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 certify the **Mr. Nikhil R Adikenavar** was an active participant with us at Jaykas Foods Pvt. Ltd. for a period starting from 17th January – 23rd March 2018.

During this period he was actively involved in building our GRAMI Brand of Millet Cookies through:

1. Promotional Activity conducted in various forms including the International Millet Trade-fare at Palace grounds, Bengaluru.
2. Accompanied the Company Sales Executives with their Daily Sales Activities.
3. Showed keen interest in building up institutional business.

Has good communication skills and in fact a team player can work with team and effectively perform.

During his tenure of internship, we found his efforts to be earnest and were satisfied with his conduct.

We wish him success for his future.

Thanking you.

For Jaykas Foods Pvt Ltd.

Managing Director

Date: 18/05/2018

CERTIFICATE

This is to certify that **Mr. Nikhil R Adikenavar** bearing USN **1AY16MBA47** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "**A Study on Consumer Buying Behaviour and Marketing Mix" at Grami Super Foods, Bangalore** is prepared by him under the guidance of **Prof. Monica M** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Monica M

Signature of Internal Guide

Signature of HOD

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

29 Mar 18

Signature of Principal

PRINCIPAL
ACHARYA INSTITUTE OF TECHNOLOGY
SOLDEVANAHALLI, BENGALURU 560 107

DECLARATION

I hereby declare that the Project work entitled,'**TO STUDY CONSUMERBUYING BEHAVIOURAND MARKETING MIXOF ORGANIC FOOD(OF)IN DOMESTIC MARKET'** submitted by me for partial compliance with university regulations for the Master's degree in Business Administration by Visveswaraya Technological University, Belgaum, is my own original work and has not been presented previously to any other Institution for the fulfillment of the requirement for any course. I also announce that no chapter of this document in whole or in part is lifted and incorporated into this report of any previous work / other done by me or by others.

Place: Bangalore

Date: 29/05/18

Signature of the 'student

ACKNOWLEDGEMENT

A beginning leads to a fine end. The ideal way to begin the document in this project work would be to extend my sincere gratitude to all those who have encouraged and guided me to make a great effort to successfully complete this project.

At the first moment, I thank the prestigious Visveswaraya Technological University for giving me the opportunity to secure my master's degree in business administration and allowed me to present this work to obtain the MBA degree.

I am very thankful to Principal of AIT, Dr.Sharanabasava C Pilli and Dr.Mahesha K, Dean Academics, AIT and Dr.Nijaguna G, HOD of MBA department, for encouraging me to do this project. I am graceful to Mr.Venkat Bhojraj, Vice President of Jaykas Foods Pvt. Ltd., and Mr.Rajgopal Seshadri, Business development Manager and all the other staff of the 'Grami Superfoods' for helping me to do this project work by providing all the information throughout the internship period. I also thank my internal guide Prof. Monica M for guiding me throughout the project.

EXECUTIVE SUMMARY

At AIT, the MBA program has been designed taking into consideration the requirements of a company in the world in general. We, as AIT students, have to complete a training / internship for a period of twelve weeks under the guidelines of the Visveswaraya Technological University (VTU) during the fourth semester of our course.

The objective of the training module is to assist students to comprehend the business environment well and to equip themselves with the working culture and principles of companies in the current era.

I, Nikhil R Adikenavar, took the opportunity to present the outline of my completed management research project of GRAMI Superfoods, Bangalore.

Project Objectives:

- To analyze the possible for 0rganic products in the Indian domestic market.

- To discover and analyze the awareness level about organic produces/food in the market.

- To identify the future situation/scenario on the basis of collected data facts and feedback given by the consumers.

1.1 INTRODUCTION ABOUT THE INTERNSHIP

This project aims to create some practical things like knowledge, business experience and great exposure for me. It gave me the wonderful opportunity to learn commercial operations, observe and know the nature, vision, mission, objectives and purposes of the company and the activities of the organization and related to the concept and the theoretical study so far in the classroom. During this tenure, the theories studied in the classrooms helped me to execute them in real time in the strategies and commercial operations and, therefore, they helped my company to generate sales and promote their products in the market.

1.2 INDUSTRY PROFILE

The world response for organic food(OF)products is growing at a very fast level. Since ecologists outstretched concerns about the damaging effect of the growing use of chemical fertilizers in agriculture, consumers become aware and selective about consumable products. This growing awareness has caused changes in the preferences and tastes of consumers that have directed to the increase both nationally and globally of the demand for organic product(OP)s.
To enable this demand, planters have engaged in natural farming to obtain price rewards that lead to in around 3.5 mn hectares of terrestrial under organic cultivation. In India, the farmers have followed the path of producing of 0rganic foods, but India's portion in the global organic market is less than 1%. To lift the trade in Indian cultivated products and to seizure a substantial share in the world market, it is vital that India focus on organic product(OP)s that give it a competitive advantage in the world market, namely, spices, organic cotton, essential oils, aromatic and medicinal plants and fresh fruits and vegetables. 0rganic agriculture in intensive and irrigated agricultural areas has alternative kind of undertaking, a source of sustainable, value-added profitable agriculture.

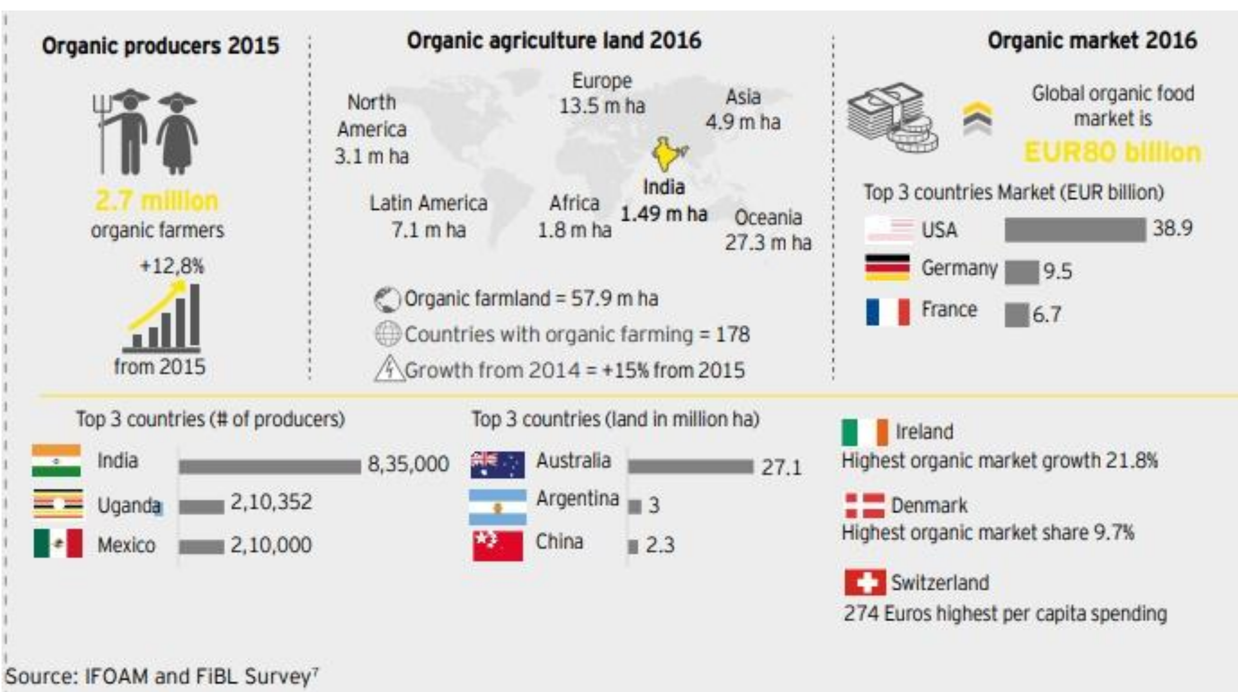
The Green Revolution and the context in which it was carried out ensured and allowed farmers to increase their wheat and rice production among other crops. Along with its positive aspects, it had its own compensations. Today's consumer, however, no longer lives in an economy beset by scarcity. The consumer can afford to choose and select products based on variety, quality, safety and convenience. The inspection of consumer goods through all these lenses places organic product(OP)s in an advantageous position. The transition from a "production-driven supply chain" to a "demand-driven value chain" has been phenomenal, especially in the last five years, and the organic market has grown significantly. Only in the segment of organic foods and beverages, India has witnessed a market growth of INR40, 000 million in 2016-17 from INR675crore in 2009-10, with an annual growth rate of 25%.

Although the growth rate for conventional food processing industries is 10-15%, 97% of the companies surveyed by ICRIER in 2017 reported profit margins of 10% -40% higher in organic product(OP)s. Therefore, lately many key players such as ITC and Cargill have ventured back into the organic food(OF)segment. Retail chains such as Big Basket and Godrej Nature Fresh are also trying to capitalize on this accelerated growth, while food companies such as Elite Food have planned to launch their organic foods such as sugar, spices and pulses. 8 Players established in the organic market segment are optimistic about their growth trajectory. For example, Organic India aims to achieve a turnover of INR500crore by 2020.

Global organic market

According to a survey by Ecovia Intelligence and FiBL, the data on the organic retail sale of food and beverages showed a CAGR of 10.4% amongst 2000 and 2016, and the global sale increased to US $90 billion in 2016 from US $17, 9 billion in 2000, projected even more to record a growth of more than CAGR 16% during 2017-2020.

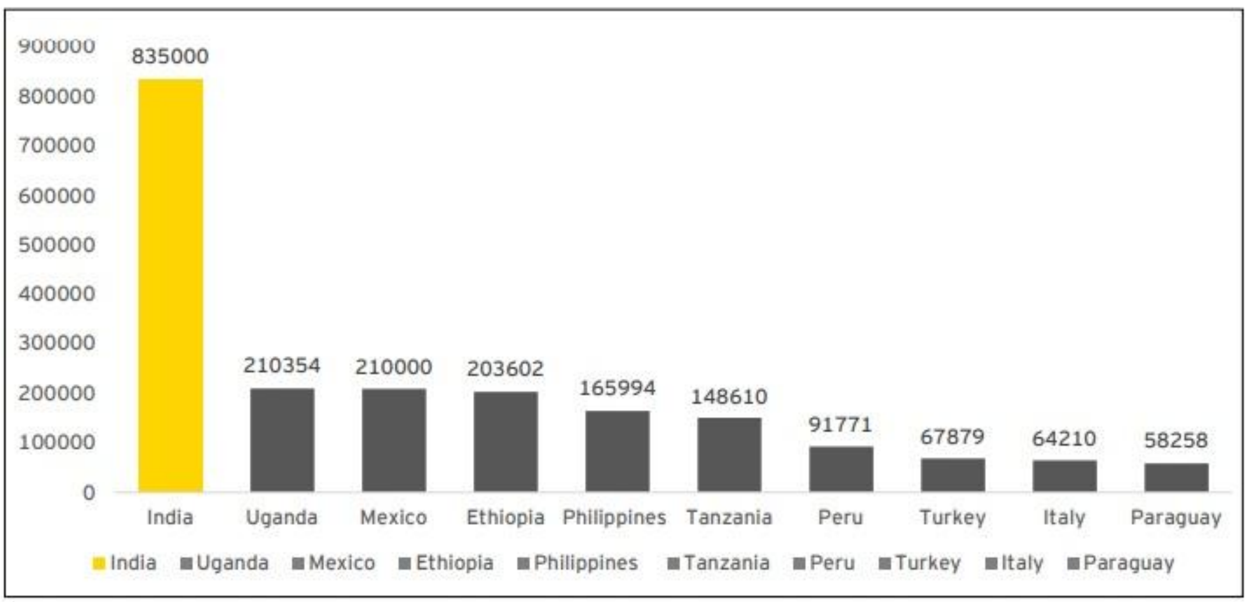
The main consumer of organic product(OP)s in 2016 was EE. UU (Sales for EUR 38,900 million), followed by Germany (EUR 9,700 million in sales) and France (EUR 6,700 million in sales). Worldwide, organic agriculture is practiced in 178 countries, but the largest single market was EE. UU (47%) followed by the Europe (30,700 mn euros, 37%) and China (5,900 mn euros, 6%). The maximum growth (22%) was registered in France and Ireland, followed by Denmark and Norway with a growth of 20%. The highest consumption with additional than 250 EUR was Switzerland and Denmark. The uppermost organic market(OM) shares were achieved in the country of Denmark (9.7%), the Luxembourg (8.3%) and Switzerland (8.5%).



Indian Organic Market

There are other than 2.7 million organic producers worldwide, with India having the highest participation (83,500 farmers), followed by Uganda (210,352 farmers) and Mexico (210,000 farmers). More than 84% of creators. In terms of cultivation of organic areas, the highest area is found in (27.2 mn hectares), Europe (13.4 mn hectares) and the Latin America (7.2 mn hectares). India is currently 9th among the 178 nations that actively practice 0rganic agriculture(OA). However, with only the total agricultural area designated for organic farming, the industry presents ample possibilities for expansion.

India has a very good prospective to harvest all varieties of organic product(OP)s, due to the being of several agro climatic zones within its borders. The total area below organic warranty was 5.71 mn ha in 2015-16 which included around 27% of arable area with 1.48 mn hectares and 77% (4.21 mn hectares) of forest and wilderness area for the collection of petty forest yields.



Source: The World of Organic Agriculture Statistics and Emerging Trend 2018, FiBL and IFOAM - Organics International[7]

An Overview of Current 0rganic food market in India

Organic farming(OF) is an ancient concept in the country in terms of the wide agriculture that takes place in the country. The growing export market, together with government support, has boosted the market. The market summary section compares the global and domestic organic food(OF)market. An study of the drivers explains the factors for the growth of the industry, including the huge export market, the improved organized retail distribution network, government initiatives and the increase of health awareness among consumers. The main challenges identified include the high prices of organic food, the lack of an integrated supply chain and the difficulties for farmers, the barriers to certification. The competition offers an overview of the modest landscape, including brief key profiles of national makers and agents of organic food(OF)products. The section on key growths conveys an impression of the developments related to the sector in the last year.

• The organic food(OF) market in the world raised by 9.8% in 2008 to touch a value of $65 bn.

• The worldwide organic food(OF)market is projected to have a price of $95.5bn in 2014, an increase of 60.7% since 2009.

• The fruit and vegetable section made 31.5% of the total income of the global organic food(OF) market

• The dominant strategy in organic foods has always been towards the international market, parting the serious frame of local/native consumers to the weather.

• Presently, about 70 percent of 0rganic farming items produced/manufactured in India are exported.

• Organic product(OP)s get 20-30% more price than organic product(OP)s(OP) in the world market.

Organic food(OF) in India is on the Rise

Various individuals consider that natural nourishments are only a mainstream "idea" in cutting edge nations. They trust that with regards to natural sustenance, India, just fares 0rganic f00d(OF)and expends practically nothing. Be that as it may, that is not valid. Albeit fifty level of creation of natural food(OF) in India is coordinated toward sends out, there are numerous that look towards 0rganic nourishments for neighborhood utilization. A huge statistical surveying firm ACNeilsen, as of late overviewed around 21,000 settled Web clients to discover their taste and inclination for useful nourishments, products that have the extra medical advantages. The overview additionally uncovered that India was mid the main 10 nations in which purchasers requested solid products, including natural nourishments. The most huge motivation to purchase 0rganic food(OF)was the worry for the health of children, with in excess of 66 percent of guardians inclining toward natural products to non-natural nourishments. Today every grocery store has a natural food(OF)store and each immense city in India has numerous 0rganicfood* stores and eateries. This is a major modification seeing that the primary natural food(OF)store in Mumbai began in 1998. Nonetheless, the Indian buyer of natural food(OF)needs instruction. Numerous individuals purchase items named as Normal Imagined that are Natural. What's more, buyers don't know much about the affirmation framework. Since accreditation isn't generally required for national retailing in India, numerous fake 0rganic product(OP)s are additionally possible in the market.

Who are the organic consumers?

What we consider to be the "0rganic consumer" is the person who is responsible purchasing sustenance for the neighborhood and who buys natural food(OF)at slightest on more than one occasion per month. Subsequently, if there are a few people who purchase once in a while or not exactly once every month, at that point they are not considered as general 0rganic consumer.

Values and behavior of organic consumers

What organic consumers think, that is, what they think in relative to organic product(OP)s, is a determining factor in the customer's favorite for organic foods(OF). Despite becoming aware, a change in attitude and thinking about organic foods is a prerequisite, to feel safe and positive about this new direction. An organic consumer has more positive beliefs about organic product(OP)s. For example, the product tastes better, more natural, is healthier; they believe it additional than non-organic clients. The other aspect of what 0rganic consumers think, related to non-organic consumers, is that their moral standards indicate that they are doing something very good for the atmosphere, the correct thing for society. This is something that distinguishes them from non-organic consumers. Non-organic acquisitions do not subordinate those beliefs to buy organic product(OP)s. The values of consumers to choose organic foods can be seen in two terms: values of use, such as the effectiveness of taste, health and freshness, that is, attributes of private goods that can only be enjoyed by actually consuming the product. Most customers perceive and esteem 0rganic product(OP)s for their non-utilize gauges (ecological characteristics or creature welfare), as sound with respect to their utilization esteems (wellbeing qualities, flavor or freshness). There is no delay that shoppers are adjusting the way they buy. An assortment of social issues are driving purchasers to logically look for one of a kind and separated products that fit their way of life. The buy of green or supportable natural product(OP)s by buyers isn't just intrigued by the items themselves yet in addition by the qualities they speak to. We can change the minds of non-organic consumers to make them trust that organic product(OP)s are better in changed ways: for taste, health or the environment and to show that the people who matter to them, whether related or not, as celebrities if they buy and consume organic product(OP)s, then we influence be able to move these consumers to the organic market also.

India can take benefit of the growing opportunities in this sector by making use of its diverse agro climatic conditions and traditional organic resources and agricultural practicesThere are different difficulties that must be met before India assumes control over the worldwide natural markets. The Indian item needs to make an aggressive specialty in worldwide markets. The difficulties in the worldwide showcasing of natural nourishments are the adjustment of items as per the tastes and inclinations of clients, shopper instruction, brand and advancement. Therefore, the study is founded on the strategic analysis of the Indian organic product(OP)s industry with respect to global markets.

1.3 INTRODUCTION ABOUT THE COMPANY

Grami began as a journey: a voyage back to the roots of a healthy life, in search of the traditional food that nourishes and heals the attention, body and soul. The food in the Indian tradition has always been to nourish the body and the soul. We were looking for foods that were Organic and without blemish. Nature at its best! Started by two passionate people who believed in engineering solutions that not only solve and avoid problems, but also ensure that they contribute to improving people's living standards. So with years of this experience, one day we set out in search of a support that counteracts the rigors of today's life and in our journey we found it, the elixir, ready and waiting for everything, hidden to the bare eye and designed by Mother Nature-MILLETS. When looking for answers, the solution is a combination of the Super 8 Millets: a reward from Rain fed, holistic cultivation that is unconditional in essence. It is food a that nourishes and helps to heal the body and soul. Then we look for farmers who understood and respected this food, who through generations have preserved the art of traditional agricultural methods that have been transmitted to them, who have remained unshakeable in their position to protect the crops that were given to them by their ancestors. Grami seeks, to a small extent, to help protect and reconstruct this knowledge so that it is not forgotten and can be delivered to the next generation. Great care was taken in procuring and preparing millet products in a safe besides fit environment to ensure that they recall their original health without any procedure of mock and adulterated addition. We are captivating baby steps on this Trip so that we can return to our origins and rediscover the grains that our families have donated to us.

1.4

Vision

Be a vehicle of awareness in the international market by creating sustainable business model that inspires, indorses and supports true wellbeing and a vigorous lifestyle. At the center of this vision, is respect for Mother Nature and for all beings.

Mission

To be an inspiring, reliable and innovative global leader in delivering genuine organic product(OP)s and solutions for a strong life and also to encourage and help farmers to be organic, build and maintain a better environment.

Values

- Total commitment to quality
- Respect for Mother Nature
- Fair price to the farmers
- Absolute integrity

1.5
ABOUT MILLETS

THE MILLETS ARE STORE-HOUSES OF NUTRITION

The millets are well above wheat and rice in relations of their mineral content. Apiece of the millets has more fiber than rice and wheat. Millet finger has 30 times more calcium than rice, while each additional millet has atleast double the amount of calcium likened to rice. Foxtail millet are so rich that rice is not in the competition. Though most of us look for a micronutrient such as beta-carotene in pills and medicinal capsules, millets offer it in plentiful quantities.

MILLETS GROW ON THE POOR SOILS

The common of millet can be grown in low richness soils, some in acid soils, others in saline soils. Millets such as gem millet can also be grownup on sandy soils; In fact, finger millet raises well in saline soils. The barnyard millet also grows in problematic soils, where other crops such as rice, fight to grow in such soils. Many of them are also refined to recover the soil.

MILLETS DO NOT DEMAND SYNTHETIC FERTILISERS

Millets do not need chemical fertilizers. In fact, in dry land-living conditions, millets raise better in the absenteeism of chemical fertilizers. Therefore, most millet growers cultivate them using farm manure in morally ecological conditions.

MILLETS ARE CLIMATE CHANGE COMPLIANT CROPS

The millets are able to raise under drought conditions; they can survive higher heat rates. The millets grow under non-irrigated situations. Therefore, they can also face water strain and grow. Each of the millets is a store of dozens of nutrients in large amounts. They include the main and micronutrients needed by the human body and can help people resist malnutrition. The millets are true SUPERFOODS!

Millets are available in 7 different types:

1. Pearl millet/Bajra/Sajje

Pearl millet is most extensively cultivated millet type, with India being its major producer. These are rich sources of phosphorus and assistances minimize the danger of type 2 diabetes.

2. Finger millet/Ragi

Red millet, Ragi, is very rich in calcium, iron and other such minerals. Ragi also has a good number of EAA (Essential Amino Acids) needed for the human body.

3. Barnyard millet/Odhalu

The barnyard millet is very rich in fiber, phosphorus and calcium. Barnyard has a low glycemic index and, therefore, helps in controlling type-2 diabetes and cardiac diseases

4. Kodo millet/Harkha

Kodo millets contain high volumes of polyphenols, an antioxidant compound. They are comparitively low in fat and rich in fiber. Kodo millet inhibits the crosslinking of collagen and is good for diabetes.

5. Sorgham/Jowar

Sorghum has a high dietary value, with the abnormal amounts of unsaturated fats, proteins, fiber and minerals, for example, phosphorus, potassium, calcium and iron. It has a high substance of calories and macronutrients and has a greater number of cell reinforcements than pomegranates and blueberries.

6. Little millet/Saame

The seeds of Little Millets are smaller than all the other millets. These are rich in iron, fiber and antioxidants. Help with diabetes and stomach related diseases.

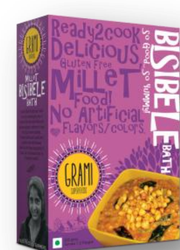
7. Foxtail millet/Navane

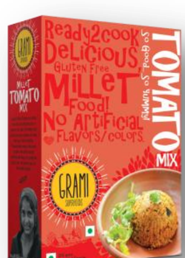
Foxtail millets are very high in iron content and are completely free of pests. They help control level of blood sugar, cholesterol levels and increase HDL cholesterol.

1.6 PRODUCTS BY GRAMI SUPERFOODS:

MILLET COOKIES:

READY TO COOK:





PICKLES:

OILS:

1.6 Competitors:

Sattvic products are completely organic and natural as their identity says. Accredited by APEDA and USDA.

Phalada Pure & Sure is a assortment of certified organic foods resulting from the belief of modernizing the entire supply chain of organic product(OP)s.

The benefits of nature and enjoy nutritious, healthy, pure and chemical-free organic foods, which is an substantial factor that contributes to overall well-being.

Organic India has now become a symbol of 0rganic tea in India. Organic India is a recognized brand in India for organic teas and other products.

Down To Earth is an organic food(OF)brand of Morarka Foods Private Limited is the reason for organic revolution in India.

1.7 SWOT ANALYSIS

STRENGHTS:

- Genuine organic product(OP)s
- Various variety/types
- First mover in organic product(OP)s
- Eco-friendly

WEAKNESSES:

- Higher prices for the quality products
- Non availability at every shop or locality
- Advertising and promotion not done at the early stage
- Requirement of knowledgeable employees

OPPORTUNITIES:

- Develop private label selection – lower price for customers
- Advertisements and Promotional activities to create awareness and promote brand
- There is hype over eating healthy food and protecting the environment

THREATS:

- Conventional supermarkets
- Bad economy
- More competitors
- Presence of independent retail chains

1.8 FUTURE GROWTH AND FINANCIAL STATEMENT

Liabilities	**2017-2018**
Share Capital	10,00,000.00
Reserve and surplus	2,50,000.00
Net worth	12,50,000.00
Noncurrent liabilities	1,55,000.00
Current liabilities	1,62,000.00
Total	**15,67,000.00**

Assets	**2017-2018**
Noncurrent Assets	
Long Term loans	2,04,000.00
Cash and bank balance	88,000.00
Intangible assets	85,000.00
Current assets	
Investment	6,00,000.00
Sundry debtors	2,30,000.00
Cash and bank balance	3,15,000.00
Loans and advances	45,000.00
	15,67,000.00

Profit and loss a/c

Particulars	**2017-2018**
Income	
Revenue from operations	9,85,000.00
Other incomes	1,50,000.00
Total	11,35,000.00
Expenses	
Employee benefit expenses	1,56,000.00
Financial expenses	88,000.00
Other expenses	35,000.00
Depreciation and amortization	
Total	3,79,000.00
Profit before tax	7,56,000.00
Less: Tax	
Profit after tax	**6,56,000.00**

CHAPTER 2

2.1 Background of the study:

0rganic agriculture works in accord with the nature and not against it. This infers the utilization of techniques to accomplish great products without causing inconvenience nature. 0rganic agribusiness doesn't mean backpedaling to conventional cultivating techniques; a significant number of the cultivating strategies utilized as a part of the past are still in the utilization today. Natural cultivating takes the best usage of these and syndicates them with most recent logical information. Natural ranchers don't relinquish their homesteads to be consumed by nature; they utilize their insight, methods and materials to work with the nature. In this way, farmers create a healthy sense of balance between agriculture and nature, where crops and animals can grow and flourish.

This undertaking is an analysis to investigate the components that for the most part influence shopper purchasing conduct towards natural foods in India. It is additionally to comprehend the recognitions towards natural nourishments and the level of cognizance. Since the conception of organic agriculture became famous in the country, India has become one of the world's biggest organic food(OF)markets in the world.

Natural nourishments or 0rganic food items are good, contain no chemicals or additives, are totally regular and are vastly improved than any type of non-natural food products. Natural foods are foods that are delivered without the utilization of any pesticides, herbicides or bug sprays.

2.2 LITERATURE REVIEW

There are several publications that focus on various aspects of market research for organic product(OP)s. However, so far there have been very insufficient attempts to deliver a general statement of current knowledge about the organic scene. The present study therefore offers an summary of market research for the consumption of organic foods, which allows the documentation of research strengths and deficits. The review analyzes a total number of 256 research studies published between January'2000 and December'2011. The structure of this review was derived from the concept of a combination of consumer-oriented marketing (4P), taking into account the value and benefits of the consumer, the cost to the consumer, the communication and information needs and the convenience and distribution. The most researched topics are the cost to the consumer and the value and benefits of the consumer. In any case, there are as yet numerous viewpoints inside these zones of research that have not yet been tended to, for example, natural bundling, value information and value preparing. Research regions data and correspondence needs, and accommodation and dispersion are additionally examined less seriously. The fundamental factors, for example, the more prominent obtaining energy of the Indian buyer in a developing economy, the adjustment in way of life, more prominent availability to explore different avenues regarding new items and flavors, want for accommodation in bundled sustenance items and an expansion in the quantity of female workers have prompted solid development in the utilization of bundled nourishment items.

CHAPTER 3

3.1 Statement of the problem:

This study is about the organic food(OF) industry in India. The analysis likewise focuses to comprehend the variables that effect the ubiquity of 0rganic produces. The components considered are wellbeing awareness, high costs, feeble advertising, high produce expenses and low scale horticulture. The primary issue connected with natural nourishments is their notoriety among Indian purchasers.

3.2 Need for the study:

The objective of this study is to create awareness about organic product(OP)s and by-products to lead a healthy life and also to study market penetration, purchasing behavior and consumer awareness towards organic foods / products.

3.3 Scope of the study:

This project is a study of the understanding of the factors that affect the purchasing behavior of consumers of organic foods in India and also includes both the positive and negative observations of consumers about organic foods / products.

3.4 Approach to the problem:

The main objective is to focus on solving the problems of the organic food(OF)industry was through the consumer survey and the analysis of the results derived from that survey.Primary explanations behind the absence of prominence of natural nourishments among Indian shoppers were less advancements and higher costs. To break down the present status of 0rganic foods in India, a poll was shaped on natural food(OF)information and an overview was directed.

3.5 RESEARCH DESIGN

Research Design Formulation:

An analysis design is a structure or plan to complete the statistical surveying venture. It sorts the elements the strategy basic to achieve the important data to structure or tackle the issue of statistical surveying.

3.6 Data collection Methodology

Primary Data:

The primary data consists of original information collected for specific purposes. These are collected for a specific research project. A survey questionnaire was prepared and impressions were taken to distribute them to a particular Sample and the results were collected and, therefore, to understand the opinions on organic product(OP)s.

Secondary Data:

Secondary information includes data that as of now exists and that was being gathered for different purposes. The secondary information of this investigation was gotten from a few outside sources, for example, books, articles and a few websites.

CHAPTER 4

4.1 Analysis and Interpretation

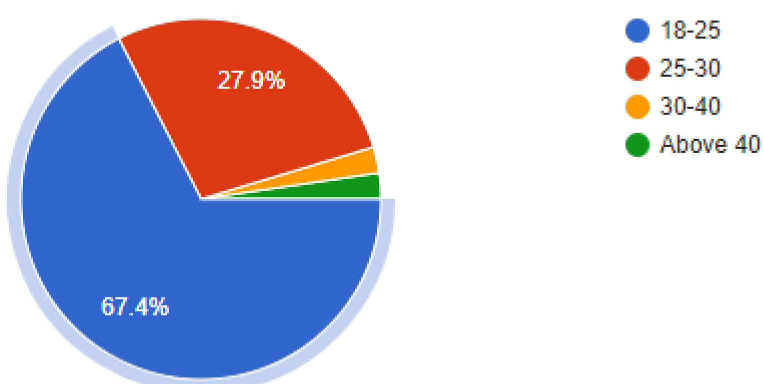
Demographic questions:

- <u>Age-</u>

TABLE 1

Sl.NO.	Particulars	No.of respondents	Percentage%
1	18-25	54	67.4%
2	25-30	23	27.9%
3	30-40	2	2.3%
4	Above 40	2	2.7%

CHART 1

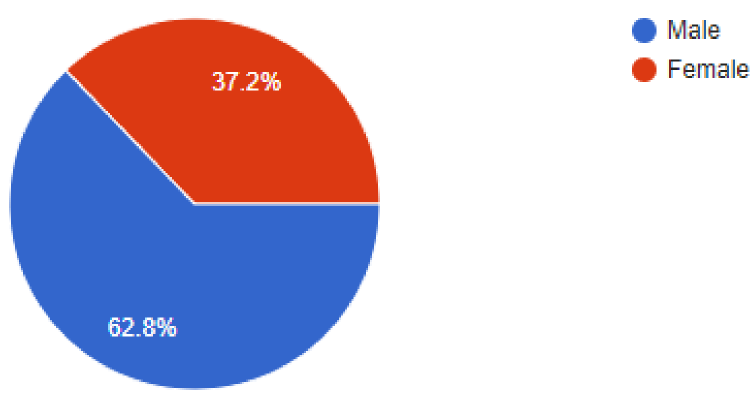


- Gender-

TABLE 2

Sl.NO.	Particulars	No.of respondents	Percentage%
1	Male	51	62.8%
2	Female	30	37.2%

CHART 2

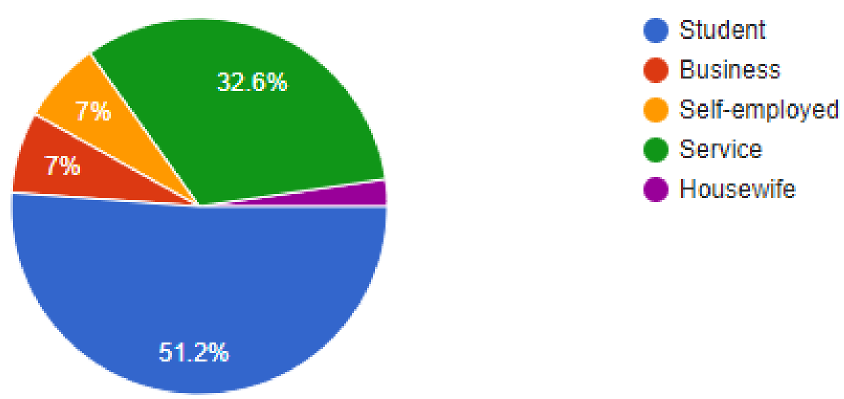


- <u>Occupation-</u>

<u>TABLE 3</u>

Sl.NO.	Particulars	No.of respondents	Percentage%
1	Student	41	51.2%
2	Business	09	14%
3	Service	26	32.6%
4	Housewife	5	3.2%

<u>CHART 3</u>

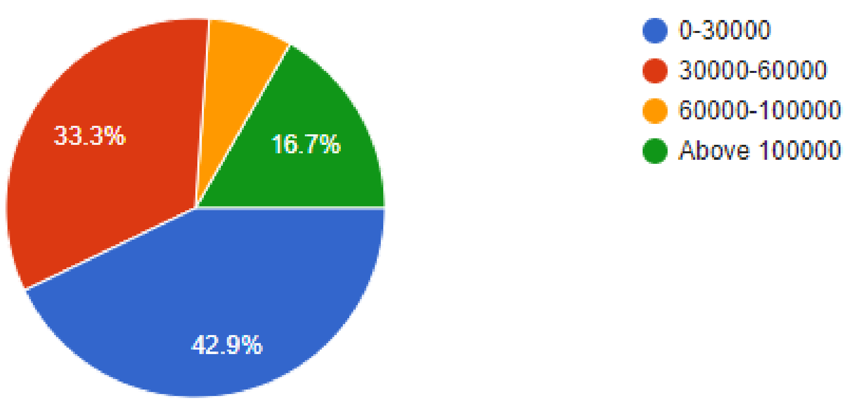


- Monthly Family Income:

TABLE 3

Sl.NO.	Particulars	No.of respondents	Percentage%
1	0-300,000	35	42.9%
2	300,000-600,000	27	33.3%
3	600,000-1000,000	6	7.9%
4	Above 1000,000	13	16.7%

CHART 3



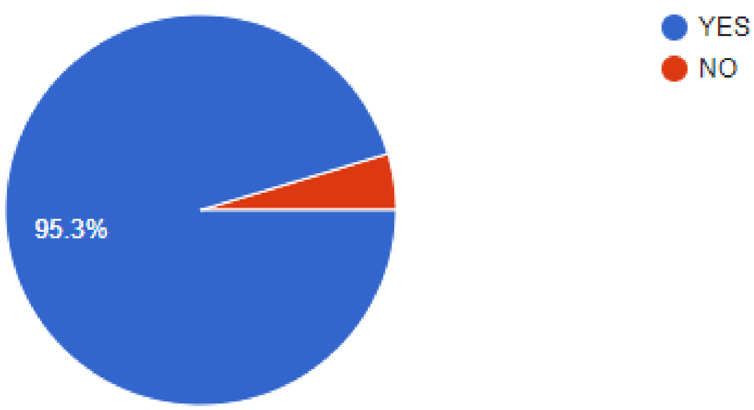
Around 67% of the 81 respondents were in the 18-25 age groups and around 63% were men. Most of the respondents were postgraduates, lived in urban/metropolitan cities and were salaried with an annual income of around Rs. 3 lakhs.

- Do you think that organic product(OP)s are healthier?

TABLE 4

Sl.NO.	Particulars	No.of respondents	Percentage%
1	YES	77	95.3%
2	NO	4	4.7%

CHART 4



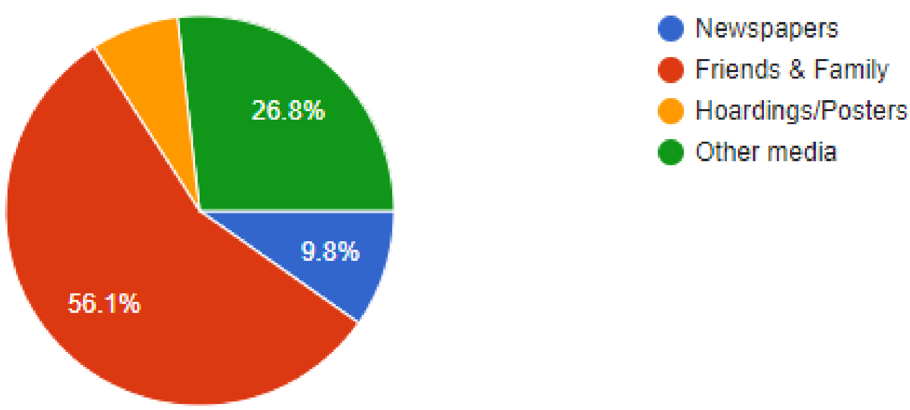
Most of the respondents i.e. 95% of them believe that the 0rganic product(OP)s are healthier compared to non-organic foods.

- Where did you hear about organic product(OP)s for the first time?

TABLE 5

Sl.NO.	Particulars	No.of respondents	Percentage%
1	Newspapers	8	9.8%
2	Friends & Family	45	56.1%
3	Hoardings/Posters	6	7.3%
4	Other media/Exhibitions	22	26.8%

CHART 5



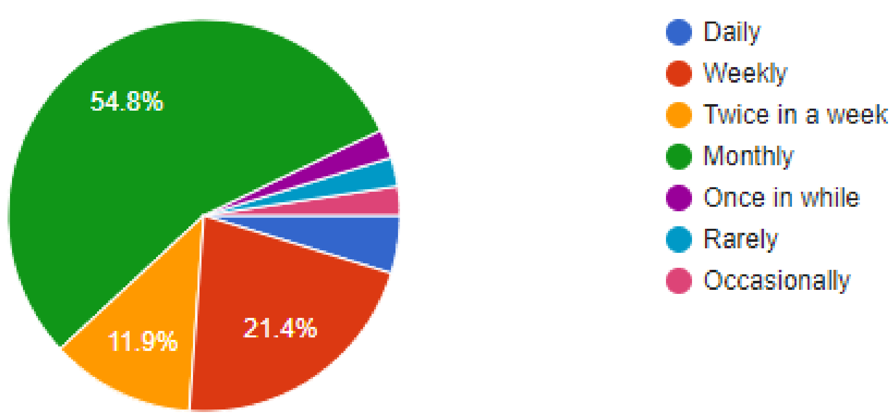
More than half of the respondents heard about the organic product(OP)s for the first time from their friends and family and few from newspapers and very few from posters and other media

- How often do you buy organic product(OP)s?

TABLE 6

Sl.NO.	Particulars	No.of respondents	Percentage%
1	Daily	5	6%
2	Weekly	17	21.4%
3	Twice a week	10	11.9%
4	Monthly	44	54.8%
5	Rarely	5	5.9%

CHART 6



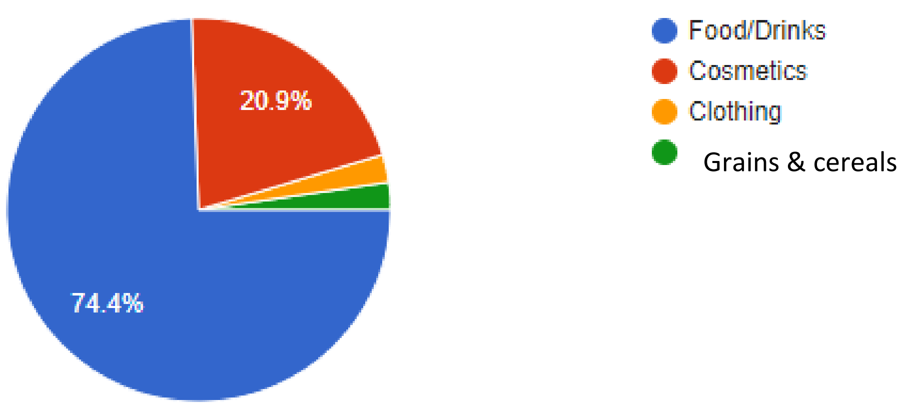
More than half of the respondents i.e. 54.8% buy organic product(OP)s monthly. Some people buy the products weekly, around 10 people bought twice a week and others purchase only when there is a need or rarely.

- What kind of organic product(OP)s do you buy?

TABLE 7

Sl.NO.	Particulars	No.of respondents	Percentage%
1	Food/Drinks	60	74.4%
2	Cosmetics	16	20.9%
3	Clothing	2	2%
4	Grains/cereals	3	3%

CHART 7



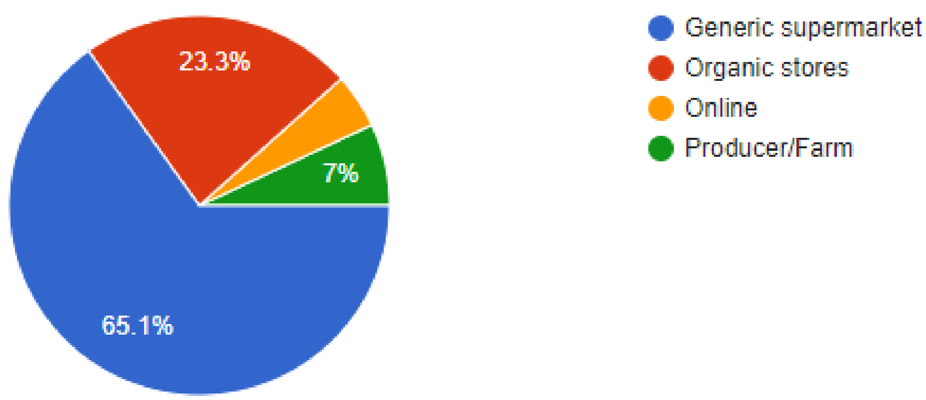
Since most of the respondents were students, between 18-25 age groups, around 74.4% of them buy organic food(OF)and drinks. Around 21% respondents purchase organic cosmetics.

- Where do you usually purchase organic product(OP)s?

TABLE 8

Sl.NO.	Particulars	No.of respondents	Percentage%
1	Supermarkets	53	65.1%
2	0rganic Stores	20	23.3%
3	Online	2	3%
4	Producers/farm	6	7%

CHART 8



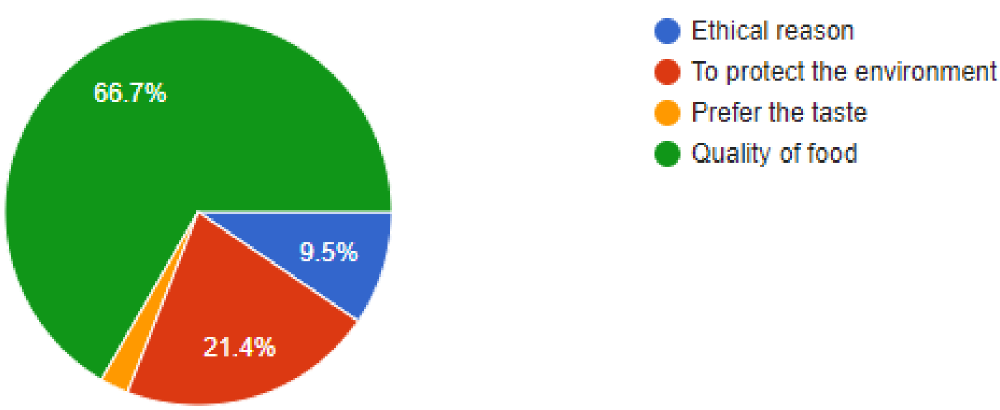
Around 65% of the respondents usually bought the organic product(OP)s from generic supermarkets and 23% of the respondents are organic customers who bought from organic stores. Very few respondents bought from the online sites and around 7% (6 of 81 respondents) of them bought from producers.

- Why do you choose 0rganic product(OP)s?

TABLE 9

Sl.NO.	Particulars	No.of respondents	Percentage%
1	Ethical reason	8	9.5%
2	Protect the environment	17	21.4%
3	Prefer the taste	2	2.7%
4	Quality of food	54	66.7%

CHART 9



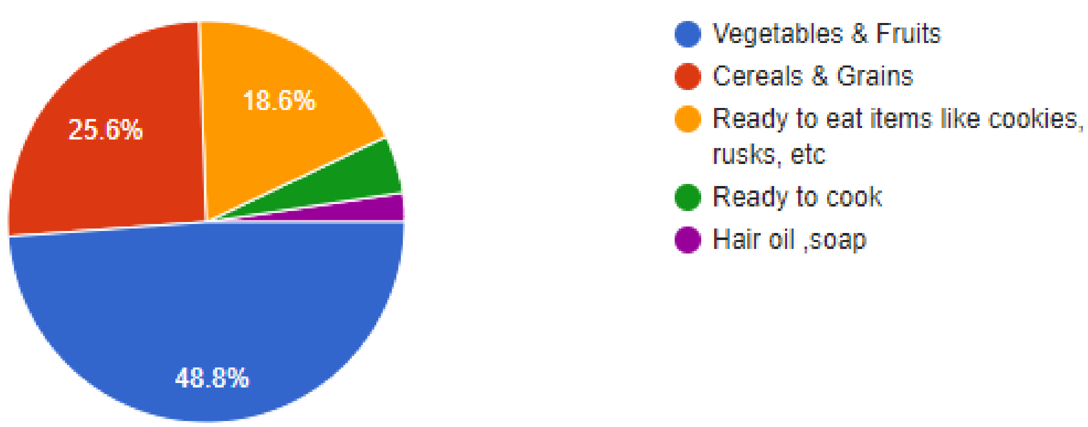
Around 67% of the respondents prefer organic product(OP)s over non-0rganic items for the quality of food and their health benefits. Some of them also believe organic product(OP)s & byproducts are environment friendly. 10 respondents among the 81, choose organic product(OP)s because they believe organic food(OF)helps to stay fit and healthy.

- Which of these 0rganic food(OF)products do you buy the most?

TABLE 10

Sl.NO.	Particulars	No.of respondents	Percentage%
1	Vegetables & Fruits	38	48.8%
2	Cereals & Grains	21	25.6%
3	Ready to eat products	15	18.6%
4	Ready to cook	3	3.4%
5	Cosmetics	4	5%

CHART 10



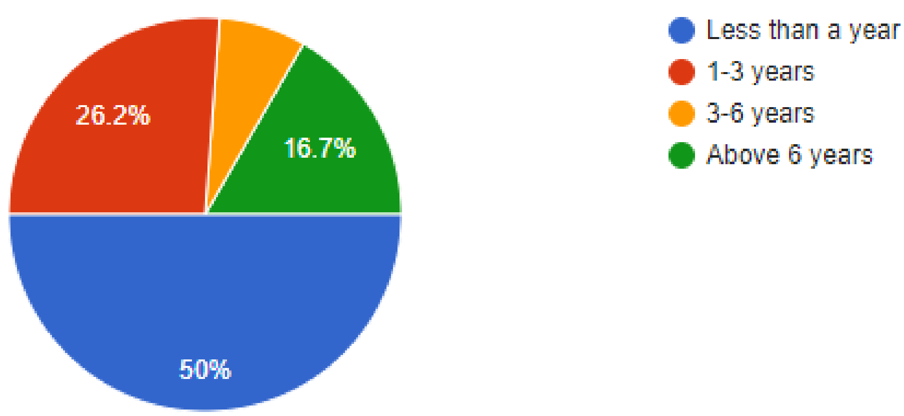
Half of the sample respondents prefer to buy organic vegetables and fruits for their health benefits and around 25% of the total prefer/wish to buy organic cereals & grains for they are believed to be gluten-free while 19% of them bought ready to eat items like 0ragnic cookies, breads, etc.

- How long have you been using 0rganic product(OP)s?

TABLE 11

Sl.NO.	Particulars	No.of respondents	Percentage%
1	Less than a year	40	50%
2	1-3 yrs	21	26.2%
3	3-6 yrs	6	7.1%
4	Above 10 yrs	14	16.7%

CHART 11



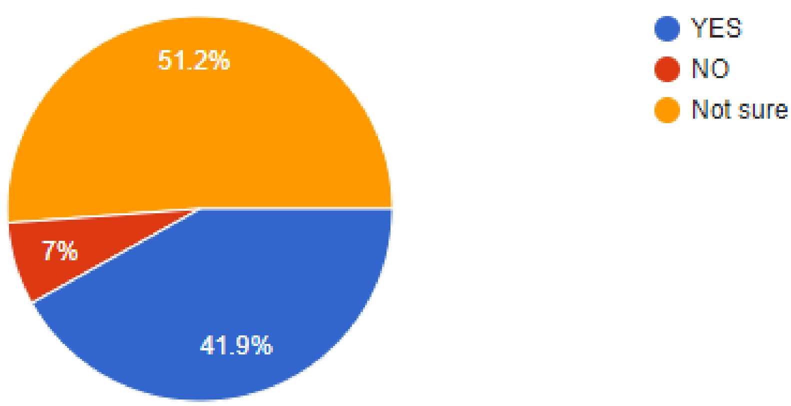
Half of the respondents have been using the products since less than a year. Around 26% of them use them since 1-2 years and only 16% of them have been using the organic product(OP)s since more than 6 years.

- If the price of organic product(OP)s continues to increase, will you continue to buy organic product(OP)s?

TABLE 12

Sl.NO.	Particulars	No.of respondents	Percentage%
1	Yes	34	41.9%
2	No	6	7%
3	Not sure	41	51.2%

CHART 12



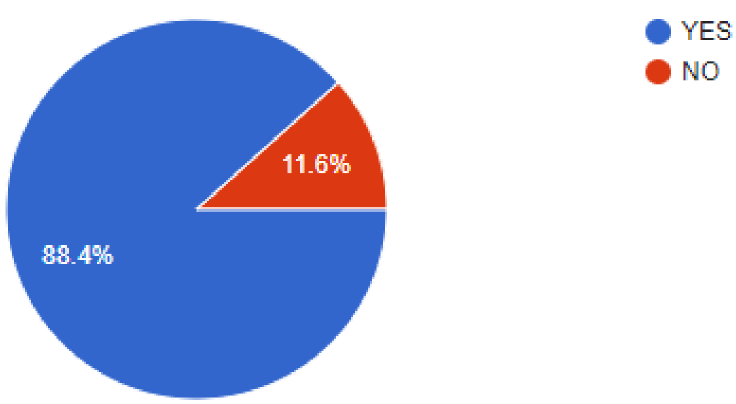
In reference to the above question, forty two percent of the respondents said they would still buy the 0rganic products if the prices rise. Around 51% said they are not sure about their purchasing decision if the price of the products increased. And only 7% of them would stop using the products if prices increased.

- Do you consider yourself environmentally friendly in other aspects of your life?

TABLE 13

Sl.NO.	Particulars	No.of respondents	Percentage%
1	Yes	72	84.4%
2	No	9	11.6%

CHART 13



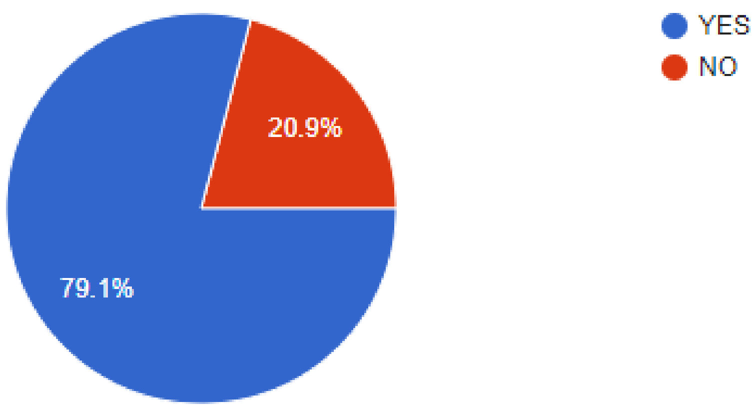
Most of the respondents i.e., 88% (69 respondents) believe themselves to be environmental-friendly and 12% (9 respondents) do not believe so.

- With an increase in products that claim to be green, are you skeptical about products that are said to be organic??

TABLE 14

Sl.NO.	Particulars	No.of respondents	Percentage%
1	Yes	64	79.1%
2	No	17	20.9%

CHART 14



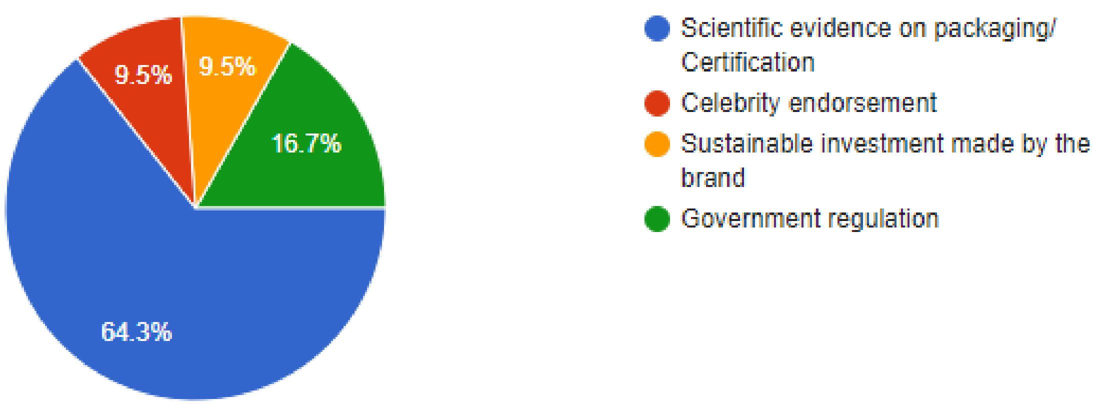
Around 80% of the respondents wish to be sure before purchasing any 0rganic products while the other 20% of them are not skeptical about the 0rganic products.

- What would help increase your confidence level towards products which claim to be organic?

TABLE 15

Sl.NO.	Particulars	No.of respondents	Percentage%
1	Scientific evidence/Certification	52	64.3%
2	Celebrity endorsement	7	9.5%
3	Investment made by brand	7	9.5%
4	Govt. regulation	5	6.7%

CHART 15



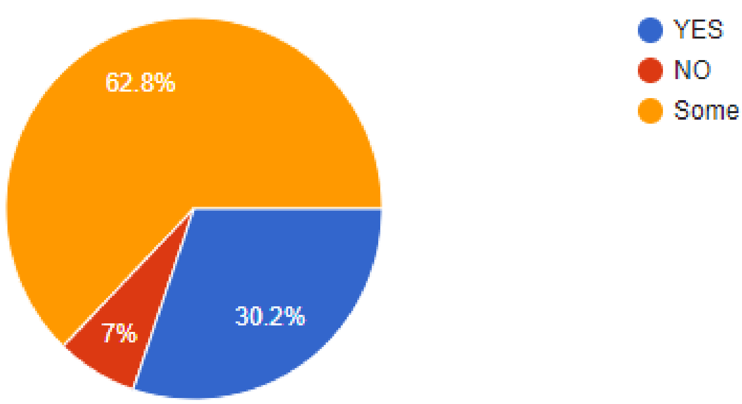
Around 65% of the respondents prefer if there is scientific evidence on packaging or 0rganic certification label on the packets while 17% (13 respondents) feel there has to be a government regulation on 0rganic produces and few believe the products to be genuine if endorsed by celebrities.

- Do you think the published information on organic advantages is true?

TABLE 16

Sl.NO.	Particulars	No.of respondents	Percentage%
1	Yes	24	30.2%
2	No	6	7%
3	Not Sure	51	62.8%

CHART 16



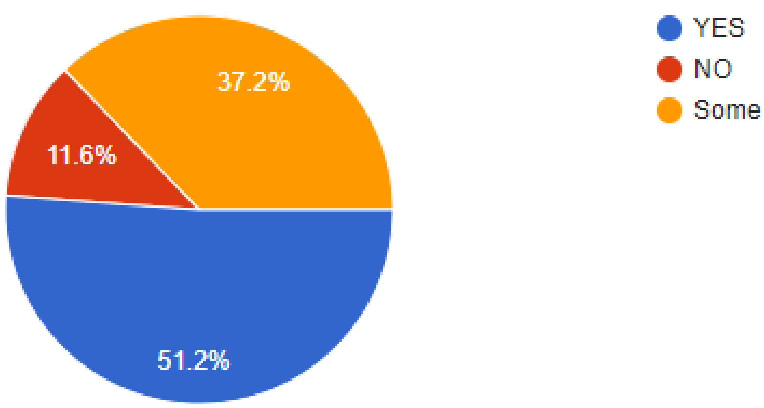
Around 63% (512 respondents) believe that most of the information and health benefits and other advantages published about 0rganic products to be true and 30% of them strongly believe them to be true while only 7% (6 respondents) do not believe them to be true or not sure.

- If you are a frequent buyer, do you also buy non-organic product(OP)s?

TABLE 17

Sl.NO.	Particulars	No.of respondents	Percentage%
1	Yes	41	51.2%
2	No	9	11.6%
3	Some	31	37.2%

CHART 17



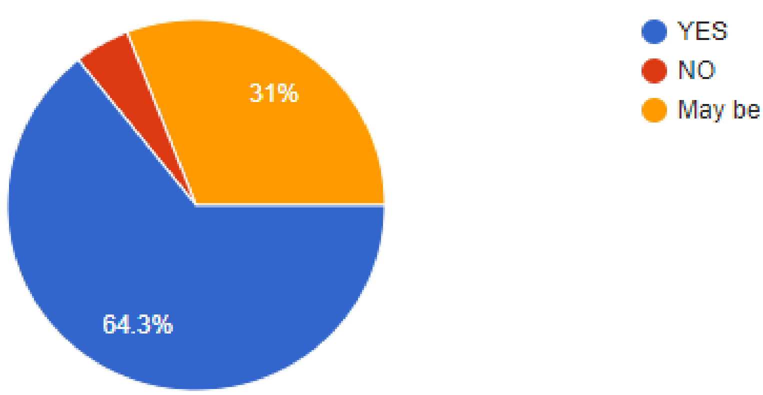
Half of the respondents buy non-organic product(OP)s as well, since there are various varieties and commonly available everywhere while 38% (30) purchase only few non-organic items and around 12% of them strongly prefer organic items.

- Would you also be interested in buying non-organic product(OP)s enriched with vitamins and minerals?

TABLE 18

Sl.NO.	Particulars	No.of respondents	Percentage%
1	Yes	52	64.3%
2	No	4	4.7%
3	May be	25	31%

CHART 18



Most of the respondents believe that organic foods are rich in vitamins and minerals and hence 64% of them would even switch to non-organic foods if they are enriched with nutritional value.

4.2 Hypothesis:

H0: The Buying behavior is not influenced by Monthly Family Income

Ha: The Buying behavior is influenced by Monthly Family Income

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Q10. Why do you choose organic product(OP)s?	Between Groups	17.219	3	5.740	4.123	.009
	Within Groups	107.177	77	1.392		
	Total	124.395	80			
Q9.Where do you usually purchase organic product(OP)s?	Between Groups	25.519	3	8.506	8.539	.000
	Within Groups	76.703	77	.996		
	Total	102.222	80			

The above ANOVA Table shows that there is impact of Monthly Family Income on the buying behavior of the customer WRT Organic product(OP)s. The significant value is 0.009 and 0.00 which is less than 0.05. It means Buying Behavior is influenced by the Monthly Family Income of the customer.

CHAPTER 5

5.1 FINDINGS, CONCLUSIONS AND SUGGESTIONS

Findings:

The organic bazaar in India is a typical example of a market in the pre-growth period. Before long there will be some applicable players in the national market. These players (singular agriculturists, surrounding gatherings, delegates, stores, dealers and exporters) will without a doubt endeavor to acquire better wages as fast as conceivable from the natural market. This reality must be thought about emphatically. In the pre-development stage, there is as of now some readiness of the nature of sustenance and pesticide deposits among shoppers. The articulation 'natural' isn't yet secured and mindfulness is diffused. It will be a hard errand to disclosure the correct technique to change this deficient mindfulness in the right route among Indian customers. Therefore, at the beginning it is a very vital task to define what organic product(OP)s are and also their significance, how they differ from conservative products and also to describe the USP (Unique Selling Position) of 0rganic products.

Many people are not aware of organic product(OP)s and foods and there is a unlimited need to create awareness among consumers to ensure that there is a broader scope for organic product(OP)s that are healthy and have more advantages than non-organic product(OP)s.

Now people of one day become more aware of their health. Along these lines, they give careful consideration to what they do and what they eat. In this unique situation, natural product(OP)s are great substitutes for synthetically prepared items. However, organic product(OP)s have certain limitations, such as high price. Increase cooking time, lack of availability, etc. If these inconveniences are treated well; 0rganic product(OP)s will have a good future.

- Lower Price to Compete with Grocery Stores
- Add a client rewards program for visit purchasers
- Coupons to clients

- Catering
  - Catering offer for local businesses and events

- Expansion of Private Label Selection

- The lessening of assembling expenses could offer rebates to the client for utilizing the Grami mark items.

CONCLUSION

In the present modern market economy, arrangement of natural agribusiness, particularly the natural food(OF)production framework, turns into an undeniably huge factor in the improvement of the national and universal financial framework. The significance of showcasing natural foods is adapted by the way that it enables makers to better comprehend the necessities of clients, filling the need of better fulfilling their requirements and furthermore enables buyers to get better natural product(OP)s. The meaning of the fundamental normal for natural horticulture and its significance is the underlying point for the reasonable foundation of natural farming. A brilliance certification of natural nourishments specifically impacts the force of utilization, premium energy of the market, bundling material planning, promoting messages, and decision of appropriation channel and recognized natural product(OP)s from customary ones as per their market qualities and expansion with the target of creating natural food(OF)that would without a doubt achieve the buyer.

SUGGESTIONS

- Organic product(OP)s have lost their demand for fewer flavors. Therefore, measures must be taken to improve the taste of the products.

- Cooking time is more for organic product(OP)s. Therefore, customers prefer fast food. Something must be done to accelerate the cooking time of organic product(OP)s.

- The assortment part of natural product(OP)s is low. In this manner, the assortment of things ought to be expanded.

- The rate of natural product(OP)s is high, in spite of the fact that it is sensible. Yet, the desire for buyers is that the cost of natural product(OP)s can be made aggressive with ordinary terms.

- 0rganic product(OP)s are still not popular with consumers. Therefore, measures must be taken to popularize organic product(OP)s.

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ANNEXURE

Demographic questions:

1. Age
   a) 18-25( )
   b) 25-30 ( )
   c) 30-40 ( )
   d) Above 40 ( )

2. Gender
   a) Male ( )
   b) Female ( )

3. Occupation
   a) Student ( )
   b) Business ( )
   c) Service ( )
   d) Housewife ( )

4. Monthly family income
   a) 0-300,000 ( )
   b) 300,000-600,000 ( )
   c) 600,000-1000,000 ( )
   d) Above 1000,000 ( )

5. Do you think that organic products are healthier?
   a) Yes ( )
   b) No ( )

6. Where did you hear about organic products for the first time?
    a) Newspapers (   )
    b) Friends/Family (   )
    c) Hoardings (   )
    d) Other media/Exhibitions (   )

7. How often do you buy organic products?
    a) Daily (   )
    b) Weekly (   )
    c) Twice a week (   )
    d) Monthly (   )
    e) Rarely (   )

8. What kind of organic products do you buy?
    a) Foods/drinks (   )
    b) Cosmetics (   )
    c) Fabric (   )
    d) Cereals/grains (   )

9. Where do you usually purchase organic products?
    a) Generic supermarkets (   )
    b) Organic Stores (   )
    c) Online (   )
    d) Producers/farm (   )

10. Why do you choose organic products?
    a) Ethical reason (   )
    b) Protect the environment (   )
    c) Prefer the taste (   )
    d) Quality of food (   )

11. Which of these organic food products do you buy the most?

a) Vegetables & Fruits ( )
b) Cereals & Grains ( )
c) Ready to eat (cookies, rusks, etc) ( )
d) Ready to cook ( )
e) Cosmetics ( )

12. How long have you been using organic products?

a) Less than a year ( )
b) 1-3 years ( )
c) 3-6 years ( )
d) Above 6years ( )

13. If the price of organic products continues to increase, will you continue to buy organic products?

a) Yes ( )
b) No ( )
c) Not sure ( )

14. Do you consider yourself environmentally friendly in other aspects of your life?

a) Yes ( )
b) No ( )

15. With an increase in products that claim to be green, are you skeptical about products that are said to be organic?

a) Yes ( )
b) No ( )

16. What would help increase your confidence level towards products which claim to be organic?

a) Scientific evidence/Certification ( )
b) Celebrity endorsement ( )
c) Investment made my brand ( )
d) Govt. regulations ( )

17. Do you think the published information on organic advantages is true?

a) Yes ( )
b) No ( )
c) Not sure ( )

18. If you are a frequent buyer, do you also buy non-organic products?

a) Yes ( )
b) No ( )
c) Some ( )

19. Would you also be interested in buying non-organic products enriched with vitamins and minerals?

a) Yes ( )
b) No ( )
c) May be ( )

ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the Project : A Study on 'Consumer buying behaviour and Marketing mix'
Internal guide : Prof.Monica M
External guide : Mr.RajagopalSheshadri
USN No : 1AY16MBA47
Specialization : Marketing and HR
Company name : GRAMI Superfoods
Company Address : No.126, Kannamangala, Kadugodi, Whitefield, Bangalore 560067

Week	Work Undertaken	External Guide Signature	Internal Guide Signature
15-1-2018 to 20-1-2018	Understanding structure, culture, functions of the organization	RJG	Monica M
22-1-2018 to 27-1-2018	Understand products/services and the problems of the organization	RJG	Monica M
29-1-2018 to 3-2-2018	Gathered information about the growth of the company	RJG	Monica M
5-2-2018 to 10-2-2018	Analysing the Market position of the company	RJG	Monica M
12-2-2018 to 17-2-2018	Research problem identification	RJG	Monica M

17-2-2018 to 24-2-2018	Preparation of research instrument for data collection and analysis		Monica M
26-2-2018 to 3-3-2018	Theoretical background of the study		Monica M
5-3-2018 to 10-3-2018	Data collection and analysis		Monica M
12-3-2018 to 17-3-2018	Interpretation of data gathering during the survey		Monica M
19-3-2018 to 24-3-2018	Final report preparation and submission		Monica M

No.120, ... Whitefield, Bangalore-560067

Company seal and sign

HOD seal and sign

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