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A STUDY ON BRAND PREFERENCE LEVEL TOWARDS DHAL PRODUCTS

Dr.J.Arul

Assistant Professor, Department of Management Studies, Karpagam University, Coimbatore

Email: activearul@gmail.com

Abstract—*The organization that can understand why customers make decisions such as who buys, what they buy and how they buy will, by catering more closely for customers' needs, become potentially more successful. This is applicable for agricultural products also. This study has been conducted in order to know the retailers Opinions and satisfaction towards brand preference towards agricultural products. The present study is conducted to find out the main the distributors and customer satisfaction and opinion, about service provided by the agricultural company. Primary objective is to study about the factors affecting the brand preference of agricultural products. A research design is indispensable for a research project. It is a series to keep on going in the right direction. It is a logical and systematic plan prepared for directing a research study. It specifies the objective, methodology and technique to be adopted for achieving the objective. Without a plan work become unfocused and aimless, the study will be difficult, time consuming to make adequate discrimination in the complex interplay of factors. Random sampling will be adopted. Sampling is a procedure to draw conclusion about larger population by studying a small of the universe. In this study, the researcher has addressed questionnaire to the Sample Respondents. In this study, the sample is100.Sampling technique were only which were used to select the respondents to get the result for the questionnaire was adopted because of the huge number of people. The data has been collected through primary sources. The data collected through questionnaires have been tabulated. By using the above mentioned statistical tools, the data have been analyzed. Interpretations have been drawn based on the analysis. The findings and observations are the result and outcome of the interpretations made during the course of analysis. Simple Percentage Analysis has adopted for analysis. Simple percentage analysis is the analysis for handling the collection of data in tabulated form and for calculating percentage.*

Keywords—*Agricultural Products, Brand Image, Brand Preferences, Customer Awareness, Customer Preference*

INTRODUCTION

Customers are people who buy products and services from other people what customers think and feel about a company and/or its products is a key aspect of business success. Attitudes are shaped by experience of the product, the opinions of friends, direct dealings with the company, and the advertising and other representations of the company. Irrespective of whether a business' customers are consumers or organizations, it is the job of marketers to understand the needs of their customers. In doing so they can develop goods or services which meet their needs more precisely than their competitors. The problem is that the process of buying a product is more complex than it might at first appear. Customers do not usually make purchases without thinking carefully about their requirements. Wherever there is choice, decisions are involved, and these may be influenced by constantly changing motives. The organization that can understand why customers make decisions such as who buys, what they buy and how they buy will, by catering more closely for customers' needs, become potentially more successful. This is applicable for agricultural products also.

NEED OF THE STUDY

The advancement of science and technology offered the people new foods processing vessels, equipment and tools but still people were in search of new techniques to speed up the process in order to cope up with mechanical life, as they do not have sufficient time to Dall product in the conventional methods. Hence the researcher has taken to study the awareness level of Dall products.

REVIEW OF LITERATURE

William & Prabakar (2000) concluded that "The customer perception of retail service quality is an important segment to the emerging and the existing retailers in the market as the study reveals that perception of service quality influenced by the various nature with various customers even some of the general factors like Personal interaction, physical aspects are the dimensions on of the customer perception remains constant and common to all the customer on a majority basis so the retail outlets have to frame their own strategies In order to attract the customers on a longer basis"

Zeithaml (2000) pointed out that perceived value is very subjective and distinct and it is different from one customer to another. After consolidating four consumers' expressions of value, she defined perceived value as a customer's overall assessment of the utility of a Dhal product based on the perception of what is received and what is given. A customer might evaluate the value dimension of the same product differently at different occasions. To illustrate; a customer may regard price as the most important criteria at the time of making decision to purchase a product. Subsequently, when he/she is faced with any problem with regards to the product, he/she might consider that customer service is the most important factor that will affect his/her satisfaction/dissatisfaction.

Michael K. Bradyed al (2001) This study reports a cross-cultural assessment of the effects of service quality, service value, and satisfaction on consumers' behavioural intentions. The study endeavors to extend recent advances in services marketing theory to the international level of analysis. A composite model of a service encounter is developed based on the literature cited and compared across 425 North American and Latin American fast-food customers. A number of significant findings are reported, including the empirical verification of the position that service value and satisfaction drive consumers' behavioural intentions in North America, whereas Latin Americans are found to emphasize satisfaction in their service assessments. These results indicate that American consumers tend to place more emphasis on the trade-off between what they receive in the service encounter and what they have to give up to receive the benefit.

Hans JørnJuhl (2002) brand preference and brand loyalty is becoming an increasingly important factor in modern retailing—a market characterized by slow growth and intense competition. Big non-European chains such as Walmart are already present in some countries and consider buying some of the retail chains in other countries, e.g. in the Scandinavian countries. This development will demand even more focus on brand preference and brand loyalty in order to stay in business and may also demand that existing actors on the market place form new coalitions. Promising new partners may be identified, partly based upon measures identifying how potential partners are perceived by the customers. Based on results from the European brand preference study, a comparative analysis of brand loyalty in Europe is conducted. Some specific Danish results are shown and the relationship between customer loyalty, supermarket type and ownership structure is studied.

Nick Johns (2002) This article reviews the literature relating to consumer studies in Dhal foodservice, an under-represented area in terms of review papers. It is organised into four sections, discussing survey work, experimental studies, and investigations relating to economics and geography, and sociological and anthropological research. Many of these articles have been published outside the usual hospitality management journals. The review examines the scope of this research, identifying areas of commonality within it, as well as gaps and weaknesses in the body of knowledge on brand preference in the food service industry.

Jooyeon Ha (2010) This study empirically examined not only the relationship between perceived quality and satisfaction/loyalty, but also the role of customer perceptions of atmospherics in an ethnic restaurant segment. Specifically, this study, using hierarchical regression analyses, investigated the direct effects of service quality and food quality on customer brand preference and loyalty as well as the moderating effect of the perception of atmospherics, in Korean restaurants. As expected, this study showed that service and food quality have positive and significant effects on customer satisfaction and loyalty. This suggested that, similar to other restaurant segments, employee service and food are of great importance for ethnic restaurants as well.

Hyo Sun Jung (2011) The purpose of this study was to understand interrelationships among brand preference of nonverbal communication, customers' emotional responses and customer brand preference in the family restaurant. A total of 333 customers in Korea participated. The results showed that employees' kinesics and proxemics among nonverbal communications have a significant effect on customers' positive emotions, while employees' kinesics and paralanguage affect customers' negative emotions. Also, it was found that whether customers feel positive or negative determines their satisfaction. Limitations and future research directions are also discussed.

Hasnelly,(2012) Objectives research to obtain empirical evidence and find phenomenon clarity about Dhal market-based to customer's value and also customer's brand preference which influencing customer loyalties, and digging the product marketing problems organic products in Indonesia. Methods of data analysis used to test the hypothesis is path analysis. The proper methods to carry out descriptive and verification method through field data collection are descriptive survey and explanatory survey. The result of the review obtained from the research objectives above are expected to make an approach which is applicable in solving the problems faced by companies, especially the organic products companies, and other similar companies in general, especially those dealing with the market-based customer's value and satisfaction, also the customer's loyalty.

S.I. Laoed al (2012) Quality control of Dhal inventories in the warehouse is complex as well as challenging due to the fact that food can easily deteriorate. Currently, this difficult storage problem is managed mostly by using a human dependent quality assurance and decision-making process. This has however, occasionally led to unimaginative, arduous and inconsistent decisions due to the injection of subjective human intervention into the process. Therefore, it could be said that current practice is not powerful enough to support high-quality inventory management. In this paper, the development of an integrative prototype decision support system, namely, Intelligent Food Quality Assurance System (IFQAS) is described which will assist the process by automating the human based decision-making process in the quality control of food storage.

Maurizio Bevilacquaed al (2012) This paper presents the development of an innovative fuzzy-QFD based methodology for characterizing customer rating of Dhal products. The method has been tested on different samples of extra virgin olive oil to verify its suitability. The results demonstrated the effectiveness of such multi-criterion technique not only for the design and development of new products that meet customers' requirements, but also for testing the quality of existing ones. The main innovation of the method, consists in the application of the fuzzy logic to address the issue, common in many decisional techniques, of dealing with data deriving from subjective verbally expressed evaluations that cannot be treated with mathematical models.

Hasnelly, (2012) Dhal food product industry requires special handling with respect to its available resources. The purpose of this research was to determine the resource-based effect on the customer value and the customer satisfaction, and the influence of the customer value and the customer satisfaction to the customer loyalty in green food products industry. The research method that is used is descriptive and explanatory survey. The sources of data in this research were the managers of the green food products industry in Indonesia. The primary data were collected by using questionnaires and interviews to the managers. The secondary data were collected by searching the documents which are relevant to the issues under the study.

A. George Assaf (2012) brand preference, though an important output, is often ignored in hotel efficiency studies. Our study provides empirical evidence that excluding brand preference may lead to significant difference in the mean and ranking of hotel efficiency scores. We derive our hotel efficiency scores using the distance stochastic frontier method based on a balanced sample of leading hotel chains in the US. We present and compare the efficiency results from two models, one that includes customer satisfaction and one that excludes brand preference.

Soobin Seo (2013) Dhal Food crises, such as Dhal food borne illnesses, are a major threat to the restaurant industry. However, consumer responses to a food crisis are expected to differ depending on the brand equity and branding strategy of the restaurant involved. In order to test the roles of brand equity and branding strategy in a Dhal food crisis situation, this study used a scenario-based experimental survey with a 2 (brand equity: Low/High) × 2 (branding strategy: Corporate branding/House-of-brands) × 2 (presence of crisis: No/Yes) design. The results of the study supported the "amplifying" perspective by providing evidence of the negative role of brand equity during a crisis.

Hyun Jeong Kimed al (2013) Healthy eating is becoming increasingly important in consumers' minds. However, the impact of food healthiness on the restaurant business has been understudied. This study examines the interrelationships among perceived restaurant Dhal healthiness, value, brand preference, and re-patronage intentions in mid-to-upscale restaurants in South Korea. Structural equation modelling analysis reveals that the proposed model is supportive of the sequential, mediated (indirect) relationship (healthiness → value → satisfaction → revisit intentions) among the four variables with the exception of the direct path from healthiness to diner satisfaction (healthiness → satisfaction). In other words, perceived food healthiness increases value and satisfaction; and the feeling of satisfaction functions as a predictor of revisit intentions.

Manoj Doraed al (2013) Literature indicates a need for a user-friendly food quality management system (FQMS) customized to the requirements of food small and medium-sized enterprises (SMEs) for improving product and process quality and enhancing customer satisfaction. Application of quality management system within discreet and process industries is evident. However, there are limited studies that focused on the implementation of a quality management system(QMS) among SMEs operating in the food sector. This study explains the results of a feasibility study on FQMS among European Food SMEs. The objective of this study is to diagnose the status of the FQMS, and to find out what motivates and hinders the successful implementation of FQMS in SMEs.

Z. NurulSyaqirah (2014) This study conceptualized the customer retention of three star hotels in Malaysia by measuring the hotel's room service quality and customer's consumption emotions, moderated by customer's satisfaction. This will facilitate authors the reasons and importance of room service and their sense for customer choice to procure same service for their next stay especially in middle class hotels. The target for purposive sampling is three-star hotel s' customer around Malaysia segregated by all 14 states. Findings on the critical factors for customer retention will provide benchmarking for Malaysian hoteliers in strategizing their room service quality.

STATEMENT OF THE PROBLEM

This study has been conducted in order to know the retailers Opinions and satisfaction towards brand preference towards agricultural products. The present study is conducted to find out the main the distributors and customer satisfaction and opinion, about service provided by the agricultural company. So, this study is conducted to determine the brand preference and key driving forces for the customers.

OBJECTIVES OF THE STUDY

Primary objective

To study about the factors affecting the brand preference of agricultural products.

Secondary objectives

- To study about the factors that affects the satisfaction and brand preference to the customers.
- To study the factors affecting the brand preference to Agricultural products.
- To identify the customer's perception towards the products price, quality compared to other brands.
- To study the factors influencing buying decision of Agricultural Dhal products.

SCOPE OF THE STUDY

- This study covers how customers are motivated with sales promotion techniques.
- It aims to know the consumer view about the price, quality and availability of the product.
- This study also helps to know the factors which influence the consumer to buy this product and also helps to know the schemes, offers, premium etc. this study is helpful to know stimulating customers are purchasing the Agricultural Dhal product.

RESEARCH METHODOLOGY

Research Design

A research design is indispensable for a research project. It is a series to keep on going in the right direction. It is a logical and systematic plan prepared for directing a research study. It specifies the objective, methodology and technique to be adopted for achieving the objective.

Without a plan work become unfocused and aimless, the study will be difficult, time consuming to make adequate discrimination in the complex interplay of factors.

Sampling Method

Random sampling

Sampling Plan

Sampling is a procedure to draw conclusion about larger population by studying a small of the universe.

Sampling Units

In this study, the researcher has addressed questionnaire to the Sample Respondents.

Sample Size

In this study, the sample was 100.

Sampling Techniques

Sampling technique were only which were used to select the respondents to get the result for the questionnaire was adopted because of the huge number of people.

Data Collection

The data has been collected through primary sources.

Primary Sources

It refers to data collected fresh and recorded for the first time. They are collected through questionnaire and direct interview. It thus happens original in nature, in this study data was collected through structured questionnaire.

Analysis of the Data

The data collected through questionnaires have been tabulated. By using the above mentioned statistical tools, the data have been analysed. Interpretations have been drawn based on the analysis. The findings and observations are the result and outcome of the interpretations made during the course of analysis.

Statistical Tools

Simple Percentage Analysis

Simple Percentage Analysis

Simple percentage analysis is the analysis for handling the collection of data in tabulated form and for calculating percentage.

Percentage refers to a special kind of ratio used to describe relationships.

Formula

$$\text{Simple Percentage} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

DATA ANALYSIS AND INTERPRETATION

Table 1: Gender of the respondents

Gender	*No. of respondents*	*Percentage*
Male	16	16
Female	84	84
Total	100	100

Source: Primary data

The above table shows that in gender of the respondents 16% of the respondents are male and 84% of the respondents are female. Majority (84%) of the respondents are female.

Table 2: Age group of the respondents

Age	*No. of respondents*	*Percentage*
Below 20	16	16
21 - 30	36	36
31 - 40	28	28
Above 40	20	20
Total	100	100

Source: Primary data

The above table shows the age group of the respondents. 16% of the respondents are below 20 age group, 36% of the respondents are age group between 21-30, 28% of the respondents are age group between31-40 and 20% of the respondents are above 50. Maximum 36% of the respondents are age group between 21-30.

Table 3: Educational Qualification of the respondents

Educational Qualification	*No. of respondents*	*Percentage*
Illiterate	10	10
Higher secondary	14	14
SSLC	16	16
UG	26	26
PG	34	34
Total	100	100

Source: Primary data

The above table shows the educational qualification of the respondents. 10% of the respondents are illiterate people, 14% of the respondents are SSLC educational qualification, 16% of the respondents are higher secondary educational qualification, 26% of the respondents are Degree educational qualification, 34% of the respondents are PG degree educational qualification. Maximum 34% of the respondents are PG degree candidate's educational qualification.

Table 4: Monthly Income of the respondents

Monthly Income	*No. of respondents*	*Percentage*
Below Rs. 10,000	16	16
Rs. 10,001-Rs. 15,000	20	20
Rs. 15,001-Rs. 20,000	26	26
Above Rs. 20,001	38	38
Total	100	100

Source: Primary data

It is evident from the table that 16% of the respondent's monthly income is 10,000, 20% of the respondent's monthly income is Rs. 10,001-Rs. 15,000, 26% of the respondent's monthly income is Rs. 15,001-Rs. 20,000 and remaining 38% of the respondent's monthly income is Above Rs. 20,001. Maximum 38% of the respondent's monthly income is Above Rs. 20,001.

Table 5: Family Size of the respondents

Family Size	*No. of respondents*	*Percentage*
2 members	16	16
3 members	30	30
Above 4 members	54	54
Total	100	100

Source: Primary data

The table confirms that among the respondents 16% of their family size is 2 members, 30% of them have family size of 3 members and 54% of them have family size of above 4 members. Majority 54% of them have family size of above 4 members.

Table 6: Marital Status of the respondents

Marital Status	*No. of respondents*	*Percentage*
Married	72	72
Unmarried	28	28
Total	100	100

Source: Primary data

The above table shows that 72% of the respondents are married and 28% of the respondents are unmarried.Majority 72% of the respondents are married.

Table 7: Buying Level of Product

Buying Level	*No. of respondents*	*Percentage*
Weekly once	14	14
15 days once	26	26
Monthly once	38	38
Sometimes	22	22
Total	100	100

Source: Primary data

It is evident from the table that 14% of the respondents buy the products weekly once, 26% of the respondents buy the products 15 days once, 38% of the respondents buy the products Monthly once, 22% of the respondents buy the products sometimes. Maximum 38% of the respondents buy the products monthly once.

Table 8: Respondents' awareness of agricultural product through media

Awareness of Agricultural Product	*No. of respondents*	*Percentage*
News paper	9	9
Television	59	59
Radio	14	14
Super market	8	8
Friends	10	10
Total	100	100

Source: Primary data

The above table shows that 9% of the respondents are known through Newspaper, 59% of the respondents are known through Television, 14% of the respondents are known through Radio, 8% of the respondents known through Super market and 10% of the respondents known through their Friends.

Majority 59% of the respondents are known about the Agricultural product through Television.

Table 9: Agricultural Brands Awareness of Respondents

Awareness	*No. of respondents*	*Percentage*
Jileby dhal	26	26
Urad dhal	30	30
Toor dhal	19	19
Gram dhal	10	10
Appalam	12	12
Pickles	3	3
Total	100	100

Source: Primary data

It is observed from the above table that among the product awareness of Agricultural Dhal, 26% of the respondents were of awareness the Jileby dhal, 30% of the respondents were of awareness the Urad dhal, 19% of the respondents were of awareness the Toor dhal, 10% of the respondents were of awareness the Gram dhal, 12% of the respondents were of awareness the Urad dhal and finally 3% of the respondents were of awareness the Pickles. Maximum 30% of the respondents were of awareness the Urad dhal.

Table 10: Factors considered by the respondents before purchasing dhal products

Consider	*No. of respondents*	*Percentage*
Brand image	37	37
Loyalty	29	29
Price	22	22
Others	12	12
Total	100	100

Source: Primary data

It is observed from the above table that, 37% of the respondents consider its Brand image, 29% of the respondents consider Loyalty, 22% of the respondents consider Price, 12% of the respondents consider other factors. Maximum 37% of the respondents considered its Brand image as the important factors in purchasing dhal product.

Table 11: Respondents' preference of agricultural products

Product	*Respondents*	*Rank*
Jileby Dhal	31	II
Urad Dhal	5	V
Toor Dhal	42	I
Gram Flour	12	III
Appalam	10	IV

Source: Primary data

The above table shows that, Respondents first rank gives to Toor dhal, second rank gives to jileby dhal, third rank gives to gram flour, fourth rank gives to appalam and fifty rank gives to urad dhal. Maximum 42% of respondent's first rank gives to Agricultural Toor dhal products.

Table 12: Duration of usage of agricultural brand by the respondents

CUSTOMER EXPECT	*No. of respondents*	*Percentage*
Below 3 months	31	31
3- 6 months	42	42
6-12 months	21	21
Above 1 year	6	6
Total	100	100

Source: Primary data

It is observed from the above table 31% of the respondents used for Below 3 months, 42% of the respondents used for 3-6 months, 21% of the respondents used for 6-12 months and 6% of the respondents used for above 1 year. Maximum 42% of the respondents used the brand for 3-6 months.

Table 13: Suggest you to prefer this brand

Suggest	*No. of respondents*	*Percentage*
Friends	26	26
Relations	30	30
Advertisement	29	29
Neighbours	15	15
Total	100	100

Source: Primary data

It is observed from the above table shows that 26% of the respondents are suggest to prefer friends, 30% of the respondents are suggest to prefer relations, 29% of the respondents are suggest to prefer advertisement, 15% of the respondents are suggest to prefer Neighbours. Maximum 30% of the respondents are suggest to prefer relations.

Table 14: Factors influencing agricultural brand preference

Brand Preference	*No. of respondents*	*Percentage*
Quality	36	36
Price	26	26
Variety of product	24	24
Package	14	14
Total	100	100

Source: Primary data

It is observed from the above 36% of the respondents prefer the brand because of Quality, 26% of the respondents prefer the brand because of Price, 24% of the respondents prefer the brand because of Varity of product, 16% of the respondents prefer the brand because of Package. Quality is the major factor that influence the preference of Agricultural brand.

Table 15: Brand image of agricultural products

Feel about the Price	*No. of respondents*	*Percentage*
Excellent	44	44
Good	32	32
Average	18	18
Poor	6	6
Total	100	100

Source: Primary data

It is observed from the above table that, 44% of the respondents feels that that the products brand image is Excellent, 32% of the respondents feels that that the products brand image is Good, 18% of the respondents feels that that the products brand image is Average, 6% of the respondents feels that that the products brand image is Poor. Maximum 44% of the respondents feels that that the products brand image is Excellent.

Table 16: Attitude towards brands Healthy and Hygiene

Health and Hygiene	*No. of respondents*	*Percentage*
Excellent	41	41
Good	26	26
Average	29	29
Poor	4	4
Total	100	100

Source: Primary data

The table indicates the nearly 41% of respondents feel excellent in the healthy and hygienic of the Agricultural product, 26% of respondents felt good in the healthy and hygienic of the Agricultural product, 29% of respondents fell Average in the healthy and hygienic of the Agricultural product, 4% of respondents fell poor in the healthy and hygienic of the Agricultural product. Maximum 41% of respondents feel excellent in the healthy and hygienic of the Agricultural product.

Table 17: Satisfaction level of the respondents towards the quality of agricultural products

Satisfaction	*No. of respondents*	*Percentage*
Highly satisfied	38	38
Satisfied	34	34
Neither satisfied	12	12
Dissatisfied	12	12
Highly dissatisfied	4	4
Total	100	100

Source: Primary data

It is observed from the above table that 38% of the respondents were highly satisfied, 34% of the respondents were satisfied, 12% of the respondents were neither satisfied, 12% of the respondents were dissatisfied, 4% of the respondents were Highly dissatisfied. Maximum 38% of the respondents were highly satisfied with quality of the product.

Table 18: Attitude towards the package of agricultural products

Packaging	*No. of respondents*	*Percentage*
Safety	40	40
Attractive	24	24
Re use	26	26
Others	10	10
Total	100	100

Source: Primary data

It is observed from the above table that 40% of the respondents feel that the package is safe, 24% of the respondents feel that the package is attractive, 26% of the respondents feel that the package is re use and 10% of the respondents of the respondents feel that the package is others. Maximum 40% of the respondents of the respondents feel that the package is safety.

Table 19: Awareness about the discount

Awareness	*No. of respondents*	*Percentage*
Yes	59	59
No	41	41
Total	100	100

Source: Primary data

The above table shows that, 59% of the respondents are aware of the discount and41% of the respondents are not aware of the discount. Majority 59% of the respondents are aware of the discount.

Table 20: Offers and Discounts

Offers and Discounts	*No. of respondents*	*Percentage*
Festival time	58	58
Bulk purchase	22	22
Introduction of new product	12	12
Marketing strategy	8	8
Total	100	100

Source: Primary data

It is inferred that 58% of the respondents feel that offers and discount at the time of festival time is benefit for them, 22% of the respondents feel that offers and discount at the time of bulk purchase is benefit for them, 12% of the respondents feel that offers and discount at the time of introduction of new product is benefit for them, 8% of the respondents feel that offers and discount at the time of marketing strategy is benefit for them.

Majority 58% of the respondents feel that offers and discount at the time of festival time is benefit for them.

FINDINGS

- 84% of the respondents are female.
- 38% of the respondents buy the products monthly once.
- 59% of the respondents are known about the Agricultural product through Television.
- 30% of the respondents were of awareness the Urad dhal.
- 37% of the respondents considered its Brand image as the important factors in purchasing dhal product.
- Majority of respondent's first rank gives to Agricultural Toor dhal products.
- 42% of the respondents used the brand for 3-6 months.
- 30% of the respondents are suggesting preferring relations.
- Quality is the major factor that influences the preference of Agricultural brand.
- 44% of the respondents feel that that the products brand image is Excellent.
- 42% of respondent's first rank gives to Agricultural Toor dhal products.
- 41% of respondents fell excellent in the healthy and hygienic of the Agricultural product.
- 38% of the respondents were highly satisfied with quality of the product.
- 40% of the respondents of the respondents feel that the package is safety.
- 59% of the respondents are aware of the discount.
- 58% of the respondents feel that offers and discount at the time of festival time is benefit for them.

SUGGESTIONS

Most of the customers are females. So, we have to concentrate male. We have to concentrate the high-income group. And also improve the brand awareness and their importance to the customers

CONCLUSION

The respondents are female and buy the products monthly once. To know about the Agricultural product through Television. so that to increase the TV advertisement. then only the brand name will increase. To give the awareness program in the home function, then only the maximum can cover for sales. And also increase the advertisement during festival time. And also, to create the brand value for induce to buy. And also, to maintain the package safety.

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