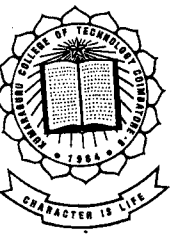

A STUDY ON CONSUMER AWARENESS OF SAKTHI SOYA PRODUCTS FOR SAKTHI SUGARS LIMITED- (SOYA DIVISION) COIMBATORE

By

P.PRABAKAR
Reg.No. 71205631036

Of

Department of management studies
Kumaraguru college of technology
Coimbatore

A PROJECT REPORT
Submitted to the

FACULTY OF MANAGEMENT SCIENCES

In partial fulfillment of the requirements
For the award of the degree

Of

MASTER OF BUSINESS ADMINISTRATION

Department of management studies,
Kumaraguru College of Technology
(An ISO 9001:2000 Certified Institution)
Coimbatore – 641006

BONAFIDE CERTIFICATE

Certified that this project titled '**A study on consumer awareness of sakthi soya products for sakthi sugars limited- soya division coimbatore'** is the bonafide work of **Mr.P.PRABAKAR (Reg no: 71205631036),** who carried out this research under my supervision. Certified further , that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Project Guide

Director

Evaluated and Viva-voce held on 2/07/07

Examiner I

Examiner II

DECLARATION

I, hereby declare that this project report entitled as "A study on consumer awareness of sakthi soya products for sakthi sugars limited- (soya division) coimbatore", has undertaken for academic purpose submitted to Anna University in partial fulfillment of requirement for the award of the degree of Master of Business Administration. The project report is the record of the original work done by me under the guidance of prof.V.S.Elamurugan, during the academic year 2007-2008.

I, also declare hereby, that the information given in this report is correct to best of my knowledge and belief.

Place: Coimbatore

Date:

(P.PRABAKAR)

SAKTHI SUGARS LIMITED

Soya Division

180, Race Course Road, Coimbatore - 641 018, India.
E-mail : info@sakthisugars.com Website : www.sakthisoyas.com

GA-26/ 18462 /2007

22.06.2007

CERTIFICATE

This is to certify that Mr.P.Prabakar, Final Year M.B.A. student of Kumaraguru College of Technology, Coimbatore has done Project Work on the topic `**A Study on Consumer Awareness of Sakthi Soya Products for Sakthi Sugars Limited – Soya Division, Coimbatore**' in ***MARKETING*** *department* of our organisation during the period from January, 2007 to June, 2007.

During the above period, his performance, conduct and character were found to be ***GOOD.***

We wish all success in his career.

For SAKTHI SUGARS LIMITED
(Soya Division)

K.CHINNASWAMY
MANAGER-PERSONNEL & ADMN.

ACKNOWLEDGEMENT

I express my sincere gratitude to our beloved correspondent **Prof.Dr.K. Arumugam**, the prime guiding sprit of Kumaraguru College of technology.

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I also express my sincere thanks and appreciation to my friends and family members who helped me in the completion of this project successfully

Executive Summary

The main objective of the of the project is to find the awareness about the sakthi product in the mind of customer. A sample size of 200 respondents is selected on the basis of convenience sample method. A well structure questionnaire is prepared for data collection. Geographical area selected for the project is coimbatore city since it has some awareness about this product. A brief study is done in the organization to know the function they carry out.

Using the answers given by the respondent to the questionnaire are analysis by using two tools namely percentage analysis and chi-square test. Price, quality, availability, package are the four attributes use to test the satisfaction level among the customers. Chi-square test is use to find weather there is any relationship between income and frequency usage and to test occupation of the respondents and their satisfaction towards the quality of the product.

It is found that sakthi soya has does not get enough awareness among the customers and the customers who buy sakthi product feels that the price of the product are in the higher side. The sakthi groups must improve their brand image of soya and must do a survey to get the feed back of customers for the price reduction.

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CHAPTER 1

INTRODUCTION

INTRODUCTION

1.1BACKGROUND OF THE STUDY

Marketing has been recognized as an important factor in the promotion and sale of the product in an organization. They are developing product line & promotional programmers.

Consumers are the focus of any business. In some organization customers are viewed as "The king" of that business. Customers act and think differently.

Marketing is an art of predicting about consumer behavior and satisfying the consumer by selling the product. So this project study is of immense important to know about the consumer awareness and brand preference of soya in order to promote the soya to the consumers. This would help the company to know is the mind of the consumers.

1.2 REVIEW OF LITERATURE

Soybean is one of the nature's wonderful nutritional gifts. It is one of the very few plants that provide a high quality of protein with minimum saturated fat. Soybean contains all the three macronutrients required for good nutrition, as well as fire, vitamins, minerals Soybean protein provides all the essential amino acids it the amounts needed for human health. Almost 40 per cent of the calories from soybeans are derived from protein, making soybean higher in protein than any other legumes and many animal products, Dr Suresh Itapu, Technical Director Human Nutrition, American Soybean Association, told Food & Beverage News.

According to 1999-2000 figures, the world production of soybean was 150 millions tonnes(MMT). India is the fifth largest producer of soybeans in the world, producing 5.2 MMT. Also, Indian produced 0.8 MMT soybean oil and imported 1.5 MMT in the same period. "There is lack of awareness among Indians about soybeans," said Dr Itapu, adding that soybeans had a long and respected history as a versatile plant food have a bigger place in western diets. However, recent excitement has focused on soy foods as a

Soy protein also directly lowers serum cholesterol levels. Referring to other health benefits of Soy foods, Dr Itapu said that kidney disease was a common long-term complication of diabetes. Over 20% of diabetics develop impaired kidney function, and diabetes was the major cause of kidney failure. Consuming a soy- based diet helps not only diabetics but also prevents heart disease and reduces the risk of cancer.

The current market for soya was over 1,00,000 tonnes per annum. While 80 percent is sold as commodity in bulk packs through grocery outlets, 20 percent is sold as branded products in consumer packs.

Rajesh Sethi, Daniel.C.Smith and C.Whan past have found that the primary determinant of new product failure is an absence of innovativeness-the extent to which new products provide meaningfully unique benefits.

Jacquelyn.S.Thomas "A methodology for linking customer acquisition to customer retention" In their study pointed out that the customer acquisition and retention are not independent processes. However because of data limitations, customer management decisions are frequently based only on an analysis of acquired customers. Their analysis shows that these decisions can be biased and misleading.

1.3 OBJECTIVE OF THE STUDY

Primary Objective

The primary objective of the study is to know the consumer awareness of the Sakthi Soya products.

Secondary objectives

1. To know the awareness level of the respondents for the Soya products.
2. To know the frequency of the purchase and the consumption of the Soya products.
3. To know the consumption pattern of the respondents, the regular users and nonusers of Sakthi Soya products.

4. To know the brand preferred by the respondents and the factors influenced to purchase.

5. To know the most preferred of product of Sakthi Soya,their level of satisfaction towards the quality, price, package, and availability.

6. To provide the valuable suggestions to the company to capture the market.

1.4 STATEMENT OF THE PROBLEM

The study is undertaken to find the awareness of Sakthi soya in the minds of customer's the study focus on the various levels of attributes which are preferred by the customer and also the product qualities provided to the customer. The prospective customers are found out through demographic factors which are considered most desired by the customers.

1.5 SCOPE OF THE STUDY

The study will help the organization, about how many customers ware aware of Sakthi Soya. The study shall set scope for the new entrants from the organized sectors to understand the expectation of the customers in term of price affordability and customer perception on Sakthi's products. The study also helps to profile the prospective customer which in turn could help out in segmentation of customers.

1.6 RESEARCH METHODOLOGY

1.6.1 Type of the study

Descriptive research

The research is descriptive in nature as the study was done to find out the market feasibility of Sakthi Soya. The researcher has no control over the variables and they are independent of the state of affairs.

1.6.2 Sampling design

Non-Probability sampling

Non-Probability sampling is that sampling procedure which does not afford any basis for

sample. The items in the population are selected deliberately. The personal element has a great chance of entering into the selection of the sample. Basically the research has been conducted based **on the road survey**, so population is distributed very wide. Here **convenience sampling technique** has been used.

1.6.3 Method of data collection

The method of data collection is very much from the primary source. The questions are well structured and collected through **schedule**. There little difference which lies in the fact that schedule (Performa containing a set of questions) are being filled by the researchers who under take the study. Being the survey conducted on the road the schedule being used for the recording the desired expression by the respondents.

1.6.4 Sample size and area of data collection

From the population the sample of 200 has been selected for the study. The sample is selected from Soya consuming customers in Coimbatore city.

1.6.5 Tools of analysis

The analysis is done with the percentage method and chi-square test. The percentage method has been chosen because the method provides the accurate results and chi-square test is done to find the relationship between two different variables.

Percentage Analysis

Percentage = No of responses/ Total Number of Respondents

Chi-square test

Chi-square, symbolically written as X^2 (Pronounced as Ki-square), is a statistically measure used in the context of sampling analysis for comparing a variance to a theoretical variance. As a non-parametric test, it "can be used to determine if categorical data shows dependency or the two classifications are independent. It can also be used to make comparisons between theoretical populations and actual data when categories are

either as a test of goodness of fit or as a test to judge the significance of association between attributes.

$$X^2 = \sum (Oij - Eij)^2 / Eij$$

Where Oij=observed frequency of the cell in ith row and jth column.

Eij=expected frequency of the cell in ith row and jth column.

1.7 LIMITATION OF THE STUDY

The researcher had do face the following limitations during the study.

1).The researcher had difficulty of lack of time. Due to time constraints the sample size was limited.

2).The research had difficulty with most of the respondents who were not willing to co-Operate with this study.

3).The research had difficulty with the respondents because they did not fill up the questionnaire in proper time.

4).The researcher had also difficulty in getting some information which the respondents Were not interesting to give.

1.8 CHAPTER SCHEME

This project is divided into 5 chapters.

Chapter 1

Deals with background of the study, review of literature, objective & scope of the study, methodology and limitations.

Chapter 2

Covers history of the organization, management, Organization structure, Service profile, competitive strength and various functional areas.

Chapter3

Covers all macro analysis and micro analysis of the study.

Chapter 4

Covers data analysis & interpretation through representation of various tables and graphs

Chapter 5

CHAPTER 2

COMPANY PROFILE

ORGANISATION PROFILE

2.1. HISTORY OF THE ORGANIZATION

The organization

SAKTHI GROUP, a popular name in Southern India has multivarious Business activities in sugar, iron castings, industrial Alcohol, textiles, transport, finance, soft drinks, fruit beverages, synthetic gems, dairy, and Soya Processing etc.

Evolution of the sakthi group

Thiru.P.Nachimuthu Gounder, a farmer with a difference and owned a few bullock carts that he hired out, could feel the pulse of the people and hear the call for revolutionary change. Instinctively sensing the need of the time, he created history in 1921, by commissioning a taxi service for the first time in the little know village of pollachi. In 1927 came the next milestone the first bus was added to the taxi service. The success of this venture led to the establishment of the Anamallais bus transport company, the parent of the Sakthi Group in 1961.The switch over from the traditional bullock carts to the modern automobile, brought about a big transformation in the life of the people in the interior rural areas. The success of this pioneering bus transport venture heralded the beginning of the Sakthi group in the later years.Nachimuthu Gounder's business ventures gained new impetus in 1943 when his only son N.Mahalingam,a trained engineering graduate jointed him and paved the establishment and growth of Sakthi group with his innovative ideas and foresight of the future. Sakthi group with multi facets motivated by a keen desire for diversification in new areas of business" **The Sakthi Group**" was born and grew into a powerful entity, expanding its interest into various spheres like sugars, industrial alcohol, textiles, transport, finance, soft drinks, fruit beverages, synthetic gems manufacture and Soya division. Sakthi Group is today a leading industrial conglomerate in the country is now leading with a turnover of around Rs.3000crores. It has a deep and abiding concern for the development of the country in the economic and social spheres.

The Sakthi Group has set up many educational and charitable institutions, hospital and religious centres and has made significant contributions to rural development with a

At Sakthi, methodical planning, careful execution and prudent supervision are the ruling policies of the company. The excellent team at Sakthi strives to ensure that only the best quality products reach the customer. When people trust in Sakthi-they trust in strength of being the best.

Incorporated in the year 1961,the company had set up two sugar units,an industrial alcoholic distillery unit and a most modern foundry unit in the state of Tamilnadu. In addition, the company has taken a sugar unit at Barambagarh in Orissa State, since 1991. A new sugar unit has also been put up in Haripur village, Dhankanal District of Orissa state. The company's first sugar unit at Sakthi nagar is present with a licensed capacity of 4000 TVD. The company's second sugar unit set up at Sivaganga unit with a meshing capacity of 2500 TCD incorporates in itself the latest technology, which facilities maximum extraction, even during times of reduced quality of sugarcane is being handled. The company's distillery unit at Sakthi nagar, with a capacity of 27500 KL per annum has been modernized with continuous fermentation system, for improving its yield per tones of molasses.

The company's foundry unit established in the year 1983,with a capacity of 3600 TPA of iron castings, is the most modern of its kind in the country and is meeting the requirements of reputed country and is meeting the customers like Maruthi Udyog Limited and Tractor & Farm equipments Limited whose products are with maximum precision. To cater to the increased requirements of automobile sector, pursuant to entry of multinationals in the manufacture of passenger cars, the company has taken up expansion of capacity of this unit by adding a new Dishmatic foundry line imported from Dansk industry Syndikat, Denmark with the technological know-how of George fisher of U.K at a total project cost of Rs.55.55crores. The company's pollution control division has effectively put into use the know-how obtained from foreign collaborators for setting up of effluent plant. The effluent treatment plant put up by the company in its own distillery saves up to 10,000litres of furnace oil per day. This division is also engaged in setting up of effluent of treatment plants (ETP) on turnkey basis for other distilleries in

which include Mc Dowell Co. Limited, chemical and plastics Limited, Maharashtra Distilleries Limited (Shaw Wallace Group), Thiru Anoran Sugars limited and Kothari Sugars and chemicals limited. The company's new unit at Haripur village, Dhankanal district of Orissa state with a capacity of 2500 TCP and the sugar unit at Barambagarh in cut tack district, taken on management contract, is with a capacity of 1250 TCD. Both the sugar units are poised to handle increased quantum of sugarcane in the current and forthcoming years.

The foundation for soya division was laid in 1987 and started its operation from 1990 with an initial capacity of 90,000 metric tones per annum. Sakthi Soya's limited initially incorporated as a separate company and was merged with Sakthi sugars from 1993. The Soya factory manufactures Soya oil, husk, flakes, soaps and gum. The Honourable High Court of Chennai annexed Soya unit to this company with the effect from 01.04.1993 pursuit to the approval of the scheme of merger of Sakthi Soya's limited with Sakthi Sugars Limited. The merger has been taken up with the main objective of synergizing agro-based industrial activities and incidentally to take advantage of the tax-sheltered vailable on account of accumulated losses of Sakthi Sugar Limited. The Soya division-processing complex is hailed as one of the best in Asia, incorporating the world's best technology from Buhler Brothers, Switzerland and Technik, Germany. The plant has a capacity to process 800 tonnes of Soya and 60 tonnes of metric tones of Refined Soya oil per day. The Soya unit handled 40419 tonnes of Soya beans and achieved the largest turnover level of production.

Sakthi Soya unit was started with the aim to increase awareness amongst Indian customers on the added nutritive aspect of Soya's. This unit produces a wide variety of export quality soya quality Soya products including toasted and untoasted Soya flour, (Texturised Vegetable Protean) TVP chunks, TVP flakes. TVPgranules and edible oil. Sakthi Soya's has found good markets as a health food both at home country, as well as abroad in countries like Japan, Korea, France, Australia, Malaysia, Singapore and Srilanka.

According to American soybean Associations, Soy protein has a number of health benefits such as cancer prevention, cholesterol lowering, combating osteoporosis and menopause regulation. It has polyunsaturated fatty acids, which regulates blood pressure, its soluble fibre controls blood suger.

Soya division

Sakthi is the pioneer in introducing soybeans in the southern part of India. The 300 TPD Soybean processing complex was commissioned in 1989 with improved machinery and know-how from Extechnik, Germany and Buhlers, Switzerland. It is Asia's best Soya processing Complex with the innovative Flash Desolventising System (FDS) for food grade Soya Production. The research team had traveled widely in India and abroad and had selected GMO free Soya bean varieties to be grown in Tamilnadu. These varieties are duly approved by Tamilnadu agricultural university, Coimbatore, India. The company also has a Soya unit, which has sophisticated edible flour making besides a refinery. The is the only Soya unit in 4 Southern states of India. Recently Textures Vegetable Protean (TVP) Soya chunks making extruders have been added to this unit to facilitate manufacture of value added products. This unit handled 42,344 tonnes of Soybeans and a turnover Lakhs during the year 1998-99(and is expected to improve its performance during the current year). A division of Sakthi Sugars Ltd., Sakthi Soya owns one of the best plants in Asia.

Combining the world's best technology from Switzerland and Germany, it uses the innovative flash desolventising system to manufacture high-protein Soya flour. The plant has a capacity to process 300 tonnes of Soya per day. The company's high protein Soya meal, Soya flour and Soya chunks are exported to Srilanka, Thailand, Singapore, Malaysia, UK, South Korea and Taiwan.

Pollution control division

The division has effectively put into use the know-how obtained from foreign collaborators for setting up of effluent treatment plants in various distilleries. The

overseas contract for setting up of an effluent treatment plant in Thailand is nearing completion and is expected to be commissioned by end of this year.

Foundry division

The company's foundry unit established in the year 1983 with a capacity of 3600 TPA of Iron casting, is meeting the requirements of reputed customers like Maruthi Udyog Ltd.,(MUL) and Tractors And Farm Equipment Ltd.,(TAFE) whose products are with maximum precision.

Introduction to the product

Soya is mainly focused for adult fitness oriented people and older people. It is especially good for women, as Soya is anti cancerous, help during stressful times such as menopause and osteoporosis. It is high in protein and low in cholesterol. The target consumer is therefore a young adult, who are health conscious as well as old people. People drink Soya milk for specific health reasons. We are trying to create awareness through Doctors, Health Clubs, etc. The American Soya Association is doing work to create Soya awareness. Godrej plans to create awareness for Soya milk and its benefits in India.

Production technology

1. Seed preparation and cleaning

The Soya beans received at factory are stored in bins and conveyed to the cleaning section where strings, dust, sand and other impurities are removed. The cleaned seeds are dried and crushed, and the hulls are separated from the seed particles while crushing. Crushed Soya beans are conditioned to produce uniform and stable flakes.

2. Flour milling

The flakes are passed through a special hammer mill and ground. The finer materials Soya flour, obtained her is sent to packaging Silo and the coarser material is feedback to the mill by the classifier. The basic raw material for Texturised Vegetable protean in the form of chunks is Soya flour with High Protein Dispersibility Index (HPDI).

3. Production of texturised soya nuggets

The HPDI Soya flour is passed through high pressure, high temperature Extruder. A limited quality of water is added with the flour. It gets cooked due to the heat developed by friction. The cooked material due, to changes in internal configurations, gets a textured from and they are cut as chinks, dried and packed.

The chunks are also manufactured here in granular form. This has larger applications in kitchen menu. After extrusion, the chunks are passed through slicer for granulation at the desired sizes in minced form and packed.

Various other products which are extracted from soybean are:

Toasted full fat Soya flour

Untoasted full fat soy flour

Untoasted defatted Soya flakes/grates

Untoasted defatted Soya flour

Toasted defatted Soya flakes/fines

Toasted defatted Soya flour

Soya meal

Refined Soya bean

Soy TVP chunks

Soya TVP granules

Soya TV flakes/minced

Lecithin

Soya beans have a long respected history as a versatile plant food that provides high quality protein but minimal saturated fat.

Product potential

Media stories highlights research findings have greatly increased demand for Soya foods. Although the reported health benefits are still speculative in most cases(the exception being cholesterol reduction). It is clear consumers are not waiting for definitive studies, but are looking for ways to incorporate Soya into their diets. Industry is responding with

an array of Soya protein isolate based beverages, Soya-based meat substitutes and isoflavone fortified conventional foods.

For Soya food to become truly mainstream a variety of convenient, user friendly products are needed. While traditional Soya foods, such tofu, miso and tempeh, are appealing to many current Soya food consumers. It is unlikely that they will attract new Soya food consumers in large number. To be successful, the next generation of Soya foods should not require special knowledge about use or preparation. Of course, these new Soya foods need to be easily accessible.

Industry will have to bring Soya foods to the consumer rather than depending upon the consumer to seek them out. Conventional breads, snacks, and breakfast cereals to which Soya has been added are likely to be particularly attractive (several breads containing Soya have already been successful). A breakfast cereal that combines oats or corn with Soya flakes represent a convenient way the consumers in incorporate Soya into their diet that doesn't require lifestyle modification. Nearly half the Soya protein needed to lower cholesterol could easily be consumed at one sitting if such as cereal provided 5 or 6 grams of Soya protein and was used in combination with soymilk.

Finally, one of the easiest approaches for increasing isoflavone intake may to be add concentrated isoflavones to conventional foods. Since only small amount of this product need to be used, this approach may have considerable merit. Although there are nutritional arguments for and against such an approach, with the increasing acceptance of supplements and food fortification it is likely, these foods will meet with success. By utilizing a combination of approaches, industry will be able to provide the consumer with ample opportunity to take advantage of the nutritional advantage so say protein and soybean is flavones.

Product strategy

Sakthi Soya products are 100% vegetarian. It can be used as a supplement for non-vegetarian.

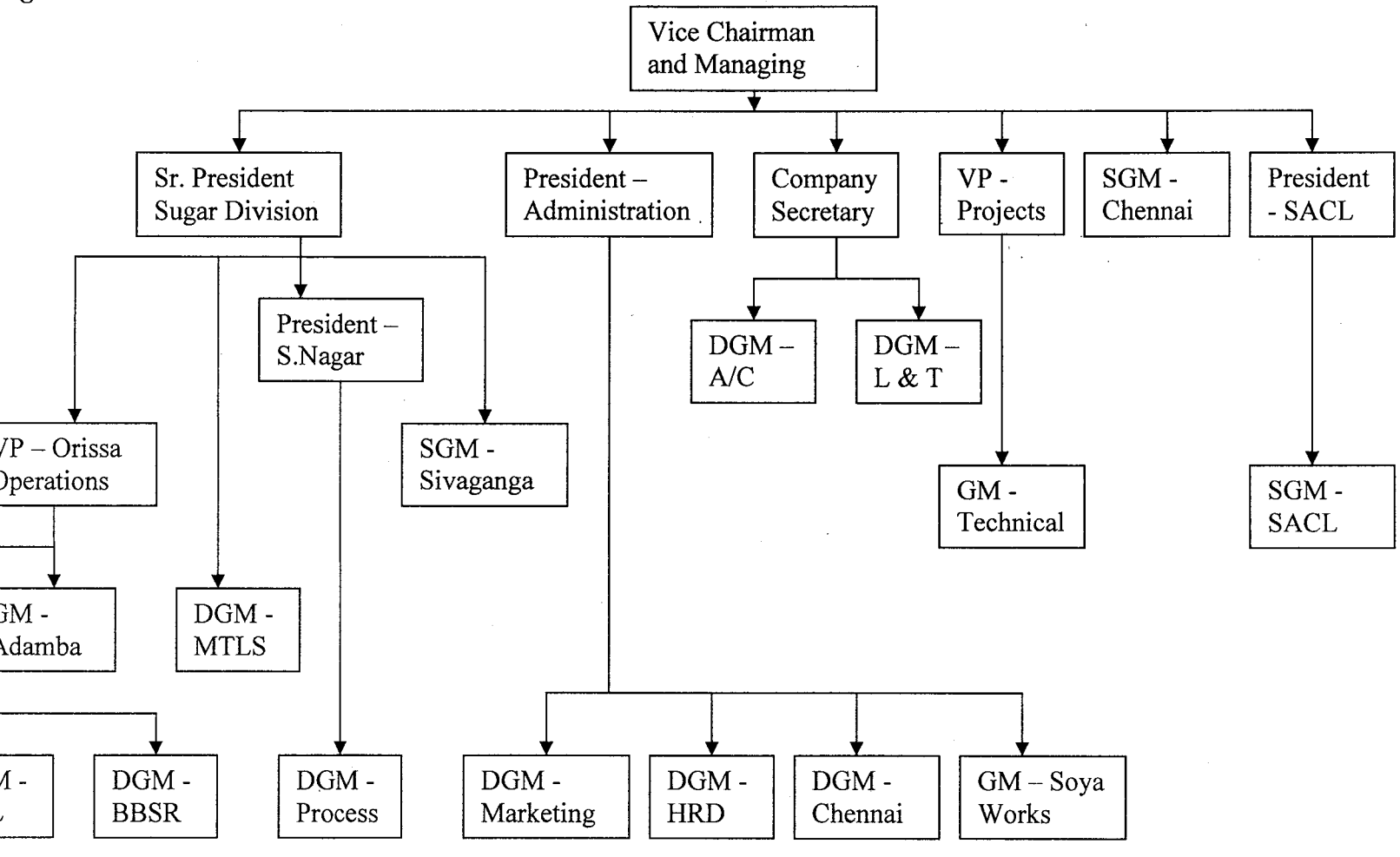
Soya has also been used as:

- As important agro-based product cattle feed, shrimp feed and manure.
- Polyunsaturated fatty acids in soya food regulate blood pressure.
- Soya food each day is protective against many types of cancer.
- Soya food significantly reduces the risk of many chronic diseases.
- Soya food reduces bad cholesterol and increase goods cholesterol level thereby reducing the risk of heart attacks.
- Soya food reduces most menopausal tortures and stop bone determination.
- Soluble fibre in Soya foods controls blood sugar.
- Soya food delay ageing process.
- Soya foods are goods for pregnant women; it increases the quality and quantity of the breast milk.
- Soya foods can be used for diabetic patient.

2.2 MANAGEMENT

- Dr N MAHALINGAM - Chairman
- Sri M MANICKAM - Vice Chairman & Managing Director
- Sri V K SWAMINATHAN - Executive Director
- Sri M BALASUBRAMANIAM
- Sri P K CHANDRAN
- Sri S S MUTHUVELAPPAN
- Sri G G GURUMUTHY
- Sri M SRINIVASAN
- Sri N K VIJAYAN
- Sri K DAVIDSON - Nominee of IDBI
- Sri S DORESWAMY - Nominee of ICICI
- Sri M PANDI - Nominee of IIBI
- Sri B RAMAKRISHNAN - Nominee of TIDCO
- Sri C RANGAMANI - Nominee of GICI
- Sri S BASKAR - Vice President - Finance & Company Secretary

Organization structure



2.4. PRODUCT PROFILE

Soya Flour & Weaning food:

Defatted enzyme active Soya flour (white Soya Flour)

Toasted defatted Soya Flour

Toasted full fat Soya Flour

Weaning food

TVP/Protein Concentrate/Isolate

Texturised vegetable protein (chunks)

Soya protein concentrate

Soya protein isolate

Texturised vegetable protein (minced)

Soya protein concentrate

Soya protein isolate

Meal & Hulls

Soya Meal

Hypro Soya Flakes

Soya Hulls

Oil & Lecithin

Refined Soya Oil

Lecithin

Acid Oil

Oil refinery

Neutralising Section

Degumming Centrifuge (RTA-45-01-074) solid wall bowl continuous type, self cleaning 60 TPD capacity

Refining Centrifuge (RSA-60-01-076) solid wall disc bowl continuous type self cleaning 60 TPD capacities.

Washing Centrifuge (RTA-45-51-074) solid wall bowl continuous type, self cleaning 60 TPD capacity.

Centrifuge Mixture centripetal continuous type, self cleaning 60 TPD capacity.

Bleaching Section

Continuous tubular type heated by 11 kg / cm^2 g steam, acid activated earth, 60 TPD capacities.

Filter (AMA Holland) pressure leaf filter of 9 leaves and 10 m^2 filtering area, 60 TPD capacity - 2 Nos.

- Deodorizing Section
- Deodorizer 3 / 2200 continuous type with 4 compartments
- Thermic Fluid Heating System - 200000 KCAL / hr capacity
- Steam Jet Booster - 60m^3 capacity: 2.5 TORR

Weaning Food

It is a pre-cooked, extruded food which is a mixture of Wheat / Rice, Soya flour with added sugar and fortified with vitamins and minerals. It is a highly nutritious and balanced food for direct human consumption. It is also used as a health food for children, pregnant woman, feeding mothers and people of all ages.

Texturised vegetable protein (chunks)

TVP - chunks with its hydration properties can be used in wide range of food applications. It replaces vegetables in a variety of Indian and Western recipes. It also used as economical meat extenders / replaces. It is used as raw material for producing textures high protein Soya Flour. It contains approximately 50% protein, low in fat and

TVP chunks make special diet food with high protein, breakfast cereals and noodles. This is being a highly nutritious food supplement, is widely used in military diet.

Texturised vegetable protein (minced)

TVP - minced with its hydration properties are ideal for diverse uses as food, besides replacing vegetable in Indian and Western recipes, they can do the same for meat with economy. It contains approximately 50% protein; low in moisture TVP-minced have a long shelf life. It also cuts costs for food processor that use these for functional and nutritional purposes.

Refined Soya Oil

Soya bean oil is quality cooking oil by itself or as ingredient mixed with other oils. Soya bean oil also finds its way into products such as Margarine, Vanaspati and Salad oil. It is cholesterol free oil good for human consumption. It is also used for industrial use like making paints, insecticide carriers, ink manufacturing, pesticides, soap, cattle feed and pharmaceutical purposes.

Defatted enzyme active Soya flour (white Soya Flour)

The main use of defatted Enzyme active soya flour is in the commercial production of white breads and used as raw material for production of Texturised Vegetable Protein, Protein Concentrate and Protein Isolates.

It is used as a crumb whitener and to increase loaf volume and improve texture in the white bread, cakes, pasta, buns and rolls. It is also used in pharmaceutical industry. It is used as binding agent in textiles and paper industries. It is used as Wood Adhesive making Soya Milk etc.

Hypro Soya Flakes

Top quality Soya beans are cracked; steam heated, flaked and toasted to get high quality soya flakes. Its main application is for the poultry industry as hatchery feed. It is also used in pharmaceutical, shrimp feed and sauce making.

Lecithin

Lecithin is used in bakery industries as chocolate emulsifier. It is also used as a release agent for ready remove of both wooden and metal concrete casting forms. Lecithin is used in industries like leather, textiles, cosmetics and pharmaceuticals. Lecithin is also used in food stuffs like Calf meat repliers.

2.5. COMPETATIVE STRENGTH OF THE COMPANY

Sakthi Soyas substituted dhal in children's' meal to the extent of 100% for a period of one year and nutritional status was assessed periodically. At the end of one year, it was seen that all the children who received Soya flour or chunks had shown better growth pattern than those who were on dhal alone.

2.6. DESCRIPTION ON VARIOUS FUNCTIONAL AREAS

The are seven functional areas in PepsiCo India Holdings Private Limited. They are

- ✓ Finance department.
- ✓ Marketing and sales department.
- ✓ Production department.
- ✓ Quality control department.
- ✓ HR department.
- ✓ Materials department.
- ✓ Maintenance department.

2.6.1 Finance department

Finance department deals with financial operations. This department gives information about the availability of funds to the production department. This department

prepares the financial accounts for the year. This department frames pricing policy. Finance department involves financial decision making.

- **Purchase activities**
  - Requirement.
  - Vendor identification.
  - Quote comparison.
  - Selecting the vendor.
  - Negotiation with the vendor.
  - Follow up for delivery.
  - Vendor evaluation.
- **Storage activities**

- Receipt of raw material
- Storing.
- Preservation.
- Issue of raw materials.
- Stock verification.
- Return of issued material.
- Returnable goods.
- Handling rejection.
- Records
- Non returnable goods.

The following are the steps carried out in purchasing the material:

- Material receipt note.
- Three quotes will be received.
- Accepting the least quote.
- Issuing the purchase order.
- Releasing the material.
- Inspection of materials in the gate.
- Sending the materials to stores.
- Cross checking of invoice and Challan

2.6.2 Marketing and sales department

Marketing is what a marketer does. Every product produced should be marketed. There is a separate department for marketing. They market their products by various channels. The objective of marketing is to make the goods available at places where they are needed. They differentiate their products from their competitors through marketing. Marketing department is the one, which coordinates resources of production and distribution of goods and services. Sales of a product are determined by the functions of the marketing department, where they create consumers. The end of all marketing activities is the satisfaction of human wants. Through satisfaction profits are rewarded.

Marketing of Soya products face a tough competition. Territory development manager is in charge of sales part of Tamil Nadu. Area development coordinator coordinates sales and marketing.

Channels of distribution:

- Direct channel.
- Indirect channel.
- Distributor.

Direct Channel:

Manufacturers directly meet the customers and sell their products.

Indirect Channel:

Here the manufacturers give the products to the distributors who give to the retailers and in turn product reaches the consumers.

Medias used for advertisement:

Press and out a door advertisement which includes dealer board, paintings, banners and hoardings.

2.6.3 Quality control department

Quality of the product creates or builds up good image for the product in the minds of customers. So, after every step of manufacturing process, strict quality controls are followed to ensure high standards of quality. Here control limits are set and

the quality of the finished products is maintained. If there are any deviations caused, they are not allowed to occur.

2.6.4 Production department

Production mainly involves transforming inputs into outputs for sale. A separate department looks after the affairs of the production processes. The production manager determines the locations of production, coordinates with marketing and finance department to make forecast and get funds, delegate authority, designs the production process, and maintains plant. The elements of production system are inputs, transformation processes, outputs, storage and transportation.

2.6.5 Human resource department

Organizations are made up of people and the functions are done through people. The resources like men, money and material are utilized through people. These resources should be united to fulfill the objectives of an organization. They should be combined through efforts of people that material and monetary resources are effectively utilized for attainment of objectives. So, to attain the common objectives, people should be motivated.

Human resource department takes care of this work. Here they employ skill and knowledge of employees efficiently and effectively by utilizing human resources. They enhance job satisfaction and self actualization of employees by encouraging them and maintaining working relationship among all the employees of the organization.

The following are some major HR activities in the organization:

1. Employee welfare program.
2. Recruitment process.
3. Performance appraisal.
4. Rewards and wages.
5. Grievance handling.

2.6.6 Materials department

Materials department purchases the raw materials, which are needed for production. Company uses the following raw materials:

Sources of raw materials:

Raw materials are brought from Pepsi Foods Ltd., Gurgoan, Delhi. Purchasing is made based on the below mentioned criteria.

1. Purchasing policy.
    - Best quality.
    - Suitable price.
    - Easy purchasing.
2. Inventory.

    The materials department maintains certain inventory in order to meet demand. There are certain advantages and disadvantages in maintaining inventory. They are:

    Advantages:

    - No stock out.
    - Avoid production loss.
    - Less transportation cost.

    Disadvantages:

    - Heavy investments.
    - Loss on spoilage and shrinkage.
    - Change in process design.

2.6.7 Maintenance department

Maintenance refers to the up keep and protection of the plant, building, machinery and other fixed assets. Maintenance engineering is concerned with keeping the physical facilities in good operating conditions.

Objectives of maintenance department:

The objective of maintenance department is to keep all productive assets in efficient working condition. It also minimizes accident rate and it is also considered as

Functions of maintenance department:

- Planning maintenance work as long term basis.
- Issuing maintenance work order.
- Storing maintenance material.
- Developing and issuing standard instruction.

Chapter 3

Macro
&
Micro analysis

MACRO-MICRO ANALYSIS

MACRO ANALYSIS

Industrial growth

The overall industry maintained a healthy growth of over 10% in the first quarter of2006-07. The overall industry grew at 10.1% in the first quarter 2006-07 slightly lower than the growth achieved (10.4%) in the corresponding quarter of previous fiscal. Among overall industry's broad constituents, the manufacturing sector maintained the same pace of growth at 11.2% as in the corresponding quarter of the last fiscal. Mining and electricity, however, posted lower growth rates of 3.5% and 5.1% as against the growth rates of 4.3% and 7.7% in the first quarter of 2005-06.

In Q1FY07 all the three use based industry categories, the capital goods, basic goods and intermediates achieved higher growth rates of 22.9%, 8.8% and 9.1% respectively compared to the growth rates registered in the corresponding quarter of FY06.

While there has been a sharp slowdown in the production of consumer nondurable since the beginning of 2006-07, higher growth in production could be seen in the consumer durables category during the first three months of the current fiscal. A slip in the growth in production of consumer non-durables has pulled down the quarterly growth in output of consumer goods to 8.2% in Q1 of 2006-07 from 18.4% in the corresponding quarter of FY06.

In the first quarter of 2006-07, out of the 17 industry sectors, 8 sectors have posted higher growth in production. These sectors include other manufacturing industries (32.3%), basic metal and alloy industries (20.5%), transport equipment (22.0%), machinery and equipments (15.4%), non- metallic mineral products (15.1%), paper products (12.0%), rubber plastic petroleum and coal products (8.7%) and man made textile products (7.3%). Of the remaining 9 industry sectors, growth fell in 4 sectors namely beverages and tobacco, cotton textiles, textile products and chemical products while the other 5 sectors

Agriculture and monsoon

The erratic rains, concentrated in a few areas are likely to hit the Kharif crops. Progress and distribution of rainfall has been far from satisfactory. Some of the Kharif crops such as soybean, bajra, urad, maize and sesame could be slightly hit. The data on southwest monsoon for the period 1st June to 26th July 2006 shows actual rainfall received to be much below the normal levels. In percentage terms the departure of rainfall received from the normal level has been a negative 14%. Data on distribution of rainfall shows that 14 subdivisions have received deficient / scanty rainfall and 22 other subdivisions received normal rainfall. Total area under cultivation has grown by 16 lakh hectares. The cultivation of rice, maize, cotton, sugarcane, soya bean, sunflower crops has shown an increase in terms of area under cultivation over the area covered for cultivation in the previous year. However, cultivated area under jowar, bajra, kharif oilseeds, groundnut, seasam, and castor was found to decline.

Fiscal trends

The total tax collected in June 2006 from direct and indirect sources went up by 32% compared to 25.9% in the corresponding month of the previous year. Throughout the first quarter taxes from income sources have been positive in contrast to the negative collection last year. Income tax collection, which contributes less than one- fourth of the gross tax collection, went up by 29.3% in June 2006 as against a fall in collection by 21.7% in the same month of the previous year. Corporate tax collection was found to have slowed down to 50% as against 182% in the last year. Excise collection was marginally up by 6.6% vis-à-vis 4.0% rise in collections last year. At the end of first quarter of 2006-07, total receipts stood at Rs 53730 crores accounting for just 12.9% of the projections for the year.

Fiscal deficit has already crossed 50% of the estimate for this fiscal. The fiscal deficit widened because of the rising total expenditure, which stood at Rs 131470 crore, a figure nearly accounting for 23.3% of the estimated Rs 563991 crore for the whole year. Revenue deficit too accounted for 83.4% of the total budget estimates. While major

MICRO ANALYSIS

India soya protein

Child malnutrition is a problem worldwide. According to data obtained from surveys conducted between 1987 and 1998, two out of five children in developing countries are stunted, one in three is underweight and one in ten is wasted. It is known that more than 800 million people do not have enough food to eat globally and that action is needed most urgently in countries where chronic food insecurity is most prevalent or increasing. Rapid, effective and permanent approaches to feeding children are necessary in order for children of today to become healthy productive adults of tomorrow. Protein Technologies International, a DuPont Business is committed to taking a leadership role in developing nutritious food ingredients that can be developed into great tasting, healthy and nutritious foods that will help feed the world and reduce malnutrition and the development of the common chronic diseases.

Indian Agribusiness Systems Private Limited (IASL) Is an information service provider in Agriculture, Food Processing, Social Development and allied sectors. Started in March 2000, IASL provides services in Commodity Research, Trading, Publishing, Consulting and Manpower recruitment. IASL consulting division comprises of consultants with background in business consulting, market research and agri-business Our Consulting team works with clients to build sustainable, profitable growth through superior market understanding. We help clients stimulate growth through a comprehensive approach to business processes and systems that covers strategic issues, tactics, and organizational choices. We work with the not-for-profit sector in India to enhance execution skills in rural and agri-sector intervention areas.

Economic analysis

- Demand forecast for various commodities using econometrics and analysis of demand drivers.
- Social and economic profiling at national, state, district and sub district levels

The allergen city of foodstuffs has not previously been considered by the Committee. The Codex Committee on Food Labelling considered allergens in food on a number of occasions after 1993 and issued a list of foods and food ingredients known to cause allergy.

That list, with modifications, was revised at an FAO Technical Consultation in 1995 (FAO, 1995). After debate in the Codex Committee (FAO, 1998), the list was forwarded at Step 8 for adoption by the Codex Alimentations Commission. The Joint FAO/WHO Expert Committee on Food Additives was asked by the Codex Committee on Food Labeling (FAO, 1998) to provide scientific advice on this issue, including the development of criteria for identifying products of foods on the list for which labeling of the food source is not necessary. An Expert Panel was convened to assist the Committee (see Annex 6 of the report of the present meeting: Annex 1, reference *143*).

The Committee noted the absence of clear descriptions of the processes that had been used to refine the peanut and soya bean oils tested. Additionally, comparable data on the protein content of those oils that were clinically tested were not available. Furthermore, the Committee expressed reservations about the quality of the analytical procedures used and the lack of validation of the methods to determine the concentrations of residual protein in the oils. In view of these considerations, it concluded that distinct processes that would consistently yield safe products have not been defined.

The Committee therefore indicated that the results of studies of representative refined peanut and soya bean oils would be required for a full evaluation. Such studies should provide extensive information on a wide range of oils representing refining procedures throughout the world. Full descriptions of the refining process used and evidence for lack of allergen city of these oils as determined by appropriately designed clinical studies should be provided. Evidence for the nature and quantities of protein in the oils would be essential for ensuring the representative nature of the oils tested.

CHAPTER 4

DATA ANALYSIS & INTERPRETATION

DATA ANALYSIS & INTERPRETATION

Table no.4.1

The table showing different age group of customer

Particulars	Number of respondents	Percentage of respondents
Below 25 yrs	32	16.0
25-35 yrs	42	21.0
36-45 yrs	62	31.0
Above 45	64	32.0
Total	200	100.0

Interpretation

The table shows that 32% of respondent are above 45 years old. 31% of the respondents are between 36 to 45 years of age, 21% are of 25-35 years old, 16% of respondent are below 25 years old.

Inference

It is inferred that a large part of respondents i.e., 64 of 200 are above 45 years old. The minimum no of respondent are in the age group below 25 years old.

Chart no.4.1

The chart showing different age group of customer

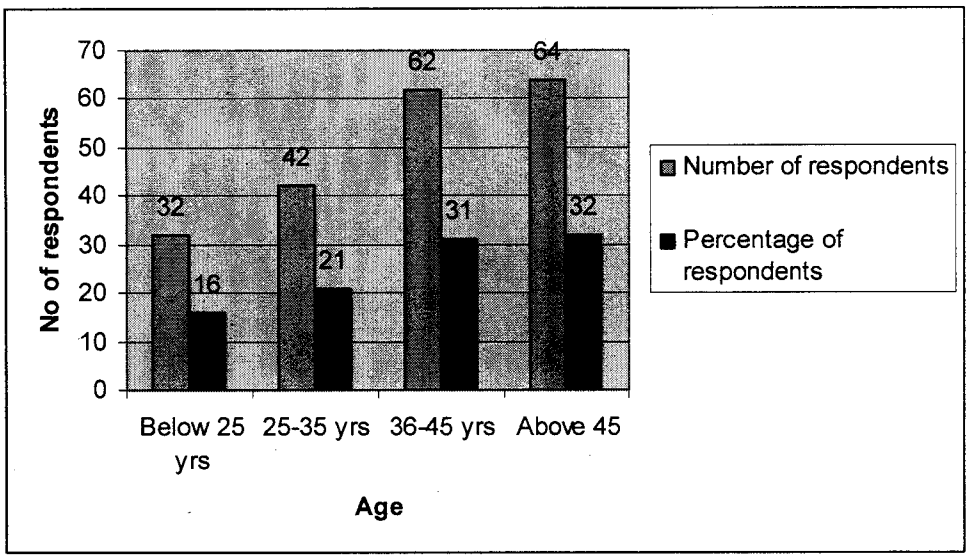


Table no.4.2

The table showing gender

Particulars	Number of respondents	Percentage of respondents
Male	108	54.0
Female	92	46.0
Total	200	100.0

Interpretation

The table shows that 54% of the respondents are male. The remaining46% of the respondents is female.

Inference

It is inferred that most of the respondent i.e., 108 of 200 are male.

Chart no. 4.2

The chart showing gender

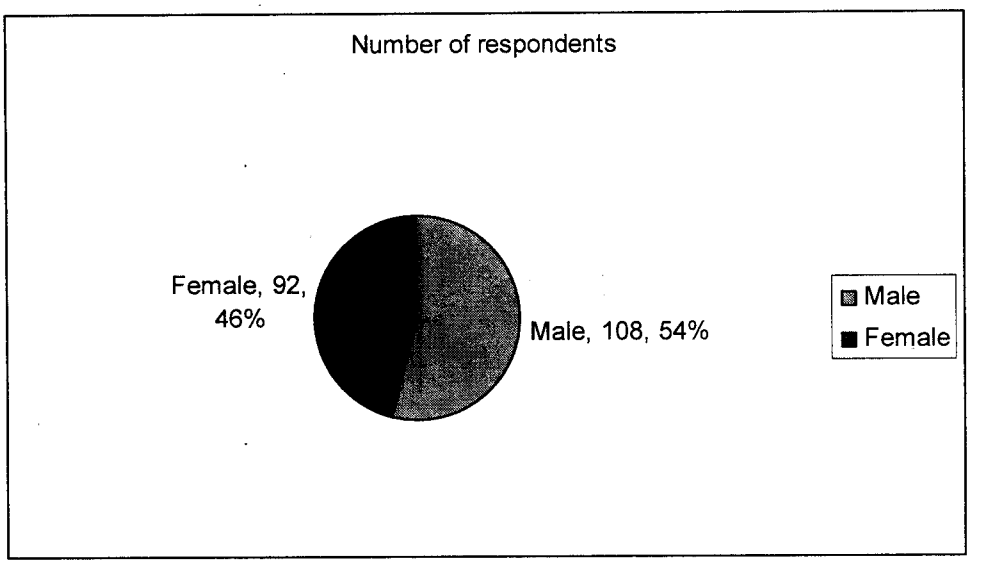


Table no.4.3

The table showing customer family size

Particulars	Number of respondents	Percentage of respondents
1-4	76	38.0
5-8	50	25.0
Above 8	74	37.0
Total	200	100.0

Interpretation

The table 4.3 classifies the respondents according to their family size. The family size of 1-4 is of 38% .The 37% of respondents are in the family group of above 8. The remaining 25% of the respondents are in the range of 5-8 family size.

Inference

From the table it is inferred that large number of respondents are having family size 1-4 and above 8 i.e., is 38% and 37% respectively.

Chart no.4.3

The chart showing customer family size

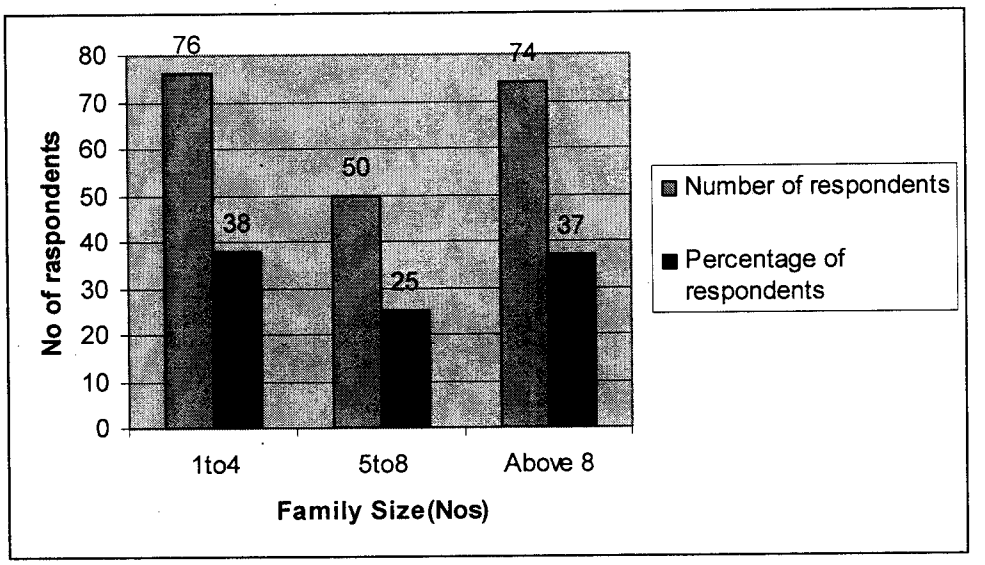


Table no 4.4

The table showing the occupation of respondents

Particulars	Number of respondents	Percentage of respondents
Professionals	62	31.1
Business	46	23.0
Housewife	50	25.1
Others	42	21.0
Total	200	100.0

Interpretation

The above table 4.4 classifies the respondents according to their occupation. The respondents are classified as the professional of 31%, Business of 23%, Housewife of 25% and others of 21%.

Inference

From the above table it is inferred that all the respondents are mostly equally distributed under their occupation group.

Chart no 4.4

The chart showing occupation of the respondent

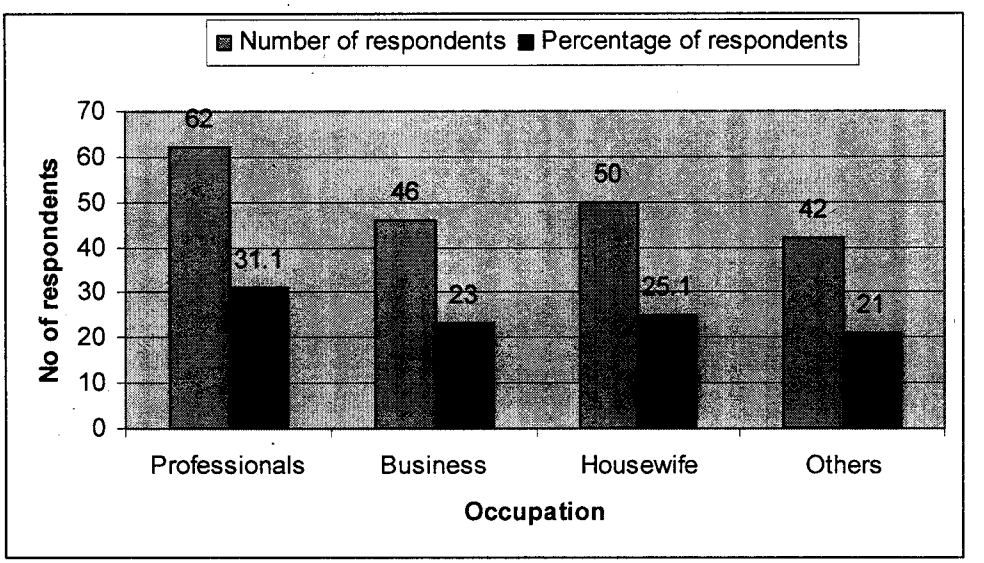


Table no.4.5

The table showing income level of the respondents

Particulars	Number of respondents	Percentage of respondents
Below 50000	40	20.0
50000 to 100000	33	16.5
100000 to 200000	50	25.0
Above 200000	77	38.5
Total	200	100.0

Interpretation

The above table 4.5 shows that the respondents are widely distributed among the various income levels. About 38.5 % of the respondents earn more than rupees 2 lakhs per annum. 25%of the respondents earn between rupees one to two lakhs. The 20%of the respondents earn less than fifty thousand rupee per annum. The remaining 16.5% earn between fifty thousand to 1 lakh rupees per annum.

Inference

From the above table it is inferred that large number of respondent's i.e., 38.5% belonging to income level of above Rs. 2 lakhs per annum.

Chart no 4.5

The chart showing the income level of the respondent

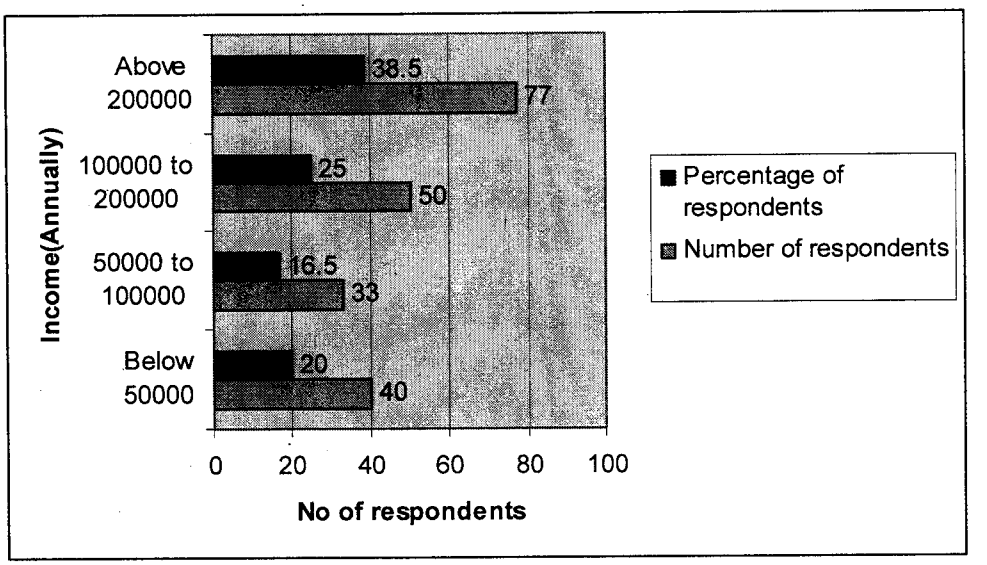


Table no4.6

The table showing the frequency of usage of soya by the respondents

Particulars	Number of respondents	Percentage of respondents
Daily	11	5.5
Weekly	40	20.0
Monthly	61	30.5
Occasionally	88	44.0
Total	200	100.0

Interpretation

The table 4.6 shows the frequency use of Soya by the respondents. About 44 % of the respondents use soya occasionally. Another 30.5% use soya monthly, another 20% use weekly. Remaining 5.5% use soya daily.

Inference

From the above table it is inferred that most of the respondents i.e., around 44% of the respondents are belong occasional use of soya and only 5.5% of the respondents consuming daily.

Chart no. 4.6

The chart showing the frequency of usage of soya by the respondents

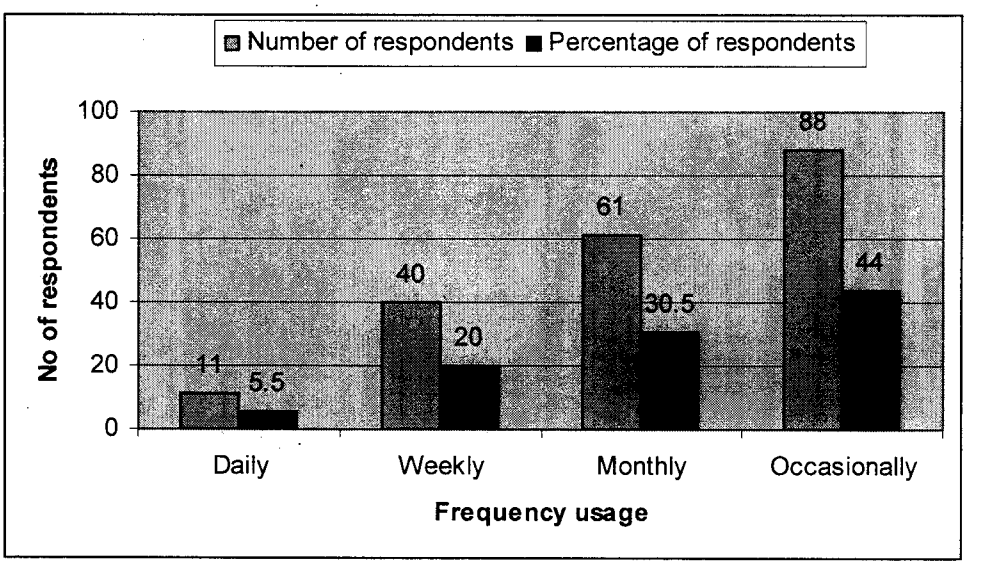


Table no.4.7

The table showing the period of consumption of soya by the respondents

Particulars	Number of respondents	Percentage of respondents
Below 6months	51	25.5
6months -1yrs	42	21.0
1yr -2yrs	38	19.0
Above 2 yrs	69	34.5
Total	200	100.0

Interpretation

The table 4.7 shows how long customer consuming soya. About 34.5% are consuming soya before two years and 25.5%are consuming soya only before 6 months. 21% are consuming soya from before 6 month to 1 year and remaining 19% are consuming soyas before one year to two years.

Inference

From the table it is inferred that mot of the respondents i.e., around 34.5% of the respondents are consuming Soya before two years.

Chart no. 4.7

The chart showing the period of consumption of soya by the respondents

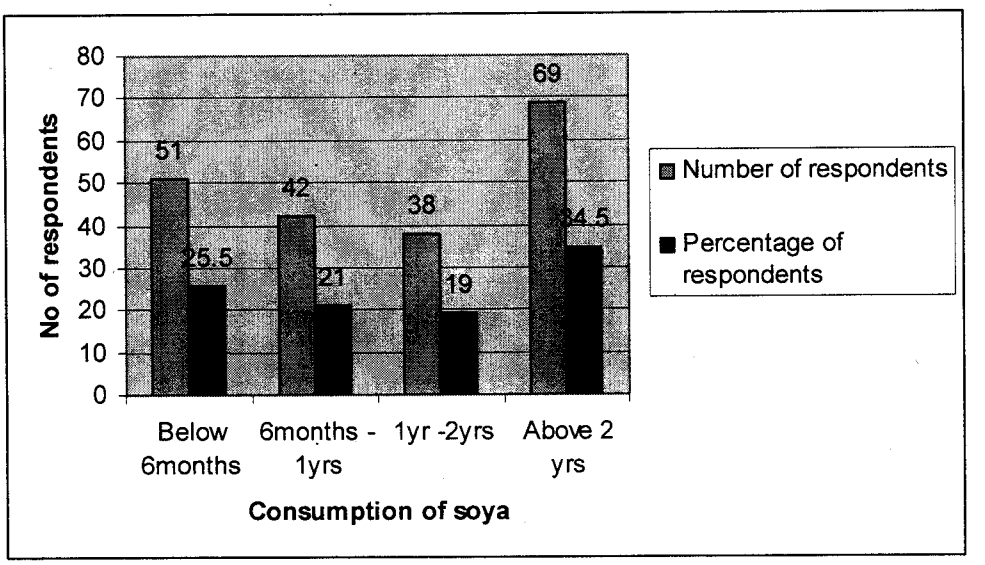


Table no. 4.8

The table showing influencing factor in consumption of soya by the respondents

Particulars	Number of respondents	Percentage of respondents
Taste	66	33.0
Nutrition	67	33.5
Health benefits	25	12.5
Others	42	21.0
Total	200	100.0

Interpretation

The table shows the factor influencing the respondents to purchase soya. About 33.5% are buying for nutrition purpose and 33% are buying for taste and 21% of the respondents are consuming for other purposes. Remaining 12.5% of the respondents are purchase for health benefits.

Inference

From the table it is inferred that large number of respondents are consuming soya for nutrition and taste benefits and only 12.5% of the respondents are consuming soya for health benefits.

Chart no. 4.8

The chart showing influencing factor in consumption of soya by the respondents

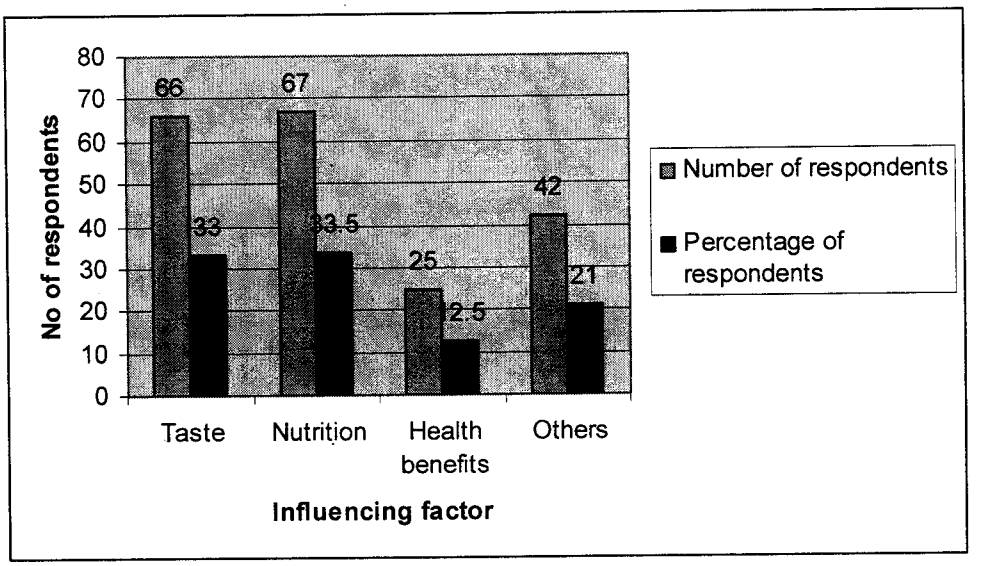


Table no.4.9

The table showing the brand preference of the respondents

Particulars	Number of respondents	Percentage of respondents
Sakthi	102	51.0
Anil	48	24.0
Ruchi	33	16.5
Others	17	8.5
Total	200	100.0

Interpretation

The table 4.9 shows the brand preference of the respondents towards soya consumption. 51%of respondents prefer sakthi soyas and 24% of respondents prefer anil brand. The remaining 16.5% of respondents are preferring ruchi brand and 8.5% of the respondents prefer other brand.

Inference

From the above table it is inferred that most of the respondents i.e., 51% prefer for sakthi soya brand and only 8.5% of the respondents prefer other brand.

Chart no4.9

The chart showing the brand preference of the respondents

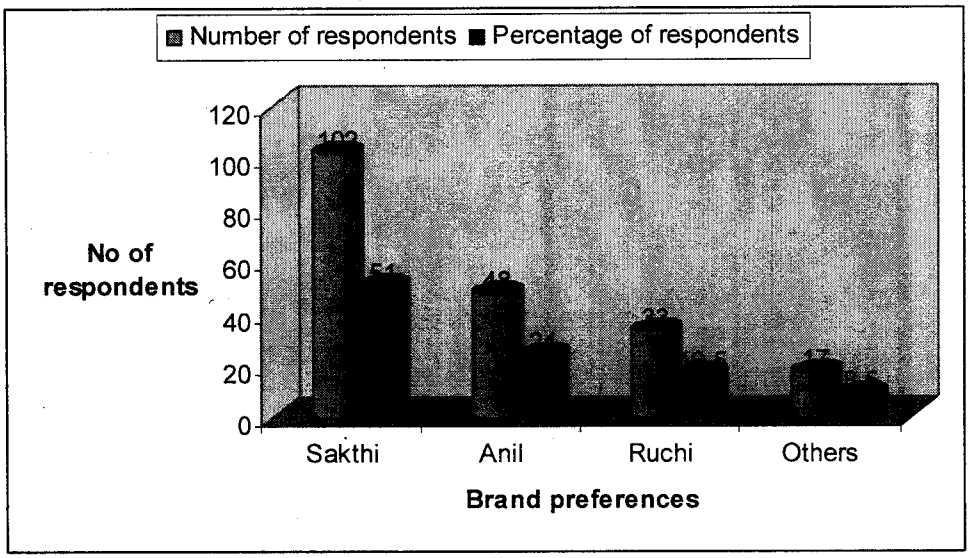


Table no.4.10

The table showing the sources through which the respondents get awareness

Particulars	Number of respondents	Percentage of respondents
News paper	37	18.5
Retailer outlet	62	31.0
Relatives	56	28.0
Friends	45	22.5
Total	200	100.0

Interpretation

The above table shows that the sources through which the respondents get awareness towards sakthi soyas. About 31% of respondents are aware through retailer outlet and 28% of the respondents are aware through relatives. The remaining 22.5% of the respondents are aware through friends and 18.5% of the respondents are aware through news paper.

Inference

From the above table it is inferred that most of the respondents i.e., 31% prefer for retailer outlet and only 18.5% of the respondents prefer news paper.

Chart no.4.10

The chart showing the sources through which the respondents get awareness

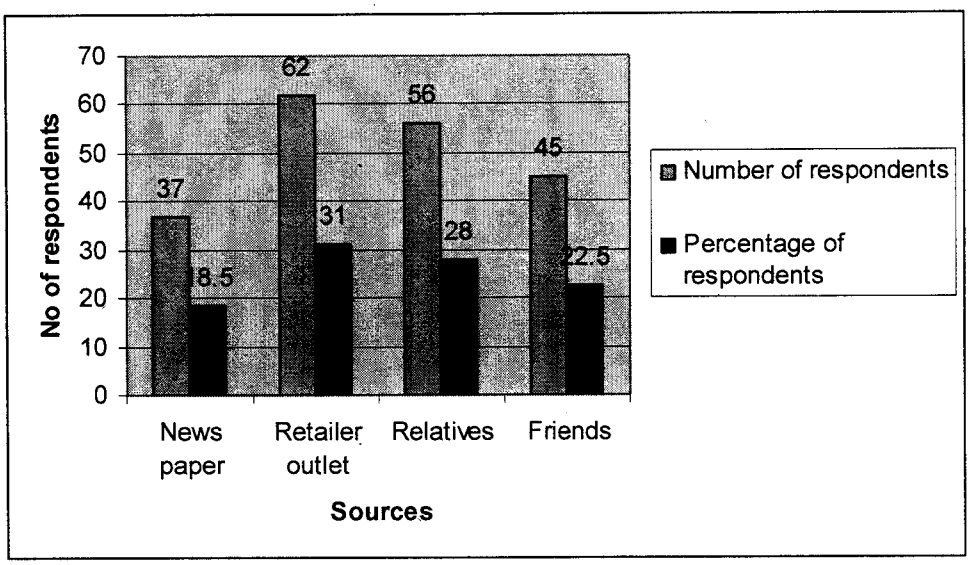


Table no.4.11

The table showing sakthi's products preferred by the respondents

Particulars	Number of respondents	Percentage of respondents
TVP chunks	66	33.0
TVP flakes	50	25.0
TVP granules	34	17.0
Soybean meal	50	25.0
Total	200	100.0

Interpretation

The above table shows the soya products preferred by the respondents. About 33% of the respondents purchase TVPchunks and 25% of the respondents purchase TVPflakes & soyabean meal products. The remaining17% of the respondents purchases TVPgranules.

Inference

From the above table it is inferred that most of the respondents i.e., 33% prefer for TVP chunks and only 18.5% of the respondents prefer TVPgranules.

Chart no. 4.11

The chart showing sakthi's products preferred by the respondents

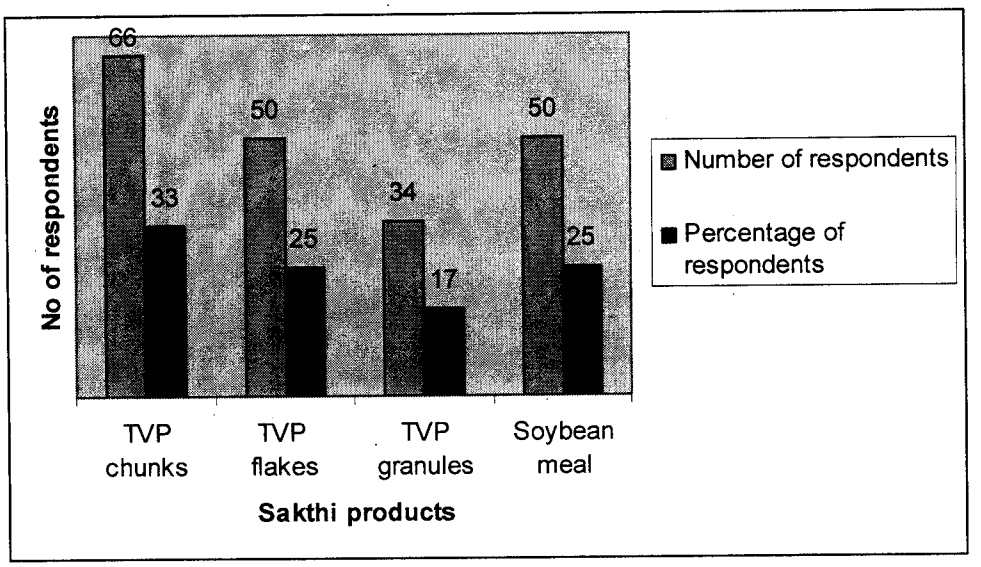


Table no.4.12

The table showing satisfaction level of the respondents in quality of sakthi soya

Particulars	Number of respondents	Percentage of respondents
very good	48	24.0
Good	61	30.5
Satisfied	35	17.5
Poor	56	28.0
Total	200	100.0

Interpretation

The above table shows satisfaction level of the respondents in quality of sakthi soya products. About 30.5% of the respondents feel the quality is good and 28% of the respondents feel the quality is poor. The 24% of the respondents feel the quality is very good and remaining 17.5% of the respondents feel the quality is satisfied.

Inference

From the table it is inferred that a large number of respondents i.e., 30.5% of the respondents feel quality is good and 28% of the respondents feel the quality is poor.

Chart no. 4.12

The chart showing satisfaction level of the respondents in quality of sakthi soya

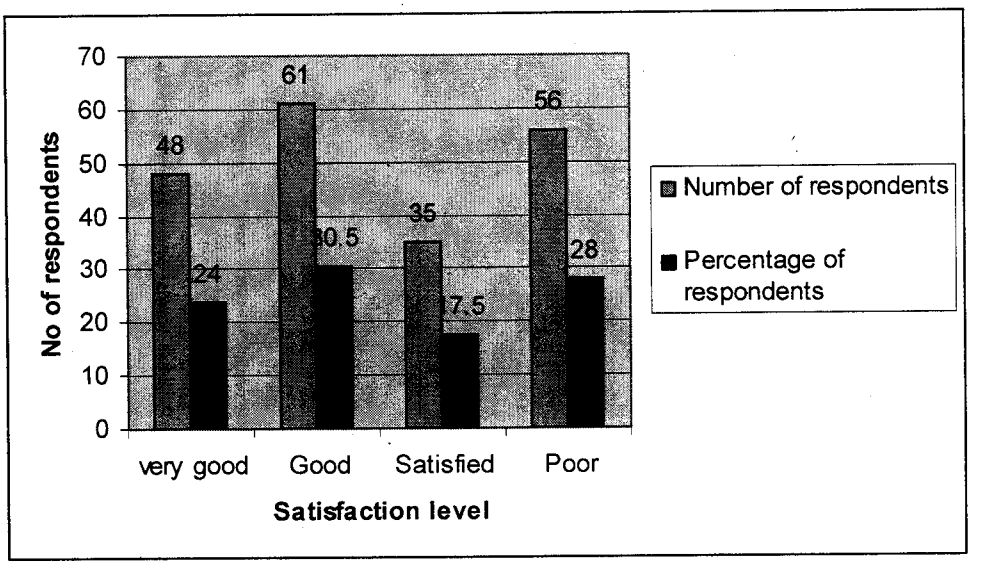


Table no.4.13

The table showing satisfaction level of the respondents in availability of sakthi soya

Particulars	Number of respondents	Percentage of respondents
very good	44	22.0
Good	50	25.0
Satisfied	55	27.5
Poor	51	25.5
Total	200	100.0

Interpretation

The above table shows satisfaction level of the respondents in availability of sakthi soya products. About 27.5% of the respondents feel the availability is satisfied and 25% of the respondents feel the availability good and 25% of the respondents feel the availability is poor. The remaining 22% of the respondents feel the availability is very good

Inference

From the table it is inferred that a large number of respondents i.e., 27.5% of the respondents feel availability is satisfied and 25.5% of the respondents feel the availability is poor.

Chart no. 4.13

The chart showing satisfaction level of the respondents in availability of sakthi soya

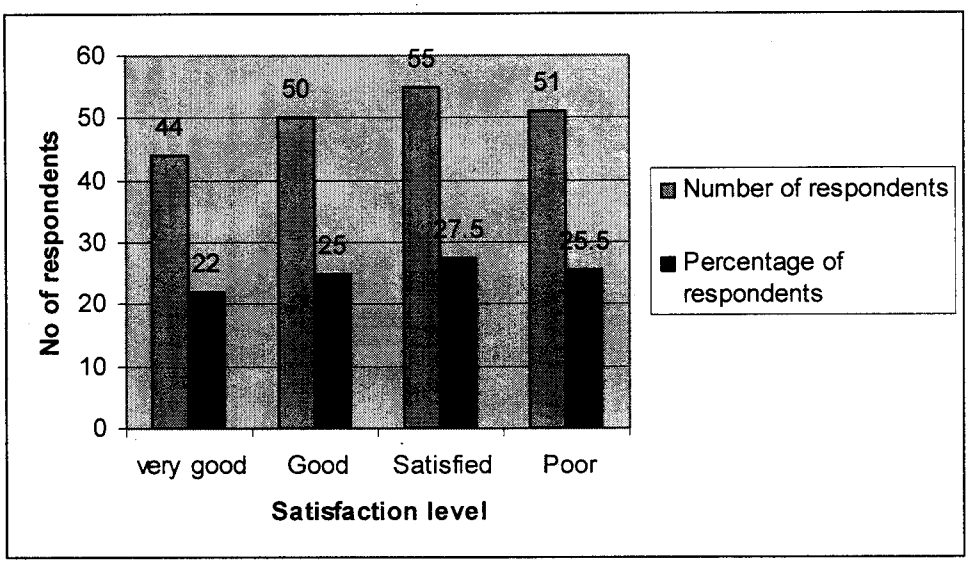


Table no.4.14

The table showing satisfaction level of the respondents in package of sakthi soya

Particulars	Number of respondents	Percentage of respondents
very good	77	38.5
Good	64	32.0
Satisfied	49	24.5
Poor	10	5.0
Total	200	100.0

Interpretation

The above table shows satisfaction level of the respondents in package of sakthi soya products. About 38% of the respondents feel the package is very good and 32% of the respondents feel the good and 24.5% of the respondents feel satisfied. The remaining 5% of the respondents feel package is poor.

Inference

From the table it is inferred that a large number of respondents i.e., 38.5% of the respondents feel package is very good and 5% of the respondents feel package is poor.

Chart no 4.14

The chart showing satisfaction level of the respondents in package of sakthi soya

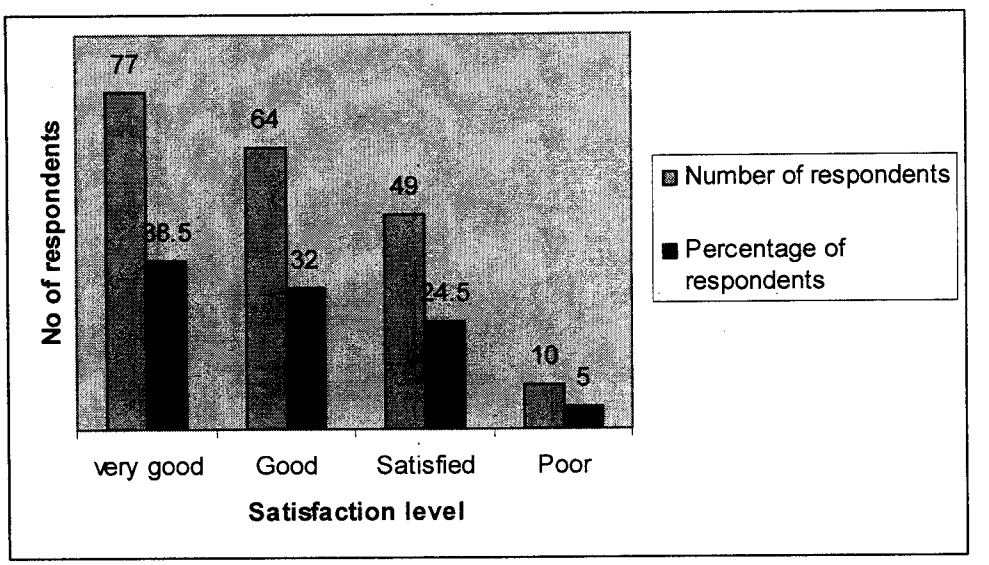


Table no.4.15

The table showing satisfaction level of the respondents in price of sakthi soya

Particulars	Number of respondents	Percentage of respondents
Very good	33	16.5
Good	72	36.0
Satisfied	62	31.0
Poor	33	16.5
Total	200	100.0

Interpretation

The above table shows satisfaction level of the respondents in price of sakthi soya products. About 36% of the respondents feel the price is good and 31% of the respondents feel the satisfied and 16.5% of the respondents feel the price is poor. The remaining 16.5% of the respondents feel the price is very good

Inference

From the table it is inferred that a large number of respondents i.e., 36% of the respondents feel is good and 16.5% of the respondents feel the price is poor.

Chart no. 4.15

The chart showing satisfaction level of the respondents in price of sakthi soya

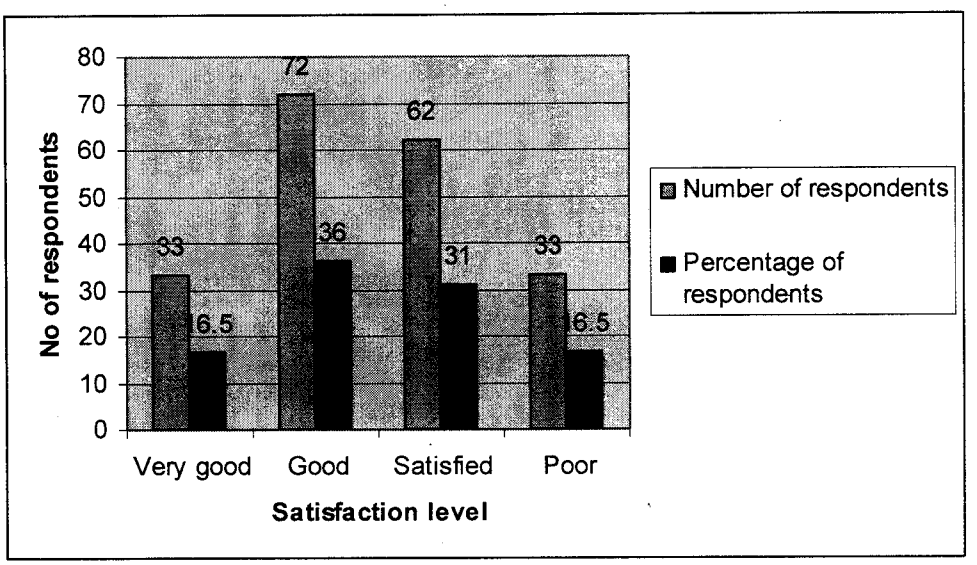


Table no.4.16

The table showing satisfaction level of the respondents in perception of sakthi soya

Particulars	Number of respondents	Percentage of respondents
very good	88	44.0
Good	82	41.0
Satisfied	27	13.5
Poor	23	11.5
Total	200	100.0

Interpretation

The above table shows satisfaction level of the respondents in perception of sakthi soya products. About 44% of the respondents feel the perception is very good and 41% of the respondents feel the perception good and 13.5% of the respondents feel the perception is satisfied. The remaining 11.5% of the respondents feel the perception is poor.

Inference

From the table it is inferred that a large number of respondents i.e., 44% of the respondents feel perception is very good and 41% of the respondents feel the perception is good.

Chart no 4.16

The chart showing satisfaction level of the respondents in perception of sakthi soya

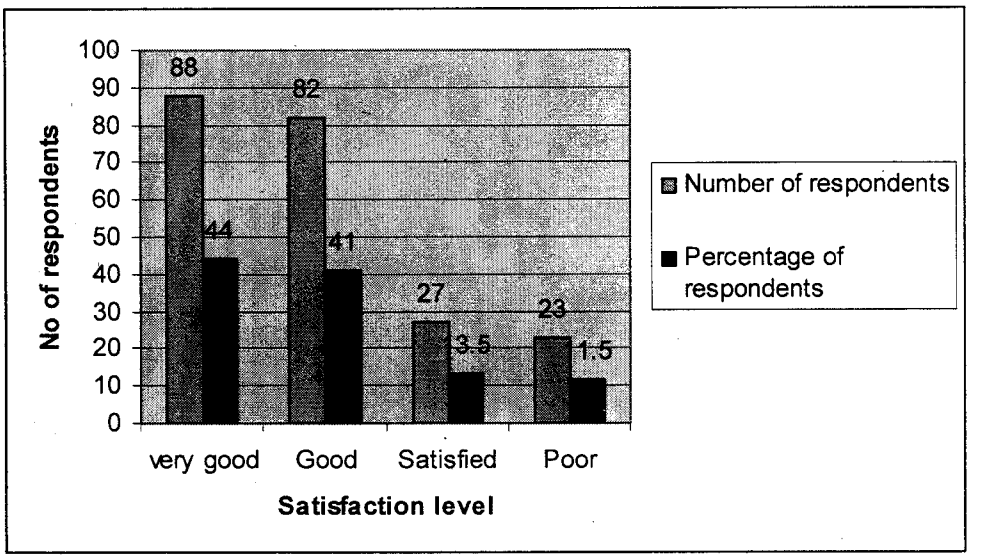


Table no. 4.17

The table showing the respondents positive word of mouth about sakthi soya

Particulars	Number of respondents	Percentage of respondents
Yes	109	54.5
No	91	45.5
Total	200	100.0

Interpretation

The above table shows the respondents positive word of mouth about sakthi soya. About 54.5% of the respondents say yes to positive word of mouth and 45.5% of the respondents say no to positive word of mouth.

Inference

From the table it is inferred that a large number of respondents i.e., 54.5% say yes to positive word of mouth.

Chart no. 4.17

The chart showing the respondents positive word of mouth about sakthi soya

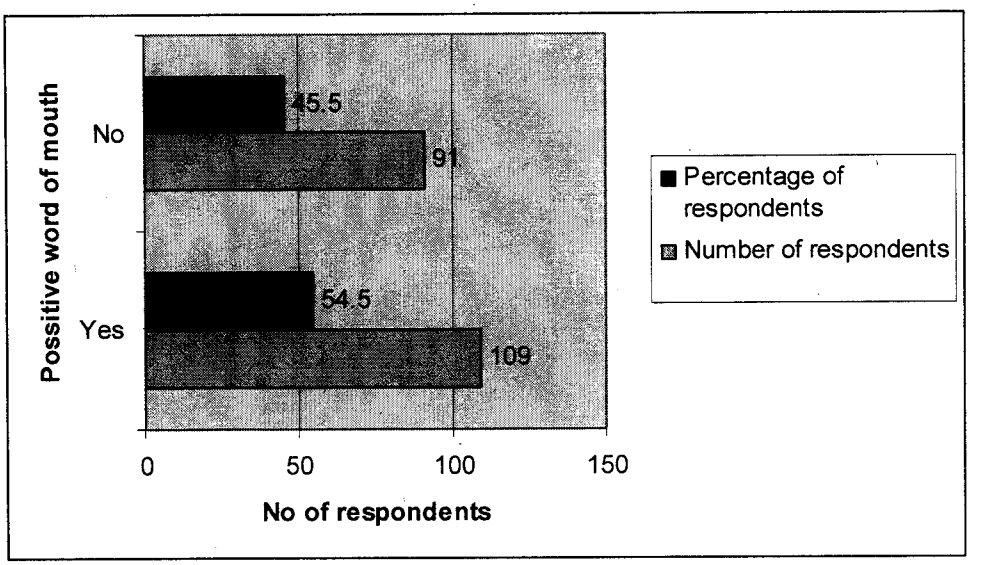


Table no.4.18

The table showing the future expectation of respondents in sakthi products

Particulars	Number of respondents	Percentage of respondents
More advertisement	47	23.5
Price reduction	62	31.0
Quality improvement	53	26.5
Others	38	19.0
Total	200	100.0

Interpretation

The above table shows the future expectation of the respondents in sakthi products. About 31% of the respondents expect more price reduction and 26.5% of the respondents expect quality improvement 23.5% of the respondents expect the more advertisement and 19% of the respondents expect other factor like free gift.

Inference

From the table it is inferred that a large number of respondents i.e., 31% of the respondents expect price reduction and 23.5% of the respondents expect quality improvement.

Chart no 4.18

The chart showing the future expectation of respondents in sakthi products

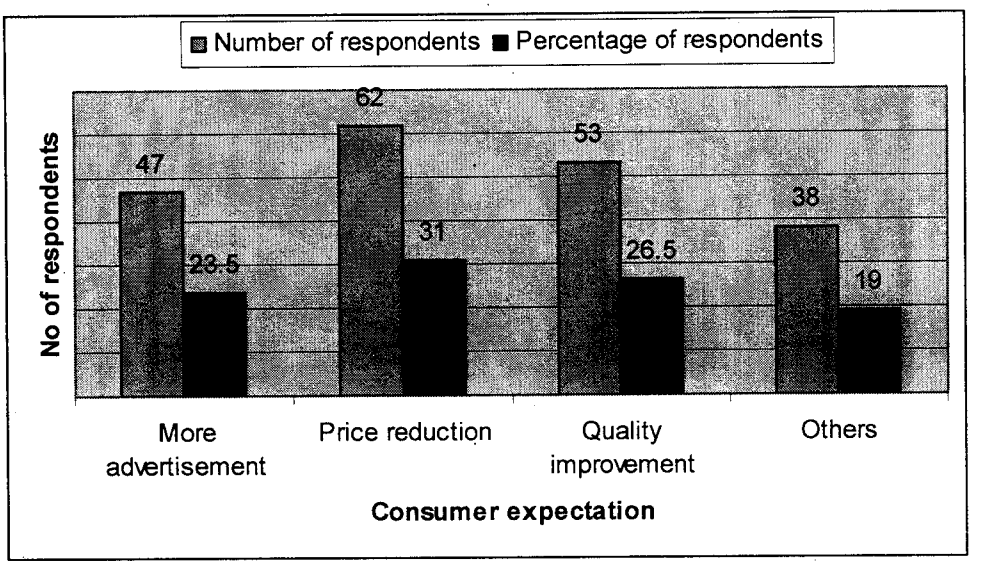


Table no. 4.19 Chi- Square Test

To find the relationship between income of the respondents and frequency usage of soya

Frequency usage / Income	Daily	Weekly	Monthly	Occasionally	Total
Below 50000	11	0	8	20	39
50000-1lakh	4	9	16	8	37
1lakh – 2 lakh	17	4	16	13	50
Above 2 lakh	8	9	10	47	74
Total	40	22	50	88	200

Null hypothesis: There is no significant relationship between income of the respondents and there frequency usage of soya.

Alternative hypothesis: There is a significant relationship between age of the respondents and there frequency usage of soya.

Degree of freedom = 9
Level of significant = 5%
Observed value = 50.169
Table value = 16.919

Interpretation

Since the observed value is great than the table value we accept the null hypothesis.

Inference

There is no relationship between income of the respondents and there frequency usage of

Table no. 4.20 Chi- Square Test

To find the relationship between occupation of the respondents and their satisfaction towards the quality of the product

Quality level / Occupation	Very good	Good	Satisfied	Poor	Total
Professional	16	25	8	13	62
Business	16	12	5	13	46
Housewife	8	12	13	17	50
Other	8	12	9	13	42
Total	48	61	35	56	200

Null hypothesis: There is no significant relationship between occupation of the respondents and their satisfaction towards the quality of the product.

Alternative hypothesis: There is significant relationship between occupation of the respondents and their satisfaction towards the quality of the product

Degree of freedom = 9
Level of significant = 5%
Observed value = 14.178
Table value = 16.919

Interpretation

Since the observed value is less than the table value we reject the null hypothesis.

Inference

There is relationship between the occupations of the respondent and there satisfaction level in quality of soya.

Table 4.21 Chi Square Test

The table to find the relationship between respondents satisfaction in price level and period of consuming of soya

Price level / Consuming	Very good	Good	Satisfied	Poor	Total
Below 6months	8	7	8	16	39
6months-1yrs	13	21	12	21	67
1yr-2yrs	21	12	14	16	63
Above 2yrs	9	6	3	13	31
Total	51	46	31	66	200

Null hypothesis: There is no significant relationship between respondents satisfaction in price level and period of consuming of soya

Alternative hypothesis: There is a significant relationship between respondents satisfaction in price level and period of consuming of soya

Degree of freedom = 9
Level of significant = 5%
Observed value = 13.755
Table value = 16.919

Interpretation

The observed value is less then table value so we reject null hypothesis.

Inference

There is a significant relationship between respondent's satisfaction in price level and period of consuming of soya.

CHAPTER 5

FINDINGS, SUGGESTION & CONCLUSION

CONCLUSION

5.1 Findings

- A large part of respondents i.e., 64 of 200 are above 45 years old. The minimum no of respondent are in the age group below 25 years old.
- Most of the respondent i.e., 108 of 200 is male.
- Large number of respondents is having family size 1-4 and above 8 i.e., is 38% and 37% respectively.
- All the respondents are mostly equally distributed under their occupation group.
- Large number of respondent's i.e., 38.5% belonging to income level of above Rs. 2 lakhs per annum.
- Most of the respondents i.e., around 44% of the respondents are belong occasional use of soya and only 5.5% of the respondents consuming daily.
- Most of the respondents i.e., around 34.5% of the respondents are consuming soya before two years.
- Large numbers of respondents are consuming soya for nutrition and taste benefits and only 12.5% of the respondents are consuming soya for health benefits.
- Most of the respondents i.e., 51% prefer for sakthi soya brand and only 8.5% of the respondents prefer other brand.
- Most of the respondents i.e., 31% prefer for retailer outlet and only 18.5% of the respondents prefer news paper.
- Most of the respondents i.e., 33% prefer for TVP chunks and only 18.5% of the respondents prefer TVPgranules.
- A large number of respondents i.e., 30.5% of the respondents feel quality is good and 28% of the respondents feel the quality is poor.
- A large number of respondents i.e., 27.5% of the respondents feel availability is satisfied and 25.5% of the respondents feel the availability is poor.
- A large number of respondents i.e., 38.5% of the respondents feel package is very good and 5% of the respondents feel package is poor.

- A large number of respondents i.e., 36% of the respondents feel is good and 16.5% of the respondents feel the price is poor.
- A large number of respondents i.e., 44% of the respondents feel perception is very good and 41% of the respondents feel the perception is good.
- A large number of respondents i.e., 54.5% say yes to positive word of mouth.
- A large number of respondents i.e., 31% of the respondents expect price reduction and 23.5% of the respondents expect quality improvement.
- There is no relationship between income of the respondents and there frequency usage of soya.
- There is relationship between the occupations of the respondent and there satisfaction level in quality of soya.
- There is a significant relationship between respondent's satisfaction in price level and period of consuming of soya.

5.2 Suggestions

- The organization must try to improve the brand image among the customers by frequent advertisement.
- The organization must conduct some awareness program for the customers.
- The organization can do some promotional efforts like providing free gifts, discount.
- The organization can reduce price of the product.

CONCLUSION

In the present world food habits are keeps on changing, due to busy schedule lot of customers have changed their normal food habit to fast food. Its too hard to compete with the fast food producer by the traditional food producer. They have to provide lot of promotional effort to survey in this market and they have to concentrate on improve the brand image in minds of the customer. They must not stop only with taste, they have to concentrate on health and nutrition factors.

The researcher had found that sakthi soya has does not get enough awareness among the customers and the customers who buy sakthi product feels that the price of the product are in the higher side. The sakthi groups must improve their brand image of soya and must do a survey to get the feed back of customers for the price reduction.

ANNEXURE

A STUDY ON CONSUMER AWARENESS OF SAKTHI SOYA PRODUCTS FOR SAKTHI SUGARS LIMITED-(SOYA DIVISION) COIMBARORE

QUESTIONNAIRE:

1. Name :
2. Age : Below25 yrs ☐ 25-35yrs ☐
   36-45yrs ☐ Above 45 ☐
3. Sex : Male ☐ Female ☐
4. Address :

5. Family size(Nos) : 1-4 ☐ 5-8 ☐ Above 8 ☐
6. Occupation : Professionals ☐ Business ☐
   Housewife ☐ Others ☐
7. Income (Annually) :
   Below 50,000 ☐ 50,000 to 1 lakh ☐
   1 lakh to 2 lakh ☐ Above 2 lakh ☐
8. What is the frequency usage of soyas ?
   Daily ☐ Weekly ☐ Monthly ☐ Occasionally ☐
9. How long are you consuming soya ?
   Below 6months ☐ 6months -1 yrs ☐
   1yr-2yrs ☐ Above 2 yrs ☐
10. What influenced you to purchase soya ?
    Taste ☐ Nutrition ☐
    Health benefits ☐ Others(Specify) ☐

11. Which brand do you purchase repeatedly?

Sakthi ☐ Anil ☐ Ruchi ☐ Others ☐

12. Through which sources are you aware of sakthi soya ?

News paper ☐ Retailer outlet ☐ Relatives ☐ Friends ☐

13. Which Sakthi soyas products do you buy?

TVP chunks ☐ TVP flakes ☐

TVP Granules ☐ Soybean meal ☐

14. What extent are you satisfied with the quality of sakthi soya ?

Very good ☐ Good ☐ Satisfied ☐ Poor ☐

15. What extent are you satisfied with the availability of sakthi soya ?

Very good ☐ Good ☐ Satisfied ☐ Poor ☐

16. What extent are you satisfied with the package of sakthi soya ?

Very good ☐ Good ☐ Satisfied ☐ Poor ☐

17. What extent are you satisfied with the price of sakthi soya ?

Very good ☐ Good ☐ Satisfied ☐ Poor ☐

18. What is your perception of sakthi soya brand ?

Very good ☐ Good ☐ Satisfied ☐ Poor ☐

19. Will you recommend sakthi soyas to others ?

Yes ☐ No ☐

20. What do you expect from sakthi soya ?

More advertisement ☐ Price reduction ☐

Quality improvement ☐ Others (Specify) ☐

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