoulos and Krystallis,2002:Hill and lynchehaun,.2002:O'Donovan and McCarthy, 2002)

Cost isn't the hindrance however just a single factor the intricate basic leadership process that underlines the obtaining decisions.(Pardel el al.2005)

7)Trust in Labeling and Marketing

Trust in the affirmation and naming cases made on natural nourishment bundles is one of the central point affecting shopper ability to purchase natural products.(Krystallis et al. 2005;Angulo et al,2003).

'The Effects of social impact on perceptual and full of feeling Reactions to scenes of Sexual Violence" Journal of Applied Social Psychology ,32(March),443-464.

Chapter -3

3.Research Design

- **3.1 Statement of the Problem:**

People are not aware of organic products to them that are more nutritious and healthy and they are not aware of products available to them that are good quality product .People are not aware of Organic product available to them.

- **3.2 Need for Study**
  - This Study is needed to provide the customer awareness about the products that are organic and available to the customer.
  - This study is needed to create awareness.
  - This provides the information about Quality of the Products.
  - It also provide awareness about quality and provide relevant food laws and regulations.

- **3.3 Objectives of the study**
  - To study consumer perceptions and practices with regard to organic foods, raise consumer awareness about quality and advocate relevant food laws and regulations for such food.
  - To provide awareness of organic products.
  - To understand the regulatory bodies involved in certification of organic products.
  - To issue concern to environment and customers.

- **3.4 Scope of the study**

The extent of the task were to ponder customer recognitions and practices concerning natural discernment and practices with respect to natural nourishments, raise shopper mindfulness about quality and promoter important sustenance laws and controls for such nourishments. While calling for changes at the strategy level by support , we endeavored to sharpen the administrative specialists to issue of worry to customers and the earth.

➢ 3.5 Methodology

The information accumulation is intense online overview .Since numerous purchasers were not completely mindful of natural sustenance's and their effects on wellbeing, we directed an online review to get the thought regarding customer recognitions and practices as to the natural nourishments . The review comes about helped us draw up a methodology for purchaser mindfulness with the goal that we could teach customers further.

In the examination of the overview comes about we assessed customer learning and familiarity with natural nourishments , dispositions about purchasing natural, recurrence of and thought processes in obtaining natural sustenance's , reasons why purchaser did not get them and information of current natural accreditation forms. The review was led and there were just 100 respondents.

➢ 3.6 Limitations

- The responses may be biased.
- Sample size may be small for this research.
- The respondents may not have understood the questions

- **3.7 Hypothesis:**

H0: The familiarity level with organic product does not vary with age

Ha: The familiarity level with organic product vary with age

Descriptives

Are you familiar with the “ organic Product”?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-25	10	1.3000	.48305	.15275	.9544	1.6456	1.00	2.00
25-35	45	1.0667	.25226	.03761	.9909	1.1425	1.00	2.00
35-45	36	1.0556	.23231	.03872	.9770	1.1342	1.00	2.00
45 and above	8	1.2500	.46291	.16366	.8630	1.6370	1.00	2.00
Total	99	1.1010	.30288	.03044	1.0406	1.1614	1.00	2.00

Interpretation:

The familiarity level varies with age, as the table shows that, the customer with the age group of 18-25 are more familiar compared to aged customers with the mean value is 1.3

ANOVA

Are you familiar with the “ organic Product”?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.701	3	.234	2.678	.041
Within Groups	8.289	95	.087		
Total	8.990	98			

Interpretation:

The above table shows that, the familiarity level varies significantly with significant value 0.041 which is less than 0.05. It means, age has influence of the familiarity level of the customer.

Hypothesis:

H0: The frequency of purchase does not depend upon family income

Ha: The frequency of purchase depends upon family income

How often do buy our products?

	N	Mean
Less then 2 lakh	31	1.9677
Rs.2lakh to 4 lakh	44	2.0909
More then 4 lakh	24	2.2917
Total	99	2.1010

Interpretation:

The frequency of purchase increases with increase in Family Income.

How often do buy our products?

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.427	2	.714	1.441	.002
Within Groups	47.562	96	.495		
Total	48.990	98			

Interpretation:

The frequency of purchase varies significantly with significant value 0.002 which is less than 0.05.

Chapter- 4

4.Analysis and Interpretation

Sl no	Particulars	Number of Respondents	% of responses
1	Male	60	60%
2	Female	40	40%

4.1:Table 1: Gender

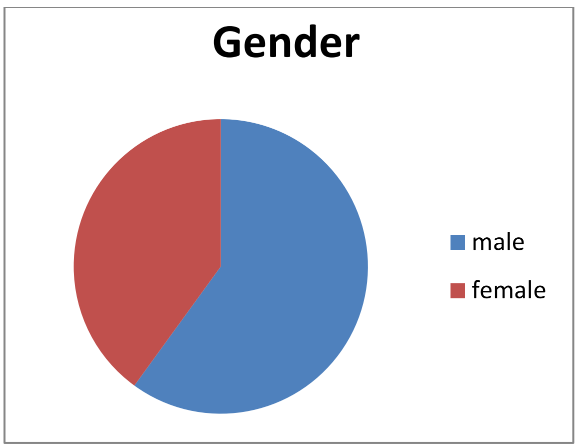


Chart 2:Gender

About 60% of the respondents were Male and 40 % were Female.

Sl no	Particulars	Number of respondent	% of responses
1	20-40	10	10%
2	41-50	45	45%
3	51-65	37	37%
4	65 and above	8	8%

Table 2: Age group

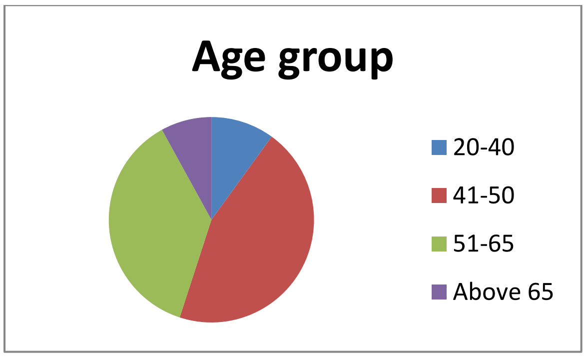


Chart 3: Age Group

About 10 % were of the age group 20-40,45% were 41-50, 37% were 51-65, 8% were 65 and above

Sl no	Particulars	Number of Respondents	% of Response
1	Self employed	40	40%
2	Salaried	15	15%
3	Retired	7	7%
4	Student	38	38%

Table 3 :Occupation

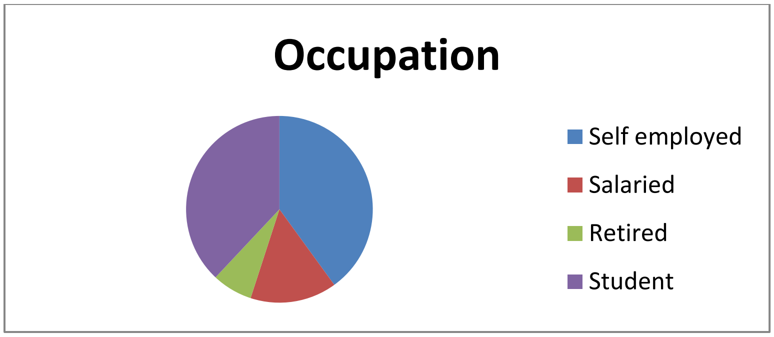


Chart 4: Occupation

About 40 % of the respondents are Self employed, 15% of respondents are Salaried, 7% of respondents are retired, whereas 38% of the respondents are students.

Sl no.	Particulars	Number of respondents	% or Response
1	Under graduate	8	8%
2	Graduate	31	31%
3	Post Graduate	62	62%

Table 4: Qualification

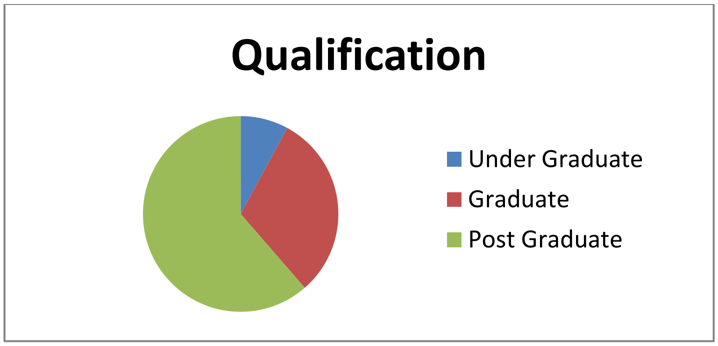


Chart 5: Qualification

About 8% of the respondents are Under graduates , 31% of the respondents are Graduates and 62% are Post Graduates.

Sl no	Particulars	Number of respondents	% of response
1	Metropolitan City	43	43%
2	Mega city	7	7%
3	Other Urban Areas	33	33%
4	Rural areas	17	17%

Table 5: Location

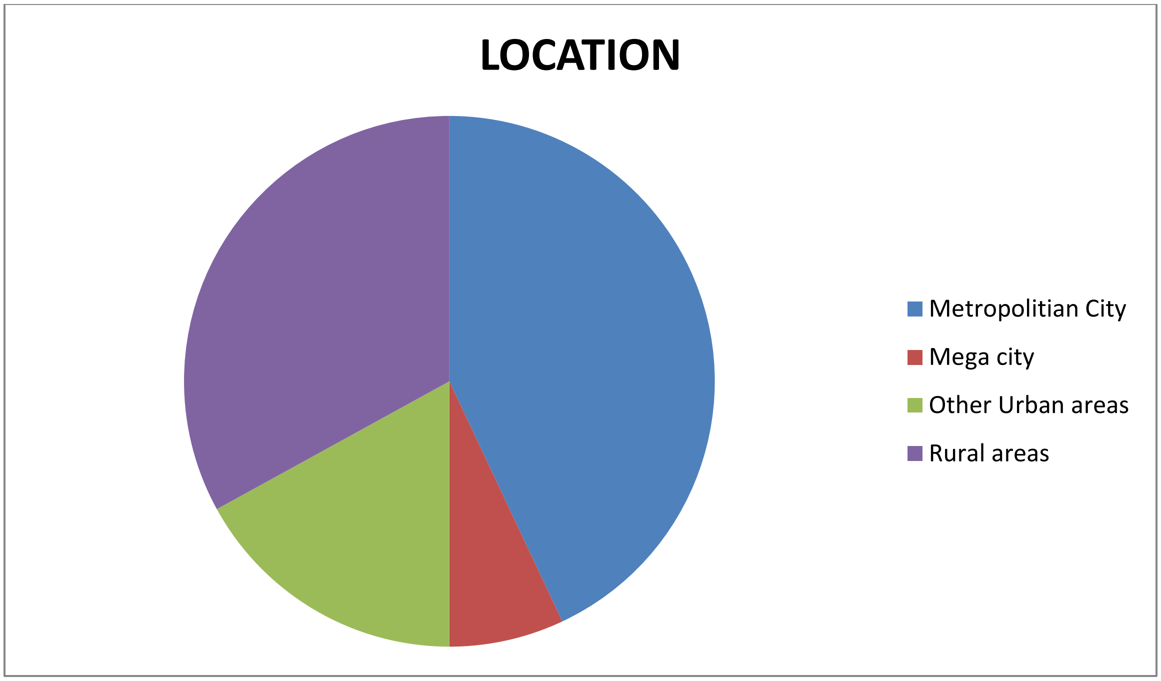


Chart 6: Location

About 43% of the respondents were residing in a Metropolitan city,7% in Mega city, 33% in rural areas.

Sl no	Particulars	Number of Respondents	% of Response
1	Less than Rs2 lakh	25	25%
2	Rs 2 lakh to Rs. 4 lakh	45	45%
3	More than 4 lakh	30	30%

Table 6:Annual Income

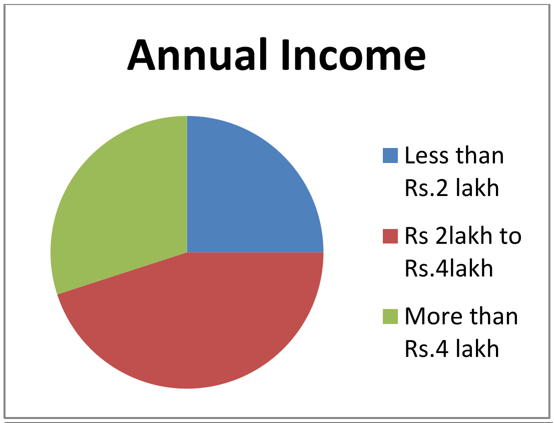


Chart 7:Annual Income

About 25% of the respondents have income less than 2 lakh,45% have Rs. 2 Lakh to 4Lakh and 30% have more then 4 lakh

Demographic Profile

Eighty percent of the Hundred respondent were in the age group 41-65 age group and 60 percent of them were men. Most of the respondents were post graduates, living in Metropolitan cities and were salaried with annual income of 2lakh to 4lakh.The more respondent are Self Employed.

Sl no	Particulars	Number of Respondents	% of response
1	Yes	90	90%
2	No	10	10%

Table7 :Familiar with the term Organic

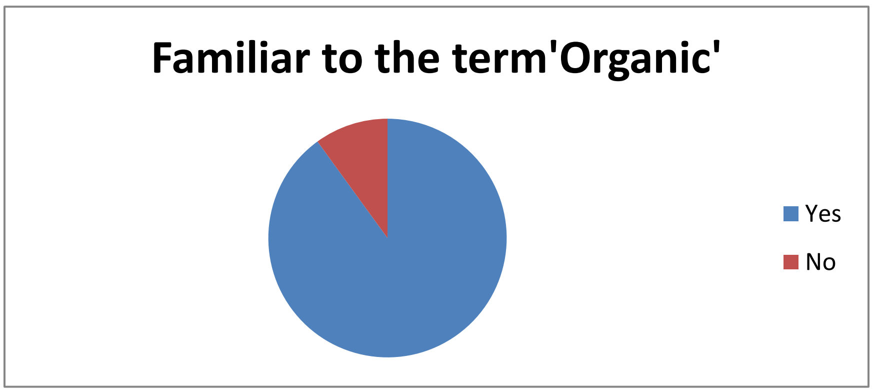


Chart 8: Familiar to the term Organic

About 90 % of the respondent are familiar with the term Organic , where as about 10 % are not familiar with the term.

Sl no	Particulars	Number of respondents	% of response
1	Natural foods	52	52%
2	Traditional foods	8	8%
3	Herbal foods	10	10%
4	Eco-Friendly foods	20	20%
5	Others	10	10%

Table8:Understanding of the word organic

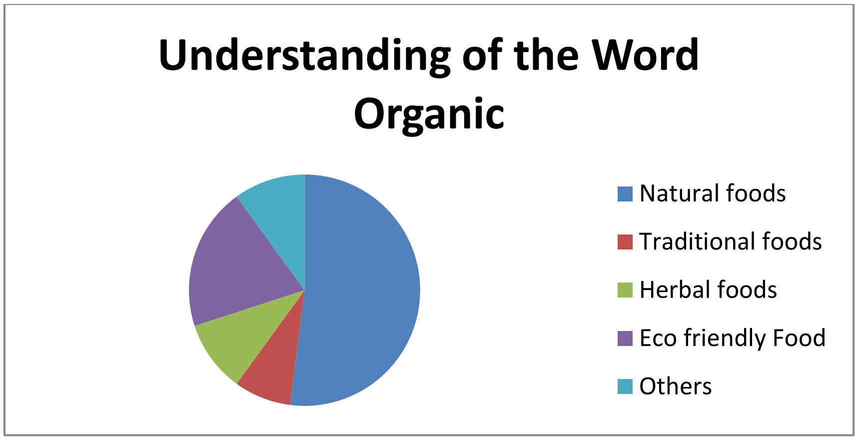


Chart 9: Understanding the word Organic

Familiar Terms

Ninety percent of the respondents were familiar with the term ‘organic food’. When asked to define the terms , a majority of respondents related ‘organic’ to ideas of freshness, being natural , healthy and absence of pesticides. While 52% of the respondents said it as natural food,10% of the respondent said it to be herbal food, While 20% of the respondents said it as eco –friendly food, While 8% of the respondents said that they are traditional food. This indicates that consumers interpreted the term ‘organic’ in different ways and did not have correct understanding of the term. While some of the respondents choose others about 10% which includes Healthy foods, Nutrient foods and etc.

Sl no.	Particulars	Number of respondents	% of respondents
1	Yes	15	15%
2	No	85	85%

Table 9 : Purchasing of organic products

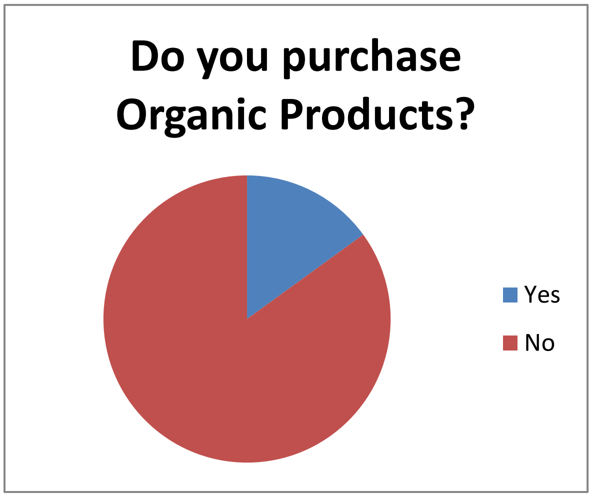


Chart 10: Purchasing of Organic Products

Sl no	Particulars	Number of Respondents	% of Response
1	Less Availablity	22	22%
2	Not affordable	8	8%
3	Don’t know where to get them	50	50%
4	Other reasons	20	20%

Table 10: Reasons for not purchasing

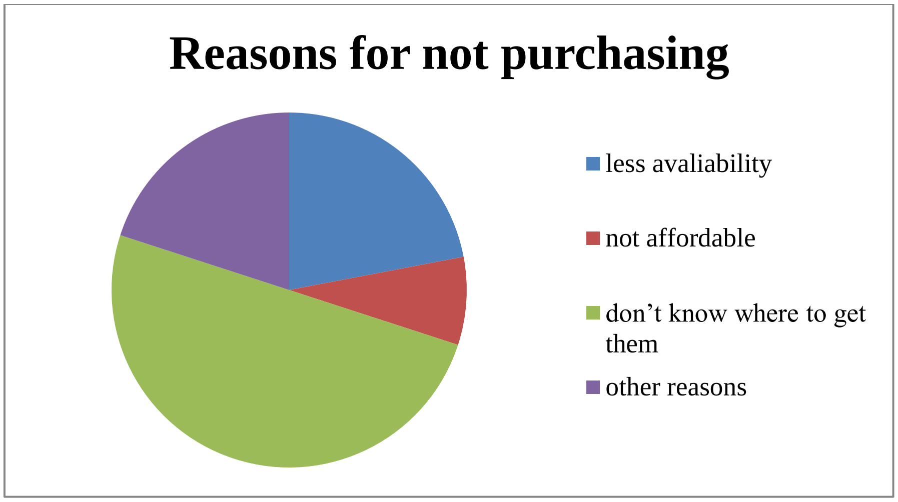


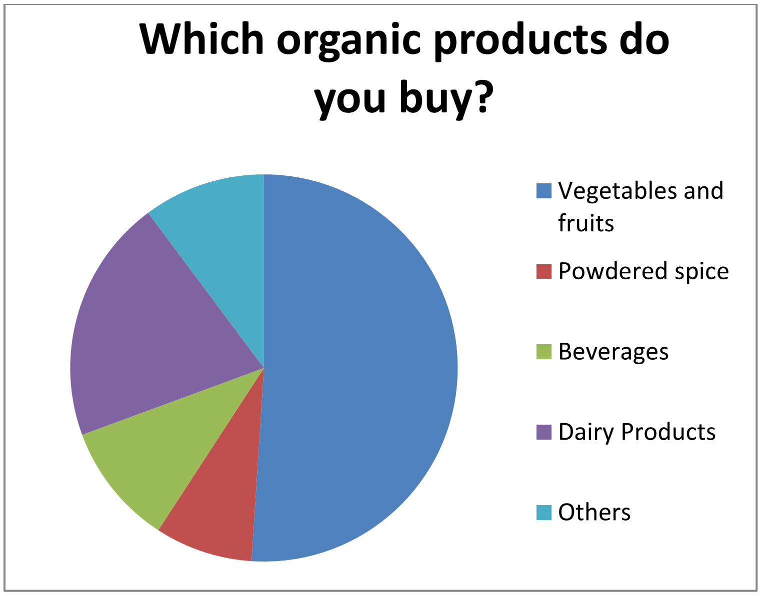
Chart 11: Reasons for not Purchasing

Few buyers

Surprisingly, though 90% of the respondent were familiar with organic foods, only 15.% actually bought them, whether regularly or occasionally. The main reasons for this according to respondents were: less availability/ supply(22.5%), costly / not affordable(7.5%), 50% of the respondents do not know where to get them, While 20% did not specify any reason for not buying them. About 85 % of respondent try to avoid purchase of organic products

Sl no.	Particulars	Number of Respondents	% of Response
1	Vegetables and fruits	50	50%
2	Powdered spice	8	8%
3	Beverages	10	10%
4	Dairy products	20	20%
5	Others	10	10%

Table 11:Organic Product do you buy

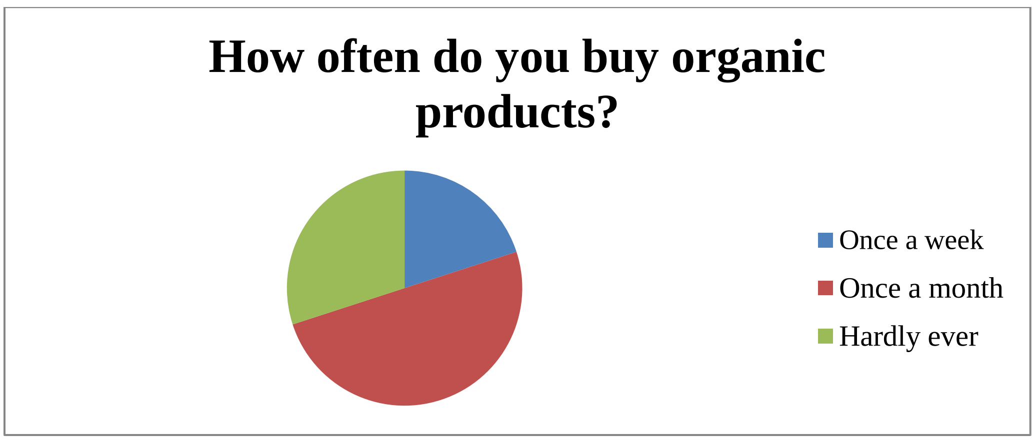


What they buy

Among organic products, vegetables and fruits were the most popular with 50% of buyers opting for them. While 8.3% bought powdered spices (turmeric powder, chili powder, coriander powder and etc),10.5 % bought beverages(Tea, Coffee) and 20.5% dairy products (cheese , yogurt , milk).Other products purchased were jaggery, pickles, honey, pulses, cereals and etc. Among the non-food products organic toiletries, cosmetics and cleaning agents were popular

SL no	Particular	No. of Respondent	% of Response
1	Once a week	20	20%
2	Once a month	50	50%
3	Hardly ever	30	30%

Table 12: How often they buy organic product.

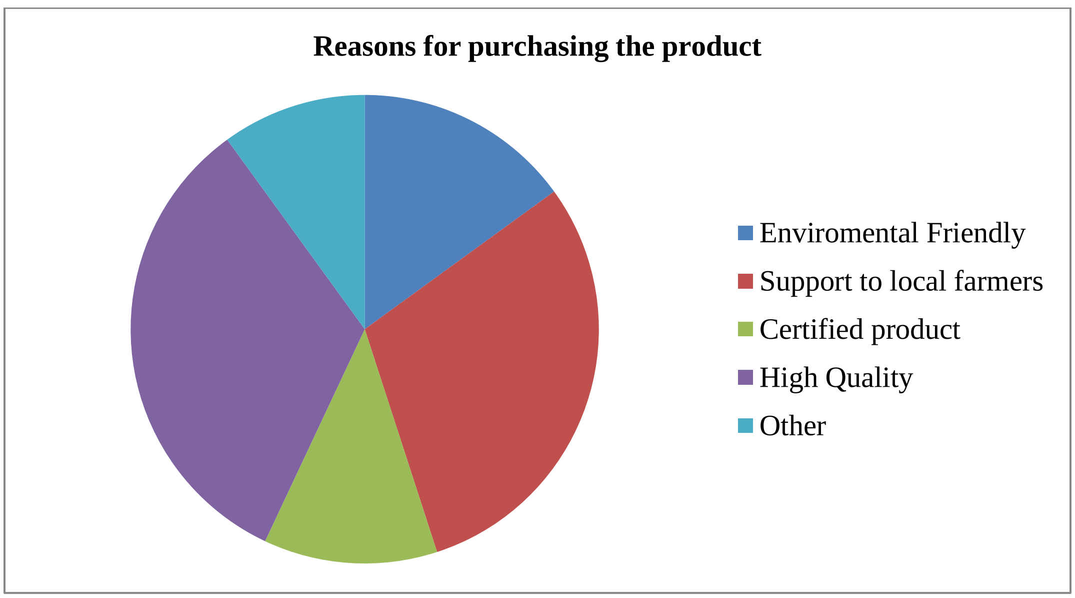


Purchase of organic products

Organic products purchased by the respondents are once a month which is about 50 %, while respondents that purchase once a week is 20% and the 30% of the respondents hardly ever purchase organic products. Organic products are not Fast moving goods as consumption and purchasing of these is slow.

Sl no	Particulars	Number of Respondents	Number of response
1	Enviromental Friendly	15	15%
2	Support to local farmers	30	30%
3	Certified products	12	12%
4	High Quality	33	33%
5	Others	10	10%

Table13:Reasons for purchasing the Organic Products

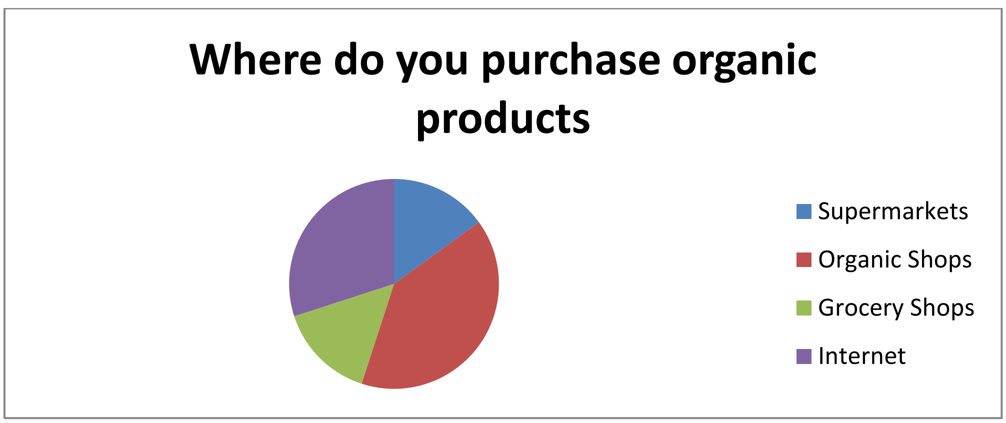


Reasons of Buying

Buyers of organic foods were asked why they bought them , While 33 % said it was because they were of high quality , While 30% said it supports the farmers, 15% said that they are environmental friendly,12% said it was a certified product, 10 % said some other reasons like saved resources for the next generation , Free from chemicals pesticides and fertilizer.

Sl no:	Particulars	Number of Respondent	% of Respondent
1	Supermarkets	15	15%
2	Organic Shops	40	40%
3	Grocery Shops	15	15%
4	Internet	30	30%

Table 14: Buying location of Organic Products

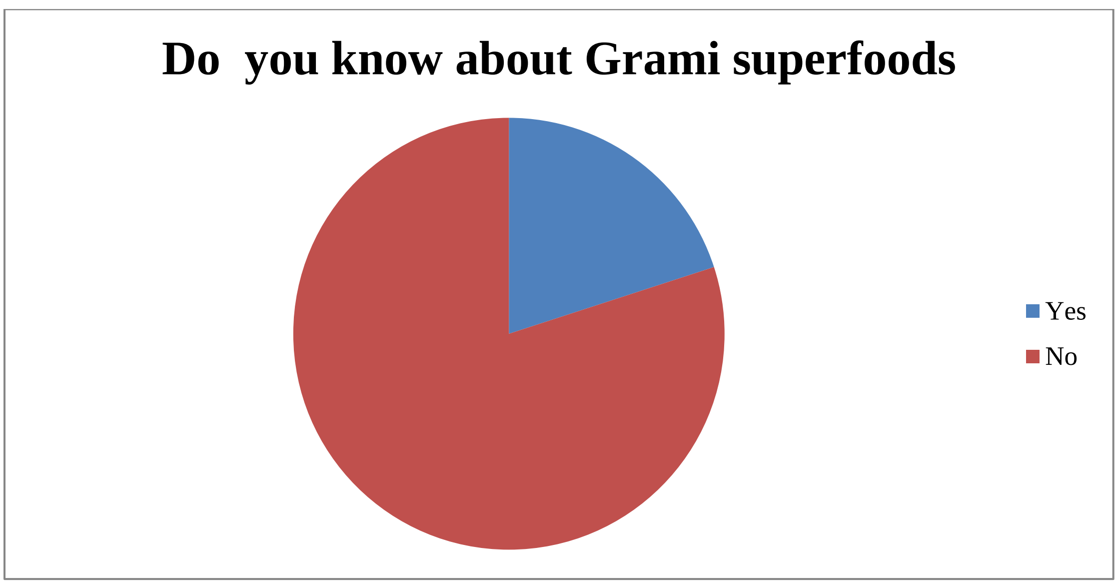


Buying location of Organic products.

The organic products can be purchased through Organic shops(40%),Supermarket(15%),Grocery shops(15%),Internet (30%).The most of products will be available in the organic shops with variety of products to choose from.

Sl no.	Particulars	Number of respondent	% of respondent
1	Yes	20	20%
2	No	80	80%

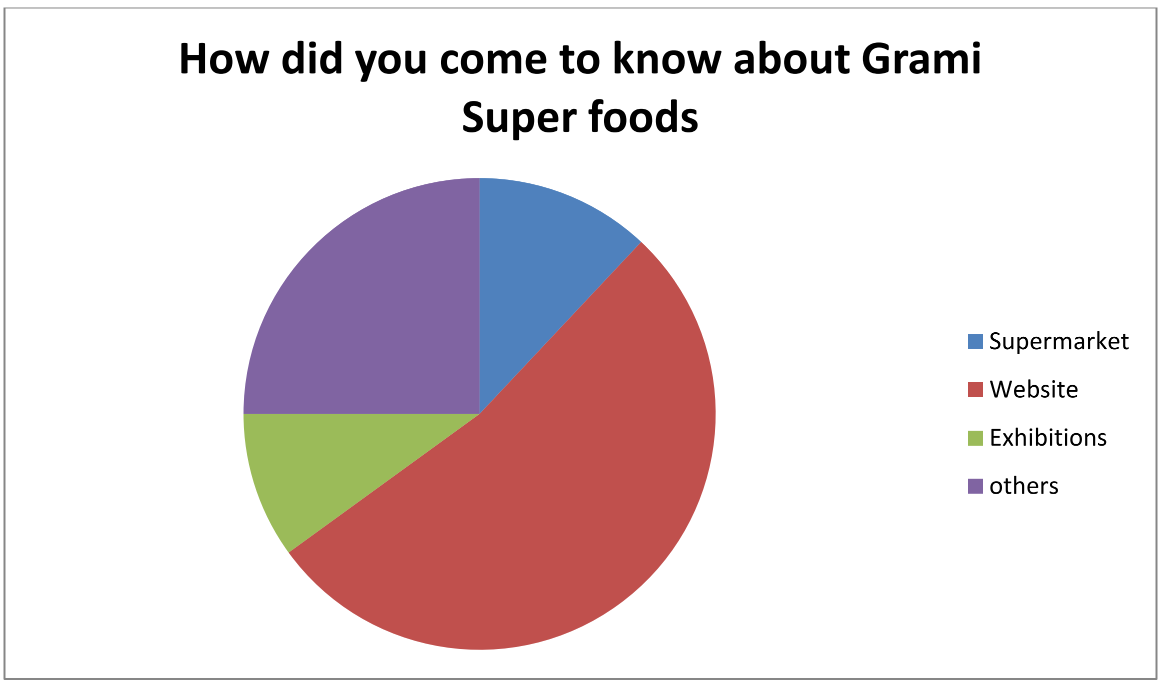
Table 15: Do you know about Grami super foods



Most of the people are not aware of grami super foods about 80%and about 20 % are only aware about the products of grami.

Sl no.	Particular	Number of Respondent	% of Respondent
1	Supermarket	12	12%
2	Website	53	53%
3	Exhibitions	10	10%
4	Others	25	25%

Table 16: How did you come to know about Grami super foods

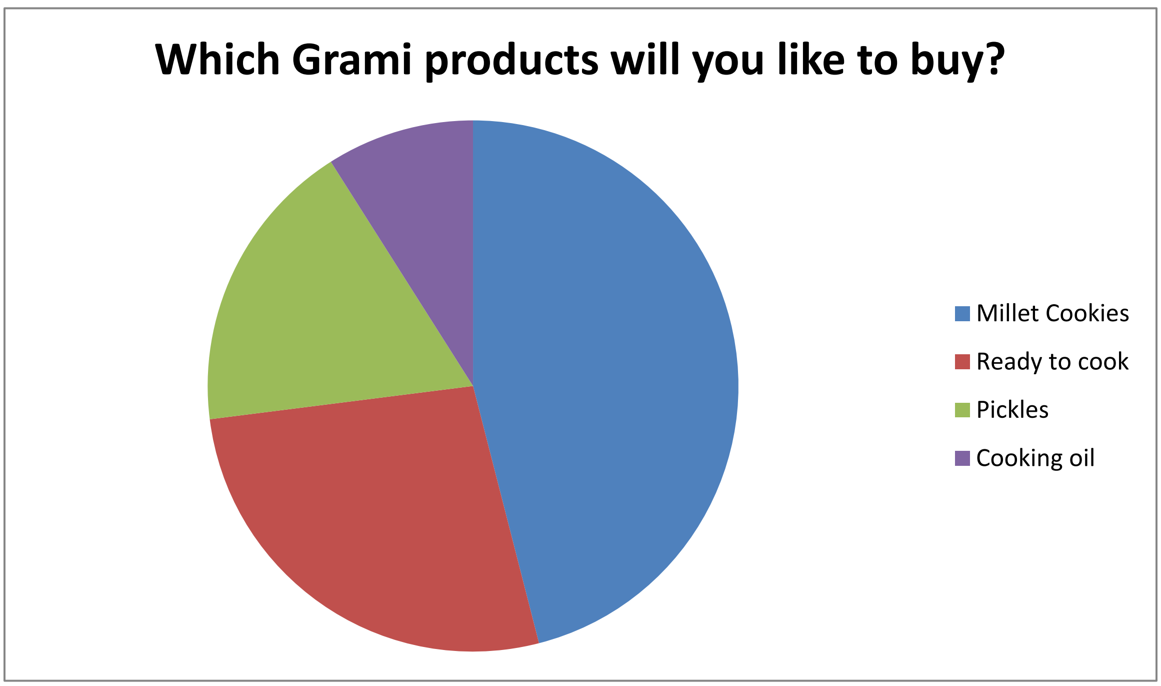


Product Awareness:

About 80 % of the respondents are not aware of Grami superfoods. Where as the consumer who knows about the product are through website about 53% , whereas 12 % came to know through supermarket,10% through Exhibitions ,25% through other means like Families, Friends, Through In shop sampling and etc. Due to lack of promotion and advertisement activities the people are not aware of the product.

Sl no.	Particular	Number of Respondent	% of Respondent
1	Millet cookies	46	46%
2	Ready to cook	27	27%
3	Pickles	18	18%
4	Cooking oil	9	9%

Table 17: Product Preference of Grami Superfoods.

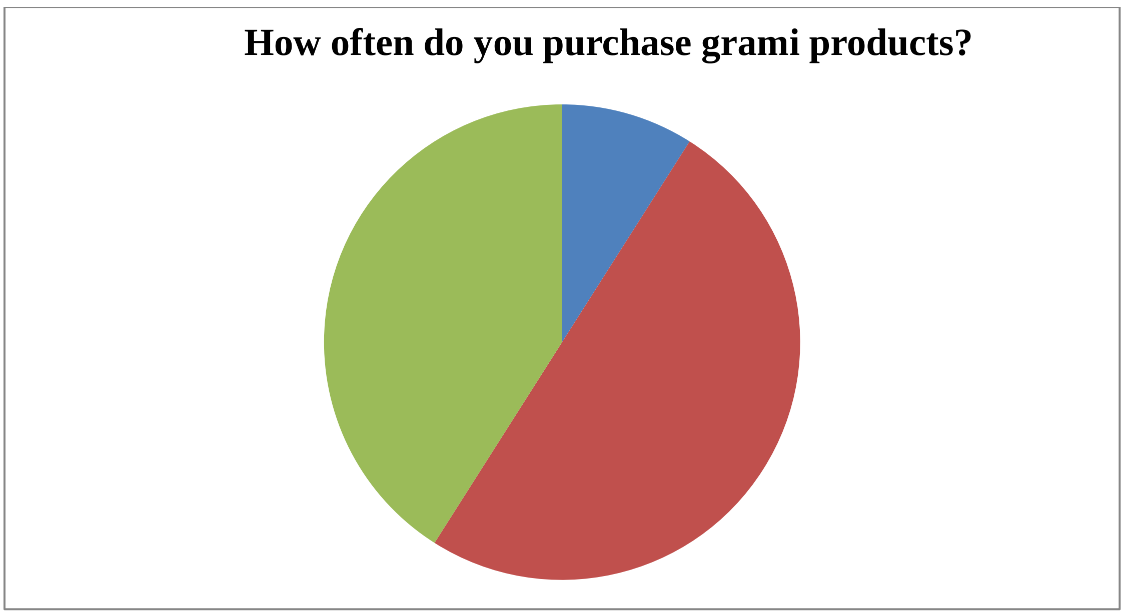


Purchase of Products

Grami super foods products that the respondents prefer to purchase are the Millet cookies about 45.5%,Where as 27.3 % Ready to Cook , 18.1 % for Pickles, 9.1% for Cooking Oil. Since the mother product are the Millet Cookies are most likeable to respondents.

Sl no.	Particulars	No. of Respondent	% of Responses
1	Regularly	9	9%
2	Occasionally	50	50%
3	Never	41	41%

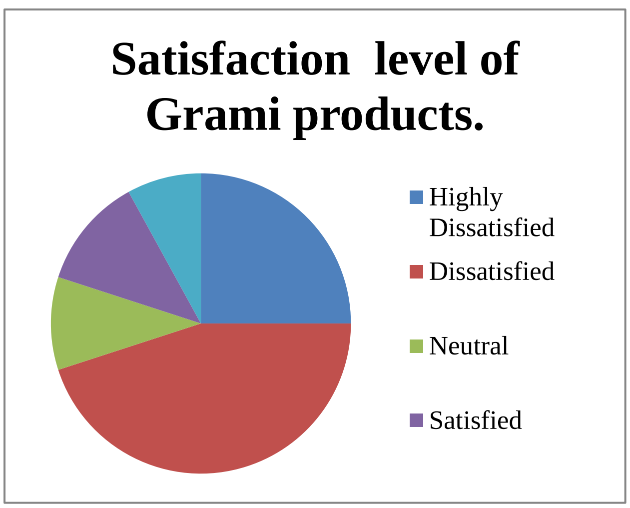
Table 18: How often do you purchase Grami products



The people occasionally purchase our product about 50%, 9 % of people regularly purchase our product and about 41 % of the respondent don’t purchase the products.

Sl.no	Particulars	No. of Respondent	% of Responses
1	Dissatisfied	25	25%
2	Not Satisfied	45	45%
3	Neutral	10	10%
4	Satisfied	12	12%
5	Highly Satisfied	8	8%

Table 19: Satisfaction level of Grami products



Satisfaction level:

About 25% of the respondent are dissatisfied , were as 45% of the respondent are not satisfied ,10% are neutral 12% are satisfied and about 8% are highly satisfied.

Chapter -5

Findings, Conclusion and Suggestions

- 5.**1Findings**
  - The people are aware about the term organic but are not sure what organic means to them.
  - People don't purchase organic products as the products are not affordable and are costly .
  - Most of people like to purchase Vegetables and fruits that are organic then any other products.
  - People prefer to buy the organic products once a month.
  - People also prefer good quality and products that support the farmers.
  - Most of the organic products are purchased through various Organic store.
  - Most of people are not aware about grami super foods as there is lack of publicity and promotional activities of the products in the market.
  - Some of the people were aware of Grami through the Websites of the company.
  - People prefer Millet Cookies over other products as they are more nutritious then any other products.
  - People would purchase our products Occasionally as most of our products cannot be consumed regularly.
  - Most of people were dissatisfied with the product even though it is Healthier as the option it is also costly.

- **5.2 Conclusions**
  - **Some consumer are not clear about the term " organic":**

    Most consumers think all organic food was sustainable and define 'organic ' as 'natural', 'lacking pesticides', 'fresh ' and essentially' good for the environment '.They had expressed interest in healthy and nutritionally rich food as well as environmental concerns and sustainability , Interestingly , there are respondents who considered organic food as Herbal foods or foods that did not have antibiotics and some even understood them as traditional/indigenous foods

    .

  - **High Price:**

    The major problem is that inhibited people from buying organic food was the price . It waste major barrier to increased purchasing among those who bought organic products on a limited scale. It also prevented those who didn't buy at all from taking that first step. Many people would purchase organic foods if they were affordable.

- **Availability Problem:**
  Another major hurdle was lack of availability and doubts of origin . However, perceptions that organic food was becoming more readily available and getting cheaper were among the main motivating factors for those who intended to buy more
  Through Internet people were able to order various products . Organic stores were to provide to information about the products.

- **Lack in promotional activities:**
  Due to lack in the promotional activities the people do not want to purchase or consume the products they feel that these products are of inferior quality . The consumer are not aware of these products that they are healthier options for them .Until and unless the company focusses on the promotional activities

- **Longer Shelf Life:**
  The Organic Products have a longer shelf life then ordinary products and hence it becomes tougher to sell those products as they will consume the shelf of the store. The company must try to promote their products in store to attract customers entering the store.

<u>5.3 Suggestions</u>

- Grami super foods needs to promote its products through various media, so that it would earn more profits.
- Sponsoring a sports team as an energy sponsor.
- The product must be placed in various Gyms, Spas and various fitness centers..
- The company should ensure that they provide knowledge to the consumer about the product.
- The products must be available in small sachets so as every consumer can purchase the product in the market. Availability for all income group

Chapter -6

6.1 Bibliography

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Chapter-7

7.1Annexure

Questionnaire

Consumer awareness ,Safety and Regulations of Grami super foods

I, the student of ACHARYA INSTITUTE OF TECHNOLOGY,VISVESHVARAYA TECHNOLOGICAL UNIVERSITY, I am conducting brief survey to find out the Consumer awarness, Safety and regulations of Organic products as well as Grami super food products. Please help me by filling in the questionnaire down below:

Demographic Questions

1. Gender:

a)Male

b)Female

2. Age:

a)18-25

b)25-35

c)35-45

d)45 and above

3. Occupation:

a)Self Employed

b)Salaried

c)Retired

d) Student

4. Qualification:

a)Under Graduate

b)Graduate.

c)Post Graduate.

5. Location:

a)Metropolitan city.

b)Mega city.

c)Other Urban Area.

d)Rural Area.

6. Annual Income:

a) Less than 2 lakh.

b) Rs.2lakh to 4lakh.

c) More than 4 lakh.

7.Are you familiar with the word “ organic”?

a)Yes

b)No

8.What do you understand with the word “organic”?

a)Natural foods

b)Traditional foods

c)Herbal Foods

d)Eco Friendly foods

e)others

9. Do you purchase Organic Products?

a)Yes

b)No

10.Reasons for not purchasing the products?

a) Less availability.

b) Not Affordable.

c)Don’t Know Where to get them.

d) Other Reasons.

11.Which Organic products do you buy?

a)Vegetables and Fruits.

b)Powdered Spice.

c)Beverages.

d)Dairy products.

e)Others.

12.How often do buy our products?

a) Once a week

b) Once a month

c) Hardly ever

13.Where do you purchase the products?

a) Supermarkets

b) Organic shops

c) Grocery shops

d) Internet

14.Reasons for purchasing the product .

a) Environmental Friendly

b) Support to local Farmers

c) Certified Products

d) High quality

e) Others

15. Do you know about Grami superfoods?

a) Yes

b) No

16.How did you come to know about Grami superfoods?

a) Supermarket.

b) Website.

c) Exhibitions.

d) Others.

17. Which Grami products would you prefer to buy?

a) Millet cookies.

b) Ready to cooks.

c) Pickles.

d) Cooking oil.

18.How often do you purchase Grami Products?

a) Regularly.

b) Occasionally.

c) Never.

19. How satisfied are you with Grami super foods products?

a) Dissatisfied

b) Not satisfied

c) Neutral

d) Satisfied

e) Highly Satisfied

20. Any suggestion to Grami super foods.

Thank You

ACHARYA INSTUITE OF TECHNOLOGY
DEPARTMENT OF MBA
INTERNSHIP WEEKLY REPORT
(16MBAPR407)

Name of the student : KARTIK.R.MULLANAVAR

Internal Guide: Prof.REENA MAHESH

USN No: 1IA16MBA21

Title of the Project: "A STUDY ON CONSUMER AWARENESS OF GRAMI SUPER FOODS"

Company Name: JAYKAS FOODS PVT LTD

Company Address: No.126,Kannamangala,Whitefield,Bengaluru-560067

Week	Work Undertaken	External Guide Signature	Internal Guide Signature
15-01-18 To 20-01-18	Introduction of Gramisuperfoods.		
22-01-18 To 27-01-18	Learning About Products of Gramisuperfoods.		
29-01-18 To 03-02-18	Orientation and gathering information about the growth of the Company.		
05-02-18 To 10-02-18	Analyzing the Market position of the company.		
12-02-18 To 17-02-18	Research problem Identification		

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ACHARYA INSTUITE OF TECHNOLOGY
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(16MBAPR407)

19-02-18 To 24-02-18	Preparation of research instrument for data collection		
26-02-18 To 03-03-18	Theoretical Background of the study		
05-03-18 To 10-03-18	Data collection and Analysis		
12-03-18 To 17-03-18	Interpretation of data gathering during the survey		
19-03-18 To 24-03-18	Final Report preparation and submission		

JAYKAS FOODS PVT.LTD
No.126, Kannamangala, Whitefield,
Bangalore-560067

Company seal and sign

HOD seal and sign

Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahlli, Bangalore-560 107